Is Auckland ready for Chinese travellers?
An analysis of Chinese tourists' urban destination requirements
and Auckland's capability to provide them

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ATTESTATION OF AUTHORSHIP

"I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of university or other institution of higher learning."

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ACKNOWLEDGEMENTS

ABSTRACT

The Chinese tourists market has become the 4th largest inbound market for New Zealand in 2007; it also ranks 6th in terms of expenditure. Chinese visitors spent a total of NZ $352 million to the year December 2006, an average of NZ $3,340 per person (Ministry of Tourism, 2006). The latest statistics released from New Zealand Tourism Research Council show that 122,045 Chinese visited New Zealand by the year ended January 2008. These crucial statistics – market size, length of stay and average spend – indicate the necessity for the New Zealand tourism industry to understand and provide for Chinese expectations and requirements. Auckland is New Zealand's key gateway, and it is vital that Auckland provides a first good impression for the rest of country. Chinese travellers visit New Zealand with great desire and expectations of experiencing an exotic land. They expect Auckland, as the biggest city in New Zealand, to provide them with a memorable city experience in a developed country.

The purpose of this research is to study Chinese tourists' expectations and travel experiences, with a particular focus on investigating whether Auckland can provide suitable services and experiences which match their requirements and expectations. The research will build on the study by Bull (1991) and Ryan (1995), which looked at supply demand relationships and at the tourism industry attempts to balance the supply with the actual demands. It will also build on work by Zhao (2006) and Qu (2006) which explored the dimensions of Chinese demand and distribution channel factors at both origin and destination. The goal is to establish which factors are adequate or inadequate. A synthesis of the demand supply situation will enable the development of recommendations. It is envisage that these recommendations could be adopted by local government and the tourism industry, either as actions or as improvements to policy.

With regards to the purpose of this research, a qualitative method was decided as the most relevant approach. Qualitative methods are useful for revealing and understanding what lies are behind any phenomenon about which little is known. Grounded theory is a qualitative research method that was developed for the purpose of studying a social phenomenon, and to generate a theory relating to a particular situation (Strauss & Corbin, 1994). The historical bases of the grounded theory approach matches the aim of this research, namely to reveal the relationships between tourists and the tourism industry and

to gain a better understanding of Chinese tourists' expectation and satisfaction, and the level of the service which the Auckland tourism industry provides to Chinese travellers needs to match the Chinese market and requirements of travellers. The interviews were conducted with both Chinese travellers and the Auckland tourism industry, including hotel managers, restaurant managers, gift/souvenirs shop assistants, tour guides, and so on.

The research shows Auckland is not ready for Chinese market yet. This result comes from three aspects: firstly, most Chinese tourists do not have clear requirements or expectations of Auckland before they come to New Zealand. This is mainly because of the limited promotional materials available in China about Auckland. Secondly, Chinese tourists do not have many opportunities to get to know Auckland's attractions and activities after they arrive in Auckland. Auckland city is New Zealand's most popular urban tourism destination in terms of population and gateway function provides tourism facilities and services to Chinese tourists. However, the findings highlighted most Chinese tourists found Auckland's tourism attractions to be unattractive to them due to the language barrier and itinerary issues. Thirdly, the research also found Chinese tourists have been driven away due to lack of hotel accommodations in Auckland, especially in the shoulder or high seasons. Auckland's accommodation facilities are facing a challenge. The increasing domestic and international visitors' numbers and insufficient hotel accommodations will be the major problem for Auckland for the next decade. Most of the Chinese tourists who were interviewed expressed their hope of knowing more about Auckland, however, these hopes will go unrealised until the city provides better attractions and more services for them.

CHAPTER 1

"ARRIVAL"

1.1 "WHY COME TO AUCKLAND?"

When visiting New Zealand many Chinese tourists go to Rotorua to experience Maori culture and different lifestyles. Maori culture, which is unique to New Zealand, is a major aspect of New Zealand's national heritage. Some Chinese tourists also visit national parks to experience unspoiled and natural environments. Despite New Zealand being far from major population centres of the world, one of its greatest assets in an increasingly environmentally conscious world is its wide open spaces and spectacular and relatively unspoilt environment. So why do Chinese tourists come to Auckland? Is it because it is the biggest city in New Zealand in terms of its population or do they visit Auckland because of its gateway function? In China there are 44 cities like Auckland with a population of over one million. Shanghai is the biggest city in China with 19 million people (China National Travel Association, 2007), which is approximately 14 times of Auckland's population and 4 times that of New Zealand's total population. Obviously, Chinese tourists do not come to Auckland because of its population density or city size. However, they do expect to have some unique experiences in a city within a developed country and they wish to have a world–class visitor experience in Auckland. So, how much do they know about Auckland? Is Auckland attractive to Chinese tourists? Does Auckland have some worth to Chinese tourists so that they must come to see it? Does the Auckland museum satisfy their curiosity or tourism desires? Does Auckland cater to Chinese tourists as well as to those from other countries? Did Chinese tourists have the unique experiences they expected when visiting Auckland? The aim of this thesis is to discover the answers to these questions.

1.1.1 The facts you may know

China is the 4th largest tourist generating country for New Zealand after Australia, the UK, and USA in 2007. It is the 6th largest tourism expenditure generating country for New Zealand. The Ministry of Tourism predicted that China would become the 4th largest market in 2009, surpassing Japan. In fact, China surpassed Japan in 2007. The Ministry of Tourism also predicted that China will be the 3rd largest tourist generating country for New Zealand by 2015. The total Chinese visitor arrivals are forecast to increase by 113.8 percent by 2012 (Ministry of Tourism, 2007). Chinese tourist travel is expected to grow

by around 10–15 per cent per year for the next five years, though at a gradually slowing rate due to competition from other "Approved Destination Status" (ADS) counties. Chinese visitors spent a total of NZ$337 million in the year to March 2007, an average of NZ$2,789 per person (Tourism New Zealand, 2008). Lately, New Zealand Tourism Research Council (NZTRC) released date showing that 122,045 Chinese tourists arrived at New Zealand by January 2008. These crucial statistics – market size and average spend – indicate the necessity for the New Zealand tourism industry to understand and provide for the expectations and requirements of the Chinese tourist.

The challenge for New Zealand is to develop a significant tourist city, which is capable of reinforcing its importance in the international system of cities. As an established trading nation linked to the global economy, New Zealand needs a world–class city. Auckland is New Zealand's only metropolis at an international scale. It is also New Zealand's major international gateway and leading destination; it offers a wide range of urban tourism and recreational activities (Pearce, 1992). Being a vital key in the country's prosperous tourist economy, Auckland is also New Zealand's largest centre for employment, and the region's hub for professional services, cultural activity and higher education. Tourism plays a large part in the Auckland region's economy as it pumps in well over $3 billion each year (TNZ, 2007). By having a significant role in the sector and the local economy, tourism supports numerous businesses and jobs throughout the region. Auckland region is New Zealand's most commercial region, ahead of Wellington and Christchurch. The city's ports (both shipping and air) have 75 per cent of the country's imports and 40 per cent of its exports (TNZ, 2007). Tourism Industry Association New Zealand (TIANZ) chief executive Fiona Luhrs says: "*Tourism is a major driver of Auckland's and New Zealand's economy, but we can do more to maximise the yield from the twelve million visits international and domestic travellers make to the Auckland region each year*" (TNZ, 2007). According to Tourism New Zealand's statistics in 2006, the Chinese tourist sees New Zealand as being mostly composed of two places only: Auckland and Rotorua. The latest report for 2007 shows 90 per cent of Chinese tourists visit Auckland for their New Zealand trip. They spend $221 million in Auckland and the number of nights that they stay in Auckland is over one million (Ministry of Tourism, 2007).

1.1.2   New Zealand Tourism Strategy 2015

The New Zealand Tourism Strategy 2015 was launched by the Prime Minister, Rt. Hon. Helen Clark on 7th November, 2007. It sets out the vision for a successful world–leading

tourism industry in New Zealand and an ambitious path to achieve this. Tourism is New Zealand's largest earner of foreign exchange. With this in mind, the best kind of tourism for New Zealand is sustainable tourism; that is, tourism that delivers maximum value – economic, social, cultural, and environmental – with as few unwanted effects as possible (New Zealand Tourism Strategy, 2015). Twenty years ago, the debate about what kind of tourism would be best for New Zealand largely centred on how many international visitors would be appropriate. Now the debate is much more complex. There are many factors that need to be considered to achieve the goal of becoming a sustainable nation and increasing the value of tourism to the visitors, the businesses, the environment, and the communities. These include such factors as how much money visitors spend while they are here, what time of year they come here and what sort of experiences they expect while they are here.

In order for the tourism sector continue to prosper, TNZ looks for ways to increase the amount that visitors spend during their visit. At present, arrivals are at their highest between November and March; and TNZ needs to find ways of reducing seasonal fluctuations in visitor arrivals. It is also important to provide products that will meet the needs of visitors who are becoming increasingly concerned about their environmental footprint. "*To build on the progress, the tourism industry must continue to 'get it right' so that the economic value of tourism keeps growing*" (New Zealand Tourism Strategy, 2015). Getting it right means doing the fundamentals exceptionally well – satisfying the visitors through quality experiences, protecting the environment and partnering with the communities that host the visitors to ensure their needs are met as well.

1.1.3   How to deal with the Chinese market?

In the "TNZ Statement of Intent" which was released in 2006 and contained projections for the two years to 2007/2008, it is stated that TNZ has limited resources to address all the challenges in Chinese market, but proposes to implement the following marketing strategies in China for 2007/2008:

1. Increase the understanding of the Chinese market to better understand where and how to find Interactive Travellers.
2. Maintain the geographic focus for activity on the three key metro areas of Beijing, Yangtze River Delta (Shanghai, Zhejiang, Jiangsu) and Pearl River Delta (Guangdong, Hong Kong).

Examples of activities planned for 2007/2008 include:

1. Ensuring that the Chinese travel trade provides consumers with products that meet consumer demand.

2. Supporting, through brand tactical activities, the launch of the Chinese trade website.

3. Broadening perceptions of New Zealand by inspiring and motivating consumers through the advertising and public relations activities.

A recent Interbrand study found that much of New Zealand's problem in attracting the right visitor from China lies in the lack of brand communications to educate the Chinese market (TNZ, 2006). TNZ needs information to understand the differing demands the Chinese market has. It also must be able create capacity in order to meet these requirements by ensuring the Chinese visitor has a quality experience in New Zealand.

Tourism Minister Damien O'Connor has announced significant funding for TNZ to manage and increase marketing activities in China, and for improvements to the administration of the China ADS (TNZ, 2007). He said, "*The Government recognises that China is a critical emerging market for New Zealand, and we need to tighten the net on those operators who are offering sub–standard products in order to improve the overall experience of Chinese visitors.*" New Zealand's profile with Chinese consumers in key markets for tourism is low. "*New Zealand tourism risks either failing to realise the potential economic benefits, or exposing New Zealand to price–based, low quality growth and the associated negative impacts.*" Funding of $7 million over two years will allow TNZ to raise New Zealand's profile, attract more high–yield visitors and to make improvements to the ADS. An independent review of the Chinese market confirmed that major investment was needed to address current inbound tourism quality issues and to attract the right type of visitor from this market. "*While the New Zealand tourism industry has welcomed rapid growth from the Chinese market, there have been issues arising from low consumer awareness of New Zealand as a destination. This has resulted in decisions to travel to New Zealand being based primarily on price and the misrepresentation of New Zealand in visitor travel itineraries.*" Complacency and a do–nothing approach risks a gradual diminution in satisfaction levels of those Chinese travellers visiting New Zealand, especially as these travellers gain travel experience and compare New Zealand against other destinations (New Zealand Government, 2007).

The figures above showed how important the Chinese market is to New Zealand tourism development. However, the New Zealand Tourism Strategy 2015 does not state how to better manage this market. George Hickton, TNZ chief executive, told the Inbound Tour Operators' Council Conference in Nelson in July 2005, that, while feedback from most visitors to New Zealand was positive, there were concerns about the low level of satisfaction from Chinese tourists. He said trips from China were being put together for as low as NZ$51 per day. There is some belief that New Zealand is not sold at its optimum to the Chinese market, because some large companies took possession of a very specific segment (low–quality coach tours), which does not provide customer satisfaction and creates negative word-of-mouth. Moreover, little variety is given in current products, limiting potential Chinese tourists' choices (TNZ, 2007).

Ensuring visitors are safe and not subject to any financial or physical harm and that they are well looked after are reasons why the New Zealand government is formulating a new ADS scheme for the Chinese market (*Inside Tourism,* 2007). A quality tour will require that operators have systems and processes in place, so that operators are paying for hotels, activities and transport and not relying on shopping commissions to make up the difference. However, John Farrell from Accor Hospitality said "*...some competing destinations are on zero land arrangement costs because of the shopping commissions. So if such commissions can no longer subsidise New Zealand tours, will we not become less competitive globally?*" Pan Pacific Travel's Chris Ireland replied on the new ADS. "*I fully support what is happening but worry about our competitiveness… New Zealand cannot be a low cost mass destination. We will be less competitive than other countries. We are not a Bangkok or Hong Kong. A lot of Chinese with money are looking for genuine quality. We have to try and control the way New Zealand is promoted*" (*Inside Tourism*, 2007).

The newly released "Auckland Metro Project" was welcomed by Tourism Minister Damien O'Connor. This project aims to transform Auckland into a world–class visitor destination. The goals in the project align with those of the New Zealand Tourism Strategy 2015, particularly in ensuring New Zealand is a world–class destination. "*We need to continue to offer consistently high quality services, value for money, and world–class visitor experiences. It is great to see Auckland has shown leadership in implementing a regional strategy aligning to the national strategy*" said by Minister O'Connor (TNZ, 2007). "Bringing the World to Auckland" highlights the need for the city to maximise on its opportunity to increase visitor expenditure in the region by $12

billion per year and transform itself from a gateway into a world – class tourist destination. With 70 per cent of all arrivals to New Zealand coming through Auckland it is important that the first impression Auckland makes is a good one. Auckland has the potential to be much more than just a gateway. Ensuring it has an excellent infrastructure, easy transport to attractions, and vision and coordination which extends beyond just marketing are vital to delivering on the goals of the Auckland Metro Project and the New Zealand Tourism Strategy 2015. The project also aligns with the Labour government's goal for Auckland to be an internationally competitive, world–class city. For New Zealand to be prosperous the largest city must lead the way and this plan signals a bold and effective change which is necessary to not only to increase visitor numbers but also for large events to be hosted by the city in the future such as the Rugby World Cup 2011 (TNZ, 2007).

Ensuring New Zealand delivers a world–class visitor experience is one of four outcomes from the New Zealand Tourism Strategy 2015. To increase visitor satisfaction and the amount visitors spend are also the top targets of the Strategy. With the Chinese market one of the most important markets to New Zealand, how does New Zealand "get it right" (New Zealand Tourism Strategy 2015, 2007)? How does New Zealand deliver a world–class visitor experience to these Chinese tourists? Will it increase Chinese tourists' satisfaction? What will the New Zealand industry focus on? With Auckland being one of the major tourism destinations, delivering a world–class visitor experience to Chinese tourists is very important for New Zealand tourism. There is no academic research that has been done about Chinese tourists in urban tourism destination which Auckland can refer to; it will be a huge challenge for Auckland tourism development. The major reason why this research has been undertaken is to find out whether Auckland has ability to meet the requirements of Chinese tourists and their expectations. On one hand, Auckland needs to keep the Chinese tourism market increasing in the future and, on the other hand, it needs to improve the quality of the tourists' experiences.

1.2   WHAT HAS THE ACADEMIC FIELD DONE?

Previous studies of Chinese outbound tourists are limited. These have only developed a basic and superficial understanding of the Chinese tourists' characteristics. Jeffrey (1995) analysed the segmentation of the UK tourism market for China, which is based on the evaluation of holiday activities by visitors. Defoort (2003) studied the outbound tourism industry of China. Zhao (2006) noted that Chinese tourists' cultural backgrounds can be a

useful factor in better understanding the destination image and visitor experience in a destination and to find out the implications on tourism marketing and product development. Qu (2006) studied the structure of distribution channels and the performance of Chinese outbound travel agencies. However, no further study has been carried out on the requirements and expectations of Chinese tourists in urban tourism.

Urban tourism has received more attention in recent years – much literature exists that explores urban tourism after the mid-1980s (Jansen-Verbeke, 1986, 1989; Mill & Morrison, 1985). Research has been conducted on a bewildering range of spatial scales and ad hoc themes. The majority of urban tourism research has been undertaken on the scale of the town or city itself. A minority of researchers focus on the scale of individual attractions or urban tourism sites. The scale of tourism districts within cities, emphasising the clustering of facilities and attractions, has been more attractive to researchers. As Pearce (2001) pointed out, various types of tourism districts have been studied, including historic districts, redevelopment zones, sacred spaces, entertainment destinations, and functional tourism districts. The historic tourist district has been comprehensively addressed by Ashworth and Tunbridge (1990), with researchers such as (Barke & Harrop, 1994) providing detailed case studies. Mellor's (1991) work exemplifies research on redeveloped areas, providing a theoretically informed evaluation of Liverpool's regenerated waterfront. Ram et al. (2000) and Briggs (2000) evaluated ethnic tourism enclaves, albeit from rather different perspectives. Pearce (2001) also cited Dahles' analysis of the historic inner city of Amsterdam, and Chang's account of ethnic districts in Singapore.

According to Pearce (2001), researchers have also been concerned with sacred spaces, such as in Jerusalem and Lourdes. Judd (1995) emphasised the agglomerative nature of the components of urban tourism, and subsequently Judd and Fainstein (1999) developed the concept of the "urban tourist hobby." Many such studies are both empirical and descriptive in nature, although the focus and level of theoretical underpinning does vary. Van Den Berg et al. (1995) for example, presented eight case studies of European cities, and Paddison (1993) provides a more critical examination of place marketing in the city of Glasgow. Pearce (2001) argued that urban tourism researchers also need to explore the phenomenon at regional, national and international levels. For some authors (Barnett, 1997; Clark, 2001), an interest in managing quality in tourism leads to a focus on motivations and activities within the destination and the extent to which expectations are

met by experiences. Page and Hall (2003, p20) pointed out "*selling holidays to urban destination needs to recognize the complexity of tourist motivation and the preferred locations tourists seek to visit*".

Although much literature exists that explores the relationship of culture to consumer behaviour, relatively little cross-cultural research has been conducted in the context of destination image and marketing, and this situation continues today (Zhao, 2006). The tourism industry in urban areas receives visitors, and both tour operators and tourism marketers will need to understand the range of motives and expectations of certain types of travellers. This is because the level of service they provide will need to match the market and the requirements of travellers. Previous studies of Chinese outbound tourists have developed a basic and superficial understanding of Chinese tourists' characteristics; however, little research has focused on how image is actually formed in a particular country (Baloglu & McCleary, 1999). The research gap has been found on how to meet a special tourist market's requirements and expectations (for example, the Chinese market) on an urban tourism destination.

1.3   MY WHOLE PLAN IS…

The goal of thesis is to fill the gaps in existing literature by investigating whether Auckland, as an urban tourism destination, provides suitable services which match the market and the requirements of Chinese travellers. In another words, the aim of this thesis is to explore the special relationships of demand and supply in the urban tourism setting and to determine how to balance them.

To do so, there are three objectives which have to be achieved:

1. Gain a better understanding of the Chinese tourists' demands. In the thesis, Chinese demand analysis will take priority over Auckland supply. The thesis will firstly review the existing literature about the importance of demand and the different measures of tourism demand (Chapter Two). The literature about tourists' motivations and consumer behaviour will be studied as well. It will also build on work by Zhao (2006) and Qu (2005) which explored the dimensions of Chinese tourists demand and distribution channel factors at both origin and destination, and it also focus as on the demand side of the phenomenon. In the background chapter (Chapter Four), the thesis will discover the history of Chinese outbound tourism

development and the characteristics of Chinese outbound travel. The demands of Chinese tourists to Auckland will be determined after data collection and analysis in Chapter Five.

2. Apart from the demand perspective, the supply side as secondary analysis will also be studied by analyzing secondary data on Chinese tourists in Auckland. The existing literature about tourism product and urban tourism will be reviewed first in Chapter Two. In Chapter Four Auckland tourism products will be evaluated to explore the city's prospects as an international destination. In Chapter Five, the supply data will be analysed and compared with demand data collected from Chinese tourists.

3. Through a combined demand and supply approach, a holistic view of Chinese tourists in Auckland will be achieved. While the demand perspective will clarify the motivations, requirements, expectations of Chinese tourists, the supply focus will help destination marketers and tour operators understand that the level of service they need to provide must match the Chinese tourists' requirements and what is on offer in Auckland to prospective Chinese tourists.

Having a good understanding of the Chinese market is essential in satisfying tourists and enhancing the tourists' experience. This in turn will create a good destination image among other Chinese tourists and will boost the further development of Auckland Tourism industry. The thesis will show that, as a main destination of New Zealand, Auckland offers immense potential for development. The extinct volcanoes, the picturesque islands, the cultural diversities and indigenous Maori heritage present a myriad of possibilities for Chinese tourists. Despite the fact that Chinese tourists travel in Auckland or New Zealand for a short period of time, and within groups, it is still possible to provide them with unique travel experiences.

1.4   HOW DID I GET MY DATA?

Based on the research question and objectives, a qualitative approach is the most relevant. Qualitative methods are useful for revealing and understanding what lies behind any phenomenon about which little is known. Grounded theory is a qualitative research method that was developed for the purpose of studying a social phenomenon, and to generate a theory relating to a particular situation (Strauss & Corbin, 1994). Becker (1993)

suggests that the goal of grounded theory is to identify some major issues, themes or categories of a phenomenon, or to explain inter-relationships. The purpose of grounded theory is to develop explanatory theory about common social patterns. It gives people a picture of what they do, what their prime concerns are, and how they deal with these concerns. The historical bases of grounded theory matches the aim of this research, namely to reveal the relationships between tourists and tourism industry and to gain a better understanding of Chinese tourists expectation and satisfaction. It will also help to understand the level of service which the Auckland tourism industry provides in order to match the Chinese market and requirements of travellers.

The research is guided by grounded theory. The first task is to learn how to do interviews with Chinese tourists and travel agents. Then the interviewer collected data from Chinese tourists and other tourism industry members by way of face–to–face interviews. In the thesis, the interviews were undertaken with both Chinese travellers, those working in the Auckland tourism industry, and with sales people in hotel marketing departments, restaurant managers, gift/souvenirs shop assistants, tour guides and so on. The collected data was managed and analysed by the researcher to abstract a theoretical framework that explains the studied process. The data provided valuable evidence to close identified research gaps. The researcher continuously analysed the data, identifying emerging themes and categories, developing new questions for deeper interviews and, by the time interviews were completed, the information was saturated and some categories had emerged. Theoretical sampling in grounded theory also enables better research, as it is a flexible tool for the researcher to select samples based on situations and case, until the main patterns and theories have emerged. This method also enabled the researcher to revise existing theories, define new emerging theories, and integrate these theories.

1.5   WHAT YOU WILL READ IN THIS THESIS

This thesis is comprised of six chapters. In Chapter One, thus far, the research topic and the main objectives have been introduced. The way of how the grounded theory research methodology applies to the research aims. Chapter Two provides a review of available demand side analysis literature. The chapter starts by exploring why demand is important, it then moves to explain how to measure the demand for tourism and determinants of the tourism demand. This is followed by a discussion on tourism motivations and customer satisfaction. Chapter Two also contains a discussion on tourism supply. Studies on

tourism product and the tourism destination will be discussed and a theory of tourism demand and supply relationship will be introduced. Towards the end of Chapter Two the focus will be on urban tourism destinations. The context of Chapter Two is to provide a rationale for the research aim and the development and implementation of a research model that works for Chinese tourists.

Chapter Three begins by explaining why secondary resources are used in this thesis and then outlines justification for employing a grounded theory approach. The research methodology and methods will are presented. Chapter Three concludes by discussing the strengths and limitations of this research.

Chapter Four provides background information that develops the research context. Firstly, the demand side information will be considered: the history of Chinese outbound travel will be reviewed which includes the discovery of the factors that influence Chinese outbound travel and the characteristics of Chinese outbound travel. Secondly, this analysis will narrow down to discovery Chinese tourists' travel behaviours and characteristics in New Zealand and Auckland. Thirdly, the supply side information will be gathered. What attractions and activities Auckland provides to its visitors; what kind of facilities Auckland has; how government try to make Auckland to be a world–class tourism destination – these aspects will be discovered in Chapter Four.

Chapter Five presents the research findings. The analysis of the findings are based on the model outlined in Chapter Two, the data was collected from both demand and supply sides, the comparison and analysis to the demand supply situation are presented. The researcher will use a chronological approach to compare and analysis data in this chapter. Data analysis will be divided into two time periods: before and after coming to Auckland. First, the researcher will discover and analyse the requirements and expectations from Chinese tourists before they come to Auckland, such as, how they assessed information about Auckland; what kind of images they have about Auckland, what they expect to see in Auckland and their requirements of hotel facilities. Second, the collected data about the satisfactions after Chinese tourists arrived in Auckland will be presented. It will also explore the satisfactions about Auckland's tourism products, specifically, attractions and activities, hotels and restaurants.

Finally, Chapter Six synthesizes the key findings of this thesis, and appraises the main problems – whether Auckland, as an urban tourism destination, provides suitable services which match the market and the requirements of Chinese travellers. In this chapter, the research implications arising from the research will be presented. The chapter also provides several management and marketing recommendations with regards to best practise for the future development of Chinese tourists travel to Auckland. The relevance of the research to policy planning and entrepreneurial actions is also reviewed along with a brief suggestion of future research agendas. The results of the research could be adopted by local government and the tourism industry, either as actions or as improvements to policy. It also could be used by other cities' governments and tourism industry as a valuable reference when they analyse the Chinese market.

CHAPTER 2

"AUCKLAND, ARE YOU READY FOR US?"

2.1 INTRODUCTION

The purpose of this chapter is to provide a review of the available literature. The review starts with an overview of the importance of tourism demand and travel motivation, including consumer behaviour and customer satisfaction. The review then moves on to provide a context to supply side tourism, with particular emphasis on the tourism destination − the attractions and facilities in the destination. The components and the characteristics of the tourism product will be presented here. This will be followed by an exploration of the interrelationship of demand and supply. The findings of the review will then be applied to the urban tourism markets and products. Finally, there will be a discussion of the review's findings and their implications to the study's objectives and design.

2.2 TOURISM DEMAND AND TRAVEL MOTIVATION

The purpose of this section is to present a review of the available literature regarding tourism demand and travel motivation. It provides a context for tourism demand; its relevance, measures and determinants, and systems. An overview of travel motivation is then presented. This is followed by information on consumer behaviour and satisfaction.

2.2.1 Overview of tourism demand

Economist Dickman (1999) defined demand as a schedule of the amount of any product or service that people are willing and able to buy at each specific price in a set of possible prices during some specified period of time. Thus, there exists at any one time a definite relationship between the market price and the quantity demanded. Geographers have defined tourist demand as "*the total number of persons who travel, or wish to travel, to use tourists' facilities and services at places away from their places of work and residence*" (Mathieson & Wall, 1989, p39). This definition implies a wide range of influences, in addition to price and income, as determinants of demand and includes not only those who actually participate in tourism but also those who wish to but, for some reason, do not.

2.2.1.1 Why is demand important?

Demand, is without doubt, the fundamental measure of any area's success in attracting visitors. All planning and marketing activities are ultimately intended to increase or control demand. The intent of many marketing programs is to increase demand through targeted campaigns (for example, seasonal or identified market segments). Therefore, when considering the development of a tourism destination area, whether by public authority or private developers, it is important that developers capture and analyze demand data. According to Johnson and Thomas (1992), tourism demand analysis is of interest from several points of view. In the case of public policymakers, the analysis of tourism demand can be used to assess the contribution of the tourism industry to the economic welfare of the local economy as a whole and to provide a guide to these and to efficient allocation of resources. From a management perspective, marketing decisions and strategic planning of tourism provisions require knowledge of factors affecting destination choice and type of trips, and forecasts of tourism flows in the short and long term. Therefore, one of the purposes of tourism demand studies is to improve the ability to forecast (Witt &Witt, 1995) and understand travel behaviour.

2.2.1.2 Measures of demand for tourism

The literature provides a variety of demand measures. For example, one can undertake a retrospective analysis of a hotel's occupancy data by guest composition; looking at the number of guest night and time of year. These data could provide future potential hotel demand and identify areas for new marketing strategies. The availability of financing will depend largely on reliable forecasts of the future gross sales or revenues from the project that determine whether the proposal will be financially feasible (Goeldner & Ritchie, 2006).

Uysal (1994) argues that actual demand represents the quantity of goods and services that consumers require at a given time. Analysing these demands in tourism involves studying the reasons behind the development and the intensity of tourism flows between destinations (for example, countries) and levels of participation in on-site tourism activities. Therefore, the determinants of demand for tourism should reflect the scale of analysis in terms of the measurement and operationalisation of variables. The amount of demand for travel to particular destinations is of great concern to anyone involved in tourism. Vital demand data can include: how many visitors arrived; and by what means of

transportation; how long they stayed and in what type of accommodations; and the total spends they have during their stay. Of importance, demand for tourism can be measured in different ways.

2.2.1.3 Tourism demand determinants

The determinants of tourism demand are those factors at work in any society that drive and set limits to the volume of population demand for holiday and travel (Burkart & Medlik, 1981). The determinants of tourism demand explain why the population of some countries has a high propensity to participate in tourism whereas the population of other countries shows a low propensity.

Vanhove (2005) reviewed several demand studies and found that the five most commonly occurring economic variables affecting tourism demand are: a) income levels; b) population; c) relative prices; d) exchange rate; and, e) personal preferences of consumer tastes and travel costs. In addition to such variables, Vanhove (2005) also mentions the importance of demand determinants, which include: a) promotion; b) common language; c) accommodation carrying capacity; d) the degree of urbanization; and, e) the ability to travel to the destination. For example, income is the variable most commonly used to explain and determine tourism demand but changes in consumer income can influence changes in the demand for both goods and services. An increase in real income provides consumers with greater purchasing power. Price is an important factor in determining demand, because it reflects another dimension of purchasing power. However, the role of price is a more complex construct than income in the case of international tourism. For example, tourists will be affected by the price of foreign currency. If a currency weakens in a foreign country, international tourism becomes "less expensive" and can result in increased travel flows to that country. This explanation provides a rationale for why Chinese tourists prefer to travel to New Zealand when Chinese RMB is stronger than New Zealand dollars.

Even though income and price related factors are likely to play a major role in determining demand for tourism, as embedded in economic theory, the number of potential demand determinants in the tourism literature is almost unlimited. For example, tourism demand is also sensitive to changes in the supply of products and capacity of supply. When a hotel's occupancy is high, room vacancy is low, and the demand for accommodation is high. Accommodation is an important factor which influences the

travel demand. If there is no accommodation available in the city for tourists, they might decide to not to visit this city and instead of travel to other places. Auckland is New Zealand's biggest city; however, lack of sufficient accommodation forces some tourists to stay outside Auckland or change their travel plans.

In somewhat more specific terms, the demand for travel to a particular destination will be a function of the person's propensity to travel and the reciprocal of the resistance of the link between origin and destination areas. Thus, D = f (propensity, resistance), where D is demand (Goeldner & Ritchie, 2006). Propensity can be thought of as a person's predisposition to travel – in other words, how willing the person is to travel, what types of travel experiences he or she prefers, and what types of destinations are considered. A person's propensity to travel will, quite obviously, be determined largely by his or her psychographic profile and travel motivation. In addition, a person's socioeconomic status will have an important bearing on propensity. It follows that to estimate a person's propensity to travel, marketing and sales must understand and take into consideration both psychographic and demographic variables concerning the person. Propensity is directly related to demand (Goeldner & Ritchie, 2006).

$$D = f \text{ (propensity, resistance)}$$

Propensity Depends on:

a) *Psychographics*

b) *Demographics (socioeconomic status)*

c) *Marketing effectiveness*

Resistance Depends on:

a) *Economic distance*

b) *Cultural distance*

c) *Cost of tourist services*

d) *Quality of service*

e) *Seasonality*
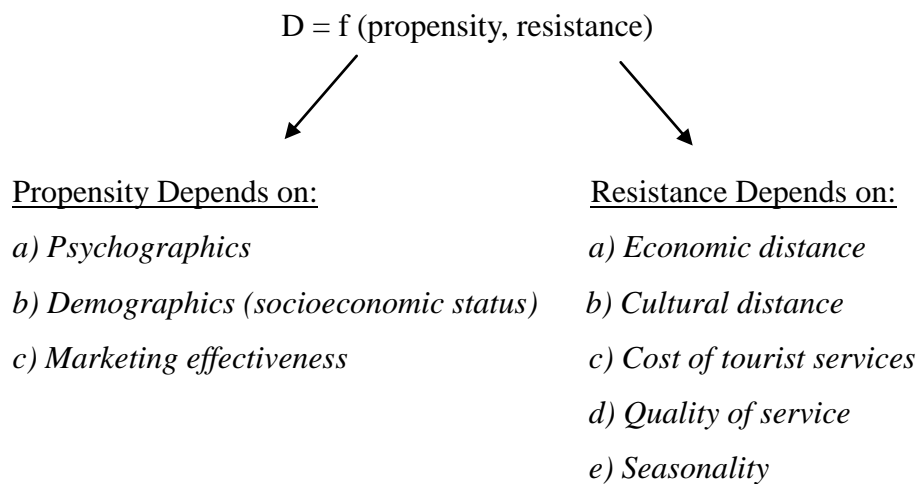
Resistance, on the other hand, relates to the relative attractiveness of various destinations. This factor is, in turn, a function of several other variables, such as economic distance, cultural distance, the cost of tourist services at the destination, the quality of service at the destination, effectiveness of advertising and promotion, and seasonality. Resistance is, therefore, inversely related to demand.

The following illustrates the relationship between propensity, resistance, and demand, in terms of these variables as just described (Goeldner & Ritchie, 2006):

I. *Economic distance* relates to the time and cost involved in travelling from the origin to the destination area and back, therefore, the higher the economic distance and the higher the resistance for that destination, the lower the demand (Goeldner & Ritchie, 2006). It follows, conversely, that between any origin and destination point, if the travel time or travel cost can be reduced, and demand will increase. For example, demand to travel to New Zealand should increase when Air New Zealand has direct flights from Shanghai to Auckland (TNZ, 2007).

