



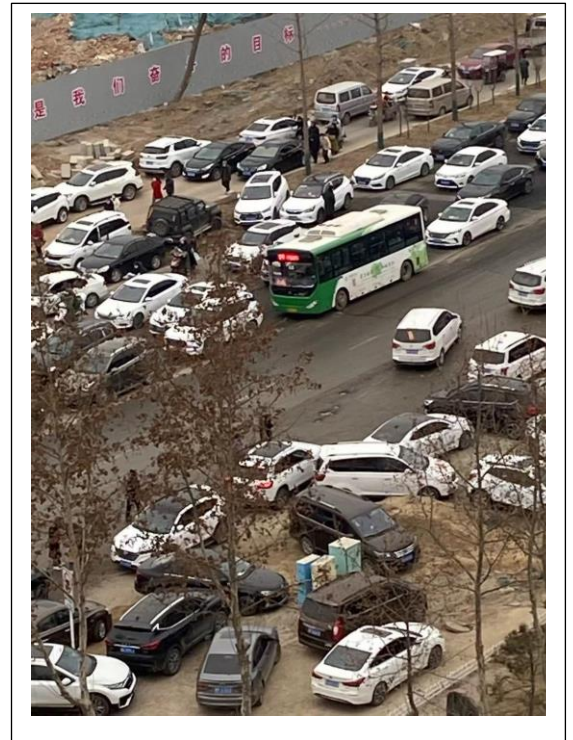
## REPORT

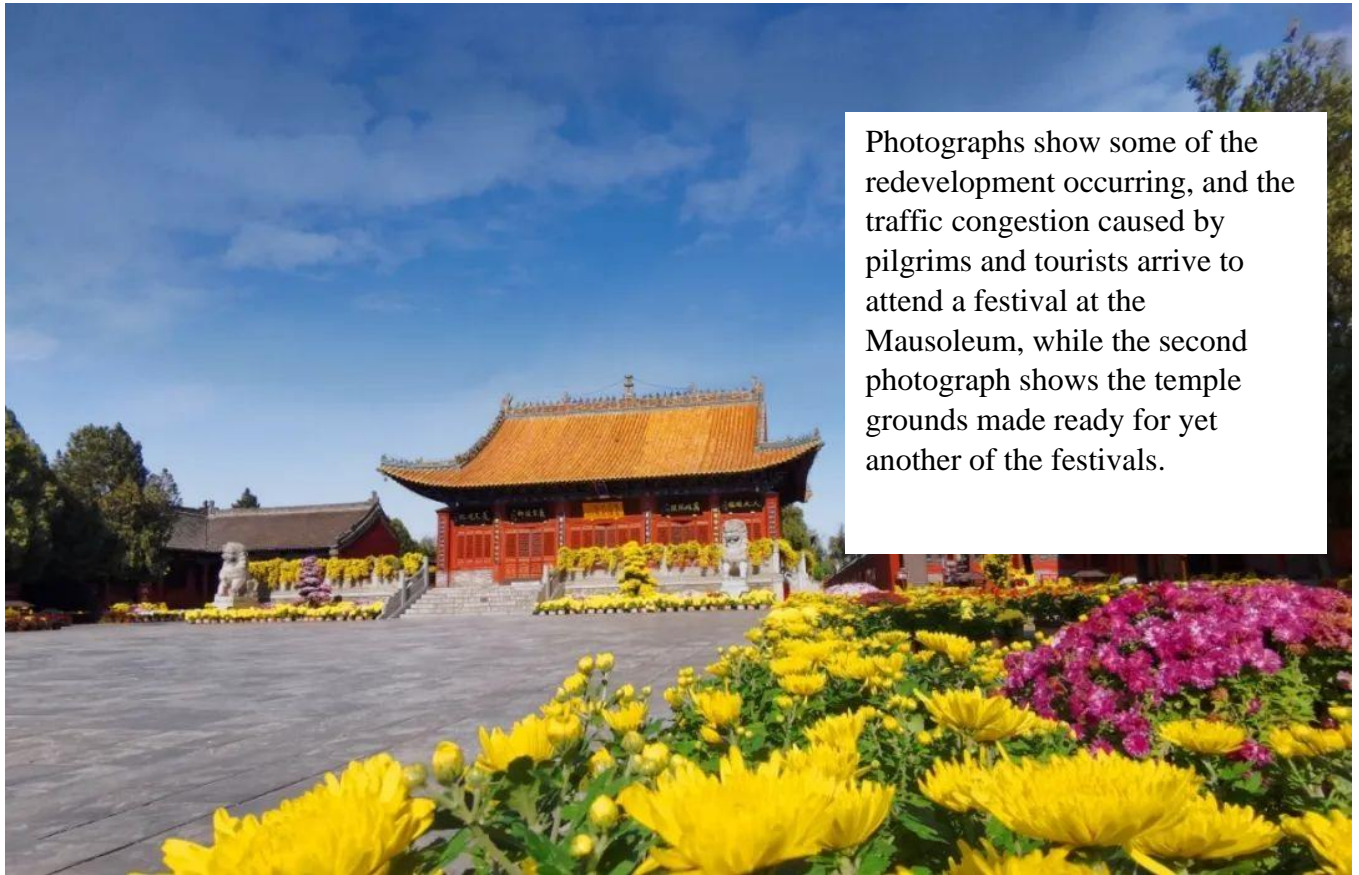
*The BUU China-New  
Zealand Tourism Research  
Unit*

