

**Is New Zealand Ready to Become a Mono-Tourist Destination for  
Chinese Tourists? The Impact of the New Travel Law on Chinese  
Tourists' Behaviour in New Zealand**

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## **ATTESTATION OF AUTHORSHIP**

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

Signature of Candidate:\_\_\_\_\_



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## **ABSTRACT**

The Chinese outbound tourism market is growing rapidly and becoming a main source market for many destinations. Due to the implementation of the new China Travel Law on 1 October 2013, the Chinese tourism market is now experiencing a series of transformations. Since China has become the second largest tourism market for New Zealand after Australia, it is necessary to undertake study of the Chinese market to explore the impact of the new Travel Law on Chinese tourists' behaviour in New Zealand. This will help identify opportunities for the tourism industry in attracting Chinese tourists who want to visit New Zealand as a mono-destination.

This study used a quantitative method to identify Chinese tourists' behaviour after the new China Travel Law took effect. Specifically, an on-site survey questionnaire was conducted for data collection. This survey used the convenience sampling method and distributed questionnaires to Chinese tourists in the city centre of Auckland from April to May 2014. Overall, the researcher collected 122 questionnaires from the Chinese tourists during the data collection period. The survey identified the general demographic characteristics of the Chinese tourists in New Zealand, their travel behaviours, awareness and knowledge of the Travel Law, tour activities, as well as their perception and level of satisfaction with their New Zealand tours. Despite the growing number of studies on Chinese tourists' behaviour in New Zealand, few of them explored the correlation between the Travel Law and Chinese tourists' behaviour. Thus, this research endeavours to fill this gap, and aims to identify how New Zealand could improve to meet the demands of the Chinese market.

## **CHAPTER 1: INTRODUCTION**

This dissertation endeavours to explore the impact of China's new Travel Law on Chinese tourists' behaviours in New Zealand and identify whether New Zealand is ready to become a mono-tourist destination for the Chinese market. To explore the impact of the new Law on Chinese tourists' behaviours, the researcher applied a quantitative research design, using a questionnaire to collect data from Chinese tourists in Auckland. In particular, the survey investigated Chinese visitors' behaviours, experience and satisfaction levels of their New Zealand tour after the implementation of the Travel Law. Moreover, this research discussed the country's readiness to become a satisfying destination for the Chinese market and recommended some marketing strategies to holiday providers to make New Zealand attractive as a sole destination to Chinese tourists.

The purpose of this chapter is to introduce the rationale and general structure of the dissertation. The first part of this chapter has a brief introduction to the new China Travel Law. The second part introduces the background of the research. The third part identifies the significance of the study. After that, the research objectives and methodology are presented in the fourth and fifth parts respectively. Lastly, the structure of the dissertation is provided at the end of this chapter.

### **1.1 Overview of the New China Travel Law**

Since the new Travel Law took effect on the 1 October 2013, both the Chinese inbound and outbound tourism markets are facing a series of challenges and opportunities. The new law contains 1.2 million words in 10 chapters which regulates the tourism industry, including tourists, tour operators and travel disputes (Global Blue Briefings, n.d.). This is the first tourism law in China, and it aims to upgrade the country's tourism industry and protect the rights of Chinese tourists. More specifically, the new travel law prohibits the sale of domestic and outbound tour packages at unreasonably low prices and requires increased transparency of the products included in the tour packages (Tourism New Zealand, 2013). As a result, Chinese travel agents are no longer permitted to sell

below cost tours, arrange organised shopping activities to tourists or receive commissions from shops in tourist destinations. However, the new travel law does not mean that Chinese visitors cannot shop when they travel with a tour group. Tourists are able to shop during their itinerary, but the shopping excursions must be optional and tour operators have to obtain written agreement from all the visitors. Otherwise, the Chinese travel agents are breaking the law and have to refund the full price of the tour to the affected travellers (Roberts, 2013). Moreover, the implementation of the new travel law has also caused travel agencies to raise the prices of their tourism products. The phenomenon of "zero-or negative-fare tour" has been eliminated and tour prices are gradually returning to the rational standard. Specifically, the zero-or negative-fare tour is defined as a tourism product sold at or below cost price to Chinese travellers, with all the fees and profit being covered through travellers' expenditure in the tourist destination (Gan & Guo, 2010; Gu & Zhao, 2008). Consequently, the new law is also spurring more Chinese tourists to become independent travellers who arrange their own tours, and travel by themselves (TNZ, 2013).

In terms of New Zealand, the tourism industry is welcoming the law change. TNZ (2013) predicts that the new travel law should lead to more independent Chinese tourists and higher spending travellers visiting New Zealand. Since Chinese tourists have already become the second largest source of visitors after Australians, it is significant for the New Zealand tourism industry to have a deeper understanding of the new Law and to identify the impact of the new law on Chinese tourists' behaviour. To achieve this purpose, this study endeavours to explore Chinese visitors' characteristics in New Zealand after the implementation of the new travel law and identify which business strategies the country could apply to become a single tourist destination for Chinese travellers in the future.

## **1.2 Research Background**

### *1.2.1 The Booming Chinese Market in New Zealand*

The Chinese outbound tourism market is developing rapidly after the implementation of

the Approved Destination Status (ADS) policy in 1995. The ADS policy is an agreement between the Chinese government and some particular countries, which permits Chinese holiday visitors to travel abroad with a tour group. New Zealand gained ADS in 1999. After that date, TNZ was allowed to promote New Zealand as a new tourist destination in China. Since the Chinese visitor numbers have grown rapidly in recent years, China is acknowledged as a significant tourist source country for New Zealand. According to TNZ (2014a), the number of Chinese visitor arrivals reached 239,376 in the year ended April 2014, where China remains the second biggest market after Australia. The average expenditure per visit for Chinese holiday visitors was NZ\$3,245 in the year ended December 2013. The average length of stay for Chinese holiday visitors is 7.5 days in the year ended April 2014, which is up from 6.5 days from the year ended April 2013. It is forecast by the New Zealand China Council that the number of Chinese visitors to New Zealand would increase to 400,000 and visitor spending will be over NZ\$1.1 billion by 2018 (Woods, 2013).

Moreover, TNZ is trying hard to improve the quality of Chinese tourists' experiences in New Zealand, maximising the number of Chinese visitors and their length of stay in the country. Specifically, TNZ established the China Market Development Unit to monitor the quality of Chinese visitor tours and to ensure visitors have a high standard of holiday experience in New Zealand. Also, TNZ launched its Premier Kiwi Partnership programme in 2013 (TNZ, n.d.). The PKP programme selected 11 inbound tour operators and 18 Chinese travel agents to participate in the programme (TNZ, 2013). The purpose of the PKP programme is developing, marketing and promoting longer stays and high value itineraries for Chinese tourists. TNZ aims to increase the average length of stay for Chinese visitors from six to eight days in 2016. To attract more Chinese visitors, there are several commercial airlines which provide scheduled flights from China to New Zealand nowadays. For example, Air New Zealand operates flights from Shanghai to Auckland seven days a week. China Southern Airlines has flown daily from Guangzhou to Auckland since 2011. Singapore Airlines, Cathay Pacific and Korean Air have indirect flights to New Zealand all year round (TNZ, 2013).

### *1.2.2 The Chinese Market Trend in New Zealand*

According to TNZ (2013), 58.2% of Chinese holiday visitors to New Zealand travelled with organised group tours in 2013. However, there is an increasing number of Chinese independent travellers who choose to visit New Zealand by self-drive and campervan itineraries. Since booking tickets online is becoming more popular in China nowadays, most airline companies, travel agents and hotels are increasing their online sales. Therefore, it is easier and more convenient for Chinese tourists to book air tickets, accommodation and tours by themselves. In addition, the introduction of the Travel Law has also caused a significant change in the Chinese visitor mix (TNZ, 2013). After the new law took effect, there was a big drop (45%) in short stay group visa applications in October 2013. By contrast, the number of longer stay and individual Chinese visitors to New Zealand increased 43% around the same time period. In terms of visitor type, TNZ reported that 68% of Chinese arrivals were holiday tourists during October to December 2013, while the percentage of holiday travellers reached 71% in the same period in 2012 (TNZ, 2014a). Although the number of Chinese holiday visitors decreased a little after the new law launched, these tourists generated an extra 51,000 holiday stay days in New Zealand. On the other hand, visiting friends and relatives (VFR) visitors experienced an increase in 2013, which was due to airline discounts after the implementation of the new law (TNZ, 2014a).

Moreover, it is reported that after 1 October 2013 sales of single New Zealand tour products have become better than dual destination tours, which were combined with Australia (TNZ, 2013). Before that, New Zealand was always considered a dual tourist destination for Chinese visitors, since most holiday visitors from China also travel to another country (usually Australia) as part of their itinerary. To attract more Chinese visitors, TNZ has already launched some marketing campaigns in China in the past few years. Specifically, TNZ invited the "Weibo Queen" Yao Chen to be its brand ambassador in China. Yao is the most followed person on social media in the world (Weibo is a Chinese version of Facebook, and Yao Chen has over 58.2 million followers on Sina Weibo). In 2012, Yao was married in Queenstown, and became front-page news

in China. Upon Yao Chen's recommendation, there are a large number of young Chinese couples deciding to have their wedding in New Zealand. TNZ also launched the "100% Middle-earth" and "100% Pure New Zealand" marketing campaigns in China after the screening of the Hobbit films. The destination image of New Zealand is successfully reaching the Chinese market through mass media and social media websites. From 12 April 2014, TNZ launched the celebrity-inspired New Zealand tour campaign with Air New Zealand. Specifically, five well-known Chinese celebrities share their personal holiday experiences with Chinese audiences and encourage potential tourists to travel like stars in New Zealand. In this campaign, there are five travel themes for Chinese travellers: adventure, wine and food, romance, Middle-earth and relaxation. By the end of the campaign, Chinese travellers have the chance to win tickets from Air New Zealand to enjoy the holiday their favourite celebrity recommends. TNZ believes that the recommendations made by the five celebrities carries real weight and could inspire more Chinese travellers to follow in their footsteps to New Zealand (TNZ, 2014b). According to Woods (2013), TNZ spent NZ\$15 million dollars on marketing promotion in China, based on a total budget of NZ\$80 million dollar in 2013, reflecting that TNZ regards China as an important market for the New Zealand tourism industry. Also it is reported that TNZ will continue to prioritise China as the top visitor market along with Australia, the United States, the United Kingdom, Germany and Japan from 2014 to 2016 (TNZ, 2014c).

### **1.3 Significance of the Research**

China has become New Zealand's second largest tourist market in terms of visitor arrival numbers and expenditure after Australia. However, New Zealand is often regarded as a dual tour destination with Australia for most Chinese tourists. Many visitors' New Zealand trips are short stay, spending most of their time in Australia (TNZ, 2014a). Therefore, it is necessary for New Zealand to identify how to become a single tourist destination, create longer stays and higher expenditure by Chinese visitors. Currently, many researchers have studied Chinese tourists' characteristics when they take overseas trips. However, there are few existing studies focused on the impact of the

new travel law on Chinese tourists' behaviour. This research will fill the gap by exploring the change of Chinese tourists' behaviour in New Zealand after the new Travel Law was launched and identify how New Zealand could improve to become a single tourist destination for Chinese visitors.

#### **1.4 Research Objectives**

The aim of this research is to provide the New Zealand tourism industry with a better understanding of Chinese tourists' behaviour after the new China Travel Law took effect and identify how to become a mono-tourist destination for the Chinese market. To achieve this aim, Chinese tourists' characteristics, their travel behaviours, preferences and expectations of the New Zealand tour, will be analysed through a quantitative survey. Consequently, the main objectives of this research include the following:

- To investigate the impact of the new China Travel Law on Chinese tourists' behaviour in New Zealand
- To identify how New Zealand could improve to become a mono-tourist destination for Chinese visitors
- To explore what kind of service and products Chinese tourists prefer
- To provide recommendations and marketing strategies for the Chinese market operators in New Zealand.

#### **1.5 Methodology**

Based on the research objectives, a quantitative research approach was employed in this research. Specifically, this research used a survey questionnaire as its data collection method. Questionnaires are one of the most popular data collection methods (Gray, 2009). According to Gillham (2000), questionnaires are low cost in terms of time and money. Compared to interviews, questionnaires are able to be sent to 100s, or even 1,000s of respondents, at relatively little cost. Also, the inflow of data is quick from many people. Black (1999) illustrates that questionnaires are endeavours to identify how intensely people feel about issues, as opposed to what they know or can do and reflect strength of attitudes, perceptions, views and opinions for quantitative research. Due to time and budget constraints for this study, a survey questionnaire was



considered to be the most appropriate instrument for this research.

In terms of sample design, the target population for this study were Chinese tourists who were 18 years old or above and visited New Zealand after 1 October 2013. The convenience sampling technique was employed in this survey. By using this technique, the sample is selected purely on the basis that they are conveniently available (Gray, 2009). In regard to the survey participants, the researcher randomly selected some Chinese tourists visiting New Zealand during the time of the research data collection period in the city centre of Auckland. To make sure that the Chinese respondents could have a better understanding of the research, both the questionnaire and participant information sheet were translated into Chinese by the researcher. After data collection, the research data was analysed using the descriptive analysis, correlation analysis and content analysis methods with Microsoft Excel and the Statistical Product and Service Solutions (SPSS) software.

### **1.6 Structure of the Research**

This dissertation consists of six chapters. Chapter One presents an introduction to the new China Travel Law, which took effect in October 2013. It then describes the development of the Chinese market and its significance to the New Zealand tourism industry and explores the trend of the Chinese tourism market in New Zealand. After that, the importance of the research and the research objectives are described. Lastly, this chapter illustrates the reason why the quantitative research method is applied in this study and the process of data collection and analysis.

Chapter Two endeavours to set up a theoretical model for this dissertation. First of all, this chapter reviews a number of existing works in regard to customer expectations, preferences and satisfaction. Secondly, it studies the history, background and current situation of the Chinese outbound tourism market. Thirdly, it explores the characteristics of Chinese outbound tourists from previous research. Fourthly, this chapter discusses findings from previous studies about Chinese tourists' behaviour in New Zealand,

before the new travel law launched. Moreover, this chapter also discusses the impact of the travel law change on some developed countries. Lastly, it summarises the effects of the Travel Law on Chinese tourists and tour providers based on some recent studies.

Chapter Three describes the research methodology that is applied to the dissertation and explains the reason why the study adopts a quantitative approach. Also, this chapter indicates that the study uses a survey questionnaire as its data collection method. It then illustrates how the data is analysed, discusses ethical issues raised by the research and limitations of this research method.

In Chapter Four, the demographic information of the respondents is first presented. Next, a descriptive analysis of Chinese visitors' behaviour in New Zealand is produced. This chapter then describes Chinese tourists' knowledge of the new law and how the law affects their New Zealand tour. After that, it highlights the evaluation of the New Zealand tour by the research participants. Lastly, this chapter examines the association between Chinese tourists' travel style and their travel behaviour.

Chapter Five presents an intensive analysis of the research findings. Based on the previous research, firstly it generalises the demographic characteristics of Chinese tourists to New Zealand. This chapter then examines the change of Chinese visitors' travel behaviour in New Zealand after the new travel law took effect. After that, it explores the impact of the travel law on Chinese tourists. Finally, this chapter indicates the level of satisfaction the Chinese visitors had with their New Zealand tour.

The last chapter provides a summary of the study and gives some suggestions for the New Zealand tourism industry, in regards becoming a mono-tourist destination for Chinese tourists. Also, some limitations of the study and recommendations for further research are discussed in this chapter.

## **CHAPTER 2: LITERATURE REVIEW AND EMPIRICAL RESEARCH CONTEXT**

### **2.1 Introduction**

The purpose of this chapter is to review some previous studies which are relevant to the main objectives of this dissertation. First of all, this chapter presents some existing research, which was relevant to the customer's expectations, preferences and their satisfaction. Secondly, it studies the history, background and current situation of Chinese outbound tourism. Thirdly, it explores the characteristics of Chinese outbound tourism based on previous studies. Next, this chapter explores some previous studies about Chinese tourists' behaviour in New Zealand, before the new travel law was launched. Moreover, this chapter also studies the impact of the change of the travel law in some developed countries. Lastly, it concludes with the effects the new Travel Law has on Chinese tourists and tour providers, based on some of the latest studies.

### **2.2 Customer Expectations, Preferences and Satisfaction**

Spreng, MacKenzie and Olshavsky (1996) defined satisfaction as an affective emotional reaction to a service experience. Salleh, Omar, Yaakop and Mahmmod (2013) demonstrated that satisfaction refers to customers' evaluation of a company's products and services. According to Bitner (1990), satisfaction is a key factor which customers take into account when they make decisions about purchasing a product. When performance of the product exceeds the customers' perceptions, satisfaction will result. By contrast, if the customers' requirements exceed the performance of the product, they will be dissatisfied with it. Similarly, in terms of tourist satisfaction, if a tourism product is able to meet tourists' demands or even exceed the tourists' expectations, it results in satisfaction. However, travelling is a complex experience for tourists. Wang and Davidson (2010) identified that visitors may be satisfied with some aspects of their itineraries, while dissatisfied with others. In Yu and Goulden's (2006) research, they concluded that tourists' satisfaction was affected by several factors: physical and cultural destination attributes, the host country's overall attitude toward visitors, the perception of service quality and pricing. In addition, visitors' cultural background is

another issue which impacts on a different aspect of their satisfaction. Also, Salleh et al. (2013) indicated that it was necessary to study tourist satisfaction, since it can have some positive impacts on the tourism industry. More precisely, tourist satisfaction is able to create travellers' loyalty to a specific tourist destination (Alexandris, Kouthouris & Meligdis, 2006). Furthermore, those satisfied tourists might also recommend their favourite travel destinations to other people when they finish their travel (Bramwell, 1998). By contrast, tourists never go back to a place if they are not satisfied with the service of the tourist destination.