II. *Cultural distance* refers to the extent to which the culture of the area from which the tourists originates differs from the culture of the host region. In general, the greater the cultural distance, the greater will be the resistance. In some cases, however, the relationship might be the opposite. For example, the higher the cultural distance between particular origin and destination areas, the more an allocentric person may wish to travel to that destination, to experience this extreme difference.

III. The higher the *cost of services* at a destination, the higher the resistance to travel to that destination will be and, therefore, the lower the demand. This variable captures the familiar inverse relationship between the price of a good or service and demand for it.

IV. Clearly, the higher the *quality of service* at a destination, the lower the resistance will be for travel to that destination. Although the relationship between quality of service and demand is straightforward enough, a difficulty arises in the interpretation and evaluation of quality. Evaluation of quality is a highly personal matter, and what is quality to one tourist is not necessarily quality to another. Second, if a tourist does not have previous travel experience at a destination; can the tourists accurately judge the quality of services there? In such a case, the tourists must select a destination based on what the quality of service is perceived to be. Often, due to misleading advertisements or inaccurate input from others, the tourist's perception of the quality of service may not be realised at the destination. Such a situation has serious implications for establishing a repeat clientele, which is an important ingredient for success in the tourists business. Consequently, a destination area must be meticulous in projecting an accurate image.

V. The effect of *seasonality* on demand is quite apparent. The relative attractiveness of a given destination will depend on the time of year for which a vacation is planned.

2.2.1.4 Demand systems

The dynamics of a destination market are distinctly altered by demographic and economic trends, as well as by the evolution of complementary markets, for example, sports, recreation, leisure, educational and cultural pursuits (Foot & Stoffman, 1996). Potential tourism or visitor demand is affected by the comparative advantages of alternative destinations, perceived risks, and barriers to adoption and access (financial, informational and availability). These determinants are dynamic with considerable supply – side influence from: marketing mix variables (price, advertising, personal selling); strategic variables (competitive advantage investment, intensity, resource commitments and allocation patterns); public policy variables (taxation, destination marketing allocations and support standardization); competitive variables (entries and exits of firms, the characteristics, resource and strategies of competition); and, the economic variables (changes in interest rates, employment, savings rates and consumption activity). If the supply aspects are not taken into consideration when using demand figures, planners might be led into the false assumption that, in a particular area, the supply should be increased to meet the demand when, in actuality, the increased supply may be needed much more elsewhere.

2.2.2 Travel motivation

The general issue of understanding consumer needs falls within the area of the psychology of tourist behaviour. This area of study is concerned with what motivates tourists, how they make decisions, what tourists think of the products they buy, how much they enjoy and learn during their holiday experiences, how they interact with the local people and environment and how satisfied they are with their holidays.

Tourism determinants should be distinguished from motivations and buyers behaviour. Burkart and Medlik (1981, p23) describe motivation as "*the internal factors at work within individuals, expressed as the needs, wants and desire that influence tourism choices*". Marketing managers should know why and how consumers make their holiday choices, but it is also necessary to understand how internal psychological processes influence individuals in choosing between different holiday destinations and particular

types of products. These processes are known within marketing as aspects of buyer behaviour (Middletion & Clarke, 2001).

Attempting to determine and understand why people are motivated to do what they do can be a very complex and time-consuming task. Motivations embrace inner needs and wants. These needs and wants reflect perceptions, cultural conditioning, and learning variables, which are not easily measured. For developers and promoters of tourists' facilities and services this task is crucial however.

> "To market travel services and destinations well, there must be a degree of understanding on the part of travel sellers and suppliers about the motivating factors that lead to travel decisions and consumption behaviour." (Gee, Choy & Makens, 1984, p145).

Tourists travel for reasons including spirituality, social status, escape, and cultural enrichment (Goeldner & Ritchie, 2006). A sound understanding of the consumer is at the core of the successful business practice in the tourist industry. If the various facets of the tourism, travel, and hospitality world can meet the needs of the consumer, then some chance of business success is possible provided other financial and managerial inputs are appropriate. When consumer expectations are met or exceeded by the tourism operations, one can expect repeat business and positive *word-of-mouth* advertising, as well as the ability to maintain or even increase the current level of charging for the existing tourism service (Goeldner & Ritchie, 2006).

Tourism planners, developers, and promoters need to identify why people choose to travel when necessity does not compel them to do so; in other words, to determine what motivates them to engage in tourism and what needs they are striving to satisfy. It is obvious that tourism activities satisfy some individual's needs, however, which needs and whose needs are satisfied must be answered.

Zhang (1997) said whatever the reason for taking a trip; many factors – economic and non-economic – determine whether people actually go on a trip. The Chinese nation has an age-old tradition of tourism, which is an inseparable part of Chinese traditional culture. The Chinese tourism tradition emphasises enlarging one's knowledge, raising ones' understanding of the world and society, enhancing self-cultivation, making friends and conducting cultural exchanges. An old Chinese saying is, "he who travels far knows much".

2.2.3   Consumer behaviour

Consumer behaviour is concerned with understanding the customer – what they like and dislike, what their interests are, what motivates them and what their fears and aspirations are. It is also concerned with developing an understanding of the way customers obtain information, decide which holiday destination they will visit, which airline to fly, which restaurant to eat at and which souvenirs they will buy. Further it is also concerned with developing an understanding of how they feel about an organisation, its products and services and its competition. Tourists cannot avoid bringing their own cultural programming with them, and this inevitably shapes their behaviour and perception of a given destination.

Gilbert (1991) noted that consumer behaviour can be defined as the acts of individuals directly involved in obtaining and using economic goods and services, and including the decision-making processes they go through, and how they evaluate their satisfaction with their purchases. A clear understanding of consumer behaviour and psychology is essential if businesses are to develop products, services and promotions that meet market-place needs. Of importance, people also behave differently in groups than when they are alone. Whereby, other group members may exert influence, or the dynamics of the group may result in some group members doing things as part of the group which they would never consider doing if they were alone. Subsequently, tourism operators need to develop products for selected target markets which are potentially influenced by factors such as:

- Purpose of travel, for example business or holiday
- Age, gender and income level of the traveller
- Travel style, for example, whether the visitor is a free independent traveller or a group tour traveller.
- Length of stay at destination, and time of travel (that is, summer or winter)
- Types of attractions and activities preferred, such as active or passive activities, group or individual participation.
- Language and customs, such as non-English speaking or special food preferences (Gilbert, 1991).

2.2.4 Customer satisfaction

A product must satisfy customer needs, or it will not be purchased. A satisfied customer is the most valuable asset a business can have. But what does customer satisfaction mean and how can a business create satisfied customers? Customer satisfaction is a positive feeling or reaction customers have when a business or product meets their needs. Satisfaction is a matter of perception, and what satisfies one person may dissatisfy another person. Customer satisfaction is based largely on expectation (Middleton & Clarke, 2001).

So, where do expectations come from? A customer might have firsthand experience with the product. Friends or family members may describe the product. The product may be advertised in magazines or newspapers with words and pictures. In other words, consumers develop expectations through preconceived socialised ideas. For example, when customers book hotel rooms, they have an idea of what will be looks like. The idea may stem from either a tangible or intangible image. Finally when they check in to the room, they might find it is better or worse than what was expected. Therefore, customer satisfaction comes from delivering what is expected – and more. If customers receive what they expect, they are satisfied. If they receive more than what they expect, they are extremely satisfied.

Customer satisfaction is one of many elements of customer loyalty. Building relationships adds value to the customer's experience. Designing products that meet the expectations of customers is the first step in achieving customer satisfaction. Monitoring the product's life cycle enables product managers to make adjustments to prolong that cycle. When business meets and exceeds customers' expectations, the business gains a customer for life. Customer satisfaction comes from not only knowing customers' needs, but also what the business should supply to them (Postma & Jenkins, 1997).

2.3 TOURISM PRODUCT

The purpose of this section is to present a review of the available literature regarding tourism product. It outlines the notion of tourism product, its components and elements, and characteristics. In order to understand the tourism product it is important to first understand potential. An area may have tourism potential – a favourable climate, attractive scenery, hospitable people and a range of resources awaiting discovery.

However, it will not become a viable tourist destination until its attractions are complemented by a range of facilities and conditions to support the visit. For example, it will need to have accessibility to the major tourist – generating countries and favourable conditions for development, which means the provision of basic infrastructure and a measure of political stability. A destination, therefore, needs attractions, amenities and ancillary services in place to lure the tourist. These elements combine to provide the tourists product.

Tourists travelling to new places – with their cameras, luggage, and credit cards – also bring with them personal beliefs and behaviours. The way they dress, what they eat, and how they interact with others are all products of the customs and traditions of their home countries and cultures. It should be noted that these practices are also true of the inhabitants of the destinations. Besides seeking sites and attractions, tourists desire, tourist also have an underpinning desire to experience the culture at their destination during their travels – the ways in which other people dress, celebrate, live, eat, and work. All of these factors are said contribute to the travel experience.

The tourism "product" is not merely the tourist destination area, but includes the socio-cultural experience of that place and what happens there (Ryan, 1991). Economists Sinclair and Stabler (1997, p134) define the tourism product as a "*composite product involving transport, accommodation, catering, natural resources, entertainment, and other facilities and services, such as shops and banks, travel agents, and tour operators*".

Users of tourism products in cities include residents and visitors, who experience varying levels of product satisfaction or dissatisfaction. Over recent years there has been growing interest in ensuring that tourism offers unique, desirable and satisfying products in order to attract and retain residents, tourists, as well as inward investment and government grants. If tourists have a poor experience, they may be less loyal to that location. Tourism product development can increase the likelihood that products provide satisfying tourists experiences. Smith (1994, p 187) argues:

> "Product development is a prerequisite for satisfying tourists' changing demands and insuring the long-term profitability of the industry. Ideally, tourism products meet marketplace demands, are produced cost- efficiently, and are based on the wise use of the cultural and natural resources of the destination."

The quality of tourism products is now a prominent issue because it is argued that competition between places for economic development is becoming increasingly fierce in the global economy (Philo & Kearns, 1993). For example, a well designed travel package and a budget based travel package currently both exist in tourism markets. Both products are designed to be satisfied by different consumer groups. Tourists may chose a well designed travel package for last time, and picked a budget based travel package for this time.

2.3.1 Components of the tourism product

Tourist activity creates demand for a wide rang of services and products. Jansen-Verbeke (1998) has divided tourism industries into primary and secondary elements.

I)   Primary elements: Attractions at the destination (for example, sites and events).
II) Secondary elements: Amenities at the destination (for example, accommodation, restaurants, retail service, catering, financial services).

These two major elements, although by no means exhaustive, provide an insight into the wide range of services and products which meet tourist needs. Primary elements of a tourist product require the ability to draw tourists and visitors, and those secondary elements are used by the traveller either to get to a destination or as a service when they are there. This distinction, while generally valid and used, is not watertight. While most travellers do not go to a place because of its hotels or shops, although they use them when they are there, for some tourists, hotels and the range of shops may be part of the attraction of a place, and for a few, they might be the main reason for going there.

2.3.1.1 Primary elements

There are many reasons why people are drawn to cities, but one of the most important is the visitor attraction. Visitor attractions are perceived as being able to stimulate the development of destinations and form the core of the destination product. According to Richards (1992, p 179):

> "Every visitor attraction is an element of a tourist destination and can be a vital element which provides the major activity at the destination and the primary reason for visiting the destination. A small attraction in a place with a strong image as a destination will not attract visitors in its own right, but will benefit from the ready-made flow of visitors."

The appeal of many cities is far wider than just visitor attractions and so how these other aspects of the city are developed is just as important as the visitor attraction sector. The aim of aspiring destinations is to persuade tourists to come to the city and then stay for some time. To achieve this there must be many things to do, and undoubtedly one of the most important of these is provided by visitor attractions. So, whether as the initial draw or as a means of encouraging the tourist to stay longer, the visitor attraction sector is very important. They are the pull factors of tourism. The key aims are expressed as attracting more visitors, increasing their length of stay, encouraging increased expenditure, increasing the number and quality of the jobs created, improving the quality of the visitor experience, attracting tourism investment and promoting the city (Law, 2002). Goeldner & Ritchie (2006, p 97) classified tourism attractions in a number of ways, as follow:

Table 2.1 Attractions classification

I. Cultural attractions

a) Historical sites
b) Architectural sites
c) Architecture
d) Cuisine
e) Monuments
f) Industrial site
g) Museums
h) Ethnic
i) Concerts
j) Theatre

II. Natural attractions

a) Landscape
b) Seascape
c) Parks
d) Mountains
e) Flora
f) Fauna
g) Coasts
h) Islands

III. Events

a) Mega events
b) Community events
c) Festivals
d) Religious events
e) Sports events
f) Trade events
g) Corporate

IV. Recreation

a) Sight-seeing
b) Golf
c) Swimming
d) Tennis
e) Hiking
f) Biking
g) Snow sports

V. Entertainment attractions

a) Theme parks
b) Amusement parks
c) Casinos
d) Cinemas
e) Shopping facilities
f) Performing arts centres
g) Sports complexes

Goeldner and Ritchie (2006) studied that natural attractions are the "mainsprings" that drive many people to travel. Heritage attractions also have appeal for those inspired to learn more about contemporary and long – vanished civilizations. Recreation attractions maintain the provide access to indoor and outdoor facilities where people can participate in sports and other recreational activities. Commercial attractions are retail operations dealing in gift, handcrafted goods, art, and souvenirs that attract tourists. Industrial attractions cannot be overlooked. Wineries and breweries have long been tourist attractions. Factory tours are growing in number, and manufactures have developed elaborate facilities to handle tourists. Great modern cities with their cultural treasures provide powerful attractions to millions of visitors each year. Sightseeing tours are provided in most cities, giving easy access to the city's attractions. Theatres, museums, special buildings, zoos, aquariums, cultural events, festivals, shopping, and dinning are some of the appeals.

Jafari (1982) pointed out that tourism and retailing are not associated, but any analysis of the behaviour of tourists will show that a significant amount of time and money is spent on shopping. Kent et al. (1983) noted that surveys of tourists which ask the purpose of the trip found tourist rarely indicated shopping, but when asked what they did, visitors listed shopping as one of the most important activities. Shopping has become an important leisure time activity whether on holiday or at home (Jansen-Verbeke, 1990). There is also the desire and a hope to see if there are different goods on sale at the destination compared to home. A pleasant environment may make shopping more enjoyable and there is also the desire to take something unusual back to ones' family and friends. Tourists are particularly interested by what is now termed "speciality" retailing. Speciality goods are, perhaps by definition, not found everywhere (Barke, & Harrop, 1994).

2.3.1.2 Secondary elements

The competitive position of a destination also depends on the diversity and the quality of supporting suppliers. These elements include hotels, restaurants, pubs and transport and

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so on. The importance of these activities is not only that they are the principal forms of expenditure and therefore have an economic impact, but also that the nature of these activities will determine the type of employment created. It is often suggested that these activities tend to create a significant proportion of low-skilled and low-paid jobs, although this can be exaggerated. Amenities, on the other hand, do not usually generate or attract tourists - the tourist rarely sees and seldom thinks about. But the lack of amenities may cause tourists to avoid a particular destination. It is important that tourists have a good experience in hotels, shops and restaurants, and as they travel around the city in order that there might be repeat visits or they make recommendations to others to visit the city.

2.3.1.2.1   Hotel

The main component of tourism facilities is the accommodation sector. For successful tourism, accommodation must be available in sufficient quantity and quality to match the demand of travellers who arrive at the destination (Goeldner & Ritchie, 2006). Given access to the destination, accommodation should precede any other type of development. Accommodation can be subdivided into commercial (for example, a hotel, motel, hostel, boarding house, bed and breakfast, cruise ship, shelter, lodge, farm-based facility, or a self–catering facility such as camping, rented apartments/cottage/house and holiday villages) and non-commercial services (for example, a second residence, mobile home, relative or friend residence, or a house exchange scheme). Many of these accommodation types can be further subdivided into classes based on the quality, facilities and the available services. Most countries support a hotel classification system, although there is still no worldwide accepted system.

Hotels are vital components of urban tourism products, where guests make important financial contributions to both national and local economies. The importance of hotels to urban areas cannot, however, be seen simply in terms of employment and revenue generators. As the base for the bulk of overnight visitors to a city, hotels exert considerable influence over the competitiveness and nature of urban tourist products. The degree to which hotels are able to cater to conventional business needs will, for example, be an important factor in determining the ability of a city to out-compete other urban areas in this highly competitive market. At the same time, hotels are vital information disseminators, influencing visitor perceptions of, and actions in, the surrounding environment through in-room "what to do" packages and television displays.

2.3.1.2.2 Restaurants

One of the obvious requirements of the visitor to the city is food and drink. This may be to meet an essential need and/or to be a pleasurable experience in itself, part of the enjoyment of going somewhere different. The potential or existing tourist city must, therefore, ensure that the right kind of catering facilities are provided. Together with accommodation, these represent an important share, quite often more than 40 per cent of tourism expenditure (WTO, 2004).

2.3.2 The Characteristics of the tourism product

2.3.2.1 Supply

People are not usually attracted to a particular destination, be it a country, region or local area, because of the destination, but because of their perceptions of what that destination has to offer, and the perception that travel to that destination will fulfil their specific needs. A destination does not offer itself; it offers facilities and attractions (Mak, 2004).

2.3.2.2 Service orientation

Harryaway (1999) argues tourism is a high-touch, high-tech, high-involvement industry where it is the people that make the difference. The tourism industry is service – oriented and the implication for perspective purchasers is that they will be paying for, usually in advance, an intangible product that cannot be inspected beforehand. The concepts of word-of-mouth advertising and repeat purchasing are important. Because many of the components of the total tourist product are service in nature, tourists will come into contact with many people during their trip. These may include a travel agent, ground crew at an airport, flight crew, a myriad of hotel and/or motel staff, waiters and waitresses in restaurants, cashiers in shops, tour guides and couriers, and local residents and so forth. The more people who are involved the greater the risk of something going wrong and the greater the chances that tourists' experiences will not live up to their expectations. The finest attraction and amenities may be available to the tourist at a destination yet if the tourist is made to feel unwelcome by the host population or the quality of service he or she receives is poor, then this will detract from the overall appeal of the tourist product.

2.3.2.3 Unavailable for pre-experience and immovable

Before making a purchase, it is always wise to compare product prices and qualities among competing products. Some goods are fairly standardized or homogeneous, so they

are relatively easy to compare. The consumer can see, touch, and maybe smell or taste a good before deciding to buy it. On the other hand, services are difficult to compare because consumers cannot examine them first before purchasing. This is an important point, considering the tourism product is mainly composed of intangible services. Those products whose attributes can be determined only after purchase are called experience goods. In buying experience goods, the consumer must often rely on the reputation of the seller, a professional advisor, or counsellor (a travel agent, in the case of tourism), the experiences of friends and relatives, and their own past experience in making a purchase decision. This attribution of the tourism product presents a difficult challenge to tourism suppliers who must figure out how to inform potential customers about their products, given the fact that tourism is largely an information business prior to and though the actual sale of services. Tourism product also cannot be taken to the consumer, as it is "immovable". The tourists must be taken to it, travel some distance and spend some time at the destinations to consume it (Harryaway, 1999).

2.4 SPATIAL INTERACTION BETWEEN DEMAND AND SUPPLY

Attractions are the key elements of the tourism system; attractions have the potential to draw tourist to the destination. Smith (1988, p 88) proposed what he called a supply–side definition of tourism: "*Tourism is the aggregate of all businesses that directly provide goods and services to facilitate business, pleasure, and leisure activities away from the home environment*."

Uysal and Hagan (1993) pointed out that people travel or participate in leisure activities because they are 'pushed or pulled' by the forces of motivations and destination attributes. Push factors are considered to be the socio-psychological constructs of the tourists and their environment that predispose the individual to travel or to participate in leisure activities, thus influencing demand. Pull factors, on the other hand, are those that emerge as a result of the attractiveness of a destination and are thought to help establish the chosen destination. However, in order for a destination or site attribute to meaningfully respond to demand or reinforce push factors, it must be perceived and valued. Gunn (1994) and Smith (1983) noted that an important factor affecting this relationship between motivations (push factors) and destination (pull factors) attributes is the notion of accessibility of the sites, the reasons for travel, the level of information about the site, and the destination preferred by the tourist.

A number of authors have proposed models of the tourism system (Gunn 1994; Leiper 1979; Mill & Morrison 1985). In form, the tourism system consists of an origin and a destination. On the one hand, an origin represents the demand–side of tourism, the region or country generating the visitors. A destination, on the other hand, refers to the supply–side of tourism that may have certain attractiveness powers. The tourist and tourism attractions are the central aspects of the system. The transportation and information (marketing) components are seen as "linkages" which enable the tourist to make decisions concerning where to go, how long to stay, and what to do. These linkages, however, also enable the industry through promotion, product development, and pricing strategies to affect directly the decisions of prospective customers (Fesenmaier & Uysal 1990). Tourists also form expectations of a destination based upon advertising and promotional campaigns that, in turn, may influence demand for tourism destinations. Fesenmaier and Uysal (1990) noted the quality of the service and the quality of the facility also directly affect the quality of vacation experiences and, thus, the level of future demand. Further, the level of satisfaction that the tourist feels is also dependent upon the ability of the destination to deliver the type of experience which it has marketed.

According to Rugg (1973), a traveller does not derive utility from possessing or consuming travel destinations; rather, the traveller derives utility from being in the particular destination for some period of time. The very existence of tourism depends on the availability of resources at the destination. The resources that attract tourists are numerous, varied and limited in numbers, in distribution and in degree of development and the extent that they are known to the tourist market (Pearce, 1995). On the market side, producers of transport, accommodation, catering, and entertainment services are involved with travel–marketing intermediaries such as tour operators and travel agents. On the supply–side, leisure and recreational activities at destinations are the concern of the different types of tourism supplier, including local and state agencies, private business owners, tourism destination organizations, and the providers of infrastructure, and supporting services of tourism.

2.5   URBAN TOURISM

Tourists dedicate their quality leisure time towards specific places and activities. The importance of perception, expectation and experience of the tourist within the tourism destination area is prone to magnification. The power of tourism continues to escalate in

economic growth globally. Cities are economic focal points that recognise the tangible benefits of tourism.

Large cities have always attracted visitors but in recent years tourism to cities has increased and the visitor economy has become more important to them (Law, 1993). The significance of tourism to cities clearly varies but even where it is currently on a small scale there is usually recognition that it is a growth industry and should be encouraged. The World Tourism Organisation (WTO, 1999) has predicted that cities throughout the world are set to absorb unprecedented levels of tourism growth. Firstly, these large cities are arguably the most important type of tourist destination and, second, tourism has become an important and significant component of the economy of most large cities. Urban tourism represents an opportunity to revitalize a city and its regional economy, and at the same time, to dignify the preserve its architectonic and cultural richness (Law, 1993). Tourism is a very fragmented industry and tourism is often only one component of a multi – purpose project. Urban tourism describes a sustainable way of tourism that relies on community partnerships to ensure economic development without destroying urban environmental, social and cultural system.

According to the WTO (1999), the problems associated with the handling of these tourists will have to be more systematically tackled by all parties concerned. Cities, therefore, face a double challenge. First, they have to be able to respond to the expectations and needs of the growing number of tourists who are attracted to their rich and varied array of cultural, business, entertainment, shopping, sports and other attractions. Second, cities have to ensure that tourism is developed and managed in such a way that it is beneficial to the resident population without contributing to the deterioration of the urban environment, and does not become a financial burden to the local authority. Meeting this challenge requires a steady collaboration between all parties concerned, including the urban governments, the private sector and non-governmental groups. All businesses should aware tourism is "one–industry business" (WTO, 1999).

2.5.1   A brief history of urban tourism and urban tourism research

Until the 1950s travel to foreign cities was restricted to a small segment of the population. It is only in the past 40 years, and perhaps in the past 20 years, that there has been a massive expansion of visiting cities, mainly for the purposes of a short break. By the 1990s the travel supplements of newspapers were featuring a different city every week. In

addition television quiz programmes also offered tourist destination prizes. The release of this information saw an explosion in tourism, diversifying the number of potential destinations (Judd & Fainstein, 1999).

In spite of this marketing trend, the scale and significance of tourism in cities is often not recognized. Many academic publications are still written as if tourism only happens in coastal and ski resorts, and the role of tourism in urban economics is often ignored. This is probably because tourism in cities is not understood. Tourism in cities is a complex phenomenon.

Urban tourism emerged as a significant and distinctive field of study during the 90s. Earlier work, dating back to the 60s, was sporadic and limited in scope (Gutierrez-Ronco, 1997). This increase in attention in part reflects the growth of tourism in cities and its resulting associated policy issues. These tend to be of two main types. On one hand, the growing demand from tourists, particularly in historic cities, has brought a reactive response arising from the problems of coping with increased visitation, a situation perhaps most commonly experienced in Europe (Van Der Borg, 1998). On the other, many urban policies have recently incorporated an increasingly proactive stance towards tourism which is seen more and more as a strategic sector for urban revitalization in post-industrial cities (Jansen-Verbeke & Lievois, 1999; Judd & Fainstein, 1999).

Cazes (1994, p 28), however, argues that instead of seeing urban tourism as a recent phenomenon, "*...it is, on the contrary, the remarkable permanence of the attractiveness of cities that should be underlined*". Moreover, a city may have multiple and overlapping tourism roles: as a gateway, staging post, destination, and tourist source (Pearce, 1981). As for activities, the attractiveness of urban destinations according to Karski (1990, p 17) lies in the "*...rich variety of things to see and do in a reasonably compact, interesting, and attractive environment, rather than in any one component. It is usually the totality and quality of the overall tourism and town centre product that is important*". Cities have shifted away from centres of production to become foci of consumption (Zukin, 1992). The governments came to recognize that tourism could have a role in urban economic development. Slowly funding for tourism increased and tourism related projects began to appear in economic strategies.

2.5.2   Urban tourism markets

Visitors to cities can be classified in various ways. According to Renucci's (1992) study, traditionally, the prime visitor markets for urban tourism have been thought to be:

- Business travellers
- Conference and exhibition delegates
- Short break holiday–makers
- Day trippers
- Visitors of friends and relatives
- Long holiday–makers on a tour, stopping off for a short visit
- (For some port cities) the cruise ship market
- Long holiday-makers using the city as a gateway to the surrounding region

The growth of tourism has been enabled by increasing affluence, easier travel and greater leisure, and in the twentieth century the range of leisure opportunities has increased enormously. Lofgren (1999) noted that the basic task of cities is to persuade the leisure tourist to visit them. The importance of passing trade may depend on the location of the city in relation to main routes. A city, such as Lyons (in France) which is on the main route from the northern regions to the Mediterranean coast, has the opportunity to benefit from passing travellers.

2.5.3   Urban tourism product

Jansen-Verbeke (1991) defined the urban tourism product as historical buildings, urban landscapes, museums and art galleries, theatres, sport and events. Avgoustics and Achana (2002) classify the elements of urban tourism products into primary, secondary and additional elements. The primary elements and secondary elements are similar to Jansen-Verbeke's (1998) work. The additional elements consist of support services and destination management issues that facilitate access by visitors to the local attractions and activities, as well as to the hotels, restaurants and airports. These elements include tourist information offices, parking facilities, signpost guides, maps, and other services that facilitate the accessibility of the tourist offerings of the destination.

2.5.4   Urban tourism in cities

Page (1995) recognized the variety of place types and presented a typology as described below.

Table 2.2 Urban tourism cities

City types	Examples
Capital cities	London, Paris, New York and Rome
Metropolitan centre & walled historic cities	Canterbury and York
Large historic cities	Oxford, Cambridge and Vienna
Inner city areas	Manchester
Revitalized waterfront areas	London Docklands and Sydney's Darling Harbour
Industrial cities	Bradford
Seaside resorts and winter sports centres	Lillehamme
Tourists – entertainment complexes	Disneyland and Las Vegas
Specialized tourists service centres	Spa and pilgrimage destination areas
Cultural art cities	Florence

Source: Page, 1995

The development of tourism not only shows investment decisions, but there is also a geographical component. Tourism resources and infrastructure are often concentrated, usually in the city centre, so these areas receive priority in investment over other areas where social need may be great (Madsen, 1992). Many cities, in order to create the right image for tourists, have also invested in scenic entrances or corridors, again at the expense of other routes. There is no doubt that tourism is a significant activity in many towns and cities and that its importance is likely to grow in the future. Because of this it is useful to understand the phenomenon, to be able to describe it, to interpret it and to suggest the forms it may take. Urban tourism is a fascinating phenomenon. It is possible to sense its significance to everyday life from peoples' frequent conversations about visiting towns and cities. Whilst people seek the unique in places, urban tourism is increasingly part of the culture of contemporary life. Urban tourism plays a major role in the development of the "ludic space" (Page, 1995) which dominates contemporary environments. Urban tourism works through dreams and myths, and these play a vital role in differentiating space into places.

2.6   RESEARCH GAP

It was not until the middle 1980s that articles began to appear on urban tourism (Jansen-Verbeke, 1986, 1989). Researchers began examining the potential of urban tourism as an economic revitalization tool for smaller industrial areas as well as major cities (Buckley & Witt, 1989). Pearce (2001) cites research into gateways, hubs, distribution channels and intermediaries, and transport. The majority of urban tourism research has been undertaken on the scale of the town or city itself. For some authors (Graefe & Vaske, 1987), an interest in managing quality in tourism leads to a focus on motivations, activities within the destination. There appears to be a paucity of research focusing on the experience of urban tourists is particularly weak, the detailed data on the urban tourists, the activities undertaken in the city, and their impact on the urban environment, are rare. Pearce (2001) argues that urban tourism researchers need to explore the phenomenon at regional, national and international levels. There is potential in analysing the functional roles and linkages within tourism systems.

The purpose of this study is then to build on the existing knowledge about the intricate relationship between destination and various possible determinant variables so as to fill the gaps in existing literature by exploring the dynamics of the outbound tourism phenomenon in China with the particular focus on investigating whether Auckland as an urban tourism destination provides suitable services that match the requirements of the Chinese travel market.

Based on the literature review and the research aim, the researcher created a new research model (Figure 2.1). This research model divided the real world into two parts: demand and supply. On the left is the demand funnel model. The tourist generating country is on the top of the funnel, and then the model narrows down to tourism target market, more precisely to the Chinese tourist market, which is the one this research focuses on. This funnel model could be narrowed down to more detail target market if needed, such as male Chinese tourists. The supply model is on the right side. Tourism destination is on the top of the tourism supply funnel model, and then it narrows down to specific destination, such as New Zealand; then even more precisely to Auckland, the urban tourism destination of this thesis.

The demand of Chinese outbound tourists has been highlighted in yellow on the left of the figure, and the supply of Auckland tourism products has been highlighted in green on the right of the figure. The demands of Chinese outbound tourists are influenced by several factors which listed on the left – financial, cultural and political. These are the "push" factors for Chinese tourists, the reasons why tourists want to leave. The "pull" factors are from tourism destination – Auckland – having been listed on the right. The attractions and tourism facilities are the "pull" factors for tourists which explain why tourists choose this destination.

This research model (Figure 2.1) also satisfies the three main objectives which researcher listed in Chapter One: to gain a better understanding of Chinese tourists' demand; to evaluate Auckland tourism products and the holistic view of Chinese tourists demand in Auckland. The conclusion as to whether Auckland meets Chinese tourists' demand and Auckland's capability to provide them will be analysed in Chapter Six.

Figure 2.1 Research model
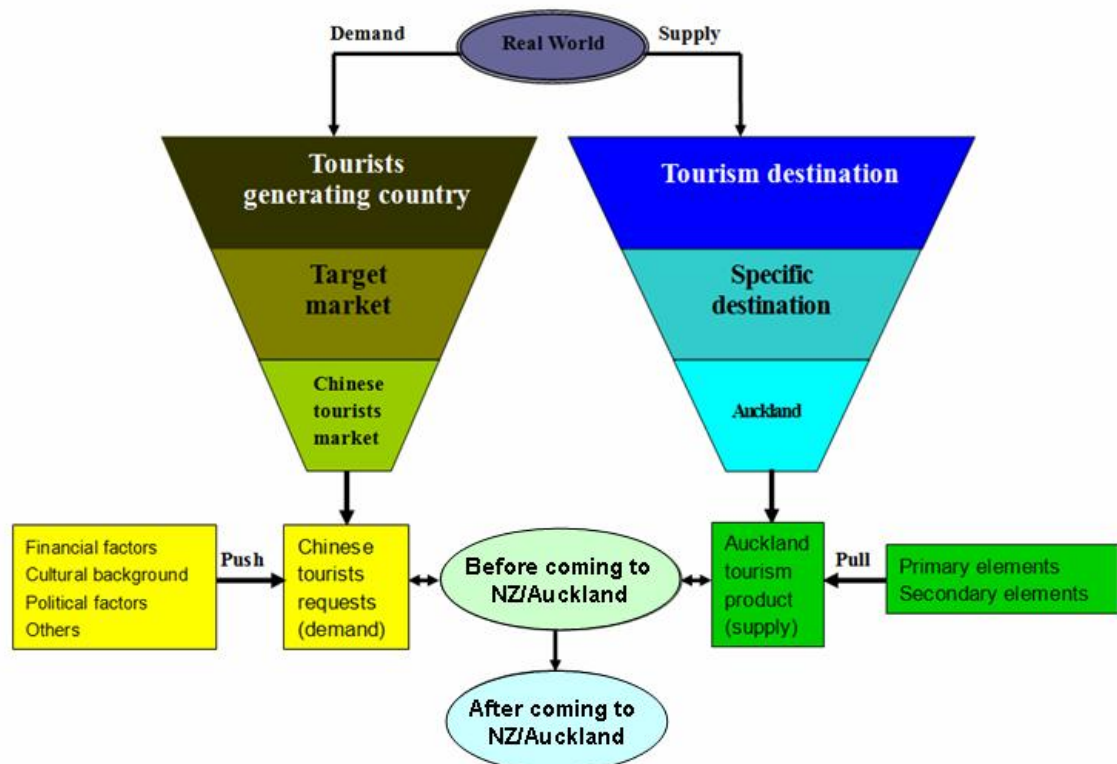
For the purposes of this research it is intended that data will be collected from the demand and supply sides, then comparison and analysis of the demand–supply situation will be made. The researcher will use a chronological approach to compare and analysis

collected data. The data will be divided into two time periods: before and after. The researcher will attempt to explore the different requirements and expectations from Chinese tourists before and after they come to Auckland and the reasons of having these requirements. These demand side data will compare with the supply side data which researcher collect from secondary resources about Auckland tourism product, for example, Auckland's attraction and hotel capacities and so on. Whether Auckland has ability to meet Chinese tourist requirement and expectations will be discovered after the data comparison.

