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# **ANALYSIS OF CHINESE TRAVEL BLOGS OF NEW ZEALAND**

A thesis

submitted in fulfilment

of the requirements for the degree

of

**Doctor of Philosophy**

at

**The University of Waikato**

by

**Minghui Sun**



THE UNIVERSITY OF  
**WAIKATO**  
*Te Whare Wānanga o Waikato*

2013

## ABSTRACT

The Chinese outbound tourism market is a fast growing source market for many destinations. However, more research is needed to better understand the Chinese outbound tourism market and its diversity and complexity. Again, it can be argued that consistent monitoring of what is a fast evolving market is required, even where prior research has been undertaken. The aim of this research is to provide the tourism industry with a better understanding of the Chinese tourist market and the attitudes of Chinese visitors with specific reference to New Zealand. Consequently perceived destination image, travel motivations, and patterns of online communications of and about New Zealand were identified by analysing travel blogs written by Chinese tourists. Given that there were 181 million bloggers existing in China by the end of 2009 (CNNIC, 2009), blogs written by Chinese visitors have a significant market value for tourism organisations and marketers.

This study used content analysis to identify the perceived destination image held by Chinese tourists to New Zealand. In this study, the analytical process was divided into two parts, namely photographic and textual analysis. In each of the two parts, qualitative content analysis was first undertaken, and then followed by secondary quantitative analysis to support the findings discerned through the qualitative process.

By analysing 6968 photographs and 408 blog entries posted by Chinese visitors, an image of New Zealand as a tourism destination was identified. The findings revealed that the main components of New Zealand, as perceived by Chinese visitors, were that it possessed a protected ecological environment, offered a variety of activities, and had a highly developed society with a “Pakeha” culture. The research also indicated that Chinese cultural norms played an important role in the process of decision making, perception formation and interpretation. These norms included the desire of harmony, Li, Junzi Aspiration, and a respect of authorities. The results of the study also included details about travel patterns in dining, accommodation, and tourism activities. These results indicated that content analysis of visual and textual materials provides rich information about

perceived destination image, travel preference, and online information search behaviours. Online photographs and narratives posted by visitors are not only valuable information source for potential visitors who read the blogs, but can also be an effective way to understand the Chinese market.

Based on the results, it can be concluded that blogs are important, and point a way by which destination marketing organisations can seek to influence potential visitors. For example, blog celebrities are an effective way by which to attract thousands of readers to know more about the country. The use of the Chinese language and creating special arrangements for Chinese festivals are shown to be effective means by which hosts can display a friendly attitude to their Chinese guests. With more and more countries being granted Approved Destination Status (ADS) by the Chinese government, Chinese citizens have more choices as to where to travel overseas, thereby intensifying competition for their custom. It is vital for tourism destinations to promote their unique features through all possible channels according to different target markets. Additionally, because service quality is a crucial issue for group tourists, consistent monitoring the travel blogs is an effective way of facilitating the improvement of the service quality of tourism product suppliers.

## ACKNOWLEDGEMENT

Firstly I would like to thank my Heavenly Father for His benevolence and grace and for giving me health and strength to complete this research work and the thesis.

My deepest gratitude goes to my chief supervisor, Professor Chris Ryan, for his continuous encouragement, insightful advice, and valuable guidance. I am greatly inspired by his passion and professionalism. He is an excellent researcher and supervisor, and a good friend. What I learnt from him is an on-going help for the rest of my life. It is my fortune to have Chris as my chief supervisor of PhD research.

I am very grateful to Dr Steve Pan of the Hong Kong Polytechnic University. As my second supervisor, he indeed gave me a lot of valuable advice and comments on my research, especially when I was learning the use of software programs to assist the data analysis.

My grateful thanks also go to Heather Morrell, my subject librarian, for her encouragement and support in every step of my research. She was never short of patience and enthusiasm when I needed help.

I would also like to express my acknowledgement to the two examiners, Professor Beverley Sparks and Associate Professor Bing Pan who agreed to review my PhD thesis. I am very appreciative for their time, effort, and valuable suggestions.

I am especially grateful for the Waikato Doctoral Merit Award by the University of Waikato Scholarships Committee. Without this financial assistance, this research project would not be completed within such a short time.

Many thanks also go to other staff members in the Tourism and Hospitality Management Department of the University of Waikato Management School, to my doctoral student colleagues, as well as friends from the International Student Ministries who shared information and wisdom with me. I feel thankful for their kind support, help, and invaluable friendship.

Finally, I would express my deepest gratitude to my family members for their unwavering love and support. My special thanks go to my husband, Jungang Liu, who continually encouraged and supported me to pursue my dream. My daughter's courage in accompanying me to what for her was an unknown county was also an important source of support, and seeing her grow here was also a strength in aiding me to achieve my goal.

Thank you to everyone being with me on my PhD experience.

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## **CHAPTER 1      INTRODUCTION**

The purpose of this chapter is to introduce the rationale and the general structure of the thesis. The first part of this chapter will introduce the background of the research. The significance of the study is presented in the second section. The structure of the thesis will be provided in the last section.

### **1.1      INTRODUCTION**

Since the Internet has become an accepted way in which people obtain information and make bookings and payments, the tourism industry is facing a set of challenges and opportunities with new tourism market segments who are Internet users. In the past decade the continued growing rate of Internet connections and users has meant that Internet users are becoming increasingly important, and hence businesses, marketers and researchers are seeking to understand the online behaviour of e-customers (Li & Buhalis, 2006). One recent innovation in Internet applications is Web 2.0, which is known for its user generated content, and peer-to-peer applications (Akehurst, 2009; Carson, 2008). With millions of people posting their travel experience on-line, travel blogs have become an important information exchange channel among tourists (Wenger, 2008). Additional to the importance of the blogs in information distribution, blog content may include comparisons and contrasts between individuals and groups, critiquing activities and attractions, and offering reviews of accommodations and service providers (Pühringer & Taylor, 2008). The content of these blogs also provide valuable market intelligence and market opportunities for tourism organizations and enterprises (Akehurst, 2009). Blogs can serve as a marketing research tool because blog content is valuable for monitoring the attitudes of tourists, thus developing a successful destination image (Carson, 2008).

As such, blog analysis can facilitate tourism destination organisations to shape specific strategies regarding specific markets, countries or client segments. However, the current body of knowledge regarding Chinese travel blogs is quite limited. Consequently the purpose of this thesis is to discover the perceptions held of New Zealand by Chinese bloggers, and to identify what images are being disseminated to other Chinese by these bloggers. Considering that the Chinese inbound tourist market is the fourth largest market for New Zealand tourism, and that also Tourism New

Zealand (TNZ) was one of the pioneers in digital marketing among all tourism destination organizations, this thesis focus on both the text and pictorial representations of New Zealand found in Chinese travel blogs written by tourists to New Zealand.

## **1.2 RESEARCH BACKGROUND**

China's economy experienced crucial development after the commencement of the "open door" policy in 1979. China's economy has grown substantially above average: from 1979 to 2003, China's GDP increased nine times. By 2023, it is expected that China will have per capita GDP in excess of \$14,000 (Tretheway & Mak, 2006). The upgrading of the enterprises and the adoption of new technology had turned some factory workers into people with modern technology who have socially moved upwards and become members of the middle stratum of the society. Consequently a middle class is appearing and beginning to take shape. According to a survey of the National Statistical Bureau in 2000, people of mid-level income constitute 10% of the urban population. People of middle level income would spend their money in houses, cars, regular travel and other social activities to meet their growing cultural or spiritual demands in addition to their daily expense (National Statistics Bureau, 2000). They spend more money on high-grade commodities, for example, top brand goods such as Giorgio Armani eyeglasses, Gucci handbags, Nike shoes (Mok & Defranco, 2000), and also, overseas travels. Frequently, overseas travelling has been seen as a high-class and fashionable activity in today's China because of the high cost of the whole trip and the relatively significant requirement of acquiring a visa. This has meant that in the past only a small number of Chinese citizens had the ability to travel overseas, and something of that perception still remains even though the total number of outbound travellers reached 47 million visitors in 2008 (Yu, 2010).

Chinese outbound tourism has been developing at an accelerating pace congruent with economic development and the improvement in the living standards of the Chinese people. The Chinese overseas travel market has increased rapidly since the beginning of the 1990s. At the beginning of 1991, the government began to allow Chinese citizens to join tour groups (organized by authorised travel services)

to Southeast Asian countries (Bailey, 1994). To date, China is listed as one of the top ten origin markets for many Asian countries, and its potential for the global tourism industry remains significant, a significance that the global tourism market is fast appreciating. The year 1992 witnessed a milestone in China's outbound tourism development. For the first time in the modern period the Chinese government allowed its citizens to travel abroad using their own funds to other countries; thus initiating a dramatic growth in outbound travel demand. To meet the increasing Chinese demand for outbound travel and to cope with the trend of expanding international cooperation, the Chinese government subsequently approved more destinations for travel by Chinese citizens. The ADS-system is based on a bilateral tourism agreement whereby a government allows Chinese tourists to travel to its territory. The restriction regarding the promotion of tourism to non-ADS countries has an effect only on group tourism (World Tourism Organization, 2003). Up to May 2009, China had designated 108 countries and regions with approved destination status (ADS). Partly as a result of this increased ease of travel the number of outbound travelers grew by close to 12% during 2004-2008 to reach 45 Million in 2008 (Maheshwari, 2009). Previously, according to the United Nations World Tourism Organisation, outbound tourism in China grew by 37 percent in 2002 and the following year 2003 China surpassed Japan in the number of outbound travellers and became the leading Asian generating market with a total number of 20.2 million trips (World Tourism Organization, 2003). Considering that only small fraction of the urban population has traveled overseas compared with its huge population base, the Chinese outbound market still has a tremendous growth potential, and it is expected that by the year 2020 China will become the fourth largest tourists generating country (World Tourism Organization, 2003).

In the coming 20 years, the standard of living of the Chinese people will be further improved and the concept and modes of popular consumption may well come to imitate those of western counterparts, albeit possibly subject to some cultural differences in ways that cannot be seen at present (Ryan & Gu, 2009). It can be expected that the purpose of travel will become more diversified. In addition to general sightseeing, demands for "sun and sand" holidays, leisure tours in the cities, cultural tours, fitness tours, incentive travel or taking part in

large-scale culture and art festivals or sports competitions is growing quickly. More and more families will put outbound travel into their annual budgets. It is likely that in the 20 years to come, China's outbound tourism market will have matured (World Tourism Organization, 2003).

All the above indicates that the Chinese outbound travel market has significant potential and value for the global community and it seems Chinese tourists can play an important role in some regions as a source of increasing tourism revenue.

The tourism industry, especially inbound tourism, in New Zealand has played an integral role in the country's economy, and for over a decade has been the first or second largest export sector as it vies with the dairy industry for the primary position (Ministry of Tourism, 2008a). Although tourism in New Zealand has a number of opportunities, recent statistics have demonstrated that several of the key target markets have stagnated or decreased in visitors' arrivals following the 2008 global financial crisis (Chan, 2009), and recovery has remained relating muted since 2010. Certainly the decrease in numbers of visitors from the UK, US, and Japan to New Zealand, and the contrary increasing trend of Chinese visitors, has attracted specific attention in the New Zealand tourism industry for much of the past three years (Ministry of Tourism, 2008b).

The New Zealand and Chinese governments negotiated an Approved Destination Status (ADS) agreement in 1999, along with Australia, which meant that New Zealand was designated as an approved destination for tourists from China. The New Zealand tourism market quickly benefited from this ADS agreement because Chinese visitors jumped to 27,752, an increase of 66 per cent, in the 12-month period following this agreement (Ryan & Mo, 2001). Between 1999 and 2001, New Zealand attracted the highest growth rate (45%) of Chinese outbound tourists among China's top 21 destinations (Becken, 2003). With the dramatic increase in the number of Chinese visitors, China's outbound tourism market was considered as having strong growth potential for New Zealand (Tourism New Zealand, 2010b). Within a relatively short period of time China became the fourth largest international tourist market for New Zealand, generating 112,000 tourists in 2008 (Tourism New Zealand, 2010a). The Chinese market is important to New Zealand,

not only because of the increasing number of Chinese tourists, but also to ensure that this growth accords with the sustainability goals outlined in the Tourism Strategy 2015 (Tourism Strategy Group, 2007).

However, Tourism New Zealand noticed that Chinese visitors market showed a considerably lower satisfaction level than that of other markets (Tourism New Zealand, 2010c). The main reason may be connected with the large number of commission-based low quality “shopping tours” operated by some inbound tour operators. Another probable reason is that there is no clear image of New Zealand among Chinese visitors (Tourism New Zealand, 2010d). This in turn may result in the need for a change in how the tourism industry caters to Chinese visitors, as well as a potential modification of New Zealand’s “100% PURE” tourism campaign to target the Chinese market more exclusively (Chan, 2009).

To advance a broader and more sophisticated approach in China, Tourism New Zealand has commenced several initiatives. In September 2009, a fourth round of the global 100% pure New Zealand campaign started in China. With the fast pace of information technology development, the campaign is largely based upon the Internet. The campaign strategy in China aims to maintain the momentum of the original campaign, which launched in 2008 and drove record traffic to the Chinese language website [www.newzealand.com/travel/china](http://www.newzealand.com/travel/china). The campaign also runs online on many of China’s major news portals including MSN China and [www.sina.com](http://www.sina.com), and also on the travel booking and search site. Apart from providing information about New Zealand, potential visitors are able to construct a personal itinerary which includes a combination of products on the website. Also, the Chinese website of Tourism New Zealand provides a section named “Your Voice”, which makes it possible to link with any blogs when bloggers intend to share their travel experience in New Zealand with others. Realising the significant effect of interpersonal influence, Tourism New Zealand has recently hosted two hugely popular celebrity bloggers, Lu Chuan and Hung Huang, who wrote stories on their travel experience in New Zealand (Tourism New Zealand, 2010d). Tourism New Zealand’s latest strategy of promotion using the Internet and blogs shows a strong awareness of tourists among Chinese “netizens”.

It is obvious that the blogs written by Chinese visitors have a significant market value for tourism organisations and marketers. What did the bloggers write of their experience in New Zealand? Are there any gaps between the perceptions of attractions by Chinese tourists and tourists from other countries? Do bloggers feel satisfied with the service offered by New Zealand tourism industry? What is the response of the viewers? Hence, this research will aid understanding the perceived image and behaviour of Chinese outbound tourists to New Zealand. Thus a comprehensive understanding of Chinese tourists as Internet users will help the destination marketers to be more effective in their promotion to this specific target market, as well as monitoring the Chinese tourists' satisfaction.

### **1.3 SIGNIFICANCE OF THE RESEARCH**

In recent years, the fast development of information communication technologies and the expansion of the Internet have changed the world's industry structures (Ma, Buhalis, & Song, 2003). The global rise of the Internet has created opportunities for consumers to communicate with other consumers, product suppliers, destination managers, regulatory agencies and other organizations involved in tourism (Carson, 2008). The Internet has opened and improved communications, distribution channels and transactions in ways which one could not have imagined even at the beginning of the 2000s (Akehurst, 2009). Through the Web, customers can access useful and current information, ask questions, search tourism product catalogues, and make bookings and payments (Lu & Lu, 2004). When tourism marketers promote their products, the Internet has become one of the more important marketing communication channels (Wang & Fesenmaier, 2006). Most travel information today has been digitized and can be accessed with virtually no barriers by every potential tourist (Choi, Lehto, & Morrison, 2007). The continuing rise of the Internet as a communications tool for travel and tourism presents challenges for destination marketing organizations and tourism enterprises (Schmallegger & Carson, 2008). In response to the fast pace of development of information technology, many people tend to seek information from websites that increasingly are also accessible on cell phones. The Internet has become a major source of information for travelers and a platform for tourism business transactions (Pan, MacLaurin, & Crotts, 2007). Some websites are not

only informative, but also functional, and allow online booking, and interaction between customers. With increasing amounts of travel-related online information, tourists have an enormous number of choices as to where they travel and what they do (Bing Pan et al., 2007). In addition, customers often like to obtain other opinions of scenic places before visiting. Customers can obtain a clear picture and relevant information of the desired destination with the help of the Internet to share ideas, experiences, opinions and get suggestions from others online (Lu & Lu, 2004).

The improvement of China's economy also promotes the revolutionary development of information communication technologies. Internet development in China today has increased to such a point where hundreds of companies are creating new web pages, and thousands of people are becoming web users daily (Lu & Lu, 2004). China's use of the Internet has continued to increase by 20-30% every six months since 2000. According to a report conducted by China Internet Network Information Center (CNNIC) (2010), China's netizen population amounted to 338 million by the end of June 30 in 2009, up 13.4 percent from the year-end of 2008. In terms of Internet usage, more than half of the netizens preferred using the Internet for entertainment, information and communication than any other media. In addition, those of 30 – 49 years old with stable income are the main category of Chinese netizens. Nowadays, potential visitors have a myriad of information sources when investigating where to travel (Sparks & Pan, 2009). In China's market place, around 7.9% of Internet users search for travel information online (CNNIC, 2010). As independent travel and self-drive holidays become popular in China, the demand for the Internet for information and travel bookings is expected to increase yet further (Ma et al., 2003). Sparks and Pan (2009) found from a survey on Chinese visitors to Australia that half of Chinese consumers search for destination information from a Chinese language website, and one third of consumers used online chatting to find such destination information. Chan (2009) also found that Chinese visitors have begun to employ the use of a large array of information sources, and a number of them now choose to investigate the tourism products and service via the Internet (21.1%). All of this implies that more research has to be done on the motivation and behaviour of Chinese visitors among Internet users based on a unique set of culture values.



This vast market has gained the attention of destination marketers and travel organisations, as well as travel agencies. Yet, little research has been undertaken to explore Internet usage by these Chinese tourists and any implications this may have for the structure of the tourism industry with reference to new trends in information technology. Moreover, China, as a developing country, with the current Internet environment and its user behaviour, is different from developed countries. Taking the huge “netizen” population of China, it is essential to analyse the demand and perception of tourists among Internet users, as well as their influence on other potential visitors. Lu and Lu (2004) analysed some Chinese travel websites to evaluate the effectiveness of the travel website. The results showed that neither the function, nor the quantity of information within the website could satisfy the demand for information from Internet users. Destination marketers need to determine how to meet the increasing demand from Internet users, and thus meet the specific needs of any particular market segment through the Internet.

More specifically, blogs, as one of the more popular phenomena of the Internet usage, have become increasingly ubiquitous in recent years (Sharda & Ponnada, 2008). Though the Internet is an important medium for travel information, consumer’s confidence in Internet advertisements is low (Cyr, Bonanni, Bowes, & Ilsever, 2005). On the other hand, blogs are seen as free from commercial interests and hence blog authors are seen as telling “real stories” (Gill, 2004). This places blogs in a position of authority and as a credible witness about the place they have visited (Wenger, 2008). From a tourist’s perspective, blogs are a source of information allowing the sharing of opinions and providing recommendations on which trip decisions can be based (Pühringer & Taylor, 2008). As one type of digital word-of-mouth, blogs pose new possibilities and challenges for tourism marketers (Dellarocas, 2003). While destinations may benefit from paying attention to blogs that concern them, the more important blogs are likely to be those written by representatives of key markets and those markets targeted for growth (Wenger, 2008). While blogs may be useful as a source of information for potential tourists, for those attempting to monitor their content there are substantial challenges (Pühringer & Taylor, 2008). Thus, a thorough analysis of tourists’ blogs related to a specific destination will provide an in-depth

understanding of the underlying message and persuasiveness of their experience (Tussyadiah & Fesenmaier, 2008).

With current blog research focusing on English language blogs, this study will select a sample from the population of Chinese “netizen” as a means to extend knowledge about blogging from a view of different language and different culture. This study will seek to analyse the content of Chinese blogs concerning travel to New Zealand in relation to motivations for blogging and the perceptions of the bloggers as tourists in New Zealand, as well as the comments from viewers of those blogs. The findings will aid an understanding of Chinese outbound visitors and strengthen the promotion strategy to Chinese potential market, thus potentially, enlarging the inbound market of New Zealand.

## **1.4 RESEARCH OBJECTIVES**

One aim of this research is to provide the New Zealand tourism industry with a better understanding of the Chinese tourist market and the attitudes of Chinese visitors to New Zealand. In order to achieve such an aim, Chinese travel blogs will be analysed based on the primary research question of “what do Chinese tourists perceive about New Zealand”.

Consequently, as previously stated, this research question can be answered by analysing Chinese travel blogs of New Zealand. The stages of this study include the following:

- To review previous research regarding content analysis;
- To conduct a content analysis among blogs about visiting New Zealand written by Chinese tourists;
- To make recommendations and draw conclusions in marketing strategy and product development for the Chinese outbound market to New Zealand.

## **1.5 STRUCTURE OF THE THESIS**

The thesis is structured into eight chapters. The current chapter provides a broad introduction of the research. It includes problems that this study addresses and the significance of the research, highlighting the gaps of current academic research and applications, and objectives of the research.

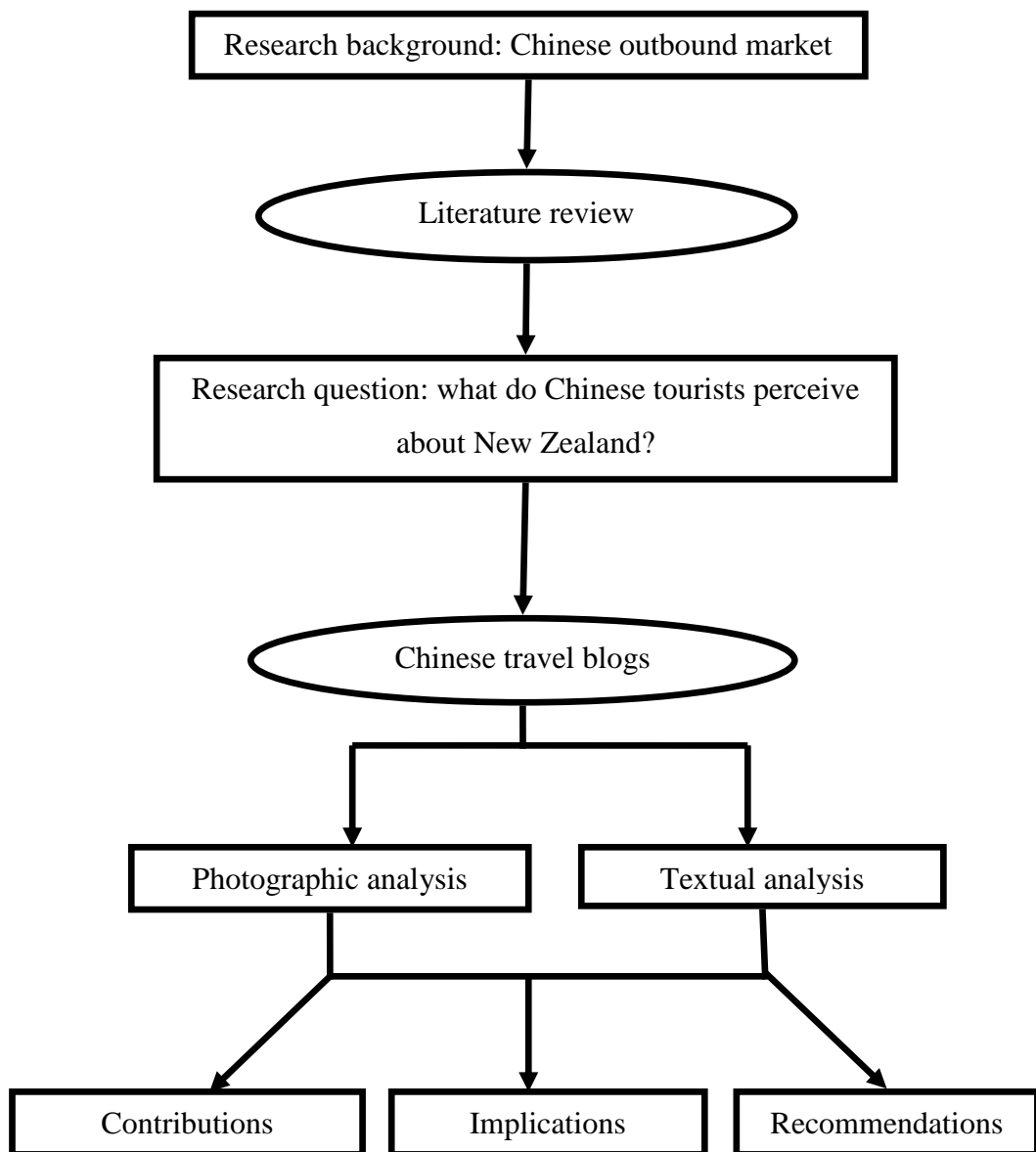
Chapter two examines the context of the study, the growth of Chinese outbound tourism, and describes the development of Chinese blogs and its implications for the tourism industry.

Chapter three reviews a wide range of literature relevant to travel motivation, decision-making, tourism information search, destination image, and blogs and blogging which are used as a foundation to build the theoretical basis of the study.

Chapter four provides the philosophical assumptions and research questions. The research method is described with reference to data collection, data analysis, content analysis, and computer assisted analysis. The sample selection criteria, collection process, and analytical methods are discussed in this chapter.

Chapter five illustrates the nature of the sample. Comparisons between the dataset of Chinese outbound tourists and New Zealand's Chinese tourist market are discussed to indicate the representative of the sample.

Chapters six and seven are the main body of the process of data analysis and findings. Chapter six provides the process and findings of an analysis of the photographs reproduced in the postings of the Chinese bloggers. Chapter seven discusses the process and findings of the textual analysis. The analysis is broken down into smaller sections that include the main blog text and comments from the viewers. Principal component analysis and descriptive statistics are used to discover the relationship between codes and different demographic groups. Implications of the analysis for tourism promotion in New Zealand to the Chinese market are also described following the findings.



**Figure 1-1. Research Framework**

The final chapter summarizes the findings from the research, justifies the contribution of this research to the literature and marketing practice. Limitations of the study and recommendations for future research are also discussed.

Figure 1.1 indicates the framework of the research and the flow of the thesis.

It can be seen that the research follows a conventional path of a review of the literature, and an analysis of data relating to the research question. While this implies an empirical approach in a post-positivistic frame of research, one thing

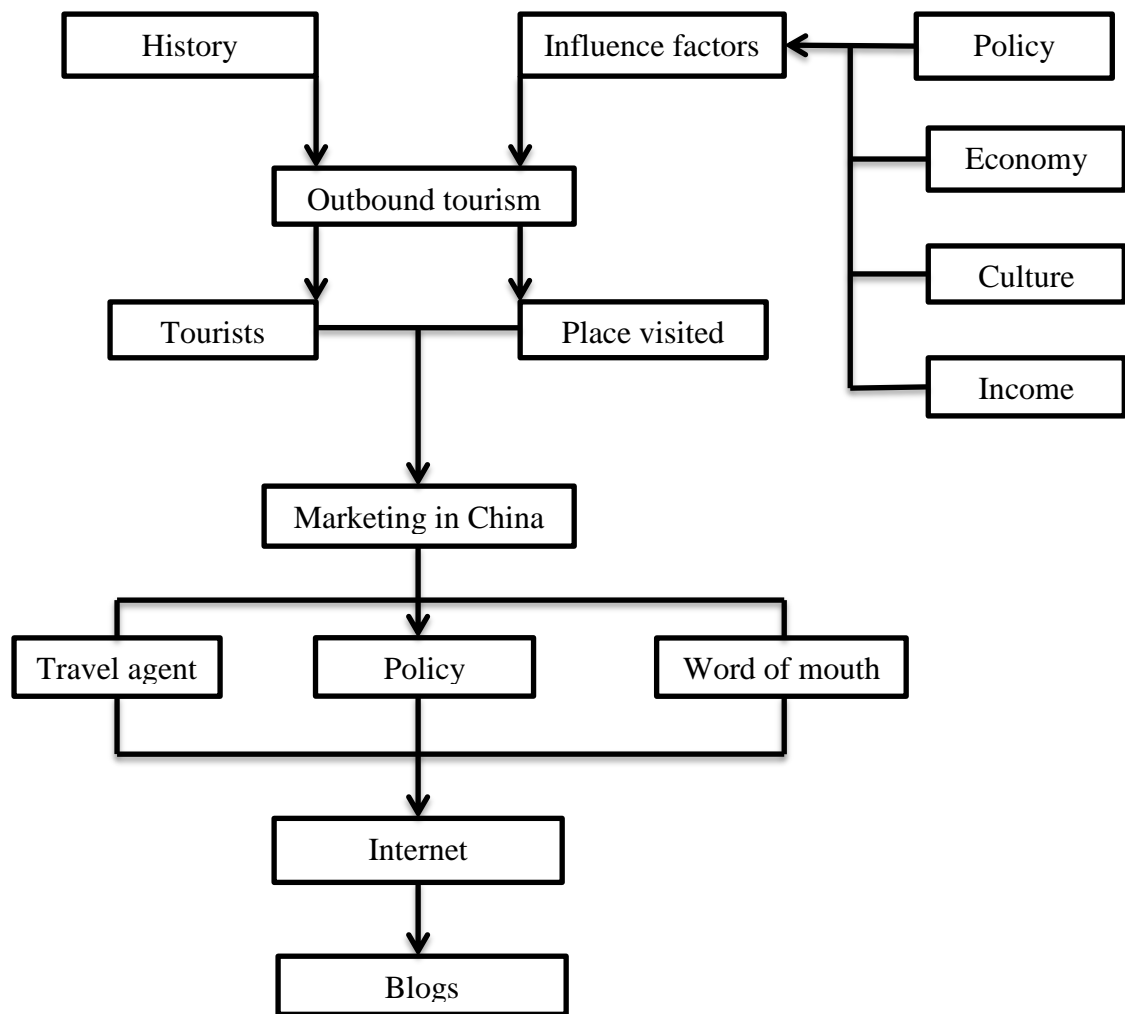
that also emerges is the question of cultural frames of perception. The analysis clearly show that Chinese bloggers progress by not only recording what it is that they do and see, but also do so through a process of comparison through own lives in China. Those comparisons are both pragmatic and at times also poetic as they allude to past classical Chinese writings, as well as the difference in air quality and daylight between New Zealand and China.

## **CHAPTER 2      CHINESE OUTBOUND TOURISM MARKET IN NEW ERA**

The structure of this chapter is shown in Figure 2.1. The first part of this chapter is to introduce the development of the Chinese outbound tourism market with reference to the economic, cultural background, and other characteristics of outbound tourists. Specific factors influencing China's development are identified, and in Figure 2.1 classified under the headings of "policy", "economy", "income" and "culture". At the end of chapter one it was noted that cultural characteristics also possess an importance, and some of the classic Confucian concepts are enumerated here. The second part describes the growth of Internet usage, especially blogs, in China. Additionally the statistics relating to the Chinese outbound tourism to New Zealand are included, with some observations about strategies being adopted for this market. Toward the end of the chapter specific information is also provided about the development to the Internet in China and blogs and blogging in China today.

### **2.1 THE DEVELOPMENT OF CHINESE OUTBOUND TOURISM**

Many marketers and researchers are attracted by the Chinese market because China is such a fast growing market providing numerous business opportunities. However, Chinese outbound tourism is a multi-faceted phenomenon due to the diversity and complexity of the Chinese market (Arlt, 2006). This section of the chapter will discuss Chinese tourism from different perspectives and provide an historical overview from its earliest days to the latest trends.



**Figure 2-1. Chapter structure**

### **2.1.1 History of outbound tourism**

Tourism in China has a long history. As an old Chinese saying implies “He who travels far knows more”, and tourism was believed to be an important part of self-improvement. The earliest and most important literature on geography in ancient China was *Shan Hai Jing* (Collection of the Mountains and the Seas) which was written about 2,200 years ago. The book involved detailed descriptions of locations of the mountains, seas, plains, and wilderness regions. It was largely a geographical and cultural collection as well as a collection of mythology (Shields, 2006). It is difficult to identify who was the first tourist in China. The earliest

documented outbound tourist was Zhang Qian, who lived during the Han Dynasty which is about 2100 years ago. He was the first official diplomat of Han Dynasty, and played an important pioneering role in the exploration of the “Silk Road” which was a major route for opening China to the world of commercial trade (Whitfield, 2004). There have been other famous outbound tourists in ancient China, such as the Buddhist monk Xuan Zang (602-604 A.D.), and Zheng He (1371-1435 A.D.) to name but two. The former was the hero of the “Journey to the West”, which is one of the great classics of Chinese literature.

Travel in ancient China was an activity for court officials, business people and scholars. In the Tang Dynasty (618-917 A.D.), travel also became a mode of artistic expression by many people, from the Emperor Xuanzong of Tang, to poets such as Li Bai, Meng Haoran, Du Mu among others. Contextualised in natural scenery, wine, and beautiful women, many famous poems describing travel passed from generation to generation. Chinese ancient scholars were encouraged to “learn knowledge from thousands of books and accumulate experience by travelling thousands of miles” during and after the Song Dynasty, which was about nine hundred years ago. This philosophy was considered by many Chinese scholars as not only a model of seeking knowledge, but also a way of self-cultivation.

China’s outbound tourism stultified due to its closed-door policy of the Ming Dynasty. The emperor ordered the closure of the borders and effectively cut China from much of the outside world. When the People’s Republic of China was established in 1949, the country still followed the previous closed policy of prohibiting travel to all foreign countries that dated from the late Qing dynasty and which was reinforced in 19<sup>th</sup> century in the aftermath of the western incursions into China. In the Maoist period such curbs on travel were for fear of western ideological contamination (Zhang & Heung, 2002). From 1949 to 1978, outbound travel from China was limited exclusively to diplomats and government officials and was considered as a “diplomatic activity” for political goals (Guo, 2002). In the late 1970s, when Deng Xiaoping, the “second generation” leader of the Communist Party of China, decided to open China's economy to foreign trade, tourism, as a means of earning foreign exchange, started to develop. In the past



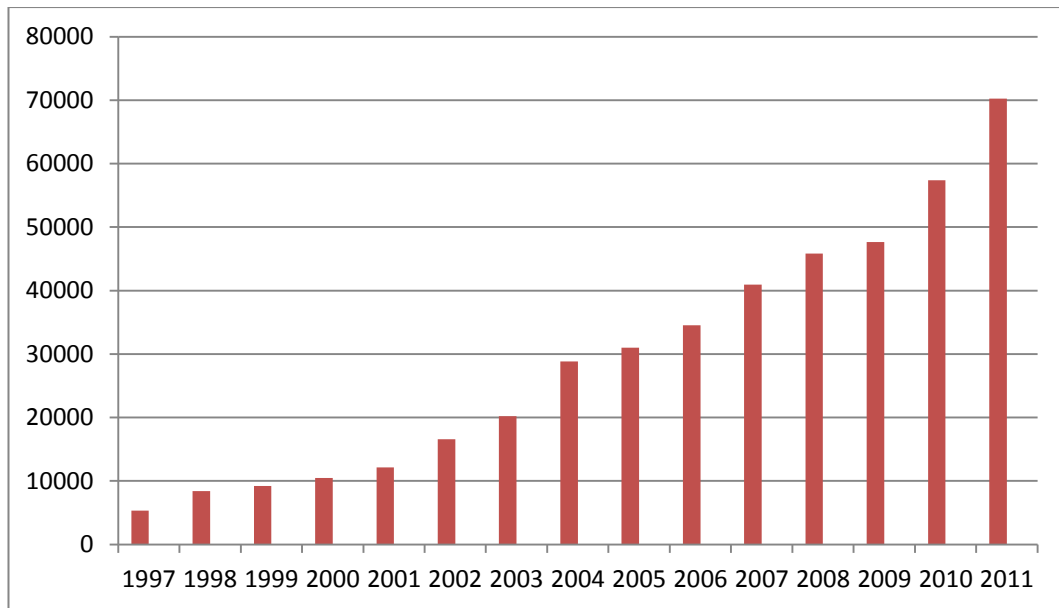
three decades, China's tourism has experienced three stages, namely, inbound tourism only, inbound tourism and domestic tourism, and comprehensive tourism development combining inbound, domestic and outbound tourism (Zhang, 2006). With a rapid economic expansion due to the open-door policy, Chinese outbound tourism has witnessed a strong growth since the early 1980s. According to the United Nations World Tourism Organisation (2003), outbound tourism in China also experienced three spatial and chronological stages, commencing with first travel being permitted to Hong Kong and Macao, and then the border areas and subsequently embracing a wider list of foreign countries. The first stage commenced in 1983, when the Guangdong Provincial Travel Corporation began to organise mainland residents to visit relatives in Hong Kong and Macao, an initiative that remains a landmark for Chinese outbound tourism. In 1984, these tours of visiting relatives in Hong Kong and Macao, solely operated by China Travel Service, were approved by the China State Council and thus benefited all mainland residents who had relatives in the two Special Administrative Regions (SARs). The second stage was in 1987, when one-day crossing border tours to the Democratic People's Republic of Korea were approved by China National Tourism Administration, and Ministry of Foreign Trade and Economic Cooperation (World Tourism Organization, 2003). After that, by 1998, seven provinces were approved to operate one-day to eight-day border tours to the Russian Federation, Mongolia, Kazakhstan, Kyrgyzstan, Myanmar, and Vietnam. The third stage was from 1988, when the State Council approved travel by Chinese citizens to go to Thailand for visiting relatives and travel so long as expenses and guarantees were provided by relatives. This trend was quickly extended to Thailand, Singapore, Malaysia, and Philippines (World Tourism Organization, 2003). With the development of tours by visiting relatives, travel patterns changed dramatically. First, as conditions were relaxed over time, increasing numbers of people travelled paying their own way instead of being dependent on payments from relatives. Second, tourism was permitted to visits other than to relatives who were resident overseas. During this period, China's outbound tourism market was nonetheless chaotic and problematic. Tempted by large profit, many unauthorised tour operators organised illegal tours. Some even became channels for unauthorised immigration. In order to reorganise the

outbound tourism market, China National Tourism Administration and the Ministry of Public Security jointly promulgated “provisional measures concerning the administration of outbound travel of Chinese citizens at their own expenses” in 1997, a sign that indicated the official start point of Chinese outbound tourism (World Tourism Organization, 2003).

### **2.1.2 Growth potential**

Chinese outbound tourism market has demonstrated a stable growth trend in recent years. Before China’s economic reform and opening to the outside world, Chinese overseas travel was primarily related to foreign affairs with an annual outbound departure of 2 million that were limited to diplomats and government officials (Zhang, 2009). Since the relaxation of travel regulations from 1983, tourism in and from China has experienced a rapid growth. After the September 11 2001 terrorist attacks in New York, when some major airlines started to reduce their staffing levels and schedules, China’s airlines had to add 1,376 flights to meet the increasing demand during the holiday week for the period of 1 to 7 October (World Tourism Organization, 2003).

As shown in Figure 2.2, the number of Chinese outbound tourists registered a ten-fold growth, increasing to 70.25 million by 2011 from 5.32 million in 1997. However, based on the Chinese population of 1.35 billion, 57.3 million outbound tourists are only accounted for 4.2% of the total Chinese citizenry. China is acknowledged as an important tourist source country for global tourism markets due to its tremendous growth potential. The World Tourism Organisation (2003) forecasted that Chinese outbound tourists will reach 100 million by 2020, and thus become the fourth largest outbound tourism source in the world (World Tourism Organization, 2003).



**Figure 2-2. Outbound tourists in China from 1997-2011 (in thousands)**

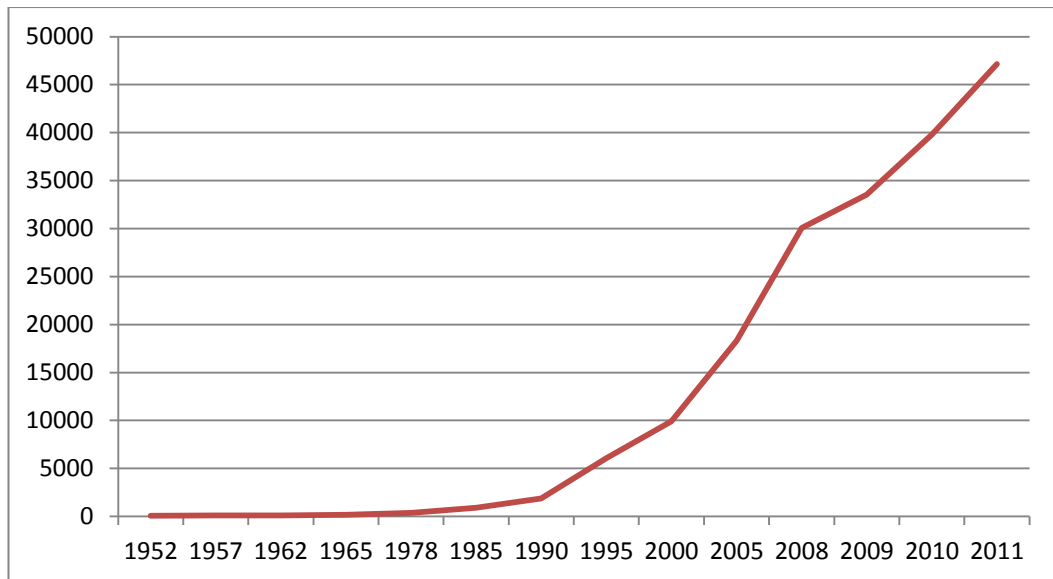
**(National Bureau of Statistics of China, 2010)**

## **2.2 FACTORS INFLUENCING CHINESE OUTBOUND TOURISM**

As noted above, Chinese outbound tourism has been developing at an accelerating pace due to economic growth and changing travel policies. These broader categories can be disaggregated into others such as culture, increased disposable income and more leisure time.

### **2.2.1 Economic factors related to outbound tourism**

The growth of Chinese outbound tourism is mainly attributable to China's economic prosperity (Zhang & Lam, 1999). From the outset of the establishment of the People's Republic, China's economy has experienced significant development from being an agricultural nation lagging behind other countries, to becoming an industrial and commercial power with the second highest total GDP in the world. However, while this achievement is impressive, it also needs to be remembered that China remains ranked at 93<sup>rd</sup> in the world in terms of GDP/capita – a figure that both denotes limitations on current consumption, but equally shows a potential for far higher future consumption.



**Figure 2-3. GDP from 1952-2008 in China (in billion)**

**(National Bureau of Statistics of China, 2009, 2010, 2011)**

In 1952, China's GDP was only 67.9 billion Yuan. This increased to 364.5 billion Yuan in 1978. Following the reform and “open door” policy commencing in 1979, GDP had exceeded 30 trillion Yuan by 2008 with an average annual growth of 8.1%, which was faster than the world economic growth of 3.6% in the same period (National Bureau of Statistics of China, 2009). By 2008 total economic output had increased by more than 77 times than that of 1952, that is, the amount of wealth created in a day in 2008 exceed a year’s wealth created in 1952 (National Bureau of Statistics of China, 2009). This trend can be seen from Figure 2.3. This figure indicates that China’s economy has entered a new stage in which the social consumption structure would turn to one of personal development and enjoyment and away from austerity and savings for industrial investment (Huang & Hsu, 2005).

Although real GDP per capita is still low compared with developed countries, the living standard of many Chinese people has improved, especially in the coastal regions (Zhang & Heung, 2002). Since Deng Xiaoping’s visit to Guangdong in 1992, some areas around the coastal cities have become major economic regions, such as Beijing and Tianjin belt; the Yangtze River Delta which covers Shanghai, Jiangsu and Zhejiang; the Pearl River Delta which include Guangdong, and the special administrative regions of Hong Kong and Macao. Residents of these areas

have higher disposal incomes and thus travel overseas more than those living in other areas (Zhang & Heung, 2002).

Subsequent to 1979 Chinese society has undergone a process of transforming the system of a centralised planned economy to one of a socialist market economy. This transformation has found its expression in the changing social structure (World Tourism Organization, 2003). According to World Tourism organisation (2003), “China Economy Almanac” and “China Population Statistics Almanac” both indicate that the number of agriculture workers has been greatly decreased. The modernization of enterprise and the adoption of new technology have turned some factory workers into people using modern technology who have moved upwards and become members of the middle stratum of the society. A middle class is appearing and beginning to take shape (World Tourism Organization, 2003). According to a survey of the National Statistical Bureau in 2001, people of mid-level income constituted 10% of the urban population. These people would spend more money on high-grade commodities, such as houses, cars, regular travel and other social activities to meet their growing cultural or spiritual demands in addition to their daily expenses. With increased income, these citizens are eager to go abroad and experience the different aspects of other countries (Jang, Yu, & Pearson, 2003).

### **2.2.2 Policy issues related to outbound tourism**

Apart from possessing an adequate income to support overseas travel, changing official policies have been another significant element for easing outbound travel (Zhang & Heung, 2002).

Based on bilateral tourism agreements, the Approved Destination Status (ADS) system was a major instrument for the government to control outbound tourism (Arlt, 2006). In 1991, Singapore, Malaysia, and Thailand were granted ADS by the Chinese government and this initiated a new reality of leisure tourism for Chinese. ADS means that the Chinese government allows its citizens to travel to selected countries for leisure purposes (Arlt, 2006; Pan & Laws, 2002). Nowadays 135 countries have signed ADS-agreements with China. The ever growing number of ADS countries makes a majority of destinations accessible for leisure

travel which will further stimulate Chinese citizens' interest in overseas travel (Jang et al., 2003).

Based on the mutual beneficial principle, there are many prerequisites for selection for recognition under this ADS policy. This include factors such as, these countries should generate inbound tourists for China with a balance of expenditure, and have a 'favorable' relationship with China (Kim, Guo, & Agrusa, 2005). In addition, some countries have many additional requirements for Chinese tourists to avert problems of illegal immigration, such as the minimum numbers in a group, restricted duration of stay, fixed itineraries, and some limitations on Chinese travelers' types of accommodation.

In terms of a further opening-up of outbound tourism, there are restrictions that are in operation. For example, Chinese tour operators were not allowed to organise or promote tourism groups to Non-ADS countries and strict criteria were applied to foreign tour operators (Zhang, Yan, & Ye, 2008). However, as one Chinese traditional proverb states: "Unlimited scenery in the perilous peaks", in order to enlarge profit, travel agencies from different countries have created various methods 'to walk in the edge of the law'. First, Chinese travel agencies organise leisure tours under the guise of business tours to meet the high and growing demand for Non-ADS countries. But this process requires invitation letters from the Non-ADS country, and the visa application is longer and more complex than the case for ADS countries. Second, foreign travel agencies promote destinations and also operate outbound tours through the Internet. However, Internet service has some problems. For example, tour operators cannot help clients to apply for a visa online, and long distance communications are subject to time differences and delays. For the convenience of Chinese clients, some travel agencies seek arrangements with registered Chinese international agencies as a subordinate department paying a so-called "management fee", but then being able to directly communicate with Chinese tourists in China. In order to enhance cooperation between China and the rest of the world and promote economic development in China, the restrictions concerning the interflow of passengers between China and other countries are gradually being eased and it is thought many of the restrictive regulations will be gradually repealed (World

Tourism Organization, 2003). On 22 August in 2010 at the Fifth Meeting Among the Ministers of China, Japan and South Korea, Mr Shao, director of China National Tourism Administration, indicated that foreign tour companies will be permitted to operate outbound tours from parts of China (Wang, 2010). It is thought the Chinese government will adjust its relevant policies and further loosen the restrictions on outbound travel (World Tourism Organization, 2003).

Chinese outbound policy has often been perceived as being in place to protect the interests of its domestic industries and limit the outflow of Chinese currency (World Tourism Organization, 2003). When Chinese citizens were first allowed to visit relatives in Hong Kong, and Macao in 1983, the expenses of outbound travel had to be borne by the traveller's overseas relatives and friends. This policy complied with the situation of the day when many Chinese still had little funding to finance outbound travel. However, with increased income and the growing demand for outbound travel, two new regulations came into force in 1997, clearly stipulating "at own expense" rather than "at the expense of overseas relatives and friends" (Guo, 2002). Under these regulations, a first-time outbound traveller was allowed to buy a maximum of US\$2,000 at the official exchange rate at authorised banks. In order to meet the continued growth of outbound travel demand, the government increased the maximum to US\$ 3,000 for outbound travellers for those travelling less than six months and US\$ 5,000 for those travelling over that period by presenting passports and visa documentation. This policy of currency limitation was further increased in 2005 when Chinese citizens could buy a maximum of US\$ 8,000 for outbound travelling. One year later in 2006 it was further increased to US\$20,000. In February 2007, a more relaxed regulation, the Measures for the Administration on Individual Foreign Exchange, was put into practice (State Administration of Foreign Exchange, 2007). Under this policy, an individual may purchase and sell foreign exchange at banks within the annual quota of US\$ 50,000 by simply presenting his or her identification card (Guo et al., 2009). With the relaxation of government policy and the introduction of international dual-currency credit cards, there remain very few currency restrictions on the sums for foreign travel, and these relate to large sums for business and policy matters (Zhang, 2009).

### **2.2.3 Cultural factors related to outbound tourism**

Previous research indicated that culture plays an important role in terms of preference and expectations (Lee & Sparks, 2007; Mok & Defranco, 2000). A better understanding of customers from different cultural backgrounds may affect communications and improve service quality. Culture is complex and multidimensional and can be defined as “the collection of values, beliefs, customs, and attitudes that distinguish a society” (Fan, 2000, p. 3). Core values of Chinese culture are shaped by five thousand years of history and have been sustained over that period through the use of the same consistent written language, something that few other cultures have achieved (Fan, 2000). While many Australian Aboriginal tribes have a much longer linguistic history, of the major human civilisations this situation is unique and arguably it is this distinctive written tradition and history that gives the Chinese an identity that distinguishes them from western and other Oriental cultures (Fan, 2000).

Confucianism is one of the more important Chinese cultural values that are deeply rooted in the mind of Chinese people. Confucianism is basically a behavioural doctrine for every individual regarding human relationships, social structures, virtuous behaviour and work ethics (Fan, 2000). San Gang and Wu Chang (three cardinal relations and five constant virtues) are commonly acknowledged as the core value of Confucianism. The three cardinal principles are the relationships between emperor and subjects, father and son, and husband and wife – principles based on mutual sets of responsibility between principal and subordinate. The five constants are Ren (humanity & kindness), Yi (righteousness & loyalty), Li (courtesy & ritual), Zhi (wisdom & knowledge), and Xin (trust). China has changed a lot recently, but contemporary Chinese culture still comprises these basic values. The following section discusses these cultural attributes with possible marketing implications in tourism.

#### ***Mianzi***

Face conceptualised in Chinese culture is *Mianzi* where *Mianzi* is the social prestige and honour that an individual may gain through his/her achievement and success in life (Lee & Sparks, 2007). Trying to save each other's face is a



significant social behaviour for maintaining good relationships in Chinese society because losing face is shameful (Mok & Defranco, 2000). Giving face means no further action will be taken for others' mistakes, or allow something to happen in terms of relationships with superiors. Having face refers to the prestige one possesses by common knowledge of achievement, such as wealth, talents, social status, and scholarship (Mok & Defranco, 2000). Chinese people are brand conscious because possession of material and wealth is one important way that Chinese people show their face or status (Mok & Defranco, 2000). Trying to have more "face" has become some people's goal of life. In recent years, wealth-flaunting has becoming increasingly competitive in China, especially for young people. Thus China's luxury goods market is considered as the fastest-growing market by many. Overseas travel is also considered as a high income and fashionable activity because the cost is still high according to the average income. Consequently, to some extent, people with overseas travel experience would be admired, and be considered as having good "face" because outbound travel is a distinguishing feature of membership of an *elite* group who are rich enough or privileged enough to have access to overseas travel through their own, governmental or company funding (Arlt, 2006). When an activity becomes a sign of belonging to an upper class, it leads to mass consumption as an increasingly affluent subordinate class seek to imitate the styles of the elite.

### ***Guanxi***

*Guanxi* is the network of social relations. People with good *Guanxi* can do a favour to each other which can also be considered as "social investment" (Mok & Defranco, 2000). Chinese proverbs reveal this way of maintaining good relationships, such as "to give a plum in return for a peach", and "you honour me one foot (one third metre), I should honour ten feet in return". There are many ways to start new relationships with others, such as recommendations by friends and having dinner together. However, gift giving is indispensable during this process. The 'Gift' has become a symbol in Chinese society to show courtesy, respect, appreciation, and friendship (Mok & Defranco, 2000). Accepting a gift also means accepting another's feeling as they offer the gift. This is especially reflected in giving a gift to government officials and businessmen if one wants

their favours in solving problems and starting business. Moreover, maintaining the relationship is also important for long term cooperation.

### ***Respect authority and the elderly***

The Chinese have a strong respect for authority and the elderly which are deeply rooted in Confucianism, such as respecting the emperor and elderly as preached in San Gang (Yau, 1988). One reason for the high expenditure of Chinese tourists is that outbound tourists need to bring a gift back for their parents, superiors, and the elderly because of the cultural belief of respect for those holding authoritative positions or are of 'advanced' age (Mok & Defranco, 2000). The respect for authority can be reflected in the influence possessed by opinion leaders that tends to be much stronger in influencing policies of both government and companies than that of their western counterparts (Mok & Defranco, 2000).

### ***Harmony***

Confucian emphasis on harmony has influenced generations of Chinese people, and is still considered as a core value in contemporary society. Indeed, the concept of a Chinese harmonious state is one of the principles to which the Chinese Communist Part adheres in its political agenda. However, harmony was first expressed in *I Ching* (also known as the Book of Change) in the Chou Dynasty (1000BC), one of the oldest of the Chinese classic texts. According to *I Ching*, the world was classified into three parts: heaven (wind, rain, snow, thunder etc.), earth (plain, mountain, river, trees etc.), and human beings (including the activities of human beings). All of these three classifications have two basic aspects: Yin and Yang. From literal understanding, Yin referred to the shady side of a natural landscape, and Yang referred to the sunny side. But Yin and Yang have further meaning beyond their literal meaning. Everything can be schooled into Yin and Yang, such as female and male, passive and active, day and night, Sun and Moon. Yin and Yang are opposites, but are complementary opposites which form a whole. Yang is the determinant factor, Yin is the subordinate factor, but two should be complementary to form a world with balance and harmony. Thus heaven, earth, and human beings have their separate principles, but are also interconnected to each other. Among these three classifications, humans occupy

the middle position which reflects a fundamental principle of the Chinese world view, that is, man is an integral part of nature. As an integral part of nature, Chinese tourists loving taking photos that include their family and friends with scenery or a famous building, which is not only a means of designating the place as one of “having visited”, but also the sense of the harmony of humans, objects and nature.

It is true that Chinese people do not appreciate advertisements involving conflicts and misfortune (Mok & Defranco, 2000); they also dislike talking about death and similar topics. Mok and Defranco (2000) indicated that Chinese people tend not to complain even they were dissatisfied because of their sense of a greater harmony. This represents a superficial understanding of Chinese culture about harmony. Besides harmony, an absence of complaints by some first time outbound tourists can occur for several other reasons, such as language barriers, and uncertainty of the unknown in addition to a wish not to give offence to hosts or guides.

### *Language*

Language is a key issue in terms of marketing and communication (Zhang & Heung, 2002). The Chinese language is the oldest known recorded language that was carved on animal bones and turtle shells. The Chinese language has more native speakers than any other language because it is not only spoken in China, but also spoken in Taiwan, Singapore, and Malaysia, that is about one-fifth of the world's population, more than one billion people. Several dialects spoken by people from different regions are based on a single Chinese language, such as Mandarin, Wu, Cantonese, and Min. Mandarin is the basic standard Chinese, which is spoken by the majority of Chinese. Although there are many dialects, the Chinese language is written with the same uniform symbols, called Chinese characters, making it possible to communicate in writing with all Chinese from all areas (Arlt, 2006).

Chinese writing may originally have closely represented the way people spoke, but today it is not a phonetic based set of characters, but is derived from pictographs and with time it diverged strongly from the tones of speech, and was learned and composed as a special written representation of thought. The Chinese

government promulgated a set of simplified Chinese characters in mainland China in the 1950s, but those residing in Hong Kong, Macau, and the Taiwan still continue to use traditional Chinese characters.

The Chinese language has many grammatical and syntactical differences from other languages. One key feature of Chinese grammar is that all words have only one grammatical form, and functions such as a number in nouns, or tenses in verbs, are expressed through word order or particles (Wieger, 1965). For example, while the English verb "do" becomes "did" to express the past tense, the Chinese verb does not change the tense but relies on a particular character to express tense. The character “*le*” can be used after a verb or at the end of a sentence to imply that an action has been completed; and the character “*men*” can be used after nouns to express the plural. The same words have different meanings according to different manner of speaking. Thus one identifies the meaning of a word from its context.

The art of conversation is praised highly by many Chinese as good manners. Like playing Tai Chi, Chinese conversation is circuitous or indirect. For example, if one wants to start business with a Chinese person, the real purpose of visiting should be mentioned slightly after a long talking about non-essential things. Moreover, sometimes the real meaning is not manifest during the conversation, and one needs to understand the implicit meaning from more trivial conversation. The middle way derived from Confucianism is also strongly reflected in the Chinese language where Chinese people avoid extreme comments to others, no matter whether it is to criticise or praise. For example, “not bad” could be the highest praise from Chinese superiors, especially government officials.

Differing from many other countries, English is not widely used by the Chinese. Thus a capability in the Chinese language has long been an essential factor for promotion and providing service. The usage of Mandarin is necessary for all suppliers to the Chinese outbound market (Arlt, 2006). For example, organised Chinese groups need a Chinese-speaking tour guide to accompany them; and Chinese travel agencies prefer direct contact with local tour operators in other countries who can speak Mandarin. In recent years, the Internet has become a

broadly used channel for travel booking. Nonetheless the majority of Chinese people prefer to contact Chinese-speaking agents no matter whether in China or in another country due to the language barrier.

#### **2.2.4 Increased leisure time**

In 1995 the Chinese government announced the five day working week, which significantly enhanced the leisure time of Chinese citizens (Zhang & Lam, 1999). Subsequently the State Council amended public holidays to a total of 10 days a year: one day for New Year and three days for each of Spring Festival, May Day and National Day. Thus, the three “Golden Weeks” policy was formed when linked with weekends. In 2008, the May Day was reduced to a one-day public holiday. Thus Chinese citizens now have a total of 11 public holidays for the whole year, that is, three days in Spring Festival and National Day, one day for New Year, Tomb-sweeping Day, May Day, Dragon Boat Festival, and Mid-autumn Festival. Apart from public holidays, the employers’ paid annual leave system also makes it possible for long-haul outbound tours to be taken within a still limited time frame of one week to ten days.

### **2.3 CHARACTERISTICS OF CHINESE TOURISTS**

Being home to 1.3 billion people, China can be viewed as a continent rather than a country because of its geographic and ethnic diversity (Arlt, 2006). Nonetheless apart from local dialects and customs, Chinese people share many common characters due to a common history and heritage (Arlt, 2006).

#### **2.3.1 Different traveller**

Because of the differing purposes of travel as seen through official Chinese policies, there are two main different types of passports in China, namely, the public or governmental passport and the private passport. The public passport is issued for business purposes, such as governmental activities, international conferences, academic exchanges, and state-owned enterprise related international activities. The private passport is issued to people who go abroad for personal reasons, such as visiting relatives and friends, study, employment, and travel (World Tourism Organization, 2003). Before 1979, few people went abroad with

a private passport. From 1979, more private passports were gradually issued to meet the growing demand for visiting relatives in Hong Kong and Macao (World Tourism Organization, 2003). Since 2000, private passport holders have surpassed public passport holders not only in number of holders but also in number of trips (Arlt, 2006; Xie & Li, 2009).

The purposes of travel for Chinese private passport holders are business and leisure travel. Business travel focuses mainly on countries that have not been designated by Chinese government as “tourism liberalisation countries” and is usually combined with lots of leisure activities (World Tourism Organization, 2003). Leisure travel is the main purpose of the trip to countries that have the ADS agreement with China (Laitinen, 2004). Business tours are different from leisure tours in several parts. First, the standard of transportation and accommodation is usually higher than the leisure tour and may include business class in the aircraft, a 4-5 star hotel, and a high-grade vehicle. Additionally, while leisure groups may have some sense of equality, in the business group a leader or some important guest must be attended to all the time because the group has a clear sense of hierarchy.

In 1993, 61 per cent of all outbound travel was for business purposes. From 1994 there was a decrease in business travel due to government criticisms about the nature of outbound travel that had little business purpose and this caused private travel abroad to increase (Laitinen, 2004). The following discussions will emphasis leisure tourism.

### **2.3.2 Travel patterns and motivation**

In spite of its huge population, only a small minority of the Chinese population is yet able to partake in outbound travel (Arlt, 2006; Yu & Weiler, 2001). Zhang and Heung (2002) investigated Chinese outbound travellers and concluded that majority of outbound travellers were residents of three areas: Beijing, Shanghai, and Guangdong province. They also suggested that the demand for international travel is spatially expanding because there is a growing number of outbound travellers now being generated from adjacent areas such as Hangzhou and Suzhou in the wider Shanghai region of the east coast (Zhang & Heung, 2002), and this is

something currently being recorded in surveys of visitors to New Zealand, as at specific sites like Te Puia (Du, Liu, Liu, & Ryan, 2011).

The Chinese are keen on the “outside world” and want to discover other cultures, especially Western culture (Becken, 2003). For example, Chinese tourists felt interested in the cultural heritage of Australia (Pan & Laws, 2001). However, the majority of Chinese rarely speak English (Becken, 2003). Chinese tourists prefer eating Chinese food, nevertheless, western food is considered as special cultural experience (Pan & Laws, 2001) and even, a “peak touristic experience” (Chang, Kivela, & Mak, 2010).

Chinese tourists also show a strong sense of group orientation (Arlt, 2006; Armstrong & Mok, 1995). Currently, most outbound holiday tourism from China is in the form of an all-inclusive coach tour (Pan & Laws, 2001). In terms of the tourism product or package, most Chinese outbound tourists want to see as much as possible in the short time available to them (Arlt, 2006). However, with a more experienced and sophisticated traveller being generated year by year, slowly a new trend of various travelling patterns are developing, such as in-depth tours, free and independent travel (FIT) (Xie & Li, 2009), cruise tours, self-drive tours, study tours, and shopping tours (World Tourism Organization, 2003).

Chinese travel motivations also differ when comparing western and Asian destinations. Motivation can also differ according to different regions and periods. Qu and Li (1997) analysed the motivation of Chinese tourists to Hong Kong and concluded that accessibility is also be considered as an important motivation for travelling. Ryan and Mo (2001) analysed the motivation of Chinese tourists to New Zealand and found that the main motivation for travel was to see something different. However, surveys based on questionnaires examine only the surface of motivation because tourists may not fully understand their own motivations (Arlt, 2006). This requires the researcher to undertake further research and analyse behaviours as well as motivations, and to adopt means other than simply the use of questionnaires such as participate observation, or as in this case, an examination of what tourists write about through blogs.

### **2.3.3 Preferred destinations**

With more countries being granted ADS status, Chinese tourists have more diverse choices for overseas travel. The top ten destinations change frequently as more countries become better known by the Chinese people and as they gain more overseas experience. The following will discuss major popular destinations for Chinese tourists.

Hong Kong and Macao were the first two destinations opened to Chinese people and still remain very popular, especially for those making their first foray overseas. For Chinese tourists, these two destinations are the easiest and cheapest semi-outbound tour destinations. Hong Kong has remained in first place of the top ten destinations for many years and generally shares about 45-47 per cent of the overall Chinese outbound tourism (Arlt, 2006; CNTA & China Tourism Academy, 2011). Hong Kong is perceived as modern, cosmopolitan, and a shopping paradise by Chinese tourists (Arlt, 2006; Choi, Liu, Pang, & Chow, 2008; Huang & Hsu, 2005; Zhang & Lam, 1999). However, because of almost extreme competition, many travel agencies used a low price strategy to attract tourists, some even providing no profit margin. Instead, travel agents expect commission from souvenir shops or restaurants to cover the loss, thus “Zero-Dollar” tour packages and “compulsive shopping” tours were generated. The reputation of Hong Kong suffered significantly in 2010 because of the extensive viewing on the Internet of a video “Hong Kong tour guide Ah Zhen abuse tourists who refused to shop” (China Daily, 2010). Although the Tourism Industry Council (TIC) of Hong Kong quickly reacted and, permanently suspended Li Qiaozhen (nicknamed Ah Zhen) as a tour guide, the reputation of Hong Kong as a destination was harmed for at least several months as the video circulated among people across the country via the Internet.

Taiwan is a special area for Chinese tourists because the flow of travel between Taiwan and Mainland China is largely influenced by the political relations between the two governments (Guo, Kim, Timothy, & Wang, 2006). When the People’s Republic of China opened up to the world in 1978, travel between the Mainland and Taiwan (The Republic of China) was heavily restricted (Guo et al., 2006). In 1988, the Taiwanese government allowed Mainland Chinese to visit



their sick relatives or attend funerals in Taiwan for the first time (Guo et al., 2006). In 1993, Mainland Chinese were further allowed to attend international conference, cultural, and educational events (Guo et al., 2006). In 2005, direct charter flights for packaged tours were approved by the two governments between Taipei, Kaohsiung, Beijing, Shanghai, and Guangzhou (Guo et al., 2006). In the same year, Mr. Lian Zhan, president of Kuomintang Party in Taiwan, visited Mainland China which started an official contact with the Mainland government. As a result of the further easing of restrictions and improving relations, large groups of Chinese tourists have flown to Taiwan in recent years, aided by the introduction of scheduled flights between Taipei and Kaohsiung and a large number of Chinese major cities; and Taiwan now hosts almost a million mainland Chinese tourists a year.

South East Asian countries are popular destinations because of the ease of travel and relatively simple visa application. Thailand, Malaysia, Singapore, and Philippines became accessible soon after Hong Kong and Macao. In these four countries, Thailand is not perceived as very prestigious destinations, because of its reputation for sex tourism and “Zero-Dollar” tour packages which are connected with poor service and shopping pressure from tour guides; but Singapore is positively perceived as modern and safe (Arlt, 2006; Kim et al., 2005). In recent years, Vietnam became the fastest growing outbound tourist destination partly because of its good value for money for the Chinese tourist (CNTA & China Tourism Academy, 2011; Xie & Li, 2009).

Japan and Korea are popular because of the short travel distance, flexibility in products and travel arrangements, and their similar cultural orientation with Chinese people (World Tourism Organization, 2003). The FIFA 2002 World Cup that took place in these two countries attracted more than 60,000 Chinese visitors (Arlt, 2006). Japan is mainly a destination for business travel since close economic relations exist between the two countries (Arlt, 2006). However Chinese outbound tourism to Japan has not shown rapid growth for reasons that include an anti-Japanese sentiment (CNTA & China Tourism Academy, 2011), perceived high prices, and long and complex visa application process (World Tourism Organization, 2003). South Korea became familiar for Chinese people

with the flood of TV soap operas and pop singers which generated a 'Korean Fever' among young Chinese (Arlt, 2006). The low price is an important attractive factor for Chinese tourists. The price for skiing in Korea and in the Northeast China for the same days are nearly the same (World Tourism Organization, 2003). Given China is now its second major tourist generating market it can be said that South Korea has succeeded in meeting the needs and motives for leisure travel among the Chinese (Arlt, 2006).

Australia and New Zealand were the first western countries opened to Chinese through ADS. These two destinations are considered as "near" (though flight hours are longer than Beijing to Europe and California), and 'real' western culture (Arlt, 2006; Kim et al., 2005). Australia and New Zealand are perceived to possess the same features by Chinese tourists. For example, both of these two countries developed good political and economic relations with China, they both offer western culture and a great variety of landscape which differ from that of China (Arlt, 2006). These two countries are normally packaged as part of the same tour package and are promoted together by Chinese travel agencies (Ryan & Mo, 2001).

Europe is perceived as the source of western civilisation with its rich historical heritages and world leading branded goods (Arlt, 2006). For many years, travelling to Europe was motivated as a means of gaining status rather than simply a trip because of the high cost and large deposits required by travel agencies. However, with the cumulative competition between destinations and local travel agencies, travelling to Europe has dropped from being a prestigious tour to being mass tourism trip because the cost of the trip has been significantly reduced year by year. Coach tours of five or more European countries are popular as a tourism product in China because most Chinese tourists prefer to visit several countries to view more when they spend a lot of money and time to go to Europe (World Tourism Organization, 2003). As tours to Western Europe have become a mature market, Chinese visitors are gradually being drawn to Northern and Eastern Europe (Xie & Li, 2009).

