
Textbook

Research of Tourism Market

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Research Paper One

A Study on Affected Factors and Development Features about Mainland Chinese Outbound Tourism Market

Abstract

This study analyzed the impacts of Mainland Chinese outbound tourism market by the factors such as policy, economy, environment, transportation, leisure and psychology. The features of source origin, destination perception and organization for Mainland Chinese outbound market had also been explained. The negative impacts on Mainland Chinese travelers, travel agencies, national image and economic loss had also been pointed out. At the last, the marketing policies for Mainland Chinese outbound tourism in travel agencies, tourist governmental administration, travelers and destinations had been put forward.

Key Words: Mainland Chinese Outbound Tourism Market; Affected Factors; Development Features; Marketing Policies

1. Study background of Mainland Chinese Outbound Tourist Market

China's economy had been developing rapidly since the reform and opening-up policy was adopted in late 1978. With an increase in disposal income of Mainland Chinese households, their outbound tourism demand has been increasing swiftly. In early 1983, Chinese citizens went to Hong Kong and Macau for VFR marked the beginning of Chinese outbound tourism. The Chinese government from 1990 through 1995 had permitted only Singapore, Malaysia, Thailand, Russia, Mongolia, and the Philippines Approved Destination Status (ADS) for Mainland Chinese tourists who principally wanted to visit their relatives and friends (VFR). Self-supported outbound travel of the VFR for pleasure took place in Chinese outbound tourism market due to the fact "Provisional Regulation on Self-supported Outbound Travel of Chinese Citizens" was issued by CNTA and Ministry of Public Security in July of 1997. By the end of 2004, a total of 67 destination countries had received Approved Destination Status (ADS) for Chinese outbound tourism. The number of Mainland Chinese outbound tourists was 3.74 million travelers in 1993 increasing to more than 10 million Mainland Chinese outbound travelers by 2000. The number of Mainland Chinese tourists amounted to 16.6 million outbound tourists in 2002. In spite of SARS in 2003, the number of total outbound travelers had still been 20.22 million with an increasing rate of 21.8% comparing to that of previous year. By the end of 2004, number of outbound destination travelers had reached 28.85 million with an increasing rate of 42.69% comparing to that in 2003. The total number of Chinese outbound travelers had amounted to 128 million with an annual increasing rate of 22 percent from 1993 to 2004. A substantial increase of Mainland Chinese outbound tourists was stated in the World Tourism Organization Tourism Vision 2020 Report, which forecast 100 million Mainland Chinese outbound tourists by 2020. This

number would account for 6.2 percent of the world's outbound tourist market and ranks fourth among outbound tourist generating countries, only next to those of German, Japanese, and U.S.

As China has emerged as a major generating region in recent years, some researchers in Chinese outbound tourism has been attracted the same level of attention. Studies in literatures were conducted to include the five following aspects. Firstly, researches on current situations and development trends of Chinese outbound tourism, and many efforts were made to illustrate the phenomenon of the market (Chen, 1994; Dai, 1997; Ding, 1998; Du, 2002; Guo, 1994; Liu, 1999; Sun, 2003; Zhang, L., 2003). Secondly, behavior model and characteristics of Chinese outbound travelers, researchers in this field examined the consumption decisions on destination selection, type of travel activities, purchase channel, transportation, accommodation and shopping, etc. The behavior characteristics of Chinese outbound travelers was also taken into account, which were house income, social class, educational level, age, gender and other demographic factors (Team Group, 2003; Guo, et al., 2004; Shu, 2004; Shu, et al., 2004). Thirdly, industrial polices and travel economy, impact study of Chinese outbound tourism market when China's entry into WTO was also included (Wang, 2004; Xiao, 1997; Yi, 2001; Zhong & Guo, 2001). Fourthly, solutions to problems underlying rapid development of Chinese outbound tourism had been discussed, including management system, marketing strategies and practices (Cai, 2000; Gao, 2002; Li, 2004; Liu, 2004; Sun, 2003; Zhang, 2002). Fifthly, market strategies study based on market system, development strategies, e-management and so on (Chen, 1999; Long, 2003; Sun, 2004; Xiao, & Zhen, et al., 2003; Xiao & Ren, 2003; Zhang, G., 2003).

It is obvious that development features, affected factors, behavior model of Chinese outbound travelers, marketing strategies of Chinese outbound tourism market were not included in the previous literatures as the author mentioned above despite of many devotions had been made to evaluate and analyze the market in some domains (Rui, 2005). Hence, the aim of this study was to analyze the development features, affected factors and marketing strategies of Chinese outbound tourism consumption based on a comprehensive perspective in the initial step. The objectives of this study were: (1) to summarize the development features of Chinese outbound tourism market; (2) to examine the affected factors of the market; (3) to evaluate the behavior model of Chinese outbound travelers; (4) to find out the difficulties behind the market; and (5) to promote the marketing strategies (Figure 1).

When respect to the significance of this study, the sustainable development of Chinese outbound tourism market resulted from prosperity of China's economy would catch much more attention of tourism operators and marketers in China's ADS countries. In addition, it was essential that some holistic study aspects such as development features, affected factors, problems, marketing strategies of Chinese outbound tourism market will be also included in the study framework for these destinations. Statistic data and materials applied in this study were collected from: (1) study literatures in China; (2) tourism statistic materials in China; and (3) on-site survey and in-depth interview administrated to Chinese outbound travelers, operators and the government. The results of this study would not only help ADS countries to identify the underlying characteristics of Chinese outbound tourism market including its development trends, affected factors, problems, behavior model and marketing strategies, but also help Chinese government and tourism operators to predict the market demand as well as to devising polices and strategies

related to the destinations.

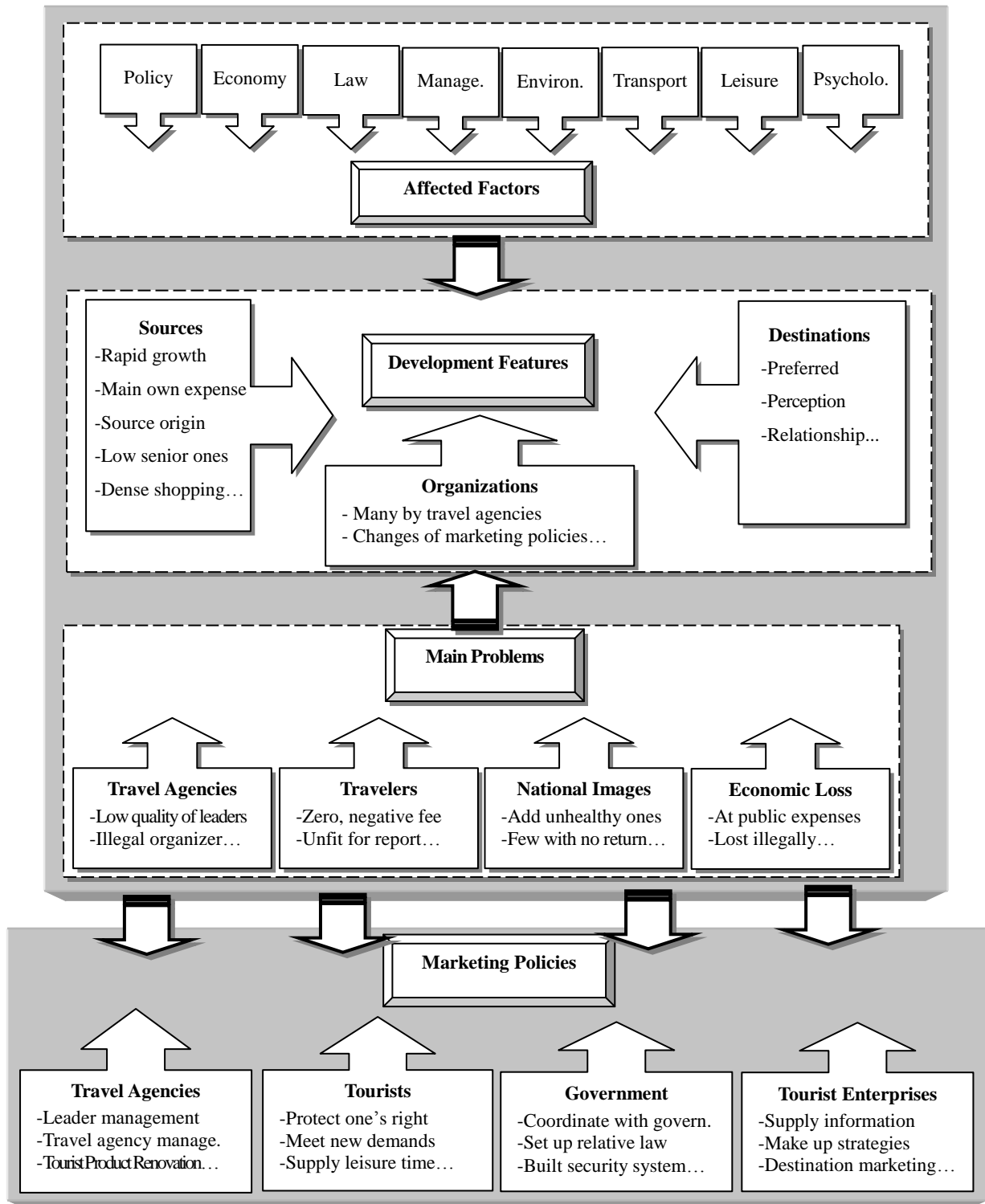


Figure 1. The Development Features of Chinese Outbound Tourism Market

2. Development Features of Mainland Chinese Outbound Tourism Market

2.1. Rapid Market Growth Rate without a Large Market Share

The increasing demand of Chinese outbound tourism market very much depends on sustainable development of China's economy and huge disposal income of Mainland Chinese households due to the open policies and reforms since 1978. The number of Mainland Chinese outbound tourists was 3.74 million travelers in 1993 increasing to more than 10 million Mainland Chinese outbound travelers by 2000. This number amounted to 16.6 million outbound tourists in 2002. In spite of SARS in 2003, the number of total outbound travelers had still been 20.22 million with an increasing rate of 21.8% comparing to that of previous year. By the end of 2004, number of outbound destination travelers had reached 28.85 million with an increasing rate of 42.69% comparing to that in 2003. The total number of Chinese outbound travelers had amounted to 128 million with an annual increasing rate of 22 percent from 1993 to 2004 (Table 1), which made China an important generating area in Asia.

Table 1. Development Comparison among Mainland Chinese Outbound Tourism Market, Domestic Market and Inbound Tourism Market

Year	Number of outbound tourists (10 thousand)	Growth rate (%)	Total GDP (100 million)	Growth rate (%)	Per capital GDP (yuan/person)	Growth rate (%)	Number of domestic tourists (100million)	Growth rate (%)	Number of inbound tourists (10 thousand)	Growth rate (%)
1993	374.00	27.7	34634.4	30.02	2939	28.51	-	-	4153	8.97
1994	373.36	-0.17	46759.4	35.02	3923	33.48	-	-	4368	5.18
1995	452.05	21.08	58478.1	25.067	4854	23.73	6.29	20.0	4639	6.20
1996	506.07	11.95	67884.6	16.09	5576	14.87	6.39	1.6	5113	10.22
1997	532.39	5.20	74462.6	9.69	6054	8.57	6.44	0.8	5759	12.63
1998	842.56	58.26	78345.2	5.21	6308	4.20	6.94	7.8	6348	10.23
1999	923.16	9.57	82067.5	4.75	6551	3.85	7.19	3.5	7280	14.68
2000	1046.86	13.40	89468.1	9.02	7086	8.17	7.44	3.5	8344	14.66
2001	1213.31	15.90	97314.8	8.77	7651	7.97	7.84	5.3	8901	6.68
2002	1660.23	36.83	105172.3	8.07	8214	7.36	8.78	12.0	9791	9.99
2003	2022.00	21.80	117251.9	11.49	9101	10.80	8.70	-0.9	9166	-6.38
2004	2885.29	42.90	136515.0	16.43	10561	16.04	11.02	26.7	10904	18.96

Source: CNTA, National Bureau of Statistics of China (1993-2004).

However, it had demonstrated some valuable characteristics in Chinese outbound tourism market different from that in other countries, which were: (1) the growth rate of the market surpassed that of China's national economy; (2) the growth rate of the market also surpassed those of inbound tourism market and domestic tourism market, but the market share of outbound tourism was less than 3% of the former and equal to 26% of the latter respectively; and (3) the growth rate of outbound tourism market in China also surpassed that in developed countries to some extent in same period, and its market share accounted about 39% of that in Germany which was the biggest generating countries in 2004 (Table 2).

Table 2. Number of Outbound Tourists and Its Growth Rate for Major Generating Countries (10 thousand)

Year	Germany	America	Britain	China	Canada	France	Italy	Japan
1993	7200	4440	3570	374	2060	1640	1700	1190
1994	7310	4750	3990	373	1830	1770	1650	1360
1995	7490	5000	4170	452	1750	1650	1600	1500
1996	6840	5210	4260	506	1790	1680	1630	1670

1997	6800	5409	4710	532	1850	1770	1720	1680
1998	8297	5273	5087	843	1764	1807	1432	1580
1999	7340	5732	5388	923	1837	1671	1896	1636
2000	7440	6133	5684	1047	1918	1989	2199	1782
2001	7640	5943	5828	1213	1836	1927	2242	1622
2002	7330	5805	5938	1660	1771	1740	2513	1652
2003	7460	5618	6142	2022	1774	1743	2682	1330
2004				2885				
Growth rate (%)	Germany	America	Britain	China	Canada	France	Italy	Japan
1993	5.88	1.14	5.62	27.7	-5.07	-2.96	-6.59	0.85
1994	1.53	6.98	11.76	-0.17	-11.17	7.93	-2.94	14.29
1995	2.46	5.26	4.51	21.08	-4.37	-6.78	-3.03	10.29
1996	-8.68	4.20	2.16	11.95	2.29	1.82	1.88	11.33
1997	-0.58	3.82	10.56	5.20	3.35	5.36	5.52	0.59
1998	22.01	-2.51	8.00	58.26	-4.65	2.09	-16.74	-5.95
1999	-11.53	8.70	5.92	9.57	4.14	-7.53	32.40	3.54
2000	1.36	6.99	5.49	13.40	4.41	19.03	15.98	8.92
2001	2.69	-3.10	2.53	15.90	-4.28	-3.12	1.955	-8.98
2002	-4.06	-2.32	1.88	36.83	-3.54	-9.70	12.09	1.85
2003	1.77	-3.22	3.44	21.80	0.17	0.17	6.73	-19.49
2004				42.90				

Source: International Statistical Yearbook (1993-2004);

Federal Statistical Office Germany: http://www.destatis.de/e_home.h=m-7-22-2005.

2.2. Self-supported Outbound Travel Dominated the Market

The number of Chinese outbound tourist for business had been equal to that for private purpose (refer to self-supported outbound travel), and each accounted half of the market share. It was not surprising that Chinese outbound tourism market for business had gain dramatically increase with a growth rate of 84.6% because of America and Europe's open policies in business travel market to China in 1998. Nevertheless, self-supported outbound travel had kept a steady growth rate in the same period. The number of self-supported outbound travelers surpassed that of outbound business tourists at first time, amounting to 5.6 million in 2000. Though Chinese outbound business market was affected by SARS in 2003, the self-supported outbound market continued to increase. The number of self-supported outbound travelers reached 22.98 million accounting for 80% of the total outbound market share and represented 3.9 times of outbound business travelers. The annual growth rate of Chinese self-supported outbound tourism market had amounted to 29% during 1993-2004, making self-supported outbound travel dominate whole outbound market of China (Table 3).

Table 3. Comparison of Mainland Chinese Outbound Tourism Market for Business and Private Purpose

Year	For business (10 thousand)	Growth rate (%)	For private purpose (10 thousand)	Growth rate (%)
1992	180.94	-	111.93	-
1993	227.83	25.7	146.62	31.0
1994	209.13	-8.0	164.23	12.0
1995	246.60	17.9	205.39	25.1
1996	264.80	7.3	231.34	17.5
1997	288.43	9.0	243.96	1.1
1998	532.53	84.6	319.02	30.8
1999	496.63	-5.1	426.61	33.7
2000	484.18	-2.5	563.09	32.0

2001	518.77	7.2	694.54	23.3
2002	654.90	26.1	1006.14	44.7
2003	541.00	-17.0	1481.00	47.0
2004	587.38	8.7	2297.91	55.2

Source: CNTA (1992-2004).

2.3. Outbound Package Tours by Travel Agencies Have a Considerable Market Share

Firstly, outbound package tours by travel agencies had gained a considerable market share in total outbound tourism market (Table 4). Consequently, Chinese outbound travelers for first time would make more contribution to the total number of outbound tourists than those for many times. Besides, the number of tourists traveled to a series of destinations was larger than that of tourists travel only to one destination. There was an independent relation between development of Chinese outbound tourism market and promotion of domestic travel agencies (Du, 2002). Secondly, after relaxation on special licensing system of outbound tourism services, travel agencies would also cut down the price of their outbound package tours by some promotion strategies such as charter flights, full charter flights and charter flight courses in combination with domestic and foreign civil airlines in order to strengthen their competitive abilities as well as enlarge their distant travel markets. Thirdly, Chinese outbound travelers preferred to choose a series of countries as their destinations rather than only one country or area when they took travel expenditures and time into consideration. This might be verified by the fact that travel agencies always organize their outbound travel routes by mixing all kinds of neighboring destinations so as to save money. Therefore, Chinese outbound tourists would like to identify many countries as their one tourist product for overseas destinations when they travel abroad.

Table 4. Package Outbound Tours of Travel Agencies in Total Mainland Chinese Outbound Tourism Market

Year	Total number of outbound tourists (10 thousand)	Growth rate (%)	Package outbound tourists by travel agencies (10 thousand)	% of Total	Growth rate (%)
1993	374.00	27.7	72.36	19.3	-
1994	373.36	-0.17	109.84	29.4	51.8
1995	452.05	21.08	125.99	27.9	14.7
1996	506.07	11.95	164	32.4	30.2
1997	532.39	5.20	143.07	26.9	-12.8
1998	842.56	58.26	181.09	21.5	26.6
1999	923.16	9.57	249.56	27.0	37.8
2000	1046.86	13.40	430.25	41.1	72.4
2001	1213.31	15.90	369.53	30.5	-14.1
2002	1660.23	36.83	372.16	22.4	0.7
2003	2022.00	21.80	387.01	19.1	4.0
2004	2885.29	42.90	558.60	19.4	44.3

Source: CNTA (1993-2004).

3. Affected Factors of Mainland Chinese Outbound Tourism Market

3.1. Tourism Policies

The Mainland Chinese government has indicated the following seven guidelines for

countries to meet in order for these countries to receive Approved Destination Status (ADS) so that Mainland Chinese tourists can travel. First, the countries should generate outbound tourists to China. Second, they should have a favorable political relationship with China. Third, the countries should have attractive tourist resources and suitable facilities for Chinese travelers. Fourth, the safety of the Chinese travelers should be guaranteed along with freedom of discrimination. Fifth, the destination countries should be easily accessible by transportation. Sixth, the outbound tourists from the destination countries should have a balance with Mainland China in terms of tourists' expenditures. Seventh, the market share of tourists from foreign countries to China, along with tourists from China to these countries should be increased reciprocally.

China's outbound tourism has gone through the process of travel to Hong Kong and Macao since 1983. In the initial stage of outbound tourism, the Mainland Chinese government decided to only permit its people to visit their relatives and friends. The Chinese government from 1990 through 1995 had permitted only Singapore, Malaysia, Thailand, Russia, Mongolia, and the Philippines Approved Destination Status (ADS) for Mainland Chinese tourists who principally wanted to visit their relatives and friends. By 2003, a total of 32 destination countries had received Approved Destination Status (ADS) for Chinese outbound tourism. They included Singapore, Malaysia, Thailand, Philippines, Russia, Mongolia, North Korea, Kazakhstan, Kyrgyzstan, Tajikistan, South Korea, Australia, New Zealand, Japan, Vietnam, Cambodia, Burma, Brunei, Nepal, Indonesia, Turkey, Egypt, Malta, Germany, Sri Lanka, Maldives, India, South Africa, Cuba, Croatia, Hungary, and Pakistan. By 2004, another twenty-six European countries and eight African countries (Ethiopia, Kenya, Mauritius, Seychelles, Tanzania, Tunisia, Zambia, Zimbabwe) as well as Jordan had been approved as Chinese Destination Countries (Chen, 2004). Until now, there had been totally 67 countries being approved as Chinese outbound destination countries (Table 5).

Table 5. Overseas Outbound Tourism Destination Countries with Approved Destination Status by Mainland Chinese Government *

Year	Number of permitted countries	Permitted (areas) countries
1988	1	(Hong Kong, Macao), Thailand
1990	3	(Hong Kong, Macao), Thailand, <i>Singapore, Malaysia</i>
1992	4	(Hong Kong, Macao), Thailand, Singapore, Malaysia, <i>Philippines</i>
1998	5	(Hong Kong, Macao), Thailand, Singapore, Malaysia, Philippines, <i>South Korea</i>
1999	7	(Hong Kong, Macao), Thailand, Singapore, Malaysia, Philippines, South Korea, <i>Australia, New Zealand</i>
2000	12	(Hong Kong, Macao), Thailand, Singapore, Malaysia, Philippines, South Korea, Australia, New Zealand, <i>Japan, Vietnam, Cambodia, Burma, Brunei</i>
2002	17	(Hong Kong, Macao), Thailand, Singapore, Malaysia, Philippines, South Korea, Australia, New Zealand, Japan, Vietnam, Cambodia, Burma, Brunei, <i>Nepal, Indonesia, Malta, Turkey, Egypt</i>

2003	26	(Hong Kong, Macao), Thailand, Singapore, Malaysia, Philippines, South Korea, Australia, New Zealand, Japan, Vietnam, Cambodia, Burma, Brunei, Nepal, Indonesia, Malta, Turkey, Egypt, Germany, Sri Lanka, Maldives, India, South Africa, Cuba, Croatia, Hungary, Pakistan
2004	67	(Hong Kong, Macao), Thailand, Singapore, Malaysia, Philippines, South Korea, Australia, New Zealand, Japan, Vietnam, Cambodia, Burma, Brunei, Nepal, Indonesia, Malta, Turkey, Egypt, Germany, Sri Lanka, Maldives, India, South Africa, Cuba, Croatia, Hungary, Pakistan, Another 26 European countries and eight African countries (Ethiopia, Kenya, Mauritius, Seychelles, Tanzania, Tunisia, Zambia, Zimbabwe) as well as Jordan

* indicated that Only include pleasure tourist purpose, not include other purposes such as business or study.

Source: Source: CNTA (1993-2004).

3.2. Economic Factors

Chinese urban citizens dominated both common consumption market and outbound tourism market of China because of their large disposable incomes. The growth of Chinese citizens' disposable income would also become an important stimulant to increase expenditures in education, cultural and recreation services, which could be attributed to significant relations between expenditures of Chinese outbound tourism and that of recreation services, average GDP as well as disposable income of each urban household. The average disposable income of Chinese urban household increased from RMB1700.6 in 1991 to Chinese RMB 9421.6 Yuan in 2004, while Engel coefficient decreased from 0.5433 to 0.3773 as a result of expenditures in education, cultural and recreation services increased from Chinese RMB 194.01 Yuan to Chinese RMB 1032.8 Yuan in the same period. In conclusion, the high growth rate of Chinese outbound tourism market was motivated by main two factors that were represented as follows. Firstly, there had been lower Engel coefficient for Chinese urban households. Secondly, there had been improvement and upgrade in Maslow's demand structure of Chinese people (Table 6).

Table 6. Per Capital Annual Disposable Income and Living Expenditure by Mainland Chinese Urban Households (Chinese RMB Yuan)

Year	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Disposable income (per person)	1700.6	2026.6	2577.4	3496.24	4282.95	4838.9	5160.32	5425.05	5854.02	6279.98	6859.58	7702.8	8472.2	9421.6
Living expenditure	1453.81	1671.73	2110.81	2851.34	3537.57	3919.47	4185.64	4331.61	4615.91	4998.0	5309.01	6029.88	6510.94	7182.1
Food	782.5	883.65	1058.2	1422.49	1766.02	1904.71	1942.59	1926.89	1932.1	1958.31	2014.02	2271.84	2416.92	2709.6
Engel coefficient	0.5433	0.5307	0.5035	0.5027	0.5427	0.4857	0.4683	0.4495	0.4186	0.3918	0.3794	0.3768	0.3712	0.3773
Education, cultural and recreation services	**	147.45	194.01	250.75	312.71	374.95	448.38	499.39	567.05	627.82	690.00	902.28	934.38	1032.8
# Consumer Goods for Recreational Use	**	33.17	42.01	55.06	69.14	81.15	98.26	125.99	135.33	146.92	139.35	245.16	264.47	256.7

** Data were not available.

Source: China Statistical Yearbook (1996-2004); Data Center of China Economic Information (2005).

3.3. Legal Factors

China joined the World Trade Organization in November 2001. This may provide other opportunities for its tourism development, including:

- fewer formalities and barriers for cross-border travelers,
- reductions in traveling costs as a result of global competition,
- removal of some protectionist policies, and
- upgrade of communication, financial, and information facilities (Zhang, et al., 2003).

According to WTO, Chinese government must reduce regulation on forbidding foreign travel agencies to operate Chinese tourism business, and limitations on percentage of foreign capital in stock shares of joint ventures were also canceled before 31 Dec, 2003; the government must also reduce regulation on branch companies of foreign travel agencies and cut down registered capital of joint venture travel agencies, granting them the national treatment before 31 Dec, 2005. More and more travel agencies in China had received the permission from the authorities to organize outbound tourism for Chinese citizens, and their number increased from 76 to 582 in 2002. In addition, the government launched various aspects of reforms on Chinese outbound tourism market. For instance, it was not necessary to present an invitation from outbound destinations when travel abroad for private purpose. And passport attached with filling outbound registration card was also canceled when you made your first outbound visit. A licensing system of granting outbound tourism service by CNTA had been introduced for travel agencies in China, and all travel agencies would have to make a good performance before they could be granted certificates. In this way, orders of Chinese outbound tourism market was kept, and consumers' rights as well as business interests were also protected, which helped to encourage Chinese outbound pleasure travel and realize the potential of outbound tourism demand (Gao, 2002).

3.4. Managerial Factors

The official Chinese policy on outbound tourism was one of controlled development. Primarily, the China National Tourism Administration (CNTA) exercises the control, which was the official body in charge of tourism. This might due to the fact that outbound tourism has a negative impact on economy that can result in economic leakage. But relative free foreign currency system and transactions had been introduced into Chinese outbound tourism market nowadays. According to STATS, the amount of Chinese foreign exchange reserves increased from US\$ 19 billion dollars in 1992 to US\$ 609.9 billion dollars in 2004. This facilitated the transaction of purchasing foreign goods and services, resulting in the future encouragement of overseas travel. Moreover, State Administration of Foreign Exchange (SAFE) launched some new polices of relaxing limitations on Chinese citizens' purchasing Foreign Exchange Certificate (FEC) with Renminbi (RMB) in order to regulate transactions of FEC. Following the overall open door policy of Chinese outbound travel market in 2005, China begin to prepare a better managerial environment for travelers which also help to encourage development of China's outbound tourism. Recently, China government allowed its currency to appreciate by 2.1% in late July of 2005 would also incentive Chinese to go abroad (CNTA, 2005).

3.5. Marketing Factors

The recent growth of China's outbound travel marked by visiting South Korea, Singapore, Malaysia and Thailand, and Australia was linked to politic and economic relations between China and other destination countries. Thus some countries had Diplomatic relations with China were considered as ADS and allowed to market their travel products in Mainland China. For example, Australia had attracted much more Chinese outbound travelers by holding travel products exhibition and marketer training class with a total cost of RMB500 thousand each year. Travel agencies in South Korea launched their promotion activities based on 2002FIFA World Cup hold in Japan and South Korea. Among all the major tourism source markets of Singapore, Mainland China was always considered as an important target market segment and many efforts were made to exploit the market. In addition, other destination countries in Southeast Asia also took some actions including free visas, developing travel products, offering Chinese travel information services as well as purchasing goods with RMB for those holding Chinese passport. As most important destinations in Europe, Germany and France initiated their marketing procedures to China as other countries did.

3.6. Tourism Transportations

Airline expenditures made a much more contribution to the total cost of outbound travelers because of its inelasticity. The economic barriers existed in Chinese outbound tourism market especially in self-supported travel market segment was mainly attributed to the high cost of airline services which represented approximately 50-70% of total outbound expenditures. However, most of Chinese outbound travelers could also purchase airline services in recent years because both domestic and foreign airlines could cut down their cost by corporation, competition and extending the routes to attract more passengers, which led to an acceptable price.

3.7. Leisure Factors

Firstly, after 1997, Chinese government had made up some relative policies for more holidays with salary such as some long holidays of three "golden weeks" and two-day weekend, which leads to a total 114-holiday in a whole year. Hence, it would be possible for Chinese to go abroad to have a long journey. Secondly, some beneficial preferable enterprises and units in China would like to organize incentive outbound package tours for their employees so that travelers could stay longer when they go abroad.

3.8. Psychological Factors

Firstly, as to motivations of Chinese outbound travelers, (1) Chinese people traveled abroad were motivated by various types of factors rather than only one factor, shifting from sightseeing, spending holidays, VFR to education, cultural communication and visiting historical sites. (2) They preferred to take part in or visit some international sports and cultural festivals by overseas travel due to their higher consumption levels. (3) It must be noted that education is an important motivation factor for Chinese young people, which can be a stimulus to China's outbound tourism. (4) Shopping was also perceived as an important motivation factor by Chinese outbound travelers due to the lower price and tariffs of commodities in some countries.

(5) Chinese people had demand to appreciate all kinds of foreign culture resulting in pull force to Chinese potential outbound travelers.

Secondly, when respect to pleasure travel of Chinese outbound tourists, (1) Vacation time of Chinese citizens amounted to 114days in a whole year after the government's "Golden Travel Week" polices in 1997, which make distant outbound travel possible for tourists. (2) Some enterprises with better benefit could provide their employers and client incentive vacations abroad. (3) The increasing income of higher-level class citizens made their ability to pay rise. (4) After bucking up their tourism ideas, Chinese people also would like to seek novelties and adventures. (5) The low price of outbound travel products attracted many Chinese tourists due to marketing and promotion activities conducted by travel agencies, etc.

Thirdly, as to affected factors of Chinese outbound tourism, the important motivation factors, perceived by Chinese outbound travelers, were "escaping from daily routine and increasing friendship", followed by "enjoying travel resources", "seeking adventure and novelty" and "demonstrating my prestige". It indicated that those factors such as escaping from daily routine, enjoying natural resources, increasing friendship and seeking adventure were major psychological factors underlying Chinese outbound travelers' activities (Guo, 2004).

4. Characteristics of Mainland Chinese Outbound Tourism Market

4.1. Favorite Destinations of Mainland Chinese Outbound Travelers

Mainland Chinese outbound tourists (25.6%) preferred to consider West European countries as their destinations when selecting from continental areas (Figure 2). As to destination countries, they perceived France (18.8%) as their favorite destinations, followed by America (18.1%), Australia (11.6%), Japan (10.8%), Egypt (9.4%), Singapore (7.6%), Italia (7.6%), Germany (6.1%), Canada (5.4%) and Spain (4.7%), while their second favorite destination were France (19.0%) America (12.5%), Australia (12.5%), Egypt (11.3%), Japan (10.5%), Singapore (10.5%), Italia (8.1%), Germany (6.5%), Spain (4.8%) and South Korea (4.4%) (Table 7). It was obvious that the importance orders of Chinese favorite outbound destinations were consistent with that of second favorite destinations. Furthermore, Chinese outbound travelers also perceived America and Canada as their two favorite destinations despite of both countries have not yet acquired ADS certificates. It implied that the both countries would become the most potential destinations for Chinese outbound travelers in future.

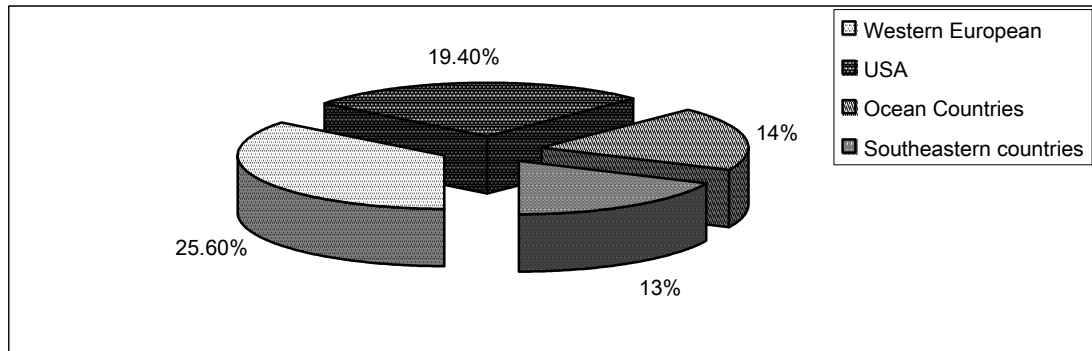


Figure 2. The Most Attractive Continental Destinations for Chinese Outbound Tourists

Source: Century Perspective Marketing Research (2001).

Table 7. Mainland Chinese Citizen's Favorite Outbound Tourism Destinations (n=773)

Rank	Favorite	% of Total respondents	Rank	Second favorite	% of Total respondents
1	France	18.8	1	France	19.0
2	America	18.1	2	America	12.5
3	Australia	11.6	2	Australia	12.5
4	Japan	10.8	4	Egypt	11.3
5	Egypt	9.4	5	Japan	10.5
6	Singapore	7.6	5	Singapore	10.5
7	Italy	7.6	7	Italy	8.1
8	Germany	6.1	8	Germany	6.5
9	Canada	5.4	9	Spain	4.8
10	Spain	4.7	10	South Korea	4.4

However, due to some effective factors, America, Australia and some European countries didn't dominate the whole Chinese outbound tourism market despite of Chinese travelers preferred to these countries as mentioned above. Consequently, outbound travel products such as short distance tours in neighboring countries and areas were the best choice of tourists when they made their travel decisions.

4.2. Perceived Characteristic Attributes of Mainland Chinese Outbound Destinations

Based on the perceived importance of characteristic attributes by Chinese outbound visitors, the author ranked all these attributes as follows: firstly, "safety", secondly, "beautiful scenery", thirdly, "well-equipped tourism facilities", fourthly, "different historical and cultural resources from China", fifthly, "acceptable climate", sixthly, "ease of travel arrangement", seventhly, "quality of leisure and recreation facilities", eighthly, "inexpensive travel cost", ninthly, "shopping paradise", and lastly, "level of economic development" (Table 8). Therefore, Chinese visitors perceived "safety" and "beautiful scenery" as the most important attributes for their destinations, while "level of economic development" and "shopping paradise" were perceived as the least important attributes, indicating that Chinese outbound travelers preferred to safe and beautiful scenery destinations rather than economic developed and "shopping paradise" ones.

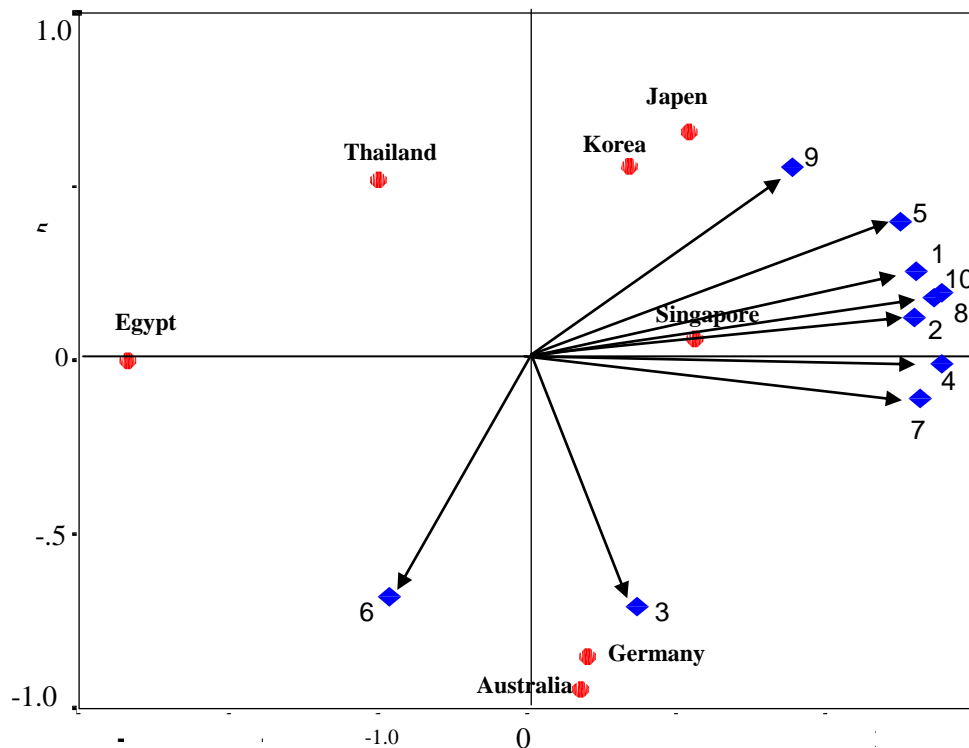
Table 8. Mean Ranking for Importance of Mainland Chinese Outbound Destinations' Characteristic Attributes (n=773)

Characteristic attributes	Mean	Standard deviation	Rank
Safety	5.73	1.37	1
Beautiful scenery	5.69	1.30	2
Well-equipped tourism facilities	5.15	1.42	3
Different historical and cultural resources from China	5.10	1.52	4
Acceptable climate	5.03	1.42	5
Ease of travel arrangement	4.98	1.40	6
Quality of leisure and recreation facilities	4.93	1.51	7
Inexpensive travel cost	4.91	1.40	8
Shopping paradise	4.38	1.73	9
Level of economic development	4.01	1.51	10

Note: measured on a 7-point Likert-type scale: strongly disagree (1), neutral (4), strong agree (7).

4.3. Relationship of Perceived Attributes among Mainland Chinese Outbound Destinations

Findings of this item about China’s seven attractive overseas destinations (Germany, Egypt, Japan, South Korea, Thailand, Singapore and Australia) were concluded as follows (Figure 3).



Note: 1=inexpensive travel cost, 2=level of economic development, 3=beautiful scenery, 4=safety, 5=good place for shopping, 6=different cultural and historical resources, 7=good weather, 8=good leisure and recreation facilities, 9=easiness to arrange travel plans, 10=well-equipped tourism facilities

Figure 3. Final Plots of the Stimulus Points and the Property Vectors for Chinese Overseas Tourists

Firstly, when regard to perceived attribute of “different historical and cultural resources from China”, Mainland Chinese respondents indicated that Australia, Germany, and Egypt had the most strengths in this attribute, in other words, this attribute was the most attractive factors for

Chinese tourists. This might be due to the fact that there are unique culture and history between China and western countries. This attribute was rated low (refer to less attractive) in Japan and South Korea. One of reasons was that similarities between two countries' culture and history perceived by Chinese tourists. Therefore, the destinations should identify the unique and distinctive qualities in their cultural historic resources then develop appropriate travel products and to market these products and the images associated with them in a manner that maximizes the destination's appeal to Chinese tourists.

Secondly, "beautiful scenery" was considered as one of the most important attributes in destination. Therefore Australia and Germany were most attractive to Chinese tourists, indicating Chinese tourists' increasing demand in the two countries' inbound travel markets. On the contrary, as to Thailand, Japan and South Korea, this attribute was perceived least attractive, showed that these countries didn't have a strong position on this attribute. Thus, Thailand, Japan and South Korea were not Chinese tourists' favorite destinations because they didn't have much more "beautiful scenery" which was essential to a destination.

Thirdly, the attributes of "ease of travel arrangement" and "shopping paradise" were perceived most significant to both Japan and South Korea. The results implied that the two countries owned positive images perceived by Chinese tourists. The two attributes were perceived as the least significant characteristics in Egypt, whereas in Singapore, Thailand, Germany and Australia, were ranked between "the most significant" and "the least significant" by Chinese tourists.

Fourthly, according to Chinese outbound tourists, Japan was their favorite destination in several aspects such as "inexpensive travel cost", "well-equipped tourism facilities", "level of economic development", "quality of leisure and recreation facilities" and "safety", followed by Singapore and South Korea. Egypt was rated least important in those five mentioned aspects, indicating its weak potential to Chinese tourists, while Australia and Germany were rated average on these attributes.

Fifthly, Chinese outbound tourists perceived Singapore to be the most preferable country in terms of "acceptable climate" and "safety" attributes. They also regarded Japan, South Korea and Australia as acceptable destinations, but Egypt and Thailand were rated least important when respect to the above attributes.

4.4. Aged Tourists in Mainland Chinese Outbound Tourism Market

The reasons of lower rate for the age above 50 years old than other ages among Chinese outbound market were as follows (Guo, 2004). Firstly, the tourists for this age or generation were born around the found period of New People's Republic of China in 1949. From that period to the 1970s, Chinese economy had been in the low level of development or even in difficulty. That aged generations had been custom to live in a frugal and economical way as well as deposit their income rather than consumption. They had been even more cautious to tourist consumption (Yu, Zhang & Ren, 2003). Secondly, most of the aged tourists have been retired

from work. Their main income was retirement pension mostly with monthly income from 200 to 2000 Chinese RMB (24-222 US dollars). Restricted by the low economic ability of retirement pension, they tended to have a consumptive attitude of thrifty and keeping watch (Xu & Chen, 2003). Thirdly, with relatively higher cost, lower charge and less profit for this aged tourist market than other ages, Chinese travel agencies had been lack of designing suitable outbound products with corresponding psychological and physiological features for this-aged tourists, which had led to small share market among total Chinese tourist market, or even less than five percent for above 60 years old. The number of outbound market share should be even less than five percent (Zhang, 2003). Fourthly, the aged physical strength was also one of the restricted factors for this aged (Wang, 2001).

4.5. Shopping Activities of Mainland Chinese Outbound Tourists

Shopping expenditure accounted a high rate in total cost of Chinese outbound tourists even surpassed that of outbound travelers in developed countries. The high outbound shopping demand took the form of three basic types, namely, high demand of rich people, cluster demand/“shadow consumption” and “(packaged tour fees) business + (shopping) self-supported cost”. It was not surprisingly given that travel activities especially shopping were not only for themselves, but for their whole families when respect to Chinese outbound tourists, which different from those in western countries. In addition, shopping was the main travel activities of Chinese outbound tourists represented in such characteristics as clustered shopping, accumulated shopping and family shopping, and 58.3% of Chinese outbound tourists thought that shopping cost explained highest percentage of their total expenditures in destinations (Project Team, 2003). There were following reasons why shopping behavior of Chinese outbound tourists was so different. Firstly, in fact, purchase ability of one Chinese consumer represented the whole of their friends or families because of limited opportunities of traveling abroad. Secondly, special products, art goods as well as other luxuries were cheaper in overseas destinations than in China. Thirdly, Digital products and world famous luxuries with high price were Chinese outbound tourists’ favorites because of the high tariffs, which were different from foreigners’ shopping preferences of purchasing cheap and high quality products in China. Thus the potential financial consumptions of Chinese outbound tourists were attractive. Fourthly, different from gift-giving of foreigners, Chinese people always present their fashionable, world famous and healthy goods for gifts because of traditional Chinese gift of gift-giving. Fifthly, the presents were given to their families, friends and relatives even colleagues when respect to gift-giving habits of Chinese outbound tourists especially for that of first visit tourists, all of which enlarged Chinese travelers’ purchase ability in destinations.

4.6. Assessment of Service Quality in China’s Outbound Destinations

Subjective assessment of service quality in China’s outbound destinations was shown in Table 9. It was found that there was a higher level of satisfaction in accommodation of destinations. Those “strongly satisfied” with accommodation represented 36%of the respondents, while 31% and 33% were respectively given to “satisfied” and “neutral” assessment items. No respondent “dissatisfied” or “extremely dissatisfied” with service quality of accommodation in

this study. Regarding the assessment of local residents' attitudes to Chinese outbound tourists, the three assessment items of "strongly satisfied", "satisfied" and "neutral" were explained by 20%, 53% and 27% respectively. Findings of other assessment were presented as follows: "strongly satisfied" (15%), "satisfied" (56%) and "neutral" (29%) in terms of overall assessment of service quality; "strongly satisfied" (12%), "satisfied" (24%), "neutral" (61%) and "dissatisfied" (3%) in terms of food; "strongly satisfied" (15%), "satisfied" (33%), "neutral" (45%) and "dissatisfied" (7%) in terms of relaxation and recreation; "strongly satisfied" (12%), "satisfied" (34%), "neutral" (52%) and "dissatisfied" (2%) in terms of shopping. About 27% and 44% of respondents "very satisfied" or "satisfied" with scenic spots/areas respectively, while 29% were given to "neutral" assessment items and no respondent showed their extremely dissatisfaction. As to future travel plan, about 99% of respondents expected to make another visit, while only 1% of respondents didn't have this expectation (Project Team, 2003).

Table 9. Subjective Assessment of Destinations by Chinese Outbound Tourists (%)

Items	Strongly satisfied	Satisfied	Neutral	Dissatisfied	Strongly dissatisfied
Accommodation	36	31	33	-	-
Transportation	24	42	34	-	-
Food	12	24	61	3	-
Relaxation and recreation	15	33	45	7	-
Attitudes of local residents	20	53	27	-	-
Overall service quality	15	56	29	-	-
Shopping	12	34	52	2	-
Scenic spots/areas	27	44	29	-	-
Tour guides' service	39	37	24	-	-

Source: Project Team (2003).

4.7. Major Outbound Tourism Source Markets for Mainland China

Most outbound of tourism source markets were distributed over certain provinces adjacent to China's neighboring countries and frontier areas as well as modern cities like Beijing. This indicated the unique and stable special characteristics of Chinese outbound tourism source markets. Thus, both frontier provinces and developed cities dominated China's outbound tourism market. According to statistic materials recently, Guangdong province has been the most major generating area, representing about 33% of the total market share, followed by Beijing, Shanghai, Fujian and Zhejiang. When respect to China's frontier tourism market, frontier provinces such as Yunnan, Heilongjiang, Guangxi, Inner Mongolia and Liaoning accounted a considerable percentage (Table 10).

Table 10. Major Tourism Source Markets of Mainland Chinese Self-supported Outbound Tourists (10 thousand)

Year	1995		1996		1999		2002	
	Source market	Number of tourists	Source market	Number of tourists	Source market	Number of tourists	Source market	Number of tourists
1	Guangdong	67.71	Guangdong	71.89	Guangdong	58.23	Guangdong	72.75
2	Yunnan	27.52	Yunnan	52.41	Yunnan	29.25	Yunnan	53.28
3	Guangxi	10.54	Guangxi	12.06	Guangxi	18.91	Guangxi	30.25
4	Heilongjiang	5.18	Heilongjiang	4.57	Liaoning	5.53	Shanghai	20.48

5	Fujian	3.19	Fujian	4.23	Heilongjiang	5.4	Heilongjiang	7.71
6	Inner Mongolia	2.01	Liaoning	2.8	Fujian	4.67	Beijing	7.55
7	Liaoning	1.89	Shanghai	2.75	Shanghai	4.38	Fujian	7.11
8	Shanghai	1.86	Beijing	2.71	Beijing	3.76	Zhejiang	6.29
9	Beijing	1.62	Inner Mongolia	2.34	Inner Mongolia	2.53	Hubei	6.00
10	Zhejiang	1.00	Sichuan	2.28	Zhejiang	2.22	Jiangsu	5.96

Source: Tourism administrations of related provinces, autonomous regions and cities in China (1995-2003).

5. Main Problems in the Market Development of Mainland Chinese Outbound Tourism

5.1. Problems in Agency Management for Mainland Chinese Outbound Tourism Market

Firstly, most tour packages didn't assign professional leader so the service quality of the outbound tourism decreases and comes out many problems. This was because outbound tourism needed leaders having high operational characteristics as well as strong respective spirits for their job, and being familiar with the people intercourse, regime, political belief, life style and convention of the outbound tourism destination. Secondly, some agencies, non-agency organization, individual, even the permanent delegate institution and personnel of home country abroad used all means to organize mainland residents to travel abroad. The population for traveling abroad was increasing year by year, but the tourists who went abroad through the agencies were even lower than 1/3 of the total outbound tourists. Thirdly, except the agencies that had been permitted to manage outbound tourism, there still existed several organizations and personnel managing outbound tourism without permission or without regulate process permission, including agencies, non-agencies members.

5.2. Problems in Legal Rights of tourists for Mainland Chinese Outbound Tourism Market

Firstly, in order to rob customers, some agencies used low price, high kickback to enter the market. They forced the mainland tourists to buy "own expenses items", brought them to shop by high price and low quality, even sold unhealthy items to subsidy cost. All of these caused the decreasing outbound tourism service quality, and the no guarantee of after service. "No Fee", "Negative Fee" emerged as the time require and became more popular. Secondly, "No Fee", "Negative Fee" made the coerced shopping became the major channel to earn profit for agencies. Some guides abroad adjusted the itinerary to get the kickback, liked to squeeze the normal visit time and increased shopping times. And more, some guides misadvised or coerced the visitors to buy cheap products with high price, even the fakes. Thirdly, mainland outbound tourists and publics put too much emphasize on price, and the abilities to protest rights and interests are still weak. As the tourists' rights could not get protection, they could not suit the relative department immediately. Fourthly, several guides decreased the spots on plan deliberately, to shorten visiting time, changing itinerary and put shopping, own expenses items in. If tourists shopping could not achieve guides' "standard", or there existed contradiction between organizing travel agency and local travel agency, then tourists were easy to be victim.

5.3. Problems in National image for Mainland Chinese Outbound Tourism Market

Firstly, because several agencies offered low-price outbound tourism products, a kind of

poor quality products which existed huge different with others offered to developed countries formed in some destination country, and of course, these were disadvantage factors to build up Chinese national image as a big country and lifted our international status, and even hurt the character of Chinese country and citizens. Secondly, as the Chinese tour faced the quality, traffic problems could not solve on time, never went behind the relative department thoroughgoing. Thirdly, the outbound tourism agencies increased lots self expenses items to fetch up the "Free", "Negative Fee", there existed lot eroticism and results bad influences. Fourthly, few tourists resorted abroad to engage service working or even eroticism works, so the illegitimacy people engaged to emigration illegally, which often caused the both sides dissention, and made disadvantage effects to improve and consolidate the relationship between two sides, and produce the negative effects for China fame abroad.

5.4. Problems in Economic Loss for Mainland Chinese Outbound Tourism Market

Firstly, the direct effect of outbound tourism development was the loss of foreign exchange. Roughly, the outbound tourism payout foreign exchange was almost the same with the inbound foreign exchange income of foreigners, even more. Since Chinese economic development needed lots foreign exchange, this would effect national development pace. Secondly, because of the leakage of the management system, the contagion of outbound tourism at public expense never stopped, and resulted in grand loss of country's economy. Thirdly, because the manage measures could not catch up, some of the outbound tourism managers got out of line, disturbed normal economy order. Fourthly, after WTO, the overseas investment agencies and the overseas agency branch's coming in might decrease the income and profits of organizing travel agencies nowadays in China, and made country's interests suffer losing. Fifthly, the Chinese citizens had limited vacation with salary, which made outbound tourism over concentrate on "three golden weeks", so increased the supply and demand conflict of outbound tourism and the dense shopping problems abroad.

5.5. Exterior Problems for Mainland Chinese Outbound Tourism Market

After joining WTO, foreign capital made all efforts to penetrate this market, so it made the exterior much harder. Firstly, the organizations overseas managed outbound tourism illegally. Secondly, some small agencies increased their penetration in Chinese outbound tourism market. Thirdly, the foreign capital agencies that managed business tourism mostly used inter-net and communication to bring Chinese outbound business tourism into their network by setting Chinese-foreign joint travel agencies. Fourthly, the foreign agencies coming into our country's tourism market, especially the foreign-investment-run and foreign-investment-charge-section agencies, might exchange their outbound and inbound tourists with Chinese travel agencies. Fifthly, the suggestion "bartering outbound tourists for inbound tourists" for replying WTO would impact outbound tourism market. Sixthly, the policy of "according needs to provide" for citizens of our country was carrying out, outbound tourism agencies were spreading, all of these would make the management of organizing travel agencies became more difficult, the business profits faced channels losing, and outbound tourism faced a variety of difficulties.

6. Marketing Strategy for the Development of Mainland Chinese Outbound Tourism Market

6.1. Strategy of Agency Management for Mainland Chinese Outbound Tourism Market

Firstly, to strengthen the teaching and managing for tour leader, and to increase operation characteristics and respected for their job. Organizing travel agencies have to assign professional leaders with guide certification to each group, responding for the supervision of the itinerary execution. If the tour leader and guide cause the tourists losing then organizing travel agencies would be responsible for it to compensate, and cancel the guide's qualification. Secondly, to strengthen the supervision of organizing travel agencies' service qualities. All the government tourism organizations should do their job to set strict rules to make organizing travel agencies compensate and fine them for the harm of the tourists' interests. Thirdly, to win the outbound tourism market, country inner tourism corporation can cooperate with big company or enterprise abroad. Fourthly, using the pattern of mutuality of international organizing travel agencies to induct technology means, to decrease cost, share the advantages and strengthen the upper hand of outbound tourism marketing competition, to promote the establishment of network-agency, and form the relationship of wholesale and retail. Fifthly, organizing travel agencies should be responsible for the tourists who contract with them, and follow the contract strictly. If the outbound agency branch fail to invade tourists' interests, organizing travel agencies have to take the consequences. Sixthly, when agencies design outbound tourism products, should innovate steadily and increase its competition.

6.2. Strategy of Government Management for Mainland Chinese Outbound Tourism Market

Firstly, government tourism organizations should cooperate with labor-business and police department closely, examine all outbound tourism agencies regularly, and punish the illegal outbound tourism agencies, the units and individuals without license or beyond their scope to manage outbound tourism. Secondly, national tourism bureau should build up inspection team to examine problematic agencies outbound in relative destination irregularly. Thirdly, government tourism organization should enhance the cooperation with the director department of the destination tourism organization to solve all the problems about outbound tourism. Fourthly, to build up the image that China is the safest destination in the world, to develop all aspects including inbound, domestic and outbound tourism. Fifthly, use every means and measures to maintain Chinese national and citizen's image. Sixthly, establish and complete a series of relative laws and rules about outbound tourism to restrict tourism enterprise's manage actions, and to build up beforehand safe system of outbound tourism.

6.3. Strategy of Tourists Management for Mainland Chinese Outbound Tourism Market

Firstly, promote campaign to tourists, teach tourists with correct consuming concept, increase the consciousness of maintaining self rights and take gentle trip. Secondly, national and provincial tourism bureau should publicize the lists of outbound tourism organizing travel agencies, the suing telephone number of outbound tourism, and the range of accepting cases. Thirdly, cooperate with news media to introduce the attention items of outbound tourism, expose

the stereotype cases of outbound tourism immediately, use media to promote supervision of tourism service qualities and induct tourists become mature consumers. Fourthly, bring Chinese citizens to focus on farer countries and areas, fulfill their emerging demands of outbound tourism, and supply more sufficient decision making environment and channels to them. Fifthly, put the system of vacation with salary in practice as soon as possible to ensure citizens' free time to take outbound tourism.

6.4. Strategy of Destination Marketing for Mainland Chinese Outbound Tourism Market

Firstly, since our government's principle was that inbound tourism sticks to outbound tourism, first of all the destinations that could be listed as Chinese Approved Destination Countries are still the Chinese main inbound countries. Secondly, the long-distance country and city destinations where Chinese citizens are familiar would get benefit out of it firstly, like Hawaii, California Washington, New York, San Francisco, Los Angeles of USA, and Ottawa, Toronto etc of Canada. It also indicated that the destination countries needed to know the importance of "marketing campaign" for being established in Chinese potential outbound tourism market. Since Chinese outbound tourism market was still at the development stage, ally promotion would be the important strategy choice for these long-distance destinations.

In summary, this study structure was reviewed again as follows. Firstly, this study analyzed the Chinese outbound tourism development characteristics from pace and constitution. Secondly, the impact for Chinese outbound tourism form economy, industry, psychology, law, management, transportation, environment and leisure were analyzed. Thirdly, the perspective, service evaluation, origin characteristics etc of Chinese outbound tourists for overseas destination were explained. Fourthly, it had been indicated that some bad manners of Chinese outbound tourism market have negative impacts of tourists, agencies and country images. Fifthly, the marketing strategy for Chinese outbound tourism through agencies, tourists and destinations had been suggested.

Along with the increasing earning of one's command, the number of Chinese outbound tourists will grow up. More Chinese tourists will travel overseas. Now, the approved destination countries by Chinese government have been up to 67, and the potential demands of Chinese outbound are huge. From the macro economic environment of China to the social develop transforming exterior, from the impetus progress of agencies for outbound tourism to the involution development of civil aviation, it has been the most important part of outbound tourism. From Chinese restricted policy to destinations' marketing promotion, the tendency of Chinese outbound tourism will present huge scale and powerful consumption.

However, this study still needed update data and further research to adapt the development and changing of changeable china outbound tourism market. The study helped Chinese government tourism organizations and tourism enterprises to make corresponding marketing strategies of tourism so as to appeal more Chinese outbound tourists traveling abroad within the furious competition of outbound destination countries.

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Research Paper Two

A Study on the Factor Influence on the Overseas Destinations by Mainland Chinese Outbound Pleasure Tourists

Abstract

This research examines the influence of push and pull factors on Mainland Chinese Outbound Pleasure Tourists. During the winter of 2003, 368 visitors in Shanghai China completed a survey instrument designed to assess their reasons for the seven different Overseas Destinations they selected (push factors) and evaluate how well that Overseas Destinations performed on a selected set of attributes (pull factors). The results of a factor analysis identified four push factor domains and three pull factor domains underlying respondents' push and pull factor ratings. Additional analyses investigated differences in the push and pull factor domains for different socio-demographic subgroups; and examined the interrelationships among the push and pull factor domains. The study results hold useful implications for Chinese tourism managers and researchers interested in studying how push and pull factors impact Chinese outbound tourist and visitor behaviour.

Keywords: Mainland China, Push-pull theory, tourist/visitor behavior, Outbound Pleasure Tourist

1. Introduction

With a population of over 1.3 billion, along with the steady opening and reformation since 1978, the economy of Mainland China (People's Republic of China) has developed rapidly. With an increase in disposal income of Mainland Chinese households, their outbound tourism demand has been increasing. China has the potential to put forth greater influence over the marketing and development of tourism destinations worldwide over the next decade than perhaps any other country on the planet. As Table 1 indicates, the amount of Mainland Chinese outbound tourism market has been increasing tremendously. The number of Mainland Chinese outbound tourists was 3.74 million travelers in 1993 increasing to more than 10 million Mainland Chinese outbound travelers by 2000 (China National Tourism Bureau, 2003). The number of Mainland Chinese tourists amounted to 16.6 million outbound tourists in 2002. In 2003, in spite of the effect of SARS disease, the number of Chinese outbound tourists had reached 20.22 million with an increase of 21.80 percent more than the previous year (CNTB, 2004). The average rate of annual growth reached 20 percent from 1993 through 2003. A substantial increase of Mainland Chinese outbound tourists is stated in the World Tourism Organization Tourism Vision 2020 Report, which forecast 100 million Mainland Chinese outbound tourists by 2020. This number accounts for 6.2 percent of the world's outbound tourist market and ranks fourth among outbound tourist generating countries, following German, Japanese, and U.S. tourists (WTO 1999).

Table 1. Number of Mainland Chinese Outbound Tourists

Year	Number of Mainland Chinese Outbound Tourist	Growth Rate (%)
1993	3,740,000	27.7
1994	3,733,600	-0.17
1995	4,520,500	21.08
1996	5,060,700	11.95
1997	5,323,900	5.20
1998	8,425,600	58.26
1999	9,231,600	9.57
2000	10,468,600	13.40
2001	12,133,100	15.90
2002	16,602,300	36.83
2003	20,220,000	21.80

Source: China National Tourism Bureau (1993-2004). *Yearbook of China Tourism Statistics*. Beijing.

In the initial stage of outbound tourism, the Mainland Chinese government decided to only permit its people to visit their relatives and friends (Xiao 1997). As Table 2 shows, the Chinese government from 1990 through 1995 had permitted only Singapore, Malaysia, Thailand, Russia, Mongolia, and the Philippines Approved Destination Status (ADS) for Mainland Chinese tourists who principally wanted to visit their relatives and friends. By 2003, a total of 32 destination countries had received Approved Destination Status (ADS) for Chinese outbound tourism. They included Singapore, Malaysia, Thailand, Philippines, Russia, Mongolia, North Korea, Kazakhstan, Kyrgyzstan, Tajikistan, South Korea, Australia, New Zealand, Japan, Vietnam, Cambodia, Burma, Brunei, Nepal, Indonesia, Turkey, Egypt, Malta, Germany, Sri Lanka, Maldives, India, South Africa, Cuba, Croatia, Hungary, and Pakistan (CNTB, 2004).

Table 2. Overseas Outbound Tourism Destination Countries with Approved Destination Status by Mainland Chinese Government

Year	Number of permitted countries	Permitted countries
1990-1993	4	Singapore, Malaysia, Thailand, Philippines
1994	5	Singapore, Malaysia, Thailand, Philippines, Russia
1995	6	Singapore, Malaysia, Thailand, Philippines, Russia, <i>Mongolia</i>
1996	7	Singapore, Malaysia, Thailand, Philippines, Russia, <i>Mongolia, North Korea</i>
1997	10	Singapore, Malaysia, Thailand, Philippines, Russia, <i>Mongolia, North Korea, Kazakhstan, Kyrgyzstan, Tajikistan</i>
1998	11	Singapore, Malaysia, Thailand, Philippines, Russia, <i>Mongolia, North Korea, Kazakhstan, Kyrgyzstan, Tajikistan, South Korea</i>
1999	13	Singapore, Malaysia, Thailand, Philippines, Russia, <i>Mongolia, North Korea, Kazakhstan, Kyrgyzstan, Tajikistan, South Korea, Australia, and New Zealand</i>
2000-2001	18	Singapore, Malaysia, Thailand, Philippines, Russia, <i>Mongolia, North Korea, Kazakhstan, Kyrgyzstan, Tajikistan, South Korea, Australia, New Zealand, Japan, Vietnam, Cambodia, Burma, Brunei</i>
2002	23	Singapore, Malaysia, Thailand, Philippines, Russia, <i>Mongolia, North Korea, Kazakhstan, Kyrgyzstan, Tajikistan, Korea, Australia, New Zealand, Japan, Vietnam, Cambodia, Burma, Brunei, Nepal, Indonesia, Malta, Turkey, Egypt</i>
2003	32	Singapore, Malaysia, Thailand, Philippines, Russia, <i>Mongolia, North Korea, Kazakhstan,</i>

		Kyrgyzstan, Tajikistan, South Korea, Australia, New Zealand, Japan, Vietnam, Cambodia, Burma, Brunei, Nepal, Indonesia, Turkey, Egypt, <i>Malta, Germany, Sri Lanka, Maldives, India, South Africa, Cuba, Croatia, Hungary, Pakistan</i>
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Sources: China National Tourism Bureau (1990-2004). *Yearbook of China Tourism Statistics*. Beijing.

The Mainland Chinese government has indicated the following seven guidelines for countries to meet in order for these countries to receive Approved Destination Status (ADS) Mainland Chinese tourists can travel (Zhong & Guo, 2001). Firstly, the countries should generate outbound tourists to China. Secondly, they should have a favorable political relationship with China. Thirdly, the countries should have attractive tourist resources and suitable facilities for Chinese travelers. Fourthly, the safety of the Chinese travelers should be guaranteed along with freedom of discrimination. Fifthly, the destination countries should be easily accessible by transportation. Sixthly, the outbound tourists from the destination countries should have a balance with Mainland China in terms of tourists' expenditures. Seventhly, the market share of tourists from foreign countries to China, along with tourists from China to these countries should be increased reciprocally.

With the enhancement of Mainland China's national position and swift economic development, Mainland Chinese outbound tourism demand is expected to increase gradually. Thus, destination marketers have a great interest in identifying Mainland Chinese tourists' motivation and preferences of outbound tourism destinations being considered. In addition, the information will help the Mainland Chinese government to forecast tourism demand according to destinations and make decisions on its policies or strategies.

As described above, the number of Mainland Chinese outbound tourists has been increasing explosively. Despite this increase in the trend of outbound tourists, attention on Mainland Chinese tourists' attitudes and behaviors have been limited to a few studies (Heung 2000; Mok & DeFranco 1999; Qu & Li 1997; Zhang & Chow 2004). Furthermore, there has been an absence of motivation analysis of overseas tourism destinations where Mainland Chinese tourists are considering visiting. Hence, with the vast increase in the current Chinese outbound tourism development, and the potential for being an effective pull factor for Chinese outbound tourism market, the phenomena of Chinese outbound tourism deserves further attention, which could prove to be an economically viable source for Asian Pacific and global tourism revenues.

2. Literature Review

The push-pull framework provides a useful approach for examining the motivations underlying tourist and visitation behavior (Kim, et al., 2003; Dann, 1977; Klenosky, 2002). In this framework, push factors refer to the specific forces that influence a person's decision to take a vacation (i.e., to travel outside of one's everyday environment), while pull factors refer to the forces that influence the person's decision of which specific destination should be selected.

Push factors have been conceptualized as motivational factors or needs that arise due to a disequilibrium or tension in the motivational system. That is, as factors which motivate or create a

desire to travel. Visitors to another place have been found to be influenced by a number of push factors including ‘challenge or adventure,’ ‘enjoyment,’ ‘social interaction’ (building friendship or family togetherness), ‘novelty,’ and religious heritage (especially for Korean National Park visitors). Further, the relative importance of these motivational forces has been found to vary as a function of visitors’ socio-demographic characteristics (Kim, et al, 2002; Crompton, 1979; Dann, 1977, 1981; Iso-Ahola, 1982, 1989; Pearce & Caltabiano, 1983; Pyo et al., 1989; Uysal & Jurowski, 1994; Yuan & McDonald, 1990; Ryan, 1991; Botha, Crompton & Kim, 1999; Cha, McCleary & Uysal, 1995; Fakeye & Crompton, 1991; Oh, Uysal & Weaver, 1995; Turnbull & Uysal, 1995; Uysal & Jurowski, 1994; Yuan & McDonald, 1990).

Pull factors, in contrast to push factors, have been conceptualized as relating to the features, attractions, or attributes of the destination itself, such as ‘beaches’ and ‘water/marine-based resources,’ ‘mountains and beautiful scenery,’ or ‘historic and cultural resources.’ Several investigations of pull factors have been reported in the travel and tourism literature. Pull factors of visitors are likely to be different between countries or their locations. Nevertheless, the important pull factors associated with most national parks referred to ‘natural resources’ and/or ‘historical or cultural resources.’ As noted earlier, Korean National Parks are unique, compared to those of other countries, in that they often have Buddhist temples and other cultural and historical resources as prominent park features. And, as in the case of push factors, the relative importance of pull factors has been found to differ for visitors in different socio-demographic subgroups (Kim et al., 2003; Fakeye & Crompton, 1991; Hu and Ritchie, 1993; Turnbull & Uysal, 1995; Kim, Crompton, & Botha, 2000).

Research examining the interrelationship between push and pull forces has only recently been reported in the travel and tourism literature (Baloglu & Uysal, 1996; Klenosky, 2002; Oh et al., 1995; Pyo, Mihalik & Uysal, 1989; Uysal & Jurowski, 1994). Each of these prior efforts has focused primarily on visitors to international and overseas tourism destinations (Klenosky, 2002; Dann, 1997, 1981; Cha, McCleary & Uysal, 1995; Uysal & Jurowski, 1994). A few researchers have examined the relationship between push and pull factors in settings that involve more commonplace domestic travel decisions, such as residents’ decisions to visit a nature-based resource such as a national park. Furthermore, a few researchers had to examine how the relationship among these push and pull factors might differ as a function of socio-demographic variables (Kim et al., 2003).

The purpose of this research is to examine the influence of push and pull factors on Mainland Chinese Outbound Pleasure Tourists as well as examine the relationship and difference among push and full factors as a function of socio-demographic variables. The aim of this study was to, (1) identify the push factors and pull factors that influence decisions for Chinese oversea outbound pleasure tourists to travel abroad; (2) investigate differences in these pull and push factors for different socio-demographic groups; (3) examine the pattern of interrelationships among these push and pull factors; and (4) put forward suggestions for Chinese oversea outbound destination managers.

3. Methodology

3.1. Study site and data collection

In a survey for Chinese Outbound pleasure, the primary data collection effort involved an on-site self-administered questionnaire and the data used in this study were collected from different spots located in Pudong International airport, Hongqiao airport, star-level restaurants and hotels such as Hilton, Holiday Inn, etc., others near hot shopping centers such as Nanjing Road, and others featured key tourist resources in Shanghai, China. The reason for choosing the City of Shanghai was that China is so big that it is impossible to collect data for all Chinese outbound pleasure tourists. Shanghai is internationally well known for tourism, banking, business of trade and economy as well as tourism in Asia. It is among the top three tourism cities in Mainland China in terms of the number of travelers (CNTB, 2003).

Research respondents were asked a series of screening questions to make sure that they were familiar with the oversea outbound destination countries and have the potential ability to have a trip abroad. Seventeen motivational items (push factors) and ten attribute items (pull factors) were generated based on a review of the tourism and recreation literature. A pre-test, involving a sample of postgraduate students, was conducted to refine the list of push and pull factor items. Thus out of distributed 420 questionnaires, 400 questionnaires were collected. A total of 368 questionnaires were used to conduct data analyses after thirty-two questionnaires with multiple missing values were excluded.

3.2. Measurement of the influence on push and pull factors

The push factor items were measured by having respondents indicate their agreement-disagreement with statements describing their potential ability and reasons for Chinese outbound tourism destinations. More specifically, respondents were told about the push factors: "What is your motivation to make a pleasure tour to a foreign country." For example, one push factor item was "to seek curiosity/novelty." Then, respondents were presented with a 7-point Likert-type scale [strongly disagree (1), neutral agree (4), strongly agree (7)]. The pull factor items were measured using a similar procedure. In this section respondents were told: "For each statement below, please rank destinations from the 1st to the 7th how you feel about seven Chinese over destinations on each eight attribute." An example of pull factor item was "Different historical and cultural resources from China." The same 7-point Likert-scale was used to assess these pull factor items.

