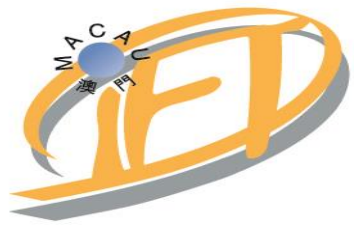# The Chinese Tourists:
behavior and cultural value
中國遊客的行為及價值觀研究

Dr. Lianping Ren 任連萍 博士

Sanya, March 7th, 2019

1. Growth of tourism industry in China

中國旅遊業的增長

1. Observed behavior of the Chinese tourists

中國旅遊者的行為觀察

3. An empirical study on the cultural value and behavioral norm of the Chinese tourists

關於中國遊客文化價值觀及行為準則的實證研究

- Domestic tourism: 5.539 billion trips, up by 10.8%
  国内旅游人数55.39亿人次，比上年同
  期增长10.8%
- Inbound tourism: 291 million trips, up by 7.8%
  入境游：2.91億，比上年同期增長7.8%
- Outbound tourism: 149.72 million trips, up by 14.7%
  出境遊：1.49億，比上年同期增長14.7%
- Tourism income: 5,950 billion yuan, up by 10.5%
  旅遊收入：5.9萬億，增長10.5%
- Contributing to GDP: 11.04%
  對GDP的貢獻：11.4%
- Employed 10.29% of the total working population
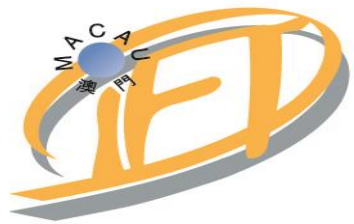 就業人口比例：10.29%

文化和旅游部：2018年中国出境游人数逼近1.5亿人次

中国新闻网 2019–02–12

出国买买买！中国出境游人数逼近1.5亿人次

中新网客户端2月12日电 文化和旅游部12日公布2018年旅游市场基本情况，全年国内旅游人数55.39亿人次，实现旅游总收入5.97万亿元。从入境游来看，中国主要客源市场前三位国家是缅甸、越南、韩国。从出境游来看，中国公民出境旅游人数14972万人次，逼近1.5亿人次大关。(李金磊)

(Source: Ministry of Culture and Tourism, PRC, 2019；
數據來源：中國文化與旅遊部，2019)

- **Demographic factors**人口因素

  - the rise of the middle class and the increased disposable income

    中产阶级的崛起和可支配收入的提高
  - The powerful millennials 具备影响力的中国千禧一代
  - The growing grey-hair market 银发族需求的增长

- **The highly developed and expanded transportation network** 交通网络的不断扩大

- **Favorable government support and policy**
  政府的大力支持與政策

(Source: The Fung Group, 2017
來源： 冯氏集团利丰研究中心,2017)