To achieve customer satisfaction, it is important to first understand customer expectations. Kaczynski (2008) recognized that the starting point for all marketing efforts was an understanding of customer expectations and preferences. Customer expectations are commonly defined as "pre-trial beliefs about a product that serve as standards or reference points against which product performance is judged" (Zeithaml, Berry, & Parasuraman, 1993, p.1). In terms of the tourism industry, tourists' expectations are regarded as a standard, which can measure the performance and quality of a tourist destination (Zeithaml, Berry & Parasuraman, 1993). It is also considered to be a method to identify tourists' satisfaction and dissatisfaction with the tour destination (Gilbert & Wong, 2003). Tourists' expectations are influenced by four main factors: tourists' past experiences, external communications from a tourist destination, word-of-mouth communication and pre-conceived impressions of the tourist destination (Bosque, Martin, Collado & Salmones, 2009).

In addition, tourist preferences are similar to tourist expectations, since both of them refer to tourists' requirements of the travel destination. However, these two concepts are not exactly the same. In psychology, preference is considered as an individual's attitude towards something or someone (Lichtenstein & Slovic, 2006). It evaluates a person's sense of liking or disliking an object. Moreover, preference is not always stable and it can change due to many factors. Besides the differences between tourist expectation and preferences, these two concepts are also correlated to each other. The study of tourist

expectation is based on the knowledge of tourist preference. In other words, to identify tourist expectations of the travel destination, it is necessary to first investigate their preference.

### **2.3 Chinese Outbound Tourism**

Chow (2008) illustrated that travel is an important part of life-learning in Chinese traditional culture. For Chinese people, travelling is a way to broaden one's mind (Jang, Yu & Pearson, 2003). This is also supported by an old Chinese saying "Travelling for ten thousand miles is better than reading ten thousand books." In ancient China, travel was an activity for court officials, business people and scholars. However, Chinese outbound tourism had been banned since the Ming Dynasty. The emperor implemented the closed-door policy and cut China off from the outside world. Until the establishment of the People's Republic of China, the country still followed the closed-door policy. From 1949 to 1978, only diplomats and government officials could travel abroad for political purposes (Guo, 2002). In the early 1980s, Chinese outbound tourism started after the implementation of Deng Xiao Ping's open-door policy. Zhang and Lew (1997) illustrated that overseas travel by individuals for leisure purposes was still tightly controlled by government in the early stages of the development of Chinese outbound tourism. However, professionals and government officials were encouraged to travel abroad by the Chinese government at that time. Therefore, business travel and official government travel accounted for the major part of the Chinese outbound tourism market until 1999 (Wang & Davidson, 2010).

Wang and Davidson (2010) also indicated that the Chinese government began to ease the control over outbound tourism and individuals' self-funded travel in the last decade. According to Wang and Sheldon (1996), there are five factors which contribute to the development of Chinese outbound tourism. Specifically, these issues are: the increasing disposable income of the Chinese people, improved living standards, the relaxation of overseas travel and currency control, more public holidays and expansion of the Chinese middle class.

In 1995, the Chinese government set up the Approved Destination Status (ADS) system to meet the demands of Chinese outbound tourists. The ADS system is an agreement between China and the tourist destination countries, which allows individual Chinese tourists to visit destination countries with group tours. With the increasing number of destinations granted the Approved Destination Status (ADS), Chinese tourists could travel to more foreign countries than before. To date, the ADS scheme for the outbound travel of Chinese tourist groups has been expanded to 148 countries and regions, and is already under implementation in 115 countries and regions (China Tourism Development, 2012). Moreover, China became the world's largest tourist market in 2013 (Chinese outbound tourism, 2013). It was reported that Chinese tourists made 83.18 million outbound travels in 2012 and the total expenditure of the Chinese outbound tourists reached US\$102 billion (China Tourism, 2012). In 2013, the number of Chinese outbound tourists was 97.3 million and the spending of Chinese tourists increased to US\$118 billion (Chinese outbound tourist numbers, 2014).

## **2.4 Characteristics of Chinese Outbound Tourists**

Many studies have attempted to examine and describe the characteristics of Chinese tourists who travel internationally. Due to China's unique cultural background, the travel behaviour and preferences of Chinese tourists are quite different from other international tourists. In terms of travel motivation, Mohsin (2007) indicated that the main reasons for Chinese people to travel abroad were curiosity and relaxation. Moreover, he also demonstrated that Chinese tourists were more interested in increasing their knowledge by discovering new places and ideas. This is also supported by Pan and Laws (2001), who found that Chinese tourists were eager to find something new when they visited other countries with a different cultural background. According to Becken (2003), Chinese people are keen to learn about the outside world, and are eager to know more about the cultures of other countries, especially western culture. Johanson (2007) demonstrated that most Chinese tourists like to choose western countries such as the United States, Australia and New Zealand as their destination, when planning to have an exciting vacation with their family. Additionally, shopping is another important reason

for Chinese visitors to travel abroad (Oh, Cheng, Lehto, & O'Leary, 2004). It is found that Chinese tourists often buy well-known top brands when they travel abroad, since these products are much cheaper in other countries than in China (Chinese media, 2011).

In terms of travel patterns, Arlt (2006) indicated that Chinese tourists showed a stronger sense of group orientation than any other tourists in the world. This is also supported by Pan and Laws (2001), who found that the majority of Chinese tourists were more likely to travel overseas in the form of package tours. Besides, Petersen (2009) pointed out that most Chinese visitors preferred package tours which included multiple destinations when they travelled abroad. Normally, a package tour to multiple countries is more popular than a package tour to a single destination for Chinese tourists (Tian, 2008). This is because Chinese travellers always put 'value for money' first when they choose travel destinations. In other words, Chinese tourists are eager to find a package tour which can offer the best travel experience at the least possible cost (Yu, 2012). However, Xie and Li (2009) pointed out that some new travel patterns were becoming popular in the Chinese outbound tourism market. Due to increasing wages and rising consumption rates, more Chinese tourists are less price-sensitive and prefer to have a higher quality tour experience. For example, more experienced Chinese travellers prefer to choose in-depth tours, self-drive options, and free and independent travel (FIT) when they plan to go abroad.

In terms of travel activities, Du and Dai (2005) stated that normally the most dominant activities of Chinese outbound travellers were sightseeing, shopping and eating. According to the Australian Bureau of Tourism Research (2003), the top three popular activities for Chinese travellers are shopping, going to the beach, visiting wildlife parks and zoos when they are in Australia. Other research by Cai, Lehto and O'Leary (2001) found that the top five activities for Chinese tourists in the United States were shopping, dining, city sightseeing, visiting historical places, amusement and theme parks. Specifically, places which are highly popular are very important to Chinese tourists

when they choose tour activities (Chow, 2008). Therefore, the majority of Chinese travellers prefer to visit the most popular tourist attractions when they are travelling abroad, and take photos to show their relatives and friends after going back to China. Furthermore, due to the gift giving culture in China, Chinese tourists usually like to purchase souvenirs when they travel overseas (Du & Zhang, 2003). In particular, shopping has already become the top spending area for Chinese outbound tourists (Du & Dai, 2005). Also, Chinese people like to sample food and dine out when they visit other countries (Chow, 2008). However, Pan and Laws (2001) identified that most Chinese tourists still prefer to eat Chinese food rather than western style food when they travel abroad. For Chinese travellers, western food is only a special cultural experience during the trip, and Chinese food is more suitable for their everyday eating habits.

In terms of the travel season, the most popular periods for Chinese people to travel abroad are two golden weeks' of holidays. The first holiday is the Chinese Spring Festival in January or February, and the other holiday is the National Day on 1 October every year (Yu, 2012). These two public holidays are the most important and longest holidays in China; therefore most Chinese tourists like to travel abroad during these periods. In terms of the Spring Festival holidays in 2014, the number of group tourists travelling overseas reached 4.725 million, which increased 18.1% compared to 2013. Among these outbound groups of tourists, most of them were middle-aged people from 35 to 45 years old, and travelled with their family members (Outbound group tourist numbers, 2014).

## **2.5 Chinese Tourists to New Zealand**

China is now New Zealand's fastest growing market for international visitors. It has become New Zealand's second largest market in terms of visitor arrival numbers and expenditure after Australia. It was reported that the total number of Chinese outbound travellers was 97.3 million in 2013, with 14 million more travellers than the previous year (China outbound tourism numbers, 2014). Also, it is predicted that Chinese outbound tourist numbers will break 100 million in 2014 (Yang, 2014). By contrast,



New Zealand only receives a small amount of Chinese outbound tourists. The total number of Chinese visitors to New Zealand was 226,000 during July 2012 and June 2013 (China Toolkit Infographic, 2013). Therefore, the Chinese market still has a lot of potential for the New Zealand tourism industry.

Moreover, the majority of Chinese visitors to New Zealand are middle-aged people from large cities like Beijing, Shanghai and Guangdong province (Zhang & Heung, 2002). Most of these tourists are aged from 30 to 60 years old and are on their first visit to New Zealand (TNZ, 2012a). Also, Ministry of Business, Innovation and Employment (MBIE 2012) illustrated that the main purpose for Chinese visitors coming to New Zealand could be categorized into five areas: holidays, visiting friends and relatives, business, education and other issues. In 2013, over 70% of Chinese visitors came to New Zealand on holiday and 58.2% of them travelled with organised tour groups (TNZ, 2013). However, New Zealand is not the only or primary destination for most Chinese travellers. The destination image for New Zealand is very similar to Australia – for example, both of the countries have clean, natural and scenic values to Chinese tourists (Arlt, 2006). Ryan and Mo (2001) illustrated that New Zealand was often part of a dual destination tour with Australia for Chinese visitors. From July 2012 to June 2013, 86% of Chinese holiday tourists also visited Australia as part of their trips (China Toolkit Infographic, 2013).

According to MBIE (2012), Chinese tourists prefer to have shorter trips to New Zealand than visitors from other countries, and the most popular destinations for them are Auckland and Rotorua. In terms of tour activities, Chinese travellers prefer to visit scenic and natural attractions, go to hot pools and beaches, visit glaciers, visit Maori performance groups, and participate in farm tours and other adventure activities (TNZ, 2012b). In regard to accommodation, it is identified that most Chinese tourists are likely to stay in hotels when they are in New Zealand (TNZ, 2012a). In terms of souvenir purchases, Chinese tourists tend to buy items which are representative of New Zealand, such as milk powder, health food products, beauty products, wine, wool and alpaca

products (TNZ,2012a). Moreover, Chinese tourists visiting New Zealand have a very strong, traditional seasonal pattern. Due to the Chinese New Year, January and February have become the most popular months for Chinese holiday travellers to New Zealand (TNZ, 2011). Besides, VFR tourists from China arrive at similar times of the year to New Zealand as other holiday travellers, while the peak season for business travellers are November and December (TNZ, 2011). In terms of tourists' satisfaction, Chinese visitors generally showed a high level of satisfaction. However, some of them expressed they were dissatisfied with the cost of the tour, food and beverages, the shopping experience and some language problems (Arlt, 2006).

## **2.6 The Impact of Travel Law Change on Some Developed Countries**

Travel law is defined as the nexus of federal, state, common law and international laws that regulate the day-to-day workings of the travel industry. It also includes elements of contract law, employment issues, tourism and hospitality procedures, anti-trust rules, regulatory and agency compliance, and knowledge of certain international treaties, which is blended into a comprehensive guide for the travel industry (Travel law, n.d.).

According to the experience of the tourism industry in developed countries, there is an intensive correlation between the construction of tourism law and its development. During the 1950s to 1960s, some tourism developed countries proposed the concept of the "Travel Law". Since then, travel laws have been born as a new type of law in some developed countries. Currently, over 60 countries have issued their own travel laws. For example, the Japanese Travel Law took effect in 1953, Britain had its first travel law in 1969, and the United States executed the national travel law in 1979 (Tong, 2006).

### ***2.6.1 The Japanese Travel Agency Law 1952***

The Japanese Travel Agency law plays a central role in the main body of the Japanese Tourism Law, which is set up to regulate travel agencies in Japan. This law requires that all travel agencies should be licensed, and provide sufficient deposited funds in the advent of company bankruptcy (Hirohito, 2007). Specifically, this travel law categorized the travel agency licence into three types in 1971: licences to handle both

domestic and international package tours, domestic package tours only, and a licence that does not include domestic nor international package tours. Therefore, the Travel Agency Law is also regarded as a consumer protection law in Japan (OECD, 1996), which endeavours to protect consumers from vicious commercial transactions. Another important change to the Japanese Travel Law was made in 1995, which requires all travel agencies in Japan to guarantee against changes in the start and end of a tour and prohibits any exaggerated advertisements of the tourism product. According to Nozawa (1992), the Japanese government has put more emphasis on travel quality than quantity after the law changes. Especially for the outbound tourism market, the government endeavours to improve the quality of overseas travel by creating more diversified tours to meet with different customers' demands.

#### *2.6.2 Australian Travel Agents Act 1973*

From the late 1980s, all travel agents in New South Wales, Victoria, South Australia and Western Australia became licensed under a Travel Agents Act. Similar to the Japanese Travel Agency Law, the Australian Travel Agents Act is also introduced to protect the tourists' rights. More precisely, this law sets some professional standards for travel agents and tour operators wanting to get their licence. It sets financial requirements for travel agents in conducting their business and protects the consumers' money by setting up a Travel Compensation Fund (Cordato, 1999). Moreover, any person who wants to operate a travel agency business should get a travel agent's licence first. In Australia, the Travel Compensation Fund is playing a significant role in enhancing consumer confidence in dealing with travel agents. It regulates the industry so that only financially viable travel agents can operate, and it also compensates consumers if a travel agent or tour operator goes bankrupt.

#### *2.6.3 The United Kingdom Package Travel Regulations 1992*

The United Kingdom (U.K.) Package Travel Regulations became law in December 1992. This travel law imposes a comprehensive scheme of consumer protection as well. More precisely, the package travel law requires tour operators to provide financial security to consumers in the event of insolvency, to provide consumers with extensive

information before they sign a package tour contract, and tour operators have to accept strict liability for breach of contract (Grant, 1996). According to Grant (1996), this travel law was successful in the outbound travel industry in the U.K. while the domestic tourism industry often ignored the regulations. The outbound travel industry has managed to accommodate the law without difficulty because the majority of the foreign package holiday tour operators in the U.K. are members of the Association of British Travel Agents (ABTA). Before the start of the regulations, ABTA had already set up a consumer promise for all the member travel agencies, which was similar to the travel law. On the other hand, the domestic travel organisers were not affected by the regulations too much, since there was no licensing system for them before. It was also reported that the public were less aware of the regulations when they travelled within the country than overseas, so were less likely to complain (Grant, 1996).

## **2.7 The Impact of the New China Travel Law**

### *2.7.1. Effects on Chinese Visitors*

The China National Tourism Administration (CNTA, 2013) indicates that the new law should only have a short-term negative impact on tourist destinations due to a decrease in the number of tourist groups. However, it should encourage higher quality tours, longer stay visitors and more Chinese FIT travellers in the future. Since the new law effectively forbids zero-based tours, tour package prices have increased a lot, both for inbound and outbound tourist products. From 1 October 2013, the average price of a tour to New Zealand is up by about 30%, while Thailand tours have doubled in price and Australian tours have increased around 50% (Roberts, 2013).

Accordingly, the demand for package tours has dropped after the implementation of the new travel law, particularly impacting tour markets which sell below cost price services. Tourists who still travel with tour groups may spend less on shopping as a result of the hike in prices (Moodie, 2013). Although there will be a short-term adjustment period with some uncertainty, Roberts (2013) predicts that Chinese consumers will soon get used to the new pricing structure. Although package tour travellers still remain in force

of the Chinese outbound tourism market, it is reported that Chinese people who hope to travel on a more modest budget would become FIT travellers (Tourism Law, 2013). The first reason for that is the itinerary of ADS group travellers is highly restricted, and travellers only have limited options of the tour package provided by the travel agency. Secondly, tourists who hold an ADS visa have to enter and leave the destination country with a tour group, and they are not allowed to extend their stay and change their visa status (Arlt, 2006). Also, Lin and Hou (2013) share the view that from a long-term perspective, the new law is a good thing, since it will bring positive developments to tourist destinations.

Moreover, the first aim of the law is to protect the legal rights and interests of Chinese tourists. Compared to the tourism operators, Chinese travellers are always in a position of weakness (Barba, 2013). The new travel law requires both inbound tour operators and tour guides to obtain written agreement from all tourists in respect to any unscheduled shopping and activities introduced during the tour. With the agreement, tourists could ask the travel agents to refund the full price of their tour if they are unsatisfied (TNZ, 2013). According to the new law, Chinese tourists also have the right to get accurate facts about any tourism products and services they purchase. Any forced shopping, unplanned tour activities and unexpected add-on fees during the trip are illegal without the tourists' agreement (Barba, 2013). With the enforcement of the tourism law, Chinese tourists are now increasingly travelling individually, and realise that discovering a single country and staying longer is a more rewarding experience than hopping from one country to another in less than a week. This is especially valid for young and wealthy Chinese tourists (Global blue briefings, 2013).

#### *2.7.2 Effects on Tour Providers*

First of all, the new Law regulates that licensed tour operators and travel agents are no longer permitted to sell zero-fare or negative-fare tours to tourists (TNZ, 2013). In terms of these tours, tour operators or travel agencies covered the expense of tourists' accommodation and transport by earning kickbacks through forced shopping and

unscheduled tour activities (TNZ, 2013). However, the new law illustrates that package tours cannot include forced shopping activities anymore. Also, activities which charge tourists additional fees should not be arranged in the itinerary without the tourists' agreement. Travel agencies should always state the price of the tour products and services in their tour contracts. More precisely, a package tour contract should always include information as follow: "an itinerary, a detailed schedule for the planned activities, some free time, the expected travel expenses, and the payment methods. Travel agencies may neither arrange paid activities nor charge additional fees beyond the agreed package tour contracts" (Global blue briefings, 2013, p. 6).

Secondly, travel agencies which breach the regulations of the new tourism law to arrange forced shopping or add additional paid tour activities will be fined between 50,000 RMB to 200,000 RMB. Specifically, "first-time offences will lead to suspension of the tour operator or travel agency involved, and repeat offences will lead to revocation of their business licences, as well as the professional licences of the tour guides and any other personnel involved in the offence" (Global blue briefings, 2013, p. 6).

