

Report of the China-New Zealand Tourism Research Unit 2014

Background

The China-New Zealand Tourism Research Unit was proposed in 2013 and has operated since that year. Members of the Unit are drawn from the Department of Tourism and Hospitality Management, Waikato Management School, and Chinese scholars in the field of tourism.

Personnel are:

- Professor Chris Ryan, Department of Tourism and Hospitality Management, University of Waikato
- Associate Professor Tim Lockyer, Department of Tourism and Hospitality Management, University of Waikato
- Professor Gu Huimin, China Hospitality Research Centre, Beijing International Studies University, China
- Professor Lingyun Zhang, Institute of Tourism, Beijing Union University, Beijing, China
- Dr Ma Xiaolong, Director of Regional Tourism Development and Planning Institute, China Tourism Academy
- Professor Jigang Bao, Assistant President, Sun Yat Sen University and Dean of the School of Tourism Management
- Professor Xu Honggang, Associate Dean, School of Tourism Management, Sun Yat Sen University, Guangzhou
- Professor Cui Xiaoming, International Director, Ankang University, Shaanxi, China
- Dr Chao (Nicole) Zhou, Head, Department of Tourism, Zhejiang International Studies University, Hangzhou, China
- Professor Wang Lin, Dean, College of Tourism, University of Hainan, Hainan Island, China
- Professor Su Hongxia, Shaanxi Tourism Research Institute, Xi'an International Studies University, Xi'an, China
- Professor Zhou Bin, Department of Tourism, Ningbo University
- Dr Zhao Kuan, Jinan University and Operations Director, Boao Country Club.

Major Projects and Events

UNWTO Monitoring of Tourism Development in Xishuangbanna Dai Autonomous Prefecture

Keynote speeches at 2014 Beijing Dialogue with industry and government

Keynote speeches at G20 Tourism Conference, Brisbane on the Chinese Dream, 2014 APEC-Chrie Conference, 2014 Asia Tourism Forum and 13th Asia Pacific Forum.

Hosting the 2014 New Zealand Tourism and Hospitality Research Conference

Completing reports for New Zealand Ministry of Business Innovation and Employment with reference to Chinese tourists to New Zealand

Aiding in arrangements for WMS students to spend time in Zhejiang under the New Zealand Prime Minister's Award in conjunction with Dara Dimitrov.

Report

The China-New Zealand Tourism Research Unit has again had a busy year, although possibly not as busy as might have been wished for. Doctoral students have been supported with various grants including air fare and accommodation to Queenstown, sponsorship of the 11th New Zealand Tourism and Hospitality Research Conference (including the provision of 4GB USB bracelets), continued research into Chinese tourist behaviour in New Zealand and additionally work in China, notably in Xishuangbanna-Dai Prefecture on the China-Laos border. The Unit also aided in the management of a visitation by the Deputy President of Beijing Union University (Huang Xiankai) in the absence of Pro-Vice Chancellor Ed Wymes and Professor Alison McIntosh, and the help of Associate Dean for Research, Delwyn Clark is very much acknowledged here.



Figures One and Two

Vice-President Huang Xiankai of Beijing Union University with Heather Morrell from Library Services looking at *Tourism Tribune* published by BUU and with Zhang Xiaiyu from WMS.

Chinese doctoral students from the Department of Tourism and Hospitality Management have also helped with translation work for Raglan Harbour Tours for the second year when they are hosting Chinese delegations for various industry and government bodies.

In return the Unit was able to arrange for our students to participate in the end of year Christmas dinner organised by the local branch of the China-New Zealand Friendship Association and it is to be hoped that 2015 will see a closer relationship between ourselves and the Association.

Indeed in 2015 we have already been asked to host some visitors from Qilu University of Technology.