3.3. Analysis

Each set of seventeen push and ten pull factor items were factor analyzed in order to delineate the underlying dimensions. According to Kaiser's (1974) criterion, only factors with eigenvalues greater than 1 were retained; and only items with factor loadings and communalities of greater than 0.4, were included in the final factor structure. Reliability alphas within each dimension were computed to confirm the factor's internal consistency.

One-way ANOVA tests were conducted to examine the significant differences of Chinese outbound pleasure tourist motivations for going on a trip abroad. When significant differences in one-way ANOVA tests were found, Duncan's multiple range test was used to examine the source of differences across the respondent subgroups.

To examine the overall difference between levels of socio-demographic variables in push and pull factors, a multivariate analysis of variance (MANOVA) procedure was conducted. If statistical significance was found, follow-up one-way ANOVA tests with Bonferroni multiple comparisons correction or t-tests were subsequently undertaken to examine the significant differences between socio-demographic subgroups (representing different levels of age, occupation, gender, and income) on the push and pull factors. When significant differences in one-way ANOVA tests were found, Duncan's multiple range test was used to examine the source of differences across the respondent subgroups. Finally, Pearson's correlation coefficients were computed to identify the degree of interrelations among the push and pull factor dimensions both for the entire sample and the socio-demographic subgroups.

4. Results

4.1. Demographic profile of respondents

Table 3 summarizes the demographic profile of the respondents. Fifty-four percent of the respondents were male, 78.8 percent of them were in the under 40 age group, 68.5 percent of the respondents indicated that they were university students or graduate, 35.2 percent of the respondents had monthly incomes of ¥ 4,000-5,999 Chinese RMB Yuan (\$ 500-749 US dollars), and 28.0 percent of the respondents were company employees. The respondents also preferred individual tours (40.1%), with a length of stay of 6-10 nights (54.2%) and overseas travel experience of one or two occasions (82.9%).

Table 3. Socio-demographic characteristics of respondents

Variables	Categories	Chinese pleasure tourists (n=368)
Gender	Male	54.0%
	Female	46.0%
Age	Under 30	39.2%
	30-39	39.6%
	40-49	18.0%
	50 or above	3.2%
Monthly household income	Less than 2,000 RMB Yuan	11.8%
	¥ 2,000-3,999 RMB Yuan (US\$250-499)	29.6%
	¥ 4,000-5,999 RMB Yuan (US\$500-749)	35.2%
	¥ 6,000-7,999 RMB Yuan (US\$750-999)	10.2%
	¥ 8,000-9,999 RMB Yuan (US\$1,000-1,249)	6.5%
	More than ¥10,000 RMB Yuan	6.7%
Education level	High school or below	22.3%
	University students or graduate	68.5%

Occupation	Post graduate school	9.2%
	Civil servant	11.0%
	Company employee	28.0%
	Teacher	6.7%
	Retired person	4.0%
	Professional	11.0%
	Student	1.1%
	Independent businessman	19.6%
	Sales or service	8.9%
	Solider	1.3%
Others	8.4%	
Type of overseas tour	Individual	40.1%
	Package tour (exclusively)	32.5%
	Package tour (partial)	23.4%
	Others	4.0%
Duration of overseas tour	Less than 6 nights	15.2%
	6-10 nights	54.2%
	More than 8 nights	32.8%
Frequency of overseas tour	1	62.9%
	2	20.0%
	3 or more	17.1%

Note: \$1US dollar≈¥8.0 Chinese RMB Yuan.

4.2. Factor analyses of the push and pull factor scales

To examine the dimensions underlying the push and pull factor scales, a principal component factor analysis with varimax rotation was undertaken. The twelve push factor items yielded four factors with eigenvalues greater than 1.0 (Table 4). These factors explained 57.0% of the variance and were labeled: ‘Self-expression,’ ‘Appreciating Tourism Resources,’ ‘Escape from daily life or friendly relationship,’ and ‘Exploration.’ All seventeen items had factor loadings for the 17 items ranged from 0.49 to 0.84. The reliability alphas, which are designed to check the internal consistency of items within each dimension, were greater than 0.70. These coefficients were higher than or close to the standard of 0.70 recommended by Nunnally (1978).

Table 4. A Principal Component Factor Analysis with Varimax Rotation for Push Factor to Outbound Trip

Motivation Domains and Items	Factor Loadings				Communalities	Item Means
	1	2	3	4		
<i>Self-expression</i>						
to show off my social status	0.84				0.71	2.96
to take pictures and show them to others	0.79				0.64	3.07
to show off your experiences to others	0.78				0.63	2.83
to enjoy shopping	0.53				0.42	3.70
to enjoy thrilling recreational activities	0.49				0.46	3.70
Grand mean						3.25
<i>Appreciating Tourism Resources</i>						
to see historical and cultural resources		0.77			0.64	4.81
to see developed industrial fields		0.74			0.57	4.20
to see natural resources		0.73			0.59	4.63
to see economically developed society		0.71			0.53	4.54
to enhance knowledge about culture and history		0.63			0.51	4.82
Grand mean						4.60

<i>Escape from daily life or friendly relationship</i>						
to gain new energy of my life			0.79		0.67	5.40
to make friends with others			0.73		0.58	4.60
to relieve daily stress			0.69		0.50	5.58
to increase family/kinship or friend ties			0.60		0.49	4.37
Grand mean						4.99
<i>Exploration</i>						
to seek adventure			0.84		0.73	4.16
to visit where others did not visit			0.77		0.59	4.02
to seek curiosity/novelty			0.62		0.44	5.04
Grand mean						4.41
Eigenvalue	3.37	2.74	1.87	1.70		
Variance explained	19.84	16.13	11.01	10.01		
Reliability coefficient	0.77	0.77	0.70	0.70		

Note: Measured on a 7-point Likert-type scale: strongly disagree (1), neutral (4), strong agree (7)

A similar principal component factor analysis for the ten pull items resulted in four pull factors which had eigenvalues greater than 1.0 (Table 5). The factors accounted for 57.2 % of the variance and were termed: ‘information and convenience of facilities,’ ‘key tourist resources,’ and ‘economic level and cost.’ Factor loadings for the 10 items ranged from 0.52 to 0.81. The reliability alphas for the three dimensions were greater than or close to 0.70, indicating that Nunnally’s (1978) criterion was met.

Table 5. A Principal Component Factor Analysis with Varimax Rotation for Pull Factor to Outbound Trip

Motivation Domains and Items	Factor Loadings			Item Means	Communalities
	1	2	3		
<i>Information and convenience of facilities</i>					
Good leisure or recreation facilities	0.78			4.93	0.64
Well-equipped tourism facilities (hotel, transportation, restaurant etc.)	0.73			5.15	0.62
Good weather	0.65			5.03	0.55
Easy to arrange travel plan	0.65			5.00	0.58
Good place for shopping	0.52			4.38	0.47
Grand mean				4.90	
<i>Key tourist resources</i>					
Beautiful scenery		0.75		5.68	0.59
Safe destination		0.65		5.71	0.59
Different historical and cultural resources from China		0.52		5.10	0.28
Grand mean				5.50	
<i>Economic level and travel cost</i>					
level of economic development			0.81	4.01	0.69
Not expensive travel cost			0.67	4.90	0.72
Grand mean				4.46	
Eigenvalue	3.30	1.31	1.11		
Variance explained	33.00	13.07	11.13		
Reliability coefficient	0.74	0.69	0.69		

Note: Measured on a 7-point Likert-type scale: strongly disagree (1), neutral (4), strong agree (7)

4.3. Comparison of push and pull factors for different age groups

The differences in the importance of the push and pull factors for the three age groups were

first examined using a multivariate analysis of variance (MANOVA) procedure. In this analysis, the four push factors and three pull factors were dependent variables (i.e., multivariate) and age was used as the independent variable. The results indicated that age had a significant effect on both the push ($p < .001$) and pull factors ($p < .001$). Based on this result, follow-up univariate analyses, using the Bonferroni multiple comparisons correction, were then conducted. The mean scores in the three age groups on the dependent variables are given in Table 6 along with the outcome of the univariate tests.

Table 6. ANOVA for comparison of push and pull factor by age group

Push and pull factor domains	Group 1 (n=142)	Group 2 (n=147)	Group 3 (n=79)	F-value	P-value
<i>Push factor</i>					
(1) Self-expression	3.22	3.32	3.19	1.41	.006
(2) Appreciating Tourism Resources	4.67ab	4.77b	4.45a	2.59	.008
(3) Escape from daily life or friendly relationship	5.02	5.07	4.79	1.95	.004
(4) Exploration	4.44b	4.55b	4.02a	4.28	.002
<i>Pull factor</i>					
(1) Information and convenience of facilities	4.86	4.87	5.02	0.72	.009
(2) Key tourist resources	5.34	5.59	5.49	1.50	.003
(3) Economic level and travel cost	13.90a	17.59b	22.93c	4.25	.000

Note: (1) For the push factors, statistically significant at $p < .013$ (Bonferroni procedure was used to correct for multiple comparisons at $\alpha = .05/4$).

(2) For the pull factors, statistically significant at $p < .017$ (Bonferroni procedure was used to correct for multiple comparisons at $\alpha = .05/3$).

(3) a, b & c indicate the source of significant differences.

(4) Group 1: under 29 years old, Group 2: 30-39 years old, Group 3: 40 years old or above

Significant differences were observed for the age groups on all the push and pull factors. Firstly, for push factor groups, group two (30-39), most of which were either newly married or had young children, showed the highest mean scores on the family togetherness push factor. In contrast, those in age group three (those above 40), who tended to be middle-aged and older people, had the lowest mean score on this factor. Those in group two (age 30-39) rated 'Escape from daily life or friendly relationship' an influential factor that leads them to outbound tourism destination. Conversely, the push factor of 'Self-expression' was the lowest strength/importance for the middle-aged and older visitor group (those above 40). Groups two rated 'Escape from daily life or friendly relationship' as a more important push factor in visiting abroad than other older group. Members of these groups appeared to dissipate high stress from their workplace, family life, and study through travelling abroad.

Secondly, for pull factor groups, on the three pull factors, the two older respondent groups generally viewed the 'Information and convenience of facilities,' 'Key tourist resources,' and 'Economic level and travel cost' factors as more important compared to the two younger respondent groups.

4.4. Comparison of push and pull factors for different occupation groups

The results of a similar MANOVA analysis conducted to examine differences in the push and pull factors among the six occupation groups, indicated a significant overall effect on the push ($p < .001$) and pull factors ($p < .001$). Subsequent univariate analyses were then conducted. These results are reported in Table 7.

Table 7. ANOVA for comparison of push and pull factor by occupation group

Push and pull factor domains	Group 1 (n=41)	Group 2 (n=104)	Group 3 (n=67)	Group 4 (n=40)	Group 5 (n=73)	Group 6 (n=43)	F-value	P-value
<i>Push factor</i>								
(1) Self-expression	3.46bc	3.15ab	3.64c	2.97a	3.15ab	3.13ab	2.60	.003
(2) Tourism Resources	4.81ab	4.35a	4.83b	4.69ab	4.75ab	4.361a	2.72	.002
(3) Escape from daily life or friendly relationship	5.07	5.01	5.08	4.76	4.96	4.99	0.59	.007
(4) Exploration	4.20	4.30	4.64	4.10	4.51	4.45	1.26	.008
<i>Pull factor</i>								
(1) Information and convenience of facilities	5.12b	4.97ab	4.97ab	4.67a	4.76ab	4.87ab	1.18	.003
(2) Key tourist resources	5.52	5.56	5.49	5.23	5.51	5.53	0.63	.006
(3) Economic level and travel cost	18.79cd	16.94ab	16.24ab	19.71d	17.53bc	15.84a	7.97	.000

Note: (1) For the push factors, statistically significant at $p < .013$ (Bonferroni procedure was used to correct for multiple comparisons at $\alpha = .05/4$).

(2) For the pull factors, statistically significant at $p < .017$ (Bonferroni procedure was used to correct for multiple comparisons at $\alpha = .05/3$).

(3) a, b, c and d indicate the source of significant differences.

(4) Group 1: Civil servant, Group 2: Company employee, Group 3: Technician & worker, Group 4: Retired person, Group 5: Businessman, and Group 6: Sales & others.

All push and pull factors were significantly different across the six occupation groups at either the .05 level or .1 level of significance. On the push factor of ‘Self-expression,’ group 3 showed the highest mean score, indicating technicians & workers tended to pursue traveling abroad for realizing their self-expression. However, compared to other groups, group 4 (retired persons and housewives) did not perceive ‘Self-expression’ to be an important motive pushing them to visit abroad. This indicates that retired person and housewife groups do not recognize this push factor as influential in motivating them to travel abroad. Although the ‘Appreciating Tourism Resources’ factor has high mean scores for all age groups, groups 3 and 1, in particular, considered this factor to be a more important push factor than any other group. The result shows that technicians & workers and civil servants are likely to prefer a trip abroad to enjoy different tourism resources. Group 1, group 2 and group 3 have the higher mean score on the factor of “Escape from daily life or friendly relationship” which means civil servant, company employee and technician & worker would like to avoid everyday routine life, to get refreshed, and to renew their energy. Group 3, group 5 and group 6 indicated that the ‘Exploration’ factor as being more important for visiting abroad compared to those in any of the other groups. Technician & worker, businessman, and sales men tended to be most strongly motivated to pursue adventure experiences and build up relationships.

An examination of the pull factors across the six occupation groups indicated that Group 1 (civil servant), group 2 (company employee) and group 3 (technician & worker) had the highest mean scores for the three pull factors. These groups gave the highest mean score to ‘key tourist resources,’ while retired person and housewife group had the lowest mean score. Compared to other groups, the retired person and housewife group had low mean scores on ‘Information and convenience of facilities’ to travel abroad, suggesting that for this group information and convenience of facilities may be costly and difficult to arrange.

4.5. Comparison of push and pull factors for different gender groups

As before, the results of a MANOVA indicated a significant overall effect for gender on the push ($p < .001$) and pull factors ($p < .001$). The univariate analyses conducted to explore these differences are shown in Table 8.

As the table shows, significant differences (at the .05 level of significance) between males and females were found for all the push and the pull factors. Male respondents placed more importance on the push factor of ‘Appreciating Tourism Resources’ and ‘Exploration’ whereas female respondents emphasized factors of ‘Self-expression,’ and ‘Escape from daily life or friendly relationship.’ On the pull factor of ‘Information and convenience of facilities’ and ‘Key tourist resources’ those in the female group tended to perceive the corresponding pull factors at the national parks to be more important compared to those in the male group.

Table 8. ANOVA for comparison of push and pull factor by gender group

Push and pull factor domains	Male (n=196)	Female (n=167)	F-value	P-value
<i>Push factor</i>				
(1) Self-expression	3.15	3.39	3.56	.006
(2) Appreciating Tourism Resources	4.66	4.52	1.45	.002
(3) Escape from daily life or friendly relationship	4.96	5.03	0.34	.005
(4) Exploration	4.45	4.33	0.69	.004
<i>Pull factor</i>				
(1) Information and convenience of facilities	4.78	5.05	6.00	.001
(2) Key tourist resources	5.46	5.55	0.75	.003
(3) Economic level and travel cost	17.49	17.04	1.30	.002

Note: (1) For the push factors, statistically significant at $p < .013$ (Bonferroni procedure was used to correct for multiple comparisons at $\alpha = .05/4$).

(2) For the pull factors, statistically significant at $p < .017$ (Bonferroni procedure was used to correct for multiple comparisons at $\alpha = .05/3$).

4.6. Comparison of push and pull factors for different income groups

A final MANOVA procedure indicated a significant effect due to income on the push ($p < .001$) and pull factors ($p < .001$). The results of the univariate analyses conducted to explore this effect are provided in Table 9.

An inspection of the mean scores indicates that two of the four push factors were found to be significantly different at the .001 level of significance, while two of the pull factors were significant at the .05 level of significance. Respondents with higher incomes reported that ‘Appreciating Key tourist resources’, and ‘Economic level and travel cost’ were more important push factors in traveling abroad than respondents with lower incomes. Group 4 (the highest income group) reported the highest mean score on the ‘Key tourist resources’ factor compared to the other income groups.

Table 9. ANOVA for comparison of push and pull factor by income group

Push and pull factor domains	Group 1 (n=43)	Group 2 (n=131)	Group 3 (n=108)	Group 4 (n=86)	F-value	P-value
Push factor						
(1) Self-expression	3.38b	3.49b	3.27b	2.80a	6.34	.000
(2) Tourism Resources	4.53ab	4.44a	4.63ab	4.86b	2.57	.005
(3) Escape from daily life or friendly relationship	5.09	4.94	4.91	5.13	.982	.004
(4) Exploration	4.53	4.42	4.46	4.19	.965	.004
Pull factor						
(1) Information and convenience of facilities	4.88ab	4.61a	4.89ab	5.10b	3.80	.001
(2) Key tourist resources	5.45	5.35	5.59	5.67	1.52	.002
(3) Economic level and travel cost	4.13a	4.92ab	5.51bc	5.23c	3.84	.001

- Note:** (1) For the push factors, statistically significant at $p < .013$ (Bonferroni procedure was used to correct for multiple comparisons at $\alpha = .05/4$).
- (2) For the pull factors, statistically significant at $p < .017$ (Bonferroni procedure was used to correct for multiple comparisons at $\alpha = .05/3$).
- (3) a, b, and c indicate the source of significant differences.
- (4) Group 1: under ¥2000 RMB Yuan, Group 2: ¥2000-4000 RMB Yuan, Group 3: ¥4000-6000 RMB Yuan, and Group 4: ¥6000 RMB Yuan or above.
- (5) \$1US dollar ≈ ¥8.0 Chinese RMB Yuan.

4.7. Relationship between push factors and pull factors

Table 10 shows the results of the Pearson bivariate correlation analysis conducted to examine the relationship among the push and pull factor domains identified in this research. The results indicated that the pull factors, ‘Information and convenience of facilities’, had significant positive correlations with the two push factors of ‘Self-expression’ (.41) and ‘Escape from daily life or friendly relationship’ (.42), although it should be noted that it had relatively low correlation on the push factors of ‘Exploration’ (.27) and ‘Appreciating tourism resources’ (.24).

Table 10. Correlation analysis of push and pull factors

Pull Factor Domain	Push Factor Domain			
	(1) Self-expression	(2) Appreciating tourism resources	(3) Escape from daily life or friendly relationship	(4) Exploration
(1) Information and convenience of facilities	.41**	.24	.42**	.27
(2) Key tourist resources	.23	.25	.38**	.24

(3) Economic level and travel cost	.24	.33*	.10	.14**
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Note: (1)*: significant at the .05 level of significance

(2)**: significant at the .01 level of significance

The pull factor ‘Key tourist resources’ was correlated with the push factors ‘Escape from daily life or friendly relationship’ (.38), ‘Appreciating tourism resources’ (.25), ‘Exploration’ (.24) and ‘Self-expression’ (.23). The pull factor ‘Economic level and travel cost’ was significantly correlated to one push factor, ‘Appreciating tourism resources,’ resulting in a correlation coefficient of .33, and was relatively correlated with the one factor of ‘Self-expression’ (.24) with almost rarely correlation with the two push factors of ‘Exploration’ (.14) and ‘Escape from daily life or friendly relationship’ (.10). This suggests that the desire to experience attractive scenic spots and escape from the pressure of daily life, as well as to enhance one’s health may be facilitated by the information and convenience of facilities while traveling abroad for Chinese oversea pleasure tourists, which may be clearly an important issue for future research.

In order to examine whether the relationships observed among the push and pull factors were affected or moderated by the socio-demographic variables, correlations were computed for each pair of push and pull factors for each socio-demographic subgroup. These results are summarized in Table 11.

As can be seen in the table, although there were some exceptions, the correlations involving the first and the third push factors, ‘Self-expression’ and ‘Escape from daily life or friendly relationship,’ and the first and the third pull factors, ‘Information and convenience of facilities’ and ‘Economic level and travel cost,’ remained consistent across the different respondent subgroups. In contrast, the correlations involving the other push and pull factors varied somewhat depending on the subgroup involved. Looking at the correlations for the age subgroups, it is notable that whereas the correlations involving the first and the third groups were relatively strong, the correlations for those in 30-39 group, were generally lower. Two exception that stands out, i.e., that was highest for those in the group of less than 29 years old compared to the other groups, was the correlation between the push factor ‘Escape from daily life or friendly relationship’ and the pull factor ‘Key tourist resources.’ Meanwhile, the group of 40 or above was the correlation between the push factor ‘Escape from daily life or friendly relationship’ and the pull factor ‘Economic level and travel cost’. This finding suggests that the outbound tourism destinations may be particularly valuable for helping the younger and older members of the population escape from daily life or build up friendly relationships. For the occupation subgroups, the correlations involving the third push factor ‘Escape from daily life or friendly relationship’ to the second pull factors ‘Key tourist resources’ and the second push factor ‘Tourism Resources’ to the third pull factor ‘Economic level and travel cost’ were significant for the fourth subgroup ‘Technician & worker’ but not for the other four subgroups. Also the most notable were the correlations for the Businessman subgroup involving the pull factor ‘Tourism Resources’ and the push factor ‘Information and convenience of facilities’. Meanwhile the significant was also found in the Salesman subgroup regarding the push factor of ‘Escape from daily life or friendly

relationship’ to the pull factor of ‘Key tourist resources’. These findings demonstrate that different pull factors may attract different Chinese potential outbound visitors for the same underlying reason—in this case to ‘escape one’s daily routine’ and pursue for the wonderful ‘tourist resources.’ In terms of gender, while the pattern of correlations was generally similar, there were a few across-gender differences. In particular, both males and females were more likely to relate the pull factor ‘Economic level and travel cost’ to the push factors ‘Tourism Resources.’ Finally, regarding income, one observation that sticks out is that, compared to the other subgroups, those in the first subgroup ‘less than ¥1900 Chinese RMB Yuan,’ was more likely to relate the second and the third pull factors of ‘Key tourist resources’ and ‘Economic level and travel cost’ to the push factors ‘Escape from daily life or friendly relationship.’ Compared to the other income subgroup, the third income subgroup ‘¥4000-5999 RMB Yuan’ was comparatively significant on the third pull factor ‘Economic level and travel cost’ to the second push factor ‘Tourism Resources.’ And the fourth income subgroup ‘¥6000 RMB Yuan or above’ was more likely to relate the first pull factor ‘Information and convenience of facilities’ to the second push factor ‘Tourism Resources’. This suggests that this aspect of the Chinese outbound tourism destinations appeal to those with lower incomes in different ways compared to those with higher incomes. Taken together these results provide evidence of the moderating effect of socio-demographic variables on the interrelationship between the push factors that motivate travel decisions and the pull factors that influence Chinese outbound destination selection.

Table 11. Correlation analysis of push and pull factors by age, occupation, gender and income

	<i>Pull Factor Domain</i>	<i>Push Factor Domain</i>			
<i>Age Group</i>	<i>Pull Factor Domain</i>	<i>(1) Self-expression</i>	<i>(2) Tourism Resources</i>	<i>(3) Escape from daily life or friendly relationship</i>	<i>(4) Exploration</i>
(1) Less than 29	(1) Information and convenience of facilities	0.46**	0.03*	0.43**	0.02
	(2) Key tourist resources	0.07*	0.12**	0.48**	0.07*
	(3) Economic level and travel cost	0.37**	0.10*	0.08	0.08*
(2) 29-39	(1) Information and convenience of facilities	0.34**	0.06*	0.34**	0.05
	(2) Key tourist resources	0.06*	0.08*	0.14*	0.03
	(3) Economic level and travel cost	0.29**	0.02	0.04*	0.03
(3) 40 or above	(1) Information and convenience of facilities	0.44**	0.12**	0.41**	0.09*
	(2) Key tourist resources	0.08*	0.03	0.03*	0.07
	(3) Economic level and travel cost	0.40**	0.14**	0.31**	0.05
<i>Occupation Group</i>					
(1) Civil servant	(1) Information and convenience of facilities	0.46**	0.06*	0.35**	0.03
	(2) Key tourist resources	0.09*	0.07	0.08	0.09*
	(3) Economic level and travel cost	0.21*	0.08*	0.11	0.02
(2) Company employee	(1) Information and convenience of facilities	0.44**	0.08*	0.48**	0.06*
	(2) Key tourist resources	0.13*	0.10*	0.14*	0.01
	(3) Economic level and travel cost	0.28**	0.12*	0.10	0.02
(3) Technician & worker	(1) Information and convenience of	0.24**	0.02*	0.27**	0.03

	facilities				
	(2) Key tourist resources	0.05*	0.07*	0.25**	0.03
	(3) Economic level and travel cost	0.22**	0.21**	0.07*	0.04
(4) Retired person and housewife	(1) Information and convenience of facilities	0.25**	0.04	0.21**	0.04
	(2) Key tourist resources	0.12*	0.17*	0.04*	0.03
	(3) Economic level and travel cost	0.25**	-0.01	0.04	0.09*
(5) Businessman	(1) Information and convenience of facilities	0.33**	0.49**	0.26**	0.02
	(2) Key tourist resources	0.12	0.16*	0.09	0.02
	(3) Economic level and travel cost	0.23**	0.17*	0.04**	0.08*
(6) Salesman	(1) Information and convenience of facilities	0.21**	0.06*	0.39**	0.01
	(2) Key tourist resources	0.16	0.03	0.31**	0.02
	(3) Economic level and travel cost	0.27**	0.06*	0.04*	0.05*
Gender Group					
(1) Male	(1) Information and convenience of facilities	0.35**	0.07*	0.40**	0.04
	(2) Key tourist resources	0.01*	0.02*	0.08**	0.04
	(3) Economic level and travel cost	0.27**	0.37**	0.06*	0.12**
(2) Female	(1) Information and convenience of facilities	0.25**	0.03*	0.23**	0.02
	(2) Key tourist resources	0.07*	0.01*	0.06*	0.06*
	(3) Economic level and travel cost	0.22**	0.26**	0.02*	0.07*
Income Group					
(1) Less than ¥1999 RMB Yuan	(1) Information and convenience of facilities	0.40**	0.09*	0.48**	0.04
	(2) Key tourist resources	0.01	0.05*	0.28**	0.01
	(3) Economic level and travel cost	0.18**	0.09*	0.29**	0.08*
(2) ¥2000-3999 RMB Yuan	(1) Information and convenience of facilities	0.44**	0.02*	0.35**	0.04*
	(2) Key tourist resources	0.06*	0.02*	0.13*	0.03
	(3) Economic level and travel cost	0.21**	0.03*	0.12	0.07**
(3) ¥4000-5999 RMB Yuan	(1) Information and convenience of facilities	0.24**	0.08*	0.04*	0.02
	(2) Key tourist resources	0.08*	0.13*	0.08*	0.10*
	(3) Economic level and travel cost	0.26**	0.25**	0.02	0.04
(4) ¥6000 RMB Yuan or above	(1) Information and convenience of facilities	0.32**	0.30**	0.35**	0.09**
	(2) Key tourist resources	0.12*	0.11*	0.11*	0.02
	(3) Economic level and travel cost	0.21**	0.07*	0.14*	0.02*

Note: (1) * Correlation is significant at the 0.05 level.

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

(3) \$1.0 US dollar≈¥8.0 Chinese RMB Yuan.

5. Conclusions and implications

The purpose of this study was firstly, to identify the push factors and pull factors that influence decisions for Chinese oversea pleasure tourists to have a trip abroad; secondly, to investigate differences in these push and pull factors for different socio-demographic groups; and thirdly, to examine the pattern of interrelationships among these push and pull factors. A factor analysis of eighteen push factor items resulted in four underlying domains: ‘Self-expression,’ ‘Appreciating Tourism Resources,’ ‘Escape from daily life or friendly relationship’ and ‘Exploration.’ The most important push factors were ‘Escape from daily life or friendly relationship’ (mean=4.99), and ‘Appreciating Tourism Resources’ (mean=4.60), ‘Exploration’ (mean=4.41), and ‘Self-expression’

(mean=3.25) were followed. These results suggest that Chinese pleasure visitors to trip abroad are likely to consider the outbound destination countries to be attractive tourism resources that could provide help them to escape from daily pressure life and supply them with opportunities to appreciate natural resources or enhance health or build friendship (Zhong & Guo, 2001).

A factor analysis of the ten pull factor items produced three domains: 'Information and convenience of facilities,' 'Key tourist resources,' and 'Economic level and travel cost.' Chinese outbound pleasure visitors to outbound destination countries relatively highly rated on 'Key tourist resources' (mean=5.50) and 'Information and convenience of facilities' (mean=4.90). This finding reflects the fact that the Chinese outbound destination countries are attractive for the Chinese outbound pleasure tourists because of their rich tourism resources, a lot of information and convenient facilities.

The analysis of the differences in these push and pull factor domains for different socio-demographic subgroups, indicated a number of important differences. Chinese outbound destination managers need to understand these differences in order to enhance Chinese outbound travelers' satisfaction and encourage repeat visitation. For example, the results of this research suggest that for retired person and housewife groups, there is a need to develop facilities or routes with inexpensive and comfortable accommodation. In contrast, for middle and older people (40 years old or above) outbound destination administrators should consider developing a route that helps them appreciate the natural resources, provide and operate health enhancement facilities.

The study results indicated that respondents who were under age of 40, male, and with ¥2000-3999 RMB Yuan income, perceived outbound tourism destinations to have attractive resources, while those who were 40 years of age or above, retired persons and housewives, female, and low income earners (under than ¥1900 Chinese RMB Yuan) showed more disagreement on this item. This suggests the need to promote the quality of outbound destinations to retired persons and low-income groups. For example, outbound destinations may consider providing programs that would promote a better understanding of natural resources, perhaps by using an less expensive adopt-a-facility program that would match those in aged and low-income groups with cheap outbound destination routes and products.

Although several studies have examined the relationship between push factors and pull factors, these prior investigations have all focused on doing so in the context of travel to international and overseas destinations. Only a few research focused on the relationship between push and pull factors (Kim, et al., 2003). This research examined the relationship between push and pull factors for a Chinese potential outbound pleasure tourist group in the base of previous study. In this analysis, significant correlations were observed among the majority of push and pull factor dimensions. Additional analyses conducted to examine how push and pull factor correlations were impacted by key socio-demographic characteristics yielded useful insight into the moderating role of these characteristics on push and pull factors relationships. The findings of the study confirmed that push

or pull factors were different in socio-demographic variables as reported by other researchers (Kim, et al., 2003; Jeong, 1998; Loker-Murphy, 1996; Ahn & Kim, 1996; Kim, 1993; Lee et al., 1987).

Since this study was conducted in the setting of Chinese outbound destinations by using the survey data of Chinese potential outbound pleasure travelers, it will be helpful to understand tourism resources offered by Chinese outbound destination countries or areas and what outbound destinations mean to Chinese. As the number of Chinese outbound tourists is becoming greater due to their increasing disposable income, more Chinese are expected to make trips in other countries. Thus, results of this study provide management of outbound tourism destinations with valuable information in understanding Chinese's motivation to visit outbound tourism destinations. Further research is needed to explore the role of other moderating factors on push-pull relationships. For example, firstly, it might be interesting to examine differences in push and pull factors among first time versus repeat visitors for Chinese outbound pleasure tourists. Secondly, especially it would be interesting to compare results of this study with those of studies conducted in other countries in the future study.

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Research Paper Three

A SWOT Analysis and Strategies on Tourism development in Western China

Abstract

Starting with contrary features of Western tourism resources and eastern tourism resources in China, the current analysis of tourist industry in western area of China has been first analyzed from the following advantageous aspects such as orientation, evaluation, combination, location, adjustment and strategies (S). Second, the weak points such as transportation, capital, fundamental establishment, human resources and regional views have been focused (W). Third, the opportunities such as international environment, domestic economics, industrial structures and ecologic environment have been mentioned (O). Fourth, the threats such as obtaining capital, financial adjustment, beneficial relationship, economic quality and international competitions are studied (T). Finally, the development strategies of marketing promotions, image location, festival marketing, ecological development, green system, product model, electric network, rich achievement and educational service are put forward in this paper.

Key Words: China, tourism industry, western areas, SWOT, development strategies.

1. Introduction

A close examination of China reveals significant socio-economic gaps between the eastern, central, and the western regions. Differing levels of development between regions have long been a major concern of the Chinese central government. Several policies have been established to support the rapid development of western China since the 1990s. Current policies are conducive to the development of tourism in western China (Fan & Yang, 2002), but much less so for the east. Along with the performance of large-scale development strategies in the west (Jiang, 1999), the then western provinces (i.e. Sichuan, Chongqing, Guizhou, Yunnan, Shaanxi, Gansu, Ningxia, Qinghai, Xinjiang and Tibet) have considered tourism to be a priority development industry. Studies on the current structures of development strategies for tourism in western China are believed to offer a strong impetus for tourism development (Li, 2003). Key strategies for tourism development in the west include the following: reducing the large gap in economic development through tourism between the eastern, central and western regions; lessening the regional disparities in social development difference by developing tourism strategies; and dealing with the various types of problems inherent to each region, especially in the western area of China. Based on previous studies of western China and annual statistics published by China's National Statistics Bureau and the Chinese National Tourism Bureau, this paper analyzes the differences in tourism and other industries between the western and eastern parts of the country. The main objectives of this study are to introduce the current features of

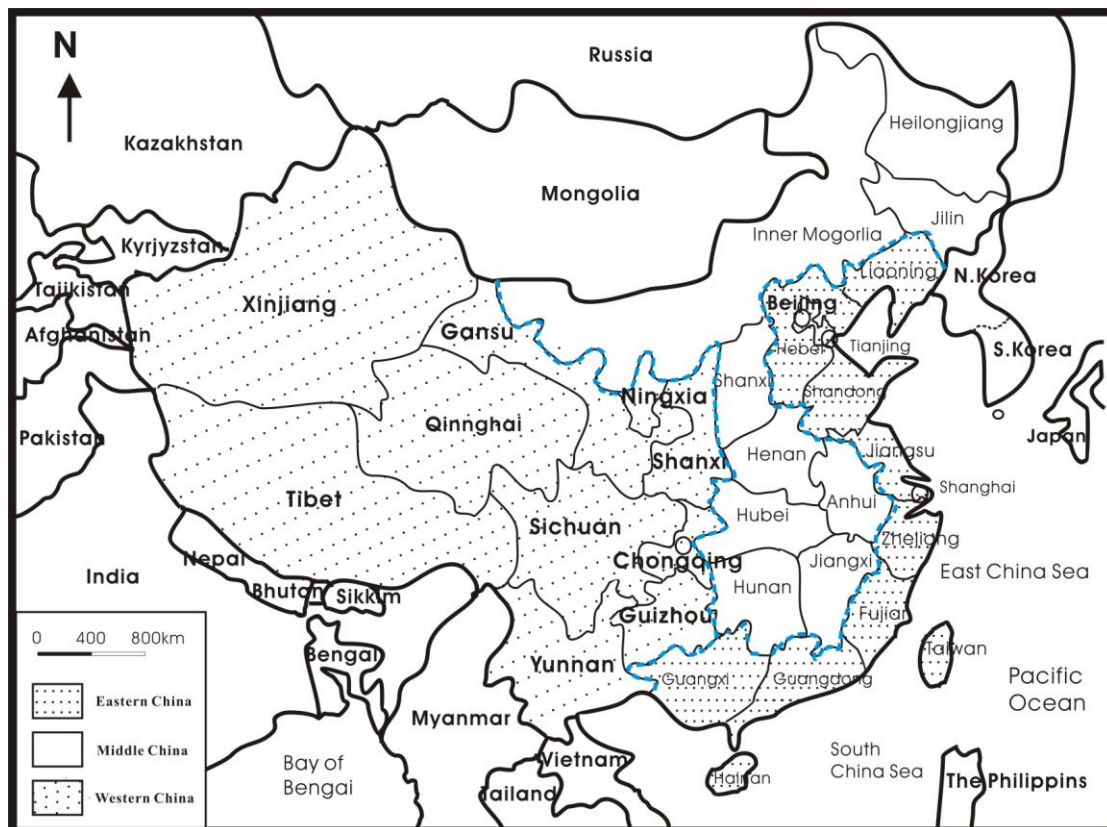
tourism resources in western China; to analyze the strengths, weaknesses, opportunities and threats facing tourism in the west; and to introduce the tourism-directed development strategies in western China that are being utilized to promote the development of the industry.

2. Current Features of Tourism in western China

2.1. Tourism Resources

Western China has a large territory with various and complex natural and socio-economic conditions. The region's area amounts to 6.724 million square kilometers, which is 80 square kilometers more than India, 90 square kilometers less than Australia, and almost twice as large as Germany. There are some 50 minority groups that have different histories, cultures, local customs, and ways of living. The area borders more than ten countries and includes 20,000 kilometers of boundary lines (Fig. 1). The area is known for its great mountains, plateaus, basins, deserts, grasslands and other geographical features, which have functioned as barriers to human activities for thousands of years.

Figure 1. The map of the western area of China



Second, the western area is the original place of “*Yellow River of the Culture*”. The tomb of the Yellow Emperor in Shaanxi province houses the remains of the ancestor emperor of the Chinese nation and is highly respected by the Chinese. The tomb figures of military forces of the Qing Dynasty, located in Lintong County, Shaanxi province, are often referred to as the ‘*Eighth Wonder of the World*’. Ancient Chinese civilizations have met in many scenic locations, such as the ancient city of Xi’an, for

many centuries. The one-time capital of Loulan, during the Xixia Dynasty, as well as the Mogao Grottos in Gansu province have now been designated UNESCO World Heritage Sites. Furthermore, the old Silk Road and the media attention it has received in recent years, has created important heritage connections between the ethnic Chinese and the western minorities.

Third, there is a rich and diverse array of natural resources in western China comprised of complex and unusual features. The estimated reserves of water, oil, gas, coal and metals in the western area are among the highest in China. Qingzang is the hometown of the mysterious Tibetan medicines, whereas Sichuan province is known as the 'land of abundance'. Yunnan province is known by many names, including "*the Kingdom of Creatures*", "*Realm of Plants*", "*Regality of Colored Metals*", "*Medicine Treasury*" and "*Kingdom of Flavors*". The complex environment and climatic condition constitute an important part of the west's tourist appeal.

Fourth, various minority groups have unique traditions and local customs. For instance, the Xinjiang Uygur Autonomous Region is not only home to native dancing and singing, but it is also a place where western and eastern cultures converge. The massive cultural value and long history of minority groups is demonstrated in the Buddhism of Tibet, the female society of the Mosuo people in Yunnan, and the "*Water-splashing Festival*" of the Dai minority group (Liu & Yang, 2002).

2.2. Eastern and Western Tourism Differences

The first contrasting feature between east and west is natural tourism resources. The western area is characterized by plateaus, snowy mountains and deserts. The central region is best known for mountains and rivers. Eastern China features coastal tourism resources combined with beautiful mountains and waterfront sites.

A second contrasting feature is cultural resources. There are rich and colorful cultural tourism resources with minority group folk customs in remote parts of the west. Han cultural traditions, the most modern and civilized cities, buildings and other human created tourism resources are concentrated mainly in the east. The west is better known for its traditional folk customs, ancient architecture, and handicrafts.

Another point of contrast is the development of tourism resources. Western China has more advantages for ecology-based tourism, owing to lower levels of air pollution compared to those in the east. Furthermore, tourism development in the western area focuses on a variety of tourism types, including educational and adventure travel, while eastern China's tourism is based more on urban areas, convention/business tourism, and marine-based tourism.

Another point of difference is that earnings from foreign tourists through tourism development have increased rapidly in the west, owing to the region's image and opportunities for ecotourism and adventure travel (Table 1). Although the western region was affected by the Asian financial crisis in 1998 and SARS in 2003, total spending by foreign tourists in China shows a higher increase in the

west than in the east (Zhu, Ding & Han, 2003).

Table 1. Tourism income of foreign visitors of China (Unit: US dollars)

Category	1993	1994	1995	1996	1997
Eastern Areas	392407	633456	721261	810948	875315
Middle Areas	15761	32507	46792	62673	81568
Western Areas	34777	43337	56872	74000	89275
Year	1998	1999	2000	2001	2002
Eastern Areas	912065	1009877	1211139	1338901	1204760
Middle Areas	76241	87648	106240	130335	154357
Western Areas	87839	103684	115221	127515	147780

Sources: China National Tourism Administration, calculated from the *Yearbook of China Tourism Statistics* (1992-2003).

3. A Tourism SWOT Analysis in Western China

3.1. Strengths (S) of the Tourism Industry in Western China

The first strength is the wide array of natural resources. Because of the conditional restriction of resource development and utilization, the advantages of some resources in western China are not as good as originally considered. There is a wealth of mineral resources, even though they are non-renewable. Along with undertaking large-scale development strategies in the western area of China, there will be increasing conflicts between reserves and demand for the western resources. Some fuels and raw materials in the west have no competitive advantage, nor has the comparative advantages in the international market, which will be further impacted after entrance of China into the World Trade Organization (Lu, 2000). A high price has been paid for the large-scale development and utilization of resources in the western area with few benefits. There were no protections in place for the development and utilization of tourism resources. The unique natural and human environments, which had been restricted from other industrial development, have become the main tourist resources in the west's tourism industry. Tourist resources in western China are exceedingly rich, and could be easily developed. There is also a large potential market for these resources.

The second strength is the high quality of tourism resources. The number, quality and array of tourist resources in western China are unmatched by those anywhere else in the world. The combination of ancient civilization and local customs is a major attraction, and nine of the 29 world heritage sites in China are located in the western region. The west is also home to many minority ethnic groups, which creates a rich and interesting cultural map that appeals to adventuresome tourists. In short, the wide variety of natural and cultural resources makes the western region a unique and powerful destination for international and domestic tourists (Table 2).

The third strength is the competitive advantages of tourism resources in the western area of China. The tourist resources have the dual characteristics of both uniqueness and universality. Natural scenery and famous cultural/historic sites are combined together, which are propitious to the development of tourist landscape. There are strong regional and complementary qualities that work

together to form unified product (Sun, 1999). These complementary advantages have improved the economic value of the tourist resources in western China, which have benefited the development and organization of cross-provincial tours circuits and tourist products. The different products of the east and of the west create a complimentary relationship, for many of the attractions of the west could not exist in the east. The combination of various natural resources, varying climate types and numerous folk cultures have formed different areas with different kinds of tourism resources in eastern China.

Table 2. National-level tourist resources in the western areas of China (Unit: Number)

Province & cities	World natural & cultural heritages	Personal-Ecological circle of United Nation	National scenic spots	National-level forest gardens	National historic and cultural cities	40 best of famous scenic spots in China	35 attractions of absolute astonishing beauties in China	National natural protection areas	National key cultural relics protections units in China	Best tourist cities in China
Sichuan	4	1	8	11	7	7	1	2	38	3
Chongqing	1	—	4	5	1		1	0	7	—
Guizhou		2	8	2	2	2	1	4	9	—
Yunnan	1	1	10	21	5	—	1	5	23	4
Tabit	1	—	1	0	3	—	1	2	24	—
Shaanxi	1	—	3	7	6	2	2	4	51	2
Ganxu	1	—	3	8	4	1	1	4	19	1
Qinghai	—	—	1	2	1	—	1	1	5	—
Ningzia	—	—	1	0	1	—	1	3	9	—
Xinjiang	—	1	1	2	1	—	1	3	14	2
Western areas	9	5	40	58	31	12	12	28	199	12
China	27	10	119	296	99	40	35	90	750	54
%	30	50	34	20	31	30	34	31	26	22

Sources: National Construction and National Tourism Bureau (2002).

The fourth strength is the location advantage of the tourism industry in the west. The region is located in the northwest and southwest, bordering Kazakhstan, Kyrgyzstan, Tajikistan, Afghanistan, Pakistan, Nepal, India, Myanmar, Laos and Vietnam. Border trade and tourism are prevalent in these areas and could be developed further. The new Longhai-Lanxin railway line also forms a new Asia-Europe bridge that connects sections of the ancient Silk Road and links transportation and cultural channels between Eastern Asia, Western Asia and Europe. Another advantage is the unusual location of the west, which has begun to attract more foreign investment and develop economic cooperative zones, including tourism.

The fifth is the positioning of tourism in relation to other industries in western China. Important factors in successful development include that every province can choose the best industries for their own needs to take advantage of their resources based on natural, geographical and other production conditions. The most lucrative industries in the west are primary extractive industries, such as coal, oil, gas and metals. Tourism is the most productive service industry. In the economic development plans of the ten provinces in the western area, almost every one has prioritized tourism very highly. Sichuan, Yunnan, Tibet, Shaanxi and Chongqing have apparently already confirmed the important

role of tourism in their economies (Table 3). The natural features, cultural traditions, and cultural relics of the west offer a strong, attractive and internationally competitive advantage. Additionally, the rich and inexpensive human resource pool offers more potential for tourism development in western China compared to many other industries.

Table 3. Current industrial constructions in the western areas of China

Princes & cities	Superior Industries	Structure Industries
Sichuang	Tourism, High-tech, Mechanism, Electricity, metallurgy, Chemistry Industry	Electric information, water & electricity, mechanism & metallurgy, medicine chemistry, tourism, grocery beverages
Chongqing	Electric information, biological engineering, environmental protection, Combining system of light-engine-electricity, tourism	Mechanism, Chemistry, metallurgy
Guizhou	Energy, raw materials, engineering electricity, light industry, tourism industry	Two smoke, one wine, electricity, colored metals, chemistry
Yunnan	Modern medicine industry, flower industry, cultural recreation industry, engineering-electricity, construction & material industry, commercial & trade industry	Smoking, bio-resource development, mine industry, tourism industry
Tibet	Agriculture, stock raising, machining industry, tourism industry	Exploitation machining, tourism industry
Shaanxi	Science & technology, tourism industry, fruit industry, war industry	High new-tech, tourism, fruit industry, war industry
Gansu	Agricultural byproduct machining, biological products, chemistry industry of oil and gas, late machining of raw materials, tourism industry	Oil chemistry, metallurgy, construction & materials, mechanism & electricity, light weave & grocery
Ningxia	Machining of special and green grocery, biological medicines and bio-engineering, energy industry, new materials, combining industry of mechanism & electricity, tourism industry	Energy, chemistry, metallurgy
Qinghai	Special agricultural and stock raising, special tourism industry	Water & electricity, oil and gas, chemistry industry of salt lake, colored metals
Xinjiang	Tourism, housing industry, colored metal development, name brand products	Oil chemistry industry, cotton & its industry

Sources: Every planning committee in the western areas of China (1999).

The sixth is the ability of tourism to absorb employment layoffs and other factors in other industries. Although the west is large with rich resources, unique populations with many minorities, there still exist population pressures in terms of relative level of economic development and underutilization of resources. To increase employment levels, employment must become one of the main policy objectives in economic development in western China. Furthermore, efforts to return farmland back to its natural vegetative state and the entrance of China into the World Trade Organization, there will be a considerable surplus of agricultural labor in the west, and it is likely that there will be more jobless peasants. This potential joblessness might end up being felt along ethnic lines with some minority groups experiencing higher levels of unemployment than others. The surplus agricultural labor could be displaced by tourism jobs, because it is a labor-intensive service industry (Table 4).

The seventh strength is the strategic advantage of tourism as a focus of development efforts in the west. According to the department of tourism, eight of the ten provinces in western China have proposed supporting tourism their tenth five-year plans (from the year of 2000 to the year of 2004 in China). The other two provinces have chosen tourism as a potentially new and developing industry and consider it only a supporting industry (Table 5). Nearly all of western China remains undeveloped in the realm of tourism, so establishing the industry on a firmer footing may be difficult to start. To establish a strategic industry and to foster support industries are key steps for the development in western China and may help avert some of the development problems facing the region. Owing to its relative newness, tourism in the west has the potential to be development in such a way that will enhance the positive effects and mitigate the negative effects of tourism. Meanwhile, the tourism industry remains an important development option for all western regional governments.

Table 4. Status and indirect related functions of tourism industry in national economics in the western areas of China (Unit: %)

Province & cities	Percent of tourism income in GDP	As much as the third industry	Percent of import & export	Percent of direct obtaining employment	Ratio of indirect and direct obtaining employment	Number of indirect obtaining employment (Unit: person)
Sichuan	3.40	11.00	2.90	0.08	5.00	0.40
Chongqing	3.70	10.10	3.30	1.20	—	—
Guizhou	1.50	5.70	4.60	0.10	5.00	0.50
Yunnan	5.10	5.90	7.80	—	—	—
Tibet	3.80	11.10	33.50	27.00	1.50	—
Shaanxi	5.30	14.50	8.10	0.22	5.00	40.00
Gansu	1.10	3.30	3.90	1.10	2.20	1.40
Ningxia	0.70	1.11	5.20	0.14	1.80	2.40
Qinghai	0.50	1.30	1.40	0.10	—	0.25
Xinjiang	0.50	0.70	5.20	5.20	—	—

Sources: China Statistics Bureau (2003). *The Yearbook of China Statistics*.

Table 5. Positioning and development objects of tourism industry in the western areas of China

Provinces and cities	The industry positioning in the “Tenth Fives”			Percent of tourism total output in GDP (%)		
	Present situation	Direction	Development objectives	1996	2000	2005
China	New increasing point	Support industry	World great power country in tourism	3.8	4.6	5.6
Sichuan	Support in the third industry	Support industry	Big power province in biology	3.4	5	5.9
Chongqing	Support industry	Support industry	Big power city in tourism	3.7	5	7
Guizhou	—	Support industry	Big power province in tourism	1.5	5	6
Yunnan	One of the four support industries	Key support industry	Big power province in green biology	5.1	8	10-15
Tibet	Support industry	Key support industry	Big power province in biology	3.8	6	8
Shaanxi	Support industry	Key support industry	Big power province in tourism	5.3	7	8-10

Gansu	Forerunner industry	Support industry	To become support industry in 2015	1.1	-	3.3
Qinghai	Forerunner industry	Superior industry	Big power province in bio-tourism of plateau	0.5	2	5.6
Ningxia	New increasing point	Support industry	Special tourism base in northwestern	0.7	3	5.4
Xinjiang	Forerunner of the third industry	Forerunner industry	Base in support of Chinese tourism in 21 st century	0.5	6	8

Sources: *The programming thought of the "Tenth Fives" in the western provinces and cities* (2000).

3.2. Weaknesses (W) of Tourism Industry in the western China

The first weakness in the western area is the transportation bottleneck. The western area is far from the majority of China's tourists, who tend to be located on the east coast and eastern cities. The shortage of railways and highway networks also limits tourism development considerably, as getting around is more difficult than in the eastern portion of the country (Table 6). Likewise, the small number of airports in the west and their distance from major airports leads to a serious dearth in international arrivals and results in higher travel costs.

Table 6. Comparison condition of transportation and communication in the three areas of China

Category	Transportation transits (M/Km ²)		Taking account of average percentages in China (%)		The total number of telephones for every hundred persons	
	1994	2001	1994	2001	1994	2001
China	1175.4	70,057.2	100	100	2.4	25.9
Eastern	3193.7	40,143.2	65.8	59.97	3.9	36.81
Middle	1366.9	20,234.0	24.5	26.52	1.7	19.48
Western	584.8	9,680.0	9.7	14.51	1.0	16.31

Sources: China Statistics Bureau (2003). *Yearbook of China Statistics*.

The second weakness is a lack of capital. Since the western area lacks fiscal resources, it experiences great difficulties in operationalizing tourism and developing related resources. If the western area continues to be unable to attract domestic and international capital, it will be difficult to develop tourism on a larger scale. In areas other than tourism, it is obvious that the west is also lacking in economic strength. Most areas are undeveloped with no strong economic strengths (Table 7). Meanwhile, many of the original tourist attractions and services have aged considerably and are falling into disrepair. The tourism infrastructure is also weak, and a great deal of capital will be required to construct green areas, transportation networks, tourist attractions, tourism marketing campaigns (Fu, 2000).

Table 7. Basic situations of the three regions in China

Category	GDP (0.1 billion \$ US)		Area (%)		Population (%)		GDP per capital (\$ US)	
	1998	2002	1998	2002	1998	2002	1998	2002
Eastern Areas	5376	7074.44	13	13.50	41	41.61	1077	1333.46
Middle Areas	2610	3138.50	28	29.62	36	35.26	597	697.83
Western Areas	1225	1589.13	59	56.88	23	23.13	437	538.87

Sources: China Statistics Bureau (2003). *Yearbook of China Economic Statistics*.

Notes: There is a little difference between Gross Domestic Production and Gross National Production and could be regarded as equal with each other.

The third weakness in the western area is the imbalance in governance and development priorities between western provinces. Because of differing economic powers among different provinces and cities, investment commitments have different priorities between provinces. The cumulative investment in infrastructure is under 10 billion RMB yuan in the provinces of Gansu, Guizhou, Tibet, Qinghai and Ningxia. Uneven investment levels lead to large differences in levels of development priorities in each area (Ma & Qing, 2000). There exist insufficient reception establishment in the western area while the constructions of local hotels are maladjusted with structures. The software construction in the western area moves slowly at a low level and simple facilities of necessary services, which cannot meet the daily increasing consumption demand of the western travelers (Table 8).

Table 8. Comparison of tourism establishment and tourism services in the three regions of China

Category	Foreigner hosted hotels		International travel agencies		Tourism employees		Foreigner hosted hotel (%)		International travel agencies (%)		Tourism employees (%)		Tourism income of foreign exchanges(%)	
	1997	2002	1997	2002	1997	2001	1997	2002	1997	2002	1997	2001	1997	2002
Eastern Area	3439	4949	615	1021	974856	3476957	62	55.73	66	58.75	72	58	83	79.95
Middle Area	1042	2270	201	304	235686	1537741	20	25.56	20	17.49	17	26	8	10.24
Western Area	720	1661	175	413	142875	956893	18	18.70	14	23.76	11	16	9	9.81

Sources: China National Tourism Administration (2003). *Yearbook of China Tourism Statistics*.

The fourth weakness in the western area is the lack of marketing power. At present, the total tourism marketing budget is inadequate. Advertising is not attractive to potential visitors. There is a lack of cross-border tourism marketing between provinces, and service networks have not yet formed. There is a need to create a tourism image that is persuasive and appealing. Overall, the facilities of scenic spots in the western area are paid more attention to tourism marketing is neglected comparatively.

Table 9. Output level of manpower capitals and knowledge

Category	Eastern Area				Middle Area				Western Area			
	Number		Rate (%)		Number		Rate (%)		Number		Rate (%)	
Year	1998	2001	1998	2001	1998	2001	1998	2001	1998	2001	1998	2001
Number of universities & colleges	482	578	47.16	47.18	338	399	33.07	32.57	202	248	19.77	20.25
Number of students in universities & colleges	1721864	3548225	50.51	49.34	1073826	2356339	31.50	32.77	613074	1286094	17.99	17.89
Professors & clerks in universities & colleges	521921	606794	50.69	49.97	316342	381784	30.73	31.44	191300	225851	18.58	18.59
Education fee (Ten thousand RMB yuan)	13917681	21782019	54.97	56.59	722284	10274925	28.53	26.69	417680 ₂	6433860	16.50	16.72
Number of above counties in China	2857	1403	49.45	36.43	1743	1360	30.17	35.32	1178	1088	20.39	28.25
Governmental civil servants or R&D employees	492356	510868	52.79	55.4	216863	223884	23.09	24.28	224477	187379	24.01	20.32
Authorized number of three patents	23139	64837	84.32	72.92	2377	14567	8.6	16.38	1926	9518	7.02	10.7

Bargain number of technologic market (Ten thousand RMB yuan)	2900936	5699320	66.56	72.81	948980	1248572	21.77	15.95	508312	879597	11.66	11.24
Fee of three items of sciences and technologies (Ten thousand RMB yuan)	419129	6179037	57.16	68.99	202884	1486344	27.67	16.59	111303	1291264	15.18	14.42

Source: China Statistics Bureau (2003). *Yearbook of China National Statistics*.

The fifth weakness is a lack of trained human resources for tourism (Xiang & Hong, 2001). Both absolute and relative levels of human resource capital and knowledge output are inferior relative to the rest of China (Table 9). Low levels of human resources and industry knowledge are important factors in the western region's lagging development. Furthermore, the lack of investment in education and scientific technology illustrates that insufficient investment leads to the relative low level of output. At present, it is vital for the tourism industry in the western area to train potential tourism employees and provide skills training to the general public.

The sixth weakness is the lack of a long-term vision. Tourism planning has been of an ad-hoc nature in recent years. It lacks long-term vision and tends to emphasize rapid development and instant benefits. There are conflicts between conservation and management rights of tourism resources and there is a lack of a suitable management system in many aesthetically important areas. These conflicts and lack of long-term commitment has negatively affected tourism investments and tourism development (Cao, 2002).

3.3. Tourism Opportunities

One opportunity is the potential for economic development through domestic and foreign investments. On the international front, foreign investments have grown a great deal in the Asia-Pacific region with relatively quick economic returns. In the long-term, it is likely that foreign investors will divert more of their attention to western China. Also, a positive future for the world economy and China's entrance into the World Trade Organization may create opportunities for future economic reforms, attracting foreign investments, and other forms of international involvement in the west.

An increase in real domestic economic power is another potential opportunity. As a result of China's rapid economic growth in the past twenty years, the country's total economic power has been strengthened considerably. As part of this growth, billions of dollars in capital have been invested in the stock market, futures markets, and various financial institutions. If there were a chance for greater returns in western China, more of this money could be invested in the western region. In the west, the supply of production in most industries, including tourism, is generally larger than demand. There is also an abundant supply of strategic merchandise such as food. As a result, consumer prices and interest rates have been relatively low for many years, which can be seen as a major appeal for developing tourism in the west.

There are also opportunities for the adjustment of industry structures in the west by the Chinese government. For the eastern and coastal areas, the development of high-tech industries has been quickened, the promotion of industry structures has been advanced, and many factories have begun

show up in low-cost areas, and the search is on for new development space to reduce costs to be competitive on the global scene since China's entrance into the WTO. For the west, the investment environment has improved after the construction of some infrastructure during the past fifty years. There are many structural advantages for the re-adjustment of industries from the east to the west.

3.4. Threats

One of the biggest threats for the western area is unpredictable capital growth. While the Chinese government has plans to increase public investments in the west, development efforts there should mainly depend on private capital in the long term. Nonetheless, foreign and domestic investments will be made based on market forces for the purpose of gaining high returns on the investment. Because of the region's limited infrastructure, compared to the east, both national and west provincial governments must take effective measures to attract foreign and domestic private investments.

There is also a degree of inflexibility in the central government's financial and investment policies, resulting in limited financial support from the central government. This is because central administration policies should play a critical role in stimulating both investment and consumption to ensure a moderate increase in the national economy. Also, the central government's financial support should play a greater role in building relationships between the central government and financial institutions to avoid any risks in the functioning of the national economy and to make up for financial imbalances caused by flawed policies in the reformation process. Another reason for limited central government support is that there are ever more stop-production, semi-stop-production and seasonal enterprises with increasing joblessness and poverty among the people of western China. This unstable socio-economic phenomenon is more serious today than previously. Financial support by the central government is especially needed for this. All the factors clearly influence the investment tendencies of the central government. Without the support of Chinese Central government in Beijing, the strategies and development opportunities for the western area will surely be limited.

Another threat is the quality of economic increase. Large-scale development in the west faces several economic difficulties because energy and raw materials production has been decreased even though the production capability is relatively high. Outside demand has dramatically decreased and domestic demand has only seen slow growth. In cases, high levels of production have taxed the resource based, while situations overwhelmed by the market system have been extended to include other types of resource production, which has further weakened the resource advantages of the west. The traditional, heavy industries and resource extraction in the west have been seriously challenged.

The change from international demand to domestic demand may also present some interesting challenges. The current situation appears to be that the domestic market is turning into an international market and the international market is becoming a domestic one. Currently, there are 200,000 enterprises in China that are classified as either foreign-invested, joint foreign and domestic-invested or domestic. In terms of the total level of industrialization in China, the eastern area has reached a medium level of industrialization, while the west has lagged behind.

4. Recommended Tourism Development Strategies

Several tourism development scenarios for the western region of China can be recommended. The first is marketing and promotion. Inbound tourism markets in western China are primarily from Hong Kong, Macao and Taiwan, although there appears to be a slight decrease in these arrivals in recent years. However, the percentage of travelers from Japan and Korea appears to be increasing quite notably. There is considerable potential for market growth from countries in Southeast Asia, Europe and North America. Therefore, perhaps the most basic marketing strategy is to promote the region in Hong Kong, Macao, Taiwan, Japan, Korea, North America, Europe, the Middle East and the South Pacific countries. In addition, to the international market, domestic tourism should be stressed at the same time, which will provide additional support for tourism growth in the western provinces.

A second strategy is image positioning. Generally speaking, western China does not have a positive or a negative image overseas. In fact, it actually has very little image at all, for when people think of 'China', the image is typically that of the Han Chinese and the eastern regions of the country. If an image does exist of the west, it focuses primarily on mountains and deserts. Therefore, the image of the western provinces should be developed in the minds of potential visitors from the main market countries, emphasizing its strengths and wide range of natural and cultural resources. Efforts should be made by the Chinese central government and the western provincial governments to highlight the competitive advantages of the west, including mysterious places, vast open spaces, wide array of colorful cultures, growing cities, and natural wonders.

A third strategy is promoting events. There are many cultural events western region, especially dancing and vocal performances that are very interesting for domestic and foreign visitors. These events should be exploited better for tourism, as they reflect remnants of western cultures and ways of life.

The fourth strategy is nature-based tourism development. There are many natural resources and hidden treasures in western China that could be developed in sustainable ways for tourists to enjoy. These natural resources are so great that western nature-based tourism could become a critical part of the brand image in the 21st sustainable tourism development program of China to increase visibility. Basic policies, managerial standards and codes of conduct in eco-tourism should be established to meet local conditions. Likewise, environmental protection laws should be enacted to assure the least amount of damage to the natural environment as tourism continues to grow.

The fifth suggestion is to establish a greening system. To be in tune with the principles of sustainable development tourism as it develops should be maintained as a green industry from ecotourism codes of ethics to hotel and restaurant management. Management and tourism employees should receive training in green management and green practices. Green products should also be used

to promote green management.

Another potential strategy is model communities. These could be developed to demonstration cultures and ecosystems in places that are representative of each one. This could assist in creating a more positive image of the western region and help develop domestic and international tourism.

The use of the Internet would also be an important move for the western region to assist in developing its tourism industry. Internet marketing is a highly valuable tool that the region could utilize to disseminate information in its main market regions and assist in creating the visibility that it needs. In addition to Internet marketing, a holistic and effective tourism information system could be established to assist in making reservations, business management, and tour programming a simpler process. This would certainly be a major attraction for international tour operators who might be put of somewhat by the lack of technology in the west. Easier access to the Internet in tourism locations might also assist in developing business tourism, including meetings and conventions.

Tourism should be developed with economic prosperity in mind for the people of western China. Tourism has the potential to alleviate poverty if the destination residents are permitted to be involved in decision making and in the economic benefits of tourism. Working groups should be established to determine how best to develop tourism that will alleviate poverty and better the lives of the people in the western provinces.

Human resource development is another critical and necessary component of tourism in the west. Skilled tourism employees are key to the successful development of tourism; thus, a high priority should be given to training residents to work in the industry. Management skills, foreign languages, and customer service abilities should be high priority items for training. Such efforts can help western poverty by qualifying people for employment in the tourism industry.

5. Conclusion and Limitations

Table 10. Development strategies of the tourism industry in the western areas of China

Category	Features
Strengths (S)	<ol style="list-style-type: none"> 1. The orientation advantages of natural resources 2. The evaluation advantages of tourism resources 3. The combination advantages of tourism resources 4. The location advantages of tourism industry 5. The positioning advantages of tourism industry 6. The adjustment advantages of tourism industry structures 7. The strategy advantages of tourism industry
Weakness (W)	<ol style="list-style-type: none"> 1. The weakness of transportation bottleneck 2. The weakness of lack of capitals 3. The weakness of fundamental establishment 4. The weakness of lack of marketing power 5. The weakness of lack of human resources 6. The Weakness of regional views
Opportunity (O)	<ol style="list-style-type: none"> 1. The development of economic environment in both domestic and abroad 2. The increase of domestic total economic power

	<ol style="list-style-type: none"> 3. The adjustment of industry structure in the eastern and western 4. The need of improvement of ecological environment in domestic
Threats (T)	<ol style="list-style-type: none"> 1. The changeable modes of capital obtaining 2. The limitation of central financial adjustment 3. The adjustment of deep beneficial relationship 4. The quality benefit of economic increase 5. To the domestic change from international competition market
Strategies	<ol style="list-style-type: none"> 1. The strategy of marketing promotion 2. The strategy of image positioning 3. The strategy of event marketing 4. The strategy of ecological development 5. The strategy of green system 6. The strategy of sample models 7. The strategy of electrical inter-net 8. The strategy of escaping from poverty and reaching richness 9. The strategy of human resources

In summary, this paper described and examined the current tourism industry in the western region of China. Strengths, weakness, opportunities and threats in the industry were highlighted, and various development strategies for tourism were proposed. The overall framework and summary is demonstrated in Table 10.

The western provinces of China have a great deal of potential when it comes to tourism development. While there are a number of obstacles to tourism development there, including economic problems, lack of adequate infrastructure, and peripheral location, the region has many strengths and with commitment from the Chinese government, western provincial governments, and international investors, tourism could grow considerably and successfully in a sustainable manner. New scenic spots should be developed, a global image created, and Internet marketing utilized to accomplish these goals.

On the basis of practical and theoretical notions, this study analyzed the current tourism situation in western China through published statistics extensive field work in the area, and SWOT analysis. It is hoped that this study will be helpful to the Chinese government, the subnational governments of western China, and domestic and international investors as they work together to develop tourism in this remarkable region.

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Research Paper Four

A Study on the Market Development Potential of 2010 Shanghai World Expo

ABSTRACT

This essay which set out from the basic circumstances of the Expo, by using the vended data from the Shanghai Statistic Annuals and the Shanghai Tourism Statistic Annuals, firstly analyses the source marketing for the 2010 Shanghai World Expo from the aspects of its potential and orientation; secondly, analyses the competitive situation of the Shanghai World Expo from its superiorities, weaknesses, opportunities and threats; and then, to learn advantaged effects of capital, economy, brand, continuity and other aspects from Expo through every 10 years , and to assimilate evadable effects of absence of governmental support, excess estimated expectation, disharmony with medias, close holding of two conventions and so on; at last, to start with brand establishing, utilizing of medias, alliance organizing, government leading, distinctive service, regions uniting, laws and criterions, systematical management, scientific planning, environmental management, human resource, continuing development, crisis management and other marketing strategies, therefore to insure success of the 2010 Shanghai World Expo.

Key Words: 2010 Shanghai World Expo, Market Development, Potential

INTRODUCTION

A World Expo is often called an “Economic Olympic Pageant”, and has become an important lever to improve urban economic development. All countries pay much attention to the market promotion, management and theme marketing (IDSTC, 2003). The pace of world globalization is rapid in the 21st century. The more countries that join the expo, the more benefits result from it. More and more countries are applying to host the World Expo, with competition becoming intense.

This essay firstly analyses the source marketing for the 2010 Shanghai World Expo from the aspects of its potential and orientation by using data from the Shanghai Statistic Annuals and the Shanghai Tourism Statistic Annuals. It secondly, analyses the competitive situation of the Shanghai World Expo in terms of its superiorities, weaknesses, opportunities and threats; and then, it examines the effects of capital, economy, brand, continuity and other aspects from Expos in the last decades, and to assimilate effects of absence of governmental support, excess estimated expectation, and disharmony with medias. At last, it will look at brand development, the utilization of media, alliance organization, government leadership, distinctive service, regions uniting, laws and criterions, systematical management, scientific planning, environmental management, human resource, continuing development, crisis management and other marketing strategies to ensure the success of the 2010 Shanghai World Expo.

THE TOURIST SOURCE MARKET POTENTIAL OF SHANHGHAII WORLD EXPO

Hosting a World Expo assists many countries and cities in upgrading their international images and it also becomes important for urban economic development. Meanwhile, all countries are paying more attention to the promotion to visitor arrivals for their local tourism. Visitor numbers to World Expos vary due to varying durations, host city size and accessibility. The lowest visitor arrival number was recorded for Japan Kinawa World Expo in 1975, with 3.5 million visitors (Table 1). The highest visitor arrival number was recorded for the World Expo in Osaka, Japan in 1970, with 64.2 million visitors (IDSTC, 2003).

Table 1. Visitor Arrivals of Former World Expo (Unit: Ten Thousand Visiting Arrivals)

Year	Country	City	Visiting Arrivals	Year	Country	City	Visiting Arrivals
1851	UK	London	630	1967	Canada	Montreal	5030
1855	France	Paris	520	1970	Japan	Osaka	6420
1862	UK	London	620	1974	USA	Spokane	480
1867	France	Paris	680	1975	Japan	Kinawa	350
1889	France	Paris	3240	1982	USA	Knoxville	1110
1893	USA	Chicago	2750	1985	Japan	Zhubo	2030
1898	Belgium	Brussel	600	1986	Canada	Vancouver	2210
1900	France	Paris	4810	1988	Australia	Brisbane	1860
1904	USA	St. Louis	1970	1992	Spain	Sevilla	4180
1915	USA	San Francisco	1890	1993	Korea	Taejon	1400
1933	USA	Chicago	2230	1998	Portugal	Lisbon	1010
1935	Belgium	Brussel	2000	1999	China	Kunming	940
1937	France	Paris	310	2000	Germany	Hannover	1800
1958	Belgium	Brussel	4150	2010	China	Shanghai	7000*

Sources: 2010 Shanghai World Expo Office (2003). Note: * indicates the forecasting value.

There are two reasons for the forecast of visiting numbers to the 2010 Shanghai World Expo:

Firstly, it is estimated that up to 20,180 thousand will visit Shanghai until 2010. Neighboring countries in Asia (mainly Japan, Korea, Singapore, Malaysia and other south-east countries) have a population of 670,000 thousand, and the population of countries outside of Asia (such as the United States and other developed countries in Europe) is about 490,000 thousand.