Furthermore, it is the Chinese travel agents' responsibility to sign any additional agreements with visitors if any unscheduled shopping or activities are introduced during the tour (TNZ, 2013). If a tour operator or travel agency modifies or reduces the original tour activities, they have to properly compensate the tourists for the loss of service. If it causes severe consequences, such as physical injury or tourists being detained at their destination, the travel agency should pay a penalty that is higher than the price paid by the tourist, but lower than three times this same price. If a travel agency or tour guide refuses to honour the contract, travel agencies can be fined up to 200,000 RMB per case, with a minimum of 50,000 RMB. Their business can then be suspended for adjustments, tour guides can be fined up to 50,000 RMB, and their tour guide certificate can be suspended for up to three months with a minimum of one month. If a travel agency or tour guide is reported to have detained tourists in a destination, the business licence of

the agency and the certificate of the tour guide may be permanently revoked (Global blue briefings, 2013).

## **2.8 Summary**

In conclusion, the first part of this chapter reviews the definition of customer expectations, preferences and satisfaction in the tourism industry. It is found that understanding tourists' expectations and preferences is the first step to achieving their satisfaction. Also, this part identifies the difference between tourists' expectations and preferences.

The second part of this chapter generates an overview of the Chinese outbound tourism market. It outlines the development of Chinese outbound tourism from the Ming Dynasty to the current society. The attitude toward outbound tourism by the Chinese government has changed from controlling the Chinese people travelling abroad, to encouraging them to go overseas. In 2013, China has become the world's largest tourism market in the world.

The third part describes the characteristics of Chinese outbound tourists, based on previous research. It is reported that Chinese tourists' preferences and travel behaviour is quite different from other countries due to their unique Chinese culture. Specifically, Chinese outbound tourists go travelling mainly for relaxation, curiosity and for the purpose of shopping. Compared to other countries, most Chinese outbound tourists prefer to travel with organised tour groups. However, Chinese tourists who like to have higher quality tourist experiences prefer to travel independently. Moreover, the three most favourite activities for Chinese outbound tourists were sightseeing, shopping and eating. The most popular periods when Chinese tourists travel abroad are the Spring Festival and the National Day.

The fourth part illustrates that China has become New Zealand's second largest market after Australia. The majority of Chinese visitors to New Zealand are middle-aged people

from urban areas in China. Most of the Chinese tourists come to New Zealand for holidays and travel with tour groups. New Zealand is often regarded as a dual tourist destination combined with Australia, for Chinese tourists. The majority of Chinese visitors prefer short stays, to visit natural attractions, stay in hotels and buy souvenirs for their relatives and friends when they are in New Zealand. The overall level of satisfaction of Chinese tourists is high for their New Zealand tour. Section Five identified the impact of travel law change on Japan, Australia and the United Kingdom. The aim of the travel law in these developed countries is to protect tourists' rights when they participate in a group tour and regulates the travel agencies to not cheat their customers.

Finally, the last part of this chapter explores the effects of the new travel law for Chinese visitors and tour providers based on some of the latest studies. It was found that in the short-term, the new law would lead to a reduction of the Chinese visitor numbers due to the increased tour price for ADS group tourists. However, from a long-term perspective, the law will encourage more Chinese FIT travellers to New Zealand to experience higher quality tours. For tour providers, the new travel law regulates that travel agencies are not permitted to sell below-cost tours anymore. Also, the new law regulates that travel operators cannot arrange any forced shopping and unplanned activities to Chinese tourists. Otherwise, travel agencies will be charged a fine as a penalty, and repeat offences would lead to revocation of their business licences.



## **CHAPTER 3: METHODOLOGY**

### **3.1 Introduction**

Chapter Three describes the research methods employed in this study to achieve the research objectives. Initially, it reviews the research objectives in Chapter One. Next, this chapter explains the research design of the study, which includes the research approach, the research instrument, sample size, and the content of the questionnaire. Then, it illustrates the data collection techniques and processes. After that, the data analysis methods for this study are explained. Finally, ethical issues of this study and the limitation of the research methodology are discussed.

### **3.2 Research Objectives**

The main purpose of this research was to investigate the impact of the new China Travel Law on Chinese tourists' behaviour in New Zealand and identify how New Zealand could improve to become a single tourist destination for Chinese visitors.

The objectives of this research include the following:

- To investigate the impact of the new China Travel Law on Chinese tourists' behaviour in New Zealand
- To identify how New Zealand could improve to become a mono-tourist destination for Chinese visitors
- To explore what kind of service and products Chinese tourists prefer
- To provide recommendations and marketing strategies for the Chinese market operators in New Zealand.

### **3.3 Research Design**

Gray (2009) illustrates that a research design is the overarching plan for the collection, measurement and analysis of data. Specifically, a research design includes five parts, which describe the purpose of the study, the questions addressed in the research, the techniques used for data collecting, sample selecting approaches and how the data will be analysed. The design of this research is based on the research objectives which are described in the following sections.

### *3.3.1 Research Approach*

The purpose of the research is intended to fill gaps in the literature by investigating Chinese tourists' travel behaviour in New Zealand after the new Travel Law took effect. It aims to quantify the travel behaviour of Chinese tourists in New Zealand. Similarly, many previous tourism industry studies adopted the quantitative research method to analyse Chinese visitors' behaviour, by using survey questionnaires (Chen, Chen, & Lee, 2009; Yang, Gu, & Ryan, 2009; Zhang & Lam, 1999). Thus, based on these research objectives, this study also utilised the quantitative method as its research methodology. The quantitative research method uses numbers and statistical methods to conduct a study and its core concept is “objectivism”. It aims to identify why conditions or events occur, and explores the relationship between the independent variables (causes) and the dependent variables (effects) of a research topic (Thomas, 2003). In terms of this study, the independent variable is the new China Travel Law, and the dependent variable is Chinese tourists' behaviour in New Zealand. According to Gray (2009), quantitative research endeavours to explore the relationship between variables over a restricted time period, and the research focus is these facts. In quantitative research, researchers only play the role of an observer, always keeping themselves at a distance from what they are studying. This distance could be either emotional or physical (Gray, 2009). Also, the quantitative approach is useful since it can help the researcher to achieve the objectives without emotion, conjecture and personal bias (Ustad, 2010). Therefore, a quantitative research method is the most appropriate research method for this study.

### *3.3.2 Research Instrument*

In order to identify the Chinese tourists' behaviour in New Zealand after the new travel law was launched, the survey questionnaire was employed as the research instrument for the study, since it was a good method to obtain the whole picture of an issue (Veal, 2006). Also, a questionnaire is regarded as a convenient way to collect information from a large number of respondents, and allows the researcher to conclude generalised findings from a large sample (Altinay & Paraskevas, 2008). Compared to interviews, questionnaires are low cost in terms of both time and money, data analysis of questionnaires is simple, and respondents' anonymity can be assured as well (Gillham,

2000).

### *3.3.3 Sample Size*

In terms of sample design, the target population for this research were Chinese visitors who were 18 or above 18 years old and travelled in New Zealand after 1 October 2013. Participants who were under 18 years old were not chosen for this research since they were not independent enough to make decisions about their tour. Furthermore, the selection of the sample size was based on the previous Chinese holiday visitor's number in New Zealand. According to Statistics New Zealand (2013), the total number of Chinese holiday visitors were 19,760 in April 2013. Thus, the researcher estimated that about 20,000 Chinese visitors would visit New Zealand in April 2014. Gray (2009) illustrates that a confidence level of 95% is often deemed sufficient in most studies, and the researcher set the confidence interval at 5% for this study. By using the statistical equations about random sampling processes, a target of 377 completed questionnaires is set for this research. In consideration of refusals by tourists, bad weather condition, not enough number of Chinese tourists visiting the distribution sites and limited research time, the researcher planned to invite 200 Chinese tourists who met the criteria of the survey to participate the questionnaire in Auckland city centre from April to May 2014.

### *3.3.4 Questionnaire*

The questionnaire for this research was designed in English initially (see Appendix A). To overcome language difficulties, the researcher translated the questionnaire into a Chinese version (see Appendix B). Before distributing the questionnaire to respondents, a pre-testing of the questionnaire was undertaken by five AUT Chinese students to ensure that the questions were clear and understandable. After the test, the questionnaire was revised according to the feedback of the participants and the advice from the researcher's supervisor.

In regard to the structure of the questionnaire, it consisted of 24 questions in all, which included both open and closed-ended questions. More precisely, the first five questions of the survey focused on demographic information of the respondents,

which investigated the overall background of the respondents by closed-ended questions. From Question 6 to Question 19, it investigated the characteristics of Chinese tourists' behaviours in New Zealand, and Chinese tourists' knowledge of the Travel Law by multiple choice questions.

The questionnaire was used to gather information about the tour activities in which Chinese tourists participated, and what they liked and disliked most about the New Zealand tour in the next three open-ended questions. After that, Question 23 asked the respondents to evaluate their visit to New Zealand in terms of accommodation, restaurants and personal experiences. Each item was listed on a Likert scale ranging from 1 to 5, where 1 represented "Very poor", 2 represented "Poor", 3 represented "Average", 4 represented "Good" and 5 represented "Very good". Finally, the last question asked the respondents if they would come back to New Zealand in the future and their reasons for that.

### **3.4 Data Collection**

Questionnaires were employed in this research to identify the effects of the Travel Law on Chinese visitors' behaviour and how the country could improve to attract more Chinese tourists. The target population for this study were Chinese tourists who were 18 years old or above and visited New Zealand during the data collection period. In order to enhance the response rate of the potential respondents, an on-site questionnaire survey was conducted in Auckland. On-site questionnaire surveys are designed to collect information about visits or visitors to a site or sites during the survey period. The information about the visits is then collected from the individuals who make the visits, the visitors (Booth, 1991). The advantages of this technique are that it enables the collection of data concerning visitor perceptions, attitudes, preferences and behaviour; it can reach people who would possibly not be reached by other methods; it can generate some educational benefits to the respondents; it has a better quality of response than other methods since there is some direct contact between the researcher and the respondents, which can induce a greater proportion of

people to complete the questionnaire (Bardon, 1981).

In terms of sampling strategy, this study used the convenience sampling technique. Convenience sampling is a non-random sampling technique, which selected the target population for the purpose of the study if they met certain practical criteria, such as geographical proximity, availability at a certain time, easy accessibility, or the willingness to volunteer (Dörnyei, 2007). Due to the large number of the Chinese tourists to New Zealand, research time and budget constraints, convenience sampling technique is regarded as the most appropriate sampling technique for this study. However, the obvious disadvantage of the convenience sampling is that it is likely to be biased, and cannot be representative of the whole population (Mackey & Gass, 2005). In the case of this study, the researcher only conducted the survey with Chinese tourists in Auckland from April to May 2014, therefore the participant's opinions might not represent the entire population of the Chinese visitors in New Zealand. In other words, the findings obtained from the sample have limited generalizability.

During the survey, the researcher distributed the questionnaires in places where Chinese tourists visited most in Auckland, such as Queen Street, the Viaduct Harbour, the Sky Tower, and the DFS shopping centre from April to May 2014. More specifically, the researcher firstly introduced herself to the potential respondents and explained the reason for this survey. Then, the researcher verified whether the respondents met the criteria of the survey by asking them questions like "Where are you from? Do you come to New Zealand for travelling? Are you 18 or above 18 years old?" After that, the researcher distributed the Chinese version of the questionnaires to the qualified respondents and explained the procedure for answering the questionnaire. Each tourist was allowed to finish the questionnaire in about 10 to 15 minutes. Also, the researcher answered tourists' questions about the survey when they were doing the questionnaires. After respondents completing the questionnaires, the researcher collected the answers from the tourists and put them in a folder. Due to refusals by some potential respondents and limited research time, the 200 sample size was not

achieved at the end of the survey. Overall, a total number of 122 Chinese visitors participated in this survey and completed the questionnaires. The collected responses were all in Chinese language, and the researcher translated all the answers in English after the data collection was completed.

### **3.5 Data Analysis**

The research data collected from the questionnaire were analysed by using Microsoft Excel and SPSS software. First of all, descriptive statistics analysis was conducted to identify the general pattern of respondents in this research. According to Gray (2009), descriptive statistics are the discipline of quantitatively describing the main features of a collection of information, which aim to summarise a sample through the use of graphical analysis. In terms of this study, descriptive statistics were summarised by tables or graphs to illustrate the findings, which included the overall sample size, demographic characteristics and the Chinese visitors' travel behaviour in New Zealand.

Secondly, the open-ended questions in the survey (questions 20 to 22) were analysed by the content analysis method. Content analysis refers to "a technique for making inferences by systematically and objectively identifying specified characteristics of messages" (Holsti, 1969, p.601). The qualitative responses collected from the participants were input into an Excel spreadsheet, and categorised into different groups depending on the themes of the responses. Then, the characteristics of the tour activities and the main areas of the Chinese tourists' concerns on their New Zealand tour were generalised based on the content analysis.

Thirdly, the mean and the standard deviation scores of the Chinese tourists' evaluation of their accommodation, dining and tour experience in New Zealand were calculated by using SPSS to rank the level of the visitors' satisfaction with their tour. The mean score is a measure of central tendency of the overall attitudes of the respondents. It is calculated by adding up the scores and then dividing the total by that number of scores. In addition to measuring the central tendency, it is also necessary to measure the spread

of responses around the mean, to test whether the mean is representative of the responses. Standard deviation is a measure of dispersion for one variable that indicates an average distance between the scores and the mean (Neuman, 2011). It is derived by calculating the variation from the mean, squaring them, adding them and calculating the square root. The higher standard deviation indicates the larger dispersion, while the lower standard deviation indicates the smaller dispersion (Gray, 2009).

Lastly, the cross-tabulation analysis and chi-square tests were employed to test whether there was an association between tourists' awareness of the new travel law and their demographic information, such as, gender, age, and educational background. "The cross-tabulation technique is a method of displaying data so that associations can be readily observed and measured" (Finn, Elliott-White & Walton, 2000, p.189). In a cross-tabulation table, the dependent variable (effects) is presented in the columns and the independent variable (causes) is placed in the rows. Cross-tabs will not only display the data in table form but will also investigate whether or not an association exists between the independent and dependant variables (Altinay & Paraskevas, 2008). Cross-tabulation is also regarded as the easiest way to display an association between ordinal or nominal variables (Gray, 2009).

To see if the relationship between two variables was significant, a chi-square test was also employed for data analysis. The chi-square test builds upon cross-tabulation analysis. It is appropriate when the research has two or more variables, each of which contains at least two or more categories (Gray, 2009). If the P value is 0.05 or smaller than 0.05, there is a statistically significant association between two variables. By contrast, if the P value is bigger than 0.05, there is no statistically significant association between two variables (Altinay & Paraskevas, 2008).

In addition, the cross-tabulation analysis and the chi-square tests were also conducted to test whether the respondents' travel style correlated with their travel behaviour, such as visitors' choice of tourist destination, travel companions, tour booking methods,

awareness of the travel law, tour expense and length of stay in New Zealand.

### **3.6 Ethical Issues**

Research ethics are defined as the moral principles which guide the researchers' behaviour and to see if they affect the participant's responses in the study (Economic and Social Research Council, 2004). Gray (2009) indicates that there are four basic ethical principles for researchers to follow when they are conducting their studies. These principles are: to avoid harm to participants, ensure informed consent, respect the privacy of participants, and avoid the use of deception.

In the case of this research, all the participants were provided with an information sheet (see Appendix C and D) before they completed the questionnaires. The information sheet informed the participants the purpose of the research, the potential benefits to them, their obligations and rights, and the contact details of the researcher. All the information was written both in English and Chinese. Participation in this research was voluntary, the privacy of the participants was strongly protected, and all the information provided by them was used in the researcher's dissertation only. Also, the participants were reassured that all the information obtained from them could be withdrawn at any stage during the survey, and they could choose the questions they preferred to answer. Moreover, cultural and social sensitivities of participants were also protected in this survey. Therefore, the researcher did not ask questions which were sensitive to the Chinese people. Questionnaires were completed by participants anonymously and kept in a safe place by the researcher. All the documents will be destroyed six years after the completion of the project. The research project was approved by the Auckland University of Technology Ethics Committee (14/38) on 24th March 2014.

### **3.7 Limitation of the Research Design and Methodology**

This study was undertaken using on-site questionnaire survey. Compared to postal and online questionnaires, this method cannot capture a large sample size in the limited time frame. As a result of this, the findings cannot be generalised to the overall Chinese tourist market to New Zealand. Therefore, future studies could be undertaken using an



online survey form, which could attract more respondents by distributing questionnaires either through email or submitting it online.

Due to the limited research time and budget, this study only investigated Chinese tourists in Auckland from April to May 2014. To have a high level of variation between the respondents, similar research in the future could also distribute questionnaires in the other main tourist centres and attractions throughout New Zealand. Moreover, the data collection for this research was only conducted for one month; future research needs to further expand the time frame for data gathering.

Additionally, this study only employed the quantitative approach to identify the impact of the new Law on Chinese tourists' behaviour. Future research could apply a qualitative approach to investigate the effects of the travel law on travel agencies. This would enable the researcher to explore more insightful information about the Chinese tourist market in New Zealand.

### **3.8 Summary**

To summarise, this chapter describes how the research methodology was established to carry out the study. Based on the research objectives, this study applied the quantitative survey method and distributed questionnaires to Chinese tourists in New Zealand during the data collection period from April to May 2014. In total, the researcher collected 122 valid questionnaires for data analysis. The questionnaire was composed of 24 open and closed-ended questions. On-site questionnaire surveys were carried out in Auckland city centre for one month. In addition, this chapter also indicates the methods of data analysis, which includes descriptive analysis, correlation analysis and the content analysis method. Lastly, the ethical issues related to this study and the limitations of the research method are stated.

## **CHAPTER 4: RESULTS**

### **4.1 Introduction**

This chapter presents the results of the data analysed by Microsoft Excel and SPSS software. The results are composed of six parts, which include: the general profile of respondents, Chinese tourists' travel behaviours in New Zealand, the impact of the new travel law on Chinese tourists, evaluation of their New Zealand tour by Chinese tourists, Chinese tourists' awareness of the travel law by gender, age and educational background, and the correlation between Chinese tourists' travel style and travel behaviours. The summary of the findings are presented at the end of the chapter.

