



LUND UNIVERSITY  
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**Master program in International Economics  
with a focus on China**

## **Domestic Travel Behaviour in China**

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*Abstract:* China's tourism industry has only developed after its opening-up in 1978. However, the inbound and outbound tourism is more often researched than the domestic tourism industry. Therefore, this research provides an analysis of the domestic travel behaviour of the Chinese between the ages of 20-35. Furthermore, the analysis is based on a survey, which was conducted amongst that age group. The aim and purpose of the research is to find out whether the trends that were identified around the millennium have changed or are consistent with the present travel behaviour of young Chinese.

*Key words:* domestic tourism, China, travel behaviour

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## Table of Contents

1 Introduction .....	3
2 General information on the tourism industry .....	5
2.1 Tourism in the economy .....	5
2.2 Domestic tourism.....	7
3 Previous research on China's tourism industry .....	8
3.1 China's tourism industry in history .....	8
3.2 China's tourism industry since 1978- today.....	9
3.4 Official statistics .....	10
3.5 Tourism trends in China .....	12
4 Methodology .....	14
5 Survey results .....	19
5.1 Past and parents' travel experience .....	20
5.2 Present travel behaviour .....	25
5.3 Urban and rural differences in present travel behaviour .....	31
5.4 Future travel behaviour.....	32
6 Result discussion .....	37
7 Conclusion.....	43
List of literature .....	45
List of figures .....	49
Appendix .....	50

## **1 Introduction**

"[...] T]he need to escape from 'ordinary' life is not just a product of the twentieth century and [...] while types and means of tourism are historically and culturally determined, the urge to travel is not." (Brown, 1998, p. 102) This urge is a reason for the necessity of the analysis of travel behaviours and trends which can be developed to forecast the future of the tourism industry.

Since its opening up in 1978, China's economy grew constantly and rapidly. The policies which encouraged the transition towards an open market economy, just recently developed from the mid 1980s onwards. Pre-reforms tourism was not considered to be an important part of the economy. It was not possible to travel a lot as the household registration system limited the places people could go to. Nevertheless, on the Central Government Economic Conference in December 1998 tourism was considered to be a newly emerged driver for growth. According to Wu et al. (2000), tourism is an increasingly important contributor to the economy. Further, as of April 1999 over 24 provinces acknowledged tourism as a main contributor to their economic development. The fact that tourism is an important economic driver is as well confirmed by Lew et al. (2003), who further say that as domestic tourism is an important tool for boosting the consumption rate, especially domestic tourism can be considered as a significant growth point. In addition, Guo (2002) also identifies domestic tourism as a growth reason for the household consumption rate, as it can offer high and low price products at the same time, which than can be purchased by every class of society. Sofield and Li (1998) state that tourism is one of the fastest growing industries in the economy of China. However, Chiang (2012) indicates that the tourism industry is not only one of the main reasons for economic growth in China, but as well a major tool for further economic development. Furthermore, several trends in China's tourism were developed around the millennium (Wu et al, 2000; Mak, 2004). Nevertheless, those trends were neither proved nor disproved to come true.

The goal of this research is to find out about trends and patterns in the travel behaviour, which will then be connected and compared with previous research outcomes. This is done by an autonomously created survey. The survey was conducted online amongst Chinese at the age of 20 to 35. This age group has been chosen because they are the generation that was born after 1978 and, thus, have been able to go on holidays. The aim of the survey is to discover

whether there is a tendency towards the previously identified trends or whether there might have been some changes in travel behaviour. Further, the survey aims to make a small comparison of the travel behaviour of the parents' generation and the generation of the 20 to 35 year old in order to see if the trends existed in the earlier generation and were transferred to the current generation. Finally, differences in the tourism consumption of urban and rural residents can be identified. Conducting this research is necessary as multiple investigations on Chinese inbound (Oosterhaven & Fan, 2006; Witt & Turner, 2008) and outbound tourism (Chow & Murphy, 2008; Leuenhagen Petersen, 2009; Keating & Kriz, 2008) have been conducted, however, a survey on domestic travel behaviour is not as frequent. The survey will not investigate on the reasons why the Chinese want to go on holiday and it will not offer recommendations, however, trends and patters will be indicated from the outcomes.

Following the introduction, the second chapter will present the existing theory on tourism in general. The third part will describe the previous research outcomes of the tourism in China. Furthermore, it contains a short analysis of the statistical numbers from the national statistical yearbook of 2011, which describes the development of the domestic tourism industry. Moreover, it will identify certain trends which other economists discovered for China in the past. The trends for types of tourism in 2000, for example, were diagnosed to be nature parks, recreational tourism, sport/leisure activities & eco-tourism (Wu et al. 2000). The fourth part will deal with the methodology of research. The following chapter will present the survey results about the travel behaviour amongst Chinese at the age of 20 to 35, which are separated into the results of the past travel behaviour of the respondents as well as the parents' generation. Further, the results of the present travel behaviour with a section on urban and rural differences are presented and, finally, the results for the future travel plans. In the sixth chapter the survey outcomes will be discussed and referred back to the theoretical and previous research knowledge. Finally, in the seventh chapter a conclusion will be drawn. As the survey only represents a small percentage of the overall population, all conclusions which will be drawn must be considered to be only indicators for the trend development and it must be kept in mind that the outcome is not representative for the whole population of China.

## **2 General information on the tourism industry**

*In the following chapter, the theoretical background of the tourism industry in general will be presented in order to provide a basis for the research which is conducted in this paper. The way how tourism influences the economies of countries will be identified and the different types of tourism will be explained.*

### **2.1 Tourism in the economy**

Tourism is the action of visiting a certain country or a certain place which is not the home surrounding of the person taking this action. These visits have to last for less than a year with the purpose of leisure, business or similar personal purpose. This means that a full-time employment abroad is not counted as a tourism action. If the visit is an overnight stay, the visitor is per definition a tourist. The action of tourism not only has an influence on the person carrying out the action but as well on the economy of a country, as well as its environment and its society (UNWTO, 2014). Mak (2004) further states that the main reason of tourist actions are the leisure travel and the business travel. However, he further explains that because business travellers do not travel for their own advantage but to that of their employers, it is important to define tourism as a form of leisure travel. Leisure tourists have to cover the own costs of the journey and as well earn the benefit of the action themselves, however most but not all official country statistics comprise professional travel, leisure tourism and other kinds of travel, which makes it hard to distinguish or compare those statistics (Mak, 2004, p.3). In general, three types of tourism exist, namely the international tourism, domestic tourism as well as the outbound tourism. International tourism or inbound tourism is the form of tourism in which foreigners come to a country, while outbound tourism means that the citizens of a certain country leave their home country for their holidays. Domestic tourism is defined to be the form of tourism in which citizens of a certain country travel within their home country during their holidays. Furthermore, there are various tourist activities which are carried out by the different kinds of tourists. In general, the tourist types are often differentiated into sustainable tourism and mass tourism (Juganaru et al., 2008).

The economic influences of the tourism industry are either direct or indirect and are a result of the "demand for goods and services that need to be produced and provided" (UNWTO, 2014). The economic impact of the tourism industry is measured in the economic benefits which are provided by the industry. One of those benefits is, for example, the contribution of the tourism

industry to the employment situation of a country (UNWTO, 2014). Here again, Mak is trying to specify the definition more precise. Mak states that in economics much depends on different decision making instances. For tourism these instances are the tourists, which are the consumers, the suppliers, such as hotels or travel agencies and as well the government. As all of those different interest groups have different goals, the decision making process is diverse. The tourism industry is a service industry and, thus, the consumer group expects to get the highest possible value out of the investment of their time and money. The supplier group on the contrary aims to receive as much financial outcomes for profit suppliers and visitor numbers for the non-profit oriented suppliers. The government group is divided into the authorities of developing and developed countries. While the developing countries usually thrive for maximisation of (tax) earnings and job possibilities and the minimisation of poverty and environmental damage or loss of cultural identity, the developed countries as well aim at the improvement of their international relations (Mak, 2004, pp. 5 + 6).

Mak explains that tourists who live close to the holiday destination go on holidays more often but at the same time spent less time at the destination and usually as well spent less money on the holidays. Those people who have a higher distance to the tourist destinations usually stay longer and spend more money on their holidays. Though they usually go on holidays less frequently (Mak, 2004, pp. 53-55).

As already mentioned, tourism is a service rather than a product. However, tourism is often referred to as a good or product (Mak, 2004 p.8; Muhcina, 2008; Smith, 1994), and with the identification of the various interest groups there should be a differentiation in the product as well, namely the consumer product and the supplier product. The measurement of these products is as follows: The consumer product is measured by number and percentage of satisfied visits and the number and percentage of returning visits. In contrast, the supplier product is measured in the total number of units sold (Mak, 2004, pp.8-10). Most of the researchers measure the impact by number of tourist arrivals and the receipts from the tourism or the expenditure of the tourists (Guo, 2002; Lew et al., 2003; Mai, 2012; Yang et al., 2014).

## **2.2 Domestic tourism**

According to Pierret, the United Nations World Tourism Organisation (short UNWTO) Executive Director (2012), there are several characteristics which are striking for the domestic tourism industry. First of all, the domestic tourists know their destination and the countries laws, traditions and habits. Therefore, they are asking for more in terms of quality and protection of rights, and the interest in making unique tourist experiences. At the same time, the desire to relax during their holidays is more intense than in international tourism. Another characteristic is that domestic tourism destinations are in better proximity and, thus, the domestic tourists come repeatedly and usually use transportation systems via land. A last characteristic of domestic tourism is that usually the costs are lower for this type of tourism. Domestic tourists often stay at family or friends' houses, use cheap transportation and in general, are more likely focussing on a low-budget holiday. Due to these characteristics, the difference of the social standings of the tourists are bigger than in international or outbound tourism. Furthermore, domestic tourism decreases the tension which is created due to the social gap within a country. This is because citizens with a lower social standing can go on a low budget holiday to gain experiences and to relax from their daily life and, thus, the tensions within the society are decreased. The economic benefit of the domestic tourism is that it is much more resistant to any kind of crisis and, therefore, is a good way to counteract economic crises such as the world financial crisis in 2008 or the Asian crisis in 1997 (Pierret, 2012).

*In summary there are three types of tourism, while this research will concentrate on the domestic tourism. Domestic tourists usually travel via the land rather than the air, and often stay at a friend's or family place rather than a hotel. This results in a lower budget, which is necessary for the vacation. In general, tourists expect to get the most out of their time and money invested in the holidays. Those who have a closer proximity to the travel destination spent less time and money, and vice versa.*

### **3 Previous research on China's tourism industry**

*Having seen how tourism influences the economy and having identified the characteristics of domestic tourism it is now important to look at China's tourism industry. In the following chapter the development of tourism throughout the history will be explained and finally trends will be identified, referring to the trends which were discovered by several economists.*

#### **3.1 China's tourism industry in history**

China is a country with a very long history which is full of tradition and meaningful cultural events. The history goes back to 4000 years ago and the tradition of domestic tourism is as long as that. Around 2000 BC the travellers were mostly pilgrims or rich people, such as members of the emperors families. They visited the sites which were considered sacred by the various emperors over the centuries, as well as religious sites which occurred when Buddhism came up as a main religion of the masses. By 660 BC Confucianism developed with its main thoughts of the landscape being the utmost way of fulfilment. With this new way of thinking emerging within the Chinese population, artists developed their creative side. The new way of travelling was therefore the poets, painters, calligrapher and further visiting landscapes and cultural sites for new inspiration. This way of travelling resulted in the fact that Chinese domestic tourists nowadays not only see the landscape or cultural heritage site but as well remember the pieces of the great artists which they learned about in school (Sofield & Li, 1998).

After Mao gained power in 1949, promoting the tourism industry was not one of the main interests of the Communist Party of China. Mao introduced socialist values to the Chinese and further tried to implement totalistic iconoclasm (Sofield & Li, 1998), which is a form of entire anti-traditionalism including the destruction of the so-called "four old" institutions of thinking, customs, culture, and habits (Lonergan, 1988). This destruction had its high tide during the Cultural Revolution, which took place from 1966-1976. In this decade it was considered to be against the revolution to be highly educated, especially to study history, linguistics or any kind of subject which was claimed to be anti-socialist, to have a Western education or Western relations either private or on a professional basis. The goal was to promote the simple workers life style as being virtuous. In this contexts the Red Guards moved across the country and destroyed the majority of China's rich culture. Politicians and academics were accused to be anti-revolutionary and many of them were put in prisons or



murdered, schools and universities were first closed and later reopened with strict teaching plans and entry barriers, books were burned and most of the built heritage of the country was destroyed. The educated youth was sent to the countryside to experience the life of a valuable worker (Sofield & Li,1998; Spence, 1990).

