



## Annual Report – China-New Zealand Tourism Research Unit 2016

### 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
- **Dr. Li (Sam) Fangxuan**, 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 International Business, 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, Sanya Tourism Administration.
- **Dr. Zhang Xiaoyu**, College of Tourism, Beijing Union University, Chaoyang, Beijing
- **Dr. Li Ping**, Yuexiu School of Hospitality Management, Zhejiang Yuexiu University of Foreign Languages, Zhejiang, China.
- **Professor Pan**, Dean, Xi'an International Studies University, Xi'an
- **Chen Hui**, Shaanxi Tourism Research Unit, Xi'an International Studies University, Xi'an.
- **Professor Lin Wang**, Dean, College for International Business, University of Hainan.

## Major Projects and Events in 2016.

Continued involvement in UNWTO work in China and the presentation of a paper at the UNWTO Observatory for Monitoring Sustainable Tourism 2016 meeting in Kanas, Xinxiang Province.

Visit to Xi'an and presentations at the Chinese Museum Association meeting and in subsequent discussion with Dr. Hong of the Terracotta Warriors Museum agreement to undertake visitor monitoring with Chen Hui from Xi'an International Studies Museum.



Professor Chris Ryan and Chen Hui from Xi'an International Studies University (on the left) and two colleagues at the lunch of the China Museums Association meeting in Xi'an where Chris was a keynote speaker in the English language session

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

First visit to Central China Normal University and establishing contacts with the tourism staff within the Department of Environmental Sciences and Geography, and initial discussions for a Symposium in 2017.

Visit and lecture programme at the College for International Business, University of Hainan.

## **Commentary on the year.**

### **1.0 *Research strategy***

- 1.1 A primary purpose of the Unit has been to build bridges between to develop links between researchers at Waikato and those working in Chinese universities to the benefit of both parties. While academics in both countries are being driven by concerns over the metrics of publishing for the purposes careers and attracting research funding, we have always looked beyond those issues to creating opportunities for exchanges of staff and ideas, for enabling students to better understand each other's culture and background, and to inform our respective governments and industries about opportunities while retaining care for communities and environment.
- 1.2 To that end the following report contains evidence of staff and student exchanges, and only yesterday I was in a meeting with our RTO where the Chief Executive fully endorsed the ideas that tourism needs must spring from the local communities while also asking for an additional workshop on how we might better prepare local operators for the changing Chinese market. In meetings with the Ministry of Foreign Affairs and Trade, it has also been mooted that New Zealand operators need to look to sharing their expertise with their Chinese counterparts and we should learn from each other. We are working on these suggestions for 2017, in part with one of former doctoral students, Dr. Vivian Zhang.
- 1.3 From the New Zealand academic perspective the year has been dominated by preparation for the 2017 Research Assessment exercise, for not only does that exercise relate to publications but also to many other activities. Hence the strategy for 2015 was to concentrate on publications, while in 2016 a primary concern was to concentrate on networks and projects. The purpose was therefore to generate data for writing in 2017, not just for the data census date for that year, but to also lay down a foundation for the next research exercise to be conducted (perhaps) in another five years. Generally, as the past reports for 2013, 2014 and 2015 have shown, the required target of publications for the 2017 exercise will have already been exceeded, and for the main part the publications are in SSCI ranked journals.
- 1.4 Apart from the prosaic reason of PBRF returns, the network building has created new associations and strengthened existing ties. Among the existing ties it was pleasant to

attend the APTA conference at Beijing International Studies University and to do so with current and past doctoral students, and similarly to have many colleagues and past students present at the APAC-Chrie conference in Bangkok. For me, meeting Dr Li Yan's colleagues at Central China Normal University has heralded a new relationship and I am looking forward to the 2017 Symposium being planned there where I am hoping to be accompanied by some members of the Research Unit and also by Professor Philip Pearce from James Cook University as a Fellow Scholar from the International Academy for the Study of Tourism.