### **4.2 Profile of Respondents**

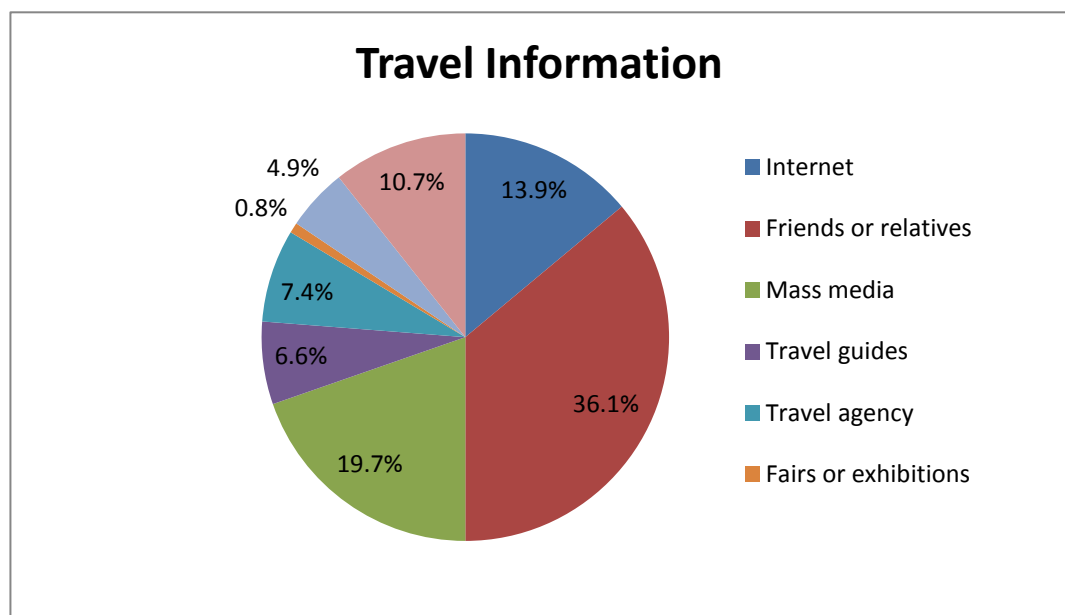
This research collected 122 questionnaires from Chinese tourists who were 18 or above 18 years old and visited New Zealand from April to May 2014. Specifically, the research sample was comprised of 39 male and 83 female Chinese tourists. Respondents from the younger age group (18-29) and the older age group (60 and above) were the largest proportion of the sample, both accounting for 26.2% of the total Chinese visitors. The second largest group were respondents from 30 to 39 years old (18.9%), and the third largest group were respondents aged from 50 to 59 (16.4%). Respondents aged from 40 to 49 were the smallest group, which only represented 12.3% of the total population. In terms of educational background, over 80% of the Chinese visitors had higher educational background. More precisely, 62.3% of the respondents had a Bachelor's Degree, and 17.2% of them had Postgraduate Degrees. By contrast, respondents who had secondary and high school qualifications only, occupied 6.6% and 13.9% respectively. With regard to respondents' occupations, over one-third of them were retired (36.1%), while students made up the smallest group (9%). Moreover, the demographic information also reported that among the 122 respondents, 67.2% came from North China, and 32.8% of them came from South China (see Table 1).

**Table 1: Descriptive Statistics of Respondents' Profile**

Items		Frequency	Percent
<b>Gender</b>			
	Male	39	32.0
	Female	83	68.0
	Total	122	100.0
<b>Age</b>			
	18 to 29	32	26.2
	30 to 39	23	18.9
	40 to 49	15	12.3
	50 to 59	20	16.4
	60 and above	32	26.2
	Total	122	100.0
<b>Education</b>			
	Secondary	8	6.6
	High School	17	13.9
	Bachelor	76	62.3
	Master's or PhD	21	17.2
	Total	122	100.0
<b>Occupation</b>			
	Employed	37	30.3
	Self-employed	24	19.7
	Unemployed	6	4.9
	Retired	44	36.1
	Student	11	9.0
	Total	122	100.0
<b>Residence</b>			
	North	82	67.2
	South	40	32.8
	Total	122	100.0

#### 4.3 Travel Behaviours of Chinese Tourists in New Zealand

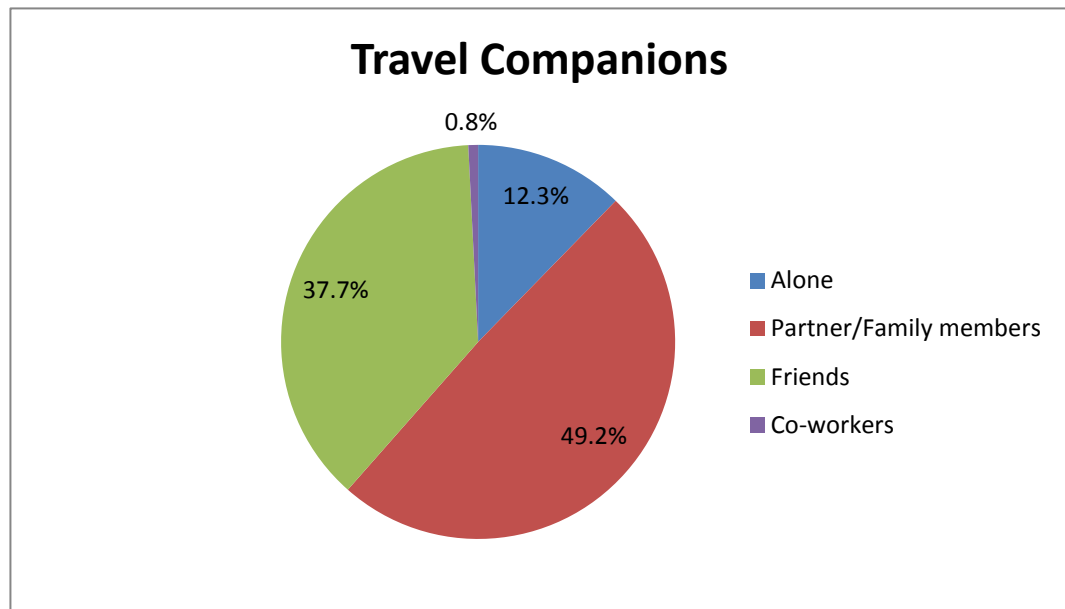
Chinese tourists' travel behaviours on the New Zealand tour were reported in regard to travel information, tourist destination, travel style, forced shopping activities, travel companions, booking methods, travel expense and tourists' length of stay in New Zealand. In terms of travel information, over one-third of the respondents (36.1%) heard about New Zealand from friends or relatives, while mass media (19.7%) and the Internet (13.9%) were the other two important channels for Chinese tourists to learn about New Zealand (see Figure 1).



**Figure 1: Travel Information for New Zealand**

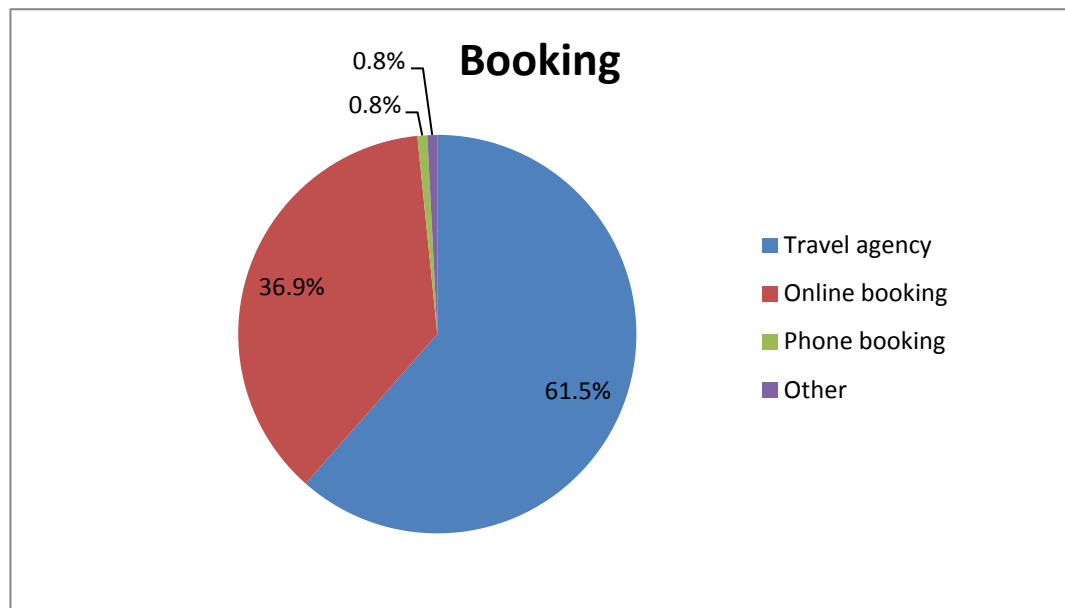
It was found that 63.1% of the respondents visited other countries in combination with their New Zealand tour. However, New Zealand was a single tourist destination for only 36.9% of the Chinese tourists. With regard to travel style, Chinese visitors who travelled in New Zealand by organized tour represented 64.8% of the total respondents, and 35.2% of the Chinese visitors were free independent travellers. Among the 79 people who participated in an organised tour to New Zealand, only two of them said they had experienced forced shopping activities. The remaining 77 tourists (97.5%) said their tour guides did not ask them to buy anything in the designated shops during the trip. Moreover, it was noted that almost half of the respondents (49.2%) visited New Zealand

with their partner or family members. Tourists who came to New Zealand with friends also accounted for a large portion of the total participants (37.7%). By contrast, only 12.3% and 0.8% of the participants travelled alone or with their colleagues, respectively (see Figure 2).



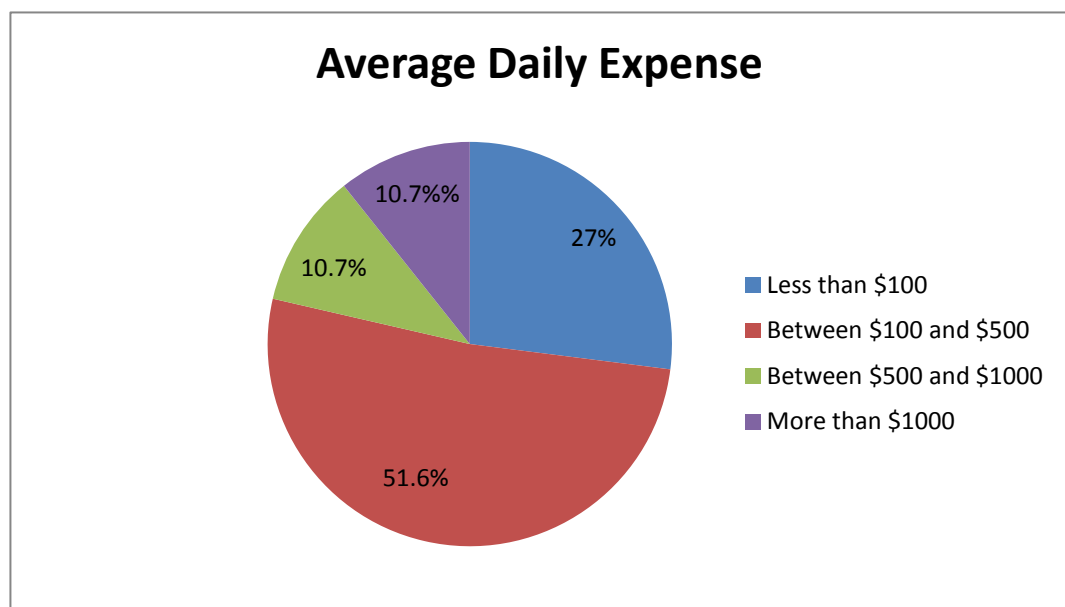
**Figure 2: Respondents' Travel Companions in New Zealand**

Regarding the booking methods of Chinese tourists for their New Zealand tour (see Figure 3), 61.5% of the Chinese visitors booked through a travel agency, while travellers who made online bookings represented 36.9%. The other respondents booked their New Zealand tour by phone (0.8%) or their family members (0.8%).



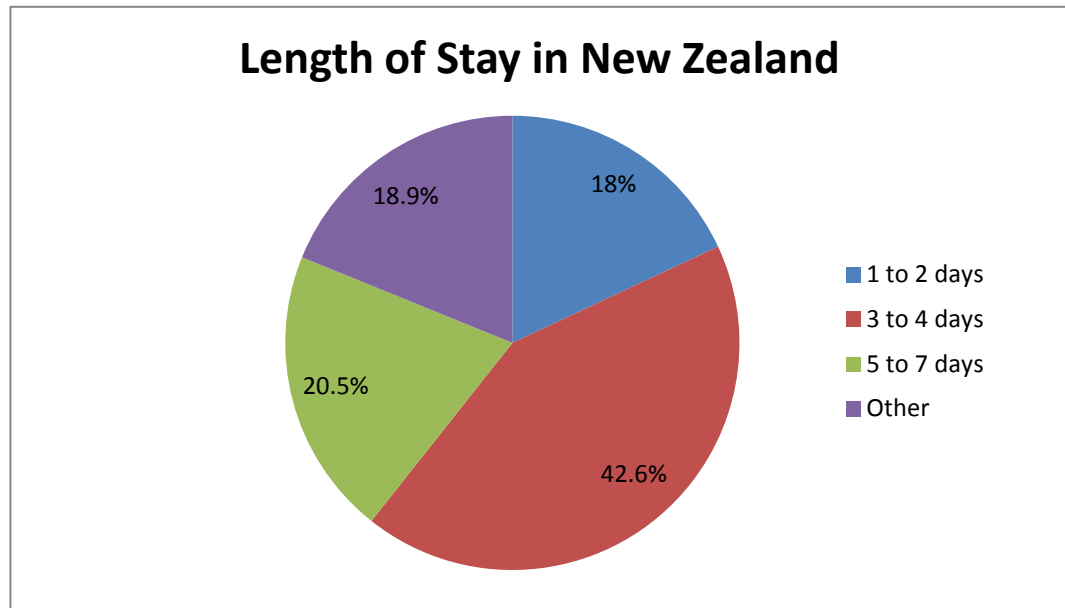
**Figure 3: Respondents' Booking Methods for their New Zealand Tour**

Furthermore, it was also found that about half of the Chinese tourists (51.6%) in this survey spend an average of NZ\$100~NZ\$500 daily in the New Zealand tour, and 27% of the visitors spend less than NZ\$100 every day. The average daily spend for the remaining travellers (21.7%) was more than NZ\$500 (see Figure 4).



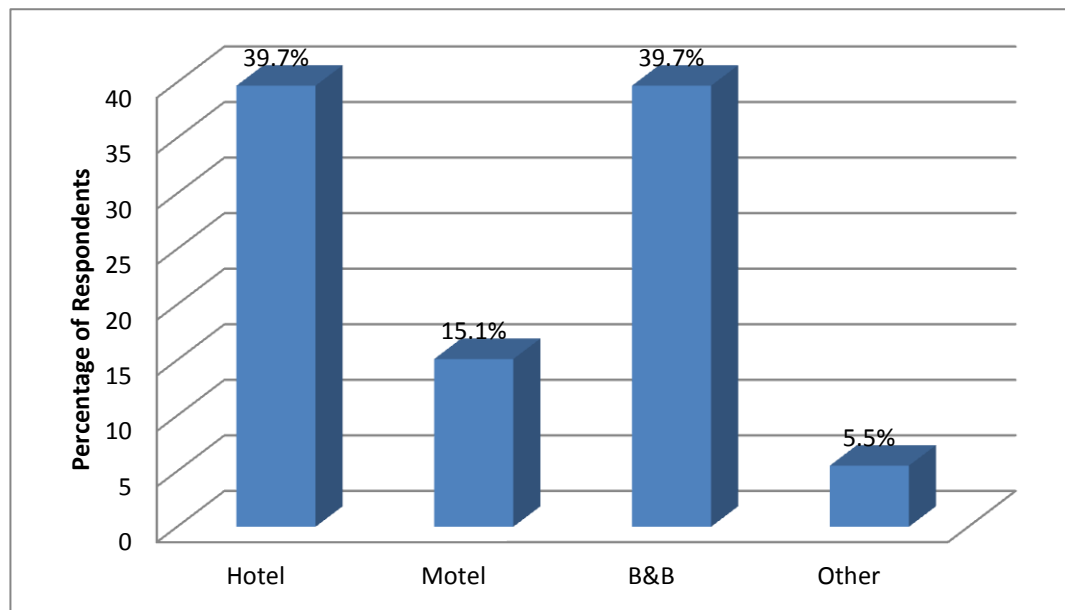
**Figure 4: Respondents' Average Daily Expense in New Zealand**

In addition, people who stayed in New Zealand for three to four days accounted for the largest proportion (42.6%), while about one-fifth of the respondents (20.5%) visited New Zealand for five to seven days. Respondents who had more than seven days in New Zealand only represented 18.9% of the participants, and the rest 18% of the participants just stayed in the country for one to two days (see Figure 5).



**Figure 5: Respondents' Length of Stay in New Zealand**

As shown in Figure 6, four types of accommodation (hotel, motel, bed and breakfast, and other) were introduced in the questionnaire to identify where Chinese tourists stayed in New Zealand. More specifically, respondents who stayed in hotels and B&Bs were the largest group, which each accounted for 39.7% of the share. This was followed by motel (15.1%) and other accommodation (5.5%) for the Chinese visitors. Specifically, the other accommodation respondents stayed in, were their relatives' homes, hotel style apartments, campervan parks, or backpackers hostels.



**Figure 6: Respondents' Accommodation in New Zealand**

#### **4.4 The Impact of the New China Travel Law on Chinese Tourists**

The results showed that 47.5% of the respondents knew about the new China Travel Law, while over half of them (52.5%) had never heard about it (see Table 2). Among the 58 tourists who knew about the new law, 21 Chinese visitors (36.2%) said they only knew a little about the travel law and 18 respondents (31%) understood the new regulations, such as the travel agency being prohibited from organised shopping and unscheduled activities. The remaining 19 tourists (32.8%) did not provide answers in terms of their knowledge of the new travel law. Moreover, 40 out of 58 respondents (69%) who knew the new travel law stated that the new law did not have any impact on their New Zealand tour. Among these respondents, eight independent travellers who knew about the travel law indicated that it only had an impact on group tour visitors. Therefore, the new law did not have any effect on them. However, the other 18 respondents (31%) thought the law had some influence on their tour. Six Chinese visitors expressed that the new law would protect tourists, which would improve the quality of their tour. The remaining 12 respondents believed the implementation of the tourism law raised the price of the tour organised by the travel agency.