According to Chow (1988), international and domestic tourism were basically non-existent during the past communist reigns between 1949 and 1978, as domestic travelling in forms of family or friends visits and sightseeing at cultural heritage was strictly limited by the government and the country secluded itself from the international surroundings. Sofield and Li (1998) stated that there was only a small amount of international visitors allowed and those visitors were presented the achievements of the communist regime rather than the cultural heritage of the country. The tourists were kept in tour groups which were led by guides who were trained in the language centres of the government, in which diplomats were as well trained. Thus, tourism was solemnly used for propaganda and political needs.

Furthermore, after the establishment of the People's Republic of China in 1949 the household registration system was implemented in 1950 and restricted the mobility of the Chinese citizens heavily. Each citizen was registered in a certain area and was only there able to claim the communist rights of secured work, accommodation, education, health care and food (Afridi et al., 2012). Therefore, the population was hardly able to move independently within the country without having severe disadvantages and thus, tourism within the country was basically non-existent.

### **3.2 China's tourism industry since 1978- today**

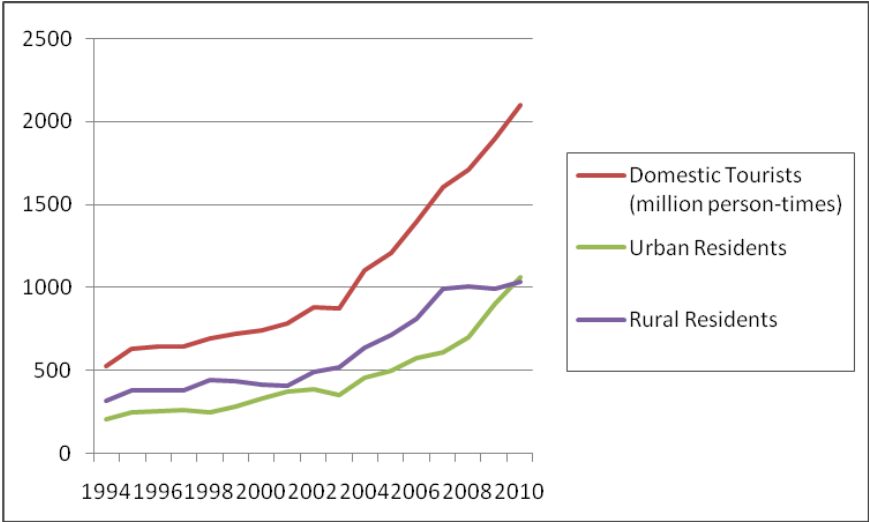
As mentioned before, the household registration system heavily limited the domestic tourism in China since the 1950s. However, with the implementation of the opening up strategy of Deng in 1978, the tourism, and especially the domestic tourism, industry developed fast. As the government eased the control over the economy, in the beginning the tourism industry was paid only little attention. Nevertheless, as visiting heritage sites is a popular domestic tourism activity in China, the introduction of the Heritage Conservation Act in 1982 was a first step for the support of the domestic tourism industry. In this Act it was agreed that it was important to increase the preservation of China's heritage and to strengthen socialism as well as modernization (Sofield & Li,1998). Lew et al. (2003) further say that in the 10<sup>th</sup> 5-Year

Plan for the National Economy and Social Development the expansion of the service sector was one of the main goals, which among other meant that the travel and tourism industry was planned to be developed. In addition to the economic plan in 1995, the government introduced public holidays to increase the leisure time of the citizens. Three one week long holidays were assigned, the Chinese New Year festival, the May holidays and the National Day holidays in October. Lew et al. (2003), Wu et al. (2000), Mai (2012), Yang et al. (2014) all stated that the introduction of these weeklong holidays were an important factor for promoting the tourism industry in China. Wu et al. (2000) identify three major contributors to the development of the domestic tourism sector in China. The growth of the per capita income, the additional leisure time Chinese nowadays have and, finally, the changes in the structure of the economy all led to the immense growth which the domestic tourism sector experienced. Furthermore, the authors identify the domestic tourism industry to become a high input, high risk and high output industry. This means that there is an abundant supply of tourist products nowadays, since the Chinese history and culture is very rich. The richness is due to several centuries of implementation of tradition and heritage sites. This, however, means that tourism investors have to take higher risks in investing in tourism products but as well receive a high output due to the large amount of tourists travelling in China, i.e. if the tourism product is successfully implemented (Wu et al.,2000). Further, it can be said that there are differences in the travel behaviour of the urban and rural population in China. Yang et al. recently released a research based on the relative and absolute income of Chinese. They found that there are differences in the domestic travel behaviour of the rural and urban Chinese, and that those differences rely on the absolute income of those regions. (Yang et al., 2014).

### **3.4 Official statistics**

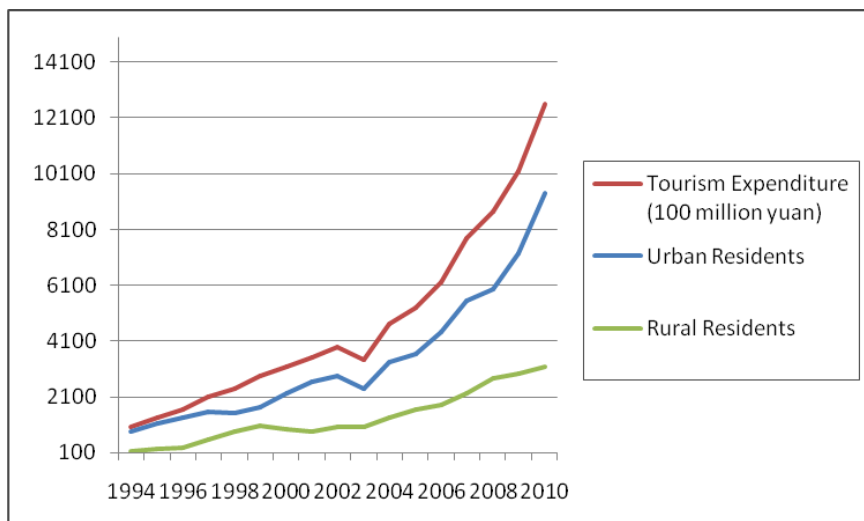
The official domestic tourism numbers from the statistical yearbooks of China can be seen below. Here as well differences in the travel behaviour of the rural and urban residents can be noticed. The graphs show the development of the domestic tourist arrivals between 1994 and 2010, the domestic tourist expenditure between 1994 and 2010 and the per capita expenditure for domestic tourism in the timeframe of 1994 to 2010. Analysing the graphs it must be kept in mind that official statistics often include business travellers as well as leisure travellers and, therefore, statements must be declared carefully. In the graph regarding the domestic tourist arrival development it is possible to see an immense increase of the tourist arrivals from 1994 onwards. After a short and small decrease between the years of 2002 and 2003 (from 878 to

870 million people), the numbers increased even more and faster up to 2103 million people. Comparing the developments of the urban and rural tourist arrival numbers it is striking to see that until 2006 more tourists travelled from the rural population than from the urban population. From 2006 onwards the trend stagnated and in 2010 the urban population overtakes the rural population with domestic tourist numbers. The overall upwards trend of the domestic tourism arrivals support the fact that the tourism industry is still developing and that the tourism industry is a strong pillar of the Chinese economy.



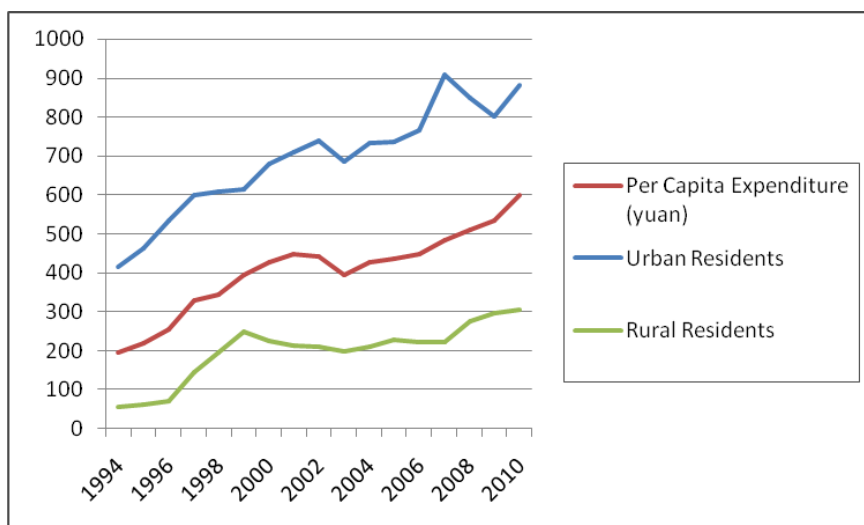
**Figure 1: Domestic Tourist Arrivals 1994-2010**  
**Source: China Statistical Yearbook 2011**

In addition to that, for the domestic tourism expenditure an upwards trend can be identified as well. From 1994 till 2002 the expenditure slowly increased from 102,350 million RMB to 387,840 million RMB. In 2003, there was again a small decrease in the domestic tourism expenditure. Nevertheless, from 2004 onwards the increase was more intense than before (from 471,070 RMB in 2004 till 1,257,980 RMB in 2010). However, looking at the urban and rural developments individually, it can be seen that even though the urban residents spent more on tourism products in total, they were as well affected by the small decrease in 2003. The rural residents in contrast had a lower slope. Nonetheless, the expenditure of the rural residents did not decrease heavily in 2003.



**Figure 2: Domestic Tourism Expenditure 1994-2010**  
**Source: China Statistical Yearbook 2011**

The difference between rural and urban expenditure on domestic tourism gets more when focussing on the per capita expenditure. The urban residents spent 883 RMB per person on vacations in 2010 while the rural residents spent 306 RMB per person.



**Figure 3: Per Capita Expenditure Domestic Tourism 1994-2010**  
**Source: China Statistical Yearbook 2011**

### 3.5 Tourism trends in China

In 2000, several trends for the Chinese domestic tourism industry were identified by Wu et al. in their paper "Trends in China's domestic tourism development at the turn of the century". First, there is the action of visiting families and friends, which is one of the most common tourist activities, identified as well by Mak in 2004 (p.24). Second, visiting built heritage sites, also known as sightseeing, is very popular as well. Third, ecotourism has emerged lately, as the environmental awareness of the people increased during the past years (Wu et

al., 2000). There is an ongoing debate about the efficiency of ecotourism. Some economists say that ecotourism is a contradiction in itself, as the environment can best be saved if humans do not interfere at all. Therefore, they suggest that tourists, who are interested in protecting the environment in a sustainable way, should stay at home (Munch-Petersen, 2014). Another tourist activity is the sports and leisure tourism. It includes fishing, hiking or similar kind of sports, which are done during the holidays in order to find alternation to the daily work life. Recreational holidays are as well a popular activity identified by Wu et al. (2000) and Mak (2004, p. 24), and include visiting spas or hot springs (Wu et al., 2000). Munch-Petersen (2014) identified beach holidays as another popular way of spending the holidays. Further, visiting nature parks and landscapes are a way of tourism in which the tourists visit famous landscapes such as the Yangtze River in China (Wu et al., 2000).

Furthermore, Wu et al. stated that weekend-trips are becoming more popular and traditional sightseeing is often undertaken on short-term trips rather than long-term trips. Finally, the authors further identify outbound tourism to be developing quickly and, thus, to be trend activities in the tourism industry in general (Wu et al., 2000).