## **2.0 *Hosting Visiting Scholars***

- 2.1 Among the visitors from China in 2016, two of our visiting staff, Dr. Wang Ling-en from the Beijing Academy of Sciences along with Dr Li Yan from Central China Normal University aided us in research at Wai-o-tapu south of Rotorua,. This geothermal activity is a significant tourist area, and indeed literally is a 'hot spot'. Thus far we created a paper for the 2016 New Zealand Tourism Research Conference but we hope for more to emerge. Dr Wang is also now, with colleagues in China, translating the book *The Tourist Experience* for publication in China.
- 2.2 Another important visitor was Dr. Jane Tsai from Huangshan University. Jane has been of significant help for our students who have undertaken studies in and around Huangshan, and it was a pleasure to be able to show her some of the New Zealand countryside.
- 2.3 Toward the end of the year Professor Zhang Chaozhi, Associate Dean from the College of Tourism at Sun Yat Sen University paid us a visit and stayed for a month. As noted before he helped us in the process toward establishing a UNWTO Centre, and currently a paper is under consideration for one of the journals relating to some research in China.
- 2.4 Right at the end of the year, we welcomed Ms Ruby Zhiao as a visiting doctoral student, who has an interest in religious tourism, and we hope to be able to help her further in 2017.

### **3.0 *Continued success of doctoral and Master's students***

- 3.1 One of the exciting events for 2016 were the continued success of doctoral students associated with the Centre. Dr. Zhang Xiaoyu now teaches at Beijing Union University and continues her work with Beijing's Grand View Gardens and is seeking to establish a centre for film tourism with the support of the China Tourism Academy. Watch this space with the release of the joint China-US film, *The Great Wall* and the opening of Universal Studios in Beijing. One of our current students, Jun (Tom) Gao, gained a publication in the *Journal of Sustainable Tourism* (the 3<sup>rd</sup> ranked tourism journal according to the SSCI rankings) while Veronica Lok Lam and Li Fangxuan presented papers at major, well established and competitive conferences. Indeed the APAC-Chrie and Apta conferences in 2016 were notable for past doctoral students Zhang Xiaoyu, Li Ping, Zhou Kuan, Thu Trinh, Yang Jingjing and Preeda Chaiyi attending those conference to give papers while some of our Master's students such as Haiyin Fu, Xu Tengfu and Yu Lu also helped co-author papers at the New Zealand national conference. Finally, to cap the year Li Fangxuan gained his doctoral degree after the oral defence led by Professor Phil Pearce from James Cook University, while Jin Yi has now submitted her thesis on destination marketing organisations in Shandong. And it was a year to remember for Li Fangxuan, for both good and bad reasons. He not only obtained his doctoral degree but now works alongside past doctoral student Dr. Sun Minghui at the New Zealand Tourism Research Institute at Auckland University of Technology, but also now knows that his father is likely to eventually recover from a very bad car accident.
- 3.2 Another notable achievement was that of Dr. Yang Jingjing, who not only got married, but had her book on Kanas and its Tuva based tourism published by Emerald Publishing.

### **4.0 *Activities with long-term implications***

- 4.1 For myself, my subsequent visit to Kanas with the UNWTO staff from China was memorable for yet further evidence of how rapidly tourism in China develops. My view, shared by Professor Xu Honggang from Sun Yat Sen University, is that tourism

in Kanas has significantly changed since Jingjing's research and indeed may even be said to be out of control within some villages.

- 4.2 A number of significant events for future work initiated what may become major projects for 2017 and beyond. The first was that an initial proposal has been sent to the UNWTO to establish a Monitoring Centre for the Waikato. This was fully supported by the Right Honourable John Key in his past roles as Prime Minister and Tourism Minister for New Zealand. I would also wish to acknowledge the sterling work being done by Master's students Zhen Chen and Li Linrui in their initial ground setting work that is fully supported by the Raglan Chamber of Commerce and the Waikato District Council. Their work will help to dot some of the 'i's and 't's that is being required by the UNWTO as Raglan is the first area to be researched under the proposal.
- 4.3 Again, it is necessary to mention the support given by doctoral student Mary Anne Tunamanan to Chen and Li, and to equally mention the support provided by Professor Zhang Chaozhi from Sun Yat Sen University who spent a month with us and gave a presentation to the Chamber of Commerce based on his experiences as a Research Director for one of the UNWTO projects in China.



Professor Ryan presents Professor Zhang Chaozhi, Deputy Dean of the Sun Yat Sen University's College of Tourism, with a memento of his time in Waikato.