A number of visits to China have also been undertaken. The Unit aided liaison and the itinerary for the Accounting students under Dara Dimitrov, under the auspices of the Prime Minister's Asia Scheme through our former doctoral students Dr Nicole Chou and Dr Li Ping at Zhejiang International Studies University (ZISU) and Zhejiang Yuexiu University of Foreign Languages in Hangzhou. Associate Professor Tim Lockyer was also able to spend almost 3 months at ZISU, while in 2015 the Unit will help fund a visit by Dr. Jenny Cave. In addition Chris Ryan was also able to visit Sun Yat Sen a number of times in pursuance of the MOU signed by Vice Chancellor Roy Crawford in 2013.



Figure Three

Professor Chris Ryan seen with (from left to right) Professors Xinyuan (Roy) Zhao and Jingyan Liu, and Associate Professor Fu Wei of Sun Yat Sen University.

Professor Chris Ryan was also able to visit China, notably at Xishuangbann-Dai Prefecture as indicated below, and to give the inaugural distinguished scholars annual speech at Zhejiang University under the joint Zhejiang University-Hong Kong Polytechnic University joint Masters degree programme.



Figure Four

Professor Chris Ryan with Yirong Ma of Peacock Tours (Yunnan Tourism Investment Company) at the Ji'nou Village, Xishuangbanna Dai Prefecture, Yunnan.

Chris also later visited Beijing as a key note speaker at the 11th Beijing Dialogue – a meeting between government, industry and researchers in the field of tourism and hospitality – his address relating to issues of big data. A month later Chris was again a key note speaker – this time at the Griffith G20 East-West ‘Chinese Dream’ Conference which was one of the G20 Summit ancillary events. His topic was ‘The Chinese Dream and Tourism.’

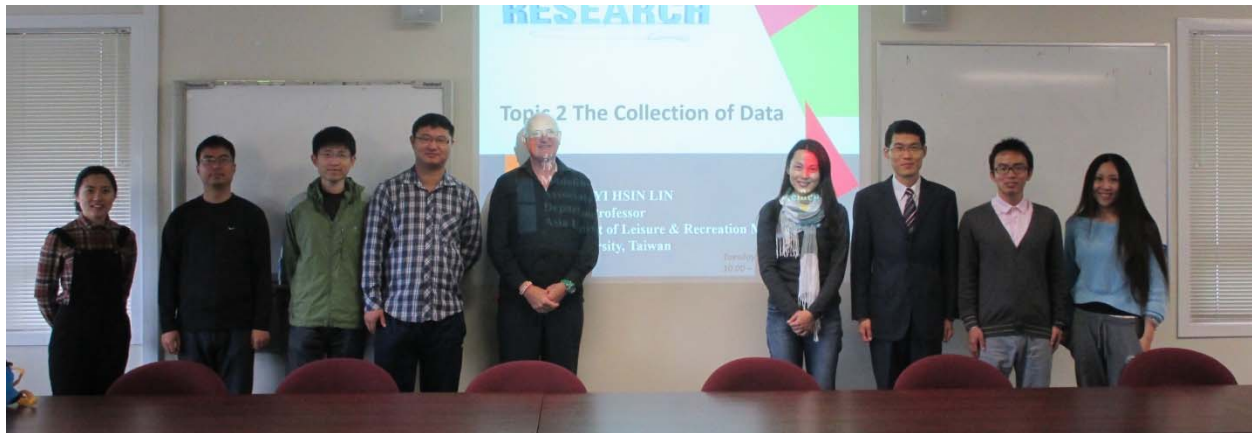
The following provide some detail of various initiatives and events, but the continuing support of Hamilton-Waikato Tourism RTO, Aotea Souvenirs and the South Group in addition to that received in 2014 from Ningbo University is here acknowledged. These relationships are very much appreciated and the Unit is very thankful for their financial support. In addition the Unit would also wish to thank Zealong Tea Plantation, Raglan Harbour Cruises, Hobbiton, Tanui Novotel and Orbit Travel for their support at various times throughout the year. In addition the support of all the members of the Unit are also here acknowledged – namely Professor Gu Huimin, Professor Zhang Lingyun, Professor Xu Honggang, Professor Zhou Bin, Dr Nicole Chou, Dr Sun Minghui