*Summarising the history on China's tourism and previous research on Chinese travel behaviour it is important to keep in mind that the Chinese only from 1978 onwards developed a tourist industry which is open for all inhabitants. Moreover, it can be stated that Chinese often have an educational or emotional relation to their heritage sites. This results from the fact that they often relate the spot to an art piece, which they learned about in their youth. This could be a poem, a song or a famous picture which they studied in school or have an emotional connection to. Since 1978, however, the domestic tourist arrivals increased steadily and as well the domestic tourism expenditure. Further, it should be kept in mind that differences in the urban and rural travel behaviour were identified. As tourism activity trends visiting families and friends, sightseeing, eco-tourism, sports and leisure tourism, recreational holidays as well as beach holidays and, finally, visiting nature parks have been identified. The weeklong holidays have been introduced in order to provide additional leisure time, however, weekend-trips are identified to be more popular than long-term holidays. Finally, another trend which is not directly connected to domestic tourism, but nevertheless effects the industry, is the tendency of the Chinese to travel abroad.*

## **4 Methodology**

*Keeping in mind the tourism industry in general, China's tourism industry in particular and the trends figured out by previous literature, in the next chapter the research method will be presented.*

In order to prove the trends which were discovered more than a decade ago, and further create new statements in terms of domestic tourism activities, primary research was conducted. Therefore, a survey was set up to investigate the domestic tourism behaviour of the Chinese. The chosen age group which was at the age of 20 to 35, due to the fact that it is the generation of Chinese, which were born after the end of the Cultural Revolution in 1978. Since then the Chinese economy experienced a constant growth and the Chinese population became increasingly richer. Thus, the people had more disposable income to spend on luxury products such as tourism. As further the tourism industry only developed properly after 1978, the generation of children born since that special point in the Chinese history, were the ones who form the customer group of the tourism industry nowadays. The survey was set up as an online survey in Chinese, in order to be able to reach as well respondents who are not educated in the English language. The responses were collected from April 14, 2014 until May 13, 2014. 281 respondents from almost all provinces in China show that there is a good return rate on the online survey and that it reached respondents from all over China.

For this research a quantitative research method was chosen to gather new information directly from the group of interest, which means from Chinese tourists. In the quantitative research there are several ways of gathering information directly from a certain target response group. Those are the observations, testing and questionnaires. Making observations means to retrieve information from the target group without them consciously giving away the information. This can be done by personal observation, which is often followed by written observation in order to record the gathered knowledge, or by a visual observation made by a camera or similar tools. Testing is a different way of gathering information. In general the testing is done making small and randomly collected samples. Samples are usually used to receive information about the quality of a certain product rather than to make a statistical analysis. In general, companies and organizations use tests (Kastin, 1995).

A third way to gather information using primary research is a questionnaire. Here again, three different methods can be identified, namely a personal questionnaire, a questionnaire via the telephone and a written questionnaire. However, all those types have their advantages and disadvantages. The advantage of a personal questionnaire, or interview, is, that the interviewer is able to see the reaction of each respondent to the various questions asked, which can then be interpreted as well. This reaction can as well be interpreted and might give important information about the respondent. Another advantage of the personal interview is the fact that it is possible to explain the meaning of certain questions in case of ambiguity. Nevertheless, there is a disadvantage of that tool as well, namely the fact that the interviewer might be influencing the interviewee. This, therefore, would distort the outcome of the questionnaire. The interviews via telephone basically have the same advantages and disadvantages as the personal interview. The only difference is that the interviewer cannot interpret a physical reaction of the respondent but might be able to analyze the tone of a response or breaks the respondent might take before answering. A disadvantage the personal interview and the questionnaires via telephone have in common is that both ways demand a lot of time and further that several interviewers are needed in order to be able to address more people. Therefore, the costs of gathering the information are relatively high (Kastin, 1995).

A third and final way of questionnaires, which was chosen for this analysis, is the written survey. With this tool the researcher has the advantage that not many interviewers are needed to gather information, and neither is a lot of time as many respondents can answer the survey at the same time. Therefore, the costs of gathering the information are relatively low and, thus, it is a tool that is often used, especially in order to reach a large target group. The disadvantage here however is that the researcher does not have the possibility to interpret the reaction of the respondent or to clarify any ambiguity. Further, the interviewer cannot actively influence the number of respondents, which makes it a more neutral way of interviewing and gathering various answers. A reward can be offered as an incentive to answer the questionnaire, which however is again connected to a certain cost (Kastin, 1995). Nevertheless, the written questionnaire was chosen for this research, without offering a reward as an incentive to answer the survey.

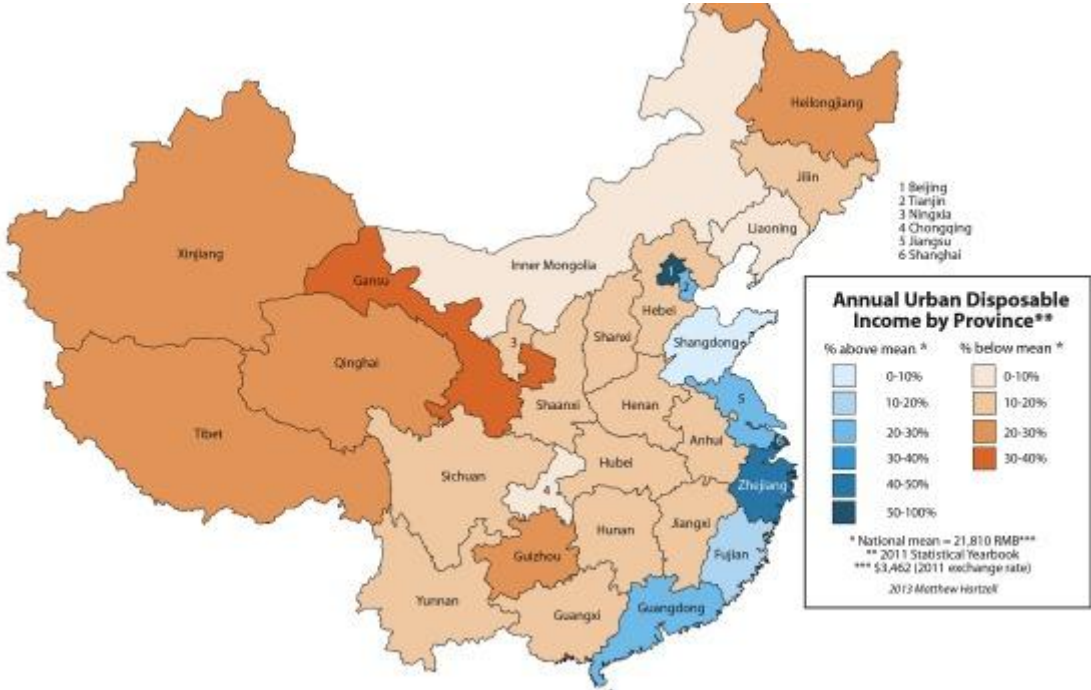
The survey consists of four parts. The first part is the personal information part, which aims to learn about the respondent's gender, age, occupation, marital status, home province, as well as the province the respondent lives in, the marital status, the number of children the respondent has, as well as whether the respondent has siblings. The second part aims to gather information about the travel activities the respondent had in their youth and information about the parents' travel behaviour, if known of. The questions ask for travel activities, according to the trends identified in the literature around 2000, further they ask for the form of accommodation, whether or not the respondents used to leave their home province and the provinces they used to visit as a child. In addition to that, one question asks whether the respondents used to travel outside China and at which time of the year they used to travel. Furthermore, the first section as well asks whether the respondents have ever been to one of the places of interest, which were identified by international travel agencies and which are considered to be the "must have seen" sights in China. The third part basically asks about the same questions, only referring to present travel behaviour of the respondent group. It further aims to find out about the amount of money spent on travelling within China and travelling outside of China, as well as how the holidays are planned and how the respondents reach their travel destination. The fourth part tries to find out about the kind of holidays the respondents want to do in future and those they aim to do with their future family.

Looking up famous sights in China on the internet, results in the identification of various sights from international travel agencies. Those travel agencies classify those sights to be the 'must have seen' places in China. Therefore, the survey will also try to find out whether Chinese as well travel to those places or whether there is a difference between the international opinion on what needs to be visited and the Chinese view. The identified sights slightly vary with different travel agencies, however, the most named ones are: the Great Wall of China, the Forbidden City and the Mausoleum of Mao Zedong in Beijing; the Bund in Shanghai; the Yangtze River; the Li River in Guilin; the Stone Forest in Kunming, Yunnan; the Yellow Mountains in Anhui; the Terracotta Army in Xi'an, Shaanxi; the valley of Jiuzhaigou; and Potala Palace in Tibet (Li, n.d; Naumann, 2014; Pitts 2014; Wang, 2009).

The research will as well differentiate between the rural and urban travel behaviour of the Chinese. Nevertheless, in the literature it is identified that the rural and urban differences also appear within the provinces and therefore in sub-regions. (Yang et al., 2014) However, the



survey does not ask for the cities in which the respondents live, but for the provinces. This is due to the fact that the answer possibilities needed to be closed-end questions, as the translation back into English needed to be feasible. This results in the fact that urban and rural differences will be analysed, taking the differentiation of disposable income. In the map below the disposable income differences in China can be looked at. The blue provinces are the provinces whose disposable income is above average and the red ones are the provinces whose disposable income is below average.



**Figure 4: Disposable Income by Province**  
 Source: Schiavenza (2013), theatlantic.com

As income matters for the travel behaviour (Yang et al. 2014), the income that the population is able to spend on luxury products, namely the disposable income, is a good indicator for the more urban and richer provinces and the rural provinces. Thus, Beijing, Fujian, Guangdong, Jiangsu, Shandong, Shanghai, Tianjin and Zhejiang are in this research considered to be more urban provinces. Respondents from the provinces of Anhui, Chongqing, Gansu, Guangxi Zhuang, Guizhou, Hainan, Hebei, Heilongjiang, Henan, Hubei, Hunan, Inner Mongolia, Jiangxi, Jilin, Liaoning, Ningxia Hui, Qinghai, Shaanxi, Shanxi, Sichuan, Tibet, Xinjiang Uighur and Yunnan are considered to be more rural.

The questions asked in the survey are mostly close-end questions, which are questions that already offer answer possibilities to the respondent. Those questions can be mostly answered by multiple choice answers with various answer possibilities for the respondent or single choice answers, where the respondent has to choose a certain answer possibility. For some questions, the open answer possibility "other" was added in order to give the respondents the possibility to elaborate on certain aspects of their travel behaviour. According to Kottler et al. this form of close-end questions is usually used in order to easily analyse the gathered information. Another form of questions, which can be used in a survey, is the open-end question which is commonly used in order to investigate the thoughts and feelings of persons. This type of questions does not have readily made answer possibilities but requires the respondent to use their own words (Kottler et al., 2005).

*Considering the method of an online survey as a tool to gather data on the travel behaviour of the Chinese, it can be concluded that the survey is the option with the least costs involved. However, no questions can be answered to the respondents and, therefore, the sample size will always be a little smaller than the actual number of respondents. This is because some of the respondents did not answer the survey correctly. Nevertheless, an online survey is the best option to gather data from a respondents' group in another country, without being in that special country and without speaking the language of the research group. The amount of people that were reached within 3 weeks (281) shows that this way of gathering data works well.*

## 5 Survey results

*Having learned about the advantages and disadvantages of an online survey and having specified the differentiation of rural and urban provinces in the context of this research, the following chapter will present the survey results. First the demographic data of the respondents group will be presented, followed by the past travel behaviour and the travel behaviour of the parents' generation. Afterwards, the present travel behaviour will be dealt with and differences in the rural and urban domestic tourism will be highlighted. Finally, the outcomes of the future travel behaviour will be presented.*

281 people responded to the online survey. Nevertheless, 32 people already stopped answering the survey after the personal question part and further 46 respondents stopped the survey after the second part, which was asking questions on the past travel behaviour of the respondents. Those respondents were dropped from the final results as it cannot be assured that those questionnaires were answered truthfully or that the respondents understood the structure of the survey and its questions. Here one of the disadvantages of written surveys can be identified, namely the fact that the structure of the survey cannot be explained and the respondents had no possibility of getting guidance through the questionnaire. Removing the number of incomplete responses leads to a total sample size of 203 respondents.

For the demographic questions it is striking to say, that of those 203 respondents, 44 were male and 159 were female. The respondents' home provinces are Anhui, Beijing, Chongqing, Fujian, Gansu, Guangdong, Guangxi Zhuang, Guizhou, Hainan, Hebei, Heilongjiang, Henan, Hubei, Hunan, Inner Mongolia, Jiangsu, Jiangxi, Jilin, Liaoning, Ningxia Hui, Shaanxi, Shandong, Shanghai, Shanxi, Sichuan, Xinjiang Uighur, Yunnan and Zhejiang. It is important to mention that the provinces in which most of the respondents grew up were Beijing (10), Guangdong (24), Hubei (15), Jiangsu (20), Shanghai (25), and Zhejiang (26). As the survey was mainly distributed via social media, the expectations were that most of the respondents were students. Nevertheless, out of the total amount of 203 answers, 116 persons indicated that they were employed and only 75 tagged that they were students. Furthermore, six people said they were self-employed and six more people answered that they were unemployed. As for the marital status of the respondents 161 people said that they were single, 40 were married and two were divorced.