10 most popular destinations in China overall
中國最受歡迎的10大旅遊城市

10 most popular destinations for domestic tourism
10大國內遊最受歡迎的目的地城市

- Important information source
  重要的信息來源
- Important booking channel
  重要的預定渠道
- Important information sharing platform
  重要的評價及分享平台
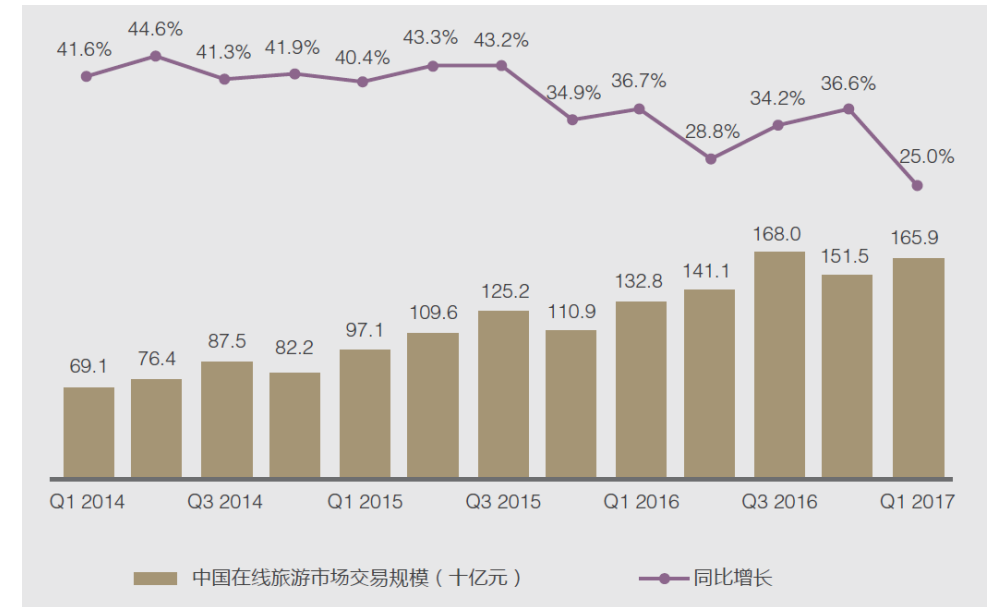
(Source: The Fung Group, 2017
來源： 冯氏集团利丰研究中心,2017)

- 492 million passengers made their trips by car during this Golden Week in 2018

  2018年黃金週4.92億人次通過小汽車出行；

- The railways served 98.98 million passengers, an increase of more than 10 percent year-on-year, according to the China Railway Corporation.

  根據中國鐵路公司，近一億（0.9898億）人次黃金週乘坐火車出行，比上年

  增長一成；

- 12.95 million Chinese tourists traveled by plane, growing by 14.6 percent year-on-year.

  1295萬遊客2018年黃金周乘飛機出行，較上年增長14.6%。

- A big increase in private tours and customized tours
  "私家团" "私人定制" 旅游服务的消费者大幅增加
- Seeking in-depth travel experience, instead of just checking-in
  在目的地不止拍照打卡，更希望深入体验
- Leisure island tourism, heritage tourism, urban sightseeing, spa and wellness tourism, and rural and ancient town tourism get most popular
  海岛休闲、历史遗迹、都市观光、温泉疗养、乡村古镇分列预订类型的 前五位
- Snow resort in the north and warm whether in the south are getting attractive
  南下避寒，北上赏雪成为热点
- An increase in leisure tourism (30.1%)
  休閒度假遊在國內遊的比重提升（30.1%）
- An increase in family tourism, with kids (26%)
  親子遊比重提升（26%）

（Source: China Tourism Daily, 2019；2018 Tourism Development Report
来源：中国旅游报, 2019; 2018旅遊行業發展報告）
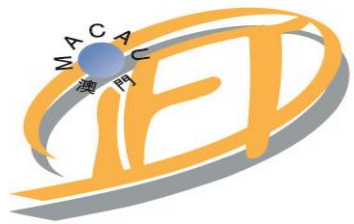
- The top three categories for consumption are shopping (25%), accommodation (18%) and dining (16%) (Nielsen, 2018).

- 根據Nielsen （2018）調研結果：中國遊客花費最多的是購物（25%）、住宿（18%）、及餐飲（16.%）

Shopping
Accommodation
Dining
Tourist Attractions
Local Transportation
Recreation
Communication/ Internet Charge
Others