As an important part of the Third World, the Chinese government has supported many African countries in infrastructure projects (Arlt, 2006). Due to these close

connections, Chinese officials, businessmen and construction workers have been travelling to Africa for many years. In recent years, Chinese people have started to travel to African countries for leisure. In 2002, Egypt became the first Non-Asian country entered into the ADS system, followed by South Africa in 2003, and then Ethiopia, Kenya, Mauritius, Seychelles, Tanzania, Tunisia, Zambia, and Zimbabwe in 2004 (Arlt, 2006). By the end of 2009, altogether 29 African countries and regions were granted ADS approval by the Chinese government (Information Office of the State Council, 2010). In 2009, 381,000 Chinese tourists visited Africa as the first stop of their travel, up by 18.5% over the previous year. In addition, Chinese enterprises have set up travel agencies and restaurants, and engaged in hotel building and management in Africa (Information Office of the State Council, 2010). For most Chinese tourists, Egypt is their first choice when they plan a trip to African countries which is partly because of the fame of the Pyramids. Egyptian travel agencies provide tailored services to Chinese tourists with Chinese language and Chinese cuisine, including coach tours, cruises and railway tours. Some of these tourism products are combined with the tours to Turkey. South Africa was considered as possessing real African experience when compared to Egypt and received 45,326 Chinese tourists in 2010 (South Africa Tourism, 2010). Although South Africa Tourism is encouraging positive media coverage that South Africa is a safe, affordable, and accessible destination (South Africa Tourism, 2010), many Chinese tourists still feel uncertain about its safety because of Chinese media reports of several crimes committed against Chinese visitors each year. Also, the language barrier and the lack of direct flights are major impediments to further development. Kenya has had a series of photographs shot by Luo Hong, a well-known photographer-turned environmentalist and the president of Holiland bakery chain, displayed all the year round in subway stations in China's capital of Beijing. As the number of Chinese tourists visiting Kenya grew by 42 per cent last year to 35,000, local Kenyan tourism marketers have diverted their efforts to the Chinese market instead of the traditional European region (Odhiambo, 2011). In November 2008, Kenya Airways introduced direct services to Guangzhou. Kenya Tourism Board (KTB) and Kenya tour operators are currently engaged in promotional activities through media across major cities in China (Odhiambo, 2011). Even though other

African countries have been granted ADS, they are not appropriate for package tours because of undeveloped infrastructure, poor access from China, and high prices (such as the Seychelles and Mauritius). Although business travellers are the main market for most African countries, the African continent is an emerging destination for Chinese tourists with an increasing awareness and knowledge of tourism as well as the African continent.

North America has been almost idolised by many Chinese people as possessing a high level of material civilisation and modernisation. Before the establishment of an ADS agreement it was not easy for the Chinese to visit Canada and the United States because of the complex process of visa application (World Tourism Organization, 2003). Apart from the personal judgment of visa officials, an applicant needs to provide the evidence of a high income, real estate assets, a bank deposit, and so on. So people allowed to go to North America normally belong to the elite classes in China. It is not surprising that possessing a visa of the United States or Canada in one's passport is considered as having more "face" even allowing for those whose children study in North America. As the latest countries entering the ADS system in 2007 (Xie & Li, 2009), United States and Canada occupy a top position as the most prestigious of destinations for Chinese leisure tourists (Arlt, 2006). Chinese tourists visiting South America are less numerous than those travelling to North America, although Chinese people are familiar with Brazil and Argentina because of football. As the centre of the Inca and Aztec civilisations, South America has attracted some early adopters. Air China first started a direct route from Beijing to San Paulo to meet an increasing demand in 2006. A lack of numerous outstanding driving points within easy reach of each other, long travel distance, language, and complex visa application are the main barriers hindering further development of attracting outbound Chinese tourists.

#### **2.3.4 Expenditure**

Chinese tourists have a relatively high level of expenditure in foreign countries during their travels. This high expenditure has several primary reasons. First, there is a Chinese proverb "to practice thrift at home but be amply provided while travelling". It originally meant one can save money at home, but one needs to take more money during journeys to be prepared in case of an emergency. It also

implied that one may spend more money during travel than in their home country. The second reason is due to the gift-giving culture which is a common practice in China. As the majority of Chinese still do not have the opportunity to travel overseas, people who can afford to travel would buy gifts and souvenirs for other family members, relatives, friends, and colleagues (Yu & Weiler, 2001). When this comes to social status or maintaining *Guanxi*, these top brands, and luxury products with high price would be considered essential by many. Chinese customers have become the biggest buyers in the luxury products segment. This is partly because luxury items are generally purchased for social status (not only for personal use or for a gift) and not for reasons of the consumers' personal taste (Blok, 2002). Louis Vuitton, Gucci, Burberry, and Christian Dior are the most popular international prestigious brands for Chinese people (Choi et al., 2008). Lastly, world top brands, even those made inside China, are much cheaper in other countries than in China because of import duties (Jing Daily, 2011). Thus Chinese tourists make purchases not only for their family, but also for a whole group of people including friends, relatives, superiors, and even neighbors (Bailey, 1994).

China National Tourism Administration (CNTA) predicted that outbound travel from China would increase 16 percent to 65 million in 2011, while overseas spending would jump to \$55 billion. According to the data of the CNTA and China Tourism Academy (2011), shopping during the outbound travel is an important promotional factor for the growth of the expenditure. Chinese tourists with strong purchasing power were expected by many countries to stimulate the world economic growth (World Travel Online, 2011). This can be seen from two trends: one is that the Chinese bankcard bearing the logo of China Unipay can be used in an increasing number of countries in the world; another is that more shopping centers are hiring Chinese staffs to provide service in these countries.

## **2.4 MARKETING IN CHINA**

Given that China is an emerging market for many destinations, tourism marketers and researchers need to do more to understand this market. It is hypothesized that because of their different cultural background, Chinese tourists will require

specific tourism products and specific communication (Arlt, 2006; Mok & Defranco, 2000), and thus one means of testing this proposition is to analyse what Chinese do and say about their tourism trips on different blogs.

#### **2.4.1 Destination promotion in china**

In recent years, overseas destinations hosted many promotional campaigns in the name of the ‘Year of Visit’ campaigns, cultural weeks, and road shows in China (Zhang, 2006). When tourism commercials have flooded into various media, creating a distinctive image is important to enable potential customers remember any given destination among the hundreds of competing locations. One example of failure is the “Sea, Sun, Sand” images from many islands that have confused the Chinese because of lack of clear image between places such as the Maldives, Bali, and Phuket. To promote a destination, possible attractions need to be identified from a Chinese point of view to see if they are attractive for Chinese market and there is a need to establish an unique image for Chinese market that understands the Chinese mindset (Arlt, 2006).

With many destinations now focusing on the Chinese market, the competition is unprecedented. Various promotion shows have been on stage at the same time, but how to win the favour of potential tourists need to be carefully considered. Besides creating a unique image in terms of the history, culture and tourist resources, individual events aimed at the Chinese market may have a significant influence. For example, Egypt Tourism Ministry is active in Chinese market, and they attend tourism fairs with local travel agencies, and arranged a Chinese New Year ceremony in front of the Pyramids in 2005 that sought attention from the Chinese media (Xinhua News Agency, 2005).

China is a huge country, and thus the structure of economic and consumption patterns differ from province to province (World Tourism Organization, 2003). Even a segment of this market can represent a large number of visitors from China. Thus the most important thing is to distribute information to individuals in every possible channel.

#### **2.4.2 Information offered to Chinese tourists**

Tourism promotion might be connected with sporting events (such as the Athens Olympic Games for Greece), films (such as *Lord of the Rings* for New Zealand), novels (such as *Harry Potter* for England), but the main travel information channels for Chinese tourists are travel agencies, guidebooks, TV programmes, Internet, travel books, and friends (Arlt, 2006; Sparks & Pan, 2009). Figures from a survey in 2001 showed the proportion of different information source used by Chinese, namely: travel agency 38%, books, newspapers and TV 33%, word of mouth 18%, brochures 7%, Internet and previous visit 2% (Blok, 2002). However, the sources of information used by Chinese tourists have changed a lot in recent years. A survey conducted in 2010 by CNTA and China Tourism Academy indicated that 58.7% of Chinese tourists retrieved information from Internet (CNTA & China Tourism Academy, 2011).

Chinese travel agencies are an important medium of communication between destinations and tourists. Unfortunately, destination information is not always correctly transferred to tourists because of poorly trained employees, which is a paramount problem in the current Chinese tourism industry (Zhang & Wu, 2004). Partly because of the low threshold for entry into the agency business, people from various education backgrounds of different levels have been recruited into agencies as the scope and volume of travel agencies has expanded dramatically in recent years. Travel agencies feel reluctant to put more effort to train new employees because of the high mobility and labour turnover of their staff. As a result the majority of sales personnel only possess a superficial knowledge about any given destination. To tackle this issue the Australia Tourist Commission first launched an “Aussie Specialist Program” for sales personnel and tour managers in 2001. This was followed by South Africa Tourism which started to provide “Fundi” tourism courses to Chinese tourism industries in 2005. These instructions, if obtained, are helpful in obtaining a better knowledge about the destination they are selling, which becomes a powerful weapon when communicating with potential tourists. There is a view, however, that only a minority of zealous and assiduous staff are willing to spend time in intensive study; and the majority of

people are eager to gain quick success and instant benefits (Shenyang Institute of Engineering, 2005).

Guide books for overseas destinations have grown rapidly with the rapid growth of outbound travel. Originally, these books were directly translated from English versions written by western independent tourists, such as the *Lonely Planet* and *Gio Globe Trotter* series. Many Chinese tourists consult these guide books for FIT travel, but often feel they are sometimes misleading because the perceptions and demands of western people differ from those of Chinese people. With millions of Chinese tourist travelled overseas, more first-hand experience were published recently, such as “backpack years, my job is travel” which initiated a heated response when first posted on Internet. The young author is also a celebrity blogger.

Tourism information can be found from other printed media, such as newspapers, magazines, and brochures. Potential customers are tired with large numbers of advertisements, especially of homogeneous products with the same price from different travel agencies. Instead, some in-depth discussion about a destination, or personal travel experience are welcomed by readers. Because each different magazine has a different target market, destination promotions need to identify their own target market and decide which magazine is better related to their specific market.

Tourism fairs and exhibitions became a marketplace for selling destinations (Zhang, 2006). A large number of travel and tourism fairs and exhibitions have been and continue to be held in China in recent years, but most failed to attract significant number of foreign exhibitors. CITM (China International Travel Mart) is by far the largest one in Asia in terms of exhibitors and spectators. CITM has been organized annually by Shanghai and Kunming alternatively (Arlt, 2006). The majority of exhibitors only focus on travel agencies, although organizations of these fairs and exhibitions normally leave time for mass visitors. Brochures published by tourism destinations are authoritative information and valuable documents for tourists, but only a few potential tourists can directly get these documents from travel fairs.



Watching TV is a favorite past time activity for families. Since 95% of all Chinese have access to TV, it is by far the most popular medium for relaxation among Chinese (Arlt, 2006; Sparks & Pan, 2009). When Zhengda TV show started in China Central Television in 1990, overseas travel was still a new phenomenon to Chinese people. Caught by what became a well-known catchphrase, “you don’t know as you have not seen - the world is really fantastic”, which was repeatedly mentioned by the host, Chinese people were attracted by its coverage of the outside world. Nowadays, nearly every TV station has a tourism channel which provides destination related programmes, often sponsored by NTOs, or airlines (Arlt, 2006).

One’s peer group is by far the most significant information source for Chinese people (Sparks & Pan, 2009). Chinese society was rooted in Confucianism, which places high importance on kinship. Thus Chinese people tend to trust ‘in-group’ members while having low trust of ‘out-group’ persons (Blok, 2002). When official media and commercials are considered as “propaganda”, Chinese people put their trust in their relatives and peer groups (Arlt, 2006). Thus word-of-mouth is the most important information source for destination choice for Chinese tourists (World Tourism Organization, 2003). With the growth in number of outbound tourists, the number of friends available for foreign destinations also grow among peer groups (Arlt, 2006). These friends can be friends from ‘true life’, but may also be friends from a virtual world on the Internet.

In urban areas of China, the Internet has become a part of life and the main source of information for a considerable amount of people who are travel enthusiasts, as well as Internet users (World Tourism Organization, 2003). In 2008, Internet users in China reached about 253 million, placing it ahead of the United States as the world’s largest Internet market (CNNIC, 2010). Censorship by the Chinese government is commonly mentioned as the main obstacle that prevents Chinese people from acquiring outside information. However, language is another important factor limiting access to foreign websites. Although educated Chinese have the ability to understand information in English, information in the Chinese language is always the choice of preference. As a result, Chinese websites are the main information source for Chinese Internet users (Sparks & Pan, 2009). It is

necessary for a tourism destination to establish a Chinese version website to enhance the brand value and draw more Chinese readers (Arlt, 2006). First, when Chinese potential tourists search information in Chinese, it helps if the Chinese version website can be located by Chinese search engines. Second, the use of Chinese language displays a sense of welcoming Chinese tourists (Arlt, 2006).

### **2.4.3 How to satisfy Chinese tourists**

Chinese people consider themselves as members of a group: every negative action against one Chinese tourist is seen as an attack on the “face” of a nation; every honour given to a symbol of China (flag, language, culture) is seen as giving honour to individuals (Arlt, 2006). Given that, the consequence of individual cases might affect the perception of the whole market, and marketing in China should have an overall understanding of that country’s cultural background along with its individuality and diversity (World Tourism Organization, 2003).

Owing to limited knowledge about foreign destinations, Chinese tourists prefer famous monuments and attractions (Zhang, 2006). An itinerary conducted for Chinese tourists should focus on the demand of Chinese tourists instead of the suppliers’ point of view. Having little time to enjoy culture and natural attractions while trying to view as much as is possible, the majority of Chinese tourists are satisfied with a busy itinerary to view as much as possible in one day, and at least taking a photo is essential for the sense of having visited the given place. Local food can be treated as part of an exotic experience, but Chinese cuisine is indispensable (Arlt, 2006; Chang et al., 2010). Shopping is one important activity for Chinese tourists (Zhang & Lam, 1999), but over-shopping and compulsory shopping are serious problems causing complaints.

Use of Mandarin is essential for marketing in China. Chinese people prefer to receive travel information in Chinese, and to contact Chinese-speaking tour operators. Providing a Chinese language service is a sure way to satisfy Chinese outbound tourists because it is not only helpful but also shows respect (Arlt, 2006). Therefore, Chinese language brochures and Chinese-speaking guides play an important role in shaping Chinese tourists’ experiences. In addition, correct usage of the Chinese language is a further step toward providing good service quality.

Chinese tourists would be disappointed with a poor translation in a handsomely produced brochure. Meanwhile, a tour guide with a heavy southern dialect could not easily satisfy tourists from northern China.

Many Chinese are sensitive to the concept of lucky numbers (Mok & Defranco, 2000). In the Chinese culture, certain numbers are believed to connote good or bad luck according to similar pronunciations of some Chinese words. Although some Chinese people regard these beliefs as being little more than superstitions, numbers should be treated as carefully as possible when serving Chinese tourists. For example, 6 (smooth going), 8 (get rich), and 9 (long lasting) are believed to be lucky numbers; while some numbers are considered as unlucky number, such as the pronunciation of 4 similar to “death”, the pronunciation of 7 is similar as getting angry. Non-Chinese service personnel may not well understand that the efforts being made by a hotel are in vain when a superstitious Chinese tourist is given room No.4, No.14, or No.714, etc.

Apart from gender, and age difference, regional differences are obvious for individual demand and character because China is a vast country (World Tourism Organization, 2003). Taking as an example, the three main sources of tourists, people in Guangzhou are said to be fashionable and adventurous because Guangzhou was the first open city in China; people in Beijing pay attention to culture and brands because Beijing is an ancient city immersed in Chinese classical culture; and people in Shanghai are thought to be very practical and pay more attention to price (World Tourism Organization, 2003). Tourism products and advertisements fitting the area’s differences would be potentially successful.

Prior notice is vital for Chinese tourists. Since travel is considered as a leisure activity, Chinese people treat it less seriously than business affairs. Many tourists frequently changed their plan or even cancel their trip at the last minute. Tourists have to think twice when they are informed about the cancellation fee and amendment charges in advance. Moreover, giving tourists proper time for non-scheduled activities is another attempt to create a flexible and adaptable itinerary. Pre-departure meetings about local customs, cultural taboos, potential hazards and difficulties are important for the outbound tourist. Chinese tourists will be less

disappointed if they meet some negative circumstance if they have been previously warned about its possible occurrence.

Having good relationships and keeping in touch with Chinese travel agencies can improve the outcomes of any promotion in China. There are many ways to establish such good relationships. First, providing professional training to travel agencies can be an effective way to improve promotional skills to acquire sales. Second, travel agencies need sufficient information about the destination and product mix. Third, tourism boards need to cooperate with visa granting authorities to provide help when travel agencies meet reasonable visa application problems. Keeping in touch with every individual is impossible for marketers, while the appearance of the destination in different media would be a reminder for potential tourists and repeat visitors.

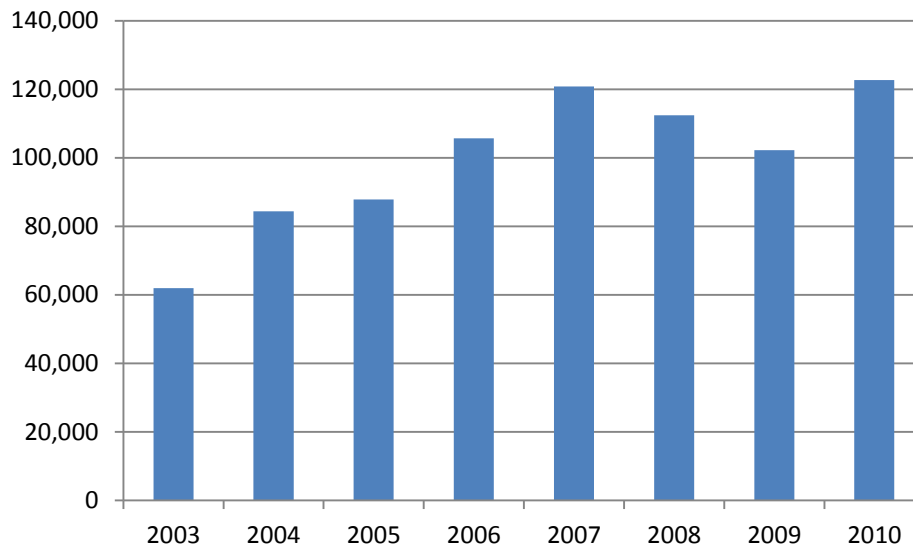
## **2.5 CHINESE TOURISTS TO NEW ZEALAND**

China is the fourth largest international market for New Zealand; thus the travel patterns and behaviours of Chinese tourist are important for marketing in China.

### **2.5.1 Growth rate of Chinese tourists**

In 1999, the New Zealand and Chinese governments signed an Approved Destination States agreement; thus New Zealand was designated as an approved tourism destination for Chinese tourists. As one of the first western countries, New Zealand tourism market benefited quickly from Chinese market.

In 2008, the Chinese market surpassed South Korea and Japan and became the fourth largest inbound market (Tourism New Zealand, 2010b). From 2008 to 2009, the Wenchuan earthquake and subsequent restraint on official overseas delegation groups, the Beijing Olympic Games, and H1N1 Influenza have restricted the growth of this market (Tourism New Zealand, 2010a). However, Chinese visitors showed a positive increase trend from 2010 and by 2012 were the fourth largest tourist generating country for New Zealand and quickly becoming poised to become the second behind Australia by overtaking the traditional markets of the UK and USA (Figure 2.4).



**Figure 2-4. Chinese tourists to New Zealand**

Travel between New Zealand and China is now easier with more direct flights from Auckland to major cities in China, such as Beijing, Shanghai, and Guangzhou. Although Chinese tourists increased three-fold between 1999 to 2003, the absence of a direct flight limited development of Chinese outbound tourists towards New Zealand (Arlt, 2006). Following the success of its direct Shanghai service launched in November 2006, Air New Zealand launched direct flights between Beijing and Auckland in July 2008 in order to further strengthen tourism ties between China and New Zealand. To meet the high demand from southern China, China Southern Airlines launched a direct service between Auckland and Guangzhou in April 2011. Direct flights and competitive prices will help promote New Zealand as a single holiday destination rather than a subordinate destination to Australia.

### **2.5.2 Travel behaviours of Chinese Tourists in New Zealand**

Chinese visitors formed the second largest Asian market (after Japan) for New Zealand in terms of expenditure for they spent NZ\$625 million in 2008 (Ministry of Tourism, 2009). By 2012 they were the largest Asian market and rank only marginally behind the UK market with a total spend of NZ\$522 million, a 27% increase over the previous 12 months. Moreover the average expenditure per night by Chinese visitors was the highest among all markets while average spend per trip is now at NZ\$3200. Equally the mean length of stay of the Chinese market

has increasingly significantly over the last 5 years and is now 17.1 days – a move that reflects direct flights and the success of Southern China Airlines and its Guangzhou-Auckland route. At the same time, Chinese visitors to New Zealand are experienced and sophisticated travellers with an above-average level of education and income (Ryan & Mo, 2001), and a significant experience of travel to countries other than New Zealand.

Congruent with the distribution of Chinese economic development, the majority of tourists from China came from provinces located along the coastal region (Ministry of Tourism, 2009). According to previous research, the traditional pattern of seasonality of visitation of Chinese tourists is not as obvious as those of other western countries. However, January or February is the most popular month because spring festival is the major holiday for Chinese visitors (Ministry of Tourism, 2009).

Organised coach tours to Auckland and Rotorua are common for Chinese tourists because itineraries are tightly controlled by tour agencies in China (Ministry of Tourism, 2009). According to the Ministry of Tourism (2009), 71% of Chinese visitors were organized by travel agencies; only 12% were fully independent travelers. Nevertheless, the low quality of coach tours provided to Chinese tourists were initially of concern and were seen as limiting the potential benefits that could be gained from Chinese tourists (Becken, 2003). However, as noted below, new policies commencing in 2007, began to effectively address the issue.

The image of New Zealand is similar to that of Australia, and is based upon a clean nature and scenic values and cultures different from those of China (Arlt, 2006). Three quarters of all Chinese tourists visited New Zealand as part of a dual trip with Australia (Ministry of Tourism, 2009). Ten years ago, a survey conducted by Ryan and Mo (2001) indicated that most Chinese visit New Zealand because it is part of the package with Australia. This may partly because there was no direct air link between China and New Zealand at that early stage of Chinese tourism in New Zealand, something that has now been changed as indicated above.

### **2.5.3 Marketing strategies of tourism New Zealand for the Chinese market**

Since China is New Zealand's fastest growing visitor market, marketing campaigns designed to attract Chinese visitors are of paramount importance (Tourism Strategy Group, 2007). To attract an increasing number of Chinese visitors, the New Zealand government invested \$7 million in the Chinese market (Hembry, 2007). Aiming at mid to upper-level Chinese consumers, the goal of this marketing activity was improved itineraries, longer stays and higher yielding tourists (Hembry, 2007).

To ensure a high quality experience for Chinese tourists, Tourism New Zealand introduced a stringent monitoring system in 2007 (Tourism New Zealand, 2010a). This monitoring system, the Approved Destination Status (ADS) Code of Conduct, requires operators to provide good quality tourism services and products, and was developed as part of the China Group Tour ADS system (Tourism New Zealand, 2011). The Approved Destination Status (ADS) Code of Conduct prescribed obligations that bound inbound tour operators and tour guides, and established an ongoing monitoring of their conduct, compliance, performance and quality standards. The purpose of this system is to prescribe a set of procedures and standards developed with inbound tour operators (ITOs), and to improve New Zealand's competitive position in the China outbound tour market (Tourism New Zealand, 2011). Although the satisfaction level of Chinese tourists market remained relatively low compared with other key markets, this system seems to be successful in improving the holiday experience because the satisfaction level of Chinese visitors during 2008/09 was higher when compared with 2007/08 (Tourism New Zealand, 2010d), and has since continued to climb.

The "100% Pure New Zealand" campaign, which had its ten year anniversary in 2009, is the main marketing tool for Tourism New Zealand to deliver 100% Pure NZ by advertising, events, and Internet. This campaign started in China in 2009 with a heavy focus on online advertising (including social media websites tudou.com and kaixin001.com) and screen placement in key outdoor sites (StopPress Team, 2009). Based in Shanghai and Beijing, the purpose of this campaign is to build awareness of New Zealand as a holiday destination and

promote the Free Independent Traveler (FIT) market in China (Tourism New Zealand, 2010d). Although there are promotion activities in Beijing, the emphasis of Tourism New Zealand is on Shanghai. This is evidenced from the first, and in 2011 still the only branch office being established in Shanghai, and campaigns are started from Shanghai. One can observe that Beijing, as the capital of China, and the outbound tourism distributing center, should not be neglected, but one equally suspects a lack of resources on the part of Tourism New Zealand may in part account for this – although such marketing is supported by Air New Zealand.

As part of the campaign, Tourism New Zealand launched a Chinese language website [www.newzealand.com/travel/china](http://www.newzealand.com/travel/china) in 2008 which successfully attracted 300,000 users a week in 2009. This Chinese version website is helpful for the potential Chinese tourist to obtain a taste for the ‘real’ life in New Zealand and gain trustworthy information. Following the original direction of the campaign, the Chinese website provides sufficient information for independent tourists, such as destinations and maps, activities, accommodation, and proposed itineraries. Tourists may construct their own itinerary online, book hotels online, leave their messages, and link their own blogs with these websites. It is noteworthy that not all the information on that Chinese website was translated into Chinese. Some detailed information related to accommodation and activities only has a Chinese title. In addition, parts of the translation need professional editing because it is directly translated from English and does not obtain the required standard of Chinese.

Focusing on opinion leaders in its campaigns, Tourism New Zealand has invited Wang Zhongjun (chairman of Beijing Huayi Film Company), Wang Chaoyong (founder of Chinese America’s Cup), Yuan Yue (blogger, TV host) to New Zealand in the past. Recently, Tourism New Zealand hosted two hugely popular celebrity bloggers, Hung Huang and Lu Chuan, who was invited to visit New Zealand and wrote stories on their travel experience in New Zealand (Tourism New Zealand, 2010d). Hung Huang is a celebrity with many roles. She is not only chief executive of the China Interactive Media Group, but also a television host, actress, blogger, media figure, and the publisher of the fashion magazine, I-Look. Another blogger, Lu Chuan, is a famous Chinese filmmaker and screenwriter.



Their travel blogs are shared through a range of online platforms, including blogs, social media sites and the Chinese-language version of newzealand.com (Tourism New Zealand, 2010d). As Arlt (2006) indicated, confidence in the truthfulness of information from media and commercial source is low in the Chinese society, for they are seen as “propaganda”. From this viewpoint, bloggers at a grassroots level might be more effective than celebrities in converting general interest into actual behaviour.

## **2.6 INTERNET USAGE AND BLOGS IN CHINA**

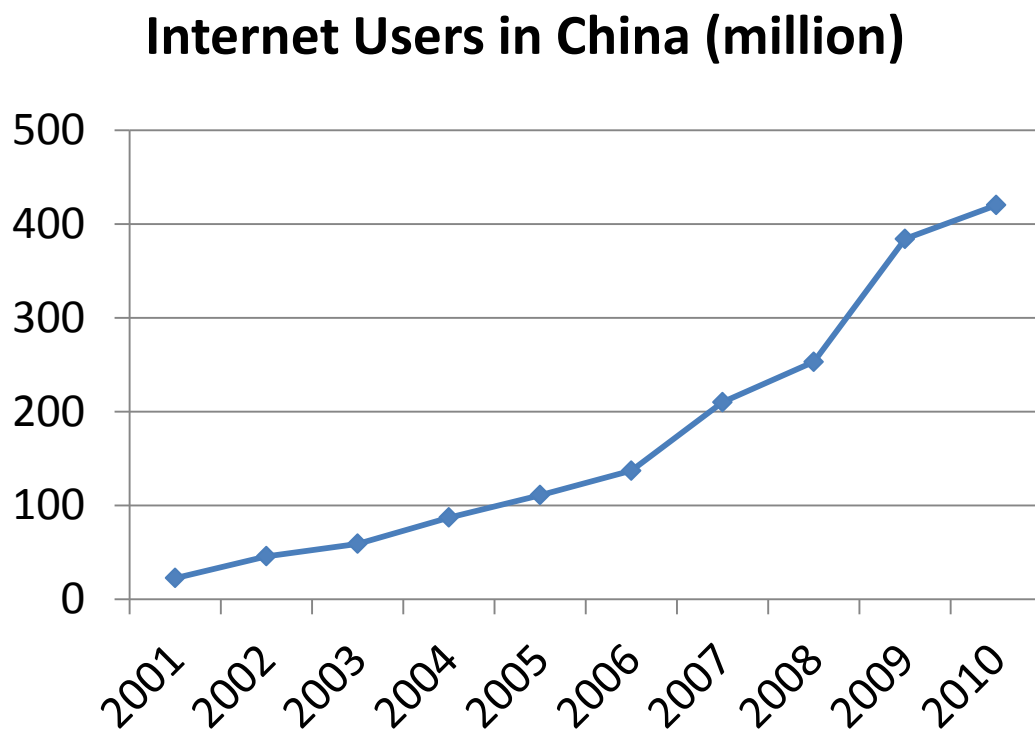
According to World Tourism Organisation (2003), the Internet users and websites are primarily based in Beijing, Guangdong, Shanghai, Jiangsu, Zhejiang, and Shandong, which concurs with the main locations of the outbound market. The Chinese government has also continued to increase expenditure on further developing broadband infrastructure that provides the prerequisites for Internet access in different regions (CNNIC, 2010).

### **2.6.1 The Internet development in China**

As with many other countries China’s first usage of the Internet focused on an exchange of academic information (Harwit & Clark, 2001). In September of 1987, with the help of Werner Zorn, a professor from Karlsruhe University, professor Wang Yunfeng, and Dr. Li Chengjiong sent the first email to Germany – an event that is regarded as the start of Internet usage in China (CNNIC, 2008). In early 1988, China's first X.25 PAC – CNPAC had been established and covered some of the country’s major cities including Beijing, Shanghai, Guangzhou, Shenyang, Xi'an, Wuhan, Chengdu, Nanjing, and Shenzhen. In April 1994, the National Computing and Networking Facility of China (NCFC) project opened a 64K international dedicated line to the Internet, which was elected one of China's top 10 scientific and technological events in 1994 by the Chinese press community and designated as one of China's key scientific and technological achievements during Internet development in China (CNNIC, 2008).

Since 1994, Internet usage and coverage in China has undergone an exponential growth (Yu, 2007a). Early in 2002, Chinese Internet users reached 59.1 million

and ranked as the second largest Internet nation, second only to the United States (Wang, 2008). In 2008, the number of Internet users in China reached about 253 million (about 20% of China's total population of 1.3 billion), placing it ahead of the United States as the world's biggest Internet market (Barboza, 2008). By December 31, 2009, the number of Chinese Internet users reached 384 million with an annual growth rate of 28.9% when compared to the end of 2008 (see figure 2.5) (CNNIC, 2010). With millions of urban Chinese using the Internet every day for working, shopping, chatting, entertainment, and information searches, the Internet has become an indispensable part of the daily lives of most urban Chinese (Yu, 2007a).



**Figure 2-5. Internet users in China (million) (CNNIC, 2010)**

According to the report of CNNIC (2010), Internet users also showed growth in their rates of cell phone usage. In early 2009 the launch of a 3G network significantly improved the speed of mobile Internet access. With reference to the age profile of users, by 2008, the proportion of Internet users aged over 30 years had increased significantly to become 38.5% of all users. Different from the previous main user group of students, these people have a higher spending level,

play an important role in e-commerce development, and are more representative of groups who take overseas travel.

As of December 2009, the top three applications were online music (83.5%), online news (80.1%), and information search (73.3%), which was the same as in 2008. However, the highest growth rate is in business transactions with an average annual growth of 68%. The notable growth of business transaction and online payment indicated that Chinese Internet users are changing their activities from entertainment to business (CNNIC, 2010).

Although usage rate of travel bookings was only 7.9% and the user population was only 30.24 million people, a 77.9% of annual growth is remarkable. Through the website of online travel services providers, clients can purchase air tickets, hotel accommodations and other tour products online and make payment online (CNNIC, 2010). With increasing online travel booking, more traditional enterprises, such as airlines and chain hotels have begun building their own online service platforms which creates an alternative to travel agencies and provides more convenience for tourists.

With reference to online payments, there are about 94.06 million users who made an online payment in 2010, representing an annual growth rate of 80.9%. CNNIC (2010) indicated two main reasons for the fast-growth of online payment. First is the rapid expansion in the availability of online payment. Online payment is booming in areas of B2B, B2C, and C2C mainly because third-party payment organizations have cooperatively worked with insurance companies, airlines and other industries to create a large liquid fund available to ease past restrictions on the purchase of consumer durables and leisure goods. Second is the rapid growth of online shopping and travel bookings, which have effectively driven the growth of online payment. Consequently in 2009, the size of online shopping market enjoyed doubled growth compared to 2008 and 75% of online shoppers pay online.

Online communication is an important part of all Internet usage and includes instant messages, blogs, social media, and forum/BBS. The utilization rate of instant messaging has, however, continued to decline because of a decline in the importance of the main user group of students as a percentage of all users as

China's population ages, although in absolute numbers slow growth is still being recorded. The number of blog users reached 221 million in 2009, with a growth rate of 36.7%. The users of social websites and forum/BBS users have also shown a steady growth rate year by year (CNNIC, 2010).

### **2.6.2 Internet censorship and unique Internet culture**

Along with the growth of the economy and an open door policy, the Chinese government has supported the development of the Internet as a tool for business, entertainment, education, and information exchange (MacKinnon, 2008). As a famous saying from Deng Xiaoping states "if you open the window for fresh air, you have to expect some flies to blow in", the vast Internet world brings economic and social benefits, but also brings "flies" (MacKinnon, 2008). In order to exploit the educational and commercial advantages of the Internet and the desire for information monitoring, the Chinese government has issued several regulations to control the content of the Internet, seeking to control anti-government propaganda, and pornographic and gambling sites (Harwit & Clark, 2001). China has one of the most advanced systems of Internet censorship, widely known as the "Great Firewall of China" by western media, which can block access to thousands of websites with sensitive keywords. Moreover, all Internet Content Providers are required to check themselves according to self-censorship requirements.

Under these conditions, Chinese Internet users have formed a unique Internet culture including *Fanqiang*, *e-gao*, and cyber-word. *Fanqiang* is a Chinese word that means Internet users use proxy services to circumvent Internet censorship. Actually, most people who use proxy services to access certain blocked websites do so out of curiosity, and only a small proportion of tech savvy users know what exists and what they are looking for in advance (Yu, 2007a). *E-gao* is also a Chinese word means spoof. "Spoofing culture" has become so popular among Internet users that it has become one of the have-to-be-mentioned Chinese Internet activities in China. This type of Chinese joke, in fact, has more depth and meaning than a normal joke. It always a word play that jokes about some social problems by distorting parts of the original expression. It is a totally grassroots' culture with satire and helplessness that might not be easily understood by foreigners. For example, Chinese Internet users created ten mythological animals

with overtones of swear words or vulgar expressions to mock censorship. Cyber language is also popular among Chinese netizens, who also create English words to reflect social issues. For example, “*Geilivable*”, combining pinyin of Chinese characters Geili (giving strength) with the English suffix for adjectives, literally means "giving power" or "cool". Another example is "*antizen*", which referred to the group of college graduates who, earning a meagre salary and living in small rented apartments, are like the tiny and laborious ants in the city (Xu, 2010).

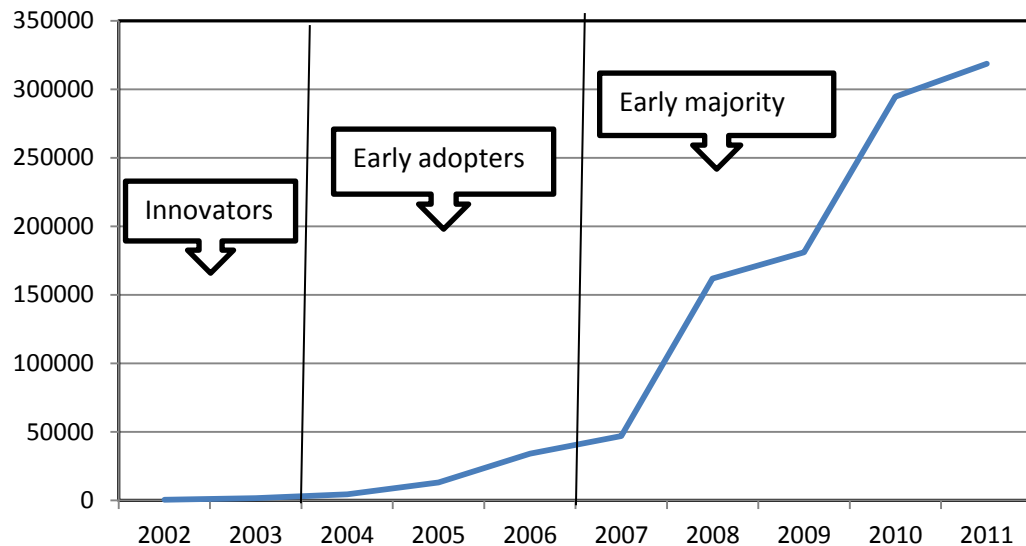
These Internet phenomena reflect the current Internet culture in China which is claimed as “entertainment for entertainment sake” (Yu, 2007a). As cultural product, the blog has gained popularity from entertainment, and most bloggers focus on social issues and entertainment by online and mobile postings.

### **2.6.3 Blogs in China**

With the wide spread usage of the Internet, blogging recently became a popular activity, as a new way of living, among Internet users in Chinese Internet culture. Bloggers use blogs to record their work, study and life, post the newest news of the world, and express their personal comments on social issues, which in turn provide a platform for new communications.

#### ***2.6.3.1 History and growth rate of blogs in China***

With only ten years development, blogs in China show an overwhelming growth potential. According to Rogers (2003), the process of product adoption could be conceptualized by a social system in which purchasers are characterised as “innovators”, “early adopters”, “early majority”, “late majority”, and “laggards”. The development of blogging in China can be explained based on this theory of innovation diffusion (Figure 2.6).



**Figure 2-6. The development of Chinese bloggers (in thousands) (adopted from CNNIC (2009, 2012))**

The early stage of Chinese blog development occurred in the early 2000s, or even more specifically during the period of 2002 to 2003. During this period, innovators emerged to try this new technology driven by an enthusiasm for the new means of communication, and in their enthusiasm they began to lay down the conventions that came to be followed by others. At this time, blogs had no social influence because 1) there were no connections between bloggers; and equally there were 2) no blog readers; and 3) no blogger circles (CNNIC, 2009). It was in August 2002 that Isaac Mao, a web entrepreneur, and Zheng Yunsheng, teacher of a technical school in Fujian province, wrote the first blog in China. They also started cnblog.org which was China's first online discussion forum about blogging technology and culture, and did so to establish free online journals for ordinary people (Xiao, 2004). In the same year, Fang Xingdong, journalist and web entrepreneur, set up China's first blog service website blogchina.com and gave the blog a formal Chinese name as "*bo ke*" (China Blog Research Center, 2006). Chinese characters "*Bo*" means "great or profound" while "*Ke*" means "person".

On 19 June 2003, Mu Zimei started her diary at blogcn.com to record her very active sex life with different men, which became a hot discussion topic both online and offline (MacKinnon, 2008). Her diary not only led to a large number of visits to blogcn.com, but also led to blogging becoming the hottest keyword

among Chinese search engines (China Blog Research Center, 2006; Yu, 2007a). Many Chinese people were aware of blogs because of the infamous “sex diary”. Mu Zimei promoted the recognition of blog in China, but also distorted the image of bloggers.

In 2004 to 2006, blogs stepped into the rapid growth stage (CNNIC, 2009). With both increasing levels of awareness and knowledge of the Internet, the early adopters quickly followed the steps of the pioneers. The year 2005 was regarded as the year of Chinese blogging (MacKinnon, 2008; Yu, 2007a). The two largest Chinese language commercial providers, sina.com and sohu.com, launched a blogging service and invited many celebrities to set up blogs in the blog communities. With more and more celebrities posting their daily lives online, blogging became fashionable for Internet users. The same year, Sina and Sohu both launched Chinese blog competition and attracted large number of bloggers. Blogging is no longer an online practice for a small group of people; it has become a way of living for most urban Chinese (Yu, 2007a), and thereby has marked its transition into the early majority stage of the life cycle.

Since 2007, blogging has attracted the attention of the main stream media and has built the numbers of the early majority of users. From 2007, the majority of bloggers concentrated on a small number of web portals, such as qq.com, sina.com, sohu.com, 163.com. By 2009, the number of Chinese bloggers had already exceeded 181 million. More specifically, the proportion of active blog users has continued to grow with an increase of 37.9% over the previous year (CNNIC, 2009). The growth of active blog users has benefited from further Internet penetration rate and the function of micro-blog. The micro blog is attracting more Internet users as it has more interactive functions that combine blogging, instant messaging and cell phone communication.

According to one survey of CNNIC (2010), the utilisation of blogs has continued to grow in recent years. It is estimated that 53.8% of Internet users have their own blogs and increasing numbers of celebrities, movie stars, experts, and organizations are using blogs as a platform for their views and marketing as they seek to influence others. Some grass-roots blog users are attracting growing

numbers of followers and getting into social websites and using the logbook function to write blogs in these sites that in turn further drives a further increase in the number of blog users as people find 'favourite' blogs to follow.

The rapid growth of blogs in China has not only found expression in the number of, and percentage of population, represented by Chinese Internet users, but also on its significant impacts on everyday life. A unique Chinese Internet culture was formed in blogging, combined with commercial and knowledge culture (Yu, 2007a). Different from US Internet users, who associated bloggers with political enthusiasts, Chinese bloggers concentrated on social events (54.5%), culture (44.9%), and the economy (21.3%) (CNNIC, 2009). From the survey by CNNIC, the top three subjects for Chinese blog readers are entertainment, personal life and feelings, and social events, followed by sports, travel, and IT products. This shows that an increasing number of readers are starting to search for valuable information on career, lifestyle, shopping, and travel (CNNIC, 2009). According to the report from China Internet Information Center, one third of Chinese Internet users read blogs two to three times per week, and 27% readers are focused on travel information. It is remarkable that 44% of blog readers considered that the blog content were believable, while 44.8% felt uncertain about its content, implying that some retain a degree of scepticism (CNNIC, 2009).

#### ***2.6.3.2 The role of blogs in China***

Blogs became more popular in China because of their involvement, interactivity, and personalization. It has many roles both in the online community and offline society.

First, blogging is a way of self-expression and catharsis. Because of the virtuality and its feature of having a sense of sharing, many people find an online stage which cannot be readily found in reality. It is a good way for ordinary people to share their own experiences, attitudes and feelings with others. Especially for the exhibitionists, they love this platform to show themselves to the public.

The educational function of blog has been put into practice both for teaching and as a library. Early in 2003, the Shanghai University of Traditional Chinese



Medicine adopted blogs as a tool of teaching and research (CNNIC, 2009). Nowadays, many teachers post their courseware and also communicate with students online with blogs.

Information sharing is another important role of blog. Chinese bloggers use blogs to share music, pictures, working, shopping, food recipes, diet experiences, and overseas travelling. It is noticeable that 81.4% of bloggers believe that they are responsible for the content of blogs (CNNIC, 2009).

Originally, conventional publishing was controlled by editors and publishers, and the emergence of blogs changed this because they permitted ordinary people to publish their own ideas online as a journalist. In 2003, when SARS spread in China, Wang Jianguo, a Shanghai engineer, posted events in Shanghai both in Chinese and English (MacKinnon, 2008). In 2004, another Beijing blogger, named “24 hours online”, posted a story of murder with eye-witness and pictures which were widely cited by different media (MacKinnon, 2008). Some major events were reported and distributed quickly by blogs; and the great shock and influence power stimulated the desire for the expression of ideas and views from ordinary bloggers over matters such as the South China *tiger*, *Hong Kong sex scandal*, Wenchuan earthquake, and 2008 Olympic flame delivery (CNNIC, 2009).

Blogs in China also play an important role in the emergence of a sense of having a right to express an opinion for the broad masses of the people. It is hard to imagine that ordinary people can today comment on political and social issues freely with others even in private when compared to the situation of, say, thirty years ago. Although this is not an unconstrained freedom, contemporary people enjoy more freedom than in the past. Many bloggers use blogs as a tool to discover social problems such as corruption and food quality problems, and this can be considered as a form of public surveillance for contemporary China. This “grassroots spirit” represents the eagerness for involvement on the part of many for the development of China.

Because blogs can be written anonymously, many authors regard it as a free platform on which to post sensitive political issues, and pornographic contents. In 2005, the blog-control regime was implemented to target all online news and

information sites. Regulations are not only for control, but also to make bloggers realise their responsibilities when posting content. This is not only an issue of political control but also, from a Chinese perspective, the propriety associated with social harmony. The controversial requirement for real name registration system has been and still is discussed intensely among Internet users and its implementation has, it seems, been only partially successful. People in the western countries frequently talk about the suppression of freedom of speech, constraints on political sensitive websites, and strict censorship to control the flow of Internet information and regard the changes in China with some dismay (Yu, 2007a). However, compared with the “before-Google age”, Chinese bloggers are enjoying more freedom to talk about political and social issues via the Internet. Apart from political and social topics, Chinese bloggers are also interested in the topics of health and travel (CNNIC, 2009).

#### **2.6.4 Travel blogs in China**

Although travel blogs are a new phenomenon in recent years, the Chinese have a long history and literature for and about travel. The earliest author was Xu Xiake, known best for his famous geographical diaries. During his life time, Xu Xiake visited and explored 16 provinces, leaving his footprints in nearly every corner of China. Xu's writing falls under the old Chinese literary category of “travel record literature” (Chinese: “you ji wen xue”), which used narrative writing to portray one's travel experiences (Ward, 2001). Publishing personal travelling experiences in China requires a capacity for writing and relevant financial support, so ordinary people have used personal diaries to record their experiences of travelling for thousands of years. The widespread use of the Internet and communication technologies makes it possible for ordinary people to post their personal diary online. Moreover, as part of entertainment, travel blogs enjoy a greater freedom in posting than other more sensitive topics.

With millions of potential outbound tourists in China, the number of travel blogs about different destinations has increased dramatically. Nearly every blog website has a travel blog section which includes outbound and domestic travel. Readers can find a large number of first-hand and detailed information about countries

from all over the world, including itineraries, cuisine, visa applications, airline choice and shopping. Bloggers not only post their overseas experiences, but also provide recommendations for their followers. It is not an exaggeration to say that travel blogs are an encyclopedia for travelling.

## **2.7 SUMMARY**

This chapter provides comprehensive background information about China's outbound tourism as a means of better understanding the patterns of current Chinese outbound tourists. Apart from the economy, government policy plays an important role in the process of outbound tourism development, including ADS and currency exchange policies. Culture plays an important role in determining their preferences and expectations when Chinese tourists visit other countries. Thus a better understanding on the part of tourism service providers of a Chinese cultural background may affect communications and improve service quality.

China's outbound travel market represents a significant opportunity for the development of world tourism in the coming years. With the increasing numbers of tourists from China, China's outbound travel market became a valuable market for New Zealand. Although the tourism industry in New Zealand has benefited from the prodigious growth of the Chinese outbound market, an in-depth study of Chinese market is necessary for sustainable competitive advantage for New Zealand.

Aiming at the wide spread of Internet usage in China, online promotion is more efficient and effective than traditional activities. Blogs, as e-word-of-mouth, are important avenues for destination information. Thus blog analysis is attracting increasing attention from researchers and marketers. It is necessary to analyse the Chinese travel blogs because the online behaviour of Chinese users may be different from other countries for a number of reasons. These include (1) cultural differences; (2) the comparative immaturity of the Chinese outbound market; and (3) current structural differences with reference to the organization of outbound Chinese tourism. Additionally, Chinese people who surf the web often do not use English as their first language (Bin, Chen, & Sun, 2003).

It is hoped that this research can provide the New Zealand tourism industry with useful knowledge with which to create competitive and innovative strategies for the Chinese market. From these changes in technologies in recent years, the future promotion of tourism businesses will depend more on various information channels to suit the new environment of global competition.

## **CHAPTER 3      LITERATURE REVIEW**

Tourists, as the core role players of the tourism industry, and their needs, feelings, beliefs and opinions, should be carefully analysed by the tourism marketers in order to form a marketing strategy for specific tourist groups. What must be done is to understand the tourist's mind and persuade tourists to choose certain tourism products if destinations are to be successful in terms of financial, social and environmental viability. Therefore organisations attempting to promote a particular destination need to understand the perceptions, motivations, and also the image of that destination (Sussmann & Ünel, 1999). Moreover, the continuing rise of the Internet presents both challenges and opportunities for destination marketing organizations (Schmallegger & Carson, 2008). The purpose of this section is to conceptualize the structures of destination image formation, motivation, decision making, information search behaviour, as well as blogging and their implications in the process of tourism marketing.

### **3.1 DESTINATION IMAGE**

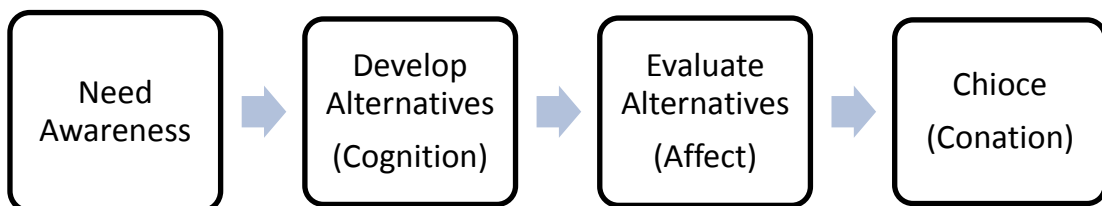
Image studies have been undertaken in several disciplines, such as psychology, behavioural geography and marketing (Jenkins, 1999). Image, according to Kotler (1991), is the net result of a person's beliefs, ideas, feelings, expectations and impressions about a place. Tourism marketers are facing an increasingly complex and competitive global marketplace because of the increased leisure time, rising disposable income, efficient transportation, and rapid development of new technology (Echtner & Richie, 2003). This new technology leads to not just a growth in potential demand, but also a more competitive marketplace. With increasing degrees of destination choice available to tourists, a destination must be differentiated from other competitors. Given that destination image is important for marketers, it has been extensively analysed in the tourism literature due to its complex conceptual nature and important role in influencing the tourist decision making process (Choi et al., 2007) and subsequent behaviours and choice of evaluation criteria when assessing satisfaction with the holiday. Therefore it is

necessary to clarify theories of destination image studies and their application in marketing strategies.

### 3.1.1 Conceptualisation and components

Given the complex nature of both subjective and objective components, destination image is difficult to define (Gallarza, Saura, & Garcia, 2002). Some researchers define destination image from the impressions (Govers & Go, 2005; Reilly, 1990) and perceptions (Hunt, 1975; Jenkins, 1999) of tourists; while others argue that tourism attributes also play an important role in destination image (Echtner & Ritchie, 2003; Sirgy & Su, 2000). For example, Mackay and Fesenmaier (2000) indicated that “a destination’s image is a composite of various products and attributes woven into a total impression” (p. 422). Echtner and Ritchie (2003) echo the view that destination image is comprised of attribute based and holistic components.

Destination image encompasses a number of components because of the tangible and intangible nature of tourism products. Mayo (1975) found three basic dimensions of destination images, such as scenery, congestion and climate. These dimensions focus on the tangible part of the destination that can be directly observed and measured. Only a few researchers attempt to identify the intangible elements of the destination image. According to Myers (as cited in Pike & Ryan, 2004), destination image is comprised of cognitive, affective, and conative perceptions (Figure 3.1). Cognition is the total knowledge obtained about a destination; affective components include all the feelings an individual holds about a place; and conation referred to the desire and interest of visiting a place at a certain time (Pike & Ryan, 2004).



**Figure 3-1. Cognition/Affect/Conation (as cited in Pike & Ryan, 2004)**

Destination image components are also identified by Echtner and Richie (2003, p. 42) in terms of “both an attribute-based component and a holistic component”. In other words, destination images have functional characteristics (physical, measurable elements, such as scenery, price, climate, activities etc.) and psychological characteristics (abstract elements, such as reputation, quality of service, atmosphere etc.), which involve both tangible and intangible aspects.

Sirgy and Su (2000) argued that destination image includes two main components, that is, controllable and uncontrollable attributes. Controllable attributes relate to the classical marketing four Ps (Product, price, place and promotion) and uncontrollable attributes referred to tourists’ personal characteristics. It is both essential for tourism marketers to identify those controllable components and thus maximize patronage to the destination and to try to shape tourists’ preferences through marketing and promotional initiatives to achieve some control over the ‘uncontrollable’ parts of the mix. At this point, understanding the process of destination image formation may help to create an effective marketing strategy of attracting large numbers of tourists.

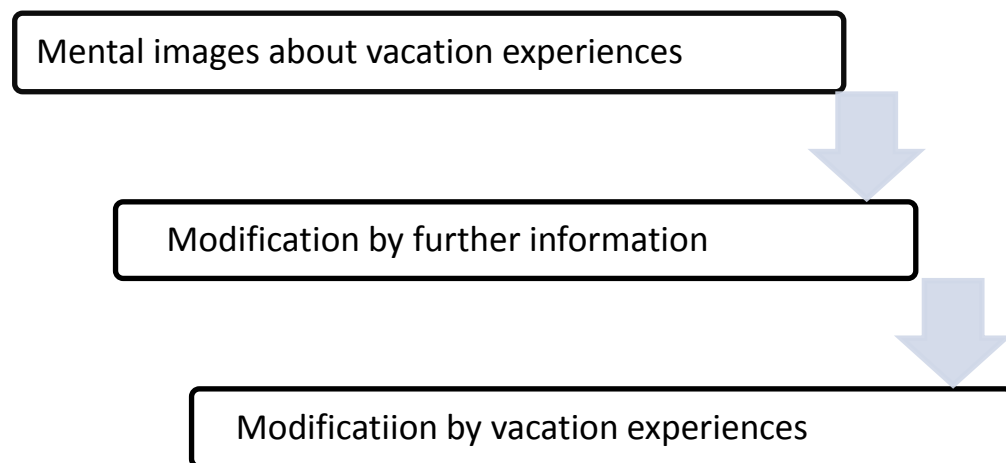
### **3.1.2 Destination image formation process**

Destination image formation process undergoes several stages. Fakeye and Crompton (1991) created a model of the role of image in destination selection. The model illustrates the relationship between organic, induced and complex images, and the role they play in the selection of a destination. First, a potential visitor develops organic images of a relatively large set of potential destinations which have been passively acquired. Second, the motivation for travelling is considered. Third, the tourists begin to search relevant information actively. Different destinations were evaluated against personal organic images, information from personal contacts, and benefits as portrayed through marketing communication. This process leads to the development of induced images of alternative destinations (Saayman, 2001).

Sirgy and Su (2000) presented an integrative model of destination image, self-congruity, and travel behaviour. The model reflects relationships between destination environment, destination image, tourists' self-concept, self-congruity,

functional congruity, and travel behaviour. Self-congruity is the matching of destination visitor image to tourists' self-concept (actual, ideal, social, and ideal social self-image). The greater the match, the more likely it is that the tourist has a more favorable attitude toward the destination. Thus, marketers can structure a competitive strategy based on the most congruent images of the destination and competing destinations.

The formation of a destination image can also be considered a process of modification based on first-hand information and personal experience (Echtner and Ritchie, 2003). Echtner and Ritchie (2003) presented three stages of destination image formation (see Figure 3.2) obtained from the seven phases model created by Gunn (1988). This process highlights two important points. Firstly, individuals can have an image when they have not visited a destination (Echtner & Ritchie, 2003). Secondly, the image can be modified as the person acquires more information and thirdly, repeat visitors may hold a different image from first time visitors (Echtner and Ritchie, 2003, Jenkins, 1999; Beerli, & Martin, 2004).



**Figure 3-2. Three Phases of image formation (Echtner & Ritchie, 2003)**

### **3.1.3 Factors influencing destination image formation process**

Various researchers have identified the factors that influence image formation. Hunt (1975) found that distance is one of the most considered elements for destination image formation, and that people would have a stronger and more realistic image when a destination is near their home. Stern and Krakover (1993)



proposed a model of destination image formation that involves information obtained from different sources and the characteristic of the individual. Generally, these influential factors can be classified into two: information source and personal factors.

#### ***3.1.3.1 Information sources***

Information sources refer to both the origin of the information obtained by individuals, and the type and quantity of that information, including information acquired by visiting the destination (Beerli, & Martin, 2004). Laitinen (2004) identified eight key factors as the variety and amount of information available, professional advice, word of mouth, advertisements, non-tourism books/movies/news, escape/relaxation motives, knowledge and prestige. Gartner (1993) suggested that different information sources act independently in image formation. These sources were classified as (1) overt induced sources, such as advertisements in the mass medias, brochures from destination and tour companies; (2) covert induced sources, such as celebrities and destination articles; (3) autonomous sources, such as films and television programs related to the destination; (4) organic sources, such as information from friends and relatives; and (5) a visit to the place. The first four sources are called secondary sources which are usually obtained before experiencing the destination (Beerli, & Martin, 2004). A secondary source can be used to minimize the risk during the decision making process, to create an original image about the destination, and to evaluate the choice (Mansfeld, 1992). According to the study from Beerli, & Martin (2004), more people tend to seek information from friends and relatives; word of mouth is considered to be more believable and truthful, which significantly influence the cognitive image. The information acquired by visiting the place forms the primary image (Beerli, & Martin, 2004). Many researchers realised that the image formed after the visit tends to be more realistic, complex and different from the image formed before visiting (Beerli, & Martin, 2004; Hunt, 1975).

It can be argued that blogs represent a hybrid form of communication when considering these classifications. Many readers will perceive blogs as an organic source, but when the bloggers become celebrities, according to the above

classification they can be listed as covert. Equally however, as service providers become more social media aware, companies themselves begin to blog, use Twitter, Youtube and Sina Weibo themselves with varying degrees of disguise.

Another factor likely to affect image formation is the tourists' level of knowledge about the destination (Sirgy and Su, 2000). Brucks (1985) discovered that there is a U-shaped curve where those with least and most knowledge tend to spend most time searching for information. Thus Sirgy and Su (2000) suggested that when targeting consumers with low levels of knowledge about the tourist destination, tourism managers should avoid using technical terminology so as to make the data more accessible for the person with a general, perhaps naïve inquiry, building up more complex and fuller datasets as the tourist becomes more knowledgeable and wanting more detail. One implication for blogs is that holidaymakers as bloggers tend to not only avoid 'technical jargon' but blog in the language of the reader including the use of colloquialisms familiar to the reader. One issue for this study was the degree to which these can be translated, but the problem was not as great as might be imagined as colloquialisms tended to the adjectival while classifications would be based upon nouns.

Destination images can be derived from a wide range of information sources, and one can conclude that the communication between suppliers, intermediaries, and potential visitors have become more complex since the Internet arrived (Choi et al., 2007). The Internet has the potential to influence the perceived images in ways that change the timing, costs and strategies for distributing promotional messages (Govers & Go, 2005). Due to the interactive nature of the Internet, many researchers have realised the importance of Internet usage as a marketing tool to promote destinations (Bonn, Furr, & Susskind, 1998; Carson, 2008; Choi et al., 2007; Govers & Go, 2005; Matloka & Buhalis, 2010; Tussyadiah & Fesenmaier, 2008). "However, research on the Internet as an image formation agent is still underway" (Choi et al., 2007, p. 118). Thus, destination image formation strategy needs to be rethought to include new technologies and communication methods.

### **3.1.3.2 *Personal factors***

Personal factors, also known as internal factors, affect the formation of destination image. The perceived image will be formed through “the image projected by the destination and the individual’s own needs, motivations, prior knowledge, preferences, and other personal characteristic” (Beerli, & Martin, 2004, p. 663). According to Beerli and Martin (2004), personal factors include demographic (gender, age, level of education, social class, nationality, etc.) and psychological elements (motivations, value, personality, lifestyle, etc.). Among these factors, the cultural factor has gained more emphasis than in previous studies (Beerli & Martin, 2004). However, borrowing from the amended Technology Adjustment (TAM) model suggested by Ryan and Rao (2008), it may also be suggested that a proclivity to Internet usage is also a key personal factor and it is this segment of high usage and/or purposeful net users who may be more influenced by the blogs they read. It is their destination and image formations that may be most sensitive to potential change over time. Culture thus interacts with predisposition to net usage.

Destination image may also differ between tourists from varying countries according to nationality and culture (Sirgy and Su, 2000). Beerli and Martin (2004), conducted a tourist survey to measure the cognitive component of the image, and concluded that country of origin had a significant influence on image formation. Ryan and Cave (2005) supported this conclusion by drawing perceptual maps based on subsamples of New Zealand, Chinese, Japanese and UK residents visiting the city of Auckland. People within the same culture share common beliefs, attitudes, customs, meanings, and behavioural norms (Triandis, 1972). Therefore, images formed in the minds of tourists are mediated by cultural background (MacKay & Fesenmaier, 2000). Hence, to reiterate the point, people of the same background of Internet usage rates may also be likewise affected.

### **3.1.4 *Assessment and measurement***

Given the nature of multifaceted destination images, it is difficult to say which method is the best for measuring the destination image. Echtner and Richie (2003) revealed two basic approaches to image measurement: structured and unstructured. Structured methodologies are attribute based which require the respondent to rate

the destination in terms of the attributes, such as scenery, climate, facilities, and attractions. Unstructured methodologies use free form descriptions for image measurement in which respondents can describe their impression freely about the destination; for example, focus group, open-ended questions, content analysis, and various sorting and categorisation techniques (Ryan & Cave, 2005, Echtner & Richie, 2003). Previous researchers had a strong preference for structured methodologies which focused on the common components of destination image, using semantic differential and Likert type scales (Echtner and Richie, 2003). Timmermans, Heuden, and Westerveld (1982) indicated that an *a priori* list of attributes for the respondent might be relatively unreliable, that is, some important attributes may be missing; while some might be unimportant to the individual. Echtner and Richie (2003) noticed that unstructured methodologies are more conducive to measure the holistic components of destination image. However, statistical analysis is limited in unstructured methodologies (Echtner and Richie, 2003).

As a result, more researchers acknowledge the importance of combining different methods of data collection and analysis in destination image studies (Echtner and Richie, 2003; Pike & Ryan, 2004; Jenkins, 1999; Mackay & Fesenmaier, 2000). Jenkins (1999) established a model based on a mixed methodology which combined structured and unstructured techniques. The first phase is a qualitative phase using unstructured methods to find the constructs of the group (construct elicitation techniques such as interviews, content analysis, and photo elicitation); the second phase draws upon the findings of the first phase and measures the image quantitatively (rating scales). Constructs analysis may provide information about both the image of the destination and individuals' cognitive structure. Rating scales allow the researcher to identify which aspects of image are considered important by individuals or groups. The measurement of image in this way allows the researcher to understand the image of particular destination held by individual tourists and to observe changes in image over time by personal travel experience (Jenkins, 1999). For example, Choi et al (2007) analysed the content of a variety of web information sources relating to Macau with both qualitative and quantitative approaches. The result showed that the image of the destination varies by the different online information sources according to

different communication objectives and targeted audiences. However, the data collection was limited to English language websites, which neglects the large population of Macau's visitors that come from Mainland China.

Thanks to the development of technology, computer based software package allows researchers to analyse destination image in an effective and efficient way. The growing utilisation of computer assisted qualitative data analysis software (CAQDAS) helps researchers alleviate the burden of importing, sorting, group and coding the data. Govers and Go (2005) analysed the textual element of the websites related to Dubai by CATPAC which can "produce a frequency table and proximity of the most commonly used words in the text" (p. 82). Ryan and Cave (2005) gave another example of using TextSmart and CATPAC in an image analysis of Auckland and suggested that "interpretation using software packages possesses advantages in arriving at situational models of specific place imagery" (p. 149). Multivariate analysis using statistical software, such as SPSS, provides statistical analysis including t-tests, regression, factor analysis, cluster analysis, and multidimensional scaling (Jenkins, 1999) and can be used to prove reliability, consistency, and validity of the qualitative findings. In order to offer a complementary mixed method analysis, many researchers apply a combination of qualitative and quantitative software to a given problem. Stepchenkova and Morrison (2006) analysed Russia-related texts from websites by a combination of SPSS, CATPAC, and WORDER. Choi, et al (2007) also used a combination of CATPAC and SPSS to analyse the destination image of Macau, CATPAC identified the words frequency and these key words that were coded into SPSS for more quantitative measures.

The assessment and measurement of the destination image is helpful for destination organisations to identify the gap between the projected image and perceived image. Thus it is possible to manage destination image to reinforce the awareness. In this study, as described in chapters four to seven, an approach describing classification based on a content analysis of photographs and text was adopted; while textual analysis was also aided by the use of Atlas ti to develop a thematic approach to the text.

### **3.1.5 Managing destination image**

The tourist image of a destination is essential in the process of destination selection, and thus it should be identified and managed by marketers in order to stimulate a desire of visiting the place. Managing destination image is not easy because only some and not all influential factors can be directly or indirectly affected by destination marketers. According to Kotler, Haider and Rein (1993), strategic image management has three main steps: (1) identifying the current images; (2) linking specific image with diverse target markets; (3) supporting the existing image or creating a new image.

“Image represents a simplification of a large number of associations and pieces of information connected with the place” (Day, Skidmore, & Koller, 2002, p. 3). Day, Skidmore and Koller (2002) suggested that there should be congruence between the marketed image and the actual destination experience. In order to build an effective “place images”, they must:

- Be valid
- Be believable
- Be simple
- Have appeal
- Be distinctive (Day, Skidmore & Koller, 2002).

As previously noted, blogs arguably possess these attributes as sources of data about a place, and it is this ‘believability’ based on the nature of the authorship that gives them their influence. By the same token, they represent useful sources for destination marketing organisations by which to monitor the tourism “health” of their location.

Reinforcing positive images already held by a given target audience and modifying negative images are major objectives of any destination positioning strategy (Pike & Ryan, 2004). According to Saayman (2001), several factors can be identified as “positive image”:

- 1) The efficacy of a destination: this refers to its impact, integrity and reputation;

- 2) A client orientation: it is essential for a good destination to be responsive to the visitor and “user friendly”;
- 3) The “magic” of the destination: people are more likely to have a positive image of a destination if it has unique features which distinctively differentiate it;
- 4) Branding: people are more likely to identify with familiar destination, franchise or chain and to stay loyal to it if it is positively perceived;
- 5) The sensory effect of the destination: a synonym for sensory is “feeling” or “pleasing”;
- 6) The history of the destination: past experience plays an essential role;
- 7) The virtue of the destination: this includes the aura of goodness associated with the destination, which is essential in formulating a positive image;
- 8) The atmosphere generated by a destination (Saayman, 2001).

Chon (1989) proposed that potential tourists construct a primary image of a destination when that destination is being considered as a possible choice in the travel buying process. However, potential tourists generally have limited knowledge related to a destination that they have not previously visited. This knowledge is often confined to symbolic image acquired either from media or from social groups (Um & Crompton, 1999). Thus tourists formulate images of alternative destinations and the image emerges as a critical element in the destination choice process (Um & Crompton, 1999). Um and Crompton (1999) conducted a survey among undergraduate college students. They found that the perceived image was a significant indicator in predicting which destinations will be selected to be added to a late consideration set of alternative destinations. However, Jenkins (1999, p. 2) stated “whether an image is a true representation of what any given region has to offer the tourists is less important than the mere existence of the image in the mind of the person”, but today the existence of the Internet, social media and blogging challenges this statement in that ease with which an image can be ‘tested’ is far greater than before. It has been a conventional truth about services marketing that the service can only be tested at the point of consumption. Today, the existence of blogs and other media can serve as a proxy testing of a place prior to purchase.

It was noted that the perceptions of a destination image may differ from varying point of view. For example, Govers and Go (2005) analysed the destination image of Dubai with online photographic imagery and narratives by content analysis. The result of this research showed that Dubai lacked 'creativity' and "cross border" distinctions between different sectors. For their part Stepchenkova and Morrison (2006) examined the online content of tour operators' websites about Russia. They found that Russian and US websites were portraying different images of Russia. Both these studies analyse the image formation from the marketer's point of view, and indicate the opportunities for generating different messages for separate market segments.

Marketers need to know how images are interpreted by actual visitors and to identify the image gaps between tourists' perceptions, the promotion and the 'objective' reality of the destination. Thus a proper image conveying positive information would increase tourist awareness and thus create the motivation for actual travel to a specific place.

## **3.2 MOTIVATION**

What are the motivations of a person to take a holiday? What are the motivations of a person to choose a specific destination at a particular time? There are a number of potential variations for each individual motivator, and a myriad of ways in which they can be combined (Swarbrooke & Horner, 2007). A person has many needs, some are bio-organic (such as hunger, thirst, and discomfort) and some are psychological (such as recognition, esteem, or belonging). When aroused to a sufficient level of intensity, a need becomes a motive, which drives the person to act (Kotler, 1991). Thus motivation is a critical variable which may explain behaviour (Crompton, 1979). Mayo and Jarvis (1981) echoed that motivation is one of the significant driving forces behind behaviour.

### **3.2.1 Definition**

According to Murphy (1985), motivation is important for the development of tourism, because without the need or interest to travel, the tourism industry would not exist. Travel motives are obviously one of the important issues in tourism and many authors consider motivation to be a major determinant of the tourist's



behaviour (Hudson, 1999). Given this, the opportunity exists to classify or segment tourists, thereby dis-aggregating them into different classifications on the basis of different sets of motives. Yet it is not easy to give a general definition of tourist motivation because motivation studies embody many different disciplines. Dann (1981) discussed motivation description from the various viewpoints of sociology, psychology, economy, and politics. He concluded that tourist motivation is “a meaningful state of mind which adequately disposes an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision” (p. 205). Iso-Ahola (1982) argued that this definition overlooked the social psychological research on leisure behaviour. As a psychologist, Iso-Ahola believed that motive is an internal factor that can be aroused when individuals “think of certain activities they could, should, might do in the future, activities that are potentially satisfaction-producing” (p. 258). Moreover, the concept of “equilibrium” (Crompton, 1979) and “flow” (Ryan & Glendon, 1998) can also be used in tourism to explain travel motivation.

