

Understanding motivations to visit New Zealand: A quantitative study amongst young Chinese FITs

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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 nor material which to a substantial extent has been accepted for the qualification for any other degree or diploma of a university or other institution of higher learning, except where due acknowledgement is made in the acknowledgements”

SIGNATURE

DATE

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ABSTRACT

This dissertation explores travel motivations to visit New Zealand by examining Free Independent Travellers (FITs) from mainland China whose age is in the range from 18 to 35 years old. Travel motivation is a critical topic in studying tourists' travel behaviours. China has attracted more and more attention because it supplies a rapidly growing number of outbound tourists. More than ten years ago, researchers began to study the travel motivation of Chinese tourists. However, there is no study specifically focusing on Chinese FITs. This dissertation aims to explore the motivations of young FITs from mainland China to visit New Zealand in order to fill the gap and expand knowledge to travel motivation research.

This research adopted a quantitative approach, using a survey in the form of an anonymous questionnaire to collect primary data. The questionnaire contained three parts, including exploring tourists' travel characteristics, travel motivation, and demographic information. One hundred and eight participants were involved in the survey.

The research findings showed that Chinese FITs came to New Zealand mainly to appreciate natural and cultural features, to relax, and to view its outstanding scenery. The beautiful scenery and unpolluted environment were particularly attractive to Chinese FITs. Twenty-seven motivational items were extracted into seven factors: "New Zealand stimuli", "safety and cleanliness", "experience seeking", "exploration", "escape", "ego enhancement", and "adventure and excitement". The dominant two factors were experience seeking, and safety and cleanliness. Next, this research also examined whether significant relationships existed between travel motivation and sample characteristics. Firstly, factor 1 – "New Zealand stimuli" – had a significant relationship with level of education. Tourists with a lower level of education were more easily motivated by this factor. Secondly, factor 5 – "escape" – was found to have a significant difference among different lengths of stay in New Zealand. "Escape" played a more important role when tourists chose to stay longer. Thirdly, travel purpose was found to be different in terms of factor 2 "safety and cleanliness", factor 4 "exploration" and factor 7 "adventure and excitement". Tourists with the purposes of taking wedding photos, holding weddings, and honeymooning were more motivated by these factors.

CHAPTER 1 INTRODUCTION

According to the World Tourism Organization (2013), China has become the fastest growing tourism source market in the world. Chinese travellers took 83 million trips in 2012 and in that year the total expenses of Chinese outbound tourists reached US\$ 102 billion, which made China the largest source market in terms of money spent. In 2013, the outbound Chinese tourists reached nearly 100 million (*Xinhua News Agency*, 2014). It is clear that China's outbound tourism market is growing stronger and stronger. Many countries have seen China as an important market for generating tourists. How to attract more Chinese tourists has become a critical question. This research aims to find out what factors motivate Chinese tourists to travel to New Zealand. Specifically, this research will target free independent travellers (FITs) from mainland China, as they are becoming a major component of Chinese outbound tourism.

1.1 Free Independent Travellers (FITs)

One of the trends in Chinese outbound tourism is the change in the type of holiday taken. Instead of mass tourism or packaged tours, more and more tourists are choosing flexible tours, where few or no bookings have been made before travelling to the destination (SKIFT Report 2013). Travellers who choose this travel style are called free independent travellers (FITs). Parr (1989) defines FITs as inbound tourists who pre-arrange less than twenty percent of their holiday. Tsaur, Yen, and Chen (2010) define independent travellers as all tourists who are not package tourists. According to Tourism New Zealand (2008, as cited in Tsaur, Yen, & Chen, 2010, p. 1038), independent tourists are "those people with no travel bookings other than an international air ticket, as well as those with other bookings that were not purchased as part of a package tour". In the context of travel, the acronym FIT can also stand for "Foreign Independent Tour", "Flexible Independent Travel", or "Foreign Individual Travellers". It seems that there are several terms for FIT; however, the meaning of

these expressions is the same. For this study, FITs refers to Free Independent Travellers; and refers to tourists from mainland China who are not on a package tour.

1.2 Chinese Outbound Tourism

Chinese outbound tourism started to develop quickly in accordance with the economic development, the improvement of living standards, and relaxation of restrictions on foreign travel (World Tourism Organization, 2003). Approved Destination Status (ADS) has been an important factor for the development of Chinese outbound tourism. It allows Chinese tourists to legally visit other countries as part of a group tour. With increasing demand for outbound travel, 146 countries had signed ADS agreements with China's Government by 2013 (*Chinacontact*, 2014). According to *Xinhua News Agency* (2014), in 2013 a total of 97.3 million Chinese made outbound trips, an increase of 18 percent compared with 2012, which made China become the top outbound tourism market. The stable development of the economy and appreciation of the RMB accelerated the development of the outbound market in 2013. Moreover, a more relaxed visa policy and a greater number of direct flights also boosted demand (*China Outbound Tourism Yearbook 2014Q1*, 2014). The China Tourism Academy (Chow, 2014) predicts that a major trend of Chinese outbound tourism will be a continued growth in the number of FITs. This is because Chinese tourists having more travel experience than before, as well as the effect of a new travel regulation that forbids the sale of tour packages.

1.3 New Zealand Inbound Travel from China

New Zealand has received more and more Chinese tourists in the last few years. According to the World Tourism Organization (2013), China has become the second largest tourist-generating country, with a 7.71% market share of total international visitors in 2012. This has surpassed United Kingdom (with a 7.37% market share), and the United States of America (with a 6.95% market share). The top inbound tourism market is Australia, which accounted for 45.24%.

Table 1: Numbers of Chinese Outbound Tourists to New Zealand

Year	2009	2010	2011	2012	2013
Numbers of Visitors	102,259	122,712	145,524	197,024	288,097
Visitors year-on-year %	-	20%	19%	35%	46%
Change					

Source: Yearbook of Tourism Statistics, 2013

Table 1 shows the numbers of Chinese travellers to New Zealand, as well as the changes of percentages in each year. It can be seen that from 2009 to 2013, visitor arrival numbers have an upward trend, especially in 2013, when the number of visitors was 288,097, a 46.22% increase compared with 2012.

Until February 2014, the average length of stay of Chinese tourists in New Zealand was 17.2 days, while the average length of stay for a holiday for all visitors was only 7.3 days, because many mainland Chinese tourists to New Zealand travel in a type of package tour that includes both Australia and New Zealand. Normally, the tour groups stay in Australia for eight days and stay in New Zealand for only three days. The typical New Zealand cities that tourists visit on organized tours are commonly Auckland and Rotorua, in the North Island. However, in recent years the number of tourists who choose not to book a package tour has increased, and such tourists also visit other cities, such as Queenstown in the South Island. Based on the report of Mafengwo.com (2013), Queenstown is a destination city nearly all FITs visit. Also, it is a popular destination for Chinese tourists who like adventure tourism.

Access to New Zealand is easier than before. John Key, the New Zealand Prime Minister, visited China in 2013, at which time he noted China was the most rapidly growing tourism market. To attract more tourists from mainland China, he proposed that the length of the multiple-entry visitor visas granted to independent Chinese

travelers be extended to 24 months. This policy was aimed mainly at independent travelers. Besides, more direct flights between China and New Zealand help Chinese tourists get access to New Zealand more convenient.

1.4 Travel Motivation

Travel motivation is an important topic in the tourism literature (Hsu & Huang, 2008). Many academic papers have tried to answer questions like, ‘Why do people travel?’ or, ‘Why do travelers target a specific destination?’ (Hua & Yoo, 2011). To determine the travel motivations of people who travel could help better understanding of the tourist behaviour, and help to understand the decision-making process in selecting destinations (Crompton, 1979). Moreover, the study of travel motivation could be beneficial for tourism destinations to learn how they could improve their offerings to meet tourists’ demands. Given the difficulty and importance of understanding motivation, many studies have been devoted to this topic, and several conceptual frameworks have been developed to guide empirical research on travel motivation (Li, 2007). The travel motivations theories include Maslow’s (1970) Needs Hierarchy Theory, Plog’s (1974) travel personality, Dann’s (1977) push and pull theory, Mannell and Iso-Ahola’s (1987) escaping and seeking dimensions of leisure motivation, and Pearce’s (1988) travel career ladder (TCL). Among these, the push and pull factors theory is generally accepted by numerous researchers. However, there is still no universally agreed upon theoretical framework for studying travel motivation.

According to Kozak (2003), tourists from different countries have different motivations to choose the same destination; also, tourists from the same country have different motivations to visit different destinations. Therefore, it is useful to examine the travel motivations of travellers from different countries or travel to different countries. There have been many studies focusing on the travel motivations of Chinese tourists. Until now, the destinations to which Chinese tourists travelled that have been studied include Hong Kong (Hsu & Lam, 2003; Huang & Hu, 2005; Zhang & Lam, 1999), New Zealand (Fountain, Espiner, & Xie, 2011; Ryan & Mo, 2001),

Singapore (Kau & Lim, 2005), Hawaii (Johanson, 2007), Canada (Zhen, 2011), United States (Hua & Yoo, 2011) and Jordan (Tawil & Tamimi, 2013). Chinese who travelled to these places had some common travel motivations, such as knowledge-seeking, escape/relax and prestige. However, there are differences in travel motivation for travelling to specific destinations.

1.5 Aims

Although there are many academic studies on travel motivation, very little attention has been paid specifically to the travel motivation of Chinese FITs because the development of Chinese FITs is still in its infancy stage. This research aims to identify the specific motivations of young FITs from mainland China who have visited New Zealand in order to fill the gap in tourism motivation research and contribute to the body of knowledge. To fulfill this aim, the following related objectives are proposed:

1. To conduct primary research amongst young FITs from mainland China to examine the profiles of Chinese outbound FITs in terms of their travel characteristics and demographic information in order to have a basic idea of young FITs from mainland China;
2. To identify the important items that motivate young FITs from mainland China to visit New Zealand, and to investigate the influential factors underlying the motivational items;
3. To explore the relationships between travel motivation factors and demographic information and travel characteristics in order to find out if the FITs market could be treated homogeneously.

Undoubtedly, the Chinese outbound market will go on growing, and its effects will bring great benefits to destination countries. More Chinese tourists would like to travel to New Zealand because of the good reputation of New Zealand's scenery and easier accessibility. Therefore, the influence of Chinese tourists on New Zealand is considerable. Through objective one, this research provides a general idea about young Chinese FITs, including their demographic profile and travel characteristics.

Next, this research examines the specific motivations of FITs, which have rarely been studied by other researchers. This contributes to both academia and the New Zealand tourism industry. Lastly, by achieving the third objective, it enquires whether or not the young Chinese FITs market should be treated homogeneously. To sum up, identifying the travel motivations of young Chinese FITs allows travel marketers to better tailor tourism products and services for the young FITs market segment.

1.6 Methodology

A quantitative approach was adopted for this research. To achieve the objectives of the research, a survey in the form of an anonymous self-administered questionnaire was used for collecting primary data. More specifically, a delivery and collection questionnaire was used because of its convenience and high response rate. Convenience sampling was used to help find participants. The survey took place in Queenstown, New Zealand, which is the most visited destination in New Zealand for FITs. A total of 108 participants were engaged in this study and all the questionnaires were collected during the period from 25 April to 9 May 2014, which was a good time to reach Chinese tourists who travel overseas because of the holidays for International Labour Day. All the data were analyzed by SPSS statistics including three main tests – descriptive analysis, factor analysis, and one-way ANOVA.

1.7 Contents of the Dissertation

Following the discussion on Chinese outbound tourism in this chapter, Chapter Two provides background information on details about Chinese outbound tourism, including a brief history, reasons for outbound tourism's development, and its characteristics. Chapter Two introduces more information about FITs and New Zealand's main cities and tourist activities. Chapter Three is an in-depth literature review in relation to travel motivations. It includes discussions of travel motivation theories, and of research on motivation of Chinese tourists and FITs. Chapter Four explains the methodology adopted in this research, including the choice of method,

the participants, sampling, survey location, and data analysis. Chapter Five describes the findings from the data. The demographic profile and travel characteristics of respondents are indicated by descriptive analysis, the main motivations of young Chinese FITs are explored by factor analysis, and one-way ANOVA is used to examine the relationships between motivation factors and demographic and travel characteristics. Chapter Six restates important aspects of Chinese outbound tourism and summarizes the findings. Finally, it discusses the limitations of this research and raises implications for future research that aims to build up a deeper understanding of why Chinese FITs visit New Zealand.

CHAPTER 2 BACKGROUND

2.1 Introduction

Secondary sources, such as useful statistics, books and relevant news and reports, can contribute to understanding China's outbound tourism market and tourism information about New Zealand. This background chapter explores China's outbound tourism from several aspects including a brief history of the Chinese outbound market, the reasons driving its development and the rapid growth of Chinese FITs. This chapter also provides an introduction to New Zealand as a travel destination.

2.2 Brief History of China's Outbound Tourism Development

China's outbound tourism has a brief history. In 1978, Deng Xiao-Ping advocated economic reforms that brought economic growth; in turn, the economic reforms provided opportunities for Chinese outbound tourism (Keating & Kriz, 2008). According to the World Tourism Organization (2003), the history of China's outbound tourism can be divided into three main stages: travel to Hong Kong and Macau; travel to border areas; and travel to foreign countries. There is no doubt that approval to travel to Hong Kong and Macau was a first attempt for mainland Chinese tourists. However, in 1983 the Chinese government allowed only a limited number of organized tours to Hong Kong and Macao for tourists to visit their friends and relatives, not for holiday reasons. Afterwards, border tourism, which was no different from outbound tourism, began. The destinations were countries near China. In border tourism, Dandong City in Liaoning Province operated one-day tours to the border city of Sinuiju in North Korea; later, tourists from seven cities were allowed to visit border areas such as Russia and Mongolia. In 1988, mainland Chinese citizens could go to Thailand either to visit their relatives or simply to travel. From 1995, after ADS agreements were signed with Chinese government by certain countries, outbound travel by Chinese tourists officially began. Later, mainland Chinese tourists were

allowed to travel to foreign countries in the form of group tours including to other Asian countries, Australia, and New Zealand.

2.3 Reasons for China's Outbound Tourism Development

Many observers state that the Chinese outbound tourism market has grown so fast for two main reasons; one is the increased individual disposable income due to the fast economic development of China, and the other is the relaxed government policy (Li, Harrill, Uysal, Burnett, & Zhan, 2010). In the following subsections these two reasons will be explained in detail.

2.3.1 Economic Development of China

The development of Chinese outbound tourism is closely related to the economic development of China. Economic growth and increasing household income have made significant contributions to the development of Chinese outbound tourism (Zhou, King, & Turner, 1998). According to Arlt (2006), there were several milestones in China's economic development. The first milestone was the establishment of the People's Republic of China in 1949. China got support from the Soviet Union, which helped with economic development. The second milestone was the process of "Reform and Opening", which started in 1978. The Chinese economy was put on the agenda: the government started to focus on economic growth, especially agricultural growth. The third milestone was in 2001, when China joined the World Trade Organization. Joining provided more opportunities for the growth of the economy.

From Figure 1 below, it can be seen that the GDP of China has followed an upward trend. Moreover, it is predicted that in the year 2025, China's GDP will be nearly the same as that of the US. As a consequence of GDP growth, the disposable income of households has also increased. As can be clearly seen from Figure 2, disposable income was 26,955 RMB in 2014, which was an increase of about 9% compared with disposable income in 2012. Disposable income can satisfy the everyday needs of

Chinese people; also spare disposable income can be used for other entertainment, such as travelling.

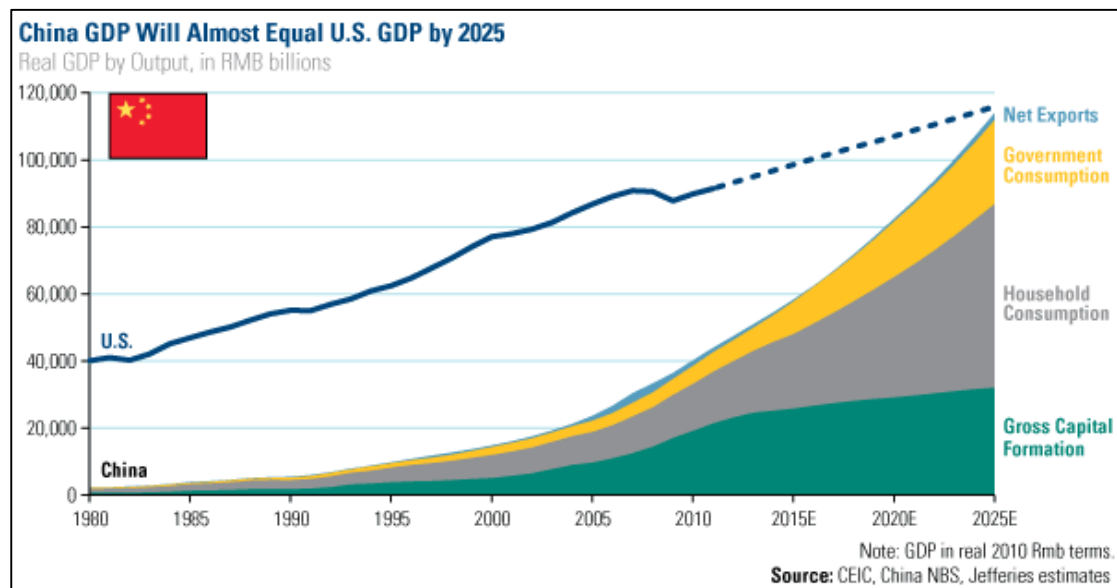


Figure 1: Comparison of GDP between US and China from 1980 to 2025



Figure 2: Per Capita Disposable Income of Chinese

2.3.2 Government Policies

The Chinese outbound policy is in relation to the explanation that China is a developing country, and the policy must protect the domestic industries (World Tourism Organization, 2003). However, since the mid-1990s, changing times brought the new policy of opening up Chinese outbound travel in order to protect the national

tourism sector, as well as limiting the outflow of foreign currency. The Approved Destination System (ADS) was an outcome of that time.