7.5%   0.2%   14.0%
9.5%   10.0%
24.6%   18.4%
15.8%
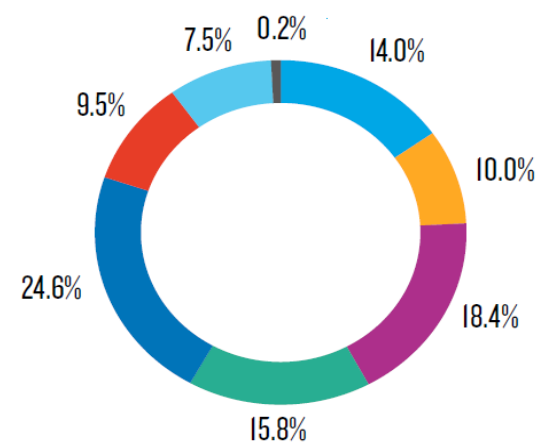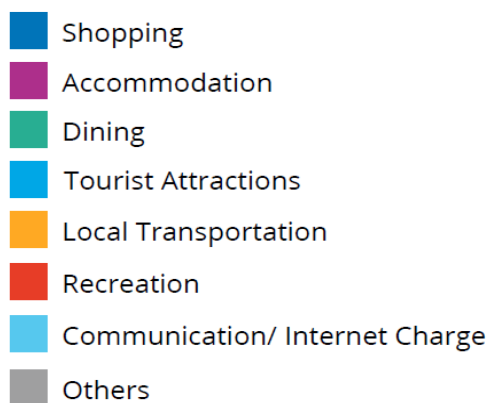
Source: Nielsen

- Transportation and accommodation takes the majority for domestic tourism
對國內遊的旅客來說，交通和住宿花費最高 （2018 旅遊行業發展報告）
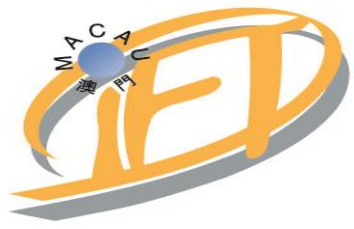
THE PROPORTION OF PAYMENT TRANSACTIONS BY CHINESE TOURISTS TRAVELING OVERSEAS
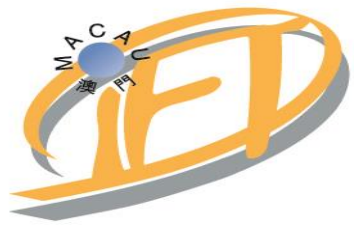
Mobile Payment	Bankcard Payment	Cash Payment	
32%	38%	30%	2018
28%	42%	30%	2017

Source: Nielsen

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Objective：

研究目標：

To understand which cultural values and norms are underpinning the Chinese mass travelers' behavior

了解影響中國大眾旅遊者行為的文化價值觀和行為標準

To develop a measurement scale of cultural values and norms of the Chinese mass travelers

開發能夠測量中國大眾旅遊者的文化價值觀與行為標準的量表工具

Developing a measurement scale for cultural values and norms of Chinese mass travelers

Lianping Ren[a,*], Hanqin Qiu[b]

[a] Institute for Tourism Studies, Colina de Mong-Há, Macao
[b] School of Hotel and Tourism Management, The Hong Kong Polytechnic University, 17 Science Museum Road, TST East, Kowloon, Hong Kong

ARTICLE INFO

ABSTRACT

Keywords:
Chinese cultural values
Behavioral norms
Measurement scale
Consumer behavior
Budget hotel

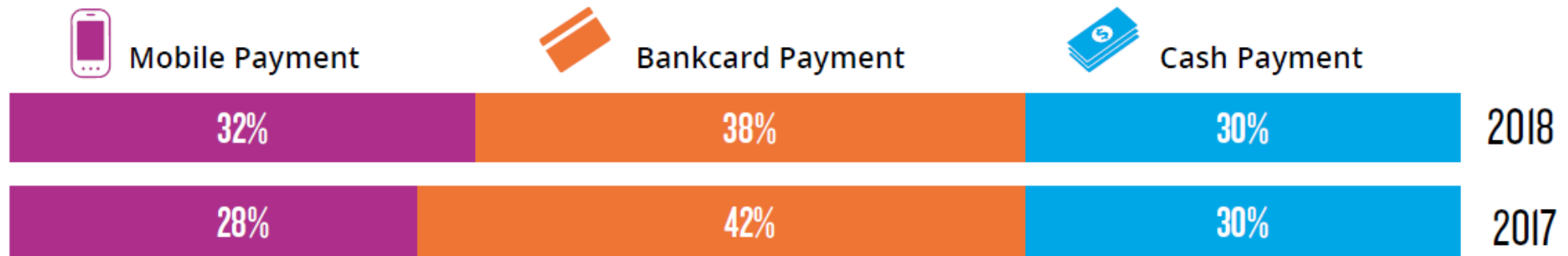This study aims to explore the cultural values and behavioral norms of Chinese mass travelers based on travelers' consumption experience with budget hotels, which is a recently emerged hotel sector in China. A measurement scale is developed following the main steps recommended by Churchil (1979). The scale incorporates three dimensions (eleven items), including traditional virtues (five items), relational values (three items), and choice norms (three items). The scale is further validated through confirmatory factor analysis. Further testing of how these values and norms affect consumer behavior becomes possible.