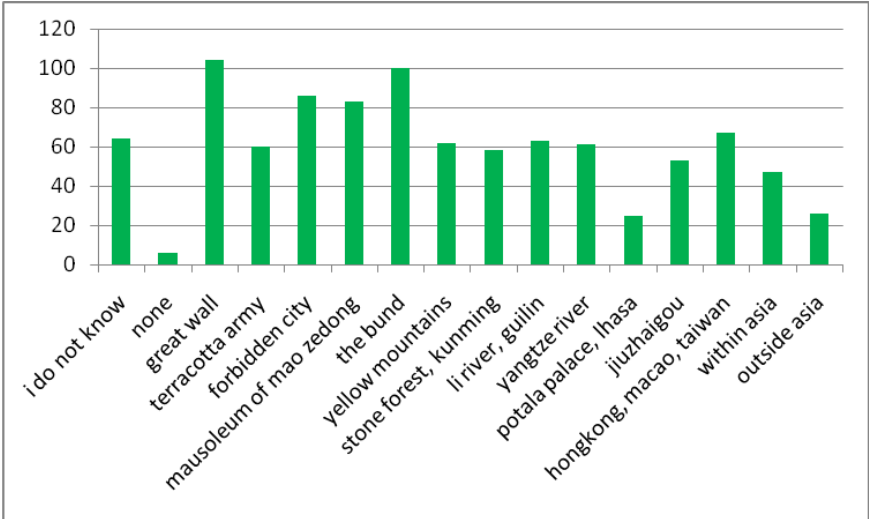
## **5.1 Past and parents' travel experience**

As for questions about their past travel behaviour, 63.1 per cent of the respondents indicated that they were going on vacation at random times of the years, whenever their parents wanted it. It is not surprising that this answer possibility was picked most, as the Chinese weeklong holidays were only introduced in 1999. Therefore, many of the families before 1999 were obliged to go on vacation, whenever they wanted to. The answer possibility which was chosen second most is 'various weekends' (44.3 per cent), which is close to the 'random' choice, however, limits the duration of the holidays to several short trips.

Asking about the travel behaviour of the respondents' parents, 95 people answered that they did not know, whether their parents used to go on vacation in their youth. 54 persons indicated that their parents did not go on vacation at all and 54 pointed out that their parents used to go on vacations in their youth. The next question asks more specifically about the kind of holidays the parents were doing. For this question the same holiday activities were asked for as the literature identified around 2000, in order to check whether the respondents might have adopted their parents' travel behaviour. Nevertheless, in China a lot of the people who belong to the generation of the age of 20 to 35 do not ask their parents a lot about their youth, as the parents grew up during the Cultural Revolution. Most of the people who experienced the years of terror and brutality between 1966 and 1976, do not like to talk about what happened during those years. This is typical behaviour of a war generation, as suppression of the events is a commonly found reaction to horrifying experiences. This was, for example, as well diagnosed after World War II in Germany, where the war and the experiences were suppressed and not talked about to younger generations (Bode, 2010). Therefore, 115 respondents answered that they did not know what kind of holiday activities their parents carried out in their youth. Additional 25 respondents answered that their parents did none of the suggested types of holidays and some used the answer possibility "others" to state that their parents were relatively poor in their youth and did not have the chance of going on vacation. This fact confirms that the tourism industry only developed after 1978 when the economy opened up and the wealth of the Chinese increased steadily. Furthermore, 17.7 per cent of the respondents indicated that their parents usually did family visits. 21.2 per cent of the respondents answered that their parents did sightseeing activities in China and 19.7 per cent visited nature parks in their leisure time.

20.7 per cent answered that they did not know about the fact whether their parents used to travel outside of China in their youth, however, 54.2 per cent indicated that their parents did not travel outside China at all. This actually confirms the fact that in history it was relatively hard for Chinese to travel outside of their country. Especially since the communist party took over the regime it was very hard for the "normal" population to leave the country. Nevertheless, 36 respondents answered that their parents used to travel to Hong Kong, Macao or Taiwan and 37 indicated that their parents even travelled within Asia. Referring to the accommodation 115 respondents out of 203 answered that they do not know in which accommodation their parents used to stay in, however, 53 answered that the parents used to stay at a place of someone from their family and 22 indicated that their parents stayed at a friend's place. 47 respondents indicated that their parents stayed at a normal Chinese hotel, which indicates that the parents actively participated in consuming the tourism product. This is a behaviour which might have been passed on to the children's generation, a fact that will be looked at later on in the result discussion.

Finally, the respondents were asked whether they knew, which of the sights in China, that were identified by international travel agencies (Li, n.d.; Naumann, 2014; Pitts 2014; Wang, 2009), were already visited by their parents. In the diagram below the results to that question are presented.



**Figure 5: Famous sights visited by parents**

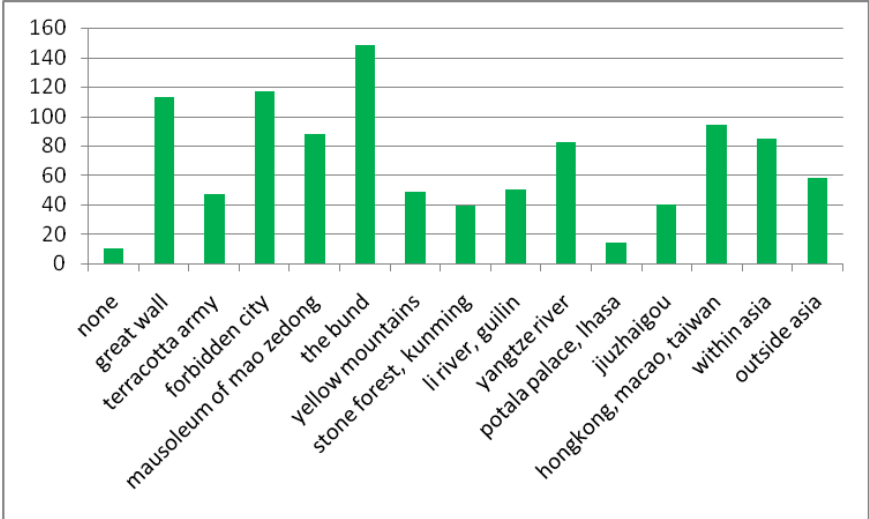
64 respondents indicated that they did not know, whether their parents have been to one of the sights and 6 people answered that their parents have not been to one of the sights. One of those 6 respondents however, tagged several sights in the same question, and thus the indication of "none" seems to be a mistake. The most famous places are built heritage sights, such as the Great Wall of China, with 104 respondents, and the Bund in Shanghai, with 100 respondents. As Shanghai is one of the provinces, which many respondents indicated as their home province (25) at least a quarter of those respondents' families lived in Shanghai and, thus, had an advantage to visit the Bund. However, that still leaves almost 75 per cent of the respondents whose parents actually travelled to Shanghai to see this sight. The second famous sights were the Forbidden City and the Mausoleum of Mao Zedong, with 86 and 83 respondents. As those two sights are both located in Beijing, it is plausible that the amount of respondents are close to each other. However, the parents' generation, which grew up with the ideologies of Mao Zedong (Millner, 2002), seem to use the opportunity of travelling to Beijing to visit the Mausoleum as well. The Terracotta Army is also a place which was visited by 39.6 per cent of the parents.

The nature sights were relatively popular as well. The Yellow Mountains were visited by 62 respondents' parents and 63 parents were already at the Li River in Guilin. The Stone Forest in Kunming was as well visited relatively frequently with 58 respondents indicating it, and the Yangtze River was visited by 61 parents. 67 respondents indicated that their parents as well have already been to Hong Kong, Macao or Taiwan, which is almost double the amount of respondents (36) who answered that their parents visited those cities in their youth. This shows that many people of the parents' generation started travelling in later years, after the time they consider to be the youth. As the response group of the survey was born after 1978, and the Chinese population was getting increasingly wealthier, it can be suggested that most of the parents travelled after 1978 when they had the financial means to do so. However, it can be stated that 47 respondents' parents were already travelling outside of China, but within Asia. Nevertheless, only 26 respondents indicated that their parents already travelled outside of Asia, which is again a sign of the generation of those people, which were repressed in their travel freedom most of their lives. Only recently it became common and possible for most of the Chinese to travel outside of China and Asia and make worldwide experiences (Keating & Kriz, 2008). Hence, it is a privilege of the younger generations to make those experiences. This can as well be seen, while comparing the answers of the sights visited by the parents'

generation with the sights visited by the generation of the 20 to 35 year-old. In order to make the answers comparable, the same sights are asked for. Hence, it can be seen that 58 respondents indicated that they travelled outside of Asia, which is twice the amount of people, who indicated that their parents have been outside of Asia. This is remarkable as usually the older generation have a better opportunity to make long journeys (Avcikurt, 2009), as they have bigger financial resources than the younger generations. Another interesting fact is that most of the people, who indicated that they already travelled outside of Asia (29 respondents) were students, which is the occupational group which could be expected to have the least amount of own money, however, most of those 29 respondents (27) indicated that their parents pay for the holidays. This fact again is not a surprising outcome, as most parents financially support their children in their studies (Waldmeir, 2013).

For travel destinations outside of China it can be said that 94 (46.3 %) of the respondents have already been to Hong Kong, Macao or Taiwan, which belongs to the areas which are more easily accessible for Chinese, as most of the parts officially belong to China, however, they are autonomously governed. 41.9 per cent of the respondents travelled within Asia. It is significant that this is less than half of the respondents who actually travelled outside of China, but all respondents participate in domestic tourism activities.

In the diagram below the answer frequencies of the respondents' generation are presented.



**Figure 6: Famous sights visited by respondents**

As for the rest of the sights it is striking to say that 113 (55.7%) of the respondents indicated that they have already been at the Great Wall, which is the symbol of the former strengths and power of the Chinese empire (UNESCO, 1987b). Further, 117 respondents answered that they have already visited the Forbidden City, which is as well a symbol of the Chinese empire and still of intense interest for the Chinese (UNESCO, 1987a), as the City was not open for the public until the last emperor was discharged in 1911. Nevertheless, it is important to mention that only 88 respondents also indicated that they have visited the Mausoleum of Mao Zedong. This is a different outcome compared to the answers of the parents' generation, as for them almost the same amount of parents, who have visited the Forbidden City, as well have been to the Mausoleum of Mao Zedong. However, for the children's generation 29 people less indicated that they visited the Mausoleum as well. The fact that less people of the children's generation took the chance of visiting the Mausoleum while they were visiting Beijing, confirms the suggestion that there is a generation difference. This might be due to the fact that the parents' generation grew up with the ideologies of Mao Zedong and most of the generation admired him. In addition to this, it can be said that the Bund in Shanghai is the most favourite tourist attraction amongst the generation of the 20 to 35 year-olds. This is as well a point that will be looked at in the result discussion. Considering that only 27 respondents grew up in Shanghai Municipality and 45 respondents currently live in Shanghai Municipality, of which 24 as well grew up there, the total amount of respondents who lived in Shanghai were 47. Therefore, it is striking to say that 101 of the 148 respondents, who have already been to the Bund, did a vacation trip to Shanghai and consumed at least a part of the tourism product. Finally, for the built heritage sights 47 respondents indicated that they have been visiting the Terracotta Army in Xian, which is a surprisingly low percentage of the respondents (23.2%). For the parents' generation the amount of people who visited the Terracotta Army was 60, which is almost 30 per cent. Even though the heritage sight is very popular amongst international tourists, the Terracotta Army does not seem to be as popular among domestic tourists.

For the nature sights it can be said that in comparison to the parents' generation, they are not as popular as a tourist attraction for the children's generation. 49 respondents indicated that they have been to the yellow mountains already, 50 answers were given for the Li River in Guilin. Further, 40 respondents have already visited Jiuzhaigou and 39 have been to the Stone Forest in Kunming. The most famous nature spot, which has been visited by the generation of



the 20 to 35 year-olds, is the Yangtze River with 40.4 per cent (82) of the respondents choosing this answer possibility.