Motivation is often confused with many terminologies, such as goal, purpose, objectives, demand, reason, and intention. “Goal”, “purpose”, and “objectives” are conscious, while motivation is unconscious (Pizam, Neumann, & Reichel, 1979). “Demand” is broader than motivation, which includes motivation, destination features, and other pull factors (Morrison, 1996). “Reason” or “intention” is subset of motivation which is more logical and rational than motivation (Dann, 1981). Moreover, motives are distinguished from motivations. Hanefors and Larsson Mossberg (1999) defined travel motives as “a tourist’s situational combination of several interacting motives that make the tourist travel away from home to a certain destination”. According to Gnoth (1997), motives are generic driving forces that tend to be more global, while motivations indicate objective-specific preferences that tend to be more situation-specific. The tourism literature explores both motives and motivations behind travel and holiday taking behaviour (Gnoth, 1997).

Motivation is closely connected with expectation and satisfaction. Expectations are tentative representatives of the future travelling experience in which tourists have a conscious feeling of desire (Gnoth, 1997). Satisfaction study cannot be

isolated from motivation in that motivation leads to expectations which form the criteria by which satisfaction is evaluated (Pizam et al., 1979). Mill & Morrison (1992) tend to understand motivation through satisfaction because motivation arises when an individual wants to satisfy a need. Thus motivation has impacts on expectation and satisfaction formation (Gnoth, 1997).

### **3.2.2 Theories of motivation related to tourism**

There are many motivational studies within tourism over the years. The following discussion focuses on some main approaches to the field of tourist motivation.

#### **3.2.2.1 *Maslow's needs and motivation theory***

An important contribution to theories of consumer motivation literature was Maslow's hierarchy of needs. Maslow's theory about human needs is widely cited in many applied areas such as industrial and organizational psychology, counseling, marketing, and tourism (Hudson, 1999). It is defined as a pyramidal ranking of human needs, from the basic physiological needs through safety, love and belonging, and esteem to self-actualisation, and is often, but mistakenly thought that the lower needs demand more immediate attention and satisfaction prior to engaging the higher needs – mistakenly in that a close reading of Maslow's work and diaries do not support this conclusion (Ryan, 2002; Trauer & Ryan, 2005).

Hence, according to Maslow, people are driven by particular needs at particular times. The hierarchy of needs is usually perceived as being in ascending order of importance; from the lowest level as stated above to self-actualisation needs. Maslow proposed that if none of the needs in the hierarchy were satisfied, then the lowest needs would dominate behaviour. When these were satisfied, the individual would move to the next level of the hierarchy. Maslow also noted that only a small number of people are likely to satisfy social and ego needs, and that failure to attain the higher level needs does not necessarily exclude lower level needs being met or being an explanation of behaviour. Equally, it is possible that the acquisition of the higher state of self-actualisation changes evaluations of lower level needs, thereby permitting people to be less worried by an absence of those things that satisfy lower level needs. One might note that Pearce (2005)

subsequently amended and modified his earlier travel ladder concept to more fully take these considerations into account.

Consequently Maslow's hierarchy is useful for understanding consumer motivations with which marketers can communicate with their target market on a personal level (Kay, 2003). Nonetheless, this hierarchy only provides "a partial explanation of motivated behaviour" (Witt & Wright, 1992, p. 44). Nonetheless a comprehensive and rich catalogue of psychological need and motives can be build based on Maslow's concept of a hierarchy of needs (McIntosh, Goeldner, & Ritchie, 1995).

### **3.2.2.2 "Push" and "pull" theory**

Tolman (1932) suggested a dichotomy of internal and external motivators containing drive-based emotions (push factors) and cognitions (pull factors). Also Dann (1977) equally argued that there are only two main factors influencing the decision to travel, namely the push and pull factors.

The push factors are socio-psychological motivations that can be described as "internally generated drives, causing the tourist to search for signs in objects, situations and events that contain the promise of reducing prevalent drives" (Gnoth, 1997, pp. 290-291). Pull factors are those factors that "emerge as a result of the attractiveness of a destination as it is perceived by those with the propensity to travel" and includes intangible factors such as tourist perceptions and expectation, and tangible factors such as beaches, recreation facilities, and culture (Uysal & Jurowski, 1994). Pull factors attract a person to a specific destination during the process of destination selection (Lam & Hsu, 2006). It might be said that 'push' factors tend to be generic (e.g. a wish to relax) while 'pull' factors are destination specific (e.g. a beach or an iconic feature such as the Eifel Tower or Maori culture). Push and pull theory has attracted significant attention from tourism researchers and thus is widely used to explain travel behaviours.

Crompton (1979) recognised the following as push factors: ego enhancement, exploration, relaxation, and facilitation of social interaction, prestige, and regression; pull factors are education and novelty. As noted above, push factors

have been regarded as useful in explaining the desire for travel, while pull factors have been used to explain the choice of travel and destination (Crompton, 1979).

Chon (1989) suggested that at the point when an individual is motivated to travel, a primary image of a destination has been constructed. It is based on certain “push” and “pull” factors associated with the destination.

Cha and Jeong (1998) investigated the motives of Korean travellers to Australia and New Zealand. Their investigation indicated that there are four push factor and five pull factors. The four push factors are sports, safety and maximisation of pleasure, experience of new culture and self-improvement. The five pull factors are tourists’ attractions, natural environment, and leisure activities, resort environment and tourism infrastructure.

Motivation theories that concentrate on push and pull factors can be seen as relevant to the study of Chinese tourists. Hanqin and Lam (1999) analysed mainland Chinese tourists’ travel motivation to Hong Kong based on a model of pull and push factors. Results of their studies suggest that mainland Chinese travellers perceive “knowledge” and “high-tech image” as the most important motives and the order of importance of push and pull factors in motivating Chinese travellers differed from those in other studies. From this theoretical stance destination image plays its role among the “pull factors”; and the medium by which image is conveyed also falls within this framework. Blogs thus possess influence in the way in which they reinforce or inhibit the “pull factors” that a destination possesses.

### **3.2.2.3 *Expectancy theory***

Expectancy theory is derived from Vroom’s (1964) theory of work motivation, and is based upon the following three beliefs: Valence (which refers to the emotional orientations people hold with respect to outcomes), Expectancy (referring to the strength of a person's belief about whether or not a particular job performance is attainable), and Instrumentality (the perception of employees whether they will actually achieve what they desire even if it has been promised by a manager) (Vroom, 1964). The equation states:

$$\text{First: Motivation} = \sum \text{Valence} \times \text{Instrumentality}$$

$$\text{Second: Motivation} = \sum \text{Valence} \times \text{Expectancy}$$

Witt and Wright (1992) established an expectancy model of holiday preference and choice which is based on expectancy theory. It is proposed that the attractions (valence) of the holiday attributes are determined by an individual's needs. It also assumes that attractions (valence) of the holiday attributes, instrumentality, and expectancy are influenced by a variety of information sources, and also by the individual's previous experience (Witt & Wright, 1992).

The expectancy theory of tourist motivation emphasises the relationship between motivation, preference and choice which provides a framework for tourist motivation studies (Kay, 2003). However, there is a view that the model is too complex to use to predict an individual's behaviour because there are so many variables (Witt & Wright, 1992).

#### ***3.2.2.4 Classifications of motivation***

Many other researchers have also studied the concept of motivation in tourism. Some early theories of travel motives concentrated primarily on recognising and listing different travel motives. Gray (1970) classified tourists as "sunlust" and "wanderlust". Iso-Ahola (1982) identified two motivational forces: the desire to leave routine, and the desire to obtain psychological rewards through travel. McIntosh, Goeldner and Ritchie (1995) identified four categories of motivation: physical, cultural, interpersonal, and status and prestige motivators. Understanding the tourists' motives may, however, require a more holistic approach. Swarbrooke and Horner (2007) indicated one more way of classifying motivation in tourism:

- ✧ Physical: relaxation, suntan, exercise and health, sex;
- ✧ Emotional: nostalgia, romance, adventure, escapism, fantasy, spiritual fulfilment;
- ✧ Personal: visiting friends and relatives, making new friends, need to satisfy others, search for economy;
- ✧ Personal development: increased knowledge, learning a new skill;
- ✧ Status: exclusivity, following fashion, obtaining a good deal, ostentatious

spending opportunities;

✧ Culture: sightseeing, experiencing new cultures.

To be more specific, Hanefors and Larsson Mossberg (1999) introduced a new model of travel escape motives based on the cultural background and individual characteristics of Japanese package tourists. They suggest that compensation motives are linked together with the prerequisite of a specific destination and the activities offered there. At this point, cultural difference is a significant determinant of travel motivation in the choice of destination and the tourism activities. Again, it is possible to allocate a role to blogs in this process. Blogs are written by people with whom the blog reader can identify, and who writes about things, or does or avoids things the blog reader wishes to know about. The blogger is arguably, for the reader, a proxy self, in that the stories of doing, feeling, waiting, and achieving become powerful sources of self-identification for the user of the blog. Its story telling is arguably more than simply an informational source, important thought that is.

### **3.2.3 Measurement of motivation**

Researchers adopt various approaches to measure tourist motivation for the purpose of product development, service evaluation, image formation and promotion (Fodness, 1994). Both quantitative and qualitative methods have been applied to motivation studies. Dann (1977) used survey data to identify two basic motivations: anomie and ego-enhancement. Crompton (1979) uses unstructured interviews to collect qualitative data to identify seven socio-psychological, and two alternate cultural categories. Pearce and Caltabiano (1983) used self-report survey consisting of open-ended questions to collect data. Their findings neatly fit Maslow's hierarchy of needs (Fodness, 1994).

As Pearce (1993) indicated, there is no widely accepted research methodology and validated measurement among tourist motivation studies because motivation is a complex psychological construct. The quantitative approach is mainly criticized for the subjectivity of researchers because tourists have to select items from a researcher-generated list of motivations (Bright, 2008). The qualitative approach may provide rich information about the motivation, but the result is still

problematic because tourists' may lack "awareness" of their real motivations for travelling (Buck, 1977). Dann (1981) discussed this issue from the following four categories: (1) tourists may not wish to reflect on their real travel motives; (2) tourists may be unable to reflect on their real travel motives; (3) tourists may not wish to reveal their real motives; and (4) tourists may not be able to express real travel motives. However, this argument presumes the existence of a simple 'real motive' and commentators such as Ryan (2002) would argue there is a time dimension to motives as tourists enter liminal states and thus motives can vary between prior, actual and post-holiday experiences. Swarbrooke and Horner (2007) also suggested that tourists fail to express their true motivation because (1) they are afraid of others' judgment (talking about "have a good time" is much easier than talking about sexual experiences); (2) they may not recognize their motivation because it is unconscious; (3) it is difficult to explain because motivations are apparently conflicting (tourist want to relax by dancing all night); (4) motivation factors and actual behaviour are contradictory.

Based upon the above, Dann (1981) and Seaton (1997) suggested the adoption of unobtrusive measures might be the best way to understand tourists' motivation. As Kellehear (1993, p. 5) said, unobtrusive measures can be used to assess "actual" behaviour instead of "self-reported" behaviour. Researchers may reveal tourists' real motives through observation and reading their travel stories instead of depending on tourists' own expression (Dann, 1981). These considerations prompt a warning about the nature of blogs. They are the publicly selected revelations of the blogger's activities. In a sense blogs are self-censored accounts of the holiday activities. It is at this point that culturally accepted modes of behaviour may emerge. The western teenage Facebook writer might confess to being "plastered", the middle-aged Chinese holiday maker may simply refer to having an enjoyable social occasion. However, in one respect the blog's function as a medium remains the same. It speaks to the reader in ways that confirm reader's images and perhaps stereotypes of people, place and activity.

### **3.3 OTHERNESS**

As mentioned above, people travelled for variety of reasons, such as "sunlust" and "wanderlust" (Gray, 1970). Besides these motivations, some early travellers were

also characterised as proto-anthropologists and proto-tourists (Crick, 1985). Thus anthropologists viewed travelling as a process of self-discovery and self-representation in which tourists were facing the challenge of personal identities between self and other (Galani-Moutafi, 2000).

Previous studies relating to “Otherness” were often associated with cultural construction (Little, 1999), ethics (Ackermann, 1998; Ahmed, 2002), alternative cultural heterotopia (John, 2001), and anthropology (John, 2001). “Otherness” means “different from me” (Cave, 2005, p. 264) which can be reflected in differences of space, culture, ideology, human race, gender, and class (Ackermann, 1998).

Within the tourism context, researchers tended to link “Otherness” with ethnic tourism (Mellinger, 1994), indigenous tourism (Robinson, 1999), community-based tourism (Cave, 2005), and the representation of the exotic and cultural other (Harkin, 1995; Mellinger, 1994). From the tourists’ perspective, the “Otherness” can be the place where the touristic experiences occurred, such as 1) the place outside one’s social norms (Cave, 2005); and 2) heterogeneous spaces (Soja, 1995). The “Otherness” also can be one person, or a group of persons that are so different to the “self”. As MacCannell (1976) mentioned, tourists are commonly seeking the exotic, primitive and natural destinations that are absent from their own world. However, because of the significant difference, the “other” can be perceived universally as an exotic and romantic being (Ackermann, 1998), or even idealised other place, like Utopia (Cave, 2005). Thus the place, people, and things that tourists gaze upon are mixed with their own identities and expectations (Mellinger, 1994), that is, a self-reflexive and self-questioning paradigm emerges (Galani-Moutafi, 2000).

Seeking “Otherness” is a significant driving force for tourists to travel (Doorne, Ateljevic, & Bai, 2003). Through “Otherness”, differentiation of cultural, natural, and historical extraordinariness can be served as a sign of distinction and attracts tourists to visit the destination (Ateljevic & Doorne, 2005; Galani-Moutafi, 2000). More specifically, Fürsich (2002) indicated that the “exotic” was a powerful strategy of using “Otherness” because the desire to experience difference is one of the primary motivations of the tourists. According Harkin (1995), the exotic



represents the differentiations of society and place which is an alternative to domestic experience. Trying to arouse the intention of “reading”, “appropriating”, and “exploiting” the destination, the tourism industry need to think how to entice tourists to this “exotic” world (Galani-Moutafi, 2000).

For Chinese visitors to the “Land of the Long White Mist”, New Zealand represents an “other” that is far removed from the crowded and polluted major cities of China from which many of the tourists come. As the subsequent analytical chapters will show, this comparison is commonly remarked upon by the Chinese, and turned inward to reflect upon the nature of their own living conditions. Yet there is no sense of criticism being expressed of China, but perhaps a sense of loss. Given that China has so recently emerged from impoverishment for so many millions, the tourists arguably appreciate their own good fortune of being able to visit “the other”, of being able to obtain the “prestige” that comes from within their own social milieu for being able to make such a journey, and also, as will be seen, also possessing a sense of pride that a Chinese diaspora does so well in the exotic “other” of New Zealand.

### **3.4 DECISION MAKING PROCESS**

What needs give rise to the decision to use the product? How does the tourist evaluate the different decision-making alternatives? Why do the tourists choose this destination instead of another? The answers to these questions provide a vision of how marketers can create strategies for the destination. Marketers in tourism are increasingly aware of the need to understand how their consumers make their decisions to purchase a particular product in order to develop effective marketing strategies. According to Swarbrooke and Horner (2007), such an understanding will help marketers develop marketing plans in relation to the following:

- When to attempt to influence consumers during the decision making process.
- When to choose advertising media based on the need for a majority of consumers to gain information about tourism products.

- When to select the appropriate distribution channels or marketing intermediaries.

Decision making lies at the heart of the study of consumer behaviour and marketing communications. This latter subject is considered to be one of the principal means to influence consumer decision making (Crotts, 1999). Whether a place can be chosen as a tourism destination among so many alternatives is dependent on the decision-making process of a tourist. However, the purchase decision is a complex phenomenon due to the diversity and independent characteristics of tourism products (Swarbrooke & Horner, 2007). One of the earliest models of the purchase decision process in tourism was devised by Wahab, Crampton and Rothfied (1976). The model considers a tourist to be a “rational decision maker” who tries to assess costs and benefits of an activity including conscious planning, and a purchase is perceived as the outcome of a logical thought process. Bettman, Luce, and Payne (1998) argued that most human decisions are not perfectly rational because there are many factors that influence the decision making process, which may motive a person to act irrationally. Equally decisions may be made under conditions of imperfect knowledge (Gollier & Treich, 2003; Klauer & Brown, 2004). Taken together, imperfect knowledge, emotionally bound decision making, satisficing rather than maximizing utility style decisions – all create a complex pattern of holiday destination determination.

Most tourism purchases are considered to be high involvement and extensive decision making purchases because of the intangible nature of tourism products (Sirakaya & Woodside, 2005). Van Raaij and Francken (1984) proposed a model for travel service purchases based on the importance of the influence of different family members in the decision-making process. Gitelson and Kerstetter (1995) argued that friends and relatives also play an important role in directing the decision-making process by constantly providing information to the decision-maker. In the world of social media “friends” may be relationships in hyper-space, and as popularised by Facebook and Sina Weibo “friends” may be temporal and spatially distant initiators of opinion and identity showing. Thus today it is possible to extend Gitelson and Kerstetter’s (1995) observation to the inconsistent world of Web 2.0.

The consumer decision-making framework by Gilbert and Cooper (1991) suggests a simplified model of the main influences affecting the consumer as a decision maker. Swarbrooke and Horner (2007) identified two levels of factors influencing the consumer. At the internal level, psychological factors such as motivation and perceptions are the closest factors to the decision-making process of a person. At the external level, factors that have been developed during the socialization process such as reference groups and family, have a greater influence. Sprotles and Kendall (1986) declared that decision making is mental orientation which is independent of cultural background. However, Lysonski, Durvasula, and Zoto (1996) indicated that people in different countries have different decision making styles. Thus Sirakaya and Woodside (2005) categorised factors that influenced decision-making process into four groups: (1) internal variables, such as attitudes, lifestyles, values, images, motivations and information search behaviour; (2) external variables, such as pull factors of a destination, influence of reference groups, social and cultural factors, and household related factors; (3) the nature of the intended trip, such as distance, time, and duration; and (4) trip experience, such as evaluations after the trip.

Hawkin, Best, and Coney (1994) stated that the decision making process involves five main stages 1) problem recognition; 2) information search process; 3) alternative evaluation and selection; 4) outlet selection and purchase; 5) post-purchase process. During this process, the information search is an on-going process which is not terminated after booking (Decrop & Snelders, 2005). Given the change of new information technology, the current information search behaviour of the potential tourists is essential for marketers to determine the main distribution channel. Reference was earlier made to the TAM model, and it is notable that research (e.g. Ryan & Rao, 2008) indicates that behaviours change as the technology improves. Thus ease of use, usefulness of findings and the easing of concerns about security (especially of payments) have, over the last few years, become less concerning to Web 2.0 users, thereby permitting increases in both social media usage and influence.

### **3.5 TOURISM INFORMATION SEARCH BEHAVIOUR**

In the tourism market, tourists' awareness, selection, and choice of certain tourism product depends on the available information about this product (McIntosh et al., 1995). Understanding the information search behaviour of tourists is vital because tourism is an information intensive industry (Fodness & Murray, 1997). The information search has attracted attention from tourism researchers and marketers since it is a significant part of the purchase decision process (Gursoy & McCleary, 2004; Jang, 2005).

Much of the variation in consumer search in travel and tourism markets emanates from varying consumer characteristics and decision context (Öörni, 2005). Snepenger (1987) indicated that there are four major factors influencing information search in the tourism context: (1) the composition of vacation groups, (2) the presence of family and friends at the destination, (3) prior visits to the destination, and (4) the degree of novelty associated with the destination. Fodness and Murray (1997) echo that information from friends and relatives are decisive as they influence much of the travel decisions. Cai, Lehto, and O'Leary (2001) investigated Chinese visitors visiting the United States and also discovered that leisure tourists were more likely to use informal sources as friends and relatives rather than other information sources. Chen and Gursoy (2000) indicated that there are differences existing between first time and repeat visitors in patterns of information sources usage. Equally, demographic characteristics, such as gender, education, income, race, and occupation have an evident influence on tourists' information search behaviour (Bonn et al., 1998).

The increasing pace of development of information technology makes it possible for consumers to update their knowledge more extensively than before. Therefore, in that sense, there remains a need to continually monitor the situation of tourist information search patterns because it cannot be assumed that the results from past research remain valid. A survey conducted by Sparks and Pan (2009) showed that the Internet as an information source had become stronger than before. The Internet is both a continually current and complementary information source providing consumers with relatively easy access to electronic versions of travel

catalogs and inventory information once the prospective sellers are identified (Óörni, 2005). Moreover, the Internet provides opportunities to reduce dependency on traditional intermediaries for remote, peripheral, and insular destinations (Luo, Feng, & Cai, 2005), and to compare information at one sitting (Jang, 2005). Thus, with the introduction of the Internet, the information search behaviour changed significantly.

Pan and Fesenmaier (2006) analysed online information search behaviour during the vacation planning process. They conclude that tourists' online vacation planning is an information intensive task which can be viewed as the interaction between users and online space. Thus a conceptual model is developed to describe the online tourist search which comprised three components: tourist (situation, knowledge, and skills regarding travelling and online search), the interface (web browsers and search engine), and the online space (all related websites can be potentially accessed) (Pan & Fesenmaier, 2006).

The Internet also means that tourism marketers can enhance the efficiency of distributing information and selling products and services due to cost effectiveness (Connolly, Olsen, & Moore, 1998). The Internet freely reaches anywhere in the world as far as the information line is connected, which means a potential market has no national or international boundary (Jang, 2005). Thus a substantial body of academic literature about tourism and the Internet has emerged since the 1990s (Liu, 2005), including e-commerce, the influence of e-word-of-mouth, and e-customer's online behaviour associated with marketing activities.

### **3.6 BLOGS AND TOURISM**

It is therefore a cliché to say that the Internet is profoundly changing the lifestyle of many people by offering new methods in communication and information provision and acquisition (Luo et al., 2005). One area of extraordinary Internet innovation over recent years is Web 2.0 applications that allow a greater exchange of information between consumers. Through Web 2.0, content can be uploaded directly by users on to the website (Akehurst, 2009), and one particular component of the Internet, namely blogs, has increasingly received attention in

recent years (Johnson & Kaye, 2004). The influence of the Internet and blogs has been hinted at in the prior text, and the remaining part of this chapter will be specifically about the role of blogs.

### **3.6.1 Definition and history of blog**

The word “Blog” comes from the original word “web log” (or weblog). Because of the changing format and various style, it is difficult to define ‘blog’ in a general way (Bausch, Haughey, & Hourihan, 2002). In the early stage of blog development, Blood (2000) indicated that a simple criterion of a blog is a site which consists of dated entries. Beyond that key feature, the primary characteristics of a blog include:

- Reverse chronological journaling;
- Regular, updated entries;
- Links to related websites or blogs;
- Archived entries (Gill, 2004).

Thus a blog can be generally defined as a website consisting of entries (also called posts) or distinct chunks of information per page, arranged in reverse chronological order from the most recent entry at the top of the page to the oldest post at the bottom (Bausch et al., 2002). Some terms related to blogs are:

- Blogging: The act of writing a post for a blog.
- Blogger: A person who writes content for a blog.
- Blogosphere: The online community of blogs and bloggers who have the same interest about which they can share their opinions.

Before the evolution of Web 2.0, the World Wide Web only provided information from one side without interactivities. This new evolutionary phase of the Internet Web 2.0 reflects the transition from a passive, read-only online environment to an active, both read and write medium. A Web 2.0 site allows users to interact and collaborate with each other by user-generated content (Carson, 2008). In this way, the content is uploaded directly onto the web by users who provide a two-way

conversation of websites and users. Blogs are one of a suite of Internet-based tools grouped under the descriptor of “Web 2.0” (Pühringer & Taylor, 2008).

The National Center for Supercomputing Applications (NCSA) started a “What’s New” list of sites in June 1993 which is generally considered as the prototype of blog (Duncan, 2005). In January 1994, Justin Hall launched Justin’s Home Page which linked to, and included reviews of other sites (Duncan, 2005). This important personal website is one of, if not the earliest blog website. In April 1996, Dave Winer wrote and updated ‘Scripting News,’ which is the longest currently running weblog on the Internet (Duncan, 2005).

At the time Jorn Barger coined the term “weblog” in 1997, there were just 23 sites that could be identified as weblogs (Blood, 2000). In 1999, Peter Merholz shorted “weblog” to “blog”, and the weblog editor was named as the “blogger” (Blood, 2000). As blogging started to grow in 1999, the first portal, Eatonweb, was launched to list blogs. Eatonweb evaluated all websites by a simple assessment that the site consist of dated entries which is one of the main criteria still in use today to identify a blog (Duncan, 2005).

During the blog development, an important initiating factor was political events related to blogs in this period of American history that brought together technology, scandal and heated discussion. In January 1998, blogger Drudge reported the news that President Bill Clinton had had an affair with a 22-year-old intern, Monica Lewinsky after *Newsweek* reportedly turned down the story. The events of September, 2001, led to a remarkable growth in blogs, from was created a new term, “war blogs”, which used to describe all blogs related to the war in Iraq (Gill, 2004). After that, blogging aroused attention from the mainstream. Blogging further showed its power in 2002, when U.S. Senate Majority Leader Trent Lott resigned his leadership when his comments related to racial discrimination were called into attention by Josh Marshall’s blog, which comments had been neglected by all mainstream media at that time. By 2004, blogging could be said to have become one part of mainstream.

Before 2004, blogging was a relatively specific activity with only 5 million bloggers worldwide (Wright, 2006). Blogpulse.com, a blog tracker, identified

more than 144 million blogs on 3rd August 2010 and about 52,000 new blogs were created within the last 24 hours in that day (Blogpulse, 2010).

Today, the blog, social media and the role of the social computer based media in China exists as not only an entertainment medium, but one with social and political implications. Yet it remains a medium that is still fettered. This is clearly demonstrated by the example of the Wenzhou rail disaster of July 23<sup>rd</sup> 2011 in which 38 people lost their lives. The government quickly realised the futility of trying to hide the nature of the disaster when passengers quickly circulated pictures taken on their smart phones, and then also photographs of government officials trying to hide evidence of the dead bodies. This disaster led to a series of investigations and indeed senior officials in the appropriate ministries have lost their position. Yet, over one year later the promised public report has not been published, journalists are not permitted to visit the scene and the netizens' report that Xiang Weiyi, (known as China's "miracle girl" after an official who was burying the train car in which she was trapped found her), has been rejected from day care because of a disability caused by the crash. The role of State censorship remains writ large. While permitting nationalist ranting over "Japanese imperialism" in the continuing disputes over islands in the China Sea, similar discourse about criticisms of the Chinese State is not permitted. Equally, as MacKinnon (2008) pointed out, for many Chinese the Internet and the blogs remain primarily a source of entertainment, of which travel blogs are part. Any analysis of the role of blogs in China needs to be seen within this context.

### **3.6.2 Structure of blogs**

Blogs have the potential to change the way of communication, obtain feedback directly, and most important, create entirely new opportunities for marketers in product development and quality control (Wright, 2006). Bloggers can present personal experience online through a profile, accumulate "friends" who can post comments on each other's pages, and view each other's profile (Pühringer & Taylor, 2008). There are many different types of blogs according to the author (personal or corporate), genre (political, travel, music, education etc.), and



ownership (private or business). In spite of different types, the basic structure of blogs is constant.

The home page can be designed by oneself or chosen from recommended templates with different colour and themes. The blog title is named by a blogger to show one's personality and creativity (Yu, 2007b). For example, a blog title can be "Anna's world" or "Lee's daydream". A subtitle is not necessary, but can be used to explain the theme or express the attitude of the blogger. The home page usually comprises two or three columns including posts and subsidiary information (author, categories, archive, network, and advertisements). There are couple of add-ons to some weblog system with which a blogger posts a variety of solutions available to manage the inside of the blog, such as a built-in search engine (Bausch et al., 2002). The basic features of a typical blog are discussed in the following section. Some blog communities may have only parts of these features, others may have more.

### ***Author***

The photo and author name are displayed in a prominent position on the home page. Other information is also given under the author's name, such as blog page's number of visits or hits, and popularity. The icon "about me" links to an author's information page on which detailed information about the blogger are displayed including photo, age, occupation, personal experience, interests, contact information, and recent activities of author and friends. The blogger can chose which part of information is publicly revealed (Yu, 2007b). Readers can leave messages and add friends both at the home page and on the blogger information page.

### ***Categories***

Categories are generated by blogger which are especially valuable for new readers. The management system allows bloggers to place each post into one of several categories, creating specific archives for each single category (Bausch et al., 2002). Category headings can be listed on the blog's margin which is helpful for readers to derive the relative information according to category headings. For example, bloggers may divide all posts into different categories according to the

type of blogs, such as travel experience, daily life, and social issues. More specific, each post can exist in more than one category which makes it easier for readers who search one thing while finding related items (Bausch et al., 2002).

### ***Archive***

A blog archive contains a collection of posts arranged in reverse chronological order (Indratmo, Vassileva, & Gutwin, 2008). Typically, the home page displays only recent posts which are limited to a fixed number (Yu, 2007b). The archive lists is normally sorted by months or weeks, or by categories. Some website systems allow bloggers to set daily or single post archives, or even use calendars with links to each day's posts (Bausch et al., 2002). Thus readers may find the latest information quickly by browsing a blog archive (Indratmo et al., 2008).

### ***Network***

Blogs also contain links to other sources of information (Wenger, 2008), thus connecting the blog to friends' blogs and relevant information sources. There are two networks that can be identified in a blog home page: network of information and network of people. The first type of link is similar to topics found in other websites which are conducted cross the blogosphere (Kirchhoff, Bruns, & Nicolai, 2007). Another link is a list of URLs of blogger's friends, or frequently read blog sites (known as the "blogroll") that construct a network of people (Kirchhoff et al., 2007).

### ***Post pages***

Individual articles on a blog are called "blog posts," "posts" or "entries" which are fundamental chunks of content for blogs (Bausch et al., 2002). A typical post page includes a title, post content, timestamps, comments, and trackbacks.

The size of a post content can be short with a few words, or can be several paragraphs in length (Bausch et al., 2002). The content of a blog often contains not only text, but also images and other media files (Wenger, 2008). Post content can be written by a blogger, but can also be collected from other sources. Blog management tools have the default template for citing others' blogs when bloggers collect information relating to their own interests from other sources.

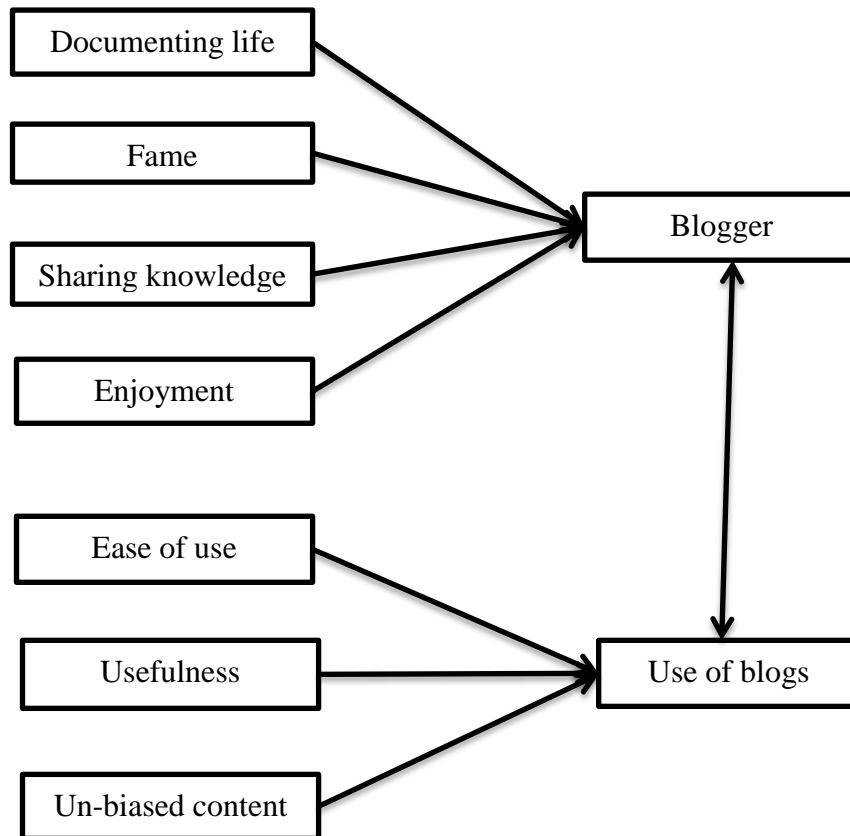
Timestamps shown on each post indicates what day the post was made and at what time (Bausch et al., 2002).

Comments are feedback from readers who are sufficiently motivated to blog posts (Yu, 2007b). Comments are the most common way of communication between bloggers and readers (Cass, 2007). By this way, readers can comment on a blog by entering a comment, while bloggers can answer a comment both in the same post of the comment or another new post. When posting a comment, readers are usually required to log in the website. Thus bloggers may trackback and visit reader's blog websites, and add friends.

### **3.6.3 Why blogging?**

With millions of bloggers expressing their thoughts, experiences, and information that they have learnt about their own interests, the blog has become a worldwide forum in a massive community (Wright, 2006). To explain this behaviour, one can identify intrinsic (blogger) and extrinsic variables (use of blogs) that influence an individuals' attitude towards blog usage (Figure 3.3).

Extrinsic variables can be discussed by Technology Acceptance Model (TAM) (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989). According to Davis (1989), the use of new technology was determined by two factors: the perceived usefulness and the perceived ease of use. The ease of use is one driving factors in blog development. In the 1990s, the Web promised active communities sharing ideas and realities, that meant everyone could be a publisher if he/she wished to be (Gill, 2004). When Pyra Labs launched Blogger in 1999, bloggers did not need a technical background, nor understanding of HTML. What they now need is simply access to a computer (Singh, Veron-Jackson, & Cullinane, 2008). Thus blogs have proliferated rapidly since 2000 (Mack, Blose, & Bing, 2008). Another extrinsic variable of the usefulness of blogging is not only reflected by the fact that blogs are perceived as an important information source (Carson, 2008; Bing Pan et al., 2007; Wenger, 2008), but also, blogs can be used for educational purposes (Kumar, 2009; Wang, Lin, & Liao, 2012), travel planning (Bonn et al., 1998; Sharda & Ponnada, 2008), and marketing tool (Chua, Deans, & Parker, 2009; Horton, 2003; Lin & Huang, 2006; Wright, 2006).



**Figure 3-3. Intrinsic and extrinsic variables of blogging**

Blog contents are interesting and addictive for readers for many reasons including voyeurism, finding news and information, seeking opinions, and reading stories (Bausch et al., 2002). Since the nature of blogging is bound up with a freedom to express opinions and pseudonyms, bloggers were not bound by ethical and professional standards of traditional journalists (Johnson & Kaye, 2004). However, previous study indicated that most bloggers were acutely aware of their readers and were careful with their content (Nardi, Schiano, Gumbrecht, & Swartz, 2004). Different from other media, the “misspelling and typos, and unedited rush of emotion” was perceived as authentic human experience by blog readers (Bausch et al., 2002, p. 29). Particularly, a survey among bloggers indicated that almost three quarters of respondents consider blogs as moderately to very credible and fair (Johnson & Kaye, 2004). Trying to provide correct and unbiased information to the readers, “perceived unbiased” can be considered as another significant extrinsic motivation of blogging.

Since blogging is a voluntary act for social interaction, intrinsic variables are thought to have more impact than the extrinsic, although boundaries are blurred when considering issues of personal prestige or recognition (Hsu & Lin, 2008). Thus, based on TAM (Davis, 1989; Davis et al., 1989), Moon and Kim (2001) extended the model and added “perceived playfulness” as one of the factors determining usage. Hsu and Lin (2008) echoed that the users were unlikely to contribute to blogging if they did not enjoy the process. Enjoyment can be derived from surfing of the new medium (Chen, Shang, & Li, 2009) and maintaining social networks with friends and family members (Yu, 2007b). Other intrinsic motivations were rising fame by broadcasting to a wider audience (Bausch et al., 2002), sharing knowledge with others (Hsu & Lin, 2008). Nardi, Schiano, Gumbrecht, & Swartz (2004) conducted an in-depth interview with bloggers, and found that the main motivations for blogging were “documenting one’s life, providing commentary and opinions, expressing deeply felt emotions, articulating ideas through writing, and forming and maintaining community forums” (p. 43). Gill, Nowson, and Oberlander (2009) indicated that personality also impacts on the expression of thoughts in blogging. For instance, highly extroverted bloggers use blogs to document their lives (both positive and negative), and interact directly with the reader; highly neurotic bloggers use blogs to serve a cathartic or auto-therapeutic function, and reflect mainly negative emotions (Gill, Nowson, & Oberlander, 2009).

As mentioned above, blogs are no longer restricted to individual users as simply a narration about personal experience and thoughts (Chua et al., 2009). With the increasing development of both advanced technology and the accessibility to, and ease of use of the Internet, more and more marketers have noticed the market value of blog contents, since blogs are creating significant possibilities and opportunities for marketing. There are many studies concerning the influence of the blogs (Gill, 2004), the motivation for blogging (Nardi, Schiano, Gumbrecht, & Swartz, 2004; Pan et al., 2007), the social ties of the users (Lento, Welser, Gu, & Smith, 2006), and the e-word-of-mouth generated by blogs (Bin et al., 2003; Litvin, Goldsmith, & Pan, 2008; Wenger, 2008). However, English language users dominate the research field, and there is little about Chinese language users.

#### **3.6.4 Tourism marketing with blogs**

Tourism products and services are especially well suited for Internet marketing because of the intangibility of the tourism product, high price, risk, and high involvement levels (Stepchenkova & Morrison, 2006). Web 2.0 based travel blogs are an important information source for Internet users, especially for potential tourists to plan a trip (Pan & Fesenmaier, 2006). Pühringer and Taylor (2008) defined travel blogs as “forums and individual entries which are related to planned, current or past travel”. Travel blogs usually provide commentaries on a specific destination, personal travel stories and details of trips, and recommendations online (Akehurst, 2009; Schmallegger & Carson, 2008). In addition, websites host travel blogs, and, often they are themed according to destinations, activities and the type of travellers (Wenger, 2007). That makes it convenient for searching for relevant information when a visitor wants to make a travel plan for a specific destination.

Travel blogs are not only an important mechanism for exchanging information among tourists, but also a powerful tool for both destinations and businesses to learn about the motivations and behaviours of their markets (Wenger, 2007). One can identify personality and motivation from travel stories and thus identify segments. Douglas and Mills (2006) suggest that travel blogs are able to provide detailed information about attitudes and tourists’ motivations relating to destinations, and thus would be valuable for monitoring destination competitiveness over time. Pühringer and Taylor (2008) find that the regions that are already monitoring blogs and online forums appear to understand the potential for enhancing knowledge about markets and service delivery as a means of gaining a competitive advantage for their destination.

There is a common acknowledgement that blogs are likely to have an increasing influence on word of mouth (WOM) communication (Bin et al., 2003; Dellarocas, 2003; Litvin et al., 2008; Wenger, 2008). WOM can be defined as informal communication between consumers regarding the characteristics, ownership, and the usage of a service or product (Westbrook, 1987). Litvin et al (2008) argued that the key defining characteristics of WOM is the perceived independence of the

source of the message. Since personal connections are involved, WOM is often viewed as a more credible source of accurate consumer information than marketing information obtained from the mass media (Pan et al., 2007). In the past WOM usually originated from family members, friends and relatives but today the Internet and weblogs allow extensive exchange of information between consumers who are geographically distant and may never have met before. More important, the Internet has expanded or changed both the nature of WOM communication and its impact on consumer behaviour as well as the methodological approaches used to examine it (Bickart, 2002). Carson (2008) identified WOM recommendations as a key source of trip planning for a range of travel market segments, especially independent travel markets. Carson also found that most likely bloggers were relatively young travelers on relatively long trips when assessing the value of blog monitoring as a market tool in Australia's Northern Territory. However, he concluded that the cost of locating relevant blogs and analysing their content may not be justified for the purposes of assessing visitor attitude to a destination, but the range of markets is likely to grow over time.

Electronic word of mouth (eWOM) is different from traditional WOM due to the nature of the Internet. Dellarocas (2003) hypothesized four important differences that are present in communications between eWOM and traditional WOM. First, this new type of word of mouth communication will appear on a large scale and will create new dynamics in the market due to the low cost and ease of information exchange. Second, this communication could be controlled and monitored precisely by marketers. Third, anonymous authors and intentional misleading may give rise to some unethical problems. Fourth, a blog's content may induce multiple interpretations.

In addition travel blogs have not solely grown in popularity for consumer to consumer (C2C) communications; it includes business to business (B2B), business to consumer (B2C), government to business (G2B) and government to consumer (G2C) (Akehurst, 2009). Marketers, thinking of how to harness and manage interactions to their own advantage, have recently focused on strategies to manage online interpersonal influence (Litvin et al., 2008). Since the tourism product is intangible, travel blogs will inevitably influence potential visitors with

the post-experience of bloggers about specific destinations. These travel stories encourage the readers to create images about the consumption of tourism product (Tussyadiah, Park, & Fesenmaier, 2011). Hence travel blogs have great potential for analysing perceived destination image and the influence of image formation. Pan et al (2007) analysed the travel blogs that related to Charleston, South Carolina, and concluded that the impressions obtained from travel blogs reflected various discrepancies about the image of Charleston. These results demonstrate that an analysis of travel blogs can reveal detailed and in-depth information about the characteristics of a destination that cannot be gathered from Likert scale measurement derived from tourists' surveys.

As one of the most popular online activities, travel blogs can be used to obtain a deeper understanding of tourists because blog contents reveal detailed experience at a specific destination (Li & Wang, 2011). Travel blogs are valuable for the evaluation of satisfactions and consumer relationship management (Sigala, 2010). Pekar and Ou (2008) indicated that one way forward may be "opinion mining" by using artificial intelligence, information retrieval and natural language processing. Such opinion mining could allow for automatic discovery, analysis and generalization of tourism consumer views, especially via the automatic recognition of semantic relationships between tourism product features and attributes, and consumer satisfactions. For her part Sigala (2009) developed an extended e-service model to examine the role of web 2.0 on consumer participation.

Pühringer and Taylor (2008) indicated that the possible applications for travel blogs should be 1) identify and monitor trends in traveler movements; 2) specific product evaluations and reviews of service standards; 3) identification of products or infrastructure gaps; and 4) competitor analysis.

Most research remains thus far based in the English speaking world, and only a few researchers have tried to find the distinguishing elements between different countries and different languages (Bin et al., 2003; Trammell, Tarkowski, Hofmohl, & Sapp, 2006). Also, the methodology of analysing blogs is still a challenge for the current academic field due to the nature of the Internet. It is clear



that blogs will continue to grow in popularity both as a medium for telling people about the trips and as a source of information for potential travelers (Carson, 2008), but how to analyse the content of the blog and how to utilize blogs in marketing activities is still to be determined for many researchers and marketers. One reason for this is the evolving nature of Internet technology and its falling costs. As download speeds increase and costs are reduced, the ability of both blogs and web-pages to increase their graphic and video content increases. Equally the download of histories of content have become easier, as do linkages with not only different URLs but also GPS systems and mapping content. Consequently users' expectations change, so that what was once thought 'cutting edge' just five years prior becomes a standardized product with little innovative features. Under such circumstances the criteria for assessing web pages and blogs continuously changes at the margin.

### **3.7 SUMMARY**

This chapter reviewed the literature on destination image, motivation, decision-making process, as well as implications of blogs in tourism marketing. The destination image, decision making process, and motivation of travel are dependent with each other.

Tourists obtain information of tourism destination via different distribution channels including the Internet. Primary destination image formed during this processes, also affected by variety of personal factors including motivation. Many factors including motivation, information search, and priority knowledge of the destination are involved in the process of the decision-making. Tourists form a new image after actual visit. Tourism organisations reinforce and modify images according to the tourists' perception of the destination, thus selecting information distribution channels to promote a positive place image. After the discussion above, it is concluded that information sources and search behaviours are a key link for the process of the destination image formation and the final selection.

These information sources and searches are significantly affected by new technology, especially Web 2.0. This user generated content not only creates a new information distribution channel, but also leads to new information search

behaviour. As the information source, detailed travel experiences described in the travel blogs can be used for the analysis of travel motivation and perceived destination image. This unobtrusive method of using blogs to identify the perceived image is important supplementary for previous research. As another means of information distribution channel, travel blogs can be used to analyse the decision making and information search process, as well as the word of mouth promotion in tourism marketing. The next chapter will discuss how research may be conducted in this evolving subject.

## **CHAPTER 4      RESEARCH METHODOLOGY**

After the literature view of motivation of travelling and destination image, as well as blog marketing and utilisation, this chapter identifies a number of issues relating to paradigm, methodology, and methods of the research and data analysis.

This chapter comprises four parts. The first section of this chapter discusses the philosophical foundation of the research and how it influences the research. The second section of this chapter states the research question and the framework of the research. The third section discusses the method employed for research design, data collection, analysis, and interpretation. Reliability and validity are also discussed in this section. The last section addresses the ethical issues related to the research.

### **4.1 PHILOSOPHICAL ASSUMPTIONS**

In order to obtain a deeper understanding about Chinese outbound visitors and provide practical recommendations for tourism suppliers, mixed methods in the context of pragmatism is chosen for this research. Before going straight to the topic, philosophical assumptions about the nature of the reality need to be recognised because it provides the foundation of the research (Creswell & Clark, 2007).

Any decision regarding philosophical issues determines the ways of conducting research (Altinay & Paraskevas, 2008). Guba and Lincoln (1994) proclaimed that paradigms are worldviews or basic belief systems that can guide researchers during the research. Social researchers have developed alternative paradigms based on the nature of social reality perspective. Tashakkori and Teddlie (1998) introduced four important paradigms used in the social and behaviour sciences, that is positivism, post-positivism, pragmatism, and construtivism. Creswell and Clark (2007) identified five major paradigms, that is, post-positivism, constructivism, advocacy and participatory, and pragmatism. Guba and Lincoln (1994) discussed four paradigms: positivism, post-positivism, critical theory, and constructivism. They also allocate other additional paradigms to critical theory,

such as neo-Marxism, feminism, materialism, and participatory inquiry. According to Guba and Lincoln (1994) paradigms are “basic belief systems based on ontological, epistemological, and methodological assumptions” (p. 107). These three questions, ontology, epistemology, and methodology, are major axioms for different paradigms. Guba and Lincoln (1994) indicated that ontology answers questions of what is the form of the nature and reality, and what can be known about reality. Epistemology answers questions about what is the nature of the relationship between the researcher, and what can be known. Methodology answers the question of how the researcher finds out whatever he/she believes can be known (Guba & Lincoln, 1994). During the past decades, several debates have raged in the social and behavioural sciences regarding the superiority of major science paradigms or models; notably between the positivist/empiricist approach or the constructivist/phenomenological orientation (Guba & Lincoln, 1994; Tashakkori & Teddlie, 1998). The following discussion provides an overview of these major paradigms and the reasons for the paradigm choice that combined qualitative and quantitative research that was selected for this study.

Positivism, also called logical positivism, bases knowledge on observable facts (Guba & Lincoln, 1994). Positivists believe there is a single reality which is apprehendable (Guba & Lincoln, 1994). The epistemological stance of positivism is objective and that the researcher and knowledge are dualistic, which is to say, researcher and knowledge exist separately from each other (Tashakkori & Teddlie, 1998). Positivist methodology focus on experiments, and a verification of hypotheses that chiefly used quantitative methods (Guba & Lincoln, 1994). The increasingly widespread dissatisfaction with axioms of positivism within social and behaviour science subsequently gave rise to post-positivism (Tashakkori & Teddlie, 1998). Post-positivism makes efforts to respond to the most problematic criticisms of positivism within the arena of social sciences (Guba & Lincoln, 1994). The ontology is critical realism because proponents claim that reality exists but never can be apprehended perfectly (Guba & Lincoln, 1994). The epistemological stance of post-positivism is both a modified dualistic and objectivist position, that is, the researcher can capture the knowledge, and the findings are probably “true” (Tashakkori & Teddlie, 1998). Thus the methodology emphasises “critical multiplism” (Guba & Lincoln, 1994, p. 110) which is

primarily deductive by testing hypotheses. Post-positivists may also use qualitative methods during the research. However, when choices came between qualitative and quantitative orientations, most post-positivists prefer experimental design due to the concern of causality and internal validity (Tashakkori & Teddlie, 1998).

Unlike positivism, constructivism (also known as interpretivism, phenomenology, naturalism) considers that there are multiple realities and the knowledge exists in the mind of the researcher. The ontology is relativist because realities are apprehendable in the form of mental construction and dependent for its form on individual persons or groups (Guba & Lincoln, 1994). The epistemological stance of constructionism is transactional and subjective, that is the researcher and knowledge are inseparable (Tashakkori & Teddlie, 1998). Thus the methodology is hermeneutical and dialectical, which is inductive by interaction between and among researcher and participants (Guba & Lincoln, 1994). Broad research methods employing constructivism range from unstructured qualitative techniques of focus groups, participant observation, interviews, to arguably the more subjective techniques of content analysis, hermeneutics and literary criticism (Altinay & Paraskevas, 2008).

As mentioned before, the positivist paradigm dominantly underlies what are called quantitative methods, while the constructivist paradigm and qualitative methods are, arguably, enjoying a renaissance (Guba & Lincoln, 1994). These paradigm debates have concerned important conceptual issues, such as the “nature of reality” or the “possibility of causal linkages” (Tashakkori & Teddlie, 1998). Thus, the debate between these two paradigms has sometimes been called the quantitative-qualitative debate. The basic difference of these two approaches is the intent of the research. In quantitative research, the intent is to “support or to refute an existing theory” deductively (Creswell & Clark, 2007). On the other hand, the intent of qualitative research is to inductively discover a specific phenomenon by analysing the views of participants; and an interest in generating and refining theory (Creswell & Clark, 2007). For the process of accomplishment of a goal, these two approaches have many differences during the research procedure.

First, quantitative and qualitative researchers use different methods to achieve their respective goals during the study, which is intimately linked to the selected paradigm and theory. In quantitative research, the researcher seeks to test theories by counting and measurement (Berg, 1995; Creswell & Clark, 2007). Therefore, quantitative researchers often adopt experiments, surveys, evaluation, statistical analysis, and content analysis based on positivism (Hesse-Biber & Leavy, 2006). On the other hand, qualitative researchers tend to learn from participants (Creswell & Clark, 2007). So qualitative research refers to meanings, definitions, characteristics, symbols, and description by a diverse range of methods, such as ethnography, in-depth interview, oral history, focus group, case study, discourse analysis, and content analysis (Berg, 1995; Hesse-Biber & Leavy, 2006).

Second, data collection and analysis differ in their approaches. In quantitative research, data can be collected by closed-end questions and public documents that can be analysed statistically (Creswell & Clark, 2007). Data should be prepared for quantifiable analysis, for example, information such as age, gender, income, and other variables, should be transformed into number to facilitate the analysis (coding) (Bryman, 2008). In qualitative research, qualitative data consists open-end questions, observations, private (e.g. diary) or public documents, audiovisual materials, and the data “are analysed using increasing levels of abstraction” (Creswell & Clark, 2007, p. 30).

Third, the role of researcher, or the position of researcher in the research is different. In quantitative research, the researcher is in the “driving seat” and is not involved with their project in terms of constructing data (Bryman, 2008, p. 393). The quantitative researcher should be objective and unbiased (Creswell & Clark, 2007). In qualitative research, the researcher seeks close involvement with the people being studied in order to obtain a deeper understanding through their eyes (Bryman, 2008). The qualitative researcher interacts with participants, and reports their own bias and position in the research (Creswell & Clark, 2007).

Last, establishing validity is important but different for these two approaches (Creswell & Clark, 2007). In quantitative analysis, validity is based on external standards, such as judges, previous research, and statistics (Creswell & Clark,

2007). While in qualitative research, apart from a researcher's effort of spending considerable time in the field, the researcher also relies on the participants to view the findings, or on external reviewers to check the process (Creswell & Clark, 2007).

Trying to establish a "middle ground" in the quantitative-qualitative debate, Howe (1988) posited the use of a different paradigm: pragmatism. Pragmatists regard reality from two points: (1) there is an external world that exists; and (2) "truth" cannot be determined once and for all (Tashakkori & Teddlie, 1998). The epistemology is "practicality" which is both objective and subjective in answering "what works" (Tashakkori & Teddlie, 1998). Therefore, there is a growing acknowledgement "among many social and behavioural scientists concerning the basic assumptions that underlie the philosophical orientation of pragmatism" (Tashakkori & Teddlie, 1998, p. 13). Pragmatism in this case means utilising a combination of methods to analyse the data collected, which data represents the best available under a given set of circumstances including limitations of time and budget. It involves accessing all available data regardless of its form or type to generate an integrative approach toward understanding. Given all these considerations, some practitioners follow a practical and applied research philosophy based on pragmatism (Tashakkori & Teddlie, 1998). Due to the nature of tourism research, the adoption of a pragmatic paradigm for this research presents the greatest number of advantages for advancement. A major tenet of Howe's concept of pragmatism about methodology was that quantitative and qualitative methods are compatible and mixed methods are useful in discovering knowledge (Tashakkori & Teddlie, 1998). Mixed method is not an inclusive *modus operandi* for all forms of research. When one type of approach (qualitative or quantitative) is inadequate to address the problem, a mixed method is preferred to fit the problem (Creswell & Clark, 2007). In such a way, the combination of two approaches provides a more complete picture of the field and generalises an in-depth knowledge of participants' perspectives (Creswell & Clark, 2007). There will be more discussion of mixed method in the methodology design of this chapter.

## 4.2 RESEARCH QUESTION AND PROCESS

According to Altinay and Paraskevas (2008), a researcher should consider several issues before conducting a research:

- The existing knowledge (is there any gaps in this research area?);
- The research question (testing or exploring);
- Time and available resources (Altinay & Paraskevas, 2008).

The aim of this research is to provide the New Zealand tourism industry with a better understanding of the Chinese tourist market and the attitudes of Chinese visitors to New Zealand as revealed by the blogs posted by Chinese tourists visiting New Zealand. In order to achieve such an aim, Chinese travel blogs are analysed based on the primary research question of “what do Chinese tourists perceive about New Zealand”. There are many subsequent subordinate questions then raised based on the primary question, such as:

- What kinds of photographs do these bloggers used in the travel blogs?
- What are the images of New Zealand perceived by Chinese bloggers as a visitor?
- What are the patterns of Chinese bloggers’ behaviour when they visited New Zealand?
- How do Chinese bloggers present themselves in their blogs?

These research questions can be answered by analysing Chinese travel blogs of New Zealand to provide an understanding of Chinese tourists’ behaviour. The stages of this study include the following:

- To analyse previous research regarding content analysis;
- To conduct a content analysis among blogs about visiting New Zealand written by Chinese tourists;
  - To identify the image of New Zealand as a tourism destination perceived by Chinese visitors via photographs posted in travel blogs;



- To identify the image of New Zealand as a tourism destination perceived by Chinese visitors via blog textual analysis.
- To make recommendations and draw conclusions in marketing strategy and product development for the Chinese outbound market to New Zealand.

### **4.3 RESEARCH DESIGN**

Research design is important because they guide the methodological decisions during the research, and determine the logic of interpretation of results when the research is completed (Creswell & Clark, 2007). Tourism marketers and researchers tend to use a range of techniques to find what is being said about the destination and the service (Carson, 2008). Many studies have been undertaken concerning Chinese visitors and approaches include distributing questionnaires to a sample of visitors (Chen, Chen, & Lee, 2009; Hsu & Crofts, 2006; Jang et al., 2003; Johanson, 2008; Kim et al., 2005; Li, Harrill, Uysal, Burnett, & Zhan, 2010; Sparks & Pan, 2009; Yang, Gu, & Ryan, 2009; Zhang & Lam, 1999), or conducting qualitative research such as focus groups or in-depth interviews with current and past visitors (Huang & Hsu, 2005; Lee & Sparks, 2007; Pan & Laws, 2002). Surveys using questionnaires might be valuable for quantitative assessments of attitudes, but they lack depth. On the other hand, qualitative methods promise great depth, but tend to be expensive and time consuming (Carson, 2008), and may not permit generalisation or predication.

To model the nature of the tourism experience is to engage upon a complex construct that involves dimensions of the tangible/intangible and the rational/irrational within socio-economic psychological parameters (Tsai, Ryan, & Lockyer, 2002). Based on the nature of tourism as a complex construction, tourism research can be conducted using mixed methods wherein it would be prudent to apply a combination of such approaches to a given situation (Phillimore & Goodson, 2004). Qualitative research will be undertaken to develop the themes, followed by quantitative research to confirm the validity and reliability of the answers being posed. Qualitative research can produce rich information about feelings and the experiences of holidays; while quantitative

research brings some reassurance about the validity and reliability of findings (Ryan, 1995). For qualitative research, quantitative research plays a complementary and corroborative role (Pan, Chon, & Song, 2008).

According to Creswell and Clark (2007), mixed methods research can be defined as follows:

*Mixed methods research is a research design with philosophical assumptions as well as methods of inquiry. As a methodology, it involves philosophical assumptions that guide the direction of the collection and analysis of data and the mixture of qualitative and quantitative approaches in many phases in the research process. As a method, it focuses on collecting, analysing, and mixing both quantitative and qualitative data in a single study or series of studies. Its central premise is that the use of approaches in combination provides a better understanding of research problems than either research (Creswell & Clark, 2007, p. 5).*

As stated previously, the mixed methods approach has significant value when the researcher encounters specific conditions not suitable for single research approaches to a problem or issue. One of the advantages of mixed methods research is its flexibility for cultural and systematic/anecdotal field observations as research data (Teddlie & Tashakkori, 2010). Creswell and Clark (2007) identified several arguments for the value of mixed methods when compared to a single approach:

- Mixed methods research offsets the weakness of either quantitative or qualitative research alone;
- Mixed methods research provides a more comprehensive evidence for a research problem;
- Mixed methods research can answer some questions that cannot be answered by either quantitative or qualitative alone;
- Mixed methods research allow researchers to mediate an otherwise contrary relationship between quantitative and qualitative researchers;

- Mixed methods research encourages the use of pragmatism or multiple paradigms in research;
- Mixed methods research is “practical” that the researcher can use all methods freely to achieve the goal for solving a research problem (Creswell & Clark, 2007).

There are many kinds of classifications created about mixed methods research according to different disciplines. Some of these design typologies are overlapping, and possess divergent components and different names (Teddle & Tashakkori, 2010). To simplify it, Creswell and Clark (2007) identified four major types of mixed methods designs, they are, Triangulation Design, Embedded Design, Explanatory Design, and Exploratory Design. In order to explore a phenomenon in depth, exploratory design will be used for this research. It is a two phase design with a greater emphasis placed on the first phase of qualitative data.

In this study, the data analysis will be divided into two parts: namely a photographic and textual analysis. Qualitative content analysis will be applied in the process of data analysis, followed by quantitative analysis to support the qualitative process.

#### **4.4 RESEARCH METHOD**

This research will therefore analyse secondary data by one of the major unobtrusive methods, that is, content analysis. Different from other methods, unobtrusive researchers investigate existing documents instead of producing data specifically for research (Hesse-Biber & Leavy, 2006; Reinharz, 1992). Major advantages of unobtrusive methods are non-interactive data and independent research process (Hesse-Biber & Leavy, 2006; Reinharz, 1992). To be more specific, data are naturalistic and exist in the world regardless of the research being done; the researcher need not intrude into social life to collect data (Berg, 1995; Hesse-Biber & Leavy, 2006).

#### **4.4.1 Data collection**

In order to answer the question of “what do Chinese tourists write about New Zealand”, this research analysed Chinese travel blogs to identify the motivation, experience, and influence of the bloggers as a tourist in New Zealand. In order to ensure a constancy in the dataset, only the Google search engine was used to collect data. Blogs for analysis were retrieved from Google blog search engine which provided a comprehensive list of blogs that included the most popular blog websites in China, such as Sina blog, 163 blog, Sohu blog and so forth. With the intention to understand C2C influence, blogs selected for the study were carefully identified and relate solely to personal travel experiences posted by bloggers who once visited New Zealand. The Google blog search engine has a function which allows the researcher to define any time range to meet the requirement of the research. This function is useful when one want to explore trends and compare differences longitudinally. Consequently a distinction was made between the two seasons, winter and summer. Blogs written in this time span but which described previous experience were also accepted. Therefore, travel blogs were retrieved from June to August in 2010 for winter visitors, and November 2010 to February 2011 for summer visitors based on southern hemisphere seasons. Thus 409 blog entries were collected including 6,968 photographs. Data were collected in Microsoft WORD documents including demographic information, blog text and photographs. Each entry was stored separately as an independent document and coded according to the blog author and posted data.

#### **4.4.2 Content analysis**

Content analysis was employed to analysis the content of Chinese travel blogs relating to the destination image of New Zealand perceived by Chinese visitors, motivation of travelling, and the satisfaction of the visitors. The comments of the viewers of blogs was also analysed to identify the effect of word of mouth influence and the viewers’ interests.

One frequently cited definition of ‘content analysis’ is that of Berelson (1952), in which content analysis was described as “an objective, systematic, and quantitative description of the manifest content of communication” (p. 488). This

definition has its limitations because it restricts content analysis to a quantitative technique. However, content analysis requires more than a simple frequency count of given statements (Carney, 1972; Weber, 1990). Although the quantitative method is important in many scientific fields, qualitative methods have proven successful in extracting intelligence from communication information, and in the recent decade has been aided by computer analysis of linguistic data based upon techniques of artificial intelligence or fuzzy analysis where links between identifiable themes begin to link to generate content, and whereby silence also helps shape the nature and quality of the discourse (Ryan & Trauer, 2004). Thus, Krippendorff (1980, p. 21) provided a broader definition that “content analysis is a research technique for making replicable and valid inferences from data to their context”.

Content analysis has a long history in social science research. It gained popularity when it was put into practice for the analysis of propaganda, and then later, for military intelligence purposes in World War Two (Carney, 1972). Content analysis was originally developed to interpret written and spoken texts. A central theme of content analysis is that much of the text is classified into much fewer content categories based on explicit rules of coding (Weber, 1990). Each category may include many words that must be inclusive enough to hold all appropriate items, and they must cover the whole range of issues pertinent to the inquiry (Carney, 1972). Equally, while categories have internal rigour, each category should be different to another. To make valid inferences from the text, it is important that the classification process should be reliable. That is, different persons should code the same text in the same way (Weber, 1990). Now the term “text” has been extended to all kinds of mass media, such as text material, music, pictures, videos, movies, and Internet communication (Hesse-Biber & Leavy, 2006; Krippendorff, 1980; Rose, 2007). One big challenge is that content analysis is a flexible method and there are no simple guidelines for the process of data analysis (Elo & Kyngäs, 2008).

One leading debate about the use of content analysis is whether it should be quantitative or qualitative (Berg, 1995). Initially only quantitative content analysis was applied to analyse the large quantities of textual data (Mayring, 2004). When

content analysis was used as quantitative method, text data can be coded into explicit categories and described with statistics (Hsieh & Shannon, 2005). Therefore, quantitative content analysis starts with word frequencies, space measurements (column centimeters/inches in the case of newspapers), time counts (for radio and television time) and keyword frequencies (Bos & Tarnai, 1999; Krippendorff, 1980). During this process, the frequency of manifest textual components is counted, and compared with others (Mayring, 2004). Quantitative content analysis is important since it is able to present the findings in numerical form which is a standard method in social science research (Hesse-Biber & Leavy, 2006). However a quantitative procedure was criticized as having little linguistic foundation, and it may lose the meaning of communications (Berg, 1995). Subsequently, more researchers attempted another approach of qualitative content analysis as an alternative (Berg, 1995, Krippendorff, 1980; Mayring, 2004; Stemler, 2001). To be more specific, qualitative content analysis is for “the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns”(Hsieh & Shannon, 2005, p. 1278). According to Morgan (1993), qualitative content analysis differs from quantitative content analysis in two ways: one is in the coding procedure; another is the uses of counts. Firstly, qualitative content researchers generate codes by careful readings of the data which can produce broader and more subjective code categories than quantitative counterparts. Secondly, for qualitative content analysis, “counts can be seen as both the end of a descriptive process and the beginning of an interpretive process” (Morgan, 1993, p. 116); while quantitative content researchers treat the resulting counts as the final step of the analytical effort. However qualitative content analysis was also criticised for a lack of detailed numerical information with to which structure the data (Grbich, 2007). Thus a mixed approach of qualitative content analysis attempts to incorporate quantitative stages into the analysis process (Berg, 1995; Bergman, 2010; Grbich, 2007; Holsti, 1969; Mayring, 2004). Nowadays, many researchers do not link content analysis with quantitative or qualitative terms, but consider that content analysis is a hybrid with both deductive and inductive capabilities (Graneheim & Lundman, 2004; Hesse-Biber & Leavy, 2006).

Another concern among users of content analysis is whether the analysis should be confined to manifest content or extended to latent content (Berg, 1995). Manifest elements refer to the content that is the surface structure physically present in the message; while latent elements refer to the deep structural meaning which can be discovered by interpretive reading of the symbolism underlying the presented data (Berg, 1995). One must also bear in mind that sometimes, descriptive statistics do not reflect the nature of data (Berg, 1995). Berg (1995) gave an example for such a situation. If a positive attitude about “shoplifting” appears 50 times in one message, and 25 times in another message, the researcher could not rashly claim that first person is twice as likely to shoplift as the second. Therefore, latent content is necessary for a deeper understanding of the text.

Content analysis can be used for many purposes in different studies. In particular, content analysis is central for communication research, especially for mass communication (Lombard, Snyder-Duch, & Bracken, 2002). Weber (1990) described some main applications of content analysis:

- Identify the intentions and characteristics of the author;
- Reveal differences of communication content between different culture background;
- Identify the cultural patterns of groups;
- Disclose the focus of individual and group;
- Describe the trend of the communication.

Compared with other techniques, content analysis has several advantages:

- Content analysis is unobtrusive. Content analysis can be used non-reactively without interviews and questionnaires (Altinay & Paraskevas, 2008; Berg, 1995);
- Content analysis is cost effective because the materials for analysis are easily and inexpensively accessible (Altinay & Paraskevas, 2008; Berg, 1995);

- Content analysis can be used to discover the trends in a society over long period of time by examining data during individual years and over the span of all years (Berg, 1995);
- Content analysis focuses on text or transcripts of human communications, which is the centre of social communication (Weber, 1990);
- The best means of content analysis use both quantitative and qualitative method on texts, which can complement each other (Weber, 1990);
- Content analysis can cope with large amount of linguistic data (Krippendorff, 1980);
- Data are in permanent form, hence can be re-analysed, and allowing reliability checks (Altinay & Paraskevas, 2008).

One weakness of content analysis is that content analysis limited to examining recorded messages, no matter whether they are oral, written, and video: all need to be recorded in some manner for analysis (Berg, 1995). Also, these recorded messages may not written for the specific research project and, thus need careful consideration and treatment (Altinay & Paraskevas, 2008). Another weakness of content analysis is that it is ineffective for testing causal relationships between variables by asking “why” and “how” questions (Altinay & Paraskevas, 2008; Berg, 1995). This is partly true when researcher merely presents the frequency with which a theme is observed (Berg, 1995).

Given the discussion above, the advantages of content analysis is weighted against the disadvantages and against alternative research methods in an exploration of motivations and influence of online communication.

In this study, the process of content analysis can be divided into two steps: qualitative content analysis and quantitative content analysis. The first step of qualitative analysis starts with coding. Coding is the process that bring similar data together according to themes, concepts etc. in which codes can be generated from the text or existing ideas (Lewins & Silver, 2007). Depending on the material and focus of the research, the next steps of an assessment of the relations between themes will take place (Bergman, 2010). Once themes, links between themes, or whatever is relevant to the research topic are identified in the



qualitative step, quantitative analysis will follow to examine the patterns and structures of the data (Bergman, 2010). Since Chinese travel blogs contain large quantity of photographs, content analysis is applied both in photographic and textual analysis.

#### **4.4.3 Photographic analysis**

Advertisers noticed that people normally pay attention to pictures at the first glance, and tend to neglect the textual components of advertising copy through eye-tracking studies (Barry, 2005). As a result, using a large amount of photographs in advertisements is not a new phenomenon (Edell & Staelin, 1983). In a direct and transparent way, a photograph provides an alternative to the use of text for purposes of description (Dodman, 2003). Moreover, using pictures in advertisements is a means of attracting the interest of the reader to make them read more of text; it also helps to break up large chunks of writing (Prosser, 1998b).

Photographs are visual ways that relate to the words and visual imagination in thinking (Walker, 1993). In that way, photographs are not only the reflection of an objective world but also a reflection of our deeper feelings (Prosser, 1998a). When photography is connected with tourism, it not only reflects a subject or landscape, but also reflect an immediacy of social life and the closing down of distances (Robinson & Picard, 2009).