- 4.4 Finally in December 2016 I was asked to be a keynote speaker at the Australia-China Tourism Forum, and as a result of that have been asked by George Chen of Australia

Tourism Research to advise on research relating to Chinese demand for Australia. I may then be writing to some of you to ask for aid relating to proposed projects.

## **5.0 *Proposed programme for 2017***

- 5.1 As noted above 2017 will be dominated by the New Zealand Research Assessment Exercise, and thus travel to China will, unfortunately be significantly curtailed compared to past years. This impacts on relationships not only with People's Republic of China, but also to Macau, Hong Kong and Taiwan. This is due to my other commitments within the Management School as colleagues there will require aid in submitting research portfolios.
- 5.2 Two major concerns for 2017 will therefore be the finalising of the UNWTO Research Centre, and initial research at Raglan has also commenced. It is hoped that as this develops it will permit us to liaise even more with other similar UNWTO Centres, not only in China but perhaps also with Indonesia.
- 5.3 Of more specific interest to China will be the Wuhan Symposium. What the outcome will be for that are uncertain, but personal good relationship will take us far it is hoped.
- 5.4 The third major programme is the visitor monitoring for the Terracotta Warriors Museum. A pilot study is due to commence in the early Northern Hemisphere spring of 2017 with major data collection hopefully taking place over the summer. This is being undertaken in conjunction with Chen Hu from XISU and with the support of Director Hong from the Museum.
- 5.5 The final programme will relate to working with colleagues for publication, and in 2017 work will commence with Veronica Lok Lam from Macau, Mary Anne Tunaman and Jane Tsai and their work on Hungcon, Xi Jin and here work in Shandong, and finally Jun Gao and his work in Yunnan, while a number of the 2016 conference papers will be worked on for subsequent publications.
- 5.6 The year 2017 has started well with a paper co-authored with Dr. Chao (Nicole) Zhou and her colleague Freeman Qiao from Zhejiang International Studies University to

appear in the first 2017 issue of *Event Management*, while publications with other members of the Research Unit are currently under review.

- 5.7 As it so happens, 2017 is the Chinese Year of the Rooster, which is my own Chinese astrological sign. I am not sure if this is an arbiter for good, but my best wishes go to all members of the Unit.



Chris Ryan

Director – China-New Zealand Tourism Research Unit.

## **Research Outputs – 2016**

### **Book**

Yang, J., Zhang, L., & Ryan, C. (2016). *Social Conflict and Harmony: Tourism in China's multi-ethnic communities*. Bingley, UK: Emerald Publishing. 350pp

### **Refereed Journal Articles (by New Zealand based staff)**

Yang, J., Ryan, C., & Zhang, L. (2016) Impersonation in ethnic tourism – The presentation of culture by other ethnic groups, *Annals of Tourism Research*, 56, 13-31. (SSCI)

Lin, Y., & Ryan, C. (2016). From Mission Statement to Airline Branding. *Journal of Air Transport Management*. 53, 150-160. (SSCI)

Li, P., Ryan, C., & Cave, J. (2016). Chinese Rural Tourism Development: Transition in the case of Qiyunshan, Anhui. - 2008 – 2015. *Tourism Management*. 55, 240-260. (SSCI).

Wong, U.I.C., McIntosh, A., & Ryan, C. (2016). Visitor management at a Buddhist sacred site. *Journal of Travel Research*. 55(5), 675-687. (SSCI)



## Keynote and invited presentations

Ryan C. (2016). **Invited Speaker** – *Research at the Shaanxi History Museum and its lessons* China Museums Association (English Language Sessions). Shaanxi History Museum, October 28<sup>th</sup> 2016.

Ryan, C., (2016). **Invited Speaker** – *Maori business development – the role of tourism. UNWTO MCSTO programme, Kanas*, Presentation for the United Nations World Tourism Organisation – Monitoring Observatory for Sustainable Tourism, 1<sup>st</sup>-4<sup>th</sup> June.

Ryan, C. (2016). **Keynote Speaker**. *The State of China- The Middle Class and Implications for Outbound Tourism*. Australia-China Tourism Forum, University of South Australia, Adelaide, 15<sup>th</sup>-16<sup>th</sup> December.

Ryan, C. (2016). **Invited Speaker** – *Contemporary research methods*. The College for International Business, Hainan University, November 2016.