2.7 SUMMATION

The tourism industry in urban areas receives both visitors and tour operators and tourism marketers will need to understand the range of motives and expectations of certain types of travellers, since the level of service they provide will need to match the market and the requirements of travellers. The preceding review has highlighted how, over the past few years, a number of researchers have made efforts to obtain understanding of urban tourism. This chapter has not only examined tourist demands with regard to motivations and behaviours but more specifically outlined studies on urban tourism in terms of components and characteristics as well as interaction between demand and supply.

This research provides an opportunity to examine whether Auckland as an urban tourism destination can provide suitable services and experiences which match Chinese tourists' requirements and expectations. While the findings of the literature review gave rise to the research model, it also highlighted gaps that required the creation of a new research model. The model requires a qualitative methodology to be employed. Data will be collected using in-depth interviews and field research. The approach will analyse findings using a grounded theory approach. Due to the limitation of this research, it is not feasible to include all related theories and areas. Therefore, attractions and accommodation have been selected as the major factors for Chinese tourists in terms of their requirements and expectations of Auckland. The conclusions and recommendations that can be drawn will highlight whether Auckland's current tourism attractions and accommodation infrastructure are ready for Chinese tourists.

CHAPTER 3

"WE CARE ABOUT WHAT YOU THINK."

3.1   INTRODUCTION

As mentioned in Chapter Two, there is a paucity of research in regards to Chinese outbound tourists to a specific city, such as Auckland. It is very important then to adopt an appropriate research methodology for this research. In order to better understand Chinese outbound tourists' requirements and expectations of a destination and the factors that influence their expectations, this study will investigate Chinese tourists and the Auckland tourism industry by conducting interviews. The interviews will be conducted with a variety of respondents in order to provide an evidence–based understanding as to whether Auckland is ready for Chinese tourists.

Decrop (1999) has noted that it is always important to adopt an appropriate research methodology in order to perform an extensive examination of all relevant areas. Checkland and Holwell (1998) concluded that all research is based on some underlying assumptions about what constitutes "valid" research, and which research methods are appropriate. With regards to the purpose of this research, a qualitative method was seen as the most relevant approach. The researcher sought to ascertain the reasons behind the characteristics of Chinese outbound tourists. Qualitative methods are more appropriate when the phenomena under study are complex, are social in nature, and do not lend themselves to quantification. Qualitative methods are useful for revealing and understanding what lies are behind any phenomenon about which little is known (Strauss & Corbin, 1994).

This chapter starts outlining the purposes and importance of the secondary resources used in the research. Then, by the methods and means of carrying out primary research among tourists and tourism industry are examined. Sampling issues and data collection are discussed in turn, and the limitations of this methodology and ethical issues will also been discussed in the chapter.

3.2   SECONDARY RESOURCES

Collecting information from secondary sources is a useful way to identify some of the key issues and important areas that need to be further addressed in the primary research. For the purposes of this approach, information will be drawn from published tourism books, journals, library references, and tourism websites. They majority of the tourism books dealing with China mainly focus on the development of China's domestic tourism. There is limited information regarding China's outbound tourism development and rarely is there information about Chinese outbound tourists on a specific country or region. Previous research about Chinese outbound tourism conducted by different national tourism organisations has also been examined; previous research conducted in New Zealand, focusing on relevant issues, such as New Zealand's destination image and New Zealand and Chinese distribution channel (Zhao, 2006; Qu, 2006), have also been used in forming background information. They both provide good background information for this research.

This research mainly relies on the information published by the Ministry of Tourism, The Tourism New Zealand Research Council (TRCNZ), TNZ and a few New Zealand and Chinese tourism related websites. The collected research on Chinese outbound tourism development online was scarce. This information was sorted by year, and then translated into English; it is used in Chapter Four (for example, Table 4.1). Information in regards to Chinese visitor profiles (such as, age, purpose, main interests and activities on destinations, and length of stay) and expenditures were gathered from the websites above and then analysed. These websites also provided background information on Auckland. The New Zealand Online Yellow Pages, Qualmark New Zealand, and other tourism –related organisations also provided useful information that informs the study.

3.3   PRIMARY QUALITATIVE RESEARCH/GROUNDED THEORY

Stiller (2000) argues research often begins with questions that seek to explore and understand processes of transition, change, and the evolution of social constructions. The initial research questions that could be used for the current study are "What are the requirements and expectations of Chinese tourists to New Zealand?" and "Why is that?" Starting with these questions can help to identify the phenomenon under investigation and help the researcher compile the real reason(s) which behind the phenomenon.

Boyd (2001) suggests the key to an effective research is a robust research design. Macmillan and Schumacher (1997) define this as the plan and structure of the investigation used to obtain evidence to answer research questions. Grounded theory is a qualitative research method that was developed for the purpose of studying a social phenomenon, and to generate a theory relating to a particular situation (Strauss & Corbin, 1994). Becker (1993) suggests that the goal of grounded theory is to identify some major issues, themes or categories of a phenomenon, or to explain the inter-relationships. The purpose of grounded theory is to develop explanatory theory about common social patterns. It gives people a picture of what people do, what their prime concerns are, and how they deal with these concerns. The historical bases of the grounded theory matches the aim of this research, namely to reveal the relationships between tourists and the tourism industry. Grounded theory methods also help gain a better understanding of Chinese tourists expectations and satisfaction, as well as the level of the services that the Auckland tourism industry provide to Chinese travellers.

Grounded theory methods consist of guidelines that aid the researcher (a) to study social and social psychological processes; (b) to direct data collection; (c) to manage data analysis; and, (d) to develop an abstract theoretical framework that explains the studied process (Holstein & Gubrium, 2003). Researchers cannot know exactly what the most significant social and socio-psychological processes are in particular settings, so they start with areas of interest to them and form preliminary interviewing questions to open up those areas. They explore the participants' concerns and then further develop probing questions around those concerns, subsequently seeking participants whose experiences link to these questions. This sequence is repeated several times during the data collection phase. Grounded theory methods keep researchers close to their gathered data rather than to what they may have previously assumed or wished was the case. These methods give researchers tools for analyzing data as well as for obtaining additional focused data that inform, extend, and refine emerging analytic themes. Thus the interviews that grounded theory researchers' conduct are focused, leading to a tight fit between the collected data and analysis of those data (Charmaz, 2000).

3.4 DATA COLLECTION

Grounded theory methods consist of flexible strategies for focusing and editing qualitative date collection and analysis. These methods provide a set of inductive steps

that successively lead the researcher from studying concrete realities to rendering a conceptual understanding of them. The founders of grounded theory, Glaser and Strauss (1967), aimed to develop middle-range theories from qualitative data. Hence they not only intended to conceptualise qualitative data, but planned to demonstrate relations between conceptual categories and to specify the conditions under which theoretical relationships emerge, change, or are maintained (Holstein & Gubrium, 2003).

A qualitative grounded theory study design was chosen as the most appropriate and efficient methodology to address the study's aim. Charmaz (2000, p324) noted that data collection and analysis are consciously combined, and initial data analysis is used to shape continuing data collection. *"This methodology can provide opportunities to increase the 'density' and 'saturation' of recurring categories as well as to assist in providing follow–up procedures in regards to unanticipated results."* Conducting the data collection and analysis at the same time is also designed to increase insight and clarify the parameters of the emerging theory (Creswell, 1998).

The research findings have been collected using interviewing techniques. Initially, Chinese tourists were interviewed to gain insights into motivation, experiences, and satisfaction levels. Subsequently, members of the Auckland tourism industry were interviewed, to determine supply side realities and the degree to which industry people understand their Chinese customers. The researcher anticipated doing more than one round of interviewing in order to reach "saturation", which, according to grounded theory concepts, suggests that the research has reached completion.

3.4.1 Interviews

Some research problems cannot be resolved with a simple questionnaire. While quantitative research is used for examining what people do, it often provides very little insight into the reasons behind their actions. To find out why people behave as they do, it is usually necessary to turn to qualitative research. Purposes for which qualitative research may be required include:

A. To obtain information in an area in which the organisation has no previous knowledge or experience, for example, if a tour operator wants to explore the viability of a new destination.

B. To screen a large number of variables into a manageable number for further analysis.

C. To obtain information about people's beliefs, attitudes and interests to decide the level of potential interest in cultural tourist attractions

D. To obtain information where direct questions may not get a response. The subject may be considered embarrassing, personal or too controversial (Holstein & Gubrium, 2003).

Interviews were conducted in order to compare the supply and demand features of the tourism industry in Auckland and to identify whether the image being promoted was consistent with both the product available and Chinese tourists expectations. In-depth interviewing fits grounded theory methods particularly well. At first glance, the advantages of qualitative interviewing for conducting a grounded theory analysis seem unassailable. Grounded theory methods require the researchers to take control of their data collection and analysis, and in turn these methods give the researcher more analytic control over their material. Qualitative interviewing are conducted using open ended questions for an in-depth exploration of an aspect of life about which the interviewee has substantial experience, often combined with considerable insight. The interview can elicit views of this person's subjective world. The interviewer sketches the outline of these views by delineating the topics and drafting the questions. Interviewing is a flexible, emergent technique; ideas and issues emerge during the interview, and the interviewer can then immediately pursue these leads (Holstein & Gubrium, 2003).

Interviewing is an essential part of most types of social research. An interview can take account of many characteristics of the respondents which may not have been relevant to the construction of the standardised scale. Language and cultural background are but two of the important variables to be accounted for. A feature of interviewing is the opportunity it gives the interviewer to explore the reasons for a person's responses. This type of follow-up from the original question is called probing, and will be dealt with at length later. It is a valuable tool for all professional and research interviewing (Keats & Daphne, 2000). Considering more systematic and methodical efforts at information gathering, some estimate that interviews are involved in up to 90 per cent of social science investigations (Briggs, 1986).

At the heart of interviewing research is an interest in other individuals' stories because they are of worth. That is why data from people who have been interviewed are hard to code with numbers, and why finding pseudonyms for participants is a complex and sensitive task (Kvale, 1996). Interviewing provides access to the context of people's behaviour and thereby provides a way for researchers to understand the meaning of that behaviour.

Qualitative interviewing is based in conversation (Kvale, 1996), with the emphasis on researchers asking questions and listening, and respondents answering (Edenborough, 2002). "Interview participants are more likely to be viewed as meaning makers, not passive conduits for retrieving information from an existing vessel of answers" (Holstein & Gubrium, 2001, p 83).

The participants for this research are of two types, involving both tourists and members of the tourism industry in Auckland. As a qualitative study, this research established some special criteria, which then came under scrutiny when the validity and reliability of the results were evaluated. The special criteria for the Chinese tourists were:

- They are travelling for leisure purposes within groups.
- They are staying in Auckland.

The criteria for members of the tourism industry were:

- They are located in Auckland.
- They are part of Auckland tourism industry.

The times and places for interviews with Chinese tourists were arranged through telephone conversation or emails with inbound tour operators. A total of 32 Chinese tourists and 18 Chinese tour guides/inbound tour operator managers (from nine different inbound tour operators) who met the sample criteria were interviewed. The tourism industry members were hotel front office managers, restaurants managers, souvenir shops assistants and information technology service staff. The Indicative Questions; the Consent Form and Information Sheets (Appendix A, B, C, D, E & F) were emailed to inbound tour operators or handed over to the tour group leaders before the research started. The researcher would be notified in advance if there were any tourists willing to participant. Chinese tourists were interviewed to get some general information on their perceptions of Auckland and New Zealand. Furthermore, their expectations and

requirements of Auckland were noted down during the interviews. The appointments with Auckland tourism industry members were made over the phone or via email a week before the interview started. The researcher reconfirmed the time and location one day before the interview started. The interview typical took between 20 minutes to 1 hour, with an average time of 40 minutes. The participants were all happy to share their stories about their travel experiences after being introduced to the purpose of the research. Some tourists questioned the researcher about how to study and immigrate to New Zealand.

Theoretical sampling is the process of data collection for generating theory whereby the analyst jointly collects, codes and analyzes the data and decides what data to collect next and where to find them, in order to develop the theory as it emerges. This process of data collection is controlled by the merging theory (Glaser & Strauss, 1967).

Creswell (1998) suggests that interviews conducted with 20 to 30 participants are reasonable. Others (Charmaz, 2000; Streubert & Rinaldi, 2003) suggest that it is unrealistic to specify the numbers of participants because the researcher cannot know how many participants will be required to reach saturation of the revealed concepts and make sure that all of the concepts important to the study are coded. Additionally, the researcher cannot accurately anticipate the number of participants, given that a change in study focus may be suggested by the data. The sampling for grounded theory methodology is not a fixed–number sample; it will vary according to the research situation and research findings.

Glaser and Strauss (1967, p 125) advocated the criterion of "theoretical saturation", which they defined as "*the criterion for judging when to stop sampling the different groups pertinent to a category is the category's theoretical saturation. Saturation means that no additional data are being found whereby the sociologist can develop properties of the category*". Sampling and integrating further material is finished when the "theoretical saturation" of a category or group of cases has been reached, that is nothing new emerges any more. On this basis, the researcher started with talking to six tour guides/managers in inbound tour operators first, and obtained some general knowledge about the expectations of Chinese tourists to Auckland. This was followed by 12 interviews with Chinese tourists who meet the criteria establish for this research. This selection process was assisted by the tour guide and inbound tour operators. After this first round of interviews, general patterns and themes of the research were created from the original

data. The similar responses were identified. New questions were designed for a 2nd round of interviews, which went into more depth. During the second round of the data collection, six more tour guides/inbound tour operator managers and 10 more tourists were selected to be interviewed. This was to reconfirm the pattern and themes which created from first round of interviews. However, after reconfirmation was generated from the second round, there were still some gaps that had not been well explained. Additional interviews were arranged. Six more tour leaders/inbound tour operator managers and ten more tourists were interviewed about three to five specific questions, in order to obtain some specific data on these particular issues. The same procedures were adopted in the interviews with Auckland tourism industry members. Three rounds of interviews were set up. The first round interviews were with twelve participants who are working in the tourism industry. The second and third rounds interviews were each with another ten participants; the participants work for different companies from the first round participants.

In total, there were 82 people participated in the research: 32 Chinese tourists; 18 tour guides/inbound tour operator managers and 32 tourism industry members. By the time interviews were completed, the information was saturated and some categories emerged.

Given the theoretically unlimited possibilities of integrating further persons, groups, case and so forth, it is necessary to define criteria for a well-founded limitation of the sampling. These criteria are defined here in relation to the theory. The theory developing from the empirical material is the point of reference. Examples of such criteria are how promising the next case is, and how relevant it might be for developing the theory (Flick, 2002).

3.4.2   Interview location and time frame

The research was conducted in Auckland, as the research purpose is about investigating on whether Auckland as Chinese tourists' main destination is able to provide services and facilities to meet Chinese tourists' requirement and expectations. The interviews with Chinese tourists and tour guides were held at SKYCITY Grand hotel. The reasons were a) the tourists stayed at SKYCITY Grand hotel or SKYCITY hotel during interviews; and, b) Grand hotel has large and luxury lobby area with a relaxing atmosphere. Permission was given by hotel management prior to the interviews being conducted. The interviews with inbound tour operators managers and other tourism industry members were held in their own business offices.

The tourists' requirements and expectations to Auckland could be divided into two time periods: before coming to Auckland and after getting to Auckland. Due to limited financial resources and the reasons mentioned before, it is almost impossible to interview Chinese tourists in China. Chinese tourists are quite sensitive when they express their feelings in China. So the interviews could only been arranged during their trip in Auckland. The arrangements were set up by inbound tour operators. All the interviews with Chinese tourists were done the day before they left Auckland. The interviews with other tourism industry members were quite flexible, there were held during their business hours.

3.5   DATA ANALYSIS

The process of data analysis involves "*the reduction of the qualitative data in terms of selecting, focusing, simplifying and transforming the data from the interview transcriptions, filed notes*" (Harvey, 2004, 89). "*Analysis is the interplay between researchers and data*" (Strauss & Corbin, 1994). It is also the process researchers use to distil data into a small group of core categories that describe the nature of the phenomenon studies.

Data made from the grounded theory approach were analyzed using Glaser's (1967) emerging approach, which suggests that a lack of rigidity allows data to have a voice so that categories and theories can emerge from the data instead of being forced to take shape. Lofland (1995) advised that the analysis of qualitative data is not left until the entire set of interviews have been completed and transcribed. The researcher analysed the interview data in an ongoing sequence. "*Theoretical sampling is the process of data collection for generating theory whereby the analyst jointly collects, codes and analyzes the data and decides what data to collect next and where to find them, in order to develop the theory as it emerges*" (Glaser & Strauss, 1967, p213). Data was analyzed by constantly comparing them with other data, by developing categories, and finally by developing theories. This allowed the researcher to find the research gaps, and the areas that needed to be focused on more specifically in later data collection.

The researcher continuously analysed the data until saturation was reached. The analysis also aided in developing new questions for deeper interviews, by the time interviews were

completed. The researcher strived to recognize relationship between the data and the categories, and identified the core concepts. Eventually concepts were found that were common throughout the data, represented the phenomenon, and formed new or revised theory. New emerging theories were also integrated into the existing theories through continuous, constant comparison among data, the literature and research background.

The interview questions with Chinese were translated into Mandarin before the interview started. Field notes were taken during the interviews were scribed in Mandarin. Audio recording or video recordings were not selected as a method because of cultural sensitivity. Reasons for not doing these that were provided by participants included that feeling that they might get into trouble or others may view them. The interviews questions with other tourism industry members were in English. The notes were transcribed in English.

The first step in data analysis is coding. Coding, according to Glaser and Strauss (1994) is done at three levels: open coding, axial coding and selective coding. In the first phase of data coding, the open coding level was utilized by the researcher and data were coded based on concepts. After collecting more data during the second phase, the researcher developed some general categories to organize the new data with the existing data, and axial coding was used. Finally, the researcher used the selective coding approach when the central category and core themes had been identified in relation to other categories. Viewing the data through the categories allowed the researcher to building a model or theory linking the data, through the categories, to the phenomenon studied.

3.6   LIMITATIONS

There are three limitations in this research. First, as mentioned before, the research is about the requirements and expectations of Chinese tourists to Auckland. The data collection process could have been better if it had been is two–fold, which means one interview could be done in China before tourists came to Auckland. What do Chinese tourists request and expect from Auckland? For example, Auckland is known as "City of Sails", do they expected to have a sailing experience in Auckland? Another interview could be done after they arrived in Auckland. Does Auckland provide what they expect? For example, did the hotel experience and restaurant food meet their expectations? The researcher added questions about the tourists' pre–visit requirements and expectations of

Auckland to the interview questions asked to Chinese tourists when they were in Auckland. Jenkins (1999) suggested that respondents' ability to recall pre-visit expectation is questionable, as images sometimes can be mixed and multi-dimensional and evolve over time, and it is hard for tourists to differentiate the images clearly and accurately.

Secondly, the interview approach relies heavily upon respondents being able and willing to give accurate information but there can be motives for lying: respondents may not like the look of the interviewer; they may want to sabotage the research; they may be embarrassed to tell the truth; and so on. Responses may also be affected by lapses of memory of which they are unaware of. Getting accurate information on activity patterns even in the near past is notoriously difficult. People simply forget and may feel too embarrassed to tell researcher that (Breakwell & Glynis, 1990).

Thirdly, the interviewed Chinese tourists were all part of a group tour. There were no free and independent (FIT) tourists interviewed. Gilbert (1992) said people also behave differently in groups than when they are alone. Other groups members may exert influence, and the dynamics of the group may even result in some group members doing things as part of the group which they would never consider doing if they were alone. Getting accurate information should also include interviewing different categories tourists.

3.7 ETHICAL ISSUES

Miles and Huberman (1994, p188) advised "*the issue of ethics in qualitative research is critical, and researchers have to ensure they have adequately addressed issues such as privacy and confidentiality, as well as ensuring data accuracy and integrity*." According to the rules of Auckland University of Technology, all projects involving "human participants" require approval from the Auckland University of Technology Ethics committee before research may proceed. A set of indicative interview questions and other materials were submitted to the committee in August 2007 for approval, which was received in September 2007. In addition, the following procedures were adhered to:

A. An information sheet was given to the participants before the commencement of the interviews. The information sheets informed the participants of anonymity, their

rights and benefits; the research aims and other general information. It was translated into Chinese when interview with Chinese tourists.

B. A consent form was also provided to participants before commencement of the interviews. The consent form was required to be signed by both the interviewee and the interviewer. It advised respondents to know how information was going to be used and gave them an opportunity to ask any questions which they may have (Bartunek & Louis, 1996).

C. The full contact details of the researcher and supervisor are listed on the form as requested from Auckland University of Technology Ethics Committee.

Before interviews started, the researcher had communication with some tour guides. Based on the researcher's personal understanding and reconfirmed by inbound tour operator and tour leaders, Chinese tourists will not accept interviews with strangers without any benefits. They were not willing to attend the interview for following reasons which researcher has been advised by tour guides. First, they do not want to be involved in something they are not quite sure about, or might cause troubles for themselves. Secondly, part of Chinese culture is there should not be anything for free. Given tourists spend their time with the researcher; this time should not be free. Therefore, small gifts for participants were considered appropriate (Chang, 2006; Qu, 2006).

Gifts were prepared and given to Chinese tourists who attended the interviews. The gifts for tourists are from SKYCITY gift shop souvenir bags with SKYCITY and Sky Tower's logo. Sky Tower is the highest building in the southern hemisphere. It is the landmark building of Auckland, even of New Zealand. The bags as gifts can remind them the place they visited in Auckland. For tour leaders and other participants from tourism industry, Sky Tower Pass tickets were given out. These behaviours and gifts increased the participants' willingness and passions for the interviews. The conversations atmospheres were friendly; the results from the interviews were exciting.

3.8 SUMMATION

This chapter has outlined the methodological framework utilized within the study. Secondary sources such as journals, books, websites, news, and newspapers provided background data for this research; this will be used in Chapter Four as background information. In terms of the primary research, a qualitative method has been adopted to

collect the primary data. In–depth interviews were shown here to be the most effective way to identify the characteristics of the phenomenon. Theoretical sampling and constant comparative analysis have been controlled to this study. Interviews with both Chinese tourists and members of the tourism industry were the two major data collection methods. The ethical aspects associated with this research have been addressed within the chapter and the steps taken to ensure privacy issues have also been discussed. Despite the challenges faced in the process of data collection, this research overcame many obstacles thought the assistance and support of industry players. The subsequent chapters explore the findings from the primary research.

CHAPTER 4

"DO YOU REALLY KNOW CHINESE?"

4.1   INTRODUCTION

China is a critical emerging market for New Zealand; it is necessary to ensure that New Zealand provides Chinese tourists with right products that meet their demands and expectations are very important for New Zealand tourism development. TNZ has limited resources to address all the challenges in the Chinese market. This thesis focuses on whether Auckland as an urban tourism destination can meet Chinese tourists' requirements and expectations. The literature review in Chapter Two showed that only very limited research has been done in regard to Chinese tourists in urban destinations. This chapter will provide important information on the destination so that a more comprehensive understanding of the issues discussed in Chapter Five can be obtained.

In order to get better understanding of what the Chinese tourists' expectations and requirements to Auckland, this chapter starts by introducing the outbound tourism development of China. The overall context of China with respect to historical, economic and political conditions will be reviewed, since all of these factors are main forces that have shaped the nature of outbound tourism in China. The researcher will take a closer look at a special type of strategy concerning outbound tourism of the Chinese people of the Mainland: the adoption of the Approved Destination Status (ADS) system. What ADS is and the practical consequences of the ADS status for the potential Chinese travelers will be analyzed. Followed by ADS information, the factors which influence Chinese outbound travel and the characteristics of Chinese outbound travel will be reviewed.

Second, a brief introduction of the present situation about Chinese tourists travelling in New Zealand will be stated. New Zealand, as one of the pioneers in the west of granted ADS in 1999, the number of Chinese tourists visiting increased dramatically (New Zealand Tourism Research Council, 2007). China is now the 4th largest tourist generating country to New Zealand; how it contributes to the New Zealand economy will be discovered in this chapter.

Last, but not least, as New Zealand's key gateway destination Auckland is seen as absolutely vital to the core of New Zealand tourism. There is 90 per cent of Chinese

tourists visit Auckland when they travel to New Zealand (TNZ, 2007), the attractions and activities as the primary tourism products in Auckland will be evaluated; the secondary elements, for example, hotels and restaurants will be analysed and compared with Chinese tourists' requirements and expectations. The findings of this chapter will be linked to the findings from the field research through interviews; a holistic view of Chinese tourists in Auckland will be achieved in Chapter Six.

4.2   TOURISM DEVELOPMENT OF CHINA

Since the ease of travel restrictions by the Chinese government in 1978 (Jenkins & Liu, 1997), there has been an increasing number of people who desire to travel abroad at least once a year. With the rapid growth of both domestic and outbound travel flows, China has changed from a country that only received inbound tourists to one that combines inbound tourist reception with domestic and outbound travel operations (Jenkins & Liu, 1997). China Nation Travel Administration (CNTA, 2006) reported that there were 120.3 million international inbound tourist arrivals in China (included border crossings) and 31.03 million Chinese outbound travellers in 2005. China had the largest number of outbound tourists in Asia in 2005. Government and business travellers numbered 5.89 million which is 19 per cent of the total; and private and leisure travel was 25.14 million, which is 81 per cent of the total.

Table 4.1   The world top tourists destination countries, tourists generating countries and international tourism expenditure countries.

Rank	Tourists destination country	Touristm generating country	International tourism expediture country
1	France	United States	Germany
2	Spain	Spain	United States
3	United States	France	United Kingdom
4	China	Canada	France
5	Italy	China	Japan
6	United Kingdom	Australia	China

Source: WTO (2007)

In 2006, China was the 4th largest tourist destination in the world after France, Spain and the USA; it was also the 5th largest tourist generating country in the world. China overtook Italy to take 6th position in the international tourism expenditure in 2006, after

Germany, the USA, UK, France and Japan (WTO, 2007). The WTO (2004) and TNZ (2004) estimated the Chinese market would continue to experience fast outbound growth rates over the next five years. China will become the top tourist destination in the world and the 4th largest source of outbound tourism, with an estimated 100 million outbound travellers, by 2020. This would be seven per cent of China's total population.

4.2.1   Overview of outbound tourism development of China

Chinese outbound tourism had been actively discouraged in China before 1980 both for political reasons and because it causes outflows of capital and foreign currency. Nevertheless, the authorities have pursued a policy of progressive opening up since the 1990s, albeit within a very strict framework. The result of a growing interest in foreign travel coupled with the ensuing pressure exerted by the more affluent (and politically more influential) segments of the population which can afford such leisure trips (Zhang, 1999). The China National Travel Association (CNTA) gives this definition of Chinese tourists: "*A Chinese outbound tourist is a resident of Mainland China, who travels abroad for leisure purpose, on his own expenses. Abroad includes Hong Kong and Macao*" (CNTA, 2005).

Figure 4.1 shows the development history of the Chinese outbound market. In 1949, when China was founded, outbound travel was permitted for government business only. China used to be an isolated country with only limited and tightly controlled access to outside information. Since the beginning of the "Reform and Opening" policy in 1978 and especially with the increased integration of China into the global economy in the 1990s, outbound travel has changed significantly. Outbound personal travel started with travelling to Hong Kong and Macao, and then expanded to Thailand, Singapore, Malaysia and the Philippines. Australia and New Zealand became the first western countries to grant ADS, beginning two years after this system started. At present, there are 132 countries in the world that has granted ADS (Xin Hua News, 2007). In 2005, China became the largest tourism generating country in Asia. The World Tourism Organisation (WTO) predicted that China will become the top tourist destination in the world by 2020 (WTO, 2004).

Figure 4.1   China's outbound market liberalization

1949	*Outbound travel is permitted only for government business.*
1983	*Personal travel to visit relatives in Hong Kong was permitted to residents of Guangdong Province.*
1984	*Personal travel to visit relatives was permitted to all Chinese citizens, but only to Hong Kong and Macao.*
1988	*Chinese citizens were allowed to go to Thailand to visit relatives*
1990	*Singapore, Malaysia and Philippines were added on the same list as Thailand. A private passport was difficult to get, and the process takes at least six months.*
1995	*The private passport application process gets streamlined and the waiting time reduced to one month.*
1995	*ADS system is introduced*
1997	*A maximum of US$2000 can be exchanged at the official rate. Private passports are available within 10 days for urgent situations.*
1997	*First tourism law is passed to regulate outbound leisure travel.*
1997	*China opened outbound travel. Authorized outbound travel operators are allowed to establish agents upon permission.*
1999	*Australia and New Zealand are the first western countries granted ADS*
2000	*Passport processing times is reduced to 15 days. The number of documents for passport application is reduced as well.*
2005	*China is the largest tourist generating country in Asia*
2006	*China is open to New Zealand completely*
2007	*There are 132 countries granting ADS*

Source: Zhang, 2007

China opened outbound travel in 1997, when authorized outbound travel operators were allowed to establish agencies. There were 5.32 million people who made their trips overseas in that year. The latest statistics shows the number of Chinese tourists travelling abroad reached about 34.52 million in 2006 (TNZ, 2007). China has become a destination of travellers and a source market that has increasingly attracted worldwide attention. What makes Chinese tourists special is not only the number, but also their spending. The "2007 China Travel and Tourism Economic Research", published by the World Travel

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and Tourism Council (WTTC) at the beginning of 2007 shows that Chinese personal travel expenses in 2007 are expected to reach approximately 900 billion Yuan, making up 10.1 per cent of the total amount of personal, individual consumption. According to statistics with the WTO (2007), Chinese outbound tourists contributed 21.8 billion US dollars in tourist spending globally in the year 2005, up 13.8 per cent over the previous year and ranking 7th in the world (CNTA, 2005). Today there are more than 200 million Chinese who are financially able to travel overseas (China Outbound Travel Handbook, 2005). The actual outbound travel market was 34.52 million in 2006 and 97,584 Chinese tourists travelled to New Zealand.

Three marketing managers in three largest of the authorised travel services – China International Travel Service (CITS), China Travel Service (CTS) and China Youth Travel Service (CYTS) – suggested that the choice of a destination for Chinese outbound tourists "spending their own" depends on several factors (Travel Daily News, 2007). These factors are: economic welfare of the destination country; financial position of the traveler; ability to get a visa; seasonal differences; frequency of outbound tour; and tour prices. People with smaller consumption capacity will choose relatively cheaper tours to Hong Kong, Macao, Southeast Asian countries, and South Korea, while those with stronger capacity will choose more expensive destinations such as Australia, New Zealand and Japan. The reasons of choosing these countries are a) tourists prefer short haul travel than long haul travel; b) Australia and New Zealand were the first two western countries granted ADS; and, c) it's easy to get a visa from above areas or countries. It takes longer time and more difficult for Chinese tourists to get a visa to the USA than to other countries, at present. As one tour escort pointed out (Zhang, 2002; Tang, 2002), RMB 4,000 seems to be the demarcation line between high and low consumption capacity. The most accepted prices among the Chinese travelers are between RMB 3,000 and 4,000. First time travelers prefer to choose Thailand and South Korea as their destinations because of the lower tour prices. A six–day package trip to Bangkok from Shanghai during Spring Festival costs only RMB 3,800 (approximate NZ$ 690) (Yamanouchi, 2003). Also, it is easier to apply for a visa to these destinations. More experienced travelers, however, are attracted by countries with greater cultural differences, such as Australia and New Zealand (Zhang, 2002; Tang, 2002).

According to a survey released at the International Forum on Chinese Outbound Tourism hosted by the Beijing Tourism Administration in November 2006, most Chinese

outbound tourists do not travel too far away (CNTA, 2007). Asian countries and regions account for 90.4 per cent of Chinese outbound travelers, and seven of the top 10 outbound destinations of Chinese tourists are in Asia. The top 10 destinations for Chinese traveling outside of China in 2006 were: Hong Kong, Macao, Thailand, Russia, Japan, the Republic of Korea, the USA, Singapore, the Democratic Republic of Korea, and Australia. However, destinations on other continents are catching up. *"There are more and more high-income customers who have been to Asian destinations and are willing to see different places"* states Sun Changwei, General Manager of the outbound department of China Youth Travel Service (Travel Daily News, 2007). The number of visitors to rich countries such as Britain and Australia is on the rise, and I think there is still big potential. He added that tours to new destinations contributed significantly to the 20 – 30 per cent yearly growth in CYTS's outbound – travel business (CNTA, 2007).

The China economy has grown faster than any other economy in the world over the past 20 years. The World Tourism Organization (WTO, 2004) sees China as an increasingly important country of origin. As a result of China's rapid economic growth and the increasing amount of disposable personal income, travel has become a "lifestyle essential" for most Chinese. This, in turn, has stimulated the development of China's travel industry. China is now acknowledged as an important emerging market by many countries. Chinese government travel restrictions on its population are continuing to be relaxed. With 132 countries now having ADS status and outbound group travel by Chinese nationals being allowed to 86 approved destination countries, China outbound travel market represents huge opportunities for tourism regions and destinations. China's outbound tourism market is expected to grow dramatically (CNTA, 2005). Yao Yuecan, Executive Vice President of the Head Office of the China International Travel Service, said that overseas travelling has become a phenomenon in China due to a rising population of affluence, and more importantly, more countries and regions in the world have opened their travel markets to China. It is estimated that China's outbound tourists will reach 37.4 million in 2007, an increase of 10 per cent from 2006 (CNTA, 2007).

4.2.2 Approved Destination Status (ADS)

4.2.2.1 What is the "Approved destination status"?

China is an emerging market in the fields of both domestic and outbound tourism. The Chinese government applies protectionist strategies in order to secure its tourism market

against fierce international competition. These strategies are translated by the Chinese government into many restrictions with regard to the Chinese people and the Chinese travel agencies on the one hand, but also with regard to foreign countries on the other hand.