Secondly, there are 16,000 thousand residents living in Shanghai at present (13,000 thousand registered residence among them). The population will rise up to 17,000 thousand until 2010, among which civil residents from 18 to 70 years old will be 11,670 thousand. The number of potential 18 to 70-year-old visitors within a range of 500 kilometers of the site of the SWE is 56,250 thousand, covering Shanghai and adjacent Zhejiang and Jiangsu Provinces; the number of potential 18 to 70-year-old visitors within a range of 1000 kilometers is 123,000 thousand, referring mainly to Eastern China. The total population of China (including Hong Kong, Macao and Taiwan) is 1,320,000 thousand, and this number will up to be 1,420,000 thousand until 2010, among which 410,000 would be potential Shanghai World Expo visitors.

It is obvious that conducting of the 2010 Shanghai World Expo brings brand-new opportunities together with challenges to the development of Shanghai tourism industry.

Potential of Urban Transportation for the Shanghai World Expo

The 2010 Shanghai World Expo will attract 70,000 thousand visitors during the six months of the Expo, which challenges the transportation capacity of Shanghai.

Table 2. Social Transportation in Shanghai from 1998 to 2001 (Unit: Ten Thousand)

	1998	1999	2001
Railway	2761	2906	3231
Highway	1922	1127	1508
Water Carriage	845	872	947
Total	5528	4905	5686

Source: Shanghai Statistic Annals(1999—2002).

At present, international aviation has been set up in Shanghai with the combination of Pudong International airdrome and Hongqiao International Airport. In 2002, there were 8 million arrivals in Shanghai Harbor, and 2 hundred million of annual freight, which ranks third in the world. Shanghai harbor has business relations with over 600 harbors in over 200 countries and areas. By 2005, the tourist carrying capacity will have reached 250-270 million annually. By 2010, there will have be 80-100 million annually. Facilities for external and urban transportation in Shanghai are improving, with the tridimensional air, land and water transportation network coming into being.

It is estimated that by 2010, the annual passengers carrying capacity by air will be about 80,000 to 100,000 thousand, the annual passengers carrying capacity by railroad about 50,000 to 60,000 thousand, the one by highway around 30,000 to 40,000 thousand and the one by water 13,000 to 18,000 thousand. If so, capacities of the multiple transportation approaches in Shanghai will be about 86,500 to 109,000 thousand for the duration of the Shanghai World Expo. Urban transportation in Shanghai would meet the requirements for the Expo by air, land and water, which means that Shanghai possess the ability of international transportation for the 2010 Shanghai World Expo.

Table 3. Forecast of Transportation in Shanghai in 2010(Unit: Ten Thousand Person-time)

Vehicle	The Whole Year	Six months
Aviation	8000 – 10000	4000 – 5000
Railway	5000 – 6000	2500 – 3000
Highway	3000 – 4000	1500 – 2000
Water Carriage	1300 – 1800	650 – 900
Total	17300 – 21800	8650 – 10900

Sources: Shanghai Tourism Committee (2003).

Potential of Accommodation Facilities for the Shanghai World Expo

Based on the forecasted 70,000 thousand visitors to the Expo, average runoff on a common day will be 380 thousand person-time, and on a peak day 700 thousand person-time, as well as 150 thousand person-time runoff of non-visitors, which is totally about 85 thousand person-time. Among all the visitors every day, one third (about 280 thousand) is from Shanghai and adjacent areas who can have a round trip in a day and do not need accommodation; visitors needing accommodation account for 70 percent of the total, that is, 570 thousand, meaning that 855 thousand beds are essential according to the proportion of 1 to 1.5.

There were 399 tourist hotels in Shanghai in 2001 (including 300 star-level hotels), 50.966 thousand rooms. There are about 4000 guest-houses and 300 thousand beds. With the developing speed nowadays and the hospitality development plan of Shanghai, there would be about 410 thousand beds by 2010, among which 150 thousand would be in star-level hotels and 100 thousand in economic hotels. Currently, more economic hotels and domestic guesthouses will be developed with 120 thousand beds in common guesthouses and 40 thousand in servicing flats. Still, 15 thousand beds of students' flat and 85 thousands beds of students' dormitories in colleges and middle-schools can be used during summer holidays (July and August). 150 thousand domestic beds can also be used for domestic tourists who will lodge with relatives and friends. Tourists could be accommodated by all kinds of hotels, guesthouses, domestic guesthouses and students' dormitories in suburbs, meanwhile, students and low-level visitors would be provided with cheap and comfortable accommodation by youth hotels, economic hotels, domestic guesthouses and students' dormitories in schools.

Therefore, by 2010, there would be 410 thousand beds in Shanghai and its suburb, together with 250 thousand expanding beds, total 650 thousand beds.

At the same time, full advantage can be taken of accommodation facilities offered by adjacent areas such as Suzhou, Wuxi, Hangzhou, and Jiaxing, as to mitigate the accommodation pressure during the Expo. Developing special travel means to nearby areas such Kunshan, Suzhou, and Jiaxing would also not only be convenient for tourists especially those living in adjacent areas to visit the Expo through a round-trip in a day without accommodation, but also may disperse other visitors to these nearby areas. For example, Wuxi, Suzhou, Hangzhou, Jiaxing and other areas provide 248 thousand beds by star-level hotels and common guesthouses at present (Table 5); the number will rise up to 300-350 thousand.

Table 4. Forecast of Accommodation Capacity for 2010 Shanghai World Expo

1. Common capacity	Types of accommodation	Beds number	2. Expansion part	Types of accommodation	Beds number
	Star-level hotel	150000		Students' flat	15000
Economic hotel	100000	Students' dormitory	85000		
Common guesthouse	120000	Domestic accommodation	150000		
Serving flat	40000	Sub-total	250000		
subtotal	410000	Total	660000		

Source: Shanghai Tourism Committee (2003).

Table 5. Number of Beds in Adjacent Cities in 2010

City	Star-level hotel	Common guesthouse	City	Star-level hotel	Common guesthouse
1.Wuxi	38000	39000	4. Jiaxing	17500	20000
2.Suzhou	20500	22000	Sub-total	121000	127000
3.Hangzhou	45000	46000	Total	248000	

Source: Shanghai Tourism Committee (2003).

Therefore, there will be 650 thousand beds in Shanghai by 2010, as well as 300 to 350 thousand in adjacent cities. The total available beds will be about 950 to 1,000 thousand, which means that Shanghai can meet accommodation requirements on peak days.

Based on the development plans for all kinds of accommodation facilities, visitors' accommodation requirement by and large can be met during the Expo. Even if by then the accommodation needs cannot be fulfilled, temporary accommodation facilities may be built and domestic guesthouses be opened up. In order to better cater for visitors to the Expo and adapt the development of Shanghai tourism, it is feasible to think about establishing a number of economic hotels in some places where accommodation facilities are comparatively absent.

Tourists Resource Markets for the Shanghai World Expo

No tourist destination can satisfy the requirements of all tourists, therefore every destination must chose certain target markets, and divide it based on tourists' tendency into core tourist resource market, basic tourist resource market and probable tourist resource market, as to confirm development arrangements of target markets. The first choice is the top market composed of two to three tourism markets called as a core tourism resource market - the number of tourists from this market account for up to 40-60 percent of total tourists to a destination. The second choice is the basic tourists resource market. The potential of this market is very considerable, if developed appropriately it may change into core market. The third choice is entitled as probable tourists resource market that could be tapped into.

Based on the tourist arrivals from the main tourism markets in the past 20 years (Table 6) and assuming the current market development rate of 9 to 10 percent, about 3,500 thousand of the 70,000 thousand forecasted visitors to the Expo would be disembarking tourists. Moreover, disembarking tourists resource markets to the Shanghai World Expo would be orientated according to market share of the main tourists resource countries in recent years as follows: Hong Kong, Macao, Taiwan, southeast Asian countries, Japan and Korea form core tourists resource market; European and American countries basic market and Oceania countries probable market.

The marketing approach for disembarking tourists resource markets is to combine distinctive various tourism products and adopt discrepant orientation strategies. Tourism products of urban sightseeing, religious pilgrimage, river-intimate sightseeing and old-fashioned house sightseeing are targeted to the market of Hong Kong, Macao, Taiwan and southeast Asian; tourism product such as urban culture, environmental tourism, folk custom and mores, study and visitation are targeted to the market of Japan and Korea; tourism product of environment scientific research, cultural tourism and urban tourism are targeted to the market of Europe and America; and tourism product such as environmental tourism, folk customs and mores, study tourism are target to the Oceanic market.

Table 6. Number of Tourists Arrivals to Shanghai from Its Main Traveler Source Countries

Index	1978	1980	1990	1994	1995	1996	1997	1998	1999	2000	2001
international tourists to Shanghai (Unit: Ten Thousand Person-time)	24.02	31.18	89.30	132.18	136.79	143.19	165.35	152.71	165.68	181.40	204.26
1.foreigners	17.07	21.05	46.06	101.97	107.55	115.49	129.99	117.55	128.73	139.14	146.97
Japan	5.73	7.73	22.60	48.96	52.06	56.27	59.97	50.89	49.89	53.76	56.11
Singapore	0.34	0.52	1.02	3.16	3.84	4.12	5.30	4.74	5.00	5.29	5.37
Germany	0.73	0.72	1.60	3.52	3.94	4.11	5.33	5.68	6.46	7.11	7.34
France	0.70	0.75	1.19	4.08	3.42	3.42	3.91	4.00	4.38	5.39	5.54
England	0.44	0.59	1.11	2.51	2.45	2.66	3.28	3.74	3.31	1.69	2.05
Italy	0.39	0.35	0.99	1.76	1.71	1.40	1.95	2.15	1.91	1.88	1.83
Canada	0.34	0.43	0.81	1.39	1.55	1.56	1.93	2.04	1.98	2.25	2.44
America	3.87	5.27	4.67	8.99	9.12	9.83	12.41	13.05	12.46	13.78	14.59
Australia	0.42	0.46	0.53	1.12	1.41	1.63	2.90	3.49	3.13	3.23	3.25
2.compatriots from Hong Kong and Macao	6.29	9.55	10.33	15.55	15.51	12.89	16.34	16.76	17.21	17.62	20.62
3 compatriots from Taiwan			31.03	12.98	11.19	10.88	13.78	13.33	15.10	19.88	31.99
4.overseas Chinese	0.66	0.58	1.88	1.68	2.54	3.93	5.24	5.07	4.64	4.76	4.68

Source: The Yearbook of Shanghai Statistics (2003).

Domestic Tourists Resource Market

In terms of domestic tourism to Shanghai, tourists from the six provinces and one city in East China make up about 65-85 percent; tourists from Jiangsu Province, Zhejiang Province and Shanghai account for 60 percent of internal tourists (Table 7); South China and Central China about 15 percent; North China and Southwest about 15 percent, Northwest and Northeast about 5 to 8 percent. (Table 8). According this share of domestic tourists resource markets, as well as the Engel Quotient in the seven zones of China from 1990 to 2001, the domestic tourist resource market can be characterized as follows: Jiangsu Province, Zhejiang Province, Shanghai and other cities in East China are core tourists resource market; South China, Central China, West China, East China form basic market, North East and North West are probable markets.

The marketing approach for domestic tourists resource market is aimed at mass tourism markets in adjacent metropolises, tourism cities and economically developed areas especially tourism

markets of domestic budget traveling, to promote sightseeing, vacationing, convention, scientific research, environment, culture and other types of tourism product. Based on the current consolidation of domestic tourists resource markets in East China, it is important to develop vigorously tourists resource markets of South China, Central China, South Center, Southern West and gradually exploit tourism markets in North East and North West.

Table 7. Basic Status of Tourists from East-China Provinces from 1997 to 2002(Unit: Ten Thousand Person-time)

year	Total number	Shanghai %	Jiangsu %	Zhengjiang %	Anhui %	Shandong %	Jiangxi %	Fujian %
1997	6780.00		28.90	15.90	8.50	5.30	4.50	3.50
1998	7098.00	17.80	26.80	18.70	10.50	5.50	3.70	2.20
1999	7497.60	17.10	28.00	20.50	11.00	3.30	3.10	3.20
2000	7848.10	18.00	29.60	12.10	15.10	2.90	2.40	3.80
2001	8254.49	21.60	29.20	17.10	9.80	2.40	2.40	4.50
2002	8760.92	22.40	30.70	15.70	9.40	3.20	2.40	2.20

Source: Shanghai Tourism Committee (2003).

Table 8. Status of Domestic tourists to Shanghai from 1997 to 2002 (Unit: Ten Thousand Person-time)

Year	Total number	Among them		East-China %	South-China and Central China %	North-China %	Northeast %	Northwest %	Southwest %
		Other provinces	Shanghai						
1997	6780	—	—	67.2	15.7	6	3.7	2	4.3
1998	7098	5834.4	1263.6	67.3	13.5	5.6	5.7	2	4.3
1999	7497.6	6219	1278.6	69.8	12.3	5.2	5.5	1.8	5.4
2000	7848.1	6433.2	1414.9	65.9	15.1	7.1	2	3.1	6.8
2001	8254.4	6469.5	1784.9	65.4	15.2	5.5	2.9	3.5	7.5
2002	8760.9	6797.1	1963.8	63.5	15.2	7.4	2.4	3.8	7.7

Source: Shanghai Tourism Committee (2003).

Table 9. Engel Quotient of Civil Residents in Seven Areas 1991—2001 (Unit: %)

Seven areas	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
North-China	52.05	51.33	48.16	47.87	55	46.78	43.81	41.75	39.29	36.13	35.35
Northeast	53.30	51.51	49.50	50.56	66.54	47.88	46.96	44.6	42.17	39.48	38.32
East-China	56.77	55.08	52.19	52.3	56.11	51.55	48.53	46.9	44.3	41.8	40.34
Central China	52.85	51.5138	47.48	48.46	49.29	45.02	45.43	43.37	40.79	37.25	35.72
South-China	56.81	56.1	54.81	52.45	52.75	52.12	50.16	48.49	45.4	42.61	40.19
Southwest	56.21	54.65	51.73	51.66	52.53	52.72	48.3	45.67	44.53	42.5	40.97
Northwest	51.66	50.79	48.7	48.3	48.52	47.59	45.03	43.77	39.41	37.29	35.65

Source: The Yearbook of China Statistics (2003).

THE COMPETITIVE ENVIRONMENT OF SHANGHAI WORLD EXPO

Market Advantages

After being built up completely, the total exhibiting space inside Shanghai New International Expo Center will reach 353.8 thousand square meters, and the exhibiting total area outside Shanghai New International Expo Center will reach 85 thousand square meters. The total outside and inside exhibiting areas will reach 438.8 thousand square meters, which will almost reach that of 440 thousand of the exhibition facilities in Hanover, Germany and that of 450 thousand square

meters of China Guangzhou (Fanyu) International Exhibition Center (Table 10). The area of Shanghai New International Expo Center will rank among the top in the world, compared with other expo fields such as Birmingham National Expo, Dusalfo Expo, Kelong Expo, London Olympic Expo, Los Angelos Conference Expo Center, Italian Bologna Expo in the world.

Table 10. Area Comparison of Exhibiting Fields of the International Conferences in the Central Cities (Unit: Ten Thousand Square Meters)

Names of Interantion Exhibition Fields	Area	Names of Exhibition Fields in Shanghai & Guangzhou	Area
German Hanoverian Expo	44	Guangzhou (Fanyu) International Exhibition Center	45
Birmingham National Expo	25	Shanghai New Internation Expo Center	43.88
German Dusalfo Expo	25	Shanghai Exhibition Center	5.95
Kelong National Expo	23	Shanghai Grand Exhibition Center	3.49
London Olympic Expo	20	Shanghai World Business Town	1.98
Las Angelas Conference Expo Center	20	Shanghai International Conference Center	1.35
Italian Bologna Expo	18	Shanghai International Exhibition Center	1.2

Source: Shanghai Business Information Internet (2003). * indicates the forecasting value of building areas.

The Market Advantages of Expo Magnate. Low price for exhibition facilities in Shanghai also attract international exhibition merchant (Table 11). Frankfort Exposition Limited Corporation of Germany---the third exposition corporation all over the world---was settled in Shanghai in April 2002. By now, the three exposition magnates---Hanoverian of Germany, Milan of Italy and Frankfort of Germany---has set up branches in Shanghai, which symbolizing that Shanghai has furthered a significant pace to be one of international exposition centers.

Table 11. Rental Fee for Exceptional Facilities in Asia (Unit: Yuan / Sq.m)

City	Exhibition site	Rental fee for a day
Hong kong	Wanzai Exhibition	45.7
Taiwan	Taibei World Trade Center	31.0
Singapore	Singapore Exhibition Center	27.0
Singapore	International Exhibition Center	25.3
Tokyo	Tokyo Big Sight	23.7
Shanghai	New International Center	16.4
Shanghai	International Convention Center	12.2

Source: Chenzheng (2003).

MARKETING CHANCES OF SHANGHAI WORLD EXPO

Economic Effect. The theme of “City Makes Life Better” in 2010 Shanghai World Expo (SWE) will bring Shanghai great business and richness. SWE will need investment of 300 hundred thousand dollars and the direst tourist income will reach 91.1 thousand million RMB Yuan, which will bring along the extending investment in some other fields of fundamental establishment such as transportation and communication, alteration of old areas, commercial establishment, which will be 5 to 10 times of direct investment. According to kept estimation, the direct income from door tickets, meal, tourist souvenirs will surpass 9 billion RMB Yuan. The SWE economic benefit will be 1.5 times higher than that of 2002 Korea & Japan World Cup.

Brand Effect. From the first world expo held in London of Britain in 1851, international metropolis cities have been wild about holding various expo and world expo. New York in USA had held 6 world expos, Japan 4 times. Hanoverian in Germany is the city that has been famous for conferences where there are 60 expos annually 60 expos. With no doubts, 2010 SWE will great advance its international city level, which is conduced to the international and regional communication cooperation, advance the scientific and cultural quality of local residents, as well as step up the well-known degree and whole image of Shanghai.

Social Effects. 2010 SWE may force the planning and construction of social sustainable development in Shanghai so as to further improve the urban ecological systems, quicken construction of fundamental establishment. The key and center of economic development may turn to the spirit products such as culture, education and media, which will drive Shanghai into the development paragraph for humane. The local industry instruction will be improved and adjusted greatly so as to realize the upgrade of industries, improve the development of the third industry and high & new technology industry. Besides, the special service such as high level of financing, business, tourism, management and law for 2010 SWE will bring the full-orientation leaps of city function inside and surrounding Shanghai, which will let all over the world feel the stronger pulses of Shanghai.

Employment Effect. Taking Germany Hanoverian, which is famous for conference and expo, as an example, number of the direct and indirect obtaining employment have taking more than two thirds. SWE may take up 100 occupations for every one thousand square meters, which no doubt supply the good operational mechanism for Shanghai. With the Chinese entering the WTO, the international trade and oversea investment go up a further step. The conductions of 2010 SWE will obtain much further and more employment space, which is pry for improving trade and market.

Consumption Effect. The annual consumption of conferences and expos in Hongkong is 24.826 thousand HK Yuan, which is three times as much as that of vacation consumption. Ordinary travelers of Singapore spend 2.7 days and consume 710 Singapore Yuan. Meanwhile the conference & expo travelers may stay 7.7 days and spend 1.7 thousand Singapore Yuan (Xu, 2001). The international and domestic visitors inside and outside 2010 SWE will of course need a lot of various consumption products and foods. The consumption of 2010 SWE and corresponding products will become one of the key products for Shanghai tourism.

Regional Effects. Nearly 3 billion US dollars will invest in the construction of SWE garden area in Shanghai. Jiangsu, Zhejiang and Shanghai will be commonly beneficial from the “Circular of World Expo”, which will bring along the industries of electricity, mechanism and real estate of over ten cities in Yangtse River Delter such as Hangzhou, Suzhou, Wuxi and Changzhou. Shanghai will adopt the mode of “ Spread Accept ” to receive visitors (Zhou, 2001). The surrounding cities of Shanghai, such as Suzhou, Wuxi and Changzhou, will cooperate with the grand theme of “Grand Shanghai Tourism” and take in the irradiation from Shanghai depending on their transportation advantages. The cooperation in the fields such as matter flow and business as well as trade will be strengthen in the Yangtse River Delter. 2010 SWE have supplied for the common winning chances.

MARKETING THREAT OF SHANGHAI WORLD EXPO

MARKETING THREAT FROM INTERNATIONAL MARKET

As early as 1950, some European and American countries specially presented tourism product and general service for exhibition holders and participants, among which exposition is one. After development of about half of a century, America, France, England and Germany, by virtue of their advanced facilities, complete guarantee system and abundant experience, has taken up predominance in exposition market worldwide (Table 12).

Take Paris as an example, as the number of headquarters of international organization comes out top (Table 13), international conventions hosted by it is more than 400 every year, bringing over 4,000,000 thousand franc income to the city accordingly and its exhibition tourism has come into commencing phase. In addition, some European towns such as Hanoverian and Genovese became famous in the world just because of their highly developed exhibition development, where “exhibition economy ”has been a accelerator for them to pace into the line of high-income cities. There is every indication by international experience that developed economy, convenient transportation, expedite

information and complete facilities are the important criterions to judge whether a country of a city have the abilities to hold large-scale international exhibition or not.

Table 12. Orders of Market Share in International Exhibition Holding Countries in 2000 (Unit: %)

Order of countries	Market share	Order of countries	Market share	Order of countries	Market share	Order of countries	Market share
1. America	13.8	6. Australia	3.82	11. Canada	2.56	16. Danmark	1.55
2. France	6.7	7. New Zealand	3.69	12. Austria	2.44	17. Sweden	1.47
3. England	6.5	8. Spanish	3.51	13. Japan	2.41	18. Norway	1.45
4. Germany	6.26	9. Belgium	3.31	14. China	1.74	19. Singapore	1.31
5. Italy	4.56	10. Switzerland	2.59	15. Finland	1.59	20. Portugal	1.25

Source: Chenzheng (2003).

Table 13. The Distributing Number of International exhibition organizations Headquarters in 2002

Headquarters' Distributing (continent)		Headquarters' Distributing (international city)		The number of headquarters (Asia)	
1. Europe	16724	1. Brussels	2212	1. Japan	474
2. America	8476	2. Paris	1514	2. India	358
3. Asia	2754	3. London	1141	3. China	73
4. Africa	2106	4. New York	768	4. Hongkong	0
5. Australia	559	5. Washington	726	5. Singapore	129

Source: Chenzheng (2003).

Recently, annual income from exhibition tourism all over the world is about \$220,000 thousand, and still, it keeps a tempo of 8 to 10 percent every year. On the other hand, with the formation of international tourism market pattern, global tourism destination and tourist resources are transforming from the two traditional mainstream of "North America to West Europe, Europe to America" into area of Asia and the Pacific. Reflected this phenomenon to exhibition tourism market, that is the market share of absolutely manipulative Europe and America before has reduced from 80 percent to 60 percent abruptly, with Asia took place more half of the reduced part.

MARKETING THREAT FROM NATIONAL MARKET

Since 1990, with the eastern shift of world economic center, Singapore and Hong Kong gradually ingress the top ten exhibition cities all over the world and become hotspots of exhibition tourism, exhibition tourism market in Asia and the Pacific which is represented by these two cities also presents a rapid tendency of development and tremendous potential.

Table 14. Order of International Exhibition Hosting Cities in all the World and Asia 2000 (Unit: %)

Order of international cities	Market share	Order of international cities	Market share	Order of Asian cities	Market share
1. Paris	2.93	11. Washington	1.06	1. Singapore	10.04
2. Brussels	2.21	12. New York	1.04	2. Hong Kong	6.16
3. London	2.07	13. Budapest	0.99	3. Seoul	6.00
4. Vienna	1.66	14. Madrid	0.94	4. Bangkok	5.02
5. Singapore	1.31	15. Barcelona	0.94	5. Peking	4.46
6. Sydney	1.28	16. Rome	0.86	6. Tokyo	4.29
7. Berlin	1.19	17. Buenos Aires	0.82	7. Jerusalem	4.05
8. Amsterdam	1.15	18. Hong Kong	0.81	8. Kuala Lumpur	2.84
9. Geneva	1.11	19. Melbourne	0.79	9. New Delhi	2.59

10. Copenhagen	1.09	20. Strasbourg	0.78	10. Tel Aviv	2.43
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Source: Chenzheng (2003).

Singapore keeps the status of first-choosing conventional city in Asia for continuous 16 years in the roll of International Association Union, at the same time, it is also the sixth main conventional city world widely and one of the main exhibition centers of Asia. Among the 55 Asian and Pacific programs certificated by the International Exposition Union, 19 are hold in Singapore, which accounts for 34.5 percent (In Shanghai, only the mold exhibition is certificated by this union at present.). Every year, there are thousands of exhibitions hosted in Singapore nowadays. Even in 1997 when heavily lashed by Asian finance crisis, there are still 1,011 conventions, 104 exhibitions and 3,059 reward tourism conventions hold in Singapore, attracting 40.394 thousand person-time foreign participants.

From early 1990, exhibition tourism industry began to show its trend of perpetual raise and flourish in Asia and Pacific areas, which was grasped flatly by Singapore and Hong Kong. They persistently adopted brilliant sales promotion and favorable strategies to exhibition tourists, including predigesting and even relieving visa procedure, depressing custom duty, relieving sale tax and so on. By now, the Hong Kong International Convention Center has been scheduled to 2008. As the powerful and energetic competitors against Shanghai in developing international exhibition tourism, Singapore and Hong Kong have been the excellent of exhibition tourism developers in Asia and the Pacific area, in which international exhibition booking schedule reaches to seven to eight years later.

MARKETING DISADVANTAGES OF SHANGHAI WORLD EXPO

Management System. 2010 SWE may concern some departments such as foreign affairs office, economics & trade committee, science committee, business committee, tourism committee, organ management bureau, trade improvement association. The problems may occur such as there is no uniform management system, confused management, severe competition, repeat exhibition and weak oversea flaunt (Zhen 2000).

Market Operation. The big problem of SWE is less operation based on market mechanism. 2010 SWE will be operated by government. And there is no expo board chairman and manager. The situation will occur that all headmasters from corresponding department would scratch affairs of SWE.

Expo Law. The law and rules of SWE lags from the market. The SWE operation seems to be confused without rules and laws. It is urgent for government to come on the corresponding policies to support SWE and criterion market because of the lack of rules and laws.

Human Resource. SWE will request the expo personnel having the good service thought, acute discernment, exceeding forecast and skilled foreign languages. There are scare special talents for SWE, which restrict the advance of the organization level and service quality of 2010 SWE (Bian, 2001).

MARKETING BORROWING EFFECT OF SHANGHAI WORLD EXPO

Capital Borrowing Benefit. The 1982 USA Knoxville World Expo, whose theme was “ Energy---- the Impulsion for the World”, was held in the situation of the world oil crisis in the seventies of the 20th century. Its success is based on the direct and indirect invest of 0.35 billion US dollars from federal government, which guaranteed the enough capita. The president Region himself appeared in the opening ceremony (Liu, 2003).

Economic Borrowing Benefit. The 1986 Canada Vancouver World Expo, whose theme was “Transportation & Communication”, had brought great economic benefit for the holding province, city and Canada. The over 63 thousand occupations had been supplied for Canada. The total emolument amounts to 1.34 billion Canada Yuan. The 3.7 billion Canada Yuan of products and 5.7 billion Yuan of tax had been increased for Canada, which had been activated energies for economic development in Canada (Chen, 2003).

Brand Borrowing Benefit. The 1993 Korea Taejon World Expo, whose theme was “New flying roads”, had totally held over 2.3 thousand activities of science, technology and culture, which was worthy of names of “Olympic Games” of economics, science, technology and culture. It had the most attending countries and international organizations in the history of world expos with 108 attending countries and 33 international organizations (Xu, 2003).

Offspring Borrowing Benefit. The 1991 Spain Sevilla World Expo, whose theme was “Finding Times”, made born behind hand of city face, fundamental establishment and transportation for Sevilla into the fourth developed economically developed cities in Spain at present. The children catering fields of “Monster Island” built in the period of world expo and “Sevilla Technology & Science Garden” built after world expo still exert the offspring benefit at present (Liu, 2003).

BORROWING EFFECT OF AVOIDING DISADVANTAGES

Lack of Government Support. At the beginning the federal, state and city governments were not involve in the 1984 USA New Orleans World Expo. The organizers had announced to be come insolvent not until the opening ceremony which was held as planning with the help of common funds of 30 million US dollars from state government. The offspring jobs such as cleanness and repair of establishment after world expo should originally be responsible by organizer. As a result, the government came out 5 million US dollars to do out the final phase due to the lack of capitals. The budge of the world expo was 0.187 billion US dollars, actually spent 0.2 billion US dollars, actual income was 0.108 US dollars, and there were over 9 thousand US dollars to the bad. Hence, it is very difficult to be successful without the support and intervention of government.

Higness of Estimation and Expectation. The 1982 USA Knoxville World Expo highly estimated the visiting arrivals. Then and there many people even thought the visiting arrival number of 11 million was also kept data. As a result, there were only 7.3 million arrivals totally. The income of door tickets was originally planned to be 0.1135 billion US dollars. Finally, there were actually 54 million US dollars. All the income from souvenir, gust-houses and restaurant had been discounted.

Relationship with Media. The media had reported much more negative cover for the 1984 USA New Orleans World Expo from the beginning to the end. During the period of preparing, the media reported that the engineering could not be finished on time and the open ceremony could not begin on schedule because of the problem of capital for organizer. Afterwards, the media reported that after the opening ceremony of world expo, the severe traffic jams would appear, and reported a lot of disputes and contradictions over trifles of the field constructions and services between government and organizers. During the period of the world expo, the local newspaper had criticized the headmaster of world expo organizer committee and aimed at the economic problems after open ceremony. The media did not pay attention to the activities such as exhibition and art performances. The negative report had greatly affected the passion of visitors.

Too Closed between Two World Expos. The holding time and places were too close for the two world expos between 1982 Knoxville World Expo and 1984 USA New Orleans World Expo. Meanwhile, the domestic economic situation was not booming at that time. And many sponsors and coadjutants of 1982 Knoxville World Expo were gone off with the 1984 Los Angeles World Expo and the New Century “Palaces for Thousands of Countries” which were built by Disney Park in Florida.

MARKETING OF SHANGHAI WORLD EXPO

Brand Marketing. Brand strategy is the important one of tourism marketing for international world developed countries, which are also the successful experiences for many countries to create their own tourism brand in virtue of brand of conferences and expos. Shanghai should optimize and combine the sightseeing and Shanghai culture by dint of 2010 SWE so as to design Shanghai Brand such as “Wonderful Expo Support Wonderful Shanghai Travel, Wonderful Shanghai Tourism Impulse Wonderful Shanghai Expo” which could be used the whole tourism destination to promote to the outside country and enlarge the famous degree and international force of the grand Shanghai.

Media Marketing. Before and after world expo, the TV media with long-time hookup, extensive overlay, rich contents and high definition may be interposed the propaganda or TV advisement of attractions, local custom, economics and society about Shanghai, which must attract many potential visitors to travel to Shanghai long time after world expo. Meanwhile, 2010 SWE will be also the focus of the world notice. The tourism inter-net stations and inter-net pages will be the important strategies so as the let tourism benefit longest and biggest.

Organization Marketing. The tourism promotion institution of Shanghai world expo constituted with Shanghai tourism committee and tourism enterprises, which will be responsible the combination with tourism products and SWE image and design to create the grand tourism brand of 2010 SWE in order to promote the whole image to the world by means of various channels and form the upsurge of the tourism marketing of traveling to Shanghai and China.

Paragraph Marketing. Before 2010 SWE, the running delegates and international travelers of 2008 Beijing Olympic Games to travel to Shanghai, which should be promoted to the outside China as the destination of meeting, incentive, convention and expos so as to enlarge the tourism enlarged functions of 2010 SWE. After 2010 SWE, the investigation should be made in time that how many degrees the people have deepen the images of Shanghai and China. Shanghai should be continuously promoted to the outside world as the successful conduction of world expo place.

Regional Marketing. Beijing & Tianjin & Hebei, Jiangsu & Zhejiang & Shanghai, Shenzhen & Hong Kong & Guangzhou are the three grand tourism synthesis in China. The area of Shenzhen & Hong Kong & Guangzhou is the unique combination one with “one country, two systems, three cities and four cultures (Southern Ling Culture, Western Culture, City Culture and History Culture)”; in the region of Jiangsu & Zhejiang & Shanghai, there are stable politics, booming economics, smooth transportation and flourish tourism, which are the richest tourism places combined with Chinese and Western cultures; The area of Beijing & Tianjin & Hebei is the center of politics, culture and society in China, where there are deep culture details, active political atmosphere and quite yearn towards people in China and world. During the period, before and after 2010 SWE, so many visitors should be difference from Shanghai to the former three areas so as to makeup the tourism products and lines, to richen the knowledge about Chinese traditional cultural and history for travelers. The good development situation for the three areas will be formed the “standing of three key bones, common winners of combination” of Chinese tourism development.

Governmental Guidance Marketing. Market operation consumption chains are colossal systems with strong synthetics and large involvement, which should be coordinated by government. Sometimes even the national or administrative headmaster themselves should have to go into action. The strong promotions of relation resources should be made by government department. Such as Governmental Department of Shanghai Foreign Trade Committee, Culture Committee, Science Committee, Industry Associations and Scientific Institutions.

Special Marketing. In order to attract travelers of 2010 SWE, the most important is the product design. The tourism exploration of 2010 SWE should go to the ways of business operation. It is very beneficial to enhance the room rates for travelers by means of understanding the visitors' features of conference and expo, design the suitable tourism products, guarantee the tourist safety. Travel agencies should complete and renovate tourism products of conference and expos in order to get victory by various, agile and special tourism products.

Laws Marketing. Shanghai should combine the actual conditions of 2010 SWE and marketing admittance, strengthen the collocation rules of marketing resource, set up the market competition, operate law mechanism, consolidate the management operation ranges of market, found the corresponding laws and rules on the grand management institute so that the 2010 SWE may be managed put into standard.

Planning Marketing. The exhibiting place scale of 2010 SWE should be adapted to the scale of economic development in Shanghai. The more or less of exhibiting place scale for the world expo will not be beneficial for the development of conferences and expos in Shanghai. In the process of developing conferences and expos in Shanghai, the overall arrangement of fields should be suitably planned on the base of market investigation and forecast so that the anaphase wastes of field resources may be avoided.

Ecological Marketing. The various model engineers of ecology, science and culture of world expo in Shanghai may have important and model function for the development of national and regional economic construction, social development and civilization construction. The combinations of modern scientific technology and local nature ecology as well as human ecologic features, and combination of oriented and western cultures possess the model functions of promoting regional international sustainable development.

Continuing Development Effect. According to characteristics and tendency of international exhibitions, exhibition sites in existence should be fully used after the Shanghai World Expo. Meanwhile, international exhibitions should be conducted with multiple administrative, multiple aspects, multiple objects and multiple channels, so that to exert the active effect of the Expo sites for a long while.

Crisis Marketing Effect. Crisis management is essential as the Shanghai World Expo is a large-scale international convention. Hence force, our government must strengthen awareness of crisis management, and set up a system of crisis management and an associated social emergency system, including system of organizing, decision-making and commanding, system of information transferring and disposing, system of material preparing and attempting, system of personnel training and technical repertory, and also to be the antecedent of theory research, experience learning and scheme designing against crises.

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Research Paper Five

Residents' Perceptions on Tourism Development: A Case Study of Pingyao County as World Culture Heritage

1. Introduction

As one of the 31 World Culture and Nature Heritages in China, Pingyao located in Shanxi province is only one county which was added to the UNESCO World Heritage list among 99 National Historic and Cultural Cities in China. All of which made Pingyao County persist world famous status. The county is under developing but affluent in tourism resources especially cultural and historic resources which provide for the development of tourism. Like other tourism regions in China, the local government recognized tourism as its major industry to pursue economic profits (Wu et al., 2002). Unfortunately, this type concept and policies of tourism caused a series of problems about social development, such as negative impact on local community and environment, unrestrained exploitation in tourism resources and commercialized traditional culture. What's more, there are all kinds of conflicts of interest among local residents, government, operators and tourists when local communities and residents were excluded in tourism planning.

2. Literature review

Studies on clustering of residents in tourism region have been conducted by foreign researchers since 1980s. Cluster analysis method was first used by Davis to evaluate the attitudes of residents to tourism development (Davis D., et al., 1998). Based on cluster analyzing 415 samples, residents were divided into 5 categories as follows: lovers, haters, cautious romantics, in-betweeners and love'em for a reason. It reported that there was significant relationship between categories of residents and birthplace as well as knowledge about tourism impact when demographic profile and residents' categories were examined. Evans (1993) in New Zealand used telephone interview to collected 1,485 samples and classified the respondents as 4 types: lovers, haters, controlled and selfish. The results showed that there was also significant difference in demographics including age, gender, house income, marital status and occupation when cross analysis was used. A study conducted by Weaver and Lawtin (2001) in Gold Beach of Australia also classified the local residents into 3 types: supporters, opponents and neutrals. Questionnaires were mailed to the respondents and 462 samples were collected to cluster analyze in the above study. In addition, some similar studies also conducted by researchers such as Schroeder (1992), Ryan (1994), Martin (1995), Madrigal (1995), Fredline (2000), Williams (2001).

As for related studies in China, many efforts were made to evaluate both supply and demand of tourism such as tourism resource exploration, regional tourism planning, tourism products development and market analysis, etc. (Chen, 1991; Li, 1995; Wu, 2001; Lu, 1994; Bao, et al., 2002). It is not surprising given that the consumption of tourism boomed in the initial step of tourism development in China. As a result, there were few studies about tourism impact on residents' attitudes let alone some studies about residents' attitudes and behavior categories toward tourism development (Lu, 1996; Bao, 1996; Xuan, 2002; Huang, 2003).

3. Methodology

Stratified sampling method was used in this study. It was believed that such data collection method can reflect attitudes and behaviors of residents properly. On the one hand, there was some difference between social class and status of residents derived from different demographic profiles among those people. On the other hand, the social structures were adjusted and changed by different

impact on different resident groups (Barbara, 2000; Ap, 1992). A closed-ended and self-administered questionnaire was designed. It was divided into 4 sections. The first part included backgrounds of respondents about their socio-demographic information, while the second section consisted of 38 statements about residents' attitudes. The respondents were asked to suggest their attitudes toward economic impact, social and cultural impact and environmental effect of tourism development. Part 3 included 3 questions was used to collect data about local residents' satisfaction to tourism development, friendship to tourists and support to further development of tourism industry. The last part related to support behaviors from residents asked respondents to rate their agreement or disagreement with 10 actions about tourism development and management. The questionnaire was carefully structured and each statements was rated using a 5-point Likert scale, ranging from "1= strongly disagree" to "5= strongly agree". About 1,300 questionnaires were distributed from October 2004 to June 2005, and 716 completed questionnaires were collected.

After statistical analysis about survey by SPSS 11.0, the local residents were classified in four types by cluster analysis such as type one with 27%, type two with 32%, type three with 23%, and type four with 18%. Factor analysis was used to discriminate attitudes of residents of different categories. 38 items about residents' attitudes toward tourism development were factor analyzed and 7 underlying factors were identified and named based on their eigenvalues and total explained variance. All factors above explained 56.6% of the total variance. The first factor was named "community interests" due to its higher factor loading on some items about economic, socio-cultural and environmental impact of tourism. The second factor of "community cost" contains various items with a higher factor loading on negative socio-cultural and environmental impact of tourism. The third factor was called "economic effect" reflected economic profits of tourism development. This factor has a higher factor loading on some items that increased income and jobs of residents and improved infrastructure of the region. The fourth factor is "environmental effect" with a higher factor loading on environment improvement and protection consciousness. The fifth factor is "economic impact" with a higher factor loading on some items about increase of commodities' prices and living costs. The sixth factor of "socio-cultural impact" includes some items about traditional lifestyle, interpersonal relationship and customs changed by impact of tourism development. The last factor about positive impact of tourism development was called "socio-cultural effect" which increased residents' knowledge about outside world and encouraged them to open their minds. This factor has a higher factor loading on the items noted above.

4. Results

Table 1 reports the mean values of 4-type residents' attitudes toward tourism development, while table 2 shows mean values of their satisfactions on tourism services, friendship to tourists and support to further development of tourism. It is accepted that the mean scores measured on a 5-point Likert scale ranged from 1 to 2.4 stands for disagreement, 2.5 to 3.4 is neutral and 3.5 to 5 is agreement (Cevat, 2002). Table 2 denoted that all residents of 4 types had a friendship to tourists and support for further tourism development though their satisfaction was different. Table 3 indicted that some statements such as "tourism development can increase jobs" and "attract more and more tourists to stimulate local economy" were commonly supported by residents, while "restrict tourists to decrease crowded level" was rated between disagreement and agreement by the 3 other types except type 1 that had a little support. Therefore, the above residents of 4 types belonged to supporters of tourism development in some extent.

The comparison analysis indicated that respondents in type 1 are concerned about interests of whole communities and comment positively on economic, socio-cultural and environmental effect of tourism development. On the other hand, they are more concerned about such costs of communities, economic and socio-cultural impact stem from tourism. Besides mentioned above, they still have a deeper recognition to the negative impact of tourism development compared to other three type respondents. This kind of respondents suggested that environment, traditional culture, ancient

architecture styles, life styles and customs of local people should be taken into consideration and protected. They are only respondents in this study claim that the tourism operators should also control and restrict total volume of tourists. Broadly speaking, they are supporter of tourism development though some contradiction represented in their behaviors. This kind of contradictive-supporters has a strong desire to involve in local tourism development and is also sensitive to the fair interests' distributions. As a result, they are more friendly to the tourists and support tourism development rather than resist to.

Table 1. Respondents' perceptions on affective factors of tourism development

Items	Contradictive (Type1)	Indifferent (Type 2)	Lovers (Type 3)	Rational (Type 4)
Increase fiscal revenues of local government	4.17	3.80	4.21	4.16
Increase income of local residents	4.02	3.5	4.36	4.26
Make the price of real estate soar	4.04	3.02	2.00	3.16
Improve local infrastructure (water, electricity, communication, etc.)	4.07	3.54	4.16	4.19
Increase living cost of residents	4.07	3.2	3.07	3.37
Benefits from tourism were distributed unfairly	4.00	3.47	2.47	3.24
Increase environmental pollution (air, water, animals, plants, etc.)	4.05	3.27	1.36	2.95
Increase rubbishes	4.27	3.66	1.38	3.29
Increase noise	4.11	3.47	1.59	3.29
Increase jobs	3.97	3.33	4.16	4.19
Make the prices of local commodities and service soar	3.98	2.97	2.52	3.01
Improve shopping service and entertainment of local residents	3.17	3.00	4.1	4.07
Improve transportations	3.94	3.48	4.04	3.82
Improve living standards of local residents	3.99	3.23	4.6	4.23
Increase traffic jam and crowded	3.76	2.85	2.26	2.78
Increase local cohesive force and love for hometown	3.55	2.94	4.08	3.84
Increase local crime activities (robbery, stealing, cheating)	3.17	3.16	1.32	2.13
Local residents became more friendly	3.5	3.13	4.08	3.76
Increase acknowledge about foreign culture	3.88	3.44	3.91	3.93
Increase local prostitution and gambling	3.11	3.19	1.38	2.26
Local interpersonal relationship (eg. trust) were affected	3.49	3.33	2.17	2.63
Traditional concept of local people was upgraded	3.93	3.38	4.11	3.95
Traditional marital concept and family relationship were shocked	3.18	3.26	1.56	2.33
Daily life routine was disturbed	3.17	3.32	1.58	2.19
Local lifestyle were more cherished and protected by residents	3.64	3.16	4.12	3.86
Traditional lifestyle and customs were changed	3.65	3.19	2.83	3.17
Traditional culture (folk arts,) was protected and developed	3.81	3.19	4.15	4.01
Increase crushes between local residents and tourists	3.07	3.13	1.74	2.41
Dialect was changed and degraded	3.48	3.02	3.43	3.08
Increase pride of local residents	3.78	3.08	3.6	3.92
Increase environment protection consciousness of local government	3.96	3.35	4.34	3.87
Old ancient structure and image of county were destroyed by tourism facilities	3.61	3.45	2.12	3.07
Increase environment protection consciousness of local residents	3.76	3.27	4.33	3.94
Improve residential environment	3.53	2.73	4.17	3.61
Old ancient city landscape were affected by commercials	3.93	4.00	2.26	2.88
Life quality of local people was decreased	2.62	2.73	1.78	2.36
Moral standards were decreased	2.91	3.33	1.75	2.23
Improve environment quality (air, water, animals, plants,	2.92	2.98	4.16	3.27

etc.)				
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As for their demographic profile, 17.5% of respondents were above 51 and 30.3% of them had graduate or college education. 50.7% of them were familiar with some knowledge about tourism impact more or less. Regarding occupations and average income of these respondents, 67.7% of them didn't devote to tourism industry and those people with a higher average salary (900 RMB per month) accounted for 15.9%. And these respondents lived more than 20 years in this county accounted 57.5%.

Table 2. Respondents' satisfaction on tourism development

Items	Contradictive (Type 1)	Indifferent (Type 2)	Lovers (Type 3)	Rational (Type 4)
Whether residents demonstrated their welcome to tourists or not	4.14	3.69	4.33	4.23
Whether residents support local tourism development or not	4.26	4.00	4.38	4.27
Whether local residents were satisfied on tourism development or not	2.86	2.72	3.62	3.6

Table 3. Respondents' support on tourism development and management

Items	Contradictive (Type 1)	Indifferent (Type 2)	Lovers (Type 3)	Rational (Type 4)
Advertise and attract more tourism in order to develop local economy	4.2	3.43	4.22	4.13
Take actions to protect local world heritage and architecture styles	4.35	3.57	4.24	4.33
Develop tourism in order to increase jobs	4.21	3.58	4.23	4.22
Sustain traditional lifestyle and customs	4.07	3.80	3.83	3.90
Protect local historical and cultural tradition	4.24	3.60	3.90	4.19
Distribute tourism benefits among residents fairly	4.22	3.50	3.84	3.74
Improve infrastructure and living conditions of local residents	4.34	3.76	4.37	4.19
Control environment pollutions such as rubbish and noise	4.52	3.85	4.11	4.36
Increase local residents' involvement in tourism policy making and decisions	4.44	3.73	4.02	4.24
Control tourism volume and decrease crowd	3.44	3.25	3.12	3.33

Respondents of type 2 were less concerned about interests of whole communities because they offered neutral attitudes on 28 items of the total 38 items about their attitudes toward impact of tourism development. They are more concerned about such cost as communities, socio-cultural and environmental impact of tourism development while with a less support to economic and socio-cultural effect of tourism. They had negative attitudes toward tourism development represented in the following factors, including "standard of living steadily sank down due to tourism development", "moral standard goes down due to tourism development", "increase crimes of prostitution and gambling", "marriage concept and family connections were shocked" as well as "daily life routines of local people were disturbed". In addition, they also agree that tourism development had a negative impact on environment. They weren't content with tourism development though they were also friendly to tourists and support tourism. Compare to other 3 types respondents, this kind of extend of friendship to tourist and support tourism development were weaker and they didn't show great support to take further actions to develop tourism industry. They are indifferent-supporters.

As for indifferent-supporters, 20.6% of respondents were less than 20 and the main age group was 21~30 and 31~40, representing 61.7% of the respondents. 76.2% of respondents didn't devote to tourism industry. About 76.1% of respondents earn their living a little from tourism industry

or totally out form this industry. Of their residence, as many as 38.3% of the respondents lived very far (the distance beyond 500m) from scenic spots that indicted these residents were not very related to tourism development. Therefore, they demonstrated negative attitudes and indifferent behaviors toward tourism development because they gained fewer profits than other people.

Respondents of type 3 were very much in favor of tourism development. They strongly agree that tourism had a positive impact on local economy, communities, culture and environment rather than negative impact in the above areas. Besides, they had a highest satisfaction on local tourism development and showed their most of friendship to tourists and support to tourism. They strong agreed with the following factors, such as “attract much more tourists and develop local economy”, “increase more jobs by develop tourism” as well as “construct infrastructural facilities and improve living standard of residents”. They didn’t stand up with the suggestion of “restrict tourists to decrease crowded level”. Respondents of this type of were lovers.

As for this type of respondents, those people who were less than 30 experienced a highest proportion of 53.6% while the elderly over 51 only accounted for 3.3%. They also had a relatively low educational level in which about 62.3% of respondents were or below junior higher school level. These respondents had a closer relationship with and were more dependent on local tourism industry over respondents of other three types. Three highest proportions were also found among occupations of respondents and their family and relatives as well as their family income compared to the other respondents. It reported that 53% of respondents themselves and 57.14% of their family and relatives engaged in tourism industry, while 55.4% of respondents earning their living mainly or party from tourism industry. As noted above, it indicted that those people who had a closer tie with tourism or benefited more form tourism industry may be approved of tourism development and support it actively.

Generally speaking, respondents of type 4 had positive attitudes towards local tourism development in some extent. They were not only concerned about economic, social and cultural benefits from tourism development but also recognized the costs represented in these areas. They were basically content with local tourism development and expected tourism come to visit. They claimed that tourism development should be supported but with a lower passion than the attitudes of lovers. Compared to respondents of other three types, their attitudes and behavior toward tourism development were more rational. They demonstrated their active attitudes in some extent when respect to the following factors: “accelerate tourism further development”, “control pollution and protect environment”, “protect traditional culture and architecture styles”, “sustain local customs and life style” as well as “increase respondents’ participation to tourism industry”. They were even approved of “restrict tourists to decrease crowded level”. They were rational-supporters.

Rational-supporters had a higher education level with a proportion of 28.5% for college graduate or above. Those who acknowledged about impact of tourism development accounted for 46.8% indicating that higher education level of respondents will help evaluate tourism objectively and justly.

The demographic characteristics were presented in Table 4. The results indicated that there were no significant differences found in gender, travel experiences and residences among respondents of different types. The elderly and those people lived for a long time in this region were contradictive-supporters tended to show their negative attitudes towards tourism. It is not surprising that respondents with higher education and knew much about tourism accounted a great proportion in both type 1 and 4 given that they can evaluate the costs and benefits of tourism development more objectively than others because of their knowledge about tourism. As mentioned earlier, three factors such as occupation of respondents and their relatives and family income must be taken into consideration when regard to the relations between respondents and tourism because these factors had impact on respondents’ attitudes and behaviors. It founded that respondents who had a close tie or

were more independent with tourism industry gave a strong support to tourism development. Therefore, the lovers were those who worked or mainly earned their family living in tourism industry that contrary to indifferent-supporters. As for residences of respondents, those who lived nearby scenic spots had more chances to interact with visitors and they can also benefit from their old houses if were used for tourist attractions. As a result, those respondents represented a high proportion in total loves while those lived far from scenic spots accounted a high proportion in total indifferent-supporters that reflecting some relations between attitudes and behaviors of respondents and benefits of tourism.

Table 4. Differences of socio-demographic profiles of survey respondents (%)

Socio-demographic variables	Sub-groups	Contradictive	Indifferent	Lovers	Rational
Age	Less than 20	9.1	20.6	31.2	11.7
	21-30	19.2	19.1	22.4	22.5
	31-40	36.0	42.6	32.7	36.0
	41-50	18.2	8.8	10.5	19.8
	51-60	9.9	4.5	1.1	3.7
Gender	61 above	7.6	4.4	2.1	6.3
	Male	60.5	63.2	52.6	55.0
Educational level	Female	39.5	36.8	47.4	45.0
	Junior high school or less	30.6	41.2	62.3	34.6
	High school	39.1	35.3	29.2	36.9
	College	22.3	16.1	5.13	21.7
Birthplace	University and above	8.0	7.4	3.2	6.8
	Local	67.9	66.2	65.3	66.7
Residential time (Year)	Outside	32.1	33.8	34.7	33.3
	Less than 10	19.8	23.9	18.6	22.9
	11-20	22.7	25.4	47.7	41.1
Average monthly Income (yuan,RMB)	More than 20	57.5	50.7	33.7	36.0
	Less than 400	25.6	37.3	42.1	34.3
	400-600	28.3	22.4	23.9	29.5
	600-900	30.2	29.8	28.4	26.7
	900-1200	12.5	4.5	3.4	7.6
Family income sources	More than 1200	3.4	6.0	2.3	1.9
	Majority from tourism	18.0	10.4	28.7	18.1
	Part from tourism	22.2	13.5	26.7	28.6
	Minority form tourism	20.3	19.4	14.4	12.3
Distance from scenic spots (m)	None form tourism	39.5	56.7	30.2	41.0
	Less than 100	55.4	47.1	53.8	46.4
	100-500	22.3	14.6	25.8	21.3
	500-1000	8.4	11.8	8.6	15.9
Knowledge about tourism impact	1000 and above	13.9	26.5	11.8	16.4
	None	8.5	17.6	6.5	9.1
	Little	40.8	47.1	58.0	44.1
	Some	47.8	33.8	30.1	41.4
Travel experience	Much	2.9	1.5	5.4	5.4
	Yes	67.9	67.2	68.1	66.1
Occupation related to	No	32.1	32.18	31.9	33.9
	Tourism sectors*	32.3	23.8	53.0	40.9
Family or relatives engaged in tourism	Non-tourism sectors	67.7	76.2	47.0	59.1
	Yes	49.6	43.3	57.4	48.6
	No	50.4	56.7	42.6	51.4

Table 4 also showed some issues in-depth. Firstly, attitudes and behaviors of respondents were greatly affected by how much benefits they can acquire from tourism industry. Thus, the government should take some actions to increase welfare of residents in order to change their negative attitudes and behaviors toward tourism development. It is necessary to create more employment opportunities and improve living standards of local residents through tourism development. Secondly, since learning much about tourism industry helped local residents evaluate tourism development more objectively and justly and conduct rationally, training courses emphasizing on this area could improve their attitudes and behaviors toward tourism development. Finally, different recognition and opinions were found in different age groups. The elderly and those who lived a long time in this county had a strong attachment to their residential communities. Nowadays, these traditional social networks set up by residents and harmonious relations between human beings and environment were shocked because of tourism development. The elderly also lacked the ability to adapt their customs and lifestyle to the changeable surroundings. Consequently, the elderly may take care about costs of communities and socio-culture while benefits of economy, culture and environment were probably more concerned by the youngsters.

Since education and training are important for maintaining competitive advantage (White & Williams, 2000), training courses emphasizing problem-solving techniques could be tailor-made for Mandarin-speaking tour guides. Therefore, for long-term development, special demand from both the elderly and those lived for a long time in this region should be taken into consideration in order to acquire much more support and foster a more attractive tourism destination image.

5. Discussion and conclusion

Firstly, on the whole, the residents lived in some scenic spots recognized as World Culture Heritage demonstrated their attitudes toward tourism development appositively. They support tourism development in the region in some extent. On the other hand, attitudes of different respondents were also found to vary according to their demographic and social characteristics. Based on these differences noted above, the local residents were categorized into four types: contradictive-supporter, indifferent-supporters, lovers and rational-supporters.

Secondary, the study found that demographic profiles and social characteristics exhibited significant differences between each group. The elderly and those residents with a higher educational level or lived for a long time in this county more likely became contradictive-supporters or rational-supporters while those who were no related to or independent with tourism industry may be indifferent-supporters. And the youngsters and those residents who hand closer ties with tourism industry accounted a considerable proportion in lovers. It is obvious that the different attitudes, evaluations and behaviors among different people were mainly affected by such factors as how many benefits they can acquire from tourism development, what education they achieved, how they learnt about tourism as well as their age.

Furthermore, the residents in ancient counties of China demonstrate more active and positive attitudes and behaviors towards tourism development compared to their foreign counterparts. Residents in developing areas or countries have a stronger economic preference to tourism and the local government also has an urgent to improve the residents' welfare by developing tourism industry that makes them evaluate tourism development positively rather than compare the costs-benefits of tourism objectively. As a result, they are more supporters than opponents when regard to tourism development in these areas. However, it expects that there will be a shift of residents' attitudes toward tourism development with the further development of tourism industry in China and more active involvement of residents in tourism industry. It is not surprising that then number of rational-supporters will increase and opponents, more likely come from both contradictive-supporters and indifferent-supporters, will be found in residents.

Therefore, the traditional tourism development concepts and tourism planning strategies by local government should be repositioned. If economic, social, cultural and environmental impact of tourism is taken into account, the objects of tourism development should be changed from pursuing economic profits to improving overall living standards of residents and develop model of local tourism industry also should be changed from government-domination to both market-domination and community-involvement which help achieve a harmonious development among economy, culture and environment.

Despite the practical significance of this research, it is acknowledged that this approach has limitations. To increase the representative and typical value of the study, it recommends that more extensive world heritage scenic spots and respondents should be investigated rather than some respondents from a single tourism region.

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Research Paper Six
Emperical study of Chinese city tourism images perception
Case study: Shanghai City

ABSTRACT

This paper examines Shang Hai university students' perceptions about Shang Hai urban tourism slogan through paper review, in-depth interview, questionnaires using SPSS14.0 to analyse, and operates quantitative analysis of the most representative celebrities, food, tourism souvenirs of Shang Hai. The result shows that Shang Hai should make corresponding marketing strategies to promote urban tourism images form several aspects like media communication marketing, Great Exhibition themes, urban symbol images, active marketing images to promote the position of Shang Hai urban tourism images in the world.

Keywords: urban tourism image; perception; Shang Hai; University Student

INTRODUCTION

Nowadays international metropolises spare no effort to shape their tourism images to attract tourists and try to become an attractive international tourism city. That means distinctive urban tourism images becomes a sign to measure whether a city belongs to world-class metropolises or not (Lu Xiao, 2004). As time goes by, the position of Shang Hai tourism images experience a regenerating process. Some of the images are designed and set purposely, and the others are formed naturally (table 1). Every stage of tourism images can not be parted from their background of the development of tourism industry. As Shang Hai city is developing consistently, the tourism images of Shang Hai shouldn't be unalterable but should update incessantly (Liu De Yan, 2005). Holding of Shang Hai Great Exhibition will no doubt increase the constructing progress of Shang Hai city to be international metropolis. The interaction of Great Exhibition and its tourism will give a new explanation for the city spirit of "culture combining". In the background of Great Exhibition, the position of Shang Hai urban tourism becomes a main focus of the combination of theory and practice.

1. Research Summarize

By reviewing research, we can find the researches of urban tourism images have achieved certain level, and they relate to tourism marketing closely with strong pertinency and practicability. Useing correlating theories for reference, combining every methods and operating multi-study, multi-angle crossing becomes a trend (Wang Ke Yong, 2004),

There are several categories of the oversea researches of tourism image. First, the researches about tourism destination (Hunt, 1987); Gartner, 1989); Walmslely, 1999; Pocock 和Kotler, 1998; Graham, 1998) ; Secondly, the researches of affect factors of tourism images perception (Phelps, 1986; Calantone, 1989; Echtner, Ritchie, 1993; Milman, Pizam, 1995; Mayo, 1981; Anderssen, Colberg, 1973; Goodrich, 1978)). Thirdly, the researches of tourism images perception types (Gunn, 1992; Fakeye, Crompton, 1991; Gartner, 1993) .Fourthly, the researches of the behavior modes of tourism images perception (Carmen; 1999; Gartner, 1989; Echtner, Ritchie, 1993; Milman 和Pizam, 1995) . Fifthly, the researches of marketing management of tourism destination images (Butler, 1980; Kotler, Barich, 1991; Sheth, Newman, Gross, 1991; Ercan, Sevil, 2000) .

The main groups of tourism images researches in China are: First, the research summarizes of basic urban tourism images theories (Jin Wei Dong, 1995; Zhang Guo Rong, 1996; Guo Ting Jian, 1996; Liu Zhu, Zhang Fan, 1999 etc; Bai Zu Cheng, 1994; Huang Rui Bin, 1995). Secondly, the conceptual research of urban tourism images(Wu Yang, 2000; Wang Lei etc, 1999; Huang Da Yong, 2002; Jiang Li, Wang Guo Jun, 2002; Li Meng, He Chun Ping, 2002; Xue Chang Xue, Fu Gang, 2002, Zheng Liao Ji, 2002; Cai Xiao Mei, 2003); Thirdly, the research summarizes of urban tourism image marketing theories (Song Zhang Hai, 2000; Wu Bi Hu, 2001; Cheng Wei Guang, 2001; Nie Xian Zhong, 2003). Fourthly, case studies of urban tourism image marketing(Qu Hai Lin, Nie Xian Zhong, 1996; Li Juan Wen, Peng Hong Xia, He Jun,1999; Wu Yang, 2000; Zhang Jin He, Lu Lin, 2001; Chen Jun, Chai Shou Sheng, Zhao Chang Qing, 1999; Chen Yu Ying, 2001)

Anyway, based on extracting the researches of oversea scholars' work, our tourism scholars expand the borderline of the theories and do a lot empirical researches on conception, connotation and plan of tourism destination images, and have substantial improvement. But there are only few researches using quantity and empirical method in China. It's is a exploring research through Shang Hai university students' view.

The aims of the research : first, to understand how much university students know about Shang Hai urban tourism images and the degree how they satisfy; secondly, combining the needs of university students to explore the factors which are influenced them to form the perception of Shang Hai urban tourism images; thirdly, to compare university students' and exiting experts' perspectives which have identified with public to table a proposal. Although formers have written a lot about urban tourism images, but there are few quantity researches, this paper is a quantity research examining Shang Hai urban tourism images through university students' perspective

2. Data Sources

(1) Questionnaire design.

First of all, use literature research method to search relating literatures about Shang Hai tourism spots, Shang Hai tourism image positions and descriptions of Shang Hai tourism images, and then abstract important items for questionnaire. Secondly, use in-depth interview by picking 12 students per university from Fudan UV, Tong Ji UV, Shang Hai finance & economic UV, and 5 experts to elect the most frequent, representative items of Shang Hai urban tourism images. Later, depend on these to design a questionnaire which consists of 123 items including representative people, things and perception position of Shang Hai urban tourism images.

Thirdly, in May,2006, we made spot check to different majors, different grades, different gender university students of Fudan, Tongji, Shang Hai F&E universities. We gave away 320 totally, returned 317, and we used the valid 296 samples lastly, validity equals 92.5%.

(2)Item checking

Above all, examine few university students groups (10% of object sample) by the designed questionnaire, and use SPSS 14.0 for Windows to deal with the data; later, analyze the reliability of items to see if there exists consistency within each Shang Hai urban tourism image factors and items. Later, refine the items, give order by items' frequency and get the most representative, frequent items to form the formal questionnaire. Last, there are two parts of questionnaire. The first part is a series of items of Shang Hai urban tourism image, using Likert-5 , 1 means little agree, 3 means neutral , 5 means agree very much. The second part is the basic information of survey respondents.

3. Research method

First of all, examine the reliability of the data. The reliability test is Cronbach's Alpha (Cronbach α) consistent coefficient, and the reliability of split-half reliability assessment and each factor table. The result shows at table 2, coefficient α of the assessment is 0.966. depends on Metrology, if the coefficient is above 0.70 then it's accepted. This questionnaire has very high reliability, Likert scales are all over 0.6 that means it's stable and reliable.

Secondly, use Bartlett Test of Sphericity to examine the data to assure the data sample is proper to be analyzed. Bartlett Test of Sphericity is 14517.907, $P < 0.001$, it's prominent to demonstrate the variable data collected this time are accorded with the precondition of factor analysis and to be analyzed further.

Thirdly, use statics description of single variable to calculate the mean of the understanding level of Shang Hai tourism slogan, perceptions of tourism images of representative spots, celebrities, food and souvenir. And then rank them by the mean to gain the perception of university students.

Fourth, use T-test, One-way ANOVA and Test of Homogeneity of Variances etc. to examine the notable differences.

4. Research result

Table 1 summarized the statistic of the university students of Shang Hai urban tourism image perception. The total sample had 53.4% of male. 51.7% are younger than 20-year-old, and freshmen, sophomores are rather more. 59% of our sample's native places are not Shang Hai. 52.6% major in liberal art, the proportion of over-three family number is 78.9%, and the proportion of family income less or equal than 999 RMB is 23.3%.

Table1. demography features of respondents (N=296)

item		%	item		%
gender	Male	53.4	Native place	Shanghai	40.2
	Female	46.6		Non Shang Hai	59.8
Age	≤ 20	51.7	Family numbers	≤ 3	21.1
	> 20	48.3		> 3	78.9
grade	freshman	29.7	family average income permonth	≤ 999	23.3
	sophomore	37.8		1000-1999	14.5
	junior	15.9		2000-2999	18.9
	senior	16.6		3000-3999	15.5
major	sciences and engineering	38.7		4000-4999	12.2
	Libral art	52.6	≥ 5000	15.6	
	others	8.7			

First: the message channel of Shang Hai urban tourism image perception. Within the university students, 22.2% of them choose broadcast/TV/movie as the message channel to get Shang Hai urban tourism image, and it ranked as number one (chart 1). Next are newspaper/magazine/book (19.6%), commodity AD (12.4%), friend/family number (12.3%), computer data base/internet and throwaway/demo are almost the same, respective 11.5% 10.3%. So university students are still influenced by mass media and AD more, and rely on friends and family. We can see the influence of socialized images of tourism image perception here obviously. And the proportion of "other people in tourist group" is the lowest, only 1.1%.

Second: the perception of Shang Hai urban tourism image slogan. Now, the tourism slogan of Shang Hai is "Shang Hai, everyday is wonderful", and the slogan of Great Exhibition is "city, makes life better", there are lots ads on streets, but 71.6% of the students don't know the Shang Hai

urban tourism slogan, and 49.7% don't know the slogan of Great Exhibition. (chart 2). The statistical result shows the mean of students' knowing and approving level of Shang Hai urban tourism slogan is very low, only 1.52. The level of Great Exhibition is a little higher (2.58), but still lower than average.(Table 2). Thought lots students know the slogan of "city, makes life better", they don't know that it's Great Exhibition's slogan. That means the approving level is low. As Great Exhibition is coming soon, relating government departments and industries should promote more to emphasize its slogan.

Table 2. knowing degree of Shang Hai urban tourism slogan and tourism image perception (N=296)

Perception item	mean	standard deviation	standard error of estimate
Do you know Shang Hai tourism slogan?		0.963	0.056
Do you know the 2010 Shang Hai Great Exhibition slogan?	2.58	1.756	0.102
Shang Hai image is very distinct	3.53	1.054	0.061
Shang Hai urban image should regenerate	3.61	1.117	0.065
Great Exhibition will change Shang Hai urban tourism image mostly	3.85	1.052	0.061

*Using liker-5,1 is "definitely not agree", 3 is "normal", 5 is "agree very much". Reliability $\alpha=0.672$

Third: the perception of representative culture of Shang Hai urban tourism image. Shang Hai, as a place of fusion and exhibition of multi-culture, it has profound traditional culture, and it's influenced by western culture more than other cities in China. So Hai-Pai culture means Shang Hai culture in particular. The students think Hai-Pai culture represent the abundant culture of Shang Hai urban tourism image (mean equals 3.64). And they think the Great Exhibition is ranked higher than Hai-Pai culture in representative Shang Hai urban tourism image as the number one (mean equals 4.25 and much higher than average). And next are Shang Hai dialect (3.48), shopping (3.39), Shang Hai international movie festival (3.33), Shang Hai men (3.29), YueJu/KunQu (3.04) (table 3). So, if Shang Hai wants her international tourism image to be unforgettable, she needs to combine international events like Great Exhibition.

Table 3. the perception of representative culture of Shang Hai (N=296)

representative culture of Shang Hai	rank	mean	standard deviation	standard error of estimate
2010 Shang Hai Great Exhibition	1	4.25	1.076	0.063
Hai Pai culture	2	3.64	1.153	0.067
Shang Hai dialect	3	3.48	1.424	0.083
shopping	4	3.39	1.252	0.073
Shang Hai international movie festival	5	3.33	1.155	0.067
Shang Hai men	6	3.29	1.443	0.084
Shang Hai Tourism festival	7	3.11	1.126	0.065
Shang Hai event tourism	8	3.08	1.058	0.061
ShangHai architecture/real estate	9	3.06	1.296	0.075
Yue Ju/ Kun Qu	10	3.04	1.181	0.069
pub	11	2.89	1.146	0.067
Tea shop	12	2.62	1.104	0.064

*Using liker-5,1 is "definitely not agree", 3 is "normal", 5 is "agree very much". Reliability $\alpha=0.793$

Fourth: perceptions of the representative Shang Hai celebrities. The former residence and memorial still attract lots cultural tourists. The famous celebrities like Song Mei Ling and Lu Xun are still attractive and have important positions. Their means are respectively 3.46 and 3.2. And the investigating result shows that Yao Ming (4.41) and Liu Xiang (4.39) have highest means. About Xu Guang Qi, most students know that he has relationship with Xu Jia Hui commerce region, but they don't know he is one of the first group came in China with Christian. Besides, in the "other" item, lots

students mentioned Zhang Ai Ling and Chen Yi Fei etc. So, it will work better if having the celebrities to publicize and promote Shang Hai urban tourism image.

Fifth: the perception of the representative food. The highest mean are Da Zha Xie (3.84) and Xiao Long Bao (3.80), the third one is Shang Hai Ben Bang Cai (3.46). many non-Shang Hai students doubted whether there exists delicious food in Shang Hai. Even Shang Hai students like Si Chuan food, Guang Dong dessert, Japan, Korea, France, Spain and Italia food. However, cause of the respect which is formed long time to Shang Hai speciality, students still praise Ben Bang Cai highly.

Table 4. representative celebrities of Shang Hai urban tourism image (N=296)

	rank	mean	standard deviation	standard error of estimate
Yao Ming	1	4.41	1.025	0.06
Liu Xiang	2	4.39	1.061	0.062
Song Shu Ling	3	3.46	1.234	0.072
Xu Guang Qi	4	3.28	1.302	0.076
Lu Xun	5	3.2	1.307	0.076
Sun Zhong Shan	6	2.93	1.239	0.072
other (Zhang Ai Ling)	7	2.90	1.231	0.069

*Using liker-5,1 is “definitely not agree”, 3 is “normal”, 5 is “agree very much”. Reliability $\alpha=0.905$

Table 5. the representative special food of Shang Hai urban tourism image (N=296)

The special food of Shang Hai	mean	standard deviation	standard error of estimate
Da Zha Xie	3.84	1.163	0.068
Xiao Long Bao	3.80	1.317	0.077
Shang Hai Ben Bang Cai	3.46	1.248	0.073
Wu Xiang been	3.12	1.298	0.075
Shang Hai pastry	2.95	1.156	0.067
Others (Sheng Jian、spicy crayfish)	-	-	-

*Using liker-5,1 is “definitely not agree”, 3 is “normal”, 5 is “agree very much”. Reliability $\alpha=0.775$

Sixth: the representative tourism souvenir of Shang Hai. In the investigation, we can find that university students think there are many commodities in Shang Hai which they can buy, but only few tourism souvenir representative Shang Hai image. Though they can buy craftworks with Shang Hai symbol, those things which are often made rough and not delicate are hard to satisfy them. And in “the representative tourism souvenir of Shang Hai” item, all the items’ means are lower than average (table 6), the curio/gold decoration of Cheng Huang Temple and special snacks of Shang Hai are the same as 2.86, Shang Hai Zhi Xiu/Rong Xiu and Hai Paii clothes are respectively 2.76 and 2.66. So, it’s urgent to make distinct tourism souvenir with local feature, local culture marks, legendary atmosphere and history content.