2.3.2.1 Approved Destination Status (ADS)

As mentioned above, in the history of China outbound border tourism was a main stage of development. It was border tourism that drew attention from the Chinese government; the government realized that it was essential to control outbound tourism. ADS was established for this goal.

According to Arlt (2006, p. 42), the ADS system is “based on bilateral tourism agreements whereby a government allows self-paying Chinese tourists to travel for pleasure to its territory within guided package groups and with a special visa”. Only countries that have signed ADS agreements with the Chinese government can be seen as legal tourism destinations. Conversely, destination countries are not allowed to accept package tours from mainland China or promote travel businesses without ADS approval (He, 2010).

The ADS system was introduced first in 1995. The signing of ADS agreements stands for the general development of China’s outbound tourism. The beginning of Chinese outbound tourism officially began in 1995 and has proceeded through three main stages (Zhang & Heung, 2001). The first stage occurred in 1995, when the Chinese government signed ADS agreements with Hong Kong and Macau. The second stage occurred when the Chinese government signed an ADS agreement with several Asian countries, such as Singapore, Malaysia, Thailand and the Philippines. Mainland Chinese could travel to these countries on self-funded trips. The third stage, which was the real birth of international tourism, began in 1997. The government signed an ADS agreement with Australia and New Zealand, by which Chinese tourists could be provided with an experience of a Western culture. By 2011, China had granted 140 countries and regions ADS (Zhao & Cui, 2011). By 2013, six more countries signed ADS agreements with the Chinese Government (*Chinacontact*, 2014).

2.3.2.2 The Promulgation of New Travel Agency Regulations

In 2009, new travel agency regulations came into effect. According to *China Outbound Tourism Yearbook 2010*, the new regulations had two main ideas. Firstly, the new regulations lower the threshold for the approval of an outbound business operation. Travel agencies can get outbound operation permission after operating successfully for two years. This new regulation increased the numbers of outbound travel agencies, which brought greater convenience to Chinese tourists. Secondly, the new regulations stated that zero/negative fare tours are not allowed. Travel agencies should attract tourists by providing better services and reasonable arrangements for their tours. This was expected to effectively promote the healthy development of the tourism industry.

As a whole, Chinese outbound tourism benefited greatly from the improvement of the economy. It ensured Chinese citizens had enough money for international travel. In other words, the economic increase boosted the demand for outbound travel of mainland Chinese tourists. Moreover, the easy travel policy also encouraged people to travel. However, the policy mainly focused on packaged tours.

2.4 Characteristics of China's Outbound Tourism

For policy reasons and because of China's national condition, outbound tourism in mainland China has not been same as outbound tourism in other countries. China's outbound tourism has its own characteristics. Firstly, Chinese outbound tourism is growing quickly. The fast growth of China's outbound tourism is not only reflected in the number of tourists, but also in the money they spend during their trip. Based on *Xinhua News Agency* (2014), in 2013, the number of outbound travelers reached 100 million. China provided the greatest number of outbound tourists in the world, and Chinese outbound tourists collectively spent the most money of any single nationality in their destinations. Moreover, this market continues to grow.

Secondly, the travel type has changed from package tours to independent tours. In the past, Chinese tourists were allowed to travel overseas only on package tours. Even now, there are still many tourists choosing to travel in an organized group. Tian (2008) summarizes several reasons that Chinese tourists follow a package tour. The first reason is a matter of budget. Normally, a package tour costs less than individual travel. Secondly, this can be traced back to Chinese culture. “Collectivism” means “the importance of ties of kinship and close relationships” (Tian, 2008, p. 65) in Chinese culture. It makes Chinese tourists feel comfortable when they stay with others, especially in the context of destinations with different cultures and different languages. However, with the changing of China’s outbound tourism policy and increasing disposable income, Chinese, particularly young Chinese, are choosing to travel independently. According to Chinese International Travel Monitor, conducted by Hotel.com (2013), independent travel is much more popular than package tours. Sixty-two percent of tourists would prefer an independent tour. Although the organized packaged tour is currently predominant, in the future there will be more and more tourists traveling overseas independently.

Thirdly, multiple destinations are preferred. Multiple destinations are more often provided in package tours organized by travel agents. In China, travel agents promote package tours, such as “10 Days Tours in France and Italy”, “12-Day Tours in Australia and New Zealand”. In a study conducted by Tourism New Zealand (2006), 75% of Chinese tourists came to New Zealand because they followed an “Australia-New Zealand” package tour. Even for FITs, visiting multiple destinations is a choice for their trips.

2.5 Free Independent Travelers (FITs)

Independent travel is not new in the tourism industry. According to Tsaur, Yen, and Chen (2010), overseas independent travel became popular in European countries and America in the mid-twentieth century. At the end of the twentieth century,

independent travel attracted more attention among both developed and developing countries. However, it is a new trend in the Chinese tourism market.

Hyde and Lawson (2003) have already identified that there has been a growth in independent travel and a decrease in package travel. Package travelers refer to tourists who book an air ticket, accommodation and any other vacation elements together; while independent travelers are tourists who do not book any package from a travel retailer. More and more people try to avoid mass tourism or package tours, and choose to travel by themselves, with family, or with several friends; moreover, they focus on their individual preferences. Independent travel can be traced back to drifters, wanderers, and budget travelers (Tsaur, Yen, & Chen, 2010). Backpackers and working holidaymakers are two sectors of the independent traveler market (Clark, 2004; Hyde & Lawson, 2003). Independent travel varies in the amount of pre-booking of a trip. As mentioned in the introduction chapter for this study, FITs refers to tourists who choose not to follow a package tour, which is consistent with the definition of independent travel in Hyde and Lawson's research.

FITs are an important and growing sector in the tourism market. According to Independent Traveler's World (ITW) (2014), the number of independent travelers is increasing. It seems that many destinations are beginning to welcome more FITs. A survey conducted by ITW revealed that nearly half of the people surveyed expressed their willingness to travel independently; while only 28% of people chose to use travel agencies. According to Hyde and Lawson (2003), in New Zealand 92% of tourists from Britain, 90% of those from Australia and 75% of tourists from the USA were independent travellers.

For FITs, the Internet is an inevitable tool for their travelling. FITs usually get information from social websites. For FITs not from China, popular websites include Lonely Planet's Thorn Tree Forum or GoNOMAD.com; moreover, they make use of Facebook and Twitter to get information (Vargas, 2010). FITs are those tourists who do not follow an organized tour, therefore, they have to arrange everything themselves. By using the Internet, they can book flights online. They can also book hotels or

backpacker accommodation in advance; they even can book tickets to attractions if they want to. According to Gadling.com (2011), during the 14 years from 1997 to 2011, tourists were more reliant on personal computers, and fewer and fewer tourists went to travel agents to get information. This is what the Internet and related technology brings.

2.5.1 Chinese FITs

The Chinese FITs market is still in the early stage of development. However, the number of Chinese FITs is increasing. According to the Chinese International Travel Monitor (2013), in the domestic travel market of China independent travel is more popular than group travel. In a survey targeting mainland Chinese tourists, 62% of the travellers said they preferred travelling independently. As Nayak (2014) identified, the CEO of China Elite Focus - Pierre Gervois said that most Chinese tourists would not like to travel in group tours any longer. They prefer to seek information on the web in order to plan their vacation carefully. With the help of the Internet, many Chinese tourists now choose to travel overseas independently. They can book airlines, hotels and tickets to attractions online, which is very convenient. Chinese FITs seek websites such as Baidu and Mafengwo.com, to get information about attractions, as well as travel experiences shared by other tourists.

2.5.2 Characteristics of Chinese FITs

FIT outbound tourism is growing faster in China than in other countries; however, China's market is still in its infancy. Until now, no study has specifically focused on exploring the characteristics of Chinese FITs. Therefore, this subsection tries to summarize the characteristics of Chinese FITs based on limited sources. The SKIFT Report (2013) lists several main characteristics of Chinese FITs. The first characteristic is that they are younger. Most FITs are between 25 and 45 years old. Compared with senior tourists, young people are more connected with modern technology, which could help them better plan their vacation. Secondly, most FITs are richer. From the report, it is said that more than 80 per cent of tourists have an annual

income over 60,000 RMB. The costs of outbound tourism are greater than the costs of domestic travel, therefore more capital is needed. Thirdly, the tourists are more educated. Most FITs have bachelor degrees, and have a fundamental grasp of English. Therefore, they are less afraid in other countries than older tourists. Fourth, most FITs are experienced tourists. Most FITs have wide travelling experience, and they are less afraid of new environment. Fifth, Chinese FITs are more connected. FITs are good at making use of the Internet. Most FITs would search the websites of destinations, hotels and attractions; or they seek for other's prior experience and ask them through social media for help in making travel plans. Last but not least, they stay in a destination longer than package tourists. They prefer to spend more time learning about local culture. For example, based on Mafengwo.com, Chinese FITs normally stay in New Zealand for about two weeks.

By reading and examining the travel experiences shared on Mafengwo.com, there are two main kinds of Chinese FITs. One type of Chinese FIT is considered as budget backpackers. They choose cheaper backpackers instead of hotels. They would save money if possible. Normally, budget FITs travel alone or with several friends; another type of Chinese FIT is not too concerned about money. They choose a wide range of accommodation types. They may choose luxury hotels or motels; they also have many shopping activities. This type of FIT usually travels with family or relatives.

2.6 New Zealand as a Destination

The tourism industry is a main part of the New Zealand economy. According to the Tourism Industry Association of New Zealand (TIA), tourism was one of New Zealand's biggest export industries. It earned NZ\$ 9.8 billion of New Zealand's foreign exchange earnings in 2013. Secondly, the tourism industry contributed nearly 9% of New Zealand's direct and indirect GDP. Thirdly, the tourism industry provided many jobs: 172,100 full-time staff work in the tourism industry. According to the Ministry of Business, Innovation & Employment (2014), at April 2014 annual international arrivals reached 2,775,868, with 6% annual growth. The key markets

were Australia, China, UK, and USA. The purpose of most visitors was to have a holiday. In terms of visitor expenditure, in the year ended March 2014, the total expenditure of international tourists reached \$NZ 6.99 billion, with 9% annual growth. This report also predicts that in 2019 the annual number of international visitors to New Zealand will reach 3.1 million, and traveler expenditure will be about \$NZ 6.5 billion.

2.6.1 New Zealand Inbound Tourism from China

From 1999, when New Zealand signed an ADS agreement with China, New Zealand became a legal tourism destination for mainland Chinese tourists. In recent years, the New Zealand government has also realized the importance of China's tourism market, and many actions have been taken to attract more tourists. However, most holiday visitors from China to New Zealand are with package tours, which account for 58.2% (TNZ, 2013). Nearly all China's organized group tours have both Australia and New Zealand as destinations. Normally, tourists stay in Australia for about eight days, and in New Zealand for only three days. Among these three days, travel agencies commonly arrange Auckland and Rotorua as the main destination cities. Zhao (2006) says there are three reasons that tourists choose "Australia-New Zealand" package tours, including a lack of information about New Zealand, less access to electronic information, and few people being experts on New Zealand.

However, with the help of the Internet, more family and small groups have travelled to New Zealand independently. In addition, self-drive tourists from mainland China are increasingly visiting both the North and South Islands of New Zealand (TNZ, 2013). According to the Ministry of Business, Innovation & Employment (2014), until April 2014, 239,376 tourists from mainland China visited New Zealand, with 10% annual growth; also, in terms of expenditure, tourists from mainland China spent \$869 million, with 19% annual growth.

New Zealand becoming more and more popular in China is due to its tourism promotion advertisements. The popular Chinese actress Yao Chen was Tourism New

Zealand's brand ambassador in mainland China (New Zealand Tourism, 2011). In August 2011, Yao Chen started her 100% Pure tour of New Zealand for five days. During that time Yao uploaded many photos of New Zealand to a famous media social website called Weibo (a social website like Twitter and Facebook). With Yao's influence, her 12 million Weibo followers indirectly knew more about New Zealand. Moreover, Yao held her wedding in 2012 in a church located in Queenstown. With her celebrity effect, the church has become a must-go-to attraction in Queenstown for Chinese tourists.

Moreover, it is now much easier for Chinese tourists to travel to New Zealand. First, the New Zealand Government has made it more convenient for tourists from mainland China to visit New Zealand by extending the length of their visa's validity. In April 2013, the Prime Minister and Tourism Minister John Key announced that extension in Shanghai, China. Secondly, there are more direct flights. In the past, there was no direct flight from China to New Zealand, but now Air New Zealand flies every day from Shanghai to Auckland. China Southern airline has increased the number of direct flights from Guangzhou to Auckland.

2.6.2 Main Destination Cities of New Zealand

The slogan of New Zealand is "100% Pure New Zealand". New Zealand people are proud of its unpolluted environment. The 29 regions of New Zealand stretch more than 1,600 kilometers across two main islands (newzealand.com). Each destination is distinctive and has different characters. In the following paragraphs four main destination cities, Auckland, Wellington, Christchurch and Queenstown are introduced, because all four cities are main destinations for Chinese FITs (Mafengwo.com).

2.6.2.1 Auckland

Auckland is New Zealand's biggest city. It lies in the North Island. Auckland has the biggest harbour in New Zealand, and so it is called The City of Sails. According to *The New Zealand Herald* (2014), Auckland was the third most livable city according to the Mercer Quality of Living Survey. The main attractions of Auckland are the city

scenery as well as natural and cultural attractions. Specific attractions include Sky Tower, Auckland Harbor Bridge, One Tree Hill, Waiheke Island, and Rangitoto Island. Auckland International Airport is the largest airport in New Zealand and is the main entry to New Zealand from overseas; also it is an important transfer airport to other cities of New Zealand.

2.6.2.2 Wellington

Wellington is the capital of New Zealand. It lies at the southern point of the North Island. Although Wellington is the capital city, it has not the same popularity as Auckland. It is the centre of politics in New Zealand. In Wellington, similar to Auckland, the city's scenery is one main attraction. Wellington is the creative centre of New Zealand. Other attractions, such as The Beehive and the museum Te Papa Tongarewa also attract many tourists (newzealand.com).

2.6.2.3 Christchurch

In February 2011 an earthquake seriously damaged Christchurch, which is the third largest city of New Zealand. Christchurch is also the largest city in the South Island and is called the Garden City. It is another main gateway to New Zealand in addition to Auckland. Although Christchurch is in the process of redevelopment, it still attracts many tourists. Christchurch is the starting point for travel in the South Island for independent travelers. The main attractions are the Art Centre (where cafes, restaurants and shops are located), Canterbury Museum and Willowbank Wildlife Reserve.

2.6.2.4 Queenstown

Queenstown is the most visited city of New Zealand (Fountain, Espiner, & Xie, 2011). According to Mafengwo.com, Queenstown is a must-go-to destination for FITs. Queenstown is famous for its adventure tourism. The original commercial bungee jumping is in Queenstown. Queenstown has more than 200 adventure tourism activities, such as skiing, bungee jumping, skydiving, and jet boating

(newzealand.com). In winter, snow sports are popular. Apart from the various activities tourists can experience in Queenstown, the scenery is much more beautiful than in other cities. The four different seasons present different scenery experiences to tourists.

2.6.3 Main Activities in New Zealand Travel

New Zealand has numerous attractions and activities. According to newzealand.com, there are more than 20 kinds of activities tourists can enjoy in New Zealand. That includes adventure activities, Maori culture activities, museums, events and festivals and shows, fishing and wineries. Tourists could also get information based on local websites, such as “100% Pure New Zealand” (newzealand.com). According to the website, there are many things for tourists to do, such as adventure, sports, Maori culture, skiing, walking and hiking, and visiting the home of Middle-earth. In the study of Parr (1989), activities most tourists appreciated are “visit national parks”, “tramping”, “visit museum”. In Fountain, Espiner, and Xie’s research (2011), the activities Chinese tourists engaged in are “viewing natural landscapes”, “shopping”, “visiting museum”, and “scenic boat cruise”.