The ADS is a program developed by the Chinese government to establish a well – managed, orderly and controlled system of travel abroad for a greater number of its citizens. It is based on a bilateral agreement whereby a foreign government allows Chinese tourists to travel to its territory (WTO, 2004). The Chinese people no longer need to have direct contacts with the embassies or consulates in order to obtain a visa to ADS countries. The assessment of the visa applications is then executed by official outbound travel agents authorized by the China National Tourism Administration (CNTA). Since the system was introduced by China in 1995, many countries have already been granted this status by the Chinese government. The original purpose of ADS is to control mobility of Chinese citizens, protect the development of domestic tourism, and limit outflows of foreign currency.

The ADS-system enables the Mainland Chinese to use personal passports and apply for tourism visas to countries approved for visitation. However, the visas are restricted by the itinerary, which has to be fixed at the beginning of the trip. Travelers are obliged to travel in a tour group and are not allowed to extend their stay or apply for other types of visas. In short, the ADS-system enables people to travel for pleasure on their own expense to destinations with this status. This means, travel purely for pleasure is not allowed to non-ADS countries. If Chinese people want to travel to non-ADS countries, their trip must include business, study or a Visiting Friends or Relatives (VFR) component in order to attain a visa. The purpose of the ADS scheme is to make sure that the Chinese outbound market is opening up gradually and in a controlled way. Each destination country needs to negotiate individually with the CNTA in order to be granted ADS.

Outbound travel is highly regulated by the Chinese government. The authorities placed tight restriction on the outbound tourism market before 1995. The introduction of ADS increased the number of Chinese tourists traveling overseas especially for leisure purposes (Hall & Page, 2003). The ADS system is based on bilateral tourism agreements whereby a government allow self-paying Chinese tourists to travel for pleasure to its territory within guided package groups and with a special visa. Only ADS countries can

openly be promoted as a tourism destination in Chinese media. The emphasis of the Chinese government is clearly on developing inbound and domestic travel. The holiday economy is focused on promoting consumer spending within the country. Inbound tourism has priority, as it brings in foreign currency. As for outbound private travel, the policy is chiefly concerned with controlling and regulating the travel and trade and maintaining a sustainable gradual development of this sector.

4.2.2.2 The consequences of ADS

So far ADS has been defined as "a program developed by the Chinese government to establish a managed, orderly and controlled system for a greater number of its citizens to travel abroad" (CNTA, 2005). But what exactly are the consequences for China and for the destination countries? Both parties in the ADS agreement have to play according to certain rules. This section takes a closer look at the conditions both countries meet concerning ADS. More specific, one will learn that an ADS-agreement involves limitations as well as benefits and costs for both sides of the agreement.

An ADS agreement contains a number of built-in limitations, some of which are applicable to all ADS agreements; others are specific for one ADS country, only. An example of such a limitation is the number of tour operators. The limitation of tour operators counts for both sides. Outbound travel from China is organized by Chinese outbound travel agencies and approved by inbound travel agencies of the foreign country. Both parties have to cooperate with the authorities of both countries. In 2002, China counted a total of 7725 domestic travel agencies and 1256 international ones, of which only 67 were licensed to handle outbound travel (WTO, 2002). In the case of New Zealand, among these 67 travel agencies, only 23 of them are registered as International Authorized Travel Agencies (IATA). This means that only these 23 Chinese agencies are permitted to organize escorted group travel for Chinese citizens to visit New Zealand for tourism purposes (CNTA, 2005). For New Zealand part, 31 inbound tour operators are allowed to co-operate with its Chinese counterparts. This limited number eases the New Zealand Government's task of monitoring the incoming Chinese group travelers to New Zealand.

Another limitation of the ADS agreement is the obligation for Chinese travelers to travel in groups. Travel groups further have the obligation to take a Chinese guide that is certified by the China National Tourism Administration. The guide is obliged to carry the

passports of all the people in the group. For fear that there are people in the group who do not wish to return to their home country, the Chinese travel agency will be held responsible for that person if it does not have that persons' passport in their possession. If this happens, the travel agency will then be sanctioned by the CNTA and it will temporarily loose its consular approvals, the travel company has a high risk of resulting in a bankruptcy.

It is important to take notice of the possible benefits and costs of getting ADS-status for foreign countries. For China, the ADS system has great advantages. With granting the ADS to selected countries and regions, the benefits for the Chinese government is that it can more easily control the development of the outbound tourism market. This control is needed in order to prevent sudden drainage on China's currency reserves, when Chinese people suddenly decide to buy a lot of foreign currency that they can use on their outbound trips (He & Chen, 1997).

Foreign countries can benefit from the system as well, if the economic gains outweigh the possible negative sides of the agreement. The main advantage of having an ADS-agreement with China has been an increase in the number of Chinese recipients of tourism services traveling to ADS areas. The ADS enables a country to regard Chinese tourists as a (new) part of their inbound travelers. Foreign travel agencies of ADS countries are also no longer prohibited of promoting their destinations (WTO, 2002). Another benefit for ADS countries is that the Chinese travel agencies will do the first round assessment of visas, which will save the extra work for the embassies or consulates of the destinations concerning visa applications. Presently, for travel to non-ADS countries, Chinese people still need to go to the embassy or consulate of that country for an individual dialogue but under the ADS-agreement the Chinese travel agents will handle the cases.

However, besides the benefits that an ADS-agreement may well bring, there is also another side of the coin. Since the travel agents take care of the visas for tourist groups and individuals are no longer personally interviewed, ADS leads to a decrease in direct control on visa-issuing, as these agents will most likely be less strict in the selections than a qualified visa – officer. One must also consider the costs in terms of illegal immigration. This can occur if the negotiated control mechanism established in the agreement is not sufficient. At the moment, the identification and repatriation of illegal immigrants of

Chinese nationality is a difficult process. Therefore, there is a need for including a readmission clause in the bilateral ADS agreements. This clause, however, is not an ideal solution, as it would have to be proved that the person to be repatriated is an overstaying ADS tourist. However, one should not ignore that the Chinese government will exercise control on their travel agents. Any abuse of Chinese tour operators, by sending outbound travelers to non-ADS destinations with false business visas, will be punished and they may have their license revoked. Out of fear for illegal immigration, it is common practice of Chinese travel agencies to demand deposits from private travelers when traveling to Europe or the United States. These amounts, which are between RMB 20,000 and 50,000, are a kind of security that the Chinese traveler will return from overseas (Roth, 1998).

The practical consequences of the ADS status for the potential Chinese travelers are mainly that:

- ADS visas can be obtained by designated travel agencies directly, the travellers do not have to visit the consulates and to do all the paperwork themselves;
- For ADS countries, private passports can be used and hard currency exchanged;
- The time for the procurement of visas can be reduced;
- There is no need anymore to pretend to visit business partners or fairs, etc.

For the receiving countries positive effects are:

- The opportunity to receive a larger number of Chinese tourisms especially if the destination is given the status earlier than competing destinations;
- The reduction in workload for the consulates in China, and release from the pretence that "business" visa applications were clearly from travellers going on pleasure trips;
- The possibility of actively communicating their country as a destination for Chinese tourists.

Except the above major contributions, ADS also improved and protected the relationship between destination countries and Chinese government. ADS can:

- Minimise immigration risk
- Improve government relationships with CNTA
- Improve compliance and provide a better "playing field"
- Influence CNTA with regard to tour misrepresentation
- Provide information on the market

ADS-system effectively connected destination countries and Chinese government together for Chinese outbound tourists, however, ADS cannot ensure that tourism destination provide high value tourism products; cannot guarantee Chinese tourists have quality experiences; cannot control product specification and prices; and cannot detect or resolve non-compliance with regulations on its own (CNTA, 2005).

This section has given an insight in the consequences for both the Chinese and the foreign side in an ADS-agreement. The agreement involves limitations relevant for all ADS agreements; other restrictions are specific for one case only. In the second part, potential benefits and costs were described. Possible benefits are the growth in international tourism, the rise of Chinese consumers in the ADS-countries, the allowance for destination countries to promote their country for tourism, the workload of the assessment of visas that will diminish. That last point, however, can also be regarded as a cost. The first-round assessment by the Chinese travel agencies simultaneously means a decrease in control by the foreign side of the ADS-agreement, which can lead to illegal immigration. New Zealand as one of the first western countries granted ADS is formulating a new ADS scheme for the Chinese market. The new released ADS provisions will strengthen the entry barrier to the industry and improve the quality of travel experience; moreover, it will monitor visitor perceptions of their experience to ensure it meets or exceeds visitor expectations. New Zealand needs to try and control the way New Zealand is promoted (TNZ, 2007).

4.2.3 Factors influencing Chinese outbound travel

Many studies of tourism demand (Johnson & Thomas, 1992; Vanhove, 2005; Burkart & Medlik, 1981), which were mentioned in Chapter Two, state the relevant variables necessary to explain tourism demand. According to Qu and Lam (1997), the increasing number of Chinese tourists traveling abroad and the future growth of this market depend on two major essentials:

1. barriers to travel; and,
2. the financial ability to travel.

With increasing personal incomes, more Chinese are seeking opportunities to improve their life style and travel overseas, which can be traced to the roots of Chinese culture. The great Chinese poet, Li Bai, in the Tang Dynasty, said, "to *be wise, a man should read ten thousand of books, travel ten thousand miles*". In China, a person with a lot of travel

experience is regarded "a wise man" or "an experienced man", who is highly admired by others. So, with enough income, Chinese people would love to travel in order to increase their knowledge. Both perspectives – academic and cultural – have one thing in common: the importance of income level for travel behaviour. The rise of income can affect outbound travel of a nation in two ways. First, it provides the financial resources to fund travel, especially for leisure purposes. Second, it also indicates a rise in business activity, which can stimulate business travel to foreign markets (Frechtling, 2001).

On the other hand, with the Chinese governments' "Reform and Opening" policy, exotic cultures have entered China. Most Chinese people were forbidden for almost thirty years from visiting the outside world. People from those cultures expose them to a completely new and different world. They are amazed and curious at first. Then they begin to travel, which is called "walk outside and have a look". Meanwhile, many Chinese people have begun to change their traditional way of spending Chinese New Year, which lasts for 15 days; they used to gather for a family reunion dinner in their hometown. More people now like to use the holidays to travel. A new trend is to travel abroad.

4.2.3.1 Barriers to the rising market

The Chinese government has not completely liberalized the policy on overseas travel. As more Chinese people are taking the opportunity to travel abroad, the government does not want to encourage it, believing expenditure overseas to be an unnecessary financial loss for China (Tourism Leading Indicators Monitor, 2007). In order to strengthen the control of overseas travel, the government has introduced a number of new laws and regulations governing foreign travel which have made the process complicated, including exit from and entry into China, access to foreign exchange, and the import and export of goods by travelers.

Outbound travel is a new phenomenon for China; it is experiencing its teething problems. Mr Steven, an inbound tour operator of CTS New Zealand, explained that the services offered for overseas travelers are limited and not professional because of the shortage of experienced and professional staff. Li and McCleary (1996) also mentioned the same problems in their work. Mr. Steven said there is no standard and regulation for charge which often causes overcharge. In China, there are currently 67 travel agencies authorized to organize overseas tours, which cannot meet the great demand (CNTA, 2006).

A visa is the biggest barrier for Chinese. New Zealand citizens can travel to Australia with a free visa, no bond requested. There is no visa – free countries for Chinese. Moreover, Chinese tourists must have some amount of money to hand in to local governments as bond before they travel to overseas. The money is to secure that they will come back to the country.

Chinese visitors who come to New Zealand are required to obtain a Visitor Visa from Immigration New Zealand (Beijing Branch, China). As part of the Visa process, applicant are required to provide a medical certificate; criminal records for the last six months; the evidence of funds and the proof that the visitor will leave New Zealand within permit period.

4.2.3.2 Financial ability

The connection between the financial resources, i.e. the rise in income, and increasing travel activity, is confirmed by a report of the WTO (2006) on the Chinese outbound travel market. This report found that when Chinese monthly Gross Domestic Product (GDP) per capita reaches US$400, there is a demand for domestic travel; when it passes US$800, there is a demand for international travel. Since 1978, China has experienced rapid economic growth. The GDP increased more than seven times, from RMB 717 billion in 1984 to RMB 5,773 billion in 1995. During the same period, Chinese disposable income per capita increased more than 7.2 times, from RMB 608 in 1984 to 5,004 in 1995. The average standard of living for Chinese was steadily improving, especially for the residents of the coastal cities and the special economic zones, but the GDP per capita across the country remains low by international standards, less than US$500 per year. Although most people can still not afford to travel, there is a growing proportion of the population that do not have the financial power to go abroad (Qu & Lam, 1997). The emergence of the middle class, which have a higher level of disposable income, may translate into increased travel and higher spending on leisure activities. This together with the lower costs of outbound products will allow more and more people to enter the outbound travel market (Bo Hu & Liping Cai, 2002).

In 1997, Chinese travelers only could take US$2000 per person for overseas travel for the entire year. By 2001, the government had increased the amount of foreign currency that the first-time outbound traveler can buy at the official exchange rate to US$2,000 per trip.

The deregulation of foreign exchange has contributed to the increasing volume of outbound travelers (Jang & Pearson, 2003).

4.2.4   Characteristics of Chinese outbound travel

For a country which has a fifth of mankind living within its borders, the warning of Pizam and Sussman (1995, p 915) is especially valid:

> "Nationality is only one variable that should be considered in predicting variation in tourist behaviour and should never be used as a sole explanatory variable. Certainly, not all tourists of the same nationality, regardless of demographic category, motivation, and life-style, behave the same."

Historical and cultural backgrounds are, however, to be included in any analysis of outbound tourists' behaviour, especially if tourism is seen as a tool to create national identities in domestic travels (Palmer, 1998) and to sharpen the perception of cultural differences in overseas destinations (Jameson 1993; Robinson 1998; Robinson 2001). For Chinese outbound travellers there are only a very limited number of historical precedents or role models to inform modern tourism, but the "cultural distance" (Meethan, 1998) is clearly felt in most encounters between Chinese and non-Chinese actors in the play of international tourism.

There are several reasons why the Chinese outbound tourists are so under – researched and remain a largely unknown entity. First, Meethan (1998) noted that Chinese tourism industry is still production – orientated, looking at destinations and attractions rather than applying a consumption–orientated view to the source markets and the consumers. Secondly, as a large group of customers that only recently began appearing in the markets outside of Asia, interest from the receiving destinations is just beginning. Deeper insights into the characteristics of a sociological group are as big and diverse as China's outbound travellers, one that is different to other (especially non-Asian) cultures, requires more than superfluous observations. Thirdly, within China itself, outbound as well as domestic tourism has long been ignored or covered, so that all but superficial research is sparse and furthermore handicapped by strong ideological self-image. Foreign studies addressing tourism impacts on local communities in China (Oakes 1995; Oakes 1998; Swain 1995; Wall & Xie, 2005; Xie & Wall, 2002), focused mainly on the ethnic minorities in remote regions. "Chinese researchers note tourism's impacts on the majority population, but

under the Chinese Government's censorship they could not sufficiently address issues that were socially and politically sensitive in China" (Li, 2004, p14).

4.2.4.1 Private travel becomes the major type

There are two main types of overseas travel in China: official and private. Official travel refers to business purposes or to conduct government affairs. This type of travel is paid for by government or government – run company funds, and the travellers usually hold an "official passport" which is valid for two years. Private travel refers to overseas travel made by people with "private passports" for leisure purpose and there are valid for five years for personal purposes.

China has opened outbound travel for 20 years since 1988, when Chinese citizens were allowed to go to Thailand. In the first decade, the primary purpose of trips for Chinese traveling abroad was official (business), representing over half of the amount of the total trips. Private travel gradually became the main purpose of travel in the second decade for Chinese tourists when ADS was introduced in 1995. For example, Chinese outbound business travelers are nearly 5.0 million or namely 53.8 per cent of total outbound travel in 1999; and trips for private purposes totaled 4.3 million, or 46.2 per cent (CNTA, 2006). The private travel increased to 81 per cent in 2005, while business travel declined to 19 per cent (CNTA, 2006). Chinese outbound travel purpose has had a huge change within six years. This trend also reflects on Chinese travelers traveling to New Zealand. New Zealand granted ADS in 1999. In 1997, Chinese business travelers to New Zealand were 5,121 and private traveler numbers was close to business travelers – 5,819. However, 10 years later – in 2006 – the number of Chinese travelers came to New Zealand for business increased 4.3 times, to 26,815 while those traveling for leisure increased 10.3 times, to 65,882 (Ministry of Tourism, 2007).

Official and private travels are two major travel purposes for Chinese outbound tourists. However, Chinese tourists who go on business travel may not spend the whole day working – a lot of these trips include some more leisure activities. Metelka (1981, p 86) describes business travel as follows:

> "Business travel is travel that is the result of one's occupation. In the case of conventions or where a side trip is added to what would otherwise be strictly called business, pleasure may also be involved. Business travel involves a special market requiring some special services (typists, meeting rooms) and expectations that differ from those of the purely – for – pleasure

tourist. In other words, combinations between the different types of travel are often made."

At present, most Chinese business trips are organized by travel agencies and they do include sightseeing (CNTA, 2007). A reason for the inclusion of sightseeing in business trips can be found in the company's motive for sending its staff abroad. Roth (1998) says a lot of these trips are "incentive" trips; they are meant to reward and stimulate Chinese employees in managerial positions. Through these trips, they can also get acquainted with the country and the customs of the business partner, which will result in better co-operation with the respective company. The China Outbound Travel Handbook (2001) reported that Chinese business travellers do business 30 per cent of the time while 70 per cent is spent sightseeing. "Travel for government conferences but doing private business" – this phenomenon has drawn more attention by the Chinese government (CNTA, 2007).

4.2.4.2 Travel in groups on a package tour

A remarkable characteristic of Chinese travel is the overwhelming selection for group travel. A first remark is that the Chinese government obliges Chinese outbound travelers to travel in groups. When they want to go on a leisure trip, they are obliged to travel in groups of at least three people (CNTA, 2006). The only kind of private travel that can be done without joining a group is visiting relatives.

The second reason for group travel is there are economic benefits for choosing group travel. Generally, group travel is cheaper than individual travel in China; this applies to international travel also domestic travel (China Outbound Travel Handbook, 2005).

Third, CNTA (2006) reported that most Chinese people appear to feel comfortable in groups. Group traveling has advantages because, as Chinese tourists rarely speak foreign languages, they feel more secure in a group when they travel abroad. According to Reisinger and Turner (2002), Asians prefer to avoid uncertainty, so group travel solves the problem of language difficulties when they travel overseas.

The forth reason for group travel is related to Chinese culture. "Collectivism" in China identifies the importance of ties of kinship and close personal relationships in the culture. Individuals are considered to be a part of a network of social relations. The Chinese people find their identities in relation to others: they adopt group goals and opinions in

exchange for reciprocal care and protection. Unlike western countries, where people have personal centered beliefs (Morris, Nisbett & Peng, 1995), Asians tend to have a more holistic, cognitive orientation, stressing relationships and connectedness (Schwarz & Nisbett, 2000). The interpersonal connections they maintain with one another, or called *"guanxi'"* in Chinese, also find their reflection in their travel behavior.

The last reason, whether to travel on a group tour depends on the perceived advantages versus disadvantages to the consumer. Tour operators or travel agents control a substantial part of the leisure tourism market. Because they are usually well aware of the opportunities the market offers them, the packages they supply are a fair reflection of the wishes of tourists. Sheldon and Mak (1987) explained that the principle perceived benefits of traveling in group tours were convenience, cheaper price, and the ability to "see more, and do more".

4.2.4.3 Multi–destinational travel popular

Multi–destinational travel is more popular and economic than solo–destinational travel in China (Chinese Outbound Market, 2007). Travel agents promote "11 Days Luxury Tours in 12 European countries"; "Singapore, Malaysia, Thailand – 6 Days Escapes Travel" and "Australia and New Zealand 6 Days Relaxation Tour". Chinese tourists identified the importance and weight of a destination image in their decision–making process when selecting a place to travel (Vanhove, 2005). They want to use less money to have the best experiences (China Tourism Annual Report, 2005). This is one of the reasons that some destinations are add–on tours for Chinese tourists. Tourism New Zealand's (2006) research found that 75 per cent of Chinese tourists travelling in New Zealand are on Australia – New Zealand package tours. The other reason for going on an add–on tour is lack of information about the other destination. Zhao (2006) identified three main reasons about New Zealand in the area: "lack of information about New Zealand in China"; "less access to electronic information"; and "few New Zealand experts". The director of A China Travel, Nancy Wang, explained to this researcher during an interview: the way New Zealand "brands" itself was not very successful in catching peoples' eyes, which leads to a low level of recognition and appreciation. Chinese tourists revealed that more promotion needed to be carried out in China and more effective communication tools should be considered.

4.2.4.4 Using travel agents

Chinese tourists who travel to overseas will be required to get a passport and a visa. The ADS-system enables the Mainland Chinese to use personal passports and apply for tourism visas to countries approved for visitation. There are so many rules and regulations regarding this. A lot more is involved than simply booking a ticket. Travel agents are more important when Chinese tourists travel to overseas destinations where Chinese is not spoken.

Firstly, Chinese travel agents speak Chinese; they have no communication problems with Chinese tourists. Secondly, the travel agents know well about the product or destinations they sell; it is easy for the tourists to collect the relevant information from agent. Thirdly, the Chinese travel agents provide all the travel requirements and information in Chinese to Chinese tourists. Fourthly, travel agents will apply visa, book air tickets, also arrange the whole travel itinerary for tourists.

Using an agent also has negative impacts. The travel agents who provided low quality tours worsen the fierce competition, they can hardly gain any margin from the business, and so they force tourists to shop more than sightseeing. They make up the shortfall in kickbacks and commissions from shopping. Chinese tourists were often prevented from going to non-Chinese owned shops or from comparing prices on souvenir items. Some tour guides have to patrol hotel fliers to ensure tourists did not venture out to spend money in other shops. Some guides even took out the attraction posters from the hotels to prevent tourists from asking about these (Qu, 2006). Most of the Chinese websites clearly list "a US$8 tip per person per day to the tour guides is required". The travel agents also inform consumers about it before they sell the packages to them. The travel agents explain "tipping somebody" is part of western culture. This money could also been used to make up the shortfall (Xin Hua News, 2007). According to recent research conducted by TNZ (2007), 95 per cent of visitors to New Zealand were satisfied or more than satisfied but inquires within the Chinese markets showed a lower satisfaction level. Only 71 per cent of Chinese tourists rated New Zealand as satisfying or very satisfying – far below other markets.

Some of the inbound tour operators worried that a few budget tour packages would destroy New Zealand image in the Chinese market, which sounds very possible if these kind of packages are sold on Chinese websites and among Chinese travel agents (Qu,

2006). Chinese like to compare prices when they are trading. They wish to buy better goods at cheaper prices. Some travel agents use this habit, offer cheaper prices and lower budget tours without telling the tourists the quality of the tour is lower than normal agents' offer. Moreover, they will promise all packages are at the same condition. These disreputable travel agents are taking away lots of business from authorized travel agents. Under this situation, the Chinese government released "Government Recommendation Prices for 17 Destinations". This guide gives tourists a direction of how much is reasonable cost to travel in these 17 destinations. The guide warns tourists to be more sensitive to the prices which agents offered. However, the guideline is not law, the government is not able to force agents follow the prices.

4.2.4.5 Shopping sprees

Shopping is not the main purpose of travelling to overseas for most Chinese. However, most Chinese mentioned shopping when they had been asked about the activities at the destination (Xin Hua News, 2007). Many Chinese tourists, after paying for the tour package that accounts for 30 – 50 per cent of their budgets (CNTA, 2006), would spend most of the money on shopping. This is quite different from Western tourists' habit of spending on accommodations and services. Chinese tourists' shopping is different from New Zealand tourists' shopping trips to Australia. Zhao (2006) noted that one of the reasons is because social custom in China demands that returning tourists bring home gifts to relatives and friends. The second reason is that foreign; especially Western-named, brand goods are much more expensive and harder to obtain in China and hence are prized by the Chinese.

The final but most important reason is that for most Chinese, the chance to travel abroad is rare, so when they get to the destination, they want to buy something as a memento or something they can show off to their families and friends. This shows an aspect of Chinese culture, called "mianzi" (face) (CNTA, 2007).

Mattila and Patterson's (2004) research also showed that Asian people are likely to regain face in the eyes of their family and friends on most occasions, and they have a lower tolerance to uncertain or ambiguous situations. This theory is particularly true among Chinese people, as Lin (2004) noted, a word of praise by others front of the public is valued much more than money compensation for Chinese. This reflects their preference and likely response when dealing with service quality issues. Yu and Weiler's (2001)

study shows that Chinese tourists care a lot about mianzi; therefore, buying presents from overseas for their friends and colleagues is another way of showing their face or status.

4.2.4.6 Golden Travel Week in China

Chinese tourists have their own travel "seasonality". There are three Holiday Golden Weeks in China which has been treated the high season travel periods: Chinese Spring Festival, mid of February; 1st May, International Labour Day; and 1st October, China National Day. During these three Holiday Golden Weeks, Chinese will have seven to 10 days holiday. CNTA (2007) reported there were over 100 million Chinese booked international and domestic travels during China National Day (1st Oct) 2007.

4.3 CHINESE TOURISTS IN NEW ZEALAND

Chinese outbound tourists were found to have different travel motivations for visiting various destinations. Cai (1999) showed that the main travel motivations of Chinese tourists to Singapore, Malaysia and Thailand were different. The main motivation for Chinese tourists to Singapore was to visit a clean garden city. The main motivation to Malaysia was its casinos. Thailand was attractive to Chinese tourists mainly for its sex industry.

Australia and New Zealand were the first two western countries that received ADS, which is the market advantage for them compared to other western countries. According to CNTA (2004) reports that New Zealand is more different in terms of its history, culture, tourist resources, and even seasons compared to other Asian destinations There appears to be four main reasons that Chinese tourists choose New Zealand as a holiday destination. First, Chinese tourists wish to see the natural beauty which they heard about through word–of–mouth; secondly, some of them have already visited other countries, for example, Singapore, Europe or America. Thirdly, travel to New Zealand is an add–on tour with Australia. Lastly, some Chinese tourists test New Zealand as they intend to send their children here for education.

The negative factors are that tour prices to New Zealand are rather high due to the distance from China to New Zealand and the limited flights; there is a shortage of airline seats in high seasons. The first direct flight between New Zealand and China is Air New Zealand's Auckland – Shanghai flight, which opened in October 2006. There were three

flights per week, now this has been increased to five flights per week as requested and needed by travelers.

4.3.1 Holiday travel becomes more dominant in New Zealand.

Holiday and business were the most important purposes of travel for visitors from China since 1997. Business visitors accounted for 42.4 per cent of visitors from China in 1997, and holiday visitors accounted for 48.5 per cent. There were only 8.2 per cent of the total visitors who came to visit friends and relatives (VFR). A total of 98,000 Chinese residents visited New Zealand in the year ended December 2006; business visitors decreased to 28.9 per cent while holiday visitors was 44.9 per cent, and VFR has increased to 16 per cent. The other 10 per cent is for education. Figure 4.2 (TNZ, 2007) is the forecast for 2012; Chinese leisure travel will still be the main travel purpose, which is anticipated to be 65 per cent of total visitors in 2012. Figure 4.2 also indicates that the holiday travel is becoming more dominant than business and other types of travel.

Figure 4.2 Chinese Visitor Compositions
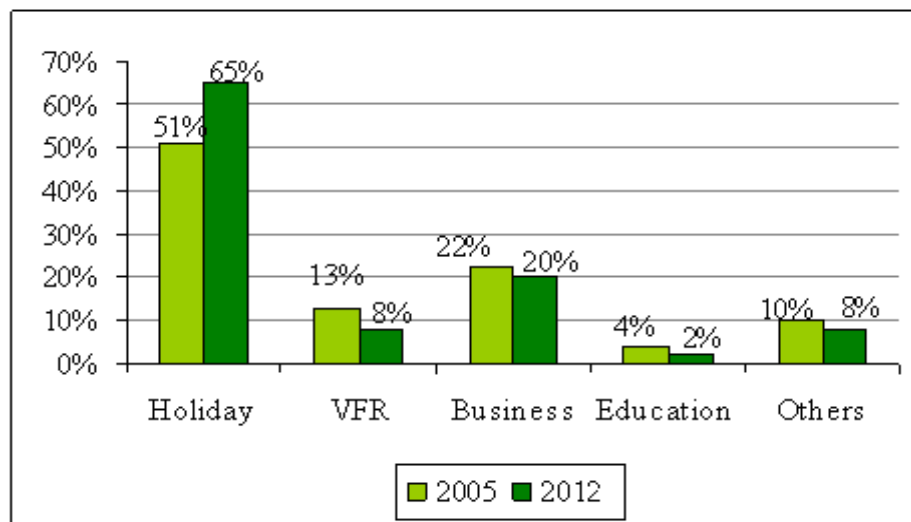
Source: TNZ, 2007

Some Chinese came to New Zealand for holiday, but also looked into other factors such as immigrating to New Zealand. Despite its potential significance, relatively little research has been undertaken on the links between tourism and migration (Dwyer, Findlay, & Forsyth, 1993). However, recent research on VFR tourism has brought to light a likely connection between immigration and a subsequent increase in VRF tourism. Li (2004) reported that an increase of immigrants increased the numbers of VFR coming to,

first, visit by their presence and, second, by the fact they could provide accommodation and support for the visitors (Hall, 2003). The immigration policies of the destination also influence the visitors' number. For example, Chinese parents wish to send their children overseas to not only study, but also with the hope they could immigrate. TNZ (2007) released the statistics which show that in 2005, when New Zealand immigration policy changed, the Chinese international students number decreased, which saw a shift in international students studying in Australia.

4.3.2   New Zealand and Australia group tour

Table 4.2 shows there were 63.7 per cent of Chinese visitors to New Zealand in 2006 which travelled as part of a tour group. This is one of the major characteristic of Chinese outbound travel. This was followed by 25.7 per cent of visitors who travelled as a Free Independent Traveller (FIT). FIT travellers often have high incomes and big purchasing power. They are more likely to speak other languages and are experienced travellers. They can be quite demanding to their agents and suppliers. Most Chinese tourists are first – time visitors and travel in groups, given the language barriers and unfamiliarity with the destinations. They belong to the rising middle classes and often travel in large groups (30 – 45 People). Certified travel agencies in China handle the visa procedure on behalf of the customers, following the ADS agreement with New Zealand. Package travellers purchase travel packages from travel agents. The package could include air tickets, accommodation, transport and sightseeing or any two of these items (CNTA, 2005).

Table 4.2 Chinese visitors travel style in New Zealand

Travel Style In NZ	YE Dec 97	YE Dec 98	YE Dec 99	YE Dec 00	YE Dec 01	YE Dec 02	YE Dec 03	YE Dec 04	YE Dec 05	YE Dec 06
Total	11,092	14,599	15,487	28,203	45,224	67,820	63,061	83,663	83,609	97,584
Group %	41.8%	48.8%	44.8%	36.8%	47.1%	47.6%	28.7%	52.3%	55.5%	63.7%
FIT %	45.1%	37.9%	47.6%	49.5%	39.3%	35.4%	51.3%	34.7%	36.8%	25.7%
Others %	13.1%	13.3%	7.6%	13.7%	13.5%	17.0%	20.0%	13.0%	7.6%	10.6%

Source: TNZ, 2007

The researcher browsed over 50 different travel companies' websites and found there are over 40 different tour group packages provided by New Zealand Chinese inbound tour operators for Chinese tourists to choose. The group package price is mainly subject to the travel itinerary and accommodation facilities. For example, the tour "12 Days/11 Nights Australia & New Zealand Discovery Travel" (CYTS, 2007) is sold at RMB 19,888 (NZ $3,550) and RMB 10,888 (NZ $1,950) in Chinese market. The former offer includes

return air tickets, four or five star hotel accommodation, transport, paid entry for sightseeing, breakfast and dinner, and so on. The average cost is NZ$295 per day. The latter package also offers air tickets, but it only three star hotel accommodation. Further sightseeing is at tourists' own expenses and so is dinner. The average cost is NZ$162 per day. The fierce competition between travel companies causes problem. The low cost/budget tours go to only free places but not those charging entry fees. George Hickton, TNZ chief executive, told the Inbound Tour Operators' Council Conference in Nelson in July 2005 that the trips from China were being put together for as low as NZ $51 per day. New Zealand is not sold at its optimum to the Chinese market because some travel agents took possession of a very specific segment (low – quality coach tours), which does not provide customer satisfaction and creates negative word–of–mouth. This problem has not only happened in New Zealand, it has also happened in other destinations. The Chinese government and tourism organisations at other destinations are trying to manage and control this issue. The Chinese tourism industry is young and the outbound tourism industry is even younger. The Chinese outbound travel market has his teething problems. Standardised policies and industry rules are in their development stage (Chinese Travellers in Overseas, 2007).

Table 4.3 Chinese Visitors visit New Zealand as dual destination (visitors number 000s)

Dual Destination	YE Dec 97	YE Dec 98	YE Dec 99	YE Dec 00	YE Dec 01	YE Dec 02	YE Dec 03	YE Dec 04	YE Dec 05	YE Dec 06
Total	11.1	14.6	15.5	28.2	45.2	67.8	63.1	83.7	83.6	97.6
Visited another country	9.3	11.7	11.3	18.7	25.4	37.1	39.3	61.5	55.1	73.1
No other countries visited	2.0	3.0	4.2	9.5	19.8	30.7	23.7	22.2	28.5	24.5

Source: TNZ, 2007

The report from CNTA (2007) found Chinese tourists come to visit New Zealand, or rather Auckland and Rotorua, because of the simple fact that these places are part of an Australia – New Zealand package tour. Table 4.3 shows that 78 per cent of Chinese tourists came to New Zealand in 2006 as an add–on of their Australian tour, and only 22 per cent came to New Zealand as single destination (TNZ, 2006). This also supported by the short duration of stay in New Zealand, with 61.7 per cent staying less than five days

and another 11.4 per cent stayed five to seven days (Tourism Research, 2007). TNZ listed and analysed this "add – on" factor under "destination" category and Ryan and Mo (2001) did not count this factor as a reason for visiting New Zealand.