Table 6. the representative tourism souvenir of Shang Hai (N=296)

the representative tourism souvenir of Shang Hai	mean	standard deviation	standard error of estimate
the curio/gold decoration of Cheng Huang Temple	2.86	1.033	0.06
special snacks of Shang Hai	2.86	1.032	0.06
Shang Hai Zhi Xiu/Rong Xiu	2.76	1.493	0.087
Hai Paii clothes	2.66	1.03	0.060
Others(souvenir)			

*Using liker-5,1 is “definitely not agree”, 3 is “normal”, 5 is “agree very much”. Reliability $\alpha=0.705$

Seventh: the effect factor of Shang Hai tourism image perception. Table 7 shows the highest mean is “city night piece is beautiful”, the mean is 4.04, then top10 are “lots entertainment facilities” (3.68), “shopping environment is comfortable” (3.63), “tourism traffic is convenient” (3.46), “there are many food” (3.38), “tourism facilities are good” (3.38), “restaurant is clean” (3.32), “tourism promotion is powerful” (3.24). it shows that university students think the modern urban images, festivals, entertainment and shopping places of Shang Hai and the tourism image marketing, media influences Shang Hai urban tourism images more . And the influence of natural scenes, culture sight, service quality, residents’ life and climate are milder, especially the tourism souvenirs’ price.

Eighth: the requirement motivation of Shang Hai urban tourism images. Table 8 indicate the top 10 are “modern city tour”(3.76), “entertainment”(3.73), “pursuing different feeling of city” (3.65), “experience romantic fashion” (3.64), “increase knowledge” (3.55), “shopping” (3.48), “come through different culture”(3.47), “experience new life style” (3.36), “learn new knowledge” (3.27), “old city reminiscence” (3.21). it mainly reflects the requirement motivation and strong learning desire of university students, but not relaxing by tour and avail affiliation relationship. The requirement motivation represents a normal need of young generation. Tourism image marketer can make efficient Shang Hai urban tourism image marketing by these characteristics pertinently.

Table7. The effect factors of Shanghai urban tourism image (N=296)

the effect factors of Shang Hai urban tourism image	rank	mean	standard deviation	standard error of estimate
city night piece is beautiful	1	4.04	1.063	0.062
lots entertainment facilities	2	3.68	1.107	0.064
shopping environment is comfortable	3	3.63	1.145	0.067
tourism environment is very safe	4	3.62	1.141	0.066
big events and festivals are famous	5	3.58	1.123	0.065
tourism traffic is convenient	6	3.46	1.207	0.070
there are many food	7	3.38	1.142	0.067
tourism facilities are good	8	3.38	1.093	0.064
restaurant is clean	9	3.32	1.072	0.062
tourism promotion is powerful	10	3.24	1.141	0.066
inhabitants have order	11	3.23	1.093	0.064
culture spots are very good	12	3.18	1.178	0.068
service quality is very good	13	3.10	1.138	0.066
climate is mild	14	2.99	1.207	0.070
has profound historic culture	15	2.98	1.145	0.067
inhabitants treat tourists well	16	2.88	1.166	0.068
natural spots are pretty	17	2.58	1.111	0.065
tourism souvenir are delicate	18	2.47	1.092	0.063

*Using liker-5,1 is “definitely not agree”, 3 is “normal”, 5 is “agree very much”. Reliability $\alpha=0.897$

Table 8. The requirement motivation of Shanghai urban tourism images (N=296)

the requirement motivation of Shang Hai urban tourism images	rank	mean	standard deviation	standard error of estimate
modern city tour	1	3.76	1.149	0.067
entertainment	2	3.73	1.047	0.063
pursuing different feeling of city	3	3.65	1.037	0.060
experience romantic fashion	4	3.64	1.117	0.065
increase knowledge	5	3.55	1.149	0.067
shopping	6	3.48	1.232	0.072
come through different culture	7	3.47	1.113	0.065
experience new life style	8	3.36	1.081	0.063
learn new knowledge	9	3.27	1.185	0.069

old city reminiscence	10	3.21	1.188	0.069
oursuit joviality exitement	11	3.19	1.154	0.067
taste Shang Hai food	12	3.13	1.201	0.070
make new friends	13	3.02	1.176	0.068
relax	14	2.93	1.237	0.072
avail affiliation relationship	15	2.81	1.190	0.069
run away from routine life	16	2.57	1.141	0.066

*Using liker-5,1 is “definitely not agree”, 3 is “normal”, 5 is “agree very much”. Reliability $\alpha=0.843$

5. Research conclusion

First, media, ads publicize marketing strategy. Since the knowing degree of Shang Hai urban tourism slogan and Great Exhibition slogan of university students are rather low, should choose proper media carrier, use ads promotion, combine celebrities’ affect to communicate Shang Hai urban tourism specialty, position or Great Exhibition message to publics designedly.

Secondly, the Great Exhibition theme marketing strategy. The survey shows university students think “2010 Great Exhibition” can represent Shang Hai urban tourism image culture most, and it’s even ranked higher than “Hai Pai culture”. To make Great Exhibition’s slogan more popular, should emphasize on the multi-culture communication value of Great Exhibition, and publicize the Hai Pai culture and modern culture of Shang Hai further. Regenerate and rebuild Shang Hai urban tourism image to strengthen the international city position of Shang Hai.

Thirdly, urban symbol image marketing strategy. Temporarily, Great Exhibition Land can’t surpass old city symbols, just ranked as no. 12. So, this new , bank- near tourism spot should combine Shang Hai historic neighborhoods, Wai Tan and Lu Jia Zui finance commerce area, to improve the position of Shang Hai city image more.

Fourthly, active image marketing strategy. Over crowded traffic and human beings, sparse city green plants, vulgar city sculptures, mess clothes dried in the sun besides the street, citizen’s hostility and indifference of tourism professional etc. are all the negative clues of damaging Shang Hai urban tourism images. And we should notice the reflective statement “No tasty food here” from the students who are not from Shang Hai. That’s what we have to eliminate.

Finally, this research has certain restriction that can discuss further in the future. Above all, it can increase the sample number to improve its validity and representative, next, it can be expanded into different cities to do compare research that can analyze the Shang Hai urban tourism image and its affect factors more objectively and can provide more powerful base for Shang Hai urban tourism image position and marketing communication strategy.

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Research Paper Seven

A Study on the Perceived Impacts of Historic Ancient Town on Residents' Life Quality

ABSTRACT

With the rapid development of tourism, the impact on residents' life quality on matured tourist destination had been more and more important. This study had probed into the impacts of matured tourist destination on residents' life quality with the theoretical view of life quality by case of the first water-town, Zhouzhuang, in China on the base of literature review of domestic and abroad. The study results helped the corresponding tourism administration department to improve the residents' life quality and put forward public policies with scientific base, which was also important and meaningful to constitute a socialist harmony society.

Key Words: matured tourist destination, residents' life quality, affected factors

INTRODUCTION

More and more attention is being paid on the remarkable impacts of tourism development on local economy, employment, cultural exchanges and environmental improvement, especially on concrete interests gained by residents in matured tourist destinations during tourism development. Yet at the same time, there comes increasing detrimental effects caused by tourism on matured tourist destinations and their residents, such as pollutions, traffic jams, roaring prices of commodity and real estates, over commercialization of local culture, disturbance and break of residential space and peace.

The significance of this research relies on two aspects. Practically, first, it will help residents in matured tourist destinations better understand the interaction between tourism development and their life quality. Second, it will assist tourism administrators identify the gains and losses of residents' interests, then realize the fine circulation among all interest parties in tourist destinations and enhance the development of tourism. Theoretically, first, it is a guideline for dealing with the relationship between social development and improving people's living standards, persisting to the people-orientation principle, and actively solving most direct and practical, problems that are cared by people concerning their interests (Wen, 2007). Second, it has an academic value for establishing an all-round, harmonious and sustainable development theory, which would promote the overall development of economy, society and people (Li, 2004). Third, it has a practical meaning in promoting employment opportunities and residents' living quality in tourist destinations (Wang, Wang & Xing, 2005).

Located in the southwest of Kunshan City, Jiangsu Province, china, Zhouzhuang is adjacent to shanghai in the east and to Suzhou in the west. It links with Shanghai-Nanjing Expressway in the north and Shanghai-Qingpu-Pingwang Express, and its rapid-flow port is an important hub on the waterway between Shanghai and Suzhou. Zhouzhuang is beloved with a long history and brilliant culture, which dates back to a relatively big watertown in the first year of Yuanqing, northern Song Dynasty. After 900 years of changes, its characteristics, "bridges, streams, cottages", which are unique of watertown still sustain. Thanks to more financial investment into its tourism industry in recent two decades, Zhouzhuang has gained a lot of awards both at home and abroad, such as in China, "First National 4A Tourist Resorts of China", "Beautiful Counties with Fine Environment of China", "First National Historical and Cultural county", and "Highest National Environmental Prize", and from abroad , "UN Dubai Outstanding Example Awards in Residential Environment Improvement",

“UNESCO Achievement Awards for World heritage preservation in Asian area”, “Governmental awards in California, US”. Thanks to the development of tourism industry and promotion of its popularity among tourists, Zhouzhuang has become one of China's matured tourist destinations, with its economy, society, culture and environment greatly impacted by tourism industry. Residents here also have deep and all-round experience with development and changes of tourism industry, which provides great objective conditions for our empirical studies.

LITERATURE REVIEW

Galbraith, a famous US New Institutional economist, first came up with the concept of life quality (Zhou, 2003), which was then widely accepted and applied in various fields. The development of this concept has gone through the following stages by and large: threshold (the early 1900s to 1940s) (Rostow, 1971), maturity (1950s to 1960s) (Galbraith, 1980), and application (1960s to date) (Samuelson & Nordhaus, 2004). Upon entering 21st century, researches on life quality were mostly concentrated on its application in such fields as medicine (Schäfer, Riehle, Wichmann & Ring, 2003; Fallowfield, 2005), psychology (Castillón, Sendino, et. al, 2005), sociology (Bradford, Rutherford & John, 2004) and so forth, while relatively few were aimed at the impacts of tourism development on local residents' life quality.

Overseas and domestic studies on the impacts of tourist development on local residents' life quality mainly conclude two aspects. Firstly, researches on the impacts of tourist industry on residents' life. These studies include not only the positive and negative impacts (Carmichael, Peppard, & Boudreau, 1996; Perdue, Long, & Gustke, 1991), but also economic (Davis, Allen, & Cosenza, 1988; Marcouiller, Kim & Deller, 2004; Zhang, Wang, Li et. al., 2003; Pan, Li & Huang, 2003), socio-cultural (Smith, 1989; Andereck & Vogt, 2000; Wang, 1999; Liu, 1998), political (Kim & Crompton, 1990; Kim & Prideaux, 2003; Guo, Li & Song, 2004; Qiu & Luo, 2003) and environmental (Kuss & Grafe, 1985; Patterson, Gulden, Cousins & Kraev, 2004; Peng, 1995; Liu, Lv, Chen et. al., 2005) impacts of tourist industry on residents. Secondly, researches on residents' perception and attitudes towards tourism development, including major categories of residents' perceptions (Evans, 1993; Weaver & Lawton, 2001; Lu, 1996; Huang & Wu, 2003), the affected factors of residents' perceptions and attitudes (Andereck, Valentine, Knopf & Vogt, 2005; Dyer, Gursoy, Sharma & Carter, 2006; Zhan, Wang, Fan et. al., 2005; Yan & Cheng, 2005) and so on. The above research content indicates that few researches, both from home and abroad, directly discussed the impacts of tourism development on local residents' life quality, and further researches can benefit a lot from that in relevant fields.

The objective of this research is to probe into local residents' perceptions on the impacts of tourism development over their life quality in matured tourist destinations on the basis of literature review, taking Zhouzhuang, the first water-town in China as a case study, thus helping with tourism administration's public policies in enhancing residents' life quality through tourism development.

DATA SOURCES

Questionnaires were used to collect the data of residents' subjective perceptions on impacts of tourism development on their life quality, which was composed of two parts. The first section was respondents' expressions of their satisfaction with the impacts of tourism development on residents' family, income, health, entertainment, life, public security and social communications. Questions in this part uniquely began with these words “After the developing of tourism industry” (eg., “After the developing of tourism industry, much more investment were attracted into the town”). Respondents were asked to grade on these comments according to their perceptions. The second part was information of respondents' demographic and social features. Respondents were required to rate their level of agreement with each on a 7-point Likert scale from strongly disagree (1) to strongly agree (7).

The survey period was October 2004, June 2005 and March 2006. 600 questionnaires were spread out then, among which 307 were usable, representing a total validity of 51.17%. The survey was conducted by questionnaires and face-to-face interviews. In the first period of investigation, residents that economically mainly or partly depend on tourism industry were investigated, such as employees in hotels, travel agencies, and transportation departments, and self-employed laborers in tourism industry. In the second period, those common residents or villagers, who frequently or continuously have connections with tourists, but economically less dependent on tourism industry, were investigated in randomly selected three villages located in sightseeing and commercial areas in central town. In the third period, employees in non-tourist departments or industries, such as governmental officials, students, teachers, etc were investigated. Among all the people investigated, 46.7% were male, 63.8% were younger than 30 years old, 82.1% were from families with a monthly income lower than 3999 RMB, 49.5% had received higher education than college, 39.7% were from families composed of more than 4 people, 62.2% were from families with 3 generations, 57.4% had a residence of more than 20 years, 68% were urban citizens, and, 47.3% were involved in tourism-related professions.

STUDY RESULTS

1. Residents' perceptions of the impacts of tourism on their life quality in a matured tourist destination

Table 1 shows the mean scores and standard deviations of the variables, which represented residents' perceptions of their life quality after the developing of tourism. From this table, respondents' perceptions and evaluations on the items of living quality can be analyzed. The series of items representing residents' subjective perceptions of their living quality, were universally described as "after the developing of tourism...". For example, "after the developing of tourism, you have more contacts with family members". Then, respondents were required to judge whether agree or disagree with this item based on their real lives. 7-Likert Scale was adopted to better evaluate the impacts of tourism development, in which 1 represented strongly disagreement, while 7 strongly agreement.

Table 1. Statistics of Observational Variables of Interviewed Residents' Subjective Life Quality

Variables	Mean	Standard Deviation	Rank
X1 Have more contacts with family members	4.02	1.74	18
X2 Have more harmonious relationship with family members	4.07	1.68	16
X3 Satisfied with family life	4.33	1.67	11
X4 Income increased	3.76	2.02	22
X5 Less spending on life necessities (e.g. foods and clothing)	2.32	1.62	32
X6 More spending on entertainment and recreation	4.56	1.71	6
X7 More spending on education	4.40	1.73	10
X8 Price of real estate reduced	2.01	1.60	33
X9 Better health conditions than before	3.73	1.65	23
X10 Better medical conditions and services in local hospitals	4.30	1.73	12
X11 Get more in-time and effective medical treatment than before	4.08	1.72	15
X12 Have better moods	4.02	1.67	18
X13 Have more choices of entertainment	4.50	1.67	8
X14 Have more relaxation and fun in life	4.27	1.64	13
X15 Have more time to travel	3.47	1.65	26
X16 Have more time to meet friends	3.71	1.61	24
X17 Have more time for enjoying radio and TV programs	3.83	1.84	21
X18 Life facilities (e.g. post offices, water supply, electricity supply) are improved	4.96	1.68	1
X19 More vegetable and food supply in local area	4.63	1.72	4
X20 Family appliances(air conditioners, computers, etc) were improved	4.60	1.78	5

X21 More comfortableness of living in this tourist area	4.05	1.73	17
X22 I can see a brighter future living in this tourist area	4.71	1.73	3
X23 Stronger sense of pride as a local resident	4.93	1.60	2
X24 Local security services are improved	3.44	1.86	27
X25 Less chance of seeing local policemen	3.05	1.73	31
X26 Less crimes in local area	3.06	1.90	30
X27 Personal safety and property safety are better secured	3.33	1.71	28
X28 Tourists wouldn't worry about security problems	3.29	1.73	29
X29 Neighborhood became better	3.97	1.57	20
X30 More time together with local friends and relatives	3.68	1.68	25
X31 People are more active in communication	4.27	1.66	13
X32 Have wider social network than before	4.56	1.76	6
X33 Better social relationship than before	4.41	1.65	9

Among the 33 selection criteria in Table 1, items related to residents' family lives were viewed moderate with mean scores greater than 4.00, and the item of overall satisfaction with family lives was rated relatively high, with a mean score of 4.33. By contrast, items related to income were viewed low, especially the item of "After the developing of tourism, you have less spending on life necessities (e.g. foods and clothing) ", with the mean score of 2.32, representing a lower identification with a decreasing Engel Coefficient due to tourism development, in other words, residents still regarded Engel Coefficient there high. The mean score of the item "After the developing of tourism, your Income has increased " was 3.76, lower than the average mean, with a standard deviation of 2.02, which indicates that respondents had quite different opinions on their income and also a variation in benefits among different groups in the destination. Items related to health were viewed as moderate, while exceptionally, the item "After the developing of tourism, you have better medical conditions and services in local hospitals " was rated high with the mean score of 4.30, which shows that the development of tourism had brought with the promotion of local infrastructure and services, particularly that of medical conditions. Most Respondents had high recognition of items related to recreation, especially of the item "After the developing of tourism, you have more choices of entertainment ", with the mean score of 4.50, which indicates that tourism industry served not only tourists but also local residents. Respondents viewed highest toward items related to promotion in life facilities and services, all with mean scores greater than 4.50, for instance, generally they believed that "After the developing of tourism, life facilities (e.g. post offices, water supply, electricity supply) are improved and have more vegetable and food supply in local area ". Residents possess a strong sense of identification and belonging is concerned, and items of "After the developing of tourism, you have a stronger sense of pride as a local resident than before" and "After the developing of tourism, you can see a brighter future living in this tourist area " had mean scores of 4.93, 4.71, respectively. The items related to public security were perceived lower, for example, mean scores of items of "After the developing of tourism, you have less crimes in local area" and "After the developing of tourism, you have less chance of seeing local policemen" were 3.06, 3.05, which indicates that as the development of tourism, with the rush of tourists, pressures and problems on local security came as well. Items of social contacts were mainly perceived high, three of which "After the developing of tourism, you have wider social network than before ", "After the developing of tourism, neighborhood became better ", "After the developing of tourism, People are more active in communication " had mean scores of 4.56, 4.41, 4.27 respectively.

2. Main affected factors of factors of residents' life quality in matured tourist destination

The 33 observational variables in Table 1 reflected residents' perceptions and evaluations on items of life quality from various aspects, however, they were too complicated because of possible correlations between some variables. For construct a general evaluation model of residents' evaluation of life quality, factor analysis was adopted to eliminate subordinate elements while combine significant information. In order to ensure the suitability of using factor analysis, Bartlett Test of Sphericity and Kaiser Meyer Olkin Test (KMO) were employed.

In Table 2, the KMO measure of sampling adequacy was found to be 0.882. At the same time, the Bartlett's test of sphericity was 4695.275 (at the degree of freedom 528) with 0.000 significance level lower than that set before, which showed that zero hypothesis could be rejected and marked linear correlations between interactive matrixes in the sample.. These figures suggested that the use of factor analysis was appropriate for this study.

Table 2. Results of Bartlett Test of Sphericity and Kaiser Meyer Olkin Test on Life Quality Items

Tests for suitability of using factor analysis		Test Score
Kaiser Meyer Olkin Test		.882
Bartlett Test of Sphericity	Approx. Chi-Square	4695.275
	df	528
	Sig.	.000

Principal component analysis was applied to extract original factors. With varimax rotation, factors with score above 1 were selected, whose name was given in accordance with that with a relatively higher factor loading.

A table 3 shows the eigenvalue, percentage of explained variance and total explained variance of each factor. Besides, factors selected in Tables 3 were those with factor loading greater than 0.50, and generally speaking, items with absolute factor loadings greater than 0.3 were significant (Guo, 1999).33 variables were combined into 8 main factors, each of which was an eigenvalue greater than 1. These 8 main factors represented 65.7% of the total explained variance. In other words, these 8 factors comprising 33 variables covered 64.7% information of original variables. Reliability analysis was then conducted to test the internal reliability of these 33 items. Cronbach's alpha was calculated as 0.9285, which indicated than the scale constituted by these 33 variables was acceptable and reliable.

Table 3. Factor Loadings and Explained Variance of Main Factors of residents' Perceptions of Their Life Quality

Factor	Eigenvalue	Variable	Factor Loading	Explained Variance (%)	Total Explained Variance (%)	Reliability Coefficient α
Family Life	3.296	X2 Have more harmonious relationship with family members	0.743	9.988	9.988	0.812
		X1 Have more contacts with family members	0.724			
		X3 Satisfied with family life	0.690			
		X4 Income increased	0.673			
Life Pattern	3.022	X15 Have more time to travel	0.694	9.158	19.146	0.792
		X9 Better health conditions than before	0.645			
		X16 Have more time to meet friends	0.612			
		X30 More time together with local friends and relatives	0.521			
		X14 Have more relaxation and fun in life	0.506			
Social Communication	2.980	X31 People are more active in communication	0.825	9.032	28.178	0.852
		X32 Have wider social network than before	0.777			
		X33 Better social relationship than before	0.754			
		X30 More time together with local friends and relatives	0.514			
Community	2.959	X22 I can see a brighter future living in this tourist area	0.732	8.966	37.144	0.763

Identification		X23 Stronger sense of pride as a local resident	0.699			
		X21 More comfortableness of living in this tourist area	0.635			
Public Security	2.922	X28 Tourists wouldn't worry about security problems	0.775	8.853	45.997	0.820
		X24 Local security services are improved	0.717			
		X27 Personal safety and property safety are better secured	0.713			
		X26 Less crimes in local area	0.616			
Life Facility	2.665	X7 More spending on education	0.570	8.076	54.073	0.698
		X18 Life facilities (e.g. post offices, water supply, electricity supply) are improved	0.565			
		X20 Family appliances(air conditioners, computers, etc) were improved	0.560			
		X17 Have more time for enjoying radio and TV programs	0.547			
		X19 More vegetable and food supply in local area	0.534			
Consumption Structure	2.015	X25 Less chance of seeing local policemen	0.660	6.106	60.180	0.618
		X8 Price of real estate reduced	0.657			
		X5 Less spending on life necessities (e.g. foods and clothing)	0.562			
Recreation Consumption	1.491	X6 More spending on entertainment and recreation	0.831	4.517	64.697	0.523
		X13 Have more choices of entertainment	0.536			

Results of factor analysis were as follows. Factor 1 had relatively higher loadings on income, relationship within the family and satisfaction with family life, reflecting the impact level of tourism on residents' family life and could be named as family life factor. Factor 2 was also an integrated one with relatively higher loading on recreation and health, reflecting the impact level of tourism on residents' life patterns and could be named as Life Pattern Factor. Factor 3 had relatively higher loadings on local residents' social communication frequencies and scopes, reflecting the impact level of tourism on residents' social communication and could be named as Social Communication Factor. Factor 4 had relatively higher loadings on community dependence, community identification and sense of belonging and could be named Community Identification Factor. Factor 5 had relatively higher loadings on the increasing security pressures because of tourism development and could be named as Public Security Factor. Factor 6 mainly showed that tourism development brought about positive effects on local infrastructure, public services, and food supplies and so on and could be named as Life Facility Factor. Factor 7 mainly reflected residents' consumption structure variations and the impact of tourism development on Engel Coefficient, which could be named as Consumption Structure Factor. Factor 8 reflected the impacts of tourism development on residents' choices and expense in recreation and could be named as Recreation Consumption Factor.

CONCLUSIONS

Research findings can be summarized from the above study results as follows.

Firstly, residents made better perceptions and evaluations on life quality concerning of life facilities, community identification and social communication. Residents recognized improvements in life facilities and services as highest, and each of the items got a mean score greater than 4.50. For instance, they generally agreed that "After the developing of tourism, life facilities (e.g. post offices, water supply, and electricity supply) are improved and have more vegetable and food supply in local area". Residents had a strong sense of community identification and belonging, the agreement level of "After the developing of tourism, you can see a brighter future living in this tourist area "and "After the developing of tourism, you have a stronger sense of pride as a local resident than before" amounted to 4.71, 4.93 respectively. Similarly, the agreement level of "After the developing of tourism, you have wider social network than before ", "After the developing of tourism, neighborhood

became better ", "After the developing of tourism, People are more active in communication " had mean scores of 4.56, 4.41, 4.27 respectively.

Secondly, residents made moderate perceptions and evaluations on life quality concerning of family lives and health and medical services. Residents viewed family lives as average, the mean score of which was just above 4.00. Yet their overall satisfaction with family lives was relatively high with the mean score 4.33, which indicated that the impacts of tourism development on residents' family lives were not significant. Residents also perceived health related items as average, while the mean score of "After the developing of tourism, you have better medical conditions and services in local hospitals " was 4.30, which indicated that tourism development had brought about the enhancement of local infrastructure and services, particularly medical equipments and services. However, the enhancement had not up to the level making residents well perceived.

Thirdly, residents made lower perceptions and evaluations on life quality concerning of family income and public security. Residents interviewed valued family-income related items lower, particularly, the mean score of the item "After the developing of tourism, you have less spending on life necessities (e.g. foods and clothing) " was 2.32, which indicated that residents agreed little on the decrease of Engel Coefficient due to tourism development, to the contrary, they still believed that Engel Coefficient was high. The mean score of the item "After the developing of tourism, your Income has increased " was 3.76, lower than the average mean, with a standard deviation of 2.02, which indicates that respondents had quite different opinions on their income and also a variation in benefits among different groups in the destination. In addition, residents agreed little on public security, for instance, the mean scores of items "After the developing of tourism, you have less crimes in local area" and "After the developing of tourism, you have less chance of seeing local policemen" were 3.06, 3.05, respectively, which indicates that as the development of tourism, with the rush of tourists, pressures and problems on local security came as well.

In conclusion, this study concentrated on local residents' perceptions and evaluations of tourism development impacts on their life quality in matured tourist destinations from the aspect of residents in tourist destinations, taking Zhouzhuang, one of China's ancient historical and cultural town, as a case study. The results should be helpful with governments in assuming management responsibilities to coordinate relationships among interests groups and ensure vital interests of residents living in matured destinations. Furthermore, it will of crucial importance to completely implement of scientific developing theory and faster establishment of a people-oriented harmonious society.

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Research Paper Eight

A Comparison Study on the Motivation of Choosing Hospitality and Tourism Field between Mainland Chinese and Taiwanese Undergraduate Students

Abstract

More and more students choose Hospitality and Tourism Management (HTM) as their subject field in the universities and colleges in both Mainland China and Taiwan. The objective of this study was to investigate motivations of undergraduate students in choosing a HTM program for both Mainland China and Taiwan. The result of a factor analysis identified five factor domains for undergraduate students in both Mainland China and Taiwan. A cluster analysis produced four distinctive clusters for undergraduate students. Differences between Mainland Chinese and Taiwanese were revealed on motivations to choose a HTM program, behaviors and attitudes toward a HTM, and socio-demographic variable. The study results hold useful implications for educational researchers interested in studying why students choose a HTM field and adopted the corresponding strategies for educational administration in both Mainland China and Taiwan.

Keywords: Students, Motivation, Hospitality and Tourism Management (HTM), Mainland China, Taiwan

1. Introduction

The hospitality and tourism industry is widely recognized as being economically important both nationally and internationally. From an international perspective, tourism is acknowledged as the world's largest industry (WTTC, 2001). The hospitality and tourism industry is of central importance to the continued success and development of these industries and their wider importance as a major contributor to economic growth (Go & Pine, 2002). Nationally, the tourism sector continues to increase its importance as a major contributor to both Mainland Chinese and Taiwanese wealth.

Meanwhile more and more students choose tourism and hospitality management as their subject. In both Mainland Chinese and Taiwan, the number of students and programs in the hospitality and tourism field has been rapidly growing. As Table 1 indicates, the number of Chinese students and programs in HTM field was 417 thousand in 2002 with over 1.99 times compared to those in 1995 with 139.26 thousand. The number of universities with hospitality and tourism management including four-year university level, two-year college level as well as middle vocational school was 1113 with 1.68 times compared to those in 1995.

Table 1. Comparison of the Number of Universities with HTM Programs and Students in China

Degree level	Number	2002	2001	2000	1999	1998	1997	1996	1995
Master's level	No. of universities with HTM program	407	311	252	209	187	192	166	138
4-year university level	No. of students	157409	102245	73586	54041	32737	28566	25822	20121
2-year college level	No. of universities with HTM program	706	841	943	978	722	744	679	484
Middle Vocational School with THM program	No. of students	259613	240548	254352	222388	201060	192938	178441	119139
Total Number	No. of universities with HTM program	1113	1152	1195	1187	909	936	845	622
	No. of students	417022	342793	327938	276429	233797	221504	204263	139260

Sources: China Tourism Statistics Yearbook (2003).

Table 2. Comparison of the number of universities with HTM programs and students in Taiwan

Degree level		2002	2001	2000	1999	1998	1997	1996	1995
Master's level	No. of universities with HTM programs	6	5	4	3	2	1	1	1
	No. of students	125	104	77	62	50	34	35	34
4-year university level	No. of universities with HTM program	27	20	17	12	8	5	5	5
	No. of students	9378	7417	5984	4893	4033	3736	3430	2921
2-year college level	No. of universities with HTM program	16	16	16	14	13	12	9	8
	No. of students	6119	6142	5347	5116	4578	3552	2737	2205
Total Number	No. of universities with HTM program	49	41	37	29	23	18	15	14
	No. of students	15622	13663	11408	10071	8661	7322	6202	5160

Sources: Bureau of Statistics, Ministry of Education, Taiwan (2003).

Likewise, the number and programs in Taiwan have also increased. As Table 2 indicates, the number of Taiwan students and programs in HTM field was 15.622 thousand in 2002 with over 2.03 times compared to those in 1995 with 5.16 thousand. The number of universities with hospitality and tourism management including four-year university level, two-year college level as well as master level was forty-nine with 2.50 times compared to those in 1995 with fourteen.

Thus the purpose for this study was designed to investigate motivations of both Mainland Chinese and Taiwan undergraduate and postgraduate students in choosing a HTM program with the tourism development in Mainland China and Taiwan as follows. (1) Why Mainland Chinese and Taiwanese undergraduate students would like to study hospitality and tourism management; (2) What subject they want to study in THM; (3) Why they want to study abroad after their graduation from HTM; (4) What kind of policies and strategies should be adopted for both Mainland Chinese and Taiwanese education administration in HTM.

2. Literature Review

Motivations of students who desire to study HTM have been discussed in limited literature (Bushell, Prosser, Faulkner & Jafari, 2001; Huyton, 1997; O'Mahony, McWilliams & Whielaw, 2001; Purcell & Quinn, 1996; Schmidt, 2002; Zhao, 1991). High school graduates or university graduates are attracted to get an undergraduate or graduate degree in a HTM program because the HTM field provides benefits through its contribution to cultural enrichment and economic growth, and provides challenging and exciting career opportunities for people with a variety of talents and interests (Bushell et al., 2001). O'Mahony et al. (2001) identified motivations of choosing a HTM program using a sample of Australian students. Their findings showed major motivations including knowledge of and interest in the hospitality industry, the influence of their parents, and career counsellors. Schmidt (2002) reported making a decision to study a HTM program was affected by four major factors such as personal factors (unique to a particular person), demographic factors (e.g., sex, race, age), psychological factors (e.g., motive, perception, personality, lifestyle) and social factors (e.g., culture, social class, expectation of family or reference groups). According to Zhao (1991), students gradually prefer majoring in HTM because students believe that working for HTM leads to respectable career. Meanwhile, Huyton (1997) discussed that reasons of a rapid increase of a need of HTM programs in China is consistent with an increase of HTM industry. Change of the industrial system provides more job opportunities to HTM students. Thus, some studies identified that HTM students' motivations tend to have a motivation of having vocation rather than studying academic pursuits (Purcell & Quinn, 1996).

Until now, efforts in examining motivations of going overseas to study hospitality and tourism have been limited to only some studies (Adams and Chapman, 1998; Barron, 2002b; Diaz and Krauss, 1996; Zhao, 1991). Zhao (1991) reported that Chinese students want to study abroad because they want to get a high quality tertiary education experience. Adams and Chapman (1998) discussed that reasons why Asian students want to study overseas include lacking physical facilities and a lack of capability of faculty and staff. According to Diaz and Krauss (1996), supply for higher education such as facilities or faculty in Asian countries cannot meet demand and thus Asian students take a choice to study overseas willingly or unwillingly. Some researchers (Barron, 2002b; Du, 2003) concluded that a mixture of poor quality of facilities and faculty, overriding demand over limitation of supply of educational institutions, and career development motivate students to study abroad. There has been no effort to identify international students' preferred study field during studying abroad. Thus this study attempted to investigate students groups at undergraduate student levels between Mainland China and Taiwan.

3. Methods

3.1. Measurement

In this study a pool of twenty-three or thirty-nine items encompassing undergraduate students' motivations for choosing an HTM program was selected from the previous studies. The motivation items included interest in an HTM program, job-related or other benefits from studying an HTM, and scholastic desire. Responses to the items were measured on 7-point Likert-type scales where '1 = strongly disagree,' '4 = neutral,' and '7 = strongly agree.'

Thirteen items were used to measure motivations of studying an HTM program abroad. For example, one item was 'I would like to make relationships with foreign professors and friends.' Responses to the items were measured with 7-point Likert-type scales where '1 = strongly disagree,' '4 = neutral,' and '7 = strongly agree.' Items on respondents' most preferred foreign country in the HTM field after graduation, most preferred study field in studying abroad, and most preferred job field after graduation were operationalized as open-ended questions.

3.2. Data collection

In a survey for Chinese students, the City of Shanghai and the City of Xi'an were selected because China is so big that it is impossible to collect data from universities with an HTM program. Xi'an is one of the six famous historic and ancient cities in Mainland China, whereas Shanghai is internationally well known for tourism, banking, business of trade and economy as well as tourism in Asia. The two cities are among the top ten famous tourism cities in Mainland China in terms of the number of travelers (CNTB, 2003). The reputation of the cities as tourism destinations makes universities with HTM programs famous and helps to attract more students who hope to study an HTM program.

For a survey process, universities with an HTM program in Shanghai and Xi'an were divided into three groups on the basis of the scores of undergraduate students' university entrance exam. And then nine universities in Shanghai were randomly chosen for each of the three groups, while three universities in Xi'an were randomly selected for each three group. Then sixty questionnaires were assigned to each selected university. Master's students were sent to collect data in a class in charge of professors who authors informed. Thus out of distributed 720 questionnaires, 700 questionnaires were collected. A total of 678 questionnaires were used to conduct data analyses after 22 questionnaires with multiple missing values were excluded.

For data collection of an undergraduate student group in Taiwan, universities having HTM programs on the basis of the scores of undergraduate students' university entrance exam were divided into three groups. Six universities were finally selected for data collection (two universities per

group). An on-site investigation procedure was utilized at each of the six universities. Questionnaires were distributed to the class by the assistances of the professor who was in charge of the class. In total, 600 questionnaires were distributed and questionnaires with incomplete answer, multiple missing values, and wrong answers for the open-ended questions were all excluded. Finally, 569 usable samples were obtained.

3.3. Data Analysis

The twenty-three items related to undergraduate students' motivations of choosing an HTM program were factor analysed separately in order to delineate the underlying dimensions. On the basis of Kaiser's (1974) criterion, only factors with eigenvalues greater than 1 were accepted, and only items with factor loadings and communalities of greater than .4, were included in the final factor structure. Reliability alphas within each domain were computed to confirm the factor's internal consistency.

A K-means clustering procedure was used with the grand means on each domain serving as input. As suggested by Aldenderfer and Blashfield (1984), the resultant algorithm was employed to group using nearest centroid sorting. The number of cluster groups was subjectively decided on the basis of ease of interpretation and the number of cases contained within each cluster.

One-way ANOVA tests or t-test were conducted to examine the significant differences of undergraduate student groups on motivations for choosing an HTM program and studying abroad. When significant differences in one-way ANOVA tests or t-test were found, Duncan's multiple range test was used to examine the source of differences across the respondent subgroups.

4. Results

4.1. Demographic profile of respondents

Table 3 summarizes the demographic profile of both Mainland Chinese and Taiwanese student groups. For a Mainland Chinese undergraduate student group, just over seventy (73.7%) were female, 63.0 percent were under 20, about 94 percent were freshmen or sophomores, 59 percent responded myself as an influential person in choosing the HTM field. For a Taiwanese undergraduate student group, about 79 percent were female, 72.4 percent were age under 20, all students were freshmen or sophomores, whereas about 50 percent answered myself as an influential person in choosing the HTM field.

Table 3. Description of undergraduate student survey (N=1,611)

Mainland Chinese undergraduate students (N=678)	Percent (%)	Taiwanese undergraduate students (N=569)	Percent (%)
<i>Gender</i>		<i>Gender</i>	
Male	26.3	Male	21.1
Female	73.7	Female	78.9
<i>Age</i>		<i>Age</i>	
Under 20	63.0	Under 20	72.4
Over 20	37.0	Over 20	27.6
<i>Grade</i>		<i>Grade</i>	
Freshman	60.6	Freshman	58.5
Sophomore	38.8	Sophomore	41.5
Junior	0.6	Junior	0.0
<i>Influential person in choosing the hospitality & tourism field</i>		<i>Influential person in choosing the hospitality & tourism field</i>	
Myself	59.1	Myself	49.7
Parents	16.2	Parents	18.8
Friends	8.6	Friends	12.7

Relatives	5.3	Relatives	2.6
Teacher or professor	4.3	Teacher or professor	7.0
Others	6.5	Others	9.1

4.2. Factor analyses for motivations for choosing an HTM program

To examine the dimensions underlying the motivations for choosing an HTM program, a principal component factor analysis with varimax rotation was undertaken. The 23 items for the undergraduate students' motivations of choosing an HTM program produced five factors with eigenvalues greater than 1.0 (Table 4). These factors explained 56.26% of the variance and were labeled: 'Easiness in studying;' 'Attractive job opportunities;' 'Better communications;' 'More interests in field;' 'Scholastic improvement.' All 23 items had factor loadings over .40. The reliability alphas, which are designed to check the internal consistency of items within each domain, were higher than or close to .70 indicating that Nunnally's (1978) criterion was met or close.

Table 4. Principal component factor analysis with varimax rotation on undergraduate students' motivations for studying an HTM program (N=1,247)

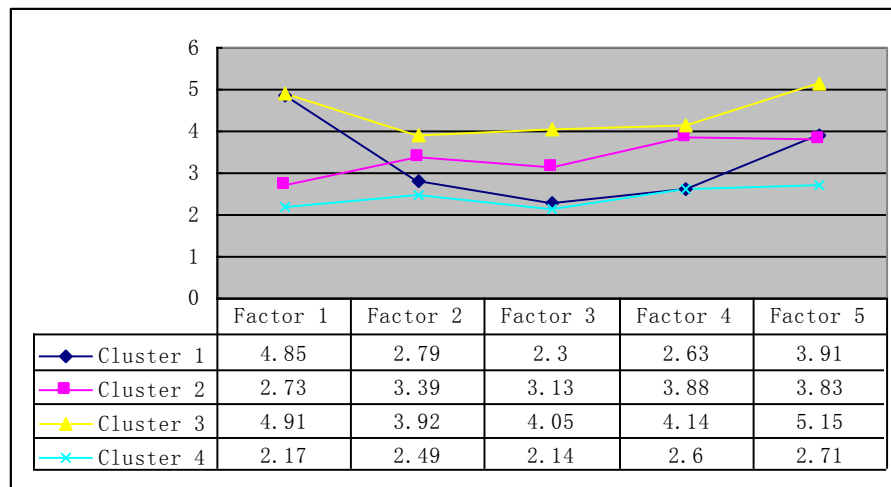
Motivation items	Factor loadings	Mean	S. D.	Communitie s
Domain 1: Easiness in studying (Eigenvalue=5.56; Variance=24.15; Reliability alpha=.72)				
Compared to other fields, it is easy to study this field.	.71	3.40	1.81	.60
Recommended by others (e.g., parents, friends, teacher)	.68	3.62	1.91	.57
Compared to other fields, it is easier to get a professorship in this field.	.64	3.80	1.81	.68
Domain 2: Attractive job opportunities (Eigenvalue=3.26; Variance=14.24; Reliability alpha=.68)				
I believe that there is a variety of job opportunities.	.73	3.45	1.42	.58
I believe that the level of salary is high in this field.	.72	3.48	1.39	.58
Working in this field apparently looks good.	.61	2.59	1.33	.50
I believe that the percentage of employment is high after graduation.	.55	2.98	1.56	.58
Jobs in this field look attractive.	.51	3.71	1.51	.60
Scenes or pictures of the hospitality industry appearing in movies or TV look attractive.	.43	3.02	1.52	.39
I believe that this field has a growing potential.	.40	2.90	1.82	.46
Domain 3: Better communications (Eigenvalue=1.53; Variance=6.66; Reliability alpha=.70)				
Compared to other fields, it is possible to contact foreigners and foreign cultures.	.78	2.38	1.37	.68
I would like to study more in this field.	.70	2.55	1.40	.63
I believe that I can have the opportunity to take more overseas business trips or meetings in foreign countries.	.69	2.56	1.48	.57
I like to serve others.	.50	3.15	1.46	.40
I like foreign languages.	.43	3.86	1.68	.51
Domain 4: More interests in field (Eigenvalue=1.37; Variance=5.97; Reliability alpha=.67)				
This field suits my aptitude.	.71	3.08	1.54	.62
I believe that this field is practical rather than theoretical.	.70	2.85	1.55	.60
I have more interest in this field, compared to others.	.60	3.50	1.60	.53
I would like to gain self-actualization.	.58	3.22	1.82	.56
My score for university entrance exam qualified me for this major.	.48	4.05	1.78	.36
Domain 5: Scholastic improvement (Eigenvalue=1.21; Variance=5.25; Reliability alpha=.71)				
I would like to be a theoretical expert in this field.	.83	4.08	1.56	.74
I would like to be an excellent scholar in this field.	.72	3.45	1.73	.63
Compared to other fields, this field provides more opportunity to be promoted.	.66	4.12	1.40	.59

Note: 7-point Likert-type scales were used with strongly disagree (1) – neutral (4) – strongly agree (7).

4.3. Cluster Analysis

For comparing the undergraduate student groups, according to the K-means clustering procedure using mean values of the five factors extracted as a result of factor analysis for student motivations, the four-cluster solution appeared to be both coherent and interpretable (Figure 1). The four clusters were expected to show a variety of characteristics for students of choosing a HTM field. A group cluster showed medium level on domain of Scholastic improvement, low level on the domains of attractive job opportunities, better communications and more interests in field with high level on the Easiness in studying domain (cluster 1); A group cluster perceived medium level on all the five domains (cluster 2); A group who perceived high level on the all five factor domains (cluster 3); The cluster were characterized as a group who perceived low level on all five domains (cluster 4). Thus respondents in cluster 3 were likely to be highly involved with motivation on choosing a HTM field, while those in cluster 4 was likely to be less involved. Cluster 1 contained 25.7% of the sample, while cluster 2 included 32.0%, cluster 3 20.6% and cluster 4 21.7%.

In sum, according to the K-means clustering procedure using mean values of the five factors extracted as a result of factor analysis for undergraduate student motivations, the four-cluster solution appeared to be both coherent and interpretable.



Factor 1: Easiness in studying; Factor 2: Attractive job opportunities; Factor 3: Better communications; Factor 4: More interests in field; Factor 5: Scholastic improvement

Figure 1. Cluster centers of the four clusters for undergraduate students groups

4.4. Comparison of Difference motivation clusters for choosing a HTM program clusters

A series of one way ANOVA tests was conducted to identify mean differences in motivations for choosing a HTM field from the different clusters. Detailed results are displayed in Table 5. Significant differences ($p < 0.05$) were found in all the five factor motivations including “Easiness in studying,” “Attractive job opportunities”, “Better communications”, “More interests in field”, “Scholastic improvement”. Duncan’s multiple range test was employed for the post hoc analysis.

It was discovered that cluster 3 (mean=4.97) and cluster 1 (mean=4.86) were significantly ($p < 0.05$) more likely to be motivated by “Easiness in studying” in choosing a HTM field than all other clusters while cluster 4 (mean=2.18) and cluster 2 (mean=2.74) were significantly ($p < 0.05$) less likely

to be motivated. In regards to motivation for “Attractive job opportunities”, cluster 3 (mean=3.92) and cluster 2 (mean=3.40) were significantly ($p<0.05$) more likely to be motivated by “Attractive job opportunities” than all other cluster, while cluster 4 (mean=2.50) and cluster 1 (mean=2.80) were significantly ($p<0.05$) less likely to be motivated by “Attractive job opportunities” than the other clusters. Cluster 3 (mean=4.05) were significantly ($p<0.05$) most likely to be motivated by “Better communications” motivation than all other clusters, whereas cluster 4 (mean=2.152) and cluster 1 (mean=2.31) were significantly ($p<0.05$) less likely to be motivated by “Better communications” than the other cluster. Also, cluster 3 (mean=4.15) most likely to be motivated by “More interests in field” than all other clusters, while cluster 4 (mean=2.60) and cluster 1 (mean=2.64) were significantly ($p<0.05$) less likely to be motivated by the motivational factor than the other clusters. Considering the motivation for “Scholastic improvement”, it was found that cluster 3 (mean=5.15) was significantly ($p<0.05$) most likely to be motivated by “Scholastic improvement” than all other cluster, while cluster 4 (mean=2.71) was significantly ($p<0.05$) least likely to be motivated by “Scholastic improvement” than the other clusters.

Table 5. ANOVA for cluster comparison of motivations for choosing an HTM program by undergraduate student groups

Undergraduate students' motivation factors	Cluster				F-value	P-value
	1	2	3	4		
(1) Easiness in studying	4.86a	2.74b	4.97a	2.18a	80.73	.000
(2) Attractive job opportunities	2.80b	3.40c	3.92d	2.51a	21.03	.000
(3) Better communications	2.31b	3.14c	4.05d	2.15a	42.67	.000
(4) More interests in field	2.64a	3.88b	4.15d	2.60a	27.12	.000
(5) Scholastic improvement	3.91b	3.83b	5.15c	2.71a	27.66	.000

Note: 7-point Likert-type scale: strongly disagree (1) – neutral (4) – strongly agree (7).
a, b, c and d indicate the source of significant differences ($d>c>b>a$).

4.5. Comparison of motivations for choosing an HTM program between Mainland Chinese and Taiwanese student groups

The mean scores in the undergraduate student groups on the six domains are given in Table 6 along with the outcome of t-tests. Significant differences ($p < .001$) were found for Mainland Chinese and Taiwanese undergraduate student groups on all five domains. Chinese undergraduate student groups showed the higher mean scores on the ‘Easiness in studying’ domain (mean=4.64) than Taiwanese students. Taiwanese undergraduates indicated the higher mean scores on other four domains except for the ‘Easiness in studying’ domain (mean=4.56). In all, Taiwanese undergraduate students showed the higher level of motivations on the other motivation domains with the exception of the ‘Easiness in studying’ domain (mean=4.56). However, Mainland Chinese undergraduates showed the lower level of motivations on the other four domains.

Table 6. t-test for comparison of motivations for choosing an HTM program by Mainland Chinese and Taiwanese undergraduate student groups

Undergraduate students' motivation factors	Chinese students	Taiwanese students	T-value	P-value
(1) Easiness in studying	4.64b	4.56b	21.34	.000
(2) Attractive job opportunities	4.97a	5.35a	19.52	.000
(3) Better communications	4.11b	4.42a	182.7	.000
(4) More interests in field	5.03b	5.16b	336.5	.000
(5) Scholastic improvement	5.09b	5.40a	62.6	.000

Note: 7-point Likert-type scale: strongly disagree (1) – neutral (4) – strongly agree (7).
a and b indicate the source of significant differences ($b>a$).

4.6. Comparison of motivations for studying abroad an HTM program between Mainland Chinese and Taiwanese student groups

Results of t-test conducted to explore the difference of undergraduate student groups on motivations in studying abroad in the HTM field are shown in Table 7. The Taiwanese graduate student group showed the higher mean score on the following items, “I would like to have an opportunity to learn a foreign language” (mean=6.27), “I would like to make relationships with foreign professors and friends” (mean=5.57), “I would like to take a teaching position easily in my country when I return with a graduate diploma from the foreign country” (mean=5.49), “There are more famous professors, compared to domestic professors” (mean=5.24), “I have more opportunities to publish papers for international journals” (mean=4.16), “I can get a better job or position in my country when I return with a graduate diploma from the foreign country” (mean=5.90), and “I would like to experience a new culture in the foreign country” (mean=6.35). However, Taiwanese students showed the lower mean score on “I would like to write a thesis or dissertation with higher quality” (mean=4.22), “I would like to live in a country that is not familiar to me” (mean=4.22), “The foreign country has a higher educational level than that of my country in the hospitality and tourism field” (mean=5.84), “The foreign country has better facilities than my country” (mean=6.01), “I would like to gain a job in the foreign country after I gain a graduate diploma” (mean=5.49), and “I would like to learn more practical than theoretical perspectives for my career development” (mean=5.68). This means that Taiwanese undergraduate students feel satisfactory on their domestic undergraduate programs, compared to other Mainland Chinese undergraduate students.

Meanwhile, Mainland Chinese undergraduate students showed the higher mean scores “I would like to write a thesis or dissertation with higher quality” (mean=4.70), “I would like to live in a country that is not familiar to me” (mean=4.52), “The foreign country has a higher educational level than that of my country in the hospitality and tourism field” (mean=6.09), “The foreign country has better facilities than my country” (mean=6.06), “I would like to gain a job in the foreign country after I gain a graduate diploma” (mean=4.59), and “I would like to learn more practical than theoretical perspectives for my career development” (mean=6.01). Whereas Mainland Chinese students showed the lower mean scores on other motivation items.

Table 7. t-test for comparison of motivations for studying the HTM field abroad by Mainland Chinese and Taiwanese undergraduate student groups

Motivation items	Mainland Chinese (N=458)	Taiwanese (N=411)	T-value	P-value
1. I would like to have an opportunity to learn a foreign language.	6.08a	6.27b	5.57	.004
2. I would like to make relationships with foreign professors and friends.	5.45ab	5.57b	2.65	.071
3. I would like to write a thesis or dissertation with higher quality.	4.70b	4.22a	23.72	.000
4. I would like to take a teaching position easily in my country when I return with a graduate diploma from the foreign country.	3.85a	5.49b	134.19	.000
5. There are more famous professors, compared to domestic professors.	5.05b	5.24b	7.05	.001
6. I would like to have more opportunities to publish papers for international journals.	4.01b	4.16b	18.58	.000
7. I would like to live in a country that is not familiar to me.	4.52b	4.22a	6.12	.002
8. I would like to get a better job or position in my country when I return with a graduate diploma from the foreign country.	5.63a	5.90b	5.55	.004
9. The foreign country has a higher educational level than that of my country in the hospitality and tourism field.	6.09 b	5.84a	5.08	.006
10. The foreign country has better facilities than my country.	6.06	6.01	0.21	.814
11. I would like to gain a job in the foreign country after I gain a graduate diploma.	4.59a	5.49b	36.72	.000
12. I would like to learn more practical than theoretical perspectives for my career development.	6.01b	5.68a	7.94	.000
13. I would like to experience a new culture in the foreign country.	6.30b	6.35b	9.51	.000

Note: 7-point Likert-type scale: strongly disagree (1) – neutral (4) – strongly agree (7). a and b indicate the source of significant differences (c>b>a).

5. Conclusions and suggestions

With the rapid development of tourism and hospitality in both Mainland China and Taiwan, more and more students choose Hospitality and Tourism Field. Several conclusions can be reached in this study in the following aspects.

Firstly, the result of a factor analysis identified five factor domains for undergraduate students such as 'Easiness in studying,' 'Attractive job opportunities,' 'Better communications,' 'More interests in field,' 'Scholastic improvement.' Secondly, for cluster analysis, according to the K-means clustering procedure using mean values of the five factors extracted as a result of factor analysis for undergraduate student motivations, the four-cluster solution appeared to be both coherent and interpretable. Thirdly, for comparison of difference motivation clusters for choosing a HTM field, significant differences ($p < 0.05$) were found in all the five factor motivations including "Easiness in studying," "Attractive job opportunities", "Better communications", "More interests in field ", "Scholastic improvement". Fourthly, for the motivations for choosing an HTM program, students' motivations in choosing an HTM program for undergraduate students in Mainland China were relatively lower than that of Taiwanese student groups. Fifthly, for the motivations for studying abroad an HTM program, Mainland Chinese undergraduate students showed the highest level of desire to write a good thesis or dissertation and hope to study in foreign countries because of better education quality and facilities abroad. And they show lower interests in the job opportunities with HTM in the future after their education from abroad by comparing to those of Taiwanese students.

According to the statistical analysis on why Mainland Chinese and Taiwanese students choose a tourism and hospitality management field, the suggestions for both Mainland Chinese and Taiwanese educational administration should be put forward by adjusting Mainland Chinese and Taiwanese tourism educational strategies respectively so that the competitive talents for both Mainland Chinese and Taiwanese students in tourism and hospitality management with full knowledge and techniques, deep understanding on both Mainland China, Taiwan in the global tourism market in the following aspects.

Firstly, according to the advanced international rules and criterions, the corresponding international communication plans should be made up with the Mainland Chinese and Taiwanese actual practices. Secondly, the number of communication members should be enlarged between Mainland China and Taiwan. The training targets, teaching program structures and teaching contents in tourism and hospitality management should be adjusted according to high level in the developed international levels by learning from the developed countries such as U.S.A and Switzerland. Thirdly, the foreign language teaching degree should be strengthened in tourism and hospitality so that students could master one, two or even more foreign languages so that both Mainland Chinese and Taiwanese could benefit a lot from foreign countries. Fourthly, the international knowledge, culture and techniques about the tourism developed countries such as U.S.A., Switzerland and U.K should be increased in the program activities and programs of both Mainland Chinese and Taiwanese in tourism and hospitality management, especially for Mainland Chinese. Fifthly, the fundamental constructions in tourism and hospitality management should be reinforced in the information communication and Internet journals, etc. for both Mainland Chinese and Taiwanese educational administration in tourism and hospitality management. Sixthly, the teaching and research level, educational quality of Chinese faculty in tourism and hospitality management should be improved by learning from Taiwanese or some other developed foreign countries. Seventhly, the conditions for the mutual admittance of degree certifications between Chinese universities and Taiwanese as well as foreign ones should be conducted. Eighthly, the superior tourist industrial research directions should be supported so that tourism and hospitality management education for Mainland Chinese could be improved by learning from international educational brands and Taiwanese ones.

The purpose of this study is to investigate why Mainland Chinese and Taiwanese students choose a HTM program by the result of quantitative survey and made up for the former research space spots in quantitative analysis in both Mainland Chinese and Taiwanese. However, there are still some study limitations and should be further studies. Although, the survey was conducted in only several cities in both Mainland China and Taiwan, there still be more cities conducted in both Mainland China and Taiwan so that the results could be broaden and typical for both Mainland China and Taiwan. The further study could go on how to make a corresponding and matching relationship between student motivation and the higher education programs in the field of tourism and hospitality management for both Mainland Chinese and Taiwanese educational administration.

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Research Paper Nine

A Study on the Motivation in Choosing Hospitality and Tourism Program between Mainland Chinese, Taiwanese and Korean Graduate Students

ABSTRACT

More and more students choose Hospitality and Tourism Management (HTM) as their subject field in the universities and colleges in Asian areas such as Mainland China, Taiwan and Korea. This study attempted to examine Mainland Chinese, Taiwanese and South Korean students' study motivation, study abroad motivations, and preferable country to study overseas and preferable study field while studying overseas. The result of a factor analysis identified nine factor domains for graduate students in Mainland China, Taiwan and South Korea. Differences between Mainland Chinese, Taiwanese and South Korea were revealed on motivations to choose a HTM program, behaviours and attitudes toward a HTM, and socio-demographic variable. The study results hold useful implications for educational researchers interested in studying why students choose a HTM field and adopted the corresponding strategies for educational administration in Asian areas such as Mainland China, Taiwan and South Korea.

Key Words: Graduate Students, Motivation, Hospitality and Tourism Management (HTM), Mainland China, Taiwan, South Korea

1. INTRODUCTION

The issue of higher education in the hospitality and tourism management (HTM) field is of significance because it reflects the current situation of the hospitality and tourism education system. Also, it is possible to evaluate the popularity of the field in a country. The issue is also important for the recruitment policy of international students by Western universities (Barron, 2002a). Especially, Western universities having HTM programs have a great interest in attracting Asian students who prefer to study HTM. Thus, stakeholders including hospitality and tourism industry, government, and educational authorities are likely to want to know more information about Asian students. This study attempted to examine Mainland Chinese, Taiwanese and Korean students' study motivation, study abroad motivations, and preferable country to study overseas and preferable study field while studying overseas.

The popularity of HTM programs in Mainland China, Taiwan, and Korea in which are located in Northeast Asia area has been evident. As Table 1 shows, numbers of HTM programs and enrolled students have rapidly increased in all degree levels in the three countries. In Mainland China, there were 407 colleges with HTM programs and 157,409 students enrolled in HTM programs in the year 2002. The numbers show an increase of 61.5 percent and 113.9 percent compared to those of the year 2000. Likewise, numbers of Taiwanese colleges specializing in HTM programs and enrolled students in HTM program have been growing. Especially, 4-year level Taiwanese colleges with HTM program and students majoring in HTM program have been rapidly increasing. A large increase of Korean educational institutions and students enrolled for HTM programs is more surprising than Mainland China and Taiwan situations. Educational institutions and enrolled students at all levels have shown an increase. Surprisingly, the number of colleges with HTM programs that awarded Ph.D. degrees in the year of 2002 was 28 and the number of students in Ph.D. courses was 432. The numbers show an increase of 180 percent and 120 percent in comparison between the year of 2000 and the year of 2002.

Table 1. Comparison of the Number of Colleges with HTM Programs and Students in Mainland China, Taiwan, and Korea

Country	Degree level	Number of programs and students	2002	2001	2000	1999	1998	1997	1996	1995
Mainland China	*	Colleges with HTM program	407	311	252	209	187	192	166	138
		Enrollment of students	157,409	102,245	73,586	54,041	32,737	28,566	25,822	20,121
Taiwan	Ph.D. level	Colleges with HTM program	0	0	0	0	0	0	0	0
		Enrollment of students	0	0	0	0	0	0	0	0
	Master's level	Colleges with HTM program	6	5	4	3	2	1	1	1
		Enrollment of students	125	104	77	62	50	34	35	34
	4-year college level	Colleges with HTM program	27	20	17	12	8	5	5	5
		Enrollment of students	9,378	7,417	5,984	4,893	4,033	3736	3,430	2,921
	Junior college level	Colleges with HTM program	16	16	16	14	13	12	9	8
		Enrollment of students	6,119	6,142	5,347	5,116	4,578	3,552	2,737	2,205
Korea	Ph.D. level	Colleges with HTM program	28	19	10	6	5	5	3	3
		Enrollment of students	432	284	196	175	155	111	64	54
	Master's level	Colleges with HTM program	100	78	75	52	36	36	27	16
		Enrollment of students	2,019	1,691	1,568	1,236	846	677	487	402
	4-year college level	Colleges with HTM program	125	115	102	90	68	43	42	35
		Enrollment of students	24,042	21,491	18,375	14,175	11370	9,949	9,191	7,971
	Junior college level	Colleges with HTM program	344	328	324	295	255	136	127	111
		Enrollment of students	58,283	53,045	49,068	44,243	40,077	36,490	31,690	27,844

Note: * indicates either junior or 4-year college having HTM programs at training level, bachelor's degree, and master's degree. In case that one university offers more than one-degree programs, the number was calculated as only one. Mainland China does not offer Ph.D. in the HTM program.

Source: Chinese data were from China National Tourism Bureau (2003). Taiwanese data were from Bureau of Taiwanese Statistics, Ministry of Education in Taiwan (2003). Korean data were from Ministry of Education in Korea (2004).

Even though the issue of higher education for international students in the HTM field is interesting enough to attract the attention of researchers, education institutions, students and other stakeholders, numerous questions including international students' motivation, their motivation to study abroad, preferable countries, and preferable study field, remain unanswered.

Mainland Chinese, Taiwan, and Korea in Northeast Asia, have experienced a quantitative development in hospitality and tourism industry. Likewise, students' preferences of majoring in HTM and demand for studying abroad have amazingly increasing. Thus, this study attempted to identify why postgraduate students want to major in HTM and why they prefer to study abroad and

what their preferable study field is in Asian areas such as Mainland China, Taiwan and South Korea. More specific objectives are as follows. The first objective of this study was designed to investigate motivations of Mainland Chinese, Taiwanese, and Korean graduate students in choosing a HTM program and in studying abroad. The second objective was to identify preferable countries for studying abroad. The third objective was to explore preferable study fields while studying abroad. This study attempted to compare samples of the similarities and differences between the graduate students groups between Mainland Chinese, Taiwanese and South Korea. Results of this study are expected to indicate a real picture of HTM education for international students rather than utilizing theoretical background.

2. LITERATURE REVIEW

Motivations of students who desire to study HTM have been discussed in limited literature (Bushell, Prosser, Faulkner & Jafari, 2001; Huyton, 1997; O'Mahony, McWilliams & Whielaw, 2001; Purcell & Quinn, 1996; Schmidt, 2002; Zhao, 1991). High school graduates or university graduates are attracted to get a graduate degree in a HTM program because the HTM field provides benefits through its contribution to cultural enrichment and economic growth, and provides challenging and exciting career opportunities for people with a variety of talents and interests (Bushell et al., 2001). O'Mahony et al. (2001) identified motivations of choosing a HTM program using a sample of Australian students. Their findings showed major motivations including knowledge of and interest in the hospitality industry, the influence of their parents, and career counsellors. Schmidt (2002) reported making a decision to study a HTM program was affected by four major factors such as personal factors (unique to a particular person), demographic factors (e.g., sex, race, age), psychological factors (e.g., motive, perception, personality, lifestyle) and social factors (e.g., culture, social class, expectation of family or reference groups). According to Zhao (1991), students gradually prefer majoring in HTM because students believe that working for HTM leads to respectable career. Meanwhile, Huyton (1997) discussed that reasons of a rapid increase of a need of HTM programs in China is consistent with an increase of HTM industry. Change of the industrial system provides more job opportunities to HTM students. Thus, some studies identified that HTM students' motivations tend to have a motivation of having vocation rather than studying academic pursuits (Purcell & Quinn, 1996).

Until now, efforts in examining motivations of going overseas to study hospitality and tourism have been limited to only some studies (Adams and Chapman, 1998; Barron, 2002b; Diaz and Krauss, 1996; Zhao, 1991). Zhao (1991) reported that Chinese students want to study abroad because they want to get a high quality tertiary education experience. Adams and Chapman (1998) discussed that reasons why Asian students want to study overseas include lacking physical facilities and a lack of capability of faculty and staff. According to Diaz and Krauss (1996), supply for higher education such as facilities or faculty in Asian countries cannot meet demand and thus Asian students take a choice to study overseas willingly or unwillingly. Some researchers (Barron, 2002b; Du, 2003) concluded that a mixture of poor quality of facilities and faculty, overriding demand over limitation of supply of educational institutions, and career development motivate students to study abroad.

Which countries are more preferable to students who have a high level of motivation of studying abroad? Formica (1996) predicted that popularity of preferable country for studying abroad would increase in certain countries such as US or European countries. He suggested that there is a need for developing appropriate hospitality and tourism curricula capable of matching the students' different cultural background and their various professional experiences. Jenkins (2001) investigated preferable countries for getting a first job in a foreign country using a sample of students in a UK educational institution. Respondents indicated that the most popular country was the US, whereas European countries except for UK were not popular choice. Barron (2002) argued that Australia is a study destination which can meet Asian students' actual demand because of its proximity to Asia,

minimal time differences, climate and personal safety. In the context of costs such as tuition fees or living costs, Australia is lower than the UK and the US (Blight, 1997).

There has been no effort to identify international students' preferable study field during studying abroad. Thus this study attempted to investigate students groups at master's student levels.

3. METHODS

3.1. MEASUREMENT

A pool of thirty-one items encompassing graduate students' motivations for choosing an HTM program was selected from previous studies (Bushell, Prosser, Faulkner & Jafari, 2001; Huyton, 1997; O'Mahony, McWilliams & Whielaw, 2001; Purcell & Quinn, 1996; Schmidt, 2002; Zhao, 1991). The motivation items included interest in an HTM program, job-related or other benefits from studying an HTM, and scholastic desire. Responses to the items were measured on 7-point Likert-type scales where '1=strongly disagree,' '4=neutral,' and '7=strongly agree.'

Thirteen items were used to measure motivations of studying an HTM program abroad. For example, one item was "I would like to make relationships with foreign professors and friends." Responses to the items were measured with 7-point Likert-type scales where '1=strongly disagree,' '4=neutral,' and '7=strongly agree.' Items on respondents' most preferable foreign country in the HTM field after graduation, most preferable study field in studying abroad were operationalized as open-ended questions.

3.2 DATA-COLLECTION

In a survey for Mainland Chinese graduate students, the City of Shanghai and the City of Xi'an were selected because China is so big that it is impossible to collect data from universities with an HTM program. Xi'an is one of the six famous ancient cities in Mainland China, whereas Shanghai is internationally well known for tourism, banking, and trade business in Asia. The two cities are among the top five tourism cities in Mainland China in terms of the number of travellers (CNTB, 2004). The reputation of the cities as tourism destinations makes universities with HTM programs famous and helps to attract more students who hope to study an HTM program.

For a survey process, as for Mainland Chinese graduate students, five universities in Shanghai and three universities in Xi'an with the largest HTM graduate enrolment in these two cities were selected. Fifteen questionnaires were assigned to the eight universities. Surveys for graduate students were administrated by assistance of assigned postgraduate students with the help of professors in charge of teaching a class at the universities. Out of 120 distributed questionnaires, 118 questionnaires were collected. However, excluding two questionnaires with multiple missing values, a total of 118 questionnaires were used for further data analyses.

With respect to the investigation of graduate students in Taiwan, six universities having a HTM graduate program with the largest number of enrolment were selected. Likewise, on-site data collection procedure was conducted, one hundred and forty-two questionnaires were distributed, of which 100 were usable.

For Korean graduate students, four universities having the largest HTM graduate program enrolment were selected. Fifty questionnaires were assigned to the four universities. Surveys for graduate students were administered with the assistance of professors teaching at the universities. Out of 200 questionnaires distributed, 180 questionnaires were collected. However, excluding five questionnaires with multiple missing values, a total of 175 questionnaires were used for further data analyses.

3.3. ANALYSIS

The 31 items related to master's students' motivation of choosing an HTM program were factor analysed separately in order to delineate the underlying dimensions. On the basis of Kaiser's (1974) criterion, only factors with eigenvalues greater than 1 were accepted, and only items with factor loadings and communalities of greater than .4, were included in the final factor structure. Reliability alphas within each domain were computed to confirm the factor's internal consistency.

One-way ANOVA tests were conducted to examine the significant differences of master's student groups on motivations for choosing an HTM program and studying abroad between Mainland China, Taiwan and South Korea. When significant differences in one-way ANOVA tests were found, Duncan's multiple range test was used to examine the source of differences across the respondent subgroups.

4. RESULTS

4.1. DEMOGRAPHIC PROFILE OF RESPONDENTS

Description of master's students survey is reported in Table 2. For Mainland Chinese master's students, almost 69 percent were female, 87.3 percent were over 23, 50 percent were in the first year, while 52.5 percent answered myself as an influential person in choosing the HTM field. Sixty three percent of Taiwanese master's students were female, 85.0 percent were over 23, 62 percent were in the first year, and 63 percent of them indicated themselves as an influential person in choosing the HTM. About sixty two percent of Korean master's students was female, all respondents were over 23, whereas 67.8 percent responded myself as an influential person in choosing the HTM field.

Table 2. Description of Master's Student Survey (N=393) For Mainland China, Taiwan and South Korea

Mainland Chinese master's students (N=118)	Percent (%)	Taiwanese master's students (N=100)	Percent (%)	Korean master's students (N=175)	Percent (%)
<i>Gender</i>		<i>Gender</i>		<i>Gender</i>	
Male	31.4	Male	37.0	Male	37.7
Female	68.6	Female	63.0	Female	62.3
<i>Age</i>		<i>Age</i>		<i>Age</i>	
Less than 23	12.7	Less than 23	15.0	Less than 23	0.0
Over 23	87.3	Over 23	85.0	Over 23	100.0
<i>Grade</i>		<i>Grade</i>		<i>Grade</i>	
1st year	50.0	1st year	62.0	1st year	60.9
2nd year	36.2	2nd year	38.0	2nd year	39.1
3rd year	13.8				
<i>Influential person in choosing the hospitality & tourism field</i>		<i>Influential person in choosing the hospitality & tourism field</i>		<i>Influential person in choosing the hospitality & tourism field</i>	
Myself	52.5	Myself	63.0	Myself	67.8
Parents	13.6	Parents	12.0	Parents	1.7
Friends	22.0	Friends	7.0	Friends	10.9
Relatives	0.8	Relatives	2.0	Relatives	0.0
Teacher or professor	6.8	Teacher or professor	11.0	Teacher or professor	17.8
Others	4.2	Others	5.0	Others	1.7

4.2. FACTOR ANALYSIS FOR MOTIVATIONS IN CHOOSING AN HTM PROGRAM

To examine the dimensions underlying the motivations for choosing a HTM program, a principal component factor analysis of the 31 items for the graduate students' motivations for choosing an HTM program which had eigenvalues greater than 1.0 (Table 3). The factors accounted for 64.2%

of the variance and were termed: ‘friendship,’ ‘better position or promotion,’ ‘apparent attraction,’ ‘interest in practical aspects,’ ‘scholastic achievement,’ ‘interest in foreign country,’ ‘job opportunity,’ ‘demonstration,’ and ‘easiness in studying.’ Factor loadings for the 31 items ranged from .40 to .88. The reliability alphas for the three dimensions were all above or close to .70 as recommended by Nunnally (1978).