2.7 Summary

Chinese outbound tourism is growing rapidly, which results in increasing numbers of tourists travelling overseas and increasing visitor expenditure. The fast growth of China’s outbound tourism is due to the economic growth that has improved household living standards and disposable income, as well as relaxed travel policies. Package tours used to be only way mainland Chinese travelled overseas. Although the package tour is still the dominant travel type, the number of independent travellers is increasing dramatically. This could be attributed to the influence of the Internet: travellers can get information online instead of through travel agents. Chinese FIT is still in the stage of early development, and it seems that Chinese FITs have their own characteristics, such as being younger, richer, well-educated and experienced. They also make varied choices of vacation elements. On the supply side, New Zealand is a

popular destination for China's outbound tourists. The New Zealand Government has seen China as an important source market. This research aims to find out the specific motivations of Chinese FITs, which can provide useful information to the New Zealand tourism industry.

CHAPTER 3 LITERATURE REVIEW

3.1 Introduction

Beck (2004, p.3) defines motivation as “concerned with our movements, or actions, and what determines them” and states that motivation is one of the explanations of the variability of behaviour. Motivation explains why people do particular things at particular times, and motivation factors could be internal, as well as external. Traveller’s behaviour is of interest to both researchers and marketers. It is a complex phenomenon. Motivation has been a focus of tourism research for decades. In explaining tourist behaviour, travel motivation is an important topic in tourism research (Hsu & Huang, 2008). Many academic papers have focused on studying the factors that drive people to travel, and try to answer such questions as, ‘Why do people travel’ or, ‘Why do travellers target a specific destination’ (Hua & Yoo, 2011). Travel motivation refers to the needs that cause a person to take part in a tourism activity (Plangmarn, Mujtaba, & Pirani, 2012). Moreover, travel motivation is an important element in travellers’ decision-making processes (Zhen, 2011). It is “the foundation for destination effective targeted marketing activities” (Ma, 2009, p. 150). Crompton (1979) states that travel motivation is the basic reason people wish to travel, and a driving force behind tourist behaviour. Fondness (1994) claims that motivation is an inevitable and critical element in explaining tourist’s behaviour. Also, Uysal and Jurowski (1994) state that travel motivation is useful in making decisions to design promotional programmes and packages. Travel motivations can be used for many purposes, such as promotional activities (Zhang & Lam, 1999) and market segmentation (Parr, 1989). This chapter firstly introduces three kinds of travel motivation theories used by researchers in explaining visitors’ travel motivation; and then summarizes the previous researchers who have focused on China outbound tourists and FITs.

3.2 Travel Motivation Theories

The study of travel motivation can be traced back to the 1960s (Li, 2007). Numerous studies have focused on motivation in many areas, such as psychology, sociology and the economy. Among these, motivation theories in psychology contribute most to travel motivation. Maslow's Needs Hierarchy Theory (1970) is one of the major basic motivation theories in psychology. Maslow first presented the hierarchy of needs theory in 1943. Originally, this theory was used in clinical psychology, and it included five levels of needs of human beings. From lower to higher levels they include basic physiological needs, safety needs, belonging needs, esteem needs, and self-actualization. Later, Maslow's Hierarchy of Needs was also used in explaining travel and tourism behaviours. Many other models and theories have been used to explain travel motivation, such as Plog's (1974) travel personality, Dann's (1977) push and pull theory, Mannell and Iso-Ahola's (1987) escaping and seeking dimensions of leisure motivation, and Pearce's (1988) travel career ladder (TCL). The following section introduces three main travel motivation paradigms. These are: Plog's "travel personality"; Pearce's "travel career ladder"; and Dann's "push and pull theory".

3.2.1 Travel Personality

Stanley Plog's (1974) travel personality is a motivation model based on an individual's psychological characteristics. It is also called the allocentrism/psychocentrism model. This model focuses on understanding why people travel in terms of psychology. At first, Plog was asked to study why a large percentage of Americans did not fly, which led him to find out psychocentrics and allocentrics. In 2001, Plog updated this model, and renamed the terms 'psychocentrics with dependables', and 'allocentrics with venturers'. Based on Figure 3 below, Plog (2001) divided all travellers into five psychographic types, that is, dependable, near dependable, mid-centric, near venturer, and venturer. 'Dependable' refers to a cluster of travellers who travel considerably with little adventurousness and with a lack of

anxieties. This group of people normally have a strong feeling of insecurity and powerlessness. They would like to choose a destination they are familiar with. Conversely, ‘venturer’ stands for tourists who are keen on exploring new things and who see travel as a way to express curiosity. They are adventurous and self-assured (Huang & Hsu, 2009). They prefer adventure and more exotic destinations. ‘Centric’ usually refers to travellers interested in variable activities. Plog used these types to figure out why destinations rise and fall in terms of popularity. The destination life cycle model is closely connected with the travel personality model, because it is suggested that a destination might grow or decline when travel personality changes (Chen, Mak, & McKercher, 2011). Some researchers criticize Plog’s model because it shows little understanding of tourist motivation or prediction of tourists’ behaviour (Hsu & Huang, 2008). Moreover, researchers criticize Plog’s theory because travel motivation varies on different occasions.

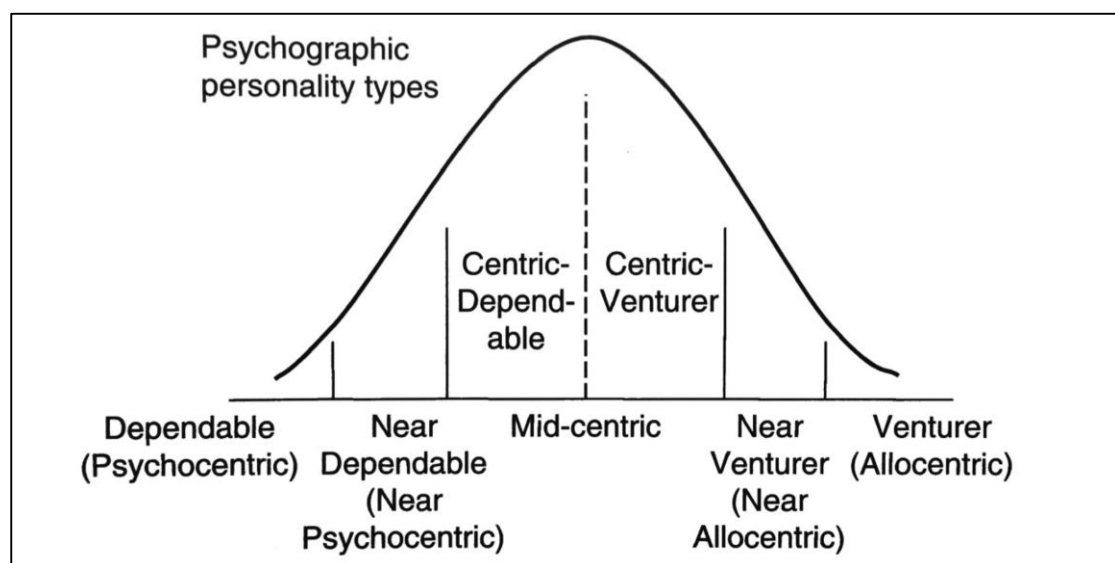


Figure 3: Travel Personality (Plog, 2001)

3.2.2 Travel Career Ladder

The travel career ladder (TCL) was first fully introduced by Pearce in his book, *The Ulysses Factor*, in 1988. Actually, the TCL model is based on Maslow’s Needs Hierarchy Theory. Maslow’s Needs Hierarchy Theory is also used in the study of motivations but TCL targets five different steps that affect traveller’s motivation

(Ryan, 1998). According to Chen, Mak, and McKercher (2011), the main idea of TCL is to explain tourist motivations can change over time. As Figure 4 shows, travellers' needs or motivations are organized in a ladder. Relaxation needs are at the lowest level, then come safety and security needs, followed by relationship needs, self-esteem and development, and finally, at the highest level is self-actualization/fulfilment. Hsu and Huang (2008) point out that the core idea of this model is that tourists' travel motivation can change with their travel experience over time. When tourists have greater travel experience, they seek higher needs and satisfaction. Although TCL seems like an appealing conceptual framework, Ryan (1998) indicates that there is no strong empirical evidence supporting this theory.

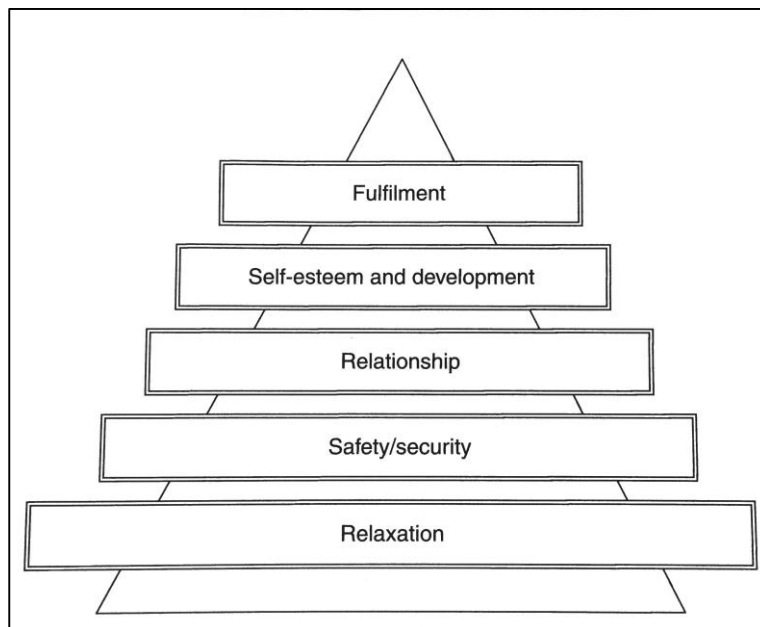


Figure 4: Travel Career Ladder (Ryan, 1998)

3.2.3 Push and Pull Factors Theory

Compared with the first two travel motivation models, it appears that push and pull factor theory is more often used (Hua & Yoo, 2011). Based on a review of the literature on travel motivation, the push and pull theory is generally accepted by many researchers (Crompton, 1979; Dann, 1977; Tawil & Tamimi, 2013; Zhang & Lam, 1999). In push and pull theory, push factors refer to the inner forces that drive people to decide to travel and that represent their own travelling needs; while pull factors

indicate that people are pulled by a destination's attributes (Crompton, 1979). Kim, Jogaratnam, and Noh (2006) explain push and pull in terms of push factors answering the question "whether to go", while pull factors can explain the question "where to go". Both push and pull factors help travellers decide they will travel and choose a specific destination. Similarly, Klenosky (2002, as cited in Ekiz, Wu, & Xu, 2009) says that push factors force travellers to make the decision to take a vacation, while pull factors lead the travellers to select one destination. Push factors include the desire to escape (Crompton, 1979), cultural experiences (Uysal & Jurowski, 1994), knowledge (Zhang & Lam, 1999) and rest and relaxation (Gnoth, 1997). Pull factors are usually associated with destination attributes, such as sports, natural resources (Uysal & Jurowski, 1994), culture and heritage (Turnbull & Uysal, 1995), and the fame of local attractions.

Push and pull theory has been adopted widely. However, many researchers think pull factors are not real motivations, and they only accept push factors as motivations (Hsu & Huang, 2008). They believe that pull factors are only destination attributes or attractions. Many researchers doubt that the push and pull theory fully explains tourists' motivation (Chen, Mak, & McKercher, 2011). Tourists might not be motivated by both internal attributes and specific destination attributes.

To sum up, Plog's travel personality focuses on psychology to study traveller's motivation, while Pearce's travel career ladder, contrary to Plog, tries to capture the dynamics of tourist motivation (Chen, Mak, & McKercher, 2011). Further, the travel career ladder also indicates that travel motivation changes in relation to travel experience. Compared with the first two models, push and pull theory is more commonly used in studying travel motivations; moreover, it is seen as a useful model to identify two distinct decisions for travelling – whether to go and where to go (Hua & Yoo, 2011).

Table 2: Previous Studies on Travel Motivations of Chinese Outbound Tourists

Researcher(s)	Destination	Three Most Important Motivational Items	Travel Motivation Identified
Zhang & Lam (1999)	Hong Kong	Push items: 1. Seeing something different 2. Facilitating family and kinship ties 3. Visiting friends or relatives Pull items: 1. Positive attitude of HK residents and service staff to mainland tourists 2. Convenience of transport 3. Quality of local transportation system	Push Factors: Knowledge; Prestige; Enhancement of human relationship; Relaxation; Novelty; Pull Factors: High-tech image; Expenditure; Accessibility; Service attitude and quality; Sightseeing variety; Cultural links
Ryan & Mo (2001)	New Zealand	1. To go sightseeing 2. To go to places where I have not been 3. Because this was a trip packaged with a visit to Australia	Social investigative reasons; New Zealand-specific reasons; Generalized holiday reasons; To go to a place where I have never been to
Ma (2009)	N/A	1. To relax 2. To benefit from reduced air-fares 3. Because it offers good shopping opportunities	Self-utilitarian, social motivation; Relaxation and stimulation; Different natural and cultural appeal
Zhen (2011)	Canada	Push items: 1. Increasing knowledge and experience about a foreign destination 2. Going to a place I have not visited before 3. Experiencing a different lifestyle Pull items:	Push Factors: Prestige; Family ties; Exploration; Escape/leisure; Pull Factors: High quality of Canadian life; Shopping activities; Unique attractions; Sports

		<ol style="list-style-type: none"> 1. Visiting Niagara Falls 2. Canada is a safe destination 3. High environmental quality 	
Hua & Yoo (2011)	United States	<ol style="list-style-type: none"> 1. Personal safety during the trip 2. Natural attractions 3. To rest and relax 	Ego enhancement; International exposure; Communication opportunities; Financial incentives; Destination stimuli
Li, Wen, & Leung (2011)	N/A	<ol style="list-style-type: none"> 1. Shopping: many world-famous branded goods 2. Quality of goods 3. Beautiful scenery 	Knowledge and prestige; Enhancement of social relationship; Rest and relaxation; Adventure and excitement; Modern image; Natural environment and attractions; Safety and cleanliness; Ease of tour arrangement; Shopping
Fountain, Espiner, & Xie (2011)	New Zealand	<ol style="list-style-type: none"> 1. Nature scenery; 2. New Zealand's clean and green image; 3. Stories behind nature 	Nature scenery; New Zealand's clean and green image; Stories behind nature; Wildlife; Maori Culture
Tawil & Tamimi (2013)	Jordan	Push items: <ol style="list-style-type: none"> 1. To travel to a country that I have not visited before 2. To see something different that I don't normally see-something new and exciting 3. To experience cultures that are different from mine Pull items: <ol style="list-style-type: none"> 1. Safety and security 2. Weather 3. Cultural and historical places 	Push Factors: Novelty and knowledge seeking; Rest and relaxation; Prestige and ego-enhancement; Pull Factors: Weather, safety, and Cleanliness; Cultural and historical attractions; Travel arrangements and convenience

3.3 Travel Motivations Research on Chinese Outbound Market

Travel motivation is widely studied. In order to target one specific destination, many studies have focused on travel motivations from a certain country or cultural background (Hua & Yoo, 2011). Kozak (2002) conducts a study to explore whether tourists' motivations differ between nationalities and destinations. His results show that tourists from different countries have different motivations to visit the same destination; also, tourists from the same country who travel to different places have different travel motivations. Therefore, travel motivations may vary among Chinese tourists visiting different destinations.

Many researchers have put an emphasis on studying the travel motivations of tourists from the USA or Europe (Kim & Prideaux, 2005). As China's outbound market has attracted more and more attention worldwide, it is suggested it is essential to study Chinese outbound tourists' motivations. Hua and Yoo (2011) list eight articles that studied the motivation of China's outbound tourists between 1999 and 2010. Based on that study, a new list about travel motivation researches has been made for this research. Three articles targeting Hong Kong and New Zealand are kept, and five articles from 2011 to 2013 are added in the list as shown in Table 2. Among the eight studies, two studies did not focus on a specific destination. The rest of the studies all had specific destination countries, including Hong Kong (Zhang & Lam, 1999), New Zealand (Ryan & Mo, 2001; Fountain, Espiner, & Xie, 2011), Canada (Zhen, 2011), US (Hua & Yoo, 2011) and Jordan (Tawil & Tamimi, 2013). All of these studies adopted a quantitative approach, and questionnaires were used to collect primary data. Table 2 lists the author's name, the destination countries they studied, the three most important motivational items, and motivational factors identified.