##### ***4.4.3.1 Photography as popular culture***

Although photography was invented around 1840, by the nineteenth century the use of photography was widespread among scientists, writers, painters, and tourists (Batchen, 1999; Crawshaw & Urry, 1997). Since that century, there has been a “insatiability of the photographing eye, an insatiability that teaches new ways of looking at the world and new forms of authority for doing so”(Urry, 2002, p. 127). Since travellers have adopted this invention with enthusiasm, the development of photography and the expansion of tourism are closely bound together (Crawshaw & Urry, 1997). Generally speaking, travel and photographic

reproduction have combined together to display the world with touristic curiosity (Urry & Larsen, 2011).

Although the camera has many practical uses in art and science, the significant contribution of its rapid technological development is the possibility for an ordinary person to use it as a hobby or a habit (Cronin, 1998). In the late 1880s, Kodak launched user-friendly, lightweight and cheap cameras specifically related to tourists (Urry & Larsen, 2011). Aimed at the new middle-class family and tourism, these cameras were initially promoted as an indispensable object for tourists because it allowed families to create their own stories and recall interesting memories (West, 2000). So, while cameras generally became cheaper and more easily carried, the significant contribution made by Kodak was in the simplification of their use so that tourists did not need prior knowledge about photography (West, 2000). All these factors made photography a simple and easy activity for ordinary people, for as one of Kodak's slogans said "You press the button, we do the rest" (Urry & Larsen, 2011).

The latest milestone of photography is "digitalization and Internetsation" (Urry & Larsen, 2011, p. 180). Digitalization and Internetsation mean that photographs distribute images to "significant others" or strangers faster and cheaper than before (Urry & Larsen, 2011). Digital technology also dramatically extends the quantity and quality of photographs. With a camera screen, most photographs can also be seen and inspected immediately after shooting (Urry & Larsen, 2011). Using a digital camera and mobile phone, photographs are widely produced and can be stored in the computer without any cost to develop these photographs. Meanwhile, the Internet is a new and efficient means of circulating results, especially permitting ordinary people to share unlimited photographs and report events as they happen. Digital photographs can be easily stored, managed, and shared freely and timelessly through email, social networking sites and blogs (McCabe & Foster, 2006; Urry & Larsen, 2011). Unlike the traditional photograph album, online albums on blogs and social networking sites are exhibitions of everyday life and tend to reflect instantaneous time which has significant value for anthropological research (Thompson, 2006).

At the same time, commercial photography also improved to be cheaper and faster with this new technology. However, different from family photography, commercial photography in tourism aims to create a powerful effect that can stimulate desires of going to the photographed place (Urry & Larsen, 2011).

A picture may contain several elements of which one may be unaware. These elements are important sources of knowledge if they can be identified and classified through analysis (Collier, 2001). Therefore, one may wonder what kind of commercial photographs might arouse these desires, and what kinds of photographs are more likely to be taken by tourists? Thus, photography has become a vital part of visual analysis in tourism.

#### ***4.4.3.2 Photographical behaviour of tourists***

Tourist photographs can be categorised into two groups: 1) photographs produced by tourists; 2) photographs produced for tourists by the host community or commercial organisations (Chalfen, 1979). While destinations tried to attract tourists with professional photographs full of allure and imagery, tourists' behaviour in selecting and taking photographs of places are essential for assessing destination image and tourists' behaviour. The motivation for taking photographs and the content of these photographs are fundamental issues related to visual culture and modern society (Robinson & Picard, 2009).

Although individuals have different sets of motivations when taking photographs during their trip, Chalfen (1979) believed that most tourists tend to document their "authentic experience". Similar to Chalfen, Garrod (2009) commented that taking photographs is a continual process of reproduction and recirculation of iconic status and also everyday life during travel. On the whole, there are several motivations of taking photographs identified in the literature

1. Photography is a way "to appropriate the object being photographed" with the outcome of active process of selecting, structuring, and deciding what is going to be taken and how to shoot (Urry & Larsen, 2011, p. 169).
2. Photography communicates a sense of playfulness with its amateurism and instantaneous features (Robinson & Picard, 2009). Most of these

performances can be seen in family or group tourists, being ridiculous or striking poses in front of the camera is part of the pleasure of being together.

3. Photography is a way to reflect the reality. A photograph seems to provide the evidence that something indeed happen, or someone really was there for the common sense that “camera does not lie” (Urry, 2002, p. 127). Although this statement is challenged by graphics editing program (such as Photoshop, GIMP), the tourists’ passion with creating a reproduction of iconic status is not affected.
4. Tourists are becoming amateur semioticians (Urry, 2002). Tourists create imaginary scenery by their own camera. That is, they have a power to identify the objects of being photographed (Urry, 2002). In this way, the outside world is being captured and brought home by tourists (Robinson & Picard, 2009).
5. Urry and Larsen (2011) claimed that tourist travel is a process of accumulating photographs of personal and family memories. Such memories can be stored in family albums and also can be circulated globally via the Internet.
6. Sontag (1979) indicated that tourists feel obliged to put the camera between themselves and whatever is considered remarkable in the encounter. It is the reason as to why tourists stop, snap, and move on (Urry & Larsen, 2011).

“Taking photographs is an emblematic tourist practice” (Haldrup & Larsen, 2003, p. 23). According to Haldrup and Larsen (2003), it is inconceivable to travel without the camera and return home without snapshot memories. So tourist and photography are inseparable in such a way that one even can identify a tourist by a camera draped around his/her neck (Hutnyk, 1996). Once photography spread into the realms of the masses, and particularly given those masses are tourists, images of the world produced by largely amateur photographers reflect the world with different experiences, imaginations, and meanings (Robinson & Picard, 2009). As Urry (2002) indicated, the tourist gaze is way of seeing the world. By

this way, a tourists' glance can be captured through a railway carriage, the car windscreen, and porthole of steamship (Larsen, 2001).

For tourists' photographs, the most common content is representation of promoted images. According to Urry (2002), tourism destinations first create the imagery for tourists through tourism advertisements, travel books, television programmes, movies, brochures, and postcards. Then, tourists create hybrid imagery with landscape, buildings, people, and other elements by travelling to the certain place (Urry, 2002). That is why the majority of tourist photographs involve a set of images already seen in brochures, TV programmes, blogs and social networking websites (Jenkins, 2003; Urry & Larsen, 2011). Thus, iconic statues are normally being captured by tourists such as the Houses of Parliament in the UK, Uluru in Australia, and the Statue of Liberty in the United States (Garrod, 2009). Such photographs serve to demonstrate that they really have been there (Urry & Larsen, 2011). However, "tourists' photographs are more than just representations", they are engaged with a significant moment which may enhance, frame and substitute for physical travel (Urry & Larsen, 2011).

Family members and friends are important elements in travel photographs. According to Cohen, Nir and Almagor (1992), people tend to preserve in photos that which is close to them, such as family members, friends, relatives, and the most significant or enjoyable events that have happened around them. Many photographs contain family members or friends because tourists engage significant others with significant places to produce their desired togetherness, wholeness and intimacy (Haldrup & Larsen, 2006).

Tourists also seek to store strange, interesting, and exotic sights into their photographic memories (Cohen et al., 1992). When people escape from ordinary everyday lives, the prime motivation for travel is seeking different experience with excitement, curiosity, and interest (Jenkins, 2003). It is understandable that tourist photographs rarely contain waste, disease, dead animals, poverty, sewage, and despoliation (Crawshaw & Urry, 1997).

When tourists record images about the places and activities they experienced, memories of this place are structures through photographs (Urry, 2002). Tourist

photographs magically transform glances and events into previous belongings destined for a long life, which are material objects full of life stories and emotion and not to be discarded easily (Haldrup & Larsen, 2003). Some tourists tend to present their memories of visiting different places and meeting different people through photographs combined with narrative (McCabe & Foster, 2006). In these ways detailed travel experiences are recorded as personal documents, but they can also serve as information source for potential tourists when shared with others.

#### ***4.4.3.3 Photographical research methods in tourism***

Most current research methods are intrusive because language used for interviews and questionnaires create frames for participants (Walker, 1993). Thus photographic research provides an alternative to break the limitations of descriptive language.

Photography is no longer solely a simple way to record travelling experience, even if this was once the case. Rather, photographs become implicit in the ways in which tourists communicate with the place (MacKay & Couldwell, 2004). Thus, visual data provide an opportunity for researchers to explore tourists' deep feelings about their perceptions and experiences. In general, photographic analytical methods have been used in tourism in three broad categories: 1) photo-elicitation; 2) participants-generated photographic method for the purpose of a research project; and 3) content or semiotic analysis with secondary sources (Rakić & Chambers, 2012).

##### ***4.4.3.3.1 Photo-elicitation***

Photo-elicitation has been a dynamic and useful tool for social research for many years (Balomenou & Garrod, 2010). Photo-elicitation is a technique by which photographs are used in interview as a guide to stimulate discussion to gain further understandings of participants' opinions (Bell, 2010; MacKay & Couldwell, 2004). Typically, photographs used in photo-elicitation are produced by a researcher, and used to encourage participants to discuss issues of interest to the researcher (Jenkins, 1999). Moreover, this method usually combines with other approaches, such as surveys, focus groups, and narratives, to explore the

holistic elements of destination image (MacKay & Couldwell, 2004). For instance, photo narrative is an interview method where the participants use the narrative photographs to describe their everyday experience, and then explain the significant meanings behind these photographs (Bell, 2010).

However, some problems still exist in this research method. For example, participants may not totally understand a researcher's purpose, or may not be willing to share their interpretations (MacKay & Couldwell, 2004). As a result, the participant-led approach has tended to be more popular recently because participants have the opportunity to produce their own photographs, which may provide more freedom for participants to convey their interpretations of a place (MacKay & Couldwell, 2004).

#### 4.4.3.3.2 Participant-generated photograph for the purpose of a research project

Participant-generated photography is a research technique which was originally applied in psychological and ethnographic research (Balomenou & Garrod, 2010). With participant-generated photography, photographs are taken by participants, and are interpreted for the researcher (Balomenou & Garrod, 2010; Dodman, 2003). Participant-generated photography can be seen in tourism research aimed at tourists' perceptions of the destination. For example, MacKay and Couldwell (2004) conducted visitor-employed photography to examine destination image. Jenkins (2003) distributed disposable single-use camera to backpacker tourists in Australia, and collected backpackers' own experience of destinations. Tourism researchers have thus adopted similar techniques which are commonly termed as "auto-photography", "visitor-employed photography", "resident-employed photography", "self-directed photography", or "volunteer-employed photograph" (Balomenou & Garrod, 2010). In order to reduce confusion aroused by different terminology, this research technology is here classified as "participant-generated photography".

As one widely used research technique, participant-generated photography has many advantages in discovering personal experiences in a specific place where participants are living or visiting (Balomenou & Garrod, 2010). Participant-generated photography provides visual records about destination images from

human perceptions (MacKay & Couldwell, 2004). In other words, the participant-generated photograph technique seeks to capture participants' perception, understanding, and feelings about the destination by which participants are empowered to identify issues that are important enough to them to be photographed (Balomenou & Garrod, 2010). Moreover, it gives respondents opportunities to be involved in the process of the research, which may lead to more involvement and depth of thought when participating in the interview (Balomenou & Garrod, 2010; Bell, 2010; Garrod, 2009). Therefore the use of participant-generated photography can help prevent problems related to understanding the viewpoints of the respondents (Dodman, 2003).

On the other hand, participant-generated photography can be obtrusive because it requires people to take photographs according to the needs of a research project which involve time and effort while they are on holiday (Chenoweth, 1984). Bias may occur when participants are asked, or feel obliged to take "meaningful" photographs (Balomenou & Garrod, 2010). Also, previous participant-generated photography used to involve high costs in camera purchase, photo development and printing (Jenkins, 2003; MacKay & Couldwell, 2004), but today the main cost may be simply in the time taken to send digital copies to the researcher. Or, as in this study, the time required by the researcher to access the digital material. In that sense the comments the advent of disposable cameras has helped to decrease the cost of this technology (MacKay & Couldwell, 2004), and that response rates are normally not high (Jenkins, 2003), have themselves been overtaken by technology.

#### 4.4.3.3.3 Secondary sources

Apart from first hand sources, tourism visual research methods also collect data from secondary data, such as postcards (Garrod, 2009; Markwick, 2001; Ryan & Huyton, 1998), brochures (Jenkins, 2003), advertisements for TV programmes, newspapers and magazines (Djafarova & Andersen, 2010), and destination or private photographs shared via the Internet (Tussyadiah, 2010). Secondary materials are accessible and inexpensive and can be collected at various times and places (Jokela & Raento, 2012).



Postcards have significant power in the construction and representation of destination images, especially for mass tourism (Garrod, 2009). Postcards have influential effects for potential tourists when sent to family and friends to represent the place they have visited. Thus tourism marketers produce postcards that portray the place for a variety of tastes (Jokela & Raento, 2012). For example, Markwick (2001) discovered that the image of Malta changed from a stereotypical “sun and sea” destination to a more complex and sophisticated “backstage realities” through analysing 500 postcards over the past three years.

When visual messages are used to communicate with potential consumers, understandings can be absorbed from direct promotion about particular destinations, and also from broadcasts, film, and television programmes (Jenkins, 2003). Advertising is important for tourism product representation because it seeks to make a destination more attractive (Djafarova & Andersen, 2010). Photographs promoting destinations act as “normative representations of tourism experience” (Tussyadiah, 2010, p. 156). In this way, photographs of destinations not only present the images of tourism product, but also present attributes, characteristics, values, concepts, and ideas of potential tourists (MacKay & Fesenmaier, 1997). Djafarova and Andersen (2010) applied qualitative content analysis with printing advertisements, such as tour operators’ brochures, newspapers, and magazines. They suggested that advertisements should avoid misinterpretations if using metaphorical references that may lead to ambiguous images (Djafarova & Andersen, 2010).

Travel brochures provide not just an enhanced awareness of the destination, but also try to arouse a desire to purchase the travel product (Jenkins, 2003). Different from normal tourism advertisements consumed at the tourist generating location, brochures play a potentially important role in last-minute changes of the route and the length of stay because some regional brochures are only seen on arrival (Dilley, 1986). Brochure content usually involves text description, maps, diagrams and photographs. Understanding that a picture is worth a thousand words, most tourism destinations provide more space for photographs in their brochures (Dilley, 1986) and on their web pages. Photographs used for brochures may differ from one to other different target markets. Jenkins (2003) employed

content analysis and semiotic analysis to investigate all photographs found in 17 brochures. According to Jenkins' research, photographs showing action, adventure, and group fun are frequently used in brochures targeting backpacker market and is different from mainstream tourism advertising (Jenkins, 2003).

Most previous research has focused on tourist photographs drawn from professionally taken photographs widely re-produced in books and postcards (Garrod, 2009; Robinson & Picard, 2009). Photographs taken by individual tourists have attracted limited attention from scholars because 1) most personal photographs were stored in family albums at home and were not easy to track (Holland, 2000); and 2) personal photographs have no widespread influence compared with professional books, such as "National Geographic Magazine" (Robinson & Picard, 2009). However, the Internet has led to a significant change for tourism with its high speed and availability of distribution and communication. Many traditional sources are now available online, and include electronic brochures, electronic postcards, and online advertisements (Jokela & Raento, 2012). More significantly, visitor-generated photographs have occupied a large proportion of these online visual materials.

Owing to the increasing amount of online visitor-generated photographs, these photographs are valuable data source when researching tourists' perception and destination image (Tussyadiah, 2010). Online photographs have the same feature as participant generated photographs in that they are of a volunteered nature (Tussyadiah, 2010). What is more, online photographs have advantages when compared with participant generated photographs. First, online photography are taken by visitors without any instructions from researchers, and thus are more unmediated. Second, Online photographs enable viewers to give comments and even discussions that may provide a description of taking the photographs and their context (Tussyadiah, 2010). Furthermore, like log books used in participant-generated photography, a detailed description of why they took these photographs and what they intended to express can be seen in travel blogs, which is an integral part for content analysis.

In this study, a total of 6,968 photographs were separated from initial documents and were numbered according to the blog ID number and the order in which

photographs were posted in travelling narratives. The qualitative content analysis was done manually with broad categories associated with frequency count analysis. Photographs were identified one by one and grouped into different categories according to the photographic content, and descriptions in blog entries. One photograph might fall into several categories due to the subjects it contained. During the coding process, the original broad categories were adjusted according to the conveyed information of each photograph.

#### **4.4.4 Blog textual analysis**

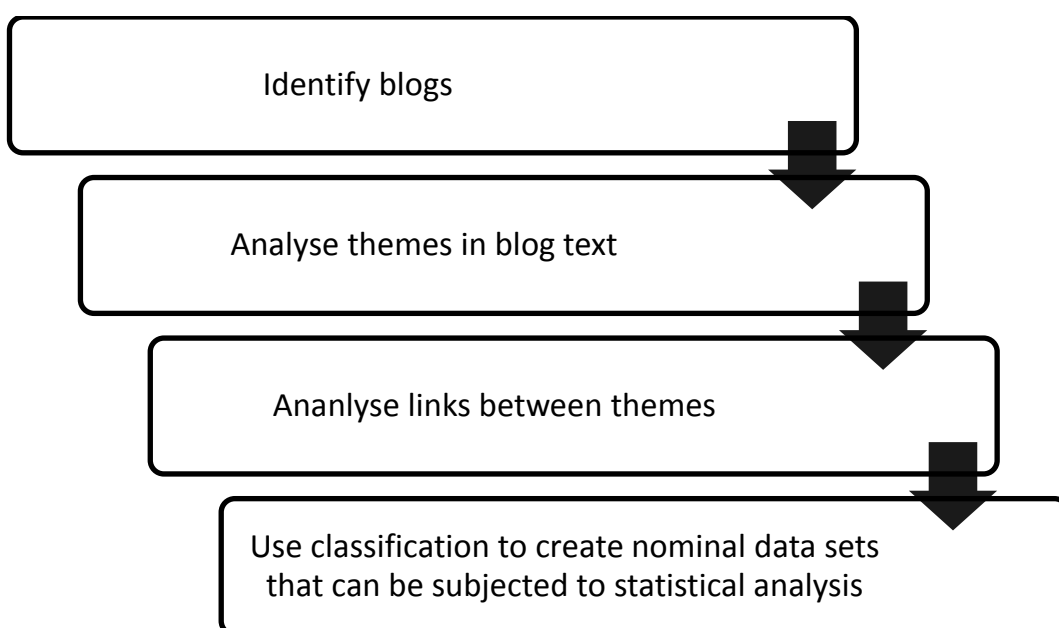
As previously noted, blog content may provide tourism organisations and marketers with valuable market intelligence and ongoing market research opportunities (Akehurst, 2009). Such content may, however, be difficult to locate, extract, and interpret (Akehurst, 2009; Carson, 2008). Today the existence of research automated tracker systems may mean a potentially powerful weapon exists in decision making armouries for tourism destination marketers (Akehurst, 2009).

Blog analysis is relatively new area of academic research which poses a significant challenge because of the unstructured nature of blog contents (Foo, 2009). A wide range of different textual analysis has been applied to analysing the structure, purpose, themes, and reader's comments in blogs (Foo, 2009; Herring, Scheidt, Kouper, & Wright, 2006) and it is hoped this study can contribute to a discussion of these issues. Carson (2008) extracted texts of 368 blogs in order to find a way for destinations to monitor visitor attitude. Douglas and Mills (2006) analysed nearly 350 blogs to identify the brand images communicated by bloggers. They also analysed the type of tourists who wrote the blogs and the type of readers who may be influenced by the content. Herring et al. (2006) analysed the characteristics of blogs and blog authors by incorporating a longitudinal perspective based on content analysis. Trammell et al. (2006) discovered cultural differences in blogging practice by quantitative content analysis. Foo (2009) analysed the text of museum blogs, both in Chinese and English, by a combination of software tools, such as CIPP, Concordance3.2, and NVivo7. He realised problems with polysemy and synonyms in blog content that was

challenging for the process of interpretation, especially with the use of abbreviated text language that is subject to fashion.

Previous research indicated that blog analysis is still a semi-automated process with manual interventions due to the nature of multilingual and multi-format blog content (Foo, 2009). Tentative attempts in using associated computer software to solve the problem remain both necessary but problematical for further research. Thus, blog analysis needs multi-methodological approaches to obtain a deeper understanding of the content. However, computer programs can be used when the samples of photographs being used are large in number.

In this study, textual analysis supported by the use of software will be used to produce the information about the theme, attitude, and experience of Chinese tourists visiting New Zealand, followed by quantitative analysis to confirm the validity of the questions being posed. The process can be illustrated as Figure 4.1:



**Figure 4-1. Process of the textual analysis**

#### **4.4.5 Computer assisted content analysis**

The rapid development of computer programs provides a reliable, fast, and inexpensive instrument for content analysis (Krippendorff, 1980). The benefit of computers are apparent in the speed of quantitative process which focuses on “key

words in the context”, “key words out of the context”, “word frequency”, “space measurement”, “time measurement”, and they are especially suitable for dealing with large sample size (Bos & Tarnai, 1999; Grbich, 2007; Krippendorff, 2004). Qualitative content analysis requires labor-intensive operations for preparation during analysis and interpretation (Davi et al., 2005). One answer to this problem is the use of software packages generally termed Computer Assisted Qualitative Data Analysis Software (CAQDAS), which can facilitate the process of importing, grouping, and coding the data (Altinay & Paraskevas, 2008; Mehmetoglu & Dann, 2003).

CADQDAS includes a wide range of software packages with general principles of taking a quantitative approach to qualitative data (Lewins & Silver, 2007). The most frequently used software for content analysis are ATLAS ti, MAXqda, and NVivo (Altinay & Paraskevas, 2008; Lewins & Silver, 2007). Although they have differences, these software packages all assist in linking and comparing patterns within and across documents, and visualizing the relationships between variables (Altinay & Paraskevas, 2008). The working process of CAQDAS can be described in the following steps:

1. Creating a “project”. Various tools offered in the package can structure and organize the data which allows the researcher to focus each time on a subset of data or combination of subsets, thus facilitating comparison of the findings and thereby leading to the building of theory (Altinay & Paraskevas, 2008).
2. Importing documents into the project. Historically the transcript should be in electronic, text-based format, and saved as rich text format (.rtf) (Altinay & Paraskevas, 2008), but recent innovations such as Leximancer permit the use of Word files.
3. Coding the data. The researcher can code the data by using keywords, labeling aspects, and sorting the message into categories (Altinay & Paraskevas, 2008).
4. Searching and interrogating the database. This includes testing ideas, interrogating subsets for similarity and difference, and managing the

analytical process by visualizing connections and relations (Lewins & Silver, 2007).

5. Output of the analysis. Usually, tabular output is available for statistical analysis of code frequencies which can be exported to Word, Excel or SPSS (Lewins & Silver, 2007), and perceptual maps are also more common as is the case of packages such as Atlas ti, Leximancer and CatPac.

However, there is no single way for qualitative analysis in a CAQDAS, and the process of qualitative data analysis is rarely linear (Lewins & Silver, 2007), and the researcher needs to revisit and rethink through a reiterative process. Also, the completely automatic content analysis is a chimera because human involvement is still paramount for content analysis (Neuendorf, 2002).

The use of computer based approaches has many benefits for content analysis. The most obvious benefit is that it can help organize and maintain a controllable database (Altinay & Paraskevas, 2008). CAQDAS packages can store and keep everything neatly organized when one needs to deal with large and different formats of materials including audio and video recordings (Altinay & Paraskevas, 2008). The use of computer based approaches aid content analysis by leaving, as a record, a series of files that trace the emergence of specific themes from the original text (Altinay & Paraskevas, 2008). This aids those creating the initial analysis and thus aids those who subsequently come to the results as tests of credibility, trustworthiness and replication begin to be used by the researcher. Results derived from different approaches may also be compared through the use of different software packages.

Such an approach is wholly consistent with content analysis wherein the researcher systematically works through each transcript assigning codes, which may be numbers or words, to specific characteristics within the text. Alternatively there may be a prepared list of categories but in this study the categories emerged from the data. This is different from a thematic approach wherein the process of data collection and analysis may occur simultaneously. Content analysis also goes beyond thematic analysis by doing more than simply identifying the presence of

given themes, but rather seeks to explore potential relationships between these themes – either in terms of establishing taxonomic relationships or in terms of establishing relationships between classifications of respondents and patterns of utterances (Ryan & Ninov, 2011). It is for this reason that today it is common for researchers adopting this approach to utilize software in their work.

In this study, Atlas ti is used to assist textual analysis. Atlas ti is qualitative text analysis software designed to offer qualitative oriented social researchers support for their activities involving the interpretation of the text (Muhr, 1991). Atlas ti effectively supports the human interpreter for complex informational structures instead of an automatic interpretation that lacks explicitness and the contextuality of the knowledge that informs responses (Muhr, 1991).

The advantages of using a program such as Atlas ti therefore include:

- a) The creation of files in the Mandarin language that can be independently checked by others to assess whether the classifications that the researcher feels are emerging from the text are in fact deemed appropriate. Such an approach helps the researcher meet the test of ‘credibility’ of interpretation being offered;
- b) The software permits a network of relationships to be formed that goes beyond simply identifying themes;
- c) As in any form of qualitative research it is possible to illustrate the existence of themes through citing direct text from the blogs, and it allows this to be done without raising a suspicion of text selection by the researcher to fit an explicit or implicit researcher agenda;
- d) By creating categories and classifications it permits a checking of the analysis through the use of statistical methods. For example, one technique is to take each unit of analysis and form dichotomous variables on the presence or absence of a given classification. This can be subjected to principal component analysis (PCA) to reveal underlying dimensions that theoretically should support the results derived from other approaches. PCA is appropriate as a technique as no assumptions of normality of distribution are required;

- e) Additionally, by generating categorical data sets it permits nominal data analysis. A simple example would be to test whether differences in statements exist between different genders, age groups, patterns of visitation experience etc.;
- f) Such forms of analysis are consistent with elicitation of classifications of place perception and image. It therefore represents one of the strengths of conventional qualitative analysis in letting categories emerge from the text rather than respondents replying to researcher determined classifications as is the case with conventional questionnaire approaches to a problem;
- g) To permit such an analysis to be undertaken blogs derived from Google blog search engine for the period June to August in 2010, and November in 2010 to February in 2011 were selected. An initial examination revealed a data set of 409 blogs and commentaries and it is thought this meets the requirements of the forms of statistical analysis indicated above. For example, attribution of gender may prove difficult, but a total sample of 409 blogs is thought sufficient to assess whether gender differences existed. Theoretically, if differences are found then gender could be attributed to those respondents where gender is not known through data fusion techniques – but this is not envisaged in this project;
- h) The technique outlined above aids the research objectives by
  - i. Potentially identifying dimensions of image of New Zealand;
  - ii. Linking image with behavioural patterns by a classification of blogger where this is possible;
  - iii. Providing a quantification of image dimensions that will aid understanding of the Chinese market;
  - iv. Potentially identifying dimensions of satisfaction or dissatisfaction arising from the visitor experience;
  - v. Linking satisfaction dimensions with classification of blogger where this is possible;
  - vi. Providing a quantification of satisfaction/dissatisfaction that will aid understanding of the Chinese market.



This research used Atlas ti to assist qualitative content analysis in dealing with the large amounts of text found, in annotating documents, and structuring conceptual networks between codes. This process included open-coding, grouping, creating categorizations, and abstraction. Before importing documents into Atlas ti, sentences and paragraphs that were informative or associated with themes were highlighted for “data-cleaning” (Pan et al., 2008). A coding protocol and sheet was prepared prior before coding which was guided by literature view. After that, the author read the entire text carefully and created free quotation, and at the same time, began to code them (Pan et al., 2008). Similar codes were grouped into code families. The causal and associated relationships were derived by mapping a conceptual framework. The qualitative content analysed data were also subjected to statistical tests through PASW and NCSS to give an overview of the data, test for significance and thus set out propositions based on classifications obtained from the qualitative research.

In passing it can be noted that there are several forms of coding. Saldaña (2009) identifies 30 methods alone for what he terms ‘first cycle coding’. These include emotion coding, values coding, dramaturgical coding, domain and taxonomic coding to mention but a few. As will become evident the approach adopted was dictated a mixture of the pragmatic and the nature of the content. Given that the motive for the thesis was develop an understanding of Chinese visitors to New Zealand that would be of help to Tourism New Zealand, a key question related to the routes taken, places visited and activities undertaken. Domains thus emerged based around these records. An emotive or affective coding then emerged based around the evaluation of place and/or activity. Hence while the thesis notes the visitors’ emotive responses and their reactions to what was done or observed, those facets are recorded in the context of an activity. Hence the coding of the emotive in terms of numbers of times respondents appeared “happy” or reflective, or how emotional states were related to each other was not the purpose of the coding. Equally no attempt was made to develop a hierarchal taxonomic system of codes, although as will be seen later, some linkages were attempted through the use of the program Leximancer, albeit not overly successfully.

## **4.5 ETHICAL ISSUES RAISED BY RESEARCH**

The researcher adhered to the regulations prescribed by the Human Research Ethics Regulations of the University of Waikato, and the study was granted ethics approval by Waikato University Human Research Ethics Committee at the outset of the research.

It is noted that only secondary data was required for this research, and the content for the blogs were used for analysis and academic purposes only. It is also normal in the blogosphere that pseudonyms are used, but in this research while the researcher and supervisors had access to the data files, the final thesis utilised different pseudonyms. There existed therefore two layers of identity protection. First, the pseudonyms of the initial bloggers, and second the pseudonyms used by the researchers. However, it is possible for a reader to use that text to identify a blogger if text is reproduced in the thesis to illustrate a point. However, two points can be made at this point. First, the thesis is in English, while the blogs are in Mandarin, and thus this reduces the likelihood of successfully identifying an individual. Second, the blogs are publicly accessible documents created by their authors to be in the public domain and hence to be read and used in blogging conversations. The researcher is therefore not revealing anything that authors have chosen to keep secret. Certainly no names or other identifying characteristics were expressly stated in the thesis or any other papers or reports.

The researcher also sought permission to use data from the Chinese websites. Only Sina.com answered and granted the permission. However, the researcher clearly indicated in the letter of the application that no answer would be considered as tacit permission. All the photographs used in this thesis were carefully selected to ensure that if a person could be identified, no embarrassing context existed. Equally, it can be noted that all the photographs are already existing in the public domain and are designed to be accessed easily through blogs and no issues of copyright are thought to exist.

## 4.6 SUMMARY

This chapter provides the structure of the research methodology. Qualitative content analysis was used to identify the manifest and latent content of Chinese travel blogs. Both inductive and deductive methods were applied in generating categories during the process of content analysis (figure 4.2). Quantitative analysis used to test the reliability of the qualitative analysis. More detailed description of the analysis process will be given in the following chapters.

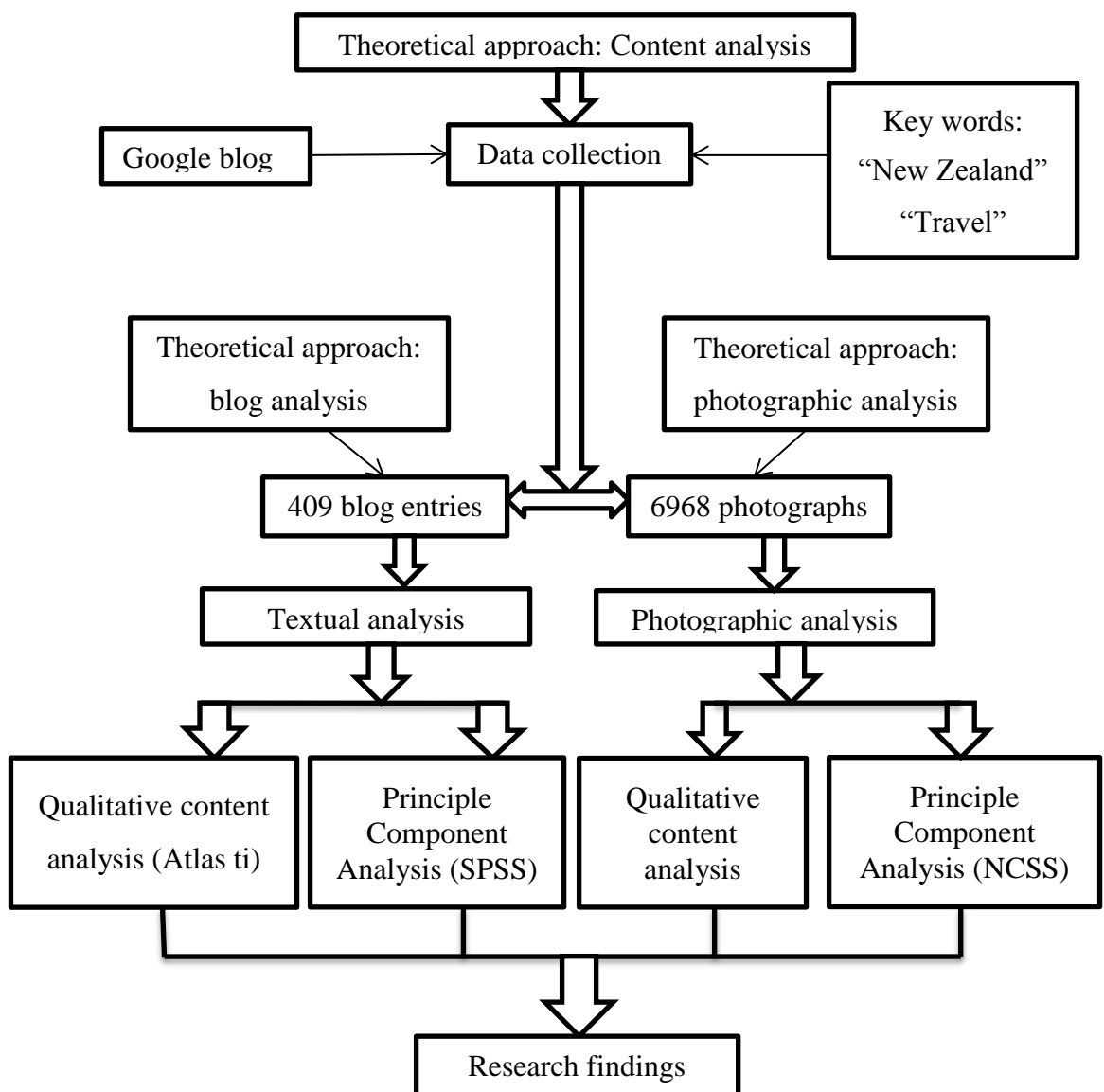


Figure 4-2. Research process

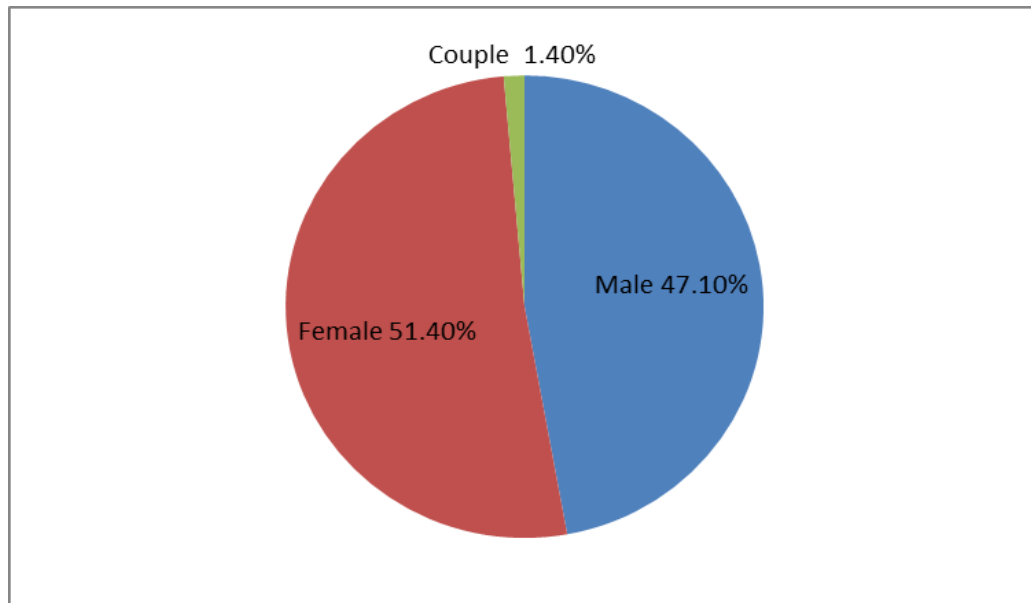
## **CHAPTER 5      PROFILES OF CHINESE BLOGGERS**

After elimination of commercial, official posts, and non-travel related posts, a total of 409 blog entries were found, of which 208 blogs were posted in winter, and 201 in summer. The full text of all these entries were saved into Microsoft Word documents, including bloggers' information, posting date, entry's title, narrative texts, photographs, and comments. These blog entries were written by total of 70 bloggers. Socio-demographic profiles and travel related information of these 70 bloggers are briefly introduced in this chapter. It is contended that the sample of 409 blogs reflects some basic structures of travel preference among the Chinese Internet users and their perspectives of New Zealand.

### **5.1 SOCIO-DEMOGRAPHIC PROFILE OF BLOGGERS**

Due to the specific character of blogs, socio-demographic information is not a compulsory requirement and bloggers may choose to visualise all or only part of their personal information on the website. However, some of socio-demographic profiles might be identified by reading narrative texts and photographs carefully. Still, only ten per cent bloggers posted their educational level, and of these all had graduate or post-graduate level of education. Occupation and income were almost never disclosed in bloggers' personal information. Therefore, only gender, age, location are discussed here.

### 5.1.1 Gender



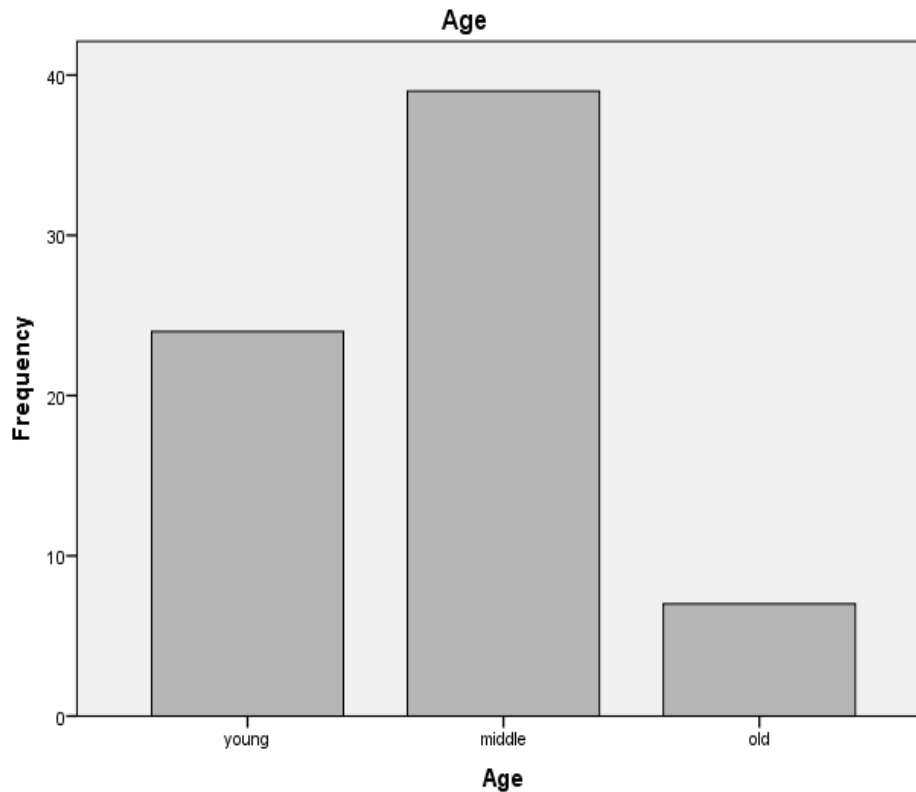
**Figure 5-1. Gender**

For nearly all the blogs, gender identity can be easily distinguished, some from personal information, some from personal photographs, and some from texts. Blogs (W21 and W25) had co-authors, the first was a pair of sisters, and the second was a couple of a male and female. Only one blogger (W26) could not be identified. Of the 70 bloggers, females (51.4%) slightly outnumbered males (47.1%) (see Figure 5.1). This proportion is slightly different from the character of Chinese bloggers (45.5% male and 54.5% female) (CNNIC, 2009); but corresponds exactly with the character of China's outbound tourists (52.98% male and 47.02% female) (CNTA & China Tourism Academy, 2011).

### 5.1.2 Age

Age is something that bloggers felt reluctant to reveal on the website. However, bloggers can be grouped into broad age groups according to photographs and the descriptions in blog entries. Thus, all bloggers fell into three age groups: young, middle, and old. The "Young group" includes people normally aged less than 30 years; university students, unmarried graduates, and married young couples all belong to this group. The "Middle age" group includes people from 30 to 60 years old. Most married couples with young children belong to this group. The "Old

group” includes people over 60 years old. For the old group, most have young adult children.



**Figure 5-2. Age groups of bloggers**

Apart from six bloggers whose age could not be identified age group, 55.7% bloggers could be classified as “Middle” aged group, 34.3% bloggers were in the “Young” aged group, and 10% bloggers were in the “Older” aged group (see Figure 5.2).

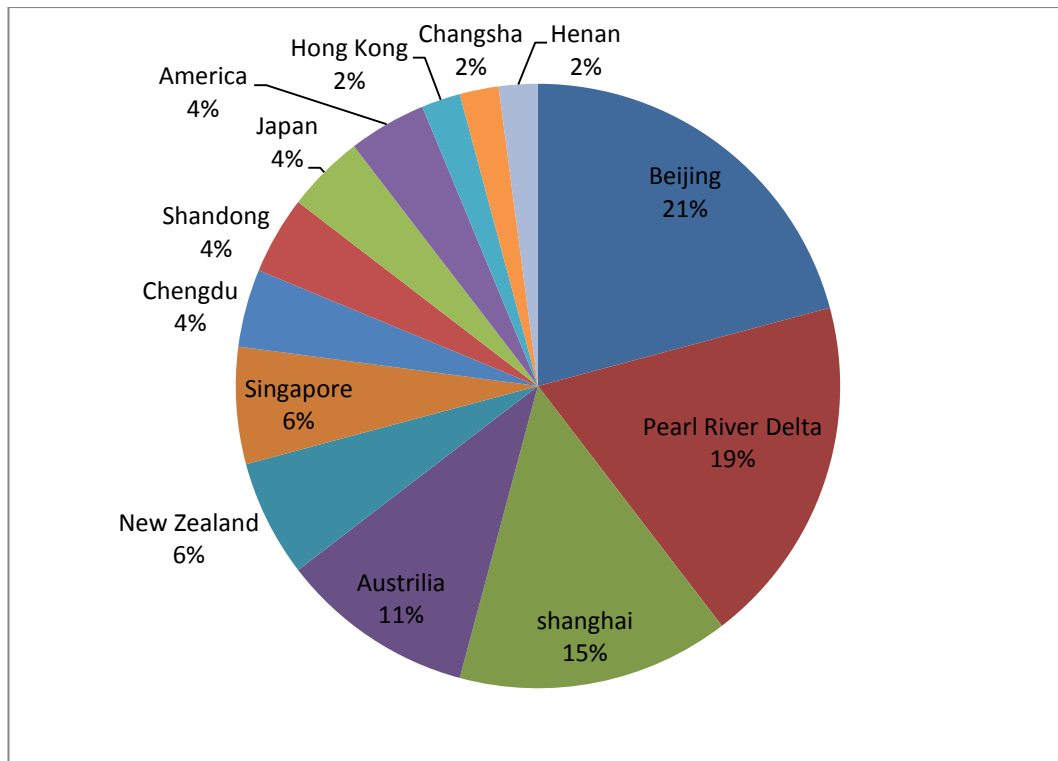
That middle-aged people of the ages 25 to 44 years were the largest group is consistent, as previously noted, with results published in reports of China’s outbound tourists’ survey. They appeared to form about 64% of China’s outbound tourists (CNTA & China Tourism Academy, 2011). Reports from the New Zealand Ministry of Tourism also indicated that more than two thirds of all arrivals to New Zealand from China were aged 30-50 years old (Ministry of Tourism, 2009). Nonetheless, this ratio differs from the structure of bloggers in which young people under 30 years old accounted for 86% of bloggers (CNNIC,

2009). From this point, we may conclude that this sample of bloggers with overseas travelling experience is consistent with the age profiles of China's outbound tourists.

A significant change was found when compared with a survey conducted by Ryan and Mo (2001) about ten years ago, and that is that the "Young" group has increased to be as high as 34.3%. This increase may have three reasons: 1) increased disposable income; 2) need to escape from high pressure working surrounding; 3) New Zealand's image as an exciting destination with thrilling adventure activities is deeply rooted among young people. Among these 24 young bloggers, only 6 bloggers travelled as part of escorted coach parties. Most were free and independent travellers. This free and independent travel pattern also can be seen in the "Old" group. Among the total of 7 "Old" bloggers, 2 are free and independent travellers. However, two "Old" bloggers were accompanied by their children: one child was working in New Zealand (S02); another child was studying in Australia (W08).

### **5.1.3 Geographical distribution**

The usual place of residence of 22 bloggers could not be identified, thus accounting for 31.43% of all bloggers. Among the remaining 48 bloggers, there were 10 bloggers are from Beijing, 9 bloggers were from the Pearl River Delta, and 7 bloggers were from Shanghai. Although the missing data rate was high, this distribution of the remainder appears to be congruent with the data published in the 2011 Annual Report of China Outbound Tourism Development in which the main sources of outbound Chinese tourists were identified as coming from Beijing, Shanghai, and Guangdong province (CNTA & China Tourism Academy, 2011). Similar results can be seen in reports about the international visitors to New Zealand from the New Zealand Ministry of Tourism (Ministry of Tourism, 2009). Of the sample, 14 bloggers stated they were resident outside China of which 5 were from Australia and 4 from New Zealand (see Figure 5.3). With the increase of overseas Chinese, online promotion is an integral part of strategy to cover more Chinese-speaking populations.



**Figure 5-3. Bloggers' geographical distribution**

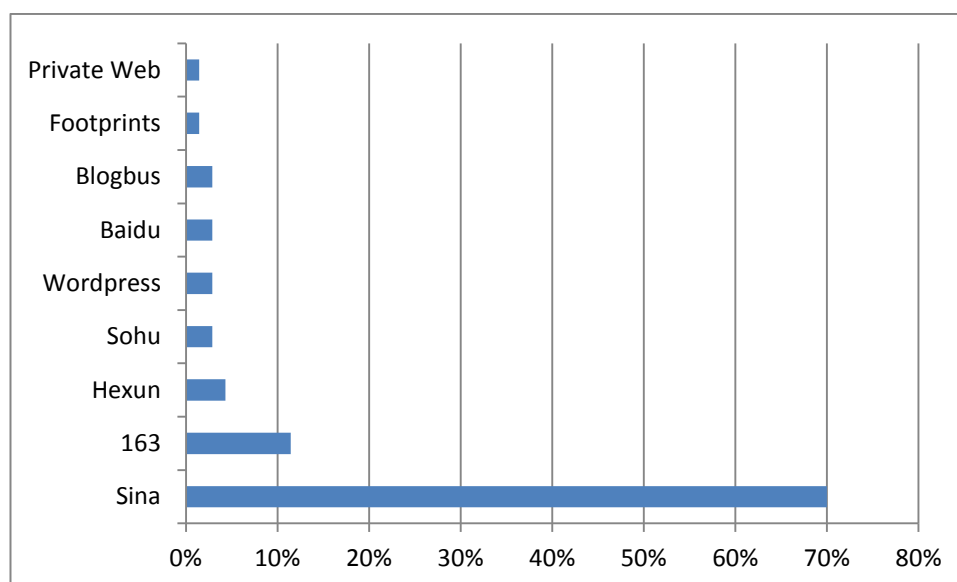
## 5.2 WEBSITE

With reference to the dates of posting blogs, only 70 captured by the first 50 pages of the Google search engine occurred during May to July in 2011. All blog data were randomly collected from Google's blog search engine with Chinese key words of "travel AND New Zealand". Although websites nearly covered all popular blog websites, some comparatively popular websites might not be ranked or are neglected by Google blog research in the first 50 pages, such as Windows Live and QQ. The ranking algorithm of Google uses an in-link page measurement to identify quality and relevance (Pandey, Roy, Olston, Cho, & Chakrabarti, 2005). Individual search engines vary by ranking implementations and characteristics of display in ranking results (B. Pan et al., 2007). Choosing one search engine is a good way to ensure a constant result. On the other hand, this might generate bias in findings.

Figure 5.4 shows that the majority of blogs were posted on Sina (blog.sina.com.cn), followed by 163 (blog.163.com) and Hexun (blog.hexun.com). Most bloggers post their blog on blog websites whereas only one blogger from



Hong Kong used a private website. Sina is by far the most popular blog website due to its influence as the largest Chinese-language infotainment web portal. Furthermore, according to a survey conducted in 2009, Sina attracted 49% of blog readers (CNNIC, 2009).



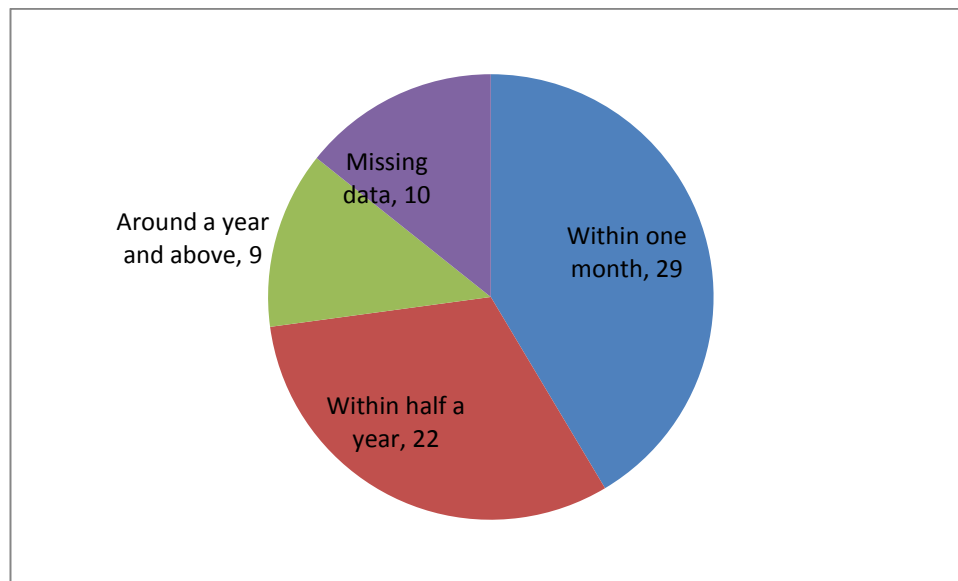
**Figure 5-4. Website distribution**

### **5.3 POSTING TIME AND TRAVELLING TIME**

The most popular date for posting blogs was February 2011 in which 23 bloggers posted travel blogs. This is, in part, explained by the Christchurch earthquake that happened in that month. A total of 16 bloggers posted comments about their previous travel experience of New Zealand citing their memories of this beautiful city.

Although the majority of blogs were posted in June and February, the most popular travel seasons are May for winter postings, and February and January for summer postings. Different from blog news, bloggers have more time to select photographs and think of the structure and order of their postings. What is more, since there may be issues of inconvenience and inaccessibility with the Internet during the trip, many people posted their travel blogs after returning home. Some bloggers (W02 and S18) complained that the Internet connection service was too expensive in New Zealand. This may affect the spontaneity of blog postings. Thus posting time and real travel time are usually different. However, most bloggers

(29 bloggers) efficiently posted their travel experience within one month after returning home (see Figure 5.5), followed by 22 bloggers who posted their travel experience within six months of returning home. Among the remaining numbers, 9 bloggers posted travel experiences around one year and later after their trip, one blogger (S21) posted his travel stories of 17 years earlier, and another (W32) posted his travel stories of about 8 years earlier. In part this result was due to people recalling visits to Christchurch, but it is indicative that the experience of travelling to New Zealand had become a lifelong memory for these people.



**Figure 5-5. Posting time and travelling time**

## **5.4 TRAVELLING INFORMATION**

Travel patterns have a close relationship with the nature of tourism products. The bloggers' comments on their trips reflect the preferences of both Chinese tourists and Internet users which are important information sources for destinations when focussing on online promotion campaigns.

### **5.4.1 Dual destination travel**

In a survey of about ten years ago, Ryan and Mo (2001) discovered that an important reason of visiting New Zealand was that the country was part of a trip packaged with Australia. The New Zealand Ministry of Tourism data confirmed that this statement continues to be true because three quarters of all Chinese

tourists visit Australia together with New Zealand (Ministry of Tourism, 2009). However, tourists as bloggers have different ideas and perceive New Zealand as an independent tourism destination.

S35 stated clearly in her blog:

*I visited New Zealand as well as Australia in 2002 which is a 12 days package tour. I was not happy with a rushed visit only to North Island at that time. Later, I decided to visit South Island of New Zealand because I heard that the beautiful scenery in “Lord of the Rings” was mostly shot in South Island. Originally I chose an itinerary of New Zealand’s South Island plus Mt Cook, but this group has failed due to too few people. So I had to choose another tour package with both South Island and North Island. Fortunately, the itinerary of this trip was arranged reasonably, duplicate visits were not many compared with last visit.*

Among these 70 bloggers, only 17 bloggers (24.29%) clearly indicated that they visited New Zealand along with Australia. Of the sample, 70.59% of all identified tours connected with Australia were escorted coach tours (12/17). There were 28 bloggers who chose a tour package in which only 42.86% (12/28) tours connected with Australia, while 57.14% (16/28) were tours of only New Zealand. According to the online advertisements, packages of New Zealand, which include North Island and South Island of around 8-12 days duration, can be seen to form the majority of offerings from travel agencies. Also, the itinerary to New Zealand can be easily conducted with many direct flight services from China to New Zealand, such as Air New Zealand, Air China, and more recently, China Southern Airlines from Guangzhou to Auckland.

#### **5.4.2 Travel styles**

Traditional Chinese tourist trips comprised sightseeing tours conducted in groups (World Tourism Organization, 2003). The New Zealand Ministry of Tourism also noted that packaged group tours from China occupied 71% of the overall group tour market. The United Nations World Tourism Organisation (2003) disclosed that experienced tourists, mainly well-educated white collar workers, are seeking

new tourism products, such as FIT travel, and self-driving tours. This trend became obvious during the analysis of the blogs.

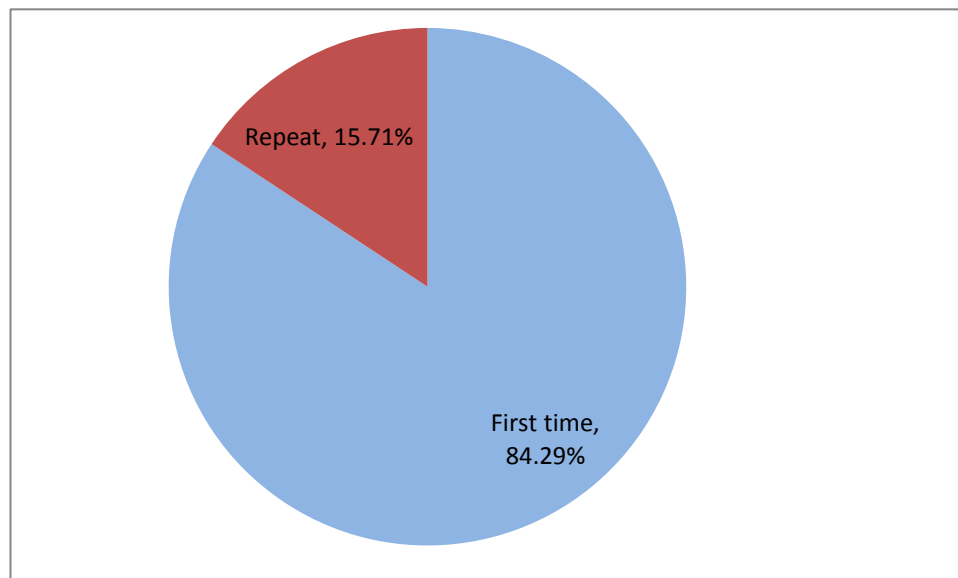
Among these 70 bloggers, only 31 bloggers (44.3%) visited New Zealand in an escorted coach tour group. The majority of tourists (51.43%) were free and independent tourists (FIT). Of the remaining bloggers, three (4.3%) belonged to the VFR category. Self-drive tours were popular and account for 72.22% of FIT tourists. With the increasing number of private cars in China, the market share of self-drive trips has seemingly increased in recent years. W19, W21, and S33 preferred mixed travel styles to gain multiple experiences, such as self-driving, train tours, and cruise tours. More specifically, W01 showed a relatively new travel style that was a packaged self-driving tour. This kind of escorted group can be seen in America, Australia, and some African countries. A tour guide is with the group to arrange accommodation and meals with which tourists enjoy more flexibility, and experience less difficulty in dealing with basic needs, while it helps overcoming potential language issues, while at the same time tourists have the freedom of driving, and stopping where they wish while en route from one destination to another.

### **5.4.3 Previous travel experience**

The level of previous travel experience could often be determined from the title of the blog archives and blog texts by which bloggers clearly indicated the destinations they had previously visited. Blogging in China is a relatively new phenomenon which commenced about 2005 (Yu, 2007b). On the other hand outbound travel officially started in 1997 with the symbolic document “provisional measures concerning the administration of outbound travel of Chinese citizens at their own expenses” (World Tourism Organization, 2003). Consequently there is an eight years gap between the general take up of blogs and outbound travel, and thus some bloggers may not have posted their previous travel experience to supplement their travel diaries. Nonetheless, one can determine that nearly all bloggers previously travelled overseas prior to their visit to New Zealand.

Indeed, of the total only 7 bloggers appeared not to have posted any blogs about prior overseas travel experience, which included a student studying (W04) in New Zealand and a VFR visitor (S03). Among their previous destinations, Australia was by far the most popular destination. There were a total of 37 bloggers (52.86%) who had visited Australia, of which 17 bloggers visited Australia and New Zealand within the same trip. It is obvious that majority of visitors to New Zealand had previously visited Australia. Other top destinations were Hong Kong, Japan, France, Italy, the United States, the UK, Switzerland, and Thailand. The footprint of these 70 bloggers had already covered all continents including Antarctica. It is remarkable that 27 bloggers had visited more than 5 countries before visiting New Zealand. The most impressive bloggers were W01 who had visited 63 countries, and S12 who has visited 125 countries. As Ryan and Mo (Ryan & Mo, 2001) noted, the New Zealand tourism industry is dealing with sophisticated and experienced Chinese tourists.

#### 5.4.4 Visiting frequency

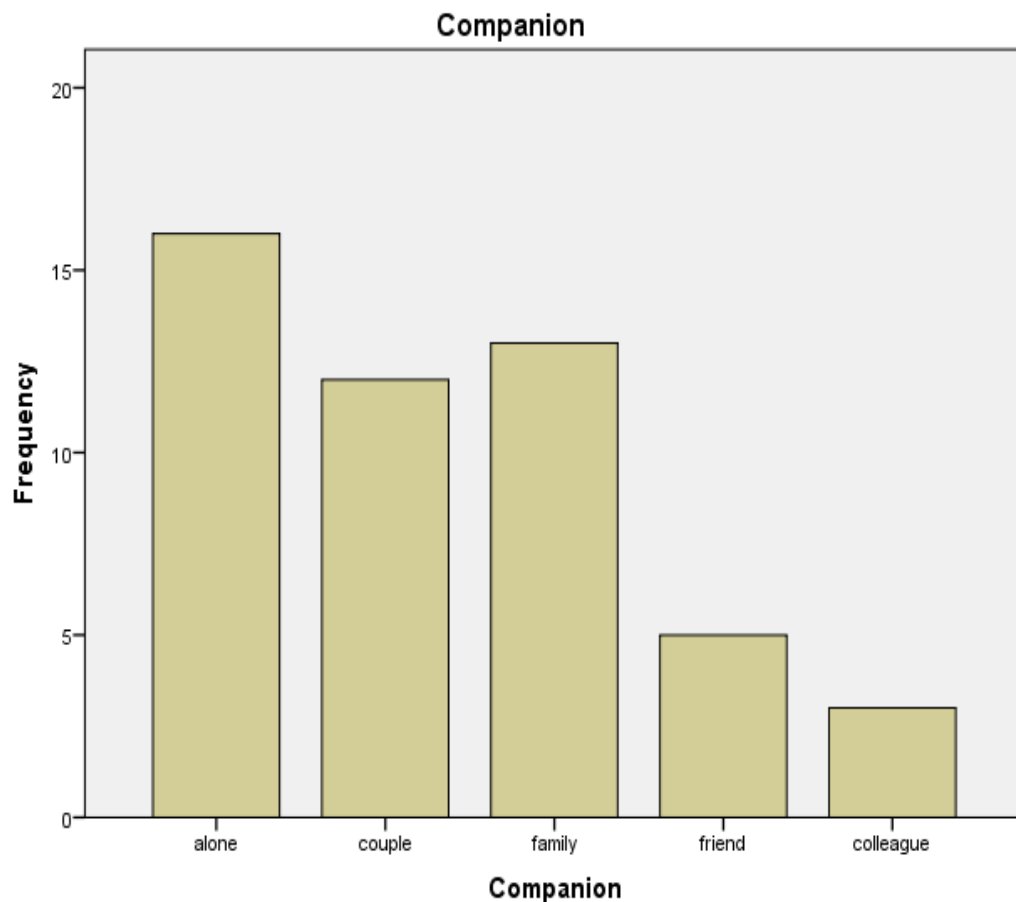


**Figure 5-6. Visiting frequency**

Figure 5.6 illustrates that majority of bloggers visited New Zealand for the first time. Most repeat visitors were free and independent tourists, while only 3 bloggers were still only using packaged groups, and one blogger was a VFR visitor.

### 5.4.5 Companion

The majority of bloggers did not mention their companions during the trip which resulted in missing data (30%) for this category (Figure 5.7). Most bloggers travelled with companions, such as family members, friends, and colleagues. However, there remained 22.9% of the bloggers who indicated they travelled alone. It is noticeable that bloggers who travelled on self-drive tours all did so with their family members, or friends.

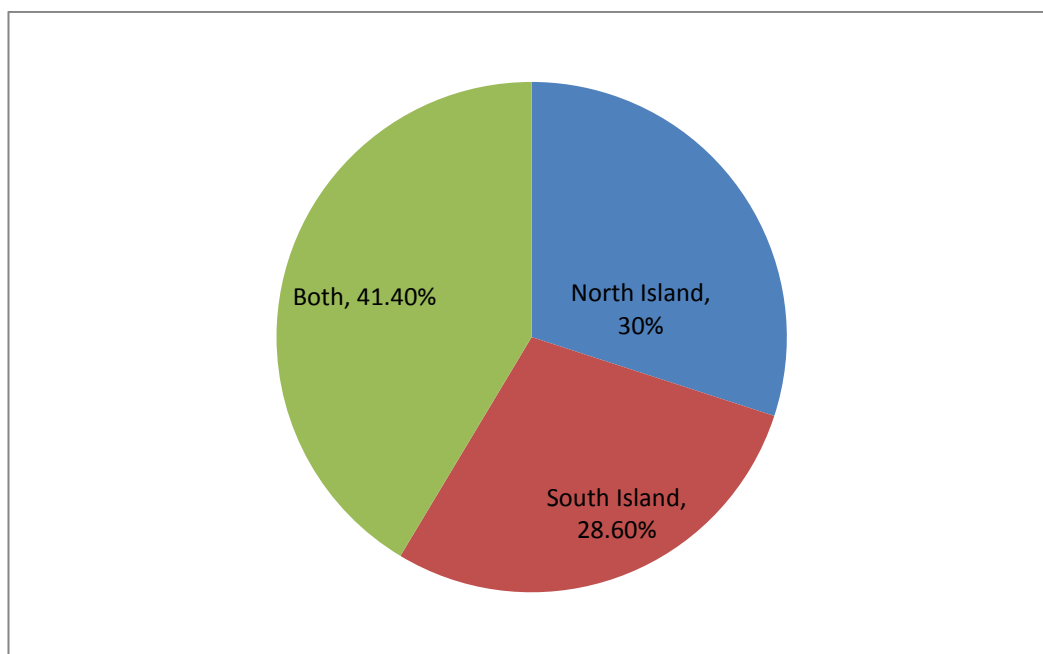


**Figure 5-7. Companion**

### 5.4.6 Destinations in New Zealand

Detailed destination information can be captured from text analysis. A broad category of North Island, South Island, and whole New Zealand can be identified from the title of blog archives. Figure 5.8 provides data regarding these broad categories of visited regions. There were a total of 29 (41.4%) bloggers who visited both South Island and North Island for their holiday, followed by 21 (30%)

bloggers who only visited North Island. While official data shows that the number visiting South Island destinations has decreased in recent years (Ministry of Tourism, 2009), a high proportion of bloggers (28.6%) choose South Island as their sole holiday destination.



**Figure 5-8. Destinations of being visited**

#### **5.4.7 Duration of stay**

Since four bloggers were working or studying in New Zealand, the duration of their visit here simply means the length of stay of their holiday as posted in their blogs captured for this research. Only 18 bloggers clearly stated the exact length of stay in New Zealand. For most bloggers, the length of stay can only be calculated broadly from their detailed description of itineraries derived from blog texts. Group tours connected with Australia normally only had three to four days visit in North Island. Group tours for a longer experience of New Zealand including both South Island and North Island normally lasted around 10 days. Compared with group tours, the majority of free and independent visitors stayed longer than group tourists. Notably, there were 21 bloggers who obviously spent more than ten days in New Zealand, and these accounted for 30% of all bloggers. And there were 40 blogs (57.14%) describing stays of more than 5 days in New Zealand. It might be concluded that the duration of visiting bloggers is much

higher than the official data of a mean of 3.4 days in 2008 recorded by Chinese tourists to New Zealand (Ministry of Tourism, 2009). According to the Likelihood Ratio Tests, gender, age, companion, whether connected with Australia, and destinations visited in New Zealand all have direct impact on the duration of stay (Table 5.1).

**Table 5-1. Likelihood Ratio Tests of duration of stay and other factors**

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	17.194(a)	.000	0	.
GENDER	34.659(b)	17.464	4	.002
AGE	42.582(b)	25.387	4	.000
COMPANION	51.433(b)	34.238	8	.000
TRAVEL STYLE	18.175(b)	.980	4	.913
AUSTRALIA	35.101(b)	17.907	2	.000
FREQUENCY	21.422(b)	4.227	2	.121
DESTINATION	42.834(b)	25.640	4	.000

## 5.5 SUMMARY

In this chapter socio-demographic profiles and travel related information were described. According to a comparison with previous surveys of China's outbound tourists, the socio-demographic variables of the bloggers were congruent with the characteristics of China's outbound tourists. From this viewpoint, the bloggers were fairly representative of Chinese outbound tourists. However, the bloggers also possessed some features that differed from the samples used in previous surveys, such as being less likely to take a dual destination holidays, have more free and independent tourists, and also take a longer duration of stay in New Zealand. Thus it can be expected that the Internet users have some special demands of overseas travel which are both challenges and opportunities to tourism organisations. Detailed implications will be discussed in Chapter 8.



## **CHAPTER 6      PHOTOGRAPHS IN CHINESE TRAVEL BLOGS**

### **6.1 INTRODUCTION**

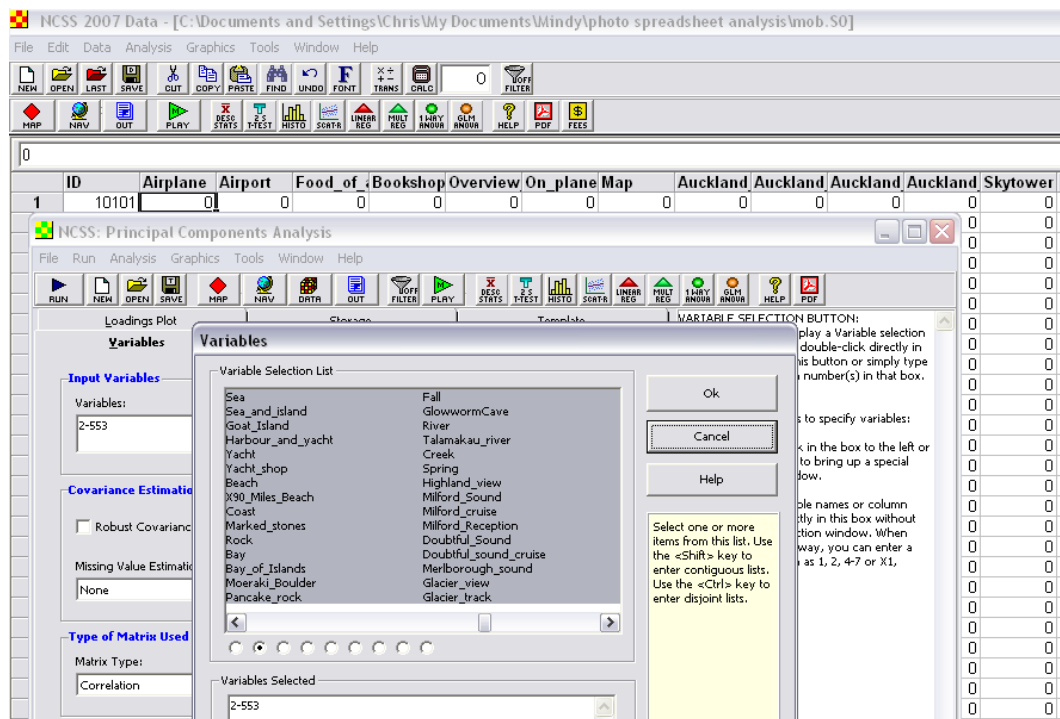
Of the total of 409 blog entries, 384 blog entries contained photographs. Since 94% of blog entries contained photographs, photographs are considered as an indispensable part of Chinese travel narratives. Compared with western tourists (Volo, 2010), Chinese tourists are much more interested in posting travel blogs with large amounts of photographs. One possible reason for this is that Chinese like to be able to show friends and others that they have actually been present in a location. Another reason is possibly rooted in Chinese culture. From Taoism a harmony is perceived to exist between human beings and nature (Chen, 2001; Fan, 2000), and thus this differs from western notions of nature derived from the romantic movement of the nineteenth century where nature is perceived at its best when “unspoilt” (Sofield & Li, 1998). This chapter provides an overview of the findings in photographic content analysis.