*Summarising the past travel experiences of the respondents and their parents, it is important to notice that most of the parents used to go on family visits, sightseeing trips and visited nature parks. Further, it is striking that only 26 respondents indicated that their parents ever travelled outside of China, which becomes more popular for the young generation. Moreover, many parents visited the Mausoleum of Mao Zedong, which was not the case for the generation of the 20 to 35 year-old. For this generation the most popular sight in China is the Bund in Shanghai.*

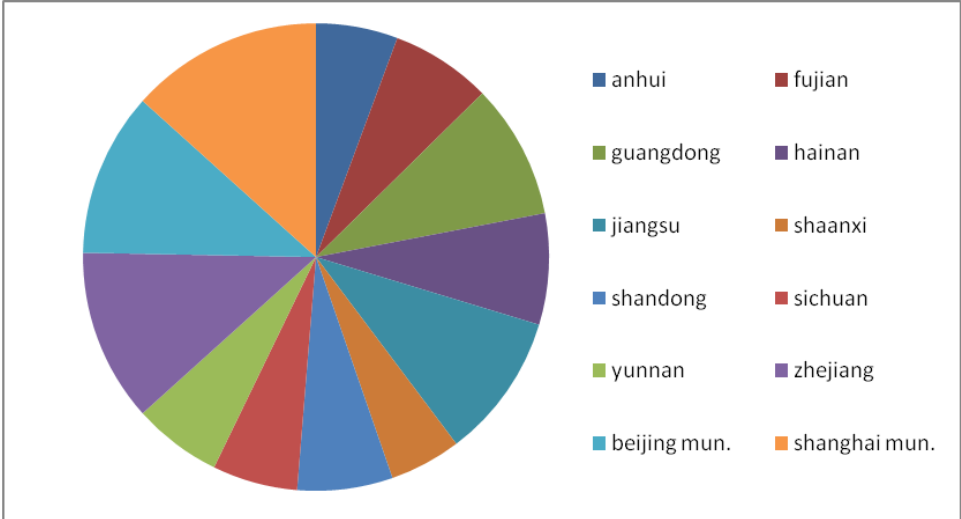
## **5.2 Present travel behaviour**

After having presented the results of the past travel behaviour of the parents and the respondents themselves, the results of the present travel behaviour will be shown in the following paragraphs. Being asked what type of holidays the respondents usually do in their vacations, most of the respondents answered that they usually visit nature parks, which was indicated by 170 respondents, which are 83.7 per cent. 114 respondents answered that they like to go on sightseeing trips within China, which is more than half of the total sample size and, therefore, 56.2 per cent. These two answer amounts are comparable with the travel behaviour of the parents' generation, in which visiting nature parks and going on sightseeing trips seemed to be most popular in former times as well. 106 of the respondents like to spend their holidays in recreational sites, such as spas and hot springs and an additional 104 respondents also go to the beach on their holidays. It is interesting to see that only 56 respondents go on family visits during their holidays. This is contradicting to the theory as it was predicted that family visits will still be a popular way of spending the holidays. Comparing this amount of answers with the responses about the parents' generation, and as well taking into consideration that only 63 respondents actually gave answers about their parents' travel behaviours, it is striking that for their generation 36 people indicated that their parents went on family visits. Percentagewise the activity of family visits during the holidays was more popular in former times. The other two travel activities, which were predicted in the literature, were the upraise of eco-tourism as well as the admiration to perform sport and leisure activities. For those two activities sports and leisure activities seem to be more popular as 88 respondents were indicating that they perform those activities during their holidays and

only 43 respondents answered that they liked doing eco-tourism in their holidays. Even with rising awareness of the Chinese to protect their environment over the last years (Guo & Marinova, 2011), only 21.2 per cent go on eco-tourism on their holidays.

Concerning the accommodation in which the domestic tourists usually stay in, it is striking to mention, that staying in normal Chinese hotels is the most popular type of accommodation. 167 respondents indicated that they usually stayed in those hotels. The least popular type of accommodation is staying at a place of someone of the own family, which was answered by 37 respondents, which are only 18.2 per cent. The other types of accommodation almost seem to have the same popularity, as more or less the same amount of respondents indicated that they usually stay in international hotels (57), in hostels (64) or with friends (63).

Being asked whether they tend to leave their home province or municipality while being on holidays 171 respondents said that they did so. Following up on that question, those respondents who indicated that they left their home province for travelling were asked to indicate as well which province they went to. The diagram below shows the most popular choices with more than 40 respondents.



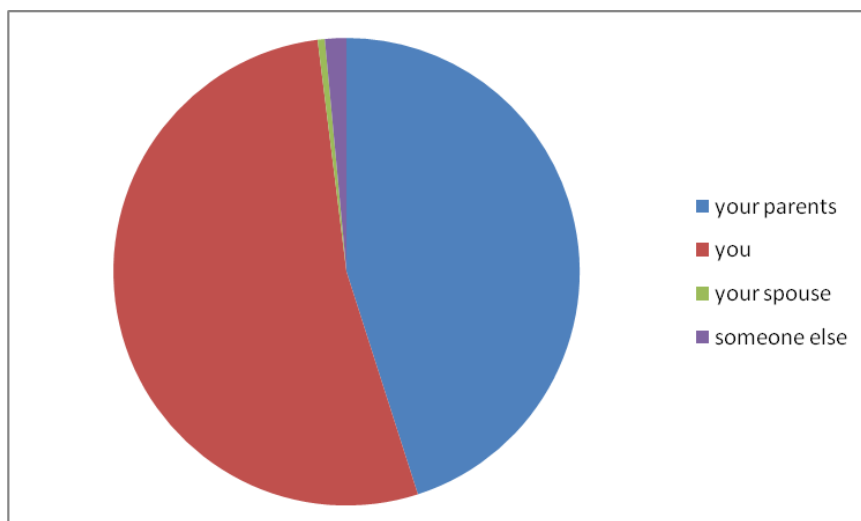
**Figure 7: Present provinces (40< respondents)**

The most popular province is the Shanghai Municipality, which was tagged by 113 respondents. As the Bund was as well the most visited tourist attraction of the generation of the 20 to 35 year-olds. The second popular province to travel to was Zhejiang with 101 respondents, followed by the Beijing Municipality with 96 respondents answering that they often go there in their holidays. 85 respondents often visit the Jiangsu province in their

holidays and 79 respondents visit the Guangdong province. Another popular province is the Hainan province, which is an island and is considered to be the "Hawaii of China" (Krüger, 2009). As beach holidays are a popular type of holidays, with 104 respondents, and as Hainan is the most popular beach area in China, it is not surprising, that 65 respondents indicated that they often visit Hainan province in their holidays. Furthermore, Fujian province as well as Shandong province were also relatively popular with 29.1 per cent and 27.6 per cent of respondents indicating that they usually spend their holidays in those provinces.

As for the time of the year in which they are going on holiday still most of the respondents answer that they do not have a certain time but that they go on holidays whenever they want to. 62.1 per cent of the respondents indicate that they do not stick to a special time of the year. Even though in 1999 the weeklong holidays were introduced, even the second popular time of the year was answered to be various weekends, with 85 respondents indicating this for their travel time. Nevertheless, the same number of respondents use the time of the national holidays, which was answered by 87 respondents. The other weeklong holidays were Chinese New Year with 58 respondents travelling at that time and the May day holidays with 59 respondents travelling at that time of the year. Hence, it can be said that the weeklong holidays are used for travelling, however, most respondents seem to prefer to choose their travel time independently and not make it dependent on the National Holidays.

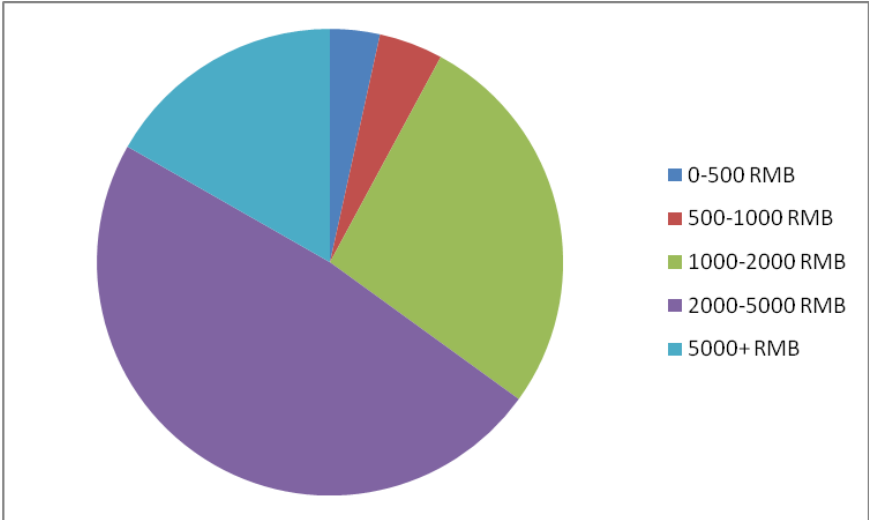
In the diagram below it can be seen how the vacation of the respondents are usually paid for.



**Figure 8: Who pays for the holidays?**

The diagram shows that the biggest part of the respondents indicated that they pay for their holidays themselves, namely 107 of the respondents. However, 91 respondents indicated that their parents paid for their holidays, which is a surprising amount, since only 75 of the respondents are students. Therefore, parents seem to pay for the holidays even after the children finished their education. One respondent said that his or her spouse usually pays for the holidays and three respondents indicated that someone else pays for the holidays of the respondents.

The next diagram shows the ratio of the amount of money spend on domestic tourism activities.



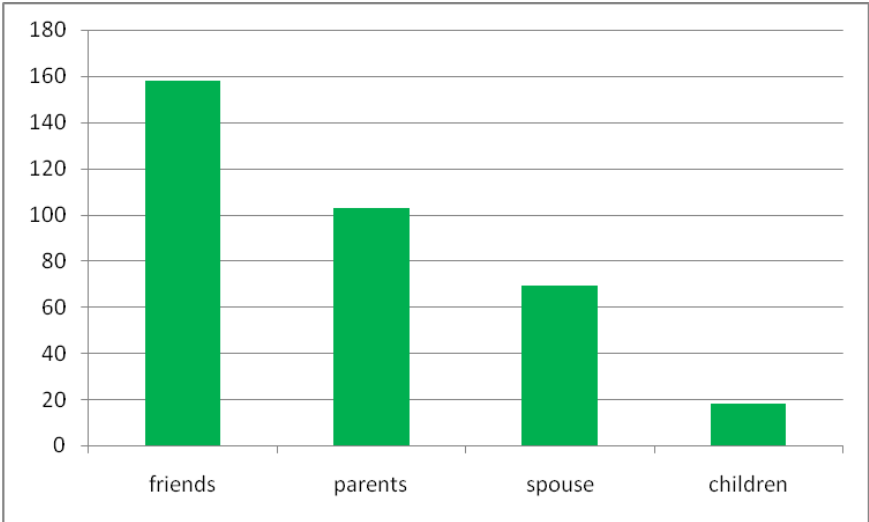
**Figure 9: Money spend on domestic tourism**

Most of the respondents (98) indicated that they spent 2000-5000 RMB per holiday on domestic tourism activities. 55 of the respondents answered that they usually spend 1000-2000 RMB on their domestic tourism activities and 34 respondents indicated that they spend more than 5000 RMB per holiday. Seven people indicated that they only spent 0-500 RMB for their holidays within China and nine people answered that they spent 500-1000 RMB.

Compared to the amount of money spent for holidays within China, the amount of money which is spent on holidays outside of China is slightly higher for most respondents. Even though eleven respondents said that they usually spent 0-1000 RMB on their outbound holidays, and three respondents answered that they spend 1000-2000 RMB, the majority spends higher amounts on the holidays outside of China. As Hong Kong, Macao and Taiwan are as well considered to be outside China, for the purpose of this research, it is not surprising

that 14 respondents indicated they spent less than 2000 RMB on their holidays. However, all respondents who indicated that they travel outside of China, as well indicated higher amounts of money. 22 respondents said that they spent 2000-5000 RMB and 60 respondents even said they spent 5000-10000 RMB for travelling outside of China. 67 more respondents indicated that they spent 10000 and more RMB for holidays travelling outside of China. 40 respondents did not answer this question and most of them (37) indicated that they do not travel outside of China at all.

Being asked whether or not the respondents travelled alone, 180 respondents indicated that they were not travelling alone. 23 respondents, however, answered that they did so. Nevertheless, only 4 of those 23 respondents did not indicate any travel companion in the follow up question about who usually joins the respondents on their holidays. The other 19 respondents travel alone as well as with others.



**Figure 10: Who joins on holidays?**

As visible in the diagram above, 158 respondents answered that they often travel with friends when they go on holidays. 86 of those 158 respondents were employed and out of those 86 19 respondents were married. Further, 63 respondents, who travel with their friends, are students. 103 respondents indicated that they travel with their parents, which is not surprising because out of those 103 respondents 96 were single. However, as well six respondents who are married indicate that they as well travel with their parents. 39 out of the 40 married respondents indicated that they usually travel with their spouse, and additional 17 respondents indicated that they travel with their children.