**Table 2: Descriptive Statistics of the Impact of the New Travel Law**

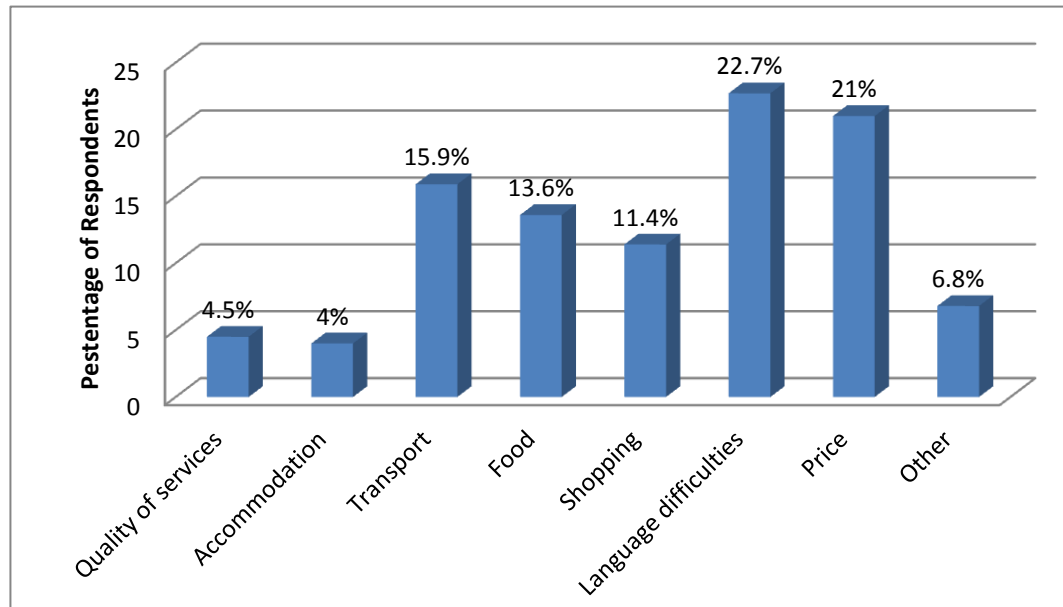
Items		Frequency	Percent
<b>Awareness of Travel Law</b>			
	yes	58	47.5
	no	64	52.5
	Total	122	100.0
<b>Knowledge of Travel Law</b>			
	I only know a little about the travel law	21	17.2
	Travel agency cannot arrange organised shopping and unscheduled activities.	18	14.8
	n.a	64	52.4
Missing	No response	19	15.6
Total		122	100.0
<b>Impact of Travel Law</b>			
	yes	18	14.8
	no	40	32.8
	n.a	64	52.5
	Total	122	100.0

#### 4.5 Evaluation of the New Zealand Tour by Chinese Tourists

##### 4.5.1 Areas that Chinese Tourists Would Like New Zealand to Improve

Results showed that 84.4% of the Chinese visitors had travelled abroad before their New Zealand tour. By contrast, only 15.6% of the participants did not have previous overseas travel experience. Figure 7 shows the areas that Chinese tourists would like New Zealand to improve. About one-fifth (22.7%) of the respondents stated that language difficulties were the most important issue New Zealand should address for Chinese tourists, while 21% of the respondents thought prices were too expensive in this country. In addition, 15.9% of the participants complained that public transport was not convenient in New Zealand. Moreover, some respondents thought it was essential for New Zealand to improve food quality and shopping activities, which represented 15.9% and 11.4%, respectively. However, other issues such as the quality of services and accommodation were the last two factors Chinese tourists thought New Zealand

should improve, compared to other international tourist destinations. Also, some respondents mentioned that the Wi-Fi connection, Chinese signage and connection to more television channels in the hotels needed to improve in New Zealand.



**Figure 7: Areas Chinese Tourists would like New Zealand to Improve**

#### *4.5.2 Activities that Chinese Tourists Participate in while in New Zealand*

Open-ended questions were used to describe the activities that Chinese tourists participated in while in New Zealand. 70 out of 122 (57.4%) respondents mentioned their tour activities in the questionnaires. These responses mainly focused on three types of tour activities: sightseeing, adventure and sports activities. Among these activities, almost two-thirds of the respondents took part in sightseeing activities in New Zealand. Specifically, three participants visited the Hobbit movie set in Matamata. In addition, it was noted that 37 out of the 70 (52.9%) participants visited Rotorua when they travelled around New Zealand. Among these tourists, 14 people joined in a farm tour and watched sheep shearing. Nine of the Chinese tourists visited the Maori village and watched a performance by local Maori people. Other attractions Chinese tourists visited in Rotorua included the Skyline complex, hot pools, wildlife parks and geothermal attractions. Moreover, apart from Rotorua, tour activities or attractions in the North Island mentioned by the respondents were Ninety Mile Beach, Hamilton Gardens, the Auckland city tour, and glow worm caves in Waitomo. Over half of the Chinese tourists

(57%) said they visited Queenstown during their tour. Their activities included lake cruises on the TSS Earnslaw steamship, visiting Milford Sound, whale watching, stargazing, a glacier walk and Heli-hike. 13 tourists (18.6%) indicated that they enjoyed the adventure activities in New Zealand, which included sky diving, jet boating and bungy jumping. Another 12 respondents (17%) expressed that they participated in some sports activities like fishing, shooting, hiking, climbing and sailing during their stay in New Zealand.

#### *4.5.3 Chinese Tourists' Perception of New Zealand as a Destination*

The results indicated that there were five main aspects respondents liked most for their New Zealand tour. Firstly, 76 out of 122 (62.3%) participants replied that they enjoyed the beautiful natural scenery and fresh air in New Zealand. In other words, most of the respondents enjoyed their New Zealand tour due to the natural landscape of the country. Also, the relaxed lifestyle was another favourite comment Chinese tourists mentioned in the survey. Some respondents expressed that the pace of life in New Zealand was much slower than in China, most of the local people were enjoying outdoor activities like hiking, cycling, sailing and fishing. The respondents were also impressed by the friendly local people in New Zealand. Moreover, 12 respondents (9.8%) stated that they liked the farm tour in the North Island. For example, some participants felt it was interesting to see sheep shearing, feed animals and take pictures with alpacas. Additionally, 10 participants (9.8%) considered food safety was the best in New Zealand. For instance, one respondent said: "I heard that the New Zealand milk powder is the best in the world. So I will buy some for my friends."

The results also found five areas that New Zealand needed to improve as a destination. First of all, three Chinese visitors complained that shops in New Zealand closed too early, therefore they did not have enough time to go shopping. One tourist said that he was surprised that the majority of the local shops closed after five or six o'clock in the evening, and some of them did not open at weekends. Secondly, 10 participants did not like the poor Wi-Fi connection in New Zealand. For example, three respondents claimed

that free Wi-Fi was not available in the hotel they stayed in. If they wanted to use the Wi-Fi service, they had to pay extra money for that, and it was quite expensive. However, some places did not have Wi-Fi at all. Three respondents said if there was no Wi-Fi service, they could not contact their family and friends when they were in New Zealand. Thirdly, the respondents found that public transportation in New Zealand was an issue. Fourteen tourists declared, "We cannot go to the places we would like to visit if we do not rent a car since there is no bus to the destination." Also, participants complained that buses were not on time and they had to wait a long time if they missed one. Fourthly, seven tourists complained the prices for food and other commodities were too expensive in New Zealand. Furthermore, the respondents raised the issue of communication. For example, 16 tourists said that they cannot speak English or they can just speak a little English, so it was very hard for them to communicate with the local people (see Table 3).

**Table 3: Highlights and Disappointments of Visiting NZ by Chinese Tourists**

Like	Dislike
<ul style="list-style-type: none"> <li>● Beautiful natural scenery, fresh air</li> <li>● Relaxed lifestyle</li> <li>● Friendly people</li> <li>● Farm tour</li> <li>● Food safety</li> </ul>	<ul style="list-style-type: none"> <li>● Shopping hours are too short</li> <li>● Wi-Fi connection</li> <li>● Public transportation</li> <li>● Food is expensive</li> <li>● Communication problems</li> </ul>

#### *4.5.4 Evaluation of Accommodation, Dining and Tour Experiences of Chinese Tourists*

Chinese tourists' evaluation of the New Zealand tour is based on the mean scores for accommodation, dining and overall tour experience, as shown in Table 4. In this research, a five-point Likert scale with values from 1 to 5 (1=Very poor, 2=Poor, 3=Average, 4=Good, 5=Very good) was employed to comprehend the significance of each item. In terms of accommodation, "cleanliness" (mean=4.25) and the "behaviour and professionalism of the staff and owners" (mean=4.17) reported the highest mean score. It was followed by the "overall quality of the accommodation" (mean=4.14) and "facilities/equipments of the accommodation" (mean=4.11). However, "value for

money" (mean=3.96) stood at the lower end of the scale.

With regard to the dining experience, the respondents revealed a high level of satisfaction with the "cleanliness" (mean=4.15) and "customer service" (mean=4.05) of the restaurants, cafes and bars they visited in New Zealand. The mean scores for "behaviour and professionalism of the staff and owners" (mean=4.02) and "overall quality of restaurants, cafes and bars" (mean=3.97) were relatively lower. Additionally, it was noted that "quality of food and beverages" (mean=3.93) and "value for money" (mean=3.84) occupied the last two places.

In reference to the tour experience, it was found that the mean scores of "sightseeing" (mean=4.76), "people" (mean=4.45), and "tourist information" (mean=4.29) were the top three in the table. Furthermore, "sports" (mean=4.20), "culture experience" (mean=4.15) and "value for money" (mean=4.11) were the next three highest items in the list. By contrast, the mean scores for "adventure activities" (mean=3.98), "transportation" (mean=3.93) and "shopping experience" (mean=3.84) were the lowest.

Additionally, the results showed that the majority of the respondents would like to return to New Zealand for a repeat visit, which accounted for 74.6% of the sample. Moreover, 67 out of 122 respondents (54.9%) explained the reason why they would or would not come back to New Zealand. In regard to the reasons for visiting New Zealand in the future, 20 participants reported that they liked the natural scenery, pure environment and fresh air in this country. It appeared that the beautiful landscape and environment became the main factor for Chinese tourists to come to New Zealand. Also, two Chinese tourists stated that the price for a New Zealand tour was affordable. One respondent expressed that the New Zealand tour was value for money, since it was economical to visit Australia and New Zealand together. Moreover, it was found that nearly a quarter of the respondents indicated that they would like to visit more places in New Zealand next time.

**Table 4: Descriptive Statistics of the Tour Evaluation by Chinese Visitors**

<b>Accommodation</b>	<b>Mean</b>	<b>Std. Deviation</b>
Overall quality of the accommodation	4.14	0.764
Value for money	3.96	0.817
Behaviour and professionalism of the staff and owners	4.17	0.81
Cleanliness of the accommodation	4.25	0.731
Facilities/equipment of the accommodation	4.11	0.791
<b>Dining</b>		
Overall quality of the restaurants, cafes and bars you visited	3.97	0.771
Quality of food and beverages in the restaurants, cafes and bars you visited	3.93	0.835
Customer service of restaurants, cafes and bars you visited	4.05	0.801
Value for money of restaurants, cafes and bars you visited	3.84	0.872
Behaviour and professionalism of the staff and owners	4.02	0.803
Cleanliness in general	4.15	0.757
<b>Tour in NZ</b>		
Adventure activities	3.98	0.996
Cultural experience	4.15	0.897
Sightseeing	4.76	0.446
Sports	4.2	0.735
People	4.45	0.644
Shopping experience	3.84	0.965
Tourist information	4.29	0.733
Transportation	3.93	0.985
Value for money	4.11	0.791

One participant said: "The New Zealand tour leaves an unforgettable memory to me, and I will recommend New Zealand to my relatives and friends. Probably I will come here with them in the future." Twelve Chinese tourists responded that they did not visit all the places they wanted to see due to the limited time for their trips, therefore they would come back to New Zealand another time. One participant said: "New Zealand is the most beautiful country I have ever seen. I would come with my wife next time for our honeymoon". Another two respondents even stated that they liked New Zealand very much, and they would come to New Zealand to work or live if possible.

By contrast, only 25.4% of the Chinese visitors expressed that they did not want to visit New Zealand in the future. Four respondents expressed that the New Zealand tour was too expensive for them, especially the expense of food, accommodation and transport. In addition, there were seven people who thought New Zealand was too far away from China, which made them not want to return. One respondent said that: "I cannot get used to the life in New Zealand. Shops close too early, and there are not many entertainment activities in the evening. It is so boring here." Only one respondent did not want to come back since he had already visited most of the tourist attractions in New Zealand. Another two respondents from the oldest age group said: "I am too old to come here again. The flight is about 12 hours from China to New Zealand which makes me feel sick. I joined a tour group with my wife, and we spent quite a long time on the tour bus going from one tourist attraction to another. I feel too tired."

**Table 5: Views of Chinese Tourists of Returning to New Zealand**

<b>I will come back to NZ because:</b>	<b>I will not come back to NZ because:</b>
<ul style="list-style-type: none"> <li>● Natural scenery, pure environment and fresh air</li> <li>● Tour price is affordable</li> <li>● Visit more places in NZ next time</li> <li>● Ideal place for honeymoon</li> <li>● Work or live in NZ</li> </ul>	<ul style="list-style-type: none"> <li>● Tour is too expensive</li> <li>● Too far away from China</li> <li>● Do not like the lifestyle in NZ</li> <li>● Have seen most tourist destinations in NZ</li> </ul>

#### *4.6 Chinese Tourists' Awareness of the New Travel Law by Gender, Age and Educational Background*

A chi-square test was conducted to assess whether there was an association between Chinese tourists' awareness of the new travel law and their gender, age and educational background. As shown in Table 6, although more female respondents (48.2%) knew about the new Travel Law than male respondents (46.2%), this difference was not significant ( $\chi^2=0.000$ ,  $DF=1$ ,  $p=0.987$ ) because the P value was bigger than 0.05. Therefore, there was no statistically significant association between the respondents' awareness of the new travel law and their gender.

**Table 6: Cross-tabulated Analysis of Chinese Tourists' Awareness of the New Travel Law and Gender**

**Crosstab**

			Do you know the New Travel Law		Total
			Yes	No	
Gender	Male	Count	18	21	39
		% within Gender	46.2%	53.8%	100.0%
	Female	Count	40	43	83
		% within Gender	48.2%	51.8%	100.0%
Total		Count	58	64	122
		% within Gender	47.5%	52.5%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.044 <sup>a</sup>	1	.833
Continuity Correction <sup>b</sup>	.000	1	.987
Likelihood Ratio	.044	1	.833
Fisher's Exact Test			
Linear-by-Linear Association	.044	1	.834
N of Valid Cases	122		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.54.

b. Computed only for a 2x2 table

As shown in Table 7, more respondents from the age group of 18 to 29 years old (71.9%) and 30 to 39 years old (73.9%) expressed that they did not know the new travel law. By contrast, more respondents aged from 40 to 60 years old and 60 above, indicated that they knew about the new law. This difference was significant ( $\chi^2=18.201$ ,  $DF=4$ ,  $p=0.001$ ) because the P value was smaller than 0.05. Thus, there was a statistically significant association between the respondents' awareness of the new travel law and their age.



**Table 7: Cross-tabulated Analysis of Chinese Tourists' Awareness of the New Travel Law and Age**

**Crosstab**

			Do you know the New Travel Law		Total
			Yes	No	
Age	18 to 29	Count	9	23	32
		% within Age	28.1%	71.9%	100.0%
	30 to 39	Count	6	17	23
		% within Age	26.1%	73.9%	100.0%
	40 to 49	Count	8	7	15
		% within Age	53.3%	46.7%	100.0%
	50 to 59	Count	15	5	20
		% within Age	75.0%	25.0%	100.0%
	60 above	Count	20	12	32
		% within Age	62.5%	37.5%	100.0%
Total		Count	58	64	122
		% within Age	47.5%	52.5%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	18.201 <sup>a</sup>	4	.001
<b>Likelihood Ratio</b>	18.845	4	.001
<b>Linear-by-Linear Association</b>	13.988	1	.000
<b>N of Valid Cases</b>	122		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.13

As shown in Table 8, over half of the respondents who hold secondary, high school, Master's Degree or PhD qualifications, expressed that they did not know about the Travel Law. By contrast, 51.3% of the respondents who hold a Bachelor's Degree had heard about the tourism law before. However, this difference was not significant ( $\chi^2 = 1.218$ ,  $DF=3$ ,  $p=0.749$ ) because the P value was bigger than 0.05. Therefore, there was no statistically significant association between the respondents' awareness of the new travel law and their level of education.

**Table 8: Cross-tabulated Analysis of Chinese Tourists' Awareness of the New Travel Law and Educational Background**

Crosstab

			Do you know the New Travel Law		Total
			Yes	No	
Educational background	Secondary	Count	3	5	8
		% within Educational background	37.5%	62.5%	100.0%
	High School	Count	7	10	17
		% within Educational background	41.2%	58.8%	100.0%
	Bachelor	Count	39	37	76
		% within Educational background	51.3%	48.7%	100.0%
	Master or PhD	Count	9	12	21
		% within Educational background	42.9%	57.1%	100.0%
Total		Count	58	64	122
		% within Educational background	47.5%	52.5%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.218 <sup>a</sup>	3	.749
Likelihood Ratio	1.225	3	.747
Linear-by-Linear Association	.168	1	.682
N of Valid Cases	122		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.80.