Among the eight articles, three studies adopted push and pull factors theory as their basic conceptual framework. Zhang and Lam (1999) studied the travel motivation of

mainland Chinese tourists to visit Hong Kong. At that time, travellers from mainland China could travel to Hong Kong legally because of the ADS agreement signed in 1995. Zhang and Lam identify 22 push items and 26 pull items. The 22 push items were factor-analysed into five factors – knowledge, prestige, enhancement of human relationship, relaxation and novelty – while the 26 pull factors were categorized into six factors – high-tech image, expenditure, accessibility, service attitude and quality, sightseeing variety and cultural links. The study of Zhang and Lam (1999) is an early study of the motivation of mainland Chinese tourists; therefore, this study could be seen as an important milestone in explaining the motivation of mainland Chinese visitors. Zhen (2011) conducted a study on the motivations that drive Chinese tourists to Canada. There are 27 motivational items including 12 push items and 15 pull items. These 27 items are divided into eight factors by factor analysis. The four push factors are prestige, family ties, exploration and escape/leisure; the four pull factors are the high quality of Canadian life, shopping activities, unique attractions and sports. Another study that adopted push and pull factors theory is Tawil and Tamimi's research targeting Jordan. This is a relatively recent study, published in 2013. Thirty-seven motivational items, including 16 push items and 21 pull items, were factor analysed into three clusters of factors. The push factors include novelty and knowledge seeking, rest and relaxation, and prestige and ego-enhancement; while the pull factors contain weather, safety and cleanliness, cultural and historical attractions, and travel arrangements and convenience. In terms of push factors, there are some common factors shared by the three studies, such as knowledge and prestige and relaxation. Pull factors found in each study include the attractions in each destination and safety.

The remaining five articles did not adopt push and pull factors theory. However, most articles have adopted factor analysis for item reduction. Hua and Yoo (2011) focus on studying the motivations of Chinese tourists visiting the United States. Five main factors are generated from 29 motivational items, namely, ego enhancement,

international exposure, communication opportunities, financial incentives and destination stimuli.

Among the eight, studies conducted by Ryan and Mo (2001) and Fountain, Espiner, and Xie (2011) respectively, target New Zealand as a destination. In Ryan and Mo's study, four factors were derived from 16 motivational items. The four motivational factors are social investigative reasons, New Zealand-specific reasons, generalised holiday reasons, and a single item – "to visit a place I have never been to before". Fountain, Espiner and Xie's (2011) research did not use factor analysis because participants rated just a few reasons. The natural scenery of New Zealand is the most salient motivation driving Chinese tourists to New Zealand, followed by New Zealand's clean green image and stories behind nature. It seems that the wonderful scenery of New Zealand is a common motivation for Chinese tourists to choose it as a destination.

Two travel motivation studies, conducted by Ma (2009) and Li, Wen, and Leung (2011), did not focus on a specific destination. In Ma's research, similar to other studies, the main motivations include relaxation, destination stimulation, and natural and cultural attractions. Li, Wen, and Leung's (2011) study targeted Chinese female tourists. Similarly, knowledge and prestige, relaxation, attraction, safety and shopping are main motivations for them to travel. However, for Chinese female tourists, seeking adventure and excitement is a travel motivation which is not identified in other researches.

It is obvious that some motivations are common among Chinese outbound tourists no matter which destination they travel to, such as knowledge, prestige, and novelty. This might be largely affected by Chinese cultural values (Tse & Hobson, 2008). Moreover, some motivational attributes are more specific due to the destinations, such as the high quality of Canadian life in the case of Canada; Maori culture in the case of New Zealand; and cultural and historical attractions in the case of Jordan.

Kozak (2002) indicates that there is a need to focus more on tourist demographics in explaining tourists' motivation. Among the eight studies listed in Table 2, three articles studied whether there is a relationship between the demographic profile of Chinese tourists and their motivations. In Zhang and Lam's (1999) study, it is found that there are significant differences between both push and pull motivations and certain demographic variables including age, gender, income, and travel frequency. For example, tourists with higher income are more motivated by "prestige" to visit Hong Kong; tourists who travel to Hong Kong as their first tourist experience hold the opinion that "knowledge" and "prestige" are very important; tourists who have been to Hong Kong more than five times do not regard those two motivational factors as being important. Hua and Yoo (2011) also identify significant differences between certain motivational factors and certain demographic variables. For instance, the factor "ego enhancement" is found to be different among travellers of different gender, marital status, and education level. Female, single, and more highly educated tourists are motivated by this factor more than others when they travel to the USA. Moreover, significant difference is found between education level and the factor "international exposure". In Li, Wen, and Leung's (2011) research, it is interesting to find that married female tourists are more motivated by push factors, while single female travellers are motivated by pull factors.

3.4 Travel Motivation Research on FITs

In Hyde and Lawson's research (2003), several motivational bases of independent travel are identified. For example, some FITs are motivated by the sense of seeking freedom; some are driven by a desire for exploration; furthermore, the term 'venturers', as identified in Plog's travel personality, is used to describe FITs who are adventure seeking. It seems that, based on previous studies, FITs are closely related with the terms adventurous, exploration, freedom. Most of the researches on travel motivation focus on travellers in general, or on independent travellers from western countries. One study, conducted by Perrett (2007), tries to find out the motivations of

young independent leisure travellers to Manitoba. The study shows that the main motivations driving these independent youth travellers to visit Manitoba are “to explore other cultures”, “to experience excitement”, and “to increase knowledge”. It seems that there is no big difference between general travellers and independent travellers. Another study was conducted by Parr (1989). The purpose of Parr’s (1989) study was to learn more about FITs, as well as find out the reasons that motivated FITs to travel independently. The motivational factors were identified as “cost”, “dislike group tours”, “freedom and flexibility”, “relaxation”, “to meet New Zealanders”, “to fit in with local events or people”, and “for a real experience”.

However, until now there has been no study that specifically targets mainland Chinese FITs’ travel motivation. All the studies listed in Table 2 focus on Chinese tourists in general, including both tourists who follow a package tour and independent tourists. Therefore, this study will fill this gap and could contribute to the body of academic study of FITs’ motivations to travel overseas.

3.5 Summary

Travel motivation is a critical part of explaining tourists’ behaviour. Many studies of travel motivations target different tourists travelling to different countries. There are many paradigms in explaining travel motivation, including Maslow’s Needs Hierarchy Theory, Plog’s travel personality, Pearce’s travel career ladder (TCL), and Dann’s push and pull factors theory. The most used one is push and pull theory, which explains tourists’ motivations from two perspectives: one is the internal feeling driving them to travel; the other is a destination’s attributes that induce tourists to go there. However, there is still not a generally agreed conceptual construct of tourists’ motivation. Many studies have focused on the Chinese outbound market. Based on their findings, the main motivations are knowledge seeking, relaxation and rest, and destination-specific attributes. However, motivation factors could vary, based on demographic variables such as age, gender, income, education level and marital

status. As yet no study has focused on FITs from China. Therefore, this research will examine the exact motivations of mainland Chinese FITs to visit New Zealand.

CHAPTER 4 METHODOLOGY

4.1 Introduction

It is essential to adopt an appropriate methodology to conduct research. For the purposes of this research, a quantitative approach is appropriate. This is defined as “an inquiry into a social or human problems, based on testing a theory composed of variables, measured with numbers, and analysed with statistical procedures, in order to determine whether the predictive generalizations of the theory hold true” (Creswell, 1994, as cited in Sogunro, 2002, p.3). There are two main reasons for adopting a quantitative approach. Firstly, this research explores the travel motivations of young Chinese FITs – a large amount of data is required to analyse the motivations in a sample that can represent the motivations of all Chinese tourists. Secondly, the method and methodology used was decided by the researcher’s positivism paradigm (Crotty, 1998). This chapter firstly explains the research paradigm. Then, the use of secondary sources is explained. Next, this chapter introduces the process of data collection including participants, survey instrument, sampling and survey location and time frame. The statistical methods used are also introduced here. Limitations and any ethical issues are identified.

4.2 Research Paradigms

According to Mackenzie and Knipe (2006), a theoretical framework could be sometimes referred to as a paradigm. They state that a paradigm could affect the way knowledge is studied and explained. Moreover, a paradigm is seen as the starting point of the research. Rolfe and Siraj-Blatchford (2001, as cited in Mackenzie & Knipe, 2006, p. 195) suggest a paradigm has three elements, namely “a belief about the nature of knowledge, a methodology and criteria for validity”. Research paradigms include positivist, constructivist, and interpretivist. Positivism is “an epistemological position which asserts that knowledge of a social phenomenon is based on what can be observed and recorded rather than subjective understandings”

(Matthews & Ross, 2010, p. 27). It has several distinctive features. For instance, in a positivist paradigm, data are collected to test a hypothesis that comes from existing theory; the research is independent and has no impact on the data. According to Gray (2009), the choice of method could be affected by the research methodology; in turn, the theoretical paradigm could influence the methodology. Usually, in a positivist paradigm, quantitative data are collected, social phenomena are measured and large data sets and statistical analyses are used. In the case of the present research, the researcher seeks to examine a social phenomenon: that is, what the motivations are that drive Chinese FITs to visit New Zealand. Moreover, the researcher has no influence on the data and therefore can be said to be objective.

4.3 Secondary Sources

Secondary research refers to “the search for published sources describing the results of research or information provided by others” (Remler & Ryzin, 2011, p.35). Secondary sources are an important way to get further information. In this research, secondary sources are essential. Important information is needed, such as the numbers of China’s outbound tourists and the numbers of Chinese tourists travelling to New Zealand in a specific period. Information such as the demographic profile of Chinese tourists, and the destinations they prefer, is essential for this research. Online sources are normally seen as useful secondary sources. Websites such as Tourism New Zealand (www.tourismnewzealand.com), and the New Zealand Ministry of Tourism (www.tourisminfo.govt.nz) were used to find information about the Chinese tourism market in New Zealand. Some Chinese websites, such as the China National Tourism Association (CNTA, www.cnta.gov.cn), provided information about Chinese outbound tourists. News in relation to tourism is also useful for this research in terms of receiving the most recent information. The yearbooks of Chinese tourism, for example, China Outbound Tourism Yearbook 2013, analysed the general trends of Chinese outbound tourism in detail. Previous studies on Chinese outbound tourism,

and motivations of Chinese outbound tourists provided much background information.

4.4 Data Collection

Data collection is a necessary step during the process of conducting research. An anonymous questionnaire was adopted as a method for collecting data in this research. One hundred and eight questionnaires were collected in a two-week period in Queenstown, New Zealand. The following subsection gives information concerning participants, the questionnaire, samples and sampling method, survey sites and time frame.

4.4.1 Participants

The participants in this research are young FITs from mainland China. To narrow down the research scope, the criteria used in this research for recruiting potential participants are: firstly, they are from mainland China, not including Hong Kong or Macau. The reason is the tourism development of mainland China is different from that of Hong Kong and Macau, as these two cities used to be colonies of western countries. Besides, tourists from Hong Kong and Macau are not limited in their overseas travel. Secondly, the age of participants is in a range between 18 and 35 years old; as identified in the background chapter, Chinese FITs are relatively young, therefore it might be easier to approach more participants. Last, they are free independent travellers who came to New Zealand without being members of an organized group tour. As mentioned in the background chapter, the mainland China outbound tourism market is growing rapidly. It is worth exploring the exact motivation of tourists from mainland China.

Research on FITs from western countries is not unusual. Considerable academic research has targeted such tourists, for example backpackers and people on working holidays. Conversely, due to policy restrictions, group tours are a common form of travel for tourists from mainland China. Therefore, the prior studies of Chinese

tourists' travel motivation focused on tourists in general, including both tourists on packaged tours and independent tourists. This study is concerned only with independent travellers.

At first, the researcher approached people of apparent Asian descent, and asked each potential participant three short questions to determine whether they met the criteria explained in the preceding paragraph. If they did, an information sheet was given to them, and at the same time, the researcher explained the purpose of the research was for the researcher's Masters Dissertation. The difficulty in collecting data was that some FITs were not willing to complete a questionnaire while they were appreciating the scenery. Also, due to the conservative culture in China, some people avoided being questioned, especially in a totally different environment. This research targeted young FITs, who were not so bound to traditional culture. Most of them were willing to help.

4.4.2 Survey Instrument – Questionnaire

The method used for data collection in this research was a survey. The survey was implemented in the form of an anonymous questionnaire. A survey is “a detailed and quantified description of a population” (Sapford, 2006, as cited in Gray, 2009, p. 219). The questionnaire is the most common form of collecting survey data (De Vaus, 2002). A structured self-administered questionnaire, more specifically, a delivery and collection questionnaire, was adopted in the research.

The purpose of this research is to investigate the motivations to visit New Zealand of young FITs who are from mainland China. To achieve the aim, a questionnaire was seen as a suitable way to discover tourists' main motivations in a large sample. In addition, questionnaire was commonly used for collecting a large amount of data in travel motivation studies.

A ‘delivery and collection questionnaire’ refers to a questionnaire that the researcher delivers by hand to every participant, and then collects later (Gray, 2009). The delivery and collection questionnaire is more convenient for the purposes of this study

than are other forms of questionnaire. One advantage of this kind of questionnaire is that the response rate can be improved. Another advantage is there is direct communication with participants. However, this type of questionnaire also has its disadvantages. The most obvious disadvantage is the time and effort required. The researcher needs much time and must make a considerable effort to find appropriate participants, to deliver the questionnaires to them and to collect the questionnaires.

The questionnaire was designed in English first, and then translated into Simplified Chinese by the researcher. The questionnaire's design was based on previous studies. The questionnaire consisted of three parts. The first part investigated the travel characteristics of participants. It was measured by four questions: including the number of times the participant had visited New Zealand, travel party, length of stay, and purpose of travel. The second part was about travel motivations. A total of 27 motivational items were proposed to the participants to evaluate on a five-point Likert scale. The choices of most motivational items were based on the prior studies of travel motivation (Zhang & Lam, 1999; Ryan & Mo, 2001; Ma, 2009; Zhen, 2011; Hua & Yoo, 2011; Li, Wen, & Leung, 2011; Fountain, Espiner, & Xie, 2011; Tawil & Tamimi, 2013). The remaining motivational items were more specifically related to New Zealand tourism attributes. A 5-point Likert scale ranging from 1 (not important at all) to 5 (very important) was adopted. The third part investigated the demographic profile of travellers to New Zealand. The questions included age, gender, marital status, education level, monthly income level, and regions of China (Northern China and Southern China) the tourist came from.

Before the questionnaire was used for collecting primary data formally, pretesting was adopted. Pretesting is useful to reveal any confusing and problematic questions in the questionnaire (Berdie, Anderson, & Niebuhr, 1986). The pretesting aimed to test the length, time and difficulty of the questionnaire to complete; and to test the participants' impression of both questions and options provided (Punch, 2003). The questionnaire was delivered to the researcher's classmates and friends. Some

amendments were made as a result of the pretesting. Each questionnaire took about 10 minutes to complete, which was neither too long nor too short.

4.4.3 Samples and Sampling Method

4.4.3.1 Samples

A main consideration in doing research is to decide who participates in the research (Jackson, 2008). Good samples should be representative of the population. Population refers to all of the possible respondents about whom the research would generalize (Jackson, 2008; Gray, 2009). However, it is easier to use samples to get higher quality data, because it is relatively easier to get a high response rate from a smaller sample than from a larger population (Berdie, Anderson, & Niebuhr, 1986). Therefore, a sample is used for collecting data. Sample refers to the actual group included in a study and from whom the data are collected (Punch, 2005). In quantitative research, the data are collected from samples and are then analysed to enable researchers to reach conclusions to reflect the total population. The sample in this research is made up of 108 free independent travellers from mainland China whose age is between 18 and 35 years old during a specific period.

According to Lewis (1984), in a quantitative study, the larger the sample size, the smaller the sampling error and the more accurate the survey. However, as a researcher, accuracy is not the only thing that needs to be considered: cost, time and access to participants are also key factors (De Vaus, 2002). Hoyle (1995) mentions that the optimum sample size is between 100 and 200. Therefore, the sample size was set as 100-120 respondents. One hundred and eight respondents actually completed questionnaires. The response rate was 90%, which was considered high (Gray, 2009).

4.4.3.2 Sampling Method

The selection of sampling method is an important part of carrying out research (Punch, 2005; Linda & Alison, 2008). A good sampling design should meet four broad criteria: goal orientation, measurability, practicality, and economy (Kish, 1995). This research adopted convenience sampling. There are two main kinds of sampling categories,

including random sampling and non-random sampling. Convenience sampling is one common type of non-random sampling method. Convenience sampling refers to getting participants wherever they can be found and, moreover, wherever is convenient. According to Linda and Alison (2008, p.37), “research using convenience sampling is exploratory, and can be a good place to start when little or no work has been done on a particular subject”. This description is consistent with the focus of this research.