Among all blog entries, there are 6,968 photographs which mean that on average, 17 photographs were posted per entry. Of these, 3,222 photographs were posted in winter, and 3,747 photographs were posted in summer. The maximum number of photographs for a single entry was seen in W1602 which contained 109 photographs, followed by W1601 with 71 photographs, and S3515 with 70 photographs. Of these 70 bloggers, only S33 and S34 did not post photographs in an account of their travel experiences. The most dynamic author was S35 who posted 765 photographs in her 19 blog entries, followed by W15 who posted 516 photographs, and S18 who posted 456 photographs. Seven bloggers posted over 300 photographs for their trip to New Zealand, of which five bloggers are females, and five bloggers are free and independent travellers (FIT).

Each photograph was numbered according to the blog ID number and the order in which photographs were posted in travelling narratives. To identify the emergent themes two approaches were undertaken, of which the first was only partially successful. In this first instance a matrix was created with the two axes being a listing

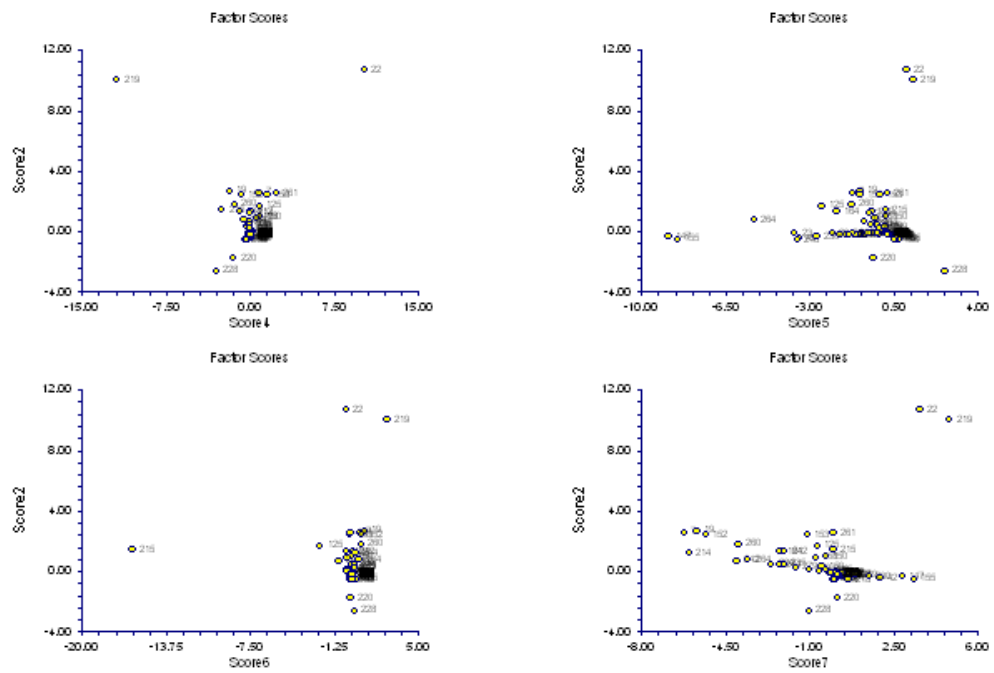
of items, scenes and activities noted in a photograph, and second, simply the numerical sequencing of photographs. Thus the first photograph might comprise two males playing golf, thus leading to a categorisation of male, group, golf course, golf playing. A second photograph might be a view from the golf course, leading to a classification of golf course, lake, and scene. The cells formed by the matrix would then be noted as having a photographic feature present or absent, thereby setting up a matrix comprising dichotomous variables. Such a matrix can then be analysed by principal components analysis to identify the principal underlying dimensions that inform the matrix. This was not wholly successful as is reported below, and hence the categories had to be constantly aggregated to form quite “large”, broad classifications.

Figure 6.1 shows the software layout indicating that 553 classifications were initially identified across all of the bloggers’ photographs for undertaking the statistical analysis.

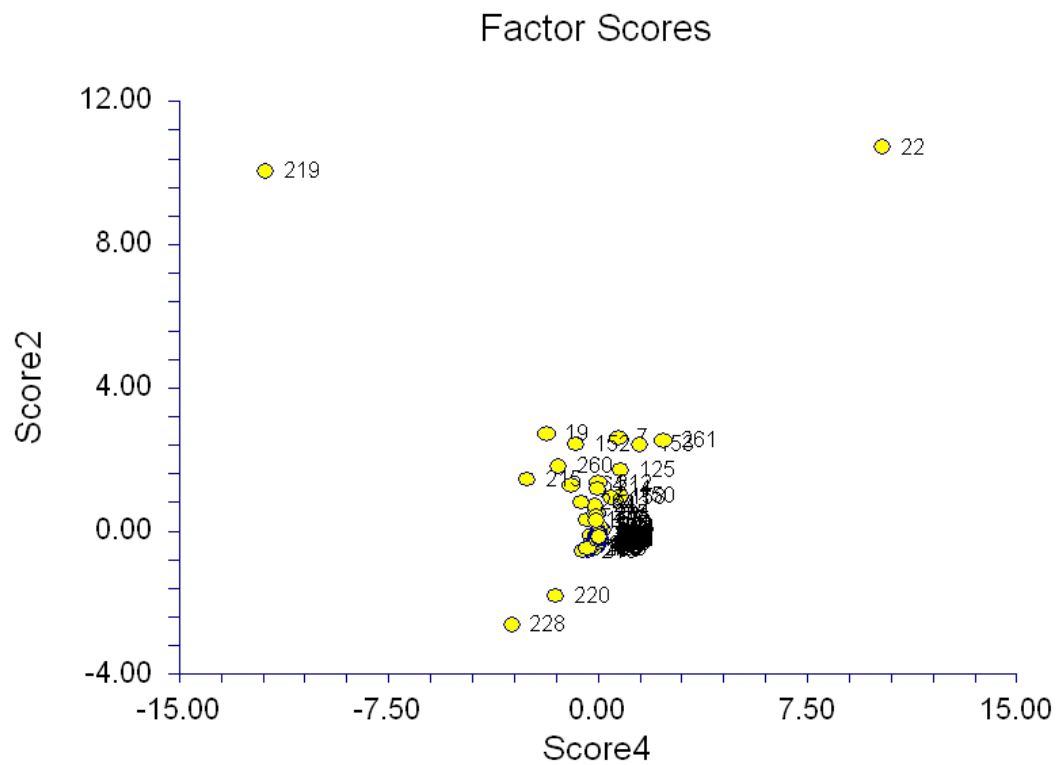


**Figure 6-1. Setting up the data for analysis**

Running the software generated an initial result of 31 classifications that possessed eigenvalues greater than one. The software also generated a series of plots that helps one to refine the analysis. This was done in terms of initial micro plots as demonstrated in Figure 6.2 that could be subsequently enlarged as shown in Figure 6.3.



**Figure 6-2. Example of initial Micro-plots**



**Figure 6-3. Example of “Full Size Plot”**

Given the large numbers of photographs and classifications it was in fact much easier to work from the plots than from the statistical tables given that for the most part the principal component values were less than 0.001, making it difficult to observe clear patterns due to the sheer volume of statistics. Figure 6.2 indicates a very tight clustering around two dimensions. The numbers referred to the dichotomous variables that created the cluster and in this case, for example, item 19 relates to Auckland Beach, item 261 to friends in a Redwood Forest, item 220 to friends with a helicopter, item 228 to family on a cruise and so on, leading to an interpretation of family and friends social interaction. This process took a long time in terms of working through the diagrams and in the final result the 31 classifications were further collapsed into the 10 final ones that are described below. So, in this case of Figure 6.3 the social interaction factor was collapsed into a slightly wider ‘people’ factor and ‘activities’ factor when other dimensions were identified.

This process was selected in part to try to ensure that an other than personal intuitive process lay behind the following analysis, while it also generated sets of data that could be looked at by academic supervisors. The following text will therefore describe the final categories of photographs taken by the bloggers.

The qualitative content analysis was done manually with broad categories associated with the above frequency count analysis. Photographs were identified one by one and grouped into different categories as above according to the photographic content and descriptions in blog entries, but with more textual data. One photograph might fall into several categories due to the subjects it contained. During the coding process, the original broad categories were adjusted according to the conveyed information of each photograph. Finally 408 categories were identified (see Appendix 1). These categories were classified into ten themes: general natural scenery, specific scenery, urban scenery, people, travel activities, accommodation, transportation, meals, travel information, and fauna. Overall, the highest proportion of photographs fell into the category of “general natural scenery”, followed by “people” and “urban scenery”. Each of these themes is going to be discussed respectively in the following text.

The most frequently mentioned individually mentioned views are listed in Table 6.1. The Table also indicates the process of colour coding that was used to help make sense of the data when devising the classifications described below. It is these codings that will now be described, each in turn.

**Table 6-1. Creating classifications for analysis**

Milford Sound	108	Town view	46
Wakatipu lake	106	Cattle and meadow	44
Grassland with tree	104	Mountain	44
Agrodome farm	93	Walter Peak Farm	43
Road Scenery	90	Townhouse	43
Rotorua Geothermal phenomena	84	Pancake rock	43
Kids	84	Cathedral Church	40
Glacier view	75	Christchurch street	39
Tree	63	Auckland University	36
Lake Te Anau	52	Sky with Cloud	35
Otago university	51	Rotorua Lake	33

## 6.2 GENERAL NATURAL SCENERY

“General natural scenery” refers to landscapes containing mountains, lakes, beaches and so forth. Chinese tourists are especially inclined to taking photographs of natural landscapes, perhaps for the reasons indicated above, and thus finding that “general natural scenery” is the most popular subject of these photographs is not entirely surprising.



**Figure 6-4. A typical scenery photograph contains mountain, lake, and tree (Photo: W0104-P6 from [blog.sina.com.cn](http://blog.sina.com.cn))**

The top five categories belonging to this classification were: mountains (1104 photographs), trees (1072 photographs), lakes (963 photographs), sea (798 photographs), and grassland (680 photographs). It is also not surprising that “general natural scenery” was the most frequent subject because Tourism New Zealand identifies this country’s rich natural source in its “100% pure” campaign (see Figure 6.4) as a primary reason for visiting New Zealand. Chinese tourists’ love of landscape has its cultural roots. There is a Chinese proverb that “the virtuous love the mountains, while the wise love the water”. Sturdy and upright mountains and lively and tolerant waters constituted the utmost harmony in the world of nature which is also reflected in Chinese belief of “Yin and Yang” from Taoism (Chen, 2001).

There were 250 photographs that mainly focus on blue sky and white cloud, and 40 photographs contain rainbows. Although photographing stars is difficult for a normal camera and amateurs, stars still appeared in 6 photographs. Clean air and a protected ecological environment are attractive to Chinese tourists since Chinese people have been suffering air pollution and environmental deterioration issues for many years. As W15 indicated in her blog (see Figure 6.5):

*“After taking off, a double rainbow appeared in front of us! We are living in such a city with heavy pollution. I have never seen a rainbow in Shanghai since primary school. Once a rainbow appeared in the sky last year, which was reported on the front page of the newspaper, but unfortunately, I did not see. Every time when I saw a rainbow (in New Zealand) I was excited to death. I felt so excited I could probably cry should I see a double rainbow in Sanya [Hainan province].”*



**Figure 6-5. Rainbow appeared in front of the airplane (Photo: W1503-P2 from [blog.sina.com.cn](http://blog.sina.com.cn))**

### **6.3 PEOPLE**

People were the second most popular subject that appeared in travel photographs, and again this is arguably consistent with the cultural context briefly stated at the commencement of this chapter. Since one photograph might contain several people, these photographs were grouped into different categories according to relationships with a blogger, gender, age, race, and activities.

According to Urry (2002), travel photographs provide the evidence that someone is really there. And Cohen Nir and Almagor (1992) indicated that people tend to

shoot people who are close to them, such as family members and friends. Indeed, 539 photographs contained family members, followed by 342 photographs contained bloggers. Children always received a lot of attention as the subject of photographs during the trip, and they were the parents' favourite subjects. Young mothers were much more likely to post photographs of children than any other category of blogger. For example, blogger S08 posted 174 photographs of her four-year old daughter that occupied 50.6% of all her posts; and blogger S24 posted 111 photographs of her three-year old son which occupied 63.4% of all her posts. Photographs of children were infrequently present in male bloggers' blogs. Most commonly, male bloggers posted just one or two personal photographs in their blog entries to indicate he was really in New Zealand. Female bloggers tended to post a larger proportion of personal photographs than male bloggers, especially when young. For example, blogger S10 posted 44 personal photographs that occupied 34.6% of all her posts; blogger S27 posted 27 personal photographs that occupied 67.5% of her total posts. The maximum number of male photographs that appeared was in W01's blog. W01 posted 40 personal photographs that occupied 28.5% of all his posts.

Given that tourists seek to store, and then publish images of people with whom they have most contact during their holidays, it is understandable that most figures that appeared in photographs were Chinese since the majority travelled in family or groups comprising friends. Apart from Chinese, other ethnic groupings that appeared in travel photographs acted as a symbol of local culture. Chinese tourists took 629 photographs related to people of European appearance. Since the culture of New Zealand is largely inherited from British and European custom, these photographs tended to show a mainstream Pakeha culture in New Zealand. In the eyes of Chinese tourists, most local people are living a relaxing life without pressure. The majority of these "white" people who appeared in Chinese travel photographs were resting in grassland, walking along the beach, sitting beside the lake, and sunbathing. Blogger W03 posted a series of 14 photographs of morning exercise in one entry titled as "Morning exercise for people living in a sea view villa" (see Figure 6.6). Through these photographs, an enjoyable life of those living in Auckland was described. The sea view villa and jogging on the beach is far from an ordinary life for Chinese people. Chinese tourists are curious about



New Zealanders' lifestyle and admire their attitude of enjoying life. As Jenkins (2003) declared, the prime motivation for travel is seeking different experience and curiosity. This differentiate was usually perceived by tourists as a distorted idealised "other" world (Cave, 2005).



**Figure 6-6. Morning exercise for people living in a sea view villa (Photo: W0308-P9 from blog.163.com)**

Chinese tourists believe that New Zealanders enjoy outdoor activities, and admire this harmony between human and nature. Blogger W02 saw many people walking and resting in the sunshine without any shelters (Figure 6.7). This blogger wrote in her blog:

*“The weather of Beijing and many places in China are extremely hot these days. Every person, especially women, take an umbrella to shelter from the Sun. However, we rarely saw anybody holding an umbrella in New Zealand. People of all ages come out to enjoy the bright sunshine. Perhaps it is behaviour of being close with nature.”*



**Figure 6-7. Enjoy sunshine in Queenstown (Photo: W0204-P9 from blog.sina.com.cn)**

Weddings were another activity that Chinese tourists liked to photograph. Some Chinese believe that it might lead to good luck if one comes across a wedding ceremony during the trip. Moreover, to the Chinese mind, the simple style and beautiful background of New Zealanders' wedding ceremony were very much appreciated by the Chinese bloggers. For example, W02 posted 19 photographs of wedding ceremonies in Queenstown and Dunedin. The blogger specifically mentioned that "only" beverage was prepared for ceremony. Compared to the long and complex process of Chinese weddings, nearly all the visitors wrote comments that admired these apparently simple and romantic weddings.

Occupying about 15% of New Zealand's population, Maori people accounted for a much smaller proportion (5%) of the photographs in the Chinese travel blogs. Only 37 photographs showed Maori people. Of these the great majority was photographed in Rotorua, or more specifically, in one of the tourist Maori villages. Only two photographs relating to Maori were taken at other places: one was in the Waitangi Treaty House, the second was in Cathedral Square in Christchurch. For Chinese tourists, Maori culture is not representative of New Zealand's mainstream

culture. It seems that these bloggers did not perceive Maori as reflecting the ordinary lifestyle of New Zealand. The reasons for this lay outside the purview of this thesis, but the finding does accord with recent work completed by Liu, Du, Liu and Ryan (2011) conducted at Rotorua in reports for Te Puia which noted what may be termed a relative lack of interest in Maori culture by Chinese visitors, who primarily sought an experience of an entertaining time.

People from Asian countries were occasionally photographed by Chinese tourists to indicate the multi-cultural nature society in New Zealand. For example, blogger W07 posted several photographs showing people from different countries in Auckland. The blogger wrote in his blog:

*“Walking in Auckland’s streets, the most intense feeling is the number of different races of people coming and going. Apart from typical European immigrants, I can easily see many Asians and even South Pacific Islanders. It is also very easy to distinguish who is from China, and who is from Japan and Korea. Sometimes I see Indians and Arabs from the Middle East. I seldom feel this sort of multiple sense of the human race in Europe and other places. From my knowledge, being ethnically diverse also inevitably mean that it has an open and multiple cultural support. A closed culture, in fact, cannot contain such a diversity of culture”.*

## **6.4 URBAN SCENERY**

Table 6.2 shows that more photographs were shot in South Island than in the North Island and more destinations from the South Island appeared in travel photographs. Queenstown was the most frequently photographed city (899 photographs). Followed by Rotorua (803 photographs), Auckland (702 photographs), Christchurch (692 photographs), and Dunedin (362 photographs).

**Table 6-2. Photographs shot in different destinations**

Photographs shot in North Island		Photographs shot in South Island	
Auckland	702	Picton	7
Rotorua	803	Mussel	8
Cape Reinga	3	Nelson	48
Te Puke	1	Christchurch	692
Taupo	47	Kaikoura	97
Warkworth	15	Akaroa	1
Paihia	5	Oamaru	25
Leigh	24	Dunedin	362
Russel	17	Hammer Springs	10
Waitangi	15	Moana	17
Waiheke	58	Westport	6
Whangarei	4	Greymouth	13
Mangawhai	24	Hokitika	34
Hamilton	7	Shanty town	78
Cambridge	1	Franz Josef glacier town	59
Matamata	6	Fox glacier town	87
Napier	1	Wanaka	194
Taranga	8	Glenorchy	21
Coromandel	13	Paradise	3
Wellington	54	Queenstown	899
		Arrow Town	33
		Te Anau	147
		Cromwell	18
		Gore	3
		Kaka Point	11
		Bluff	11
		Mt Cook Town	81
		Tekapo Town	159
Total	1808	Total	3124

Table 6.2 also provides some interesting data regarding packaged itineraries. Taking examples from China International Travel & Service's website ([outbound.cits.com.cn](http://outbound.cits.com.cn)), the shortest itinerary in New Zealand is connected with stays in Australia, and these short stays covered just Auckland and Rotorua. The longest itinerary in New Zealand is 11 days which covers both North Island and South Island. This longer itinerary includes Auckland, Rotorua, Christchurch, Greymouth, Shanty town, the glacier towns, Wanaka, and Queenstown. Dunedin

can be seen in another shorter itinerary, and Milford Sound normally is listed among the options. This itinerary is reflected in Table 6.2 by frequencies of mentions of Queenstown, Rotorua, Auckland, and Christchurch being much higher than other destinations. Table 6.2 illustrates that typical itineraries of these bloggers to North Island normally contains Auckland, Rotorua, Waiheke, Wellington, and Taupo; and the typical itinerary to South Island normally contains Queenstown, Christchurch, Dunedin, Wanaka, Tekapo Town, Te Anau, glacier towns, Kaikoura, Shanty Town, and Mt Cook Town. Of these, Shanty town mostly appeared in group tours. The Christchurch earthquake of 2010 aroused memories from previous visitors to the country who responded to the blogs under review reminiscing about past visits to the city and commenting on its layout and beauty, and expressing sorrow at the events that had occurred. There are 16 bloggers who posted an entry for this earthquake with 18 photographs of the ruined Cathedral Church.

**Table 6-3. Frequently visited travel spots in popular destinations**

Destinations	Attractions
Queenstown	Lake Wakatipu, Walter Peak Farm, TSS Eanslaw, Bob's peak
Rotorua	Agrodome Farm, geothermal phenomena, Maori village, Redwoods Forest
Auckland	Mt Eden, Skytower
Christchurch	Cathedral Church, Avon river, Tram, Metal Chalice
Dunedin	Dunedin Railway Station, Sandfly Bay, Baldwin Street, Otago Royal Albatross Centre
Wanaka	Lake Wanaka, Puzzling World
Tekapo Town	Lake Tekapo, Good Shepherd Church
Te Anau	Lake Te Anau

The most frequently visited attractions appearing in travellers' photographs in main popular destinations are shown in Table 6.3. Apart from these famous visitor attractions, tourists tried to catch a sense of the urban by photographing streets, townhouses, historic and modern buildings, parks, shops, yachts, universities, and statues. Of these elements, the majority of bloggers photographed yachts in Auckland's harbour to show it is indeed a "*City of Sails*". As for urban

photography, an overview of a city is one of the most favourable angles of shooting, and dusk is the most favourable time for creating beautiful photographs. Dusk roughly refers to the last hour of the daytime, which is called “a magic hour” by photographers because of soft shadows and golden colour (Giannetti, 2008).

FIT tourists tended to travel more and take more photographs than tourists attending escorted groups. Of seven bloggers who posted over three hundred photographs of their whole New Zealand experience, five are FIT tourists. Among these five bloggers, three only visited South Island. South Island enjoys a good word of mouth recommendation among free and independent tourists in China. As blogger W08 indicated in his blog;

*“Travelling in New Zealand is completely different from travelling in Europe. New Zealand does not have a long history with a rich heritage, vast literature and art. So going to New Zealand is to enjoy its beautiful scenery and the living environment of an original ecology remaining on our planet. From this viewpoint, self-driving is the most appropriate way to travel New Zealand.....We only have a seven-day holiday this time.....We chose South Island because of its typical distinctive geographical features, and scenic natural beauty, the beautiful scenery and attractions. Next time we might fly to Wellington or Auckland directly to enjoy North Island.”*

Not all photographs were about beautiful scenes, one blogger (S12) posted two photographs of rubbish under Avon River, and cigarette ends in Christchurch’s street. However, these photographs were not welcomed by blog visitors. One comments used a Chinese idiom “*One flaw cannot obscure the splendour of the jade*” to advise the author not to be too “picky”. On the contrary, blogger W24 posted two photographs of a Chinese railway station and railway carriage after visiting Australia and New Zealand. She could not help but complain:

*“The air was filled with perspiration, and people’s smell. It is so crowded here. I feel like falling into hell from heaven. I lost all feelings in the trip, no confidence, where there was calm and quiet, only the anxiety and irritability is left. I have never so strongly realised how difficult and*

*uneasy Chinese life is”.*

Blog visitors agreed with her, and one commented:

*“Comparisons might give you a profound impression. From heaven to earth, you are welcomed to be back to an ordinary life in China”.*

Compared with South Island, North Island received less attention by Chinese tourists, especially free and independent tourists. Some well-known tourist locations in the North Island, such as the Coromandel Peninsula and Northland were rarely visited by Chinese tourists. It is obvious that North Island needs more stimulation from a “100% pure” Campaign when aimed at the Chinese market.

## **6.5 SPECIFIC NATURE SCENERY**

Being promoted as one of the world's greatest natural wonders, Milford Sound obviously received more attention than many other places. There were a total of 163 photographs shot in Milford Sound. This focus of attention was shared with Mirror Lake, Eglinton Valley, the Chasm, and Homer Tunnel because these viewing spots are on the way to Milford Sound. The majority of Chinese tourists did not know the name of these spots, and only Mirror Lake was mentioned by name in their blogs. Doubtful Sound is not as well known to Chinese tourists as Milford Sound, but blogger W15 took the advice of a Chinese member of staff in the “i-site” centre in Christchurch, and changed her itinerary from Milford Sound to Doubtful Sound. W15 was the only one among all these bloggers who visited Doubtful Sound. Another blogger, S20, got as far as Manapouri Underground Power Station near Doubtful Sound. Although W15 had to give up Milford Sound, she expressed no regrets about that omission. Doubtful Sound was found to be longer and wider than Milford Sound, and her party saw blue penguins and dolphins in Doubtful Sound. W15 described their dolphin encounter in this way:

*“The dolphins were reluctant to leave. When our ship left, they followed the ship to say farewell to it. When one dolphin jumped out of the water, everyone cheered. Unfortunately, I did not have time to photograph this.....When we came back to see other people's travel blogs, we found that dolphins might also be seen in Milford Sound. But some of my blogger*



*friends did not say they have seen dolphins. So we are lucky in not going to Milford Sound. It is good value for money, for we needn't book another dolphin-watching trip in Akaroa."*

Glacier views were the second most popular element in the photographs. No matter whether it is Fox Glacier or Franz Josef Glacier, visiting glaciers is the "must do" activity for all Chinese tourists who visited the west coast of South Island. From these photographs, it is easy to distinguish the activities the tourists undertook, such as following the walking tracks, and taking guided glacier walks, and heli-hikes.

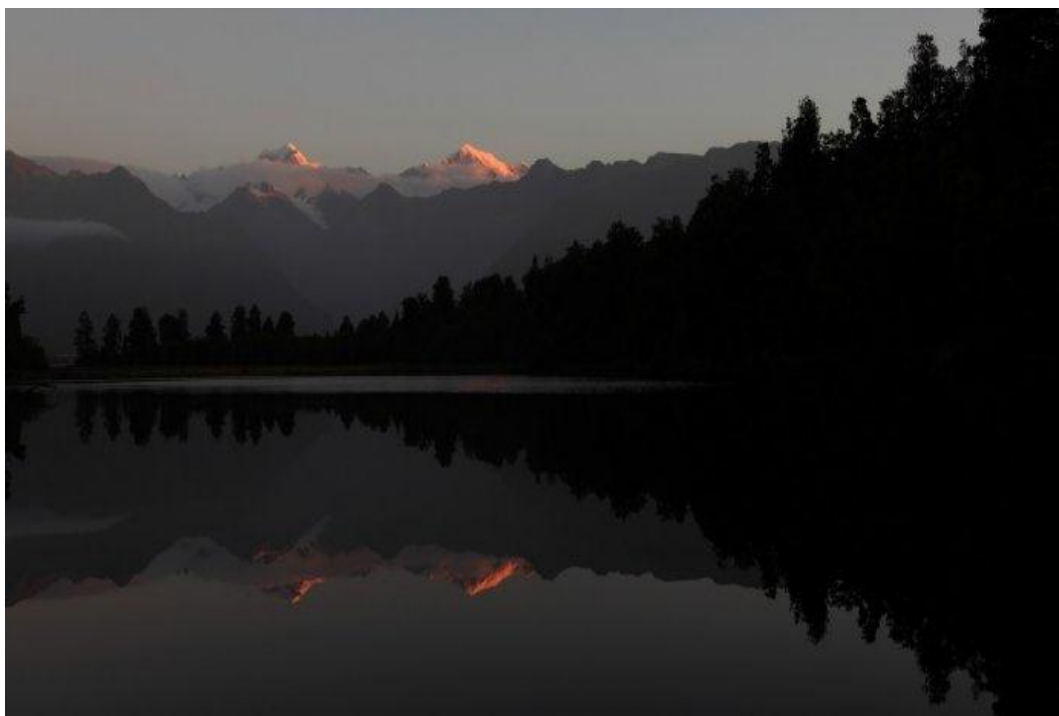
Moeraki Boulder and Pancake Rock were also photographed frequently by Chinese tourists. However the number of photographs of these two well-known tourist spots was less than Milford Sound and glacier views, because 1) they are not part of a regular itinerary for group tours; 2) they differ from Milford Sound in the number of opportunities afforded for nice photographs; and 3) it seems tourists will not take many similar photographs for one viewing spot.



**Figure 6-8. Reflection in Lake Matheson (Photo: S1810-P23 from [blog.sina.com.cn](http://blog.sina.com.cn))**



Lakes in South Island appeared popular subjects in the travel photographs. Many beautiful lakes were shot from different angles and in different conditions of sun light. For example, photographs of Lake Waktipu, Lake Wanaka, Lake Tekapo, Lake Pukaki, Lake Te Anau, Lake Matheson, and Mirror Lake were found. Lake Matheson and Mirror Lake all boasted perfect reflections of Mt Cook and Mount Tasman in their waters. As a stop to Milford Sound, Mirror Lake was visited more frequently than Lake Matheson. However, there were not too many photographs with a clear reflection in Mirror Lake because the reflection was normally destroyed by the wind. On the other hand, more efforts were put into photographs of Lake Matheson, and several good photographs were produced and posted on the travel blogs. To demonstrate the efforts taken to secure a good photograph, blogger S18 decided to wait for a good view when he found that the cloud was too thick. After one hour, he photographed a clear reflection in Lake Matheson as shown in Figure 6.8.



**Figure 6-9. Sunset of Lake Matheson (Photo: S1810-P28 from blog.sina.com.cn)**

After waiting so long, S18 felt so satisfied with a sunset view of the reflection in Lake Matheson that he shared photographs with another couple from Switzerland (Figure 6.9).



**Figure 6-10. Perfect reflection in Lake Matheson (Photo: W1527-P1 from blog.sina.com.cn)**

Blogger W15 was not as lucky as S18. She wrote of feeling so depressed with experiencing bad weather not just once but twice when visiting Lake Matheson. On the day his party were due to leave, they noticed it was a good weather, and decided to visit Lake Matheson for the third time. This time, she finally photographed a perfect reflection in Lake Matheson as shown in Figure 6.10.

Blogger W15 described her third waiting in his blog:

*“We arrived at Reflection Island at 9:35, and found an American couple was waiting there. When we talked to them, it seems that this elderly couple has been waiting for a long time..... The sky looked trying to tear a hole at 9:50 in the clouds. We were almost ready to die.....Unfortunately, that hole was closed at 10 o'clock. The American couple decided to give up. Some tourists came and went. We nearly despaired. But we decided to wait another 15 minutes.....In order to calm down, I started to pray.....a miracle happened at 10:05. Suddenly, the curtain opened, the snow-capped mountains appeared. At this time I could not hold my tears. I think our insistence touched God”.*

The Waitomo Glow-worm Cave appeared seven times in these photographs. Te Anau Glow-worm Cave was mentioned by W15, and S20, but with no photographs. In total, the Glow-worm Caves were visited by four bloggers. Apart from there being only a few visits by the sample, photography is not allowed inside Glow-worm caves, and this also inhibits the number of photographs from being larger. Consequently the photographs of the Glow-worm caves were all of the gate to the Waitomo Glow-worm Cave.

In addition to the above mentioned Waitomo Caves, other natural scenic locations were visited by Chinese tourists, albeit on infrequent occasions. There were two bloggers who visited the Bay of Islands (W07 and S11); two bloggers visited Abel Tasman National Park (S18 and S25); one blogger visited Hot Water Beach (S05); and one blogger visited Goat Island Marine Reserve (S05). Since only five bloggers travelled to the north of Auckland, spots in Northland were mentioned far less frequently than other places. Of these five bloggers, only one blogger visited 90 Mile Beach, and two bloggers visited Cape Reinga. This is not to say that the scenery in North Island is not worth visiting. Blogger S11 was touched by Maori legends about the “*Spiritual Pathway*” when she arrived at Cape Reinga. She especially mentioned that State Highway 1 extends all the way to the Cape Reinga which made it more accessible. Blogger W19 sensed a special feeling with the lighthouse. As W19 stated in his blog:

*“Cape Reinga is the place one must visit if you are in North Island. I felt it forms the most beautiful picture about alone lighthouse at the edge of a vast sea. The lighthouse of Cape Reinga is known as the most beautiful lighthouse in New Zealand.....Here is the meeting place of the Tasman Sea and the Pacific Ocean, with spectacular ocean currents swirling around.....Although most people find it hard to see with the their own eyes, away from the coastline of this natural landscape, when it is sunny, one can clearly see both sides of the sea showing a different colour.....Beside the lighthouse, there is a signpost. It gives the direction to Los Angeles, Sydney, Tokyo, and other locations, unfortunately, no Beijing. Standing in the front of this white lighthouse, one can see on the left-hand side the Tasman Sea and on the right-hand side the Pacific*

*Ocean. Magnificently, you can truly feel the vastness of the ocean, sky, and sea”.*

## **6.6 FAUNA**

Many Chinese know that the ratio of sheep to people in New Zealand is famous. Sheep in pasture are considered as the most typical photograph of New Zealand. As a result, sheep were the most photographed animals in travel photographs. Alpaca also received attention because of Chinese Internet jokes in which Alpaca was listed among the “ten mythological animals” (see Chapter 2). When Chinese tourists saw alpaca, some admitted that they could not help shouting for joy. However, most alpacas were encountered on farm tours.

With New Zealand’s long coast line, photographs of seagulls were the most popular element among images of birds, followed by ducks, penguins, and swans. Black swans are rare in China and other countries. Thus the wild black swans found in New Zealand drew special attention. The black swans of Lake Rotorua were commonly photographed by Chinese tourists who visit the area. The majority of penguins, including yellow-eyed and blue penguin, were seen and photographed on the Otago Peninsula and at Omaru. Most tourists believed that the albatross can only be found around the Otago Peninsula. So when an albatross appeared in their photographs, they just mentioned it was a big sea bird (S18). Only three bloggers went to the Otago Royal Albatross Centre, but blogger W15 viewed nothing because of a visit during the wrong season, that is outside the nesting period. Instead, W15 photographed exhibitions at the Otago Royal Albatross Centre. Photographs of albatross were less frequent than other sea birds, partly because it was less viewed, and also, as W14 stated, the speed of albatross was too fast to be captured by most of the cameras used by the tourists. As it is the national bird, Chinese tourists were curious about the kiwi. However, the only photographs of kiwis were those of a kiwi bird statue, various pictures, and even photographs of toys appeared on the blogs because the wild kiwi bird is difficult to see in its natural habitat, being nocturnal and often located in areas protected by the Department of Conservation that are difficult to actually visit. Bloggers S18 and S20 were even under the misapprehension that the kea was a kiwi.

The number of photographs of New Zealand's marine mammals was also fairly large. Sea lions and seals were the most photographed marine mammals being taken in locations such as Milford Sounds, Kaikoura, and Sandfly Bay. Dolphins were occasionally viewed in Milford Sound or Doubtful Sound from cruise ships. Since dolphins are infrequently seen (certainly in China), most tourists felt themselves very lucky to have such encounters. Apart from the above mentioned event where W15 met dolphins in Doubtful Sound, S25 met dolphins in Milford Sound which was described as a “*big pleasant surprise*”. Bloggers W20 and S13 attended whale-watching tours in Kaikoura by boat and helicopter respectively. However, only two photographs of whales were contributed by S13. Blogger S13 in particular mentioned that the opportunities of seeing whales by helicopter were much higher than by boat.

## 6.7 TRANSPORTATION

Most photographs of airplanes and airports posted in the blogs symbolised the start or finishing points of a journey, except some bloggers were fond of photographing clouds and landscapes from the flights. Some bloggers posted photographs of aircraft with the logos and names of the airlines to show which airline they were going to take or had taken (e.g. Figure 6.11). Of these ten photographs with a clear sign of airlines, one was of Singapore Airlines, and the remaining nine were of Air New Zealand. It did appear that the majority of tourists neglected airline signage when they thought it was not a typical reflection of travelling to New Zealand. Aspects specific to New Zealand could, on the other hand, initiate quite detailed entries. For example, blogger S30 gave readers a detailed description of airplane, seats, and foods of Air New Zealand with a whole blog entry entitled “Perceived service from Air New Zealand”. He described in his blogs:

*“I think the attitude of Air New Zealand cabin crew is very easy (ha ha, it seems they totally do not feel any pressure). They are not the same as the mainstream airlines (that is, we often see in mainstream airlines, an excessively deferential manner). They are like our friends; speak in a friendly manner full of humour and fun”.*

He also mentioned that he had heard about the famous safety videos of Air New Zealand. So he carefully watched the video and was amused by these “funny” videos.



**Figure 6-11. Tourists are getting out of airplane of Air New Zealand (Photo: W1503-P7 from [blog.sina.com.cn](http://blog.sina.com.cn))**

Blogger S12 photographed the All Blacks rugby safety video starring Mills Muliaina, Richard Kahui, William Coxhead and crew (See Figure 6.12). Before starting to tell the whole story illustrated by 12 photographs taken of the safety video, S12 wrote his feelings in his blog:

*“Flying over the South Pacific, what impressed me most is not the jewel-like islands out of the window, but a funny aircraft safety instruction. You know, one of the world's most boring things is to listen to the safety instructions. But you have to listen to them a thousand times if you take an aircraft a thousand times. So for a frequent traveler like me, safety instructions are basically equal to being just a noise, or vibration of a sound wave. Air New Zealand’s safety instructions, however, made me feel like I want to listen again, and watch again.....I tried to shoot great scenes. Although I have flown three times on aircraft of Air New Zealand, there are still some scenes to be seen. I have to say that three times of watching of these safety instructions is not enough for me. It is so creative”.*





**Figure 6-12. Safety video of Air New Zealand (Photo: S1206-P3 from [blog.sina.com.cn](http://blog.sina.com.cn))**

Since 71% of FIT tourists were driving a hired car (see Chapter 5), rented cars were the subject of many photographs. Along with these photographs of their rented cars, bloggers normally described the brand, model, engine size, rental companies, and the process of picking up cars. Two photographs of the signs of the rental car reception area and rental companies in the airport were provided by W15, which was motivated by the thought that the photographs could serve as helpful information for other potential self-driving tourists. S25 photographed the milometer to show how far they had driven in South Island. Several bloggers mentioned GPS in their blog text, but only two photographs contained GPS. W08 hired GPS with the car, and he felt that “*GPS played an important role during our trip*”. S05 actually purchased a GPS because all the GPS available for rent had already been allocated to others during the peak season.

Trains, buses, and rail and bus stations were mostly photographed by those in group tours or by backpackers. The TranzAlpine train travelling between Christchurch and Greymouth frequently appeared in the photographs of those in group tours, and the trip is also an indispensable part of the regular 11 days

itinerary sold in China. Although Dunedin Railway Station is only for sightseeing train journeys, it was the most photographed buildings because it is a landmark of Dunedin. Trying to show a total view of Dunedin Railway Station, the exterior, foyer, and hall were all photographed by bloggers. In order to show readers what was “*the most beautiful and passenger-friendly design of the bus station in the world*”, blog W01 posted 20 photographs of a bright and warm lounge at the bus station of Christchurch.

Water transport is important for all tourists to New Zealand because of its long coast line, sightseeing river and lakes trips and the importance of the Cook Strait’s ferry. Cruising appeared 161 times in travel photographs, primarily due to the cruise trip in Milford Sound. Other cruise trips can be seen in Auckland and Rotorua. The Cook Strait Ferries are the second most popular subjects in this classification of water borne transport, primarily because the majority of FIT travellers preferred to cross Cook Strait by ferries rather than take a flight. As “one of the most beautiful ferry rides in the world”, the three hours ferry ride were far from boring for the Chinese bloggers. The ferry journey itself was also exciting for first time passengers. Apart from an introduction to the booking process, W02 used 29 photographs to show nearly every part of Interislander Ferry. Water taxis were taken and photographed in Abel Tasman by S18. Boats were also commonly photographed aesthetic subjects to complement beautiful lake or sea views.

A large number of photographs were taken from moving vehicles, and there are 115 photographs showing roads. Road signs were also the subject of photographs that posted on the blogs, again with a motive of providing travel information for potential tourists. Rarely seen in China, advisory speed limit signs for curves on the road were frequently photographed by bloggers. S18 tried to drive on the road from Wanaka to Queenstown via Cardrona Valley Road which was described as the “Devil road” by other previous visitors.





**Figure 6-13. Advisory speed limit of the road from Wanaka to Queenstown**  
(Photo: S1813-P2 from blog.sina.com.cn)

S18 described in his blog:

*“There are two routes from Wanaka to Queenstown, one is SH6 which is 120 kilometres, and another is this mountain road which is 80 kilometres. A lot of previous visitors described this mountain road as the devil road, with continuous curves, extremely dangerous. I’m curious about it.....I found that there are really more curves, however, as difficult as the Abel Tasman Sandy Bay Road.....I can even maintain a speed of 80 km until a scenic look out. It is indicated that this is the highest elevation highway in New Zealand. After that, the road quickly became curvy with many hairpin curves just as previous visitors described. Here is a warning sign “try to test your brake now”. Then we saw this advisory speed limit sign which was the most exaggerated figures we have seen for the whole journey in New Zealand (Figure 6.13)..... after all, this road is a short cut to Queenstown, much nearer than SH6”.*

These blogs conveying road information are useful for potential visitors, especially for people from countries with different traffic rules. Unfortunately, accidents happened occasionally. Accidents were mentioned twice by W20 and

W28. The whole process of first aid after an accident was recorded by camera by blogger W28 (Figure 6.14). Blogger W28 highly appreciated the high speed and the people-oriented management shown by New Zealand's rescue services.

*“On the way back from Milford Sound to Te Anau, we saw a car accident. This scene of first aid we cannot see in our country (or we cannot see yet for a number of years). Police cars, ambulance, fire engine, tow truck, and helicopters all arrived for the rescue.....The accident occurred at a curve in the road, police told us it was camper van in which was two Chinese, one was injured. Hearing that compatriots were involved in an accident, I really felt worried.....The car accident probably happened on the downhill road.....I warn people away from home that they must pay attention to safety.....Looking back the whole process of the 40 minutes rescue, New Zealand has strong emergency service that are well coordinated in dealing with accidents. The rescue workers appeared and are very professional, seriously rigorous and very humane ... in all aspects of performance I found it amazing”.*



**Figure 6-14. First aid after an accident (Photo: S2807-P1 from [blog.sina.com.cn](http://blog.sina.com.cn))**

Other vehicles were also photographed by Chinese tourists because of curiosity, such as old cars, camper vans, taxis, engineering cars, police or security cars, and trucks. Among these, camper vans were the most photographed. Many bloggers photographed camper vans and expressed amazement that this travel style was really relaxing and comfort.

## **6.8 MEALS**

There were 105 photographs shot in western restaurants, followed by Asian restaurants, fast food restaurants, and Chinese restaurants. The most photographed were Fergburger in Queenstown, the Queenstown Skyline Restaurant, Larnach Castle & Gardens in Dunedin, and Kaikoura Seafood BBQ. S01 used 13 photographs to show Larnach Castle & Gardens as a historical site, its scenery and beautiful garden. Some other famous restaurants were photographed only once, such as the Sky Tower Restaurant, Rotorua Skyline Restaurant, Lakeland Queen in Rotorua, and Redcliff Café in Te Anau. The Lonely Planet guide is an important information source for FIT visitors. Bloggers particularly mentioned that they went to Kaikoura Seafood BBQ and Redcliff Café because they are recommended by Lonely Planet. S18 expressed pleasure with the garden and meals of Up the Garden Path Café in Tasman region which is also recommended by Lonely Planet. Most self-drive visitors preferred western style restaurants, and only eight Chinese restaurants were photographed by bloggers from escorted group tours although such tours tend to use such restaurants.

For Chinese tourists, cooking for one's self is not only a cheap way to have tasty food, but also a new experience when cooking with tourists from all over the world as happens to those using backpacker accommodation. Differing from other young tourists, blogger W08 only cooked once during the trip. He described it thus:

*“After settled down, we were ready to go out to find a restaurant. Then I found kitchen here. After a short discussion, we decided to change our plan.....We decided to go to the supermarket to buy raw materials, and then back to experience the fun of cooking on the road.....Cooking is time-consuming and laborious. However, we got a lot of fun in discussing,*

*cooking, taking pictures to each other, and playing jokes together. Cooking process has left us a piece of good memory”.*

Some bloggers were trying to experience difference during their trips. S26 was impressed with the “Minus 5” Ice Bar when she watched “King of Adventure” in China. When she got free time from her escorted group tour, the first thing she wanted to experience was the “Minus 5”. She used 11 photographs to record her “Minus 5” experience in Queenstown with her group of friends.

## **6.9 TRAVEL ACTIVITIES**

Chinese tourists like to record specific activities that reflect a different culture. Considering New Zealand is an agriculturally based country, the most photographed culturally oriented activity arose on farm tours, and there are 167 photographs shot at the Agrodome Farm Show in Rotorua, and 128 photographs shot at the Walter Peak Farm in Queenstown. The favourite element in these photographs was feeding animals. Visiting a Maori Village, weekend markets, wineries, and festivals were also likely to be shot to reflect cultural phenomenon. Local festivals were highlighted by some bloggers because it was pleasant surprise when encountered on their trips. Festivals photographed by bloggers included the Winter Festival in Queenstown and the Festival of Flowers in Christchurch. Differing from local festivals, Chinese tourists were often moved when coming across festivals involving migrant Chinese. For example, there were a large number of photographs of the Festival of Lanterns in Auckland that were posted by two bloggers.

The majority of Chinese tourists engaged in some sort of reasonably active leisure pursuits, such as glacier walking, using walking tracks, skyline riding, punting on the Avon River, taking glass bottom boat trips, whale-watching, and playing golf. Glacier walking was considered as one of the “must-do” activities along the western coast. Additionally, glacier views were thought much more beautiful with spectacular ice caves and arches when taking helicopters rides that landed on the ice directly. Although some photographs were reproduced that had been taken during hiking trips in the valley, the most eye-catching photographs of glaciers and ice were taken during heli-hikes. S26 and S35 were disappointed that the heli-

hikes were cancelled because of bad weather. Instead, all that they could do was to photograph a distant view of the glacier, although they added copies they had taken of photographs exhibited in the offices of heli-hiking service companies. S18 expressed satisfaction with i-site staff who recommended a heli-hike that provided several opportunities for taking plenty of beautiful photographs of snow-capped mountains. However they reported an incident that annoyed them with reference to their pilot. The pilot was not held to be at fault if it was not safe for landing, but his last words gave them a bad impression of the service provided. Thus:

*“Then i-site staff, two middle-aged women, recommended a package plus snow-capped mountains. The helicopter would leap the Fox and Franz glaciers, and then turned to Mount Cook. We would land on the ice platform for about ten minutes to take pictures. The standard price was NZD 360 per person, and the landing was an extra payment. Now they have a promotion that the landing was included in the package without extra payment. We felt happy with this and neglected during the introduction to ask about this and whether this landing would be changed according to weather which might pose a potential risk..... I-site staff suggested us to add some clothing, and then they sent us to the airport.....Soon we flew above the glaciers to see the scenery. With the sun shining through the clouds, the snow-capped mountains exposed her true sides. We have a strong liking for the snow-capped mountains. We were looking forward to taking photographs of snow-capped mountains again after a previous trip to Yunnan. It was a special experience to take photographs from the helicopter. When we came to the platform at Mt Cook, the pilot stretched his hand to try the wind. He told us the wind was too strong to land here. After coming back, I asked him again about failed landing. He said Mt Cook was covered by thick cloud, we would not see anything on landing there, and he wanted to go home early. I really wanted to kick him”.*

Adventure activities are a unique selling point for New Zealand. The majority of Chinese tourists felt interested in adventure activities and stored these activities in

their camera, but it was rare to see someone daring have a try. As New Zealand is known as the country originating “bungy” jumping, the bungy jump was undoubtedly the most photographed activity, followed by skydiving, jet boat trips, sky swinging, rafting, and paragliding. Instead of simply taking photographs of these activities, some tourist tried them, for example, W12 and S12 tried skydiving, S20 tried bungy jumping and rafting, W16, S26, and S27 tried jet boating. These posted photographs of their participation in the adventure activities including photographs provided by certain operators. W12 described her feelings in her blog thus:

*“I often dream of flying, and have long been yearning for activities related to helicopters. So I decided to try in New Zealand this time.....Overlooking the vast land from a height of several thousand meters, and then fluttering down like a fairy is so wonderful and happy. Unfortunately, reality is not so romantic and cosy. After the fear of falling, there is another more intense fear of abrupt and strong binaural pain..... I finally adopted to take a closer look at the foot of the vastness of Lake Taupo”.*

The majority of those bloggers who participated in these adventure activities, while blogging on Mandarin sites, were now living outside the mainland of China, W12 and S12 were from Singapore, S20 used to study in the United States, and was now working in Japan, and S27 was also from the United States. This finding tentatively leads to the conclusion that overseas Chinese are more likely to try adventure activities, or, alternatively adventure activities are not promoted on the mainland as much as in other countries. On the other hand, it has been suggested that Confucian concepts of filial duty inhibit taking unnecessary risks while equally parents do not encourage their children to take physical risks (Guidotti, 2005).

## **6.10 ACCOMMODATION**

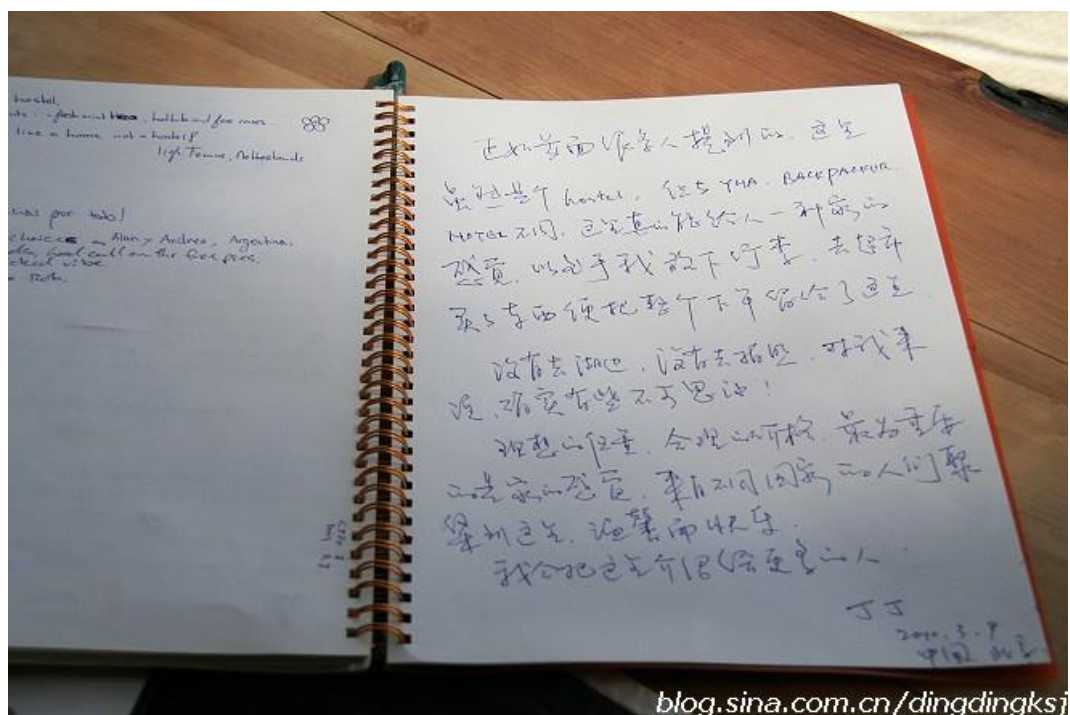
Chinese tourists like taking photographs of accommodation after they have checked in. However, it is difficult to say what kind of accommodation is preferred by Chinese tourists from these blogs because people with different

travel styles make different choices. Generally speaking, nearly all escorted tours are accommodated in hotels. FIT travellers have a more diversified choice pattern according to their different budgets, such as hotels, motels, backpacker accommodations, holiday parks, and farm stays. Among all of these types of accommodations, several places in particular were photographed and described by bloggers according to unique features. They were, Top House in Tasman, Princes Gate Hotel in Rotorua, Heartland Hotel Queenstown, Old Bone in Oamaru, and Bluff Homestead.

Chinese tourists tended to post photographs of accommodation that gave them a strong impression for some reason. Eight photographs were shot at the Princes Gate Hotel by S03 trying to show readers the hotel's long history and its outstanding scenery based in part on a British architectural heritage. Blogger W25 posted photographs of Heartland Hotel Queenstown to show readers a hotel with a good value for money. S18 was amazed by Top House's history and alpine views. Homestead was considered by W25 as a breath taking place with sea view balconies. W25 loved Oamaru because of Old Bone with enjoyable Pacific Ocean views. W29 chose Matterhorn South Lodge and Backpackers in Wanaka because it is near "Puzzling World". However, blogger W29 was touched by the comfortable sense of home at this hostel. W29 photographed the following message he left in the visitors book (Figure 6.15):

*"Just as a lot of people mentioned here, it is a hostel, but different from YHA and BBH, it really gives people a feeling of home. When I put down the luggage, I went to the supermarket. It sounded really weird for me that I spent the whole afternoon here without going to the lake and taking pictures. It has an ideal location, a reasonable price, and the most important thing is the feeling of home. People from different countries gathered here, so warm and happy."*





**Figure 6-15. Note book in Matterhorn South Lodge and Backpackers in Wanaka (Photo: S2902-P14 from [blog.sina.com.cn](http://blog.sina.com.cn))**

Other accommodation, such as holiday parks and farm stays are rarely used by Chinese visitors. Two bloggers posted photographs of holiday parks, and only one blogger simply introduced what holiday park is. Another blogger, W12, booked a farm stay from the website. To her surprise,

*"I stepped into the door of his house, I was amazed. It is far beyond my imagination about a farmers' house. It is entirely an urban lifestyle with modern furniture and elegant decor, and exquisite furnishings. Our room is clean, neat, and tidy. Towels, bedding and other required items are neat and complete, it looks like a luxury hotel."*

That part of the accommodation tourists used and which they would take photographs of, reflects the attitudes and preference of individual tourists, what touched them, impressed them, or satisfied them. The most common subject that was photographed was beautiful views from the window, and from balconies. Other photographs contained living rooms, kitchens and dining rooms, bedrooms, reception areas, and bathrooms. W02 recorded ten backpacker accommodations in which they stayed at least once while in New Zealand. She felt that Nextstop Backpacker was the best one among these ten because of its cleanliness, friendly



atmosphere, and a skylight above the bed. Chinese tourists felt particularly touched when they came across Chinese elements that they found in New Zealand. S02 photographed a safe in a motel in Rotorua because it had Chinese instructions. S05 posted eight photographs of Skycity Hotel in Auckland to show the celebratory atmosphere of the spring festival being held in Auckland (Figure 6.16). S05 described in her blog:

*“The majority of Chinese immigrants are living in Auckland. We can feel that from this hotel. First, the hotel foyer and the lobby are full of a Chinese atmosphere of the Spring Festival. Second, the receptionist is a Chinese young man which allowed my husband with his limited English to feel relieved. Someone told me that English is not necessary for a good trip in New Zealand. This statement might be a little exaggerated, but reasonable. We also met Chinese speaking officials at the customs.”*



**Figure 6-16. Chinese couplet on the gate of Skycity Hotel (Photo: S0503-P1 from [blog.sina.com.cn](http://blog.sina.com.cn))**

## 6.11 TRAVEL INFORMATION

Many bloggers tried to give more information to readers, especially to potential visitors. Leaflets were the most photographed travel documents. Some bloggers posted certain leaflets to show what they were going to try, such as skydiving and helicopter hiking. Some bloggers tried to provide more information about destinations that they had not visited this time, such as Marlborough Sound and Doubtful Sound. Others posted photographs of leaflets to show where people can obtain information. S26 posted a travel book and a leaflet to provide examples of free travel information, and she specifically stated that she was trying to collect leaflets as much as possible during the trip because it was so helpful.

Notice boards were the second most popular photographed item in this classification. When tourists arrived in certain destinations, they commonly took a photograph of a notice board which contained the name, and sometimes, an introduction to the place. This was thought helpful in remembering the place after, and also it was often intended to give a blog reader a clear statement about where the blogger had visited. I-site offices were appreciated by many tourists, and photographs of i-sites were posted to tell others that these were the most helpful place as the first stop for information. W02 particularly wrote a separate entry only for i-sites. She posted 21 photographs of different i-sites in five main destinations during their trip. W02 indicated in her blog:

*“...if you are FIT visitors in New Zealand, i-sites located throughout New Zealand may provide you main source of information about eating, accommodation, and travel for you. “I” in i-site means information. In front of i-sites, there are getting on and getting off points for coaches. You might find accommodation places without walking too far to other places. If you want to attend some kinds of travel activities, i-site would give you more information, and tickets are also sold there. The accommodation information is a national network; all general accommodations are available here. I-site is the most convenient place for tourists. We felt a mature travel environment existed in New Zealand”.*

Many bloggers posted maps to give reader an overview of the trip which is particularly helpful for potential tourists who are planning their trip (see Figure 6.17). Normally, Google maps were used to indicate the itinerary by bloggers.



**Figure 6-17. Itinerary for South Island (Photo: S1803-P1 from blog.sina.com.cn)**

## 6.12 SUMMARY

Photographic analysis provides rich information about Chinese bloggers travelling to New Zealand. The findings may assist tourism destinations to join the largest, and most active Chinese social media & digital market by posting their own materials if they possess skills in speaking Mandarin.

Cultural background influences travel behaviour and is the point of beginning to understand the Chinese market. Since a major Chinese tradition is Taoism, the majority of Chinese appreciate a sense of harmony between humans and nature during their travel. When this harmony is not easy to find in China because of its huge population and environmental degradation, a protected ecological environment in New Zealand has significant attractive appeal for Chinese tourists. With five thousand years of history and fascinating culture, Chinese tourists also tend to want to experience different culture during their overseas travel. Differing

from Tourism New Zealand's promotion in Maori culture, Pakeha culture is representative of the mainstream culture in New Zealand. Maori culture is primarily considered solely as an experience of an entertaining time. Instead, Chinese tourists are more interested in the multi-cultural nature of society in New Zealand. To some extent, Chinese elements appearing during Chinese festivals might be welcomed by Chinese tourists when visiting New Zealand as a reassurance factor, and as a means of seeing how their compatriots are welcomed within the host society.

There are certain differences between tourists attending escorted group tours and free independent travellers (FIT). FIT tourists tended to travel more and take more photographs than tourists in escorted groups. Compared with South Island, North Island received less attention by Chinese tourists, especially free and independent tourists. Some well-known tourist locations in the North Island, such as the Coromandel Peninsula and Northland are rarely visited by Chinese tourists. It is obvious that North Island needs more stimulation during "100% pure" Campaign when aimed at the Chinese FIT market.

Chinese travel blogs are containing information and photographs on a wide selection of animals inhabiting New Zealand. Chinese tourists derive great pleasure from taking photographs of what are, to them, amazing images of wildlife. Particularly, alpacas, black swans, keas, albatross, dolphins, and penguins have received much attention. However, the knowledge of New Zealand's fauna provided by travel brochures is still far from enough, especially in the Chinese language.

Adventure activities are a unique selling point for New Zealand. The majority of Chinese tourists from mainland China felt interested in adventure activities and stored these activities in their camera instead of actually trying them. This finding tentatively leads to the conclusion that overseas Chinese are more likely to try 'gentle introductions' to adventure activities, or, alternatively adventure activities are not promoted on the mainland as much as in other countries. On the other hand, Chinese people are not encouraged to take physical risks due to Confucian concepts and inter-familial concepts of care between the generations.

Photographs in travel blogs provide alternative for measuring the service quality of airlines, restaurants, accommodations, and transports. Outstanding features and good value for money are important considerations during the travel decision making process. For example, Chinese tourists tended to post photographs of accommodations that gave them a strong impression for some reason, such as long history, enjoyable views, and friendly atmosphere.

Photographs are visual representation of information that are more intuitive than texts. Several bloggers mentioned that the *Lonely Planet* guide is an important information source for them. However, *Lonely Planet* has some problems for Chinese free independent tourists: 1) the information provided is not always updated at regular intervals; 2) only a few photographs are provided; 3) some information may not suitable for Chinese tourists; and 4) the information supplied is mostly from a backpackers, not from a self-drive tourist perspective. From this viewpoint, photographs in travel blogs are custom-built information for Chinese tourists. A large amount of photographs in travel blogs provided detailed and first-hand information about restaurants, accommodations, and transports with a motive of providing travel information for potential tourists.

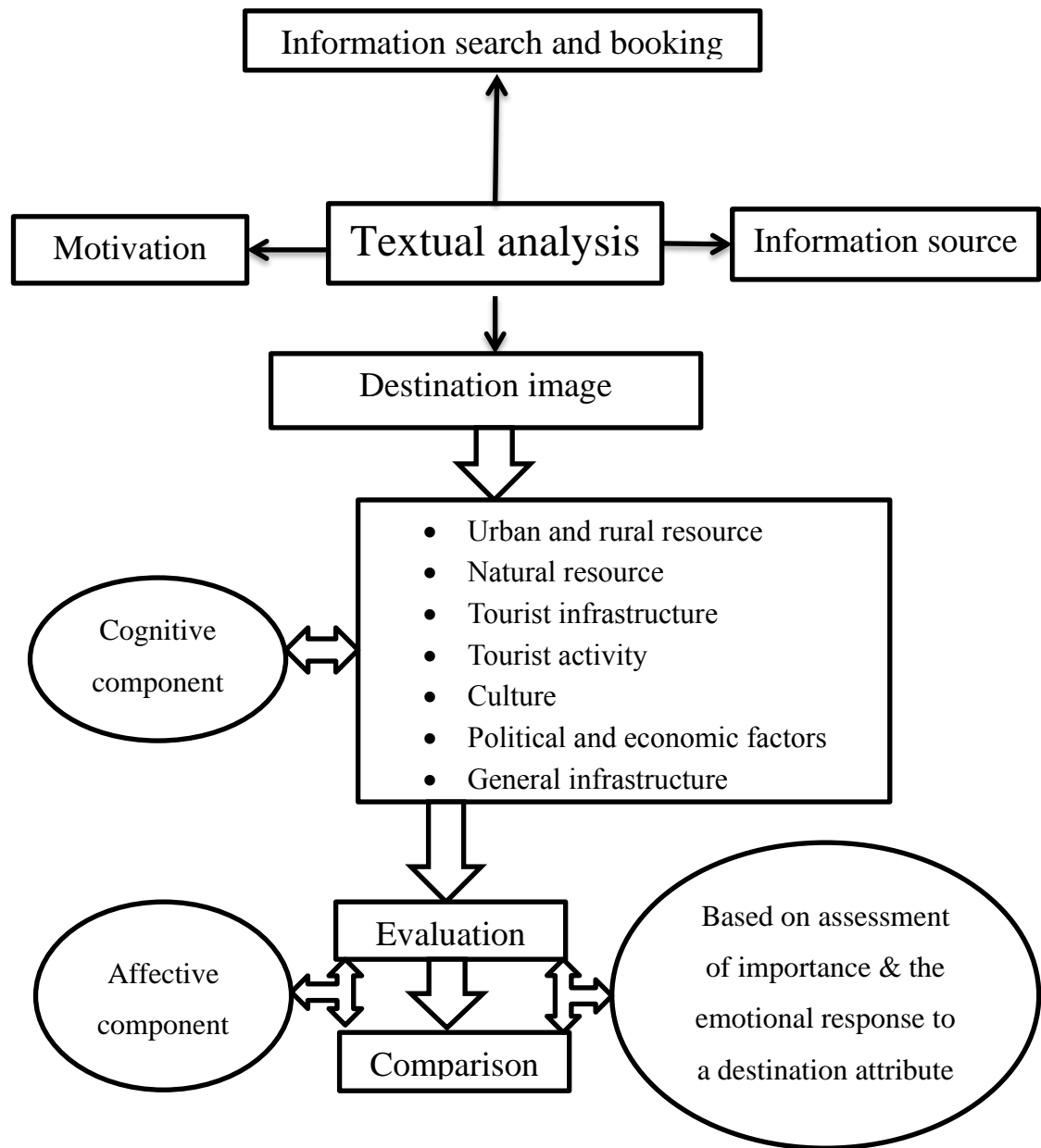
Based on the findings of this study, it appears necessary to modify the current tourism products and services to better meet the needs of Chinese Internet users. Particularly, as one of the main travel styles among Chinese bloggers, it seems that self-drive travellers have more specific demands than regular group tourists. Currently given the use made of blogs by Chinese tourists as a means of giving and exchanging information, the existing brochures and websites of Tourism New Zealand fail to meet their increasing demands. From some viewpoints this can only be expected as it is costly to continually generate up to date materials in different languages in different brochures, but equally it implies that simply being present on a web page is insufficient – rather an interactive presence on blogs and Weibo may be required.

## **CHAPTER 7      QUALITATIVE TEXTUAL ANALYSIS OF CHINESE TRAVEL BLOGS**

The purpose of this chapter is to examine the actual text used by the bloggers. This requires recognising the nature of the blog as a medium of information exchange and self-expression, as a statement of motivations, a means of information search, information sharing, and decision making processes – all of which can be identified from blog entries. Finally, recommendations for the promotion of New Zealand aimed at and using the Chinese Internet market are given at the end of this chapter.

As mentioned in Chapter 3, destination image encompasses cognitive components, as well as affective components. Cognitive component is what the tourist believes is true, while affective component is evaluation. Figure 7.1 shows the theoretical frame of the textual analysis. The analysis clearly show that Chinese bloggers progress by not only recording what it is that they do and see, but also do so through a process of comparison with their own lives in China. For example, when these bloggers came to New Zealand, their emotions are revealed in their writing when they saw rainbows after a rain storm because this was not part of their daily lives for those who live in the highly populated and polluted cities of China where such natural events are rare due to air pollution. Figure 7.1 shows the process of data identification, the classification of destination attributes, and finally the recognition of the emotive or affective evaluations attributed to place components by the Chinese bloggers.

The chapter thus begins by first describing the initial phases of the text analysis and proceeds to a listing of the themes found in the blogs. Later sections of the thesis will then begin to contextualise the statements made by bloggers by reference to Chinese culture, and it is this that helps to develop a further understanding of the blogs.



**Figure 7-1. Theoretical frame of the textual analysis**

## **7.1 INTRODUCTION**

Attempting to better understand the image that visitors hold of a destination involves a number of problems as described in the literature review. This is especially true when dealing with a text that has two sets of language characteristics when compared with the formal requirements of academic work as in this case. First the text has to be translated from Mandarin into English. Second,

blogging does not always follow the strict rules of formal language construction and uses on many occasions a two tiered structure of colloquialisms – there are the colloquialisms common to the Chinese language, and second colloquialisms and plays upon words used by netizens. A third problem was the sheer volume of text.

Initially it had been planned to use Atlas ti and other textual software packages, and as shown later in Figures 7.5 and 7.6 Atlas ti was used for graphing relationships. The use of Leximancer and Catpac was less successful because of problems involved in the volumes of text and the different patterns of coding associated with these packages.

The text was initially broken down into sub-groups to try to overcome these problems, and it is true that various perceptual maps did emerge. For example Leximancer produced a ‘cloud’ based on key words in the text, and this is reproduced in Figure 7.2. Effectively this did identify at a macro-level various characteristics of New Zealand that relate to scenery, key destinations such as Queenstown, Christchurch and Rotorua, the emphasise on blue skies and white clouds and beautiful scenery, but it did not capture the more specific context within which the comments were emerging.

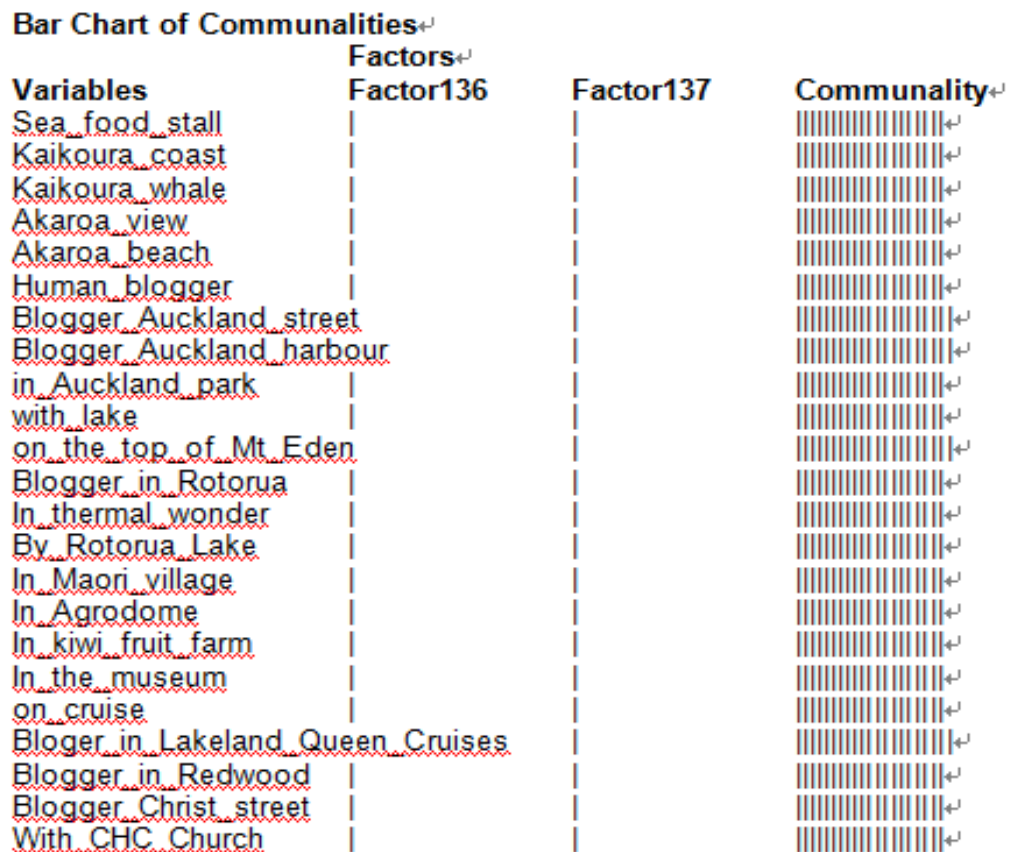




[illegible]

**Figure 7-3. Dendrogram derived from the Blogging Text**

The spread sheet data primarily comprised of labels and whether they were absent or present within a given blog. The initial idea was to apply a principal components analysis, and this was undertaken. As an example Figure 7.4 indicates a small part of the results. It can be noted that 137 principal components were achieved but in other parts of the output it was noticed that both communalities and weightings were low, and one interpretation was all the factors represented small segments or facets of New Zealand.