Table 3. Principal Component Factor Analysis with Varimax Rotation on Master’s Students’ Motivations for Choosing an HTM Program (N=350)

Motivation items	Factor loadings	Communalities	Means	S.D.
Domain 1: Friendship (Eigenvalue=8.00; Variance=22.9; Reliability alpha=.78)				
I would like to make more friends.	.83	.60	4.75	1.59
I would like to feel an attachment to an organization (e.g., school) by being a graduate student.	.73	.65	4.29	1.73
I would like to meet the opposite sex.	.67	.66	3.51	1.88
I would like to be better a parent or spouse.	.51	.52	3.81	1.70
Domain 2: Better position or promotion (Eigenvalue=3.19; Variance=9.1; Reliability alpha=.62)				
I believe I have an opportunity to move to a teaching or research position after I gained a graduate diploma.	.79	.70	4.33	1.56
I believe I have an opportunity to move to better workplace or position after I gain a graduate diploma.	.67	.68	4.30	1.56
Compared to other fields, this field provides more opportunity to be promoted.	.58	.54	3.51	1.36
Current job or society demands a graduate diploma.	.42	.66	4.08	1.87
Domain 3: Apparent attraction (Eigenvalue=2.73; Variance=7.9; Reliability alpha=.69)				
I believe that this field has a growing potential.	.68	.59	5.45	1.30
Jobs in this field look attractive.	.62	.61	3.73	1.51
Working in this field apparently looks good.	.52	.59	3.76	1.65
Scenes or pictures of the hospitality industry appearing in movies or TV look attractive.	.40	.69	3.83	1.99
Domain 4: Interest in practical aspects (Eigenvalue=1.98; Variance=5.7; Reliability alpha=.70)				
I believe that this field is practical rather than theoretical.	.73	.70	5.06	1.40
This field suits my aptitude.	.72	.65	4.91	1.49
I like to serve others.	.71	.63	4.36	1.59
I have more interest in this field, compared to others.	.67	.60	5.09	1.45
I would like to increase my practical ability.	.40	.53	4.92	1.49
Domain 5: Scholaristic achievement (Eigenvalue=1.49; Variance=4.3; Reliability alpha=.77)				
I would like to be a theoretical expert in this field.	.88	.78	4.44	1.58
I would like to be an excellent scholar in this field.	.86	.78	4.27	1.64
I would like to write a thesis or dissertation with higher quality.	.49	.64	4.56	1.62
I would like to study more in this field.	.46	.58	5.35	1.38
Domain 6: Interest in foreign country (Eigenvalue=1.35; Variance=3.9; Reliability alpha=.73)				
I like foreign languages.	.57	.64	4.39	1.69
Compared to other fields, it is possible to contact foreigners and foreign cultures.	.53	.72	4.88	1.50
I believe that I can have the opportunity to take more overseas business trips or meetings in foreign countries.	.44	.68	4.47	1.54
Domain 7: Job opportunity (Eigenvalue=1.20; Variance=3.4; Reliability alpha=.78)				
I believe that the level of salary is high in this field.	.79	.64	3.12	1.47
I believe that the percentage of employment is high after graduation.	.77	.67	3.77	1.53
I believe that there is a variety of job opportunities.	.70	.63	3.96	1.51
Domain 8: Demonstration (Eigenvalue=1.09; Variance=3.1; Reliability alpha=.75)				
It is hard to find a job.	.78	.58	2.96	1.59
I would like to show off my graduate diploma.	.44	.61	2.87	1.52
Domain 9: Easiness in studying (Eigenvalue=1.00; Variance=2.9; Reliability alpha=.68)				
Compared to other fields, it is easier to get a professorship in this field.	.68	.63	3.44	1.56
Compared to other fields, it is easy to study this field.	.62	.58	3.99	1.58

Note: 7-point Likert-type scales were used with strongly disagree (1) – neutral (4) – strongly agree (7).

4.3. COMAPRISON OF MOTIVATIONS FOR CHOOSING AN HTM PROGRAM FOR GRADUATE STUDENTS IN MAINLAND CHINA, TAIWAN AND SOUTH KOREA

Results of one-way ANOVA tests produced significant differences ($p < .001$ or $p < .01$) on were found for master's student groups on the nine domains among Mainland China, Taiwan and South Korea. These results are reported in Table 4. Taiwanese graduate student group showed the highest mean scores on the other domains except for the 'apparent attraction' domain (mean=4.60). However, a Korean master's student group showed the lowest mean scores on the other domains except for the 'interest in practical aspects' domain (mean=4.83) and the 'scholastic achievement' domain (mean=4.67). This means Korean master's students' motivations in choosing an HTM program were relatively lower than Mainland Chinese or Taiwanese student groups.

Table 4. ANOVA for Comparison of Motivations for Choosing an HTM Program by Master's Students in Mainland China, Taiwan and South Korea

Positive and negative impact factors of Graduate students' motivation	Chinese Students	Taiwanese students	Korean students	F-value	P-value
(1) Friendship	4.57b	4.62b	3.28a	61.96	.000
(2) Better position or promotion	4.19b	4.61c	3.56a	37.23	.000
(3) Apparent attraction	4.75b	4.60b	3.49a	68.92	.000
(4) Interest in practical aspects	4.67a	5.16b	4.83a	7.92	.000
(5) Scholastic achievement	4.38a	4.94b	4.67ab	6.16	.002
(6) Interest in foreign country	4.57b	5.16c	4.22a	19.94	.000
(7) Job opportunity	3.71	3.75	3.54	1.22	.296
(8) Demonstration	3.23b	3.35b	2.73a	11.95	.000
(9) Easiness in studying	3.63a	4.10b	3.57a	6.06	.000

Note: 7-point Likert-type scale: strongly disagree (1) – neutral (4) – strongly agree (7).
a, b, and c indicate the source of significant differences ($c > b > a$).

4.4. COMPARISON OF MOTIVATIONS FOR STUDYIND AN HTM PROGRM OF GRADUATE STUDENTS IN MAINLAND CHINA, TAIWAN AN SOUTH KOREA

Table 5 reports results of one-way ANOVAs conducted to explore the difference of master's student groups on motivations of studying abroad the HTM field between Mainland China, Taiwan and South Korea. Mainland Chinese master's students showed the highest mean score on "I would like to write a thesis or dissertation with higher quality" (mean=6.15) among three master's student groups. The results indicated that Mainland Chinese graduate students showed the highest level of desire to write a good thesis or dissertation. However, they showed the lowest mean score on "I would like to take a teaching position easily in my country when I return with a graduate diploma from the foreign country" (mean=4.96). This means that Mainland Chinese graduate students have uncertainty about getting teaching positions. Taiwanese master's students showed the highest mean scores on seven of eight domains which showed significance ($p < .05$). On the contrary, Korean graduate students' motivations were the lowest.

In sum, Taiwanese master's students showed the highest level of motivation for studying abroad, whereas Korean master's students showed the lowest motivation for studying abroad.

Table 5. ANOVA for Comparison of Motivations for Studying the HTM Field Abroad by Master's Students between Mainland Chinese, Taiwanese and South Korean

Motivation items	Mainland Chinese (N=53)	Taiwanese (N=50)	Korean (N=95)	F-value	P-value
1. I would like to have an opportunity to learn a foreign language.	6.15b	6.50b	5.23a	21.63	.000
2. I would like to make relationships with foreign professors and friends.	6.02b	6.04b	4.96a	18.45	.000
3. I would like to write a thesis or dissertation with higher quality.	5.53b	5.36b	4.78a	5.50	.005
4. I would like to take a teaching position easily in my country when I return with a graduate diploma from the foreign country.	4.96a	5.88b	4.96a	7.44	.001

5. There are more famous professors, compared to domestic professors.	5.60	5.40	5.24	1.31	.273
6. I would like to have more opportunities to publish papers for international journals.	5.15b	5.54b	4.47a	11.81	.000
7. I would like to live in a country that is not familiar to me.	4.60	4.38	4.13	1.35	.261
8. I would like to get a better job or position in my country when I return with a graduate diploma from the foreign country.	5.38ab	5.82b	5.00a	6.15	.003
9. The foreign country has a higher educational level than that of my country in the hospitality and tourism field.	5.94	5.48	5.67	2.00	.138
10. The foreign country has better facilities than my country.	5.81	5.52	5.81	1.27	.284
11. I would like to gain a job in the foreign country after I gain a graduate diploma.	4.74ab	5.22b	4.46a	3.94	.021
12. I would like to learn more practical than theoretical perspectives for my career development.	5.55	5.06	4.97	2.91	.057
13. I would like to experience a new culture in the foreign country.	5.83a	6.28b	5.47a	7.52	.001

Note: 7-point Likert-type scale: strongly disagree (1) – neutral (4) – strongly agree (7).

a, b, and c indicate the source of significant differences (c>b>a).

4.5. COMPARISON OF THE MOST PREFERABLE FOREIGN COUNTRY IN STUDYING ABROAD THE HTM FIELD AFTER GRADUATION FOR MASTERS' STUDENTS BETWEEN MAINLAND CHINA, TAIWAN AND SOUTH KOREA

Mainland Chinese master's students ranked the U.S. (37.5%) as the most preferable foreign country for studying abroad and Switzerland (17.8%) and France (16.0%) as second and third. The most preferable foreign country for studying abroad that Taiwanese master's students chose the U.S. (66.0%), followed by the U.K. (10.0%) and Switzerland (8.0%). About 88 percent of Korean master's students responded that they most preferable the U.S. as a foreign country to study abroad. Korean master's students indicated Switzerland (5.7%) and the U.K. (2.3%) as the second and the third preferable countries. It is interesting that Mainland Chinese master's students indicated France as the third preferable country, whereas Taiwanese and Korean master's students indicated Switzerland or U.K. as the third country, respectively (Table 6).

Table 6. Comparison of the Most Preferable Foreign Country in Studying the HTM Field Abroad after Graduation by Master's Students between Mainland China, Taiwan and South Korea

Mainland Chinese (N=56)	Percent (%)	Taiwanese (N=50)	Percent (%)	Korean (N=88)	Percent (%)
1. U.S.A.	37.5	1. U.S.A.	66.0	1. U.S.A.	87.5
2. Switzerland	17.8	2. U.K.	10.0	2. Switzerland	5.7
3. France	16.0	3. Switzerland	8.0	3. U.K.	2.3
4. Canada	12.5	4. Japan	6.0	4. Germany	1.1
5. U.K.	5.4	5. Germany	4.0	5. Japan	1.1
6. Netherlands	3.6	6. Hong Kong	2.0	6. Hong Kong	1.1
7. Germany	1.8	6. New Zealand	2.0	7. Australia	1.1
8. New Zealand	1.8	8. Australia	2.0		
9. Others	3.6				

4.6. COMPARISON OF THE MOST PREFERABLE STUDY FIELD IN STUDYING ABROAD AFTER GRADUATION FOR MASTER'S STUDENTS BETWEEN MAINLAND CHINA, TAIWAN AND SOUTH KOREA

Mainland Chinese master's students reported that they most prefer 'business management' (35.9%) as their major in studying abroad and indicated 'tourism management and development' (28.3%) and 'hotel management' (22.6%) as the second and the third preferable majors. It is interesting that Mainland Chinese master's students most preferable 'business management' instead of HTM fields. It means that Mainland Chinese master's students may currently experience dissatisfaction during their studying in a HTM field in undergraduate courses. Otherwise, they

consider ‘business management’ superior to ‘hospitality management.’ Taiwanese master’s students answered ‘hotel management’ (28.6%) as the most preferable major in studying abroad, and ranked ‘leisure and recreation’ (21.4%) and ‘business management’ (21.4%) as the next preferable majors. Korean master’s students responded that ‘hotel management’ (47.5%) is the most preferable major, and ‘tourism management and development’ (28.8%) and ‘leisure and recreation’ (8.8%) the second and third preferable majors.

Table 7. Comparison of the Most Preferable Study Field in Studying Abroad After Graduation Among Mainland Chinese, Taiwanese, and Korean Master’s Students

Mainland Chinese (N=53)	Percent (%)	Taiwanese (N=42)	Percent (%)	Korean (N=80)	Percent (%)
1.Business management	35.9	1.Hotel management (including casino, convention)	28.6	1.Hotel management (including casino, convention)	47.5
2.Tourism management and development	28.3	2.Leisure and recreation	21.4	2.Tourism management and development	28.8
3.Hotel management (including casino, convention)	22.6	2.Business management	21.4	3.Leisure and recreation	8.8
4.Leisure and recreation	2.0	4.Tourism management and development	11.9	4.Restaurant management and cooking	7.5
5.Restaurant management and cooking	1.9	5.Restaurant management and cooking	9.5	5.Business management	3.75
6.Others	9.3	6.Others	7.1	5.Others	3.75

5. CONCLUSION AND DISCUSSION

This study was designed to investigate Chinese, Taiwanese, and Korean graduate students’ motivation to study HTM, motivations of studying abroad and preferable country, and preferable study field during their stay in a foreign country. According to results of factor analysis for master’s respondents’ study motivations, nine factors were extracted: ‘friendship,’ ‘better position or promotion,’ ‘apparent attraction,’ ‘interest in practical aspects,’ ‘scholastic achievement,’ ‘interest in foreign country,’ ‘job opportunity,’ ‘demonstration,’ and ‘easiness in studying.’

In a comparison of study motivations for HTM program at master’s levels between Mainland China, Taiwan and South Korea, Taiwanese graduate students generally showed the highest level of motivations, whereas Korean students showed relative lower level of motivations than the other graduate student groups.

According to results of motivations for studying the HTM program abroad for master’s respondents, Taiwanese student groups generally showed the highest level of motivations, while Korean students groups showed relatively lower level of motivations than the other groups. However, high level of agreement on most items of studying HTM abroad was found.

The most preferable country for studying abroad for both master’s degree and Ph.D. degree was the US and was followed by Switzerland. Especially, master’s respondents highly regarded the US as their study abroad destination country. Korean master’s respondents showed relatively higher level of agreement in preference of the US as study abroad country than the other groups.

When compared in preferable study field between Mainland China, Taiwan and South Korea during their stay overseas after their graduation, Chinese master’s respondents most preferable ‘business management’ when they study abroad after their master’s degree. The percentage of preference for business management was substantially higher than ‘tourism management (2nd preference) and hotel management (3rd preference). On the contrary, preference of Korean master’s respondents for ‘business management’ was very low, compared to the other two groups. Instead, Korean master’s respondents showed a high level of preference for HTM programs.

Results of this study are expected to be helpful in understanding international graduate students' preference or motivations. More detail, benefits of this study are mingled. First, this study provides a good insight for understanding Asian international graduate students' motivations for studying HTM program, study abroad motivation, and preference for a certain country to study overseas and preferable study field during staying abroad. Second, results of the study are helpful in scheduling curriculum in Asian international graduate student-accepting department or college. Third, results on preference of study abroad country are indirectly helpful in predicting number of international graduate students who will major in HTM. Until now, empirical studies on international graduate students' preference or motivation have not actively been conducted. Thus, the study is very helpful to academics researching HTM education. Likewise, results of the study are helpful for practitioners such as counsellor, education authorities, and universities trying to attract Asian students.

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Research Paper Ten

A Study of the Different Tourist Perception on Historic and Cultural Attractions in China

-----An Application of Multi-level Gray Evaluation Method

ABSTRACT

Tourist perception is a psychological process through which tourist obtain information on travel target, tourist environment terms of tourist destination through sense organ. The evaluation of tourist perception involves a lot of factors, and the appraising information is not complete and exact entirely, which determinants the gray nature of the evaluation system. Direct to this characteristic, taking the five main tourism destination in the Mega-Xi'an Tourism Circle for examples, and combining the AHP (Analytic Hierarchy Process) and Grey Theory, this article makes the comprehensive evaluation of tourist perception. The empirical study shows that the result of the multilevel evaluation of tourist perception is objective and reliable. It can offer basis for the decision-making of planning, management and marketing of tourist destination.

Key Words: tourist perception; multilevel gray evaluation

There was a wide range in studying tourist behavior including tourist behaviors in both direct and indirect space. Tourist behavior is one of the most important research fields (Lu, et al., 1996). Tourist behavior was defined as the psychological process of information in the perception on the tourist destinations and tourist environment. Clawson et al. (1966) put forward the "Recreation experience continuum", where the tourist process was divided into five paragraphs such as anticipation, travel to destination, returning travel, on site and recollection. The perceptions in the above each paragraph was different. It was helpful to richen and complete the research systems of tourist geography, to effect the tourist development, tourist product designing, tourist origin marketing by studying tourist behavior from the view of behavior geography (Chen, 1988). It was very meaningful in theory and practice to understand the tourist satisfaction, to improve and perfect quality of tourist products. This paper mainly studied the perception in paragraph of on-site tourist destination.

1. LITERATURE REVIEW

There was some researches about tourist perception. Chen (1988) had posted that perception behavior and up most benefit theory decided tourist decision behavior by means of hypothesis tests. Lu et al. (1996) had studied the tourist behavior in mountainous destination. Li et al. (2000) had practically studied the perception and evaluation about meal, accommodation, travel, shopping, recreation and social environment. Um et al. (1992) regarded that tourist products had the features of consumption and production. There was limited perception on tourist destination for potential tourists. Carmen et al. (1999) and Lue et al. (1993, 1999) had studied the tourist behavior modes and proved that many factors had something to do with multi-destination traveling. Murphy et al. (2002) discussed the relationship between tourist production combination and tourist perception and analyzed the relationship between tourist perception and tourist re-visit tendency.

The tourist perception was the synthetic affections of tourist products and service perceived by tourists affected by many factors. There was un-known relationship between each factor and

difficult to accurate each factor. It was considered to apply hierarchy analysis to synthetically analyze this kind of multi-level and complicated evaluation problem. The method of hierarchy analysis had a strong system and high reliability in recognizing problem (Zhao, et al., 1986). However, when the specialist consultant was adopted, it was easy to produce circle which would not meet the passing theory so as to loss some information led by un-accurately master standard (Xu, 1998). Meanwhile, tourist perception evaluation was based on the individual deflection, cultural background, experience and knowledge ability, which would difficult to eliminate the dispatch caused by many artificial factors. This would lead to the inaccurate evaluation information, or gray quality. In order to solve the above problems such as incomplete information and inaccurate information in the evaluation of tourist perception, an effective way was to combine the gray theory and hierarchy analysis. Gray system theory took uncertain system of “small example” and “sub-information” in “partial known information and partial unknown information” as study objects. The accurate description and effective inspection on system operational behavior and evolvement regulation had been realized by production, development and picking up useful information in “partial” known information. Gray system theory had apparent analyzing advantages in the system of inaccurate information and incomplete known information without strict demand for the number of samples (Deng, 1985). The combination of hierarchy analysis and gray theory had been applied to the evaluation on irrigation management, enterprise competition power, investment risk and tourist resource evaluation with fairly high evaluation reliability (Zhao, et al., 2000; Hu, 2003; Cai, et al., 2003; Jiang, et al., 2000). This paper tried the method of multi-hierarchy gray evaluation into description of authority vector of different gray degree by detracting information perceived by tourists, on the base of which the single value had been dealt with and the synthetic evaluation value for tourist perception had been obtained and then be prior to be selected among the evaluation objects.

2. STUDY METHOD

In order to evaluate tourist perception, the key factors affected tourist perception should be analyzed so as to set up rank multi-hierarchy evaluation index system, to assure the index weight of evaluation index, and to confirm the synthetic evaluation value of models.

The order of evaluated object was $s=(s=1, 2, \dots, q)$. $W^{(s)}$ stood for the synthetic value of the evaluated object of No. s . U stood for the gather of first-level evaluation index U_i , which was written as $U=(U_1, U_2, \dots, U_m)$. It was written as $V_i=(I=1, 2, \dots, m)$, which stood for the gathering of second-level evaluation index V_{ij} , which as written as $V_i=(V_{i1}, V_{i2}, \dots, V_{in})$. The steps of multi-hierarchy gray evaluation method were as follows (Deng, 1985; Liu, et al., 1999; Hu, et al., 1999).

Evaluation index V_{ij} was subject index, that is quality index, which could be realized to fixed quantity of quality index by making index grade standard. The importance of evaluation index U_i and V_{ij} were different, that is, there was different weight. The importance between two index could be compare by hierarchy analysis method so as to set up differential matrix and to try the weight with the method of solving matrix eigenvalue. The number of evaluations' orders were $k, k=1, 2, \dots, p$, which meant there were p evaluations. The p evaluations were organized to grade the s evaluated objects by the evaluation index V_{ij} grading standard. According to the evaluation results, that is the grade, $d_{ijk}^{(s)}$, was given according the evaluation index V_{ij} on the s evaluated object by 9 evaluation.

Then, the evaluation sample matrix $D^{(s)}$ for the s evaluated object was given out.

In order to assure the evaluation gray types, the grading number of evaluation gray types, gray number of gray types and whiten weight functions of evaluation gray types should be assured. Generally, it could be assured according to actual evaluation. The number of evaluation gray number were $e, e=1, 2, \dots, g$, that is, there were g evaluation gray types. One definite whiten weight function could be used to describe gray types according to actual situation. For evaluation index V_{ij} ,

the gray evaluation index was written as $x_{ije}^{(s)}$ belong to the e evaluation gray types for the s evaluated object. Then,

$$x_{ije}^{(s)} = \sum_{k=1}^p f_e(d_{ijk}^{(s)})$$

Total gray evaluation index was written as $x_{ij}^{(s)}$ belonging to each evaluation gray type for the s evaluated object. Then,

$$x_{ij}^{(s)} = \sum_{e=1}^g x_{ije}^{(s)}$$

The gray evaluation weight of the e gray type was written as $r_{ije}^{(s)}$ for the evaluation index V_{ij} by all evaluations. Then,

$$r_{ije}^{(s)} = \frac{x_{ije}^{(s)}}{x_{ij}^{(s)}}$$

Considering there were g of evaluation gray types, there was evaluation index V_{ij} for the s evaluated object comparing to the gray evaluation weight vector, $r_{ij}^{(s)}$, for each gray type:

$$r_{ij}^{(s)} = (r_{ij1}^{(s)}, r_{ij2}^{(s)}, \dots, r_{ijg}^{(s)})$$

After intergrating the gray evaluation weight vector for each evaluation gray type with the index V_{ij} belonging to V_i on the s evaluated object, the gray evaluation index weight matrix $R_i^{(s)}$ could be given as follows,

$$R_i^{(s)} = \begin{bmatrix} r_{i1}^{(s)} \\ r_{i2}^{(s)} \\ \dots \\ r_{im_i}^{(s)} \end{bmatrix} = \begin{bmatrix} r_{i11}^{(s)} & r_{i12}^{(s)} & \dots & r_{i1g}^{(s)} \\ r_{i21}^{(s)} & r_{i22}^{(s)} & \dots & r_{i2g}^{(s)} \\ \dots & \dots & \dots & \dots \\ r_{im_i1}^{(s)} & r_{im_i2}^{(s)} & \dots & r_{im_i g}^{(s)} \end{bmatrix}$$

After synthetically evaluating the evaluated object V_i for the s evaluated object, the evaluation result could be written as $B_i^{(s)}$. Then,

$$B_i^{(s)} = A_i \times R_i^{(s)} = (b_{i1}^{(s)}, b_{i2}^{(s)}, \dots, b_{ig}^{(s)})$$

According to the synthetic evaluation result $B_i^{(s)}$ by V_i , the gray evaluation weight matrix of $R^{(s)}$ of each evaluation gray type for belonging index U_i for U on the s evaluated object.

$$R^{(s)} = \begin{bmatrix} B_1^{(s)} \\ B_2^{(s)} \\ \dots \\ B_m^{(s)} \end{bmatrix} = \begin{bmatrix} b_{11}^{(s)} & b_{12}^{(s)} & \dots & b_{1g}^{(s)} \\ b_{21}^{(s)} & b_{22}^{(s)} & \dots & b_{2g}^{(s)} \\ \dots & \dots & \dots & \dots \\ b_{m1}^{(s)} & b_{m2}^{(s)} & \dots & b_{mg}^{(s)} \end{bmatrix}$$

The synthetic evaluation of U on the s evaluated object could be written as $B^{(s)}$. Then,

$$B^{(s)} = A \times R^{(s)} = \begin{bmatrix} A_1 \times R^{(s)} \\ A_2 \times R_2^{(s)} \\ \dots \\ A_m \times R_m^{(s)} \end{bmatrix} = (b_1^{(s)}, b_2^{(s)}, \dots, b_g^{(s)})$$

Each gray type grading level could be valued according to “gray level” (threshold value). The first gray type was d_1 . The second gray type was d_2 The g gray type was d_g . There was grading value vector $C=(d_1, d_2, \dots, d_g)$ for each gray type evaluation. Then, the synthetic value $W^{(s)}$ on the s evaluated object could be calculated as the following equation.

$$W^{(s)} = B^{(s)} \times C^T$$

According the value of $W^{(s)}$, the evaluation orders for the q evaluated object could be assured and be ordered.

3. STUDY DATA SOURCES

According to multi-hierarchy gray evaluation theory, the case study of multi-hierarchy gray evaluation for tourist perception had been done in the five main tourist destinations of mega-Xi’an such as Xi’an City, Lintong, Changan, Xianyang and Gaoling.

There were two inspects of value perception and quality perception for tourist perception (Murphy, et al., 2002). The tourist experiences had been made up of numerous “moment of truth”. There were many factors of value perception and quality perception affected tourists. Firstly, 39 items of pre-election index for tourist perception had been selected according to science, comparison, completeness and accuracy as well as literature review (Murphy, et al., 2002; O’Neill, 1994; Gotlieb, 1994; Stevens, 1992; Zeitham, 1998). Secondly, the pre-election index had been riddling and combining according to factor component factor analysis. The key index variables for tourist perception had replaced the numerous index variables to reduce “spatial dimensions” so as to finally assure the evaluation index system of tourist perception (Figure 1). The study adopted Likert five-point scale to evaluate the values such as 5, 4, 3, 2, and 1 respectively stood for best, good, fair, bad, and worst.

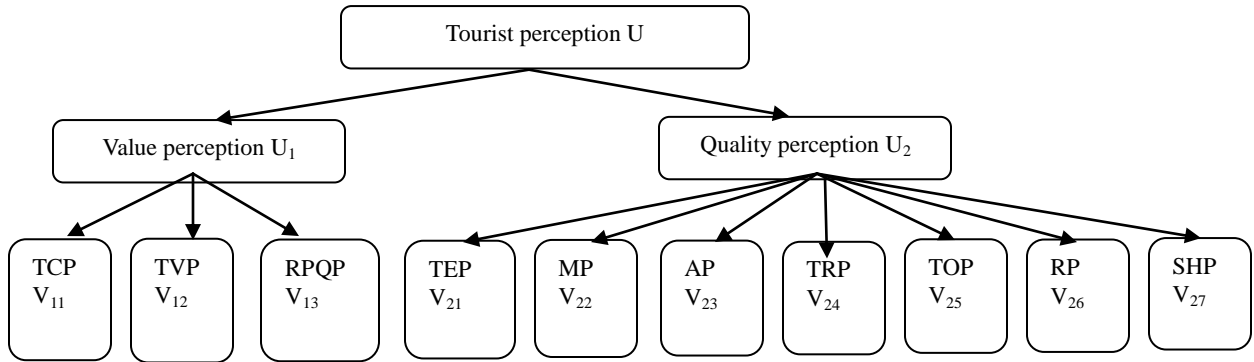


Fig.1 The evaluation factor system of tourist perception

Notes: 1. TCP stands for total cost perception V_{11} ; TVP stands for Total value perception V_{12} ; RPQP stands for rate perception between quality and price V_{13} ; TEP stands for total environment perception V_{21} ; MP stands for meal perception V_{22} ; AP stands for accommodation perception V_{23} ; TRP stands for transportation perception V_{24} ; TOP stands for tour perception V_{25} ; RP stands for recreation perception V_{26} ; SHP stands for shopping perception V_{27} .

2. Total cost includes currency cost, time cost, spirit cost, physical cost. Total value includes tourist product value, service value, image value. Total environment perception indicates tourist destination safe, climate, residents' friendly degree, tourist management and tourist service, etc.

Hierarchy analysis method had been adopted to assure the each level evaluation index. The 20 specialists from Xi'an Tourism Administration Bureau and Universities in Xi'an had been selected to compare the important quality between two index by the standard theory of hierarchy analysis. Owing to the different opinions from specialist for the importance between index, the final standard index values between had reached after two discussions and the each evaluation index weight had been given. In that, $U_i(I=1, 2)$ weight vector was $A=(a_1, a_2)=(0.46, 0.54)$. Evaluation index $V_{1j}(j=1, 2, 3)$ weight vector $A_1=(a_{11}, a_{12}, a_{13})=(0.32, 0.32, 0.36)$. Evaluation index $V_{2j}(j=1, 2, \dots, 7)$ weight vector $A_2=(a_{21}, a_{22}, \dots, a_{27})=(0.16, 0.15, 0.14, 0.12, 0.2, 0.12, 0.11)$.

The evaluation index system of tourist perceptions had been transferred into survey questionnaires. The survey of tourist perception on the above five tourist destinations in the airport, railway station, main hotels and restaurants as well as main attractions in Xi'an in had been investigated. The survey duration was twenty days from May 1 to May 20, 2005. In order to get complete and accurate evaluation information about tourist perception, the group sampling method had been adopted according to tourist source regions five groups such as Xi'an City, Shaanxi Province, Outside Province, Hong Kong and Taiwan, and Foreigners. 100 questionnaires were distributed to each group and respondents were asked to answer evaluation of their tourist perceptions about the five tourist destinations of Xi'an City, Lintong, Xianyang, Changan, and Gaoling. 500 questionnaires had been distributed in this survey while 471 useful questionnaires had collected with 95 questionnaires from Xi'an local travelers, 94 from Shaanxi province, 91 from outside province, 95 from travelers of Hong Kong, Macau, and Taiwan, and 96 from foreign travelers.

By means of SPSS statistical analysis, the average value for each evaluation index in each sample group was used as evaluation value of this index. The evaluation sample matrix of tourist perception in the above five destinations could be given out.

$$D^{(Xi'an)} = \begin{bmatrix} d_{111}^{(1)} & d_{112}^{(1)} & d_{113}^{(1)} & d_{114}^{(1)} & d_{115}^{(1)} \\ d_{121}^{(1)} & d_{122}^{(1)} & d_{123}^{(1)} & d_{124}^{(1)} & d_{125}^{(1)} \\ d_{131}^{(1)} & d_{132}^{(1)} & d_{133}^{(1)} & d_{134}^{(1)} & d_{135}^{(1)} \\ d_{211}^{(1)} & d_{212}^{(1)} & d_{213}^{(1)} & d_{214}^{(1)} & d_{215}^{(1)} \\ d_{221}^{(1)} & d_{222}^{(1)} & d_{223}^{(1)} & d_{224}^{(1)} & d_{225}^{(1)} \\ d_{231}^{(1)} & d_{232}^{(1)} & d_{233}^{(1)} & d_{234}^{(1)} & d_{235}^{(1)} \\ d_{241}^{(1)} & d_{242}^{(1)} & d_{243}^{(1)} & d_{244}^{(1)} & d_{245}^{(1)} \\ d_{251}^{(1)} & d_{252}^{(1)} & d_{253}^{(1)} & d_{254}^{(1)} & d_{255}^{(1)} \\ d_{261}^{(1)} & d_{262}^{(1)} & d_{263}^{(1)} & d_{264}^{(1)} & d_{265}^{(1)} \\ d_{271}^{(1)} & d_{272}^{(1)} & d_{273}^{(1)} & d_{274}^{(1)} & d_{275}^{(1)} \end{bmatrix} \begin{matrix} V_{11} \\ V_{12} \\ V_{13} \\ V_{21} \\ V_{22} \\ V_{23} \\ V_{24} \\ V_{25} \\ V_{26} \\ V_{27} \end{matrix} = \begin{bmatrix} 4 & 4 & 4.3 & 5 & 5 \\ 4 & 4 & 4.1 & 4 & 4 \\ 4 & 3.9 & 4 & 4.5 & 4.6 \\ 4.9 & 5 & 4.7 & 4.9 & 5 \\ 4 & 4 & 3.2 & 3 & 3 \\ 4 & 3.5 & 4.1 & 4 & 4 \\ 4.6 & 4 & 3.8 & 4 & 4.9 \\ 3 & 3 & 3.5 & 3.4 & 4.1 \\ 3 & 3 & 3.5 & 3.4 & 4.1 \\ 3 & 3 & 3.2 & 3.8 & 4.3 \end{bmatrix}$$

$$\begin{aligned}
D^{(Lintong)} &= \begin{bmatrix} 4.2 & 4 & 4.2 & 5 & 5 \\ 4 & 4.1 & 4.2 & 4 & 4.2 \\ 4 & 4 & 3.9 & 4.1 & 4.5 \\ 4.4 & 4.6 & 4.2 & 4.8 & 4.8 \\ 3.5 & 3.5 & 3.2 & 4 & 3.5 \\ 3.6 & 3 & 3 & 3 & 3 \\ 4.2 & 4.1 & 4 & 4 & 4.7 \\ 4.6 & 4.8 & 4.8 & 4.9 & 4.8 \\ 4 & 4 & 3.6 & 4.2 & 4.2 \\ 3 & 3 & 4 & 4 & 4.3 \end{bmatrix} & D^{(Xianyang)} &= \begin{bmatrix} 4 & 4 & 4 & 4 & 4.2 \\ 3 & 3.5 & 3.5 & 3.8 & 4 \\ 3.6 & 3.9 & 3.8 & 4 & 4 \\ 4 & 4 & 4.1 & 4.2 & 4.2 \\ 3.5 & 3.4 & 3.2 & 3.4 & 3.4 \\ 3 & 3.1 & 3 & 3 & 3 \\ 3.5 & 3.2 & 3.2 & 3.5 & 3.5 \\ 4 & 4.1 & 4 & 4.2 & 4.3 \\ 3.5 & 3.8 & 3.5 & 3.5 & 3.5 \\ 3 & 3 & 3.1 & 3 & 3 \end{bmatrix} \\
D^{(Changan)} &= \begin{bmatrix} 4.2 & 4 & 4 & 4 & 4 \\ 3 & 3.6 & 3.8 & 3.5 & 3.6 \\ 3.4 & 3.6 & 3.8 & 3.5 & 3.6 \\ 3.4 & 3.6 & 3.6 & 3.5 & 3.6 \\ 3.8 & 3.8 & 3.6 & 3.5 & 3.6 \\ 3.1 & 3 & 3.2 & 3 & 3 \\ 3 & 3 & 3 & 3.1 & 3.2 \\ 4 & 4 & 4.2 & 4 & 4.2 \\ 3.2 & 3 & 3.6 & 3.6 & 3.8 \\ 3 & 3 & 3.1 & 3.2 & 3.2 \end{bmatrix} & D^{(Gaoling)} &= \begin{bmatrix} 4 & 4 & 4 & 4.2 & 4.2 \\ 3.1 & 3 & 3 & 3 & 3 \\ 3 & 3 & 3 & 2.8 & 2.9 \\ 3 & 3 & 3 & 3 & 3 \\ 3 & 3.1 & 3 & 3.1 & 3 \\ 3 & 3 & 2.8 & 3 & 3 \\ 3 & 3 & 3 & 3.1 & 3.1 \\ 3.2 & 3.2 & 3 & 3 & 3 \\ 3 & 3 & 3.1 & 3.2 & 3.3 \\ 3 & 3.2 & 3 & 3 & 3 \end{bmatrix}
\end{aligned}$$

Order $g=5$, that is, $e=1,2,3,4,5$. There were five evaluation gray types. The corresponding gray numbers and whiten weight functions were as follows.

The first gray type “best” ($e=1$). The gray number $\otimes_1 \in [5, \infty)$, where whiten weight function was f_1 . The second gray type “good” ($e=2$). The gray number $\otimes_2 \in [0, 4, 8]$, where whiten weight function was f_2 . The third gray type “fair” ($e=3$). The gray number $\otimes_3 \in [0, 3, 6]$, where whiten weight function was f_3 . The fourth gray type “bad” ($e=4$). The gray number $\otimes_4 \in [0, 2, 4]$, where whiten weight function was f_4 . The fifth gray type “worst” ($e=5$). The gray number $\otimes_5 \in [0, 1, 2]$, where whiten weight function was f_5 . For evaluation index V_{11} , the gray evaluation index $x_{11e}^{(1)}$ for the e evaluation gray type perceived by tourists in Xi’an City was given as follows.

$$\begin{aligned}
e=1 \quad x_{111}^{(1)} &= \sum_{k=1}^5 f_1(d_{11k}^{(1)}) = f_1(d_{111}^{(1)}) + f_1(d_{112}^{(1)}) + f_1(d_{113}^{(1)}) + f_1(d_{114}^{(1)}) + f_1(d_{115}^{(1)}) \\
&= f_1(4) + f_1(4) + f_1(5) + f_1(5) = 0.8 + 0.8 + 0.86 + 1 + 1 = 4.46
\end{aligned}$$

$$\text{Alike, } e=2 \quad x_{112}^{(1)} = 4.425 ; e=3 \quad x_{113}^{(1)} = 2.567 ; e=4 \quad x_{114}^{(1)} = 0 ; e=5 \quad x_{115}^{(1)} = 0 ;$$

For evaluation index V_{11} , the total gray evaluation index $x_{11}^{(1)}$ for each evaluation gray type perceived by tourists in Xi’an City was given as follows.

$$x_{11}^{(1)} = \sum_{e=1}^5 x_{11e}^{(1)} = x_{111}^{(1)} + x_{112}^{(1)} + x_{113}^{(1)} + x_{114}^{(1)} + x_{115}^{(1)} = 11.452$$

For evaluation index V_{11} , the gray evaluation weight vector $r_{11}^{(1)}$ for the e evaluation gray type

perceived by tourists in Xi'an City was given as follows.

$$r_{11}^{(1)} = (r_{111}^{(1)}, r_{112}^{(1)}, r_{113}^{(1)}, r_{114}^{(1)}, r_{115}^{(1)}) = (0.3895, 0.3864, 0.2242, 0, 0,)$$

Alike, it could be calculated that $r_{12}^{(1)}, r_{13}^{(1)}, r_{21}^{(1)}, r_{22}^{(1)}, r_{23}^{(1)}, r_{24}^{(1)}, r_{25}^{(1)}, r_{27}^{(1)}$. For V_i perceived by tourists in Xi'an City, the gray evaluation weight matrix $R_1^{(1)}$ and $R_2^{(1)}$ for each evaluation type belong to index $V_{ij}(j=1, 2, 3)$ and $V_{2j}(j=1, 2, 3, 4, 5, 6, 7)$.

$$R_1^{(1)} = \begin{bmatrix} r_{11}^{(1)} \\ r_{12}^{(1)} \\ r_{13}^{(1)} \end{bmatrix} = \begin{bmatrix} 0.3895 & 0.3864 & 0.2242 & 0 & 0 \\ 0.3270 & 0.4046 & 0.2684 & 0 & 0 \\ 0.3529 & 0.3590 & 0.2521 & 0 & 0 \end{bmatrix}$$

$$R_2^{(1)} = \begin{bmatrix} r_{21}^{(1)} \\ r_{22}^{(1)} \\ r_{23}^{(1)} \\ r_{24}^{(1)} \\ r_{25}^{(1)} \\ r_{26}^{(1)} \\ r_{27}^{(1)} \end{bmatrix} = \begin{bmatrix} 0.4619 & 0.3653 & 0.1728 & 0 & 0 \\ 0.2566 & 0.3207 & 0.3183 & 0.1044 & 0 \\ 0.314 & 0.3884 & 0.2776 & 0.02 & 0 \\ 0.3599 & 0.3866 & 0.2450 & 0.008 & 0 \\ 0.4727 & 0.3621 & 0.1652 & 0 & 0 \\ 0.2522 & 0.3115 & 0.3214 & 0.115 & 0 \\ 0.2588 & 0.3123 & 0.3167 & 0.1122 & 0 \end{bmatrix}$$

After V_1 and V_2 perceived by tourists in Xi'an City were synthetically evaluated, the synthetic results $B_1^{(1)}$ and $B_2^{(1)}$ were given as follows.

$$B_1^{(1)} = A_1 \times R_1^{(1)} = (0.3562, 0.3953, 0.2484, 0, 0)$$

$$B_2^{(1)} = A_2 \times R_2^{(1)} = (0.3529, 0.3515, 0.25, 0.0456, 0)$$

According to $B_1^{(1)}$ and $B_2^{(1)}$, the total gray evaluation weight matrix $R^{(1)}$ for tourist perception in Xi'an City could be given as follows.

$$R^{(1)} = \begin{bmatrix} B_1^{(1)} \\ B_2^{(1)} \end{bmatrix} = \begin{bmatrix} 0.3562 & 0.3953 & 0.2484 & 0 & 0 \\ 0.3529 & 0.3515 & 0.25 & 0.0456 & 0 \end{bmatrix}$$

After U was synthetically evaluated for tourist perception in Xi'an City, the synthetic evaluation result $B^{(1)}$ could be given as follows.

$$B^{(1)} = A \times R^{(1)} = (0.3545, 0.3716, 0.2493, 0.0246, 0)$$

The grading value vector for each evaluation gray type was $C=(5, 4, 3, 2, 1)$. The synthetic value of $W^{(Xi'an)}$ for tourist perception in Xi'an City was as follows.

$$W^{(Xi'an)} = B^{(1)} \times C^T = (0.3545, 0.3716, 0.2493, 0.0246, 0)(5, 4, 3, 2, 1)^T = 4.056$$

Alike, $W^{(Lintong)} = 4.037$; $W^{(Xianyang)} = 3.833$; $W^{(Changan)} = 3.798$; $W^{(Gaoling)} = 3.497$.

The order of the synthetic evaluation of tourist perception for the five tourist destinations was as follows: $W^{(Xi'an)} > W^{(Lintong)} > W^{(Xianyang)} > W^{(Changan)} > W^{(Gaoling)}$.

4. STUDY RESULT

According to multi-level gray evaluation, the above five tourism destinations could be perceived by tourists as the following three types.

The first perceived area: Xi'an and Lingtong. As international tourist destinations, the attractions in Xi'an and Mound of Qing Emperor, Museum of Military Tomb Figure, Huaqing Pond, Li Mountains, Semi-slope Relic Museum are marvelous tourist resources, which were the key and soul part in grand-Xi'an Tourist Circle. There are advantages such as good tourist environment, high brand, complete fundamentals of transportation and accommodation, good valuable degree and

admirable evaluation by travelers. The disadvantages were insufficient supplement of tourist products with recreation and attendance.

The second perceived area: Xianyang and Changan. As regional tourist destination, Xianyang and Changan were compactness radiation regions by grand Xi'an tourism areas. Although the scales and brand as well as total environment in Changan were inferior to those in Xi'an and Lingtong, there were mutual complementary advantages to those of Xi'an. Taking mountainous marvelous scenery in Cuihua Mountain, Wild Three Garden, Ancient Capital Relics in Western Zhou Dynasty and Religious Temples as special tourist resources. The disadvantages in Changan were needed to suitably expand the scales of tourist capacity. The tourist management and tourist service as well as tourist receptions still need to be improved.

The third perceived area: Gaoling. As local tourist destination, Gaoling was radiation impact region in grand-Xi'an tourism areas, where the converge of Jing River and Wei River formed the extravagant spectacle with "distinguish from Jing to Wei". Gaoling was also the food production area and fruit plantation area in the plain which was the complementary and extensions of tourist products in grand-Xi'an. Comparatively, the evaluations on the total environment, tourist product attractions and valuable degrees were not high by travelers, which meant that the tourist receptions such as accommodation and meal should be improved urgently.

The corresponding research of evaluation on tourist destinations by Evens (1989) and Core et al. (2002) indicated that the evaluation results by specialists and by travelers had comparatively high consistency totally. Therefore, so as to test the dependability of multi-level gray evaluation by tourist perceptions, the evaluation results by specialists on the tourist perceptions in the above five tourist destination were basically consistent with the above evaluation results. Besides, the level classification results about tourist perceptions had been matched with those such as level division, marketing and value in regional structures of tourist destinations in "Master Planning of Tourist Development in Grand-Xi'an" (2001-2020). It was illustrated that the method of multi-level gray evaluation was scientific and operational to some degree, which could be used as references for tourist perceptions in tourist destinations.

5. CONCLUSION

It was initial trial to evaluate tourist perceptions by the method of multi-level gray evaluation. The problems such as incomplete and inexact information in the tourist perception evaluations had been effectively solved by the combination of level analysis and gray systematic theory. The result was objective and convincing according to the case study in the five tourism destinations in grand-Xi'an tourist regions. Totally, the theory of study method was clear, simply calculated with small survey samples, which could be supply a beneficial way for scientific and standard tourist perceptions. However, there were still some places need to be improved such as the selections and completions of evaluation index systems and suitable sample numbers.

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Research Paper Eleven

A SWOT Analysis about the Shanghai World Travel Fair 2005 in China

Abstract

This paper, taking the World Travel Fair Shanghai as case, introduces the composition of it and describe the profile of the organizer, exhibitors and the audience. It concludes that the World Travel Fair Shanghai features that it has a long project cycle, wide audience, young age, high budget, strong trade function and so on. This paper, in virtue of SWOT theory, analyzed the advantages on organizer, media resource, service concept, trade mode, topic orientation, program design, etc. as well as the disadvantages on industry control, exhibition resource, market operation, staff qualification, e-commerce application, etc. This paper also discussed the opportunities on geographic location, traffic facilities, government support, WTO environment, 2010 World Expo, etc. as well as the threats from the comprehensive travel exhibition, the professional travel exhibition and other industry exhibitions. Last, the paper put forward market development strategies on industry control, professional training, e-commerce, organization management, produce design, service process, brand innovation, etc.

Key Words: Shanghai World Travel Fair, SWOT, development strategy

INTRODUCTION

Exposition industry is an industry formed from the exhibition, with the purposes of exhibition and holding the meetings. Its productions are Meeting, Incentive, Convention, Exhibition (Zhu, 2003), which named "MICE" in the world. The communication of the international economy and technology established the base for the development of the exposition industry. Since the first Expos was held in English in 18 century, Exposition industry developed very fast. As the holding of the meetings and expositions may increase the political effect of the host country and the popularity of the host city, promote the improvement of the environment condition, and has great drive effect for the industry, the exposition industry has a good reputation of "city's bread". The principle part of the tourism industry exposition is tourism industry. Because it involves six the tertiary industry board, including dining, lodging, communication, travel, shopping and entertainment, the tourist exposition has both the commonness and the specialty compared with other industry exposition.

Shanghai world tourism resources exposition is a tourist exposition with the theme of outbound tourism (Han, Liang and Yang, 2004). It adopted the new exposition form that integrate the exhibition, consultation and spot bargaining. From the aspect of exposition participator, it can be seen that the exhibitor and audience are from many countries and districts, and the exposition involve with many fields such as communication, finance, service. From the aspect of exposition product, the content of the exposition includes the dining, lodging, communication, travel, shopping and entertainment, not limiting to certain tourist commodity. From the function of the exposition, it embodies not only the function of exhibition but also the function of trading, which can make it easy to find business partnership for exhibitor and make the common people purchase the tourist product in the spot.

Using the secondhand data and information and taking the Shanghai world tourism resources exposition as an example, this paper has the purposes are: first, introducing the characteristic of the Shanghai world tourism resources exposition; second, analyzing the advantage, disadvantage, opportunity and threat; third, proposing the development strategy of Shanghai world tourism resources exposition.

THE CHARACTERISTICS OF SHANGHAI WORLD TOURISM RESOURCES EXPOSITION

The component of Shanghai world tourism resources exposition

Firstly, the Show Organizers. The Show Organizers is the organizer of the exposition, which including the related departments of government, exposition companies and Industry Associations. Some countries in the world have set up the special Convention and Visitors Bureau (the CVBs for short) (Donald Getz, Don Anderson and Lorn Sheehan, 1998). The hosts of the Shanghai world tourism resources exposition are the Bureau of tourism management of Shanghai and the Royal Dutch Exposition Group. The purveyor is the Shanghai Municipal Tourist Promotion Commission and the VNU Exhibitions Asia.

Secondly, the exhibitor. From the industrial distribution of Shanghai world tourism resources exposition, the exhibitors are mostly the Tourism Board, the national and local tourist organizations, hotel (tourist attraction), travel agency, Airline Company, scene (theme park), ground vehicle, tourist consulting technology, meeting establishment, the tourist magazine publishing companies and so on. In addition, there are banks, pawn companies, insurance agents and the medicine companies which interrelate with tourism industry indirectly (figure 1). It can be seen from the number of the exhibitor that the foreign tourism-related companies' interest attending the Shanghai world tourism resources exposition is more and more hearty. The percentage of oversea exhibitor has been great in the Shanghai world tourism resources exposition and still will be attractive.

Thirdly, the visitor. The Shanghai world tourism resources exposition has set up the professional Audience Day and the Common Audience Day simultaneity. The professional audience is the potential client of the exhibitor, and their visitations have some business purpose. The common audience is the final consumer whose purpose for attending are not very clear, and they are mostly for fun and acquiring information. The targets of Shanghai world tourism resources exposition are the tourist professional, the buyer of big companies in Shanghai and the near region and the higher income class (Figure 2), most of which are from travel agency.

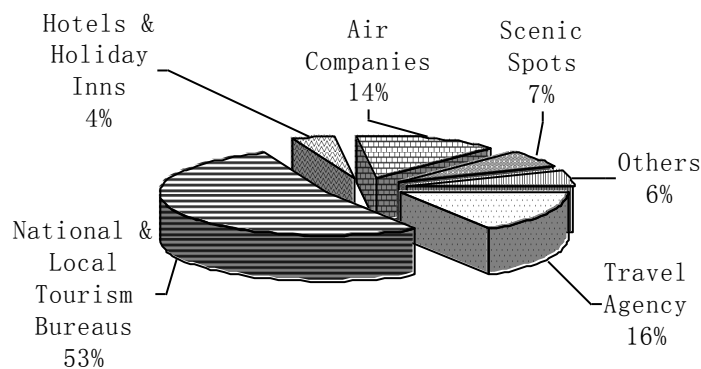


Figure 1. The distribution of the exhibiting industry in Shanghai world tourism resources exposition
Sources: the Bureau of tourism management of Shanghai (2005)

Table 1 The number of the exhibitor of Shanghai world tourism resources exposition

Data of the exhibitor	2004	2005
The exhibitor	451	480
Foreign exhibitor	331	312
Chinese exhibitor	120	168
Exhibiting country	40	47

Sources: the Bureau of tourism management of Shanghai (2005)



The characteristic of the Shanghai world tourism exposition

Firstly, long project period. As the general exhibition, it involves comprehensive content and many countries and districts, therefore, the starting-up phase of Shanghai world tourism exposition is a process which need investigate fully and conceive with great concentration, and then plenty of time will be spent. The cycle which includes the project proposal, exhibition inviting, spot exhibition and the sum-up after the meeting may go through one year.

Secondly, extensive audience. As the nature of entertainment and leisure, the spot contents of the Shanghai world tourism resources exposition are more abundant than other kind of exposition, which have great appeal for the audience. Therefore, but some of the professionals who attend the exposition for business, many common people will take part in the Shanghai world tourism resource exposition as a new way for leisure and entertainment.

Thirdly, young exposition. Shanghai has held the first Shanghai world tourism resource exposition in January, 2004. Being hold one time every year in Shanghai, it is just two years old and at the growing period now.

Fourthly, high cost budget. The main tenet of Shanghai world tourism resources exposition is to show the cultural tourism resources and the conditions of tourism development, so it will spend plenty of the manpower, material and finance. Although certain economic income will be earned through spot trade, the cost is great.

Fifthly, strong trading power. In order for being convenient for business negotiation of the exhibitor and buyer, the host of Shanghai world tourism resource exposition started the domestic advanced campaign---“internet booking for business negotiation before exposition” and provided the elegant environment for business negotiation to promote the spot business communication for both sides. Besides, in the public day, the sales of the common people booking the tourist journey through travel agency at scene exceeded 300 thousand (STAC, 2005) which is unprecedented in domestic tourist exposition of China.

THE SWOT ANALYSIS OF SHANGHAI WORLD TOURIST RESOURCES EXPOSITION

The market advantage

Firstly, the advantage of the purveyor. The purveyor of the exposition is the important ligament connecting the exhibition center, exhibitor and various resources. To keep the operation of the MICE successful, the power of the organizer and the ability to cooperate with all sides are very important. One of the hosts of the Shanghai world tourism resources exposition is the government

which harmonizes the tourist development, and the other one is the famous MICE group in Europe. One of the purveyors is a local company applying itself to the planning and promotion of the resources of the tourist MICE, while the other one is a veteran joint venture company in the exposition of the MICE. The Shanghai world tourism resources exposition is accordingly very powerful.

Secondly, the advantage of the media resource. The publication and the promotion run through the whole process of the MICE with the purpose of conveying the information of the exhibition to the existing and potential clients to attract the target audience, so they bear great meaning for the success of the MICE. The Shanghai world tourism resources exposition will appeal to the strength of the government to get the support from the main media.

Thirdly, the advantage of the service vision. It can be seen from the statistics of the Shanghai world tourism resources exposition that the majority of the visitor's purpose are seeking for the trade chance and discussing business (Figure 3). Therefore, the two kinds of products, exhibitor partnership and business porch, aiming to satisfy such desire, have become the convenient channels for the pre-contract, business extending and coming to agreement of every tourist section. The distinctive product service has been the fundamental element of the effective management. Shanghai world tourism resources exposition has designed different products according to the different needs of the exhibitor, buyer and common people, which indicates the innovation of the service vision.

Table 2. The main media of Shanghai world tourism resources exposition

Items	Tourism Media
Tourist Media	China Tourism News, Tourist Times, East China Tourism News, Fashion Tourism, Traveler, Tourist Times Message, Travel Around, TTN CHINA, Tourist, Tourist Information, Tourist Market Information, China MICE
Mass Media	Business Week, Xinmin Evening News, Wenhui Daily, Jiefang Daily, Oriental Morning Post, Youth Daily, Shanghai Economic News, Shanghai Morning Post, Shanghai Evening Post, Working Daily, Time News, Shanghai Times, Shanghai Wednesday, Baihua Shanghai, Etc.
TV	Shanghai TV, Oriental TV, Shanghai Satellite TV, Lotusbtv, CCTV etc.
Internet and other medias	Metro Ads., Lianhua Quick, China Mobile WAP Phone Messege, Dong-Guang News Series Advertisement, http://www.online.sh.cn/ , http://www.shhzw.com/ , http://www.eastday.com/ , http://www.traveler.net.cn/ , Tourist, Assemblingcenter, Shanghai Tourist Consulting Center.

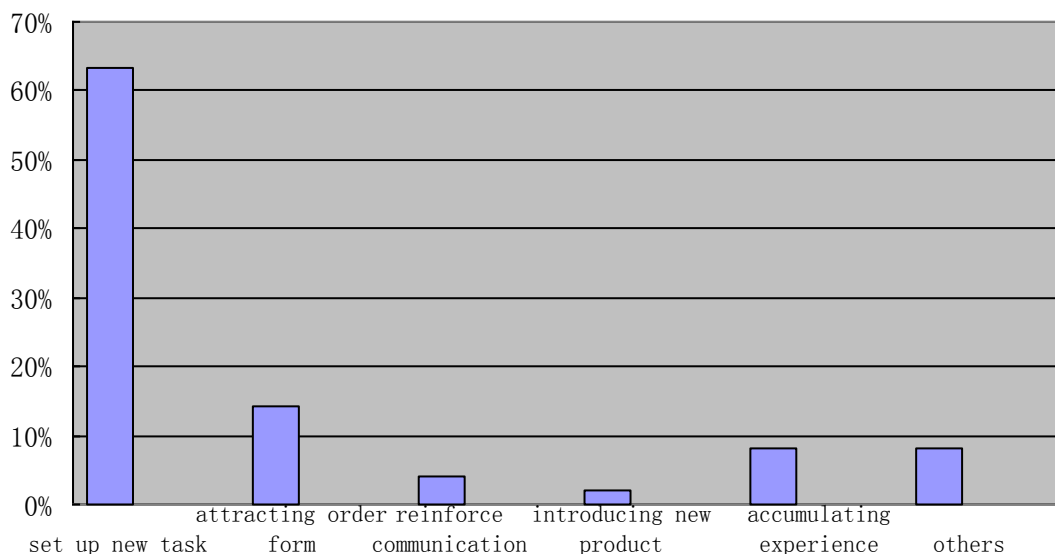


Figure 3. The distribution of the buyer of Shanghai world tourism resource exposition

Sources: the Bureau of tourism management of Shanghai (2005)

Fourthly, the advantage of the trading model. Many common people of the Shanghai world tourism resources exposition are potential tourist, for whom attending the tourist exposition is just for the collection of tourist information to complete tourist plan. Aiming to the demand, Shanghai world tourism resources exposition integrated the related tourist resources and introduced the MICE product to promote the two sides of the tourist product supply and demand to achieve the purchase in the spot (figure 4).

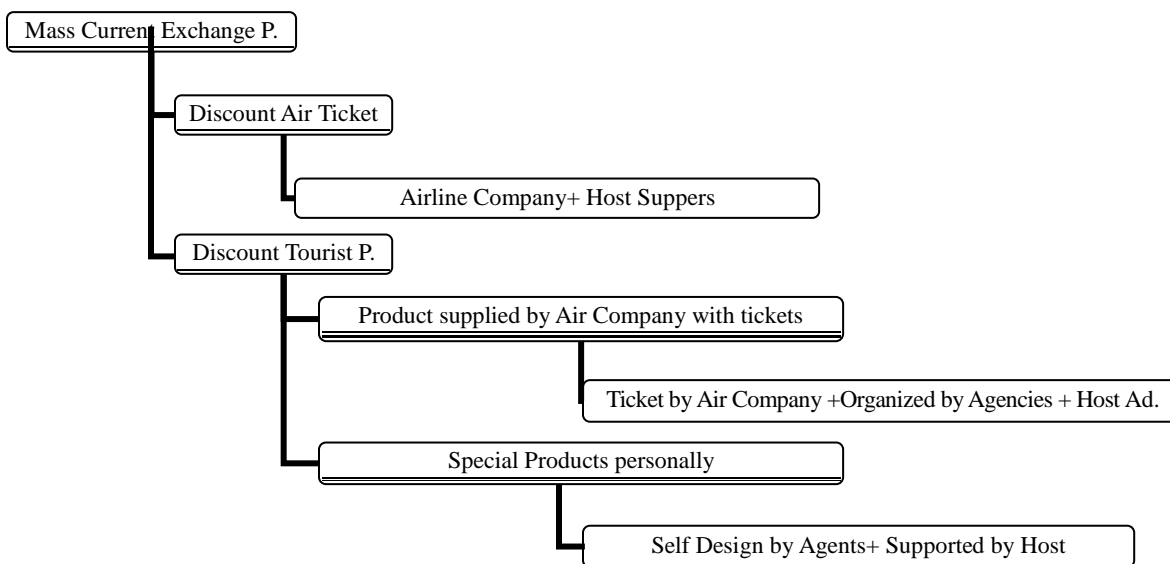


Figure 4. The trading model of Shanghai world tourism resources exposition 2005

Fifthly, the advantage of theme positioning. The host of successful general exposition in the world always propose new theme in every meeting and exposition. The tourist exposition should pay attention to the theme of sustainable development. The diversified and coherent exposition theme can make the exhibitor, buyer and common people find everything new and fresh so that the tourist can be attracted. Taking the Shanghai world tourism resources exposition as an example, the moderate change of the theme can add new content to the regular exposition hold every year to attract new and old guest. At the same time, the exhibitor can promote their product following the theme, which can make the exposition colorful and consistent.

Table 3. The theme of Shanghai world tourism resources exposition

Year	2004	2005
General theme	circumnavigation in one day	circumnavigation in one day
Sub-theme	Leisure----cate street of all country	Shopping and wedding tourism——Europe and the minority weddings
	Fashion----Self-Driving tourism	Education and culture tourism——the city of culture , hamburger in 2005
	Health care----tourism first aid	Holiday and outside sport——golf course
	Convenience----bank, hock and participation	
	Warm----spot climbing, camping competition	

Sixthly, the advantage of activity design. The tenet of the exposition increment activity is

exerting and digging the function of the exposition with great efforts, which can really bring the increment effect for company. The spot activities are classified into two kinds in Shanghai world tourism resources exposition: one kind of the activities is the classical items remained from former exposition so as to explore the highlights of the product deeply and make the exposition continued, such as the cate plaza, global cinema and fashion show and so on. The other kind is the innovating items aperiodically, adopting the way of “good effect ones remain, and bad ones cancel”. For example, in the new exposition of Shanghai world tourism resources exposition, the host holds the new activities with strong reciprocity such as the international tourist passport and the tourism-related finance service.

The market opportunity

Firstly, good location. In the world, Shanghai locates in the west of Pacific and in the middle of the “Asia-Pacific Economic Circle” and the “Asia booming Economic Belt”, which is an important loop in the three big city groups of the world; while in china, with the wide hinterland, Shanghai locates in the middle of the coastline of south to north, which radiates the east of China and overlooks the whole country.

Secondly, convenient communication. Shanghai is the important international port and the hinge of domestic waterborne, terrestrial and aerial communication. It has not only the good port of river and sea, free railway and highway, but also the aerial liners through the Europe, the America, the Africa, the Oceania and Southeast Asia, which bring great convenience for the commodity transportation and personnel contact.

Thirdly, the activator for the entry of World Trade Organization. After the entry of WTO, China opens most of the fields to the members of the WTO and trade with them freely, which can bring the new round of investing upsurge and market competition. Many foreign companies will seek diversified ways to know about and enter China, while the domestic companies will also make great efforts to show their image to the world. Adding the background of economic globalization, every kind of exposition of China, as the way of business promotion and the main site for information intercourse in the inside and outside market, will acquire expansive developing space.

Fourthly, the impetus of World's Fair. The successful application of holding the World's Fair in 2010 promotes the international image of China and the international station of Shanghai, which brings great unprecedented opportunity for the all-sided development of Shanghai's tourism and exposition industry.

Fifthly, great support from the government. The government of Shanghai regards the exposition and tourism industry as an important means to quicken regulation of the economic frame, paying great attention and support. Since the 1990s, the number of national and international exposition in Shanghai increases with the speed of 20% every year.

Threat analysis

Firstly, there exists the direct competition from the comprehensive exhibitions of tourism industry. Since the exhibition of tourism industry covers a large range of topics and therefore attracts a great amount of audience, and what's more, the exhibition can bring large profit with the easy operational procedure, many provinces or cities, in virtue of their advantages, have ever held comprehensive exhibitions of different levels. The World Travel Fair Shanghai is directly impacted by the above exhibitions such as China Northern Travel Fair, Beijing International Tourism Expo, The Trade of Central Travel Zhengzhou, The Travel Expo Changsha, The International Travel Fair Jinan, Yangtze River Delta Global Tourism Fair Nanjing and so on.

Secondly, there exists the indirect competition from the professional exhibitions of tourism

industry. The professional exhibition usually targets at one certain travel product such as airline product, hotel product and so on. Although the professional exhibition does not relate to every aspect of tourism industry, it will take away some exhibitors of The World Travel Fair Shanghai. These exhibitions include Guangzhou International Hotel Facilities & Supplies Expo, Beijing International Hotel Equipments & Supplies Exhibition and so on.

Thirdly, there exists the potential competition from the exhibitions of other industries or areas. Although the exhibitions of other industries have not displayed travel products, the exhibition programs always include travel items. So it becomes the potential threat. For example, China Hangzhou West Lake Expo integrates exhibition, conference and events together to form the integrative effect and there are 9 special programs on cultural tourism in total 46 programs (Hongwei Liu, 2003).

Disadvantage analysis

Firstly, the Macro-control to the whole industry is not well and the exhibition resource is too similar. Since there is no united exhibition administration department and industry self-disciplined organization, Ministries of State Council of the PRC and the trade companies belonging to them, associations and chambers of commerce, local governments all have the right to hold exhibitions according to the present exhibition administration regulations. Therefore, it leads to decentralization and duplication of the exhibition resources and other problems. Just because of the lack of macro-control to the whole industry, the World Travel Fair Shanghai and other similar exhibitions have impacts to one another (Table 4).

Table 4. Comparison between World Travel Fair Shanghai and China International Tourism Expo Shanghai

Item	World Travel Fair Shanghai	China International Tourism Expo	Comparison
Time	January in every year	November in every year	close on time
Duration	2.5 days for professional audience and 1.5 days for common audience	3 days for the professional audience and 2 days for the common audience	similar
Organizer	Shanghai Municipal Tourism Administration Commission	China National Tourism Administration	same nature
Venue	Shanghai New International Expo Centre	Shanghai New International Expo Centre(every other year)	same venue
Program	Lecture, draw, seminar and so on	Lecture, draw, seminar and so on	same items

Secondly, the market operation is not well since many exhibitions are sponsored by governments. The exhibition in tourism industry involves too many different kinds of organizations, so it needs the power of government to initiate at the beginning stage. Anyway, it is a kind of economic activity after all, so it must follow the market discipline. If the enterprises can not operate separately without government, the market competition principle as “open, justness and survival of the fittest” can not be realized accordingly. And it will bring bad effects not only on exhibition industry but the whole tourism industry. The World Travel Fair Shanghai is backed by the government, so the operation is affected by certain administrative power and thus the burden of government is also very heavy.

Thirdly, the work division is not clear enough and the inner management is not professional. Compared with internationally famous travel exhibitions, the World Travel Fair Shanghai is less scientific on the organization, work division and other management operation. Usually it is the same team who are the organizers, administrators and even the executants. From planning, investment promotion, exhibition products collection, products transportation, products display to F & B, accommodation, travel service, all the above responsibilities are assumed by the same group of people. Thus, to some extend, reduces the work efficiency and quality.

Fourthly, there is a shortage of the professional talents. Tourism exhibition as the comprehensive exhibition needs a large number of the professional and competent talents to plan, design and control the exhibition. However, it is estimated that the employed persons in this industry are only 5000 and among them there are less than 50 senior project managers (Yuxi Wang, 2004). The number is very limited and the qualification is not high enough. Most of the staff participating in the World Travel Fair Shanghai have not received the professional training with the low scholar degree and little working experience.

Fifth, the exhibitors are not proficient at the technical skills such as e-commerce and so on. The travel exhibition information has the features such as dispersedness, process diversity and administration sociality (Qijing Wang, 2004), therefore it is quite necessary to manage the exhibition information scientifically and efficiently. And, e-commerce exhibition is the virtual show in use of the website and digital technique, which is good to increase the working efficiency, to reduce the cost, to improve the industry control and to build the corporation image (Gang He & Bei Jin, 2004). But the World Travel Fair Shanghai have not fully used these techniques and in the real operation, most exhibitors and buyers are not familiar with "Online trade system" and even refuse to use it. The organizer also have no clear attitude to take use of this technique.

THE DEVELOPMENT STRATEGIES FOR THE SHANGHAI WORLD TRAVEL FAIR

Firstly, it should strengthen the macro-control to the whole industry. The main international exhibition organizations include International Exhibitions Bureau (BIE), International Exhibitor Association (IEA), International Exhibit System Association (IESA) and etc. The main local or industry exhibition organizations include International Federation of Exhibition Services, Asia-Pacific Exhibition & Conference Federation (Zhonglong Wei & Bingde Duan, 2002). Some foreign countries' governments have the special conference & tourism administration bureaus to control the industry exhibition according to the state law. They established a set of supporting, serving, regulating and developing plan to promote the international trade and enhance exhibition or city fame. Especially, they coordinate the exhibitions belonging to the same industry similar on venue, date, duration and cycle and grant the patent protection to the certain exhibition name. Thus, it efficiently avoids the topic overlap. To solve the problems as resource dispersedness and out-of-order competition, it is necessary to learn the experience of these foreign organizations and establish the macro-management and coordination system in order to avoid the cutthroat competition and low-level exhibition. It will help the exhibitors select a suitable venue and timing and arrange the limited human and material resources efficiently.

Secondly, it is necessary to strengthen the professional training for the employed persons. There is relatively strict qualification identification for exhibition organizer. For example, Meeting Planner is the professional meeting supplier; Professional Conference Organizer is the professional conference buyer; Destination Management Company (DMC) is specialized to manage the destination. These persons or organizations all received the professional training and are acknowledged by the authority in the industry. The World Travel Fair Shanghai needs competent talents who not only understand all kinds of matter in tourism industry but know how to operate the exhibition professionally. Firstly, the theoretical research should be strengthened and a set of theoretical system about exhibition industry should be established; Secondly, some colleges and universities should open the conference & exhibition specialty to cultivate and store the talents; Thirdly, it is necessary to cultivate a group of highly qualified project manager; Lastly, it is also a good way to dispatch selected employed persons to study abroad. Meanwhile, to improve the employment system, to attract and maintain the related talents is also an indispensable condition.

Thirdly, e-commerce should be widely applied. The efficient and abundant information is not only good to enhance the fame of exhibition companies or exhibitions self but good to create new value for the exhibitors. Some large domestic travel exhibition may develop the programs that put

information exchange and real trade together in virtue of the website technology. Although there are difficulties and obstacles for the World Travel Fair Shanghai, the application trend of e-commerce can not be withstood. The construction of infrastructural facilities should be enhanced and the related laws and rules should be established. What's more, the related associations or organizations should be established to promote the application and development of e-commerce.

Fourthly, the revolution of the organization management should be quickened. The domestic travel organizations are in a rapidly changing and over-competition environment, so it is very beneficial to introduce and broadcast the management mode of learning organization. Learning organizations are organizations where people continually expand their capacity to create the results they truly desire, where new and expansive patterns of thinking are nurtured, where collective aspiration is set free, and where people are continually learning to see the whole together. It let employees feel the meaning of life and enhance the power of individual and companies by creating selves. Learning organization emphasizes the "new conduct" after "learning" and to understand the job by revolution. Since it put the focus on the strategy construction, the organization is always kept in the competitive state. The World Travel Fair Shanghai should dare to learn and know how to learn with the foreign experience as reference.