- **The impact of cultural values and norms on consumer behavior：**

  文化價值觀與標準對消費者的影響體現在：
  - expectation of service quality 對服務質量的期待 (Weiermair, 2000)
  - evaluation of service 對服務的評價 (Crotts and Erdmann, 2000; Mattila, 1999)
  - satisfaction 滿意度(Yau, 1994)

- **Three major schools of influence in China: traditional culture, communist ideology, and western values (Fan, 2000);**

  對中國產生影響的三大主流價值體系：傳統文化、共產主義理想、及西方價值觀 （Fan, 2000）

Cultural Iceberg

Formal (Overt) Aspects

Goals
Technology
Structure
Policies and procedures
Services/Products
Financial resources

The way we say we get things done

The way we really get things done

Beliefs and Assumptions, Perceptions, Attitudes, Feelings (anger, fear, liking, despair, etc.)

about the formal and informal systems

Values
Informal interactions
Group norms

Informal (Covert) Aspects

Created by Stanley N. Herman. TRW Systems Group, 1970

Table 1a: Chinese Culture Values

National Traits	38 Thrift (saving)
1 Patriotism	39 Persistence (perseverance)
2 A sense of cultural superiority	40 Patience
3 Respect for tradition	41 Prudence (carefulness)
4* Bearing hardships	42 Adaptability
5 Knowledge (education)	
6* Governing by leaders instead of by law	**Business Philosophy**
7* Equality /egalitarianism	43 Non-competition
8 Moderation, following the middle way	44*Not guided by profit
	45*Guanxi (personal connection or networking)
Interpersonal Relations	46*Attaching importance to long-lasting relationship not gains
9 Trustworthiness	47 Wealth
10 Jen-ai / Kindness (forgiveness, compassion)	48 Resistance to corruption
11*Li / Propriety	49 Being conservative
12*People being primarily good	50*Morality
13 Tolerance of others	
14 Harmony with others	**Personal Traits**
15 Courtesy	51*Te (virtue, moral standard)
16 Abasement / Humbleness	52 Sense of righteousness / Integrity
17 A close, intimate friend	53 Sincerity
18 Observation of rites and social rituals	54 Having a sense of shame
19 Reciprocation of greetings, favours and gifts	55*Wisdom / Resourcefulness
20 Repayment of both the good or the evil that another person has caused you	56 Self-cultivation
21 Face (protecting, giving, gaining and losing)	57 Personal steadiness and stability
	58 Keeping oneself disinterested and pure
Family /Social Orientation	59 Having few desires
22 Filial piety	60*Being gentleman anytime
23 Chastity in women	61*Obligation for one's family and nation
24*Kinship	62*Pragmatic / to suit a situation
25*Veneration for the old	63*Contentedness with one's position in life
26 Loyalty to superiors	
27*Deference to authority	**Time Orientation**
28 Hierarchical relationships by status and observing this order	64*Past-time oriented
29*Conformity / group orientation	65*Continuity / time viewed as circular rather than linear
30*A sense of belonging	66*Taking a long rang view
31*Reaching consensus or compromise	
32*Avoiding confrontation	**Relationship with Nature**
33 Benevolent autocrat / Paternalistic	67*The way (Tao)
34 Solidarity	68*Fatalism / Karma (believing in one's own fate
35*Collectivism	69*Yuan
	70*Harmony between man and nature
Work Attitude	71*Unity of Yin and Yang
36 Industry (working hard)	
37 Commitment	