4.4.4 Survey Sites and Time Frame

Queenstown was chosen as the destination best suited for collecting the primary data. According to Fountain, Espiner and Xie's (2011) research, the three cities which most tourists visited are Queenstown, Christchurch, and Auckland. According to a well-known Chinese website called Mafengwo, which provides space for FITs to share their travelling experiences, Queenstown is a destination city nearly all FITs would visit (Mafengwo.com). In the actual process of collecting data, three main areas of Queenstown were covered, namely, the Skyline Function Centre, the cruise harbour, and outside the i-SITE information centre. The Skyline Function Centre is popular not only for Chinese tourists, but also for tourists from other countries. It is a good place to entertain, and it provides many interesting activities, such as luge, mountain biking and Maori Haka performance. Moreover, it is a wonderful place to appreciate the scenery of Queenstown. The second location is the cruise harbour. Alongside Lake Wakatipu there are several ticket offices for different activities, such as jet boat and Maori culture cruise. Also, there is a beach where many tourists eat or rest. i-SITE is a New Zealand local information centre that provides information and brochures for tourists for free. It offers free booking services for accommodation, restaurants, and tickets to various attractions. According to the observation of the researcher, many FITs ask for information there. Although it is a New Zealand information centre, it provides brochures in Chinese, and it has one staff member who is from China and can provide services in Mandarin.

Apart from these three main locations, Arrowtown, which is a twenty-minute drive from Queenstown, was also chosen for collecting data for only one day. During the data collection period, Arrowtown was holding an Autumn Festival that attracted large numbers of local and overseas tourists. Seven questionnaires were collected in Arrowtown in a single day. All of these seven participants lived in the hotels of Queenstown, and went to Arrowtown for a one-day tour.

One common point is that potential participants were approached near a bench or place where tourists could sit. It is hard to ask respondents who are standing to complete a questionnaire.

The research was conducted in Queenstown from 25 April to 9 May 2014. The reasons are as follows. Firstly, 1 May is an official holiday for Chinese. Normally, they have a three-day holiday. Many Chinese people extend their holiday by asking for annual leave or just asking for leave. Therefore, they have enough time for an outbound trip. Secondly, in April and May, New Zealand is in its tourist off-season, and flight tickets and accommodations are cheaper than in the busy period. The time for collecting data was in the daytime, normally from 10 AM to 5 PM.

4.5 Data Analysis

Analysis is the interplay between the researcher and the data (Gray, 2009). Through analysis, the data will become meaningful. For a quantitative approach, appropriate statistical techniques should be used. SPSS statistics was used to help analyse the data collected. SPSS is commonly used software for statistical analysis. Three statistical tests were used in this research, namely descriptive analysis, factor analysis, and one-way ANOVA. Descriptive analysis was used to analyse the respondents' characteristics. Factor analysis was adopted in analysing 27 motivational items. One-way ANOVA was used to explore the relationships between motivational factors and participants' characteristics.

The first step in data analysis was to categorize the data. Categorizing data is important because the statistical tests that are used for analysing data will depend on the type of data being collected (Gray, 2009). Based on the designed questionnaire, the data collected are mainly nominal and ordinal data. Nominal data do not have numerical value; nominal data are put into categories (Fink, 2003). For instance, one question is to ask the gender of participants. Ordinal data refers to “an ordering or ranking of values” (Gray, 2009, p.452). It usually relates to the questions that rate the quality of something and degrees of agreement. For example, in part two of the questionnaire, participants were asked to score the importance of motivational items by using a 5-point Likert scale.

The second step was data entry. This includes cleaning the data, coding, and dealing with missing data. Coding is done to allocate an identification number to data. For example, in coding gender, “female” was labelled 1 and “male” 2. There was no missing data in this research. The next step was to analyse the data by using different statistical tests.

Factor analysis was used to reduce a large number of variables to a smaller number of factors (Li, 2007). Factor analysis is commonly used in the personality and social psychology area (Russell, 2002). Actually, factor analysis is used in most travel motivation research (Zhang & Lam, 1999; Zhen, 2011; Hua & Yoo, 2011; Li, Wen, & Leung, 2011; Tawil & Tamimi, 2013). There are two main methods of factor analysis: principal components analysis and principal axis factoring. Both have the same extraction procedure and get similar results (Russell, 2002). Due to the sample size of this research not being particularly big, it is advisable for this research to adopt principal axis factoring in order to increase the accuracy of results (Widaman, 1993; as cited in Russell, 2002). Therefore, Principal Axis Factoring (PAF) with varimax rotation was used in this research. In order to control the numbers of factors extracted, an eigenvalue of one was used. Items with low factor loading – less than 0.40 – or high cross-loadings on more than one factor were dropped (Gaur & Gaur, 2009; Hua & Yoo, 2011). The process ran several times until no items were deleted.

Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) and Barlett's test were used to measure the sample adequacy (Field, 2013). Cronbach's alpha was used to test the reliability of the factors.

One-way ANOVA with post hoc test was adopted to analyse the relationships between motivation factors and participants' demographics and travel characteristics. One-way ANOVA is used to "test the difference in a single dependent variable among two or more groups formed by a single independent or classification variable" (Gaur & Gaur, 2009, p.71). F-ratio was used to determine if significant differences existed. The larger the F-ratio, the greater is the difference. Significance could also be determined by an F probability value (Coakes, 2013), where the value of F probability (p) > .05 meant there was no difference between the variables. A Tukey's HSD post hoc test is one of the most commonly used tests to assess where the significant differences lie. It presents the result of the comparison between all possible pairs.

4.6 The Validity and Reliability of Data

The research tool used and data collection method could influence the validity and reliability of data. For this research, a questionnaire was used to collect the primary data, which is one of the most popular instruments for gathering data (Gray, 2009). The validity of the questionnaire could be influenced by the wording of the questions it includes, therefore, the designing of the questionnaire for this research tried to avoid the problem of wrong wording, and to ensure the relevance of every questions. Moreover, pretesting was used to increase the validity of each question.

Reliability refers to a measure of consistency. The consistency could be measured by a reliability coefficient (Gray, 2009). One index used to calculate the reliability coefficient is Cronbach's alpha (a scale from 0.00 to 1.00). In this research, Cronbach's alpha was used to examine the reliability of the data.

4.7 Limitations

There are several limitations of the whole methodology process. The first limitation is the sample size. As mentioned above, for quantitative research, the larger the sample size, the less the sample error. This research used only 108 respondents, which is a relatively small sample size. Moreover, the research adopted factor analysis to analyse the data. Normally, for using factor analysis, having 100 participants is acceptable; having more than 200 participants is much better (Gaur & Gaur, 2009). However, due to the limitation of time and money, only 108 participants were involved in this research.

The second limitation is related to the sampling method. Convenience sampling is a non-random sampling method. One disadvantage of convenience sampling is it might not be generalizable to the population. Samples are either random or non-random. Random samples better represent the whole population, while the representativeness of non-random samples is never known (Berdie, Anderson, Niebuhr, 1986). Also, according to Remler and Ryzin (2011), convenience sampling suffers from coverage bias. People who happened to be available might not cover much of the target population.

4.8 Ethical Issues

Any research dealing with human beings should consider ethical issues. In both qualitative research and quantitative research attention should be paid to three core principles. According to Remler and Ryzin (2011), the core principles are respect for persons, beneficence, and justice. In relation to survey research, unique and important ethical issues are concerned with approaching people, persuading potential respondents to participate, and handling sensitive personal information.

Firstly, according to the rules of Auckland University of Technology, ethical approval was required from the Ethics Committee. An application for ethical approval with

relevant materials was submitted in mid-March 2014, and was approved in April 2014.

Secondly, a Participant Information Sheet was provided to potential participants to help them understand this research. Potential participants were informed about the purposes of the research and their rights and benefits from taking part in this research. This sheet was translated into Chinese before the survey took place. As the designed questionnaire was anonymous, a Consent Form was not required.

Thirdly, during the process of collecting primary data, the participants had the right to stop completing the questionnaire at any time; also they had the right to choose not to answer particular questions they might feel were sensitive. The researcher never pushed or overburdened respondents. When the participants were answering demographic questions, such as age, marital status, and income level, the researcher turned around and did not see which answer they ticked.

4.9 Summary

This chapter has outlined the entire process of data collection. Secondary sources, including reports, online news, and websites have provided useful information for this research. Secondary sources were used in the background chapter. The theoretical paradigms could determine the method used for social research. Based on a positivist paradigm, which needed quantitative data and statistical analysis, a quantitative approach was chosen for this research. In terms of primary research, 108 participants who were FITs from mainland China were approached using a convenience sampling method. The research was conducted between 25 April and 9 May in Queenstown and Arrowtown. The ethical issues have been addressed in this chapter. Considering ethical issues helped ensure the smooth progress of the research. The following chapter will focus on examining the findings and discussing the main findings based on the 108 questionnaires collected.

CHAPTER 5 FINDINGS and DISCUSSION

5.1 Introduction

This chapter presents the findings from data analyses and discusses and compares the research findings with previous studies. To achieve objective 1, this chapter will present the profiles of the participants, including demographic information and travel characteristics, by using descriptive analysis. Next, in order to achieve objective 2, the rank of importance of the 27 motivational items based on means is examined through descriptive analysis; and then factor analysis is adopted to divide the 27 motivational items into several groups. Then, the findings are compared with previous studies of Chinese tourists' travel motivations. Lastly, one-way ANOVA is used to identify whether relationships exist between motivation factors and demographic and travel characteristics of respondents in order to achieve objective 3.

5.2 Demographic Profile of Respondents

Part Three of the questionnaire collected the respondents' demographic information (Table 3). This research targeted participants whose age is in the range of 18 to 35 years. Nearly half of the participants were between 26 and 30 years (48.1%), followed by participants whose ages were between 18 and 25 years (34.3%). Nineteen participants (17.6%) were between 31 and 35 years old. Most respondents were female tourists (65.7% of the sample) and the rest (34.3%) were male tourists. In terms of marital status, over half the respondents were single (52.8%); 35.2% of respondents were married, and 12.0% of respondents chose the option "other", suggesting they were in a relationship, or dating with others. The participants were mostly well educated, with 63 participants holding a Bachelor's degree, and 22 holding a Master's degree or above; participants attending high school or below and those attending technical/vocational school numbered 6 and 17, respectively. In terms

Table 3: Demographic Profiles of Respondents

Variables	Frequency	Percent (%)	Variables	Frequency	Percent (%)
Age			Education Level		
18-25	37	34.3	High school or below	6	5.6
26-30	52	48.1	Technical/vocational school	17	15.7
31-35	19	17.6	Bachelor degree	63	58.3
Total	108	100	Master degree or above	22	20.4
Gender			Total	108	100
Female	71	65.7	Monthly Income (RMB)		
Male	37	34.3	5,000 or below	30	27.8
Total	108	100	5,001-10,000	49	45.4
Marital Status		68.2	10,001-15,000	18	16.7
Single	57	52.8	15,001 or above	11	10.2
Married	38	35.2	Total	108	100
Other	13	12.0	Region of China		
Total	108	100	Northern China	57	52.8
			Southern China	51	47.2
			Total	108	100

of monthly income, participants who earned 5,001-10,000 RMB per month made up 45.4% of the sample, followed by those earning 5,000 RMB or below (27.8%) Those earning 10,001-15,000 RMB made up 16.7%, and 10.2% earned 15,001 RMB or above. Lastly, in terms of which region of China the participants came from, there

was a slightly higher percentage from Northern China (52.8%) than from Southern China (47.2%).

It is found that the demographic profiles of the 108 participants are consistent with the characteristics of Chinese FITs mentioned in the background chapter. Most of the FITs involved in this research were well educated and have a considerable monthly income. Being richer and well educated were noted earlier as two main features of Chinese FITs. It was found that female tourists accounted for nearly two-thirds of total respondents. One reason for this is that female respondents are easier to get access to. Women usually dominate the decision-making process, and make choices (Li, Wen, & Leung, 2011). Another reason is, undoubtedly, that female travellers have been an important tourism market for long times. Their better education and considerable disposable income drive them to travel more.

5.3 Travel Characteristics of Respondents

This section is related to part one of the questionnaire. The purpose is to get information about the travel characteristics of the respondents, including how many times they have been to New Zealand, who they came to New Zealand with, how long they would like to spend in New Zealand, and their main travel purposes.

Table 4 shows that, among the total of 108 participants, 86 participants (79.6%) indicated that they were visiting New Zealand for the first time; while only 22 participants had travelled to New Zealand more than once. Next, in terms of party type, 26 participants came to New Zealand by themselves, which was same with the groups who travel with friends and spouse. Fifteen participants came to New Zealand with their parents, and only six came here with their child. Nine participants chose the option “others”. Most of the nine participants came to New Zealand with their colleagues or relatives, and the rest visited New Zealand with their fiancé or fiancée. Most participants preferred a longer stay in New Zealand, with 47.2% staying in New Zealand for 8 to 14 days, 22.2% for 15 to 21 days and 16 participants (14.8%)

spending more than 22 days in the country. Only 17 participants (15.7%) stayed in New Zealand for 7 days or less. The travel purpose of most respondents was sightseeing (71.3%), followed by visiting relatives or friends (18.5%). Five people came to New Zealand for the purpose of doing business, and six respondents had other reasons, such as honeymooning or taking wedding photos.

Table 4: Travel Characteristics of Respondents

Variables	Frequency	Percent (%)	Variables	Frequency	Percent (%)
No. of visits to NZ			Length of Stay		
First time	86	79.6	7 days or less	17	15.7
More than once	22	20.4	8-14 days	51	47.2
Total	108	100	15-21 days	24	22.2
Party Type			22 days or more	16	14.8
Alone	26	24.1	Total	108	100
With parents	15	13.9	Travel purpose		
With friends	26	24.1	Visiting friends or relatives	20	18.5
With child	6	5.6	Doing business	5	4.6
With Spouse	26	24.1	Sightseeing	77	71.3
Other	9	8.3	Other	6	5.6
Total	108	100	Total	108	100

5.4 Travel Motivations of Young FITs from Mainland China

This section contains two subsections. Firstly, descriptive analysis is used to rank the importance of 27 motivational items. This is intended to find out the main motivations of FITs to visit New Zealand. Secondly, 27 motivational items are factor analysed into seven factors by using the principal axis factoring method.

5.4.1 Descriptive Analysis of 27 Motivational Items

Table 5 shows the descriptive analysis for the 27 motivational items involved in the questionnaire. The importance levels of young Chinese FITs' motivations were expressed with a five-point Likert scale, with 1 being "not important at all" and 5 being "very important". The 27 items were ranked based on the mean scores. It can be seen that the mean ranged from the highest at 4.35 to the lowest at 2.20. The standard deviation was centred on a value of 1. The item that ranked first was "appreciate natural and/or cultural feature" with a mean value of 4.35, followed by the item "relax physically and/or spiritually" with a mean value of 4.34. The third most important motivation item was "view outstanding scenery" with a mean value of 4.31. The fourth and fifth most important motivational items were "experience new and different lifestyles and/or traditions" and "visit a place I have not visited before", with means of 4.06 and 4.05, respectively. It can be seen that the top three items relate to the New Zealand scenery and relaxation, and the fourth and fifth most important items relate to seeking experience. The least important reasons driving participants to visit New Zealand were "visit casinos for gaming", "find business opportunities", "look for educational opportunities", "the direct trading between NZD and RMB", and "seek adventure activities, such as bungy jumping/skydiving" with means of 2.20, 2.31, 2.81, 2.90 and 2.95 respectively.

A descriptive analysis of the 27 motivational items indicated that the most important reason that motivated Chinese FITs to visit New Zealand was to appreciate natural and/or cultural features. In the mind of most Chinese tourists, New Zealand is a destination with unique scenery. Also, the third most important motivational item is to view the outstanding scenery of New Zealand. This is consistent with Fountain, Espiner, and Xie's (2011) study, which also focused on New Zealand as a destination country; the natural scenery and the green image were the most important reasons for Chinese tourists to visit New Zealand. In Ryan and Mo's study (2001) of New Zealand, sightseeing and going to a new place were the top two reasons for Chinese

Table 5: Descriptive Analysis of Travel Motivation

Motivational Items	Mean	Standard Deviation	Mean Ranking
Appreciate natural and/or cultural feature	4.35	.77	1
Relax physically and/or spiritually	4.34	.83	2
View outstanding scenery	4.31	.88	3
Experience new and different lifestyles and/or traditions	4.06	.94	4
Visit a place that I have not visited before	4.05	.96	5
High levels of safety and security	4.00	1.04	6
Appreciate standards of hygiene and cleanliness	3.87	1.01	7
Nice weather/climate	3.82	.93	8
Escape from daily life and/or work	3.71	1.06	9
Increase knowledge and/or experience about a foreign destination	3.63	1.10	10
Take a self-driving tour	3.56	1.18	11
Engage in outdoor recreation activities, such as whale watching/hiking	3.48	1.15	12
Visit a destination which most people value and/or appreciate	3.43	1.25	13
Appreciate public transportation, such as airline, local system, bus service, train service	3.30	1.15	14
Visit <Hobbit> movie shooting place	3.15	1.24	15
Convenience of travel visa	3.13	1.25	16
Visit farms, such as alpaca, sheep	3.07	1.16	17
Experience unique Maori culture	3.04	1.24	18
Visit friends and/or relatives	3.04	1.39	18
Be away from home	3.03	1.23	20
Hold a wedding and/or honeymoon	3.01	1.44	21
Share experiences after returning home	2.96	1.17	22
Seek adventure activities, such as bungy jumping/skydiving	2.95	1.40	23
The direct trading between NZD and RMB	2.90	1.27	24
Look for education opportunities	2.81	1.19	25
Find business opportunities	2.31	1.20	26
Visit casinos for gaming	2.20	1.25	27

tourists to visit New Zealand. Cultural features were one of the main reasons for Chinese FITs to visit New Zealand found in this research. Nayak (2014) indicates that more Chinese FITs would like to discover the culture; however, in Ryan and Mo's (2001) study, learning more about New Zealand culture was the least important motivation. Relaxation as a main motivation was indicated in Ma's (2009) research. From the top three items, it is possible to understand how seriously young FITs consider natural and cultural elements when they decide on travel destinations.