**Figure 7-4. Principal Components Analysis Data**

Consequently a total of 409 blog entries were retained for qualitative content analysis. Before importing data into Atlas ti, all Chinese blogs were translated into English. Although this step is not necessary for Atlas ti, translated data has several advantages. First, the process of translation helps to increase the researcher's familiarity with the data. Second, the process of translation is not a word by word translation. Rather, it is a process of data cleansing in which only sentences related to main themes were translated. This helped to reduce the reading time of tedious text during data analysis. Last, the English version of the data makes it easier for the English speaking academic supervisors.

All of these English blogs were saved as rich text format (RTF) and imported into Atlas ti. Atlas ti handles textual data formats including plain text (.txt), RTF (.rtf), PDF (.pdf), and Microsoft Word documents (.doc) (Wong & Lau, 2001). The advantage of RTF is that only RTF documents can be edited directly with the software (Chang et al., 2010). Also, every blog was labelled in the "ID-gender-

age-travel style” which was helpful when they were assigned into different primary document families.

**Table 7-1. Code families and super code families**

Super families	Code Families	codes	quotations
urban and rural resources	destinations of North Island	54	469
	destinations of South Island	88	856
	earthquake	1	73
	urban and rural scenery	32	385
natural resources	sky	7	215
	weather	12	171
	fauna	26	276
	general nature	20	488
	special natural source	16	187
tourist infrastructure	accommodation	29	161
	Dinning behaviour	12	138
	transportation	17	157
Culture	culture	18	278
	People	2	118
	history	4	55
Promotion	pre-image	1	5
	China-Chinese	5	80
	group tour	1	15
	Evaluation and comparison	7	78
	promotion	13	64
Activity	Tourist activities	41	264
	shopping	2	70
politics and economy		13	107
general infrastructure		19	300
New Zealand		8	510
booking		9	24
decision making		1	31
information search		9	69
information share		8	109
motivation		11	33
Total		459	5544

A primary coding sheet was established before data analysis according to the literature view. However, during data analysis, some new themes were merged, and also it was felt some themes from the primary set were not relevant. In this way, the coding sheet was adapted according to the content of blog data. In order to get more detailed information, free quotations were created from paragraphs,

sentences, and even, words. Thus, a total of 459 codes and 5544 quotations were first created which latter figure includes both codes and sub-codes together. A “Code” is the broad description of the free quotation. Sub-codes are helpful to gain detailed information that relates to the main code. All of these codes and sub-codes were combined into 30 code families and 6 super families based on the shared and different themes they contained (Table 7.1). From Table 7.1, the most frequently coded theme was urban and rural resources, followed by culture, activities, promotion, natural resources, tourist infrastructure, and general infrastructure. These themes are going to be discussed in the following sections.

After coding, using the function of Atlas ti entitled primary document family, a holistic codes-primary document matrix was generated. This matrix provides the frequency count of all the codes and all primary documents where the horizontal lines are respondents (primary documents) and the vertical lines are variables (codes). The demographic information of all primary documents was added into this matrix for quantitative analysis. All the non-zero values of this matrix are changed to “1” to indicate whether a code is absent or present in the text. Then the vertical lines become dichotomous variables which can be directly subjected to SPSS for principal component analysis (PCA) because PCA is a process that can be used to analysis dichotomies. This permits the exploration of underlying factors or components that exist within the data in a process akin to exploratory factor analysis. The result showed numbers of solutions that varied from 5 to 24 components (Appendix 3 & 4). Communalities were very high, often in excess of 0.9. The first component possessed very high ‘explanatory’ levels of variance in dataset (namely 76%). The second and remaining components were hard to interpret. This result showed that the first component was effectively a holistic image of New Zealand. Everything was loading to the first component. The scores of eigenvalues of all the other components were less than 0.2. This is not surprising. Given all bloggers wrote their experiences of New Zealand, individual comments have meant too fine a specification to generate coherent components.

Combining the function of “filter” and primary document family, the second matrix was generated to make comparison of different demographic groups (Appendix 2). This matrix provides an overview of how often these codes have

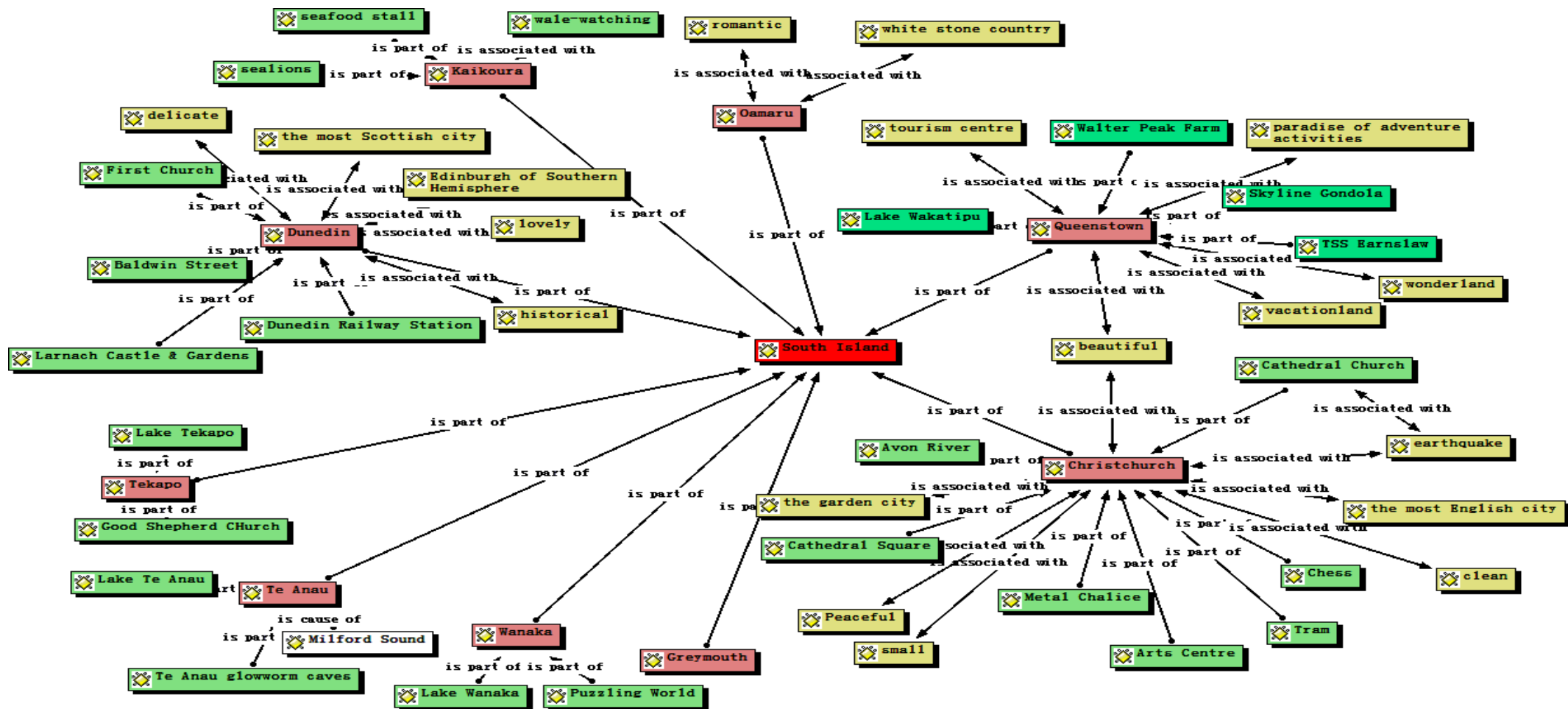
been applied to the various demographic groups where the horizontal lines are respondents (demographic data) and the vertical lines are variables (codes). The highest levels of interest and the significant differences between different demographic groups will be discussed in the following section simultaneously with themes that emerged from the text.

## **7.2 DESTINATION IMAGE**

It has been noted that travel blogs usually provide commentaries on a specific destination (Akehurst, 2009; Schmallegger & Carson, 2008), and hence most descriptions in the Chinese travel blogs were of perceived images of place. Consequently 93.8% of the codes were related to destination image. Beerli and Martin (2004) listed all the factors influencing destination image and classified them into nine themes. Based on these nine dimensions, seven themes were identified relating to the nature of New Zealand's tourism products, that is, urban and rural resources, natural resources, tourist infrastructure, tourist activities, culture, political and economic factors, general infrastructure, and a holistic perception of New Zealand.

### **7.2.1 Urban and rural resources**

Perceptions of urban and rural resources formed the most popular topic within the Chinese travel blogs. Bloggers normally listed the main destinations they had visited in New Zealand and described what they had seen, done and experienced during the trip. Thus, 1783 quotations relating to urban and rural scenery were created which accounted for 32.16% of all free quotations. As mentioned in chapter 5, 40% of the bloggers visited both the main islands of New Zealand, while 21% of the bloggers solely visited the North Island, and 29% of the bloggers visited only the South Island. It is obvious that the South Island aroused more interest and was described more often than North Island and the numbers of quotations relating to the South Island were much more numerous than those referring to the North Island.



### Figure 7-5. Perception of South Island

### 7.2.1.1 South Island

Among 856 references to cities in the South Island, the most frequently mentioned cities were Christchurch (38.17%), Queenstown (21.78%), and Dunedin (8.9%), followed by Te Anau, Wanaka, Tekapo Town, Kaikoura, Greymouth, Oamaru, and Arrowtown. Figure 7.4 shows the perception of South Island. Red codes are destinations, green codes are tourist attractions found at given destination, and yellow codes are perceptions recorded by Chinese tourists. The major theme of South Island is located in the centre of the diagram (Figure 7.5). But this major theme was built up primarily of the locations of several sub-themes, such as Queenstown, Christchurch, Tekapo, Dunedin and so forth, which located around South Island. These subthemes were surrounded by sub-sub-themes which were main tourism attractions of these destinations.

#### Christchurch

Christchurch was the most visited city in South Island. Apart from its famous reputation as tourism destination, Christchurch is the point of entry to and departure from the South Island for the majority of tourists.

The earthquake was the most commonly mentioned factor relating to Christchurch. There were 14 blog entries that were specifically posted in response to the earthquake that occurred in February, 2011. The majority of bloggers were shocked, felt sad as a result of the earthquake and expressed their best wishes for “this beautiful city”. Another two blog entries, S2303 and S2406, described the experience of encountering small earthquakes in Christchurch during their trip. Blogger S23 noticed that local people were getting used to the earthquake and felt reassured by this. Compared with other earthquake related posts providing memories aroused by the major earthquake, or experiences of small earthquakes, S0901 (posted on 26 Feb 2011) stated that it was a thrilling experience to survive the earthquake. The blogger posted detailed information about the situation of Christchurch after the earthquake that was helpful for potential visitors when listing factors to take into considerations when planning their trip.

*“The earthquake occurred at 1 o’clock on Tuesday. I flew from Melbourne to Christchurch at 1 o’clock on Monday. The hotel located in the town*



*centre was destroyed by earthquake seriously.....After the earthquake, the top of the Cathedral Church fell. There were at least 22 tourists [who] lost their lives in the church. I visited this church 19 hours before the earthquake. The next day, I picked up the car and started my self-drive tour. Four hours after my departure, the earthquake occurred.....When the earthquake occurred, I was at Arthur's pass.....I didn't have cell phone with me, and I never watched TV during my trip. I knew nothing about the earthquake until I happened to watch TV in Queenstown. It is already 57 hours after the earthquake..... I had to cancel the booking because I couldn't enter the city centre. It was easy to cancel and get a refund.....I went back to Christchurch according to my original itinerary. When I drove close Christchurch, I felt that there were more vehicles driving out of the city than driving into the city. But there were no traffic jams at all. Water, electricity, and the Internet are all fine. Price of petrol has not increased. Few vehicles are driving on the street. Local people are calm. The real shortage is accommodation.....the airport of Christchurch operates well after earthquake.”*

The most frequently mentioned attractions of Christchurch were the Cathedral, Avon River, Cathedral Square, Metal Chalice, tram, chess, and Arts Centre. The Cathedral generated the most attention for two reasons. First, it is considered to be an iconic building of Christchurch by Chinese bloggers. Second, many bloggers expressed their regrets and sadness at the Cathedral being badly damaged by the 2011 earthquake. The Cathedral Square was also perceived by the bloggers as a place full of cultural meanings. Chinese tourists enjoyed the weekend markets and street performances held there, and also saw more people there than at any other places. The Metal Chalice and chess that can be found there were also mentioned frequently by Chinese bloggers. The Metal Chalice was vividly described as an “ice-cream cone” by several bloggers. The giant chess set and pieces were the most interesting unexpected finding in Cathedral Square for many Chinese tourists, and also represented an opportunity for photograph taking. The tram was also a famous attraction of Christchurch and is symbolic of past times. Chinese tourists were fond of its evocation of “British-ness” and attributed romantic notions to the tram.

As the biggest city of South Island, Christchurch was also known by Chinese bloggers as “the most English city” and the “garden city”. It was mostly described as a “beautiful and clean city” with “British style buildings”. Many bloggers felt that Christchurch was like a town in the UK, and especially that the Avon River was similar to the River Cam at Cambridge in England. Compared with big cities in China, many bloggers perceived that Christchurch as a “small” and “peaceful” city. Negative comments of Christchurch could be seen in blog S1202. The blogger posted photographs of rubbish in the Avon River and cigarette ends in the street. And the blogger also mentioned (falsely) that the crime rate of Christchurch was the highest in New Zealand.

### Queenstown

The most commonly mentioned attractions in Queenstown were Lake Wakatipu, Walter Peak Farm, Skyline Gondola, and TSS Earnslaw. Given the widespread awareness of Maori legends about the lake, Lake Wakatipu attracted every blogger who visited Queenstown. Walter Peak Farm was another “must see” place for tourists visiting Queenstown. Being perceived as a “beautiful European style house”, Walter Peak Farm was considered as a “world of fairy tales”. Some bloggers found that the afternoon tea of Walter Peak Farm went beyond their expectations, and felt very satisfied with it. As the only remaining commercial coal-fired steamship, TSS Earnslaw undertakes the task of carrying tourists to and from Walter Peak Farm. Cruising on the “Lady of the Lake”, Chinese tourists were interested with the facilities offered by the cruise, and even in the crew and their captain. Singing old songs on the cruise was a special memory for Chinese tourists, especially when they had the opportunity to sing a Chinese song to other tourists (W1520). Many tourists went to Bob’s Peak to have a “romantic” dinner at the Skyline Gondola restaurant, and to enjoy the “best food” with “best views”. Some tourists went to Bob’s Peak just for the beautiful views toward Queenstown, especially for the sunset (S1813). On the other hand, S2204 described the Underwater World Aquarium as a boring place.

Full of tourists, shops, restaurants, and hotels, Queenstown was perceived as definitely the tourism centre of South Island. Blogger (W2907) considered that Queenstown was nothing but a tourism centre. On the other hand, as the famous

“vacationland”, the majority of the Chinese tourists perceived Queenstown as a “wonderland” with beautiful scenery. Stimulated by its “paradise of adventure activities” and as the original place of bungee jumping, S2005 and S2802 decided to try adventure activities in Queenstown. Apart from being a tourism centre, tourists perceived that Queenstown as being both a “commercial” and “small” town. The few negative perceptions included the town as being “too touristy, lacking in special features”.

### Dunedin

The famous attractions of Dunedin included Baldwin Street, Dunedin Railway Station, the First Church of Otago, and Larnach Castle & Gardens. Famous as the steepest street in the world, Baldwin Street is the “must see” place for both group tours and FIT tours. S0111 described Chinese self-drive tourists as having a lot of fun when they tried different methods to start the car on this street. A young couple walked through this steepest street in the world on their honeymoon to represent the hope that they may stand together to face any difficulties during their life (W1407). Larnach Castle & Gardens was praised for its “good location” and “beautiful yards”. It was considered as an ideal place for honeymoons.

As “the most Scottish city” and the “Edinburgh of the Southern hemisphere”, Dunedin was recognised as a “lovely”, “beautiful”, “historical” and a “delicate” city with excellent architectures. W0808 mentioned that Dunedin and Shanghai were sister cities.

### Other towns

There were many other towns of South Island also frequently mentioned by Chinese bloggers. Although Te Anau was considered as an extension of Milford Sound, some bloggers admired this small town, and enjoyed the beautiful scenery and sense of relaxation in this town. S35 said that she did not find any information about Wanaka in travel books, but she was amazed with its beautiful and peaceful scenery. The Puzzling World was also frequently visited by Chinese tourists. Beautiful Lake Tekapo and the Good Shepherd Church made Tekapo Town a favourite among some bloggers, while Kaikoura was thought to be “so small, but famous” with its whale-watching, seafood stalls, and sea lions. Named as “white

stone country”, Oamaru was perceived as full of art and romance, and was a pleasant surprise for S2505. Apart from its Chinese miner’s history, Arrowtown was praised for its beautiful scenery. As the largest town in the West Coast region, Greymouth disappointed several bloggers as being without anything to see. Shanty Town was only visited by group tours.

The history of the Chinese miners was perceived by some as a negative factor for Chinese tourists. This kind of sentiment can be seen in S3508 and W1521. Indeed, while a tour guide introduced the history of Arrowtown to the group, many tourists expressed no or little interest in this town. Akin to S3508, W1521 described her feelings towards this town thus:

*“We didn’t want to face miserable lives of Chinese miners, so we passed Arrow Town..... [When we came back China] I read some travel blogs of Arrow Town. I noticed that it also has beautiful scenery in autumn.”*

Glenorchy had a famous reputation as providing locations for the film *The Lord of the Rings*. Paradise Town was thought to possess amazing scenery. But both these towns were less frequently visited because of perceived inaccessibility.

#### **7.2.1.2 North Island**

Different from South Island, tourists primarily clustered in only the main destinations. Among 469 quotations of destinations of North Island, only Rotorua (41.74%) and Auckland (38.64%) were frequently mentioned by Chinese bloggers (Figure 7.6). Figure 7.6 is derived from an Atlas ti analysis and indicates the dominance of Rotorua and Auckland, with Wellington, Taupo and Waitangi being mentioned, albeit in ancillary roles. Rotorua was identified clearly by key components of its main tourist attractions, namely Maori performances, the Agrodome, Skyline Gondola, the Agrodome, spa, Government Gardens and its geo-thermal nature. Auckland was perceived as a ‘big city’ and was much appreciated as a multi-cultural centre and indeed was compared by some with Chinese cities – favourably for its unpolluted environment, and less favourably for its shopping.

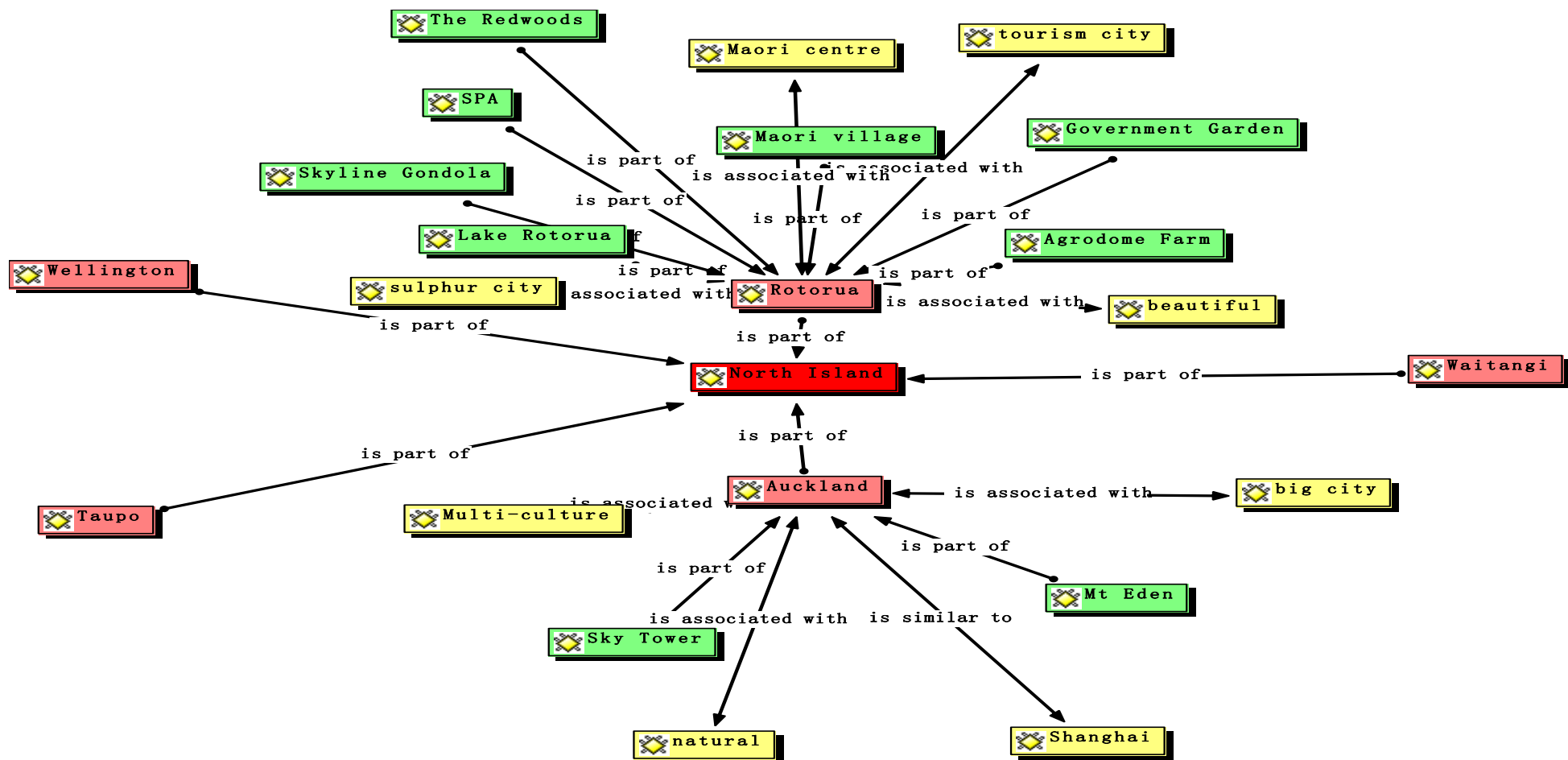


Figure 7-6. Perception of North Island

## Rotorua

The perception of Rotorua was similar to that of Queenstown as a “tourism city”, “tourists’ centre of North Island”, and “full of tourists”. Both Rotorua and Queenstown had lakes, farm trips, Skyline Gondola, and a variety of adventure activities. But Rotorua was also seen as offering more than Queenstown, having many special features that enabled it to be seen as unique. It was also the “Maori centre” and a “geothermal phenomenon”. Rotorua was also listed in regular itineraries for all the group tours visiting New Zealand, and this too makes Rotorua probably the most famous place in New Zealand for Chinese bloggers. In that sense it is a classic example of MacCannell’s concept of signifying significance, that is, people visit the town because it is to be visited (MacCannell, 1976).

The majority of Chinese tourists visited the Agrodome Farm, the Maori village, Government Gardens, some geothermal wonders, and the Redwoods. The trip to the Agrodome Farm was found to be impressive and interesting. Since the majority of bloggers visiting the Agrodome Farm were escorted tourists, shopping activities inevitably followed afterwards. Government Garden was mentioned as a beautiful British style garden. Many tourists enjoyed walking around the garden. However, while the Bathhouse Museum of Art and History was mentioned several times, only S11 really visited it; for most bloggers it represented an interesting piece of architecture and a subject for photographs. For group tours, visiting places additional to those mentioned were not allowed due to an intensive itinerary and lack of time. For FIT, the entrance fee was perceived as expensive (W0201). Another reason was mentioned in chapter 6, namely that Maori culture is part of an entertainment for Chinese tourists, but most have little or no interest in acquiring a deeper understanding. This kind of feelings can also be seen in visits to the Maori village. When a Maori performance was included in a tour package, tourists watched the Maori dancing without knowing the meaning (W2402). S3501 mentioned that when Maori dancing requires extra payment, the majority of visitors tend to omit the performance. Nearly every tourist described a geothermal phenomenon in Rotorua, which is a special feature of this city. Although geothermal sites were visited by a majority of tourists, Maori names

seemed difficult for them to remember because only four bloggers mentioned Wai-O-Tapu, and only four more bloggers mentioned Whakarewarewa. The Redwoods was visited by many group tourists and was introduced as providing locations for the Harry Potter films. Some itineraries covered Hamurana Springs instead of the Redwoods which was also introduced as a location in the Harry Potter movies by tour guides. The scenery at Hamurana Springs was highly praised by W35 and considered as small “Jiuzhaigou” which is a very famous natural wonder of China.

Apart from the common experience of “sulphur city”, Rotorua was also perceived as a “beautiful”, “peaceful”, and “comfortable” city. The mist rising above the geothermal springs was often thought to make the city look like a “wonderland”. In W2201, bloggers described it as following:

*“After lunch, the tour guide led some people to visit Hamurana Springs as an option; we had the opportunity to enjoy lakeside walking. This beautiful autumn scenery attracts us. We lingered on without any thought of leaving. Green grassland, metal fence, beautiful flowers are all beautiful. Sitting on the grassland, we do enjoy this relaxing afternoon.....to be honest, my favourite travel style is such kind of relaxing style. I can do something that I like without tour guide’s pushing to another place....Rotorua leaves me a wonderful memory because of this relaxing afternoon.”*

## Auckland

As the biggest city of New Zealand, Auckland nonetheless received less attention than Christchurch and Rotorua. S3003 stated:

*“Our purpose of visiting New Zealand is natural scenery. Auckland is only for transfer point.”*

Mt Eden and Sky Tower were mostly visited by Chinese tourists. Tourists enjoy the beautiful overviews of Auckland from Mt Eden, and were amazed by the volcanic inheritance of the city. As the iconic and tallest building of the southern hemisphere, the Sky Tower was also frequently visited. S3512 had lunch in the Sky Tower Restaurant to enjoy the beautiful views and watched the adventure

activities outside the tower. W0701 and W2101 visited the casino at Sky City, and noticed that there were many Asian faces here.

Chinese tourists were attracted by this beautiful, natural, neat city, but most expressed surprise that there were not that many high buildings that are so symbolic of big cities in China. Auckland was also perceived as a “big” city by S3202. S2514 and W3303 echoed that Auckland was similar to Shanghai. But W0101 mentioned that Auckland was small in Chinese people’s eyes. Additionally the majority of the Chinese tourists noted the multi-cultural nature of Auckland, and many concluded that it was a desirable city in which to live.

#### Other towns of North Island

Very few towns of the North Island were mentioned other than Rotorua and Auckland. Wellington was visited by several bloggers, and was perceived as a romantic and modern city. Taupo was mentioned several times as a clean and beautiful town. Waitangi was visited as a historical place with beautiful scenery. Most small towns of North Island were visited one or two times by FIT tourists. However, some small towns left a deep impression, such as for instance, “peaceful and beautiful” Russell and “peaceful” Mangawhai. W0703 mentioned that his local Chinese friend particularly like small towns. He described his feelings towards Warkworth as following:

*“[A] Peaceful small town.....I felt like standing in a painting to enjoy this peaceful and beautiful town..... Walking children and mother under sunshine, happy voice, sunbathing birds gave us a sense of harmony of man and nature.”*

#### **7.2.1.3 General urban and rural scenery**

The Chinese tourists generally enjoyed the beautiful urban and rural sceneries of New Zealand. A majority of tourists commented on the farms, roadside sceneries, statues, universities, small towns, and overviews.

Farmland dominated the road side scenery for both group and FIT itineraries. As New Zealand is predominately an agricultural country, farms were frequently seen



during the trip. Some tourists were amazed by the coiled haystacks and modern facilities; some tourists sighed because the sheep of New Zealand may enjoy sea views while eating grass; some tourists were touched by beautiful farm scenery. Other impressive road sceneries included the West Coast, mountains, forests, vineyards, and beautiful small towns.

The majority of statues mentioned by Chinese bloggers WERE symbols of a colonial history, such as Queen Victoria, Captain Scott, Captain Cook, John Logan Campbell, and John Robert Godly. S3512 specifically noted that Sir John Logan Campbell was described by his contemporaries as “*the father of Auckland*”. S0901 introduced John Robert Godley as originating the name of Christchurch:

*“When the time came to name the city, John Robert Godley, the founder of Christchurch, suggested this name. Lead by John Robert Godley, the early settlement planned to build an Anglican city with traditional English values. Up till now, Christchurch was still considered as the most conservative city in New Zealand.”*

The universities of New Zealand also represented a special form of scenery for Chinese tourists when they had time to walk around freely. The most visited university was the University of Auckland, followed by the University of Otago, and the University of Canterbury. The University of Waikato and the University of Victoria were visited only once by Chinese bloggers. This is partly because of the ease of access. For group tourists who felt interested in universities, such as W0603 and W2101, they were able to visit the University of Auckland in the early morning because of the short walking distance to and from hotels located in ‘downtown’ Auckland. As a VFR tourist, W0706 had a longer time to enjoy “the beautiful campus” of the University of Auckland. He wrote a whole blog entry on this visit and described his detailed feelings towards this university:

*“The university’s campus is open. Giant trees reflect a long history of this university. This is different from China. Chinese universities have walls, and securities to check ID. Most of Chinese universities have a relatively short history.....The campus is quiet and full of relaxing and simple sense.....the most impressive is multi-cultural phenomenon. People of*

*different colours stayed together and discussed together.....in this place of knowledge and wisdom, people can closely communicate without any obstacles.....I checked its introduction and found that [there were] 5500 international students in this university.....I am so happy to see these students and this beautiful university. It aroused my memory of my student life.”*

#### **7.2.1.4 Difference between demographic groups**

Gender and age groups showed little difference as to destination preferences, but significant differences existed in preferred travel styles. The itineraries of escorted groups were simple and homogeneous. Group itineraries of North Island normally included Auckland and Rotorua, where they visited Mt Eden, Agrodome Farm, Government Garden, and a Maori village. Group itineraries of South Island normally included Christchurch, Shanty Town, Queenstown, Te Anau Town, and Dunedin, where they visited the Arts Centre, Avon River, Cathedral Church, Milford Sound, and Lake Wakatipu.

Self-drive tourists and backpackers also visited Auckland, Rotorua, Christchurch, Queenstown, Dunedin, and Te Anau Town, and Milford Sound. Again, this confirms MacCannell's (1976) argument that people visit a place because it is signed as a place to be visited by the tourism industry. However, self-drive tourists conducted more abundant and varied itineraries. Significant differences can be seen in their wider choice of preferred attractions. For example, self-drive tourists showed a higher interest in Kaikoura, Lake Matheson, Lake Pukaki, and Mt Cook. Both self-drive tourists and backpackers rarely visited Mt Eden and Maori village, partly because the majority of self-drive tourists and backpackers only visited South Island. Again, because the majority of Chinese migrants are living in Auckland, accordingly VFR tourists only conducted limited travelling activities in North Island, or more specifically, around Auckland.

#### **7.2.2 Natural resources**

According to Beerli and Martin (2004), natural resources include weather, natural resources, and flora and fauna. Sky is also listed in this section because the Chinese tourists particularly paid attention to sky, cloud and rainbows.

### 7.2.2.1 Sky

Because of the environmental deterioration in China getting worse in recent years, Chinese tourists were amazed by the clear sky of New Zealand. Among 215 quotations that related to the sky, the most mentioned was the “blue” sky, followed by rainbow, sunrise and sunset, and stars.

Of the total, 18.91% of the quotations identified were about the clear sky in this category. Bloggers were attracted by the blue sky when they disembarked from their aircraft. Differing from China’s big cities with their grey skies, the sky of New Zealand was perceived as so “beautiful”, so “clean”, so “clear”, and so “pure”. S0302 declared that it was easy to develop a good photograph even in cloudy days because of clean air. W1508 also described that her husband became a photograph lover when they came to New Zealand:

*“My husband never cares about photography. But he started to think of the structure of photographs when we were in New Zealand. The quality of the photos taken by my husband improved a lot. I should say that New Zealand is so beautiful and the sky is so clean, so photographs are beautiful whatever is photographed.”*

Clouds were frequently mentioned by Chinese bloggers. Most Chinese bloggers were pleased to see beautiful white clouds on the blue sky. As the land of long white cloud, many bloggers noticed that New Zealand had a variety of forms of clouds, for example, W1402 saw a cloud that looked like a straw hat of a mountain. Some bloggers felt that the clouds of New Zealand were very low, one even felt like touching it.

With 15.5% of all quotations relating to sky, the presence of rainbows was a pleasant surprise for Chinese tourists. Many bloggers said that they had not seen a rainbow for many years in China; and that rainbows were things from their childhood memories.

Sunrise and sunset presented magnificent sceneries for travellers. Chinese bloggers posted a large amount of beautiful photographs of sunrise and sunset. W1309 mentioned they got up at six o’clock in the morning to watch the sunrise

because they heard that the sunrise at Hanmer Springs was especially beautiful. The sunset glow of Queenstown and over snowy mountains were commonly considered as one of the most attractive moments experienced and photographed by many bloggers.

Renowned as one of the world's best places for star gazing, W29 and S25 particularly mentioned they were emotionally affected when looking at the stars in Tekapo Town. Most Chinese tourists noted they could enjoy beautiful stars anywhere in New Zealand, and W0403 declared that the stars in New Zealand were particularly dense and beautiful. W1512 described their experience returning from a visit to Te Anau glow-worm caves in these terms:

*“We booked an evening tour which gave us another pleasant surprise. The sky is clearer than Tekapo. The Milky Way is wider and clearer. We also saw several meteors. To our surprise, western tourists were not interested with stars. Perhaps they were used to it.....We were still watching stars during return. My husband said: we don't have more time left of watching stars now.”*

#### **7.2.2.2 Weather**

Good weather leads to good moods and perfect photographs. However it was noted that in New Zealand some walking tracks and activities would be affected by weather conditions because “New Zealanders pay high attention to safety (S3505)”. For example, salmon fish farms would be closed in windy and rainy days (W1523); hang gliding was not available in bad weather (S2509); a guided hiking tour was cancelled because of rain (S2605); and heli hiking was also cancelled because of bad weather (S3505). Many Chinese tourists felt frustrated with the bad weather because the beautiful sceneries failed to be clearly seen, and sometimes they had to change their plans according to the weather. S1815 mentioned that they gave up the cruise tour of Milford Sound because of rain.

As mentioned in chapter 5, the activities undertaken and listed by bloggers varied from November to August. Chinese bloggers felt it was ‘so cold’ in winter, especially in the morning. However, the breath taking view of Queenstown's winter made a deep impression on blogger W0104. It was obvious that summer

and autumn were the favourite seasons for the Chinese tourists. In summer, the long periods of day light provided more time to enjoy the beautiful sceneries. But the peak season also aroused some problems of shortages in accommodation and air capacity. Many bloggers were fond of autumn, especially photography lovers. The autumn scenery was perceived as “so colourful”, particularly in the Wanaka and Queenstown regions.

### **7.2.2.3 General natural resources**

As stated in chapter 6, “the virtuous love the mountains, while the wise love the water”, and Chinese bloggers particularly made references to “loving” water and mountains which occupied 60.22% of all quotes relating to the general natural scenery. Water and mountains form an important component in Chinese culture. References to water and mountains can be found in many classical old poems, such as in the writings of Li Bai who once stated “Green mountains range beyond the northern wall. White water rushes round the eastern town”. “Mountain-water” also refers to a typical traditional Chinese painting that was produced by a brush to describe natural landscapes, like mountains, rivers, and waterfalls. Thus lakes, rivers, falls, mountains and volcanos formed a common focus for Chinese tourists when they travelled to New Zealand. These waters were not only beautiful, but also clear with different colours. Mountains were attractive with snow caps and original features. Chinese tourists were also amazed with volcanos located in the city yet surrounded by various green floras. Considering the environmental degradation of China, S1303 could not but help praising the “protected natural environment” of New Zealand.

Bays and beaches were mentioned less frequently by Chinese bloggers. Some bloggers expressed pleasure about beautiful sceneries comprising bays and beaches; some bloggers admired the way local people played on the beach, but most Chinese tourists did not stay for any length of time at the beach. Of those that did, the majority were FIT and VFR tourists, for example the blog entries of S0205, S1807, and S1108.

As isolated islands, New Zealand has many unique native flora and fauna. Chinese bloggers enjoyed and remarked on the “green and beautiful grassland”,

trees, and flowers, but could not really identify the species of these floras. The “silver” fern was the only one that most Chinese bloggers could identify. For example, S1817 posted a photograph of the silver fern and mentioned that they saw this pattern at every souvenir shop yet did not know what it was or meant. Most Chinese tourists were familiar with fauna. The most mentioned fauna include sheep, cows, ducks, sea birds, seals and sea lions, penguins, alpacas, and swans. Pukeko was only mentioned by W1403 in order to share Maori names with friends. S2012 mentioned that she did not know there were penguins in the natural environment. It was obvious that Chinese bloggers tended to post more photographs of these animals than textual description. Different from the pleasure expressed about encounters with dolphins, penguins, albatross, keas, and penguins, many more common farm animals, such as sheep, cows, and ducks were also described by Chinese bloggers to express a feeling of harmony. Thinking of China’s degraded environment, bloggers were even expressing a view that the sheep, cows, and ducks of New Zealand had “such a happy and relaxing lifestyle”.

#### ***7.2.2.4 Special natural resources***

The most commonly mentioned special natural resource was Milford Sound, followed by glaciers and Mt Cook. Other famous natural resources were visited by many Chinese tourists, but the visit frequencies were far less than the above mentioned places. Among these other sites were, for example, Lake Pukaki, Mirror Lake, Lake Matheson, Pancake Rocks, Moeraki Boulders, and Doubtful Sound. It should be noted that some special natural resources relating to specific cities were noted under the categories relating to urban and rural resources such as the Avon River of Christchurch, the geothermal phenomena of Rotorua, and Mt Eden in Auckland.

Called the eighth natural wonder of the world by Rudyard Kipling, Milford Sound was known to most Chinese bloggers prior to their visit. The majority of the Chinese tourists were amazed by the “thousands of falls”, seals, rainbows, clouds, and claimed this visit was a “life long memory” for them. W2906 mentioned that many cyber friends gave both praise and blame, and he thought most of the less positive experiences had been due to visits made during periods of bad weather. This comment was confirmed by S1815. As mentioned previously, when S1815

arrived at Milford Sound, he was frustrated by rain. Thinking he would fail to acquire any good quality photographs in such weather, he and his wife decided to not take their cruise trip. Inevitably, Chinese bloggers compared Milford Sound with other similar natural wonders of the world. Sanxia of China was considered to be similar to Milford Sound, but Sanxia was partly destroyed by the past establishment of a power station. Pleased with the beautiful scenery of Milford Sound, many Chinese bloggers regretted the failure of environmental protection to halt the ‘industrialisation’ of Sanxia. Nonetheless many bloggers and cyber friends commented that the Fjords of Norway were more magnificent than Milford Sound. S3510 had visited both the fjords of Norway and Milford Sound, and she described the following feelings:

*“[In our group] only one family gave up Milford Sound because they visited Fjords of Norway. We attended the trip to Milford Sound although we have visited the Fjords of Norway. Fjords are close to North Pole, while Milford Sound is close to South Pole. They must have difference. Moreover, I came here from a long distance; I would felt regretful if I give up this spot. Last, the most impressive thing to Fjords of Norway was the beautiful route. I heard that the route to Milford Sound is also unforgettable. So I chose Milford Sound trip..... Compared with Fjords of Norway, Milford Sound has another feeling. All of them are worth visiting.”*

Glaciers mentioned by the Chinese bloggers included Fox Glacier, Franz Josef Glacier, and Tasman Glacier. Many Chinese tourists who commented on the glaciers had walked along the walking track to have a view of the glaciers. Several bloggers participated in heli hiking and guided glacier walking. Tourists attending different activities had different impression of the glaciers, and generally the closer they were to the glaciers, the more magnificent was the scenery they experienced and wrote about.

The Maori name of Mt Cook was mentioned several times as “cloud piercer”. Chinese tourists visit Mt Cook for different reasons. Several bloggers stated that Mt Cook was one of the locations used in the shooting of *The Lord of the Rings*. Some bloggers preferred natural scenery and walking in Hooker Valley. Some

bloggers experienced adventure activities here, for example, W15 participated in glacier exploration, and S08 and S18 experienced heli hiking.

Lake Pukaki was mentioned even more frequently than Lake Tekapo by the Chinese bloggers. Several bloggers mentioned that it had a special feature of “dreamlike colour”. W14 believed that Lake Pukaki was a good place for photographers, but he found organised bus tours simply passed by the lake, and one had to be self-drive tourist to really access the lake. Lake Matheson was also popular because of the reflection of Mt Cook and Mt Tasman in its waters. W1523 described that she insisted on having a good photograph of the reflection because an unforgettable photograph she saw a long time previously. Because of this insistence, they visited Lake Matheson three times and finally viewed “the perfect reflection”. But tourists attending group tours were not so free to seek their dreams. S2605 and S3505 had heard about Lake Matheson before the trip, but they missed the beautiful scenery because of rain.

Amazed by the shapes of the Moeraki Boulders, Chinese bloggers discussed possible reasons for, and legends of, its formation. Although many bloggers were attracted by its beautiful scenery, Moeraki Boulders was mostly perceived as a “mysterious place”.

Pancake Rocks was mentioned several times by Chinese bloggers. S0106 stated that they spent more time at Pancake Rocks than at many other sites to take high quality photographs of these special rocks. S1806 on the other hand had no time to wait the best time to take a photograph, and he claimed that even one year travelling in New Zealand would not be enough for photographers.

Several bloggers mentioned that they had heard of Doubtful Sound which was longer and wider than Milford Sound. However, because of its inaccessibility, only W15 visited Doubtful Sound.

#### ***7.2.2.5 Difference between demographic groups***

Self-drive tourists had greater access to variety of natural sources than other groups. Because of their liberal and flexible itineraries, self-drive tourists also possessed more opportunities to watch rainbows, the sunset and sunrise based on



their own decisions and interests. On the other hand, self-drive tourists were more concerned with the weather conditions than other groups of tourists.

It was also found that females liked grassland, water, sky and cloud features more than their male counterparts, while males expressed more interest in mountains. This is consistent with the “Yin” and “Yang” in Taoism where females and water are considered to be “Yin”, and male and mountain are considered to be “Yang”. Females also provided more descriptions about flowers, trees, and animals than males.

Young people displayed a special interest in glaciers. Those of middle age paid more interest in mountains, lakes and clouds. Older people also expressed interest in natural sources, but were less interested in mountains than others.

### **7.2.3 Tourist infrastructure**

Chinese bloggers tended to record their experience of living, eating, and the vehicles they rented during their trips. The record of the perceptions of these tourists toward the infrastructure may help to monitor the service quality of local suppliers.

#### **7.2.3.1 Accommodation**

Of all 161 quotations relating to accommodation, 25.36% quotations were about hotels, 24.63% were backpackers, and 7.98% were motels. Apart from that, two bloggers once lived in apartment, two bloggers once lived in Holiday Parks, one blogger once lived in a farm stay, and one blogger tried a DOC hut. Showing a lack of knowledge about Holiday Parks, S0213 thought Holiday Parks were another form of tourist attractions, an understandable mistake for anyone used to Chinese farm-based and related attractions.

The positive factors of accommodations that were noted by Chinese bloggers included beautiful views from windows, good locations, big bedrooms, fully equipped kitchens, beautiful gardens, cleanliness, free Internet, good value of money, and a sense of home. For example, blogger S2505 felt that they love Oamaru mostly because of “Old Bones”. She described her feelings towards Old Bone in blog S2504:

*“Old Bones locates at the seaside. We can see the sea waves when we walk through the grassland. Another side is vast farms. A swarm of cows and sheep were eating grass there. What a wonderland. Many foreigners were reading by the window..... I have a strong impulse to stop here-just stay and read books by the window, watch cows and sheep occasionally. I can’t help thinking of a Chinese poem by Haizi ‘I have a house facing sea.....’ It is enough for this life.”*

Negative comments included mention of a small room, no disposable supply units in the hotel, a lack of proper kitchen facilities, and extra payment being required for use of the Internet. Service quality was not mentioned that frequently. According to the research conducted by Lee and Sparks (2007), Chinese customers normally accept a lower standard service without complaint because of “Junzi Aspiration” which is a major concept in Chinese culture. Trying to be benevolent to all human beings, people following Junzi Aspiration may attempt retain a calm front to avoid conflicts (Lee & Sparks, 2007). Under this concept, Chinese bloggers tended to generally post favourable travelling experiences, and rarely provided negative comments. S0103 mentioned that when one of their group members locked his Key card in the room in the evening, they waited a long time for the tour guide to call staff back to the hotel. Another example was recorded by S0505, but the blogger did not complain even the party felt very uncomfortable:

*“We chose this hotel [Heritage Hotel] because of its Maori culture. But I felt disappointed when we checked in. First, it is far away from the town centre. Second, most of the staff are Maori. They lack zeal and the good manners of western people. Third, there are so many mosquitos. Last but not the least, we saw a Chinese note in the elevator “no spitting”. We felt unhappy because there it is in Chinese language only, no other language. This note was torn off next day when a group of Chinese tourists checked in.”*

Thinking of the value of money, W1202 and S2602 all felt that Chinese hotels were much better than New Zealand hotels in this respect.

It is obvious that group tourists stayed in hotels arranged by tour companies; while self-drive tourists had more options including hotels, motels and backpacker accommodations. Tourists with different travel styles place different emphases when assessing accommodation. Self-drive tourists paid more attention to the general ambience, bedrooms and kitchens of the accommodation; and backpackers paid more attention to the price. Female bloggers cared about bedrooms and the ambience more than male bloggers. It is noticeable that young people tended to try a relatively large number of options while the old aged group selected fewer modes than others.

#### **7.2.3.2 Dining behaviour**

Of 138 quotations relating to meals, 36.56% bloggers tried western restaurants, 18.91% tried Asian restaurants, 12.6% cooked their food in the kitchens of the accommodation units, and 11.94% tried fast food. Apart from the three main meals, many bloggers bought fruit, milk, juice, and ice cream during their trip to enjoy “original ecological food”.

Having dinner in a western restaurant was also considered as an experience of local culture. Skyline Queenstown Restaurant was the most popular western restaurant for Chinese tourists. Chinese bloggers were attracted by its “beautiful views”, “tasty foods”, and “Romantic sense”. Sharing the same features, Cableway Restaurant of Rotorua received less attention than Skyline Queenstown Restaurant, but was still more popular than other local restaurants. Recommended by the *Lonely Planet*, the seafood stall at Kaikoura also received attention from FIT tourists. However, Chinese bloggers felt that the lobster was not tasty compared with previous lobster dinners in China. Some other restaurants were mentioned because of “beautiful views”, “exotic sense”, “cleanliness”, “quiet surroundings”, and “tasty food”. W0704 specifically mentioned that rural restaurants were clean. According to Chang, Kivela, and Mak (2010), Chinese tourists consider local food as a “peak touristic experience”, and share their experiences with their friends. This comment could be confirmed here because some bloggers took photos of outside and inside of the restaurants, and even every dish when they had dinner in famous local restaurants.

Asian restaurants were the second popular choice for Chinese tourists. As W0103 mentioned, Chinese food was important while travelling overseas. Chinese restaurants were the most frequently mentioned restaurants because most meals on packaged tours were arranged in Chinese restaurants. It appears that the travel agents' preferences for Chinese restaurant are mainly based on the consideration of the relatively low price. Yet, with the globalisation of big cities, like Beijing and Shanghai, many Chinese tourists are becoming used to western food. S2604 pointed out that their group meals were half Chinese, half western style. She liked the western meals more than the Chinese food. Also, she felt that the taste of Chinese dishes in other countries was adapted to the preference of foreigners. Several members of packaged group tours, such as S0805, S2611, S3504 mentioned that they had a free choice for dining which arrangement afforded good opportunities for group tourists to try something different. Apart from the special feature of the Red Guards present at a Chinese restaurant in Auckland, no other comments were made about Chinese restaurants. Japanese restaurants, Thai restaurants, and Korean restaurants were occasionally tried by FIT tours.

Many tourists cooked food for themselves. It was convenient to cook food because most accommodations had kitchens. For most of the FIT tourists, it was an economical way to enjoy tasty food, especially when they bought fresh salmon fish in Salmon Fish Farms. As stated in chapter 6, cooking for oneself became a pleasant process of meeting people from all over the world, especially for those using backpackers. S2513 described the process of making dumplings for the Spring Festival Eve. All the people living in the same place were invited to share their happiness at this occasion.

Fast food was another choice for Chinese tourists. Fergburger of Queenstown was popular not only because of its big and tasty hamburgers, but also because it was recommended by the *Lonely Planet*. Some Chinese bloggers tried Fish & Chips because it was considered as "the most popular fast food" and "traditional food" in New Zealand. W1204 went to McDonald's because it had the playground for kids. W0405 went to KFC because of the free Internet.

Several bloggers described the cooking methods of Maori. But no one had tried Maori food. This aspect of Chinese tourist interest in Maoridom is also confirmed

by Du, Liu, Liu and Ryan (2011), and essentially it appears that generally Chinese tourists lack any detailed or indeed general interest in Maori culture.

Self-drive tourists wrote more about western restaurants, cooking experiences, Asian restaurants and fast food restaurants. Female bloggers emphasised more western restaurants, cooking experiences, and fruit. Middle aged bloggers paid more interest to Chinese restaurants. Young tourists provided more details about cooking experiences.

### **7.2.3.3 *Transportation***

Since 37.14% bloggers were self-drive tourists, driving topics were found in almost overwhelming numbers in Chinese travel blogs. Some other transportation modes were also discussed frequently, such as travel by air, bus, train, and ferry.

Self-drive tours are getting more popular in China. As the “most convenient travel style”, and the “most suitable travel style”, self-drive was considered as the best way to discover New Zealand. Apart from several bloggers using cars from relatives and friends, most bloggers rented a car. Bloggers were happy with the simple process of picking up and returning the car. Some bloggers felt that GPS was helpful, but some bloggers felt that GPS was not necessary because the traffic signs were quite clear. While Chinese bloggers were enjoying “scenic self-drive route” in South Island, another problem of safe driving was raised. Because of different traffic rules, many bloggers mentioned they met some problems when they started driving in New Zealand. Because of the different right hand position of the steering wheel, when bloggers intended to use an indicator, the windscreen wipers moved. Give way rules and roundabouts were also not so common in China. It was easy to drive to the right side when turning out of a roundabout. Yet free from crowded China, several bloggers felt very happy with the clear road and the general neglect of speed limits. In order to catch a time for dinner in Queenstown, S0107 felt very happy to “fly” on the road. W1504 stated that they were warned by policeman. W2008 described that they drove over the yellow line and nearly killed another couple. W2807 witnessed that two Chinese tourists were involved in a car accident. Several noted that local driving habits were different

from those of Chinese people. S2602 mentioned that local people were calm and gentle while driving.

Chinese bloggers mentioned several airways that serve New Zealand, such as Air New Zealand, Cathay Pacific Airline, Emirates Airline, Qantas, Singapore Airline, and Virgin Blue. Air New Zealand was highly praised for its humorous safety video, the variety of on board entertainment, comfortable seats, tasty meals, and friendly staff. On the other hand, W2401 commented that the seats of Virgin Blue were small and narrow.

Buses and bus stations were the second most popular elements of transportation mentioned in Chinese blogs. Titled as “the most comfortable and passenger-friendly design of the bus station in the world”, W0105 introduced the detailed facilities and designs of the bus station of Christchurch, and highly praised this “comfortable” and “convenient” bus station with “creative and passenger-friendly design”. W2905 was amazed with the glass ceiling of the bus when he took the bus to Milford Sound. Some bloggers mentioned that bus drivers were impressively considerate, and they would stop at all the tourist spots for the convenience of passengers. W2907 stated that he preferred taking a bus instead of self-drive:

*“I prefer taking bus instead of driving by myself. Although many people said that New Zealand was particularly suitable for self-drive tours. I feel that I can concentrate on beautiful scenery when I take the bus. I was busy with window views from Milford Sound to Queenstown, using my eyes, camera, and heart to experience all. The bus’ advantage became obvious when we got a good weather-glass ceiling of the bus.....Lake Te Anau became more attractive when the weather is fine.....If I drove by myself, then I would miss many beautiful moments.”*

Travelling by train was another special experience for the Chinese tourists. As one of the more famous scenic train journeys in the world, and also because it was included in some tour packages, the TranzAlpine was mentioned by many Chinese bloggers. Thinking of the over-crowded transport conditions experienced during Chinese Spring Festival in China, W1407 could not help but sigh with

pleasure over the sightseeing trains of New Zealand. Blog W1901 was entitled “scenic trains of New Zealand”. The blogger introduced all the trains of New Zealand, and concluded that “taking TranzAlpine is comfort, an economic travelling style by which to enjoy special sceneries”. Dunedin Railway Station was mentioned by several bloggers because of it being a historical building.

Other transport taken occasionally by Chinese bloggers included the ferry, shuttle bus, and water taxi. W1208 claimed that the ferry was indispensable for a self-drive tour if one want to discover both North and South Island together. She particularly introduced the facilities of the ferry, such as the café, cinema, computer games, souvenir shop, children’s play area, and information centre. W0401 and S3003 felt that the shuttle bus was convenient for airport transport.

Not unexpectedly, self-drive tourists paid more attention to driving related topics, such as car rental, the ease and safety of driving, and traffic signs. Backpackers wrote more about buses and trains, but they also showed interest in self-drive tours. Females wrote more self-drive experiences than males. Males paid more attention to local transportation, such as buses and trains. Young and middle aged groups showed a higher interested in self-drive tours, while the middle aged group expressed interest in public services transportation (e.g. bus routes).

#### **7.2.4 Tourist activities**

Chinese bloggers recorded many activities in which they participated and watched. All of these activities categorised into three parts: leisure activities, adventure activities, and shopping.

Leisure activities mentioned by Chinese bloggers were Skyline Gondola, taking in a spa pool, cruise trips, golf, boating in glow worm caves, punting, penguin watching, whale watching, visiting salmon fish farms, and visiting a chocolate factory. Skyline Skyrides of Rotorua was not thought as famous as the Skyline Gondola of Queenstown, and the latter also boasted of being the “steepest cableway of the world”. Both of these skylines were frequently visited by the Chinese bloggers. Going to a spa was another popular leisure for Chinese bloggers. The most popular place for hot springs was Rotorua, especially the Polynesian Spa as one of the top 10 hot springs of the world. Bloggers were

satisfied with the views and facilities of the hot spring, but felt it was like being in Beijing because of there being too many Chinese groups. Cruise trips could also be seen in Milford Sound, Auckland, Rotorua, Doubtful Sound, and Abel Tasman. S1003 and S3004 were satisfied with the sense of romance and fresh foods of the cruise dinner. The majority of the bloggers were satisfied with their cruise trip in Milford Sound, especially as it had Chinese translation. However, S2607 mentioned that the level of Chinese spoken by crew on a cruise could not match the beautiful scenery. S0101 recorded a happy and unforgettable golf experience in Queenstown. He was amazed by the beautiful scenery and grassland, but it was also his first time to play golf without caddies and carts. Impressed by the low prices and “awesome scenery” of the golf course, W0702 swore to play golf with his friend when he revisited the country.

Chinese bloggers expressed an interest in adventure activities, such as bungy, helicopter, glacier walking, hiking, floatplane, gliding, jet boat, rafting, sky diving, and hot air ballooning. However, instead of trying these activities, the great majority of the comments were based on observation and surmise, and were simply introduced by Chinese bloggers. Glacier activities were one of the more popular activities for Chinese bloggers to do. Many bloggers went hiking in the glacier valley and glacier tracks, heli hiking, and glacier exploring by boat and helicopter. W0501 mentioned that he met another two Chinese groups when they were walking on the glacier. S2802 mentioned that hiking was very safe in this country because of no snakes and wild animals. However many Chinese bloggers mentioned that they lacked the physical strength and fitness to really enjoy the total experience because of their own intensive working environment and lack of physical exercise. Hiking for any significant distance was a difficult activity for most of the Chinese tourists. W1807 was the only one who had hiked in Abel Tasman. The blogger spent over two hours to finish one of the tracks, and he would not try other hiking tracks again. As indicated by Wong and Lau (2001), Chinese tourists tend to participate in safe activities. This cultural value was also discussed in chapter 6 where it was noted that Chinese people were not encouraged to take unnecessary physical risks according to Confucian concepts (Guidotti, 2005). For example, the majority of Chinese bloggers were willing to have a look at the “original place of commercial bungy” and take some



photographs, but only S2005 and S2802 indicated that they had actually participated in bungy jumping in Queenstown. W1206 and S1205 described their experience of skydiving. S1206 particularly indicated that he was fond of the landscape of New Zealand, and decided to attend sky diving in New Zealand instead of Australia. Less extreme than bungy and skydiving, several bloggers tried jet boating. Chinese tourists are not familiar with rafting while it is popular among New Zealanders and western tourists. Only S20 and S35 mentioned this activity in their blogs. As the only Chinese lady in her rafting boat, S20 posted two blog entries to describe her experience of rafting because it was really so different from any of her previous experiences in China:

*“I had gone rafting three times in China. It was boat, we got wet, and it was safe..... I saw several people were boating. I thought that rafting would be the same as them.....when I arrived at the place of rafting, I suddenly noticed that we need to change clothes, it is a kind of special swimsuit. I thought we just need add a lifejacket as it was in China. Other ladies changed clothes quickly, even not needing to close the door because they had a bikini on under their clothing .....I asked the staff what I shall do. Another man beside staff heard my problem and laughed at me, and he said ‘you can be naked, I have no problem with that’. I felt so embarrassed. Why didn’t I find any reminder about the need for such clothes? .....When we started, I found that my rafting experience in China was proved to be nothing. It was totally different. I had no time to worry about my life but try my best to work together with the team.....it is like character building.”*

Shopping is important for Chinese tourists. Because of Li-propriety of Chinese culture, giving proper gifts is important for Chinese people to maintain good relationships with friends and relatives (Mok & Defranco, 2000). And also because the majority of the Chinese people still cannot afford any form of overseas travel, gifts from another country are very much appreciated (Yu & Weiler, 2001). S3402 felt that Chinese tourists were “crazy with shopping”. Typical gifts of New Zealand mentioned by Chinese bloggers were wool products, honey, jade, mud cosmetics, wine, milk powder, and some souvenirs. Although W1001 and W1602 mentioned that Chinese people love the brand “LV” (Louis

Vuitton), none of the bloggers mentioned any experience with reference to branded luxury products. Chinese tourists also bought fruit, jam, sausages, and dairy products from small shops or supermarkets. Wool products and beef were perceived as being more expensive than in China; but kiwi fruit and cherry were cheaper than those in China. W3502 was surprised that milk was cheaper than mineral water, and kiwi fruit was cheaper than banana. Most of the bloggers felt that the closing time of local shops was too early for Chinese people.

Self-drive and escorted groups shared an interest in cruises, glow worm caves, helicopter, spas, and bungee jumping. But self-drive tourists also showed an interest in hiking. And group tourists mentioned shopping more than other groups. Females expressed more interest in spas, bungee and shopping, while males were more interested in hiking, helicopters, and playing golf. Young and middle group shared similar interests in hiking and helicopter rides. However, young people were more interested in bungee, while the middle-aged group expressed more interest in spas and Skyline Gondola rides.

### **7.2.5 Culture**

Because of a recorded history of 5000 years in China, Chinese people are interested in discovering the history and culture of other destinations (Li, Bai, & McCleary, 1996). As a result, the majority of the Chinese bloggers paid attention to the history and culture of New Zealand. Knowing that there was no long history in New Zealand, S0304 mentioned that buildings over eighty years of history were historic buildings in New Zealand. S1803 and S3003 claimed that they came to New Zealand for beautiful nature instead of historic figures and cultural heritage. S2012 also stated that she did not expect too much from the history of New Zealand.

As the founding document of New Zealand, the Treaty of Waitangi was mentioned frequently by Chinese bloggers to introduce the history of New Zealand. But only W0705 and S1110 visited the Treaty House of Waitangi. Some other historical stories mentioned were mostly related to specific buildings or destinations, such as Cathedral Church, Larnach Castle, Homer Tunnel, Christchurch, and Russell.

W0705 found there was limited information as to the history of New Zealand, at least in Mandarin:

*“To understand a country, there are two ways: one is history, another is religion and idolisation.....I found it was difficult to find more detailed history information of New Zealand. Most of introductions were about natural scenery.....What I did find is a book, New Zealand: Its history, people and culture, written by Zhao of the University of Otago.”*

Chinese tourists were interested in the local life of New Zealand. Several bloggers described what they perceived as “simple” local wedding ceremonies, but all with beautiful natural backgrounds. Several bloggers particularly liked visiting the weekend markets. S2513 mentioned that the weekend market was the best place to experience local life. Although there were “not too many night lives” (S2608) in New Zealand, several bloggers noticed the night life of Auckland, Christchurch, and Wellington. Travelling by Campervan and picnic lunches were considered as part of local life by the Chinese bloggers. Chinese tourists knew little about rugby. But still, they noticed the rugby culture from the countdown board of Christchurch, the shortage of accommodation during rugby seasons, the use of rugby stars in the safety video of the airplane, and the new stadium built for rugby. Local festivals also caught the attention of Chinese bloggers, for example, those of Christmas, the Festival of Flowers at Christchurch, and the Winter Festival of Queenstown. S0211 described a dog competition:

*“I went to the Puppy training club. Here is a dog competition.....All facilities for pets.....I can’t help but praise their developed pet industry.....it is paradise for dog living in this country.....Both human and animals are happy.....what a harmony sense of human and animals.”*

Cultural activities attended by Chinese tourists included farm and winery trips. Feeding animals was an interesting and exciting experience for the Chinese bloggers, but sheep shearing was often perceived as being “boring”. Gibbston Valley near Queenstown was the most mentioned winery among Chinese bloggers. Most tourists visited wineries were FIT tourists, only S3515 was on a winery tour organised by a tour company.

Since Pakeha culture was considered to be representative of the mainstream culture of New Zealand, Chinese bloggers tended to primarily refer to European settlements and European work and life habits. As the “offspring of English nobles”, local people were perceived as “friendly”, “humourous”, “honest”, “good mannered”, “easy going”, “kind and pure” and “simple”. Unlike China, Japan, and Korea, New Zealanders seldom work overtime, they usually “go home to stay with family after work (W0701)”. In Chinese bloggers’ eyes, local people were close to nature; they enjoyed sunbathing, outdoor activities, and had a close relationship with animals. On the other hand several bloggers noticed the drinking culture of New Zealand. W0101 particularly described the drinking culture among young people. Yet their views differ from many New Zealanders who believe that heavy drinking is a serious social problem, W0101 and S0102 commented that the behaviour of drinking overnight was a way of showing happiness and relaxing for local people.

Most Maori culture mentioned in Chinese blogs was related to visiting a Maori “village”. Chinese tourists watched carving processes, heard Maori music, visited Maori traditional houses, and watched Maori dancing in the village. Many bloggers said they could not understand the meaning of Maori dances, and nor did the tour guides. Neither the hongi nor Marae was mentioned by any Chinese blogger. Chinese tourists often observed with some emotion that Maori people were lucky because their culture was preserved and developed in this country, and in that respect New Zealand was very different to Australia. It was also noticed that there are many Maori names in New Zealand (S1113). Equally it was also noted that Maori names are difficult for Chinese tourists to remember (W1403). Instead of Maori names, many bloggers recorded the meaning of Maori names at some destinations, such as Auckland, Rotorua, and Te Anau. A few Maori legends were also recorded by Chinese bloggers, such as the giant lying on the lake (Lake Wakatipu), spiritual pathway (Cape Renga), and the gathering place for the war parties of Wahiao (Whakarewarewa). Having once lived in New Zealand for a long time, W1101 stated that Maori people are simple, honest and zealous. However, most of the Chinese bloggers had no direct communication with Maori people.

Many bloggers noticed the multi-cultural nature of Auckland, and paid attention to the factors relating to China and Chinese culture. W0106 mentioned a local lady with European appearance who said that she had Chinese blood relationships. Chinese bloggers communicated with local Chinese migrants about the latter's feelings towards this country. Chinese migrants said to be satisfied with safety, quiet surrounding, and the education system of New Zealand (W1209). Some young Chinese migrants were attracted by China's development (W0702). W1206 mentioned that the local tour guide felt lonely while living in Rotorua.

A language barrier was not perceived as being serious by Chinese bloggers. W0701 and S0504 mentioned that English was not necessary in Auckland because so many Chinese migrants were living there. S2003 felt that the accent of New Zealanders was more difficult to understand than that of Australians. W1505 also commented that it was much easier to understand the tour guide from the UK.

Escorted groups described more than others an experience of visiting farms and Maori culture which is consistent with the nature of group itineraries. Self-drive tourists described more the life styles of local people. Females showed more interest in Maori culture than male groups. Middle and older aged groups also demonstrated more interest in local lifestyles and Maori culture than did young people.

#### **7.2.6 Political and economic factors**

Chinese bloggers with considerable insight discussed political and economic issues in their travel blogs. They also compared New Zealand and China from these issues.

Several bloggers concluded that the government of New Zealand was "human oriented". For example, W0702 noticed the low rent housing with sea views, S3518 stated that the government would provide compensation to the shops if it was affected adversely by construction. Attracted by the beautiful natural scenery, many bloggers praised the government for policies of environmental protection and sustainable development. When Chinese bloggers saw that Maori culture was protected, they expressed regret that many Chinese historic sites were being destroyed to develop modern buildings (W0803). Currently, in China, private

ownership of houses after the Maoist regime has only a comparatively recent history. Not only that, current Chinese property laws permit only a maximum of 70 years ownership. Chinese bloggers could not but be envious when told of local policies towards private property and its purchase.

Many bloggers mentioned the small population of New Zealand. As S3505 indicated, the population of Beijing alone was five times higher than the total population of New Zealand. Many bloggers believed that the beautiful natural environment was the result of such a small population. But it also aroused discussion about the shortage of human resource. S0101 mentioned they had to drag their golf bags around the golf course by themselves which was really unusual in China. S1203 commented on the process of self-checkout facilities at the supermarket. S0103 noticed that the boss of the Chinese restaurant had to serve clients by himself. W1505 mentioned that they learned how to fill their car with petrol with the help of the staff.

Multiplying the local New Zealand currency by about five, Chinese bloggers normally felt everything in New Zealand was expensive. Indeed, some goods in New Zealand were thought more expensive than in Japan (S2010) or Singapore (W1205). When Chinese bloggers got used to the currency, they found that the price of houses was cheaper than in Shanghai and Beijing. W3303 provided a detailed examination of houses prices in Auckland and Christchurch, and concluded that houses in New Zealand are cheaper than in China:

*“Buying a house is not a dream in New Zealand. One may apply for a loan if one has a regular income..... Similar to Shanghai, the houses of Auckland are more expensive than in other places. Apartments are even more expensive because of a good location.....When I arrived at New Zealand, I normally multiplied local price by five. Then I felt everything was expensive. But if one sees local prices according to local income, the price is quite similar to China. However, their houses are much cheaper than in China. For example, they spent NZ\$300,000 for a house, but we couldn't find houses of 300,000 RMB in China. So, the houses here are much cheaper than in China.”*

Possessing a complete social security system, New Zealanders were living in a harmonious and peaceful society in the eyes of the Chinese bloggers. S0207 mentioned that there was little or no income differences between urban and rural areas. Without thinking of savings for medical and living costs in old age, W3504 believed that local people spent most of their income in housing, entertainment, and travel. In Chinese bloggers' eyes, "local people can do something they really like to do" without experiencing adverse pressures on life (W0602). Because of their high income, local people were perceived as enjoying their lives with campervan holidays, fishing, sailing, and walking in the sunshine. Having plenty of land, nearly all local people were seen as living in "the townhouses with gardens". They also undertook more exercise than the Chinese, and so older people had a healthy life. Local students had more free time than Chinese students. W0901 gave a typical comment towards local lifestyle:

*"With a sound social security system, wealth and career is not the first thing to be pursued. Local people are living at a slower pace. They have plenty of time to enjoy beautiful nature, and enjoy a relaxing time."*

There was not a big difference among demographic groups in their views about political and economic factors. However, older people tended to write a little more about local government and policies, and females wrote more about their perceptions of the quality of life in New Zealand.