## 4.7 Correlations Between Chinese Tourists' Travel Style and Travel Behaviours

### 4.7.1 Influence of Travel Style on Choices of Travel Destination

To examine the relationship between Chinese tourists' choice of travel destination and their travel style, a chi-square test was undertaken. As shown in Table 9, the majority of the Chinese tourists who travelled with a tour group (77.2%) visited New Zealand combined with other tourist destinations, while more Chinese FIT travellers (62.8%) visited New Zealand only. This difference was significant ( $\chi^2=17.463$ ,  $DF=1$ ,  $p=0.000$ ) because the P value was smaller than 0.05. Therefore, there was a statistically significant association between the respondents' choice of travel destination and their travel style.

**Table 9: Cross-tabulated Analysis of Travel Style by Tourist Destination****Crosstab**

			Is New Zealand the only tourist destination for you		Total
			Yes	No	
How did you travel in New Zealand	Organized through a travel agency	Count	18	61	79
		% within How did you travel in New Zealand	22.8%	77.2%	100.0%
	Self-organized	Count	27	16	43
		% within How did you travel in New Zealand	62.8%	37.2%	100.0%
Total		Count	45	77	122
		% within How did you travel in New Zealand	36.9%	63.1%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.143 <sup>a</sup>	1	.000
Continuity Correction <sup>b</sup>	17.463	1	.000
Likelihood Ratio	19.078	1	.000
Fisher's Exact Test			
Linear-by-Linear Association	18.986	1	.000
N of Valid Cases	122		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.86.

b. Computed only for a 2x2 table

**4.7.2 Influence of Travel Style on Travel Companions**

A chi-square test was applied to verify the association between respondents' travel style and people who they travelled with. As shown in Table 10, more organized tour travellers preferred to travel in New Zealand with their partners, family members and friends. In terms of FIT travellers, besides partners, family members and friends, they also preferred to travel alone. The difference between the tourists' travel style and their travel companions was significant ( $\chi^2=11.865$ ,  $DF=3$ ,  $p=0.008$ ) because the P value was smaller than 0.05. Therefore, there was a statistically significant association between the respondents' travel companions and their travel style.

**Table 10: Cross-tabulated Analysis of Travel Style by Travel Companions**

			Who are you travelling with				Total
			Alone	Partner /Family Members	Friends	Co-workers	
How did you travel in New Zealand	Organized through a travel agency	Count	4	40	34	1	79
		% within How did you travel in New Zealand	5.1%	50.6%	43.0%	1.3%	100.0%
	Self-organized	Count	11	20	12	0	43
		% within How did you travel in New Zealand	25.6%	46.5%	27.9%	0.0%	100.0%
	Total	Count	15	60	46	1	122
		% within How did you travel in New Zealand	12.3%	49.2%	37.7%	.8%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	11.865 <sup>a</sup>	3	.008
<b>Likelihood Ratio</b>	11.761	3	.008
<b>Linear-by-Linear Association</b>	8.759	1	.003
<b>N of Valid Cases</b>	122		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .35.

**4.7.3 Influence of Travel Style on Booking Methods**

As shown in Table 11, the majority of organised tour visitors (94.4%) were more likely to book their itineraries by travel agency. Conversely, most FIT tourists (95.3%) made their bookings online. The difference between the tourists' travel style and booking issues was significant ( $\chi^2=106.03$ , DF=3, p=0.000) because the P value was smaller than 0.05. Therefore, there was a statistically significant association between the booking methods respondents chose and their travel style.

**Table 11: Cross-tabulated Analysis of Travel Style by Booking Methods****Crosstab**

			How did you book the New Zealand tour				Total
			Travel Agency	Online Booking	Phone Booking	Other	
How did you travel in New Zealand	Organized through a travel agency	Count	75	4	0	0	79
		% within How did you travel in New Zealand	94.9%	5.1%	0.0%	0.0%	100.0%
	Self-organized	Count	0	41	1	1	43
		% within How did you travel in New Zealand	0.0%	95.3%	2.3%	2.3%	100.0%
	Total	Count	75	45	1	1	122
		% within How did you travel in New Zealand	61.5%	36.9%	.8%	.8%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	106.032 <sup>a</sup>	3	.000
Likelihood Ratio	131.349	3	.000
Linear-by-Linear Association	93.295	1	.000
N of Valid Cases	122		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .35

**4.7.4 Influence of Travel Style on Awareness of the Travel Law**

To examine the association between Chinese tourists' travel style and their awareness of the new travel law, a chi-square test was conducted. As shown in Table 12, more than half of organized tour travellers (57%) knew about the travel law, while 69.8% of the FIT travellers did not know the law. The difference was significant ( $\chi^2=6.941$ ,  $DF=1$ ,  $p=0.008$ ) because the P value was smaller than 0.05. Therefore, there was a statistically significant association between the respondents' awareness of the travel law and their travel style.

**Table 12: Cross-tabulated Analysis of Travel Style by Awareness of the Travel Law****Crosstab**

			Do you know the New Travel Law		Total
			Yes	No	
How did you travel in New Zealand	Organized through a travel agency	Count	45	34	79
		% within How did you travel in New Zealand	57.0%	43.0%	100.0%
	Self-organized	Count	13	30	43
		% within How did you travel in New Zealand	30.2%	69.8%	100.0%
Total		Count	58	64	122
		% within How did you travel in New Zealand	47.5%	52.5%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.977 <sup>a</sup>	1	.005
Continuity Correction <sup>b</sup>	6.941	1	.008
Likelihood Ratio	8.149	1	.004
Fisher's Exact Test			
Linear-by-Linear Association	7.911	1	.005
N of Valid Cases	122		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.44.

b. Computed only for a 2x2 table

**4.7.5 Influence of Travel Style on Travel Expenses**

In addition, a chi-square test was conducted to test the correlation between Chinese tourists' travel style and their average daily expenses in New Zealand. As shown in Table 13, more organised tour visitors (79.7%) spent an average of NZ\$0~NZ\$500 every day in New Zealand. In terms of FIT travellers, over 80% of them spent an average of NZ\$100~NZ\$1000 every day on tour. The difference was significant ( $\chi^2=14.358$ ,  $DF=3$ ,  $p=0.002$ ) because the P value was smaller than 0.05. Therefore, there was a statistically significant association between the respondents' travel expenses and their travel style.

**Table 13: Cross-tabulated Analysis of Travel Style by Travel Expenses**

			Crosstab				Total
			How much is the average daily cost for you in this New Zealand tour				
			Less than NZ\$100	Between NZ\$100 and NZ\$500	Between NZ\$600 and NZ\$1000	More than NZ\$1000	
How did you travel in New Zealand	Organized through a travel agency	Count	28	35	5	11	79
		% within How did you travel in New Zealand	35.4%	44.3%	6.3%	13.9%	100.0%
	Self-organized	Count	5	28	8	2	43
		% within How did you travel in New Zealand	11.6%	65.1%	18.6%	4.7%	100.0%
Total		Count	33	63	13	13	122
		% within How did you travel in New Zealand	27.0%	51.6%	10.7%	10.7%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	14.358 <sup>a</sup>	3	.002
<b>Likelihood Ratio</b>	15.231	3	.002
<b>Linear-by-Linear Association</b>	1.061	1	.303
<b>N of Valid Cases</b>	122		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 4.58.

**4.7.6 Influence of Travel Style on Travel Days**

Lastly, to examine the association between participant's travel style and days they stayed in New Zealand, a chi-square test was carried out as well. Table 14 indicated that 79.7% of the respondents who visited New Zealand with a tour group stayed in the country for one to four days, while 74.4% of the FIT visitors stayed for five or above five days in New Zealand. The difference was identified significant ( $\chi^2=46.825$ ,  $DF=3$ ,  $p=0.000$ ) because the P value was smaller than 0.05. Therefore, there was a statistically significant association between the respondents' travel days and their travel style.

**Table 14: Cross-tabulated Analysis of Travel Style by Travel Days**

Crosstab							
			How long did you stay in New Zealand				Total
			1 to 2 days	3 to 4 days	5 to 7 days	Other	
How did you travel in New Zealand	Organized through a travel agency	Count	17	46	14	2	79
		% within How did you travel in New Zealand	21.5%	58.2%	17.7%	2.5%	100.0%
	Self-organized	Count	5	6	11	21	43
		% within How did you travel in New Zealand	11.6%	14.0%	25.6%	48.8%	100.0%
Total		Count	22	52	25	23	122
		% within How did you travel in New Zealand	18.0%	42.6%	20.5%	18.9%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.825 <sup>a</sup>	3	.000
Likelihood Ratio	49.683	3	.000
Linear-by-Linear Association	34.391	1	.000
N of Valid Cases	122		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.75.

**4.8 Summary of Findings**

This chapter describes the general information of the respondents in terms of their gender, age, educational background, occupation and residence. Next, it indicates the respondents' travel behaviour by how they get information about New Zealand, their tourist destination, travel style, forced shopping activities, travel companions, booking methods, average daily expenses and the length of stay in New Zealand. The result showed that over half of the respondents did not know about the Travel Law. Among the 58 people who knew the law, only 18 respondents (31%) agreed the law did have an impact on their tour.



In regard to Chinese tourists' perception of their New Zealand tour, they found that language difficulties and price of commodities were the constraints to their travel experience. For tour activities, sightseeing, adventure and sports activities were the three main activities these Chinese tourists participated in while in New Zealand. Moreover, this chapter also describes the aspects which Chinese tourists most liked or disliked in their tour respectively. With reference to the evaluation of accommodation, dining and the tour experience, the respondents considered that their overall New Zealand tour was satisfactory. The majority (74.6%) of the respondents noted that they would like to come to New Zealand again in the future. This chapter reported the chi-square test results to assess the association between the awareness of the new travel law and respondents' gender, age and educational background. Consequently, it was found that the respondents' awareness of the new law was dependent on their age. Finally, it also identified that the respondents' travel style would affect their choice of travel destination, travel companions, booking methods, awareness of the travel law, travel expenses and travel days in New Zealand.

## **CHAPTER 5: DISCUSSION**

### **5.1 Introduction**

The main purpose of this study is to identify the impact of the new Travel Law on Chinese tourists' behaviour and how New Zealand can improve to be a single tourist destination for Chinese visitors. Firstly, this chapter summarizes the demographic characteristics of Chinese visitors to New Zealand. Secondly, it discusses Chinese tourists' travel behaviours in New Zealand, after the implementation of the Travel Law. Thirdly, it explores the impact of the travel law on Chinese tourists. Lastly, this chapter indicates the level of satisfaction with the New Zealand tour by Chinese travellers.

### **5.2 Chinese Tourists' Profile**

The result of this survey found that the number of female Chinese tourists was twice the number of male Chinese visitors to New Zealand. Similarly, research conducted by TNZ (2012a) reported that Chinese holiday visitors had a slight bias towards female tourists. Also, the research findings indicated that the number of the Chinese tourists from the younger age group (18-29) and the older age group (above 60) were the largest, and both occupied 26.2% of the respondents. However, the research carried out by TNZ (2011) noted that Chinese tourists tended to be middle-aged and older. Specifically, about 69% of the Chinese visitors to New Zealand were from the 30 to 60 age group in 2010. The difference between the two researches might be explained by the study of TNZ (2014a), which showed that the implementation of the new Law has caused a higher ratio of younger Chinese holiday tourists to visit New Zealand. Moreover, the present research indicated that the majority of the respondents (79.5%) had higher education qualifications, such as a Bachelor's degree or Postgraduate degree.

In addition, half of the respondents had a full-time job in China. It was also found by TNZ (2011) that the emergent Chinese visitors to New Zealand were those young people (above 25 years old) who were career focused and well-educated. In terms of residence, the majority of the respondents were from big cities like Beijing, Shanghai, Guangzhou, Jinan, Qingdao and Xi'an. Therefore, it is time for the New Zealand

tourism industry to pay more attention to younger Chinese tourists who come from big cities in China, have higher education qualifications and well-paid jobs, in the future.

### **5.3 Chinese Tourists' Behaviour in New Zealand**

#### *5.3.1 Sources of Information*

The findings of this research reveals that there are three main channels Chinese tourists obtain information about New Zealand, which includes friends or relatives, mass media and the Internet. In this research, over one-third of the respondents heard about New Zealand from their friends or relatives, which accounted for the largest proportion of the sample. This result is also supported by TNZ (2012b), which indicates that recommendations from friends and family members remain the most frequently used information source for Chinese visitors' planning holidays. Apart from word-of-mouth and television documentaries such as television tourism shows, advertisements of New Zealand are regarded as the factors which mostly influence Chinese tourists' choice of destination. Furthermore, TNZ (2012a) reports that the majority of Chinese holiday visitors prefer to consult a travel agent before their tour. This is because visa requirements and the travel process for Chinese outbound tourists are more complex than many other markets.

It was found that only 13.9% of the respondents obtained information about New Zealand through the Internet. This result was contradictory to other studies. In China, the Internet is playing a significant role in communicating with Chinese consumers. According to the Review of China's Outbound Travel Market (2013), the Internet is regarded as the most influential channel by 85% of Chinese consumers. In terms of Chinese travel consumers, they do a lot of homework online before they leave home. In addition, it also illustrates that 87% of Chinese tourists use online sources when they make plans for their holidays. Thus, the development of Chinese language content on New Zealand tourism business websites will be an important sales tool for those potential customers who wish to get more information about tour activities. Accordingly, Chinese tourists can have a deeper impression about New Zealand by using their own

language. Besides, it is also necessary for the tourism operators to register their Chinese web pages on the Chinese Search Engines such as Baidu, since these are used by the majority of the Chinese consumers. Videos are recommended to be uploaded to Chinese video site such as Youku.com, since YouTube videos are restricted by the Chinese government.

Moreover, 95% of Chinese consumers put more trust in a company that is engaged and active on Sina Weibo (Review of China's Outbound Travel Market, 2013). In China, the influence of Sina Weibo is equivalent to Facebook and Twitter. Specifically, Sina Weibo is one of the most popular social media platforms in China; it is regarded as a hybrid of Facebook and Twitter. Weibo is now becoming one of the fastest growing tools for business worldwide that wishes to access the Chinese market. Also, Weibo is a channel actively used by most Chinese tourists (Weibo introduction, n.d.). To reach the Chinese market, TNZ started to promote New Zealand through Sina Weibo since 2009 and has already launched some successful marketing campaigns to encourage Chinese tourists to travel more widely and participate in more tourism activities in New Zealand. Therefore, it is necessary for New Zealand companies to use social media marketing to reach more Chinese consumers in the future.

### *5.3.2 Booking*

According to the research findings, 61.5% of the respondents booked their New Zealand tour through travel agencies, while 36.9% made online bookings themselves. It was noted that only two of the respondents booked their tour by phone or through their relatives. Since travelling with a tour group is still the main travel style for Chinese tourists, therefore, most Chinese tourists book their tour through a travel agency. There are three main reasons which can explain why Chinese tourists prefer to travel with a tour group. First of all, the travel agent can arrange all the tour activities for the Chinese tourists and provide them with a safe travel environment. Secondly, the travel agency will take care of the complicated visa application process for Chinese tourists. Thirdly, tour groups can guide Chinese tourists in their own language and maximize the outcome

of the trip with tightly packed travel schedules. On the other hand, the number of online travel bookers in China is still comparatively small. Thus, the online booking method is expected to grow rapidly to generate more benefits from the Chinese market, since China has the world's largest online population (Review of China's Outbound Travel Market, 2013). Moreover, TNZ (2010) reported that Chinese tourists are used to making online bookings for flights and accommodation, while they prefer to book domestic transportation and activities in person. Overall, the face-to-face interactions with travel agents are still the most common way for Chinese tourists to book their tours. It is suggested that TNZ has to co-operate with Chinese travel agencies to promote more New Zealand tourism products to the Chinese market, and develop more channels for Chinese tourists to book their itineraries. Also, it is advised that the New Zealand tourism operators could develop a Chinese language booking engine on their website, or create a 'Help' screen in Chinese language to assist the Chinese tourists to book their tours online.

### *5.3.3 Tourist Destination*

The research findings illustrate that over half of the respondents (63.1%) visited New Zealand in combination with other countries, while New Zealand was a single tourist destination for only 36.9% of Chinese tourists. Similar results were also found by TNZ (2012a), which indicated that the majority of Chinese holiday arrivals (88%) visited another country on their trip, from year ended March 2011 to 2012. Among these Chinese tourists, 84% of them also visited both Australia and New Zealand in the same trip. Therefore, it can be concluded that New Zealand is still regarded as a dual tourist destination for most Chinese travellers.

Besides Australia, there are four other main competitors with New Zealand for Chinese outbound tourists: France, Switzerland, Canada and the United States (TNZ, 2011). Compared to those other tourist destinations, New Zealand is famous for its natural environment and spectacular landscape. However, for the Chinese market, the landscape and scenery of New Zealand has similar qualities to Australia. Therefore, it is important

for New Zealand to identify how to become a mono-tourist destination for Chinese tourists. It is suggested that New Zealand should maintain the pure environment destination image to the Chinese market by providing more information about what they can see and do within this natural environment.

#### *5.3.4 Travel Style*

Chinese holiday tourists are categorized into two groups: tour group travellers and FIT travellers. The characteristics of these two types of tourists are quite different. In regard to Chinese tourists who participate in guided tours, they do little research beforehand, are very dependent on the travel guides, travel by tour coaches and visit New Zealand as a dual tourist destination with Australia. By contrast, Chinese FIT travellers usually arrange their trips by themselves, preferring to travel by rental cars, and use i-Sites and brochures to plan their holidays (TNZ, 2011).

In this study, 64.8% of the respondents visited New Zealand by organised tour group, while the rest of the respondents (35.2%) travelled in New Zealand independently. Previous research by TNZ (2012a) demonstrated that ADS group tourists and FIT travellers accounted for 58% and 13% of the total Chinese travellers to New Zealand in 2012, respectively. Another research study conducted by TNZ (2014a) identified that 45% of the market were ADS tour group tourists, while 26% of the Chinese market were FIT travellers from October 2013 to February 2014. Based on the results of these studies, it can be found that the Chinese ADS group tourists still occupied the largest proportion of Chinese visitors to New Zealand. Also, it is noted that the Chinese market consisted of a higher ratio of FIT tourists in 2014 than it did in 2013.