Research Seminars

In 2014 the membership of the China-New Zealand Tourism Research Unit was extended with the arrival of Professor Zhou Bin from Ningbo University. Bin spent almost 12 months at the University of Waikato during which time he provided significant degrees of help to our doctoral students Eddie Hua and Fangxuan (Sam) Li. In addition he helped in the collection for data for projects relating to Chinese visitors to New Zealand, which data is being used for reports for the New Zealand Ministry of Business Innovation and Employment and Tourism New Zealand. He also joined Associate Professor Hysin Lin from Asia University in Taichung in giving seminars for doctoral students in the Management School on topics of Research Methods in Mandarin. These evinced very positive responses from the students who attended and it is hoped to run a more ambitious programme in 2015. The topics covered included the identification of research topics and modes of analysis. Figure Five shows Zhou Bin and Hysin Lin at one of the seminars

Figure Five

Professor Zhou Bin and Associate Professor Hysin Lin(3rd and 4th from the right) and some of the students



The 2014 11th New Zealand Tourism and Hospitality Research Conference

The China-New Zealand Tourism Research Unit was also a sponsor for the 11th New Zealand Tourism and Hospitality Research Conference held in December 2014. Both Hysin Lin and Zhou Bin also presented papers at the 11th New Zealand Tourism and Hospitality Research Conference with Hysin providing support for our doctoral students Andi Kele, Fangxuan Li,

Eddie Hua, Jin Yi, and past doctoral student Dr Vivian Zhang in organizing and manning the reception desk.

The conference attracted many delegates from China including partner universities Sun Yat Sen and Beijing International Studies University. Professors Zhang Chaozhi and Xu Honggang attended with Professor Bao Jigang, who was one of our keynote speakers. Professor Han Yuling (who helped draft the Chinese Travel Law of 2013) also attended with colleagues. Figures six to eight show in order Professors Bao and Han, Associate Professor Lin with some of our students at the reception desk and Qi Shanshan at Hobbiton. Other field trips were undertaken to Raglan Harbour Cruises and Zealong. Staff and students were also present from Hong Kong Polytechnic under the leadership of Professor Zhang Qui Hanquin, the editor of the *Journal of Quality Assurance and Service Management*.

The other keynotes were delivered by Andrew Johns, formerly in charge of the Approved Destination Status and now with Migration within the Ministry of Business Innovation and Employment, and Steve Riley from the Tourism Industry Association New Zealand. One outcome of the conference is that Professor Han and Andrew Johns will be meeting in Beijing early in the New Year.

In addition to this Li Fangxuan won best research paper award given by the *Journal of Quality Assurance and Service Management* with his co-author Chris Ryan. The *Tourism Management Perspectives* award was given to *Cognitive biases and debiasing strategies in the design of tourism demand forecasting support system (TDFSS)* by Gao Zixuan and Haiyan Song.



Figure Six

Professors Bao Jigang and Han Yuling at the 11th New Zealand Tourism Research Conference



Figure Seven –

Associate Profesor Hysin Lin with students Veronc Lam, Andi Kelli and Fanguxan Li at the Conference Reception Desk



Figure Eight

Qi Shanshan from Macau's Institute of Tourism about to enter a Hobbit's home at Hobbiton

Research within New Zealand

Research in New Zealand has continued themes from 2013. Much that research related to Chinese shopping tours and Chinese perceptions of New Zealand. In 2014 the focus of the studies moved from behaviours and perceptions of New Zealand to issues of sources of information and how Chinese tourists accessed them and their importance to them. In particular the major focus has related to usage of smart phones and the internet. Much of the existing literature has looked at aspects of the Technology Adoption Model (TAM) but little has been written (certainly in the New Zealand context) as to the current usage patterns versus more conventional sources within the itineraries of Chinese tourists.

