



Annual Report – China-New Zealand Tourism Research Unit 2013

Introduction

The Centre was formed in January 2013. The immediate strategy is to establish the credibility of the Centre as a research centre that can benefit students, staff, government, industry and other stakeholders over a three year period, and thus be able to use the links formed to provide funding and projects for the Centre. To date the Centre has not cost the Department of Tourism and Hospitality Management and has arguably generated value for the Department and Management School and its wider membership in the activities listed below.

In the 12 months since the formation of the Centre much of the work undertaken has been primarily oriented toward inbound tourism from China to New Zealand, and there is a need to publicly express our thanks to our Chinese partners for their patience in this initial stage, and for the real support they have provided in generating comments that were forwarded to Tourism New Zealand (TNZ), the Ministry of Business Innovation and Employment (MBIE) and other groups such as Tourism Industry Association New Zealand (TIANZ) at various times, and in particular in the aftermath of concerns about the possible impact of the botulism scare with reference to Fonterra milk powders.

The Centre would also wish to express their thanks to Associate Profesor Asad Mohsin, Director of the Institute for Business Research to which the Centre is affiliated, and to Professor Alison McIntosh for her support of the Centre in her role as Head of the Department. Without their support less would have been achieved.

However, in 2013 the brunt of the work, and the costs, have been borne by our Chinese members, all of whom at some stage contributed to requests for help and information. They have all been very patient and because of the demands on time made by New Zealand based organisations, have not seen to completion some of their own work with which the Centre is engaged. The Waikato Management School owes them a significant debt for their patience, support and in 2014 it is hoped that projects long delayed can progress to completion.

The following indicates some of the main points achieved in the 12 months.

Relationship with Government and Tourism New Zealand.

As Director to the Centre Chris Ryan has represented the membership of the group and the university on The MBIE China Working Group and thus has been party to the discussions that established two new research funding groups – the Tourism Partnership Fund and the China Tourism Research Fund. These were launched in October 2013. The first seeks projects form stakeholders twice a year and the latter is funded on a first come first served basis subject to quality criteria until the nominated sum of money is spent. In 2013-14 the first tranche of money is \$1 million and the second is \$600,000. The Tourism Partnership Fund has approximately \$50 million set aside.

In addition to this the Centre was engaged to produce a series of reports, of which the two major ones were:

Ryan, C., Sun, M., & Zhang, X. (2013). Chinese tourists and souvenir purchasing. – a report for Tourism New Zealand and Aotea Souvenirs

This report examined the role of shopping tours and the ‘monkey shops’ and generated insights in a report Peter Hanson of Aotea Souvenirs designated as ‘seminal’. Subsequent publicly related material was sent to the trade magazine *Inside Tourism* to alert the industry to the implications of new Chinese legislation that came into effect on 1st October 2013. In addition continuing discussions are being conducted at a political level relating to issues of GST and bad practice by the monkey shops.

Ryan, C. & Sun, M. (2013) Visitor Satisfaction ratings – a report for TIANZ and TNZ. TIA has made available to the centre a data set of some 8,000 responses over 2 12 month periods and needed a report within 4 weeks that analysed Australian and Chinese responses to a series of ratings about key variables of the New Zealand tourism product – including accommodation, food and beverage and activities. A full set of statistical tables and textual analysis including translation was generated within a week for the two bodies. Again a wider industry report was circulated via *Inside Tourism* on 1st September 2013 with specific reference to the Chinese market.

Currently a third report is being worked for the South Group and Christchurch International Airport that builds upon past research that specifies distinctions between the Chinese market and with reference to South Island New Zealand. An interim report was delivered in August 2013 to the South Group.

Applications for external research funds

Currently the Centre is a partner for two projects being written for funds from Governmental initiatives in tourism, but the outcomes of these applications will not be known until 2014. In both cases the Centre will be sub-contracted by the primary industry body that is heading the project to analyse data generated from the planned studies.

ASEAN Tourism Research Centre

This Centre is in an embryonic state and will be located at the Siam University, Bangkok, and we have been invited to a member of this Centre. A research project has commenced and a meeting in the first half of next year is being envisaged.

Awards for Students

Three awards for students were generated and sponsored by:

- Hamilton-Waikato Tourism
- Aotea Souvenirs
- South Group-Christchurch International Airport

The winners in 2013 were Sun Minghui and Ge Liu.

It is also noted that Ping Li and Chris Ryan obtained a best research paper award for their paper, *An Ethnographic Study of Tourism Impact in a Rural Taoist Village, Mt Qiyun, Anhui*

Province, China at the 2013 China Tourism Research Forum held earlier this year at Hong Kong Polytechnic University. This conference is the major tourism research conference in China and is held once every 2 years.

Research Outputs

Much of 2013 has been taken with the writing of reports for Tourism New Zealand, Ministry of Business Innovation and Employment, and Tourism Industry Association New Zealand as indicated above. This has encroached upon time for more conventional academic publications, but a number have been achieved and are listed below.

Books:

- Ryan, C., & Huang, S. *Tourism in China: Destinations, Planning and Experiences*. Bristol: Channel View Publications
- *Refereed journal articles*
- Yang, J., Ryan, C., and Zhang, L. (2013). Social Conflict in Communities impacted by tourism. *Tourism Management*, 35(1), 82-93.
- Gu, H., Ryan, C., Bin, L., & Wei, G. (2013). Political connections, *guanxi*, and adoption of CSR policies in the Chinese Hotel Industry – is there a link? *Tourism Management* 34, 231-235.
- Yang, J., Ryan, C., and Zhang, L. (2013). Ethnic Minority Tourism in China: Han perspectives of Tuva figures in a landscape. *Tourism Management* 36, 45-56.
- Hao, X., & Ryan, C. (2013). Interpretation, Film Language and Tourist Destinations: A Case Study of *Hibiscus Town*, China. *Annals of Tourism Research*. 42, 334-358.
- Ma, X., Zhang, X., and Ryan, C. (2013). The sub-classification of film-induced Tourist Motivation: The Case Study of Hobbiton, New Zealand. *Tourism Tribune* 28(8), 111-117 (in Mandarin).

Plans for 2014

Currently 2013 has been dominated by an emphasis on generating research and reports for New Zealand organisations. These reports are based on significant datasets of at least 8,000 respondents, and thus have absorbed significant amounts of time to analyse, and this has meant that other work with Chinese colleagues has not advanced as far as it should. The latter part of 2013 and the early part of 2014 will concentrate more on academic writing and identified projects include a further book on tourism development in China, further papers based on research in China as to the attractiveness of New Zealand as a tourism destination (various papers with Yang Jingjing and Gr Yang) and the development of work with Dr Li Ping, Dr Sun Minghui and Zhang Xiaoyu.