

# Report – China-New Zealand Tourism Research Unit 2015

## Membership of the Unit

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:

### The University of Waikato

- **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
- **Dr Susan Olivia**, Department of Economics, University of Waikato

### Auckland University of Technology

- **Dr Sun Minghui**, Researcher, New Zealand Tourism Research Centre, Auckland University of Technology

### Chinese members

- **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**, Secretary General, The Hainan Tourism Administration.

## **Major Projects and Events**

Involvement in UNWTO work in China and the commissioning of a report relating to the UNWTO Observatory for Monitoring Sustainable Tourism for the City of Changshu, Jiangsu Province.

Visits to Huangshan and the completion of the English version of *Interpretation Guidelines for Mt. Huangshan Study Travel and Tourism* 神奇黄山·美丽家园 Spectacular Mt.

Huangshan in China: Beautiful Homeland for the World on behalf of the Huangshan Scenic Area Committee.

Visits to Xi'an and completion of work for book being published by the Shaanxi Tourism Research Institute in conjunction with Dr Li (Carol) Yan of the School of Urban and Environmental Science Central China Normal University.

Continuing work relating to Chinese visitors to New Zealand with work being undertaken for various companies and organisations including Tourism Holdings at Waitomo, Waikato.

The financing of visits to China by Dr Jenny Cave and Dr Susan Olivia to spend time with Chinese colleagues.

## **Research Outputs – 2015**

### **Refereed Journal Articles**

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. (IF – 3.45; h index 80)

Sun, M., Ryan, C., & Pan, S. (2015). Using Chinese Travel Blogs to Examine Perceived Destination Image: The Case of New Zealand. *Journal of Travel Research* 54(4), 543-555. (SSCI 1.88, h index 59)

Zhang, X., Ryan, C., & Cave, J. (2015). Residents, their use of a tourist facility and contribution to tourist ambience: Narratives from a film tourism site in Beijing. *Tourism Management* 52, 416-429.

Wong, C., McIntosh, A., and Ryan, C. (2014). Visitor Management at a Buddhist Sacred Site *Journal of Travel Research* DOI: 10.1177/0047287514563164

### **Conference Papers**

Li, P., Ryan, C. & Cave, J. (2015) Tourism Development and the 'new normal socialist market system': a history and lessons from Qiyunshan, Anhui, China - 2008 to 2014. APEC-

Chrie Conference, Auckland University of Technology. 7<sup>th</sup>-9<sup>th</sup> June. Auckland Viaduct Basin Conference Centre.

Ryan, C., Lawton, A., and Puriri, A. (2015). Maori involvement in Tourism – 1<sup>st</sup> Maori-Chinese Indigenous Peoples Conference, UNWTO Monitoring Observatory in Sustainable Tourism, Jinghong and Huangshan, June.

### **Reports**

Provision of the English translation of *Interpretation Guidelines for Mt. Huangshan Study Travel and Tourism* 神奇黄山·美丽家园 Spectacular Mt. Huangshan in China: Beautiful Homeland for the World on behalf of the Huangshan Scenic Area Committee.

### **Book Chapter**

Ryan, C., Li, Y., and Shen, H. (2015) The New Zealand Natural Environment and its protection 新西兰的自然环境及其保护 National Park Management. Shaanxi Tourism Research Institute, Xi'an International Studies University.

### **Activities**

Among the highlights of 2015 was the joint award given to Zhang Xiaoyu, Chris Ryan and Jenny Cave for the contribution to research at Grand View Gardens, Beijing. Xiaoyu also gained her doctoral degree in 2015 and obtained a post at Beijing Union University. A paper was also accepted for publication by *Tourism Management* in 2016. This outcome results from an association with Grand View Gardens initiated several years ago by Professor Gu Huimin of Beijing International Studies University.

Among other activities was the trip made to Hangzhou by Dr Jenny Cave who was then able to meet staff from Zhejiang International Studies University to discuss common interests in heritage and cultural tourism. Likewise Dr Susan Olivia visited Sun Yat Sen university to discuss research with colleagues at the Sun Yat Sen Business School, and in return will host Associate Professor Li Wen at the University of Waikato later in 2016.