Another two high-ranking items were "experiencing new and different lifestyles and/or traditions", and "visiting a place that I have not visited before". In Zhang and Lam's (1999) research, "seeing something different" was the most important push items; similarly, in Zhen's (2011) study, tourists were most motivated by going to a place they had not visited before, and experiencing a different lifestyle. Travelling to a new place also ranked first in Tawil and Tamimi's (2013) study. In this research, these two motivations played important roles in driving FITs to visit New Zealand. This finding explains that these two reasons are important in motivating both Chinese FITs and general tourists to travel.

From the five most important items that motivated Chinese FITs to visit New Zealand, it can be seen that in terms of Plog's travel personality model 108 Chinese FITs involved in this research could be classified as mid-centric tourists. They were classified differently from western FITs, who were considered to be venturers. Then, in terms of Pearce's TCL model, the five motivations seemed to meet Chinese FITs' needs for relaxation (items 1, 2, and 3), which was the basic level of TCL, and self-esteem and development (items 4 and 5). Next, in terms of push and pull theory, item 1 "appreciate natural and/or cultural feature" of New Zealand, and item 3 "view outstanding scenery" belong to pull factors that are related to New Zealand's tourism attributes, and the remaining three items were push factors, which were related to the internal feelings of Chinese FITs.

As mentioned above, the least important motivations for the participants who took part in this research were seeking adventure activities, direct trading between NZD and RMB, looking for education opportunities, seeking business opportunities, and visiting casinos. It was found in Zhen's (2011) study, finding business opportunities ranked ninth of a total of 12 push factors. Moreover, both in this research and Zhen's, Chinese tourists least appreciated visiting casinos. In terms of seeking adventure activities, in Li, Wen, and Leung's (2011) and Ryan and Mo's (2001) study, seeking adventure was also not an important motivation. It is a bit surprising that adventure activities are not so attractive to Chinese tourists because New Zealand ranks second for adventure activities destinations in the world. Moreover, FITs are a group of tourists who might be expected to like to take risks (Hyde & Lawson, 2003). Yet in this research, FITs are not so motivated by adventure activities. It was more evident that Chinese FITs were not venturer.

Some important motivations in previous studies, such as visiting friends or relatives (Zhang & Lam, 1999), shopping (Li, Wen, & Leung, 2011) and personal safety during the trip (Hua & Yoo, 2011) were not valued by the FITs in this research. It could be understood that FITs would like to save money; therefore, they are not willing to spend much money on shopping. Moreover, New Zealand is not an ideal destination for shopping compared with European countries. Also, New Zealand's main industry is the food (including meat and dairy) processing industry.

Compared with the studies of FITs' travel motivation, it was found in a study conducted by Perrett (2007) that seeking knowledge was an important reason for FITs to visit Manitoba. However, other important reasons included satisfying curiosity and discovering new things were relatively unimportant in this research. Compared to another study conducted by Parr (1989), a similarity is that relaxation is an essential motivation in both studies; but a difference is that motivations such as cost and freedom were important in Parr's research, while they were not mentioned in this research.

5.4.2 Underlying Factors of Travel Motivation

According to Jang and Wu (2006), it is more important to establish a motivational construct to find out the principal driving forces that motivate travellers than to look at individual motivational items. A principal axis factoring analysis was conducted on the 27 items with varimax rotation method. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is used to “examine whether the strength of the relationship is large enough to proceed to a factor analysis” (Merwe, Slabbert, & Saayman, 2011, p.463). According to Kaiser (1974, as cited in Field, 2013), a value between 0.7 and 0.8 is middling. The value of KMO in this research was 0.713, which demonstrated the factor analysis was good. Bartlett’s Test of Sphericity was significant, with a value of 1060.951 ($p = .000$).

The method of principal axis factoring with varimax rotation was adopted in the factor analysis. A loading of 0.4 was used for item inclusion. Items with low factor loadings or high cross-loadings were dropped (Grau & Grau, 2009). In this way, five motivational items were dropped, including “engage in outdoor recreation activities, such as whale watching/hiking”, “view outstanding scenery”, “appreciate natural and/or cultural features”, “take a self-driving tour”, and “visit friends and/or relatives”. Seven factors with eigenvalues greater than one were identified, explaining a total 61.36% of the variance in the original dataset. The seven factors were labelled “New Zealand Stimuli”, “Safety and Cleanliness”, “Experience seeking”, “Exploration”, “Escape”, “Ego enhancement”, and “Adventure and Excitement”. The label for each factor was determined by the characteristics of the motivational items covered, as well as based on previous studies. All the items had a factor loading of at least 0.401. It is useful to check the reliability when using factor analysis to verify a questionnaire (Field, 2013). Reliability statistics with Cronbach’s alpha were examined for every factor. A Cronbach’s alpha greater than 0.060 was considered an acceptable level (Grau & Grau, 2009). The value of Cronbach’s alpha for “New Zealand stimuli” was 0.765, for “safety and cleanliness” was 0.741, for “experience seeking” was 0.701, for “exploration” was 0.655, for “escape” 0.648 and for “ego enhancement” 0.644. The

total scale reliability was 0.780. All the alphas were more than the 0.060 required to establish validity.

Table 6: Motivation Constructs

Factors	Loading	EV	% Variance	α
Factor 1: New Zealand Stimuli		5.524	20.46	.765
Experience unique Maori culture	.731			
The direct trading between NZD and RMB	.622			
Visit Hobbit movie shooting place	.585			
Appreciate public transportation, such as airline, local system, bus service, train service	.542			
Visit farms, such as alpaca, sheep	.471			
Convenience of travel visa	.439			
Factor 2: Safety and Cleanliness		3.325	12.32	.741
Appreciate standards of hygiene and cleanliness	.751			
High levels of safety and security	.639			
Nice weather/climate	.593			
Factor 3: Experience seeking		1.968	7.29	.701
Experience new and different lifestyles and/or tradition	.797			
Visit a place that I have not visited before	.547			
Increase knowledge and/or experience about a foreign destination	.546			
Relax physically and/or spiritually	.401			
Factor 4: Exploration		1.640	6.08	.655
Look for education opportunities	.693			
Hold a wedding and/or honeymoon	.603			
Visit casinos for gaming	.485			
Find business opportunities	.464			
Factor 5: Escape		1.564	5.79	.648
Be away from home	.646			
Escape from daily life and/or work	.604			
Factor 6: Ego enhancement		1.400	5.19	.644
Share experience after returning home	.650			
Visit a destination which most people value and/or appreciate	.616			
Factor 7: Adventure and Excitement		1.145	4.24	
Seek adventure activities, such as bungee jumping/skydiving	.500			
Total variance explained			61.36	
Total scale reliability				.780

The major aim of this research is to find out the travel motivations of young Chinese FITs. Seven factors were extracted from the 27 motivational items. The first factor is New Zealand stimuli. Under this factor are included six motivational items which could be divided into two themes, that is, unique attractions and convenience. There are three specific attractions including unique Maori culture, visiting the places where the Hobbit movie was shot, and farms. Maori culture is the unique culture of New Zealand. When Ms Yao came to New Zealand for promotional filming, she met the Maori, and accepted a hongi from her Maori friends. Therefore, for Chinese tourists who are interested in different cultures, Maori culture is a ‘must’ experience for them. In addition, New Zealand is called “Middle Earth” due to being the location of the shooting of the famous movie “The Lord of The Rings”. Later, the Hobbit Trilogy was filmed entirely in New Zealand. Hobbit fans would like to come to New Zealand and will wish to see Middle Earth. New Zealand’s local travel agents also see Hobbit movie set tours as an important opportunity for both New Zealanders and tourists from other countries. Farming is another main attraction. Most Chinese are interested in alpaca, which are hardly seen in China. Alpacas are so popular due to their cute looks and gentle temper. In 2011, 20 alpacas were imported to China, and some people even bought them as pets (*City Xin Newspaper*, 2011).

The other three items in this factor are direct trading between NZD and RMB, public transportation, and convenience of the tourists’ travel visa. These three items represent easy access to New Zealand and a convenient local transport system. In March 2014, New Zealand signed currency deals with China. From then on, New Zealand Dollars could be traded directly against the Chinese currency – RMB. Tourists are attracted by the idea that they can change New Zealand dollars directly in Chinese banks. In the past, Chinese tourists normally need to change the RMB into US dollars, and when they came to New Zealand, they then changed US dollars into New Zealand dollars. During the process of changing currencies, tourists might lose some money. In addition, as mentioned in the background chapter, the Prime Minister and Tourism Minister John Key has extended the length of the repeated travel visa to

24 months. This policy aimed to benefit independent travellers only. It made it much easier for Chinese FITs to travel to New Zealand. All these items show that access to New Zealand is relatively easy. However, based on Table 5, the six items included have lower ranks in the total 27 items, which meant for Chinese FITs, the factor - New Zealand stimuli seems not be an important motivation.

In previous studies, such as Zhang and Lam's (1999) research, accessibility and sightseeing variety were found to be critical pull factors for Chinese tourists travelling to Hong Kong. The convenience of transport, seven days visa free policy, and the variety attractions induced tourists to visit Hong Kong. Also in Tawil and Tamimi's (2013) research, cultural and historical attractions as well as travel convenience were two main factors driving Chinese tourists to visit Jordan. Moreover, Hua and Yoo (2011) pointed out that the attraction of a natural environment was a critical motivation factor.

The second motivation factor is safety and cleanliness. It includes three items, namely standards of hygiene and cleanliness, high levels of safety and security, and nice weather or climate. This factor is relatively important as the three items were highly valued by the participants. It can be seen that Chinese FITs pay great attention to this factor. This may be related to current conditions in China in these areas. In the first half-year Chinese citizens suffered from many serious incidents in China, for example the Kunming terrorist attack of 1 March 2014 (Smith, 2014). Many people who were waiting for trains in Kunming Railway Station were injured for no reason. Many ordinary people died in this attack. Not too long later, in Xinjiang, 13 criminals planned a terrorist attack and killed many police officers as well as civilians (Rajagopalan & Blanchard, 2014). These two incidents were both defined as terrorist attacks. There is reason to believe that these serious incidents could affect the choice of tourists indirectly. Tourists potentially would prefer to choose a destination that is safe. Another serious problem Chinese people face is environmental pollution. In 2014 it seemed that air pollution was more serious than before. Many cities, in both Northern China and Southern China, suffered greatly from air pollution. Admittedly,

air pollution is not a new problem in China. Chan and Yao published their study about air pollution in mega cities of China in 2008. According to the *South China Morning Post* (2014), in the first five months of 2014 complaints about Beijing's air pollution more than doubled. New Zealand, on the other hand, is famous for its clean environment. Of course, Chinese tourists prefer a destination that is clean. Better weather and climate are also an important motivation. Consistent with other studies, such as Zhen (2011), Li, Wen and Leung (2011) and Tawil and Tamimi (2013), safety and cleanliness was a critical motivation driving Chinese tourists to specific destinations. Personal safety was put in first place among considerations for travelling to Canada in Zhen's (2011) research. Similarly, Tawil and Tamimi's (2013) study also supported this finding that "weather, safety and cleanliness" was the most important pull factor. In Li, Wen and Leung's (2011) research, motivations that motivated females to travel overseas were safety and security, as well as hygiene and the cleanliness of the destination. However, this factor did not play an important role in Li, Wen, and Leung's (2011) study. Ryan and Mo (2001) claimed that Chinese tourists travel to New Zealand because New Zealand is a safe, clean and unpolluted destination. On the whole, safety and cleanliness are the main considerations for Chinese FITs.

The third factor is experience seeking. It can be also understood as knowledge seeking or prestige. It includes four items: experiencing new and different lifestyle and/or tradition; visiting a place that I have not visited before; increasing knowledge and/or experience about a foreign destination; and relaxing physically and/or spiritually. All four items have high ranks among the 27 motivational items. In numerous studies knowledge seeking or prestige is a factor motivating tourists – both from China and from other countries – to travel (Cha, Mccleary, & Uysal, 1995; Jang & Wu, 2006; Li, Wen, & Leung, 2011; Mohammad & Som, 2010; Tawil & Tamimi, 2013; Zhang & Lam, 1999; Zhen, 2011). This factor is a common push factor in push and pull factor theory research (Uysal & Jurowski, 1994). Also in Perrett's (2007) study, to increase knowledge was a critical factor for FITs who visited Manitoba. In

many studies (Li, Wen, & Leung, 2011; Tawil & Tamimi, 2013; Zhang & Lam, 1999; Zhen, 2011) this factor was the most important factor that motivated Chinese tourists to travel overseas. It can be seen that most tourists travel to a specific destination with a view to increasing knowledge and experience. For them, travelling is also a process of learning new things. Meanwhile, they also see travel as an ideal way to relax. This study found this factor to be predominantly important in motivating Chinese FITs to visit New Zealand.

The fourth factor is exploration. It covers opportunities available in the destination (Hua & Yoo, 2011). Under this factor, four items are included: looking for education opportunities, holding a wedding or honeymooning; visiting casinos; and seeking business opportunities. It is understandable that some tourists from mainland China would like to investigate the education market while travelling here. The New Zealand education system is seen as one of the best education systems in the world. Moreover, the tuition fee in New Zealand is relatively cheaper than that in the United States and some other western countries. Therefore, New Zealand is a great education destination. According to Education New Zealand (2014), China is New Zealand's largest source of international students. In 2012, a total 24,981 international students enrolled in New Zealand. That number is expected to increase continuously. It was found that some participants in this research visited New Zealand for the purpose of taking wedding photos, holding a wedding or honeymooning. As mentioned before, Tourism New Zealand's brand ambassador – Yao Chen – held her wedding in Queenstown. A New Zealand airline official claimed that Yao's kiwi wedding helped to turn New Zealand into the first choice of wedding destinations (Tan, 2012). Meanwhile, Tourism New Zealand (2013) also wanted to capture the Chinese overseas wedding market. In New Zealand, there are many companies that could provide a wedding tour for Chinese tourists, for example Lvcheng, which is the first Chinese wedding planning company. Another item in this factor is to visit casinos in New Zealand. In mainland China, casinos are illegal. Many tourists coming to New Zealand would like to try their luck in casinos. However, visiting casinos does not

have a high mean value in this research, which means FITs are not particularly interested in casinos. The last item is to find business opportunities. Compared with previous studies, this factor was found to be similar to the destination stimuli factor which was the fifth factor in Hua and Yoo's research (2011). Investigating the United States' education system was one item of destination stimuli in that study. Ryan and Mo's (2001) study also showed that Chinese tourists who travelled to New Zealand were motivated by for a desire to investigate New Zealand's business environment, school and education system. In Zhen's study (2011), exploration was factor - tourists went to Canada who had the purpose of finding business opportunities, and trying their luck in a casino. The findings of previous studies are consistent with the finding in this research, that the exploration factor is not important for travellers' desire to visit a destination.

Escape is the fifth factor extracted from the motivational items. It includes being away from home, and escaping from daily life and/or work. The escape factor reflects that potential Chinese tourists would like to release the pressure they experience in China by visiting a different country. This factor is also presented in Zhen's (2011) study, where escape was a main push factor encouraging tourists to travel. Also, this factor is similar to the relaxation factor identified by Zhang and Lam (1999), and the self-utilitarian and social motivation identified by Ma (2009). The focus is more on escape than relaxation in this research.

The sixth factor is ego enhancement. This factor contains two items, which are sharing experience after returning home and visiting a destination which most people value and/or appreciate. It is a common push factor in push and pull theory (Uysal & Jurowski, 1994). The factor is also identified in previous travel motivation studies, such as those by Zhang and Lam (1999) and Hua and Yoo (2011). It was termed "prestige and enhancement of human relationship" in Zhang and Lam's study. In Hua and Yoo's study, ego enhancement was the predominant factor that drove tourists travelling to the US. Hua and Yoo (2011) identified that Chinese cultural roots determined this factor. Chinese people pay much attention to face or status. They may

feel pride when telling their travelling experience to their friends and relatives, and feel superior to them. However, for FITs, especially young FITs, this factor is not very important. Young FITs from mainland China put more focus on appreciating experience rather than considering face or status.