*Annual Report 2021*

### Research connections

While no physical exchange of staff was possible, active on-line communication was continued on WeChat, Zoom, and email. Our partners through Associate Professor Zhang Xiaoyu (who gained her master's and doctoral degrees from WMS) renewed research contracts with the Fuxi Taohao Mausoleum in Henan and Danguanyuan in Beijing. The first academic publications from those contracts are beginning to emerge, while we have also been able to help master's students in China. The strength of belief in traditional folk belief systems is demonstrated in the attach video that shows people waiting to enter the grounds of the Mausoleum during one of the festivals. Members of the unit hold honorary advisory positions for the Mausoleum and hence advice on tourism issues not only for the Mausoleum but also wide developments in Huaiyang. The town is reinventing itself in the last three years with a massive investment in moving people into new accommodation and refurbishing the old town as a historic tourism destination. The





Photographs show some of the redevelopment occurring, and the traffic congestion caused by pilgrims and tourists arrive to attend a festival at the Mausoleum, while the second photograph shows the temple grounds made ready for yet another of the festivals.

In addition, work was also undertaken with Professor Li Yanqin who spent the greater part of a year with us in 2019. She leads a research programme at the Minzu University of the Ethnic Nationalities in Beijing, and Professor Ryan has been providing some lectures to her doctoral students and aiding in the analysis of data collected over a period of a decade at the Russian speaking minority area in Shiwei, a small agricultural community in Inner Mongolia. The conceptualisation being developed relates to social changes as measured through place attachment theory with temporal, inter-generational and cognitive dissonance. A paper is being rewritten for submission to a journal by Professor Ryan.

With former doctoral students Jin Yi and Professor Satin Huang of Shangdong University Chris has also been involved with research using eye tracking technology at one of the exhibitions in the University. After some false starts the research was rewritten and has been accepted for publication in *Tourism Management Perspectives*, a well-regarded tourism journal with a SSCI Impact factor of 6.7.

China has been following a Covid extermination policy but continues to struggle to succeed and international travel is significantly curtailed. This has meant some projects have been delayed, most notably with colleagues in Xi'an and in Hainan, both of whom have close connections with WMS through past WMS doctoral students occupying Professorial positions or similar status in academia or the private sector, and/or WMS having hosted academic staff. These relationships are of importance and also continue to create opportunities for our own master's students. In some instances, some agree to act

as second assessors for master's degree dissertations and thus help to relieve pressure on WMS tourism staff.

In that sense we would wish to express our best wishes to Dr Zhang Yingsha who left WMS in late 2021 having accepted an Associate Professor's post at Sun Yat-sen University, certainly one of China's leading management and tourism universities. Another of our former doctoral students, Gao Jun, also obtained an Associate Professor's post at Sun Yat-sen University, thereby strengthening our relationship and renewing Waikato's MOU with SYSU.

### **Publications in 2021 included:**

- Pan, Y., Wang, X., & Ryan, C., (2021). Chinese seniors holidaying, elderly care, rural tourism and rural poverty alleviation programmes. *Journal of Hospitality and Tourism Management*, 46(March), 134-143.
- Yi, J., Ryan, C., & Wang, D. (2021). China's Village Tourism Committees: A Social Network Analysis. *Journal of Travel Research*, 60(1), 117-132.
- Chen, Z., Ryan, C., Zhang, Z (2021) Transgenerational place attachment in a New Zealand seaside destination. *Tourism Management*. 82, 104196
- Li, Z., Li, F., & Ryan, C. (2021). Perceiving North Korea through Chinese tourists' eyes. *Tourism Review* 76(1), 150-163.
- Zhang, X., Ryan, C., Fu, S.J, & Chen, W.B. (2021). Visitors' understanding of a film and cultural site, and reflections on contemporary China. *Tourism Management Perspectives* 40, 100909.

Other papers have been accepted for publication and are in press for publication in 2022. In addition, Zhang Xiaoyu and Chris Ryan have commenced work and are approximately 2/3rds of the way through a book currently entitled Visitor Experiences: Insights from Psychology, which is dedicated to the memory of the late Professor Philip Pearce.