As for the type of transportation 165 respondents answered that they usually use the airplane for reaching their holiday destination, which is surprising as in the literature it is stated that the type of transportation which is usually used for domestic tourism is the train. It can be noticed here that 62 out of the 165 respondents are students who do not pay for their travel themselves. 151 respondents however answered that they use the train for reaching their holiday destination. 120 of the respondents tagged both types of transportation. 58 respondents indicate that they like to travel with their own car and 47 said they often use the train for reaching their travel destinations.

Finally, the respondents were being asked how they usually plan their vacation trips. 74 respondents indicate that they use professional help to organise their holidays. 66 respondents indicated that they plan their holiday trips via travel agencies, and 8 people said they use a single travel agent. Nevertheless, professional help does not seem to be the favourite way of planning the holidays amongst the respondents. 40 respondents answered that they plan their holidays themselves using brochures and 179 indicated that they use the internet for autonomously planning their holidays. 113 choose their travel destination due to recommendations of their friends or families.

*In summary, the most popular type of tourism activities of the generation of the 20 to 35 year-old is visiting nature parks. The second popular activity is sightseeing in China followed by recreational holidays. However, it is important to notice that family visits are not very popular which is a significant difference to the parents' travel behaviour. The most frequently visited province is Shanghai, with the Bund, which is as well the most frequently visited sight. Shanghai is followed by Zhejiang, Beijing and Hainan. As Hainan is an island it offers a lot of possibilities for beach vacation, which is a popular type of tourism as well. Further, it should be kept in mind that most of the respondents travel within times of the year, which they choose independently and not only at the offered holiday times. Moreover, it is interesting that the responsibility of payment for the vacations is almost equally divided between the parents and the respondents themselves. Finally, it is important to mention that most respondents travel with friends and, furthermore, use the airplane as a mode of transportation.*

### 5.3 Urban and rural differences in present travel behaviour

After having focussed on the results of the present travel behaviour, the major differences in the urban and rural travel behaviour will be presented in the following. However, it is important to mention that 87 respondents are from the more rural areas of China and 116 were born in the more urban areas of China.

The amount of money the tourists usually spend on their holiday is a crucial factor to look at, as the literature says that there are immense differences in the urban and rural expenditures. As it is possible to see in the diagrams below there are differences in the amount of money the tourist spent on holidays depending on the area in which they grew up.

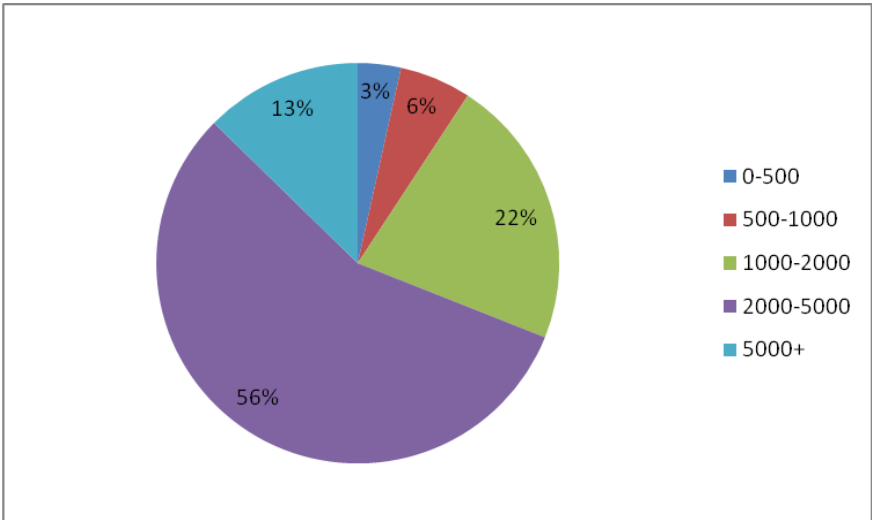
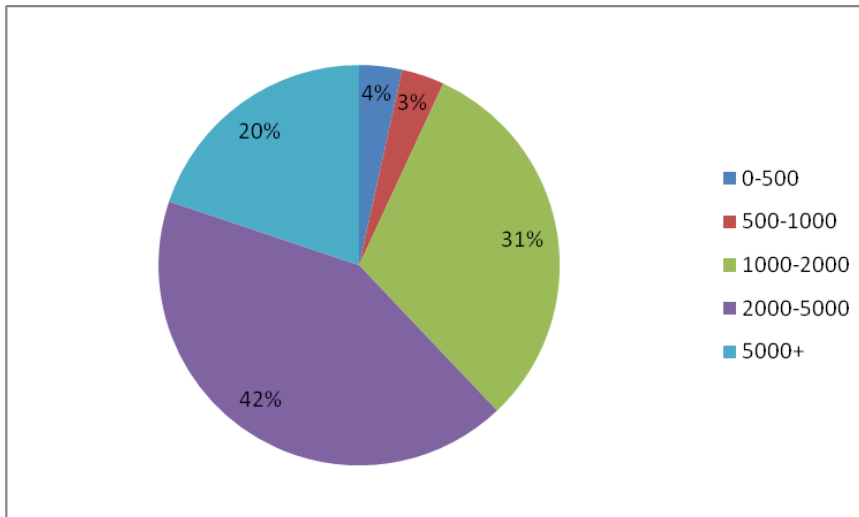


Figure 11: Rural spending on domestic holidays

For the 87 rural residents more than the half (56 per cent) of the respondents answered that they usually spend 2000-5000 RMB on their domestic holidays. 22 per cent indicated that they usually spend 1000-2000 RMB and further 13 per cent said that they would spend more than 5000 RMB. In total 9 per cent of the respondents said that they would spend 0-1000 RMB. This is a difference to the 116 urban residents, of which only 42 per cent indicated that they usually spend 2000-5000 RMB on their holidays. However, 20 per cent said that they would spend more than 5000 RMB and 31 per cent answered 1000-2000 RMB. 7 per cent in total said that they spend between 0 and 1000 RMB on domestic holidays. Nevertheless, taking the mean of the money spans and then the average of all answers, rural inhabitants spent on average 2982.76 RMB and urban residents 2969.83 RMB on their holidays within China, which shows that rural residents spent a little amount more than urban residents.



**Figure 12: Urban spending on domestic holidays**

For the duration of the holidays it can be said that urban residents on average stay 7.86 days on holidays, while rural residents stay on average 8.94 days. Further being asked how often they go on holidays the urban residents indicated that they go on average 2.48 times on holidays and the rural residents answered that on averages the go 2.37 times. This difference, however, is relatively low.

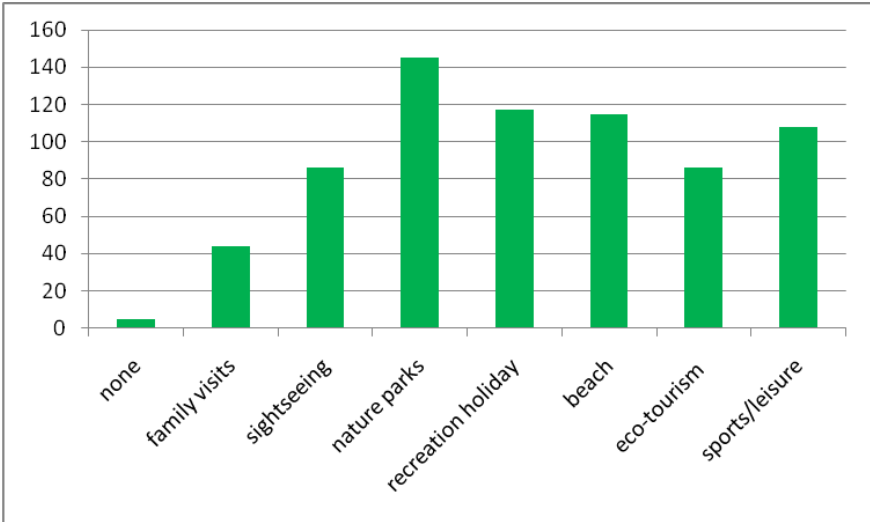
*The outcomes in the differences of urban and rural respondents show that the rural residents on average spent more on their holidays and stay longer, however they go a little less frequent on holidays than the urban residents. Those spent less and stay shorter, however, go a little more often on holidays. However, all in all the differences between urban and rural travel behaviour is not significant.*

#### **5.4 Future travel behaviour**

The part for the future travel behaviour was added to the survey to find out, whether the respondents might show interest in some travel activities in the future. Therefore, the trends could be renewed. Here it is interesting to see that 85 respondents answered that they would like to do eco-tourism in their future vacations. As only 43 respondents indicated that they are currently doing eco-tourism. Therefore, twice as many people would like to do that kind of holidays in future and, thus, it could be said that this is a trend which did not become true but can be renewed as a trend for the future travel behaviour of the respondents. 97 respondents indicated that they would like to do beach holidays in future, which is a little less than those people who indicated that they are usually going to the beach for their holidays. Furthermore,



96 respondents said that would like to do sports and leisure holidays such as fishing, hiking, etc. in their future holidays. This is a small increase since 88 people indicated they are already going on sport and leisure holidays. 85 people said they would like to visit nature parks in future and 84 respondents plan to go on recreational holidays. For both of those holiday types this is a decrease in popularity, since 170 people indicate they are currently visiting nature parks and 106 mentioned that they are currently doing recreational holidays. It is interesting that only 46 people said that they would like to do sightseeing trips and further 33 indicated they would like to go on family visits. Comparing these numbers to the numbers of the present travel behaviour, where 114 respondents said they are often going on sightseeing trips and 56 indicated that they are going on family trips, it can be said that those two travel activities will experience a decreasing popularity in future.



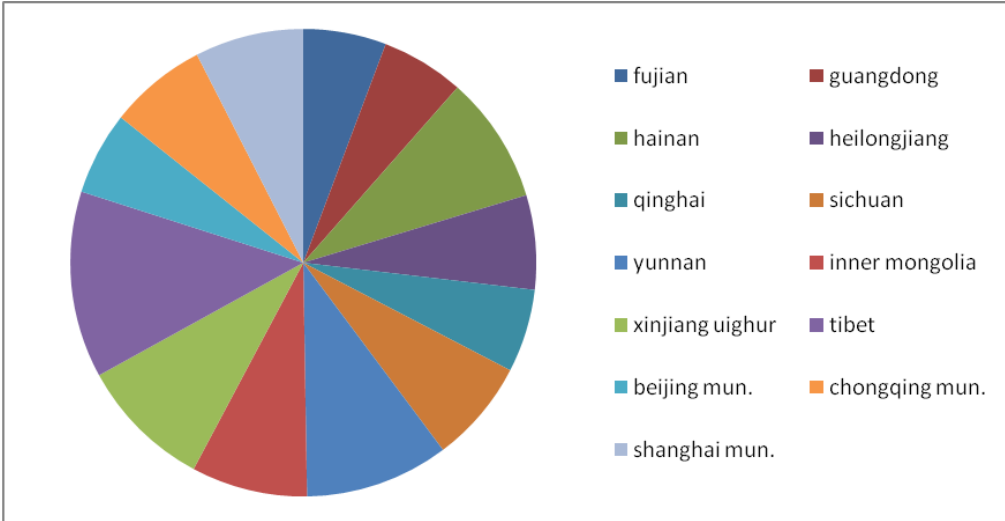
**Figure 13: Kind of holidays with future family**

As visible in the diagram above the types of holidays change a little, when being asked, which kind of holidays the respondents still want to do with their future family. When the respondents have their own families the likelihood to go on family visits slightly increases again up to 44 respondents who indicated that type of holidays. Even though family visits still have less respondents for the future, than in present times, it is interesting to see that more people are likely to take their future families to family visits. The same trend can be identified for sightseeing trips in China and for visiting nature parks. Only 46 respondents indicated this as an interesting kind of travel for their own future, however, when they have their own families 86 respondents want to go and show them the most important sights in China. For nature parks the amount of respondents increased from 85 to 145 for travelling with the family. For recreational holidays it is striking to mention that more respondents want to go on

recreational holidays with their future families, than compared to present times or to future holidays alone. Currently 106 respondents like to visit spas and hot springs, and there was a downward trend for the respondent being asked, what kind of holiday they still want to do. However, 117 respondents indicate that as soon as they have their own family, they would like to go on recreational holidays again. The same trend can be identified for beach holidays. In the present travel behaviour 104 respondents like to go on beach holidays. In future this frequency will decrease a little, as 97 respondents would like to do that kind of holiday in future. For eco-tourism the popularity does not increase with a future family. Only one person more would like to go on eco-tourism with their future families, compared to those 85 respondents who already indicated that this is a kind of holiday they still want to do. Nonetheless, for sports and leisure tourism a clear upwards trend can be identified in the answers. For their present travel behaviour 88 respondents said that they are doing sports and leisure holidays, and 96 respondents indicated that sports and leisure tourism is a kind of holiday they would like to do in future. Finally, 108 respondents answered that this is the kind of holiday they would like to do with their own family later on.