The last factor is adventure and excitement. It has a single item, which is seeking adventure activities. Adventure tourism is an important brand of New Zealand tourism. According to Tourism New Zealand (2012), New Zealand ranked second as an adventure tourism destination on the Adventure Tourism Development Index. Adventure tourism plays an important role in the 100% Pure New Zealand experience. It has been found that one in two international tourists would like to try adventure activities, while one in three tourists from overseas would like to try some sort of extreme adventure activities during their holiday in New Zealand (Tourism New Zealand, 2013). The most popular adventure activities favoured by international tourists are jet boating, glacier walks, and luge. This factor is somewhat similar to the novelty factor identified by Zhang and Lam (1999). Tourists went to Hong Kong to find excitement and to be adventurous. However, in this research, FITs are not so interested in adventure activities. The mean value of this item is not high ($M=2.95$).

As a whole, some of the findings in this research are supported by previous studies. Nevertheless, there are some differences between general tourists and FITs. In this research, several dimensions emerged as motivation driving Chinese FITs to visit New Zealand. Among these, factor – experience seeking, and factor – safety and cleanliness were the most important motivational factors. Experience seeking, which could also be understood as knowledge seeking or prestige, is a major factor in this research, while in other studies knowledge and prestige is also the predominant motivation factor (Li, Wen, & Heung, 2011; Taiwil & Tamimi, 2013; Zhang & Lam, 1999; Zhen, 2011).

The second dominant factor is safety and cleanliness. FITs paid more attention to safety than did packaged tourists. Some FITs travel by themselves or with friends and

family; others rent cars for a self-drive tour. Both groups need to make all their arrangements themselves. Therefore, safety and cleanliness are important considerations for them.

In addition, ego enhancement was found as a less important motivational factor, while it was the most important factor in Hua and Yoo's (2011) research. Exploration that was not favoured by the participants in this study was the most important reason in Ryan and Mo's (2001) study, which was known as social investigation reasons. Tsaur, Yen, and Chen (2010) claimed that independent tourists would like to obtain new knowledge and make different attempts, such as a desire to explore another culture, to seek adventure and to arrange routes independently. However, it is found that these factors are not major motivation; and it is somewhat surprising young FITs are not interested in adventure activities in this research.

5.5 Travel Motivation Differences by Respondent Characteristics

One-way ANOVA with Tukey's HSD post hoc test was adopted to examine whether significant differences exist between tourists' motivation and certain demographic variables. The seven motivational factors were dependent variables, and sample characteristics were independent variables, including age, gender, marital status, education level, monthly income, the part of China tourists came from, number of visits to New Zealand, party type, length of stay, and travel purpose. Table 7 shows the means, F ratios, F probability values, and post hoc test results.

From Table 7 it can be seen that in this study tourist's age, gender, marital status, monthly income, the part of China tourists came from, the number of visits they made to New Zealand and party type had no significant relationship with any of the seven motivation factors because the values of F probability were more than 0.05. Based on the values of F probability, a significant difference was found between level of education and factor 1 – "New Zealand stimuli"; length of stay and factor 5, "escape";

Table 7: Travel Motivation Differences by Sample Characteristics

Sample Characteristics	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7
Age							
18-25	18.11	11.95	16.22	10.46	6.84	6.27	3.00
26-30	18.23	11.25	15.88	10.88	6.85	6.42	3.10
31-35	20.47	12.47	16.32	8.58	6.26	6.53	2.47
F ratio	1.694	2.118	.235	3.040	.668	.107	1.424
F probability	.189	.125	.791	.052	.515	.899	.245
Gender							
Female	19.20	11.96	16.00	10.25	6.66	6.31	3.01
Male	17.41	11.22	16.22	10.49	6.89	6.54	2.84
F ratio	3.223	2.327	.144	.102	.327	.297	.385
F probability	.075	.130	.705	.750	.569	.587	.536
Marital Status							
Single	17.89	11.47	16.05	10.11	6.81	6.35	2.88
Married	19.79	11.74	15.92	10.39	6.45	6.21	2.84
Other	18.08	12.62	16.62	11.15	7.31	7.08	3.62
F ratio	1.756	1.196	.299	.459	.983	.587	1.687
F probability	.178	.307	.742	.633	.377	.427	.190
Education Level							
Group 1: High school or below	23.33	12.33	17.50	8.17	7.17	6.17	2.50
Group 2: Technical/vocational school	19.06	11.88	17.00	10.65	5.88	6.82	2.71
Group 3: Bachelor degree	18.56	11.97	15.67	10.89	6.89	6.63	3.16
Group 4: Master degree or above	17.00	10.64	16.14	9.09	6.86	5.41	2.68
F ratio	2.749	1.903	1.621	2.246	1.317	2.265	1.124
F probability	.047	.134	.189	.087	.273	.085	.343
Sig. diff. between groups	1 and 4						
Monthly income							
5,000 or below	19.03	11.83	16.00	10.30	6.67	6.70	2.83
5,001-10,000	18.51	11.59	15.69	10.39	6.67	6.08	2.98
10,001-15,000	18.83	12.50	17.28	10.33	7.33	6.50	3.28
15,001 or above	17.27	10.55	16.00	10.18	6.27	6.73	2.64
F ratio	.349	1.589	1.443	.011	.772	.687	.585
F probability	.790	.196	.235	.998	.512	.562	.626

Part of China							
Northern China	18.86	11.96	16.10	10.14	6.95	6.42	2.88
Southern China	18.27	11.41	16.04	10.55	6.51	6.35	3.04
F ratio	.370	1.421	.015	.349	1.321	.029	.360
F probability	.544	.236	.903	.556	.253	.866	.550
No. of visits to NZ							
First time	18.88	11.86	16.12	10.48	6.70	6.47	3.05
More than once	17.41	11.09	15.91	9.77	6.91	6.09	2.59
F ratio	1.548	1.797	.096	.677	.199	.564	1.879
F probability	.216	.183	.758	.412	.657	.454	.173
Party type							
Alone	19.27	11.58	16.50	9.69	7.12	5.88	3.35
With parents	19.07	11.33	14.93	9.60	6.00	6.53	2.00
With friends	18.19	12.42	16.15	10.46	6.69	6.46	3.11
With child	20.83	11.17	17.33	12.50	5.83	7.83	2.83
With spouse	18.65	11.38	15.35	10.62	6.85	6.38	3.12
Other	15.22	11.89	17.78	10.78	7.33	6.44	2.56
F ratio	1.242	.699	1.977	.793	2.224	1.041	.901
F probability	.295	.626	.088	.557	.058	.398	.484
Length of stay							
Group 1: 7 days or less	18.47	11.41	15.00	10.47	5.82	6.06	2.77
Group 2: 8-14 days	18.98	11.69	15.73	10.27	6.43	6.59	3.08
Group 3: 15-21 days	17.96	11.83	17.00	10.00	7.46	6.13	2.96
Group 4: 22 days or more	18.38	11.88	16.94	10.88	7.63	6.50	2.75
F ratio	.242	.131	2.601	.200	4.076	.435	.346
F probability	.867	.942	.056	.896	.009	.728	.792
Sig. diff. between groups					3,4 and 1		
Travel purpose							
Group 1: Visiting friends or relatives	19.05	11.05	16.30	9.45	6.50	6.35	2.25
Group 2: Doing business	19.00	9.40	13.80	13.00	6.00	6.40	2.40
Group 3: Sightseeing	18.56	11.94	16.13	10.09	6.87	6.40	3.09
Group 4: Others	17.00	12.83	16.50	14.17	6.50	6.33	4.00
F ratio	.268	2.822	1.211	4.074	.465	.005	3.563
F probability	.848	.042	.309	.009	.708	1.00	.017
Sig. diff. between groups		4,3 and 2		4 and 1,3			4 and 1

and between travel purpose and three factors, namely “safety and cleanliness”, “exploration”, and “adventure and excitement”.

Firstly, a significant difference was found between level of education and factor 1 – “New Zealand stimuli”. According to a post hoc test, the significance lay in Group 1 (high school or below) and Group 4 (Master Degree or above). Tourists with a high school or below ($M=23.33$) level of education were more motivated by New Zealand attractions and convenience to visit than were tourists with other education levels. Tourists with Master degree or above ($M=17.00$) were the least motivated by this factor.

A significant difference was also found between length of stay and factor 5, “escape”. Based on the post hoc test, the significance lay in Group 1 (7 days or less) and Groups 3 and 4, (15-21 days) and (22 days or more), respectively. It can be seen that tourists who stayed in New Zealand for 15 to 21 days or more than 22 days were motivated by the escape factor more than were other groups; while tourists who stayed in New Zealand for less than 7 days were least motivated by the escape factor. It is suggested that tourists who stayed in New Zealand longer had greater motivation to escape from daily life and/or work and to be away from home.

Furthermore, with regards to travel purpose, significant differences were found between travel purpose and three factors, namely “safety and cleanliness”, “exploration”, and “adventure and excitement”. In terms of safety and cleanliness, the post hoc test showed that Group 2 – “doing business” and Groups 3 and 4 had significant different means on the “safety and cleanliness” factor. Tourists with other travel purposes, such as honeymooning and taking wedding photos cared more about the safety and cleanliness of New Zealand. Visiting New Zealand for the purpose of doing business was found to be the group that is least motivated by this factor. By looking at the results of the Tukey’s test in the table it appeared that the significance lay between travelling for the purpose of visiting friends or relatives and “other” purposes; and between travelling for the purpose of sightseeing and travelling for “other” purposes. Tourists with “other” travel purposes, such as honeymooning or taking wedding photos, were much more easily motivated by destination stimuli than tourists with the purposes of visiting friends or relatives and sightseeing. This might

be closely related to one item under the exploration factor, which is to hold a wedding and/or to go for honeymoon. Tourists who came to New Zealand mainly for the purpose of visiting friends or relatives were least motivated by this factor. Lastly, a significant difference was found between tourists who visited friends or relatives in New Zealand and tourists with other purposes under the “adventure and excitement” factor. FITs who came to New Zealand for the purpose of visiting friends and relatives were least motivated by this factor.

The findings of the relationships between motivation factors and sample characteristics are not consistent with previous studies. Knowledge or prestige was found in previous studies to be significantly different in terms of marital status (Li, Wen, & Leung, 2011), income and travel frequency (Zhang & Lam, 1999). However, in this research, experience seeking (or knowledge-seeking, prestige) has no relationship with any variables. Ego enhancement was found to be different in relation to gender, marital status, and education level in Hua and Yoo’s (2011) research. However, no relationship was found in this study. In Zhang and Lam’s (1999) study, accessibility, including convenience of transport and a relaxed visa policy, was different across income and age. Tourists who were between 36 and 45 years old, or who earned RMB 20,000-39,000 annually, were more motivated by the accessibility factor. Conversely, in this study, there were no significant difference between the attraction and convenience factor and other variables except education level. Tourists who had finished high school or below placed greater importance on this factor. Moreover, it seems that tourists with a higher degree were less affected by this factor. Furthermore, the escape factor was found to be different in relation to length of stay. FITs who stay longer in New Zealand are significantly influenced by this factor. They escaped from life or work in China, and released pressure while enjoying other countries. However, in Zhang and Lam’s (1999) study, relaxation, which is similar to the escape factor in this study, had no relationship with any variables.

The most important finding in this sector is that FITs who come to New Zealand for their honeymoon, to take wedding photos or to a hold wedding can be seen as a niche

market of Chinese FITs. They came to New Zealand being most motivated by the safety and cleanliness of the environment, exploration, and by reasons related to adventure and excitement.

5.6 Summary

The aim of this research is to find out what motivations drive young Chinese FITs to visit New Zealand, and to examine whether any relationships exist between motivation factors and respondents' demographics and travel characteristics. The findings from an analysis of the data collected from 108 participants by means of descriptive analysis, factor analysis and one-way ANOVA, have been presented and compared with previous studies on travel motivations.

The findings showed that visiting New Zealand to appreciate natural or cultural features, relaxing physically and spiritually, and viewing beautiful scenery were the most important motivations driving FITs to visit New Zealand. All these motivations were concerned with the beautiful environment of New Zealand. Then, seven factors were extracted from 27 motivational items, namely "New Zealand stimuli", "safety and cleanliness", "experiencing seeking", "exploration", "escape", "ego enhancement", and "adventure and excitement". The predominant factor in this research was experience seeking. FITs wanted to visit New Zealand to experience the different lifestyle which is totally different from China; and to increase their knowledge about a foreign destination. Meanwhile, they chose peaceful New Zealand to relax themselves physically and spiritually. The second dominant factor is cleanliness and safety. FITs paid more attention to safety than did packaged tourists. Some FITs travel by themselves or with friends and family; others rent cars for a self-drive tour. Both groups need to make all their arrangements themselves. Therefore, safety and cleanliness are important considerations for them. Adventure and excitement was a less important motivation factor, which was a little surprising because New Zealand is a well-known destination for adventure tourism.

Also, the findings showed that the examination of relationships between motivation factors and respondents' travel characteristics. The results showed that factor 1 – “New Zealand Stimuli” – showed a significant difference due to different education levels. Tourists with a lower level of education were more easily motivated by this factor. Factor 5 – “escape” – was found to show a significant difference in relation to length of stay in New Zealand. Escape played a more important role when tourists chose to stay longer. Travel purpose was found to show a significant difference in terms of factor 2 “safety and cleanliness”, factor 4 “exploration” and factor 7 “adventure and excitement. Tourists with other purposes, such as taking wedding photo, holding wedding, and honeymoon, were motivated more by these three factors. It can be deemed that FITs for these purposes could be treated as a niche market to which more attention should be paid.

CHAPTER 6 CONCLUSION

6.1 Introduction

The aim of this dissertation is to investigate the travel motivations of young FITs visiting New Zealand from mainland China. A quantitative research was conducted amongst 108 FITs from mainland China whose ages were between 18 and 35 years old. The findings extend knowledge about travel motivations, especially those of FITs. This chapter brings everything together by re-emphasizing the state of China's outbound tourism, restating the summary of findings and presenting the limitations of the research and implications for future study.

6.2 China's Outbound Tourism

Outbound tourism from China is growing quickly. China has been the largest tourist source market for many destination countries. For New Zealand, the number of Chinese tourists has an obvious upward trend. The increasing numbers of tourists are due mainly to China's rapid economic development and the relaxation of visa restrictions. Also, an increase in the number of direct flights between China and New Zealand through China Southern Airlines and Air New Zealand has made a significant contribution. Until April 2014, 239,378 Chinese citizens have visited New Zealand, including 177,088 tourists. This number increased about 12.0% compared with the same period of last year. The average length of a holiday stay was 7.5 days. The average spent per visitor was about \$NZ 3,800, which was a considerable amount. The New Zealand Government has already realized the importance of the Chinese inbound market. Important progress included the introduction of a multi-entry visa for Chinese FITs; and the direct exchange of the NZ dollar against RMB.

A main trend of China's outbound tourism is the increasing numbers of FITs (Chinese International Travel Monitor, 2013; SKIFT Report, 2013). FITs refer to tourists who are not in a packaged tour and arrange the trip themselves. Although group tours

remain the main type of travel for Chinese travellers, it is predicted that the next generations will choose to travel independently.

6.3 Summary of the Findings

One hundred and eight respondents were involved in this research. The demographic profile of the participants showed that the age group of FITs was 26 to 30 years old. In this age group, tourists have both enough money and sufficient reasons to travel overseas. It was not surprising to see there were more female FITs than male FITs. This is due to the better education, considerable income, and stronger independence of Chinese females. Single FITs accounted for more than half of the sample, and more than half of the total 108 participants had a Bachelor degree. Most tourists earned 5,000 to 10,000 RMB per month. FITs from Northern China and Southern China were distributed almost evenly in this research, with 57 from Northern China and 51 from Southern China.

Travel characteristics of respondents were analysed using descriptive analysis. Most participants (nearly 80% of the sample) were visiting New Zealand for the first time. Chinese FITs have a preference to travel alone, with friends or with their spouse. It seemed that 8 to 14 days was the most appropriate length of stay of Chinese FITs. Most participants came to New Zealand in order to go sightseeing.

Descriptive analysis was used to rank the importance of 27 motivational items by mean values. The five most important motivational items were, in descending order, to “appreciate natural and/or cultural feature”, “relax physically and/or spiritually”, “view outstanding scenery”, “experience new and different lifestyles and/or traditions”, and “visit a place that I have not visited before”. From the first three items, it can be seen that the samples put importance on appreciating the concept of a 100% pure New Zealand. The fourth and fifth items show that FITs travel to experience new things. The five least important items, also in descending order, were “seek adventure activities”, “the direct trading between NZD and RMB”, “look for education

opportunities”, “find business opportunities”, and “visit casinos”. Clearly, Chinese FITs are not so concerned about these opportunities.

Next, the 27 motivational items were factor analysed into seven factors because it was more important to find out the principal driving forces of the motivations of Chinese FITs than to look at the individual items. Based on the variances, the seven factors for Chinese FITs were “New Zealand stimuli”, “safety and cleanliness”, “experience seeking”, “exploration”, “escape”, “ego enhancement”, and “adventure and excitement”. The label for each of these factors was determined by the characteristics of the items covered and by reference to previous studies. A comparison of the results of the factor analysis with findings from previous studies found that the travel motivation of FITs from mainland China differed from those of general tourists. The predominant motivation factors were “experience seeking” and “safety and cleanliness”. FITs seemed to put more emphasis on experiencing the different lifestyle of New Zealand. The safe environment and cleanliness of New Zealand were other main considerations for Chinese FITs.