Fifthly, the excellent product design should be put first. Product is the essential material that suppliers offer to the buyers. In the social development, the product concept is extended and will be "continued process relationship" as good product→good service→good relationship. Therefore, product design first concept not only targets to satisfy what the customers demand but what they want to create. Specifically, the organizers of the World Travel Fair should not only offer individualized service and problem settlement plan for the exhibitors but offer the value-added service and care their business as helping them to explore the market, establish the client relationship, etc. As for the all kinds of audience, the organizers should build, improve and manage the data base according to the market investigation. Meanwhile, they should design the suitable visiting plan with preferential price.

Sixthly, the good service flow should be focused. The purpose of flow is to create the top-ranking customer value. It regards customers as center and takes their evaluations and feedback as the impetus of organization success. As for the World Travel Fair Shanghai, the below measures can be taken: (1) One-stop service. Foreign professional exhibition companies care customers very much. The domestic travel exhibitions should learn the international standard and make the service flow standardized. The customer service center should be built and improve a whole set of service including venue guide, infrastructure facilities, F&B environment and other service. Secondly, the customer complaints should be solved efficiently. The travel exhibition is experiential-based, so to treat and solve the customer complaints seriously is an important way to understand the exhibition effects. Thirdly, the customer satisfaction and loyalty should be increased. The control after the exhibition becomes more and more important in the exhibition flow management since it is the direct method for organizers to understand the exhibition effects. Therefore, the organizers should conduct the satisfaction survey after the exhibition to offer reference to allot the resources more efficiently for the exhibition in next year.

Seventhly, the innovative brand concept is critical as the corporation life. Brand Exhibition refers to the exhibition which (1) has a certain scale; (2) can represent the development level and the future trend of this industry; (3) can impact and lead the whole industry (Chuanhong Xu, 2004). To cultivate the brand exhibition can drive the whole economy industry chain. But it is not easy to build up a brand exhibition. Brand exhibition does not only pursue the short-term economical profit, it should accumulate gradually on the knowledge, experience, competence and social resources in a long term. Specifically, the World Travel Fair Shanghai can achieve this goal by the below three ways: (1) Self-cultivation. It is to select the exhibitions that can represent the highest level in the industry or area and give them priority to develop; (2) United exhibition. It is to integrate the same or similar exhibitions together and combine them in a united exhibition; (3) Brand transplant. It is to bring

internationally famous exhibitions into Shanghai following the trend that global exhibition companies will enter into China market according to WTO rules. It is a good way to make the World Travel Fair Shanghai a brand exhibition.

CONCLUSION

Exhibition industry as a new booming industry is at the early stage in China which has a great potential market. So does the World Travel Fair Shanghai. The organizers are looking for better strategies and measures to develop the exhibition and in this process the pain and loss are unavoidable. Therefore, the organizers of the World Travel Fair Shanghai can not only focus on the economic profits. More importantly, they should regard the exhibition self as a product and convey the advanced concept to the audience. Also, they should look for the settlement plan to boost the exhibition industry. As the exhibition industry in Shanghai grows up continuously, it is certain that the travel exhibition in China can get power from the new exchange mode and develop more dramatically.

In all, this paper, taking the World Travel Fair Shanghai as case, introduces the composition of it and describe the profile of the organizer, exhibitors and the audience. It concludes that the World Travel Fair Shanghai features that it has a long project cycle, wide audience, young age, high budget, strong trade function and so on. This paper, in virtue of SWOT theory, analyzed the advantages on organizer, media resource, service concept, trade mode, topic orientation, program design, etc. as well as the disadvantages on industry control, exhibition resource, market operation, staff qualification, e-commerce application, etc. This paper also discussed the opportunities on geographic location, traffic facilities, government support, WTO environment, 2010 World Expo, etc. as well as the threats from the comprehensive travel exhibition, the professional travel exhibition and other industry exhibitions. Last, the paper put forward market development strategies on industry control, professional training, e-commerce, organization management, produce design, service process, brand innovation, etc. However, the paper also needs a deep market investigation to get the first-hand data to test and back up the conclusions.

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Research Paper Twelve

A Study on the Development Features and Countermeasures of MICE Industry in China: A Case of Changing Area in Shanghai

ABSTRACT

The MICE industry in China has been increasing rapidly. Yangtse River Area in China is the leading one in China while Shanghai is the dragon in Yangtse River Area. The MICE industry in Shanghai is growing fast while the MICE industry in Changning Area of Shanghai has important and valuable part in MICE industry, which is one of six areas in Shanghai. To develop MICE industry of Changning Area could promote that in Shanghai. The features of ratio, consumption and sources of MICE industry in China was analyzed in this study while the features of number, capacity, types and scales of MICE industry in Shanghai were explained. The characteristics of number, reception, establishment, exhibition about MICE industry of Changning Area in Shanghai were expounded. The SWOT environment of MICE industry in Changning Area of Shanghai was analyzed. The countermeasures for MICE industry in Changning Area of Shanghai were put forward such as total strategies, market position, integer combination, incentive tourism, sales promotion, channel development, and setting institutions.

Key Words: Changning area in Shanghai, MICE industry, development features, countermeasures

INTRODUCTION

In recent years, the MICE industry in China had grown in 20 percent. The MICE industry in Yangtse River Area of China is a leading one while the MICE industry in Shanghai is a dragon one in Yangtse River Area (Guo, et al, 2005). The areas and number of exhibitions in Shanghai had more than those in Beijing with annual increase of 8.6%. The MICE industry in Shanghai had developed very quickly and has been the top one in China with rapid growing up as "A important city for Asian MICE" (Guo, et al., 2003; Guo, 2003a; Guo, 2003b; Guo, 2003c). There is an un-substitute position for Shanghai among MICE industry in China because of the central positions in trade, finance and shipping for Shanghai in China.

There are six areas in Shanghai such as Xuhui, Changning, Putuo, Zhabei, Hongkou, and Pudong new area. In that, Changning area is one part of central urban areas in Shanghai. There is an important meanings for Changning area of Shanghai to develop its MICE industry so as to advance the competitive advantages in the urban development of Shanghai, to drive the third and service industry in Shanghai, and to promote the location advantages for the central areas in Shanghai to radiate western rural areas and to radiate the areas of Yangtse River. The study purposes are, (1) to analyze the current features of MICE industry in Changning area of Shanghai; (2) to study the SWOT of MICE industry in Changning area of Shanghai; and (3) to put forward the countermeasures for its MICE industry.

DATA SOURCES

The data sources were from the following two ways. Firstly, the second-hand data about MICE industry in China was got from Sampling Survey Statistics of China Inbound and Domestic Tourism Market. The second-hand data about MICE industry in Shanghai was from Shanghai Tourism Committee Administration, and Yearbook of Shanghai Economy. Secondly, the first-hand data for this study about MICE industry in Changning Area of Shanghai was obtained from the 30 questionnaires and 30 interviews of managers in star-hotels from January 1 to this April 30, 2005.

30 questionnaires were filled in with 28 useful ones. In that, there were 4 questionnaires from exhibitions, 6 from five-star hotels, 6 from four-star hotels, 10 from three-star hotels, and 2 from travel agencies. In sampling survey, some questionnaires from hotels were only fill in data about 2003 and 2004 including some newly opening hotels and inconsistent statistical data from some hotels.

THE CURRENT DEVELOPMENT OF MICE INDUSTRY IN CHANGNING AREA OF SHANGHAI

The current development of MICE industry in China

The status of MICE market in Shanghai had grown up rapidly with the integrative globalization of economy in the world. However, because there is no statistical system of MICE in China while there is also no item about MICE in the tourism statistical system in China, this study could only adopt the data from sampling survey about MICE in China. The development tendency of MICE industry in China could be made out as follows.

Firstly about the development of international MICE industry in China. In the China inbound tourism market, the ratio of meeting travelers to total staying-over travelers had been increased to 4% in 2002 from 1.9% in 1995 with twice in 8 years (Table1). The increasing growth rate if MICE economic industry will be quicker than before with the economic development in China.

Table 1. The Ratio of Business and Meeting Travelers in China Inbound Tourism Market (Unit: %)

Year	1996	1997	1998	1999	2000	2001	2002	2003
Business	36.2	33.0	36.2	34.6	34.7	27.5	24.7	25.6
Meeting	1.9	2.2	3.1	3.1	3.3	9.0	4.3	4.0

Sources: Sampling Survey Yearbook of China Inbound Tourism (1995-2003).

Secondly about the development of domestic MICE industry in China. In the China domestic tourism market, the ratio of meeting travelers to total urban travelers had been decreased to 4.7% in 2003 from 6.3% in 2000 (Table2) with downtrend.

Table 2. The Ratio of Business and Meeting Travelers in China Domestic Tourism Market (Unit: %)

Year	2000	2001	2002	2003
Business	2.9	3.7	2.3	2.0
Meeting	6.3	6.1	5.7	4.7

Sources: Sampling Survey Yearbook of China Domestic Tourism (2000-2004).

Thirdly about the consumption of international MICE industry in China. In China inbound tourism market, the consumption level of MICE industry in China such as paying out per person per day for business travelers were much higher than that of meeting travelers, even much higher than that of sight-seeing travelers and leisure travelers without double times (Table 3). It not only showed the development degree of MICE tourism in China, but also showed the development potentiality of MICE tourism in China.

Table 3. The Comparison of Consumption for Meeting travelers of China Inbound Tourism (Unit: US dollars per person per day)

Items	Average	Business	Meeting	Sightseeing	Leisure & Holiday
Total	140.09	158.34	172.38	134.43	131.32
Hong Kong	111.19	122.77	170.24	126.89	103.59
Macau	102.09	156.62	138.43	105.41	102.90

Taiwan	151.50	145.50	198.19	154.15	167.19
Foreigners	147.72	170.71	171.61	137.83	136.65
Japan	176.55	191.11	166.00	167.52	176.56
Korea	161.66	198.79	216.66	152.66	137.17
Singapore	157.37	183.23	180.76	143.04	156.28
Malaysia	156.61	171.08	259.03	140.94	170.00
USA	144.34	180.83	192.02	130.61	130.12
Canada	147.12	188.77	163.52	132.10	143.74
GB	148.34	188.07	196.83	133.20	140.54
Germany	152.04	169.04	169.39	162.81	128.18
France	141.55	169.04	169.39	133.93	132.25
Australia	141.42	167.16	196.24	131.50	128.11

Sources: Sampling Survey Yearbook of China Inbound Tourism (2003).

Fourthly about travelers of international MICE industry in China. In China inbound tourism market, business tourism in China took account 25% of total inbound market, half of which had relationship with MICE tourism. According to the sampling survey result of China inbound tourism market, there were different ratios between business and meeting for China main tourism origin countries (Table 4), which was higher than those of international tourism market.

Table 4. The Construction of China Main Inbound Tourism Origin Countries (Unit: %)

2003	Japan	Korea	Singapore	Malaysia	USA	Canada	Germany	GB	France
Business	36.1	34.6	31.4	31.2	25.5	28.3	47.4	25.0	28.7
Meeting	5.6	2.6	3.2	1.1	3.4	2.9	9.7	3.0	3.8

Sources: Sampling Survey Yearbook of China Inbound Tourism (2003).

The current development of MICE industry in Shanghai

In the urban development of MICE industry in China, the MICE industry in Beijing, Shanghai, Guangzhou, and Shenzhen had been in a rapid development period, which had formed different positioning with different features respectively. There were mainly governmental conferences and international submits in Beijing, mainly business conferences, international forums and special workshops in Shanghai, while mainly economic and trade conferences in Guangzhou. There is an un-substitute position for Shanghai among MICE industry in China because of the central positions in trade, finance and shipping for Shanghai in China.

Firstly about the development of international conferences in Shanghai. In recent three years, the development of MICE industry in Shanghai had grown up rapidly. There held 312 international conferences in 2004 with increase of 53% comparing to 2003, and with increase of 10% comparing to 2002 (Shanghai Tourism Committee Administration, 2005).

Secondly about the establishment capacity of international conferences in Shanghai. The conference establishment of Shanghai were mainly in star-level hotels. According to the sampling survey about 238 conference-fields in 30 4-star and over-star hotels, the total conference areas were about 48.5 thousand square meters with maximum capacity of 3000 attendees such as no-column multi-functional hall in Pudong International Conference Center. It is forecast that 25% of income in hotels will come from MICE industry.

Thirdly about the types of international conferences in Shanghai. There were 43.2% company conferences, 17.6% association conferences, 37.5% special forums among all the conferences in Shanghai in 2004 (Shanghai Tourism Committee Administration, 2005). From the view of development tendency, company conferences showed the increased tendency while association and special workshops decreased in Shanghai (Table 5). This kind of change had direct relationship with more and more international enterprises in Shanghai, which developed their

operations in Shanghai.

Table 5. The Current Development of International Conferences in Shanghai

Items	International Conferences		Company Conferences			Association Conferences			Special Forum		
	Number	±%	Number	±%	Ratio	Number	±%	Ratio	Number	±%	Ratio
2002	292	-	83	-	28.4	63	-	21.6	127	-	43.5
2003	210	-28.1	42	-49.4	20.0	45	-28.6	21.4	104	-18.1	49.5
2004	312	52.9	135	221	43.2	55	22.2	17.6	117	1.3	37.5

Sources: Shanghai Tourism Committee Administration (2003-2005).

Fourthly about the olive-type scales of international conference in Shanghai. In 2004 there were 2.9% of international conference for over 1000 attendees, 7.3% for 500-1000 attendees, 51% for 100-500 attendees, 17.7% for 50-100 attendees, and 21.5% for below 50 attendees (Table6).

Table 6. The Development Scales of International Conferences in Shanghai (Unit: attendees)

Items	Over 1000		501-1000		301-500		101-300		51-100		Below 50	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
2002	6	2.0	14	4.8	21	7.2	103	35.3	49	16.8	72	24.7
2003	3	1.4	7	3.3	11	5.2	69	32.9	44	21.0	48	22.9
2004	9	2.9	23	7.3	34	10.9	40.1	40.1	54	17.3	67	21.5

Sources: Shanghai Tourism Committee Administration (2003-2005).

Fifthly about the duration of international conference in Shanghai. The duration of three to five day conferences showed the rising tendency which accounted over 50% in 2003 while over six day and down three day conference had been relative less market share than that in 2002 (Table7). It was inoculated with the increasing tendency of international company conference in the world.

Table 7. The Duration of International Conferences in Shanghai

Items	Over 6 days		3-5 days		Below 3 days	
	Number	%	Number	%	Number	%
2002	41	14.0	101	34.6	150	51.4
2003	21	10.0	109	52.0	73	35.0

Sources: Shanghai Tourism Committee Administration (2003-2004).

Sixthly about the ratio between international and domestic conferences in Shanghai. The above data were incomplete statistics about international conferences in Shanghai because there were also a lot of domestic conferences in four-star and five-star hotels. There were half ratio for international and domestic conferences in some high-star hotels while various international conferences included those had operation in China hosted by multi-national companies. There were high ratio of domestic conferences in three-star hotels.

Sevently about the number of exhibition industry in Shanghai. Since 1990, the number of exhibition industry in Shanghai had increased with annual 20% (Table 8). Up to now, the number and areas of exhibitions in Shanghai had more than that in Beijing, with top position in all cities of China. There were great impact in exhibition industry such as International Auto, Shanghai International Moulds, China International Impetus Transmission, and China International Furniture.

Table 8. The Current Development of Exhibition Industry in Shanghai

Year	2001	2002	2003
Number	278	314	348

Areas (10,000 M ²)	162.07	321.23	224.35
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Sources: Yearbook of Shanghai Economy (2002-2004).

Eighthly about areas of exhibitions in Shanghai. The areas of exhibitions in Shanghai had grown with the annual rate of 8.6%. There were total five grand exhibition in Shanghai with areas of over ten thousand square meters at present. By the end of 2003, there were eight special exhibitions in Shanghai with useful areas of 190 thousand square meters excluding no-special exhibitions such as star hotels, library in cities and towns, museums, science and technology exhibition. There were fifteen US dollars payout for outside exhibitions whenever one US dollars invest for inside exhibitions for MICE businessmen (Editing Committee of Shanghai Statistical Yearbook, 2004). The Shanghai New International Exhibition Center in Pudong Area of Shanghai had been invested together by Shanghai Pudong Land Development Company, German Hanoverian Exhibition Company, German Düsseldorf Exhibition Company, and German Munich International Exhibition Company, where initial areas had surpassed 40 thousand square meters, 60-80 thousand square meters in recent period, and 200 thousand square meters in long term (The Research Center of Shanghai New International Expo Center, 2004). The construction of Shanghai New International Exhibition Center stood for the more rapid steps for MICE industry in Shanghai to the world.

The current development of MICE industry in Changning Area of Shanghai

Changning area was one of the earliest and key regions to develop MICE industry in Shanghai, which was one of the most import MICE industry in Shanghai with provision of scoped MICE establishment and MICE market.

Firstly about the MICE reception of Changning area in Shanghai. In recent five years, there had been rapid growing development for international and domestic conferences in star hotels in Changning area of Shanghai. There were 6425 conferences in 2004 held by star-level hotels in Changning area with 239% increase comparing to 1895 conferences in 2000. There were 261,216 attendees in 2004 with an increase of 181% comparing to 93,104 attendees in 2000. In 2004 there held over 6,400 various types of conferences in Changning area with over 260 thousand attendees (Table 9, Table 10).

Table 9. The Number and Attendees of Conferences in Changning Area of Shanghai

Year	2000	2001	2002	2003	2004
Number	1895	2164	3303	4678	6425
Attendees	93104	107750	123856	170794	261216

Table 10. The Receptions of MICE Industry in Changning Area of Shanghai

Year	2000	2001	2002	2003	2004
Total Conferences					
Total Number	1895	2164	3393	4678	6425
Total Attendees	93104	107750	123856	170794	261216
Total Types	Business/ Government	Business/ Government	Business/ Government	Business/ Government	Business/ Government
Five-star Hotels					
Number	350	383	1457	1675	2056
Attendees	16844	17588	27924	35876	45750
Types	Business/ Government	Business/ Government	Business/ Government	Business/ Government	Business/ Government
Four-star Hotels					
Number	706	822	921	892	1840
Attendees	59730	67830	72760	75960	150738

Types	Mainly Business	Mainly Business	Mainly Business	Mainly Business	Mainly Business
Three-star Hotels					
Number	839	959	1015	2111	2520
Attendees	16530	22332	23172	58958	64728
Types	Mainly Business	Mainly Business	Mainly Business	Mainly Business	Mainly Business
Total Exhibitions					
Total Number	-	-	123	117	148
Total Attendees	-	-	1440000	1659000	1916000
Total Types	-	-	Mainly Business	Mainly Business	Mainly Business

Secondly about the MICE establishment of Changning Area in Shanghai. By the end of 2003, there had been three exhibitions, which accounted for a half of those in Shanghai, six star-hotels with a quarter of those in Shanghai, six four-star hotels with one-fifth, and twelve three-star hotels with one-tenth (Table 11). From the view of the number and market share of MICE establishment, the MICE establishment in Changning Area tended to be top and middle top grade in whole Shanghai.

Table 11
MICE Establishment and Accounting Ratio of Changning Area in Shanghai

Year	2000		2001		2002		2003		2004	
Items	No.	%	No.	%	No.	%	No.	%	No.	%
MICE Centers	3	-	3	-	3	-	3	50	4	
Hotels										
Five-star hotel	3	23.1	3	20.0	4	20.0	5	25.0	6	
Four-star hotel	5	20.0	5	18.5	5	18.5	6	20.0	6	
Three-star hotel	7	7.9	8	7.3	9	7.8	12	9.8	13	
Travel Agencies										
International	4		4		4	9.8	6	14.6	6	
Domestic	31		32		37	6.8	35	5.7	38	
Reception Conferences	-	-	-	-	-	-	-	-	-	-
Reception Exhibitions	-	-	114	41.0	117	40.6	90	25.9	-	-

Thirdly about segmentation of MICE establishment of Changning Area in Shanghai. Firstly, from the view of MICE scale of Changning Area in Shanghai, there was one with theater-style where over 1000 attendees for big conference could be receipted, accounting 3.8% among all the 22 star-level hotels and 4 exhibitions. There was one respectively with theater-style and teaching-style accounting 3.8% among all, five with theater-style accounting for 19.2%, and one with teaching-style accounting 3.8%, where 501 to 700 attendees for relatively big conference could be receipted. There was two with theater-style and four with teaching-style respectively accounting 7.7% and 15.4%, where 301 to 500 attendees for middle conference could be receipted. There was nine with theater-style and six with teaching-style, where 201 to 300 attendees for conference could be receipted, accounting 3.8% among all the 22 star-level hotels and 4 exhibitions. There was thirteen with theater-style and teaching-style respectively, where below 200 attendees for conference could be receipted (Table 12). There hadn't been ladder-style conferences while 38.5% of grand conference rooms could be cut off. Secondly, from the view of conference establishment, 80.8% had big screen and high-time projections, 15.4% had establishment such as simultaneous interpretation, voting implement, and long-distance video frequency, which could be rent for clients. 50% had internet pages for enterprises.

Table 12. Segmentation of MICE Establishment of Changning Area in Shanghai

Functions	Number of Enterprises for	Number of Enterprises for	Ratio
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	Survey	Functions	(%)
Putting as theatre style			
Capacity for over 1000 attendees	26	1	3.8
Capacity for 701-1000 attendees	26	1	3.8
Capacity for 501-700 attendees	26	5	19.2
Capacity for 301-500 attendees	26	2	7.7
Capacity for 201-300 attendees	26	9	34.6
Capacity for 101-200 attendees	26	11	42.3
Capacity for below 100 attendees	26	2	7.7
Putting as teaching style			
Capacity for 701-1000 attendees	26	1	3.8
Capacity for 501-700 attendees	26	1	3.8
Capacity for 301-500 attendees	26	4	15.4
Capacity for 201-300 attendees	26	6	23.1
Capacity for 101-200 attendees	26	11	42.3
Capacity for below 100 attendees	26	2	7.7
Ladder Style	26	0	-
Cutting off	26	10	38.5
Big Screen	26	21	80.8
High-time Projection	26	21	80.8
Simultaneous Interpretation	26	4	15.4
Implement for Voting	26	0	-
Long-distance Video Frequency	26	0	-
Internet Stations	26	13	50.0

Fourthly about the re-segmentation of MICE establishment of Changning Area in Shanghai. Firstly, from the view of establishment scale, the relative large conference establishment were mainly in four and five-star hotels and exhibitions while there was comparatively less capacity of establishment in three-star hotels. Secondly, from the view of conference establishment, the establishment in four and five-star hotels were relatively complete with big screen, high-time projection, large ratio of internet pages while the service of simultaneous interpretation, voting implement, and long-distance video frequency were usually in four and five-star hotels (Table 13). It indicated that four and five star-hotels should be suitable for international conferences while three-star hotels should be suitable for domestic conferences.

Table 13. Analysis of MICE Establishment of Changning Area in Shanghai

Items	MICE Center (4)		5-star hotels (6)		4-star hotels (6)		3-star hotels (10)	
	No.	%	No.	%	No.	%	No.	%
Putting as Theatre Style								
For over 1000 attendees	1	25						
For 701-1000 attendees								
For 501-700 attendees	1	25	2	33	2	33	-	-
For 301-500 attendees			1	33	1	17	-	-
For 201-300 attendees			2	33	2	33	5	50
For 101-200 attendees	1	25	1	17	1	17	2	20
below 100 attendees	1	25					1	10
Putting as Teaching Style								
For 701-1000 attendees	1	25						
For 501-700 attendees					1	17	-	-
For 301-500 attendees			2	33	2	33	-	-
For 201-300 attendees	1	25	1	17	3	50	1	10
For 101-200 attendees	1	25	3	50	1	17	6	60
For below 100 attendees	1	25	-	-			1	10
Ladder Style	-	-	-	-	-	-	-	-
Cutting off	1	25	4	67	4	67	1	10

Big Screen	2	50	5	83	6	100	8	80
High-time Projection	3	75	5	83	5	83	8	80
Simultaneous Interpretation	1	25	3	50	-	-	-	-
Implement for Voting	-	-	-	-	-	-	-	-
Long-distance Video Frequency	-	-	-	-	1	-	-	-
Internet Stations	3	75	4	67	5	83	1	10

Fifthly about the comparison of MICE establishment between Changning Areas and other areas in Shanghai. The MICE places had been concentrated in Puxi (Table 14) such as the two neighbors of Commercial Town of World Trade and Shanghai International Exhibition Center. From view of exhibition areas, the largest areas in Puxi were Guangda Exhibition Center and Commercial Town of World Trade, where there were two floors with capacity limitation of height and weight. The largest areas of exhibitions and conference establishment among the four exhibitions were those of Commercial Town of World Trade, where there was reasonable collection.

Table 14. The Comparison of Some MICE Areas in Shanghai

Name	Areas (10000M ²)	Floors	Establishment	Notes
Commercial Town of World Trade	2.5	1 st , 3 rd , 4 th floor	8 conference room, 7-floor functional halls, For over 1000 attendees	Changning in Puxi of Shanghai, open in 1997
International Exhibition Center	1.2	2 floors	3 conference room, For 200 attendees of maximum	Changning in Puxi of Shanghai
Agriculture Exhibition Center	0.76	2 exhibition halls	1 conference room, For 90 attendees of maximum	Changning in Puxi of Shanghai
Commercial Building of New Jinjiang	0.35	2 exhibition halls	Many conference rooms, For 200 attendees of maximum	Changning in Puxi of Shanghai
Guangda Exhibition Center	3.5	3 floors	-	Puxi of Shanghai
Shanghai Exhibition Center	2.0	2 floors	-	Puxi of Shanghai
International Conference Center	0.3	1 floor	10 conference rooms	Pudong of Shanghai, open in 1999
New International Exhibition Center	8.1	1 floor	For 200 attendees	Pudong of Shanghai

Sources: Guide of Shanghai MICE Establishment (2004). Sampling Questionnaires and Interviews (2005).

THE SWOT ANALYSI OF MICE INDUSTRIAL ENVIRONMENT IN CHANGNING AREA OF SHANGHAI

In the first place of advantages about MICE industry of Changning Area of Shanghai. Firstly in location, Changning area is located in the western urban areas of Shanghai just in the Y fulcrum of Shanghai-Ningbo development axes and Shanghai-Hangzhou axes. Its speedway to Nanjing and Hangzhou is the critical node for Shanghai to connect with the areas of Yangtse River. The Hongqiao international airport in this area is a gateway for international communication. There is an advantageous location of solid transportation network with highway, subway, round way and inside ways. Secondly in international economy and trade, Hongqiao Economic Development Area (HEDA) is one of the three economic development areas in Shanghai, which is also the unique one with the features of the third industry in China. HEDA and its surroundings are one of the most centralized areas of international commerce buildings in Shanghai. Thirdly in MICE industry, the high-star hotels and exhibition places in Changning area are the earliest one with MICE equipment in Shanghai. There located World Trade Centre and International Exhibition Center in the HEDA of Changning area with surrounding high-star hotels and restaurants, which formed the groups for MICE from international and domestic.

In the second place of disadvantages about MICE industry of Changning Area of Shanghai. Firstly in local competition, the rise of MICE equipment in Pudong area to some degree has attracted some international and domestic MICE, which had originally planned to be held in Changning area. Secondly in effectiveness, The number MICE places in Changning area accounted for 50% in Shanghai, which only received 25.9% of MICE in Shanghai. There were differences for the number and scales of MICE in Changning area comparing to international competitors. Thirdly in quality and capacity as well as management of MICE, there were differences between Changning area and internationals. Fourthly in human resources, there should be own PCO and DMC so as to be trained and certificated.

In the third place of threats about MICE industry of Changning Area of Shanghai. Firstly in Shanghai, the MICE challenge for Changning is from uprising new MICE equipment in Pudong new area (Table 15). Secondly in areas of Yangtse River, the MICE challenge for Changning is from those of Hong Kong—Guangzhou—Shenzhen in the areas of Pearl Economic Circles, and from those of Beijing-Tianjing-Dalian in the areas of Surrounding Bohai Economic Circles.

Table 15. The Situation of MICE Reception of Pudong New Areas in Shanghai

Conferences	Number	Exhibition	Number
Total Conferences	957	Times of Exhibition	99
In that: International	182	Areas of Exhibition	191
Ratio (%)	19.1	Big Exhibitions of over 30,000 M ² (Times)	21
In that: Domestic	775	Attendees (10000)	314
Ratio (%)	80.9	In that: Foreign Attendees (10000)	36

Sources: Yearbook of Shanghai Economy (2004).

In the fourth place of threats about MICE industry of Changning Area of Shanghai. Firstly, a lot of international high-level conferences will be brought into Shanghai and Changning area by a lot of certified multinational companies and institutions. Secondly, the MICE cooperation between Shanghai and Hong Kong has been strengthened by cooperation in trade and economy and regular tourism meeting between Shanghai and Hong Kong. Thirdly, there were a lot of domestic conferences annually held by civilian enterprises in Yangtse River with close relationship between MICE and tourism. Fourthly, Changning area could be attract more share market from Shanghai and Yangtse areas in the surrounding areas of 2010 Shanghai World Expo in the near future.

THE COUNTER MEASURES OF MICE INDUSTRY IN CHANGNING AREA OF SHANGHAI

From the first point of total strategies. Firstly, the MICE industry in Changning area should be combined with total industrial structures in Shanghai with the biggest economic group areas together such as Hongqiao International Trade Center, Zhongshan Park Commercial Center, and Hongqiao Lingkong Economic Area. Secondly, the MICE industry in Changning area should be considered together with total development strategies in Shanghai, that is, to become the core urban areas in the western urban and the areas of Yangtse River, and to become one of regional commercial, MICE and service centers in Shanghai to serve for the areas of Yangtse River. Thirdly, The MICE industry in Changning should be one of the most important nodes in Shanghai and the areas of Yangtse Rivers. Fourthly, The MICE industry in Changning should probe special ways with its own cultural and historical specialties.

From the second point of market position. Firstly, conference positioning. For international conference position the main objects should be international enterprises in Shanghai and in Yangtse River Areas including attracting forums, directorates, distribution, and training meetings. For domestic conference, the main target should be in Yangtse River Areas and in China including product and news promulgation, workshops and technique training meetings. Secondly, exhibition

positioning. Small life-style exhibition should be promoted for residents in Shanghai and in Yangtse River Areas such as products for children and babies, pets, house property, and flowers. Special exhibitions should be promoted in Shanghai, Yangtse River and whole country such as exhibitions for agricultural byproducts, green food, and light textiles.

From the third point of integer combination. Firstly, to combine conference with exhibition. The establishment of conference should be closely related with that of exhibition so as to be arranged in special and advantageous group. Secondly, Changning Area should combine exhibition with related industries so as to exert the synthetic effects of exhibition industry. Thirdly, the exhibition should be combined with environment so as to become a special sailing promotion. Fourthly, enterprise behavior should be combined with governmental guide so as to send information, forums and training, as well as to advance the special level of exhibition enterprises.

From the fourth point of incentive tourism. Firstly, incentive tourism should be combined with conference so as to promote the honor feelings of attendees. Secondly, incentive tourism should be combined with activities of organizational competition so as to advance the group spirits of attendees. Secondly, incentive tourism should be combined with governmental guidance so as to lead the advancement of competitive capacity of incentive tourism for travel agencies, to cooperate with hotels, transportation and attractions, and to coordinate the governmental roles if there is big scale incentive tourism groups.

From the fifth point of sales promotion. Firstly, to actively join the famous special international exhibitions such as IT&M, EIBTM, and T&CMA. Secondly, to fasten the exhibition employers so as to have stable MICE professionals who are actively in international levels. Thirdly, to learn to utilize develop operations in exhibitions so as to be ready to have new information. Fourthly, forums and workshops could be joined in turn so as to share and follow information.

From the sixth point of invitation promotion. Firstly, small groups should be better with 3 to 5 persons so as to be easily arranged and gather news. Secondly, the key points should be paid attention and not be too pressed in daily plans. Thirdly, to try to cooperate with airline companies so as to decrease the transportation fees. Fourthly, to prepare the corresponding information of MICE such as technique data and ichnography of establishment. Fifthly, to set up archives of PCO and reporters so as to have a long-term relationship for information and news.

From the seventh point of debouch promotion. Firstly, circuit style so as to enlarge the target market share. Secondly, booking style so as to feed back in time. Thirdly, to pay attention to special buyers who are interested in Shanghai and China. Fourthly, to have fully preparation and to have a stable personnel. Fifthly, to continuously follow contact and information in spite of no results.

From the eighth point of channel promotion. Firstly, to join the global special organizations such as ICCA, APCO, MPI, and UIA with the help of Shanghai Tourism Committee Administration. Secondly, to actively invite organizers of MICE such as meeting planners, special conferences such as PCO, and special media such as Meeting& Conventions, Corporate Meetings & Incentives, and Meeting & Incentive Travel.

From the ninth point of settling institutions. Firstly, to set up special administration institutes for MICE industry. Secondly, to cooperate with Shanghai Tourism Committee Administration so as to guide domestic enterprises to actively join MICE marketing such as special exhibition, inviting medias, publish bullets, MICE network stations. Thirdly, to collect data and information about MICE tourism so as to set up statistical systems, to grasp new tendency, and to issue information in time. Fourthly, to organize special training for MICE in fixing time.

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Research Paper Thirteen

Study on Demand Features of Domestic Tourist Market in China

Abstract

This paper analyzes the demands of national tourism in China. They are respectively the upraise of national tourism, the rapid increase of tourist scale, the strength with the leadership of government, the combination of marketing, the variety of behavior, regional consumption and the relationship with economic income as well as the guide of leisure time.

Key words: domestic tourist market; demand features; China

According to the forecast of World Tourist Organization, China will become the biggest tourist destination and the forth tourist source in the world by the year of 2020 ^[1]. The strategies of spanning from a great tourist country in Asia to a strong tourist one in the world are being carried out ^[2]. Through the trial of reforms and opening to the outside world for over 20 years since 1978, the tourist market of China has been to the buying party from the selling party. The total amount of domestic tourist economies has become twice of the international tourist economies ^[3]. The domestic tourism has become the important part in the economic development of China. On the condition of market economies, to improve domestic tourism is the necessary way to raise the marginal benefits of tourist resources and tourist fundamental facilities of China. It is also the actual necessity to improve the material and cultural living standard of the Chinese people and serves as an advantageous point to promote the tertiary industry as well. It conforms to the reality in China. It is the new economic developing point to stimulate consumption. To analyze the demanding features of domestic tourist marketing is beneficial for the study of the changing trends of domestic market and for providing reference basis for the national tourist marketing competitive policies. It is a national policy for economic development of China.

1. The Upraise of Domestic Tourist Market in China

At present, there are 27 provinces, autonomous regions and municipalities in China that have taken tourist industry as the advantageous industry for local economies, and key industry, dragon industry and pillar industry during the period of the Ninth Five-Year Plan of China ^[4]. The National Tourism Administration has formulated the “Outline of Ninth-Five Plan and Long-Term Objectives of Tourist Development of China for the Year 2010” according to Nation’s Ninth Five-Year Plan and Outline of the National Long-Term Objectives of China ^[5]. The development situation which national policies promote and local government support has been formed.

The tourist industry that is called as the “sunrise industry” possesses the features of high output, earning much net foreign exchange profit, concerning many labor-intensive industries such as transportation, food, recreation and commerce. It is estimated that a gain of 10.20 dollars in tertiary industry can be realized after one dollar in gained tourism would mean an increase of. Tourism is an economy industry with vivid power and strong radiation. The rate of domestic tourist income to GDP has made a great breakthrough since 1996, leading to the rapid rise of the rate to 2.19%. Since then, the rate has been basically stable and been in a rising trend. In the internal part of tourism, the industrial level of domestic tourism shown a continuous uprising trend. The income of domestic to total tourist income is higher than that of international income, accounting for over 50%. By the year 1999 it had reached 68% with gradual increase annually (Table 1).

Table 1. Comparison of the position of domestic tourist industry

Year	1996	1997	1998	1999
Rate of domestic tourist income to GDP(%)	2.19	2.35	2.39	2.83
Total tourist income to GDP(%)	3.78	3.59	3.63	4.16
Domestic tourist income to total tourist income (%)	57.9	65.5	65.8	68.0

Sources: concluded from Yearbook of Tourist Statistics of China; Yearbook of China's Tourism, 1996-1999.

2. The Rapid Increase of Tourist Scale

In 1985, there were only 0.24 billion domestic tourists people and in 1999 there were 0.719 billion tourists, an increase rate of 199.5% and an annual increase rate of 14.3% (Table 2). Touring rate has been risen from 24% in 1985 to 51% in 1999^[6]. This kind of developing rate is unexpected in the big tourist country of China dominated by the international tourism, reflecting the current situation of income level and the improvement of living quality of the Chinese People.

Table 2. Domestic tourist scale and special tourist activities

Year	Domestic tourist income (RMB 1 billion yuan)	Domestic tourists (10 ⁸)	Special tourist activities
1985	8.0	2.4	-
1992	25.0	3.3	Friendly sightseeing
1993	86.4	4.1	Scenery of mountains and water
1994	102.3	5.24	Tour of ancient attraction
1995	137.57	6.29	Journey to local custom
1996	163.84	6.39	Travel of vacation & leisure
1997	211.27	6.44	Visit China
1998	239.0	6.59	Journey to urban and suburb
1999	283.19	7.19	Eco-environment
2000	300-310*	9.5-10.3*	Century tour to Divine Land

Sources: Tourist Survey of Domestic Tourism of China, 1992-1999, * indicates the forecast value.

In 1985 the domestic tourist income in China was RMB80 billion yuan and it was 283.19 billion yuan in 1999. The latter was 35 times that of the former with annual increase rate of 39.4%. According to the yearly data, the domestic income from 1985 to 1992 is relatively stable, which is gradually risen year by year (excluding 1989) with an annual increase rate of 30.3%. The domestic tourist income rapidly rises from 1993 to 1999, which adds from RMB 25.0 billion yuan in the former period of 1992 to RMB 283.19 billion yuan in the latter period of 1999 with an annual increase rate of 147.5%. The increase rates of domestic tourist income in these two periods are clearly higher than that of domestic tourists. Excluding the factor of price rise, the magnitude of rise is still risen surprisingly, which fully embodies the function that domestic tourism can level the market and withdraw currency from circulation.

3. Guidance of the Government

China has vast territory with multitude minority nationalities, complicated geographical environment and numerous climatic features, which make China possesses the superior natural conditions beneficial for touring activities in four seasons. Meanwhile the civilized history with 5,000 years supplies us with marvelous humane tourist resources. However, due to the lack of fully market development, substantial wasting of tourist resources still exists. In recent years, Chinese government has energetically introduced the international advantageous experiences from abroad and continuously pushed the developing theme in tourist market. Since 1992 the marketing activities for annual special tourist propagandizing themes have been held up by National Tourist Administration (Table 2) and resplendent accomplishment have been achieved in China. Since each special item activity was

promoted, the number of domestic tourists and domestic tourist income has been sharply increased. Some provinces and municipal cities have apparently put forward a series of corresponding measures as carriers to stimulate market, enlarge internal demand and prospect economies by developing domestic tourism. A series of activities such as “million people tour to Shanghai”, “Guangdong people travel to Guangdong”, “million citizens visit Shenyang” has greatly stimulated the domestic tourist consumption. The successful conduction of '99 World's Fair in Kunming is of course the active result of propagandizing marketing with the guiding of government, which indicate that tourist propaganda marketing and guidance policies of government are closely related with domestic tourism. They can strengthen national tourist consciousness and stimulate the tourist consumption demand.

4. The Combination of Marketing

The momentum of domestic tourist marketing and propaganda has been built up. The systems such as to introduce sceneries surrounding cities, small trade meetings at regional level and national trade meetings have been formed. The regional combining promoting marketing and cross-regional tour marketing rise one after another. “Tour Street” has fixed scenic spots all the year round. The sales promotion methods such as broadcast, TV, newspapers, brochures and advertisement have been adopted extensively, which has covered a relatively large and dense sectoral area and produced the clear-cut consumption guidance among the public. Meanwhile the special tourist products have been further developed and some new scenic spots suitable for the market demand in some provinces and municipal cities have been managed, which has become the important factors of improving the prosperity of domestic tourist market. Many large cities have formed the recreational and vacationing belts surrounding the cities. Various eco-tourist products and special products such as sightseeing, vacationing, recreation, scientific exploration, sports, ecology and healthy exercises have basically changed the mono-situation of domestic tourist products. Tourist transportation is convenient due to the rapid development of domestic chartered plane, special train for tourism, inter-city express train or bus, special tourist vehicles, sightseeing bus and “one day tour” vehicles.

5. The Variety of Behavior

The features of the buying party in the present tourist market mean the end of the times with no difference of tourist consumption and emergence of new detail variables (such as the tourist manner, vocation, age, quality, social level, brand and sex). Then the groups of tourist consumption would be divided into special people of tourist consumption. The division of marketing has been developed into the deep levels that embody the initial formation of culture of tourist consumption^[7]. The tourist consumption has been the mass media for travelers to show themselves and contrast themselves. In terms of stay over time of domestic tourists, the average stay over time of retired persons is the longest. Different people with different vocation are interested in different tourist products such as natural landscape, human landscape, healthy activities, local customs, celebrating activities. The outing tourist rates for special technicians, teachers and students show an increasing trend. In terms of tourist seasons, the tourist seasons for domestic urban citizens inside cities are spring and autumn. In terms of the sex, the outing rate for male domestic tourists is higher than that of female ones. In terms of age, tourists at age between 30 and 50 years old predominate. In terms of income, the outing rates show an increasing trend toward high-salary class. In terms of tourist destination, the outing rates such as sightseeing, visiting and vacationing going to visit one's family or one's friends are the highest. However, tourists attending meetings show a decreasing trend. Domestic touring parties add relative quickly. And tourists gradually accepted the methods of arranging touring route by travel agents and service^[8]. In conclusion, the behaviors of travelers show variable trends.

6. The Regional Regulation of Consumption

From the regional point of view, the average tourist consumption in the areas of seashore and in the economic developed and remote regions is higher than that of other areas. The difference of

tourist consumption is three times between urban citizens and farmers ^[8]. In terms of seasons, summer and autumn witness the highest time of tourist consumption. In terms of variety, consumption of domestic touring parties and per person/day is higher than that of single tourists. In terms of sex, the number of tourist consumption for male is higher than that of female. In terms of age, number of domestic tourists at the age between 25 and 44 years old is the greatest. In terms of educational level, the tourist consumption shows an increasing trend with the rise of educational level. In terms of vocations, the tourist consumption for merchants, soldiers, managers for enterprises and clerks in government is relative high. In terms of family income, the monthly family income shows the positive relationship with average tourist consumption. In terms of tourist destinations, the average domestic tourist consumption for sightseeing is relative low because the short staying time of touring. However, the average tourist consumption of visiting friends and relatives is relative low because they live in the house of relatives. Tourists with high average tourist consumption are those of healthy medicine, special visit and merchandising as well as meeting.

7. The Relationship with Economic Income

The income level and rich degree decide the high and low of tourist consumption and whether the tourism can be realized. The great promotion of economic income and deposits for citizens and farmers, especially those of the level of income that can be arranged freely by themselves have laid solid economic foundation for the uprising and prosperous development of domestic tourism. The national tourist consumption has risen from RMB 137.5 billion yuan in 1995 to RMB 283.19 billion yuan in 1999 with an increasing rate of 27.20%. The tourist consumption for urban tourists has risen from RMB 114.01 billion yuan in 1995 to RMB 174.8 yuan in 1999 with an annual increasing rate of 13.32%. The tourist consumption of farmers has risen from RMB 23.5 billion yuan in 1995 to RMB 108.3 yuan in 1999 with an annual increasing rate of 90.22%. In that, the increasing rate of tourist consumption for peasants is quicker than that for urban citizens. The total level per person for domestic tourists has risen apparently. The average tourist consumption has risen from 218.71 Yuan per person per tour in 1995 to 394.0 Yuan in 1999 with an increasing rate of 20.09%. The average tourist consumption for urban tourists has risen from 464.02 yuan per tourist per journey in 1995 to 614.8 yuan in 1999 with an increasing rate of 8.12%. The average tourist consumption for farmers in the rural areas has risen from 61.64 yuan per tourist per tour in 1995 to 249.5 yuan in 1999 with an increasing rate of 76.19%. In that, the average tourist consumption of urban citizens is higher than that of farmers with an relative quick increase per tour for farmers (Table 3)

Table 3. The tourist consumption for domestic citizens

Citizens	Urban citizens					Farmers					Citizens of the whole country				
	1995	1996	1997	1998	1999	1995	1996	1997	1998	1999	1995	1996	1997	1998	1999
Domestic tourist consumption (billion RMB yuan)	1140	1386	1551	1551	1748	235	270	560	876	1083	1375	1638	2112	2391	2831
Domestic tourist consumption per person (yuan/person/tour)	464	534	599	607	614	61	70	145	197	249	218	256	328	344	394

Sources: Selected Survey for Domestic Tourists of China, 1996-1999

8. The Guidance of Leisure Time

The increase of leisure time is an important objective to the outside world factors leading to the booming trend of domestic tourist demand. Since reform and opening, especially the practicing of the new man-hour system since 1999 ^[9], the leisure time for the citizens in China has rapidly increased to over 110 days per year. There is much more leisure time for citizens if adding the special holidays, festivals, vocation and other leisure time. The shortening of the working time and increasing leisure time leads to the rapid increase in tourist demand in spare time. During the National Day of 2000, the 7-day vocation never before induced the prosperous domestic tourism. During the period of National Day in Shanghai of China, tourist shoppers per day increased 153% more than the previous year.

There were 6,677,500 tourist shoppers per day in the main shopping streets such as Nanjing Road, Huaihai Road, Yuyuanshang Road, Sichuan Road and Shanghai Old Road in Shanghai. In Beijing the number of tourists during the National Day has even broken through the highest points in Spring Festival, records the highest in history.

In conclusion, conditions are ripe for developing domestic tourist market in China. The position and the function of domestic tourist industry in the national economic development are more and more important. Domestic tourism should be adjusted in strategies and supported in policies in order to quicken the development of domestic tourism. We should turn from the leading mode of economic development into that of market demand, development domestic tourism from actively to vigorously. Only if domestic tourism exists equally and development commonly with international tourism, the whole tourist industry can increase steadily and sustainably.

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Research Paper Fourteen

Study on the Development Trends of Tourist Marketing Policies in the 21ST Century

Abstract

From the view of tourist marketing, the tourist features of popularity and mass, brand and sense, quality and comfort, level and differ, prevalence and society are studied. And the development trends of tourist marketing policies in 21st century are put forward in this paper. such as combining the sustainable strategies in tourist development with the ecology in green marketing, combining the information in tourist trends with the network in knowledge marketing, combing the innovation in tourist products with the diversification in marketing objects, combing the levels in marketing goals with the integer in marketing decision, combing the solid in marketing measures with the flexibility in marketing policies, combing the conformity in marketing channels with the double directions in marketing communication and combing the systems of marketing service with the culture in marketing activities.

Keywords: 21st century; tourist marketing policy; development trend

Tourism of China in the 21st century has faced the chances and challenges never encountering before. On the one hand, Chinese tourism has achieved the historic progresses from nothing to something, from small to big and from weak to strong after the development experience of reform opening of over 20 years, which has carried into execution of development strategy from a big tourist country in Asia to a strong tourist country in the world^[1]. In the first 20 years of 21st century, China will become the 1st tourist reception the 4th tourist source country. On the other hand, our times have cauterized the features of knowledge economics, network economics, global economics, consumption economics, digital economics and attention economic^[2]. The futures of sustainable development of Chinese economics, lasting glorious market and being taking part in WTO will not only keep the high speed of increase in tourist inbound market in China, but also bring the unprecedented prosperity of domestic and outbound tourist market. Hence, the study on the marketing policies of tourist demand in 21st century as well as the corresponding marketing development trends in all points of view will possess the specially important strategic meaning of building our country a strong tourist one in the world.

1 The Tourist Marketing Development Trends in the 21st Century

1.1 The trends of popularity and mass

The future tourists will daintily taste the brand tourist products. They hope to melt the available evaluation with tourist personality. And the travelling brand tastes will be very easy to be imitated and popularized, such as route tourist products, weekend tourist products, festival tourist products, outbound tourist products, etc., which change quickly so that the forecasting and marketing will become even more difficult^[3]. Popular tourism leads to the tourist popularity. Technological achievement and communication prevalence will cause more tourist popularity. The weaker the difference of tourist products tends, the more popular the travelers wish tourism to be.

1.2 The trends of brand and sensibility

The brand tourist products occupy most of the tourist market. The reasons the tourist products tend to be in brand style are market decentralization, severe competition, innovated products, more choose of tourist products, etc. The tourist times of sensitivity have been coming, which make

brand tourism show new characteristics. That is, tourist environment tallies with beauty and artistic appreciation. Travelers taste the greatest joviality through sense and the 6th feeling except the five body senses in order to satisfy the needs of psychology and faith, etc.

1.3 The trends of comfort and enjoyment

Travelers pursue the comfort of tourist products and circuitry, which makes comfortable tourism become the new tourist hotspot. With the development of the third industry, the development consumption and enjoyment consumption where leisure products are taken as tourist objects is becoming more and more important. Many people are wild about out-door activities, sightseeing, etc. The advance of moderate tourist consumption, beautification of life, enhance of sentiment and relevance increase of fine tourist products can not only supply the high-income travelers with tourist consumption environment but also afford the ordinary-income travelers with ordinary-level and low-level tourist products in the market.

1.4 The trends of level and differ

Because of the more different resident-income, the tourist consumption will show even more difference which will delay and decrease the market pressures of “rowing rows” which are formed by the similar tourist consumption as well as promote a good circulation between industry configuration and consumption configuration. With the clear trends of social economic orders and effects on thrifty and extravagant psychology, tourist psychology seeking practice will gradually increase and tourist psychology comparing with each other will weaken step by step. To plan tourist life is becoming the trends according to the economic conditions of travelers themselves.

1.5 The trends of prevalence and society

With the improvement of social wealth degree, tourist overlaying areas and rates going on a journey for travelers will constantly increase. The satisfaction of achieving tourism is gradually becoming impermanent and indifferent. Another trend of tourist popularity is to pursue the social service and leisure tourism. Social service mainly means tourist sociality, which shows the gradually perfectly systematic and all-orientation social tourist systems.

2 The Development Trends of Tourist Marketing in the 21st Century

2.1 Combining the sustainable strategies in tourist development with the ecology in green marketing

With tourist scale development, travelers affect, destroy and ruin nature living environment in an unparalleled scale and speed. In order to achieve the tourist sustainable development, tourist enterprises and government must continually improve tourist environmental quality and develop green marketing while coordination the benefits among enterprises, government, travelers and environment in order to achieve the sustainable development^[4]. With the arousal of green consciousness and green demand for travelers, people urgently need the good tourist environment and unpolluted tourist products. Compulsion of tourist rules and policies of government supplies the development of green tourist marketing with environmental impetus. Thereby, green tourist marketing must be the marketing mainstream of tourist sustainable development in the 21st century. Enterprises must build up the concept of green tourist marketing. Only if conforming to green tourist consumption demand, framing the green marketing strategies and developing marketing activities can achieve the tourist sustainable development strategies.

2.2 Combining the information in tourist trends with the network in knowledge marketing

The times of knowledge economics requires that the marketing keys be decision for tourist

enterprises and government and decision foundation rely on information. The feasible study of market investigation and marketing strategy as well as process of marketing decision formulation must occupy amount of information. Meanwhile these information systems are capable of being coordinated and analyzed as well as the corresponding capability of decision information feedback and dominated system. The tourist marketing themes will be the tourist operation flows with information, sensibility, automation and transportation with shortcut^[5]. The development of information transmission technology and prevalence of network will make tourist customization marketing and knowledge marketing dominant position. Therefore, the key of tourist marketing in the 21st century will be information and network.

2.3 Combing the innovation in tourist products with the diversification in marketing objects

With the diversity and university of tourist market demand, tourist enterprises and government not only vigorously repackage the original tourist products but also pay more attention to the subtle changes of tourist consumption demand. Thereby they can glean, fill in vacancy, be brave in innovation, and develop continuously the new tourist products that are benefit for tourist health in body and mind, tourist comfort, convenience and saving time as well as for economy. The tourist market segmentation is the necessary result of modern marketing that is the process of classifying respectively the tourist colony with different psychological desire and demand. Some sub-markets such as children, female youth, oldster, newly-married, student, city and country of tourist markets will be even more segmented according to the factors of sex, age and income so that diversify tourist products are put forward adapting to tourist psychology in different administrative levels.

2.4 Combing the levels in marketing goals with the integer in marketing decision

The high well-know and reputation of tourist brand, the degree and harmony human relationship among tourist enterprises and good symbiosis with tourist government constitute a goal system with multi-levels whose marketing object is to serve for achieving greatest benefits. The result of performing strategy with marketing object levels will lead to upstanding enterprise visualization. In the modern gradually complicated and severely competed market environment, the decision-makers of tourist enterprises should prudently make decisions with a start of the whole marketing activities, synthetically considering many factors such as outside environment and resources themselves. If necessary, the specialists such as management, marketing, technology and law can be invited to demonstrate the feasibility in order to avoid mistakes and to advance scientific features of decision-making.

2.5 Combing the solid in marketing measures with the flexibility in marketing policies

Solid means to select combination of marketing measures according to factors of every aspects such as marketing objects, supplied products, service features, marketing talents, capital strength and law limitation, which needs to consider entirely and design systematically. Tourist enterprises should take the flexible management policies as basic ones, not unique and dominant products, but multi-point of views, all-orientations and excessively united ones. None other than this can suit for the conversion of demand desires and psychology for travelers and for the levity market environment. Firstly, tourist enterprises should set up a series of systems of marketing information investigation, information analysis, marketing decisions and administration control according to the factors of the features such as their own strength and tourist products. Secondly, the establishment of relationship should replace the development of products and emphasize the marketing relationship. Thirdly, customization marketing suitable for modern tourist features should be pushed^[6]. Enterprises should continuously innovate in the aspects such as development of tourist new products, price formulation and confederate selection so as to remain invincible.

2.6 Combing the conformity in marketing channels with the double directions in marketing communication

Conformity means that enterprises conform and design the whole tourist marketing channels according to the factors such as marketing objects, inner stuff channels, competitor channels, own capital strength, product features and market situation. The double communication mechanism of tourist marketing means that the tourist enterprises should pass the tourist brand information to travelers tersely, continuously and coordinately. Meanwhile they should collect the tourist opinions and tastes, quickly make corresponding improve behaviors of marketing policies in products and service by decision- makers in order to carry through the double communications of new round ^[7]. According to the above factors the double communication mechanism can be built up in allusion to inner stuff, providers, competitors, media or other marketing objects. The double communication of conformity for tourist enterprises will let enterprise management be in a good competition circulation serving tourist satisfaction as center.

2.7 Combing the systems of marketing service with the culture in marketing activities

The jumping-off and ending points of tourist marketing for enterprises are tourist demands. The decisions such as the setting of institutions of tourist enterprises, development of tourist products, introduction of new technology and choose of promotion measures should serve tourist needs. In generality, marketing activities should be the supplement process of tourist services where enterprises design the systematical serving strategies taking travelers as key objects. In the marketing activities of enterprises, people pay more attention to tourist cultural marketing. Cultural marketing processes according to the great difference of tourist culture, customs, religions and so on in different area ^[8]. With the magnifying scale and increasing strength of tourist enterprises, the tourist marketing activities will be extended to a bigger time-space. Meanwhile the tourist cultural marketing will become more and more important.

In conclusion, with the gradual mature development of world tourist marketing in the 21st century, the status and function of Chinese tourism in national economic development are becoming more and more important. To analyze and study the world tourist marketing development trends in the 21st century can supply the scientific bases which finish the turning points of direction modes from economic development to market demand as quickly as possible. They can also afford the scientific dependence of tourist management and grand strategies building our country a world strong tourist one in next 20 years. They can offer grand foundation of development and planning of tourist spots and areas, tourist products, tourist route design and tourist marketing.

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Research Paper Fifteen

A Study on the System of Sustainable Development of Tourist Marketing Environment

Abstract

The characteristics and contents of tourist marketing environment are analyzed logically. The microenvironment and macro-environment of tourist marketing is also expounded. It is regarded that sustainable development of tourist marketing environment decides the effect of tourist marketing. The trending balances and coordinates development of macro-environment and microenvironment in tourist marketing is the foundation of the tourist-marketing environment.

Key Words: Tourist Marketing Environment, Sustainable Development, System

The sustainable development is the forever theme of the improvement and development of human being. In 1987 World Environment & Development Committee published the report 《Our Common Future》, which greatly advanced and improved the development of this idea and concept. The Agenda of the 21ST Century being passed in the congress of Environment and Development of United Nation in 1992 embodies the sustainable thought of human beings. The Chinese Agenda of the 21ST Century is the strategic action program of Chinese sustainable development. The Tourist Sustainable Development Charter and its action plan passed by the congress of tourist sustainable development in Spanish in 1995 supplies with complete series of action standards and concrete operating rules being fitting for human wishes and tourist sustainable development. Tourism is the serving industry supplying the satisfying with tourist demands for people. Tourist demand comes from the countries and areas all over the world and tourist supplies scatter everywhere. Today scientific technology develops at very high speed with the increasing free degree and decreasing limited factors for choosing tourist destinations. Permitted by the international political conditions, neither the activities of tourists is bound by the boundaries of areas and countries nor the accept objects of tourist suppliers have the difference of nationalities and countries. Same as that of other industries, the management of tourism is affected by the marketing environment. The managing views suitable for the marketing environment should be used to guide the marketing practice. Because of the strong choosing features of tourists and large ranges of tourist activities, the tourist suppliers face the challenges of marketing environment where the competition is very serious. Hence, either tourist destination or tourist enterprises should develop the activities of tourist marketing in the direction of sustainable developing view in order to exist and develop as well as enlarge the tourist marketing shares.

In the conditions of market economics, whether tourist enterprises governed by the marketing rules could be suitable for the tourist-marketing environment is the crucial points whether the tourist enterprises could exist and develop. The competing power of tourist enterprises should first adopt the responding policies in the kaleidoscopic changes of marketing environment in order to seek the sustainability of existence and development.

1 The implication and features of tourist marketing environment

1.1 The implication of tourist marketing environment

The tourist enterprises have strong social characteristics in the process of economic activities of socialist market economics. Its marketing behaviors are synthetically affected by the

controllable and uncontrollable factors of inside and outside parts. That is, the tourist marketing is developed by some definite conditions of time and space. These conditions of time and space are the tourist-marketing environment. The tourist-marketing environment is the existing and living space of tourist enterprises.

Tourism includes the different tourist industries of different functions, such as hotels and restaurants, tourist transportation, travel agencies, managing industries of scenic spots and areas, tourist recreating and shopping industries, which constitute the tourist enterprises with much more micro views in tourism. The strategies of tourist marketing in one country or area form the very important aspects being made up of marketing environment in every tourist enterprises. The tourist marketing strategies is the total direction of marketing strategies in the whole tourist enterprises and supplies the guides for it marketing strategies. Every tourist enterprise is the important part of tourist marketing environment, which commonly affects the tourist marketing strategies of one country or area. In the formulation and practice of tourist marketing strategies, the condition of time and space of every enterprise should be considered. In order to exist and develop in marketplace competing with much more changed environment and serious competitions, tourist enterprises should fully recognize and understand the present environment so as to obtain victories by familiarizing others and themselves.

According to the methods of affected tourist marketing environment, the tourist-marketing environment can be divided into micro and macro ones. The former consists of the environmental factors directly affecting and functioning marketing activities of enterprises, such as tourist consumers, retailers, merchants, producers and competitors. The latter includes the factors indirectly affecting and functioning marketing activities of enterprises, such as culture, nature, politics and population. The micro and macro tourist marketing environments are not the juxtaposed relationship, but principal and subordinate.

1.2 The features of tourist marketing environment

Difference and similarity. The marketing environment of both the same country and area is the same on the whole, for which tourist enterprises are easily fit. However, different countries have different social and economic systems and nationality cultures as well as economic developing levels, where tourist-marketing environment shows difference. These characters are good for tourist enterprises to set up practical association marketing schemes according to different places.

Entirety and regional features. The researching objects of tourist marketing environment include the complicated huge systems consisting of sub-systems such as natural, economic and social ones. It is necessary to regard its development as a whole body and study structural functions and mechanism among themselves. Because of the difference of regional cultural backgrounds, geographical locations, historical development and natural conditions, the development in every area possesses the characters of unbalance. Studying the regional difference helps to stress tourist regional characteristics in the tourist marketing, to develop peculiar and special tourism and to strengthen 'individuality' in the definite tourist regions

Relativity and absolution. Although the stability of various factors in tourist marketing environment is relative, the consistent change is absolute. Ordinarily the national political and economic systems are relatively stable. However, with the deepening of international affections and changes of views that people recognize the macro world, the systems could lead to changes to some degree or even abrupt changes. Then, tourist marketing environment in every country should be studied seriously and be adapted with changeable views.

Constitution and mass of consuming. If the tourist consumers have the demands for tourist productions in tourist market, they also do the responding requests in the products such as traveling,

transportation, recreation, shopping, lodging and eating, etc. Meanwhile, although every person has special request for these products, the consuming forms always show up in the methods of collective and mass. Hence, the tourist consuming demands show up in a massive form, where the features of consuming mass are shown in tourist marketing. From the view of production and supplies of tourist products, tourist products should be constituted scientifically and reasonably in order to meet with the demands of tourist product supply and tourist consumers and to develop as well as to utilize tourist resources suitably.

Fluctuation and stability. If tourist consumers become actual tourists in tourist market, the necessary tour fee, strong tourist motivation and leisure time should be possessed. In the other unchangeable conditions, whether having leisure time will be the main factor whether tourist consumers have tourist activities. Because most tourists travel in leisure time of holiday and vocation, the number of travelers is sometimes high or low according to the passing of time, showing the feature of seasonal fluctuation. Tourist activities consist of many factors and aspects. With the change of some important factor, the fluctuation in tourist market will be brought out, such as violent change of political situation, happening of heavy natural disasters and prevalent of infectious diseases. However, the main body of tourist market will not change because of the abrupt fluctuation of source tourists in very short time, which still show relative stability in some definite paragraph.

2 Tourist marketing environment and sustainable development

2.1 The sustainable development in micro environment of tourist marketing

The demand of tourist marketing is directive affected by the micro factors such as interests, hobbies and salaries of tourists which constitute the micro marketing environment in tourist market. Ordinarily the micro tourist-marketing environment includes tourist enterprises, marketing media, and buyers of tourist products and competitors.

The marketing activities of tourist enterprises are not a lonely process, which has close relationship with many functional departments of tourist enterprises, such as board of directors, financial affairs, shopping, guestrooms and recreation. The suppliers mean the enterprises and persons that supply the resources needing in the production of tourist products for tourist enterprises and competitors, including supplying raw materials, energy, equipment, labors, investment, etc. If there is not good supplies, tourist enterprises cannot supply the needing tourist products for market. Hence, the suppliers of tourist enterprises not only directly affect on the marketing activities of enterprises but also restrict the formulation and practice of marketing plans.

Marketing media is the total name of enterprises supplying various services for marketing activities of tourist enterprises, consisting of media merchants, marketing service constitutions, financial media persons, etc. Marketing media is the middle link, which cannot be lacked. Most marketing activities of tourist enterprises can go smoothly with the help of marketing media. For example, tourist hotels and restaurants are sold with the help of advertisement corporations; the increasing re-production and fundamental construction of tourist enterprises usually need the support of financial institutions such as banks. The more developing the marketing economics, the finer the social dividing jobs, the larger the enterprises, the stronger the function of marketing media institutions.

Tourist market usually is international, where there are often many competitors producing the same products. Meanwhile, the demand substitutions of tourist products are very strong. There are many potential competitors in tourist marketplace. The marketing strategy of competitors and change of marketing activities are obvious for the marketing work of tourist enterprises. Tourist enterprises should give a close view on any few changes of competitors and make responding policies.

Tourists are most important factors in the micro marketing environment of tourist enterprises, which are the last buyers or consumers of products of tourist enterprises. In order to meet with the consumer demand the marketing the tourists must accept work of enterprises. On the contrary, the marketing work of enterprises is shown to be failure. The two aspects of quality and quantity of tourist marketing scale and tourist demand should be analyzed and understood so as to mastering tourist consumers.

For tourist enterprises the objective market is raped by not only competitors but all kinds of people as well being interested in the marketing activities of enterprises who are the mass with actual or potential or affected abilities to reach aims. Although tourist enterprises are devoted themselves to marketing activities, whether management of enterprises will be success are affected by the thought of various persons in their marketing activities of society. It is very intelligent for enterprises to note the mass behavior, to forecast their trends, to develop their constructive relationship. While having marketing activities in the objective market, tourist enterprises should synthetically use and adjust the factors in the above micro marketing environments in order to reach the aim of sustainable development in the micro tourist-marketing environment.

2.2 The sustainable development in the macro environment of tourist marketing

The macro environment of tourist marketing is made up of environmental factors such as population, economics, science and technology, politics and law, nature and social culture which have affection on the activities of tourist marketing. The environmental factors have function on the marketing behaviors of enterprises with the help of the media of micro marketing environment by indirect forms.

2.2.1 The sustainable development in the environment of social culture

Social culture is the total riches of spirits and materials, including human knowledge, believes, arts, morals, laws, local customs, etc., which make people form different living methods and value views and show the various concrete marketing demands. However, the basic aims of tourist marketing are to meet with the requests and wishes of people. Then, tourist marketing must fit for cultural factors, changing with the change of culture and improving the change of culture. While having international marketing activities the tourist enterprises should not use the culture in its own country as reference system, but consciously refer the cultural features in other countries, which are suitable for each other between the two factors of tourist marketing and social culture. The construction of the environment of social culture has special meaning, which includes not only tourist advertisement, index manufacture of tourist products, linguistic letters and recognizing samples such as model images, but also investment of cultural knowledge such as literature, art writing and the construction of cultural scenery which is perhaps the core of sustainable development in tourist marketing environment. All scenery and its depth are actually the outside culture of people. From the view of social culture to consider the sustainable development of tourist marketing environment is both the development of tourist sustainable development from shallow level to deep one and the new development of strategic thought of sustainable development.

2.2.2 The sustainable development of population environment

People are the main body in market. The carrying amount of population decides the market scale. The factor of population has close relationship with tourist marketing. The factors of population environment of tourist marketing include the amount of population, density, living location, sex, nationality and profession, etc. For example, the characters of geographic distribution of Chinese population decide that seashores of the Southeastern are the most important source tourist marketplaces in China. The geographic distribution of population is not unchangeable forever. With the development of market economics and gradual improvement of industrializing process, the

geographic distribution will show flowing situation. The change of population age structure creates the good conditions for tourist marketing. With the lasting of living longevity and increasing of outcome and leisure time, more tourist and recreational activities will be increased objectively, which will supply more chance to develop tourist marketing for tourist enterprises. The factor of population has the features of producers and consumers. Considering every factor, people are not only the main body in macro tourist marketing environment, but the component factor as well. These population factors affect the marketing activities and management of tourist enterprises. It has important theoretical and practical meaning to study the relationship of population and development so as to probe into the sustainable developing system of tourist marketing and formulate the marketing strategy plans responding to population environment.

2.2.3 The sustainable development in economic environment

Both national outcome level and consuming structure constitutes the main body of economic factors, which have something to do with consuming of tourist, market. Otherwise, factors such as industry structure, economic increasing rates, amount of current supply and models of consumer expenditure also have relationship with tourist market and marketing. The degree of economic development restricts the scale and speed of tourist development. The improvement of economic situation will put forward tourist development. Sometimes economic change will affect tourist marketing contrarily, having great affection on tourist demand, consuming ability, consuming method and tourist regulation which have close relationship with tourist marketing. Economic factor has important function on sustainable development. Without improvement of economics it will be difficult to realize sustainable development. The ecological and social benefit will be the aim of sustainable development. The realization of economic benefit will be key point of solving problems of sustainable development. Sustainable development is economic one first. Only can economic development supply investment and technology for environmental protection and resource development. Economic development is the basic presupposition of social sustainable development.

2.2.4 The sustainable development in scientific and technologic environment

The development of science and technology brings about the structural change of not only tourism but consuming and demand as well, which affects on tourist marketing. On one side, the development of science and technology supply the necessary equipment for modernization of marketing management of enterprises. On the other side, the higher level of marketing management will be put forward for leading structure and client quality in tourist enterprises. In tourist marketing the changeable developing trends and features of scientific and technologic environment. That is, the step of scientific and technologic developing changes will be quickened today. Meanwhile science and technology increases the creative chances of tourist marketing. Sustainable development of ecology and population cannot exist without scientific and technologic environment. While science and technology are used in tourist marketing, the marketing techniques should be considered. The new technologic products should be guided into objective market in the range of consuming ability of tourists. Otherwise, the application of science and technology is difficult to obtain the actual value and sustainable development of science and technology in tourist marketing.

2.2.5 Sustainable development of ecological environment

The advantage and disadvantage of ecological environment will bring about different effects on tourist marketing. Superficial ecological environment will supply unique chance for tourist marketers. Special ecological environment also supplies good opportunity for tourist marketers. Otherwise, the convenient geographic location in a country or area will be also good for tourist marketing. Tourists choose and need ecological conditions not only on recreation and leisure but on watching value as well. Ecological environment will bring not only good chances for tourist marketing but crisis as well. Then, the change of ecological environment affects tourist marketing from different

directions, where tourist enterprises have responding actions according to the concrete research. Not only will new thoughts be used to utilize ecological resources, but also tourist “tastes” are mastered everywhere so as to utilize the natural resources.

The sustainable development of ecological environment has become the social thinking trends all over the world. Tourist marketing must comply with the reasonable request of social progress. The tourist contents such as ecological tourism and tourism with environmental protection, which is needed by more and more tourists having consciousness of environmental should be actively developed. The source tourists with relative higher economic benefits will be tried to obtain in tourist marketing in order to realize good aim of economic benefit without leading to the threat and destroy of ecological environment because of more tourists. The aim of sustainable development in ecological environment will be reached in tourist marketing.