According to TNZ (Three Year Marketing Strategy, 2014c), it aims to develop more independent Chinese travellers and mono-destination group travellers in 2014 to 2016. TNZ found that although the Chinese visitor arrival growth has been strong during these years, however, many of them are short stay and lower value visitors to New Zealand. Therefore, it is recommended that TNZ should make some new market strategies to

appeal to more high value Chinese visitors and encourage them to stay longer and spend more money in New Zealand.

#### *5.3.5 Length of Stay*

The result of this survey indicated that over half of the respondents stayed in New Zealand for only one to four days. The previous research found the average stay of Chinese holiday visitors in New Zealand was 6.1 days, while the average length of stay for tourists from other markets was 16.4 days in 2012 (TNZ, 2012a). This can be explained by the travel style of Chinese tourists, since most of them prefer to travel with an organised tour group. Generally, the length of stay for Chinese group tour travellers in New Zealand is from five to ten days. However, some tour agents only arrange one or two days for Chinese tourists to New Zealand for a combined tour with Australia. After the Travel Law was introduced, Chinese tourists' average length of stay in New Zealand has improved from 6.5 days during October to February 2013, to 8.4 days during October to February 2014. Also, it is noted that over half of the Chinese holiday tourists still stay for only one to five days in New Zealand (TNZ, 2014a). This result is similar to the survey conducted by this study. Therefore, it is necessary for the New Zealand tourism industry to identify how to extend the average stay for Chinese holiday tourists in the future.

### **5.4 Impact of the Travel Law on Chinese Tourists**

#### *5.4.1 Awareness and Knowledge of the New China Travel Law*

The result of the study revealed that over half of the respondents did not know about the new Law. Among the Chinese tourists who had knowledge of the new law, one-third expressed that they only knew a little about the travel law, while some of them said that they understood the new law regulated travel agencies and tour guides can no longer arrange organised shopping trips or unscheduled tour activities. This indicated that the majority of the Chinese tourists investigated in this research were not very familiar with the new tourism law so far. To examine the association between Chinese tourists' travel style and their awareness of the travel law, a chi-square test was conducted.

The findings indicated that Chinese group tour travellers had a higher level of awareness of the new travel law than the FIT travellers. Since the new regulation only applies to Chinese group tours but not to independent travellers (Moodie, 2013), therefore, this might explain why ADS group travellers pay more attention to the new law than FIT tourists. Additionally, to investigate the association between Chinese tourists' awareness of the new travel law and their demographic information such as gender, age and education, a chi-square test was carried out. As a result, the study found that the respondents' awareness of the new law was not dependent on their gender or educational background. However, Chinese tourists' awareness of the new travel law was dependent on their age. Specifically, Chinese visitors from the older age group had a relatively higher awareness of the travel law while respondents from the younger age group showed a lower awareness of the new law. According to TNZ (2014a), the shopping tour market usually consists of older group travellers. So it might explain the reason why more Chinese tourists from the older age group know the travel law than the younger tourists. Overall, it can be concluded that the awareness and knowledge of the new travel law of the Chinese tourists was still at an early stage. Consequently, it is suggested by the researcher, that more effort should be put into educating Chinese visitors about the new travel law. Also, it is necessary for package tour travellers to know more about the new Law to protect their rights during their tour.

#### *5.4.2 Impacts of the New Travel Law*

The findings of this research illustrate that the majority of Chinese visitors expressed the view of the travel law barely impact on their tour in New Zealand. However, other research appeared not to support this result. Siebert (2014) indicated that the new travel law had an immediate negative effect for the New Zealand tourism industry. Specifically, the number of Chinese visitors dropped 10.6% in December 2013 due to the increased price for package tours in New Zealand. Although the visitor numbers of ADS group tours decreased after the new law took effect, TNZ (2014a) reported that the Chinese market consisted of a higher ratio of FIT holiday tourists in 2014 than 2013. Additionally, the aim of the new travel law is to improve the quality of tours to Chinese visitors. This is also supported by TNZ, which believed that higher quality of tours and



experiences would bring more benefits to the host countries in the long-term (Siebert, 2014). Therefore, it is still too early to make a conclusion about the impact of the new law on Chinese tourists since its implementation has stayed in the adjustment phase. However, it can be predicted that the new travel law would be positive for Chinese travellers for medium and long-term prospects, since the tourists would not be ripped-off on their travels anymore.

### **5.5 Chinese Tourists' Level of Satisfaction with their New Zealand Tour**

The results of this study showed that the respondents considered that their overall New Zealand tour was satisfactory, and the majority of Chinese tourists would like to return to New Zealand for a repeat visit. Similar research conducted by TNZ (2012b) stated that visitors from China rated their holidays 8.8 out of 10 on average in 2011. Moreover, 91% of the Chinese holiday tourists were very, or quite likely, to recommend New Zealand to their friends and relatives. This part will discuss Chinese tourists' level of satisfaction with their accommodation, dining and tour experiences in New Zealand.

#### *5.5.1 Chinese Tourists' Level of Satisfaction with their Accommodation in New Zealand*

In terms of their accommodation, Chinese tourists had a relatively high level of satisfaction with the "cleanliness" and "overall quality of the accommodation". In this research, about four-fifths of the respondents stayed in a hotel or bed and breakfast accommodation when they were in New Zealand. This is because Qualmark 3 hotels or above, are the minimum criterion of accommodation for ADS groups in New Zealand (Long, 2012). Qualmark is New Zealand tourism's official mark of quality and the world's first integrated quality assurance system. Accommodations licensed to carry the Qualmark seal means that those businesses have been independently assessed against a set of national quality standards. Qualmark regulates that the essential requirements of cleanliness, safety, security, comfort and quality of service should be assured by the accommodation providers (Qualmark, n.d.). Thus, Chinese tourists are satisfied with the overall quality of accommodation in New Zealand. By contrast, the Chinese tourists in this research rated "value for money" of the accommodation the lowest. Likewise, the feedback about accommodation of Chinese visitors by TNZ (2012b) also illustrated that

some Chinese tourists were dissatisfied with the accommodation in New Zealand since they thought it was too expensive. In Sun's study (2013), it found the main reasons Chinese tourists were not satisfied with the accommodation included the small size of rooms, a lack of kitchen facilities and extra payment being charged for Internet use. Another study found that Chinese visitors were typically sensitive to price, and most of them chose travel products based on the consideration of "value for money" (Chow, Lau, Lo, Sha & Yun, 2007). First of all, according to the International Visitor Survey carried out by MBIE (2013), over 90% of Chinese holiday visitors stayed solely in hotels. In general, the room rate for hotels is more expensive than other accommodation, such as motels, backpacker's hostels, privately owned dwellings and holiday parks in New Zealand. However, these kinds of economical accommodation were not very popular among the Chinese tourists. Especially for the ADS group travellers, they can only accept the accommodation tour agencies arranged for them. Secondly, Chinese visitors are more likely to travel overseas during the Spring Festivals (January or February). These periods are also the peak season for New Zealand tourism. Consequently, the price of accommodation is the most expensive in the whole year.

Based on these two reasons, which leads to the high expense of accommodation to Chinese visitors, the researcher suggests that travel agencies could provide more choices for different types of accommodation for Chinese tourists. For tourists who prefer to have a high standard of accommodation, travel agencies may recommend they stay in luxury hotels, resorts or lodges. For tourists who prefer more economical accommodation, tour operators may recommend they stay in motels and privately owned dwellings, or travel in a low season to get a better price. On the other hand, it is recommended that TNZ could promote various types of accommodation for Chinese tourists on its official website with images and pricing.

#### *5.5.2 Chinese Tourists' Level of Satisfaction with their Dining Experience in New Zealand*

In terms of their dining experience, "cleanliness" and "customer service" were the two aspects Chinese tourists were most satisfied with, while the evaluation score of "quality

for food and beverages" and "value for money" were relatively lower. However, research conducted by TNZ (2012b) reported a high score for "quality of services" (8.2 out of 10) and the "quality of food and beverages" (8.1 out of 10) by Chinese tourists. "Price of food and beverages" obtained the lowest score by Chinese visitors, which was 7.1 out of 10. In addition, limited options for food and beverages, expensive prices for food, and the early closing time of restaurants and bars, were the main negative comments by the Chinese tourists in New Zealand (TNZ, 2012b).

It is noted that a western style continental breakfast is available in most hotels for ADS travel groups. However, Chinese tourists do not like cold food and drink for breakfast. Instead they prefer to have cooked food and hot drinks, such as steamed buns, scallion pancakes, crullers, congee, tea and soymilk. In addition, Chinese tour operators often arrange lunch and dinner in Chinese restaurants for package tour visitors. However, most Chinese tourists were less interested in having Chinese food in New Zealand and the poor quality of Chinese food and repetitive menus were two main issues that group tour tourists complained about (Long, 2012). In this research, over half of the respondents were group tour travellers, therefore it was not surprising they were not satisfied with the quality of food and beverage in New Zealand. Thus, it is necessary for New Zealand tourism operators to understand and cater for the Chinese visitor's demand.

#### *5.5.3 Chinese Tourists' Level of Satisfaction with their Tour Experience in New Zealand*

In reference to the tour experience, Chinese tourists rated the highest score for "sightseeing" in New Zealand. The research findings showed that the majority of Chinese tourists to New Zealand prefer sightseeing activities, such as taking the Skyline Gondola, visiting the Hobbit movie set, joining in a farm tour, visiting the Maori village, the wildlife park, the hot pools, the geothermal attractions and the glow worms at Waitomo caves. Sightseeing becomes the main tour activity for Chinese visitors when they stay in New Zealand. TNZ (2012b) identified that visitors from China were most satisfied with the New Zealand environment. This result was also supported by Sun

(2013), whose research stated that Chinese tourists believed New Zealand was the last pure land of the world, which was famous for its natural scenery, clean and pure environment. Therefore, the main purpose Chinese tourists came to New Zealand was to enjoy the natural and unpolluted environment. Based on the research findings and previous study, it is suggested that New Zealand should retain its promotion of tourism, based on the unique natural scenery and beautiful landscape.

On the other hand, "adventure activities" and "shopping experience" reported lower scores by Chinese tourists in the study. Although New Zealand is regarded as a paradise for outdoor adventure activities in the world, participation in adventure activities by Chinese visitors remains very niche (TNZ, 2012b). Compared to tourists from other countries, Chinese travellers tend to participate in safer activities (Wong & Lau, 2001). In the Chinese culture, people are not encouraged to take unnecessary physical risks (Guidotti, 2005). Other research found that young people were more interested in adventure activities, while tourists from older age groups expressed more interest in leisure activities (Sun, 2013).

Furthermore, the "shopping experience" was another issue Chinese tourists rated a lower score in the survey. By contrast, Mohsin (2007) found that Chinese tourists showed a high tendency for enjoying shopping activities in New Zealand. This can be explained by the "gift giving" culture in China, which is important for Chinese people to maintain good relationships with friends and relatives (Mok & Defranco, 2000). Chinese tourists like to spend money on buying gifts when travelling abroad. Previous studies found that Chinese travellers usually preferred to buy wool products, honey, milk powder, wine and some featured souvenirs in New Zealand (Sun, 2013). However, the respondents of this research complained that the opening hours for local shops was too short for them, and they had some communication problems when they wanted to go shopping here because they cannot speak English. Therefore, it is suggested that some shops could extend their opening hours, employ some Chinese-speaking staff or put Chinese signage on the products they sell, to meet the demand of the Chinese tourists.

## 5.6 Summary

This chapter reviewed the results of the study and interprets the results by comparing them with the previous studies. First of all, it describes the general demographic information of the respondents. Based on the literature, the study found that the majority of Chinese visitors to New Zealand were those aged between 30 to 60 years old, well-educated, having high income jobs and coming from the larger cities in China.

Secondly, this chapter discusses Chinese tourists' behaviour in terms of travel information, booking methods, tourist destination, travel style and length of stay in New Zealand. Specifically, it can be concluded that most Chinese visitors obtain information about New Zealand from three main channels: friends or relatives, mass media and the Internet. To reach more consumers in the Chinese market, it is necessary for New Zealand tourist businesses to put more emphasis on promoting their products and services in Chinese on the Internet. In regard to booking methods, the majority of Chinese tourists booked their tour by travel agency and visited New Zealand with a tour group. Only Chinese FIT visitors preferred to book their flights and accommodation online before they left China. Moreover, it was found that New Zealand was still regarded as a dual tourist destination for most Chinese tourists. Chinese group tourists still dominate the market, however TNZ has endeavoured to develop more Chinese FIT travellers and single destination group tourists since the implementation of the new travel law. In addition, the average stay of Chinese holiday visitors to New Zealand is much shorter than tourists from other markets. Thus, it is important for the New Zealand tourism industry to consider how to extend the Chinese tourists' stay in this country and facilitate them to spend more money here.

Thirdly, this chapter also explores the impact of the Travel Law on Chinese tourists. Despite the new law having already been in effect for eight months, the majority of the respondents expressed that they did not know the travel law at all. By carrying out a chi-square test, it was found that the Chinese group tour travellers had a higher level of awareness of the travel law than the FIT travellers. Moreover, the respondents'

awareness of the new law was dependent on the tourists' age. Chinese tourists from the older age group were found to have a higher awareness of the new law than those from the younger age group. Furthermore, the research suggests most of the Chinese tourists felt that the travel law did not have any impact on their tour in New Zealand.

Finally, this chapter outlines the Chinese tourists' level of satisfaction with their New Zealand tour. It was found that the Chinese visitors were satisfied with their overall experience in New Zealand. Most of them were willing to come to New Zealand again and recommend it to their friends and relatives. This part also identifies the Chinese tourists' level of satisfaction with their accommodation, dining and tour experience in New Zealand. Overall, the respondents were satisfied with the quality of the accommodation in New Zealand, but thought the price was too expensive. In regard to the dining experience, the respondents were satisfied with the cleanliness and customer service in restaurants in New Zealand, but they stated that the quality of food and beverage, and value for money of the tour could be improved in the future. For tour experiences, Chinese tourists gave the highest ranking to sightseeing, and lowest ranking to adventure activities and the shopping experience in New Zealand.

## **CHAPTER 6: CONCLUSION**

### **6.1 Research Summary**

The Chinese outbound tourism market is developing rapidly after the implementation of the ADS policy in 1995. Currently, Chinese tourists have more destination choices for outbound travel since over 140 countries have been granted ADS status by the Chinese government. Compared to tourists from other countries, Chinese tourists' travel behaviour is quite different due to their unique cultural background. After the new Law took effect on 1 October 2013, the law has already generated some impact on the Chinese market. To compete with other tourist destinations, it is significant for the New Zealand tourism industry to have a better understanding of Chinese tourists' behaviour after the implementation of the new travel law.

In terms of this research, it aimed to discover the impact of the new tourism law on Chinese tourists' travel behaviour in New Zealand and explore how the country could improve to be a single tourist destination for the Chinese market. To achieve the research objectives, this study used the quantitative method and distributed questionnaires to Chinese tourists in the city centre of Auckland from April to May of 2014. After that, the researcher analysed the data collected from the questionnaires by using Microsoft Excel and SPSS software.

The main objective of this study was to identify the Chinese tourists' demographic characteristics, travel behaviour, the impact of the travel law on their tour, and the tourists' level of satisfaction with their New Zealand tour, in terms of the accommodation, dining and their tour experience. Specifically, the study found that the majority of Chinese visitors to New Zealand were those aged between 30 to 60 years old, well-educated, having high income jobs and coming from large urban cities in China. With regard to their travel behaviour, most Chinese tourists know about New Zealand from their friends or relatives, mass media or the Internet. Moreover, Chinese tourists prefer to book their tours through travel agencies, visit New Zealand with a tour group as a dual tourist destination and stay for only a short period. In terms of the

impact of the new travel law, it was found that most Chinese tourists did not know the new law and felt it barely impacted on their New Zealand tour experience. Regarding the level of satisfaction with their accommodation, dining and tour experiences in New Zealand, the Chinese tourists investigated in this research expressed that they were quite satisfied with their experience of this country. The majority of the respondents stated that they would like to come back in the future.

Overall, this study has achieved the research objectives based on its findings. The review of the previous studies presented the existing knowledge of the Chinese tourists' behaviour in New Zealand before the travel law took effect. The research findings identified the change of the Chinese visitors' behaviour and their level of satisfaction with the New Zealand tour. It also identified that the new Travel Law was not known by most Chinese tourists and the short-term impact of the law is not very obvious. Additionally, the research found that organised tour groups were still the most common form of Chinese tourists to New Zealand. However, the number of FIT travellers was increasing rapidly due to the higher tour price after the new Law took effect. For most Chinese holiday visitors investigated in this research, New Zealand was still considered a dual tourist destination combined with Australia. To become a mono-tourist destination for the Chinese market, New Zealand still has a long way to go. Additionally, this study provided some recommendations to the New Zealand tourism industry to attract more Chinese tourists to the country in the future.

## **6.2 Limitations and Recommendations for Future Research**

This research used the questionnaire survey method to analyse the impact of the Travel Law on Chinese tourists' behaviour in New Zealand. There are three main limitations in this research that should be noted. The first limitation is the on-site questionnaire survey method adopted in this study. Specifically, this research method is limited to capturing a large sample size from a widespread location in a short period of time. Due to limited time and budget constraints, the researcher only distributed questionnaires to the Chinese tourists in the city centre of Auckland from April to May 2014. Therefore, the



research findings cannot represent the opinions of Chinese tourists more broadly. It is recommended that future research could be conducted in the other tourist centres in New Zealand and to extend the time frame for data collection.

Another limitation is the use of the quantitative research method for the study. Although questionnaires have the advantage of low cost, the data analysis was not sophisticated due to the limited response rate. Furthermore, some respondents gave superficial answers or did not answer some of the open-ended questions. Therefore, there is no opportunity for the researcher to ask questions or clear up those ambiguous answers for the study. By contrast, face-to-face interviews would encourage the respondents to ask questions and express their opinions further. Thus, it is recommended that future research might apply qualitative research method to capture a deeper understanding of Chinese tourists' behaviour in New Zealand.

Lastly, this research mainly studies the effect of the new travel law on Chinese tourists' behaviour in New Zealand. Future studies are recommended to explore the impact of the Travel Law on tourism business operators in the country. This would enable the New Zealand tourism operators to initiate strategies to meet the demand of Chinese consumers. Moreover, it is also necessary to conduct comparative studies in relation to the growing Chinese market in different destinations after the new Chinese tourism law took effect, since the law would have a long-term impact for the tourism industry worldwide.