4.3.3 Top destinations in New Zealand

In the year ended December 2006, the top five destinations in New Zealand for Chinese tourists were: Auckland and Rotorua are dominant which followed by Wellington, Christchurch and Queenstown (TNZ, 2007).

Table 4.4 Chinese visitor key places visited (visitor numbers 000s)

Measure	YE Dec 97	YE Dec 98	YE Dec 99	YE Dec 00	YE Dec 01	YE Dec 02	YE Dec 03	YE Dec 04	YE Dec 05	YE Dec 06
Total	11.1	14.6	15.5	28.2	45.2	67.8	63.1	83.7	83.7	97.6
Auckland										
Chinese visitors	10.2	14.2	14.2	26.3	41.2	61.9	51.4	71.1	72.4	87.8
Rotorua										
Chinese visitors	6.8	7.4	6.9	12.8	22.5	35.8	24.8	41.1	49.4	61.2
Christchurch										
Chinese visitors	1.9	2.5	3.9	5.1	9.3	10.2	14.9	12.7	17.4	18.7
Queenstown										
Chinese visitors	0.8	1.1	3.6	4.4	4.8	6.2	10.8	6.4	10.1	14.4
Wellington										
Chinese visitors	0.9	2.2	1.8	2.9	7.9	9.9	10.1	9.2	10.5	6.1
Dunedin										
Chinese visitors	0.2	/	1.1	1.3	2.4	2.7	5.3	2.7	2.7	4.1

Source: TNZ, 2007

Table 4.4 shows the numbers of Chinese tourists who visited the main destinations in New Zealand in the first decade (1997 – 2006). There were 11,092 Chinese tourists who came to New Zealand in 1997 – the year New Zealand granted ADS. There are 10,234 (92%) of these tourists visited to Auckland, the number of the tourists went to Rotorua was 6,759 (61%). The number of Chinese tourists who visited New Zealand increased 8.7 times by 2006, there were 97,584 Chinese visitors in total, The number of the tourists visited Auckland was 87,811 (90%) and visited Rotorua was 61,230 (63%). Auckland and Rotorua are still the major destinations for Chinese people who visit New Zealand.

A New Zealand tour for the Chinese mostly consists of visiting only two places: Auckland and Rotorua. For 91 per cent of the total Chinese visitors, the main city Auckland is the most preferred destination, with the attractions connected to Maori

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culture and geothermal activities in the Rotorua region having a full factor of 52 per cent from China tend to spend the majority of their time in the major centres. In the year ending December 2006, 90 per cent of all Chinese visitor nights were spent in Auckland region, showing the domination of Auckland as the main destination of Chinese visitors (TNZ, 2007). Figure 4.3 shows nearly 60,000 Chinese tourists travelled to Auckland for holiday and VFR; and nearly 25,000 tourists came for business.

Figure 4.3 Chinese visitors key places to visit and main reasons (September, 2006)
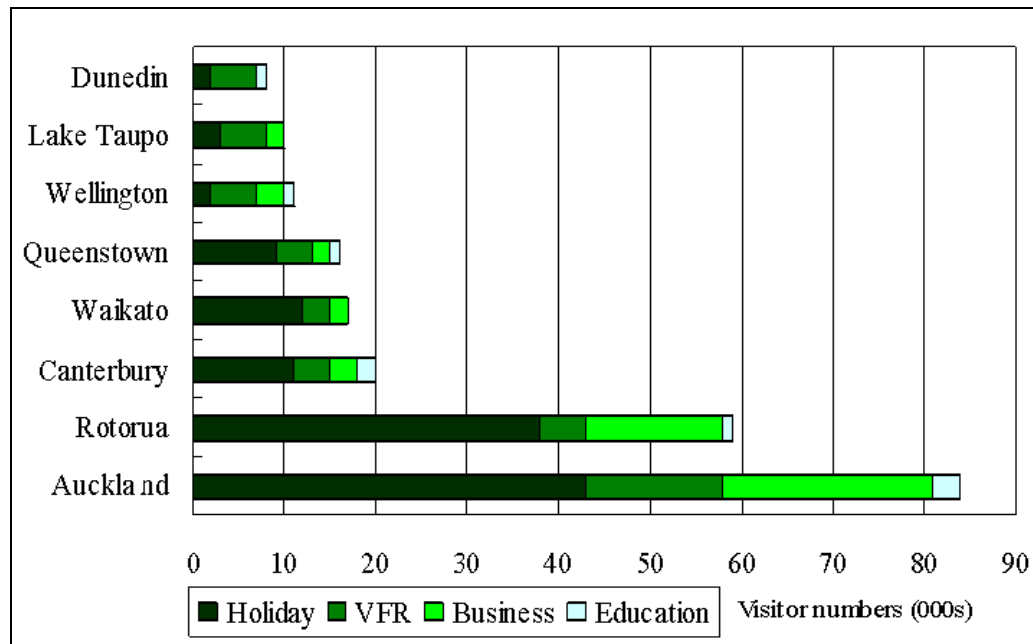
Source: TNZ, 2007

4.3.4 Main attractions and activities

Ministry of Tourism (2008) research data listed 133 tourism activities and attractions which tourists experienced during travelling in New Zealand. Table 4.5 listed top 20 of these activities and attractions which Chinese tourists had in New Zealand. The top five leisure activities of Chinese tourists in New Zealand are shopping, eating out, walking in the city, visiting lookouts and going to the beaches. Jansen-Verbeke (1994) noted the role of leisure shopping as a major activity for urban tourists is well established and it is important to note that all of these attractions or activities can be found in most major cities. Chinese tourists love shopping because of their culture and the rare opportunities of travelling to overseas as explained earlier. According to previous research (Qu, 2006), shopping is one of the must–do activities for Chinese group travels. Next, Chinese groups dine at restaurants. There were 84 per cent of Chinese tourists who dined in the restaurant; the rest of the 16 per cent usually coming for visiting friends or families, and had meals at

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friends' home. Third, Chinese tourists visited New Zealand who wish to experience the exotic culture in western country. Table 4.5 also showed that 67 per cent of Chinese tourists choose walking in the city as an activity. Walking is one of the habits of Chinese people. Chinese love to take a walk after dinner when they are at home. Outlooks and beaches are Chinese tourists' favourite activities as well. There are 63 per cent of Chinese tourists who went to beaches during they stay in New Zealand. That is because it is not as easy as New Zealanders to access beaches in China for Chinese people.

Table 4.5 Chinese main attractions and activities in New Zealand

	Total	YE Dec 2007
1	Shopping	87%
2	Eating out/dine at restaurants	84%
3	Walk in city	67%
4	Lookouts/view platforms	65%
5	Beaches	63%
6	Botanical gardens	48%
7	Geothermal attractions	41%
8	Maori performance	41%
9	General sightseeing	41%
10	Historic building	31%
11	Lake	31%
12	Marae visit	30%
13	Hot pools	29%
14	Bush walk	21%
15	Sightseeing tour (land)	20%
16	Museum	20%
17	Farm show	19%
18	Casino	15%
19	Gondola/cable car	13%
20	Scenic boat cruise	10%

Source: TNZ, 2007a

Table 4.5 also shows that, in terms of preferred activities, Chinese tourists experienced the natural scenery and Maori culture; they joined garden tour, visited historical building, watched Maori performances, had lake tours and took boat cruises and so on. Due to the limitation of travel itinerary, most of Chinese tourists came to New Zealand as an add-on tour of Australia; they only stayed in New Zealand for three to five days (TNZ, 2007).

Most of the tourists did not even have opportunity to experience these 20 activities listed in Table 4.5. Travel agents only arranged the main attractions and activities for them. Gambling is forbidden in China, it was an attraction for Chinese tourists; however, there was only 15 per cent of Chinese tourists visited casinos from Table 4.5. One of the reasons is because most of Chinese tourists took general sightseeing in front of Casino gambling when they travel in New Zealand; another reason is that most of Chinese tourists were sensitive about gaming issues. They did not report correctly to TNZ.

4.4   AUCKLAND AS A DESTINATION

Auckland is New Zealand's largest city, with a population of approximately 401,500 within the city boundary and 1.3 million in the Auckland region (including cities: Auckland, Manukau City, Waitakere, North Shore City and three smaller districts). The region contains about one third of the population of the whole country. Auckland is built on a narrow isthmus between two harbours: Manukau in the south and Waitemata in the North, and contains 48 extinct volcanoes and more than 50 picturesque islands. There are three marine reserves and 22 regional parks. There are 28 beaches inside the Auckland boundaries. The city is unofficially known as the "City of Sails" because 1 of every 11 residents own has a boat. These resources show Auckland offers immense potential for tourism development. Auckland is the retail and commercial centre of New Zealand, with a number of head offices and businesses servicing commerce, manufacturing and tourism. Page (1995) classified urban tourism cities in various ways: capital cities, metropolitan centres, large historic cities, and so on. Auckland has evolved as the centre of New Zealand's media, design and fashion industries; it also provides the best education and work opportunities for New Zealander and overseas visitors.

Auckland was capital of New Zealand from 1841-1865 (Tourism Auckland, 2005). Aucklanders identify with around 30 different cultures; largely represented by European, Maori, Pacific peoples, and Asian. Auckland is the home of more than half of the overseas Chinese population of New Zealand, itself the largest and fastest-growing Asian minority population in the country (Feng & Page, 2002). The Mercer Human Resource Consulting Worldwide Quality of Living Survey 2007 ranked Auckland as having the fifth highest quality of living in the world (Tourism Auckland, 2007), after Zurich, Geneva, Vancouver and Vienna. Sydney was ranked the ninth and Wellington was ranked twentieth (Tourism Auckland, 2007).

Auckland is the key in the country's prosperous economy. It is New Zealand's largest centre for employment, and the region's hub of professional services, cultural activity and higher education. Tourism is a key economic driver for New Zealand; it is one of the country's largest export industries. As New Zealand's key gateway destination Auckland is seen as absolutely vital to the core of New Zealand tourism. Auckland is New Zealand's most commercial region, ahead of Wellington and Christchurch. Tourism in Auckland contributes around 10 per cent of regional GDP and an estimated nine per cent of regional employment (Tourism Satellite Account, 2006). The city's ports (both shipping and air) manage three-quarters of the country's imports and forty per cent of its exports.

4.4.1 Auckland's broader international tourism

4.4.1.1 Auckland international arrivals

International visits to Auckland region are expected to increase from 2.48 million in 2006 to 3.32 million in 2013, representing growth of 837,900 or 33.7 per cent (TNZ, 2007). Travellers from Australia accounted for the largest share of international visits to Auckland in 2006 at 29 per cent, followed by the UK at 14 per cent and the US at 8 per cent. In 2013 the largest share of international visits to Auckland is expected to come from Australia at 28 percent, followed by the UK at 15 per cent and China at 11 per cent (Figure 4.4).

Figure 4.4 Auckland international arrivals forecast shares by origin of visitors
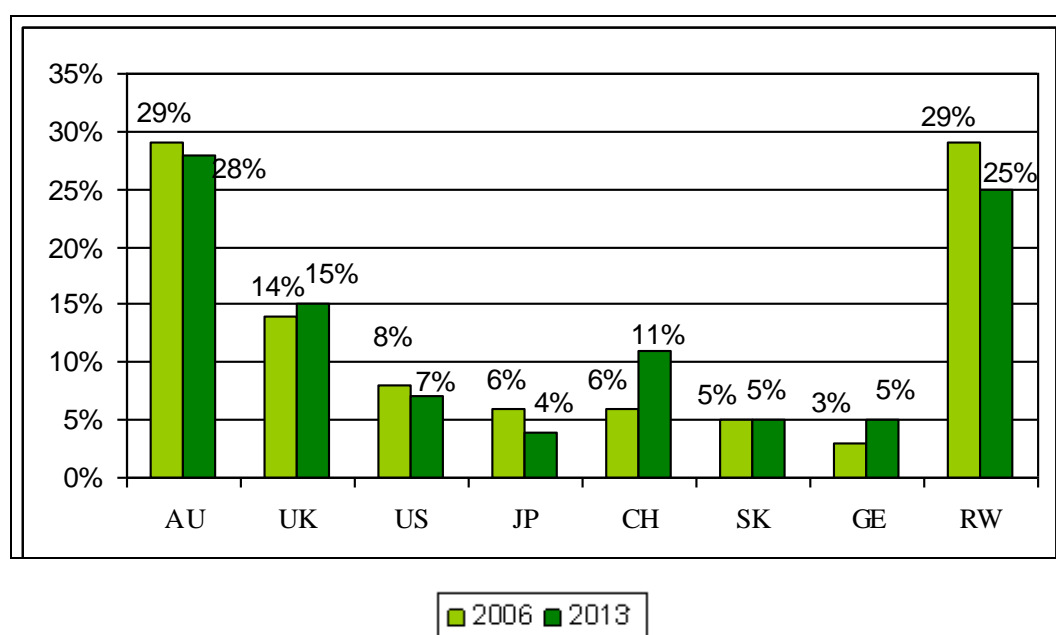
Source: TNZ, 2007

4.4.1.2 Auckland international visitor nights

International visitor nights in Auckland are expected to increase from 16 million in 2006 to 21.05 million in 2013, representing growth of 5.06 million or 31.6 per cent (TNZ, 2007). Travellers from Australia accounted for the largest share of international visitor nights in Auckland in 2006 at 18 per cent, followed by the UK at 13 per cent and China at 6 per cent. In 2013, the largest share of international visitor nights in Auckland is expected to come from Australia at 16 per cent, followed by the UK at 13 per cent and China at 8 per cent (Figure 4.5).

Figure 4.5 Auckland international visitor nights forecast shares by origin of visitors
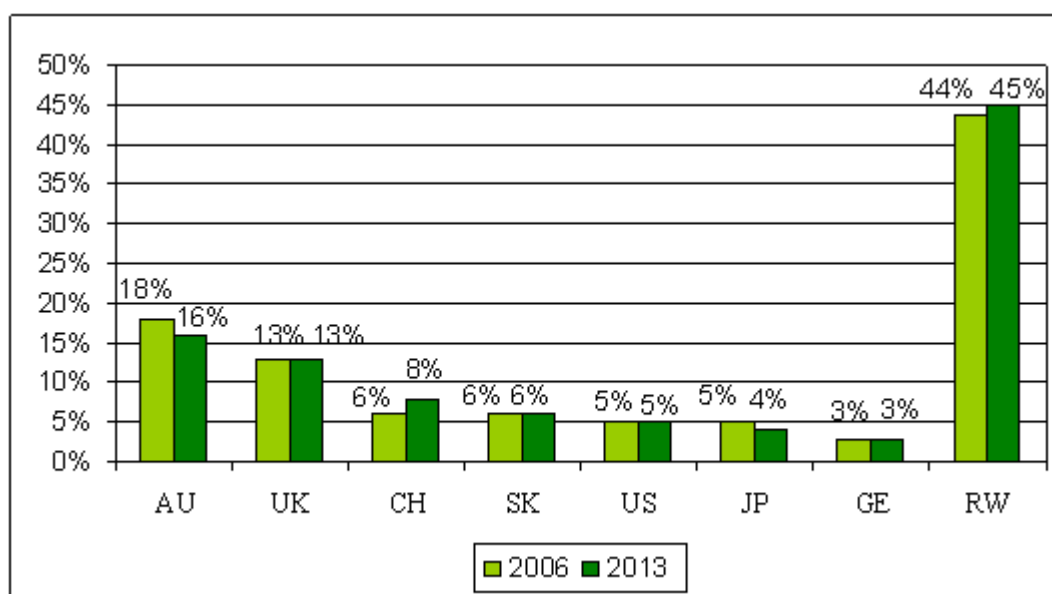
Source: TNZ, 2007

4.4.1.3 Auckland international visitor expenditure

International visitor expenditure in Auckland is expected to increase from $2.52 billion in 2006 to $4.28 billion in 2013, representing growth of $1.75 billion or 69.4 per cent (TNZ, 2007). Travellers from Australia accounted for the largest share of international visitor expenditure in Auckland in 2006 at 20 per cent, followed by the UK at 11 per cent and Japan at 9 per cent. In 2013, the largest share of international visitor expenditure in Auckland is expected to come from Australia at 18 per cent, followed by China at 16 per cent and the United Kingdom at 11 per cent (Figure 4.6).

Figure 4.6 Auckland international visitor expenditure forecast shares by origin of visitors
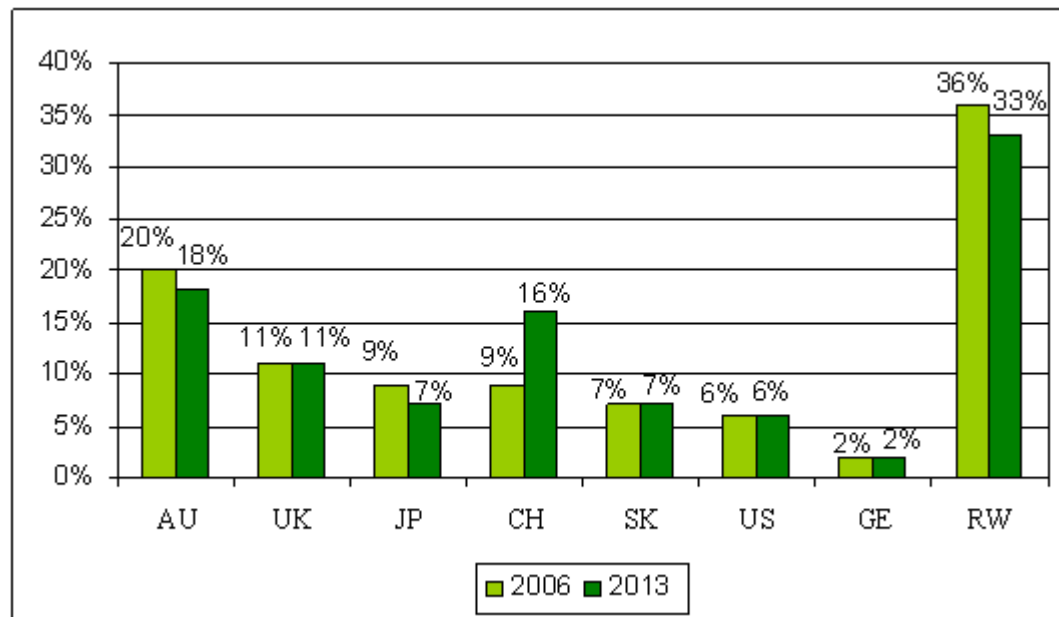
Source: Tourism Research, 2007

Auckland airport's share of international arrivals is steady at 70 per cent. Nearly 91 per cent of arrivals from China are via Auckland International Airport (TNZ, 2007). Tourism is a key economic driver for the Auckland region.

4.4.2   Auckland's tourism product

Auckland is New Zealand's key gateway and thus is vital as the destination that provides the first impression of the country. Chinese travellers visit New Zealand with great desire and expectations of experiencing an exotic land. They expect Auckland, as the biggest city in New Zealand, to provide them with a solid experience of a city in a developed country. The TNZ website projects Auckland as the "City of Sails", and suggests the city will provide a world class urban environment within a uniquely Pacific culture, a world class waterfront and a lifestyle that is friendly to walking and cycling. Altogether, this is presented as a well-structured product offering that encompasses experiences and infrastructure. Researcher adopted Jansen-Verbeke's (1998) theory of divided tourism industries into primary and secondary elements to set out the research.

4.4.2.1 Primary elements

There are three main research resources have been investigated regarding the attractions and activities which Auckland has for tourists. They are Qualmark New Zealand – New

Zealand's official quality tourism website; New Zealand Online Yellow Pages (2008); and Tourism Auckland websites.

Qualmark is New Zealand tourism's official mark of quality. The members of tourism industry with Qualmark, which means they are professional and trustworthy. There are 26 main visitor activities in Auckland listed on Qualmark the website (Table 4.6). According to Goeldner and Ritchie's (2006) attraction classification shown in Chapter Two, main attractions and activities can be divided into: natural attractions; cultural attractions; entertainment attractions and recreation attractions. Table 4.6 indicates that most of the Qualmark attractions and activities are in Auckland City and some of them in Rodney and Manukau City.

Table 4.6 Auckland main visitor attractions and activities

1	Natural attractions	Dolphin & whale safari	Auckland City
2		Island escape cruises	Auckland City
3		Bush & beach	Auckland City
4		Botanic gardens	Manukau City
5		Coast to coast tour	Rodney
6		Kawau island experience	Rodney
7		Goat island drive	Rodney
8		Pakiri beach horse rides	Rodney
9	Cultural attractions	Auckland Museum	Auckland City
10		Lion New Zealand	Auckland City
11		Pride of Auckland	Auckland City
12		Fine wine tours	Auckland City
13		Historical Village	Manukau City
14	Entertainment attractions	SKYCITY Casino	Auckland City
15		Rainbow's end theme park	Manukau City
16		Spookers	Manukau City
17		Gulf harbour country club	Rodney
18		Shops	Auckland
19	Recreation	Bridge climb	Auckland City
20		Canyon	Auckland City
21		Kelly Tarlton's underwater world	Auckland City
22		Sealink	Auckland City
23		SKY tower	Auckland City
24		SKY jump	Auckland City
25		Heli-flight	Manukau City

Source: Qualmark, 2007, arranged according to Goeldner & Ritchie's classification system (2006).

Other research resources, for example, New Zealand Online Yellow Pages (2008) shows that there are over 250 tourism attractions/activities in Auckland which covered from general sightseeing to specific adventure tours. Tourism Auckland (2008) also provides 600 tourism attractions and activities in Auckland on the website: natural attractions are 29; cultural attractions are 164; entertainment attractions are 127; recreations are 246 and 24 events attractions.

There are over 10,000 shops spread out in the Auckland region, which includes nearly 600 souvenir shops (New Zealand Online Yellow pages, 2008). Some shops are located in the shopping malls or shopping centres, but most of them are stores along the streets. There are 52 shopping malls or shopping centres in Auckland. Airport shopping mall, Dresssmart outlet stores and Duty Free Shop (DFS Galleria) have the most international brand stores which are the most welcome places for Chinese brand lovers (Tourism Auckland, 2007). A count of the Chinese Yellow Pages (2007) directly showed there are 52 souvenir shops owned or operated by Chinese in Auckland.

4.4.2.2 Secondary elements

4.4.2.2.1 Accommodation

Accommodation is the main component of secondary elements in tourism product. For successful tourism, accommodations must be available in sufficient quantity and quality to match the demand of travellers who arrive at the destination. Table 4.7 shows the Auckland accommodation used. The hotel sector has highest occupancy rate of all accommodation types. Over half of the visitors stayed in hotels rather than in other accommodation.

Table 4.7: Auckland accommodation used

Accommodation type	YE Jul 98	YE Jul 99	YE Jul 00	YE Jul 01	YE Jul 02	YE Jul 03	YE Jul 04	YE Jul 05	YE Jul 06
Hotels	52%	53%	55%	56%	57%	55%	56%	56%	56%
Motels	33%	30%	28%	27%	25%	26%	24%	25%	26%
Backpackers	7%	8%	9%	9%	9%	9%	10%	11%	10%
Caravan parks	6%	7%	6%	6%	7%	8%	8%	8%	7%
Hosted	2%	2%	2%	2%	2%	2%	2%	1%	1%

Source: TNZ, 2007

This is also true of the Chinese tourist market. Hotels have been the most popular accommodation type for visitors from China since 1998 (Figure 4.7). Additional data from New Zealand Tourism Research (2007) shows that there is about 70 per cent of Chinese total arrivals and 90 per cent of holiday arrivals used of this type of accommodation.

Figure 4.7 Top 5 accommodation types which used by Chinese Tourists in New Zealand
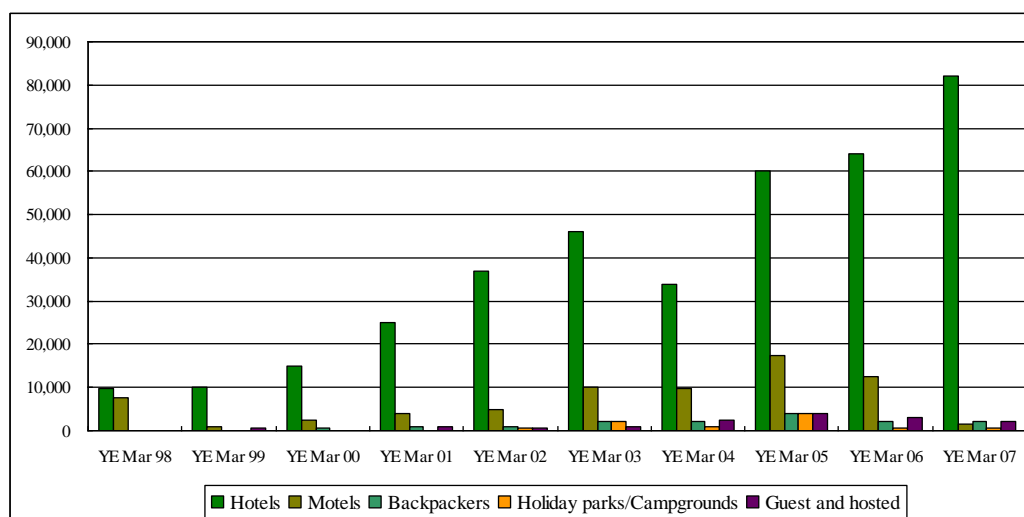
Source: TNZ, 2007

Figure 4.8: Auckland hotel guest arrivals (Monthly, 1997-2007)
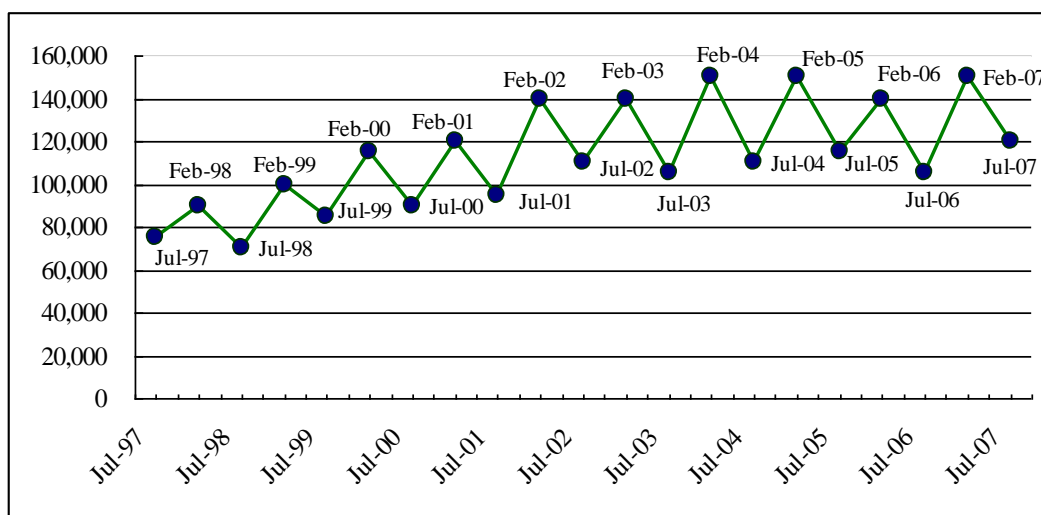
Source: TNZ, 2007

Auckland hotel occupancy rate is ranked 1st in New Zealand and the occupancy rates are over 70 per cent every year since 2003 (New Zealand Tourism Research, 2007). Figure 4.8 (TNZ, 2007) indicates Auckland hotel guest arrivals are increasing since 1997 from 90,000 in February 1998 to 150,000 in February 2007. This increase is also reflected by

seasonal characteristic. During New Zealand's summer season, for example February, the hotel guest arrivals is higher than the rest of the year; conversely, in the winter season, for example July, the hotel guest arrivals is the lowest of the year (Figure 4.8).

Along with the increased number of tourist arrivals (both international and domestic) in Auckland, the number of hotel and motel establishments is increasing (TNZ, 2007). At present, Auckland has 32 hotels rated by Qualmark which include 1 two star hotel; 9 three and three and half star hotels; 11 four and four and half star hotels; 5 five star hotels and 6 hotel properties which are waiting to be approved by Qualmark. Total room numbers are 6,968 (Qualmark, 2008). New Zealand Online Yellow Pages (2008) latest research results show there are 143 hotels and 87 motels providers in Auckland.

4.4.2.2.2 Restaurants

There are over 2000 restaurants in Auckland listed in the New Zealand online Yellow Pages (2007). The number of Chinese restaurants listed is 86, yet according to The Chinese Yellow Pages (2007), there are over 120 Chinese restaurants, bars and cafés in Auckland. This figure does not include 127 Chinese takeaway outlets. Chinese tourists who travel in groups normally have breakfast at hotel restaurants and they also prefer to have some hot food to start their day. CNTA (2007) has reported that even though Chinese tourists travel overseas, they still prefer to have Chinese food for their lunches and dinners.

4.5 CONCLUSION

Tourism New Zealand has collected annual data on Chinese tourists' main activities and attractions for the country since 1997. However, the data about Chinese tourists in Auckland is rare. What Chinese tourists require from Auckland and what they do in Auckland has not been studied by any tourism organizations yet.

The aim of this chapter is to collect important data on the destination so that a more comprehensive understanding of the issues discussed in Chapter Five can be obtained. It is based on the belief of that Chinese demand will take conceptual priority over Auckland supply. First, this chapter gains a better understanding of Chinese tourists' expectations and requirements. The researcher reviewed the development history of Chinese outbound tourism and discovered the characteristics of Chinese outbound travel and the factors

which influence the factors. Secondly, apart from the Chinese tourists demand perspective, the supply side analyses about the existing circumstances of Chinese tourists in New Zealand and Auckland have been released. The attractions and activities as the primary tourism products in Auckland have been evaluated. The secondary elements, for example, hotels and restaurants have been analysed. Auckland is one of the dominant destinations in New Zealand for Chinese tourists. Tourism Auckland provided information on nearly 600 activities and attractions on its website. Qualmark New Zealand has highlighted 26 of them as main visitor attractions in Auckland. Yet the researcher found Chinese tourists only experienced very few of them. Chinese tourists mainly stayed at three stars or plus hotels in Auckland according to CNTA statistics (2007). They normally have their breakfast at hotel restaurants and lunch and dinner at Chinese restaurants (CNTA, 2007).

The findings of this chapter will build towards a deeper understanding of the Chinese tourists' requirements and expectations in Auckland, which can all be linked to the findings from the field research through interviews.

The next chapter will present some of the important findings from the primary research, with the data has been organized into different categories and sub-categories. Through a combined demand and supply approach, a holistic view of Chinese tourists in Auckland will be achieved. The finding will discover the gap of what Auckland offers and what Chinese tourists expect. The recommendations and implications from these categories will be illustrated in Chapter Six.

CHAPTER 5

"AM I SATISFIED WITH WHAT I HAD?"

5.1 INTRODUCTION

Auckland is the most popular urban tourism destination and serves a gateway function for the country to which it is the major contributor to the national economy. It is vital for the Auckland tourism industry to be aware of the challenges of the Chinese market and take measures to strengthen their position to benefit from this special market. The objective of this chapter is to present the study findings in terms of the requirements and expectations of Chinese tourist groups in Auckland, and to also discover whether Auckland as an urban tourism destination meets the demands of Chinese tourists. The findings of an analysis of 32 Chinese tourists; 18 guides/inbound tour operator managers and 32 tourism industry members based in Auckland are reported.

As shown in Chapter Two (Figure 2.1), the researcher has collected data from both demand and supply sides – Chinese tourists were first interviewed to gain insights into motivation, experiences, and satisfaction levels. Subsequently, members of the Auckland tourism industry were interviewed, to determine supply side realities and the degree to which industry people understand their Chinese customers. The analyses to the demand supply situation are presented as follows:

Table 5.1 Chronological approach to compare the data

Before	During	Departure
Sufficiency of information	Primary elements	Impression of Auckland
Success of branding	Secondary elements	Auckland VS. other cities
	language issues	New Zealand VS. other countries

The researcher will use a chronological approach to compare and analysis data in this chapter (Table 5.1). Data will be divided into three time periods: before Chinese tourists arrive; after they arrived; and before they departed from Auckland. First, the researcher will discover and analyse the requirements and expectations from Chinese tourists before they come to Auckland – how they obtain information about Auckland; what kind of image they have about Auckland; what they expect to see in Auckland; and, their requirements to hotel facilities. Second, the researcher will present the data about the satisfaction levels after Chinese tourists arrived in Auckland. The data will explore the

satisfactions about Auckland's tourism products, for example, attractions and activities; and, hotels and restaurants. Finally, the researcher will release the results of the impressions of Chinese tourists to Auckland/New Zealand compared with their previous travel experiences.

As China has only recently began generating international tourists, destination countries and regions have only preliminary knowledge of what Chinese tourists are like. The completeness of service facilities, the creation of service items, the adaptive renovation of relevant environments, and the convenience of language and signage are far from the extent that Chinese tourists would feel comfortable at. Those countries or cities such as New Zealand and Auckland that target China's outbound tourists as a major market need to make an effort to improve their tourism product in order to better attract Chinese tourists and increase their satisfaction.

5.2   BEFORE ARRIVAL

Many studies (Johnson & Thomas, 1992; Vanhove, 2005; Burkart & Medlik, 1981) of tourism demand, which were mentioned in Chapter Two, state the relevant variables necessary to explain why tourists need to travel. Qu and Lam (1997) state that the increasing number of Chinese tourists traveling abroad and the future growth of this market depend on two major essentials: the barriers and the financial ability to travel. However, according to the interview results from Chinese tourists, the researcher found that destination information availability also heavily affected their imaginations and travel demand to the destination. Harryaway (1999) notes tourism products cannot be pre–experience and are immovable. So it is a difficult challenge for tourism suppliers who must figure out how to inform potential customers about their products, given fact that tourism is largely an information business prior to and though to the actual sale of services.

5.2.1   Insufficient information

5.2.1.1 No way to know New Zealand

The researcher interviewed thirty-two tourists; they mentioned eight different ways of knowing about New Zealand/Auckland when they were in China. These are: Internet, travel consultants, TV, radio, magazines, newspaper, advertising on the streets and word

of mouth. According to interview results, the researcher merged and finalized five main ways of obtaining information (Table 4.10).