Fan's list of Chinese cultural values: 71 values
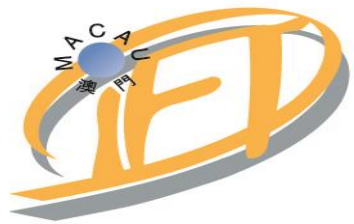Fan的71個中國文化價值觀

8 dimensions：
8大維度:
- National traits 國民特質
- Interpersonal relations人際關係
- Family / social orientation家庭/社會導向
- Work attitude工作態度
- Business philosophy商業哲學
- Personal traits個人特質
- Time orientation時間導向
- Relationship with nature與自然的關係

Procedures	Techniques used
1. Generating items	• Literature review - academic literature, market surveys on budget hotel customers, and other sources • In-depth interviews among budget hotel customers in China • Panel review
2. Collecting data	• Pilot study (n=155)
3. Purifying measure	• Coefficient alpha • Factor analysis
4. Collecting data	• Survey (N=371)
5. Assessing reliability and validity	• Composite validity • Convergent validity • Discriminant validity

No.	Traditional Chinese Cultural Values	Number of selections
1	Pragmatic / to suit a situation	26
2	Thrift (saving)	21
3	Obligation for one's family	20
4	Harmony with others	20
5	Guanxi (personal connection or networking)	20
6	Contentedness with one's position in life	20
7	Industry (working hard)	19
8	Yuarn (predestined relationship)	19
9	Sincerity	18
10	Conformity (group orientation)	18
11	Trustworthiness	18
12	A sense of belonging	17
13	Face (protecting, giving, gaining and losing)	17
14	Moderation, following the middle way	16
15	Adaptability	15
16	Self-cultivation	15
17	Reciprocation of greetings, favors and gifts	15
18	Li / Propriety	15

Items	Salient points expressed by interviewees (frequency)
1. Brand conscious	- Well-known brands (5) - Feel more guaranteed to choose familiar brands (2) - Brands with good reputation (8) - Brands with good past experience (4)
2. Friends and colleagues' references	- Rely on friends and colleagues' recommendation (3) - Friends and colleagues are important sources for information regarding the choice of budget hotels. (2)
3. Hotel brands that friends and colleagues have chosen	- Tend to choose hotel brands that friends and colleagues have chosen (3) - Friends and colleagues' past experience with budget hotels can be of reference. (3)
4. Online review reliance	- Rely on online comments and reviews before making choice - Online reviews influence my decision (12)
5. Internet reliance	- Rely on internet information about the quality, location, value, facility and other attributes of the budget hotels (6)
6. Internet reservation preference	- It is convenient to reserve via internet channels (5) - It is cheaper to reserve via internet channels (5) - Time saving (3)
7. Price consideration	- Affordability (15) - Reference price (3) - Budget available (7)
8. Good value preference	- Always pursue good value for money (9)
9. New products	- Like to try out new types of hotel products (2)
10. New brands	- Like to experience new brands (3) - Like to compare hotel brands that I haven't tried before (1)

Table 5.1 Geographic distribution of respondents' residence area and hotel locations

Regions	Provinces and municipalities	Number(Percentage)	
		Place of residence	**Hotel location**
Northern China	Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia	43 (10.4%)	44 (10.6%)
Eastern China	Shanghai, Jiangsu, Zhejiang, Fujian, Shandong	262 (63.3%)	246 (59.4%)
Central China	Henan, Hubei, Hunan, Jiangxi, Anhui	37 (8.9%)	41 (9.9%)
Southern China	Guangdong, Guangxi, Hainan	12 (2.9%)	27 (6.6%)
North-eastern	Liaoning, Jilin, Heilongjiang	23(5.6%)	19 (4.6%)
South-west	Sichuan, Chongqing, Yunnan, Guizhou	16 (3.9%)	16 (3.9%)
North-west	Shaanxi, Xinjiang, Qinghai, Ningxia, Gansu	7 (1.7%)	14 (3.4%)
Other areas	Hong Kong, Macau, Taiwan	13 (3.1%)	0
No response		1 (0.2%)	7 (1.7%)
Total		414(100%)	414 (100%)