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## Questionnaire:

*This questionnaire intends to investigate the impact of the new travel law on Chinese tourists' behaviour in New Zealand. All information you provide for this questionnaire will be kept confidentially and used only for research purposes. By completing this questionnaire, you are indicating your consent to participate in this research.*

1. What is your gender?

☐ Male ☐ Female

2. What is your age?

☐ 18 to 29 ☐ 30 to 39 ☐ 40 to 49 ☐ 50 to 59 ☐ 60 and above

3. What is your educational background?

☐ Primary ☐ Secondary ☐ High school ☐ Diploma ☐ Master or PhD

☐ Other, please specify: \_\_\_\_\_

4. What is your employment status?

☐ Employed ☐ Self-employed ☐ Unemployed ☐ Retired ☐ Student

☐ Other, please specify: \_\_\_\_\_

5. Where do you currently live (city)?

Please specify: \_\_\_\_\_

6. Where did you hear about New Zealand?

☐ Internet ☐ Friends or relatives ☐ Mass media ☐ Travel guides

☐ Travel agency ☐ Fairs or exhibitions ☐ It was part of the travel package

☐ Other, please specify: \_\_\_\_\_

7. Is New Zealand the only tourist destination for you?

☐ Yes ☐ No

8. How did you travel in New Zealand?

☐ Organised (through a travel agency)-----Please continue with question 9

☐ Self-organised-----Please continue with question 10

9. Have you been forced to participate in any unscheduled shopping or activities?

☐ Yes ☐ No

10. Who are you travelling with\_\_\_\_\_?

- ☐ Alone ☐ Partner/Family members ☐ Friends ☐ Co-workers  
☐ Other, please specify:\_\_\_\_\_

11. How did you book your New Zealand tour?

- ☐ Travel agency ☐ Online booking ☐ Phone booking  
☐ Other, please specify:\_\_\_\_\_

12. Do you know about the new China Travel Law?

- ☐ Yes----If yes, please continue with question 13  
☐ No----If no, please continue with question 15

13. What is your knowledge of the new China Travel Law?

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14. Do you think the new China Travel Law has any impact on your tour in New Zealand? If yes, why?

- ☐ Yes  
☐ No

Please specify the reason:\_\_\_\_\_

15. How much is the average daily cost for you in this New Zealand tour?

- ☐ Less than NZ\$100 ☐ Between NZ\$100 and NZ\$500 ☐ Between NZ\$500 and NZ\$1000 ☐ More than NZ\$1000

16. How long did you stay in New Zealand?

- ☐ 1 to 2 days ☐ 3 to 4 days ☐ 5 to 7 days ☐ Other, please specify:\_\_\_\_\_

17. Have you travelled abroad before this tour?

- ☐ Yes-----If yes, please continue with question 18  
☐ No-----If no, please continue with question 19

18. Compared with other international destinations, what do you think New Zealand should improve? (You can choose more than one option here)

- ☐ Quality of services ☐ Accommodation ☐ Transport ☐ Food ☐ Shopping ☐ Language difficulties ☐ Price  
☐ Other, please specify:\_\_\_\_\_

19. Where did you stay while travelling in New Zealand? (You can choose more than one option here)

- ☐ Hotel ☐ Motel ☐ B&B ☐ Other, please specify:\_\_\_\_\_

20. What did you do during your visit in New Zealand?

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21. What did you like the most about your stay in New Zealand?

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22. What did you dislike the most about your stay in New Zealand?

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23. The evaluation of your satisfaction of the New Zealand tour

Please rate each statement using the following scale

1= Very Poor, 2= Poor, 3= Average, 4= Good, 5= Very Good

<b>1. Please evaluate the quality of your accommodation in New Zealand</b>					
Overall quality of the accommodation	1	2	3	4	5
Value for money	1	2	3	4	5
Behaviour and professionalism of the staff and owners	1	2	3	4	5
Cleanliness of the accommodation	1	2	3	4	5
Facilities/equipment of the accommodation	1	2	3	4	5

<b>2. Please evaluate the quality of restaurants, cafes and bars of New Zealand</b>					
Overall quality of restaurants, cafes and bars you visited	1	2	3	4	5
Quality of food and beverages in the restaurants, cafes and bars you visited	1	2	3	4	5
Customer service in restaurants, cafes and bars you visited	1	2	3	4	5
Value for money of restaurants, cafes and bars you visited	1	2	3	4	5
Behaviour and professionalism of the staff and owners	1	2	3	4	5
Cleanliness in general	1	2	3	4	5

<b>3. Please evaluate your tour in New Zealand</b>					
Adventure activities	1	2	3	4	5
Cultural experience	1	2	3	4	5
Sightseeing	1	2	3	4	5
Sports	1	2	3	4	5
People	1	2	3	4	5
Shopping experience	1	2	3	4	5
Tourist information	1	2	3	4	5
Transportation	1	2	3	4	5
Value for money	1	2	3	4	5

24. Will you come back to visit New Zealand again? Why?

☐ Yes ☐ No

Please specify the reason: \_\_\_\_\_

***Thank you very much for your time and answers!***

## 问卷调查:

这份问卷调查旨在研究新旅游法颁布后，对中国游客在新西兰旅游行为的影响。所有您为此项研究提供的信息将被保密，并仅用于本研究。完成这份问卷表示您同意参与此次调查。

1. 您的性别?

☐ 男性 ☐ 女性

2. 您的年龄?

☐ 18 至 29 岁 ☐ 30 至 39 岁 ☐ 40 至 49 岁 ☐ 50 至 59 岁 ☐ 60 岁以上

3. 您的教育程度?

☐ 小学 ☐ 初中 ☐ 高中 ☐ 大学 ☐ 硕士或博士

☐ 其他, 请注明\_\_\_\_\_

4. 您的受雇佣情况?

☐ 职员 ☐ 自由职业 ☐ 失业 ☐ 退休 ☐ 学生

☐ 其他, 请注明\_\_\_\_\_

5. 您现在居住在哪个城市?

请注明\_\_\_\_\_

6. 您从哪里听说新西兰?

☐ 网络 ☐ 朋友和家人 ☐ 大众媒体 ☐ 旅游指南

☐ 旅行社 ☐ 展会 ☐ 新西兰是打包旅游行程中的一部分

☐ 其他, 请注明\_\_\_\_\_

7. 新西兰是您此次行程的唯一旅游目的地吗?

☐ 是 ☐ 否

8. 您如何在新西兰旅游?

☐ 跟团旅游-----请回答问题 9

☐ 自由行-----请回答问题 10

9. 您有被强行要求参加任何未在旅游行程上注明的购物和活动吗?

☐ 是 ☐ 否

10. 此次旅行您同谁一起来?

☐ 自己 ☐ 伴侣/家人 ☐ 朋友 ☐ 同事

☐ 其他, 请注明\_\_\_\_\_

11. 您是如何预订此次新西兰之旅的?

- ☐ 旅行社 ☐ 网上预订 ☐ 电话预订  
☐ 其他, 请注明\_\_\_\_\_

12. 您知道中国旅游法吗?

- ☐ 是-----如果是, 请回答问题 13  
☐ 否-----如果否, 请回答问题 15

13. 您对中国旅游法有何了解?

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14. 您认为新旅游法对您的新西兰之旅有任何影响吗? 为什么

- ☐ 是  
☐ 否

请说明原因\_\_\_\_\_

15. 您在此次新西兰之旅平均每天的花费是多少?

- ☐ 少于 100 纽币 ☐ 100 至 500 纽币 ☐ 500 至 1000 纽币  
☐ 多于 1000 纽币

16. 您在新西兰呆了几天?

- ☐ 1 至 2 天 ☐ 3 至 4 天 ☐ 5 至 7 天  
☐ 其他, 请注明\_\_\_\_\_

17. 您在此次出游前, 出国旅行过吗?

- ☐ 是-----如果是, 请回答问题 18  
☐ 否-----如果不是, 请回答问题 19

18. 与其他国际旅游目的地相比, 您认为新西兰有哪些方面需要提高? (您可以多项选择)

- ☐ 服务质量 ☐ 住宿 ☐ 交通 ☐ 食物 ☐ 购物 ☐ 语言交流 ☐ 物价  
☐ 其他, 请注明\_\_\_\_\_

19. 您在新西兰旅游时住在哪里? (您可以多项选择)

- ☐ 酒店 ☐ 汽车旅馆 ☐ 住宿加早餐酒店  
☐ 其他, 请注明\_\_\_\_\_

20. 您在新西兰旅游时, 参加过些什么活动?

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21. 您在新西兰旅游时最喜欢的是什么?

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22. 您在新西兰旅游时最不喜欢什么？

23. 评价您对此次新西兰之旅的满意度。请用以下的评分标准，评量您的满意度

1= 非常差, 2= 差, 3= 中等, 4= 好, 5= 非常好

1. 请评价您在新西兰的住宿					
住宿总体评价	1	2	3	4	5
住宿价格	1	2	3	4	5
雇员的服务和专业	1	2	3	4	5
住宿地的卫生状况	1	2	3	4	5
住宿地的设施	1	2	3	4	5

2. 请评价您在新西兰用餐的餐厅，咖啡店或酒吧					
餐厅，咖啡店或酒吧的总体评价	1	2	3	4	5
餐厅，咖啡店或酒吧的食物质量	1	2	3	4	5
餐厅，咖啡店或酒吧的服务	1	2	3	4	5
餐厅，咖啡店或酒吧的价格	1	2	3	4	5
雇员的服务和专业	1	2	3	4	5
卫生状况	1	2	3	4	5

3. 请评价您的新西兰之旅					
极限运动	1	2	3	4	5
文化体验	1	2	3	4	5
观光自然风景	1	2	3	4	5
运动	1	2	3	4	5
当地人民	1	2	3	4	5
购物	1	2	3	4	5
旅游信息	1	2	3	4	5
交通	1	2	3	4	5
物有所值	1	2	3	4	5

24. 您还会再回新西兰旅游吗？

☐ 是 ☐ 否

请注明理由\_\_\_\_\_

**非常感谢您的参与!!!**

## APPENDIX C: PARTICIPANT INFORMATION SHEET (ENGLISH)

### Participant Information Sheet

#### Date Information Sheet Produced:

24 March 2014



#### Project Title

Is New Zealand Ready to Become a Mono-Tourist Destination for Chinese Tourists?  
The Impact of the New Travel Law on Chinese Tourists' Behaviour in New Zealand.

#### An Invitation

My name is Wenting Li, I am a Master's Degree student in Hospitality Management at Auckland University of Technology. I am doing a Master's Degree dissertation on the impact of the new China Travel Law on Chinese tourists' behaviour in New Zealand. I would like to invite you to participate in my research by completing a questionnaire. Your participation will contribute to the development of the New Zealand tourism industry and help me to obtain my Master's Degree at AUT. You may withdraw at any time during this survey and your participation is entirely voluntary.

#### What is the purpose of this research?

The purpose of this research is to obtain a better understanding of Chinese tourists' behaviour after the new China Travel Law was launched and identify how New Zealand can be improved to be a mono-tourist destination for Chinese tourists.

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

You are invited to participate in this research as a Chinese tourist who is 18 years old or above 18 years old and travelling in New Zealand after 1 October 2013.

#### What will happen in this research?

Questionnaires are going to be distributed by the researcher in the city centre of Auckland. It will take you about 10 to 15 minutes to complete the questionnaire. All the questionnaires are anonymous and will be collected by the researcher.

#### What are the discomforts and risks?

There will be no discomforts or risks in this research.

#### How will these discomforts and risks be alleviated?

You can withdraw from the survey at any time before you finish the questionnaire. Also, you are able to choose the questions you would like to answer. All the information gathered in this survey is confidential.



**What are the benefits?**

This research can help participants to have a better knowledge about the new China Travel Law. It is expected that the research results can provide some marketing strategies to the New Zealand tourism industry and identify how they could improve to be a single tourist destination for Chinese visitors. In addition, this study can also help the researcher to obtain her Master's Degree of Hospitality Management.

**How will my privacy be protected?**

By completing the questionnaire, you are giving consent for the information you provide to be used only in my Master's dissertation. All information collected will be anonymous. Data collected from the questionnaires will be kept in a safe place by the researcher, and will be destroyed six years after the completion of the project. If you withdraw from this research, all relevant information will be destroyed.

**What are the costs of participating in this research?**

This research will take about 10 to 15 minutes of your valuable time.

**What opportunity do I have to consider this invitation?**

You can consider whether to participate in this survey or withdraw from it at any time.

**How do I agree to participate in this research?**

By answering the questionnaire, you have shown your agreement to participate in this research.

**Will I receive feedback on the results of this research?**

If you are interested in the research results, you can access the summary of the research findings through [http://blog.sina.com.cn/s/blog\\_6701dfef0101js3u.html](http://blog.sina.com.cn/s/blog_6701dfef0101js3u.html).

**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. Claire Liu.

Email: [claire.liu@aut.ac.nz](mailto:claire.liu@aut.ac.nz)

Tel: +64 9 921 9999 ext. 6431.

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTEK, Kate O'Connor.

Email: [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz)

Tel: +64 9 921 9999 ext. 6038.

**Whom do I contact for further information about this research?**

**Researcher Contact Details:**

Wenting Li, Master of International Hospitality Management student,  
School of Hospitality and Tourism,  
Auckland University of Technology,  
55 Wellesley Street East 1010,  
Auckland,  
New Zealand.  
Email: liwenting826@msn.com

**Project Supervisor Contact Details:**

Dr. Claire Liu, Senior lecturer in Tourism Management,  
School of Hospitality and Tourism,  
Auckland University of Technology,  
55 Wellesley Street East 1010,  
Auckland,  
New Zealand.  
Email: Claire.liu@aut.ac.nz

**Approved by the Auckland University of Technology Ethics Committee on  
25/03/2014, AUTEK Reference number 14/38.**

## APPENDIX D: PARTICIPANT INFORMATION SHEET (CHINESE)

### 调研通知

信息页填写日期:

2014 年 3 月 24 日



### 研究课题:

新西兰是否为成为中国游客唯一旅游目的地做好准备?  
关于新旅游法对中国游客在新西兰旅游行为的影响分析

### 邀请函

您好, 我叫李雯婷, 是奥克兰理工大学酒店管理专业的硕士研究生。目前我正在写一篇关于新旅游法对中国游客在新西兰旅游行为影响的毕业论文。我希望邀请您参与这次调研, 并填写这份市场问卷调查。您的参与将有助于新西兰旅游业的发展, 同时也将帮助我获得奥克兰理工大学的硕士学位。您的参与完全是出于自愿的。您可以在此次调查结束前, 撤销和取回任何您提供给此次调查的信息。

### 研究目的

本论文旨在更深入地研究在中国旅游法颁布后, 其对中国游客在新西兰旅游行为的影响, 同时探讨如何使新西兰成为中国游客的唯一旅游目的地。

### 邀请参与此次调查研究的原因及对象

在 2013 年 10 月 1 日以后来新西兰旅游, 并且年满 18 周岁或 18 周岁以上的中国游客, 将被邀请参与此次调查。

### 此次调查研究将怎样进行?

此次调查研究将在奥克兰市中心进行。调查问卷将由调查员分发到您的手中, 完成此问卷调查需要 10 至 15 分钟。所有的问卷调查都是不记名的, 并由调查员直接收回您完成的问卷。

### 此次调查会对被调查者出现不适合的风险吗?

此次调查将不会对被调查者造成任何不适合的风险。

### 怎样减轻这些不适合风险?

您可以在此次调查结束前, 撤销和取回任何您提供的信息。您也可以选择回答您愿意回答的问题, 所有您提供的信息都不会被公开。

### 此次调查研究的益处

本研究可以帮助中国游客更好地了解这部新颁发的中国旅游法。研究结果有望为新西兰旅游业的发展提供一些市场战略, 并且探索如何使新西兰成为中国游客的唯一旅游目的地。此外, 这项研究也能帮助本人获得奥克兰理工大学的硕士学位。

### 被访者的隐私将如何受到保护?

此调查问卷中, 您所提供的资料将仅用于我的硕士论文。所有资料将以匿名形式收集。所有收到的问卷资料将在保密原则下, 保存在一个安全的地方, 待此研究项目完成的六年后再销毁。如果您在问卷调查中退出, 所有相关信息页将会被销毁。

**参与此项调查是否有花费**

参与此项调查无任何花费，只需您提供宝贵的 10 至 15 分钟时间来完成一份问卷。

**如何对待此项调查邀请？**

您可以选择是否参加此次问卷调查，并且在提交问卷前终止这次调查。

**如何参与此项调查研究？**

如果您同意参与这个问卷调查，只需填写完成问卷并交回给我。

**是否会收到此项调查研究的结果？**

如果您对此项研究结果感兴趣，您可以通过登录：

[http://blog.sina.com.cn/s/blog\\_6701dfef0101js3u.htm](http://blog.sina.com.cn/s/blog_6701dfef0101js3u.htm) 查看研究结果报告。

**如果对此项调查有疑问，该怎么做？**

如果您对此项调查研究的性质有疑问，请联系研究项目导师，克莱尔博士。

邮箱：claire.liu@aut.ac.nz，电话：+64 9 921 9999 分机 6431。

如果您对此项研究的操作有疑问，请联系奥克兰理工大学伦理道德委员会执行秘书，凯特·奥康纳。邮箱：ethics@aut.ac.nz，电话：+64 9 921 9999 分机 6038。

**关于此项调查的其他联系人****调查员信息：**

李雯婷，

奥克兰理工大学，酒店和旅游管理学院，酒店管理硕士研究生，新西兰奥克兰韦尔兹利东大街 55 号。邮箱：liwenting826@msn.com

**导师联系信息：**

克莱尔博士，

奥克兰理工大学，酒店和旅游管理学院，旅游管理高级讲师，新西兰奥克兰韦尔兹利东大街 55 号。邮箱：claire.liu@aut.ac.nz

奥克兰理工大学伦理道德委员会审核批准日期：2014 年 3 月 25 日

AUTEC 参考号：14/38