Table 5.2 The five main ways used by Chinese outbound tourists to obtain information

Availability / Medium	Access Level	Language	Quantity of information about NZ/Auckland	Quantity of information about Tourism NZ / Auckland
Internet	24 hours	Chinese/English	Many	Some
Travel consultar	limited	Chinese	Some	Little
TV/radio	limited	Chinese	Little	Very little
Newspaper	limited	Chinese	Little	Very little
Word of mouth	limited	Chinese	Little	Very little

The Internet has been listed as one of the main sources of getting information about New Zealand/Auckland. The Chinese tourists explained the reasons of using Internet: first, is its convenient. Internet information accessible 24 hours a day and people can access the Internet and information anytime they want – the information is always there. However, the relative information at a library or on TV, or through the radio cannot be accessed anytime. For example, the information about New Zealand may only show on certain programs on TV on certain days – this cannot be accessed at any time. Secondly, CNTA's (2007) reported that there are over 137 million Chinese who can access the Internet, which is only 10 per cent of Chinese population. The interviewed Chinese tourists also advised the researcher that they normally use the Internet at home, and only sometimes at an Internet café or at work. One Beijing tourist advised the researcher:

> I can access the Internet anytime I want – at work or at home. Normally I looked up the news, but I also search other information, such as latest movies or some products' information. I use the Internet to search the information about New Zealand too. It's just easy and fast for me.

However, even though the Internet is available 24 hours, the information which the Internet provides does not satisfy Chinese tourists. Chinese tourists are looking for the information about what Auckland has as an urban tourism destination or what the tourism attractions or activities are in Auckland. Information like this is rare. Some commercial ads come up, for example some immigration agencies advertise on how to immigrate to New Zealand and so on. One Chinese tourist who came from Shanghai told the researcher:

> When I typed in key words "New Zealand" in Chinese in Google search engine, what I found out are more about how immigration consultants in

China could help you to immigrate or study in New Zealand, not introduce New Zealand as a tourism destination country.

Another Guangdong tourist added:

When I was in China, I searched "Auckland" on the Internet. All I got is the introduction of this city's general information, such as, the climates and economics; it does not say what tourists can do here or what Auckland is famous for.

Most of the Chinese tourists expressed that the tourism or travel information about New Zealand/Auckland is not sufficient and not relative enough. Some tourists explained to the researcher that they heard of New Zealand/Auckland from their travel consultants. Their consultants tried to sell New Zealand to them as an add–on destination to their Australia travels. One of the Shandong tourists told the researcher:

We only planned to travel 8 days in Australia. But the consultant told us that they could offer us 12 days Australia and New Zealand package tour at a special price. We started to ask what New Zealand has and what we could do in New Zealand. They (the consultants) told us that it was a good deal of travelling two destinations in once, but only provided very little information about here.

To obtain information about New Zealand/Auckland through travel consultants is the second main source which is used by Chinese tourists. The researcher found from the interviews that most of consultants tried to sell New Zealand as they sell Australia to Chinese tourists. A tourist from Shenzhen commented:

Travel consultant told us that we could travel in New Zealand and Australia two countries which it costs only RMB 5000 more. We do not mind to pay more because we won't have many chances to travel in Australia or New Zealand.

TV, radio and magazines are powerful and very useful media tools to advertise a product, especially in China where over 300 million families had TV sets by 2005. China had over 4,000 TV channels by 2007 (CNTA, 2007); however, several interviewed tourists noted that it is rare to see New Zealand tourism ads on TV, radio or in a newspaper. Instead, they saw more ads on TV about Sydney or Australia. A Chinese tourist made a comparison on the information availability between Auckland to Sydney:

The ads in China about Auckland are really rare. But Sydney is different. I can hear the ad about Sydney from radio and I can see it on TV. Even the travel agents, they talked about Sydney more than Auckland.

One of the Shandong tourists told the researcher:

> I didn't see many ads on TV about New Zealand, well, or hear from radio. I do not read magazines but I do read newspapers daily. There is nothing about New Zealand/Auckland has been mentioned as a tourism destination.

One Guangdong tourist noted:

> The ads about New Zealand on TV are not many. I watch TV everyday. I saw most of travel agencies promote their special package of travelling to Australia on TV.

The researcher found that it is very difficult to obtain information about New Zealand/Auckland through word-of-mouth. This is because there are not many people who know about New Zealand/Auckland, and the information cannot be spread out between people. Moreover, most of the Chinese tourists expressed that they will not choose New Zealand as their first outbound travel destination. It means there are not many people actually travelling in New Zealand (out of the potential numbers). So it is rare to hear about New Zealand from these people either. There were a few tourists who had heard of New Zealand from their friends' children who studied in New Zealand. CNTA (2007) reported that most of Chinese tourists will choose New Zealand/Auckland as their third or fourth outbound travel destination. A Beijing tourist stated:

> I heard New Zealand from a friend of mine. His son is studying in New Zealand. He said New Zealand is a safe country with good life style. But it is not my main destination of coming New Zealand/Auckland. It included in my Australia package tour.

A Guangdong tourist commented:

> I haven't heard anyone of my friends visit Australia or New Zealand yet. Because most of them chose to travel to Asian countries first, some of them travelled to Europe.

Looking for travel information is the first step of travelling plan. The interview results show that it is difficult for Chinese tourists to find the relative information on the Internet, TV, newspaper or others about Auckland as an urban tourism city in New Zealand. In another word, the Chinese outbound tourists' first step of trying to know Auckland or New Zealand is not successful.

5.2.1.2 English information is prevalent, text in Chinese is limited.

"100% Pure New Zealand" has been voted one of the best tourism websites in the world (TNZ, 2007). Chinese language can be chosen for the first couple of web pages about

New Zealand when a tourist logs in. However, it all turns to English when tourists choose what it is happening at each New Zealand city. This website is not really useful for Chinese tourists if they cannot read English. A Shandong tourist stated:

> I tried to log on the Internet to find some more about New Zealand/Auckland. I've seen TNZ official website – 100% Pure New Zealand. The first couple of WebPages are Chinese, once I clicked the link and wanted to see more about specified city, for example Auckland, it was all in English and I can't read English. It's useless for us.

Most of Chinese tourists wished to find out more about New Zealand/Auckland after they decided to come here but before they actually left. However, it is not easy for them to get information on this country, not only is there insufficient information, but also, the majority of Chinese tourists cannot understand English.

5.2.1.3 The leading reasons for a lack of information

The researcher found there are some historical and social issues which lead to the lacking of information about New Zealand/Auckland. Firstly, Chinese national printed and electronic media are still strictly controlled by the Chinese government and the international media is to some extent as well. One of the managers from an inbound wholesale tour company explained to the researcher:

> China used to be an isolated country with only limited and tightly controlled access to outside information. Since the beginning of the "Reform and Opening" policy, this has changed significantly. Auckland is not the only tourism destination which lack of information for Chinese, there are a lot of overseas destinations have same problems as Auckland.

Secondly, outbound tourism is a brand new issue for China. It is a new experience for the Chinese government, tourism industries and the Chinese people. The whole country still needs time to learn more about it and find a better way to develop it. One of the inbound tour marketing managers advised:

> Chinese outbound tourism is still a young industry for China. Chinese outbound tourism industry is growing also facing a lot of teething problems too. Lack of information is one of them; I also think it is the most important one. The information is like the door of a house. No information is available means we can't open the door to enter the room. How serious it is?

The last reason which the researcher found is that most of the interviewed travel consultants or business managers thought that New Zealand government did not try its best to promote New Zealand to the Chinese market. It has neither drawn enough attention to this market nor invested enough money to promote New Zealand to the

Chinese market in China. One of the inbound travel agency managers expressed his own feeling about promoting New Zealand/Auckland to Chinese tourists:

> I think New Zealand government didn't put enough money in Chinese market. Customers choose their destinations either they heard from someone about this place before – "word of mouth", or they have very good impression about the place from the information they collected daily. Auckland didn't get much word of mouth, neither the information.

CNTA (2005) stated that New Zealand has not provided sufficient finance and efforts to boost the Chinese market, except at the TRENZ exhibition held every year in New Zealand. This is another reason the Chinese outbound market lacks information about New Zealand/Auckland.

5.2.2 Unsuccessful destination branding

In promoting a city, a critical component of the marketing strategy is positioning or creating an appropriate "place identity" or image (Dredge & Moore, 1992: Echtner & Ritchie, 1993; Judd, 1995). Destinations with strong positive images do influence tourists' behaviour and are more likely to be chosen in the travel decision process (Hunt, 1975; Goodrich, 1978; Pearce, 1981; Woodside & Lysonski, 1989).

The need for destinations to create a unique identity – to differentiate themselves from their competitors – is now more critical than ever. Brand is probably the most powerful weapon available to contemporary destination marketers confronted by increasing product parity, substitutability and competition (Pride, 2004). Destination branding is not another aspect of destination market. Morgan (2004) noted that the destination brand is creating the unique destination proposition, demonstrating that the adoption of a highly targeted, consumer research–based, multi–agency "mood branding" initiatives lead to success every time. Pritchard (2004) also commented that successful destination branding must embrace a host of activities, including infrastructural development, product enhancement, protection against environmental degradation, changes in organisational culture and promotional partnerships – all based on intensive market research to identify consumer desires.

A recent Interbrand study found that much of New Zealand's problem in attracting the right visitor from China lies in the lack of brand communications to educate the Chinese market (TNZ, 2006). Chinese tourists rarely know of New Zealand as a tourism

destination. The travel agencies in China do not get sufficient information about New Zealand/Auckland which in turn misleads the Chinese tourist who then has no motivation to travel to New Zealand/Auckland because they think there is nothing unique compared to travelling to Australia. They do not know what New Zealand/Auckland can provide them which Australia could not as tourism destination. In their mind, New Zealand/Auckland is only an add–on destination for their trip.

5.2.2.1 Auckland has nothing famous to see.

The information on the Internet about Auckland does not give a good introduction about Auckland's tourism products. The tourists almost could not name any tourism attractions they heard of or wanted to see in Auckland. The researcher found none of the participants know about the "America's Cup"; few Chinese tourists knew there are volcanoes in Auckland; most of them had never heard of the Sky Tower, so they won't able to know that the Sky Tower is the highest building in the southern hemisphere; none of them know that dolphin and whale tours are available in Auckland; they thought Maori performance and farm shows are only available at Rotorua. From the view of what Chinese tourists know about Auckland, the research found that Auckland isn't attractive to Chinese tourists. Travel agents do not provide enough information about the tourism destination and this is another reason why Auckland appears no different from other cities. One Shandong tourist commented:

> The travel agent didn't tell us what we will see in Auckland. He said Auckland is the biggest city in New Zealand. It is economic central. It's a gateway of North Island or even the country. We stopover there, have a city tour then will drive to Rotorua.

Auckland does not sell its unique characters successfully to Chinese tourists markets. Chinese tourists do not imagine New Zealand/Auckland as a brand destination. One of the travel consultants told the researcher:

> It's quite easy to sell Australia to Chinese tourists because once we mentioned Sydney or Melbourne; they heard these cities before, for example, Sydney is the place for 2000 Olympic game. What we should say about Auckland? –"the city of Sails" and the biggest city in New Zealand?

Some Chinese tourists know Auckland is the biggest city in New Zealand, and that its nick name is the "City of Sails", but do not know why. One of the Chinese tourists told the researcher about what he knew about Auckland:

> The travel consultant told me that Auckland is the "City of Sails" – it is because there are a lot of boats. I went to the harbour and saw the boats; however, it's not attractive to me.

Auckland does not appear to have a very successful destination branding to catch people's attention, which leads to a low level of recognition and appreciation. The tourist has to identify the importance and weight of a destination image in tourists' decision–making process when selecting a place to travel. The tourists revealed that more promotion needed to be carried out in China and more effective communication tools should be considered.

5.2.2.2 Auckland can only be an add–on to Sydney

Due to the limited information and unsuccessful branding of Auckland, Chinese outbound travel agencies have put New Zealand/Auckland into an add–on tourism destination category. Chinese tourists do not know what Auckland could offer them as an urban tourism destination and they do not know much about Auckland's tourism products. The city does not seem attractive to them due to the information they gathered before they arrived. Most Chinese tourists thought that Auckland seems similar to Sydney and they expressed that they will not visit Auckland as a solo–destination. One Shandong participant stated:

> I do not know what New Zealand/Auckland can offer us except green and clean. It isn't worth me to just come here because of that. I won't come to New Zealand as a solo–destination. I accepted to come here is on an add–on tour with Australia.

One of the Shandong tourists commented:

> I hardly know Auckland if I do not come to New Zealand. I heard of Sydney, Melbourne, Gold Coast and some other cities in Australia. But I could not name any cities in New Zealand. New Zealand is an add – on destination on my trip.

Another Shandong tourist told the researcher:

> The tour leader told us Auckland is small size of Sydney. It looks similar for me too – both cities are by the harbour with tower, beaches. It does not worth me to come to Auckland only if it is not on the add–on tour.

Most Chinese tourists either look for information from travel agents or search by themselves on the Internet. A lack of promotion about Auckland or New Zealand in Chinese markets sees New Zealand regarded as a less attractive destination by Chinese tourism suppliers and Chinese tourists. Auckland as the biggest urban tourism destination

in New Zealand does has its own comparative advantages: the volcanoes and the "City of Sails"; however, these images haven't been transferred to every Chinese tourist correctly. The competitive advantages of Auckland are weak. Due to the lack of information before travelling, most of tourists thought New Zealand will be very similar to Australia. TNZ Statement of Intent (2006) mentioned one of the activities planned for 2007/2008 for the Chinese market is "broadening perceptions of New Zealand by inspiring and motivating consumers through the advertising and public relations activities." Buck (1993, p 86) commented that "tourism is an industry based on imagery, its overriding concern is to construct … an imagery that entices the outsider to place himself or herself into that symbol – defined space", implying that place imagery and the role of tourism attractions within this process is an important determinant of visitor perception and activity. Chinese tourists have low awareness of tourism products in Auckland. As a destination, New Zealand/Auckland does not create the unique destination proposition to the Chinese market. Because of this Auckland image was initially poor. One of the Shanghai tourists told the researcher his feelings after they travelled in Australia but before they arrived in New Zealand:

> I do not know much about New Zealand/Auckland, not quite sure what I will see. I guess won't be too much difference from Australia. It is only couples of hours' flight to get to New Zealand/Auckland.

Similar responses have been found in the interviews as well. The interview results show that after several days trip in Australia, most Chinese tourists started to get familiar with the weather and the culture of Australia. They did not have exact expectations about New Zealand/Auckland but they think New Zealand is not much different from Australia except smaller, because it is only three hours' flight away from each other.

There are many ways of getting information about a place. However, these methods have not been well employed by the New Zealand government or tourism industries to promote New Zealand/Auckland to Chinese outbound tourists. The information on the Internet is not tourism focused or not in Chinese. Most of the interviewed Chinese tourists stated that they knew New Zealand because it will be a part of their Australian travel. New Zealand/Auckland has not branded this destination to Chinese market. Chinese tourists do not know much about New Zealand/Auckland. This phenomenon leads to results where potential outbound travellers will consider somewhere which is better promoted to them rather than New Zealand as their travel destination. New Zealand is in the weak position amongst fierce competition.

5.3   DURING THE VISIT TO AUCKLAND

Most of the interviewed Chinese tourists came to New Zealand/Auckland as an add–on tour to Australia. Due to a lack of information about New Zealand/Auckland, Chinese tourists do not have clear requirements or expectations of New Zealand/Auckland. They expressed that they wished to know about this country or Auckland more through their trips, or find something more memorable. They have the same requirements with other cities concerning accommodation and restaurant facilities in Auckland.

5.3.1   Primary elements

Chapter Four showed that there are nearly 600 tourism attractions and activities in Auckland which have been listed on the Tourism Auckland website. Qualmark New Zealand highlighted 26 of them with strong recommendations to overseas travellers. There is a lot to do in Auckland and much of it is high quality. However, Chinese tourists do not experience this. The main activities or attractions which Chinese tourists had in Auckland, according to the secondary data cited above, are: shopping, dining, walking in the city, visiting beaches, outlooks, the museum and the casino.

5.3.1.1 Attractions and activities
5.3.1.1.1 We did it somewhere else.

Based on Table 4.4 (TNZ, 2007), Chinese tourists' main destinations in New Zealand, and Table 4.5 (TNZ, 2007) Chinese tourists' main activities in New Zealand and the research results, Table 5.3 has been created to present Chinese tourists' main activities in 5 urban destination in New Zealand. Table 5.3 lists 20 main activities which Chinese tourists did in New Zealand (TNZ, 2007a). Auckland and Rotorua are the major cities where Chinese tourists visited and stayed according to TNZ research (2007). Chinese tourists have the longest stay in Auckland. Auckland has 17 of out the 20 attractions or activities on the list for Chinese tourists. However, Chinese tourists do not experience them in Auckland. Chinese tourists experience most of the attractions and activities in Rotorua. Table 5.3 shows there were 17 out of 20 attractions and activities experienced there (highlighted in Table 5.3 in green). Queenstown has 12, Wellington and Auckland were tied for 3rd position with 10 each, and Christchurch has 9.

Table 5.3 The 20 attractions/activities which Chinese tourists have in New Zealand

	Attractions/Activities	Rotorua	Queenstown	Wellington	Auckland	Christchurch
1	Shopping	1	1	1	1	1
2	Eating out/restaurants	2	2	2	2	2
3	Walk in city	3	3	3	3	3
4	Lookouts/view platforms	4	4	4	4	4
5	Beaches	5	5	5	5	5
6	Bush walk	6	6	6	6	6
7	General sightseeing	7	7	7	7	7
8	Sightseeing tour (land)	8	8	8	8	8
9	Geothermal attractions	9				
10	Maori performance	10				
11	Marae visit	11				
12	Hot pools	12				
13	Scenic boat cruise	13				
14	Farm show	14				
15	Gondola/cable car	15		9		
16	Historic building	16	9			9
17	Lake	17	10			
18	Museum			10	9	
19	Casino		11		10	
20	Botanical gardens		12			

Source: Tourism research, 2007a, arranged according to field research results.

5.3.1.1.2 What we did in Auckland wasn't impressive.

Even though Chinese tourists experienced half of the attractions or activities in Auckland, it does not make Auckland different – Auckland's tourism attractions and activities are not impressive to Chinese tourists. Chinese tourists visited the museum and casino in Auckland, which does not make Auckland unique from other New Zealand cities – Queenstown has same casino and Wellington has a similar museum as well.

The rresearcher found from the interviews that Auckland seems to have no point of difference from other New Zealand cities in Chinese tourist's eyes. The volcano site – Mt Eden is not that attractive to them either. One of the Guangdong tourists told researcher:

> He (tour guide) told us we were standing on the volcano after we arrived at Mt Eden. I didn't realize the differences between this volcano to other open land places. It's not that impressive for me.

Most tourists thought they do not need to come to Auckland if they want to go to a Casino. Some interviewed Chinese tourists even expressed that Auckland is not worth coming to as the attractions are not attractive to them. Most of Chinese tourists commented that Auckland is a commercial city. A Shanghai tourist told researcher:

> Auckland's Casino is not why I came to this city. I have been to the Casino in Australia already. I wish to see some special here – in New Zealand and Auckland. But it seems that there is nothing worth for me to see in Auckland.

Another Guangdong tourist noted:

> The tour guide told us this Casino in Auckland is the biggest one in New Zealand. I want to go and play and win some money. Gambling is forbidden in China.

Several Chinese tourists told researcher that the first thing organized by tour guides to do once they arrived in Auckland was visit SKYCITY Casino. Due to the social cultural reason, gambling is restricted in China. Chinese are very interested in gambling, something that goes back 1000 years ago in China. The casino seems a must visit tourism attraction in Auckland. Most of interviewed Chinese tourists expressed that they will go to Casino during their stay in Auckland. One of the tour guides told researchers that:

> They (Chinese tourists) are quite happy to play in the casino. It's really not many other things they could do at night in Auckland due to language barrier. SKYCIYT (Casino) is open 24 hours. That's good for them.

The research results show that even Auckland's casino is no special for Chinese tourists, they were happy to play there, and it is the only 24 hours Casino in New Zealand – this makes Auckland a little different from other cities.

5.3.1.1.3 Auckland is not well known.

The researcher found that of these 20 attractions/activities which are listed in Table5.3, 17 of them can be found in Auckland except a lake, cable car and Geothermal attractions. However, the Chinese tourists have been to other cities to experience these attractions. Most of the Chinese tourists do not know of the other attractions because of a lack of information about Auckland. However, they expressed that they would love to do everything in one city rather than travelling on a coach tour everyday. When the researcher interviewed tour guides, some tour guides didn't even know Auckland has attractions such as hot pools and a farm show. They thought they were only available in Rotorua. One of the Guangdong tourists told the researcher:

I do not know why we travelled couples of hours to another city to see a show which is also available in Auckland? It's something wrong with the itinerary. We would love to spend more time on sightseeing than travelling on the bus.

One of the tour guides who has worked for two years in this industry noted:

If you do not tell me Auckland has farm show, I still do not know till today. Well, Rotorua is not too far from Auckland – it's several hours driving only – moreover, we have something else to do in Rotorua as well, it's maybe easier to go one place to see all.

One tourist from Guangdong pointed out there is no much difference between Sydney and Auckland:

I found Sydney and Auckland are both located by the waterfront. They both have casino, the building, the harbour, and shops. What is the difference between Auckland from Sydney? We do not have to be here – it is similar.

A destination that wants to keep competitive in the competition needs to find out about or develop tourism attraction or activities that are attractive to, and make tourists want to come. Auckland didn't sell itself to Chinese tourists.

5.3.1.1.4 "Free entry" makes Auckland boring

There are several reasons which the researcher found out during the interview why Chinese tourists visited One Tree Hill, and why they do not go to SKY Tower. There are two main reasons to explain this: firstly, the travel agent lacks information about these activities. Secondly, "free entry" is the agent's first option.

Visiting free entry sightseeing instead of pay entry fee's sightseeing is the normal strategy which is played out by every Chinese inbound tour operator in New Zealand. This is the result of price competition strategies in China which have been mentioned in Chapter Four. The travel operators in China lower their prices to attract the consumer. They have to lower their package quality and costs to balance it. They cut off the paid sightseeing or activities which are over their budgets and go to free of charge activities or avoid going to places which 'cost'. One of the tour guides compared sightseeing in Sky Tower and Mt Eden to researcher:

We took tourists to go to Mt Eden, and told them this is the best place to see the harbour and 360 degree view of Auckland. I personally think, Sky Tower has much better view of the city. However, I could not tell them (tourists) that, because it needs pay to go to Sky Tower.

Going to "free entry" places is not a secret anymore to either the travel agency or the tourists. Several tourists know this secret and told the researcher during the interview about their travel experiences in Auckland. A Beijing tourist stated:

> I do not like the places where they (tour guides) took us. We went to Mt Eden yesterday; the tour guide told us this is the best place to see the view of Auckland. I saw the Sky Tower by the harbour and asked him why not go there. He smiled and pretended didn't hear what I said. I know the travel agent is very smart – they took us to somewhere else free, so they save money.

Most of the Chinese tourists do not have opportunities to know more about Auckland due to the fact that they are on a coach tour and seeing 'free entry' – natural sightseeing. This leads to low awareness for Auckland's valuable attractions. Auckland's nickname is "City of Sails". Auckland has more than 70 activities related to boat and yacht charters (TNZ, 2008).It could be the best memory for Chinese tourists to have sailing experiences that promote Auckland to them. However, due to the above reasons, the interviewed Chinese tourists have experienced none of them. The "City of Sails" to them only means a name.

Ritchie (2006) made an important point with respect to the factor activities: the real reason for visiting a destination is to do things – to actively participate in activities that stimulate for the moment, and then to leave as a participant who has vibrant memories of what he or she has done. In seeking to make a destination attractive and competitive, it is essential to ensure that it offers a broad range of activities, of memorable things to do.

Overall there is low awareness of Auckland offering a number of activities and attractions. Insufficient information is one of the major reasons; the other reason is that Auckland does not have its own brand or icon to attractive tourists to go there. Auckland tourism marketers need to be aware that they have to find out what pulls Chinese travellers to a destination. Chinese inbound travel agencies need to sell the valuable sightseeing to Chinese tourists. Demand for trip and trip duration are partly determined by the attributes of tourism destination. Destination can entice tourists to stay longer by developing more and better tourist attractions. TNZ Statement of Intent (2006) states: "increase the understanding of the Chinese market…ensuring that the Chinese travel trade provides consumers with products that meet consumer demand". A lot of Chinese tourists thought Auckland is an add–on tour because they thought that there are not many things to do here. This is ranked down Auckland as an urban tourism destination in New Zealand.

5.3.1.2 Shopping for souvenirs

Most Chinese tourists travelling to New Zealand are here for shopping purposes. However, shopping is regarded as one of the most important activities for Chinese outbound tourists (CNTA, 2006). One of Guangzhou tourists stated:

> I'm the first person in my family who came to New Zealand. Before I left China, they (my family) already asked to me buy something for them, moreover, I also need to buy some souvenir for myself to remember my trip as well. The chance come to New Zealand is rare.

One Beijing tourist advised the researcher:

> Shopping is the only place I could spend my money. All the other costs (accommodation and meals) have been taken care of by travel agency. Moreover, I need to buy some gifts for my family.

Chinese people would like to spend lot of money on souvenirs for their friends and relatives when they travel overseas since Chinese have a gift giving habit. Gifts in Chinese society have become a symbol of courtesy, respect, appreciation, and friendship and it is the way to maintain personal relationships among Chinese (Carr & Wen, 2004). Chinese tourists spent a lot of money on shopping also because they are on the group package tour, the accommodation and meals have been taken care of by travel agents.

5.3.1.2.1 We had good shopping experiences in Auckland

Most of Chinese tourists will buy New Zealand made products. For example, wool products, deer products and honey products and so on. The reasons which the researcher found out from the interviews are: Chinese tourists have been advised by tour guide after they arrived here that New Zealand is a clean and green country with a lot of sheep so the farm products must be very good. Another reason is the opportunity for them to travel in New Zealand is really rare due to various reasons. They wish to use this opportunity to buy something they could not buy or is much more expensive in China. A lady from Guangzhou told the researcher:

> I bought some wool from the Chinese shop down the harbour. I think this must be good because New Zealand has a lot of sheep and it is made in New Zealand.

Another tourist added:

> I do not know when I will come to New Zealand again. The opportunity to shop here is rare. I wish to buy this (deer products) because I may not find it in China, even it (China) has, it may not as good as here.

Several tourists commented on buying "brand" products:

> I want to buy brand. My friends told me "brand" in here is cheaper than in China and it is genuine. I only went to Downtown Galleria last night with the tour guide. It is the only place open late.

5.3.1.2.2   We prefer to go to Chinese souvenir shops.

Most of interviewed Chinese tourists expressed that they bought what they wanted from New Zealand. However, what they bought were from Chinese souvenir shops not Kiwi shops. A shanghai tourist told researcher:

> I want to buys something more practical like sheep skin, not something simply with New Zealand logo on it, such as mugs or toys and so on. Most of Kiwi shops I passed by sell small accessories only.

Another tourist added:

> Most of Kiwi shops sell the carvings and the All Black products. But Chinese do not know what they are – I didn't know either before I came to New Zealand. I wanted to buy something (famous) which I can show off to my friends of families when I bring back to China.

One of the tour guides explained to researcher:

> We take our tourists to Chinese souvenir shops because these shops know what Chinese tourists want, they could satisfy them. Chinese tourists always wanted to buy something more practical. However, Kiwi shops sell something more cultural. The simplest example is that Chinese tourist won't buy a single postcard to their friend. It does not mean he does not care his friend; he has his own ways to express his feeling.

Chinese tourists have a different cultural background from European tourists; this influences Chinese tourists to decide where they choose to go and what kind of souvenir products they choose. Some Kiwi shops in Auckland noticed these factors and have similar souvenirs sold in their shops; however, they still could not attract many Chinese tourists. There are two major reasons: opening hours and language service. When the researcher asked how they felt about shopping in Auckland, most of the tourists expressed that they do not have enough shopping time, as the local shops are closed too early and also Chinese people love to shop after dinner. This is the main reason that Chinese tourist could not shop at local shops. The only local shop which is open late is Downtown Duty Free Shop (DFS) at the corner of Albert Street and Custom Street. However, most of Chinese souvenir shops are open late to meet Chinese tourists needs. The products which they sell are mainly focused on tourists. These shops also employ

Chinese shop assistants in order to provide a language service. One of the tourists told the researcher:

> Actually there are not many places we can shop, and most of them close early. We prefer to go shopping or hanging around in the city after dinner, like when we were in China. It is only Chinese souvenirs shops are open late.

The tour guide commented:

> We took them (tourists) to Chinese shops because they can ask shop assistants questions directly if they have any questions about the product.

One shanghai tourist told researcher:

> I bought some sheep products from Chinese souvenir shops last night. The Chinese staff told me almost everything about the products which I want to know – I am happy.

Chinese tour guides normally take tourists to Chinese souvenir shops instead of going to local shopping centres. The tour guides explained one of the reasons is that because most of the Chinese tourists cannot speak English while Chinese souvenir shops have Chinese assistants who could help them when they have enquires. The other reason is that the Chinese souvenir shops sell the products which Chinese tourists want. The tour guides take them to only one or two souvenir shops in each city, which is sufficient for them to buy what they need. One of the tour guides with two years experience told researcher:

> Took them (Chinese tourists) to Chinese souvenir shops is mainly because the language barrier. In Chinese shops, they (Chinese tourists) could ask any questions they have about the products.

Shopping in Auckland was less satisfactory to the Chinese tourist largely because of the short opening hours. Most of the shops close around five o'clock in the afternoon and some of them close over the weekend. This is inconvenient for Chinese tourists who have money to spend. The language barrier is another main factor which pushes them away from local shops. However, the Chinese souvenir shops satisfied Chinese tourists on this point as they are open late and provide language help.

5.3.2 Secondary elements

5.3.2.1 Accommodation

Accommodation is not an attraction to Chinese tourists. It performs a vital role in many countries' tourism sectors: in addition to providing the basic infrastructure to accommodate visitors as tourists and business travellers, it is a focus for meetings,

conferences and entertainment. The interview results show that Chinese tourists will not come to Auckland just because there is a luxury hotel in the centre of the city. However most of interviewed Chinese tourists did have their requirements about the accommodation.

5.3.2.1.1 Lack of hotel accommodation

Hotels have been the most popular accommodation type for visitors from China since 1998 (Figure 4.7). Additional data from New Zealand Tourism Research (2007) shows that about 70 per cent of Chinese total arrivals and 90 per cent of holiday arrivals used this type of accommodation. Chinese tourists mainly stayed at 3 stars or plus hotel in Auckland according to Tourism Auckland's statistics (2007). Along with the increased number of tourists' arrivals (both international and domestic) in Auckland, the number of hotel and motel establishments is increasing as has been mentioned in Chapter Four (Figure 4.9). However, some Chinese inbound tour operators consider that the lack of accommodation was a major problem for Auckland. Some Chinese travel agents were not happy as they were unable to book hotel rooms. One of the Chinese inbound tour operators mentioned:

> Auckland is New Zealand's gateway. It is the biggest city in New Zealand. 90% of our tourists stay in Auckland. Hotel availability is the biggest issue we are facing now. We are unable to get accommodation in New Zealand's summer or shoulder season. So we have to pre-book couple of months earlier to hold the rooms. But sometimes it still could not help.

One Asian marketing manger from an inbound tour company also advised:

> We are unable to send a large number of Chinese tourists to the country, there is no sufficient hotel rooms and transport available. For example, SKYCITY hotel in the Casino is always our top option due to its best location and services. However, it is the busiest hotel in town.

Hotel availability is not only about if the tourists cannot stay in Auckland, and book somewhere else instead. Sometimes, they have to cancel their trip. Chinese tourists have their own travel "seasonality". There are three Holiday Golden Weeks in China which are the high season travel periods: Chinese Spring Festival, mid February; 1st of May, Labour Day; and 1st of October, National Day. During these three Holiday Golden Weeks, Chinese will have 7 days public holiday. For example, if a couple could not travel in May, then they probably need to wait till October to re-organise their whole trip again. An operation manger in a Chinese travel company states:

When Chinese tourists planned to travel to New Zealand on Chinese New Year which is summer season of New Zealand, it is the hardest time for us to book. Once the hotels are fully booked on the date tourists' request, it means they have to cancel their New Zealand travel plan. They can't cut their travel days. Because travelling to New Zealand from China is not an easy arrangement – the single one way flight is already 18 hours.

Sometimes, a large group have to be separated into two different groups to stay at two different hotels; otherwise the trip has to be cancelled. A consultant advised:

Sometimes we have to split a big group into two or three small groups to put them into two or three different hotels if one hotel does not have enough rooms available. Once this situation happened, there are more arrangements need to be done, more money will be costed too. But it is better than cancel the trip.

New Zealand and China are in different time zones; New Zealand is 5 hours earlier than China in summer and 4 hours earlier in winter. This also influences the business operations. Several inbound tour operators expressed that their China office normally sends requests in the late afternoon New Zealand time which is midday in China. Once they receive it, they will contact the local hotel. The operators normally get the hotel's reply in the afternoon of the next day around midday in China. So it normally takes 24 hours to make a booking. Sometimes, it is longer than that due to problems with receiving email or faxes. One travel consultant noted:

We tried the first time to contact with hotels once we received the order from overseas (China). But due to the time difference, we normally won't get the reply on the same day from New Zealand local providers. This also causes us some problems.

When an Auckland hotel is fully booked, what will the agents do? Some inbound travel agents respond that they will cancel the booking; and some of them will book them outside of Auckland, for example Rotorua. This is one of the inbound operator managers explanation:

We can't book them (Chinese tourists) into the hotels in Auckland, then we drive them to Rotorua at late afternoon, make bookings over there. It is a back up solution. But it is better than no accommodation, and then we have to cancel their trip.

Accommodation is not attraction to Chinese tourists. However, this factor sometimes decides whether Chinese tourists are able to come to New Zealand/Auckland. Lack of accommodation pushes some Chinese tourists to stay in other neighbouring cities. This

also reduces the opportunities of Chinese tourists to get to know Auckland and to gain an impression about Auckland.