Dimensions and items	Cronbach alpha	Communalities	Factor loading	Item-to-total correlation	Eigenvalue	Variance explained %
V1 Traditional Virtues (Virt)	.912				5.039	38.760
Pragmatic / practical		.634	.779	.715		
Thrift (saving)		.595	.720	.661		
Obligation for one's family		.755	.854	.803		
Harmony		.729	.828	.786		
Industry (working hard)		.687	.783	.734		
Sincerity		.726	.850	.774		
Trustworthiness (credit)		.708	.799	.686		
V2 Relational values (Rela)	.805				2.351	18.082
Conformity (group orientation)		.651	.785	.630		
Face		.787	.886	.636		
Moderation (following the middle way)		.718	.836	.707		
V3 Choice norms (Chnm)	.735				1.639	12.608
Friends' brand choice influence		.541	.634	.451		
Online review reference		.804	.893	.673		
Online information reliance		.694	.824	.567		

Improved model of CV (N=371)			Estimate	S.E.	C.R.	P	Std FL	SMC
Traditional Virtues								
1	<---	Virt	1.000				.745	.555
3	<---	Virt	1.079	.062	17.529	***	.890	.793
4	<---	Virt	1.008	.059	17.077	***	.868	.754
5	<---	Virt	.993	.061	16.156	***	.825	.680
6	<---	Virt	.956	.063	15.177	***	.779	.607
CR = 0.913 AVE = 0.678								
Relational Values								
8	<---	Rela	1.000				.653	.427
9	<---	Rela	1.188	.104	11.405	***	.816	.666
10	<---	Rela	1.172	.103	11.431	***	.801	.641
CR = 0.803 AVE = 0.578								
Choice Norms								
11	<---	Chnm	1.000				.649	.421
12	<---	Chnm	1.418	.142	9.961	***	.919	.844
13	<---	Chnm	1.087	.111	9.831	***	.590	.349
CR = 0.771 AVE = 0.538								
$\chi2 = 105.090$, df =41, p ＜.001, $\chi2$/df = 2.563, GFI=.952, CFI=.968, RMSEA=.065								

A three-dimensioned measurement scale 三維度量表

　- Traditional virtues 傳統美德:

　　(pragmatic, family obligation, harmony with others, hardworking, and sincerity)

　　（實用、家庭責任感、和諧、勤勞、真誠）

　- Relational values 關係價值:

　　(conformity, face, and moderation)

　　（一致/順從、面子、中庸）

　- Choice norm選擇標準:

　　(friends' brand choice influence, online review reference, and internet information reliance)

　　（朋輩品牌影響、網絡評價參考、網絡信息依賴）

- Accommodating the Chinese mass travelers – different preparations 不一樣的準備 – 以招待中國旅行大眾
- Marketing channel 銷售渠道
- Product design 產品設計
- Value for money products 高性價比的產品
- E-Word-of-Mouth 網絡口碑
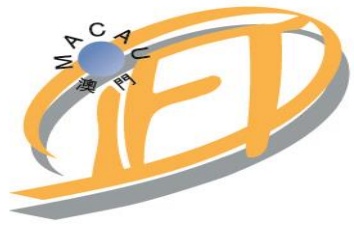- Different ways to collect feedback 不同渠道的信息反饋收集

旅 遊 學 院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute for Tourism Studies

- Email電郵: everen@ift.edu.mo
- Phone電話: +853 63260850 (mobile)

  +853 85981251 (office)

- WeChat微信: everenlianping

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