As for the accommodation, where the respondents would like to stay in future, 121 respondents answered that they would like to stay in international hotel complexes. This is an immense increase since only 57 respondents already stay in those big complexes on their current vacation trips. However, this leads to the fact that the desire to stay in normal hotels decreased heavily, from 167 respondents, who already stay in Chinese hotels to 97 respondents who want to stay in those hotels in future. This downwards trend is also being discovered for all other types of accommodation. For hostels only 49 respondents indicated that they would like to stay there in future, compared to 64 respondents who already stay in hostels. 37 people answered that they would like to stay at a friend's place for their holidays and only 17 people answered that they would like to spend their holidays at a place of someone of their family. 63 people already spend their holidays at friend's places and 37 people currently tend to stay at a family place. Therefore, the results show a indication that more Chinese would like to experience the advantages of international hotel complexes in future.

The diagram below shows the most popular provinces for travelling in the future travel behaviour. Illustrated are only the provinces which were tagged by more than 40 respondents, as the diagram would be less clear if all provinces are shown.



**Figure 14: Future provinces (40+ respondents)**

It can be seen that compared to the present travel destinations, in future the most popular provinces change. At present times Shanghai (113) and Zhejiang (101) are the most popular travel destinations amongst the provinces, followed by Beijing (96) and Guangdong (79). However, for the future most of the respondents indicated that they plan to go to Tibet, which was answered by 101 respondents. Surprisingly, Shanghai, Beijing and Guangdong suffered decreasing popularity, with 59, 45 and 45 respondents, which shows that the interest in visiting those provinces in future gets less. However, it could also be the case, that respondents already having visited those places, do not want to visit them again in future, but get to know something new. In comparison, the interest in visiting provinces such as Heilongjiang, Sichuan, Yunnan, Inner Mongolia and Xinjiang Uighur increases, as all of these provinces got 50 and more responses, while only Sichuan and Yunnan were already popular travel destinations in the present travel behaviour of the respondents.

For the time of the year in which the Chinese usually travel, no new trend can be discovered in the future. The choice to go whenever the respondents want to go on holidays is still the most popular answer possibility, with 139 respondents. This is a small increase compared to the present travel behaviour, but in the present this was also the most popular answer possibility with 126 respondents. The other answer possibilities all decrease roughly by 10 respondents, with 74 respondents, who want to travel on various weekends in the year, 74

respondents who travel on the National Day holiday, 48 who travel for May Day holidays and 49 who travel at Chinese New Year.

The trend for the type of transportation in general has not changed much as well. Most of the respondents answered that they preferred the airplane as a mode of transportation to reach their travel destination. This was answered by 163 respondents. The train and the bus as a mode of transportation lose a little popularity, as for the train the number of respondents decreased from 151 in present travel behaviour to 121 for the future and the bus decreased from 47 in the presence to 37 in the future. Only the own car increased a little in popularity, as it rises from 58 to 62 respondents, who want to travel with their own car in future. This might be because own cars are a luxury status and the purchase of luxury products increases in China (Henriksen, 2009). Therefore, going on holidays with their own car could be a symbol of luxury for them.

Finally, with regard to the way in which the respondents want to plan their holidays, in future no changes to the present travel behaviour can be identified. Most of the respondents like to plan their holidays via the internet, namely 162 respondents. This is a little less than in the present travel behaviour, where 179 respondents indicated that tool, however, it is still the clear majority of respondents who want to plan their holidays on their own. 110 respondents indicate that as well in future they will choose their travel destination according to recommendations of friends and family. The travel agencies will be used by 69 respondents and 19 will ask single independent travel agents. 44 respondents answered that they will plan their holidays by using books and brochures rather than the internet.

*Summarising the trends for the future are different for the future being single than for a future imagined with an own family. Eco-tourism gets more popular for single future travel activities and sports and leisure travel is the most interesting activity for the respondents, once they have their own family. Moreover, staying in international hotel complexes gets more popular. Tibet will become a popular travel destination within China, while the popularity of Shanghai, Beijing and Guangdong decreases in future. Most of the respondents still want to randomly choose the timing of their holidays, and further plan the holidays over the internet rather than using professional help of travel agencies. The most popular mode of transportation will still be the airplane in future.*

## **6 Result discussion**

*Following the description of the results in the previous chapter, those results will now be discussed. Furthermore, the results will be connected back to the theory and previous findings, in order to see whether the identified trends and travel habits are as well indicated in the survey outcomes or not.*

Analysing the results it is important to mention that the outcomes for the parents generation and the results for the surveyed respondent group it not similar to each other. Even though it could be expected that the children adopted some of the parents' travel behaviours, this cannot be identified in the outcomes. This might result from the fact that the generation of the parents experienced the Cultural Revolution and were the tourism industry was limited before and during the Cultural Revolution and most of the population did not have the means to go on holidays. This accords to comments given by some of the respondents, which state that their parents were too poor to go on holidays. Nonetheless, once people could afford it, they went on holiday.

The most popular sights amongst the parents' generation is the Great Wall of China, the Bund in Shanghai, the Forbidden City and the Mausoleum of Mao Zedong. All of these sights are symbols of China, which are internationally recognized (UNESCO, n.d.). Nevertheless, the outcomes of the survey slightly change when looking at the generation of the 20 to 35 year old, which did not take the chance to visit the Mausoleum of Mao Zedong as often as their parents did. This, as suggested earlier, is a generation issue, which can be explained by the experiences of the parents' generation who grew up with the propaganda and ideologies of the years of Mao Zedong's regime. Having experienced this, the urge to visit his body is more intense for the generation of the parents than for those who were born after Mao's death. The parents learned in their youth that Mao Zedong's ideas are worth striving for and thus, they have an emotional connection to this sight (Milner, 2002). This is consistent with one of the assumptions from previous research that Chinese went on visiting the sights, with which they relate emotions and feelings (Sofield & Li, 1998). Therefore, at least for the parents' generation the theory of emotional relations to the sights is coherent with the survey outcomes.

The most popular sight of the Chinese at the age between 20 to 35 is the Bund, which is interesting because the Bund in Shanghai is a symbol of the international alignment of China (Yu, 2011). This shows that even if the younger generation is interested in the traditional and heritage sights, they seek to visit the internationally oriented sight and enjoy the significance of it. Even though a popular tourism activity of the respondents' age group is sightseeing and visiting nature parks, it cannot be said that the Chinese visit the same sights as international visitors do according to travel agencies (Li, n.d.; Naumann, 2014; Pitts 2014; Wang, 2009). The same can be identified for the parents' generation. Therefore, it can be said that the sights that international travel agencies identified to be the 'must have seen' places in China, (Li, n.d.; Naumann, 2014; Pitts 2014; Wang, 2009) are not equally popular amongst Chinese citizens. Thus, these sights might be important for the inbound tourism, however, for the domestic tourism not as much.

For the differences in the urban and rural travel behaviour the previous literature as well as the official statistics from the China Statistical Yearbook it can be said that the outcomes are not coherent with the theory. In the theory immense differences can be identified (Yang et al, 2014; China Statistical Yearbook, 2011), however, the outcomes of the survey only show small differences for the amount of money, the duration of the holidays and the average amount of holidays of the respondents. However, Mak's identification of the difference between tourists with a higher distance to the holiday destination and the tourists with closer proximity can be considered to be coherent with the survey outcomes (Mak, 2004, pp. 53-55). The outcomes show that the rural residents on average spent a little more time on their holidays and stayed insignificantly longer, nonetheless, they go less frequently on holidays than the urban residents. The urban respondents indicated that they spent less and stayed shorter on vacation. In contrast to the rural residents, the urban respondents go a little more often on holidays.

The trend of using the train as the most common mode of transportation in domestic tourism is not consistent with the survey results. The outcomes of the present travel behaviour show that the respondents prefer reaching their travel destination by airplane rather than by train. Nevertheless, it is important to mention that the train is the second popular mode of transportation and therefore still an often used way to go on holidays. Further, it is important to say that the popularity of using the own car will increase a little in future. This is due to the

fact that the importance of luxury goods is increasing in China (Henriksen, 2009). Thus, for some Chinese to consume luxury products soon after graduating from university, and having a large amount of students in the respondent group, explains the upward trend of the own car as a mode of transportation in future.

Furthermore, the trends for the tourist activities are not fully coherent with the survey results. The previous research identified family visits to be a crucial part of the Chinese domestic tourism industry. However, in the present times visiting the family is not as common as a type of holiday as it used to be. The parents' generation still went on family visits frequently, however, the generation of the 20-35 year-old is not eager for that kind of holidays. Nevertheless, the frequency of family visits will be increasing again as soon as the respondents start their own families. Even then it can be said that family visits do not belong to the most popular holiday activities and thus, Wu et al. (2000) statement, that family visits are a popular way of spending the holidays does not accord to the survey outcomes. However, a trip to the nature as well as sightseeing trips and recreational holidays are very popular amongst the 20 to 35 year old, which is consistent with the trends which were identified by Wu et al. in 2000. Nonetheless, eco- tourism was as well identified to be a trend which would develop after 2000. The results of the survey on the other hand show that eco-tourism is not very popular amongst the Chinese at the age of 20-35 years. This might have to do with the fact that the environmental awareness in China is only recently developing (Guo & Marinova, 2011). Therefore, the activity of eco-tourism might develop in future and gain popularity. This assumption can be supported by the data, as many respondents indicated that they could imagine to go on eco-tourism during their future vacation and, in addition, as soon as they have their own family. Thus, the trend of eco-tourism as a popular tourist activity needs to be renewed.

The introduction of the weeklong holidays did not prevent the Chinese from going on vacation at other times than these fixed dates. The answers illustrate that the respondents use the official holidays as an additional possibility to go on vacation, however, they rather decide themselves when to plan their holidays. This trend will further continue in the future. Moreover, this shows that the trend, that Chinese domestic tourism often takes place on weekend trips, which has been identified by Wu et al in 2000, is coherent with the survey outcomes.

Pierret (2012) further identified that domestic tourists preferably stay with friends or at a family place. However, it can be said that this was true for the parents' generation but not for the generation of the 20-35 year-olds. For the present travel behaviour it can be said that most Chinese like to stay in "normal" Chinese hotels, though many students as well indicated that they like to stay in hostels. Nonetheless, in future the trend will shift to the international hotel chains, which offer more diverse kinds of tourist activities. This is a trend which was identified by Wu et al. in 2000. It needs to be stated that this trend does not accord to the survey outcomes but that the trend can be renewed to be a future trend. This relates again the thrive of the younger Chinese to adapt an international alignment.

For the provinces no real trend was identified in the literature, however, it can be said that currently the most popular province is Shanghai, where the Bund is located, which is identical with the Bund being the most visited sight in China amongst the respondents' group. Shanghai is followed in popularity by Zhejiang, Beijing and Hainan. Beijing as well offers many sights and further is the capital of the country and thus, already attracts many tourists. Hainan, being an island, offers many possibilities for beach vacations and further has some spas to do all kind of recreational holidays. In future however, the popularity of the provinces will change. One of the reasons for that could be that many respondents indicated that concerning their present travel destinations they already have visited Shanghai, Beijing, etc. In contrast to this Tibet has not yet been visited that often and thus, is indicated as a province to which the respondents would like to travel.

As already mentioned before, eco-tourism is a tourist activity which cannot yet be seen as a popular way for spending the holidays, however it can be identified to be a future trend. Another trend which was pinpointed by Wu et al. in 2000 is sports and leisure tourism. Here as well it can be said that the trend can be considered to be renewed, even though this type of tourism activity is relatively popular already. Nevertheless, the number of respondents doing this type of holiday will increase in future, and in fact sports and leisure tourism was indicated to be a popular tourist activity with an own family later on. A further trend which can be identified as a popular way for spending the holidays amongst the Chinese in future is the trend to go abroad for their holidays. Already for the questions about the present travel behaviour many Chinese indicate that they as well like to go abroad for their holidays, yet



mostly within Asia. This is coherent with the trend of Wu et al. which says that outbound tourism will develop in future (Wu et al., 2000). Being asked whether they want to travel outside of China in future, 165 respondents answered that they would even like to travel outside Asia, which shows that the trend will intensify in future. This as well has to do with the fact that the travel possibilities of the Chinese have just recently developed and most of the population only now have and take the chance of travelling the world and gather international experiences. Combined with the trend that China is growing more and more internationally and opening up (WTO, 2011), it results in the fact that outbound tourism seems to become an increasingly popular tourism activity rather than domestic tourism.