5.3.2.1.2   The issues between inbound tour operators and local hotels

In Chapter Four, Figure 4.9 showed Auckland hotel numbers have increased since 1997. Yet, most of the travel consultants found it difficult to book hotels in Auckland, not only because of the high hotel occupancy, but also they felt that the hotels did not want to sell them rooms. This raises issues between inbound tour operators and local hotels. The travel consultants explained that the wholesale rates are set too low and sometimes hotels wish to sell at rack rates when it is high season or during special events. In these situations, travel consultants have no choice but to raise their prices to meet the hotel's request under these conditions of fierce competition. One travel consultant also states:

> Sometimes hotel has rooms available, but they will not sell us. Because our wholesale rates are lower than their retail prices. So they want to sell for higher rates when they haven't got many rooms left. We understand this is business, but what about our clients? Every travel agent lowers their price to gain customers. We can't increase our package prices, we will lose out clients. So we have no choice sometimes.

On the other hand, the local hotels feel it is not easy for them to deal with the Asian market either. The researcher noted three major issues which local hotels have with inbound tour operators. Firstly, several hotel mangers commented during the interviews that the language barrier is one of the issues when dealing with the Asian market. Secondly, Asian group bookings normally will require more amendments than local or other groups. These agents could book groups in the morning, then after several amendments cancel the following day. Last but not the least, these groups delay their payments. It often takes extra work and time for the hotels to chase payments. One of the hotel reservation managers explained:

> A lot of Chinese tourists stay with us. Most of them book through inbound tour operators. Language barrier is one of the problems; however, it is not the biggest issues we think. We found that these operators change their booking quite often and too many amendments. They could book with us today and cancel tomorrow; or book ten rooms today and increase to twenty rooms later.

One hotel front desk manger states:

> Too many amendments about one booking is not a big problem when it compared with late payment. It's very annoying. We always ring them three to five times to chase the payment. It's extra works for us.

Most hotel managers expressed that Chinese tour groups are very important for them, however, when they compare Chinese tourists group to local business, Chinese tourists are not their favourite clientele. Another hotel manager noted:

> We care about Chinese market, they bring money here, they travel in the winter and low seasons when we need business, they help us to keep the hotel occupancy. The existing domestic markets do not travel much through this period. However, due to cultural and language barrier, sometimes it is not as easy as we deal with local. We need this business; they are just not our first choice when we got other clients.

TNZ predicts the total visitor nights in New Zealand will be 116,043,000 in 2013 and it will be 27,690,000 for Auckland. Auckland tourism facilities are facing the huge challenges of accommodating more visitors in the future. Moreover, both Chinese travel agents and hotels need to find a better way to cooperate as time goes on.

5.3.2.1.3 Hotel standard

The interview results show that Chinese tourists always have requirements about accommodation when they are travelling. They normally request to stay in hotels not motel or backpackers. The interview results also indicate that Chinese tourists wanted their hotel standard to be three stars or above when travelling in New Zealand. The reason for that is that New Zealand and China have different hotel standards. New Zealand's four stars hotels are similar standard to Chinese three star hotels (CNTA, 2007). One of Shanghai tourists said:

> Chinese five stars hotel is much better than here. I'm not coming for hotel. But I did ask the hotel has to be three stars above. We are so tired on the day, need good recover at night.

Due to the cultural difference between Chinese and western countries, Chinese tourists have different requests and expectations about their accommodations in comparison to western travelers. Most Chinese tourists prefer to have a luxury hotel lobby rather than being provided with a deluxe hotel room if they pay same price. One of tourists who stayed at Stamford hotel advised the researcher:

> I heard from tour guide that one of the American President stay here before. I do not know it's true or not. But the hotel lobby is big, like Chinese four stars hotel lobby. I feel good.

One Guangzhou tourist comment about his accommodation:

> I lived in Casino hotel (SKYCITY Hotel). It's good but a little bit old. Lobby is too small and so crowded. The room size is ok and room is comfortable. But it will be much better if the lobby is bigger or more luxury.

A small lobby and not enough luxury are the common problems which arose for Chinese tourists. Roth (1998) explains that the Chinese costumers like to show that they can afford a higher standard and better quality of service. This relates to Chinese culture. Chinese people prefer that it looks nicer from the outside than inside. This is "mianzi" (face). The outlook shows to other people their power, ability and social position. The more luxury means the more power they have, and the more respect they gain from others. One of the tourists from Shandong said:

> I took some photos of this hotel, because it looks great – big lobby, golden colour, pretty decorating and receptionist is a blonde western girl. I will show my family and friends these photos.

Regarding issues of lobby quality, the researcher interviewed several hotel managers. They discussed how several tour guides had reported this issue to front office duty managers. They replied in defense that the building structure was not able to be easily changed. They also mentioned that the other guests do not have similar issues with hotels at the moment. They are not considering this issue. However, to make the hotel lobby more attractive could be achieved. One of the four stars hotel managers commented:

> We are not able to restructure the hotel lobby due to hotel structure and revenue reasons. But we could consider doing something in the lobby area to make it looks better.

Overall, Auckland as New Zealand's biggest city and also an urban tourism destination is unable to satisfied Chinese tourists accommodation requests sometimes. Hotel availability is the major problems which draws the attention of both travel agents and hotel management.

5.3.2.2 Restaurants

The expectations and requirements from Chinese tourists about their meals are quite simple – Chinese tourists need hot food as breakfast and Chinese food for lunch and dinner. This is the same request wherever Chinese tourists travel to, Asian countries or European.

5.3.2.2.1 Buffet breakfast in the hotel restaurant

Most of interviewed Chinese tourists have been booked to go to hotel restaurants for breakfast as it is convenient. If the tour groups are not leaving in the early morning, the tourists do not need to go to the restaurants at fixed time; they can go anytime during the

restaurants opening time and may take their time for breakfast. A Beijing tourist told the researcher:

> We will stay in New Zealand for 5 days. We have restaurant breakfast everyday. It is really convenience because we do not need to jump on a coach to have breakfast. More importantly, we could go anytime we like, not in hurry.

What kind of food Chinese tourists prefer and what they dislike has been advised to the travel agent before the tour, and also advised by several tourists to the researcher. Chinese tourists could take western style food as breakfast, but it has to be hot breakfast. One of the tourists commented:

> I used to have hot breakfast for years; I cannot eat bread and cold milk as my breakfast. I can have western style breakfast, for example, egg and sausages, bacon is fine but it has to be hot food not cold milk and bread.

What the Chinese tourists like the most is that these breakfast restaurants are normally buffet style – Chinese love buffet. Because they think it is more valuable than an a la carte meal. The travel agents expressed to the interviewer that it is easier for them to organise their buffet breakfast and to set up the payment than a la carte meals. Moreover, Chinese tourists do not understand English, so they are unable to read the menu either. Several tourists told researcher:

> I love buffet food. You can eat as much as you want – no limit. You also can try all different types of food in one time at one price. Buffet is more expensive in China.

One Chinese travel consultant told the researcher at the interview:

> We book buffet breakfast for them. Because we know they love buffet food as Chinese culture. Also, the buffet food the price is fixed, so it does not matter how much they have, we just pay one price to restaurant. It's easy.

Another consultant added:

> Most of our clients are mid age – around 30-50 years old, they never learned English before. So they can't speak or read English. It's not possible to let them sit in a local Kiwi restaurant and have a la carte breakfast, or talk to Kiwi waiting staff. It is just impossible!

All the hotel restaurants provide local (western style) food and there is no Chinese menu available. The a la carte breakfast is not suitable for them due to the language barrier. Through the research, the researcher found that there is no Chinese breakfast restaurant in Auckland. One Shanghai tourists advised:

> We will have boxed breakfast on our departure due to the flight is at 6am. Our travel agent has organised it for us already. It's really good. From this point, I am quite happy with my agent's services.

One of the inbound tour operators commented:

> Some tour groups have early flight; the clients are not able to have breakfast at the hotel restaurant. We arrange boxed breakfast for them from hotel restaurants. Of course, not every hotel can do it; the one with availability is our first choice.

Some hotel restaurants can prepare boxed breakfasts for early departure tour groups. It has been considered one of the advantages when travel agents decide which hotel to book.

5.3.2.2.2 Chinese food for lunch and dinner

Most of interviewed Chinese tourists prefer to have Chinese food for lunch and dinner due to habit and cultural reasons. They were satisfied with the meal arrangements that travel agents made for them. They could try all different types of Chinese food during their travel. One of the Shandong tourists told the researcher:

> I am travelling whole day. I wish to have something I like. I didn't mean I do not like western food. What I mean is something I use to have. It's life habit.

One Guangdong tourist commented:

> We dined at different Chinese restaurants and tried different flavours of Chinese food. So far we had Shanghai food, Sichuan food and Beijing food. This makes the trip more enjoyable.

From a travel agents point of view, they provide more detailed explanations about why they arrange Chinese food for lunch and dinner for tourists: language barrier; life habits; and, travel budgets are the three main reasons. One of the tour guides explained:

> We won't take them (Chinese tourists) to Kiwi Restaurants. They have language barriers. They can't read or speak English, so a la carte restaurant does not fit for them.

One of the marketing managers stated:

> We organised Kiwi buffet meal for lunch and dinner before. But the feedback is not really good. (Chinese) tourists told us they do not the food in Kiwi restaurants. I guess they are not used to have it.

Another tour guide added:

> Most of them prefer to have Chinese food for lunch and dinner; this is life hobby. They also think it is more comfortable dine in the Chinese restaurant than Kiwi's, such as the food, the service, and the dining environment.

Due to the fierce competition, travel agencies have to think about the travel budget seriously. One of the Shanghai tour guide told the researcher that:

> We have our own budgets for the tours. Let them (Chinese tourists) to order what they like is not possible – they may order too much food which it could be over our budgets.

New Zealand Online Yellow Pages (2007) lists 86 Chinese restaurants. According to The Chinese Yellow Pages (2007), there are over 120 Chinese restaurants, bars and cafés in Auckland. There are several reasons why travel agents arranged Chinese restaurants for their tourists. The research finding is that restaurants as secondary element of tourism products meets Chinese tourists' requirements. Chinese tourists are satisfied with the meal arrangements organised by travel agents.

5.3.3 Language

Table 5.4 The signs Chinese tourists wish can be in Chinese.

	Primary element		Secondary element	
	Attractions	Shopping	Accommodation	Restaurant
Sign	"Smoking free"	"Pay here"	"welcome"	"welcome"
	"Entry"	"Exit"	"Smoking free"	"Smoking free"
	"Quiet"	"New arrival"	"Entry"	"Exit"
	"Exit"	"On Sale"	"Quiet"	"Lift"
	"No entry"	"Lift"	"Exit"	"Use stairs"
	"Private"	"Use stairs"	"No entry"	"Telephone"
	"No photo"	"Telephone"	"Private"	"Toilet"
	"Lift"	"Toilet"	"Lift"	"Reception"
	"Use stairs"	"No drink inside"	"Use stairs"	"Bars"
	"Telephone"	"No food inside"	"Telephone"	"Pay"
	"Toilet"		"Toilet"	
			"Reception"	
			"Restaurant"	
Spoker	Yes	Yes	Yes	Yes
	General inquires	General inquires	General inquires	General inquires
			Make a call	Food enquires
			Use TV	Drink enquires
			Room service	
Materials	No	No	Brochures	Menu

Except for the requirements relating to hotels and food, most Chinese tourists require language help as well. Several interviewed Chinese tourists expressed that they need language support not only from tour guides but also during their travel. Chinese language services or welcome signs make Chinese tourists feel good. Most of the tourists expressed that they feel respected and feel treated friendly when they see Chinese language used in the places they visited. The researcher listed several signs which Chinese tourists pointed out in Table 5.4; they wish these signs could be translated into Chinese, so they can be aware of it when they are in the environment.

5.3.3.1 General language assistant

Most of the interviewed Chinese tourists also expressed that more Chinese language signs would be very helpful for their travel. For example, sightseeing notice signs (exit sign, quite sign, smoking free sign and so on). One Shanghai tour guide told the researcher:

> The first thing I normally do when I meet my clients is to tell them be quiet. Chinese used to talk loudly in most of environments, which is not polite if they do the same thing in western country. Have some Chinese sign in some proper place is very helpful.

Another tour guide also explained:

> We normally advise tourists where they can take photos and where can not. But we still can't avoid misunderstanding or special case. If there is some Chinese language sign there with "No photo taken", I think we all know what it means even without a piece of advice.

Chinese language signs not only help tour guides by making their job easier, but they can also help Chinese tourists to remind them of the environment they are in. For a large group, Chinese language signs would help a lot. A tourist from Beijing told the researcher:

> Our group has 40 people. We sometimes are unable to catch every word which tour guide said. For example, where is danger which we can't touch; where we can smoke and where we can't and so on. To have some sign in Chinese language will be very helpful for all of us (tour guide, tourist and sightseeing places).

For places which already have Chinese language signs, such as SKYCITY Casino, they are more attractive to Chinese tourists and are often visited more than other places. SKYCITY Auckland has employed a lot of Chinese workers in their hotels, restaurants, casino and SKY Tower.

5.3.3.2 Bi-lingual staff in hotel

Chinese tourists mentioned to the researcher that hotels should have some Chinese staff which they could communicate with if and when they have problems. Tour guides are not always with them during the travel. One tourist explained:

> The tour guides were not with us all the time. For example, we need to make a phone call to China from hotel room at night. The tour guide has left. We do not know who to make the call, how much I will be charged. There is no Chinese instruction. So it will be very helpful if there is a Chinese staff work there.

Hotel Chinese language signs could also make Chinese tourists feel that local people welcome them to come and stay, and to also make them feel they have been treated friendly and that they have will more enjoyable stay. One Shandong tourist states:

> I stayed in this hotel. I have seen the Chinese language "Welcome" in the hotel room. I am happy to see Chinese language greet and signs here. It makes me feel that people here are friendly to us.

A lady from Guangzhou told the researcher:

> I had a look at the brochures in the hotel when I was waiting at lobby, they look pretty, however, they are in English, and I can't read. So I do not know what it is about.

Most of hotels do not have Chinese language brochures. Chinese tourists normally take photos of the hotel to remember that they stayed there. Most of hotels do not have exit signs, quite signs, smoke free signs and so on in Chinese language. They also do not have hotel menus in Chinese either.

5.3.3.3 Restaurants service

Chinese tourists also mentioned to the researcher that they hope to see some Chinese staff working in the restaurant so that they could communicate with when they have problems. One Guangzhou tourist stated:

> We travelled couples of countries. We prefer there are some Chinese staff in the restaurants, because we can ask them if we have inquires. Sometimes we like to ask what these foods made of – it is not the food we normally have.

The large and increasing numbers of Chinese guests take up most of the restaurants' attention. Several local restaurants tried to provide better service to keep this business with them. Chinese staff, discount prices and guaranteed bookings have been offered to

travel agents. Several restaurants managers expressed that the Chinese tourists groups are their most valuable customers. One of the hotel restaurant managers said:

> We do try to have some Chinese staff work at restaurant, especially breakfast time. The reason of it, as we know, more and more Chinese customers came here, Most of them are with tour group. We need to have someone understand what they want or they dislike. The business from them is important for us.

Another restaurant's duty manager commented:

> We tried to offer the best price to them (Chinese tourists). They are regular customers to us. We treat these groups carefully and friendly. We do not want to lose them, we need their business.

Even though, most hotels' restaurants agreed that the Chinese market is important for them, the researcher found that most of the hotels and restaurants are not trying to promote themselves to Chinese markets through any media such as websites, news papers or brochures.

The researcher did research on five hotels, five restaurants, four attractions and activities and two tourism organisations in Auckland about how much Chinese language help they provide to Chinese tourists. The results have drawn the researcher's attention to the findings that – none of the five hotels, restaurants and attractions has their own brochures or menus in Chinese. The only information available in Chinese language is their little advertisements on Tourism Auckland's (free) brochure. This is the explanation from one of the hotel managers:

> Chinese market does draw our attentions. We do have good relationships with some of the Chinese inbound tour operators. They book with us directly for their clients. So we do not think it is necessary to have Chinese brochures.

Another reply from a receptionist who work at one of the Auckland tourism attraction:

> We do not have many Chinese customers here, maybe only five or six people per day. They do not come with group, but they can speak some English. We do not have Chinese brochures now.

Language components in tourism products affected the tourists' perception of a destination. If there is no Chinese information available, it will be very hard to be known by Chinese tourists. If it is not known by Chinese tourists, Chinese tourists will not come to visit. Most Chinese tourists and tour guides agreed that Chinese language support in

Auckland will make Chinese tourists travel experience more enjoyable. A pleasant travel experience could make a better impression of the destination.

5.4   DEPARTURE

5.4.1   Auckland is not impressive.

How did Chinese tourists criticize Auckland after they stayed here? What kind of impression does Auckland make for Chinese tourists? The answers to these questions are closely related to the satisfaction of Chinese tourists. The researcher found out that, after being here, most Chinese tourists think Auckland is not a "must go to" destination. There are two major reasons: firstly, a lack of promotion on Auckland tourism products; secondly, the unsuccessful itineraries which inbound tour operators organised. One of the tourists stated:

> There is really not much things we can do in Auckland, we might do not know that much about this city. This city didn't give me special memory. This might be because we didn't spent a lot of time in Auckland.

Several Beijing tourists expressed that Auckland is a better place than Beijing, but it is not impressive to them. Tourism attractions and activities are not really attractive to them. They feel Auckland is more like a gateway city than an urban tourism destination. One of the Beijing tourists told the researcher:

> Auckland is a beautiful city which compares with the cities we come from. But it is not really impressive for me. There are no unique attractions which we are interested. I feel there is not much culture stuff we can find in Auckland. We haven't seen much nature resource in here. The gateway city is the feeling I have about Auckland.

About the tourism facilities in Auckland, one of the tourists said:

> The hotel standard is lower than we expected, but the room is tidy. No language help feels inconvenience sometimes for us. The food is alright. As I've been travelling around the world in last couples of years. Auckland is not better or worth. It's not a must go destination, but it's alright to stop over.

Another tourist added:

> Auckland hotel's standard seems a little bit different from Chinese (hotels); this makes us a little bit surprise. The three stars hotel does not have same standard as Chinese three stars hotels. However, the hotel staffs are really friendly and patient.

Auckland did not give Chinese tourists a memorable impression. Chinese tourists do not have opportunities to experience the real attractions and activities which Auckland has. Auckland is not a "must go" destination for Chinese tourists and they do not have unique experiences here either.

5.4.2 Auckland has been ranked down in the destination competition.

Today cities are not just competing with cities and towns "down the road" but with cities around the world. To be competitive cities have to offer a high all – round quality environment, involving the traditional economic factors such as infrastructure, land and property, skill labour and so forth. When Chinese tourists have been asked how they compare Auckland or New Zealand to other destinations or countries where they travelled before, most of Chinese tourists expressed that they did not experience quality tourism products in Auckland. A Shandong tourist told the researcher:

> Auckland is nice city, but I like Rotorua more. I heard New Zealand has a lot of farms and sheep. In Rotorua, I watched the Maori show and went to the geothermal attractions; I also experienced the farm life. Rotorua seems give us more activities which we can enjoy.

Few tourists expressed that they prefer to stay in Queenstown or the South Island as opposed to Auckland:

> We travelled to Europe last year. We spend the same amount of money or even more money on Australia and New Zealand tour. But Auckland didn't impressive us.

Another Shanghai tourist added:

> I will tell my friends how beautiful New Zealand is. I will recommend them come to stay in Queenstown or Christchurch to feel the western culture. I feel much relaxation as I was in Queenstown. Probably it is because Auckland is too commercial. Auckland is really not much to see.

New Zealand Tourism Strategy 2015 (2007) states: "world–class experiences are authentic, unique, and delivered with superb service. They must also demonstrate a high standard of environmental management and they must stand out as being different from the experiences available in other countries. The key to meeting this outcome is quality." Cities have to be competitive and have new activities. Chinese tourists ranked Auckland down in comparison with other tourism destinations.

5.4.3   New Zealand/Auckland is not first choice for Chinese travellers.

Whether these Chinese tourists will suggest to their friends or family that they should come to New Zealand and Auckland after they travelled in Auckland, every Chinese tourist had different thoughts.

When Chinese tourists compare New Zealand with Asian destinations, some Chinese tourists thought the New Zealand trip is too expensive and takes too long compared to travelling to other Asian countries. They prefer to travel to Asia. A Shanghai tourist explained to the researcher:

> I will recommend New Zealand to my friends, but I think I may suggest them travel in Asian countries first. Travelling in Australia and New Zealand is much more expensive than travelling to Asian countries. Also, they need to have at least 10 days for this travel, it's a long journey.

When Chinese tourists compare New Zealand to European countries, several tourists commented that they prefer to spend the same amount of money to travel to 12 European countries. When they compare New Zealand to Australia travel, they commented that New Zealand could be a good add – on destination to Australia travel. It is too expensive to spend such a lot of money and only travel to one country. A Guangzhou tourist said:

> I will recommend my friends about Australian/New Zealand; it's a good place to relax. It is not really possible to come to New Zealand as a solo – destination, but it's a good add – on option.

The researcher also found a young teenager who came to New Zealand with his parents for holiday, he told the researcher:

> Auckland is not my favourite place, I feel bored in here. There is not much stuff for young people. I do not really like it. I won't recommend to my friends.

For visitors, the experience starts when they first start planning their trip. It includes the information and booking process, what happens when they first arrive at the New Zealand border, and the experience they have once they are here. Most of tourists agreed that Auckland is a nice city compared with where they come from, however, Auckland not only competes with Asian countries or Australia, it has to compete with every city, every tourism destination in the world.

The New Zealand government does not give Auckland or even New Zealand itself successful promotion in the Chinese market. Chinese tourists came to Auckland with

insufficient information provided which leads to Chinese tourists having no clear expectations and requirements of Auckland/New Zealand. The travel companies use Auckland as a gateway to transfer tourists into other cities. They further mislead the perception Chinese tourists have of Auckland.

5.5   CONCLUSION

The aim of this chapter is to find the answer to whether Auckland meets Chinese tourists' requirements and expectations. The finding of this chapter is built on the data from secondary and in-depth interviews, with a deeper understanding of the Chinese culture. The findings of an analysis of 32 Chinese tourists; 18 guides/inbound tour operator managers and 32 tourism industry members based in Auckland are reported.

This chapter set out to answer one basic question: "How do Chinese tourists perceive their expectations and experiences of visiting Auckland?" The discussion above has answered this question by showing what Chinese tourist want, what they do, where they stay, and how Auckland responds to their expectations. The important finding of this chapter is that Auckland is not ready for Chinese tourists. The research indicates that there appears to be lack of promotion in the Chinese market which leads to Chinese tourists not having correct images of Auckland. More importantly, the lack of information also made Chinese tourists miss out on opportunities to see the real attractions and activities in Auckland. The demand and supply analysis also discovered that insufficient accommodation facilities push Chinese tourists away from Auckland.

CHAPTER 6

"AUCKLAND, YOU NEED TO WORK HARDER."

6.1   INTRODUCTION

The literature review has revealed gaps within the particular tourists groups and specific tourism destinations. It showed that more studies need to be undertaken to fully understand the relationships between them. Until now, issues such as a) whether a tourism destination meets the tourists' requirements and expectations and b) whether the tourists' destination is capable of adequately hosting tourists have been largely ignored. The aim of this study was to explore the dynamics of the outbound tourism phenomenon in China, with the particular focus on investigating whether Auckland as an urban tourism destination provides suitable services that match the market and the requirements of Chinese travellers.

This chapter closes the study of Chinese tourists' urban destination requirements and Auckland's capability to provide them. It provides several management and marketing recommendations with regards to best practise for the future development of Chinese tourists travel to Auckland. The relevance of the research to policy planning is also reviewed along with a brief suggestion for future research. This thesis thus provides a more holistic picture not only of the Chinese tourists (demand side) but also the "supply perspective" in Auckland.

The recommendations are in regards to the monitoring and managing of secondary tourism products in Auckland, such as accommodation and transportation. It is difficult to promote a destination to large groups since there is no sufficient infrastructure to accommodate a big volume of tourists in particular during the peak season. This factor influences Chinese travel agencies to hesitate to sell Auckland as a destination given its lack of infrastructure and facilities. It is a timely opportunity for New Zealand government and tourism organizations to play an important role in creating a positive destination image and assisting improvement for infrastructure and services.

6.2 CHINESE TOURISTS AND THE AUCKLAND TOURISM INDUSTRY

The thesis explores the gaps between Chinese tourists' demands of Auckland and the supply of Auckland as an urban tourism destination to Chinese markets. The findings presented here have provided an opportunity to understand the demand side of the phenomenon by clarifying characteristics of Chinese outbound travellers and their expectations. The qualitative data collected proved a rich source of evidence. From a supply perspective, an analysis of tourism products in Auckland was established, and the comparison of tourists demand and destination supply has been discussed.

Current Chinese visitors to New Zealand are typically well–travelled, middle aged, have an above-average level of income, and educational attainment. Their trip is primarily motivated by a desire to go sightseeing in areas that they have not previously visited, and ultimately have a holiday that is relaxing. Many have visited New Zealand because it was part of a package with Australia and they do not have clear expectations of New Zealand. New Zealand evokes a positive set of awareness associated with its clean and unpolluted image, and is seen as a safe destination. The Chinese marketing efforts emphasise a perception of New Zealand being unspoilt in nature, and this perception is an attraction for a significant group who have money to spend (TNZ, 2007).

The findings from before, during and departing were: firstly, due to lack of information supplied about Auckland and promotions about New Zealand in China, most Chinese outbound tourists have no clear requirements or expectations about Auckland. They arrive here knowing nothing and expecting nothing. This is concluded from the interviews with Chinese tourists.

Secondly, the primary element of tourism product – attractions and activities in Auckland – is not well experienced by Chinese tourists. The Auckland tourism marketing strategies (if any) appear to be failing with respect to attracting the Chinese market. This was because:

a) There is a lack of promotion about these attractions, as not many Chinese tourists knew about any existing marketing campaigns;

b) Tour quality was low, as Chinese tourists did not feel they were taken to desired attractions;

c) The attractions tourists were taken to, did not meet their expectations as tourist desired to visit a unique attraction.

Thirdly, the secondary elements of tourism products in Auckland do meet Chinese tourists' expectations in terms of the quality and services that were provided. However, the accommodation facilities (hotels) did not meet the inbound tour operators' requests. For example, the number of hotel rooms is inadequate to accommodate large Chinese tour groups; and some hotels are located too far away from the city. This finding is of importance given walking in the city is the third main activity for Chinese tourists. Insufficient accommodation was found to play a role in forcing the operators to reserve accommodation in locations on the peripherals of the Auckland city centre or postpone the group's arrival to Auckland or New Zealand.

It is important to note that today's tourism destination cannot strictly be put on the market and sold. This is because the market is increasing at a faster rate than before and also the demand from different markets needs to be studied separately. For example, the number of Chinese tourists who visit Auckland is increasing at a faster rate than the ability of Auckland's accommodation to supply. Auckland appears to have reached the limitation and is unable to meet the increasing Chinese market demand. A tourism destination needs to meet the tourist requirements in order to keep them satisfied with their experiences. To manage and monitor the destination as selling points are very important to keep destination sustainable. In the case of Chinese tourists, their perception of Auckland as an urban destination was that of a destination "with little to offer". This current perception needs to be changed. Auckland must be developed and promoted as an urban destination offering urban–based tourism activities. Tourist packages need to be developed that sell the destination as an attractive urban and culturally enriched destination. Auckland offers immense potential for development. The extinct volcanoes, the picturesque islands, the cultural diversities and indigenous Maori heritage present a myriad of possibilities for Chinese tourists. Despite the fact that Chinese tourists travel in Auckland or New Zealand for a short period of time, and within groups, it is still possible to provide them with unique travel experiences.

6.3   RECOMMENDATIONS FOR NEW ZEALAND/AUCKLAND

New Zealand is one of the earliest western countries granted to be an ADS country, which is new as a destination to the Chinese tourist market. Both Chinese tourists and travel agents appear to lack adequate awareness and images of this land as a tourism destination. It is widely recognized as a small country next to Australia with lots of sheep and unpolluted air. New Zealand is aiming to provide a world-class, sustainable tourism destination in the world. However, the promotion of Auckland as a destination was found to be unsatisfactory. The first recommendation is effectively to promote Auckland to the Chinese market using their own language – Chinese (this could also be applied to other non - English speaking markets). Current promotion appears to be derived primarily from the promotion of New Zealand as a generic product with little understanding of the need to identify and promote the urban characteristics that make Auckland a distinct destination within New Zealand. In the Maori language, Auckland is known as Tamaki-Makau-Rau "the maiden with a hundred lovers". Because of the multifaceted nature of Auckland as a destination, it is vital that a suitable image highlighting the city's urban and cultural characteristics be identified and promoted.

One of the findings of this research emphasized the importance of promoting Auckland to the Chinese market, through establishing destination awareness and developing new tourism attractions to keep it attractive to Chinese tourists. A few Chinese tourists indicated that they had heard of the catch phrase Auckland "City of Sails", however, most of them did not know why. A recommendation would be to provide a focused promotion that first outlines the unique attractions in Auckland and then widens peoples' knowledge about the other general activities.

6.3.1   Information available

Auckland as an international tourism destination needs to make itself attractive to Chinese tourists. The tourism products cannot pre-experienced and are immovable. So it is a difficult challenge for tourism suppliers who must figure out how to inform potential customers about their products given the fact that tourism is largely an information business prior to and though to the actual sale of the product. Advertising, printed material, the Internet, public relations and media exposure are the communication resources which Auckland could use as a mechanism to showcase this special destination product and its' potential to Chinese tourism customers. International visitors and trade

are exposed to a wealth of information, and Auckland needs to make itself stand out as a destination. These marketing strategies need to emphasise a point of difference. What are the benefits that Chinese tourists will experience coming to Auckland that they would not experience elsewhere? What is Auckland's point of difference? This should focus on the unique selling points and highlight any advantages which Auckland has over other competitors. The quality of the material should also be of a high standard to attract Chinese visitors. The first impressions always count.

6.3.1.1 Establishing own brand or icon

Establishing brand is one of the most important aspects of promoting Auckland. It will help Chinese tourists to identify with Auckland. The brand reflects what it is and does. Branding usually consists of a product name and/or logo – a tagline (slogan). The brand should be consistent across all the marketing material associated with the product. For example, "100% Pure New Zealand" appears to be well known by European and USA. It's all about promoting New Zealand's beautiful scenery and unique Maori culture to the world. Auckland as the biggest city in New Zealand – wanted to become a world–class tourism destination – How did TNZ promoted Auckland as a part of this "100% pure New Zealand"? Do tourists know Auckland because of its volcanoes, casinos and the "City of Sails"? Or do they think the same as Chinese tourists – Auckland is just a boring gateway city? A destination is easier for people to remember if there is brand or icon affiliated with the destination.

6.3.1.2 Advertising in China

New Zealand government is putting $7 million into boosting its tourism marketing in China (Ministry of Tourism, 2007). Tourism Minister Damien O'Connor said "China was a critical emerging market for New Zealand …The funding of $7 million over two years will allow TNZ to raise our profile and attract more high-yielding visitors" (TNZ, 2007). Chinese visitors had increased by an average 22 per cent a year since 1999, China granted New Zealand ADS (Ministry of Tourism, 2007).

Tourists cannot touch, feel, or use tourism products on a trial basis before they agree to buy, therefore, information and advice becomes important. Most visitors will use a number of different sources to plan their travels, so diversifying the marketing spend is important. It's also important to look for the communication tools that the target market is most likely to use. The outlet for the marketing messages is advertising opportunities.

These include newspapers, magazines, visitor guides and directories, radio and television. The best thing to do in this situation is approach the travel agents located in China and ask for their advice. They will know which ones are reputable and which ones are not. The main types of tourism advertising which could be considered are:

- Main Chinese Internet search engines
- TV advertisement on Chinese national channels at "golden time"
- Travel trade publications which will reach all channels of distribution such as inbound tour operators and wholesalers.
- Visitor guides
- Consumer publications

The advertisements should include the unique selling points, fantastic pictures accompanied by descriptions of what Auckland offers. For example, an activity operator would include trip details, duration of trip, hours of operation and booking details. It should always include all contact details.

Over 137 million Chinese can access the Internet, that's 10 per cent of the total population. The Internet is a global platform for communication, which allows cheap, fast and cost – effective marketing worldwide. Having a presence on the Internet is not only beneficial, it is essential. Search engines are the most common way that people will search for information on the Internet. International travellers, travel professionals and the travel trade are increasingly using the World Wide Web to undertake their travel research, demanding current information that is innovative and motivational. However, according to research results, most of the information on the Internet is either not tourism focused or information is in English only which Chinese tourists can not read. How to use Internet effectively to promote New Zealand/Auckland is what Tourism New Zealand and Auckland should focus on.

Word of mouth is the most powerful marketing tool. It is an old saying, but it is definitely true for tourism. Due to lack of information about New Zealand/Auckland, word of mouth has not been properly used in China. There were nearly 600,000 Chinese tourists who visited New Zealand within the last 10 years (TNZ, 2008); however, it is still a small portion compare with China's population of 1.3 billion people. Creating good word of mouth advertising for Auckland is the cheapest and often the most effective way of

getting the message out there, however, it takes time. New Zealand/Auckland should be aware of that the only way to create this positive impression is to deliver consistently high–quality experiences, so tourists go home raving about their time in New Zealand.

6.3.1.3 Language support

Over 68 percent of visitors to New Zealand from China in the year ended December 2006 were 35 to 54 years of age. There were fewer younger visitors with 17 per cent of travellers aged 15 to 34 years, and older visitors with 15 per cent of Chinese visitors aged 55 years and over (Tourism Research, 2007). The majority of the visitors either could not speak English or could only communicate a few words. This explains the reason why most of the tourists prefer go to the restaurants and shops which have Chinese staff. It also means Chinese tourists need language help in Auckland.

In addition, more material is needed in the Chinese language, especially at attractions, hotels, and in maps, shops and Internet. These tourism products should be orientated to its intended market. Through the research, there are only few brochures have Chinese language option. Language supports make people feel friendly about the destination, feel welcome and respected. Benefits are two fold, as information provided in the tourist own language gives a sense of security and familiarity with the destination, which ultimately increases their positive image about the destination.