Ryan, C. (2016). **Invited Speaker** – *Trends and Challenges in the Tourism and Hospitality Industries*. Faculty of Tourism and Hospitality Management, Macau University of Science and Technology, Macau.

## Conference Papers

Veronica Iok Keng Lam & Chris Ryan. (2016). *Perceptions and Satisfaction: The case of Chinese visitors to Macau* of Chinese visitors to Macau. Paper presented at the 14th Apac-Chrie Conference. 11th-13th May. Dusit College, Bangkok, Thailand.

Li Ping, Chris Ryan, Jenny Cave & Shang Yunfeng. (2016). *Visitors to Qiyunshan – the Taoist Mountain*. Paper presented at the 14th Apac-Chrie Conference. 11th-13th May. Dusit College, Bangkok, Thailand.

Yi Hysin Lin, Chris Ryan, Jun Gao, Fangyuan Li & Yu Lu. (2016). *Mobile technologies, the search for information prior to and on arrival, and tourist satisfaction: Chinese tourists and New Zealand*. Paper presented at the 14th Apac-Chrie Conference. 11th-13th May. Dusit College, Bangkok, Thailand

Chris Ryan & Haiyin Fu (2016). *Fast Food Culture When Away From Home – Chinese Tourists' Consumption of McDonald's in New Zealand*. Paper presented at the 2nd Global Tourism and Hospitality Conference. School of Hospitality and Tourism School, Hong Kong Polytechnic University. 16th - 19th May.

- Li Fangxuan & Chris Ryan. (2016). *Chinese Tourists' Evaluation of the "Hermit Kingdom"*. 22<sup>nd</sup> Asia Pacific Tourism Association Conference. Beijing International Studies University, June 1-4, 2016.
- Tengfu (Chris) Xu, & Chris Ryan. (2016). *Chinese Backpackers: Appraisals of Motivations –and the problems of Internet Based Surveys – or – How a simple survey went wrong!* 22<sup>nd</sup> Asia Pacific Tourism Association Conference. Beijing International Studies University, June 1-4, 2016.
- Chen Hui & Chris Ryan, (2016). *Satisfaction among Visitor to the Shaanxi History Museum: A Preliminary Analysis*. 22<sup>nd</sup> Asia Pacific Tourism Association Conference. Beijing International Studies University, June 1-4, 2016.
- Zhao Kuan, Chris Ryan & Zhang Shuai. (2016). *A study of Hotel Guests' Perceptions and Intentions to Stay*. 22<sup>nd</sup> Asia Pacific Tourism Association Conference. Beijing International Studies University, June 1-4, 2016.
- Yang Jingjing & Chris Ryan. (2016). *Visitor' Motives to Visit Kanas: Determinants and Implications*. 22<sup>nd</sup> Asia Pacific Tourism Association Conference. Beijing International Studies University, June 1-4, 2016.
- Chen, H., & Ryan, C. (2016), *Research at the Shaanxi History Museum, methods and changes*. Chinese Museums Association Annual Meeting. Shaanxi History Museum. 28<sup>th</sup> October 2016. Xi'an.
- Zhu, H., Zhou, B, & Ryan, C. (2016). *Chinese visitors to New Zealand: Environmental awareness and destination attributes*. 12<sup>th</sup> New Zealand Tourism and Hospitality Conference, University of Canterbury, Christchurch, 29<sup>th</sup> November-2<sup>nd</sup> December
- Xu, D, Ryan, C., & Dyer, S. (2016). *Millennials in the Chinese hospitality industry: an analysis of a predisposition to leave jobs and the industry*. 12<sup>th</sup> New Zealand Tourism and Hospitality Conference, University of Canterbury, Christchurch, 29<sup>th</sup> November-2<sup>nd</sup> December.
- Li, P., Ryan, C.,& Zhou, B. (2016). *The motivations of Chinese hikers: data from Ningbo*. 12<sup>th</sup> New Zealand Tourism and Hospitality Conference, University of Canterbury, Christchurch, 29<sup>th</sup> November-2<sup>nd</sup> December.
- Huang, L., Li Y, Wang, L. & Ryan, C. (2016). *Visitors to Wai-o-tapu Geothermal Park: Expectations, evaluations and context*. 12<sup>th</sup> New Zealand Tourism and Hospitality Conference, University of Canterbury, Christchurch, 29<sup>th</sup> November-2<sup>nd</sup> December.