### **7.2.7 General infrastructure**

The general infrastructure of New Zealand was also a subject of interest in Chinese travel blogs and bloggers wrote of features such as roads, parks, churches, mail boxes, townhouses, and even toilets.

Roads were commonly mentioned because both escorted tourists and FIT tourists spent a long time in vehicles. It was noted that the roads were maintained in a good condition even in rural areas. The most impressive thing for many Chinese bloggers when writing of roads was that there were no toll stations on the highway. Traffic signs were clear, and there were many posters with exhortations for safe driving on both sides of the highway instead of advertisements. It was noted that there were many curvy and narrow mountain roads in South Island because the

roads were built following the natural topography. Difficult routes were Wanaka to Queenstown, Te Anau to Milford Sound, Otago Peninsula, and Nelson. S1805 felt surprised that the local government built so many one-lane bridges for such bridges would generate traffic jams in China.

Chinese bloggers noticed that there were a lot of gardens and parks in the cities. With few people walking inside the parks, it was thought swans and ducks had no fear of human beings. S0207 found that even the parks in the rural area had complete facilities, such as changing rooms, toilets, drinking taps, and BBQ ovens. Compared with Beijing, W0701 couldn't help admiring the living environment of New Zealanders. Also, there was no entry fee for these parks, unlike China where such fees even exist for entry into urban parks.

Toilets were praised by several bloggers. S3003 claimed that the level of civilisation could be seen from toilets when arriving at a certain destination. S2603 could not but be envious when she saw the clean toilets with tissues and hot water in remote places that had so with few people. S2405 found a toilet at the end of Otago Peninsula:

*"I thought it should be dirty and smelly because of rural location. But it is not only clean, but also a modern automatic toilet."*

Chinese bloggers were also amazed with beautiful libraries, romantic white churches, unlocked mail boxes, and European style town houses. All of these gave Chinese tourists a sense of harmony and safety.

On the other hand the public transport system of New Zealand was perceived as undeveloped. W3505 mentioned that it was commonly admitted that the public transport was inadequate in New Zealand. W0706 and S2514 also noticed that New Zealanders normally drove privately owned cars, and commented that the public transport of New Zealand was worse than in China. But W0401 mentioned that the public transport of Christchurch was more convenient than in Auckland.

Group tourists paid more attention to gardens, churches, and universities. Self-drive tourists paid more attention to road conditions, and i-sites. Females were interested in gardens; while males were interested in lighthouses. Young people



also showed a high interest in i-sites. Older people enjoyed beautiful gardens more than other groups. It is noticeable that the middle aged group showed a high interest in universities. It is thought this is partly because universities might arouse a memory of being young; and also, middle aged people pay more attention to the education system of any country they visited, with perhaps that interest due to them being parents of children for whom choice of university might be important.

#### **7.2.8 New Zealand as a whole**

New Zealand was perceived as a farming country with vast grasslands and few people. For most Chinese tourists, the typical scenery of New Zealand was one of cows, sheep, and farms.

Knowing that New Zealand is called as “the land of the long white cloud”, Chinese bloggers connected New Zealand with adjectives like “beautiful”, “natural”, “pure”, “clean”, “peaceful”, “quiet”, and “relaxing”. North Island was an “economic centre”; while South Island was compared with being a geographical classroom with beautiful sceneries. As mentioned above, South Island received more attention than North Island. W1602 was told that even a blind person could take beautiful photographs in South Island. S0105 also mentioned that the scenery of the South Island was more beautiful than the North Island. S0901 perceived that South Island was not as commercial as North Island. W1602 and S1505 mentioned that the scenery of South Island was similar with Japanese manga artist Miyazaki Hayao’s early works.

The environment of New Zealand was perceived as “original”, “ecological”, “natural”, “protected”, “unpolluted”, and “unspoiled”. The air was fresh, and the surroundings were clean. New Zealand was believed to be “the last pure land of the world”. Several bloggers believed that New Zealand was loved by God. There were so many beautiful sceneries in New Zealand, that W1304, W2009 and S1818 even felt aesthetic fatigue by the end of their trips.

Harmony was mentioned frequently by Chinese bloggers. Harmony is an important concept within Confucianism. An ideal life is being in harmony with the social and natural environment (Chen, 2001). Harmony is also important in

Taoism, such as “nature unity”, and “Yin and Yang” (Fan, 2000). New Zealand was perceived as a harmonious society because New Zealand’s residents are perceived as living a cosy and relaxing life, and people trust each other. Ducks, swans, and a variety of sea birds seemed at ease close to humans which was interpreted as a harmonious integration of human and nature. This harmony was also reflected in the relationship between people. S1105 believed that New Zealanders trusted each other. Coming from a society marked by low trust among its members, W1503 thought the staff of i-site might cheat them at the beginning of his holiday. When it was seen that staff also checked the contact information of hotels from the websites, they decided to trust her and booked all their accommodations. Experiencing the trust given to her from online accommodation booking agencies, W2301 felt that New Zealand was one of the few countries where people can trust each other. S2605 also experienced this trust after taking a helicopter trip:

*“New Zealanders are honest. They trust each other. Because of weather, they were not sure how long we will fly, or if we can land on the surface of the glacier. So all tourists were allowed to get on the helicopter first, and make the payment after heli hike..... No one asked me to pay after heli hike. I nearly forget it. When I made the payment, they asked how many people. I answered only one. There was no suspicion, no checking.”*

The majority of Chinese tourists mentioned that New Zealand was a friendly country. When W0701, W1308 and W1504 took a wrong direction, they all met friendly local people who came to help them. S1807 indicated that a friendly local person gave him a lift from Torrent bay to Anchorage with his boat. S2405 met friendly local people who invited them to pay a visit. W0708 noticed that local people greeted strangers when they met at the lakeside. New Zealand was also perceived by many Chinese bloggers as a safe country. W0202 said that one need not worry about the safety of your belongings in New Zealand. S1106 felt New Zealand was a safe country when she was living in New Zealand. S1801 chose to travel to New Zealand instead of African countries because of concerns over safety. However, S3202 mentioned that she heard some Chinese tourists were

robbed at Mt Eden, and warned others not against taking too much cash on their persons.

Group tourists felt that New Zealand was a place with few people, a beautiful natural environment, and harmonious scenery. Self-drive tourists also expressed interest in the beautiful natural scenery. However, self-drive tourists paid more attention to the relaxing atmosphere, romantic sense, photographic sites, and safety. Females felt more interested in the natural scenery of New Zealand; while males paid more attention to its neatness and tidiness. The middle aged group described more a sense of harmony and quiet surroundings.

### **7.3 MOTIVATION AND DECISION MAKING PROCESS**

Understanding the motivators that inform the travel and decision making process is important for marketers. Not all bloggers posted content that included their motivations for their travel and decision making process. However, some important elements still can be identified from the blog contents.

#### **7.3.1 Motivation**

Since this research focuses on New Zealand tourism products, and the Chinese tourist market, it is convenient to follow a dichotomy of “push” and “pull” factors to identify the internal and external motivators of Chinese tourists. Tourists seldom have just one purpose for travel, and normally combine several factors. The motivators discussed here are an essential part of promotion because they are the forces driving Chinese tourists to a certain destination or an activity.

##### ***7.3.1.1 Push factors***

Push factors are those factors that are social-psychological motivations (Gnoth, 1997). Push factors identified in the Chinese blogs were to visit friends or relatives, to experience more, to relax, to drive in an ideal country, to gain knowledge, and to seek happiness.

Some bloggers visited New Zealand because they had friends or relatives in New Zealand or in Australia. However, most bloggers who had connections in New Zealand or Australia mainly came here for travelling, and just spent one or two

days to visit friends or relatives. Only a small proportion of the bloggers came to New Zealand primarily to see their friends and relatives. For example, S0201 spent more time with her son in Auckland, while her son arranged some trips at the weekends. W0701 visited his friend in Auckland, and his friend accompanied him when they visited several destinations in North Island.

To relax was an important driving force for tourists resident in the large Chinese cities. S3401 described in her blog that she was very busy at the end of the year, so she wanted to change of environment and to breathe fresh air. S1106 mentioned that they came to New Zealand to relax, so the itinerary was “cosy and relaxing”. W1303 also did not undertake an intensive itinerary in order to relax.

While tourists came to New Zealand for holiday, but some bloggers came here because of a recent experience. For example, W1502 suddenly got a long holiday because of Shanghai World Expo. Then they decided where to go to spend this holiday. S3001 were thinking of which was an ideal place for their honeymoon.

Being considered as an ideal place for self-drive, many bloggers mentioned that driving in this beautiful country was really unforgettable experience. S2501 particularly mentioned that her purpose of learning driving was for the trip to New Zealand. W0801 shared many tips about driving in New Zealand because he realised that increasing numbers of Chinese tourists like to take self-drive tours in countries outside of China.

Knowledge enhancement was mentioned by Chinese bloggers when they were planning their trip. S1106 had the desire to understand and experience more. In order to experience more, especially out of the ordinary experiences, S0301 decided to take a floatplane in Rotorua. S3004 said that one should have an open attitude to experiencing more things during travel.

Seeking happiness was very important for some tourists. S3101 mentioned that they travelled for happiness. S2008 felt happy when she attended interactive activities. S2502 found that good companionship was an important factor leading to a happy and unforgettable trip.

### **7.3.1.2 Pull factors**

Pull factors are factors that can attract tourists to a specific destination which includes tangible and intangible factors (Uysal & Jurowski, 1994). The main pull factors of New Zealand mentioned in Chinese blogs were nature, adventure, and wild animals. Chinese tourists might have actually noted more than things when they had arrived in New Zealand, but these pull factors drew them to New Zealand in the first place and led them to participate in a given activity.

Several bloggers particularly mentioned they were attracted by the “100% Pure” promotion. S3505 was attracted by the promotional video that featured Hung Huang. As white-collar worker from Shanghai, S2601 said that the promotion successfully targeted her. W1401 and S1801 also mentioned that “100% Pure” was their reason for choosing to come to New Zealand.

Certainly the landscape of New Zealand is the primary driving force for those who might be described as nature lovers. S3501 had visited North Island several years previously. She specifically joined an escorted tour that covered both South and North Islands this time because she was told that the scenery of South Island was more beautiful than that of North Island. S1503 had seen a photograph of Lake Matheson, and then she could not forget the beauty of the place. S1510, S1804, and S3003 particularly mentioned that they felt no interest in big cities, they preferred natural scenery.

New Zealand, especially Queenstown, is famous for its adventure activities. S2802 decided to attend some kinds of adventure activities simply because New Zealand was the home of adventure. S2005 mentioned that she participated in some adventure activities simply because she was in Queenstown and that was what one did in Queenstown.

New Zealand is the home of various special species of birds and other creatures. It was obvious that Chinese tourists had infrequent encounters with wild animals when they travelled in New Zealand. The fauna is not widely acknowledged by tourists as part of pre-trip image of New Zealand. However, W1404 mentioned that he highlighted watching animals when he was making his travel plans.

More self-drive tourists showed that “to understand and experience more” and “natural scenery” were their main motivations for travelling to New Zealand. More female tourists wanted “to relax”. Young people intended “to understand and experience more” in New Zealand.

### **7.3.2 Decision making**

According to Swarbrooke and Horner (2007), factors influencing the travel decision can be divided into two parts: internal and external factors. Internal factors are effects inherent within the tourist while external factors are outside variables that impact on the tourist.

Internal factors identified in Chinese blogs included the personal motivators, past experience, hobbies and interests, existing knowledge of potential destinations, and attitudes. Yet these psychological factors were affected by exogenous factors such as disposable income. While China has an emergent middle class, who wish to travel, incomes can still be modest by western standards. Several bloggers said they chose backpackers’ accommodation because of the lower prices. W0401 had been waiting for an acceptable priced air ticket. Nonetheless the psychological aspects emerge as important. When seeing white water rafting, S2004 wanted to be a participant because it appealed to a sense of adventure. S1801 and S3001 compared several potential destinations before making the final decision to New Zealand on the grounds it met internalised needs. S0301 tried a floatplane because it was an out of the ordinary experience for him. S3004 thought he booked cruise dinner because of the good weather but subsequently wrote that he wanted a romantic dinner while on honeymoon. W0210 planned an itinerary with different forms of transportation intending to experience the different options. S1509 passed over the chance to visit a castle outside Dunedin because they visited many castles in Europe, and thus wanted different experiences. S2601 described her decision process of choosing group tours instead of FIT:

*“I was busy with works, and couldn’t drive. Compared with preparing everything by myself, it’s better to give myself a real holiday to travel with a tour group. It is 11 days and the tour includes South Island and North Island plus glaciers. The price is not cheap. But it is not too expensive for*

*the peak season. According to my previous trip to Japan with Ctrip group, every extra penny deserves its value, I felt satisfied with this trip.”*

In this statement one can discern the intrinsic need for relaxation combined with the want for convenience that aids relaxation and the pragmatism of acceptable pricing.

External factors identified in Chinese blogs included not only income but the availability of suitable products, word-of-mouth recommendation, promotions of the destination, information obtained, and the climate of the destination. Intending to visit South Island, S3501 chose a package of South Island. However because this package was not available because too few people signed for it she had to participate in another package covering both South Island and North Island. W0801 chose South Island because he had not enough time to enjoy the whole country, and also, he heard that South Island was more beautiful than North Island. S2601 was attracted by the “100% Pure” promotion, and also read a book and forums about travelling in New Zealand. S2001 intended to have a different type of Christmas in the southern hemisphere. W1304 took up the suggestions of previous visitors to visit New Zealand in May which was considered as the most beautiful season because of autumnal colours. S0505 chose a specific hotel because of Maori culture. S2802 thought jumping (bungy) in Queenstown was more meaningful than other places. S1205 attended skydiving in New Zealand instead of Australia because of price and landscape:

*“Actually I have been thinking of sky diving for many years. I bought a skydiving package in Australia in 2008. But I had to cancel it because of injury. Then I decided to jump in New Zealand. It is cheaper than in Australia. Moreover, the landscape is more favourable with snowy mountains, lakes, sea, and forests.”*

In these examples one can discern the role of variables external to the person, but equally they are often entwined with the internal, and so while it is possible to create a dichotomy of the internal and external, the more complex pattern is that often they are both intertwined and interact with each other.

## 7.4 INFORMATION SEARCH AND BOOKING BEHAVIOUR

A search for information is actually a significant part of the purchase decision process (Jang, 2005). The channels of information search used by Chinese bloggers included the Internet, travel books, friends and relatives, i-sites of New Zealand, Google map and GPS, and Chinese TV shows. The data sought ranged from wanting information about visa applications to facts about specific activities.

The online information search focused on three parts: travel blogs, travel forums, and websites. According the survey of CNNIC, 66.8% Chinese bloggers stay online more than two hours a day; and 45.3% bloggers stay online more than four hours a day (CNNIC, 2009). It is obvious that the Internet is the most popular search channel for bloggers because bloggers normally are heavy users of the Internet. Most Chinese bloggers relied on travel blogs during planning. CNNIC's report (2009) also indicated that 58% of bloggers read other blogs more than 2-3 times a week. W1505 said whenever she travelled overseas; she would normally read a large number of travel blogs for months to prepare. The majority of the Chinese bloggers sought travel information from Chinese websites, such as [www.go2eu.com](http://www.go2eu.com), [www.beibaotu.com](http://www.beibaotu.com), [www.Sissi.com.cn](http://www.Sissi.com.cn), and [www.doyouhike.net/-China](http://www.doyouhike.net/-China). New Zealand websites were not frequently mentioned by Chinese bloggers, for example, [www.newzealand.com/travel/China](http://www.newzealand.com/travel/China) was mentioned only once by S0504. S0504 also provided two websites of car rental, Hertz and Avis. [www.imigration.govt.nz](http://www.imigration.govt.nz) was mentioned by S3301 to provide information about a visa application. S2601 described the process of information search:

*“After reading Sissi’s book named ‘Pursue the Real Middle Earth’, I visited the New Zealand part of [www.go2eu.com](http://www.go2eu.com), and made the decision of visiting New Zealand. There are many articles about self-drive tours and backpackers in [www.go2eu.com](http://www.go2eu.com), and also many moderators are ready to answer any questions. So it is not difficult to prepare an itinerary.”*

Travel books were another important information source for Chinese bloggers. The majority of the Chinese bloggers took *Lonely Planet* with them during their travels. FIT tourists relied on this book for its detailed introduction to destinations,



restaurants, accommodations, and activities. W1502 bought *Lonely Planet* and Gio Globe Trotter, and found that Gio Globe Trotter had better features than *Lonely Planet*, such as colour maps, travel tips, sky maps, shopping reference, and more photos, especially for birds that were specific to New Zealand. W0402 borrowed *the Lord of the Rings* location guidebook from the local library and traced many locations with the help of this book. S2601 read a book named “Pursue the real Middle Earth” wrote by Sissi who also had a personal website about their travel experience [www. Sissi.com.cn](http://www.Sissi.com.cn) (W0401).

In this Internet age, the majority of the friends mentioned by Chinese bloggers were cyber-friends. The term “cyber-friend” is quite a wide concept; it can refer to anyone who has interactive relations with certain people, such as people who answer the query, or people who comment on the blog entry. Some of the Chinese bloggers were given many detailed suggestions before travelling to New Zealand. For example, when taking an airplane to Christchurch, W1505 took suggestions from a cyber-friend to sit at the right side of the airplane for the good views of the snowy mountains. When Chinese tourists were in New Zealand, they also obtained information and suggestions from kiwi friends, tourists from other countries, and local Chinese friends. Several bloggers mentioned they got the information from previous visitors, but it was impossible to identify their relationship from the blog entries.

I-sites of New Zealand are helpful for bookings and recommendations. As W0806 said, there was no equivalent to *i-sites* in China. Chinese tourists shared this information with others because they felt it was really convenient for tourists to know about the information centres. W0209 posted an entry named “i-sites everywhere in New Zealand”, and introduced the fact that i-sites might provide information about eating, accommodation, and travel for FIT tourists. Chinese bloggers found that they could find sufficient information in i-sites, and also met friendly staff. W1513 recorded a Chinese staff member at Christchurch i-site who helped them book all their accommodation and recommended activities. Feeling so satisfied with the whole trip, they went to the extent of going to the i-site to say thanks to this Chinese staff member before departure.

Some bloggers used a Google map or GPS to search relevant information. W2902 learned of all the locations in advance through web maps and Google Earth before the trip. S1816 found Cardno's from Google maps. The owner of the motel expressed satisfaction on hearing that these tourists found this place from Google map. S3005 went to Auckland zoo because they saw it in the GPS.

Chinese TV shows were also mentioned as an information source. S3514 saw the Redwoods in a Chinese TV programme, and W1516 first knew about bungy jumping from Zhangda Variety Show. S2611 visited Minus 5° in Queenstown because a Chinese TV show, King of Adventure, mentioned this bar.

Apart from group tourists, the majority of the bloggers booked accommodation and transportation from websites when they were in China. However, some bloggers booked accommodation and activities through i-sites when they arrived in New Zealand. Activities, such as a cruise trip, or skydiving sometimes were booked in the places of serviced accommodated. S0501 made his plans, and all the bookings were made by a friend in New Zealand.

Books and the Internet were the main channels for self-drive tourists and young tourist searching for information and making bookings. Partly because the research was oriented toward Internet users, most respondents showed a high preference for the use of the Internet as a source of information. Consequently cyber friends, blogs and websites were major information source for self-drive and young tourists.

## **7.5 THE BLOG AS AN INFORMATION SOURCE**

There is no doubt that Chinese travel blogs are an important information source for potential Chinese tourists. Chinese blogs provided sufficient information about destinations, tourist spots, activities, accommodations, restaurants, transportation, culture, political and social factors, and infrastructures. Tips about travel were also provided by the bloggers. All of these entries made it easy for potential tourists to make a plan according to these blogs.

The first thing that Chinese bloggers would like to suggest was the best time for visiting New Zealand. As long-time residents of New Zealand, W0402 and S2501

felt that every season had its special features. W0805 said the autumn was the best season because of the autumnal colours. The majority of Chinese tourists chose summer to visit this country. Summer is the warmest season, but also the peak season for New Zealand. S2601 noted the cost of the trip would be more expensive than during other seasons. W0202 and S0107 experienced the shortage of summer accommodation. S3002 experienced the shortage of the air tickets. S0504 could not rent a GPS in peak season. W1205 felt it was easy to book accommodation in low season. But W0704 found that cafes and restaurants were closed in Russell during the low season.

There were ten bloggers who provided a detailed itinerary of their trip. W1502 discussed hers with a cyber-friend and prepared two itineraries to respond to different weather conditions. All destinations, activities, tourist spots, accommodations, transport, and restaurants were recorded by photographs and introduced in detail. For example, W0402 gave a detailed introduction to BBH and YHA, and also introduced information on how to make bookings. S2007 reminded his readers that one should pay attention to Qualmark which was the official rating of local accommodation. The majority of the bloggers posted their travel stories on a daily basis to inform potential tourists to conduct a similar trip according to their narratives.

The visa application is a crucial matter for Chinese tourists. W1201 complained: *“it is so difficult for Chinese people travelling overseas. We are trying to give them money by travelling, but they are afraid that we could not match the costs, might stay there and go begging”*. It was concluded that one should try his/her best to prepare documents to meet the requirements of the immigration office because all subsequent bookings were dependent on obtaining a visa. W1201, W1502, S1803, and S3301 listed all the documents needed for visa applications. S3301 also provided two additional links of relevant websites for detailed requirements. S3401 had to board the airplane even when not feeling well because her absence would have adversely affected the legitimacy of the group visa. S0601 mentioned that there was no visa requirement for Australian’s permanent residents.

New Zealand's customs procedures are considered as one of the strictest in the world. Nonetheless many tourists felt they could get through the customs quickly because they did not take any food. S0504 mentioned that there was a Chinese speaking official in Auckland customs who could help people if they met language problems. After anticipating a difficult time with customs in advance, S1804 found at the reality was not as strict as described by others. W1202 was one who drew pleasure from seeing the beagles operating in the baggage retrieval areas.

Travel tips are important for potential tourists to prepare their trip. Bloggers posted tips for driving, shopping, eating, and clothing. For instance, several bloggers recorded the process of picking up and returning a rental car, and mentioned the price difference between returning a car with a full or empty tank. W1513 particularly mentioned that a Chinese diving licence must be officially translated into English. Due to finding that the Internet fees could be expensive in serviced accommodation, W0405 provided the information that KFC provided free Internet access. Not knowing that credit cards were widely accepted in small shops, W1502 withdrew NZ\$800 dollars from the ATM machines at the airport. But they found it was too much. W0702 described the different currency rates from different currency exchange bureaus.

Most bloggers paid careful attention to the accuracy of the blog information they provided. It was obvious that some information was acquired from a wide reading and research, with references to the history, geography, and topography of New Zealand. Because of the spontaneity of blog writing, incorrect information and mistaken opinions were expressed in the blogs, and examples of inaccurate information were found. For example, S0802 stated that the Good Shepherd Church was built by Benjamin Woolfield Mountfort in 1934. Actually it was 1884. W0801 gave wrong information about the then existing give way rules on the road. S1805 posted a photo of kea and indicated that it was kiwi bird. Often the meanings of Maori place names were given various interpretations by Chinese tourists. In one example with reference to Auckland, S0701 explained that the meaning of its Maori name was "pure girl and her hundred lovers" in Chinese. This interpretation can be compared with the original meaning of "the spouse

desired by a hundred lovers”. W1505 mentioned the information she acquired from another’s blog about the opening hours of a salmon fish farm was not correct. The timing of trips was another element that generated incorrect information. For example, W3201 confused Rotorua with Hamilton because he had visited New Zealand seven years previously and confused the two.

Middle aged, male, group tourists tended to provide more information on the places and attractions they visited. Backpackers, old people, and females were more price sensitive and tended to give more price-related information.

## **7.6 PROMOTION**

With an increasing disposable income, the Chinese outbound tourism market has become more important each year for every tourism destination. With a variety of campaigns launched by different countries in China, the appeal of a country’s features and an understanding of Chinese tourists are essential for marketers.

### **7.6.1 China and Chinese**

Fan (2000) indicated that Chinese culture gives Chinese people their basic identity that is different from western and other eastern cultures. Chinese tourists are not content to simply seek the aesthetic qualities of landscapes, but they usually try to find the history, culture, and legends that relate to a certain destination. Hence, when travelling to another country, Chinese tourists normally possess a different way of gazing on a country and have different behavioural patterns when compared to their western counterparts. In many ways New Zealand is very different from China. Therefore the tourists gaze on the former through their own filters of perceptions compounded from imagination and expectations, and through a self-reflexive and self-questioning paradigm (Galani-Moutafi, 2000). By looking at the “Other”, it confirms in a sense of the gazer’s own identity, and their feelings for and about their own country. This paradoxical feeling of looking at difference forces the tourists to think about that which is familiar to them. Thus the Chinese tourists often made comparisons between New Zealand and China.

One comparison related to national parks. Since the entry fee to Chinese national parks has increased annually, Chinese tourists were pleased with the free entry to

New Zealand's national parks. Although most big cities in China are polluted and crowded, Chinese tourists still found many similar features between China and New Zealand; some places of China are even more beautiful than New Zealand. Apart from many common comments that Milford Sound was similar to Sanxia, W2905 found the cloud and mountains of Milford Sound was similar to Huangshan. When visiting Fiordland National Park, S2607 could not help thinking of the better experience of Yunnan Pudacuo Forest Park in China. W3501 and S3105 felt Hamurana Springs was similar in colour to Jiuzhaigou of China, but smaller. S2901 mentioned Lake Rotorua was similar to Kanasi. Blogger S2607 felt Lijiang was more beautiful than Milford Sound. Many bloggers felt a similarity between Auckland and Shanghai, S1813 even felt that Sky Tower was similar to the Oriental Pearl Tower. S2514 felt Queen Street of Auckland was similar to Hong Kong.

Using their Chinese culture to interpret New Zealand's scenery meant that the allusions being made were easily understood by other Chinese people and also could arouse responses and comments from readers of the blogs. S2010 indicated that Milford Sound could satisfy both mountain and water lovers according to the Chinese old saying "the wise enjoy the waters, the benevolent enjoy the mountain". W3303 and W1518 noticed that Queenstown and Walter Peak Farm were juxtaposed between waters and mountain which was considered as a good location according to Chinese *Feng Shui*. W1409 interpreted the landscape of Milford Sound with *Yin and Yang* which is an important principle in Taoism (See Chapter 2). He also quoted a famous Chinese Tang poem "its torrent dashes down three thousand feet from high, As if the Milky Way falls from the sky" to describe the magnificent scenery of Milford Sound. Some modern poets were also mentioned by Chinese tourists. For example, S0601 saw punting of Avon River and thought of Xu Zhimo's poem of "*Saying Good-bye to Cambridge Again*", S2504 and W0704 related New Zealand's town houses to a modern poem "facing the sea with spring blossoms" by Haizi which is well-known among white collar workers to express their dreams of a favourable life. Having an interest different from western tourists, S3505 visited Waiheke for the Chinese poet, Gu Cheng. But they were not able to identify the location of former house of Gu Cheng. Two

Chinese songs, “*Rainbow*” and “*Let’s watch cloud*”, were connected with the beautiful natural landscapes by W2904 and W1507.

Under the effects of Confucian concepts, Chinese people have a strong respect for authorities (Mok & Defranco, 2000). This is not only shown in the gifts to older people, but also shown in the interest paid to public figures. Many Chinese tourists would feel satisfied if they were told that some famous person had visited the place they were visiting. W2602 visited a restaurant in Queenstown because former US president Bill Clinton had once had lunch there. When W3303 described Queenstown, he mentioned that US president Bill Clinton played golf here, and Bill Gates had a villa there. W2809 was attracted by the beautiful scenery of Te Anau, and he considered it was a romantic place because the Singaporean Prime Minister had spent his honeymoon here. Apart from these public figures, Chinese tourists were interested in the stories of English nobles, such as name tags of English nobles found in historic hotels and bathhouses built for English nobles. This respect of authorities also can be seen in information search behaviour. For example, *Lonely Planet* was considered as an authority, and many bloggers were willing to try accommodations and restaurants recommended by *Lonely Planet*.

Spending Chinese festivals in a country other than China was a special experience for Chinese bloggers. S0212 and S0701 experienced the Chinese Lantern Festival in New Zealand. S0212 felt happy that many local people were interested in Chinese culture; but she was disappointed with the low level of skill found at a Chinese concert performed during the festival. Many Chinese tourists spent the Spring Festival in New Zealand during their trip, partly because they had holiday time during the Chinese Golden Week holiday period. Because Spring Festival is an important festival in China, many bloggers engaged in some special activities to celebrate this festival. S0804 had dinner with his family at Bob’s peak restaurant. S2511 learned how to make dumplings from her mother, and invited people living in the same place to share their dumplings.

A Chinese language service is welcomed by Chinese tourists, but it needs to be of an appropriate standard (S2607). The use of the Chinese language in another country was considered as showing a cordial and friendly attitude on the part of

the host. For example, S2604 noticed a Chinese version of “goodbye” in the donation box of Pancake Rocks, and S0208 saw a Chinese note on the safe lock of a hotel, and S0505 was amused by a Chinese note in the toilet. Local people were appreciative when hosts used Putonghua to greet Chinese tourists. W2006 was happy to be greeted in Chinese saying “*Happy New Year*”. S1813 felt surprised that the receptionist of the Skyline asked if they were from Shanghai instead of just China; and they were happy with Chinese greetings of “*Happy New Year*”, and “*wish you a prosperous New Year*”. A taxi driver in Christchurch greeted S1804 with “Ni hao”, all small things but much appreciated by the bloggers.

S0208 and W0501 mentioned that the development of China’s economy contributed to an increasing number of Chinese outbound tourists. S1813 noticed that nearly half the tourists of Walter Peak Farm were from China; and they met two big groups from Shanghai at Skyline. S0109 also mentioned that the number of Chinese tourists on a cruise of Milford Sound was higher than that of Japanese tourists. W0707 indicated that Chinese culture was highly social. So he did not feel annoyed by the noisy Chinese tourists in the Polynesian Spa in Rotorua. Some Chinese tourists were not aware of proper behaviours when engaging in ecotourism. For example, S1204 and S1817 disturbed a sleeping sea lion in order to get a good photograph. Chinese tourists have many habits that differ from those of western tourists. For example, W2603 mentioned they were busy with taking photographs with trains in Shanty Town; while western tourists watched them with a smile. W3504 compared Chinese and western people in his blog thus:

*“[Having a] yacht is a relaxing life style..... Few local Chinese owns yachts. They are concerned about seasickness, safety, and troubles. This is the cultural difference between western people and eastern people. Western people enjoy the process, we enjoy watching scenery.”*

A few bloggers posted their feelings towards escorted groups. W2403 was happy with the humour shown by the guide at Agrodome Farm. S3519 felt satisfied with a “lovely guide” on South Island. Negative comments can be seen in those blogs of S2606. Bloggers felt regret that they could not stop at all the beautiful places. Compared with an escorted group of nearly ten years ago, S3501 felt the service level of the group tour had decreased. But S3504 particularly praised the service



quality of the tour company because tourists did not need to take their luggage with them when they got on the train. However the majority of the Chinese tourists made no comments about their group tours and tour guides. However, W2201, S0806, S0110, and S2611 commented that they indeed enjoyed free times away from their group. Many bloggers posted their experience of arranged retail stops, such as wool product shops, deer product shops, jade shops, and honey shops. But there is no comment as to what they have actually bought. Without a Chinese speaking flight attendant, S3404 mentioned that she felt sick on her flight and hence it was difficult to ask for a cup of hot water for having medicine in the airplane. Yet she did not post any negative comments about the helplessness of the tour guide. Chinese tourists tended to hide their complaints for two reasons, namely: 1) the Chinese culture of Junzi and harmony (Lee & Sparks, 2007), and 2) since overseas travel is still a symbol of social status and prestige in China (Chang et al., 2010), tourists tend to want to share only their favourable experiences with friends. For example S2001 mentioned in her blogs that many bloggers were showing off their overseas experience to others. However, the common frustrations of group tourists can be identified from the description of a “good person” in S2601:

*“Our tour guide is a good person. He led us to local supermarkets several times to save money. But he has to complete his task to [take us to the] wool products shop, deer product shop, and jade shop.”*

### **7.6.2 Evaluation and comparison**

The New Zealand tourism industry is facing a sophisticated and experienced Chinese tourist market (Ryan & Mo, 2001), and it was found in chapter 5 that 90% of bloggers had previous overseas travel experience. Thus it was inevitable that Chinese tourists compared New Zealand with other countries.

The most commonly mentioned country was Australia. W1001 felt that the weather of Auckland was warmer than Melbourne. While S2402 felt the weather of South Island was quite similar to that of Melbourne. W2402 felt New Zealand was damper than Australia, but the hotel was better than in Australia. W1001 mentioned that New Zealand had fewer tall buildings than Australia, but was

cleaner and more beautiful than Australia. S2402 felt that the landscape of New Zealand was more beautiful and varied than in Australia. S1204 decided to go sky diving in New Zealand because of the more varied landscape. S2401 mentioned they saw fewer people, fewer cars, and more town houses in New Zealand than in Australia. Having lived a long time in both Auckland and Sydney, S1104 loved Auckland more because it was simple, natural, and easy going with beautiful beaches and green grassland. However similar scenery was found between New Zealand and Australia. For example, S2401 found the road views of New Zealand was similar to Australia. W1528 mentioned that the rocks of West Coast aroused her memory of Twelve Apostles in Australia. Driving on the road of West Coast, S2510 felt the scenery was similar to the Great Ocean Road of Australia. S2004 felt that the accent of New Zealanders was more difficult than Australians. But S2701 liked New Zealanders more than Australians because New Zealanders had an “aristocratic sense” inherited from their ancestors.

Several bloggers mentioned that they preferred the New Zealand’s landscape but that the history of New Zealand was shorter than in Europe. Compared with European famous churches, W1506 felt the Good Shepherd Church was more outstanding for the scenery of blue lake, the variety of clouds, and snow clad mountains. W2901 stated that Milford Sound was “simpler” than Fiords of Norway. S2607 also heard her group members’ comment that the Fiords of Norway were more magnificent. But S3510 felt that Milford Sound had different feelings. W2813, S1401, and S3502 all felt the Avon River in Christchurch was similar to the River Cam in Cambridge, UK. Even S0901 considered that the whole atmosphere of Christchurch was similar to Cambridge in the UK. S0805, S0901, and S2608 commented that Queenstown was similar to the lakeside towns of Switzerland. S3508 noticed that the scenery of the vineyards was similar to the Rhine Valley of Germany.

Chinese bloggers also compared New Zealand with the United States, Singapore, and Japan. S3514 visited Maori village and felt that geothermal phenomenon could not compare with Yellowstone National Park in the United States. W1205 found the categories of the products in the markets of New Zealand was less expensive than in Singapore. While S1201 felt Singapore and Japan were cleaner

than Christchurch. W1309 did not try hot springs of Hammer Springs because they loved Japanese hot springs more.

All in all, most Chinese tourists expressed satisfaction about their New Zealand trip. W1209 gave more detailed accounts of her favourite parts of this country of blue sky, grasslands, modern townhouses, and natural scenery. Attracted by beautiful landscapes, many bloggers stated that they would revisit this country. Some bloggers said they hope to stay longer in this country at the end of the trip. W1532 described her feelings in the blog after coming back China:

*“I am coming back, but my soul is still in New Zealand. It is like a feeling of falling in love. We have many overseas trips these years. But New Zealand is the best one. I download a song named “rainbow”. Whenever I listen to it, I would think of rainbows in New Zealand, and beautiful blue sky and white clouds.”*

### **7.6.3 Promotion**

The “100% Pure” campaign launched by Tourism New Zealand is quite successful in China. W1401, S1801, S2002, and S2601 particularly mentioned that the reason of choosing New Zealand was the “100% Pure” promotion by Tourism New Zealand. Affected by the “100% Pure” campaign, many bloggers used the word “pure” to describe this country, for instance, “the purest air of the world”, “100% pure honey”, “pure sea”, “pure nature”, “pure blue sky”, “pure lake”, and “pure scenery”. The Chinese blogger celebrities, Hung Huang and Lu Chuan also received attention because of their cooperation with Tourism New Zealand. W1502 was encouraged by Lu Chuan’s slogan of “it is now time to experience New Zealand” and decided to experience New Zealand. S3501 was attracted by Hung Huang’s trip to New Zealand, but she could not find an identical tour package. As young white collar worker in Shanghai, S2516 felt Lu Chuan and Hung Huang were not representative of her class because it would give potential tourists a misleading image that only middle aged people would think of visiting New Zealand.

Being familiar with *The Lord of the Rings*, many Chinese bloggers were attracted by the beautiful landscapes from this movie. S2010 said in her blog that Peter

Jackson showed the best part of New Zealand. S1302 and W3501 believed that the movie improved the visibility of New Zealand. In addition to the locations of the films, Chinese bloggers considered that the landscape of New Zealand had the atmosphere of “middle earth”. The majority of the Chinese tourists visited locations of shooting *The Lord of the Rings* around Queenstown. Film locations mentioned and visited by Chinese bloggers included Queenstown, Arrowtown, Twizel, and Glenorchy. Some Chinese groups stopped at Matamata, but did not visit Hobbiton, and nor did they mention anything about the film locations. Most Chinese tourists had little knowledge about the town and only W2402 explicitly mentioned the name of the town. Some local tour guides were confused about the film locations. For example, W2103 was told that Matamata was the location for *Harry Potter*. Because of the impact of *The Lord of the Rings*, various forests, beaches, and mountains that were not used as film locations were all perceived as being congruent with the atmosphere and ambience generated by *The Lord of the Rings*. The majority of Chinese tourists just had a passing interest in the film locations of *the Lord of the Rings* in the sense that it added to the stories of place, but some such as W0402 felt particularly interested in this movie and decided to visit as many film locations as was possible. Other movies, *Harry Potter* and *King Kong* were also mentioned in passing by S0808 and S1811. However, the Redwoods of Rotorua was promoted as a location for shooting the film of *Harry Potter* by nearly all Chinese travel companies, but the relevant information could not be found in New Zealand’s websites.

Most Chinese bloggers undertook information searches before the trip, S2601 even behaved as an unofficial guide during the trip. But some bloggers mentioned that they had limited knowledge of New Zealand. For example, W0807 and W2906 did not know of Milford Sound before coming, and S2006 did not know about Queenstown. W1205 said that she did not notice this country until her friend travelled to New Zealand. Pre-trip images of New Zealand mentioned by Chinese bloggers are “snow topped mountains (S1205)”, “remote country with flowers, grasslands, and the Southern Cross” (S2501), “small farming country” (W1302), and “farms” (S2008). When bloggers used terms such as “famous” to describe certain place, it meant they had heard of them before arriving in New

Zealand. These places included Christchurch, Dunedin, Queenstown, Milford Sound, glaciers, Waiheke, and Walter Peak Farm.

Chinese bloggers tended to recommend what they regarded as the most impressive places to potential tourists in their blogs. S3510 recommended Milford Sound, and S2602 recommended Canterbury Museum. W2501 said that Queenstown was the “must-visit” place. W1902 felt that Cape Reinga was the place one must visit. W2004 recommended that Glenorchy was the “must-see” place because of the most beautiful road in the world. W3502 claimed that one had not experienced real New Zealand without visiting Rotorua. Some activities also strongly recommended by Chinese bloggers included the Skyline of Queenstown, glacier related activities, and watching stars in Tekapo. W1901 stated that taking the trains of New Zealand was the “must-do” experience. All in all, S2515 felt very satisfied with the whole trip of New Zealand and post the following words in her blog:

*“I seldom visit one place twice these years, but I am sure that I will revisit New Zealand. I may hire a campervan, take yachts or bicycles, to spend my holiday as do local people.....So I suggest that one should visit New Zealand at least once in your life. It is a place that won’t let you down.”*

## **7.7 COMMENT ANALYSIS**

One measure of the influence of the blogs is to look at the readership of blogs. How many people viewed the blog entry? How many people felt like posting their feelings and raising questions in response to the content? How to attract more readers? The answers are important for digital marketing. Of the 409 blogs, there were 350,485 views, 6311 comments, and 2395 answers from bloggers. Once the reader found an interesting blog entry, one would read all entries posted by one blogger relating to this topic because the numbers of views of one blogger’s entries were similar. Therefore, all the entries of one blogger were treated as one unit during the content analysis.

### 7.7.1 Number of views and comments

Most blog websites provided quantitative data relating to views and comments. Only 0.06% websites had no functions of view accounting, such as footprints.com, wordpress.com, blogbus.com, and personal websites. Thus the remaining 385 blogs attracted a total of 350,485 views. The average views per blog were 910 views. Compared with an average of 591 views of travel blogs to Tanzania (Jani & Hwang, 2011), Chinese blogs gained much more attention. There were 11 blogs that had more than ten thousand views and 47 blogs had views from more than five hundred blog users. The highest number of views of single blogs were W3501 (38,357 views), W3504 (21,408 views), and S1201 (20,015 views).

The bloggers who attracted more than ten thousands of views were W01, W07, W19, W35, S12, S15, and S27. W01 and S12 are “grassroots” celebrities who have travelled to many different countries as free and independent travellers, that is, their fame rests purely on their blog activities. They have also published books about their travelling experience which could be identified from various comments. S27 was also a famous young beauty with overseas study experience, a Beijing contest area second place holder from the 56<sup>th</sup> Miss World China beauty contest, and possessed a rich experience of travel. W19, W35, and S15 were amateur photographers who had attended several online photographic groups (online circle). W07 was a good writer revealing deep insight and who also had a rich travel experience. The majority of these popular bloggers seldom answered comments. Only W07 and W35 had interactions with blog readers. The bloggers who drew hundreds of views shared some similar features with these top bloggers, such as significant travel experiences, being photographers, and attending more online circles. For example, blogger S03 was a professional photographer from the Shaanxi Photographers Association. More important, most of these bloggers answered comments and visited others’ blogs frequently. Some older bloggers, such as W02, W08, W22, W28, S13, and S35 were diligent bloggers who answered nearly every comment and frequently visited and commented on others’ blogs. Among these bloggers, W08, W22, W28, and S35 also attracted more than one thousand views.

**Table 7-2. Attractive titles**

	Title
1	The red guards in Auckland
2	Enjoy sunshine in Queenstown
3	The autumn of New Zealand
4	New Zealand: Takapuna of the North Shore-lunch time
5	New Zealand: Auckland
6	May- Christchurch
7	Dunedin-watching albatross
8	Scenic trains of New Zealand
9	Memories of New Zealand-walking in Christchurch
10	Visiting New Zealand during Spring Festival: accident
11	New Zealand's Jiuzhaigou
12	Watching New Zealand through the lens 6: Fox Glacier
13	Christchurch-20 days ago
14	Self-drive in New Zealand-day 2: Goat Island Marine Reserve
15	Christchurch before earthquake
16	Sydney, North Island and South Island 7: from Christchurch to Queenstown
17	Street performance in Christchurch of New Zealand
18	Special tourism products before the earthquake
19	Call me Heroine: bungee
20	The earthquake aroused my memory of Christchurch
21	Ten days self-drive tours in South Island 1: airport and Lake Tekapo
22	Travel in the land of the long white cloud- Wanaka series

Apart from the background of the bloggers, the title of blog entries was also an important element that attracted attention. As stated above, the numbers of views of one blogger's entries were similar. However, normally one or two particular posts drew more attention than other posts. Some distinctive blog entries' titles were identified from each blogger's posts and are shown in Table 7.2. The first and the 11<sup>th</sup> included titles that made a contrast connecting Chinese things with something in New Zealand. It was obvious that items relating to the earthquakes of 2010 and 2011 and Christchurch aroused more attention. Other titles commonly included "New Zealand", famous tourist attractions, and special activities. These

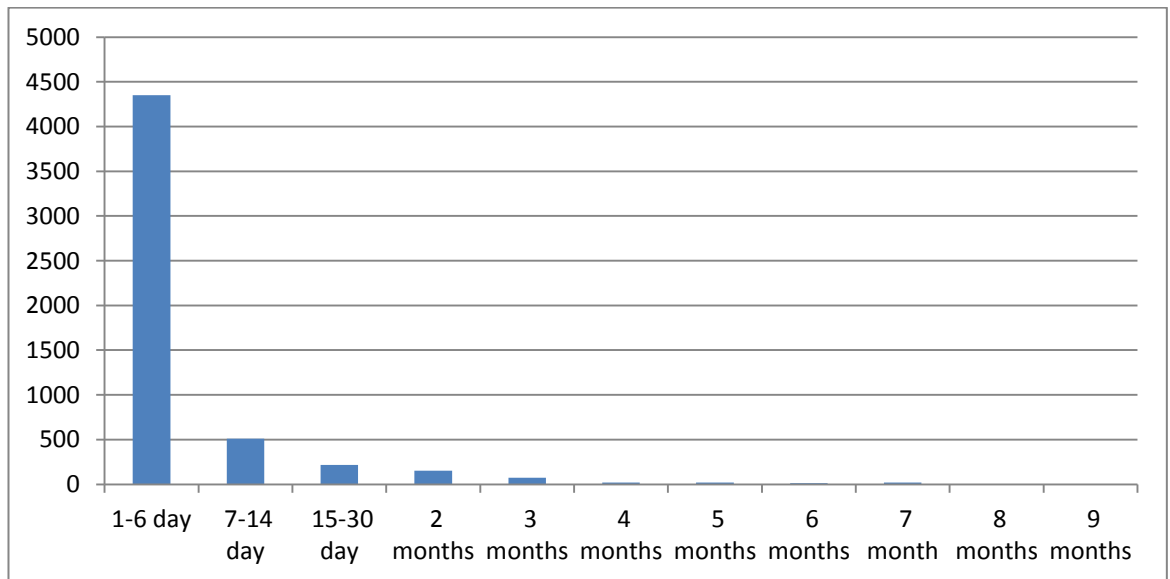
key words are essential for search engines to identify the relevance of any one entry. The 10<sup>th</sup> item list aroused attention because of it representing an out of ordinary experience by witnessing a traffic accident.

Comments are important interactivities between bloggers and readers. All blog websites provided the function of recording comments. Among all 6311 comments, some blog websites counted all comments made including answers from the bloggers, such as hexun.com, 163.com, and some bloggers posted comments themselves. Thus, 5383 comments from viewers were identified. Also 75 comments were non relevant advertisements from other bloggers. Consequently 5308 comments (84.1%) were identified as being “valid”. The average number of comments per blog entry was 13. Compared with Australian readers (Carson, 2008), Chinese blog readers tended to leave more comments. There were ten blogs that attracted more than one hundred comments. The highest comments could be seen in W2807 (219 comments), W3501 (151 comments), S3203 (134 comments), and W2812 (133 comments). The common reasons for more comments being attracted were 1) famous bloggers; 2) more interaction between bloggers and readers; 3) websites with more users, such as sina.com; 3) attending more online circles, such as a golf or photographic circle, which is important in drawing attention from readers with the same interests; 4) higher level of writing skills with profound insight; 5) professional photography; 6) interesting topics or out of ordinary experiences; and 7) knowledgeable content.

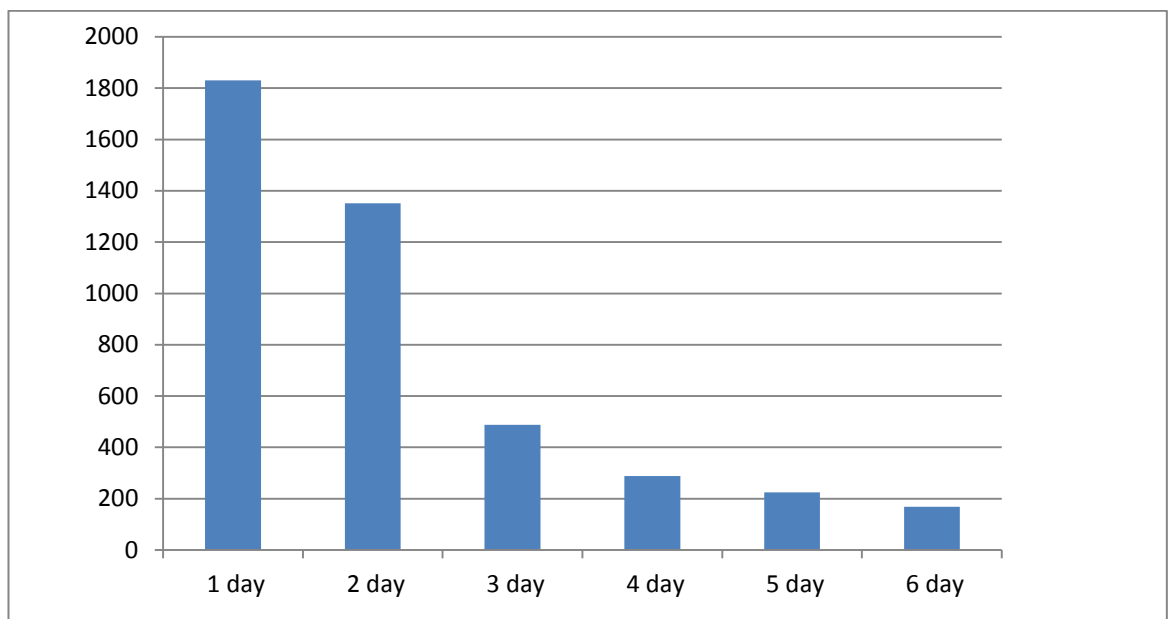
The time of posting comments decreased dramatically after the time of posting the original blog entry, a phenomenon that was also noted by Grabowski (2007) (see Figure 7.7 and Figure 7.8). From Figure 7.7 we can see that 59.11% of readers posted comments within two days of the initial blog. Some bloggers posted blog entries near to midnight which enabled comments to appear within one day. It is noticeable that when bloggers updated their entries at the weekend, the following Monday would be the peak time of commenting. Although 80.8% of comments were posted within one week (Figure 7.7), some blogs remained active over several months, such as W07, W13, W33, and W27. The reasons of remaining active for long time were: 1) high level of writing skills with profound insights (W07); 2) a special event (the earthquake) that aroused attention (W13); 3) hot



topics (the price of real estate posted by W33); and 4) entries with high photographic skills (W27). From this point of view, bloggers should update their content every other day, or at least, every week. One thing of concern was that those who updated frequently did not always attract positive responses. For example, there were not too many comments when W15 posted several blog entries every day. One reader's comments indicated that it was not easy to follow the updates if they appeared within such a short time.



**Figure 7-7. View time of comments**



**Figure 7-8. Posting time of comments within one week**

### **7.7.2 Comments content**

Of the 70 bloggers, 62 bloggers received comments from other bloggers. All of these comments were retained for qualitative analysis. An inductive method was applied to discovering the themes of these comments. Thus a total of 187 codes and sub-codes were identified. These codes and sub-codes were combined into eight classifications according to different themes. The themes of comments varied from topics about New Zealand, to China via travel, bloggers, interaction, potential visitors, bloggers' answers and personal affairs.

#### ***7.7.2.1 Topics relating to New Zealand***

It is obvious that the majority of comments related to New Zealand. There were 957 comments admiring the beautiful scenery of New Zealand. Many other common comments included "harmony", "pure", "few people", "good environment", "clean", "relaxing", "romantic", and "good place for travelling". The earthquake was mentioned frequently at the end of February in 2011. A few negative comments included "expensive and slow Internet", "far country", and "uncleanliness". The Lord of the Rings was also highlighted ten times by blog readers.

Because of the large number of photographs posted by bloggers, the most common comments were "beautiful photos", and "good photos". Blog readers were amazed by the "beautiful rainbows", "blue sky", "white clouds", "fresh air", and "good weather". Meanwhile, there were many more technical discussions relating to photography, such as about composition and light. Apart from professional photographers, many tourists who were on escorted tours were photography lovers and travelled with sophisticated cameras. For example, the answers provided by S35 stated that many tourists in her group had D-SLRs (single-lens reflex), while some were equipped with tripods and possessed several different lens.

Most blog readers highlighted attractions, accommodations, restaurants, activities when they posted comments. Among these highlights, fauna, attractions, and activities were the most popular themes. For example, many readers were pleased with "lovely" seals, penguins, alpacas, and sheep. Many "special" attractions were

mentioned frequently by readers, such as Pancake Rocks, Milford Sound, Moeraki Boulders, and glaciers. Among all urban resources, the universities of New Zealand gained more notice than other places. The most commented activities were bungy jumping, sky diving, and hiking. Many readers expressed surprise, even shock, with the adventure activities on offer and admired the bravery of the bloggers. Some of these comments expressed the hope of trying adventure activities in the future. As one of the young generation, S22 received more attention because she tried bungy jumping and rafting. One reader of S22 mentioned that the bloggers were seeking something more than Google-found pictures. Another comment made in response to S1201 mentioned that the reader tried skydiving five years ago, and he dared not try again now. Thus the reader concluded that being young was trying prerequisite for trying adventure activities. Restaurants, infrastructure, and tourism facilities were also mentioned frequently by readers.

The blog readers were also interested in the social and economic situation of New Zealand. They discussed the “local lifestyle”, “humanity”, and “the price of real estate”. Some believed that New Zealand was a democratic country which provided a high quality of life. One commentator mentioned that the level of the public safety had deceased year by year in New Zealand. S32 warned against taking too much cash because she heard some Chinese tourists were mugged at Mt Eden. This warning caused a heated discussion of about practice of some Chinese tourists carrying too much cash and also raised several concerns relating to safety.

Many comments mentioned the short history of New Zealand. There were not many readers who expected to read historical and cultural descriptions while reading travel blogs of New Zealand. However, several readers discussed “multi-cultural society”, “communication with locals to know more culture”, and “All Blacks”. Aspects of Maori culture were mentioned several times, such as Maori performances, carvings, and decorations, but it was only these aspects that dominated. As mentioned in Chapter 6, photographs relating to Maori people accounted for a small proportion of the total number of photographs. One commentator even asked why no Maori appeared in the photographs.

Shopping was mentioned by readers when discussing what the typical souvenirs of New Zealand were. One previous visitor mentioned that the price of souvenirs had increased compared with his past visit.

Several blog readers' comments reflected a lack of knowledge about New Zealand. Although most bloggers clearly indicated they were writing about New Zealand, there were still 11 readers who thought they had read about Australia. One reader thought the penguin only existed in the Antarctic. And one reader thought that New Zealanders were fond of using faces of ghost to decorate the fence (actually it was Maori paintings). One reader who had visited the North Island of New Zealand with a group expressed surprise that they did not visit Queenstown because he/she thought Queenstown was in North Island.

#### **7.7.2.2 Interaction**

Many blog readers briefly commented on blogs using few words to express their feelings. Different from advertisements, these comments lacked specific meaning other than primarily indicating the fact of visits being made. The most common expression was one word, like "good", or "support", or even a symbol or emoticon of facial expression to show their support for the bloggers. Because leaving a message is considered to be good manners in the Internet culture in China, these messages of supports occupied 22% of all valid comments. Similar to these comments, "thanks for sharing" was also a form of support and appreciation towards the blogger and blog entries that displayed positive attitudes from readers. These readers who had habits of leaving messages would leave fuller messages when the content of blog entries strike chord with them. Apart from spontaneous support, some readers also made comments specifically inviting bloggers to visit their own blog sites.

As mentioned above, many bloggers attended certain online circles. When bloggers posted blog entries, they would automatically submit it to the circles by using default settings. Since the circle was formed by many people with the same interest, it was easy to get responses when the blog entry was considered as noteworthy and was being recommended by the moderators of the online circles. One blogger many attended many circles. The most common circles for Chinese

travel bloggers comprised a variety of photography circles, outdoor circles, travel circles, and circles relating to emotion and romantic lives.

Some blog readers were looking for experiences similar to their own when reading others' travel blogs. This was noticeable from comments posted by several bloggers within the sample used for this study. Many comments were hence drawn from previous visitors to New Zealand. It was possible to identify a total of 146 readers who had previously visited New Zealand. Their comments indicated an arousal of memories of visiting New Zealand and they were likely to respond to the blog entry with comments such as "I have been here", "it aroused my memory of this place", or "I have not tried this activity", or "I did not visit this place when travelling in New Zealand". Some other readers told stories of similar experiences in other countries. These experienced travellers also recommended attractions in New Zealand, or attractions of other countries to the bloggers. More importantly, these readers corrected wrong information posted by bloggers, which was helpful for potential tourists. For example, when blogger S18 felt confused about one type of plant, others were able to provide the correct information (in this case it was the silver fern). W07 also received recommendations about a history book from comments made to a posting. Experienced readers also added some information that bloggers had not provided in the original blog content, such as the name of alpaca, or the correct location of Hamurana Springs. When bloggers S15 described their Rotorua experience with a title of "special tourism products before the earthquake" to attract attention, some readers indicated that one could still experience this tourism product because this was in North Island, while the earthquake occurred in South Island.

Although the number of Chinese outbound tourists is increasing year by year, the majority of Chinese still have no opportunity to travel to another country. As a form of compensation, reading travel blogs was considered as a way to understand more of the world by a considerable number of people. Thus "knowledge" and "free travel through blog reading" were popular comments for these people who currently had no experience of travel overseas.

There were few specific questions raised by readers. Since the blog has the functions of leaving notes and messages, blog readers might use these functions to

obtain rapid feedback from bloggers. However, when there were too many comments, bloggers normally had no time to answer all of this comments unless the bloggers were retired people. The most commonly asked questions were about the price of adventure activities, followed by travel styles, climate and temperatures, visa applications, attractions, accommodations, and information searches.

#### ***7.7.2.3 Topics relating to the blogger***

Queries and comments relating to the bloggers themselves were of two types, the first was about personal matters, the other was expressions of admiration. Some blog readers had personal relationships with the bloggers outside of the Internet, such as being friends, colleagues, classmates, and relatives, and some of their comments were quite personal. Expressions of admiration on the other hand came from not only friends and relatives, but also from strangers or cyber friends.

Blog readers showed their admiration for bloggers for several reasons. Some of these were not related to travel in New Zealand, but about fame, generally rich overseas travel experiences, good writing skills, and professional photographic skills. For example, some “grassroots” celebrities received more compliments for their personality and recent activities. Some readers commented that they admired the bloggers because he/she had rich travelling experiences, and expressed the hope to travel overseas like the bloggers. Some compliments were related to the blog content of travelling in New Zealand, such as out of ordinary experiences, self-drive experiences, being brave enough to try adventure activities, and the detailed introduction of attractions and accommodations. For example, S12 received many complimentary comments for going sky diving.

#### ***7.7.2.4 Topics relating to China***

The readers could not help thinking of the current situation in China when they read bloggers’ travel stories and viewed the beautiful photographs. The most heated discussions were environmental issues, the property bubble, civilisation, food safety, inflation, population, animal protection, and corruption. The environmental issue was a “serious” topic because of a feeling that only a few remote places still retained beautiful sceneries. For example, some blog readers

mentioned that the sceneries of New Zealand were similar to Tibet, Xinjiang, or Yunnan. When blogger W35 posted a blog entry about Hamurana Springs named “New Zealand’s Jiuzhaigou”, many responses made the comment that China had only one Jiuzhaigou, but beautiful sceneries could be seen anywhere in New Zealand. There was evidence that Chinese netizens had started to rethink deeply about the reasons for these unfavourable comparisons.

The Chinese poet, Gu Cheng, was mentioned eight times in these comments because he committed suicide in Waiheke Island. A common understanding of the reason for his suicide was loneliness. Thus W07, S01 and S35 answered comments relating to Gu Cheng that New Zealand was a beautiful place with mountains and waters, but it was a lonely place for Chinese people because of its small population. The truth is probably far more contentious. Gu Cheng was a member of *Jintian* (Today), an avant grade writer who had been forced to leave Beijing in 1987 and was in Auckland in 1989 where he joined Yang Lian, another contemporary Chinese poet in exile. His despair was in part brought on by the elopement of his friend with a common female friend. Both Gu Cheng and Yang Lian wrote about Auckland and New Zealand. Another poet, Haizi, was also mentioned by readers. His dream of “*I have a house, facing the sea with spring blossoms*” aroused heated responses by Chinese white collar workers because this dream was unachievable for them given China’s real estate bubble.

#### **7.7.2.5 Potential tourists**

All the readers can be considered as potential tourists to New Zealand because every reader could become an actual visitor if conditions permitted this. Many possible potential visitors can be identified from their comments. They normally required more a detailed introduction and indicated expectations of visiting “this beautiful country”. It was noticeable that many blog readers indicated that they were attracted by beautiful sceneries, and hoped to travel New Zealand. Many people admired the bravery of the bloggers trying adventure activities, like skydiving, and had decided to try adventure activities in the future. Moreover, some readers indicated that they had already made plans for travelling to New Zealand, and came to the blogs to read more detailed information.

Some blog readers had no geographical knowledge about New Zealand. Thus when the earthquake occurred in Christchurch, there were three readers who said that they cancelled their whole trip to New Zealand.

#### **7.7.2.6 Travel styles**

Many readers admired the style of happy and relaxing holidays. Thus FIT tours received more attention than other travel styles. When one reader asked how to be a free and independent tourist, W29 answered that “*one should follow escorted group first, then try semi-FIT, and then one could try to be real free and independent tourists*”. Thus FIT could be considered as a higher level of travel style for Chinese tourists. Some blog readers who had visited New Zealand with escorted groups felt envious when they saw the beautiful photographs produced by free and independent tourists. Since self-drive tours are popular in China, many comments and discussions involved issues about driving habits and traffic rules. Self-drive tours were seen as being more flexible than backpackers using backpacker buses. When someone asked about the travel style of W14, the blogger indicated that they were backpackers, and they had experienced more limitations as to their itineraries than self-drive tourists.

Comments regarding group tours included the price of the tour, the quality of meals, how intensive the itinerary was, and if there was enough time to take photographs. Since many of these comments concerned the value for money of the trip it implies that the majority of escorted tours from China may remain price driven as the evidence from these blogs indicates that price sensitivity is still an issue for many Chinese.

#### **7.7.3 Answers from the bloggers**

As mentioned above, the most popular bloggers seldom posted answers to readers. However, the majority of the ordinary bloggers answered the readers. Some answers were very short, only one or two words, such as “thanks” and “yes”, or one facial expression or emoticon. Some answers were quite long, particularly when the bloggers felt the comments had expressed some special feelings or raised specific questions.



The majority of the answers were posted to thank visits to the sites. Apart from answers of acknowledging such visits, the second most popular answers were expressions of agreement with the comments. Some bloggers answered the question raised by readers as supplements to the blog content, such as the price of the activities, hiking routes, currency, the location of i-sites, and the cleanliness of accommodation. Blogger W02 posted an entry about the backpacker accommodation, and when one commentator indicated that he/she lived in Holiday Park, the blogger stated he had no knowledge about Holiday Parks, and answered that the name of this accommodation sounded more luxurious than a backpacker accommodations. Although there were few complaints in the blog contents, some adverse comments were made. Thus W22 mentioned the service quality of the group in her answer:

*“I did not take any photos of Maori people. The tour guide put all his concerns in shopping. We had no opportunities to experience the most salient tourism products of New Zealand.”*

## **7.8 SUMMARY**

This chapter aimed to identify the destination image held by Chinese bloggers and the motivators for travel derived from an analysis of the text of the blogs. The results may guide destination marketers to target the market more accurately.

The results identified eight main destination attributes, urban and rural resources, natural resources, tourist infrastructure, tourist activities, culture, political and economic factors, general infrastructure, and a holistic perception of New Zealand. There were imbalances existing in the perception of the North Island and the South Island. The majority of Chinese tourists know the film of the *Lord of the Rings*, which is also a significant “identifier” used by marketers. Actually, most Chinese tourists have watched *Avatar*, *The Chronicles of Narnia*, *King Kong*, *The Piano*, *Whale Rider*, and *X-men Origins: Wolverine*. All these films identified with New Zealand have communicated effectively messages about the country’s unspoilt natural environment. The protected natural environment is a major driving force for Chinese tourists only too aware of the degradation of their own environment in China. Chinese tourists were particularly touched by the blue sky,

white clouds, and fresh air of New Zealand. Also, lakes, rivers, mountains, and volcanos formed a common focus for Chinese tourists to enjoy “the protected natural environment”. Given the most commonly mentioned motivators of “to relax”, any promotion focusing on the Chinese middle class should highlight the feature of an unspoiled landscape with a relaxing atmosphere.

Chinese bloggers preferred accommodation with beautiful views from windows, good location, big bedrooms, fully equipped kitchens, beautiful gardens, cleanliness, free Internet, good value of money, and a sense of home. Most bloggers chose accommodation based on others’ recommendations. Some special accommodations of New Zealand, such as farm stay and Holiday Parks, were less consumed by Chinese tourists. Based on the premise that bloggers who had experienced the farm stay and Holiday Parks particularly expressed their satisfaction, these types of accommodation need to be highlighted and introduced in detail during any promotion.

Dining in a “famous” local restaurant represents an experience of local culture, and potentially a “peak touristic experience” for Chinese bloggers. During traditional Chinese festivals, special packages focusing on the Chinese market are necessary to attract more Chinese consumers, while the romantic sense of local restaurants is more appealing to female consumers.

It is important for marketers to understand the cultural background of the Chinese outbound tourist market. Chinese tourists are interested in discovering the historical stories and legends associated with tourism spots during the trips. The use of the Chinese language by hosts is considered as showing respect and a friendly attitude. Using Putonghua to greet Chinese tourists was much appreciated by the bloggers. Under the effects of Confucian thought, Chinese people have a strong respect for authorities (Mok & Defranco, 2000) and thus opinion leaders have the ability to draw Chinese tourists to this country. Any information about public figures visiting New Zealand should be considered in any promotion to Chinese market, especially by those familiar to Chinese people. From this point of view, as the online opinion leader, a blog campaign is a necessary to attract Internet users. More important, some special markets need to be targeted according to their different needs.

The universities of New Zealand received significant attention from bloggers and blog readers, especially for those middle aged tourists. Many were curious about the universities of another country. Walking in the campus and watching the students aroused memories of past university based lives. Being concerned with more than ordinary sightseeing, Chinese people pay significant attention to the education of the next generation, and thus many parents are willing to travel to countries with a large number of Chinese students to seek more information about the universities. In response to this demand, several countries promoted travel routes of the universities, such as in the UK and the USA. However, information about universities could not be found on Tourism New Zealand's Chinese website.

Self-drive tours are increasingly popular in China. New Zealand was described as "the ideal country for self-drive tours" by many Chinese Internet users, and 37.14% of the bloggers had undertaken self-drive tours in New Zealand. While Chinese bloggers were enjoying the "scenic routes" of South Island and its uncrowded roads, safe driving was viewed as a crucial element for a happy trip. The information search behaviour of self-drive tourists revealed a heavy reliance on the Internet. However, compared with the large amount of online driving information in Chinese forums and blogs, Tourism New Zealand's Chinese websites only provide one page of information about driving regulations, which is inadequate for Chinese tourists seeking self-drive information. Also, only two self-drive routes are provided by the Tourism New Zealand website at the time of writing. Thus specific space is necessary to authoritatively introduce the driving rules, driving habits, geographic features, recommended routes, and safety issues to Chinese Internet users.

Chinese bloggers mentioned that they met professional photographers during the trips. And also many independent tourists and escorted group tourists were photography lovers and had a full arsenal of photographic equipment when travelling. Chinese people particularly like taking photographs during the trip. With the increasing number of photography lovers, many tour companies have developed photography tours for professional and amateur photographers. Different from sightseeing groups, photography tours spend longer time to take photographs at one place, and normally start their day earlier and stop later than

ordinary groups. This requires the tour guide and driver to have a basic knowledge of photography and understand its working process.

Some Chinese bloggers were interested in the beautiful scenery of golf courses of New Zealand, which was often more attractive than playing golf itself. Golf is expensive in China and considered as a “prestigious” by Chinese people. Basic information of golf courses, especially for those near main tourism destinations or on the way of tourism routes should be introduced in detail including the location, price, facilities, and associated restaurants and accommodations.

Since Chinese bloggers described New Zealand as a “romantic” place, new couples would be another target market to spend their honeymoon here. Recommended itineraries including the romantic restaurants and accommodations should be provided on the website of Tourism New Zealand. More attractive photographs should be used to convey “romantic” feelings.

Although the majority of Chinese bloggers described adventure activities as something they liked to observe but not necessarily participate in, some young people wished to become involved in these activities, such as glacier related activities and bungee jumping. Based on the demographic information of bloggers, there is an emerging trend of an increased participation in such activities in the Chinese youth market. Travelling with their friends, cooking for themselves, staying in backpacker accommodations; these young people are full of energy, and ready to try what for them are “out of the ordinary” activities. According to the special motivation of “to understand and experience more” and being Internet addicts, more information should be given to this youth market via different digital channels.

Chinese tourists like shopping because they believe it is their responsibility to give friends and relatives proper gifts after coming back from another country. However, shopping in the pre-arranged retail shops were not welcomed by Chinese tourists because the prices of the products in such stores are much higher than in ordinary local shops and supermarkets. This is because these shopping activities are associated with the commissions for tour guides. The general prices of common souvenirs could be provided on the official website as a reference

point for tourists and also to contain the shopping activities arranged by tour companies that is such an unsatisfactory aspect of many group tours.

