

Report 2019 China-New Zealand Tourism Research Unit

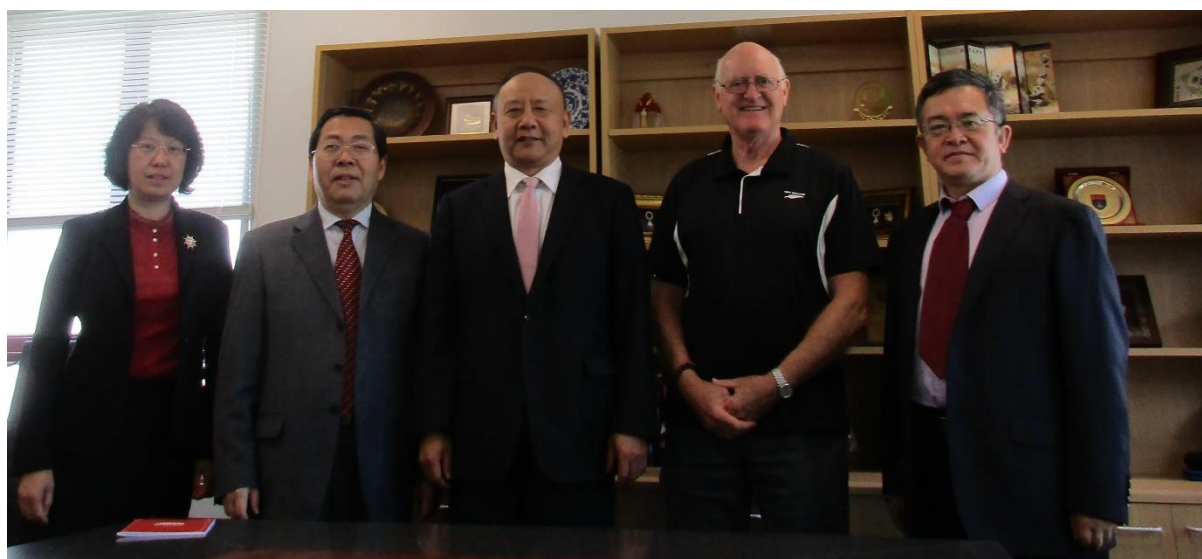
Activities in 2019

While 2018 was a significant year for publications and conferences, 2019 was equally significant albeit in a different manner but with implications for future research.

Three Memorandum of Understanding were signed – the first two were renewals of previous MOUs with Sun Yat-sen and Beijing International Studies University (BISU) and the third was with the College of Tourism, Beijing Union University (BUU). All are highly regarded for their tourism and hospitality courses and research profile. Indeed Sun Yat-sen is certainly one of the top three in China, and BISU is the home of the Hospitality Management Research Centre. The College of Tourism at BUU is a “double first class” College and thus had the funds to launch a new journal – *Tourism Critiques*” and is the home of China’s highly ranked journal – *Tourism Tribune*.

The visit by President Li, Dean Yan, International Director Pangming and Associate Professor Zhang Xiaoyu from Beijing Union University was significant in terms of signing the agreement with Senior Deputy Vice Chancellor Alister Jones and Associate Professor Stuart Dillon, Head of the School of Management and Marketing, and the following photographs show various activities from that meeting. The group of Beijing Union University had also expressed interest in the research being undertaken by the INSTO-Waikato Tourism Group (see INSTOWaikato.org). They therefore visited Raglan and met with Mitch King, Social and Economic Development Officer, Waikato District Council, Councillor Lisa Thomson (Councillor for Raglan on the Waikato District Council) and Charlie Young, Chamber of Commerce, Raglan.

In addition to these arrangements research understandings were also signed with Grand View Gardens, the Taihao Fuxi Mausoleum and the Haiyang County Government, Hennan. This was very much through the good service of Associate Professor Zhang Xiaoyu and partly in recognition of past research informing management practices at the sites and also for the publications and book chapters that have provided insights into the locations.





Indeed, in 2019 Chris Ryan gave a presentation to the New Zealand Friendship Association on the significance of the Taihao Fuxi Mausoleum which was very well appreciated by the audience who commented positively in the detailed understanding that was shared of the site and its significance in Chinese culture.