Lastly, the relationships between ten sample characteristics’ variables and seven motivation factors were examined through one-way ANOVA. The findings showed that a significant difference was found between factor 1 “New Zealand stimuli” and level of education. In addition, factor 2 “safety and cleanliness”, factor 4 “exploration”, and factor 7 “adventure and excitement” were all found to have significant differences in relation to travel purpose. It was found that tourists who came to New Zealand to take wedding photos, hold weddings and honeymoons need to be treated as a subgroup. It can be seen a niche market of young Chinese FITs.

6.4 Contributions

The purpose of the research is to fill a gap in knowledge concerning Chinese FITs’ travel motivation. The findings contribute to the travel motivation research at an academic level and also help the New Zealand tourism industry to better understand the motivation of Chinese FITs so that the industry can plan its marketing strategies.

This research is one of the first attempts to investigate the motivations of young Chinese FITs to visit New Zealand. The findings contribute to research on both Chinese FITs and travel motivation. FITs, as a new niche market, are growing quickly in both the domestic and outbound travel of Chinese people. However, it is still in its infancy. Differently from research on FITs from western countries, it is rare for studies to focus on Chinese FITs. This research explores both the demographic profiles and travel characteristics of young FITs from mainland China. The findings showed that the factors motivating young FITs to visit New Zealand were different from those found in previous studies. The dominant two motivations are experience seeking and safety and cleanliness.

In addition, this research also increased knowledge of the travel motivation of FITs targeting New Zealand. As Kozak (2002) states, tourists from the same country might have different motivations to visit different destinations. The findings update the information on motivations to visit New Zealand.

Furthermore, it was found that FITs who came to New Zealand for such purposes as taking wedding photos, holding weddings and having their honeymoon formed a subgroup of young Chinese FITs. They can be treated as a niche market.

6.5 Limitations and Implications for Further Research

This research has several limitations that need to be addressed. First of all, the scope of this study is narrow because it dealt only with FITs aged between 18 and 35 years old. It cannot be denied that there are also many Chinese FITs whose age is over 35 years. As a result, the findings may be valid only for the “18 to 35 years old” age group, and might not be generalizable to all FITs from mainland China. During the data collection period there was a significant number of senior tourists from mainland China in Queenstown. Therefore, there is much potential for future research. For example, it is suggested that future research could focus on exploring travel motivations by targeting senior FITs; also further research could compare differences in travel motivation between young FITs and older FITs.

Secondly, the data was collected from 108 participants in Queenstown, using convenience sampling during a two-week period. Data collection was limited by time and costs. The sample size is relatively small compared with previous studies on travel motivation. Also, factor analysis was adopted in this research. Normally, more than 200 respondents are better for conducting factor analysis, but having more than 100 participants is just acceptable. As a result, the information collected may not be generalizable to all outbound FITs. Next, convenience sampling, which is a non-random sampling method, also affects how well the whole population is represented. Furthermore, data collected in Queenstown may have different characteristics from other cities of New Zealand. Therefore, there is much potential for future research. For instance, future research can target a large sample size, because the number of FITs from mainland China is increasing quickly. In addition, it is suggested that in further research, if there is little limitation on time and costs, data collection could be undertaken in several cities using cluster sampling. In this way, the representativeness of the sample will be greatly increased.

Thirdly, nearly all the travel motivation bases were developed in the western context. Chinese FITs are different from the FITs from Western countries. For example, many Western FITs might be adventurous and have a great willingness to explore. However, according to the findings in this research, it seems Chinese FITs are not greatly motivated by exploration and adventure. Therefore, it is suggested future research compare travel motivation between Chinese FITs and FITs from western countries.

In addition, there are two further implications for future research. Firstly, the demographic differences among different travel motivations indicate that the young Chinese FITs market cannot be treated homogeneously. This niche market deserves to be studied more thoroughly, especially tourists who come to New Zealand for purposes such as taking wedding photos, holding a wedding, and going on honeymoon. Secondly, a quantitative approach was adopted in this research without using any prior conceptual framework. For future research, a qualitative approach can

be adopted to provide a more comprehensive understanding of FITs' travel motivation in order to enhance research on tourist behaviour.

6.6 Summary

The growth of Chinese outbound tourism has increased dramatically in recent years. It is significant for the New Zealand tourism industry. In terms of visitor numbers and expenditure, China is the second-largest source market for New Zealand. In 2012, China was the largest source market in terms of visitor expenditure, and it is predicted that China will be the top tourism source market in terms of total number of travellers. A major trend of Chinese outbound tourism is the increasing numbers of FITs. Chinese tourists prefer to travel independently rather than following a packaged tour. It is important for New Zealand to better understand this market in order to expand its market share. Therefore, investigating travel motivations of Chinese FITs could not only expand knowledge of FITs' travel motivations, but also help the New Zealand tourism industry to make specific strategies targeting Chinese FITs.

The findings have shown that Chinese FITs put greater emphasis on experience seeking including looking for different lifestyle, increasing knowledge, and relaxing; in addition, safety and cleanliness are main considerations for travelling to New Zealand. Moreover, the findings have found a niche market of Chinese young FITs – those who came to New Zealand to take wedding photos, hold weddings or to honeymoon. Greater attention should be paid to this niche market.

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APPENDIX A:



Participant Information Sheet

Date Information Sheet Produced:

12.03.2014

Project Title

Understanding motivations to visit New Zealand: A quantitative study amongst young Chinese FITs.

An Invitation

This research is being undertaken as part of a Master of International Hospitality Management degree, and you are invited to participate in the project. I would appreciate any assistance you can offer to me for this research. I would like you fill in a questionnaire, however, you are under no obligation to answer any or all the questions. The questionnaire will last about 15 minutes and would be terminated at any time, should you wish to do so.

What is the purpose of this research?

The purpose of this study is to explore the motivations of young free independent travellers (FITs) from mainland China to visit New Zealand. In the context of this research, FITs are tourists who do not follow an organized package tour.

How was I identified and why am I being invited to participate in this research?

The researcher will approach people of apparent Asian descent, and ask each potential participant three short questions to determine whether they are free independent travellers from mainland China and within the age range of 18 to 35 years old. If the potential participants meet the criteria for this research, they will be invited to participate.

What will happen in this research?

Participants will fill in a questionnaire. It may take participants about 15 minutes.

How will my privacy be protected?

Under the Privacy Act 1993 the researcher undertakes that the information supplied by the participant will be held securely. Data will be kept confidential and participants will remain anonymous in the outcome of the research.

What are the costs of participating in this research?

There are no costs of participating apart from the participants' time (about 15 minutes).

What opportunity do I have to consider this invitation?

Participants will be voluntary to be involved in the survey.

How do I agree to participate in this research?

By confirming you want to participate.

Will I receive feedback on the results of this research?

Every participant who wants to know the results of the research can search under the researcher's name in Scholarly Commons on the AUT website (<http://aut.researchgateway.ac.nz/>).

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, ph.: +64 09 921 9999 ext. 5120.

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTECH, Kate O'Connor, ethics@aut.ac.nz, 921 9999 ext. 6038.

Whom do I contact for further information about this research?

Researcher Contact Details: Lu CHE, Auckland University of Technology, ph.: 0210477628, email: chelu1989@126.com.

Project Supervisor Contact Details: Dr Charles Johnston, Auckland University of Technology, ph.: +64 09 921 9999 ext. 5120, email: charles.johnston@aut.ac.nz.

**Approved by the Auckland University of Technology Ethics Committee on
AUTECH Reference number 14/65**

APPENDIX B:

关于调查项目的有关资料和信息



表格完成日期:

项目标题: 中国大陆年轻自由行游客到新西兰旅游的动机研究

邀请

尊敬的游客,我很荣幸的邀请您加入到我的调查项目中,这次调查的目的是为了完成我的酒店管理硕士学位毕业论文,所以非常希望您能给予我支持和帮助。在这个调查中,您需要填一份关于旅游动机的问卷调查,您不需要全部回答问卷中的问题。填写问卷将不超过 10 分钟,您有权利随时中止填写问卷。

研究目的

这个调查主要是为了调查来自大陆的自由行游客选择来新西兰旅游的动机是什么。

参与者是被如何挑选并参与到这个调查中的?

参与者需满足如下要求:一是自由行游客;二是参与者需来自中国大陆;三是参与者年龄需在 18 - 35 岁之间。

调查方式

参与者需完成一个问卷。填写此问卷大约需要 10 分钟。

怎么保护参与者的隐私?

根据 1993 年研究隐私法案,研究人员会担保所有信息的隐秘性,同时担负所有责任。所有数据将会安全保存。

参与这次调查会有什么花费?

除了被访问者时间没有任何其他费用(10 分钟)。

参与者如何参与到这次调查?

参与者需自愿参加此次调查。

参与者如何收到此次调查的结果?

参与者如果意愿看到此次调查的研究发现,可通过进入 <http://aut.researchgateway.ac.nz/> 这个网站,搜索作者的名字即可。

如果对此次调查有任何质疑和不满,请及时联系项目监管人,查尔斯·约翰斯顿博士。联系方式:

charles.johnston@aut.ac.nz, 电话: +64 09 921 9999 ext. 5120。

如果对此次调查有任何质疑和不满,请及时联系 AUTEK 奥克兰理工大学道德协会高级秘书,凯特·奥康纳, ethics@aut.ac.nz, 电话: 921 9999 ext. 6038。

研究人员联系方式: 车璐, 奥克兰理工大学。电话: 0210477628; 邮件: chelu1989@126.com。

项目监管员联系方式: 查尔斯·约翰斯顿博士。电话: +64 09 921 999 ext. 5120. 邮件: charles.johnston@aut.ac.nz。

被奥克兰理工大学道德规范委员会赞同

AUTEK 查询号码: 14/65

APPENDIX C:



Questionnaire

Project title: Understanding motivations to visit New Zealand: A quantitative study amongst young Chinese FITs.

This is a questionnaire concerning the motivations of young Chinese free independent travelers (FITs) to travel to New Zealand. This questionnaire is designed in three parts: travel characteristics, motivational factors, and demographic profile. To complete this questionnaire will take about 10 minutes of your time. All participants have the right to choose whether they answer the following questions. By completing this questionnaire you are indicating your consent to participant in this research.

Part 1 Travel Characteristics

1. How many times have you been to New Zealand?
☐ First time ☐ More than once
2. Which people are you travelling with?
☐ Alone ☐ With parents ☐ With friends ☐ With children
☐ With spouse ☐ Other (please specify) _____
3. How long will you stay in New Zealand?
☐ 7 Days or less ☐ 8 – 14 Days ☐ 15 – 21 Days ☐ 22 Days or more
4. What is the purpose of your holiday in New Zealand?
☐ Visiting friends or relatives
☐ Doing business
☐ Sightseeing
☐ Other (please specify) _____

Part 2 Motivational Items

In relation to this trip to New Zealand, please specify the level of importance of the following factors.

Scoring: Not important at all= 1, Not important = 2, Neutral = 3, Important = 4, Very important = 5.

Circle one option in each case.

	Motivational Items	Level of importance				
1	Visit a place that I have not visited before	1	2	3	4	5
2	Experience new and different lifestyles and/or traditions	1	2	3	4	5
3	Appreciate natural and/or cultural features	1	2	3	4	5
4	Escape from daily life and/or work	1	2	3	4	5
5	Be away from home	1	2	3	4	5
6	Increase knowledge and/or experience about a foreign destination	1	2	3	4	5
7	Relax physically and/or spiritually	1	2	3	4	5
8	Visit friends and/or relatives	1	2	3	4	5
9	Visit a destination which most people value and/or appreciate	1	2	3	4	5
10	Share experiences after returning home	1	2	3	4	5
11	Find business opportunities	1	2	3	4	5
12	Visit farms, such as alpaca, sheep	1	2	3	4	5
13	Appreciate standards of hygiene and cleanliness	1	2	3	4	5
14	Convenience of travel visa	1	2	3	4	5
15	Experience unique Maori culture	1	2	3	4	5
16	Nice weather/climate	1	2	3	4	5
17	Engage in outdoor recreation activities, such as whale watching/hiking	1	2	3	4	5
18	Appreciate public transportation, such as airline,	1	2	3	4	5

	local system, bus service, train service					
19	High levels of safety and security	1	2	3	4	5
20	View outstanding scenery	1	2	3	4	5
21	Visit <Hobbit> movie shooting place	1	2	3	4	5
22	The direct trading between NZD and RMB	1	2	3	4	5
23	Look for education opportunities	1	2	3	4	5
24	Hold a wedding and/or honeymoon	1	2	3	4	5
25	Seek adventure activities, such as bungy jumping/skydiving	1	2	3	4	5
26	Take a self-driving tour	1	2	3	4	5
27	Visit casinos for gaming	1	2	3	4	5

Part 3 Demographics

1. Age

☐ 18-25 ☐ 26-30 ☐ 31-35

2. Gender

☐ Female ☐ Male

3. Marital status

☐ Single ☐ Married ☐ Others

4. Education level

☐ High school or below ☐ Technical/vocational school

☐ Bachelor degree ☐ Master degree or above

5. Monthly Income Level (RMB)

☐ 5,000 or below ☐ 5,001-10,000

☐ 10,001-15,000 ☐ 15,001 or above

6. Which part of China do you come from?

☐ Northern China ☐ Southern China

APPENDIX D:



问卷调查

项目标题：中国大陆年轻自由行游客到新西兰旅游的动机研究

您好，这是一份关于调查来自大陆的自由行游客选择来新西兰旅游的动机是什么。这份问卷主要有三个部分。第一部分是关于参与者的旅游特点；第二部分是关于旅游动机；第三部分是参与者的基本信息。完成这份问卷大约要花费您 10 分钟的时间。参与者有权利选择他们是否愿意回答问卷上的问题。

第一部分：旅游特点

5. 您来过新西兰几次？

☐ 第一次来 ☐ 多于一次

6. 您和谁一起来新西兰旅游？

☐ 自己 ☐ 父母 ☐ 朋友

☐ 孩子 ☐ 配偶 ☐ 其它（请写明）_____

7. 您将在新西兰旅游几天？

☐ 7 天以下 ☐ 8-14 天 ☐ 15-21 天 ☐ 22 天以上

8. 您来新西兰旅游的原因是什么？

☐ 访问朋友或亲人

☐ 生意缘由

☐ 观光

☐ 其它（请写明）_____

第二部分：旅游动机

根据您在新西兰的旅游，请表明您认为表格中的因素重要或不重要。

1= 一点也不重要；2= 不重要；3= 一般/中立；4= 重要；5= 非常重要

您来新西兰旅游是因为：

	旅游动机	重要程度				
1	去一个从未去过的地方旅游	1	2	3	4	5
2	体验一种新的不同的生活方式和（或）传统	1	2	3	4	5
3	欣赏自然和（或）文化特色	1	2	3	4	5
4	远离平常的工作和（或）生活	1	2	3	4	5
5	远离国内	1	2	3	4	5
6	增加外国旅游目的地的知识和（或）经验	1	2	3	4	5
7	身体和（或）精神上的放松	1	2	3	4	5
8	拜访朋友和（或）亲人	1	2	3	4	5
9	去一个大家都赞赏的地方旅游	1	2	3	4	5
10	回国后分享经验	1	2	3	4	5
11	寻找生意机会	1	2	3	4	5
12	去农场参观动物，例如羊驼，羊等	1	2	3	4	5
13	卫生和干净的环境	1	2	3	4	5
14	旅游签证容易办理	1	2	3	4	5
15	体验独特的毛利文化	1	2	3	4	5
16	适宜的气候和天气	1	2	3	4	5
17	参与户外休闲活动，例如观鲸或徒步旅行	1	2	3	4	5
18	好的交通系统，例如 飞机，火车，汽车等	1	2	3	4	5
19	安全的社会环境	1	2	3	4	5
20	欣赏独特的风景	1	2	3	4	5
21	参观霍比特拍摄地点	1	2	3	4	5
22	纽币和人民币的直接兑换	1	2	3	4	5
23	寻找教育机会	1	2	3	4	5
24	举办婚礼和（或）度蜜月	1	2	3	4	5

25	体验冒险活动，例如蹦极或跳伞	1	2	3	4	5
26	自驾游的绝佳目的地	1	2	3	4	5
27	参与和体验赌场	1	2	3	4	5

第三部分 基本信息

7. 年龄

☐ 18-25 ☐ 26-30 ☐ 31-35

8. 性别

☐ 女 ☐ 男

9. 婚姻状况

☐ 单身 ☐ 已婚 ☐ 其他

10. 教育水平

☐ 高中及以下 ☐ 专科院校
☐ 本科 ☐ 研究生及以上

11. 月收入

☐ 5,000 以下 ☐ 5,001-10,000
☐ 10,001-15,000 ☐ 15,001 以上

12. 您来自中国大陆的

☐ 北方 ☐ 南方