This research is being undertaken with the co-operation of the Ministry of Business Innovation and Employment (MBIA), and Tourism New Zealand with specific help from Tourism Holdings Ltd who have permitted research to be undertaken at Waitomo Caves. In addition data has also been collected with the support of Queenstown Airport Authority with information also being collected at Rotorua in addition to Queenstown. Associate Professor Hysin Lin and Professor Zhou Bin have also been of significant help here.

Research in China

In June 2014 the scoping report for Xishuangbanna-Dai Prefecture was completed by Chris on behalf of the United Nations World Tourism Organization Monitoring Station based at Sun Yat

Sen University. This covered a series of environmental and other issues including social impacts of tourism on the indigenous peoples of that area. As a consequence of that report, in April 2015 Chris will be undertaking a second visit with Maori colleague and in addition indigenous representatives from Kanas, Xinjiang and Shandong will also attend for discussions relating to intellectual property and tourism products based on native people's culture and heritage.

As can be seen from the list of publications below the visit to Xi'an and Ankang and work previously undertaken in the Jingling Mountains, Shaanxi Province in 2013 was also published in *The Journal of China Tourism Research* and in 2014 this work was followed by a study of Wuzhen Water Town in Hangzhou which has been submitted for publication. Previous work undertaken with Dr. Yang Jingjing was also published.

Plans for 2015

In April 2015 Professor Ryan will be visiting UNWTO Monitoring sites in Changsu and Xishuangbanna – and the latter taking Ash Puriri – tourism adviser to the Maori King, and Graeme Osborne – for CEO of Tourism Auckland and Maori Arts and Crafts Institute and current Chair of Hamilton-Waikato Tourism. In June he will be visiting Xi'an and Ankang for further research with colleagues and in September will again be in China at Qiyunshan with Dr Li Ping. In June he will also be in Beijing to visit DeTao Academy and Chinese Academy of Sciences. Further work is also planned with Sun Yate Sun and Beijing International Studies and Zhejiang International Studies Universities.

Research Publications

Refereed Journal Papers

Lin, H., Lin, F.H., & Ryan, C. (2014). Tourists' Purchase Intentions: Impact of Franchise Brand Awareness. *The Services Industries Journal* 34(9/10). 811-827. (SSCI 1.07)

Yang, J., Ryan, C., & Zhang, L. (2014) Sustaining culture and seeking a Just Destination: governments, power and tension – a life-cycle approach to analysing tourism development in an ethnic-inhabited scenic area in Xinjiang, China. *Journal of Sustainable Tourism*. 22(8), 1151-1174. (SSCI 2.392)

Yang, J., Ryan, C., & Zhang, L. (2014), External entrepreneurs/investors and guanxi: hostels in a tourism area, Xinjiang, China, *International Journal of Contemporary Hospitality Management*, 26 (6). pp. 833–854. (SSCI 1.623)

Zhang, B., Ryan, C., Cui, X., & Chen, H. (2014). Tourism-generated Income Distribution in a Poor Rural Community: A Case Study from Shaanxi, China. *Journal of China Tourism Research*. 10(4), 1-20. (ABDC rank – B)

Ryan, C., Sofield, T., Bao, J, Xie, Y., Sun, J & Luo, J.. (2014). China Tourism Research: Domestic and International Perception *Tourism Tribune*, 29(2), 3023. (In Mandarin) ((CSSCI, 2.115)

Sun, M., Ryan, C., & Pan, S. (2014). Assessing tourists' perceptions and behaviour through photographic and blog analysis: The case of Chinese bloggers and New Zealand holidays. *Tourism Management Perspectives*. 12, 125-133.

Sun, M., Zhang, X., & Ryan, C. (2015). Perceiving tourist destination landscapes through Chinese eyes: The case of South Island, New Zealand. *Tourism Management* 46, 582-595. (SSCI 2.377, 5yr 3.382).