2.2.6 Sustainable development in the environment of policy and law

The affection of tourist marketing given by national tourist policies is shown up whether a country encourages or restricts tourism and whether the change of tourist policy is good for tourist marketing. Tourist policies are decided by some national government. While political environment is analyzed, the basic views cannot be neglected. Every country will regard protecting itself benefit of politics, economics and nationality as starting points in order to make the concrete policies of encouraging and restricting tourism, which have directive affection on tourist marketing. Mistakes can be avoided by the way of understanding and studying the common points of tourist regulations among source tourist countries because of the incomplete knowledge of tourist marketing features. Some unique characteristics are shown up by mingling with policy, law, nationality culture and religious belief among some countries with religious belief and long history.

3 Conclusion

3.1 The sustainable development of tourist marketing environment is a huge system

As we know, system is a complete body that consists of two or over two factors affecting and functioning each other. A tourist enterprise is a marketing systematic body, which is an organic body being made up of several relatively separate and related departments with each other. Meanwhile it exists in a huge system consisting of population, resource, social culture, policy and law, etc. It not only is affected and governed by the huge system but also have function the huge system. While a tourist enterprise makes policies of tourist marketing management, it regards the activities of environment and marketing related with enterprises as a system. Overall plans are made and all factors are taken into consideration in every department affecting and functioning with each other in this system. That is sustainable development of tourist marketing environment, which has the increasing effect on the economic benefit of enterprises. Then, the aim of sustainable development will be reached.

3.2 The sustainable development of environmental factors decides the effect of tourist marketing

The factors among macro environment have strong affections on tourist marketing. On one side the marketing chances are supplied for tourist enterprises. On the other side the development of tourist enterprises are limited. The microenvironment affects the serving ability and economic benefit of tourist enterprises. Tourist marketing and environment is a kind of suitable relationship. The tourist-marketing environment should be deeply studied while tourist marketing is studied. If the sustainable development can be fit, it can be sure to make victory in the competition of economic market.

3.3 The dynamic balance and coordinate development in macro and micro environment of

tourist marketing is the foundation of sustainable development

Although the macro and microenvironments respectively exists in different spaces, they cannot be lacked in the whole activities of tourist marketing (Seeing Figures). The controllable marketing factors existing in microenvironment of enterprises cannot be short of the objective factors (most of which are uncontrollable ones) existing in macro environment of tourist enterprises. The demand of consumers must try to be satisfied with in order to reach the marketing aim itself. The controllable and uncontrollable factors must try to be coordinated among macro and microenvironments. Giving full play to marketing ability of tourist marketing, suitably using the controllable factors of tourist marketing and consciously fitting for the requests in objective environment can realize the coordination. The process that controllable factors of tourism marketing actively and consciously fit for the uncontrollable ones is that of dynamic balance of tourist marketing environment. It can be seen that the relationship of micro and macro marketing environments is that of coordination and suitability. The aim of coordination and suitability is to meet with the demand of objective marketing consumers so as to realize the sustainable development of whole marketing in tourist marketing.

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Research Paper Sixteen

Study on the Tourism Market Features and Marketing Policies of the Famous Historic & Cultural City in China: A Case of Xuzhou City

ABSTRACT

Taking the famous historic & cultural city of Xuzhou in China as an example, this article analyzes the competitive advantages of tourist market in Xuzhou from the points of macro-tourist market, micro-tourist market and tourist resources as well as products. This article analyzes the inbound tourist origin market features such as tourist motivation, consumption structure, information channel, product evaluation and regional relationship. Meanwhile, the competitive disadvantages of tourist market in Xuzhou such as tourist consumption, products, promotion, image and internet are studies. Then, the key strategies of inbound tourist market are studied from the points of view of market positioning. At last, the marketing policies such as tourist image marketing policies, cultural value policy, production marketing conformity, market outlay, industrial linkage promotion, regional conformity marketing planning, mass marketing propaganda formats and tourist key promotion schemes are put forward.

Key Words: Xuzhou City, Famous City of History and Culture, Competitive Advantage and Disadvantage, Inbound Tourist Market Features, Marketing Policy

INTRODUCTION

Along with the world economic development and quickening process of the one world body, every government, especially that of developing and lagging economic country, pays more attention the development of local country and local region. Owing to pursuing to history and culture, specially to exploring and searching for history and culture of local custom, the passion of thirsting for and stretching forward the world different culture becoming more plentiful and more intensive with the social improvement, knowledge accumulation and diathesis enhancement in stead of desalting (McIntosh & Goeldner,1995). It is why the foreign travelers, especially the tourists in developed countries such as Japan, America and European countries, like the Famous City of History & Culture of China in particular.

Xuzhou City is Famous City of History and Culture of China, which locates in the northern part of Jiangsu Province. It is in the central area of eastern seaboard regions and middle ones, as well as the combining part of Shanghai economic areas and annulus economic circle of Bohai Bay. They provides the non-substitutive circumscriptive network function and tourist radiation action for carrying eastern relying and western movement in execution and double opening for Western Asia and abroad (National Cultural Relics Bureau, 1997).

Xuzhou is usually called as “connection with five provinces”, which is “accordant junction with five rivers”. It is famous for particular tourist resources such as ancient culture, ancient city and ancient battlefield, in that, graves, tomb military force figures, and drawing and painting stones in Han Dynasty are named as “three Excellency” cultures in Han Dynasty with extensive influence all over the world. Xuzhou, possessing with superposition of three cities and town of military affairs, is well known for the marvelous spectacle in the world.

1. THE COMPETITION ADVANTAGES OF TOURISM MARKET IN THE FAMOUS HISTORICAL & CULTURAL CITY

1.1 THE COMPETITION ADVANTAGES IN THE MACRO TOURISM MARKET

Firstly, Xuzhou faces Japan and Korea. It is also not far from Hong Kong, Macao and Taiwan. Japan, Korea and the five southeastern countries are always the important inbound tourism source markets. Xuzhou is in the center of economic region of Huai Hai River in China. It is near to Shanghai and Nanjing, by means of which the main nations, areas and cities all over the world can be connected with Xuzhou. It is border upon Korea, the potential tourist source market. It is also not far from the countries, areas and cities such as Japan, Southeastern countries, Hong Kong, Macao and Taiwan. Meanwhile, the urbanization level around Xuzhou is high. The urban distribution is uniform, which mostly distributes along traffic lines. Especially, it closely faces Shanghai, the metropolis, where there is large urban primacy degree, developing economics, strong tourism consciousness among travelers, rich tourist sources, better tourist consumption. From the points of view, there are psychological distance and time in tourist spatial floating, the combination of railways, highways and lodes, as well as the realization of traffic request of celerity convey movement and tardiness excursion journey. It is very beneficial for Xuzhou to suitably arrange and design with the famous tourist routes all over the country.

Secondly, it joins the southern, meets the northern, bears the eastern and nears the western. Xuzhou city faces Yellow Sea in the east, leans against middle plain, clutch Shandong province in the north and relies on the Yangtse River and Huai River. It is located in the integrating part such as eastern seaboard zones and middle zones, Shanghai economic region and annulus Bo Hai Bay economic circles, which are the important “crossroad” of economic relationship with the east, west, south and north all over the country. The hinge position for Xuzhou city lets it have the “second pass” function joining the southern, meeting the northern, bearing the eastern and nearing the western, which firstly receives the radiation of the above fan faces and secondly reradiate outside. Xuzhou should fully make use of this special advantaged location condition and turns it into economic advantages gradually. By means of mutual supplement of advantages among the eastern and western, inner join and outer induce, this city can quickly become the important center of tourism, commerce and trade, technology, information and finance in China.

Thirdly, regional tourist market network is mature. Xuzhou holds the increasingly important function of transfer, agency and backbone in the middle and western development in China and in the patterns of exploitation and development forming “ π ” types (along sea, along Yangtse River and along the new routes of Long Hai Lan Xin). It has the no substitution regional network function and tourist radiation function in the eastern rely, western movement and double-direction development (western Asia, Oversea) implemented by China. The regional “monopoly” urban function possessed by Xuzhou makes it not only the points of foreign relation, but also the core of external contact. It is very important for Xuzhou to stabilize the tourist source market, develop and guide the tourist resource level. Xuzhou should create conditions in order to perfect the regional network unit marketing and to attract oversea tourists.

Fourthly, Xuzhou is next to the domestic tourist hot cities. In the straight distance of 600 kilometers, tourist hot cities such as Beijing, Shanghai, Ninbo, Suzhou, Hangzhou, Nanjing, Qingdou, Xuzhou and Qufu are focused. The above cities receive millions of domestic tourists annually. These domestic travelers are from national main tourist sources such as Jing Jin Tang region and Yangtse delta, where thousands or millions of inbound travelers are received every year. In particular, cities such as Beijing and Shanghai are national important aviation ports, which are important association places of inbound and outbound tourists, and where millions of tourists sightsee. Xuzhou city may attract the domestic and international travelers in the above tourist hot cities by means of definite methods in order to strive for some market shares and to develop regional destination tourism.

Fifthly, Xuzhou competes and complements with other famous historic & cultural cities. For example, the cities such as Beijing, Xi'an, Kaifeng and Luoyang have the relationship of mutual competition and mutual promotion. Mutual competition mainly embodies the degree of product development and marketing. Mutual promotion means that the above several famous historical & cultural cities may form the special tourism of history and culture in order to build up attraction. Beijing and Xi'an are the two cities that are well known for their historical & cultural attractions. Xuzhou has evident difference with these two cities in urban economic strength, scene of ancient capitals, number of tourist scenic spots and convenient traffic. The difference between Xuzhou and these two cities are that the above two cities have long standing history of being the capital and rich in cultural relics. There are difference in regulations and laws, traditional folk customs, architectures, raiment, courtesy and music between Xuzhou and these two famous historic & cultural cities (Xilong Wang, 1999). Therefore, Xuzhou should shape special tourist routes of history and culture that echoes with Beijing and Xi'an.

1.2 COMPETITION ADVANTAGES OF MICRO TOURIST MARKET

In the first place, Xuzhou had the name of "hinge of five provinces" and is the place of "conflux of five rivers". It accidents to form the synthetic traffic conveyance systems with main railway and water carriage, assistant highway and perfect assort of aviation and conduit. The development of solid traffic in Xuzhou city supply predominant conditions for industry production, commerce trade, cultural development, external amity come-and-go, and tourism development in the Huai Hai economic regions (Tourist Bureau of Xuzhou City, 2000).

In the second place, we compare Xuzhou with Nanjing. As a capital city in Jiangsu province, Nanjing has rather strong economic strength. Its tourism development is clearly quicker than that of Xuzhou, whose mutual supplement is stronger than competition. Nanjing has rather more convenient traffic and rather higher level of tourist service and Xuzhou has the important tourist resources in Jiangsu province. Nanjiang may transport a large number of tourist sources to Xuzhou and Xuzhou may be the important node in the arrangement of tourist routes for Nanjing.

In the third place, the tourist resources in Xuzhou possess high development values in Xuzhou. The ancient culture, ancient city and ancient battle fields are main tourist resources in Xuzhou city, which constitute the distinct characteristics differing from those of other famous history & culture cities and may be used as the high value of development and utilization. Xuzhou also has the south-north transition warm and humid climate with plains, mountains, rivers and lakes, flourish woods and joyful natural scenery. Yun Long Mountain, Yun Long Lake, Ma Ling Mountain are very famous for their colorful lakes and mountain and possess the natural integer beauty complementing with one another (Yundun Wang, 1999).

In the fourth place, there are focus tourist scenic spots and good scenery combination in Xuzhou. The attractions in southern suburb of Xuzhou are one of the six tourist areas in Jiangsu province. For instance, the two counties of Feng and Pai are featured for birthplace and success region of Liu Bang. The tourist resources in Tong Shan county are mainly spring of Han King drawing, Han figure sculpture stones in Mao village and many Han tombs. In Cheng county, along the axes of Jing Hang canal, there distribute Da Dun relics and tombs of Peng Chengxiang. In Xinqing, Ma Ling Mountain is main natural resources. It is obvious that there are focus distribution of scenic spots, good combination, special features and easily exploration in Xuzhou.

1.3 COMPETITION ADVANTAGES OF TOURIST RESOURCES AND PRODUCTS

First, three unique of Han Dynasty and culture of Peng ancestor are very infrequent all over the world. Two Han are the important periods forming Chinese ancient cultures. The two Han cultures

with “core culture” for Chinese nationality are cultural symbol for Chinese people, which take distinctly special position. Xuzhou assembles with Two Han culture, is hometown of Han Gao Emperor, Liu Bang, and also famous for the richness the Han culture. In that, the Han tombs, Han military force sculpture figures and Han drawing sculpture stones are named as the “Three Unique” of Han Culture, which have great influence all over the world. Henceforth, inbound tourists can still be attracted in the future (Donghai Cheng & Hai Hu, 1999).

Xuzhou is the origin culture of Peng ancestor who has rich contents and has huge potential for the international tourist market, especially for southeastern countries and areas. Xuzhou city should fully explore and utilize this kind of culture so as to shape the spectrum journey of Peng ancestor culture and to improve actively tourist development for tourism in Xuzhou city (Qiyang Feng, 1999).

Second, superposition of three cities and military key town are world wonderful sights. Owing to the superior location of economics and geography, as well as “ blocking water in three sides”, “around water in four sides”, “ the mountains are used as city”, “the water used as pond” and forms the strategic place. Although the city outlines were destroyed several times in history, series of scenery such as city upon city, home upon home, street upon street and well upon well have still been posed. There are complete ancient relics below 3 meters and 9 meters underground, which turn into the usually marvelous spectacles in the world. These kinds of tourist resources are rarely seen in China, which should be used as the special tourist contents to be fully developed (Maqian Si, 1997).

Xuzhou was a town of military importance where soldiers must be contended in the past dynasties. “Peng has been listed as one of the nine continents in ancient times, imperial conquer and tiger fight in thousands of years.” In present times there still exist relics stages and ancient bases in the ancient city of Xuzhou. For example, Jiu Li Shan ancient battlefields, horse platform and martyr cenotaphs of Huai River War are all witness in battle history. The relative spots and tourist products concerning with ancient and modern war should be mainly designed, planned and constructed. These advantages in Xuzhou are all stronger than that of other regions.

Third, growth of agricultural sightseeing symbolizes the maturity of ecological tourist products. In the world ecological tourism are growing in popularity. The eco-tourism products in China are warmly welcomed. In that, eco-agricultural sightseeing is one of the hottest attractions. Agricultural eco-garden sightseeing regions in Xuzhou city are one type of new potential attractions, which not only improve the economic output of original farmlands, but also brings along the economic development around villages in Xuzhou.

The agricultural sightseeing routes in Xuzhou city extrude agricultural culture, which not only comprises the planting, production, machining, sale, consumption, tasting of agricultural sightseeing orchards, but also contains the special production and living methods of agricultural presentation. From now on, the agricultural sightseeing gardens should embody the theme of agricultural culture so as to develop series activities, such as tasting green fruits, fishing, planting and harvesting. At the same time, countryside flatus should be extruded in the environment and pattern of garden regions.

Four, landscapes of mountain and water is very elegant. Xuzhou city has natural environment with mountains and water and is famous for its complete scenery of “mountain, water, lake, village.” There exist combination of hillocks and mountains within Xuzhou. Canals are in length and breadth, landscapes rely on each other, and scenery is beautiful. Ancient Yellow River is passed over city, and the Grand Canal flows beside city. The green waves move in Yun Long Lake and various plants are flourish. Within city, landscapes are in harmony mutually. Attractions of mountains and water are melted with city, which is single owing to the depending on mountains, closing to water, and reflecting mountains by water. Actual culture in Xuzhou is basically the one association with south and north, all without exception combination features of south and north.

Five, local customs are very special in Xuzhou city. In drama culture, there are Liu Qin drama, Bang Zi drama, Xuzhou Qin drama, Xuzhou tom-tom, etc. The newly developed imitating Chinese music dance has attracted many drama fans. In folk art, there comes down over 30 breeds of tourist products such as farmer draws, paper-cut, flour figure, colorful lamp, mudding marble, candy figure, wood carving, carved stone, paper prick, stamp clothing, grass plait, willow plait and coat animals. Xuzhou is also famous for its native place of track and field, martial art, children draw and paper-cut, as well as Chinese chess hamlet.

There are tourist arts and crafts such as Shang pottery, jade carving, coat beast, grass and willow prick, imitation ancient bronze ware, calligraphy and painting and the four treasures of the style, i.e. writing brush, ink, stick, ink slab and paper. There are local special tourism products such as fruit tea, crisp sugar, cakes, savory vinegar and drink. All of these have reputation in the world, which increase the colorful activity contents of sightseeing tourism in Xuzhou and warmly welcomed by international and domestic travelers. All of them have attractive strength for international tourists and can be fully develop to be the special tourism activities.

2 STUDY ON THE PRESENT MARKET OF INBOUND TOURIST ORIGINS

2.1 TIME DISTRIBUTION RULE

Tourist industry has made a great progress in Xuzhou city after more than ten years' of development. During the period the "Ninth Five" years, 540 thousand inbound tourists had been received with annual increase of 80 percent. 30 million dollars had been set up with annual increase of 90 percent. 80 million domestic travelers had been received with annual increase of 45 percent. Returning currency had reached 5 billion RMB yuan with annual increase of 50 percent (Statistics Bureau of Xuzhou City, 2000).

Because the travelers of sightseeing and vacation are easily affected by politics, economics and other outburst factors, the several relatively great fluctuations of the inbound tourist market in Xuzhou city in the 1990s had something with the main aim of pure sightseeing for inbound tourists to Xuzhou city. Besides, after State Department had clearly regarded tourism as the key industry of the third one in 1992, most provinces, regions and jurisdiction cities have definitely hold tourism as the backbone, key and leading industry to develop. Until 1999 Xuzhou city had regarded tourism as the mainstay industry of national economics. From 1990s, a few new tourist projects had been put forwards for Xuzhou city. However, while during the same period the tourist projects had been fetched into record-breaking scales and speed all over the country, the relative status for Xuzhou city had been descended comparatively.

2.2 SEASONAL DISTRIBUTION RULE

Tourist activities have been greatly affected by the seasonal changes. Hence, it is very directive and meaningful to study the seasonal distributions in order to design tourist products and to supply the tourist establishment. The travel pattern in Xuzhou can be shown by monthly proportion of inbound tourists who stay over in restaurants (Table 1).

Table 1. The Monthly Proportion of Inbound Tourists Staying Over in Restaurants of Xuzhou City in 2000 (%)

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Foreigner	3.62	4.92	7.21	8.28	7.01	6.46	6.54	7.27	5.67	19.2	5.90	17.8
Overseas	1.85	3.08	11.1	1.85	0.61	11.1	13.5	19.1	3.70	7.40	17.2	9.25
Hong Kong & Macao	3.98	5.30	14.6	6.37	4.24	6.28	6.54	6.28	4.95	10.8	8.58	21.8
Taiwanese	1.12	5.44	4.86	4.22	1.70	5.10	2.58	1.76	1.85	2.95	10.0	58.2

Total	2.61	5.15	7.38	6.22	4.32	5.97	5.06	5.11	3.97	11.1	8.22	34.7
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Sources: Annuals of Xuzhou Tourism Statistics (Tourism Bureau of Xuzhou City, 2000).

In Table 1, October, November and December in 2000 formed the tourist midseason of inbound tourists with respective reception rate of 11.1 percent, 8.22 percent and 34.7 percent. February, March, April and June, July, August are sub-midseason in Xuzhou city with monthly inbound tourist reception of more than 5 percent in whole year. The rest are all off-seasons with annual rate from 2 percent to 4 percent. In conclusion, the seasonal difference of tourist market in Xuzhou city is not very clearly, which have great relationship with the fact that the developed tourist resources in Xuzhou city are mainly the humane resources. The ancient and secret cultural scenery relying on the rich cultures of double Han dynasty in Xuzhou city might become the important attractions for inbound tourists. The propaganda strength should be reinforced in this respect.

In order to clearly illustrate the seasonal difference of tourist market in Xuzhou city, the tourist time distribution intensive index R can be induced.

$$R = \sqrt{\sum_{i=1}^{12} (x_i - 8.33)^2 / 12} \quad (\text{Formula 1})$$

In that, R——tourist seasonal intensive index;

Xi——rate of monthly tourist number accounting for whole tourist numbers.

Generally, the bigger the value of R, the more different the seasonal tourist origins. If the value of R indicates to zero, the number of travelers tends to remain steady in the whole year. The quality of tourist seasons means the tendency that tourist flow direction and runoff relatively fasten on the short period time in one year, which is one of the main features in tourist market. The seasonal quality of tourist market will affect the balance of supply and demand in midseason and off-season of tourism, annual average utilizing rate of tourism establishment, as well as the tourist economic benefits. In formula 1, the value of R can be calculated to 8.24. In that, the time distribution intensive index of foreign overseas visitors to Hong Kong and Macao and Taiwan are all 8.24. This is much higher than the average level of 0.85 of China, also higher than that of Jiangsu Province, bigger than that of mountainous scenery (Yellow Mountains, Tai Mountains), inland city (Pingyao), seashore scape (Beihai City and Spain and sightseeing city (Guilin city and Xuzhou city) (Table 2).

Table 2. Contrast of Tourist Demand Seasonal Distribution Intensive Index

Attractions	Pingyao	Guiling	Jiangsu	Beihai	Yellow Mountains	Tai Mountains	China	Spain	Xuzhou
R value	3.4	3.2	3.3	5.4	5.6	5.2	0.85	4.3	8.24

It is caused by the fact that Xuzhou city is mainly made up of sightseeing products with obviously tourist seasonal quality. It indicates that humane tourist resources have not much affinity for inbound tourists in one side, and that the higher request for tourist service establishment and urban fundamental establishment on the other side. This situation can be changed on the following two sides from now. On one hand, tourist resources with history and culture should be developed variously in order to strengthen the attractions for inbound tourists. On the other hand, the new tourist products in off-season such as Cultural Relics Festival in Eastern and Cultural Festival of Double Han Dynasty should be opened up in order to realize the aim of changing the fact that tourist seasonal distribution extensively centralized in one time. Xuzhou city should fully bring the humane tourist resources such as double Han dynasty and Peng ancestor culture into play in order to improve tourism in Xuzhou city to a new level so as not to or less to be affected by the factors of off-season.

2.3 SPATIAL DISTRIBUTION REGULATION

The spatial construction of tourist origin market in Xuzhou shows that the domestic tourism takes absolutely advantages in the whole tourist market. The inbound tourists of Xuzhou city in 2000 takes account for 0.15 percent in the whole travelers, in which the reception scale is much lower than the average level of China and Jiangsu province, at 9.04 percent and 1.87 percent lower than that of China and Jiangsu province respectively.

There are three reasons. The first reason is that transportation situation cannot satisfy with the relatively high need for fast and convenient transportation of inbound tourists in spite of rich number and variety of tourist resources although Xuzhou city is regarded as traffic hinge and regional economic center. Hence, Xuzhou is difficult to attract inbound travelers. The second reason is that Xuzhou city not as well off as Beijing city and Xi'an city in terms of regional economic strength, attractions for inbound tourists, relics of ancient city. It is because Beijing and Xi'an's international reputations are so great that they have become the important representations of China ancient capitals and ancient city of history and culture along with the fact that history and culture belongs to the important tourist resources attracting inbound tourists. The third reason is that there is not enough tourist propaganda and sales promotion measures, to attract more inbound tourists from potential markets. Except the inbound tourists in Eastern Asian and Pacific Areas having close relation with Chinese history and culture, the inbound tourists in other regions know little about Xuzhou city. Xuzhou city should increase tourist investment so as to let inbound origin market into a stable increasing situation.

2.4 CONSTRUCTION OF INBOUND TOURIST ORIGIN MARKET

In the construction of inbound tourist origin market, Hong Kong, Macao and Taiwan tourists account for the highest rates in the whole inbound tourists, which is similar to that of China and Zhenzhou city. However, in Beijing, foreign tourists account for the highest percentage of the total, which is similar to that of Xi'an city and Luoyang city (Table 3).

Table 3. Contrast Rate of Inbound Tourist Construction in Historic and Cultural Cities of China (%)

City	Luoyang	Beijing	Xi'an	Zhenzhou	China	Xuzhou
Foreigners	80.5	81.3	83.0	33.8	12.9	35.91
Overseas	2.2	1.2	1.1	0.7	0.2	12.17
Hong Kong, Macao and Taiwan	17.2	17.6	15.9	65.3	87.0	51.90

Sources: Annuals of China Tourism Statistics (National Tourism Bureau of China, 2000).

The reasons accounting for the above differences are as follows:

In one aspect, the relative rates of tourist aims Hong Kong, Macao and Taiwan are activities of visiting friends and relatives as well as commerce, whose purposes are concentrated in the provinces and cities such as Guangdong province, Fujian province, Beijing city and Shanghai city. These provinces and cities are either have close relationship with regions such as Hong Kong, Macao and Taiwan in consanguinity and section, or are rich and strong in economic strength with frequent commerce and trade of international cities. However, Xuzhou is located in the relatively lagged economic circles of Huai River and Hai River. The economic strength in Xuzhou city is lower than that of North China and East China with developed and economic cities. Xuzhou does not possess the above advantages which form the main reasons to induce the above rate differences.

In the other aspect, Xuzhou city has the similar tourist constitution to that of China, which illustrates that tourist city with history and culture have strong attractions for Hong Kong, Macao and Taiwan tourists. Hence, the development of inbound tourist market should be given more attention in

Xuzhou. Meanwhile, the foreign tourists should not be neglected.

All over China, rates of foreigners and Taiwan tourists show the ascending tendency in the whole inbound tourists while the proportions of Hong Kong and Macao manifest the slowly descending trend. Along with continuous depth of world economy combining with one body, increasing frequency of international communication, and tourist development for more and more countries, it can be forecasted that the rates of inbound travelers will still be greatly advanced. The tourist products in Xuzhou will still possess a strong attraction for foreign tourists particularly from, Hong Kong, Macao and Taiwan.

The concentration of constitution of inbound tourists in Xuzhou city can be analyzed by the index of geographical concentration.

$$G=100 * \sqrt{\sum_{i=1}^n (X_i/T)^2} \quad (\text{Formula 2})$$

- In that, G—Centralizing index of tourist origin places;
- N—Total number of tourist origin places;
- T—Total number of tourist reception;
- X_i—Total number of tourist reception for the i origin places.

Commonly, the closer approach to 100 the value of G is, the more non-tranquilized the tourist management is. The smaller the value of G is, the more decentralization constitution of the origin tourists is, the more tranquilized origin tourist market.

By means of the quantity analysis of geographical centralization index, the relative tourist numbers are put into the formula 2, the value of G is 65.7975. The result illustrates that the inbound tourist market still has the quality of some concentration although the inbound tourist market shows the tendency of different development.

2.5 CONTRAST OF REGIONAL SPACE

In contrast of reception number of inbound tourists among several famous cities of history & culture (Table 4), total number of inbound tourists in Beijing city takes far-off leading position in the center of politics and culture in China, which is 4.6 times higher than that Hongzhou city of number two. The tourist reception number of Hongzhou city is similar that of Xi'an city, while number in Nanjing city takes only 60 percent of them. Luoyang city takes only a quarter of Nanjing city. The number of Xuzhou city is the least which is only 5.06 percent of Nanjiang and 0.64 percent of Beijing. From the average days of staying out for inbound tourists, Beijing still takes the leading position in these several ancient cities with 3.6 days. The average days of staying out of inbound tourists for Hongzhou and Nanjing are approximately 2.2 days. The average days of staying out of inbound tourists in Xi'an city are different for different tourist origins with average days of 2.4 for foreigners, Hong Kong and Macao, approximately average days of 4.5 for overseas and Taiwanese. The averaged days of staying out in Xuzhou city is 4 days. Luoyang is the shortest with 1.3 days (National Tourism Bureau of China, 2000).

Table 4. Contrast of Spatial Structures for Inbound Tourists

City	Total tourist number	Foreigners		Overseas		Hong Kong & Macao		Taiwan	
		Rate %	Average days of staying out	Rate %	Average days of staying out	Rate %	Average days of staying out	Rate %	Average days of staying out
Beijing	2298368	81.3	3.68	1.2	3.58	14.0	3.6	6.1	3.62
Nanjing	292472	56.4	2.5	1.3	2.65	43.0	1.9	18.2	1.97

Hongzhou	504276	57.3	2.19	2.0	2.28	28.3	2.08	24.5	2.29
Luoyang	68459	80.5	1.42	2.3	1.24	10.0	1.39	9.2	1.41
Xi'an	485266	83.0	2.3	1.1	4.34	6.5	2.49	10.5	4.86
Xuzhou	14793	35.91	4.1	12.17	4.1	50.0	3.5	52.1	5.5

Sources: calculated from the Annuals of China Tourism Statistics (National Tourism Bureau of China, 2000).

From the total amount and staying time, the inbound tourist development is basically assorted with the rich tourist resources of double Han Dynasty. The reason of forming this kind of phase can be explained in the following development of tourist resources and products as well as tourist origin constitution.

In the developing features of tourist resources and products, these several cities are all famous cities with history and culture with rich resources of history and culture. However, there still exist apparent differences among them. Hongzhou and Nanjing are both located in the southern part of China with relatively rich natural scenery resources of beautiful mountains and rivers. Especially the Western Lakes suitable for dense or light domestics makes Hongzhou boundless thought and yearn for people. Beijing, Xi'an and Luoyang are long for historic and cultural as well as relics as famous capital cities in history. Among these three cities, Beijing takes predominant position. Xi'an is capital of Shaanxi province, which is the important transport hinge and cultural center in northwestern part of China. Meanwhile, the excavation of military force tomb figures of Qin Dynasty convulsed in the world let Xi'an city become representation of eastern ancient capitals fully of mystification. Luoyang has Dragon Gate Grotto that is one of the three astonishing artistic treasures of grotto in the world. Comparatively, despite of the cultural relics in the double Han dynasties which are rare in the world, the tourist products in Xuzhou city still have substitution with those of Xi'an city.

In the tourist origin instructure, the rate of foreign tourists is relatively high of over 50 percent in Beijing similar to that of Xi'an city and Luoyang city. Xuzhou, Nanjing and Hongzhou show that the rate of Hong Kong, Macao and Taiwan tourists is over 50 percent which has something with close distance between Yangtse River delta with Hong Kong, Macao and Taiwan. Otherwise, it also has great relation with prejudices in different tourist origins. Foreign travelers are greatly interested in mountainous and river scenery, cultural relics and local customs while tourists of Hong Kong, Macao and Taiwan trends to like the combination of landscape scenery and cultural relics.

2.6 CONTRAST OF REGIONAL RELATIONSHIP

It is the fact that transport in Xuzhou is relatively developed, that nearby Zhenzhou, Shanghai and Wuhan is respectively the transport linkage in middle and north China, that there are consistency and difference of tourist products between Xuzhou and these cities. Hence, measure of regional joint for inbound tourists in Xuzhou must be adopted. Beijing, Shanghai, Guangdong, Jiangsu, Zhejiang and Yunnan are the provinces and cities with comparatively larger number of tourists. And Shaanxi, Henan, Shangdong and Anhui are the provinces near to Xuzhou of Jiangsu province. Meanwhile the types of tourist resources in Shaanxi province are basically consistent with those of Xuzhou, while there are some mutual makeup so that the tourist development and regional unit marketing can be adopted.

In the regional relationship of the inbound tourist market in Xuzhou of Jiangsu province (Table 5), firstly, tourist regions using Shaanxi as a center including several provinces such Shangdong and Henan have a close relation with Beijing and in the next place is Shanghai. Secondly, in the areas using Shaanxi and Jiangsu as a center have close relation with other provinces. There exists little relations among other provinces. Contrast to the number in the Jiangsu province, it is comparatively in equilibrium with that Zhejiang province. It shows the unbalance relationship that the number of outflow tourists is higher than that of inflow in other provinces.

Table 5. Contrast of the Regional Relationship for Inbound Tourists in Jiangsu Province (Unit: Person)

province	number	Beijing	Shanghai	Guangdong	Jiangsu	Zhejiang	Yunnan	Shandong	Shaanxi	Anhui	Henan
Beijing	11556	1514	1292	1335	873	261	459	153	153	78	60
Shanghai	1335	402	0	207	145	69	38	14	82	11	23
Jiangsu	1333	204	138	437	27	17	55	11	51	9	8
Zhejiang	880	69	125	38	449	32	3	16	28	11	9
Zhejiang	220	32	39	28	43	27	4	2	7	5	0
Yunnan	375	18	28	40	3	3	202	0	14	2	1
Shandong	159	31	12	10	10	4	0	48	4	0	7
Shaanxi	1497	246	117	90	5	3	22	3	317	0	73
Anhui	85	7	16	7	13	7	0	1	0	15	1
Henan	310	52	23	1	3	3	0	1	76	0	95

Sources: Annuals of China Tourism Statistics (National Tourism Bureau of China, 2000).

This kind of regional relationship decides the important direction of tourist network marketing. That is, allying the main tourist origin places such as Shanghai, Beijing, Xi'an in one aspect. Strengthening the marketing degree of these cities and setting up a close relationship with main tourist agencies on other aspect in order to increase the flowing strength among these cities. In addition, the marketing of nearby key cities should not be neglected in order to gradually weaken the "flowing centers" of Shanghai, Nanjing, Suzhou and Hangzhou in this region and increase the flow degree among sub-destinations in this region.

3 COMPETITION DISADVANTAGES OF TOURISM MARKET FOR HISTORICAL & CULTURAL CITY

3.1 ADJUST PRODUCT STRUCTURES IN REASONS

The tourism products in Xuzhou are mainly those of sightseeing. Many tourism products such as vacation, commerce, culture are being developed which have not been formed in large scale of benefit. This kind of situation is not consistent with international tourism market development tendency such as less and less tourism products of pure sightseeing, more and more vacation, culture, and fantastic special ones. At the same time, the participation, interest, nationality and tradition in tourism products are not enough. Especially, propaganda is not strengthened. Hence, the brand for the key, unique and non-created sightseeing tourism products such as Two Han Culture have not been formed.

3.2 ADVANCE TOURISM REGIONAL COMPOSITION OF FORCES

Tourism resources of humane and nature are difficult to give attention to one another because the singular scenic spots supplement. For examples, the thematic scenic spots of Two-Han Culture in Xuzhou city are had to satisfies with the tastes of travelers because there is more humane and less nature. Political schism disturbed the formation of tourist system. The golden aura of Two-Han Culture is emphasized in every spot and special luster is ignored. The spatial scattering of scenic spots increased the spending of time and money for travelers, which easily induced the barrier tourism psychology. The intersection between political schism and spatial scatter covers the richness and diversity of tourism resources of Two-Han Culture in Xuzhou, which clearly cancel and decrease the tourism resultant forces that should attract travelers (Cultural Bureau of Xuzhou City, 1998).

3.3 STRENGTHEN TOURISM PROPAGANDA PROMOTION

There is not enough promotion investment and not clear investment direction in tourism market. That is, firstly, there is relative subjectivity in the putting rates of limited regional promotion outlay in Xuzhou city owing to the lack of abroad investigation and development direction study in

tourism market. Secondly, the use of tourism promotion funds in regional market is lacked of pertinent. There is not enough in the actions of tourism propaganda promotion. Thirdly, there is fixing and usual sources for tourism propaganda promotion outlay, which cannot be ensured in the situation of more or less, yes or no. This kind of situations are existed in apiece attractive areas, scenic spots, service agency and restaurants.

3.4 BUILD UP BULLIANT TOURISM IMAGE

Although Xuzhou is famous historical & cultural one, it is mainly named for its “Coal City” of industry among various news media. So, it is hard to be arranged in the tourism plans for tourists when they select tourism destination. Xuzhou city is less known all over the world, which is the causes of international tourism non-development. In international tourism propaganda, the features of Two-Han Culture have not been built up. In domestic tourism dissemination, the synthetic flack has not been carried on with the combination between landscapes and cultural relics. As a result, the vivid tourism images cannot be presented to domestic and international travelers. And there is short of “brand” tourism products.

3.5 DAILY IMPETUOUS REGIONAL COMPETITION

The cultural tourism resources in Xuzhou city are similar to those of cities such as Xi’an, Beijing and Nanjing. The tourist sources are also the same. The regional competition is becoming more and more intensive. The key development should be the cultural tourist city with sightseeing in Xuzhou city because of its focus population, developed culture, convenient traffic, good industry foundation, relatively flourish commerce, and rather perfect establishment in style and recreation. The marketing position should be vacation, culture, visiting friends and relatives, domestic and international tourism market. The status and function of economic regions in Huai River and Hai River should be given more attention. The building up in the spots of Two-Han Culture and Development of local cultural tourism may lead to increasing tourism market share in the daily intensive regional competition.

3.6 COMSTITUTE TOURISM NETWORK SUITABLY

There are not reasonably tourist source structures because of low rate of international travelers. The tourism purpose is very single. There is lack of benefit mechanism that may form the common body in the relative tourism department and enterprises. In the tourism marketing of Xuzhou, the deep development of tourism network is ignored, which form the third node of regional tourism networks in the present time and the relative position descends. In the study of inbound tourist flows, we can see that the development of travelers in central city of regional tourism network is ignored, as well as the combination among the other cities in this network, which lead to the unfavorable position in the regional flow.

4 AIM ORIENTATION OF INBOUND TOURISM ORIGIN MARKET

4.1 ORIENTATION PRINCIPLES OF TOURISM AIM MARKET

Any kind of tourist destination cannot satisfy with whole need of total tourists while every destination must choose definite aim market (Kotler, 1994). According to tourist aim flowages, the tourist origin markets can be divided into key tourist aim market, basic tourist aim market and chance tourist aim market in order to ensure the aim levels of tourist origin markets. In the first place, the top two or three tourist origin places or countries can be selected or ensured as the “ key one ” whose tourist number can even reach 40-60 percent of total tourists in the reception places. In the second place, the some sub-positioned countries or places can be selected and ensured as the “ basic one ” whose rate of total tourist number is only second to that of key ones. Because it has great potential

tourist origins, it can be turned into key ones if suitably developed. In third place, the planned tourist origin markets are selected and ensured, called as chance ones.

4.2 ORIENTATION STRATEGY OF AIM MARKET

Eastern Asia such as Japan, Korea, Hong Kong, Macao, Taiwan and Southeastern Regions can be selected as key tourist originated aim market. The reasons for choosing eastern Asia as key ones are as follows: First, according to the forecast of Pacific Asian Tourist Association (PATA), the developing rate in Pacific Asia will be higher than the average speed of world tourism in the next 10 years. The areas of Pacific Asia will become the huge potential tourist origins. Secondly, the countries in eastern Asia belong to eastern cultural world along with China. Because China civilization holds the balance position in eastern culture, Xuzhou will of course induce great cultural attraction for the countries and regions in eastern Asia which have close cultural relation with Xuzhou (Guoqing Lian, 2000).

The markets such as the countries in Europe, North America and Australian can be selected as the basic tourist aim market in Xuzhou. The markets in Europe and America are always the important foreign tourist origins. In spite of that Xuzhou city is relatively difficult to reach the European and American tourists, it can indirectly drum up European and American tourists in virtue of local advantages. Xuzhou city may reinforce the relation with the hot cities such as Shanghai, Nanjing, Ningbo, Hongzhou, Qufu and Taian, where Xuzhou city can link these tourist routes of Europe and America to those of Xuzhou city itself. On the bases of landscapes, local customs and double Han dynasties, the green ecological tourism, local custom tourism, eastern garden tourism, cultural relics tourism in Xuzhou city can be further developed for European and American tourists.

The new tourist markets such as Russia can be selected as the chance tourist aim markets for Xuzhou. As there is good sightseeing vacation establishment in far off areas of Russia, consumers begin to emerge into the inner seashore vacation areas in China. In recent years, the number of Russian tourists reached over ten thousand persons in Qinhuang Island of Hebei province, seashore outdoor bathing places in Tianjin city, and seashore vacation village of Xincheng city of Liaoning province. Some Russian tourists even visited Beijing, Shenzhen and Guangdong to sightsee. It is estimated that Russian market will continue to grow. Catching hold of opportunity, Xuzhou city should make good use of the opportunity.

5 MARKETING POLICIES OF INBOUND TOURIST MARKET

5.1 TOURIST IMAGE MARKETING POLICY

Xuzhou city should plan to unify “China Civilization, Double Han Culture, Xuzhou Tour” as the propaganda theme. The different tourist promotion slogans should be put forward according to different tourist markets every year. The tourist image marketing should take the whole images of “Double Han Culture” as the first vision, concretely protrude the four-second key tourist products such as “Native Place of Double Han Culture, Countryside of Cooking and Preserving Health”. The outstanding painting rolls with double Han culture and ecological tourism can be developed for Xuzhou in order to set up a brilliantly and vividly collective image to attract inbound tourists.

5.2 TOURISM POLICES OF CULTURAL VALUE

The more and more furious market competition mechanism promotes the gradual improvement of cultural contents, daily enhancement of cultural marketing environment and increasingly prominence of management cultural values. Cultural brand for Xuzhou means the cultural position for Xuzhou. The complete cultural systems should be formulated according to natural geography, humane geography and long-run historical features. The tourist development planning,

management and marketing should be started from cultural position so as to create, design, sale and pack the image of Xuzhou city. Hence, the characteristics of tourism products with cultural tasks in Xuzhou can be formed in order to increase the cultural appending value for tourist products in Xuzhou.

5.3 MARKETING COMBINATION OF TOURISM PRODUCTS

Sightseeing tourism products are low-income ones. Owing the low rate of eating, living, recreating and shopping of sightseeing tourism products in Xuzhou, the tourist consuming level has been affected. However, tourist economic benefits are greatly relied on the consuming structures of travelers. The investment of tourism programs should be strengthened in Xuzhou. Different tourism contents should increased according to the travelers with different age, different level. The tourist products of one combined with two such as sightseeing-shopping, commerce-sightseeing and learning-sightseeing in order to lengthen the traveling time of travelers in Xuzhou city, improve the consuming level in eating, living and shopping, to enhance the combination marketing capacity of tourism products in Xuzhou city.

5.4 TOURISM MARKETING OUTLAY IMPROVEMENT

Many international countries and regions pay more attention to marketing promotion. According to the statistics of WTO, the global average sale promotion outlay accounts for 56% of budget in every national bureau. Generally, 0.4% of inbound tourist receipts in receiving countries is used in tourism marketing. Xuzhou should increase the tourism promotion outlay. The factors such as geography, population, society should be considered in segmentation index of tourism marketing outlay. Along with daily impetuous competition in tourism market, the target marketing compartment should be more detail. The tourism promotion outlay should be further arranged according to the different segmentation.

5.5 INDUSTRY LINKAGE MARKETING POLICY

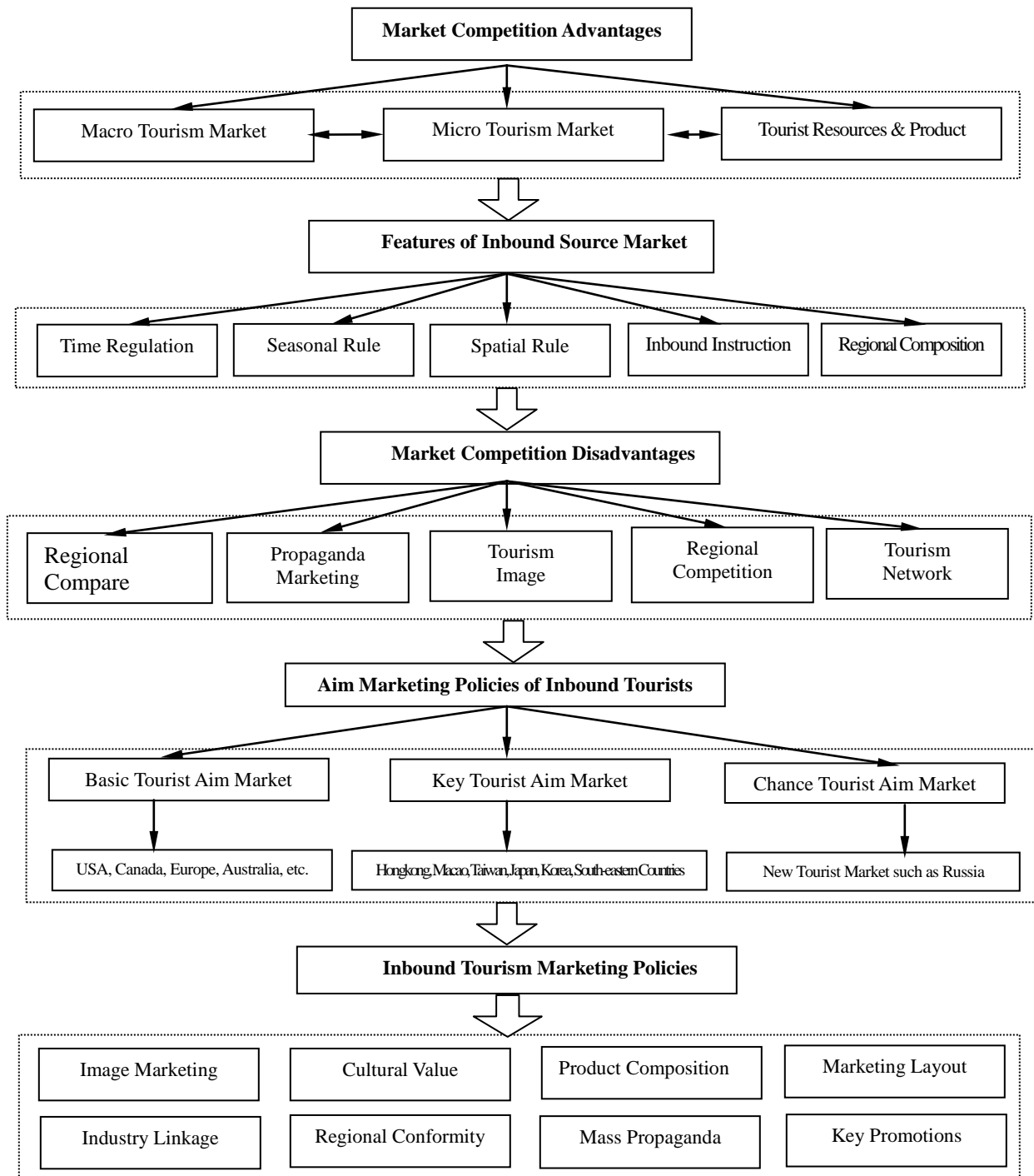
In spite of the great potential capacity of markets of inbound and domestic tourism in the future, market competitions are still abnormally out of way. Even if there are good tourist products, it is difficult to develop further if there is not enough marketing force. Hence, combined with product development and improvement of service and establishment, the human and financial resources should be devoted in Xuzhou city. The main aims are to “ build up a brilliant and amiable image in the heart of tourists and take up a stable and considerable share in the particular target market. ” In order to realize the above aims, the organization of marketing activities should change the phenomena of severe lack marketing invest caused by the uncertainty of the present duty, right and benefit. The tourist development committee should be made up of organization management construction formed by government, industry, research, fold and media in order to grading realization of the total marketing strategies. Be means of benefit adjusting mechanism, the good circulation situations with “ more investment and higher benefit ” of marketing for enterprises so as to mobilize and arouse apiece force to devote into the network projects of tourist marketing (Wenjian Xu, 1999).

5.6 REGIONAL CONFORMITY MARKETING PLANNING

According to features of relatively large covering areas for key tourist aim markets, the main development should be faced with mass promotion activities in order to stimulate the increase of market demand and to open up the origin scale. By means of the present characters of comparatively narrow covering areas for basic and chance tourist aim markets, the promotion activities of tourist commodity should be opened up in order to bring more market media in play. Xuzhou should strengthen cooperation unit promotion with nearby countries and areas. The present keystones are inbound tourists of Japan, Korea, Hong Kong, Macao, Taiwan and southeastern countries jointing

North and East China so as to distribute some travelers into Xuzhou city. In the near future the key tourist promotion keys will be existed among the countries such as Japan, Korea, Hong Kong, Taiwan and southeastern countries of Asia. In the metaphase period, the countries such as USA, Canada, Europe and Australia will be mainly developed. At a specified future date, the new tourist market such as Russia will be mainly attacked (Guifan Hou, 1999).

Figure 1. Study on the Tourism Market Features and Marketing Policies of Famous Historical & Cultural City



big screen with electric display screen should be built up in the major traffic linkages, main scenery,

spots, busy streets, stations, airport, etc. Meanwhile marketing segmentation measures should be taken in various kinds of brands, commodity makeup and tourism manual. In mass promotion, formats such as street circuit promotion and field promotions in order to attract travelers to great extent. The new tourist routes should be opened up for different inbound tourists of different levels, different stages and different season. A series of stirring domino effects of special tourist programs are put forward. With the means of artistic prevalence, the stars in performing and singing fields are invited act or do other forms of propaganda in Xuzhou.

5.8 KEY TOURIST PROMOTION PROJECT

Tourism departments and enterprises in Xuzhou city are organized to carry out a series of marketing activities so that the international image with unique charm is set up for Xuzhou city. The new, extraordinary and effective results should be put in practice in tourist propaganda. For instances, the exhibition groups should be organized, cooperation with tourist merchants, shopkeepers and media should be set up so that new tourist products are introduced in Xuzhou city so as to advance the awareness of Xuzhou city. By means of joining the important international tourist trade pageants, Xuzhou can be openly promoted. The media representatives such as newspaper, magazine, broadcast, television and networks in the main tourist origin markets should be invited to see about in Xuzhou city so as to report tourist products in Xuzhou city. The peculiar and complete guide explanation systems with foreign languages should be written and directed for Xuzhou. The attractive tourist manuals and guide maps with foreign languages should be made by Xuzhou herself (Figure 1).

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Research Paper Seventeen

A Theoretical Probe into the Threshold System of the Peculiar Tourist Resources in Desert Areas *

-----Taking Xinjiang as an Example

Xinjiang is the classical desert area in China, where there are rich and colorful tourist resources. To develop the peculiar tourist resources in Xinjiang is the important contents of the regional development for Xinjiang. Tourism in Xinjiang is in the prelude paragraph of development. With the enlargement of tourist scales and types, the times of tourist development in new period is coming. However, the study on tourism in Xinjiang is obviously left behind the actual rapid development. Tourist resources are the foundation of tourist development. Peculiar tourist resources are the soul of tourist development. This paper is making a deep research on the tourist science in Xinjiang in quantity, especially on the peculiar tourist resources (PTR) in Xinjiang. It has important theoretical and practical meaning to develop the tourist industry in this region and improve the tourist sustainable development in this area.

I. The choose of the evaluation systems of the threshold value of PTR

The peculiar tourist resources (PTR) are tourist resources with high quality and assortment. It is the cream of all tourist resources. With stronger appealing and higher attractive ability and value scale than common tourist resources, the PTR have priority to be developed under normal location, transformation and social economics. It possesses the quality of prior development and make a higher benefit than ordinary tourist resources. The study on the evaluation of the tourist resource quality and benefit is called that of threshold systems.

The threshold values of the PTR refer to the total names of the evaluation index in quantity of the peculiar degree and space radiation effect scale. They include two aspects: (1) peculiar degree, i.e., the quality peculiarity level and scope of certain PTR in the series of the types where it belongs. In order to evaluate the quality peculiar levels and scopes of certain PTR, eight indexes are selected to evaluate PTR; they are preciousness, ancient quality, size, preciousness, protection, beauty, combination and celebrity. By using the methods of Hierarchy Analyses and the Expert Estimate, the weight values of the eight indexes are determined. They are respectively 0.187, 0.059, 0.075, 0.180, 0.041, 0.152, 0.100 and 0.206; (2) the space radiation effect scope, i.e., the peculiarity level and scope of certain PTR in a series of space scales. Then on the base of the above peculiar degrees, the above eight evaluation indexes are respectively divided into four types. The weight value of each type is respectively 1, 0.6, 0.3, and 0.1 where the four effective scales such as world, nation, province and region are divided. Scores are calculated for every peculiar tourist resource due to the weight values of 100 points. Hence, the thresholds of PTR are calculated and set up.

II. The evaluation on the threshold value system of PTR in Xinjiang

2.1. Brief introduction to the types of PTR in Xinjiang

In the classifying system of tourist resources of 《The general survey standard of tourist resources in China》(briefly called 《standard》in the following) edited by National Tourist Bureau and Geography Institute of CAS, the PTR are divided into six types, which are geological and landing scenes, hydrological scenes, biological scenes, historic interests and architecture scenes, recreational

and learning attractive points and purchase sites. The 70 basic types are divided on the above foundation of 6 types.

With the large total number, many types, complete function, rich scientific contents, many indexes of tourist resources and their density are in first position of China. In the 70 types of tourist resources classified in the 《Standard》 there are 56 types in Xinjiang, which counts for 80% of total actual number in China and in the championship positions all over the country. Some of them belongs to scarce or unique types in China. Hence, Xinjiang is a large province of tourist resources in China, which is reserve foundation of tourist resources in China.

After a complete survey on the tourist resources in Xinjiang, 154 tourist scenic spots are defined. After given points by the way of threshold value scopes, 49 most attractive tourist sites with the highest points are chosen. In that, there are 29 humane PTR with 14 basic types, which counts for 59.2% of total PTR; 20 natural PTR with 10 basic types, accounting for 40.8%. In conclusion, There are rich both humane and natural tourist resources in Xinjiang. In that, humane PTR takes a little advantage over natural whose number reaches 26, accounting for 53.1% in total PTR. The types with the largest number are religious buildings, ancient city and relics, stone caves, ancient mausoleums, sandy and stony scenery, river sites, lakes and so on, which constitute the basic contents of PTR in Xinjiang.

2.2. The peculiar degrees of threshold value of PTR in Xinjiang

The eight evaluation indexes of PTR is used as Hierarchy factors with 49 PTR as samples. After analyzing the method of Hierarchy Classification, results show that the types of threshold value of PTR in Xinjiang can be divided into five. Every type has its own features.

The first type: Most of them with best beauty, better combination and regional or provincial celebrity are natural attractions, which are the good places to have a journey for people. Guozigou Valley is the outstanding example..

The second type: Most of them with best preservation, best or better combination and national or provincial celebrity appear after Qing Dynasty, which are Pre-modern, not destroyed and good environmental as well as easy to combine with other scenic spots having complete historic image and high celebrity. Aiteger Mosque is an example.

The third type: Most of them have the features of national or provincial preciousness, more or most curiosity, and more or most beauty, best combination and national celebrity. These PTR become mature and compete in development, which attract tourists in psychology seeking strangeness and difference. They combine the historic ancient feature with ordinary beauty, having the superior location condition. Jiangjun Gebi is an example.

The forth type: Most of them have the characteristics of international or national curiosity, longest ancient, best preservation and highest celebrity. The most advantages of these PTR are their curiosity, ancient, high level of development and huge potential capacity with high threshold value scope. Karaz Well is an example.

The fifth type: Most of them with national curiosity, longest ancient, national size and better or best celebrity has the features of high quality. Niya Relics is an example.

In that, the total number of first, second and third types is 32, more than half, which show the features of these three types have their representative ones of PTR in Xinjiang.

2.3. The threshold value order of celebrity of PTR in Xinjiang

By the way of evaluating method of threshold value of PTR, the above 49 PTR with highest points and most attractiveness are ordered from high points to low. The results show that the highest is Jianhe Ancient City with the points of 72.24; the lowest is Shayidong Gardens with 16.50(Seeing the Tab.1 in the following). We respectively adopt 50 points, 30 points and 20 points as the peculiar threshold value paragraph, which is used as the four effect scopes of international level, national, provincial and regional. There are 12 international peculiar tourist resources, which accounts for 24.5% of the total; 29 national, accounting for 59.2%; 6 provincial, 12.2%; 2 regional, 4.2%. We only select 49 most curious and most valuable ones from the 154 peculiar tourist resources. Some of the other 105 peculiar tourist resources are provincial, some of which are regional. So, there are many reserve peculiar tourist resources with low level in Xinjiang.

2.4. The space distribution regulation of celebrity threshold value scope of PTR in Xinjiang

Xinjiang in administration is divided into fifteen areas such as Urumqi, Bayinguolen, Akesu, Kezilesu, Kashger, Hetan, Turpan, Hami, Changji, Shihezi, Kelamayi, Artai, Bertala, Tachen and Yili. The weight of threshold value scopes in different area account accounting for that of whole area in Xinjiang is different. In Turpan there are 4 PTR with the most number of PTR with international celebrity level, which accounts for 8.2% of total PTR in Xinjiang. In Bayinguolen Mongolia Autonomous Region and Artai Area respectively 2 PTR, accounting for 4.1%, taking the second position in Xinjiang. In Arkesu, Hetan, Changji, Kelamayi and Bertala respectively 1 PTR, for 2.0%, the third. In Turpan, Bayinguolen, Kashger and Yili there are 4 PTR respectively with national celebrity level, accounting for 8.2% of total PTR with national celebrity level in Xinjiang, taking the first position. In Changji 3 PTR, for 6.1%, taking for the second. In Bertala 2 PTR, for 4.1%, the third. In Urumqi, Hami, Artai and Hetan respectively 1 PTR, for 2.0%, the forth.

After analysis on the threshold value scopes of celebrity of PTR in Xinjiang, we can see that Turpan is the important area for tourism of Xinjiang; Bayinguolen and Artai take the second position; Arkesu, Kashger, Urumqi, Hetan, Changji and Yili the third. So, the above eight regions and cities should be made as the dragon or directive head of the tourist development in Xinjiang in order to develop and invest as key areas.

2.5. The space distribution regulation of richness threshold value of PTR in Xinjiang

The richness degree refers to the rich degree of density of the PTR and their types in some definit regions, which usually show the forms of total numbers and types of PTR. The total order number of PTR in every ares of Xinjiang is respectively: In Turpan there are 8 PTR; Bayinguolen 7; Arkesu 5; Urumqi, Karshger, Yili and Changji respectively 4; Artai, Bertala and Hetan respectively 3; Kerkerzi and Kelamayi respectively 1. The result shows that the PTR in Xiniang distribute collectively in the two sides of Tianshan Mountains, southern side of Artai Mountains and northern side of Kunlun Mountains. The unique space distribution situation is due to the special geographical location and environmental structures in Xinjiang. The strangest landforms and the superior climate such as the hottest, driest, most windy and most different temperature form the first curious natural scenery in China and rarely seen in the World. Xinjiang is in the boundary area of our country and the center in the Euroasian Continent as well as the most important inland-passage in Europe and Asia long time ago. In Xinjiang many nationalities are converging merging into each other and the colorful and brilliant ancient civilization in western regions are built up.

Tab.1 The threshold value order of 49 PTR in Xinjiang

Name	Order	Basic type	Score	In area
Jianhe Ancient City	01	Ancient City	72.24	Turpan
Loulan Ancient City	02	Relics of ancient city	70.29	Ruoqiang

Kanasi Natural preserve scenery	03	Lake	66.38	Bu. County
Sarim Lake	04	Lake	62.47	Bo. County
Karaz Well	05	Hydro.Construc-tion	60.80	Turpan
Wuher David City	06	Sandy scenery	59.30	Ke.
Kezier Buddhist Caves	07	Stony cave	57.36	Ku. County
Gaochang Ancient City	08	Ancient City Relics	53.96	Turpan
Astana-Kalaezhuo Tombs	09	Tomb	53.4	Turpan
Artai Rocky Drawing Passage	10	Moya drawing	52.4	Artai
Jiangjun Gebi Spots	11	Eco- scenery	52.17	Kuerle
Arjin Natural Preserves	12	Place of wild animals	52.10	Artai
Niya Relics	13	Relics	51.80	Minfen
Milan Ancient City	14	Relics	49.78	Ruoqiang
Ermin Tower	15	Tower 塔	49.51	Turpan
Mushitage Moun.& Kalakuli Lake	16	Glacier lake	49.39	Kashe
Kumutula Buddhist Caves	17	Stony caves	48.93	Kuche
Aiteger Mosque	18	Relig. Construction	48.88	Kashger
Big Bazza	19	Shopping center	48.75	Kashger
Grape Valley	20	River scenery	48.39	Turpan
Butterfly Valley	21	River scenery	48.11	Fuhai
Bayinbuluke Grass	22	Woods & lake	48.03	Bayin.
Minsha Mountain	23	Sandy scenery	47.36	Hami
Yadan Scenery	24	Erosion Scenery	45.5	Bayin.
Abakehojia Tomb	25	Tomb	41.90	Kashger
Fruit Valley	26	River	45.39	Yili
Subazhuaoli Mosque	27	Relig. Construc-tion	45.17	Kurle
Tarim River	28	River	45.14	Aatai
Strange Valley	29	Sandy scenery	43.17	Bort.
Fire Mount.	30	Famous Mountain	41.00	Turpan
Beiting Relics	31	Ancient City	40.31	Ji.
Kangjiamenzi Rocky Draws	32	Moya rocky drawings	39.61	Chang-ji
Heavenly Lake	33	Lake	37.99	Fu-kang
Gangnaisi Grass	34	Grass	35.68	Yili
Kezierga-ha Buddhist Caves	35	Stony cave	33.36	Kurle
Bosten Lake	36	Lake	32.02	Kurle
Yili River	37	River	31.81	Yili
Hetan Jade-Carving Factory	38	Factory	31.71	Hetan
Alashan Pass	39	Peculiar county	31.25	Bele
Museum in Xinjiang	40	Scient. & cult. Base	30.57	Urum.
South. Mount.	41	Eco. Scenery	30.05	Urum.
Hoergos Pass	42	Peculiar county	26.84	Yili
Bezikelik Buddhist Caves	43	Stony caves	24.93	Turpan
Tiemen Pass	44	Military relics	24.91	Ku.
Red Mount. Garden	45	Garden	24.54	Urum.
Walnut King	46	Anciet tree	23.09	Hetan
Kui King Tomb	47	Tomb	22.67	Hami
Shuimogou Garden	48	Garden	18.49	Urum.
Shayidong Garden	49	Vegetablegarden	16.50	Ku.

2.6. The space distribution regulation of the six basic types of PTR in Xinjiang

Because of the different affecting degree of the factors such as geographical environment, location conditions and historic background, the distribution of the basic types of PTR in every area of Xinjiang is obviously different. Turpan is still in the first position, having all 6 basic types, championship both in natural and humane PTR in Xinjiang. The basic types of PTR such as stony caves, religious constructions and scenery rivers in Akesu is only second to Turpan. The third are Bayinguolen, Kashger, Hami, Bertala, Hetan, Changji and Artai mainly with 2 types. The fifth are Yili,

Hetan and Kelamayi mainly with 1 types.

In Turpan there are many ancient cities and relics, ancient tombs and stony caves, such as Jiaihe Ancient City, Gaochang Ancient City and Astana-Halahezhuo Ancient tombs which are the national key historic preservation units, the hot tourist developing points for a long time. In Akesu the stony caves are famous at home and abroad, which are the precious of the ancient cultural arts with the colorful drawing themes, mainly with the reasoning stories, Buddhist stories and Bensheng stories. They are the collective embodying area of Qiuci culture with the nationality features of India, Qiuci, Han and Urgur with the special characters of fine, vivid drawings; There are many river scenic spots in Yili area, such as Yili river with rich amount of water, which converge into Erqisi River belonging to the river system of North Glacier Ocean, surrounding by the deserts and Gebi, Growing the many living and greening oasis, showing the gardening village scenery with flying fish, field animals, humane smoke and woody fruits; In Bayinguolen there is the biggest natural preservation area ---- Arjin Mountains Preservation Area with quiet environment, grant scenery, raw ecology and field animals, becoming the returning natural tourist attractions with unique features; Bertala is famous for the Sarim Lake surrounding in the high mountains with the strange, secret and outstanding scenery in western regional level. Because of the unique natural and humane conditions, the distribution structure of the six basic types is formed.

2.7. The space distribution regulation of contribution rates of the evaluation index of PTR in Xinjiang

The evaluation indexes of contribution rates are the contributing degree of every evaluation index in different region. That is, the advantages of PTR and their contributions to every area are analyzed by the way of evaluation index. In Turpan the percentage of curiosity, strangeness, beauty and celebrity is relatively high, respectively 18.5%, 16.0%, 12.0% and 23.4%. Hence, the contribution rates of the above four PTR in Turpan is the highest; In Bayinguolen, the contribution rates of celebrity, curiosity and beauty is the highest, respectively 26.0%, 20.4%, 15.5%; In Akesu the contribution rates of sparseness, strangeness and celebrity are the highest, respectively 22.0%, 16.4%, 18.8%; In Kashger the celebrity and beauty are the highest, respectively 22.5%, 18.2%; In Yili the celebrity, beauty, strangeness and sparseness are the highest, respectively 31.0%, 17.4%, 12.9%, 10.2%; In Urumqi the celebrity, combination and beauty are the highest, respectively 29.8%, 24.1%, 17.6%; In Artai the celebrity, strangeness, beauty and celebrity are the highest, respectively 20.2%, 20.5%, 20.9%, 18.5%; In Bertala the celebrity, beauty and sparseness are the highest, 22.6%, 18.9%, 20.5%. So, every region should contribute its own advantages of PTR to opening the special tourist developing road so as to avoid its own disadvantages.

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Research Paper Eighteen

WTO and China's Tourist industry: Impacts and Effects

Tourist industry is highly relevant to and capable of exerting its influence upon many other industries. As a dynamic driving force, it creates huge job opportunities, displaying a noticeable multiplier effect. As a result, it has been playing a significant role in China's social, political and economic development. Labeled as a key industry by the Chinese government, it has already become an important exporting industry in China's service trade. After the WTO entry, China's tourist industry will synchronize with international norms on a higher level, making itself an organic part of the new system of the international service trade. This will bring about unprecedented opportunities for the industry, enabling China, a major tourism force in Asia, to quicken her step towards a major tourism power of the world.

I. WTO and tourist industry

The establishment and development of WTO are based on the General Agreement on Tariffs and Trade (GATT). On April 5th, 1994, the Uruguay Round of Trade Negotiations gave birth to the General Agreement on Trade in Services (GATS), officially bringing service trade into the track of multilateral trading system and promoting the development of its liberalization and internationalization. For the first time, GATS provided a systematic arrangement and guarantee for the free trade in services, including tourism service. The impacts of WTO upon the tourist industry of China and the world include:¹

(I). WTO and the world tourist industry

1. Opening of market. This includes opening market to tourists as well as tourism service suppliers and increasing tourist flow of signatory countries. It will help the signatory countries to absorb foreign investment into their tourist industry and boost its development. Meanwhile, a fiercer competition of the industry is also inevitable.
2. Agreements on most-favored-nation clause and national treatment clause. Ensuring equal and non-discriminative treatment of the people and companies from all GATS signatory countries in all relevant nations to guarantee the freedom and safety of tourists as well as the legitimate rights and interests of foreign tourism investors.
3. Commitment on air transportation service. "Each and every signatory party shall promise to provide public services on the entry and use within or through its territory to air service suppliers from all the other signatory parties, in accordance with reasonable and non-discriminative articles and other acknowledged air service conditions." This commitment will provide great convenience for passengers and give a huge spur on international tourist industry.
4. Market access to telecommunications service and the opening of financial market. GATS also publicize market access to telecommunications service and the timetable of opening financial market, gradually eliminating the trade barriers in tourist industry and creating ample space for the development of tourist industry in such aspects as traveling convenience, tourism investment and infrastructure construction. It has contributed enormously to world tourist industry.

¹ Sun Gang: Relevant Information of WTO and the Impact of WTO Entry on the Tourist Industry (J). *Tourism Study*, No.2, 2002, pp30.

(II). WTO and China's tourist industry

1. Cross-boundary consumption. China has basically opened its entry tourist market. In addition, Sino-foreign joint-venture hotels may offer services without any restrictions against entry tourists.
2. Commercial presence. China will adopt more active stance to further quicken its opening-up to attract more investment of higher quality. Its central government will soften the terms of examining and approving joint-venture foreign-trade companies and try to expand the scope and number of such companies on a trial basis. Moreover, It will allow foreign travel agencies to establish joint ventures in China to promote the development of China's tourism, and will also encourage financial institutions to apply for setting up branches in every corner of China. It has already developed the latest rules on further opening of retail trade, and domestic and overseas investors may apply for establishing joint-venture retail businesses after the issuance of the rules.

(1) Restaurants and hotels. In accordance with relevant Chinese laws, foreign investors are not only permitted to build and rebuild restaurant facilities in the form of joint ventures or cooperatives, but also allowed to manage hotels directly or indirectly. Foreign investors have already set foot in the development and construction of tourist spots, especially artificial sceneries, as demonstrated by the several large-scale foreign-invested tour-amusement theme parks in Shanghai. In addition, the government has removed the restrictions on establishing Sino-foreign joint-venture travel agency in China at the end of 1998, and restrictions concerning forms and share ownership of enterprises shall be removed no later than December 31st, 2003, allowing the foreign side to hold the company.

(2) Travel agency. Qualified foreign service suppliers are permitted to establish Sino-foreign joint-venture travel agencies in tourist resorts designated by the Chinese government as well as in Beijing, Shanghai, Xi'an and Guangxi Province. The foreign side will be allowed to hold majority shares no later than January 1st, 2003 while solely foreign-owned travel agencies can be set up no later than December 31st, 2005 on condition that the travel agency concerned specializes in holiday tourism with annual revenue over RMB 50 million.

Scope of business. The above-mentioned travel agencies are allowed to trade directly with Chinese transportation and hotel operators to provide traveling services and hotel accommodations to both domestic and foreign tourists. They also can offer redemption service of traveler's checks within the territory of China. It is expected that the restrictions on setting branches by joint-venture travel agencies will be removed no later than December 31st, 2005. However, Sino-foreign joint-venture travel agencies are not allowed to operate exit tourist service for Chinese citizens.

3. Natural person presence. Foreign executives and experts, who contract with Sino-foreign joint-venture hotels and travel agencies, are authorized to work in China. In fact, non-joint-venture businesses are also allowed to employ foreign managers.

All in all, in view of the overall interest of the country, the Chinese government focuses on protection in those sectors that relate to national economy and people's livelihood, as well as national security and stability. While in those less essential and highly commercialized sectors, the government will further quicken the opening-up of the market. The all-round opening-up of China's tourist service market is close at hand, which poses opportunities as well as challenges to the nation's tourist industry. We could foresee the survival of the fittest of China's tourist businesses. In terms of the commitments already made, however, we find that the opening-up of China's tourist industry is

quite unbalanced, with insufficient opening-up in certain sectors while too much madness in others. In spite of this, China, with the aim of step-by-step liberalization, is sure to open up its tourist market gradually in accordance with the basic principles of GATS, thus fulfilling her contract obligations as a GATS signatory nation.