Chris Ryan again aided the UNWTO Monitoring Observatory in Sustainable Tourism based at Sun Yat-Sen University by undertaking a report on behalf of UNWTO of the city of Changshu in Jiangsu Province. In this he was accompanied by Jiawei Jiang from Sun Yat-Sen University. During this period he again visited with Professors Bao Jigang and Xu Honggan the area of the UNWTO report on Xishuangbanna, and was also able to visit Huangshan where he subsequently undertook the preparation of an English manuscript on behalf of the Huangshan Scenic Administration Committee. It also provided an opportunity to again visit Huangshan and the major UNESCO sites at Xidi and Hungcun, past research sites for Chris Ryan and Sai (Jane) Tsai from Huangshan University, and where one of our current doctoral students, Mary Anne Tumanan is currently undertaking research.

He was also able to give a presentation at the Chinese Academy of Sciences in Beijing and in 2016 the Unit will host (with the Department of Economics) Dr Wang Ling-en from the Academy for a period of 12 months.



Chris with the Director of Changshu Tourism Services at Shajiabang Scenic Area – an area of resistance during the Japanese invasion of China – UNWTO work – Changshu City

In his visit to Xushuangbann and Huangshan Chris was also accompanied by Allison Lawton, CEO of Wai-o-tapu Geo-thermal Park, and together they provided 3 presentations relating to the role of Maori in the portfolio of New Zealand’s tourism products. In this trip they also accompanied Sofia Gutierrez, Deputy Secretary for Sustainable Tourism from the UNWTO.



Ms Sofia Gutierrez – UNWTO



Stature of Deng Xiaoping at Huangshan Scenic Area

The Research Unit was also represented at the Tourism 20:20 Symposium to celebrate the 20<sup>th</sup> anniversary of the Macau Institute of Tourism, and was again represented on a discussion panel at that event by Chris Ryan and was duly a signatory to the Macau Declaration on Tourism Research in the presence of the Secretary-General of the United Nations World Tourism Organization. After that Chris was able to visit the Macau University of Science and Technology where he was invited to become a Distinguished Visiting Professor.



### **Delegates and Officials at the Tourism 20:20 meeting – Macau Declaration**

For 2016 the Research Unit will continue to host Dr Li Yan from the School of Urban and Environmental Science Central China Normal University. Dr. Li was also instrumental in drawing up a research agreement between the Unit and the Wuhan Tourism Administration, and thus Dr Li and Professor Ryan will be visiting Wuhan later in 2016. During 2015 Professor Ryan was also able to have 2 days of meetings with staff from the Shaanxi History Museum and the Terracotta Warriors Museum and it is intended that in 2016 he will return to run some workshops on visitor research methods for the Museums in conjunction with past visiting scholar Chen Hui from Xi'an International Studies University.

In August Professor Ryan also again met with Dr Li Ping and together they stayed at Qiyunshan as guests of the village headman and gained further insights for a continuing research project on the impacts of tourism in Qiyunshan as an example of tourism policies in rural China. A paper has been submitted and currently is being revised a 3<sup>rd</sup> time by referees for *Tourism Management*.

Finally, joint research has commenced with Tourism Holdings looking at Chinese visitors in New Zealand with the help of Dr Ysin Lin from Asia University and Dr Li Yan from East China Normal University.

### **Plans for 2016**

For 2017 Chris will pursue initiatives under the 2015 agreement with the Wuhan Tourism Administration for a three year research agreement. In 2016 also the first of a special issue of *Tourism Management* relating to an agreement with *Tourism Tribune* will appear featuring research from China's leading tourism research journal. Conference appearances have also been agreed in Hong Kong and Beijing, while Chris will seek to visit Macau University of Science and Technology as Distinguished Visiting Professor with a longer stay in 2017 – while he has also agreed to stay at the China Academy of Sciences. Dr Susan Olivia will continue research with colleagues from Sun Yat Sen University. It is also being planned for Associate Professor Tim Lockyer to return to Hangzhou toward the end of the year.