Having identified the results, the feasibility of the method needs to be looked at. Conducting an online survey was one of the least cost intensive ways of asking a large amount of people about their travel behaviour. However, it must be kept in mind that the respondents group is relatively limited. The results might differ if a larger sample sized is taken, as the 281 respondents only represent a small percentage of the total population. Further, different results will probably be identified if the target group of the survey is expanded. Limiting the target group to Chinese at the age of 20 to 35 year old led the results in a special direction. If the same questions would be asked to a respondents group which is 35 year and older, the results would differ as these respondents have different life experiences and a different attitude towards international experiences. However, given that the survey was an online survey, only Chinese in a certain age group could have been reached, as especially for the grandparents' generation the tool of an online survey is not as familiar and would need more guidance. Due to the huge distance between Sweden and China and therewith the lack of physical proximity, it was not feasible to provide the needed guidance sufficiently. Hence, the disadvantage of an online survey can be seen. The missing explanation of the survey structure for some of the respondents, led to the fact that 78 respondents did not answer the survey properly. The explanation that was given about the structure was obviously not sufficient for all respondents in order to answer the survey correctly. Further, the language barrier and the fact that external translators needed to be consulted might have added to the fact that the questions were not answered correctly.

*In summary, a survey is an adequate way to gather data on tourism behaviour. Some of the trends which were identified in the literature were coherent with the survey outcomes and some of the trends were not. Furthermore, some future trends can be identified, respectively they can be renewed, such as the trend for eco-tourism, sports and leisure activities, taking the airplane as a mode of transportation and the trend of going abroad for holidays, rather than staying within China.*

## **7 Conclusion**

The aim of this research was to contribute knowledge about the current domestic travel behaviour of the Chinese. Given the limitations of the written survey method and the small sample size no representative statements can be made concerning verifying or falsifying the previous research outcomes. However, it can be said, whether the trends, which were identified more than ten years ago, are coherent with the survey outcomes and, thus, trends and changes in the consumer behaviour of Chinese domestic tourists can be suggested.

The tourism industry in China is a growing industry in the Chinese economy. In history however, tourism was a privilege of the religious and the rich. After the Communist Party took over in 1949, domestic tourism was basically non-existent. This was because the household registration system limited the population in its travel behaviour and bound the residents to the area of their registration. Further, during the years of unrest and riots of the Cultural Revolution, tourism was strictly forbidden and only international tourists were welcomed if they had a political value. The holiday trips were then limited to political propaganda visits. After the opening up reforms in 1978 the tourism industry developed and after 20 years can be identified as one of the growing industry of the economy.

Concluding from the survey outcomes, it can be said that the tourism industry seems to be developing more different than expected. The different trends for domestic tourism behaviour, which were identified by economists such as Wu et al. (2000), Mak (2004), Pierret (2012), are not fully coherent with the research outcomes of the survey. Eco-tourism and sports and leisure activities can be considered to be renewed as trends for the future. The results indicate that the preferred mode of transportation changes from the train to the airplane. Further, the results show that in future staying at international hotel complexes seem to be getting more popular, as the trend of internationalization as well becomes a part of the domestic tourism behaviour of the Chinese. Moreover, the results indicate that the Chinese want to experience new things and visit new destinations as in future Tibet was considered to become a popular domestic travel destination. Further, many of the Chinese respondents answered that they would like to travel outside of China in future and especially as well outside of Asia. Wu et al. already identified this trend in 2000 as they said that outbound tourism would develop further.

With regards to the social aspects of the survey it can be said that the travel behaviour of the parents' generation cannot be seen as a role model for the respondents, since the living conditions of the Chinese changed dramatically since then. Therefore, the travel behaviour of the current generation of young adults can as well not be seen as an indicator for the travel behaviour of the future generation. China as a country is further developing and so will the demography and the living conditions of the population and resulting from that the consumer behaviour as well.

The outcomes of the survey indicate that domestic tourism industry in China will experience a change in accommodations and mode of transportation, as well as some of the favoured travel activities and destinations. This is something the suppliers of the tourism product should keep in mind in order to meet the future demands. Further research on that topic should address a higher sample size in order to make representative statements rather than trend indications.

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## List of figures

Figure 1: Domestic Tourist Arrivals 1994-2010 .....	11
Figure 2: Domestic Tourism Expenditure 1994-2010.....	12
Figure 3: Per Capita Expenditure Domestic Tourism 1994-2010.....	12
Figure 4: Disposable Income by Province .....	17
Figure 5: Famous sights visited by parents .....	21
Figure 6: Famous sights visited by respondents.....	23
Figure 7: Present provinces (40< respondents) .....	26
Figure 8: Who pays for the holidays? .....	27
Figure 9: Money spend on domestic tourism .....	28
Figure 10: Who joins on holidays? .....	29
Figure 11: Rural spending on domestic holidays .....	31
Figure 12: Urban spending on domestic holidays .....	32
Figure 13: Kind of holidays with future family .....	33
Figure 14: Future provinces (40< respondents) .....	35

## Appendix

### Questionnaire

Hello,

my name is Carmen Schmidt from Germany. I am currently studying “International Economics with a focus on China” in Lund, Sweden. For my master thesis I would like to research the domestic travel behaviour of Chinese between 20 and 35 years. Answering the survey will take around 10 minutes.

The precondition for that is that you spend most of your life in China (not including Hongkong, Macao, Taiwan). Please do not answer the survey if you grew up outside of China or if you do not travel in China at all.

Your answers will be treated **confidentially** and will not be used for business purposes. The only use is for an **academic research**. Your name or address will **not** be asked for in this survey and your response will not be traced back.

Please feel free to distribute the survey amongst your friends and family.

Thank you very much for your time and effort!

Carmen

### Personal questions

- |   |              |        |          |
|---|--------------|--------|----------|
| <b>1. What is your gender?</b>                        | male         | female |          |
| <b>2. What is your age?</b>                           | 20-24        | 25-29  | 30-35    |
| <b>3. In which province/municipality do you live?</b> |              |        |          |
| Anhui   | Fujian       |        | Gansu    |
| Guangdong   | Guizhou      |        | Hainan   |
| Hebei   | Heilongjiang |        | Henan    |
| Hubei   | Hunan        |        | Jiangsu  |
| Jiangxi   | Jilin        |        | Liaoning |

Qinghai	Shaanxi	Shandong
Shanxi	Sichuan	Yunnan
Zhejiang	Guangxi Zhuang	Inner Mongolia
Ningxia Hui	Xinjiang Uighur	Tibet
Beijing Municipality	Chongqing Municipality	Shanghai Municipality
Tianjin Municipality		

**4. Which province/municipality is your home province/municipality?**

Anhui	Fujian	Gansu
Guangdong	Guizhou	Hainan
Hebei	Heilongjiang	Henan
Hubei	Hunan	Jiangsu
Jiangxi	Jilin	Liaoning
Qinghai	Shaanxi	Shandong
Shanxi	Sichuan	Yunnan
Zhejiang	Guangxi Zhuang	Inner Mongolia
Ningxia Hui	Xinjiang Uighur	Tibet
Beijing Municipality	Chongqing Municipality	Shanghai Municipality
Tianjin Municipality		

**5. How many years of education do you have?** open question

**6. What is your occupation?** Student unemployed  
employed self-employed

**7. What is your family status?** single married divorced

**8. How many children do you have?** 0 1 2-3 more

**9. Do you have siblings?** Yes No

**10. How many siblings do you have?** (open question)





**13 Have you ever been to: \***

None

Terracotta Army in Xian

Mausoleum of Mao Zedong

Yellow Mountains

Li River, Guilin

Potala Palace, Lhasa, Tibet

In Hongkong, Macao or Taiwan

Outside Asia

The Great Wall

Forbidden City

The Bund, Shanghai

Stone Forest, Kunming

Yangtze River

Jiuzhaigou Valley

Outside China within Asia

**14 Have your parents ever been to: \***

I do not know

The Great Wall

Forbidden City

The Bund, Shanghai

Stone Forest, Kunming

Yangtze River

Jiuzhaigou Valley

Outside China within Asia

None

Terracotta Army in Xian

Mausoleum of Mao Zedong

Yellow Mountains

Li River, Guilin

Potala Palace, Lhasa, Tibet

In Hongkong, Macao or Taiwan

Outside Asia



Shanxi	Sichuan	Yunnan
Zhejiang	Guangxi Zhuang	Inner Mongolia
Ningxia Hui	Xinjiang Uighur	Tibet
Beijing Municipality	Chongqing Municipality	Shanghai Municipality
Tianjin Municipality		

**6 Do you travel outside Mainland China? \***

No	Holidays in Hongkong, Macao, Taiwan
Holidays outside China but within Asia	Holidays outside Asia

**7 How long do the holidays on average last? Please answer in day(s). open question**

**8 Which time of the year do you go on holiday?**

Chinese New Year	May Day holidays
National day holidays	Various weekends
Random (whenever you want)	

**9 Who is usually paying for the holidays? \***

You	Your parents
Your husband/wife	Someone else

**10 How much are you usually spending on holidays within China?**

0-500 RMB	500-1000 RMB
1000-2000 RMB	2000-5000 RMB
5000> RMB	

**11 How much are you usually spending on holidays outside of China?**

0-1000 RMB	1000-2000 RMB
2000-5000 RMB	5000-10000 RMB
10000> RMB	

**12 How often do you on average go on holiday per year? (open question)**

**13 Are you going alone?**                      Yes              No

**14 Who do you usually go with? \***

Friends	Parents
Husband/wife	Children



**15 Which means of transportation do you usually use when you are going on holidays? \***

Own car

Bus

Train

Airplane

Other

**16 How do you organise your holidays?**

Travel agency

Single travel agent

Recommendation of friends or family

self planned via brochures and books

self planned via Internet

## Future

These questions aim to get information about your future travel behaviour. These questions aim at the time after your studies (in case you are a student), those holidays which you dream of and those you want to do with your own family.

### **1 What kind of holidays do you still want to do? \***

None

Family visits

Sightseeing in China

visiting Nature parks

Recreation holidays (Spas, hot spring, entertainment parks)

Beach

eco-tourism (tourism for protecting the environment)

Sports/leisure (fishing, hiking, skiing etc)

other

### **2 What kind of accommodation do you want stay in? \***

big international hotel complexes in China

normal hotels

Hostels

I stay at a friend's place

I stay at a place of someone of my family

### **3 Do you want travel outside Mainland China? \***

No

Holidays in Hongkong, Macao, Taiwan

Holidays outside China but within Asia

Holidays outside Asia

## Holidays with future family:

### **4 Will you be going on holidays with your own family (Spouse and/or children)?**

Yes No

### **5 What kind of holidays will you be doing with your future family? \***

None

Family visits

Sightseeing in China

Visiting Nature parks

Recreation holidays (Spas, hot spring, entertainment parks)

Beach

eco-tourism (tourism for protecting the environment)

Sports/leisure (fishing, hiking, skiing etc)

other

**6 What kind of accommodation do you want stay in? \***

big international hotel complexes in China                      normal hotels

Hostels    I stay at a friend's place

I stay at a place of someone of my family

**7 Where will you be going to? \***

Within city you live in

Outside city you live in

Outside province you live in (which province?)

**8 If you answered "Outside province you live in" in question 7 please indicate which province you will be going to?**

Anhui	Fujian	Gansu
Guangdong	Guizhou	Hainan
Hebei	Heilongjiang	Henan
Hubei	Hunan	Jiangsu
Jiangxi	Jilin	Liaoning
Qinghai	Shaanxi	Shandong
Shanxi	Sichuan	Yunnan
Zhejiang	Guangxi Zhuang	Inner Mongolia
Ningxia Hui	Xinjiang Uighur	Tibet
Beijing Municipality	Chongqing Municipality	Shanghai Municipality
Tianjin Municipality		

**9 Do you want travel outside Mainland China? \***

No    Holidays in Hongkong, Macao, Taiwan

Holidays outside China but within Asia                                      Holidays outside Asia

**10 How long will the holidays on average last? Please answer in day(s). open question**

**11 Which time of the year will you go on holiday?**

Chinese New Year	May Day holidays
National day holidays	Various weekends
Random (whenever we want)	

**12 Which means of transportation will you use when you are going on holidays? \***

Own car	Bus
Train	Airplane

**13 How will you organise your holidays?**

Travel agency	Single travel agent
Recommendation of friends or family	self planned via brochures and books
self planned via Internet	