Conference and other Presentations

Keynote Presentations

Ryan, C. (2014). Trends in Hospitality Research. **Keynote Paper** APAC-Chrie Conference, Taylor's University, Kuala Lumpur, Malaysia. 22-24th May.

Ryan, C. (2014). Ethics in Tourism and Tourism Research. **Keynote Paper**. 13th Asia Pacific Forum, National Kaohsiung University of Hospitality and Tourism Research, Kaohsiung, Taiwan. 14-16 May.

Ryan, C. (2014). Modes of Analysis – Changing Demands. Global Tourism and Hospitality Research Conference and Asia Tourism Forum. **Keynote Speech** Hong Kong Polytechnic University 18th – 20th May.

Ryan, C. (2014). Internet Publishing. **Inaugural Distinguished Scholars Presentation**. Zhejiang University 26th May – Joint Doctoral Programme Zhejiang University and Hong Kong Polytechnic University. Hangzhou.

Ryan, C. (2014). Theoretical Frontiers in Tourism, Hospitality and Event Management. **Keynote Paper**. 11th Beijing Dialogue, Beijing International Studies University. November 10th – 12th.

Ryan C. (2014). The Chinese Dream and Tourism. **Keynote Speech**. The Chinese Dream. Confucius Tourism Institute Conference associated with G20 Summit – Gold Coast/Brisbane. November 13th -16th.

Other Conference Presentations

Gu, H., & Ryan, C. (2014). A comparative analysis of managerial attitudes towards corporate social responsibility in the Chinese hospitality industry. Global Tourism and Hospitality Research Conference and Asia Tourism Forum. Hong Kong Polytechnic University 18th – 20th May.

Li, F., & Ryan, C. (2014). Understanding Chinese Tourists in North Korea: Evidence from in-depth interviews. 11th New Zealand Tourism and Hospitality Research Paper, winner of best paper award – *Journal of Quality Assurance xxx*

Ryan, C., Pan, S., Chou, C., & Gu, H. (2014) Water town communities and tourism impacts – former residents as employees and cast characters. G20 First East-West Dialogue on Tourism and the Chinese Dream.

Yi, J., Ryan, C., & Cave, J. Is It A Relation-based or Rule-based Governance Model of DMO in Rural Tourism: Zhu Jiayu Village, Shandong, China. 11th New Zealand Tourism and Hospitality Research, Hamilton 9th-12th December.

Zhang, X., Ryan, C., & Cave, J. Film Induced Tourism in China: Revisiting the classical site of Grand View Gardens. 11th New Zealand Tourism and Hospitality Research, Hamilton 9th-12th December.

Cost and Revenue Statement

Revenue

Aotea Souvenirs	\$5000
Ningbo University	20,000 RMB (transferred to WorkItOut Consultancy, Beijing)
Sun Yat Sen University (UNWTO)	15,000 RMB (for activities relating to UNWTO)
Beijing International Studies University	10,000 RMB (for delivering keynote – Beijing Dialogue)
Hamilton Waikato RTO	\$100
Aotea Souvenirs	\$500
South Group	\$500

Expenditure

Air fare and accommodation Yunnan	15,000RMB – arrangements made by Sun Yat Sen University to cover costs for work in Yunnan Activity – undertaken monitoring for UNWTO
Attendance Beijing Dialogue	10,000RMB – flight and accommodation arranged by Beijing International Studies University Deliver Key note speech – Beijing Dialogue
Transfer of funds to Waikato University	\$5,000

Research

Student Awards at Dean's Prize giving \$1100 (HWT RTO Award, Aotea Souvenirs Award, South Group Awards)

Note – other activities funded by the Dean of the Management School and includes costs associated with sending students to South Island and additional costs of delivering key note speeches were shared between the universities to the sum of \$1000 each – economy return airfare funded for trip to Taiwan, Hong Kong, and Malaysia. Each university provided accommodation.