II. The impact of WTO on tourist industry

The WTO entry will bring historical opportunities to China. It is known that without China, which ranks 10th in world trade volume, WTO, the 133-member-state U.N. on an economic basis, is undoubtedly incomplete. China's WTO accession will create huge momentum for the new round of high-speed growth of international economy and trade. It also helps to create a favorable external environment for China, enhancing her status in participating in the administration and discussion within the international economic and trade system. Each sector of national economy will benefit from those opportunities to possibly different extent. Generally speaking, WTO entry will do more good than harm to Chinese tourist industry.

(I). Macro effect

The WTO entry opens the portal of Chinese tourist industry to more than 100 countries in the world. China's political stability and rich tourist resources will attract a great number of international tourists. Meanwhile, business travelers will also increase after the WTO entry. According to international practice, the ratio between domestic and international tourist revenue of a nation is about 9:1 or 8:2, contrasting sharply China's current ratio of 2:1. China's tourist industry is divided into three sectors: entry tourism, domestic tourism and exit tourism. As a developing country, China stresses the importance of earning foreign exchange through tourism and sets up the guideline of "energetically develop entry tourism, actively develop domestic tourism, and appropriately develop exit tourism". The World Tourism Organization points out that, by 2020, China will become the No.1 tourist destination in the world, and will receive 131 million tourists each year, more than doubled the current volume of 57 million within 20 years. Meanwhile, China will rank the fourth tourist exporting country with an outflow of 100 million tourists, 15 times more than the current 6 million. These striking statistics well display the huge potential of China's tourist industry.²

(II). Industry effect

Tourism is an advantageous industry of China's WTO entry. It is expected that China's service sector will face extremely strong challenge after its WTO accession. Compared with their international counterparts, all the dozen or so sectors in service industry lack competitiveness. They can be classified into three categories: (1) Blank fields, such as environmental protection; taxation, accounting, auditing and bookkeeping in commercial services; engineering services; leasing service of transportation facilities (dry lease and wet lease); as well as some other services related to industries like fishery, mining and energy allocation, etc. It is mainly the foreign capital, after the opening of these fields, that flows into China and helps cultivate the market. (2) Fields of comparatively lower level of opening-up, for example, finance and insurance, telecommunications and civil aviation etc, which are basically state-monopolized. Therefore, opening-up of these fields means the break of monopoly and the enhancement of international competitiveness. (3) Comparatively advantageous sectors. China now ranks the 15th service-exporting country in the world, based on its tourism, ocean-shipping, labor service and project contract service.

(III). Relevance effect

² Wu Bo: Impacts, Promotions and Countermeasures—An Analysis Of China's Tourist Industry After its WTO Accession (J), *International Market*, No. 7, 2002, p28-29.

The negative impact of the WTO entry on tourist sector will be less than that on some other industries like agriculture, industrial manufacturing and hi-tech sector, and the time of direct impact will be later than other service industries like finance, insurance and telecommunications etc. Because tourism is highly dependent on other industries, the broadening and opening-up of those relevant industries will certainly remove many obstacles for its great development. At least, the opening-up of the following industries will noticeably and directly propel the liberalization of the tourist industry.

1. The deeper opening-up of the financial market will provide foreign financial organizations with great opportunities to start businesses in China, gradually removing the restrictions on international transfer and payment. This change will greatly improve the financial service for tourists, facilitate payments for international tourism, make up for the tourist service lacuna and upgrade the whole level of the tourist service.
2. The opening-up of telecommunication and information industry will, as a whole, upgrade the overall scale and development level of telecommunication service—the infrastructure of tourism, particularly in boosting the development of tourist e-commerce and sales network, accelerating the modernization of traveling operations.
3. The opening-up of air transportation market and the subsequent effect on competition will help provide safer, more convenient and considerate travel services to tourists.
4. The favorable impact of the liberalization of barter trade on tourism will be mainly reflected in two aspects. First, the lowering of auto import tariff will solve the problem of shortage of tourist cars, which has hindered the development of tourism for years. Secondly, the lowering of other tariffs will help high-end hotels to cut down operational costs.
5. The improvement of investment environment will provide necessary financial support for the development of the tourist service industry. In accordance with the requirements specified in *The Agreements on Trade-related Investment Measures* of WTO, China's foreign investment legislative system will gradually synchronize with the international practice. This will bring greater and more enduring vitality and scale of the development of China's tourist service industry, the most successful industry to date which owes its development to foreign investments.

The deeper opening-up of the financial sector will facilitate tourist payments, make up for the lacuna in tourist services and upgrade the overall competitiveness of tourist industry. Meanwhile, the deeper opening-up of the information industry will boost the development of e-commerce and sales network related to tourist industry, and enable more advanced approaches to tourism operations. In addition, the lowering of auto import tariff will solve the problem of shortage of tourist cars, which has hindered the development of tourism for years, while the lowering of other tariffs will help high-end hotels to cut down operational costs.³

(IV). Employment effect

According to the report issued by World Tourism Organization, the number of employees directly or indirectly involved in international tourism has reached 120 million in 1994, taking up 1/9 of the total number of employees from all walks of life. In 2001, the number grew to 350 million. As a far-reaching and diversified industry, tourism tends to be strongly labor-intensive. It not only absorb large labor forces, but also provide indirectly a large quantity of job opportunities for society. The multiplier of direct and indirect tourism-related employment is something between 2.4 and 3. In countries like Singapore where labor-shortage exists, there is a challenge for the development of

³ Zhou Lingqiang, Impacts of WTO Entry on China's Tourist Industry and A Study of Countermeasures. (J), *Academic Journal of Zhejiang University*, No.3, 2000, p130-136.

tourism due to its higher labor cost. While in China, a country abundant in labor resources, there is huge potential for the development of tourism. Statistics indicates that China's WTO entry will result in a 3-percent growth in its national GDP, which means 10 million more job opportunities for the society, based on the common sense that one percent in GDP growth will create 4 million job opportunities.⁴

(V). Multiplier effect

The deeper opening-up of relevant industries will provide even more powerful support for the development of the tourist industry. For instance, the entry of foreign airlines will reduce the current much-too-high traveling transportation cost to China, and thus raise the international competitiveness of China's tourist products. China is rich in tourist resources. Many natural, humanistic and social resources hold, with their uniqueness and historical significance, important positions in the world. Therefore, the development of tourist products in China is quite promising. According to the research report issued by World Tourism Organization in 1993, the total tourism consumption is expected to reach US\$1.6 trillion, about 4% of which is spent on traffic and accommodation while 6% on consumer goods and tourist products. The statistics in 1992 shows that the multiplier of global tourism revenue to the total output of national economy is 2.5, with an extra 0.50 for tourist industry, 0.57 for relevant industries and 0.48 for inductive industries. The average multiplier is 2.5. Tourist consumption goes directly to the six sectors, namely, traffic, sight-seeing, food, lodging, shopping and entertainment while indirectly influences 58 sectors including finance, insurance, telecommunication, medical care, agriculture, environmental protection, printing, etc. The development of tourism brings about the synchronic development of directly or indirectly relevant industries and helps to create an interactive effect. According to the forecast of the State Statistical Bureau, China's tourist revenue will reach RMB 1.3-1.4 trillion by 2010, taking up 8% of its GDP. The total contribution, taking into account the multiplier of 2.5, is actually about RMB 3.25-4.9 trillion.

III. The impact of WTO on China's tourism enterprises

(I). Adjustment effect

The market access to travel agency sector for foreign enterprises is of the lowest level in China's tourist industry. Travel agency sector is the core part that plays an important role in tourism, and it is no surprise that the Chinese government has set rigid restrictions to the entry of foreign capital into this field. As it is not an essential sector in national economy and is less likely to create monopolization, its deeper opening-up, in the long run, is helpful to the globalization of China's travel agencies and thus can create changes in the tourist market currently dominated by travel agencies. Therefore, the positive impact of the WTO entry is also quite apparent. Firstly, it urges China's tourist industry to adapt to the trend of internationalization of service trade so that its all-round involvement in international competition could accelerate the survival of the fittest travel agencies. Secondly, it helps to expand the entry tourist market. International tourist enterprises will expand their coming-to-China tourist market, especially the relatively high-end holiday and business travels, based on their advantages in brand and sales network. Thirdly, it helps China's travel agencies to transform their ownership structure and enhance their management competence. Foreign travel agencies will bring standardized internal management and service criteria, and name brand ones will even serve as leading models for domestic travel agencies regarding the improvement of service quality and upgrading of operation and management. Fourthly, the opening-up of travel agency sector is to facilitate within this field an international and modern business operation system based on networking. Through joint-investment with their foreign counterparts, domestic travel agencies are expected to enlarge their scale and strength and make changes to the whole industry typified now by small scale,

⁴ Liu Lili, A Brief Analysis of the Impacts of WTO Entry on Tourist Vehicles, (J), *Tourism Study*, No.3, 2002, p33.

decentralization, weakness and poor management. The stagnant mechanisms will then be gradually replaced by more flexible ones, and advanced foreign expertise in both management and technology will be further introduced into China to improve the awareness and quality of services.⁵

(II). Adaptation effect

The WTO entry will not pose serious threat to China's tourist hotel industry, especially the high-end segment. The reasons are mainly as follows: firstly, China's tourist hotel industry takes virtually the first place with respect to the level of opening-up. It is also the earliest one to be brought into the practice of the international hotel industry in terms of service standard and management hierarchy. With brand exporting as their main mode of business management, prestigious foreign hotel management groups flooded into China and helped lay the foundation of an early opening-up of China's hotel industry. At present, almost all international hotel giants have made their fortresses in China and the increase of newcomers is unlikely to be so much and quick as to form a "peak impact". Secondly, the opening-up of China's hotel industry is roughly achieved and its status quo is already little different from the WTO entry commitment made by the Chinese government to the US government, leaving little possibility for the rapid and crowded influx of newcomers. Thirdly, foreign investment into China's hotel industry appeared in the early stage of reform and opening-up and is now in huge amount and wide distribution so that domestic hotel industry is already accustomed to foreign competition and thus less likely to breed panic. Fourthly, a relatively perfect management system in hotel administration has been gradually set up in the course of opening-up. After more than a decade of cooperation with foreign-funded hotel groups, China's hotel industry has basically adapted to the mentality, management model, service standard and network system brought in by these multinational groups. They have not only rapidly pushed China's hotel industry close to the international standard but also brought it to the leading positions in certain aspects.⁶

IV. The impact of WTO on tourist market

(I). Entry effect

The direct impact on tourism, reflected in market, is the increase or decrease of the tourist figures. On the one hand, the fact that the essence of tourist service trade is the exchange of people brought by the exchange of resources, mostly monopolized and non-fungible, determines that the exchange of resources and people is in a situation of limitless growth. On the other hand, because most countries set comparatively fewer obstacles to the entry of foreign tourists and so does China, the impact of the WTO entry on tourist person-time will be shown in a leveled rather than a drastic change. In other words, the number of entry tourists, one of the key performance measures in tourism, will experience a natural and regular growth in the short run. The WTO entry is positive to the expansion of the entry tourist market and the enlargement of the entry reception scale. After China's WTO entry, more convenient exit-and-entry brought by the mutual benefit between China and other WTO member states and the huge influx of foreign capital will certainly increase the inflow of international sight-seeing and business tourists. Therefore, it is positive to the expansion of the entry tourist market and the sustainable development of China's tourist industry.⁷

(II). Image effect

The WTO entry plays a special role in improving China's international status and shaping the image of a great nation. It helps to build a favorable external image of the Chinese tourist industry and enables it to further integrate into the international tourist market. After China's WTO accession, the optimized allocation of its resources, the full play of its comparative advantages, the introduction

⁵ Zhang Jianzhong, WTO Entry and China's Tourist Industry: Impacts and Countermeasures. (J), *Tourism Study*, No.2, 2002, pp41.

⁶ Gao Shunli, The Impacts of WTO Entry on China's Hotel Industry, *Tourism Study*. (J), No. 3, 2002, p23.

⁷ Yan Ping, WTO Entry Is Good News for China's Tourist Industry, *Market News*, (N), Page 3, December 22, 1999.

of advanced technologies and the efficiency enhancement will boost China's economy and help integrate China more closely into the world economic system. The social, economic and cultural communication and cooperation between China and the rest of the world will also get strengthened, and consequently the increase of personnel exchange will significantly increase the demand for business travel products. Moreover, the WTO entry will help China to establish a favorable image of liberal political practice, sound social stability and continuing economic prosperity, and thus enable it to attract more and more overseas tourists.⁸

(III). Management effect

The rule of WTO entry is the rule of legalization. Governments will play a more important role in making and understanding rules and thus enjoy higher authority. Governments will act, on behalf of enterprises, to negotiate, coordinate and protect national interest within the framework of WTO. After the WTO entry, the demands from enterprises will steadily increase and legal suits against governments will also rise, which will urge government departments to come up with administrative approaches befitting market economy. Meantime, WTO entry requires the government legislative organ for tourism to upgrade its legislative capability, not only taking practical effects and policy orientation into consideration, but also examining whether these laws and regulations comply with WTO agreements, and sending translated versions to relevant WTO bodies for discussion and filing. Since there are various exceptions to WTO agreements and there are different approaches to different conditions, we should make good use of WTO agreements. In addition, a group of talents specialized in WTO agreements and tourism rules and regulations in different countries are needed to offer services of making and defending against accusations and settling disputes for the government and enterprises. The adaptation to those rules and requirements from WTO is in fact the process of synchronizing with international practices. Therefore, both enterprises and government organs have to face challenges.⁹

(IV). Investment effect

China's WTO accession could help to attract more foreign direct investment, further increase foreign commercial presence in China's tourist industry and quicken its pace of building and developing the industry. With the increasingly intensified opening-up of China's tourist market, foreign capital will flow in on a larger scale, which will in turn enlarge the capacity of its tourist industry and better its foreign-investment environment both in 'software' and 'hardware'. Its hotels and tourist resorts will also obtain more opportunities to make adjustments in their layout and structure, and the fixed capital stock in its tourist industry will come alive to flow and transfer. Moreover, each kind of its tourism resources will get better developed and protected, and its tourism infrastructure and accommodation facilities will be enhanced so that the comprehensive accommodating capacity will be upgraded. Currently, its central and western regions are regarded as a huge reserve that it can rely on to build up its strong power in tourism. However, serious shortage of funds prevents the abundant tourist resources in these regions from developing into international tourist brands. Therefore, the increasing inflows of foreign investment followed by its WTO accession will promote tourism in these regions while upgrade the tourist products in its eastern part so that world-class tourist brands could come into being.

In sum, in view of the inborn features of tourist industry, it can be classified into service trade. It is less likely to be copied and monopolized. Consequently, it is an industry with comparatively easy market access and fewer trade barriers. Because of its earlier synchronization with the international standards and relatively deeper and wider opening-up, China's tourist industry tends to face less impact after the WTO entry than other industries. As an emerging industry which grows

⁸ Pao Dike, WTO Entry Quickened for China's Tourist Industry, *Financial Times*, (N), Page 6, July 19, 2002.

⁹ Sun Weijia, Some thoughts On Tourism Legislation In the Context of WTO Entry, (J), *Tourism Journal*, No. 5, 2000, pp5.

and develops with the opening-up process, China's tourist industry has always taken the lead in opening wider and deeper to the outside world. In other words, it has in fact already experienced in advance the challenges posed by the WTO entry. Therefore, we can safely conclude that the opening-up of China's tourist industry has already been achieved with a fairly solid foundation to resist any foreign impact.

Research Paper Nineteen

Contribution of Tourism to Promoting Reconciliation and Peace between Mainland China and Taiwan

Abstract

This study illustrates the features of tourism flow as well as politics, economics and trade between Mainland China and Taiwan. The Taiwanese to Mainland China have been the main body of the tourism market between Mainland China and Taiwan. Conversely, the number from Mainland Chinese to Taiwan is very limited. The relationship between both of these states is very unbalance. Some obstacles for tourism cooperation, including transportation, politics and culture between Mainland China and Taiwan have also been shown in this study. Thus, the corresponding solutions to the above obstacles such as tourism cooperation, politics, transportation and culture between Mainland China and Taiwan have been put forward. Finally, the role of tourism in reconciliation and peace between Mainland China and Taiwan has been supported.

Key Words: Mainland China, Taiwan, peace, tourist flow

Contribution of tourism to promoting reconciliation and peace between Mainland China and Taiwan

1. Introduction

Table 1. A review of studies on the role of tourism for peace in divided countries

Authors	Study country	Method	Summary
Kim & Crompton (1990)	South Korea and North Korea	Descriptive analysis	This study suggested two tracks in diplomacy: official channel of government relations (Track 1) and unofficial channel of people-to-people relation (Track 2). Tourism is perceived as a primary vehicle for facilitating track two diplomacy.
Hobson & Ko (1994)	China, Hong Kong and Taiwan	Descriptive analysis	This study forecast Hong Kong's tourism development after the change in sovereignty of Hong Kong from Britain to China.
Akis & Warner (1994)	North Cyprus and South Cyprus	Descriptive analysis	This study discussed tourism development in North Cyprus and a potential of tourism with South Cyprus.
Butler & Mao (1995)	Divided countries	Descriptive analysis	This study suggested an evolutionary theory using four stages: Zero-tourism stage, VFR tourism stage, middle stage, and mature stage.
Yu (1997)	China and Taiwan	Descriptive analysis	This study defined two states of political activity that affected tourism: low political activity and high political activity. It describes the relationship of politics and tourism between China and Taiwan from a historical perspective.
Lee (1998)	South Korea and North Korea	Descriptive analysis	This study described the role of tourism in overcoming heterogeneous cultures between South Korea and North Korea.
Altinary (2000)	North Cyprus and South Cyprus	In-depth interviews with government officials	Through interview with ten government officials or senior executives from tourism industry, this study suggested a need of a federal solution to Cyprus' problems, which provides a positive effect on the tourism industry.
Sonmez & Apostolopoulous (2000)	North Cyprus and South Cyprus	Descriptive analysis	This study suggested cooperation theory and inter-group contact theory in increasing mutual understanding, tolerance, learning reduction of antagonism, and sharing economic benefits between South Cyprus and North Cyprus.
Kim & Prideaux (2003)	South Korea and North Korea	Descriptive analysis	This study introduced the history of the Mt. Gumgang tour project between two Koreas and the role of the tour project in drawing peace.
Alipor & Kilic (in press)	North Cyprus and South Cyprus	Descriptive analysis	This study focused on North Cyprus' tourism development and planning and discussed institutional or policy problems on the process of tourism development.
Kim & Prideaux (in review)	South Korea and North Korea	Survey of South Korean tourists to Mt Gumgang in	This paper assesses the proposition that tourism has some potential to act as a mechanism for promoting international peace by examining the reactions of South Korean tourists who have visited Mt Gumgang a newly developed resort area in

		North Korea	North Korea
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Many researchers have suggested or examined the role of tourism in reducing tension, conflicts, barriers or suspicion and guiding to peaceful conditions (D'Amore, 1988a, 1988b; Hobson & Ko, 1994; Jafari, 1989; Matthews, 1978; Matthews & Ritcher, 1991; Richter, 1989, 1996; Var, Brajle & Korasy, 1989). Furthermore, some studies have postulated that tourism is a positive force in producing reconciliation and peace in partitioned countries (Alipor & Kilic, in press; Butler & Mao, 1995, 1996; Kim & Crompton, 1990; Yu, 1997; Zhang, 1993). However, Litvin (1998) indicated that tourism is not necessarily a cause in consolidating peace or reconciliation but a beneficiary of peace. Recently, Kim & Prideaux (in review) indicated that tourism may be used as a political consideration. Table 1 shows a summary of literature relating to the role of tourism for peace, reconciliation, and unification between divided countries.

As Table 1 shows, some studies that have focused on the role of tourism development between partitioned countries, Mainland China (officially, People's Republic of China) and Taiwan (officially, Republic of China) (Hobson & Ko, 1994; Yu, 1997), South Korea and North Korea (Kim & Crompton, 1998; Lee 1998; Kim & Prideaux, 2003; 2004, in review), North Cyprus and South Cyprus (Akis & Warner, 1994; Altinary, 2000; Alipor & Kilic, in press). However, there has been an absence of recent studies on the role of tourism in reconciliation and peace between Mainland China and Taiwan. Thus, this study is designed to update and include including recent situations. More specifically, the purposes of this study are: (1) to illustrate the features of tourism flow between Mainland China and Taiwan; (2) to show some tourism obstacles of tourism cooperation, transportation, politics and culture between Mainland China and Taiwan; (3) to put forward solutions to the above obstacles; (4) to identify the role of tourism in reconciliation and peace between Mainland China and Taiwan.

2. Tourist flow between Mainland China and Taiwan

Before 1978 when Mainland China turned to reformation and opened to the world, there was a very restricted tourism flow between Mainland China and Taiwan. However, there was little tourism activity between Mainland China and Taiwan from 1978 to 1987. The number of tourists between Mainland China and Taiwan from 1987 to present has been increasing. The statistics are reported in Table 2.

At first, regarding tourism trends from Mainland China to Taiwan, the Taiwan government, in 1987, began to allow Taiwanese to visit relatives and friends living in Mainland China. This resulted in 437.7 thousand Taiwan travelers to Mainland China in 1988. In the early 1990s, there were more and more frequent activities between Mainland China and Taiwan. The relationships in the tourism market between Mainland China and Taiwan gradually normalized. In 1992, driven by the market economic development in Mainland China, 1.317 million Taiwanese travelers visited Mainland China, with an increase of 39.21 percent compared to 1991. In 1994, because of the "Qiandao Lake" accident in Mainland China, where 24 Taiwanese travelers, eight crews and four tour guides were killed, the number of Taiwan travelers to Mainland China decreased 8.96 percent from the previous year of 1993 (Mark, 1994). In 2002, there were 3.66 million Taiwan travelers that visited Mainland China, which was 17.75 percent more than that in 2000 (Xiong, 2002). From 1988 to 2002, there were totally over 27 million Taiwan travelers that visited Mainland China with the annual rate increasing 16.19 percent, showing a stable increasing trend.

Regarding the trends of tourist flow from Mainland China to Taiwan, the Taiwan government in 1988 first allowed Mainland Chinese tourists to visit their sick relatives living in Taiwan or attend the funeral ceremony of their relatives. This was a departure from the rule of prohibiting Mainland Chinese citizens from entering Taiwan. From then, the limited two-way flow of people between Mainland China and Taiwan started. At the beginning of 1993, the Taiwan government had further

decided that Mainland Chinese could join international conferences in Taiwan, take part in communication conferences between Mainland China and Taiwan, conduct activities such as visiting, gathering news, make movies or TV programs, and attend cultural and educational events. Mainland Chinese were also allowed to visit for personal reasons such as for the return of the remains of deceased relatives and lawsuits. In 2000, about 117,000 Mainland Chinese visited Taiwan, indicating an increase of 61.8 percent, compared to 1997. In 2002, approximately 153,900 Mainland Chinese visited Taiwan, which is 31.4 percent more than in 2000 (Zhang, 2000). From 1988 to 2002, there were totally about 850 thousand Mainland Chinese visiting Taiwan, with an annual increase of 113.51 percent. Although the number of Mainland Chinese visiting Taiwan is much less than that of Taiwanese visiting Mainland China, the level of Mainland Chinese visiting Taiwan is relatively high, including famous people such as scientists, technologists, journalists, actors and actresses, visiting scholars and professors, experts and sports stars.

Table 2. Number of tourist arrivals between Mainland China and Taiwan

Year	Tourists from Taiwan to Mainland China (Unit: 1,000 person)	Growth rate (%)	Tourists from Mainland China to Taiwan (Unit: 1,000 person)	Growth rate (%)
1988	437.7	N/A	0.381	N/A
1989	541.0	23.60	4.838	1169.82
1990	947.6	75.16	7.520	55.44
1991	946.6	-00.11	11.074	47.26
1992	1,317.8	39.21	13.134	18.60
1993	1,527.0	15.87	18.343	39.66
1994	1,390.2	-8.96	23.562	28.45
1995	1,532.3	10.23	47.176	100.22
1996	1,734.0	13.16	58.510	24.02
1997	2,118.0	22.15	72.346	23.65
1998	2,174.6	2.67	90.626	25.27
1999	2,584.6	18.85	106.699	17.74
2000	3,108.6	20.27	117.125	9.77
2001	3,442.0	10.73	133.655	14.11
2002	3,660.6	6.35	153.923	15.16
Total	27,462.6	16.19	858.912	113.51

Sources: The Yearbook of China Tourist Statistics (1989-2003). The Internet of Economics and Trade of Mainland China (Taiwan Administration Committee of Mainland China), 2002.

In summary, the tourism flow between Mainland China and Taiwan shows that the trend is fast developing. There are two characteristics of the tourist flow between Mainland China and Taiwan. First, the purposes of Taiwanese for traveling to Mainland China has changed from visiting relatives and friends in the former periods to sightseeing, holiday vacations, business, communications of culture, sciences and technology in the latter periods. The types of tourism from Taiwan to Mainland China have appeared in the forms of tour packages by travel agencies. The Taiwanese have been the main source for the tourism market for Mainland China. Second, because of the difference of economic development and standard of living between Taiwan and Mainland China, as well as the limited policies of the Taiwan government, the tourism market shows a single direction flow. That is, the Taiwanese to Mainland China have been the main body of the tourism market between Mainland China and Taiwan. Conversely, the number from Mainland Chinese to Taiwan is very limited. The relationship between both states is very unbalanced.

3. Political and economic development between Mainland China and Taiwan

Travel flow between Taiwan and Mainland China is greatly influenced by the changing political relations of the two governments. In October of 1949, the People's Republic of China was established by the Chinese Communist Party. The Taiwan government of the Kuomintang Party had

withdrawn to Taiwan. From then on, the political relationship between Mainland China and Taiwan experienced three major phases.

The first phase was a period of military confrontation from 1949 to 1977. Both sides had many furious battles on the seashores and islands along southeastern Mainland China from 1949 to 1958. From 1959 to 1966 there still existed some small-scale military conflicts between Mainland China and Taiwan. The relationship between Mainland China and Taiwan had been more settled than before (Yang, 1999). From 1967 to 1977 during the cultural revolutionary period in Mainland China, the relationship on both sides had become much more relaxed than before. However, a few military conflicts between Mainland China and Taiwan still occurred (Li, 1999).

The second phase was a period of negotiation for peace from 1978 to 1995. In 1978, Mainland China had put forward a series of policies to promote negotiation and travel between Mainland China and Taiwan. In 1987, the Taiwan government had formally permitted Taiwanese civilians to visit relatives in Mainland China. The negotiations between Mainland China and Taiwan developed from unilateral negotiations from Taiwan to Mainland China to bilateral negotiations between both sides to some extent with higher and higher levels of negotiation (Zhang, 2001).

Table 3. Some important political reconciliation and cooperation between Mainland China and Taiwan

Date	The import measures of communications between Mainland China and Taiwan
October, 1949	The people's Republic of China is set up. Kuo-Ming-Dong Party receded to Taiwan Island. The communications of mailing, navigations and commerce had been interrupted completely.
From 1949 to 1958	There were many fierce sea or air battles along the south-eastern seashore of Mainland China between military army of Taiwan and Mainland China
October, 1971	The resolution by the 26th conference of United Nations that all the legal rights should be resumed in United Nations for China. Taiwan exited from United Nations.
January, 1979	Mainland China put forward the policies on communications of trades, economics, tourism and culture in actualizing mailing, navigations and commerce by means of peace.
May, 1979	Taiwan government adjusted some policies on Mainland China, such as opening party bans, releasing from enforce martial law, permitting Taiwanese to have a trip to Mainland China, etc.
January, 1984	Taiwan government permitted Taiwanese might contact with Mainland Chinese professionals in the activities such as international academic conference, science and technology, sports and culture.
July, 1987	Taiwan government declared to releasing from the "urgent enforcing martial laws" which had been put in practice for over 30 years. Free from bans of parties, newspapers and publish.
November, 1987	Taiwan government permitted Taiwanese to visit Mainland China for the purpose of families only.
November, 1988	Taiwan allowed some outstanding scientists and scholars from Mainland China to visit Taiwan.
February, 1990	Taiwan permitted Taiwanese who settled on the Mainland China before 1949 to return to Taiwan.
September, 1990	Red Cross of both Mainland China and Taiwan managed the "Jinmeng Agreement" at Jinmeng in Taiwan in which the stowaways and criminals must be repatriated.
Aril, 1991	Taiwan lowered the age limits on Mainlanders who moved to join their families in Taiwan
December, 1992	Taiwan permitted indirect mainland family members to visit Taiwan, such as grandparents.
July, 1996	Taiwan permitted Mainland journalists to stay in Taiwan on one-year work visa which is renewable annually and governors/mayors were allowed to attend cultural activities and international gatherings in Mainland China.
January, 2001	Taiwan declared that Mainland Chinese could have a trip on Taiwan with conditions.
February, 2001	The passenger ship carried 74 Jinmeng residents living in Xiameng of Mainland China first navigated to Jinmeng in Taiwan to visit relatives and friends.
July, 2002	257 worshippers of Mother Ancestor in Taiwan took the passengers ship "Super star" in Taiwan first navigated to Quanzhou port in Fujin province of Mainland China.
From January to February, 2003	The planes of total six airline companies in Taiwan flew to Shanghai via Hong Kong and Macao airport with 16 flights, 32 sorties, 2,478 Taiwan businessmen and their dependants, which was the first formal aviation to Mainland China for Taiwan civil airline companies.

Sources: <http://www.huaxia.com/zt/2003-15/pl.html>, Chinese Internet of Longitude and latitude, 12/15/13.

The third phase was a transition period from 1995 to present. In 1995, Mainland China

suggested that negotiations for peace and unification between each other should be done “on the basis of One China”. From 1995 to today, the former presidents Lee Denghui and current president Chen Shuibian of the Taiwan government argued for activities based on “Two Chinas”, which has led to an interruption of contact and negotiations in politics between the two states. Even semi-official contacts and negotiations have not been conducted since then (Shan, 2002). Some important political policies or issues can be seen in Table 3.

Although the political relationship between Mainland China and Taiwan has often appeared in twists and turns, the economic and trade communications between each other have been improving increasingly after 1978 when China began to reform and opened to the world.

Before 1979, there was little communication in trade and economics. After the reformation and opening of Mainland China in 1979, trade as well as investment between Mainland China and Taiwan has developed greatly. Since 1979, Mainland China has started opening to the outside and created economic reformation inside. Taiwanese investments have been permitted to develop from then on, when commercial transactions have been allowed. In 1979, the total trade amount of imports and exports was 7.8 billion US dollars via Hong Kong. In 2002, the total trade amount of imports and exports was 5.0792 trillion, when Mainland China first surpassed U.S.A. and became the largest export market and largest trade surplus for Taiwan. Within the twenty-three years, the total trade amount via Hong Kong in 2002 had increased 651 times as that in 1979 (Hu & Fang, 2002). During the past twenty years, the relationship of trade and economics between Mainland China and Taiwan has developed quickly and improved greatly although sometimes interrupted by political factors.

4. The problems in the current tourism flows between Mainland China and Taiwan

In spite that there has been fast development of tourism flow between Mainland China and Taiwan, there are still some problems in the following aspects of tourism flow between Mainland China and Taiwan such as tourism cooperation, transportation, politics and culture in the following.

4.1 The problems of tourism cooperation methods in the tourism flows between Mainland China and Taiwan

Problems still exist in the following six aspects of current cooperation methods of tourism flow between Mainland China and Taiwan.

First, the travel agencies of Mainland China have been affected by the fact that they are not allowed to market in Taiwan and are limited in the co-operation and development between Mainland China and Taiwan. Hence, they lack an understanding of capitalism business principles or philosophies such as how to conduct tourism market research, how to develop marketing products, who customers are, how to train human resources, and how to handle economic events (Chen, 2001).

Second, Mainland China lacks international consulting information systems. There are some problems that exist in Mainland China such as incomplete tourism industry administration, unequal tourism enterprise's staff, as well as difference in fundamental establishment and service facilities from that of the international level (Yan & Yu, 2002).

Third, the ordinary management in Mainland China has been in difficulty due to overdue receivables, booking for short periods of time, high rates of cancellations and changes (Lin, 2002).

Fourth, there are different opinions in the evaluation standard of tourism products and service quality, insurance and compensation, duty and attitude for tourists and method of doing business and tourism ticketing, choices of markets, design of products, and standard of prices (Yan & Yu, 2002).

Fifth, the tourism products of Mainland China are still for the purposes of visiting relatives and friends, seeking ancestors as well as religious pilgrimages, which are similar, predictable and not suitable for the new market need (Yang, 2002a).

Finally, or most importantly, the Taiwan government only permits Mainland Chinese travelers to Taiwan to visit relatives and friends. The purpose of sightseeing of Mainland Chinese to Taiwan has not yet been allowed by the Taiwan government in a formal way, which has led to the result that many Mainland Chinese travelers can not travel to Taiwan freely (Lin, 2002).

4.2 The problems of transportation in the tourism flows between Mainland China and Taiwan

One of major two problems is that the travelers between Mainland China and Taiwan cannot fly directly but have to make a detour by a third state such as Hong Kong, Macao or Japan, which causes inconveniences such as having to spend more time and pay more money for the travelers of both Mainland China and Taiwan. Also, the transferring travelers must use transferring lines in the third state that usually cannot be contacted very easily (Lin, 2002). The other problem is that owing to the fact that direct transportation is not currently possible between Mainland China and Taiwan, the tourism flow between both sides has to be operated in an indirect way (Lu, 2002). If the direct shipping or flight transportation between both sides could be realized, the transportation costs could be reduced at least 40 percent from the current cost (Yu, 2001).

4.3 The problems of political relationship in the tourism flows between Mainland China and Taiwan

Instead of a warming of relations between Taiwan and Mainland China, there is an increasingly cooler attitude due to politics, which negatively affects the tourism development between Mainland China and Taiwan. Three major problems regarding political relationship in the tourism flows between Mainland China and Taiwan can be discussed. First, the earliest official contacts between Mainland China and Taiwan had happened in September of 1990, when the Red Cross of both Mainland China and Taiwan managed the "Jinmeng Agreement" at Jinmeng in Taiwan in which stowaways and criminals must be repatriated. Afterwards, the relationship between Mainland China and Taiwan became better and more relax. However, the relaxed situation was interrupted by the Taiwan government's adoption of the policy of "Taiwan Independence" from 1995 to the present. This has led to no official contacts and negotiations between Mainland China and Taiwan (Bei, 2002).

Second, before the 1990s, both governments insisted on the rule of one China and rejected the "Independence Taiwan". After the mid 1990s, the Taiwan government promoted an "Independent of Taiwan". Hence, the mutual agreement of "no independence and no war" between Mainland China and Taiwan has been gradually damaged. Therefore, there is no confidence between Mainland China and Taiwan (Shi, 2001).

Third, because of the mutual agreement of "no independence and no war" between Mainland China and Taiwan has been damaged, the dividing force has rapidly expanded. Mainland China has expressed their readiness to solve the problem with Taiwan by any means possible. Currently, there exist more possibilities for war in the Taiwan Strait between Mainland China and Taiwan than ever before (Qian, 2002).

4.4 The problems of culture in the tourism flows between Mainland China and Taiwan

The cultural communication between Mainland China and Taiwan has been continuously strengthened in recent years. After the 1980s, various representative dramas and operas in Mainland China such as the Beijing Opera, Kung Qu Opera, Huang Mei Opera and Qing Qiang Opera have played performances in Taiwan (Peng, 1997). Since the 1990s, hot TV series and movies of Mainland China have been broadcast in Taiwan. The increasing popularity of Mainland Chinese TV and movies continues (Zhang, 2000). In 2002, "the Ninth Wonder of the World", the national

treasure of Buddhism, ashes of Fameng Temple had been exhibited in Taiwan for 37 days, which had attracted over 4 million Taiwan disciples. Meanwhile, the monks in Zhongtai Temple and Fa Gushang Temple in Taiwan had also visited and made pilgrimages to Buddhist spots in Mainland China. The golden Mother Ancestor in Mainland China had first traveled to Jinneng in Taiwan (Yang, 2002b). Mother Ancestor in Quanzhou of Mainland China had also met with that in Penghu of Taiwan (Ding, 1997). The belief of the Mother Ancestor has become an important cultural tourism resource in the tourism market between Mainland China and Taiwan.

Mother Ancestor was born in Meizhou Island of Fujian Province of Mainland China on the lunar Chinese year of 960 (Chinese year of Song Jianlong Dynasty). She helped the poor and aided the endangered as well as cast her bread upon the waters and accumulated virtues. After her death, people have given thanks for her virtues and set up a temple in her memory on Meizhou Island in Mainland China and worshipped her as a goddess called Mother Ancestor. Now the memorial temples of Mother Ancestor coming from the first originally temple in Meizhou Island of Mainland have spread over 22 countries and regions all over the world, where there are over 0.2 billion believers. In Taiwan alone, there are over 800 temples of Mother Ancestor and over 16 million believers (Wang, 2002). Hence, the Mother Ancestor has great impact on Taiwan compatriots traveling to Mainland China. However, there still exist some problems of the development of cultural tourism resources of Mother Ancestor between Mainland China and Taiwan.

First, in order to attract travelers by means of setting up the branch temple of Mother Ancestor in local areas, many regions even coined some legends, events or relationships with the ancestor temple but having no way in textual research, which led to difficulty to form a reliable recognition about the tourism resources of Mother Ancestor. The prevalence of cultural tourism resources of Mother Ancestor has been difficult to open to tourists with a complete and uniform image of tourism products (Lin, 2001).

Second, because of the limited knowledge about Mother Ancestor, many regions pay attention on the believing level of tourism products (such as auspice, incense and grilling paper made to resemble money and burned as an offering to Mother Ancestor). This kind of tourist products could only attract the purely religious travelers and lack enough attractions for the non-religious travelers (Peng 2001).

Third, in the development of cultural tourism resources of Mother Ancestor between Mainland China and Taiwan, Mother Ancestor has been developed as an isolated tourist product. Therefore, the artificial tourism products combined with local typical tourist resources has not been fully developed between Mainland China and Taiwan besides activities such as academics, pilgrimages, events and conventions (Hu, 2003).

Fourth, due to the late development of Mother Ancestor as a cultural tourism resource, the early development was not planned over a long period and consequently the development process possesses some weaknesses in quality. Because of lack of complete planning and criterion management, cultural tourism resources of the Mother Ancestor exist by “every person engaged in tourism and everywhere engaged in tourism” (Zhang, 2000).

5. Strategies for activating tourism cooperation between Mainland China and Taiwan

Because of the above problems, solutions have been suggested in the following corresponding aspects such as cooperation modes of tourism cooperation, transportation, politics and culture between Mainland China and Taiwan.

5.1 The solution of problems in tourism cooperation methods of the tourism flows between Mainland China and Taiwan

As the first solution suggestions of problems in tourism cooperation approaches between Mainland China and Taiwan, Taiwan should permit travel professionals of Mainland China to market in Taiwan so that the travel agencies of Mainland China could do research on the Taiwan tourism market, promote tourism products, understand the preferences of Taiwan travelers, choose suitable partners so as to help and benefit with each other in the cooperation of tourism flows between Mainland China and Taiwan.

Second, all the provinces, cities and autonomous regions in Mainland China should set up a public, conforming, dynamic and international tourism information system. Meanwhile, a perfect tourism administration management system should be also set up and the professional quality of travel agencies, hotels and restaurants should be improved and staff trained.

Third, tourism reservation system should confirm reservations at an international level, by regular communications to minimize the weakness of large cancellation rates and large changes for tourist reservation. Hence, the tourism management between Mainland China and Taiwan could get along smoothly.

Fourth, in areas of cooperation aspects common views such as the criteria of tourism products and service evaluation, tourism insurance, the duty and attitude for tourists, the selection of tourism market, the criteria of tourism product design and price should be reached in good faith to the best of either abilities on the basis of negotiations so as to further strengthen tourism cooperation between Mainland China and Taiwan.

Fifth, the travel agencies in Mainland China should continuously renovate and recreate the tourism products for Taiwan travelers. The rich and colorful tourism resources and products in Mainland China should be seen according to the new changes and needs of the different tourism markets.

Sixth, tourism cooperation between Mainland China and Taiwan should take the key measures such as opening the tourism market, strengthening the construction of tourism scenic spots and service establishments, and highlighting the tourism local customs for both sides. Also, developing a series of characteristic tourist attractions designed so as to improve the communicational activities of folk culture.

5.2 The solution of transportation problems of the tourism flows between Mainland China and Taiwan

The one solution can be suggested that the negotiations of travelers and tourism products should not have to pass through Hong Kong, Macao or a third state between Mainland China and Taiwan. Rather transportation between the two states is preferable. This will save time and expenditure for the travelers on both sides. The ability of competition for the tourism market in the international market will be upgraded and the tourist market will be developed.

The other solution will be that it is crucial to improve direct air transportation and direct sea transportation to urge direct tourism transportation. It takes only 30 minutes by direct flights from the nearest city in Mainland China to Taiwan, which would be obviously superior in terms of time and comfort. Direct flights will be the first tourism transportation means preferred by more and more Taiwanese travelers to places in Mainland China.

5.3 The solution of political relationship problems of the tourism flows between Mainland China and Taiwan

The first solution is that if the interference between Mainland China and Taiwan could be eliminated and harmony advanced between political and tourist relationships of both sides could be committed, then the complete development of tourism flow could be further advanced between Mainland China and Taiwan.

The second solution is that Hong Kong's smooth reversion to Mainland China means that "one country and two systems" could solve the problems of the unification of China, which supplies the most referenced model for the settlement of Taiwan's problems. More and more people believe that "one country & two systems" is practical for both sides.

The third solution is that the key center of economics and politics in the world has moved towards the East gradually. Asian and Pacific regions have become the most energetic and most active ones. China with the same improving trend as the other Asian and Pacific countries will play a great role in the stabilizing the world situation. Taiwan should cooperate with Mainland China so as to promote economic development in Taiwan and boost the common prosperity of the tourism market with Mainland China.

5.4 The solution of cultural problems of the tourism flows between Mainland China and Taiwan

First, four major solutions cultural problems of the tourism flows between Mainland China and Taiwan can be suggested. One of the four solutions is that every tourist location should manage clearly the relationship of every branch temple of Mother Ancestors according to the cultural facts of the Mother Ancestor so as to create their own unique local features of Mother Ancestor

Second, contents of the tourism products should be improved and types of tourism products should be increased. The development of tourism products of Mother Ancestor should pay attention on the internal spiritual matter so as to be reflected in the tourism products.

Third, the academic understanding should be strengthened and the culture of Mother Ancestor should be spread. Compared to events, conventions and pilgrimages, an academic understanding can collect the cultural distillations of Mother Ancestor. This would be an effective way for the prevalence of the culture of Mother Ancestor.

Fourth, tourism products are to be developed with cooperation and to be promoted with unity. The relationship among every cultural tourism region of Mother Ancestor should be closed on the base of common knowledge to develop a series of tourism products, shared tourism resources, united advertising and develop a tourism market together.

The above obstacles and corresponding strategies of the current tourism flow cooperation in tourism approaches, transportation, politics and culture are shown in Table 4.

6. Conclusion and discussion

The goal of this study was to identify to activate tourist flow and tourism cooperation and eventually contribute to reconciliation and peace between Mainland China and Taiwan. Results of this study can be discussed in four points.

First, although there are continuous twists and turns in the political relationship between Mainland China and Taiwan, the development of tourism flow has not been affected by the factors such as politics and transportation between Mainland China and Taiwan. The development of

tourism market, economics and trade between Mainland China and Taiwan has been continuously improved in the past over 20 years.

Table 4. Main obstacles and corresponding strategies of current tourism flow between Mainland China and Taiwan

Item	Obstacles or problems between Mainland China and Taiwan	Solutions or strategies between Mainland China and Taiwan
Tourism cooperation flow	1. Mainland China could not have tourism marketing in Taiwan.	1. Taiwan should permit the tourism professionals of Mainland China to market in Taiwan.
	2. There are great differences in management of tourism enterprises, fundamental facilities and tourism service between Mainland China and international advancing level.	2. The differences of software and hardware construction in fundamental facilities and service establishment should be shortened between Mainland China and international advanced level.
	3. There is a great possibility of canceling and changing for tourism packages from Taiwan to Mainland China.	3. The disadvantages of great possibility of canceling and changing for tourism for tourism packages from Taiwan to Mainland China should try to be lessened.
	4. There are understandable differences in tourism products, marketing selection, service quality and price criteria between Mainland China and Taiwan.	4. The common knowledge in marketing selection, products designs, service quality and price criteria should try to be set up.
	5. There are a few innovations of tourism products of Mainland China for Taiwanese.	5. The tourism products in Mainland China should be often renovated and recreated.
	6. Taiwan government has not fully formally permitted Mainland Chinese to travel in Taiwan.	6. Taiwan government should fully permit Mainland Chinese travelers to have sightseeing in Taiwan.
Transportation in tourism cooperation	1. Most of travelers and tourism products in two cities between Mainland China and Taiwan have to pass through the 3 rd city or country.	1. The total travelers and tourism products should shunt in two cities between Mainland China and Taiwan without passing through the 3 rd city or country.
	2. The direct and indirect economic damages of tourism flow is surprisingly large because of the transferring carriages via the 3 rd place between Mainland China and Taiwan.	2. The flight navigation should be improved by means of sea navigation so as to lessen the high cost of tourism prize and time between Mainland China and Taiwan.
Politics in tourism cooperation	1. The semi-official contacts and negotiations have been far away between Mainland China and Taiwan in recent two years.	1. The political relationship between Mainland China and Taiwan should be further improved.
	2. There is almost less mutual confidence between each other because of the policies of "Taiwan Independence" by Taiwan government.	2. The mode of Hong Kong returning to Mainland China may be references for Taiwan.
	3. Compared to previous years, the possibility of peace and unification as well as reconciliation becomes less and less between Mainland China and Taiwan.	3. Taiwan should have a close cooperation with Mainland China so as to acclimatize the regional economic cooperation trends in the world.
Cultural tourism cooperation	1. The common knowledge and prevalence of Mother Ancestor culture of tourism resources were difficult to be recognized between Mainland China and Taiwan.	1. The common knowledge and distinguished features should be recognized between Mainland China and Taiwan.
	2. There is a low attraction for Mother culture between Mainland China and Taiwan.	2. The contents of tourism products should be richened and increased.
	3. There was singular tourism product of Mother Ancestor culture that was difficult to be broken through traditional types.	3. The academic communication between Mainland China and Taiwan should be strengthened in order to propaganda Mother Ancestor culture.
	4. The development of tourism products of Mother Ancestor culture was lack of a long-term planning and was opened blindly sometimes.	4. The development of Mother Ancestor should be planned in a long term, coordinated with development and sales promotions with unification.

Second, there are two contrary features in the tourism market development between Mainland China and Taiwan. On the one hand, the tourism flow and co-operation between Mainland China and Taiwan have been developed entirely, while the civilian communication, development of trade and economics and cultural communication development have also been developed continuously. On the other hand, there exist some problems in the aspects such as politics, transportation, tourism regional co-operation and the development of tourism cultural products between Mainland China and Taiwan. Consequently, the tourism flow between Mainland China and Taiwan shows relatively a one-way direction. That is, the tourism flow from Taiwan to Mainland China is the principal part between

Mainland China and Taiwan. And there are limited number of travelers from Mainland China and Taiwan. The relationship of the tourism market flow between both states is very unbalanced.

Third, Mainland China and Taiwan were one country because they had a common history, ethnic group, culture, and common language. In that, the Mother Ancestor belief has formed a unique "Culture of Mother Ancestor" in the tourism flow between Mainland China and Taiwan. The Mother Ancestor culture has some cohesive function that is very meaningful for the tourism market between Mainland China and Taiwan. Although there are different political opinions between Mainland China and Taiwan, the opinions on Mother Ancestor culture are very similar. Hence, in the development process of the tourism market, Mainland China could deepen the national feeling by means of spreading Mother Ancestor culture so as to strengthen the cohesion force between Mainland China and Taiwan.

Fourth, the continuously forthcoming development of a political relationship between Mainland China and Taiwan is the common need of tourism flow development between Mainland China and Taiwan. When the tourism flow develops to a certain level, the further development of tourism flows cannot be actualized at all between Mainland China and Taiwan if the political deadlock could not be broken. Thereby, if the interference between Mainland China and Taiwan could be eliminated and the harmony advanced between political and tourist relationships of both sides could be committed, the complete development and penetration of tourism flow could be further advanced and developed between Mainland China and Taiwan.

In conclusion, Taiwan can be an effective force because of its ability to reduce tension and as a consequence exert a positive influence on political relations between Mainland China and Taiwan. This case can be compared with North Korea and South, where there is a growing volume of high political activity but at the low political level there is almost no contact between ordinary people (Kim & Prideaux 2003; Kim & Crompton 1990), similar to the tourism development of North Cyprus and South Cyprus (Akis & Warner 1994; Altinay 2000; Alipour & Kilic, in press). As a result, supporting discussion of numerous studies that tourism may act as a positive force for stimulating peace through reducing tension and suspicion, tourism has some potential to act as a mechanism for promoting peace by tourism flow between Mainland China and Taiwan.

Fianlly, this study was aimed to academically describe the relationship of tourism flow and the current problems as well as develop the solutions between Mainland China and Taiwan. Results of this study are expected to probe the role of tourism on peace and unification between Mainland China and Taiwan. On this basis it can be stated that tourism is one element, of many, that can assist in the process of normalization of political relations between Mainland China and Taiwan. The cooperation of identification of the significance of political interaction and the role of tourism in these interactions adds further understanding of the potential for tourism to play an active part in both averting future conflict and fostering better political relationships between Mainland China and Taiwan. However, this study is only descriptive research on tourism to promoting reconciliation and peace between Mainland China and Taiwan. Further study of statistical analysis and quantitative research on the role of tourism between Mainland China and Taiwan should be followed.

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Research Paper Twenty
**A Study on the Strategic Cooperation and Development Concerning Regional
Tourism between China and Korea**

ABSTRACT

This paper introduces the outbound tourism volume from Korea to China, the rank of popularity as a destination country in each other's tourism market, the regional distribution of Korean tourist traveling in China, and the current situation of the outbound tourism from China to Korea. It discusses the competitive advantage gained from the cooperation between China and Korea, in terms of political, economical, geographical and cultural situation. It analyzes the link effect gained from the cooperation of regional tourism between the two countries, in terms of economics, investment and related industries. Moreover, it starts from economical system, product development, tourism season and tourism reception, and analyzes the competitive disadvantage from the regional cooperation between two countries concerning economical system, product development, peak season and off season, and tourism reception. Finally, it presents how to develop regional Korea tourism product by China, from such concerns as ecological environment, vocation and leisure, health and recreation, sightseeing tourism, boundary tourism, custom tourism, health restoration and bodybuilding, and shopping.

Key words: China, Korea, Regional tourism, cooperation and development

I. INTRODUCTION

The beginning of Korean citizens' travel to China can date back to after 1988 Seoul Olympic Games. At that moment, some single Korean citizens began to take VRF travel in the border areas of China. In September 1989, the three provinces of East-North China (Liaoning, Jiling, Heilongjiang) held a "news release conference concerning 16 travel routes", with the bordering Chang Baishan Mountain travel route one of the 16. From then on, Koreans people began to travel to China. At the beginning, the Korean guests had to visit China under the name of VRF and business, and via Hong Kong. As a result, only a small number of tourists visited China. In the 90es of the 20th century, more than 90% Korean travelers visiting China came here to seek ancestry. In 1990, before and after the Asian Games, many Korean citizens made a trip to the bordering areas in China. Therefore, the tourism volume increased greatly. In the beginning of 1991, trade office from both countries, which had the authority to grant visa and had consular authority, was established in each other's capital. This made it convenient for Korean travelers to travel in China. And at that time, the transportation became more convenient. In 1992, China and Korea established formal diplomatic relationship, and China opened its tourism market to Korea. From then on, the political, economical, cultural and especially tourism communication between the two countries entered an era typified by fast development.

**2. THE CURRENT SITUATION OF REGAIONAL TOURSIM DEVELOPMENT BETWEEN
KOREA AND CHINA**

2.1 THE CURRENT SITUATION OF INBOUND TOURISM IN KOREA

2.1.1 INBOUND TOURISM VOLUME

In 1994, Korean government lifted its confinement terms on Korean citizens to travel to

China. The tourists from Korea to China increased from 189,000 in 1993 to 340,000 in 1994, with the increase rate approaching 50% (Table 1). In 1997 and 1998, because of the Asian Financial Crisis, tourism volume decreased. Though the outbound tourism market from Korea to China was affected by this crisis, it soon walked out of the hard time (Zhong & Guo, 2001). From 1999 to now, the inbound tourism market from Korea has been on an increase of high rate. In 1999, the inbound tourism volume from Korea reached 991,900, showing a 56.8% increase than 1998. In 2000, it reached 1344,700, accounting for 21.7% of the whole population, showing an increase of 36.5%. Korea became the second source country that availed 1 million tourists to China, next only to Japan (CTAEC, 2001). In 2002, Korean travelers to China reached 1,722,128, with an increase of 32.7% than that of previous year. It had the fastest increase rate among China's 15 source countries. It seconded to Japan, which occupied the first place in China's tourism market, only by less than 500,000.

Table 1. Outbound and Inbound Tourism Volume between China and Korea (Unit: person)

Year	Chinese travelers to Korea	Korean travelers to China	Year	Chinese travelers to Korea	Korean travelers to China
1988	7056	—	1996	199604	908868
1989	19042	1112	1997	214244	954670
1990	42640	10220	1998	210662	606105
1991	78640	82926	1999	316639	1013348
1992	86865	112403	2000	422794	1344721
1993	99957	189868	2001	482227	1678836
1994	140985	340312	2002	539466	1722128
1995	178359	716596	Total	3039180	9658813

Sources: China's national statistics bureau tourism statistics annual, Korea's national bureau of tourism (1989-2001)

In the list of popular tourism destinations of Koreans, China ranked 14th in 1990 and ranked 4th in 1994, 3rd in 1995, 2nd in 1998 and in 2001 it China surpassed Japan and became the biggest tourism destination country with Koreans. In the list of China's tourism source countries, Korea became one of the Big 5 in 1993, it ranked 3rd in 1997 and became the 2nd, second only to Japan in 2001. This truly shows that Korea's outbound market to China has taken up an important position and will reveal more development potential in China's tourism market.

2.1.2 REGIONAL DISTRIBUTION OF TRAVEL

From 1991, there are more and more choices of Chinese destinations with travelers from Korea. The choices extended from bordering areas to inland areas. Till 2000, tourism destinations available to Korean travelers had been distributed among 31 areas, with 10 major ones shown in Table 2; and the tourism volume reached 6,257,849 (Table 2). From table 2, we can see from 1989, Beijing was most popular with Korean tourists, with sightseeing and business the major purpose. Shandong seconded to Beijing, because Shandong is where Confucius culture originated. Moreover, with the opening of route Weihai—Renchuang and route Qingdao—Renchuang, the convenient transportation make it more attractive to tourists. Therefore, sightseeing and business travelers to Shandong increased every year. The third is Jiling and Liaoning. In these areas, 90% Chinese with Korean nationality lived here, they shared the same blood with Korean travelers, so VRF travel topped other tourism motivations here.

Table 2. Distribution of Major tourism areas in China by Koreans from 1989—2000 (Unit 10,000 persons)

City in China	Persons	City in China	Persons
Beijing	109.7469	Zhejiang	28.9108
Liaoning	70.7	Guangdong	27.806
Jiling	57.414	Guangxi	19.9859
Jiangsu	24.8822	Shandong	78.0472
Shanghai	54.9668	Shanxi	16.6168

Source: National Tourism Statistical Annual (1989—2000).

With the increase of Korean tourists traveling to China, tourism department and concerned governmental bureaus of major tourism destinations have been fulfilling many tasks. They promptly provide food and beverage services suitable with Korean travelers and try their best to provide tour guides who are proficient in Korean language, so that the Korean guests can not only appreciate the rich historical and cultural resources and the customs of China, but also feel the warm welcome by China.

2.2 THE CURRENT SITUATION WITH CHINA'S OUTBOUND TRAVEL TO KOREA

To the end of 2000, 2,037,363 Chinese citizens had been to Korea for different purposes such as VRF, official business, commercial business, research and training, and further education. Since the Reformation, China has made great improvement in economics and the personal income has been greatly increased. With these changes, the travel expenditure by Chinese citizens are increasing as well. Korea is China's neighbor. After the financial crisis in Asian, Korea has been improving on its economical situation, which has aroused Chinese citizens' desire to travel to Korea. Therefore, each year more and more travelers go to Korea.

3. THE COMPETITIVE ADVANTAGE FROM THE COOPERATION OF REGIONAL TOURSIM BETWEEN CHINA AND KOREA

Tumen River flows through many countries before it reaches the sea. To its north, it is the far-east areas of Russia. To its south, it is the Korean Peninsula. To its east, "Inner Japan"(the Western coastal areas of Japan)is watching upon it, with the sea between them. And the western part of it extends into the China's North-Eastern Industrial areas, and here it is the nearest mouth to sea of Mongolia. Tumen River Delta encompasses three administrative areas, i.e. China's Huichun city, Russia's Hasan Town and Korea's Xianfeng Jun. It is the geographical center of the six North East Asian countries (China, Democratic People's Republic of Korea, Russia, Mongolia、Republic of Korea and Japan). It is a golden delta with great developmental potential.

With the trend of consolidation of regional economics, the countries in North East Asia all positively propose and promote the economical cooperation among themselves. In 1991, UNDP raised a proposal that 30 billions dollars would be grated to develop Tumen River area. This proposal greatly promoted the international economical cooperation in this area. However, due to the multiplicity and complexity of the political and economical situations in this area, it is evident that regional cooperation in economics and trade cannot be reached within a short term. Under such an international background, a knowledge is shared by countries in this area that tourism cooperation will go first to promote the regional economic development. As a result, the tourism industry of China and Korea has been developed quickly. The development of tourism industry at the same time develops the mutual understanding of people from different cultures and backgrounds. It also improved the economical development of this area and will become an important component of the economics.

Since several years ago, under the influence of the world political and economical situation, the cooperation in Tumen River area has proved to be promising. More and more economical ties are developing between countries. This shows that this area has a bright future concerning cooperation in terms of industry, agriculture, energy, technology, tourism, finance and human resource development. At present, the competitive advantages of regional cooperation in this area and in the North East Asia are shown below:

3.1 STABLE POLITICAL ENVIRONMENT

During the past years, the world political environment is peaceful. Cold war is given way to communication, which is particularly evident in North East Asia. Many facts from the last two years

show that economical development has become the first priority of the governmental policy for many North East Asian countries. Economical cooperation, technological cooperation and frequent non-governmental communication are typical between China and Korea, between China and Russia, between China and Mongolia, between Japan and Korea, between ROK and Russia, and in the whole North East area. The development of Tumen River is now a popular topic in the world. The positive peaceful trend of the political environment in North East Asia has provided a prerequisite for the cultivation and development of the regional cooperation in North East area. It can be said that at present the political environment is in its best time since modern and contemporary time.

3.2 COMPLEMENTARY IN ECONOMICS

There is an evident complementary relationship in the natural resource, labor resource and industrial structure among countries in Tumen River area. Moreover, there is a strong dependence upon each other. This characteristic is more outstanding here than anywhere else in the world. The comparative advantages of china are its agricultural and pastoral industry, its solid industrial foundation, its light industry export products, its competitive technology and its exporting capacity of labor. The comparative advantage of Korea is its capital, technology and industrial goods. It's easy to see that every country has its own advantage, different level of productivity and different industrial structure. (Jin, 1993). Some labor-intensive industries in Korea need to transfer to neighboring North East Asian countries. At the same time, China's industry is typified by labor-intensive and capital-intensive industries, which desires the capital, technology and industrial input from Korea. Different comparative advantage and need from the two countries arouse strong desire to cooperate with each other.

3.3 NEIGHBOURING GEOGRAPHICAL CONDITION

China, DPRK, ROK, Japan and Russia are North East Asia countries around the Japanese Sea. These countries are close to each other and the transportation between them is convenient. The convenient water transportation is important to the economical cooperation of this area. The construction of China's Tumen River harbor will make transportation on the sea more convenient for the North East Asian countries. The development of Tumen River delta will actualize a most convenient bridge between Asia and Europe, which will connect directly the cargo flow of Japan and ROK with that of Europe. Thus great trade interest and many job opportunities will be available.

3.4 CULTURAL NEARNESS

There have been many communications between countries in North East Asia, from a historical perspective. They cooperate with each other and depend upon each other. There had been trade and cultural communication of a certain size among these countries. Moreover, although there had been many wars in history, there had been little change concerning culture, with the Oriental culture and Sino-culture system, which is based on Chinese culture, taking up the leading position. The economical, cultural habit and characteristics handed down from generations to generations had worked a profound impact in people's life, customs, mentality and emotion ties. The Korean nationality of china shares a very close blood tie with Korean citizens. Both have a lot of bilingual talents, which adds more to the development of communication.

From this point, it can be said that the regional cooperation in Tumen River area not only has advantages in political and geographical terms, but also in economical, cultural, historical and traditional terms.

4. THE LINK EFFECT OF THE TOURISM COOPERATION BETWEEN KOREA AND CHINA

4.1 ECONOMICAL LINK EFFECT

The quick development of tourism cooperation between China and Korea has brought great commercial opportunities to the economics of either country. In 2000, China's reception of Korean travelers brought direct income of more than 0.8 billion dollars, and Korea's reception of Chinese travelers brought income of more than 0.3 billion dollars. In 1988--2000, the reception of Korean travelers by China had brought income of 4.6 billion dollars or so, and the reception of Chinese travelers by Korea had brought income of 1.6 billion dollars or so (Table 3). The tourism industry per se has become an important component of economics. It not only brings direct economical income, but also will bring great comprehensive economic returns.

Table 3. Income from Inbound and Outbound Tourism between China and Korea (Unit: US dollar)

Year	Chinese citizens traveling to Korea	Korean citizens traveling to China	Year	Chinese citizens traveling to Korea	Korean citizens traveling to China
1988	5644800	—	1995	142687200	859915200
1989	15233600	134400	1996	159683200	5453202000
1990	3412800	12264000	1997	171395200	572802000
1991	62912000	99511200	1998	168529600	363663000
1992	69492000	134883600	1999	253311200	608008800
1993	79965600	227841600	2000	354235200	806832600
1994	112788000	408374400	Total	1629890400	4640751000

Source: China's national statistics bureau tourism statistics annual, Korea's national tourism bureau

4.2 INVESTMENT LINK EFFECT

Tourism industry can create a good investment environment for drawing foreign funds. At the very beginning, Korean travelers came to Yanbian, which is in Tumen River area. To their surprise, they found there are schools taught in Korean language. With the knowledge of the stable Chinese policies, some Korean businessmen began to invest here. Especially in 1992, Huichun was granted as an open-to-outward city, which brought a peak of Korean investment here. Till 2000, Korean businessmen's investment here amounted to 702,130,000 dollars. They had built 618 enterprises here, with average investment size of 1,010,000 dollars. With the further communication and cooperation among the nations around Tumen River area, Yanbian's export volume to Korea came to show something (Table 4). The quick development of tourism had greatly promoted the development of economical and trade cooperation in Tumen River area.

Table 4. Chinese City Yanbian's Export to Korea (Unit: 10,000 US dollars)

Year	1991	1992	1993	1994	1995	1996	1997	1998	1999	Jan to Sept, 2000
Export	386	566	490	1790	2906	3257	4800	3327	4660	4042
Import	22	100	137	1946	3003	6353	2637	2067	2742	2030
Altogether	408	666	627	3736	5909	9610	7434	5394	7404	6072

Source: Yanbian's foreign trade economics cooperation bureau

4.3 RELATED LINK EFFECT

Tourism industry can also urge and promote the development of other related industries in this area, and therefore job opportunities will be created. Tourism industry is a labor-intensive industry. Its employees include those who directly serve in the tourism enterprise, and those who provide service for tourists or tourism enterprises (Li & Wen, 1997)

In Yanbian of Tumen River, the employees directly working in the tourism industry in 2001 was 12,000. The indirect employment triggered by tourism industry is often in the architecture industry, fishing industry, manufacture industry, light industry, food industry and commercial service industry. The indirect employment surpasses the direct one greatly. With the development of

international tourism industry, and with the convenience of shared language between Yanbian's Chinese people with Korean nationality and Korean people, there are more and more Yanbian people going to Korea as labor export every year. In 2001, Yanbian exported labor of 3,600 people, people working abroad were 13,000, with 95% of them working in Korea. In 2001, the income from exported labor was more than 0.3 billion. This worked a complementary effect to the economics of the two countries.

Since the Reformation policy, tourism industry has become an important high-rate increase industry in China's economics. After the 90es of the last century, a lot of Korean travelers came to china and Korea has become the second greatest source country of China. It also promoted the development of tourism industry in Yanbian. The tourism industry has become a pillar industry to develop Tumen River area.

5. THE COMPETITIVE ADISADVANTAGES OF THE TOURISM COOPERATION BETWEEN CHINA AND KOREA

The necessity and feasibility of regional economical cooperation of Tumen River area was acknowledged by all the countries in this area. There are many advantages of cooperation here, and the countries want to take positive parts. However, it should be noticed that there exist some actual problems and obstacles in actual practice.

5.1 DIFFERENT ECONOMICAL SYSTEMS

There are two different social economical rules and systems, which brings some difficulty for the further development of regional cooperation. In the countries with a planned economy system, the currency cannot be exchanged freely, therefore the import size in under the limitation of export and foreign currency reserves. As a result economical cooperation with a great size is impossible here. Moreover, the macro economical management ways of countries with two different systems differ (Gu, 1997). Under such a circumstance, the economical competition and dispute will easily change to national dispute and friction. Due to the multiplicity and multi-layer of the political and economical condition in this area, the economical and trade cooperation can be realized overnight.

5.2 SINGLE PRODUCT DEVELOPMENT

In the tourist reception industry in China's Tumen River area at present, the product development is not diversified, rather there is only single product development. Therefore, travelers from Korea came to stay for shorter and shorter duration here. Now, the Korean travelers stay in Yanbian for 1.3 days as average, compared with 6.4 days in Beijing.

5.3 CLEARLY-CUT PEAK SEASON AND OFF-SEASON TRAVEL

The development of tourism resource in Yanbian focuses only on summer sightseeing. Yet there are no custom activities developed for winter. Therefore peak season and off-season are clearly cut. As a result the tourism facilities and services are not employed properly: in peak season the facilities are under excess use, and in off-season they are left idle. The return does not convince the investment, which will inevitably exert impact on the investment enthusiasm on tourism facilities.

Korea does not put enough emphasis on the reception of Chinese travelers. The quality and quantity concerning food service and tour guides proficient in Chinese lag far behind the Chinese travelers' need. On the other hand, the expenditure to travel to Korea is high, which make it impossible for Chinese citizens to realize their dream to have a trip in Korea.

6. THE PRODUCT DEVELOPMENT OF TOURISM COOPERATION BETWEEN CHINA

AND KOREA

6.1 ECOLOGICAL TOURISM PRODUCTS

Products such as Chang Baishan Forest Exploitation Travel, Tumen River golden delta travel, Ya Lvjiang Riverside foreign custom travel, Jiling ecological and agricultural sightseeing travel should be developed. The ecological products should be based on natural preservation areas and forest parks.

6.2 VACATION AND LEISURE TOURISM PRODUCTS

The emphasis should be put on the construction of Chang Baishan Mountain Peace Resort, so that it can accommodate guests as soon as possible. At the same time, areas for having a leisure time during weekends by Korean urban populations should be developed and constructed.

6.3 HEALTH AND RECREATION TOURISM PRODUCTS

Ice and snow resources should be made full use of to develop health and recreation activities in skiing areas. The snow sightseeing tourism activities should be made use of to make skiing in winter an ever-living popular enjoyment.

6.4 SIGHTSEEING TOURISM PRODUCT

The development emphasis should be put on the sightseeing spots and historical and cultural famous cities with national and provincial importance and the important industrial bases. Thus, a sightseeing spot with high taste and diversification can be established.

6.5 BOUNDARY TOURISM PRODUCTS

The emphasis should be put on develop and improve the sightseeing of Yalvjiang River, the rafting on YaLvjiang River, the sight exploitation on Tumen River, the exploitation of foreign customs of border cities. Border and cross-national tourism products should be developed, based on the steep valleys beside the boundary river, the quick flow of border river and the scenery of border city.

6.6 CUSTOM TOURISM PRODUCT

The development emphasis should be put on the custom of Man nationality and Korean nationality, the happy travel of Jiling farming households, custom travel in Guangdong and Mongolia nationality. The tourism product concerning Man nationality, Korean nationality and Mongolia nationality, characterized by religious root and custom villages, should be developed.

6.7 HEALTH RESTORATION AND BODYBUILDING TOURISM PRODUCT

The spring health care travel, Changbaishan Mountain medicine food travel, green food travel, sport and bodybuilding travel, mountain-climbing and body-building travel, fishing travel, bicycling travel, forest bathing travel, and tourism products based on spring, medicine and sport training are recommended.

6.8 LOCAL SPECIALTY SHOPPING

“Three Specialty” of Changbaishan (ginseng, pilose antler, the skin of river otter) and other specialty and souvenirs from other areas of this mountain are recommended to be developed, so as to promote shopping tourism.

7. SUMMARY

To sum up, with the quick development of China's economics, more and more Chinese people will go to Korea for travel. In the future, more and more Chinese will make Korea as the first choice of travel destination. To Korea, China is a precious source country. On the other hand, there are many famous mountains and rivers in China, China has rich cultural resources with a 5,000 years' history behind it, and it has different sceneries from the north to the south. It has unique natural sights, it enjoys colorful custom and culture from 56 nationalities and it has border tourism resources as well. It is true that 1/10 Koreans have visited China, and some of them have paid more than one trip here, yet China, with a vast territory of 9,600,000 km², is still an attractive destination to Korean citizens. It is possible that China be the first choice of outbound tourism for Korean citizens. As a result, the sustainable development of regional tourism development between the two countries has a bright future waiting ahead.

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