Another significant action that promises much for the future was a similar understanding that was reached with Dr. Li Ping and Leon Shi in setting up the Tourism Think Tank (TTTI) that will hold an annual conference and provide education training services in tourism and hospitality management. The first conference is being held in Sanya with the support of the Sanya Government and Zhao Kuan from the Fusan Group and among the speakers will be Professor Sara Dolnicar from the University of Queensland and Professor David Wang from the Chinese University Hong Kong. David was the former GM and Regional Manager for the Hyatt Group in Guangzhou.

In 2019 visits were again undertaken to Grand View Gardens and Haiyang.

In the latter part of the year Chris, Yingsha Zhang and Lucy Sun has a paper presented at the TTRA conference arising from Lucy's research in Anhui. Unfortunately, Yingsha was not able to accept the position of keynote speaker at another conference, but she has retained joint research connections with Professor Robert Li at Temple University. Robert has agreed to be a speaker at the 2021 TTTI conference that will probably be held in Dalian.

Another visitor was Professor Hanqin Li who comes from MINZU University of the ethnic minorities in Beijing. Hanqin joined Nicole Chou and Chris in a research project for Whakawerawera and the perception of Chinese visitors at the site. Key data sets are being collected in December 2019 and this will be a follow up for a report handed to the management by Nicole and Chris that presented analysis of four Maori sites in Rotorua using data derived from Google Reviews.

In short, 2019 has proven to be very busy and is full of promise for research outputs in 2020.

Finally – a new website reporting the work of the Unit under its new name of the BUU China-New Zealand Tourism Research Unit was set up – see

www.nzchinatourism.com

Publications

Journal articles

Chen, H., Ryan, C. & He, H (2019). Intergenerational differences amongst Chinese visitors to the Terracotta Warriors Museum, Xi'an, China: the use of information sources. *Annals of Tourism Research*, 102682. (SSCI) doi: 10.1016/j.annals.2019.01.015

Gao, J., Ryan, C., Cave, J., Zhang, C. (2019). Tourism Border Making, A political economy of China's border tourism. *Annals of Tourism Research*, 76, 1-13. (SSCI)

Ramos-Tumanan, M-A., & Ryan, C. (2019). Chinese rural tourism – Seeking a Chinese perspective from an emic stance, or a case of post hoc reflections. *Tourism Management*, 75, 284-292. (SSCI)

Zhang, H., Su, Q., & Zhang, Y. (2019). Progress in the application of social network analysis in international tourism research. *Progress in Geography*, 38(4), 520-532.

Zhang, Y., Li, X. R., & Wu, T. S. (2019). The impacts of cultural values on bilateral international tourist flows: a panel data gravity model. *Current Issues in Tourism*, 22(8), 967-981. doi:[10.1080/13683500.2017.1345870](https://doi.org/10.1080/13683500.2017.1345870)

Book chapter

Qiao, G., Ryan, C., Zhou, C. & Lockyer, T. (2019). The Entertainization of Business Event: The Case of Alibaba Computing Conference in Hangzhou in (ed) V. Ratten, *Entrepreneurship and the Community: A Multidisciplinary Perspective on Creativity, Social Challenges, and Business*. Wien: Springer, pp. 105-123

Conference Paper

Zhang, H., Su, Q., Zhang, Y., Ryan, C., & Wu, X. (2019). Residents' social relationships in everyday life in a tourism ancient town.

In *TTRA 2019 50th International Conference*. Melbourne, Australia. June 25th-27th.

Zhang, Y., & Li, X. (2019). Modeling visitors' theme park choices via agent-based modeling. In *CAUTHE 2019 - 29th CAUTHE Conference* (pp. 633). Cairns, Australia.

Invited speaker

Ryan, C. (2019). **Invited speaker** Is there a crisis in research? Institute of Tourism, Macao, May.

Ryan, C. (2019). **Invited speaker**. Assessments of research. National Taichung University of Technology, Taiwan. May.

Ryan, C. (2019). **Invited speaker**. Research methods, College of Tourism and Hospitality Management. National Kaohsiung University of Hospitality and Tourism, Kaohsiung, Taiwan

Other related activities

Ryan, C., & Chou (Nicole) C. (2019) Visitor perceptions of four Maori Tourist Destinations, Rotorua. Presentation to CEO and Marketign team, Whakawerawera Village, Rotorua.