To employ Chinese staff in a business is a great way to provide language assistance. By providing Chinese materials for Chinese visitors would have a positive effective of encouraging tourists to stay longer. However, how to get qualified Chinese employees and whether the business needs 24 hours Chinese support are dependant on the business types and business requirements from Chinese. Local government could set up a 0800 Chinese help line service to assist and provide advice. Such a help line would provide opportunity for language translation but also a help to support tourist positive experiences. For example, a Chinese visitor could call this 0800 help line to get a taxi, in situations where taxi company telephone operators do not speak Chinese.

6.3.2 Improve the travel experience

Tourism New Zealand's largest annual visitor satisfaction survey showed 97 per cent of overseas visitors returned home satisfied – up 2 per cent, and over half of all visitors are

more than satisfied (TNZ, 2007). The survey showed that 68 per cent of American tourists and 60 per cent of British tourists described themselves as "extremely satisfied" with their New Zealand Experience. However, only 19 per cent of Chinese visitors felt "extremely satisfied" (TNZ, 2007). There are several issues that influence this result. Firstly, the travel agent only arranged two to three days for them to stay in New Zealand, so they did not have time to go to the attractions and activities. Secondly, tourists expect to find urban–based activities and attractions; however it was found that the inbound tour operators did not organize them to go to these places due to cost issues. Last, but not least, the language barrier appears to negatively impact on tourist experiences. Findings suggested that there were not enough signage or information in their language for them to feel comfortable in their surroundings.

Successful tourism is not simply a matter of having better transportation and hotels, but of adding a particular national flavour in keeping with traditional ways of life and projecting a favourable image of the benefits to tourists of such goods and services. A nation's cultural attractions must be presented intelligently and creatively. Any place that wishes to become a successful tourist destination must have more activities for visitors than the traditional recreational activities such as lying on the beach or patronizing a nightclub or visiting popular tourist attractions.

Developing an urban tourism strategy, the key aims are expressed as attracting more visitors, increasing their length of stay, encouraging increased expenditure, increasing the number and quality of the jobs created, improving the quality of the visitor experience, attracting tourism investment, and promoting the city. Chinese tourists complained about lack of real activities and that the night life was boring in Auckland. Inbound tour operators should think about focusing on the arrangement of tour itineraries that will satisfy the tourist's requirements and curiosity. One key idea that marketers have used is that of the unique selling point. It is important to find the unique selling point, the distinctive features which can be sold to stimulate the desire to travel, to differentiate one place from another so that they are not substitutable. For example, itineraries that get their customers involved in some kind of "night experience" and "local nightlife"; more paid attractions or activities should be arranged in the itinerary and so on. The Tourism New Zealand newly released ADS schedule gives a good guideline on the quality experiences.

That Chinese visitors love to shop is not a secret anymore, so they should be given plenty of free time to do so during their travel. Chinese tourists prefer brand products, for example, Louis Vutton, Channel, Ralph Lauren, Gucci, and so on. The findings suggested that tourist felt that New Zealand did not offer many of its own brands or souvenirs.

According to the Tourism New Zealand Strategy 2015, Auckland wants to deliver a world–class visitor experiences; however, it still needs to promotion itself as a desirable, high-quality destination. The language support is very useful and important for Chinese tourists due to the language barrier they have.

6.3.3 Key challenges which Auckland is facing

In the 21st century, cities compete with other cities for economic development both within and between nations. The recent publication by the Committee for Auckland – the Case for Auckland – reinforces just how important Auckland is to New Zealand as a whole. The key challenge for Auckland is how to become a world–class city and a greater engine for growth for both the city–region and New Zealand (New Zealand Government, 2007). The vision of the New Zealand Tourism Strategy 2015 is that tourism is valued and is a leading contributor to a sustainable New Zealand economy. The tourist sector faces a number of challenges if it is indeed going to achieve this vision. "Globally, the New Zealand tourist industry faces the impacts of climate change on worldwide travel patterns, exchange rate fluctuations and restricted aviation capacity. At a local level, challenges include the availability of appropriately qualified and skilled staff, environmental management, and domestic air capacity and transport links (New Zealand Government, 2007)."

6.3.3.1 Auckland Metro Project

Providing quality tourism experiences is the strength of Auckland's tourism industry, however quality levels are not consistent. In an environment of increasing visitor numbers and low entry barriers to the industry, there is a tendency to revert to competition based solely on price, with limited attention to quality. In order to deliver high quality experiences to visitors at all stages of their journey, the sector must continue to invest in developing distinctive, unique and value–added product, in providing world–class facilities and in ensuring service is of a high standard. Tourism New Zealand released a new ADS policy: 1.5 hours a day shopping is the maximum for tourists; at least two paid

inclusions in North Island itinerary where the cost is at least $25 have to be included; inbound operators have to report their tours to TNZ every eight weeks, the review will last for four months and then will be less frequent; and 0800 number will be set up for complaints. These new ADS provisions strengthen the entry barrier to the industry and improve the quality of travel experience. Monitoring visitor perceptions of their experience to ensure it meets or exceeds visitor expectations is essential. Delivering on the promise of world–class visitor experiences requires a workforce with the right people, skills and motivation. Tourism Auckland new released project – "Auckland Metro Project" is one of the plans helping Auckland to be a world – class visitor destination.

There are examples worldwide of special events leading to increased tourism, job creation, improvements to infrastructure and amenities, and an ongoing increase in demand for goods and services. As well there are the social and cultural benefits which flow from positive changes to the urban fabric, and, in the case of a sports event, in increased participation in the sport concerned. The hosting of the Rugby World Cup provides the Auckland metro region with great opportunities for leverage, and for a long lasting legacy. Cities which host large events and manage them properly can simultaneously progress their development aspirations. Sydney is well known by Chinese since it hosted 2000 Olympic Games. China has not hosted any Olympic Games yet. Travelling to Sydney to experience the Olympic City is one of their motivations (CNTA, 2007). Auckland has chance to be well known by more Chinese through hosting the Rugby World Cup when the whole worlds eyes will be on it in 2011. The Metro Project Action Plan has identified the creation of a legacy of benefits from Rugby World Cup 2011 as one of its priority action areas, and the government endorses that prioritisation. Joint action to maximise this opportunity will enable Auckland to gain traction across a number of interlocking issues.

6.3.3.2 Use every dollar smartly

The international marketplace is crowded and competitive and New Zealand is a little dot on the map. The tourism industry spends about 0.12 per cent of all global tourism advertising, which makes it a very small player when compared to the marketing and promotional spending of other competing countries. China is the fifth tourism generating country in the world. Everyone has eyes on this slice of the cake and wants to share a piece of it. New Zealand has to be smarter when spending its marketing dollars, and more closely match what it has to offer to what the visitor wants.

The research found that there are 10% of total population has access to Internet. Internet promotion could be one of the most effective ways to sell New Zealand to Chinese people. Using Internet to promote New Zealand is much cheaper than TV and much faster than word–of–mouth. At present, the Internet information about New Zealand/Auckland is either not tourism focus or in English only. Tourism New Zealand should update their websites information and also enrich the content of their websites.

6.3.3.3 Location

The distance and time it takes to get here are hard to overcome. Chinese have little knowledge of New Zealand. They know it is beautiful, "it is the last piece of pure land on earth," but small and far away, and unfortunately it is quite expensive in comparison to other international destinations (CNTA, 2006). They pay about US$2000 to go on an 11–day tour on Australia and New Zealand and they would pay the same to see 12 European countries on a 12–day tour. The location of New Zealand is a key challenge for tourism development. However, this could be turned into advantages – New Zealand is unpolluted and safe destination for international travellers.

From another point of view, as New Zealand's gateway, Auckland is the first and the last place visited by most of Chinese tourists. The first direct flight connecting New Zealand and China is from Auckland to Shanghai. In July this year, Auckland – Beijing direct flights will be open. The ease of access to Auckland is advantageous to the Chinese tourist market in comparison to other New Zealand location destinations. With this opportunity in mind, it is important for Auckland to consider how to provide suitable services and facilities and unique tourism attractions and activities to attractive more Chinese tourists to stay longer. Auckland should have his own landmark or tourism icon (for example, SKY Tower) effectively promoted to Chinese tourists or even other countries tourists.

6.3.3.4 High season and low season

As highlighted in the literature, from November to February is the high season of travelling in Auckland or New Zealand. Most hotel occupancies are very high during this period. It is hard to book into hotels, not only for Chinese inbound operators but also for local travel agents. However, business cools down after March, and is especially low between April to August. Hotels need customers all year around to balance their revenue. This point highlights opportunity beyond that of building more accommodation infrastructure in Auckland.

Some hotels respond to travel agents that they are fully booked when they still have limited rooms available. Hotels want to sell at higher rates than the agent's wholesale rates. How to solve this issue instead of replying to travel agent with fully booked? Should hotels consider changing agents' wholesale rates to higher rates in the high season in order to keep this market or by saying they are fully booked and push them away? It recognizes the need for marketing strategies targeting low season periods, that is, managing high season and their current infrastructure more effectively.

6.3.3.5 Quality control

New Zealand's tourism product, distribution channels, market intelligence, infrastructure and approach to business are oriented to the past and present visitor mix. The tourism sector must meet the challenge of responding quickly to realise new opportunities and address risks as markets emerge, or flatten and decline. China presents a particular challenge, as the Chinese outbound leisure market over the last few years has been of low quality, dominated by controlled shopping commissions. New Zealand's profile with Chinese consumers in key markets for tourism is low. New Zealand tourism risks either failing to realise the potential economic benefits, or exposing New Zealand to price–based, low quality growth and the associated negative impacts. The New Zealand government has released a new ADS scheme for the Chinese market. New Zealand needs to try and control the way New Zealand is promoted. Tourism New Zealand newly released ADS provisions strengthen the entry barrier to the industry and improve the quality of travel experience; moreover, it id monitoring visitor perceptions of their experience to ensure it meets or exceeds visitor expectations.

Most of time Chinese tourists have been organized and taken to "free entry" sightseeing places. The reason of this has been mentioned in Chapter Five. For example, when Chinese tourists request to visit a lookout, the tour guide will guide them to "free entry" Mt Eden or One Tree Hill in Auckland instead of the SKY Tower. Where will the tour guides take Chinese tourists if Mt Eden or One Tree Hill requests an "entry fee" from tourists? Will it make them think of a better place to go instead of where the "free entry" place is? If this change happens, the results are not about Auckland city council gaining extra income but more importantly, for Chinese tourists, they could have better experiences in Auckland during they stay.

6.4   RESEARCH IMPLICATIONS

The findings in this research can serve practical purposes of managerial decisions. The following section discusses the implications of the requirements and expectations of Chinese tourists in Auckland which are based on the main findings of this research. China is an important tourism market for New Zealand. It is too big to ignore. With the future development of Chinese outbound tourism in New Zealand, it is important for New Zealand tourism industry to be aware of this huge challenge they are facing and take measures to strengthen their position in the world tourism system.

As there has not been much study in this area, no discussion or comparison of other relevant data can be made. The review of literature showed a lack of research specifically addressing this phenomenon, and most related work focused on merely defining a specify destination to meet particular tourist markets. This thesis thus brings new knowledge into the tourism industry on how to meet a special tourist market's requirements and expectations (for example, the Chinese market) on an urban tourism destination.

This thesis contributes to tourism knowledge by helping people to better understand the Chinese outbound tourists. It widens the perception of the tourism industry in the 21st century by showing that tourist motivations and expectations are in a process of change, and that there is a need to cater to the needs of people and try to satisfy them. The research explores some untouched reasons behind the phenomenon for Chinese outbound tourist markets. This is a complex phenomenon. It involves some predictive factors, such as, financial, political, and cultural factors. China has a great history dating back over 5,000 years. This long history influences Chinese people's living style, social development and so forth. Chinese called this phenomenon "culture". Culture is everywhere in Chinese life. It influences Chinese tourists travel motives, travel decision making-progress, travel behaviour, travel expenditure and so on. The researcher recommends business operators, learning Chinese culture before doing business with Chinese.

This study contributes to business intelligence in the tourism industry and government marketers. Firstly, it provides an analysis of Chinese outbound tourists in Auckland which can be further developed and marketed to New Zealand. Auckland, New Zealand was found to be a most popular urban tourism destination in terms of population and gateway function is the major player of the national economy. Auckland is facing a huge

challenge with tourism destination competition getting fiercer. Auckland needs to take measures to strengthen its position in New Zealand. Tourism products in Auckland face the challenge to attract Chinese tourists. Some of the findings of this research emphasized the importance of promoting Auckland to Chinese markets; establish the destination awareness; developing new tourism attractions to keep Auckland attractive to Chinese tourists; and, providing sufficient accommodation facilities to its visitors.

Secondly, the study also offers profile characteristics of Chinese outbound tourists based on the sample studies. Other useful information can be derived from this research, such as the reasons people use travel agents more than personally booking it themselves. Such information can be used in marketing Chinese tourist products and tailoring them for special needs. In the past, the marketing of tourism has tended to focus on promoting the existing product (product push) rather than meeting the customers' need (demand pull). Once the tourism industry has information on what the consumer wants, it can then develop products to satisfy the needs of the consumer (the visitor) as well as being profitable for the suppliers (the operators).

This thesis has mapped the contemporary New Zealand tourism market as well as the importance of Chinese outbound markets to New Zealand and Auckland. Based on this study, the reasons why Chinese tourists choose multi-destinational travel more than solo travel; how low costs/quality tours exist in Chinese market; and why Chinese tourists think Auckland is a 'boring' place have been discovered. The most striking discovery from this study is that Auckland as New Zealand's biggest city and the top destination for Chinese tourists is unsuccessful to attractive or impressive Chinese tourists; Auckland tourism industry has not made itself totally ready for this market.

6.5   RECOMMENDATIONS FOR FUTURE RESEARCH

This research attempted to fill in the gaps by exploring the dynamics of the outbound tourism phenomenon in China with the particular focus on investigating whether Auckland as an urban tourism destination, provide suitable services, which match the market and the requirements of Chinese travellers. However, the multi-faceted nature of tourism indicates that a wide range of areas within this subject needs to be explored. The following sections suggest several areas for future research.

There is a paucity of information regarding China outbound industry largely because international travel is still very new phenomenon in China. This research attempted to explore the demand and supply relationship between tourism market segment and tourism cities by using a new destination – Auckland as a case study. Further studies of Chinese outbound tourists may focus on an informant sample that is far more global, and spotlight tourist destinations other than Auckland, New Zealand, such as, Australia, as Australia is one of the most popular destinations for Chinese outbound tourists. Further, the studies can also target other particular outbound tourists groups from other regions, and further breaking down of the segments would also be useful to advance the knowledge of difference in travel behaviour.

Thirdly, this research was limited in its scope to address a number of other factors, such as, the types of travel, education and age factors of the tourists. It is recommended that further research could also take these factors into consideration, to enhance understanding of the Chinese market.

Finally, with regard to issues of methodology, the purpose of this research was to identify the gaps between Chinese tourists expectations and Auckland's capability to provide them, rather than measuring them on a scale. To extend the use of these results in a wider area, it is recommended to apply more quantitative methods in the future research.

Indeed there is opportunity to undertake research on how to balance the supply with the actual demand. This thesis is but a mere stepping stone to this knowledge. It is hoped, that this research has opened uncharted research grounds and in so doing inspired further academic journeys of self – awareness and discovery.

6.6   CONCLUSION

China surpassed Japan in the year ending January 2008 to become New Zealand's fourth largest tourism market, with 122,045 visitors, a 14.6 per increase on the previous year. With personal incomes rising at between 10-15 per cent each year, Chinese consumers are spending their disposable income on leisure activities including travel. Some 34 million Chinese travelled abroad last year, which made the country the largest outbound market in Asia. The Ministry of Tourism predicts that the total Chinese visitor arrivals are forecasted to increase by 113.8 per cent by 2012. Chinese tourist travel is expected to

grow by around 10–15 per cent per year for the next five years (Ministry of Tourism, 2007). The growth of the Chinese outbound market in the tourism field has been very remarkable to the world during the last two decades, and is significant for the New Zealand tourism industry.

China is New Zealand's fastest-growing tourism market, which is a reflection of the rapid economic development that this country is experiencing. There are a growing number of wealthy Chinese keen to travel more. The first ever 100% Pure New Zealand campaign will be launched in Shanghai in April in a bid to target the growing middle class and increase the value of visitors from China (TNZ, 2008). Tourism New Zealand Chief Executive George Hickton said Tourism New Zealand is working to maintain traditional markets in the face of a tougher global economic climate, while endeavouring to increase the value of growing markets such as China. The launch of Air New Zealand's direct flights to Beijing from July 2008 is set to boost this market further and will help promote New Zealand as a single holiday destination, rather than being an add-on to Australia.

Auckland as New Zealand's gateway will give Chinese tourists their first impression about this country. As New Zealand's largest city, Chinese tourists will also compare their travel experiences in Auckland with other metropolitan cities which they travelled to before. The competition between tourism cities is fierce in the world. As China is predicted to be the top source country in terms of providing large overseas tourists numbers, there is a great potential for further development, and it is important for Auckland to conduct more in-depth research to analyse this market so as to further expand the market share. China is New Zealand's fastest growing international visitor market, and is projected to be the fourth largest within three years. Therefore, having a good understanding of this market, and the needs, and the performances of tourists is essential in satisfying tourists and enhancing tourist's experiences, which in turn will create a good destination image among other Chinese tourists to boost the further development of New Zealand's tourism industry. Auckland needs to not only perform its host function to Chinese tourists like other tourism destinations, but also show this city's unique character to its visitors so that Auckland can become a real world–class tourism destination.

This study contributes to a broader and deeper understanding of the Chinese outbound tourist travel behaviours and expectations. This research seeks to fill the identified

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research gap, by exploring the performance of Chinese outbound tourists in Auckland, and exploring the demand and supply relationship between tourism market segment and tourism cities.

By analysing the factors which influences the tourist expectations and behaviours, as well as the contemporary issues in Auckland, this research will help tourism marketers get better understand their target markets. Further, this research will also be useful for government tourism organizations to recognize the current problems so that they are able to take appropriate measures to improve the performance of tourism players and provide a quality travel experience of Chinese tourists in Auckland. Auckland is ranked fifth in the world for quality of life (Tourism Auckland, 2007). The Mercer Index in 2006 placed Auckland well ahead of Sydney, Melbourne, San Francisco and Adelaide. With a spectacular natural environment, Auckland continues to attract talented migrants to its pool of skilled and motivated workforce. Auckland has the potential to be much more than just a gateway. It offers immense potential for future development.

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Indicative Interview questions

– These questions will be asked to Chinese tourists

Section one – before coming to Auckland

1. Where did you hear about Auckland/New Zealand?

   _____

2. Is there a lot of information available in Chinese?

   _____

3. Why did you choose to visit New Zealand?

   _____

4. How did you make your booking?

   _____

5. Why did you choose travel in group/independent?

   _____

6. Are you coming to New Zealand/Auckland only or to Australia and New Zealand as an add-on travel?

   _____

7. What factors do you consider when you decide to travel?

   _____

8. What is your perception about Auckland before visiting here?

   _____

9. Do you need language support?

   _____

Section two – after coming to Auckland

10. What is your perception about Auckland now?

    _____

11. Did you get language help?

    _____

12. Did you get correct information about Auckland from the agents/websites/books?

    _____

13. Were you interested in these attractions which Auckland has?

    _____

14. Do these attractions meet your expectation?

    _____

15. Do you think this travel experience is value for money? Are you willing to pay more to get better experience?

    _____

16. Are you interested in returning to Auckland in the future?

    _____

17. Will you recommend Auckland to others?

    _____

18. What do you recommend to Auckland tourism industry to do for Chinese tourists to make their travel more enjoyable?

    _____

Indicative Interview questions

- These questions will be asked to business members (frontline staff and manager)

1. Do you have Chinese tourists visit?

   _____

2. Do they come as tour group or individual visitors?

   _____

3. Do you provide Chinese language help (Chinese brochures/staff)? If the answer is "No", are you going to provide Chinese language help?

   _____

4. Do you have money exchange services for Chinese (RMB or US$)?

   _____

5. Do you have transport service (Free)?

   _____

6. What else do you provide to the Chinese tourist?

   _____

7. Do you like to deal with Chinese market? What kind of problems do you find with Chinese tourists?

   _____

8. Did you get any comments from Chinese tourists about your business?

   _____

Participant
Information Sheet

For Tourists

Date Information Sheet Produced:
28 August 2007

Project Title
Is Auckland ready for Chinese travellers? An analysis of Chinese tourists' urban destination requirements and Auckland's capability to provide them.

An Invitation
I, Feng Sabrina Tian, am a Master student in Business at AUT. I am doing a Master's thesis on the topic above. I wish to invite you to participate in my research by having an interview with you. You may withdraw at any time without any adverse consequences. Your participation is entirely voluntary.

What is the purpose of this research?
The purpose is to obtain data for my Master thesis. The aim of my project is to better understand how good Auckland is as a destination for Chinese tourists. The information about Chinese tourists' perceptions of Auckland will be gathered from Chinese tourists, and others industry members involved with Chinese tourists.

How was I chosen for this invitation?
You have been chosen for an interview, on the basis that you are a Chinese tourist. During the interview, notes will be taken and analysed later.

What will happen in this research?
I will ask you several questions about your travel experiences during the interview.

What are the discomforts and risks?
The discomforts and risks are minimal and no more than encountered in your everyday business.

What are the benefits?
My research results will indicate whether Auckland can provide suitable service and experiences, which match Chinese tourists' requirements and expectations.

How will my privacy be protected?
In my thesis, your name will not be stated.

What are the costs of participating in this research?
Time (the interview will take approximately 20 minutes to an hour).

What opportunity do I have to consider this invitation?
Before the interview begins, and while it is in process, you have the opportunity to withdraw. If you choose to withdraw during the interview, any notes that have been taken will be destroyed.

How do I agree to participate in this research?

I will give you a Consent Form to sign if you agree to participate in this research. The interview will be between 20 minutes to an hour. You need to leave me your contact details on the Consent Form, if you seek further information. You may withdraw at any time without any adverse consequences.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Dr Charles Johnston, charles.johnston@aut.ac.nz, and 64-9-921-9999 ext 5120 (Tel) 64-9-921-9962 (Fax).

Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEC, Madeline Banda,*madeline.banda@aut.ac.nz*, 9219999 ext 8044.

AUTEC Reference number 07/142

Whom do I contact for further information about this research?

Project supervisor, please details below.

Researcher Contact Details:

Feng Sabrina Tian

Email: tgk3554@aut.ac.nz

Project Supervisor Contact Details:

Dr Charles S. Johnston
Senior Lecturer, School of Hospitality and Tourism
Faculty of Applied Humanities
Auckland University of Technology
Private Bag 92006 Auckland New Zealand
64-9-921-9999 x 5120 (Tel) 64-9-921-9962 (Fax)
charles.johnston@aut.ac.nz

Participant
Information Sheet

For Tourism Industry

Date Information Sheet Produced:
28 August 2007

Project Title
Is Auckland ready for Chinese travellers? An analysis of Chinese tourists' urban destination requirements and Auckland's capability to provide them.

An Invitation
I, Feng Sabrina Tian, am a Master student in Business at AUT. I am doing a Master's thesis on the topic above. I wish to invite you to participate in my research by having an interview with you. You may withdraw at any time without any adverse consequences. Your participation is entirely voluntary.

What is the purpose of this research?
The purpose is to obtain data for my Master thesis. The aim of my project is to better understand how good Auckland is as a destination for Chinese tourists. The information about Chinese tourists' perceptions of Auckland will be gathered from Chinese tourists, and others industry members involved with Chinese tourists.

How was I chosen for this invitation?
You have been chosen for an interview, on the basis that you are a Chinese tourist. During the interview, notes will be taken and analysed later.

What will happen in this research?
I will ask you several questions during the interview about Chinese tourists' perceptions of Auckland and the relationships with them.

What are the discomforts and risks?
The discomforts and risks are minimal and no more than encountered in your everyday business.

What are the benefits?
My research results will indicate whether Auckland can provide suitable service and experiences, which match Chinese tourists' requirements and expectations.

How will my privacy be protected?
In my thesis, your name will not be stated; the name of your business will not be mentioned.

What are the costs of participating in this research?
Time (the interview will take approximately 20 minutes to an hour).

What opportunity do I have to consider this invitation?

Before the interview begins, and while it is in process, you have the opportunity to withdraw. If you choose to withdraw during the interview, any notes that have been taken will be destroyed.

How do I agree to participate in this research?

I will give you a Consent Form to sign if you agree to participate in this research. The interview will be between 20 minutes to an hour. You need to leave me your contact details on the Consent Form, if you seek further information. You may withdraw at any time without any adverse consequences.

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Project Supervisor Contact Details:

Dr Charles S. Johnston
Senior Lecturer, School of Hospitality and Tourism
Faculty of Applied Humanities
Auckland University of Technology
Private Bag 92006 Auckland New Zealand
64-9-921-9999 x 5120 (v) 64-9-921-9962 (f)
charles.johnston@aut.ac.nz

Approved by the Auckland University of Technology Ethics Committee on 04th Oct 2007, AUTEC Reference number 07/142.

Consent Form

For Tourists

Project title:
Is Auckland ready for Chinese travellers? An analysis of Chinese tourists' urban destination requirements and Auckland's capability to provide them.

Project Supervisor:
Dr Charles Johnston

Researcher:
Feng Sabrina Tian

- o I have read and understood the information provided about this research project in the Information Sheet dated dd mmmm yyyy.

- o I have had an opportunity to ask questions and to have them answered.

- o I understand that notes will be taken during the interviews.

- o I understand that I may withdraw myself or any information that I have provided for this project at any time prior to completion of data collection, without being disadvantaged in any way.

- o If I withdraw, I understand that all relevant information including transcripts, or parts thereof, will be destroyed.

- o I agree to take part in this research.

- o I wish to receive a copy of the report from the research (please tick one): Yes○ No○

Participant's
signature:..
Participant's name:...
Participant's Contact Details (if appropriate):…………………………………....…....
Date:..

Approved by the Auckland University of Technology Ethics Committee on 04th Oct 2007
AUTEC Reference number 07/142
Note: The Participant should retain a copy of this form.

Consent Form

For Tourism Industry

Project title:
Is Auckland ready for Chinese travellers? An analysis of Chinese tourists' urban destination requirements and Auckland's capability to provide them.

Project Supervisor:
Dr Charles Johnston

Researcher:
Feng Sabrina Tian

○ I have read and understood the information provided about this research project in the Information Sheet dated dd mmmm yyyy.

○ I have had an opportunity to ask questions and to have them answered.

○ I understand that notes will be taken during the interviews.

○ I understand that I may withdraw myself or any information that I have provided for this project at any time prior to completion of data collection, without being disadvantaged in any way.

○ If I withdraw, I understand that all relevant information including transcripts, or parts thereof, will be destroyed.

○ I agree to take part in this research.

○ I wish to receive a copy of the report from the research (please tick one): Yes○ No○

Participant's
signature:..

Participant's name:...

Participant's Contact Details (if appropriate):……………………...…....................…….

Date:...

Approved by the Auckland University of Technology Ethics Committee on 04th Oct 2007

AUTEC Reference number 07/142

Note: The Participant should retain a copy of this form.

采访问题

接受采访者：游客

第一部分：抵达奥克兰前

1. 您从哪里的了解到奥克兰/新西兰？
   _____

2. 有足够的中文信息关于奥克兰吗？
   _____

3. 您为什么选择来新西兰？
   _____

4. 您是如何预定您得旅程的？
   _____

5. 为什么您决定随团/单独游？
   _____

6. 您的行程是新西兰一国游还是同澳大利亚一起的多国游？
   _____

7. 什么因素影响您的旅游决定？
   _____

8. 在您来奥克兰以前，对它的印象如何？
   _____

9. 您是否需要语言帮助？为什么？
   _____

第二部分：

10. 您对奥克兰现在的印象如何？
    _____

11. 您是否由获得语言帮助？
    _____

12. 您从网站，书籍和旅游公司处得到信息是否准确？
    _____

13. 您是否喜欢奥克兰的景点？
    _____

14. 这是否打到了您的期望？
    _____

15. 您觉得您的旅游消费物有所值吗？您是否愿意付多些钱看更多东西？

_____

16. 如果有机会，您是否愿意再次回到奥克兰？

_____

17. 您会把奥克兰介绍给您的朋友吗？

_____

18. 您有什么建议要踢给奥克兰旅游业的？还有哪些方面您觉得奥克兰可以为中国游客
    做到更好？

_____

采访问题

接受采访者：旅游业者

1. 这里是否有中国游客光顾？

   _____

2. 中国游客是随团来还是散客？

   _____

3. 这里是否有提供中文帮助，比如：讲中文的员工，中文材料等等。 如果没有，您是否考虑过增加这项服务？

   _____

4. 这里是否提供币兑换服务？

   _____

5. 是否提供交通服务？免费吗？

   _____

6. 还有其他别的服务是给中国游客的吗？

   _____

7. 在同中国游客接触中，您觉得有哪些问题？

   _____

8. 中国游客是否对此处留下任何评论？

   _____

采访须知

接受采访者：游客

须知拟定日期：

2007 年 8 月 19 日

论文题目：

奥克兰是否已经为接待中国游客做好准备？关于中国游客对于都市旅游的要求和奥克兰是否具备接待中国游客的能力的分析。

采访者：

田枫，奥克兰理工大学商学硕士。

我真诚的邀请您参加我的论文调查，你的参与完全自愿，自由，保密，您可以在任何时候终止采访。

采访目的：

主要是分析中国游客对于奥克兰的满意程度。

被采访者：

由于您是中国游客，所以您的参与对我的调查很重要。

采访方式：

会谈式, 我会向您寻问一些相关问题。

是否存在危险：

采访地点安全，被采访者完全不记名，没有危险。

采访结果：

采访的结果将会用在论文中做分析材料。

隐私：

采访在自愿的情况下，完全不记名。

采访时间：

二十分钟至一小时。

采访预定：

采访前或者采访过程中，您可以决定终止采访。一切所得的记录将会被销毁。

接受采访：

如果您愿意接受我的采访，我会请您签署一份同意书。如果您想要了解更多关于论文调查的信息，请您在同意书中留下联系方式，以便联系。

关于采访：

如果您对采访任何建议，您也可以联系我的导师 Dr Charles Johnston；他的电子邮件地址是：charles.johnston@aut.ac.nz, 电话：64-9-921-9999，分机 5120，传真：64-9-921-9962。

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如果您对这次采访的性质有任何质疑，请联系奥克兰理工大学高级秘书 Madeline Banda, 她的电子邮件地址是：madeline.banda@aut.ac.nz, 电话：64-9-921-9999，分机 8044.

此次调查代码：07/142

更多信息：
请联系我的导师。

导师联系方式：
奥克兰理工大学

人文学院

旅游与酒店管理专业

高级讲师

Dr Charles S. Johnston 博士

邮箱号码 92006 奥克兰　新西兰

电子邮件地址：charles.johnston@aut.ac.nz,

电话：64-9-921-9999 分机 5120，

传真：64-9-921-9962。

采访者联系方式：
田枫

电子邮件：tgk3554@aut.ac.nz

采访须知

接受采访者：旅游业者

须知拟定日期：

2007 年 8 月 19 日

论文题目：

奥克兰是否已经为接待中国游客做好准备？关于中国游客对于都市旅游的要求和奥克兰

是否具备接待中国游客的能力的分析。

采访者邀请：

田枫，奥克兰理工大学商学硕士。

我真诚的邀请您参加我的论文调查，你的参与完全自愿，自由，保密，您可以在任何时

候终止采访。

采访目的：

主要是分析中国游客对于奥克兰的满意程度。

被采访者：

您所从事的行业是奥克兰旅游业的一部分，您的参与对我的调查很重要。

采访方式：

会谈式，我会向您寻问一些相关问题。

是否存在危险：

采访地点安全，被采访者完全不记名，没有危险。

采访结果：

采访的结果将会用在论文中做分析材料。

隐私：

采访在自愿的情况下，完全不记名。

采访时间：

二十分钟至一小时。

采访预定：

采访前或者采访过程中，您可以决定终止采访。一切所得的记录将会被销毁。

接受采访：

如果您愿意接受我的采访，我会请您签署一份同意书。如果您想要了解更多关于论文调

查的信息，请您在同意书中留下联系方式，以便联系。

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如果您对采访任何建议，您也可以联系我的导师 Dr Charles Johnston；他的电子邮件地址

是：charles.johnston@aut.ac.nz, 电话：64-9-921-9999，分机 5120，传真：64-9-921-9962。

如果您对这次采访的性质有任何质疑，请联系奥克兰理工大学高级秘书 Madeline Banda, 她的电子邮件地址是：madeline.banda@aut.ac.nz, 电话：64-9-921-9999，分机 8044.

此次调查代码：07/142

更多信息：
请联系我的导师。

导师联系方式：
奥克兰理工大学

人文学院

旅游与酒店管理专业

高级讲师

Dr Charles S. Johnston 博士

邮箱号码 92006 奥克兰　新西兰

电子邮件地址：charles.johnston@aut.ac.nz,

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采访者联系方式：
田枫
电子邮件：tgk3554@aut.ac.nz

采访同意书

接受采访者：游客

论文题目：

奥克兰是否已经为接待中国游客做好准备？关于中国游客对于都市旅游的要求和奥克兰是否具备接待中国游客的能力的分析。

导师：

Dr Charles S. Johnston 博士

采访者：

田枫，奥克兰理工大学商学硕士

- 我已经阅读并了解了采访须知
- 我已经询问了相关信息
- 我知道采访时会做相关的记录
- 我知道我可以在任何时候情况下终止采访
- 如果我终止了采访，我提供的所有信息将被删除
- 我同意接收采访
- 我希望可以得到调查结果的报告，请划勾：是 ☐ 否 ☐

接受采访者签名：

接受采访者姓名：

接受采访者联系方式（可不选）：

采访日期：

采访同意书

接受采访者：旅游业者

论文题目：

奥克兰是否已经为接待中国游客做好准备？关于中国游客对于都市旅游的要求和奥克兰是否具备接待中国游客的能力的分析。

导师：

Dr Charles S. Johnston 博士

采访者：

田枫,奥克兰理工大学商学硕士

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° 我知道采访时会做相关的记录

° 我知道我可以在任何时候情况下终止采访

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° 我同意接收采访

° 我希望可以得到调查结果的报告，请划勾：是 ☐　否 ☐

接受采访者签名：

接受采访者姓名：

接受采访者联系方式（可不选）：

采访日期：