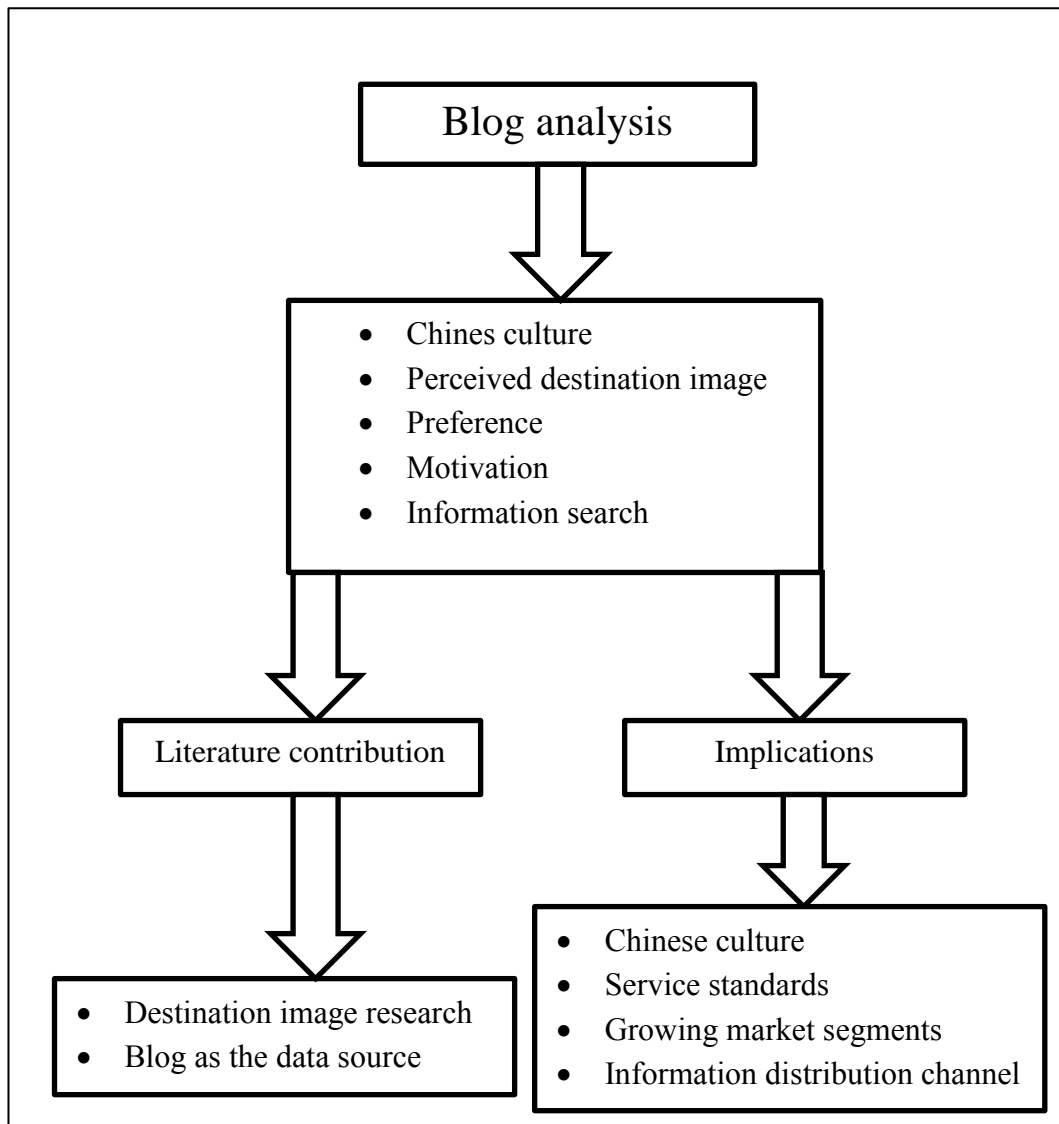
Because the majority of Chinese tour packages are still price driven, the main problem of group tours is service quality. Chinese tourists felt satisfied with their accommodation and half day free time from groups. Although tourists revisiting New Zealand felt the quality of meals had decreased when compared with those of several years ago, most tourists made no comments about the meals. Some special dinning events were welcomed, such as cruise restaurants, Skyline restaurants, and Sky Tower dinner. Tour guiding is an essential role in providing tourists with a warm memory about the country. Moreover, the tour guide is the person who has direct contact with Chinese tourists in the role of the hosts during the trip. Thus their behaviour and the interpretations they offer are important in conveying the service quality of New Zealand's tourism industries. The tour guides should be trained regularly, not only for their knowledge of New Zealand, but also for the improvement of the service quality. Thus the tour guide should take care of group members instead of only focusing on the commissions.

The study revealed that blogs are definitely important for providing detailed information about destinations and for communicating with potential tourists. Furthermore the interactions between bloggers and blog readers are not only online social networks, but are also important channels for information exchange. Thus any positive word of mouth spreads quickly through blog reading. Blog celebrities, such as Hung Huang and Lu Chan, attracted a large number of readers to their travel stories. However, any campaign based on the premise of blogger fame should not be isolated. Practical itineraries should be promoted simultaneously by tour companies to attract these readers. Thus campaigns should not only focus on improving the visibility of the country, but should also have the strength to draw tourist to this country. In addition, the selection of the celebrities should be based on the target markets with most potential. From this view point, not only public figures, but also "grassroots bloggers" should be considered as becoming involved in the campaign because the Chinese tourists tend to trust non-promotional or non-commercial messages. Moreover, "grassroots" tend to have

more interactions with blog readers, which is helpful in spreading the message quickly and widely.

## CHAPTER 8 CONCLUSIONS

After a discussion as to the background of the research, previous literature, research methodology, and findings in previous chapters, this chapter provides a conclusion for the study in four sections. The first section will summarise the key findings, and refer back to the previous literature. The second section will present the conceptual contribution of this study. Implications will be discussed based on the current strategies of Tourism New Zealand. The last section will discuss the limitations and recommendations for the further research. Figure 8.1 indicates an overview framework of this chapter.



**Figure 8-1. Overview diagram of the findings and implications**

## **8.1 RESEARCH SUMMARY**

This thesis used content analysis to analyse Chinese travel blogs to New Zealand. Based on the research question of “what do Chinese tourists perceive about New Zealand”, content analysis was separately undertaken on photographs and texts of Chinese blogs. As many researchers were trying to discover how best to utilize blog marketing (Carson, 2008; Crotts, Mason, & Davis, 2009; Gill, 2004; Horton, 2003; Mack, Blose, & Bing, 2008; Schmallegger & Carson, 2008; Yu, 2007a), this study argued that the content of photographs and text found in blogs provided a rich set of knowledge about how Chinese visitors constructed a destination image of New Zealand, and about their preferences, motivations for travelling, and the information search behaviours of Chinese bloggers.

### **8.1.1 Chinese culture is essential for understanding Chinese market**

One should not lay aside the importance of cultural background when undertaking research on Chinese tourists. Harmony is an important concept within Confucianism and Taoism. An ideal life in the mind of Chinese people is being in harmony with the social and natural environment (Chen, 2001). Under the influence of Taoism and Confucianism, the majority of Chinese appreciate a sense of harmony between humans and nature during their travels. It is difficult to specifically define what is meant by harmony in this context, and indeed to delve into Chinese philosophy is beyond the purpose of this thesis. Certainly it is not a seeking of passivity, for as Master Cheng Yen (2005, p. 104) writes in *Jing Si Aphorisms* ‘Do not ask for less responsibility to be free and relaxed – ask for more strength’. From a Buddhist perspective, the Venerable Master Hsing Yun (2010, p. 175) notes ‘Everyone has the Buddha within their intrinsic nature, but ordinary sentient beings cannot take the responsibility of being a Buddha, so they remain ordinary people. That is why Huineng said, “The Buddha is an awakened sentient being. Sentient beings are unawakened Buddhas”. The concept rests in the *Yin* and *Yang*, that fusion of opposites within which writers construct balances between opposites such as strong and weak, male and female, sun and moon. Equally it is not required to write a complex analysis for this thesis because for many ordinary Chinese harmony is both arguably and ideal and also a source of wry cynicism in the way in which they regard State patronage of the ideal. It is a pragmatic



concept, yet one often referred to in emotional high moments of delight as illustrated by those tourist bloggers who wrote of feeling close to nature while in New Zealand.

Because of this, many descriptions of travel to mountains and waters can be seen in Chinese classical poems. Sturdy mountains and tolerant waters constituted the utmost harmony in the world of nature which is reflected in Taoism of “Yin and Yang” and “nature unity” (Chen, 2001; Fan, 2000). Water and mountains form an important component in Chinese culture because, as stated in the old Chinese proverb, “the virtuous love the mountains, while the wise love the water”. As in a typical traditional Chinese painting, natural landscapes are described by reference to “Mountain-water”. Because of this cultural background Chinese tourists enjoy visiting natural resources, such as lakes, rivers, falls, mountains, and volcanos.

In addition, due to a recorded history of 5000 years in China, Chinese tourists are not content to simply seek the aesthetic qualities of landscapes, but they usually try to explore history, different culture, and legends that relate to a certain destination (Li et al., 1996). As a result, when travelling in another country, Chinese tourists normally tend to explore historical and cultural stories and legends.

Under the impacts of Confucian concepts, Chinese people have a strong respect for authority (Mok & Defranco, 2000). This is not only shown in the gifts to elder people, but also shown in the interest paid to public figures. Apart from these public figures, Chinese tourists were interested in the stories of English nobles.

Chinese tourists felt particularly touched by Chinese elements that they found in other countries. Particularly, the use of the Chinese language in another country was considered as showing a cordial and friendly attitude on the part of the host. Thus Chinese tourists were appreciative when hosts used Putonghua to greet them.

Under the concept of “Junzi Aspiration”, Chinese tourists are trying to live peacefully with others (Weber, 2011). According to the research conducted by Lee and Sparks (2007), Chinese customers normally accept a lower standard service without complaint because of “Junzi Aspiration”. Apart from a few gentle

comments towards tour guide and the service of the hotels, there was an obvious silence of critical comments about service quality.

### **8.1.2 Perceived destination image by Chinese tourists**

From the content analysis on photographs and texts of Chinese travels, an image of New Zealand as a tourism destination emerged clearly. The main classifications are discussed here.

#### **8.1.2.1 *Natural resources***

According to Beerli and Martin (2004), natural resources include weather, natural resources, and flora and fauna. Besides, Chinese tourists particular paid attention to the beautiful and clear sky of new Zealand. For most Chinese tourists, the typical perception of New Zealand is one of a country with cows, sheep, and farms.

Knowing that New Zealand is called as “the land of the long white cloud”, Chinese bloggers connected New Zealand with adjectives like “beautiful”, “natural”, “pure”, “clean”, “peaceful”, “quiet”, and “relaxing”. Thus lakes, rivers, falls, mountains and volcanos formed a common focus for Chinese tourists when they travelled to New Zealand. The most commonly mentioned special natural resource was Milford Sound, followed by glaciers and Mt Cook. In the eyes of Chinese tourists, New Zealand was believed to be “the last pure land of the world”.

The protected natural environment is a major driving force for Chinese tourists because of the degradation of their own environment in China. The environment of New Zealand was perceived as “original”, “ecological”, “natural”, “protected”, “unpolluted”, and “unspoiled”. The air was fresh, and the surroundings were clean. Chinese tourists were particularly touched by the blue sky, white clouds, and fresh air of New Zealand.

New Zealand has many unique native flora and fauna. Chinese bloggers enjoyed and remarked on the “green and beautiful grassland”, trees, and flowers, but could not really identify the species of these floras. Most Chinese tourists were more

familiar with fauna. The most mentioned fauna include sheep, cows, ducks, sea birds, seals and sea lions, penguins, alpacas, and swans. Photographs of animals occupied a large proportion of Chinese blogs.

#### **8.1.2.2 *Urban and rural resources***

Perceptions of urban and rural resources formed one of the most popular topics within the Chinese travel blogs. The Chinese tourists generally enjoyed the beautiful urban and rural sceneries of New Zealand. Farms, roadside sceneries, statues, universities, and small towns were appealing to Chinese tourists.

North Island was perceived as an “economic centre”; while South Island was perceived as a geographical classroom with beautiful sceneries. Free and independent tourists were interested in the beautiful sceneries of South Island. Different from the itineraries of South Island that covered a wide variety of destinations, tourists in the North Island were concentrated in Auckland and Rotorua. In part this distinction can be explained by the fact that South Island attracted more FITs while the North Island itineraries were dominated by group tours.

#### **8.1.2.3 *Historical and cultural resources***

As mentioned above, Chinese tourists tend to visit historic sites. As the founding document of New Zealand, Chinese tourists were interested in the history and the signatory process of the Treaty of Waitangi, although few other than FITs actually visited the Treaty grounds.

Cultural activities attended by Chinese tourists included farm and winery trips. The Agrodome Farm at Rotorua and Walter Peak Farm near Queenstown were commonly visited by Chinese tourists. Feeding animals was interesting and an exciting experience for the Chinese bloggers. Gibbston Valley near Queenstown was the most mentioned winery among Chinese bloggers.

Since Pakeha culture was considered to be representative of the mainstream culture of New Zealand, Chinese tourists tended to stereotype the everyday lifestyles of European New Zealanders. As the “offspring of English nobles”,

local people were perceived as “friendly”, “humour”, “honest”, “good manner”, “easy going”, “kind and pure” and “simple”. In Chinese bloggers’ eyes, local people were close to nature; they enjoyed sunbathing, outdoor activities, and had a close relationship with animals.

When Maori culture was mentioned in Chinese blogs it was related to visiting a Maori “village”. Chinese tourists watched carving processes, heard Maori music, visited Maori traditional houses, and watched Maori dancing in the village. Many bloggers said they could not understand the meaning of Maori dances, and nor did the tour guides. Most Chinese bloggers had little knowledge (or indeed great interest) about Maori culture and had little direct communication with Maori. Maori culture was primarily perceived as a period of “entertainment” for Chinese tourists and one that confined primarily to the visit to Rotorua.

On the other hand Chinese tended to be much more interested in the special multi-cultural nature of Auckland. As one blogger mentioned, most Chinese migrants were living in Auckland, and hence the language barrier was not perceived as being serious in that city.

#### ***8.1.2.4 Tourist infrastructure and general infrastructure***

Chinese bloggers tended to record their experience of living, eating, and the vehicles they rented during their trips. The record of the perceptions of these tourists toward the infrastructure may help to monitor the service quality of local suppliers.

As the “most convenient travel style”, and the “most suitable travel style”, self-drive was considered as the best way to discover New Zealand. Bloggers were happy with the simple process of picking up and returning the car. Nonetheless, the issue of driving safely was seriously considered among self-drive tourists, and on the whole elicited a number of generally positive comments.

Given this it was noted that roads were maintained in a good condition, even in rural areas. The most impressive thing for many Chinese bloggers was that there were no toll stations on the highway. Traffic signs were clear and easy to follow, and it was also noted that there were many posters with exhortations for safe

driving on both sides of the highway instead of advertisements. It was noted that there were many curvy and narrow mountain roads in South Island because the roads were built follow the natural topography.

Chinese bloggers were also amazed with beautiful libraries, romantic white churches, unlocked mail boxes, clean toilets, and European style town houses. All of these gave Chinese tourists a sense of harmony and safety.

Chinese bloggers highly praised the design of the bus station of Christchurch, and the beautiful highland scenery of the TranzAlpine rail trip. On the other hand the public transport system of New Zealand was perceived as undeveloped.

#### ***8.1.2.5 Political and social economy***

Chinese bloggers displayed considerable insight and interest in their discussions of political and economic issues in their travel blogs. They also commonly compared New Zealand with China in respect to these issues.

The majority of Chinese tourists mentioned that New Zealand was a friendly and safe country. Many bloggers mentioned that they met friendly local people who came to help them. One blogger particularly mentioned that he chose to travel to New Zealand instead of African countries because of concerns over safety.

Several bloggers concluded that the government of New Zealand was “human oriented”. Attracted by the beautiful natural scenery, many bloggers praised the government for policies of environmental protection and sustainable development.

Harmony was mentioned frequently by Chinese bloggers. New Zealand was perceived as a harmonious society because New Zealand’s residents were perceived as living a cosy and relaxing life, and people trust each other. Ducks, swans, and variety of sea birds seemed at ease close to humans and that was interpreted as a harmonious integration of human and nature. This harmony was also reflected in the relationship between people. Coming from a society marked by low trust among its members, Chinese bloggers particularly recorded their experiences of being trusted in New Zealand.

Possessing a complete social security system, New Zealanders were living in a harmonious and peaceful society in the eyes of the Chinese bloggers. Bloggers noticed that there was little or no income differences between urban and rural areas. Without thinking of the need for savings for medical and living costs in old age, Chinese bloggers believed that local people spent most of their income in housing, entertainment, and travel. Because of their high income, local people were perceived as enjoying their lives with campervan holidays, fishing, sailing, and walking in the sunshine. Having plenty of land, nearly all local people were seen as living in “the townhouses with gardens”. They also undertook more exercise than the Chinese, and so older people had a healthier life. Local students were perceived as having more free time and less pressure than their Chinese counterparts.

### **8.1.3 Preference of Chinese tourists**

Based on their own cultural background and the developing stages of Chinese outbound tourism, Chinese outbound tourists possess characteristics that differ from western tourists. Equally new emergent trends in a Chinese lifestyle can be identified from these blogs.

#### ***8.1.3.1 Travelling styles***

Among the sample, the majority of bloggers were free and independent tourists (FIT). More specifically, self-drive tours are popular among FIT tourists. With the increasing number of private cars in China, the market share of self-drive trips has seemingly increased in recent years, especially in some big cities, and many self-drive associations are actively arranging domestic and international self-drive activities. In order to enjoy driving in a safe and relaxing atmosphere, a relatively new travel style of packaged self-driving tour is emerged. With this kind of escorted group, a tour guide was with the group to arrange accommodation and meals with which tourists enjoy more flexibility, and experience less difficulty in dealing with basic needs and language issues. Not unexpectedly, self-drive tourists paid more attention to driving related topics, such as car rental, the ease and safety of driving, and traffic signs.

Free and independent tourists normally visited Auckland, Rotorua, Christchurch, Queenstown, Dunedin, and Te Anau Town, and Milford Sound. Again, this confirms MacCannell's (1976) argument that people visit a place because it is signed as a place to be visited by the tourism industry. However, self-drive tourists conducted more abundant and varied itineraries when compared with group tourists. While this may seem self-evident, it does have implications. The concept of 'slow tourism' with its emphasis on an experience of 'stay and savour' and a concern about the environmental impact caused by over-use of fossil fuels does not seem to be important to the Chinese market at this stage of its development. Certainly significant differences could be seen in their wider choice of preferred attractions. For example, self-drive tourists showed a higher interest in Kaikoura, Lake Matheson, Lake Pukaki, and Mt Cook. Because the majority of Chinese migrants are living in Auckland, accordingly VFR tourists only conducted limited travelling activities in North Island, or more specifically, around Auckland. The itineraries of escorted groups were simple and homogeneous. Group itineraries of North Island normally included Auckland and Rotorua where they visited Mt Eden, Agrodome Farm, Government Garden, and a Maori village. Group itineraries of South Island normally included Christchurch, Shanty Town, Queenstown, Te Anau Town, and Dunedin, where they visited the Arts Centre, Avon River, Cathedral Church, Milford Sound, and Lake Wakatipu. These differences do indicate however some maturation processes within the market in terms of a movement from just seeing "iconic" attractions to some participation, albeit in still a limited manner, with a New Zealand lifestyle. What is also clear is the emergence of the Chinese diaspora to New Zealand beginning to impact on New Zealand tourism.

One major difference from the survey conducted by Chris and Mo (2001) ten years ago, was the discovery that the majority of Chinese bloggers preferred to visit New Zealand as a single destination. Additionally it was not only free and independent tourists who preferred to visit only New Zealand instead of part of a dual destination trip with Australia, but also escorted coach tours group tourists also expressed preferences to tour only New Zealand. With more direct flight services, the itinerary to New Zealand can be more easily conducted than ten years ago, and there is little doubt that these direct services from locations such as

Shanghai, Guanzhou and other cities via Hong Kong have been important, especially when linked to the promotional efforts of companies like Southern China Airlines.

It was also notable that most of bloggers were accompanied by others such as family members, friends, and colleagues. Especially, bloggers who conducted self-drive tours all did so with family members.

#### **8.1.3.2 Accommodation**

Chinese bloggers preferred accommodation with beautiful views from windows, a good location, big bedrooms, fully equipped kitchens, beautiful gardens, cleanliness, free Internet, good value of money, and a sense of home. Most bloggers chose accommodation based on others' recommendations.

Negative comments included mention of a room being "small", having no disposable supply units in the hotel, a lack of proper kitchen facilities, and extra payment being required for use of the Internet.

It is obvious that group tourists stayed in hotels arranged by tour companies; while self-drive tourists used more options including hotels, motels and backpacker accommodations. Tourists with different travel styles placed different emphases when assessing accommodation. Self-drive tourists paid more attention to the general ambience, bedrooms and kitchens of the accommodation; and backpackers paid more attention to the price.

#### **8.1.3.3 Dinning behaviour**

Having dinner in a local western restaurant was considered as an important experience of local culture. Skyline Queenstown Restaurant was the most popular western restaurant for Chinese tourists. Chinese bloggers were attracted by its "beautiful views", "tasty foods", and "Romantic sense". Some other restaurants were mentioned because of "beautiful views", "exotic sense", "cleanliness", "quiet surroundings", and "tasty food". According to Chang, Kivela, and Mak (2010), Chinese tourists consider tasting local food as a "peak touristic experience", and are willing to share their experiences with their friends. This



comment can be confirmed here because bloggers took photos of the interior and exterior of restaurants, and even every dish when they had dinner in famous local restaurants. It is also apparent that a romantic ambience in local restaurants appealed more to female consumers.

Asian restaurants were the second most popular topic recorded by Chinese tourists in this category. Chinese restaurants were commonly mentioned because the packaged tours arranged meals in Chinese restaurants. Even for FIT tourists, Chinese food was an indispensable part of their tour because they had to satisfy their “Chinese stomach”. Yet, Chinese tourists did not often record their dining experiences in Chinese restaurants because they want to post blogs more about “special” dining events. Japanese restaurants, Thai restaurants, and Korean restaurants were occasionally tried by FITs.

Many free and independent tourists cooked food for themselves. It was convenient to cook food because most motel and backpacker accommodation had kitchens. For many FIT tourists, it was not only an economical way to enjoy tasty food, but also a pleasant process of meeting people from all over the world, especially for those using backpackers.

Fast food was another choice for Chinese tourists. Fergburger of Queenstown was popular not only because of its big and tasty hamburgers, but also because it was recommended by the *Lonely Planet*. Some Chinese bloggers tried “Fish & Chips” because it was considered as “the most popular fast food” and a “traditional food” in New Zealand. Some other factors, such as a playground for children, free WIFI, were also considered as determinants for McDonald and KFC.

Several bloggers described the cooking methods of Maori. But no one had tried Maori food. This aspect of a comparative lack of Chinese tourist interest in Maoridom is also confirmed by Du, Liu, Liu and Ryan (2011), and essentially it appears that generally Chinese tourists lack any specific or indeed general interest in Maori culture other than as a source of local colour in legends or as a source of entertainment for one show.

Apart from the three main meals, many bloggers bought fruit, milk, juice, and ice cream during their trip to enjoy “original ecological food”.

#### **8.1.3.4 Shopping behaviour**

Shopping is important for Chinese tourists. Because of *Li* (propriety) in Chinese culture, giving proper gifts is important for Chinese people to maintain good relationships with friends and relatives (Mok & Defranco, 2000). And also because the majority of the Chinese people still cannot afford any form of overseas travel, gifts from another country are very much appreciated (Yu & Weiler, 2001). Typical gifts of New Zealand mentioned by Chinese bloggers were wool products, honey, jade, mud cosmetics, wine, milk powder, and some souvenirs. Being used to the Chinese commercial atmosphere, most bloggers felt that the closing time of local shops was too early for Chinese people.

However, shopping in the pre-arranged retail shops were not welcomed by Chinese tourists because the price of the products here were much higher than in ordinary local shops and supermarkets. This is because these shopping activities are associated with the commissions for tour guides. Also, tourists were not satisfied with arranged shopping activities that occupied a lot of visiting time.

#### **8.1.3.5 Attending activities**

Chinese bloggers recorded many activities in which they participated and watched. These activities can be categorised into three parts: leisure activities, adventure activities, and shopping.

Leisure activities mentioned by Chinese bloggers were Skyline Gondola, taking in a spa pool, cruise trips, golf, boating in glow worm caves, punting, penguin watching, whale watching, visiting salmon fish farms, and visiting a chocolate factory.

Chinese bloggers expressed an interest in adventure activities, such as bungy jumping, scenic helicopter rides, glacier walking, hiking, floatplane, gliding, jet boat, rafting, sky diving, and hot air ballooning. However, instead of trying these activities, the great majority of the comments were based on observation and surmise, and were simply introduced by Chinese bloggers. Glacier based activities were one of the most popular things for Chinese bloggers to do. Many bloggers went hiking in the glacier valley and on glacier tracks, went heli hiking, and

glacier exploring by boat and helicopter. However many Chinese bloggers mentioned that they lacked the physical strength and fitness to really enjoy the total experience because of their own intensive working environment and lack of physical exercises. As indicated by Wong and Lau (2001), Chinese tourists tend to participate in safe activities. This cultural value was also discussed by Guidotti (2005) where it was noted that Chinese people were not encouraged to take unnecessary physical risks according to Confucian concepts.

Self-drive and escorted groups shared an interest in cruises, glow worm caves, helicopter, spas, and bungee jumping. But self-drive tourists also showed an interest in hiking. And females expressed more interest in spas, bungee and shopping, while males were more interested in hiking, helicopters, and playing golf. Young and middle group shared similar interests in hiking and helicopter rides. However, young people were more interested in bungee and glacier related activities, while middle aged group expressed more interest in spas and Skyline Gondola rides.

#### ***8.1.3.6 Photographing behaviour***

Compared with western tourists (Volo, 2010), Chinese tourists are much more interested in posting travel blogs with large amounts of photographs. One possible reason for this is that Chinese like to be able to show friends and others that they have actually been present in a location. Another reason of Chinese tourists liking taking photographs and being photographed possibly rooted in Chinese culture. From Taoist component, a harmony is perceived to exist between human beings and nature (Chen, 2001; Fan, 2000), and thus this differs from western notions of nature derived from the romantic movement of the nineteenth century where nature is perceived at its best when “unspoiled” (Sofield & Li, 1998).

Some bloggers were professional photographers, even the member of photographer associations. The photographs posted were selected carefully, and showed magnificent scenery of New Zealand. These professional photographs attracted much more viewers and spread in a wide range.

Apart from professional photographers, many tourists who were photography lovers and travelled with sophisticated cameras. For example, one blogger stated

that many tourists in the group had D-SLRs (single-lens reflex), while some were equipped with tripods and possessed several different lens. Meanwhile, there were many more technical discussions relating to photography from blog readers, such as about composition and light. From this point, there are more potential tourists exist in this group of photography lovers.

#### **8.1.4 Motivations and decision-making process of travelling to New Zealand**

Understanding the motivators that inform the travel and decision making process is important for marketers. Since this research focuses on New Zealand tourism products, and the Chinese tourist market, it is convenient to follow a dichotomy of “push” and “pull” factors to identify the internal and external motivators of Chinese tourists. The motivators discussed here are an essential part of promotion because they are the forces driving Chinese tourists to a certain destination or an activity.

Push factors are those factors are that are social-psychological motivations (Gnoth, 1997). Push factors identified in the Chinese blogs were to visit friends or relatives, to experience something ‘different’, to relax, to drive in in an ideal country, to gain knowledge, and to seek happiness. Some bloggers visited New Zealand because they had friends or relatives in New Zealand or in Australia. However, most bloggers who had connections in New Zealand or Australia mainly came here for travelling, and just spent one or two days to visit friends or relatives. To relax was an important driving force for tourists resident in the large Chinese cities. Given the most commonly mentioned motivators of “to relax”, any promotion focusing on the Chinese middle class should highlight the feature of an unspoiled landscape with a relaxing atmosphere.

Pull factors are factors that can attract tourists to a specific destination which includes tangible and intangible factors (Uysal & Jurowski, 1994). The main pull factors of New Zealand mentioned in Chinese blogs were nature, adventure, and wild animals. Several bloggers particularly mentioned they were attracted by the “100% Pure” promotion. From this viewpoint, the campaign of Tourism New Zealand is very successful. Certainly the landscape of New Zealand is the primary driving force for those who might be described as nature lovers.

According to Swarbrooke and Horner (2007), factors influencing the travel decision can be divided into two parts: internal and external factors. Internal factors are effects inherent within the tourist while external factors are outside variables that impact on the tourist.

Internal factors identified in Chinese blogs include the personal motivators, past experience, hobbies and interests, existing knowledge of potential destinations, and attitudes. Yet these psychological factors were affected by exogenous factors such as disposable income. While China has an emergent middle class, who wish to travel, incomes can still be modest by western standards. Several bloggers said they chose backpackers' accommodation because of the lower prices. Nonetheless the psychological aspects emerge as important. In this statement one can discern the intrinsic need for relaxation combined with the want for convenience that aids relaxation and the pragmatism of price.

External factors identified in Chinese blogs included not only income but the availability of suitable products, word-of-mouth recommendation, promotions of the destination, information obtained, and the climate of the destination. In these factors one can discern the role of variables external to the person, but equally they are often entwined with the internal, and so while it is possible to create a dichotomy of the internal and external, the more complex pattern is that often they are both intertwined and interact with each other.

#### **8.1.5 Information search behaviour of the bloggers**

A search for information is actually a significant part of the purchase decision process (Jang, 2005). The channels of information search used by Chinese bloggers included the Internet, travel books, friends and relatives, i-sites of New Zealand, Google map and GPS, and Chinese TV shows. The data sought ranged from wanting information about visa applications to facts about specific activities.

The online information search focused on three parts: travel blogs, travel forums, and websites. According the survey of CNNIC, 66.8% Chinese bloggers stay online more than two hours a day; and 45.3% bloggers stay online more than four hours a day (CNNIC, 2009). Similar to CNNIC's report (2009) that indicated that 58% of bloggers read other blogs more than 2-3 times a week, most Chinese

bloggers relied on travel blogs during planning. The majority of the Chinese bloggers sought travel information from Chinese websites, such as [www.go2eu.com](http://www.go2eu.com), [www.beibaotu.com](http://www.beibaotu.com), [www.Sissi.com.cn](http://www.Sissi.com.cn), and [www.doyouhike.net/-China](http://www.doyouhike.net/-China). New Zealand websites were not frequently mentioned by Chinese bloggers, for example, [www.newzealand.com/travel/China](http://www.newzealand.com/travel/China) was mentioned only once.

In this Internet age, the majority of the friends mentioned by Chinese bloggers were cyber-friends. Some of the Chinese bloggers discussed detailed itineraries with cyber-friends before travelling to New Zealand. Meanwhile, cyber-friends were willing to share their own experience and provide more detailed suggestions to perspective tourists. When Chinese tourists were in New Zealand, they also obtained information and suggestions from kiwi friends, tourists from other countries, and local Chinese friends.

Travel books were another important information source for Chinese bloggers. The majority of the Chinese bloggers took *Lonely Planet* with them during their travels. FIT tourists relied on this book for its detailed introduction to destinations, restaurants, accommodations, and activities.

The i-sites of New Zealand were often mentioned for being helpful for bookings and recommendations, and indeed highly praised. As there is no i-site in China or their equivalents, Chinese tourists shared this information with others because they felt it was really convenient for tourists to know about the information centres, especially for free and independent tourists.

Additionally tourism TV programmes that are well known in China were important information sources for potential tourists, and examples include the *Zhangda Variety Show* and *King of Adventure*.

Partly because the research was oriented toward Internet users, most respondents showed a high preference for the use of the Internet as a source of information. Consequently cyber friends, blogs and websites were major information sources for self-drive and young tourists.

### **8.1.6 Influence of the blogs as a sort of information source**

As many bloggers mentioned that they would read others' blogs before obtaining more information about destinations, and travel blogs were no doubt an important information source for potential Chinese tourists. Chinese blogs provided sufficient information about air tickets, visa application processes, itineraries, tourist spots, activities, accommodations, restaurants, transportation, culture, price, and infrastructure for their readers. All of this information made it possible for potential tourists to make plans according to these blogs. Middle aged, male, group tourists tended to provide more information on the places and attractions they visited. Backpackers, old people, and females were more price-sensitive.

Travel tips posted by bloggers are important for potential tourists when preparing their trips for driving, shopping, eating, and buying clothing. These tips are helpful to avoid troubles and save money. For instance, several bloggers recorded the process of picking up and returning a rental car, and mentioned the price difference between returning a car with a full or empty tank. Another blogger particularly mentioned that a Chinese diving licence must be officially translated into English. Due to the finding that Internet fees could be expensive in serviced accommodation, bloggers provided the information that KFC provided free Internet access.

Most blog websites provided quantitative data relating to views and comments. Apart from some websites without functions of view accounting, the remaining 385 blogs attracted a total of 350,485 views. The average views per blog were 910 views. Compared with average of 591 views of travel blogs to Tanzania (Jani & Hwang, 2011), Chinese blogs about New Zealand gained much more attention. The bloggers who draw thousands of views were famous "grassroots" celebrities. The bloggers who drew hundreds of views shared some similar features with these top bloggers, such as significant travel experiences, being photographers, and attending more online circles.

## 8.2 CONTRIBUTIONS TO THE LITERATURE

This study revealed that travel blogs written by Chinese tourists reflected a wide range of information about the perceived destination image, travel motivation and travel behaviours of the Chinese tourists. Therefore, the contribution of this study is assessed from two perspectives: destination image research and blogs as the data source.

### 8.2.1 Destination image research

Given the growing numbers of destination choices available to tourists, destination image has been extensively analysed in the tourism literature. Destination image encompasses a number of components because of the tangible and intangible nature of tourism products. Based on this nature of multifaceted destination image, it is difficult to say which method is the best for measuring the destination image. Echtner and Richie (2003) revealed two basic approaches to image measurement: structured and unstructured. Structured methodologies are attribute based which require the respondent to rate the destination in terms of the attributes, such as scenery, climate, facilities, and attractions. Unstructured methodologies use free form descriptions for image measurement in which respondents can describe their impression freely about the destination, for example, focus group, open-ended questions, content analysis, and various sorting and categorisation techniques (Ryan & Cave, 2005, Echtner & Richie, 2003). Previous studies evidence a strong preference for structured methodologies which focused on the common attributes of the destinations, using semantic differential and Likert type scales (Echtner and Richie, 2003). Timmermans, Heuden, and Westerveld (1982) indicated that an *a priori* list of attributes for the respondent might be relatively unreliable, that is, some important attributes may be missing; while some might be unimportant to the individual. Echtner and Richie (2003) noticed that unstructured methodologies were more conducive to measure the holistic components of destination image.

As a result, a growing number of researchers acknowledge the importance of combining different methods of data collection and analysis in destination image studies (Echtner and Richie, 2003; Pike & Ryan, 2004; Jenkins, 1999; Mackay &



Fesenmaier, 2000). In this study, the secondary sources of travel blogs provided the unstructured dataset and used the coding of both photographic and text combined in a deductive and inductive process. In this way, a primary research agenda was established before conducting data analysis prior to the literature view. However the literature review shaped a sensitivity toward given place attributes, and during the data analysis, new themes emerged, and also it was felt some themes from the primary set were not relevant, while other themes were merged. In this way, the original broad categories were adjusted according to the bloggers' voices and constructs.

While Echtner and Richie (2003) indicated that statistical analysis is limited in unstructured methodologies (Echtner and Richie, 2003) but just nine years later the development of computer based textual analysis software packages permit researchers to analyse destination image in an effective and efficient way. The growing utilization on computer assisted qualitative data analysis software (CAQDAS) also helps researchers to alleviate the burden of importing, sorting, group and coding the data. Multivariate analysis using statistical software, such as SPSS, provides statistical analysis including t-tests, regression, factor analysis, cluster analysis, and multidimensional scaling (Jenkins, 1999) and can be used to prove reliability, consistency, and validity of qualitative findings that have generated sets of nominal data. In this study, an additional mode of analysing the data was to establish a spread sheet where each classification was, for each blog entry or each photograph, marked as being present or absent to form a matrix of dichotomous variables. This permits the use of principal components analysis.

This process had mixed success. In this case, as noted previously, the functional aspects of the destination were brought to the fore, including details such as driving conditions. The affective component was very much centred upon the attribute of a comparatively un-degraded natural environment, and this affective component centred on comparison between New Zealand and China. However, when subjecting these data to statistical analysis, a problem of multi-collinearity emerged whereby all such attributes were very closely correlated with each other as facets of New Zealand, and as described at the commencement of chapter seven, this defeated a more detailed analysis. It appears that the "100% Pure" campaign

so strongly identifies New Zealand that it “floods” the detail. This is in stark contrast to the study by Ryan and Ninov (2011) of Dubai where clear distinctions existed between macro- and micro-images of place. Another factor may, however, also be the familiarity and experience of visitors. In the case of Dubai the sample were experienced visitors, many making repeat visits to the city, whereas in this case the Chinese visitors were less familiar with New Zealand.

The software program NCSS was used to support photographic analysis. Running the software generated an initial result of 31 classifications that possessed eigenvalues greater than one. The software also generated a series of plots that helps one to refine the analysis. Given the large numbers of photographs and classifications it was in fact much easier to work from the plots than from the statistical tables given that for the most part the values were less than 0.001, making it difficult to observe clear patterns due to the sheer volume of statistics. This process was selected in part to try to ensure that an other than personal intuitive process lay behind the following analysis while it also generated sets of data that could be looked at by academic supervisors.

To help in the textual analysis, the software programs Atlas ti and SPSS were used. After coding, using the function of Atlas ti entitled “primary document family”, a holistic codes-primary document matrix was generated. This matrix provides the frequency count of all the codes and all primary documents (blog entries). All the non-zero values of this matrix were changed to “1” to indicate whether a code was absent or present in the text. Then the cells of the matrix became dichotomous variables which were also used for principal component analysis (PCA). This permitted an exploration of the underlying factors or components that existed within the data in a process akin to exploratory factor analysis. The result showed numbers of solutions that varied from 5 to 24 components. However, the first component possessed very high ‘explanatory’ levels of variance in dataset (namely 76%). The second and remaining components were hard to interpret. This result showed that everything was loading to the first component of a holistic image of New Zealand. The scores of eigenvalues of all the other components are less than 0.2. Given all bloggers wrote their experiences of New Zealand, two confounding dimensions appeared within

the individual comments. These were (a) too fine a specification to generate separate components and (b) high levels of correlation appear to exist which reduces the ability to discriminate between the components. This lead to the limited findings mentioned at the commencement of chapter seven.

### **8.2.2 Blogs as the data source**

One significant advantage of using blogs as the data source is the unobtrusive nature of data collection. Dann (1981) and Seaton (1997) suggest the adoption of unobtrusive measures might be the best way to understand tourists' motivation. As Kellehear (1993, p. 5) says, unobtrusive measures can be used to assess "actual" behaviour instead of "self-reported" behaviour. Researchers may reveal tourists' real motives through observation and reading their travel stories instead of depending on tourists' own expression (Dann, 1981). Blogs permit an insight into such 'researcher free' comments.

With the increasing development of advanced technology, increasing numbers of tourism researchers have realised the market value of blogs as a data source. According to the nature of tourism products of intangibility, high risk, high involvement (Stepchenkova & Morrison, 2006), travel blogs are suitable data source to identify perceived destination images (Carson, 2008; Bing Pan et al., 2007), and to monitor service quality and competitors (Douglas & Mills, 2006; Pühringer & Taylor, 2008; Sigala, 2009), to identify the influence of e-WOM (Dellarocas, 2003; Litvin et al., 2008; Wenger, 2008). The majority of such studies published in English are based on the text analysis of English speaking world, thereby avoiding issues of cultural differences. This thesis intended to discover Chinese travel blogs from the viewpoint of Chinese culture and Chinese language. However, major parts of the data were photographic postings and interpreting such large numbers represented an ambitious task. Owing to the unmediated and non-researcher directed nature of online visitor-generated photographs, these photographs are nonetheless a valuable data source when researching tourists' perception and destination image (Tussyadiah, 2010). Furthermore, like log books used in participant-generated photography, a detailed description of why they took these photographs and what they intended to express can be seen in travel blogs, which is an integral part for content analysis.

Differing from previous blog research based on small samples of text, the use of a relatively large quantity of travel blogs also makes the sample more representative. But some caveats exist. Firstly, the gender proportion of the bloggers was slightly different from the character of Chinese bloggers (45.5% male and 54.5% female) (CNNIC, 2009); but corresponded exactly with the character of China's outbound tourists (52.98% male and 47.02% female) (CNTA & China Tourism Academy, 2011). Secondly, that middle aged people are the largest group was consistent with the findings in outbound tourists' surveys (25-44 64% ) (CNTA & China Tourism Academy, 2011). Also, reports from the New Zealand Ministry of Tourism also indicated that more than two thirds of all arrivals to New Zealand from China are aged 30-50 years old (Ministry of Tourism, 2009). Nonetheless, this ratio differs from the structure of bloggers in which younger people under 30 years old occupy 86% (CNNIC, 2009). Thirdly, the residence of bloggers was congruent with the data published in the Annual Report of China outbound tourism development in 2011 in which the main sources of outbound Chinese tourists was identified as coming from Beijing, Shanghai, and Guangdong province (CNTA & China Tourism Academy, 2011). Similar results could be seen in reports about the international visitors to New Zealand from the New Zealand Ministry of Tourism (Ministry of Tourism, 2009). Last, similar with the findings of Ryan and Mo (2001), New Zealand tourism industries were increasingly facing Chinese tourists experienced in overseas and outbound travel. Indeed, nearly all bloggers had prior overseas travel experience, which includes a wide range from Southern America to the South Pole. From these viewpoints, we may conclude that this sample of bloggers was representative with the socio-demographic structure of Chinese outbound tourists, and the inbound Chinese tourists of New Zealand. Thus the nature of the sample makes it possible to provide meaningful suggestions for Chinese outbound market and New Zealand's tourism industries.

### **8.3 IMPLICATIONS**

Chinese outbound tourism market is a fast growing market with numerous business opportunities. Given the truth that only a small minority of the Chinese population is yet to undertake outbound travel (Arlt, 2006), it is essential for

marketers to build an effective image in the mind of potential tourists and draw more tourists to the country.

### **8.3.1 Concerning Chinese culture in marketing process**

Based on Chinese cultural values of harmony, and “mountain and water”, the concept of “100% Pure” of New Zealand is appeals to Chinese tourists. The promotional focus should still concentrate on unspoiled nature, blue sky and white clouds, original landscape, and abundant fauna and flora resources. Photographs and videos illustrating humans and nature, especially humans together with animals, can convey the sense of harmony can be widely used in marking activities. According to MacCannell (1976), tourists seek the exotic, primitive, and natural destinations that are absent from their own world. Thus this natural and harmonious sense of New Zealand can be sold as a key national symbol to attract Chinese tourists.

Chinese tourists like to hear historical stories or legends of the destination. Without the benefit of a long history, marketers can still discover more local historical stories, and interesting Maori legends of New Zealand to tell to the Chinese tourists. These background stories would arouse more interest when visiting a given destination.

Under the influence of Confucian thought, the Chinese have a strong respect for those in authority (Mok & Defranco, 2000) and thus opinion leaders have an influence in attracting Chinese to New Zealand. The provision of information about public figures visiting New Zealand should be considered in any promotion to the Chinese market, especially by those figures familiar to the Chinese. This can apply to historical figures and it is necessary to identify the location of former house of Gu Cheng when promoting Waiheke Island, and also the location of the Auckland home shared by Gu Cheng and Yang Lian, both of some significance in the period of the late 1980s. From this point of view, current blog celebrities and historical associations with China are an efficient means of attracting readers and inducing them to want to know more about New Zealand. However, any campaign based on the premise of personalities should not be isolated from other supplementary means of promotion. Practical itineraries should be promoted

simultaneously by tour companies to attract these readers. Thus campaigns should not only focus on improving the visibility of the country, but should also be able to draw tourists to the country by providing information about where to go and what to do in terms of an appeal to Chinese cultural values. In addition, the selection of the celebrities should be based on the target markets with most potential. From this viewpoint, not only public figures, but also “grassroots bloggers” should be considered as being involved in the campaign because the Chinese tourists tend to trust non-promotional or non-commercial messages.

Spending Chinese festivals in a country other than China was a special experience for Chinese bloggers. Many Chinese tourists spent the Spring Festival in New Zealand during their trip, partly because they had longer holiday time during the Chinese Golden Week holiday period. Because the Spring Festival is an important festival in China, Chinese tourists would like to have some special activities to celebrate this festival. It is suggested that during traditional Chinese festivals, local restaurants and resorts should promote some special packages focusing on the Chinese market, and engage with the local Chinese communities to better provide activities, events and celebrations in which the Chinese visitor can join. The presence and promotion of such events may also help to overcome inhibitions about traveling overseas during such periods.

The use of the Chinese language is welcomed by Chinese tourists. Some simple greetings, especially greetings during the festivals, such as “*Happy New Year*”, and “*wish you a prosperous New Year*” are much appreciated by Chinese tourists. However, some care is needed in the use of Chinese. For one part, a foreigner’s greeting in Chinese would be considered as a friendly attitude from the host. On the other hand, Chinese tourists would not feel satisfied if there is a poor standard of Mandarin being used by those purporting to be Chinese speakers.

It was also observed in the thesis that the Chinese tend to not complain because of “Junzi Aspiration”. Thus it is not easy to obtain direct answers from questionnaires about the deeper feelings of Chinese tourists. This requires a consistent monitoring of Chinese online narratives and forums to learn about Chinese tourists’ perceptions are, and what they want to tell others about New Zealand. This is an important action to ensure the delivery of the service quality.

### 8.3.2 Information distribution channels of Tourism New Zealand

With more countries having been granted ADS status, Chinese tourists have more diverse choices for overseas travelling. It is vital for tourism destinations to promote special features which enable them to stand out from others. As one of the western countries first opened to Chinese tourists through ADS, New Zealand has already established a positive image as clear and unspoiled country through the concepts of “100% Pure” and “middle earth”. The current issue is how to enlarge the effectiveness of this positive image through all the proper information distribution channels in China.

Magazines and newspapers are efficient information channels for specific target markets. Some magazines, such as *World Traveller*, *Popular Auto*, and *Travel*, focus on the upper level of the middle classes in China and it is easy to find the right magazine for given specific market segments.

Films and TV programs are efficient ways to promote positive images of the country. Chinese tourists are familiar with some movies, such as *the Lord of the Rings*, *Avatar*, *the Chronicles of Narnia*, *King Kong*, and *the Piano*. The forthcoming movie of *The Hobbit* will further reinforce (it is hoped) the image of New Zealand as the original place of “middle earth”. Watching TV programmes is one of the favourite past time activities for Chinese families. Thus cooperating with entertainment based TV programmes will attract more family groups.

Since the peer group is by far the most significant determinant for the decision making process, word of mouth should be considered as an important information source for destinations. Liu (2008) indicated that international students had a strong influence in the VFR market. With the current situation of numerous Chinese students studying in New Zealand, their relatives and friendly are more likely to visit New Zealand. The Internet has become a part of life for a considerable number of people in China. As the biggest Internet market of the world, digital marketing is essential for marketers to promote destinations. Currently, most of the information posted in the Chinese official Website of Tourism Zealand was directly translated from English version. Based on the different cultural background of the Chinese market, the Chinese website should

be redeveloped to better meet the needs of Chinese tourists through better contextualising material in a Chinese cultural context.

This study reveals that blogs are definitely important for providing detailed information about destinations and for communicating with potential tourists. Thus any positive word of mouth spreads quickly through blog reading. Blog celebrities, such as Hung Huang and Lu Chan, attracted a large number of readers to their travel stories. Additionally “grassroots” bloggers normally have more interactions with blog readers, which is helpful to spread the message quickly and widely. In order to get a wider spread, a blog campaign among ordinary bloggers is necessary to attract more Internet users.

According to the analysis of blogs’ comments, the Internet users welcome more interactive activities with information suppliers. From this point, Weibo is another way to better communicate with potential tourists. Different from blogs, Weibo is not able to provide detailed information about destinations because of its 140 character limit. It is also difficult for marketers to rely on Weibo for information distribution because of the short time life of many entries. However, Weibo is a favourite medium for the current “fast” lifestyles of big cities. According to the current users of 300 million in Sina Weibo, it is effective to post messages that can arouse interest in destinations. In order to “grab” people in the short time periods with such short messages, the content of Weibo should be interesting and emotional. Weibo is also a good way to lead readers to the official website by organising some interactive activities. Additionally, every promotional event organised by Tourism New Zealand can be announced on Weibo to attract more participants.

### **8.3.3 Identified problems of current tourism service quality**

Chinese travel agencies remain an important medium of communicating with tourists on behalf of tourism destinations. It is necessary to keep a good relationship with travel agencies to get first hand feedback from them. Based on the current situations of high mobility and labour turnover, it is necessary to provide updated promotional materials and professional trains for the relevant staff.



Because the majority of Chinese tour packages are still price driven, the main problem of group tours still seems to be service quality according to the blogs. Chinese tourists are, however, satisfied with accommodation and meals. The main negative factors concentrate on the tour guide. The tour guide is the person who has direct contact with the Chinese tourists in the role of being the host during the tour. Thus their behaviour and interpretations they offer are important in conveying the service quality of New Zealand's tourism industries. The tour guides should be trained regularly, not only for their knowledge of New Zealand, but also to improve service quality. The general prices of common souvenirs could be provided on an official website as a reference for tourists to avoid being cheated during the shopping activities arranged by tour companies.

According the results of this study, Chinese tourists prefer accommodation with beautiful views from windows, good location, big bedrooms, fully equipped kitchens, beautiful gardens, cleanliness, free Internet, good value for money, and a sense of home. Thus the accommodation information of the official website should provide these features. Moreover, other accommodations representative of New Zealand, such as farm stays and Holiday Parks, need to be highlighted and introduced in detail.

According to Wen Pan and Laws (2001), the Chinese show a strong inclination to a group orientation. Thus, in the long term, tourism companies can expect a lot of business from China. But currently, the simple and homogeneous offering is increasingly unable to satisfy special demands from the more experienced and sophisticated Chinese tourists. Even ordinary group tourists mentioned that they would prefer a free choice for dining, where such arrangement can afford good opportunities to try something different. With an increasing number of opportunities to take outbound tours, Chinese tourists are consuming more flexible and varied itineraries. More personalised, customised, and in-deep tourism products will be more welcomed. More important, some special market segments need to be targeted according to their special needs.

#### **8.3.4 Self-drive market**

Self-drive tours are increasingly popular in China. That “self-drive” is such a popular term can be seen in many areas, such as self-drive associations, broadcasting station (e.g. FM103.9), and magazines (e.g. *Popular Auto*). Many travel agencies also promoted semi-self-drive tours to Chinese tourists. Since New Zealand was described as “the ideal country for self-drive tours” by many Chinese Internet users, this market segment has a great potential. In travel blogs and forums, self-drive tourists were seeking information about traffic rules, weather conditions, road conditions, and accommodation. Compared with the large amount of online discussions in Chinese forums and blogs, Tourism New Zealand’s Chinese websites only provides one page of information about driving regulations which is inadequate for Chinese tourists. Also, it is necessary to authoritatively introduce the driving rules, driving habits, insurance, geographic features, recommended routes, and safety issues to Chinese Internet users.

In order to promote self-drive tours to Chinese tourists, Tourism New Zealand should cooperate with Chinese self-drive clubs. For example self-drive events can be organised annually while also inviting some media groups to report the events.

#### **8.3.5 Youth market**

Based on the demographic information of bloggers, there is an emerging trend of an increase in the outbound Chinese youth market. This is also a significant difference when compared with a survey conducted by Ryan and Mo (2001) about ten years ago.

Travelling with their friends, cooking for themselves, staying in backpacker accommodations; these young people are full of energy, and ready to try what for them are “out of the ordinary” activities, such as glacier related activities, bungee jumping, and rafting. According to the special motivation of “to understand and experience more” and being Internet addicts, more information should be given to this youth market via different digital channels.

Compared with western countries’ youth markets, the Chinese youth market has some unique features. First, it is not equal to a budget market. Given the fact that

only one child was allowed to be born in the family, Chinese parents and grandparents are ready to support their child to discover the world. A second reason is the pursuit of fashion. Some popular international prestigious brands of clothes, shoes, and handbags become goals and means of “face” for many youngsters. From this perspective, celebrities used to promote New Zealand to the youth market should be known as fashion leaders and trend setters.

Tourism New Zealand should also cooperate with New Zealand’s universities because the increasing number of Chinese students will simultaneously enlarge VFR market.

### **8.3.6 Photography tourism market**

Chinese bloggers mentioned that they met professional photographers during the trips. And also many independent tourists and escorted group tourists were photography lovers and had a full arsenal of photographic equipment when travelling. With an increasing number of photographic enthusiasts, many tour companies have developed photography tours for professional and amateur photographers. Differing from sightseeing groups, photography tours take longer time to take photographs at places, and normally start earlier and stop their day later than ordinary groups. This requires the itineraries should be not too intensive, and tour guides and drivers should have some basic knowledge of photography and understand its working processes.

Also, some photographic associations would be happy to cooperate with Tourism New Zealand to promote the country. This cooperation can be undertaken by inviting some famous photographers to visit and photograph New Zealand post photos online. This study indicates that posting beautiful photographs does attract and generate more readers. Another promotional activity suggested is a photography competition among actual visitors. This activity can be promoted with Chinese travel agencies and websites. All of these photographs can then be used for further promotion.

### **8.3.7 Honeymoon tourism market**

Since Chinese bloggers described New Zealand as a “romantic” place, and newly married couples could be another target market to attract honeymoon business. Recommended itineraries including the romantic restaurants and accommodations should be provided on the website of Tourism New Zealand. Suitably attractive photographs and text should be used to convey “romantic” feelings.

Cooperating with the Chinese wedding industry would be an efficient means in reaching this market. Moreover, any such promotion should consider more the feelings of females as female bloggers emphasised more western restaurants, and cared more about bedrooms and the ambience than male bloggers.

### **8.3.8 Golf tourism market**

Chinese bloggers were interested in the beautiful scenery of golf courses of New Zealand, which scenery was often more attractive than playing golf itself. Based on the low prices and “awesome scenery” of the golf course, golf tourism can be a selling point for Chinese tourists. However, given that golf is expensive in China and considered a game for the rich, the realities of playing golf without caddies and carts should be addressed and serious opportunities exist for a business orientated to the Chinese golf market.

Basic information of golf courses, especially for those near main tourism destinations or on the way to main tourism destinations should be introduced in detail including the location, price, facilities, and associated restaurants and accommodations. Also, itineraries with appropriate features should be provided for perspective tourists with an interest in golf.

The golf market is also one of the luxury markets in China. Such promotional activities can be organised with Chinese golf clubs to organise international golf competitions. And golf tourism can be associated with premium tourism by cooperating with internationalized exhibition and conference services. Golf celebrities can be selected from famous and rich men in China who have a powerful influence on the upper level of the middle class by being regarded as trend setting personnel.

## **8.4 LIMITATIONS AND RECOMMENDATIONS FOR FURTHER RESEARCH**

### **8.4.1 Limitations**

This thesis used content analysis to analyse the Chinese travel blogs of New Zealand. There are three main limitations in this research.

One limitation is the weakness of content analysis. Content analysis is limited to examining recorded messages (Berg, 1995). Also, these recorded messages may not be written for the specific research project and, thus need careful consideration and treatment (Altinay & Paraskevas, 2008). The data collection process was easy; but the subsequent analysis of the data was complex and time consuming. In addition, although the process was supervised, bias might be generated because the coding was done by one person.

Another limitation is the use of Google as a search engine. Individual search engines vary by ranking implementations, and characteristics of display in ranking results (Pan et al., 2007). Therefore the initial consideration of choosing just one search engine was to ensure a constant result. Blogs collected from the Google blog search engine included the most popular blog websites in China, such as Sina blog, 163 blog, Sohu blog and so forth. However, bias might be generated because some comparatively popular websites were not ranked as leading sites or were neglected by Google blog research, such as Windows Live and QQ.

The last one is the limitation of the software. Dealing with large quantity of dataset is still a problem for some software programs. Thus this study had to try different software programs to undertake statistical and textual analysis. Of these, Atlas ti was the best able to handle the data sets.

### **8.4.2 Recommendations for future research**

As one of the first attempts to analyse Chinese blogs relating to New Zealand, the objective of this thesis was ambitious. The results of this study raised a number of important market segments for further investigation. Since tourists' needs and

perception differ from one to another in travel patterns, it is necessary to undertake more detailed research focusing on each different market segment. Based on the vast geographic scale of China, regional differences may be expected. Thus future research also can focus on the comparison of different regions. In addition, comparing the characteristics of bloggers who visited other destinations can also be one of the tasks for future research, thereby introducing a comparative data set for analysis.

Tourist outbound markets are diverse and changing, especially that of Internet users. Also, with the development of new technology, research methods will be more diverse in the future. In the near future, a longitudinal research is necessary to provide the variations of Chinese outbound market.

It is also recognised that many different approaches exist in interpreting and analysing text written by tourists. Such texts as blogs are recorded ‘gazes’ of tourists, and as Urry (2002) has noted, there are different such gazes including the romantic, nostalgic, the collective, anthropological and mediatized to mention but a few from his list. Gazes are social constructs – what is selected as the object of the gaze, the duration of surveillance, the interpretation of what is seen, these are all associated with a social milieu within which the cultural framing of the gaze is important. Aspects of that cultural framing has been implicit in much of what has been observed in the blogs, but cultural framing has, like any attitude, a cognitive, affective and conative component. Chinese visitors gaze on New Zealand from a perspective of primarily newly affluent urban dwellers living in some of the largest urban centres on the planet. The lack of crowding, the absence of easily observed pollution, the views of clear skies represent significant differences to their daily lives. The affective assessment of clear starlit skies evokes memories of a classical Chinese past. The conative is embryonically seen in a making of comparisons between the two countries and a questioning of what accounts for differences.

This research may be deemed as being exploratory. In some ways it began with a clean sheet and then filled that sheet with text. Given no previous study on this scale, there was no prior knowledge of which to draw with respect to New Zealand. The coding hence became oriented toward the places visited, the

activities done, and the comments made. There are alternative modes of analysis, but it is argued that such modes based on value systems, emotional responses and the like are higher order modes of analysis that can only be grounded in an existing understanding of activities and places visited. In this way this thesis has established a benchmark for future work, and for future ways of analysing Chinese blogs of New Zealand.

# APPENDIX 1: CODES FOR PHOTOGRAPHIC ANALYSIS

## **Transportation**

- V1. Airplane
- V2. Airport
- V3. Airplane- Video
- V4. Road
- V5. Tunnel
- V6. Road sign
- V7. Car rental- sign
- V8. Car rental -office
- V9. Hired car
- V10. Parking
- V11. Shuttle bus
- V12. Campvan
- V13. Camp site
- V14. Car with van
- V15. Old car
- V16. Car
- V17. Taxi
- V18. Police or security car
- V19. Engineering car
- V20. Bicycle
- V21. Truck
- V22. Tonk
- V23. Bus
- V24. Water taxi
- V25. Ferry
- V26. Cruise
- V27. Train
- V28. Railway
- V29. Station (bus or train)
- V30. Milometer
- V31. GPS
- V32. Sign post
- V33. Transport accident

## **Urban scenery**

- V34. Auckland



- V35. Auckland-Harbour Bridge
- V36. Auckland-Skytower
- V37. Auckland-Mt Eden
- V38. Auckland-One Tree Hill
- V39. Auckland-Spookers
- V40. Rotorua
- V41. Rotorua-Museum of Art and History
- V42. Rotorua Government Garden
- V43. Rotorua-Maori village
- V44. Rotorua-Maori carving and painting
- V45. Rotorua-Maori Dance
- V46. Rotorua-Maori craft
- V47. Rotorua-Pui Pui
- V48. Rotorua-Hongi
- V49. Rotorua-Jade
- V50. Rotorua-Maori cooking area
- V51. Rotorua Geothermal phenomena
- V52. Rotorua Mud pool
- V53. Rotorua-Agrodome farm
- V54. Rotorua-Kiwi fruit farm
- V55. Rotorua-Redwoods Forest
- V56. Cape Reinga
- V57. Te Puke
- V58. Taupo
- V59. Warkworth
- V60. Paihia
- V61. Leigh
- V62. Russel
- V63. Waitangi
- V64. Waiheke
- V65. Waiheke-Former Residence of Gucheng
- V66. Whangarei
- V67. Mangawhai
- V68. Hamilton
- V69. Cambridge
- V70. Matamata
- V71. Napier
- V72. Taranga
- V73. Coromandel
- V74. Wellington
- V75. Wellington -Tram
- V76. Wellington -Beehive
- V77. Picton
- V78. Mussel

- V79. Nelson
- V80. Christchurch
- V81. Christchurch-Avon River
- V82. Christchurch-Punting
- V83. Christchurch-Metal Chalice
- V84. Christchurch-Chess
- V85. Christchurch-Cathedral Church
- V86. Christchurch-Art centre
- V87. Christchurch-Canterbury museum
- V88. Christchurch-Memory Bridge
- V89. Christchurch-Modern Art Gallery
- V90. Christchurch -Tram
- V91. Christchurch-Antarctica Center
- V92. Christchurch-Repairing buildings
- V93. Christchurch-Cathedral Church-after earth quick
- V94. Kaikoura
- V95. Akaroa
- V96. Oamaru
- V97. Dunedin
- V98. Dunedin-Yellow Eyed Penguin Conservation Reserve
- V99. Dunedin-Baldwin Street
- V100. Dunedin-Sandfly bay
- V101. Dunedin-Otago Royal Albatross Centre
- V102. Hammer Springs
- V103. Moana
- V104. Westport
- V105. Greymouth
- V106. Hokitika
- V107. Shanty town
- V108. Born of gold place
- V109. Franz Josef glacier town
- V110. Fox glacier town
- V111. Wanaka
- V112. Wanaka-Puzzling world
- V113. Glenorchy
- V114. Paradise
- V115. Queenstown
- V116. Queenstown-Kiwi bird life park
- V117. Queenstown-Bob's peak
- V118. Queenstown-Walter Peak Farm
- V119. Queenstown-TSS Eanslaw
- V120. Arrow town
- V121. Arrow town-Chinese Settlement
- V122. Te Anau

V123. Cromwell  
V124. Gore  
V125. Kaka Point  
V126. Bluff  
V127. Mt Cook Town  
V128. Tekapo town  
V129. Tekapo-Good shepherd Church  
V130. Tekapo-Dog statue  
V131. Tekapo-Observatory  
V132. Waiwera spa resort  
V133. Night time  
V134. Street  
V135. Morden buildings  
V136. Historic buildings  
V137. Townhouse  
V138. House inside  
V139. Spa  
V140. Power station  
V141. Park  
V142. Statue  
V143. Monument  
V144. Fountain  
V145. Mailbox  
V146. Resting place  
V147. Toilet  
V148. Construction  
V149. Painted wall  
V150. Church  
V151. Petrol station  
V152. Clock tower  
V153. Lighthouse  
V154. Streetlight  
V155. Telegraph pole  
V156. Bridge  
V157. Library  
V158. University  
V159. School  
V160. Playground  
V161. Zoo  
V162. Gallery  
V163. Exhibits  
V164. Watering facilities  
V165. Tap of drinking water  
V166. Bank

- V167. Rest place
- V168. Rubbish bin
- V169. BBQ site
- V170. View flat
- V171. Shop
- V172. Souvenir
- V173. Toy
- V174. Harbour
- V175. Yacht
- V176. Yacht shop
- V177. Supermarket
- V178. Supermarket-automatic check-out
- V179. Cigarette ends in Christchurch street
- V180. Rubbish under Avon River
- V181. China train station and train

## **People**

- V182. Blogger
- V183. Family members
- V184. Friends
- V185. Male
- V186. Female
- V187. European like
- V188. Maori
- V189. Asian
- V190. Chinese
- V191. Child
- V192. Young
- V193. Middle
- V194. Old
- V195. Shooting
- V196. Working
- V197. Walking
- V198. Resting
- V199. Reading
- V200. Eating
- V201. Jogging
- V202. Sunbath
- V203. Diving
- V204. Fishing
- V205. Sheep-shearing
- V206. Feeding animals
- V207. Playing golf

- V208. Enjoying night life
- V209. Playing rugby
- V210. Lawn bowling
- V211. Model boat contest
- V212. Born of gold
- V213. Wedding
- V214. Boating people
- V215. People riding Carriage
- V216. Enjoying beach
- V217. Lakeside people
- V218. Picnic
- V219. Camping
- V220. Swimming
- V221. Tracking
- V222. Sliding
- V223. Skeet shooting
- V224. Penguin watching
- V225. Passenger
- V226. Tourists
- V227. Homeless person
- V228. Ranger
- V229. Policeman
- V230. Shepherd
- V231. Priest
- V232. Dancing
- V233. Monocycle
- V234. Cyclist
- V235. Motorcyclist
- V236. Segway rider
- V237. Pilot
- V238. Guide
- V239. Conductor
- V240. Driver
- V241. Street artists
- V242. Other actor

### **Accommodation**

- V243. Hotel
- V244. Motel
- V245. Lodge
- V246. Backpacker accommodation
- V247. Holiday Park
- V248. Farm stay

- V249. Apartment
- V250. Hut
- V251. Outside
- V252. Living room
- V253. Bedroom
- V254. Kitchen or dining room
- V255. Entertainment facilities
- V256. Swimming pool
- V257. Bathroom
- V258. Reception

### **Meals**

- V259. Western restaurant
- V260. Asian restaurant
- V261. Chinese restaurant
- V262. Fast food
- V263. Self-cooking
- V264. Bar
- V265. Café
- V266. Meals
- V267. Vegetable
- V268. Meat
- V269. Wool product
- V270. Cheese
- V271. Coffee
- V272. Tea
- V273. Honey
- V274. Nuts
- V275. Jam
- V276. Ice cream
- V277. Juice
- V278. Fruit
- V279. Vegetable
- V280. Coca-Cola
- V281. Chocolate
- V282. Candy
- V283. Wine

### **Travel information**

- V284. Map
- V285. I-site
- V286. NZ travel book

- V287. Leaflet
- V288. Picture
- V289. Video
- V290. Chinese notice
- V291. Notice board
- V292. Shoplifting notice
- V293. Ticket
- V294. Price notice board
- V295. Local newspaper
- V296. Flags
- V297. National flags
- V298. National emblem
- V299. Note

### **Travel activities**

- V300. Weekend market
- V301. Dog competition
- V302. Concert
- V303. Chocolate factory
- V304. Pony club
- V305. Salmon farm
- V306. Winery
- V307. Dairy factory
- V308. Museum
- V309. Vineyard
- V310. Festival
- V311. Skyline
- V312. Trampoline
- V313. Bungy jumping
- V314. Paragliding
- V315. Hot Balloon
- V316. Rock climbing
- V317. Skiing
- V318. Surfing
- V319. Rafting
- V320. Ziptrek
- V321. Luge
- V322. Swoop
- V323. Jet boat
- V324. Boat
- V325. Glass bottom boat
- V326. Kayak
- V327. Whale-watching

- V328. Glacier walking
- V329. Helicopter
- V330. Helicopter service office
- V331. Skydiving
- V332. Golf course
- V333. Golf club house
- V334. Hydroplane
- V335. Walking track

### **Fauna**

- V336. Weka
- V337. Kiwi bird
- V338. Peacock
- V339. Kea
- V340. Swan
- V341. Sea birds
- V342. Other Bird
- V343. Duck
- V344. Albatross
- V345. Emu
- V346. Sheep
- V347. Cow
- V348. Deer
- V349. Alpaca
- V350. Sea lions
- V351. Seals
- V352. Whale
- V353. Penguin
- V354. Man-made nest
- V355. Dolphin
- V356. Wallaby
- V357. Horse
- V358. Rabbit
- V359. Dog
- V360. Cat
- V361. Chick
- V362. Pig

### **General natural scenery**

- V363. Rainbow
- V364. Sky with Cloud
- V365. Star



- V366. Rain
- V367. Snow
- V368. Grassland
- V369. Crops
- V370. Rolling haystack
- V371. Flower
- V372. Tree
- V373. Tree wall
- V374. Fruit tree
- V375. Silver fern
- V376. Mushroom
- V377. Sisal
- V378. Jetty
- V379. Lake
- V380. Hill
- V381. Mountain
- V382. Valley
- V383. Island
- V384. Sea
- V385. Wetland
- V386. Beach
- V387. Coast
- V388. Marked stones
- V389. Bay
- V390. Rock
- V391. Fall
- V392. River
- V393. Creek
- V394. Spring
- V395. Overview
- V396. Sunrise
- V397. Dawn
- V398. Dusk

### **Specific natural scenery**

- V399. Highland view
- V400. Marlborough sound
- V401. Glacier view
- V402. Moeraki Boulder
- V403. Milford Sound
- V404. Doubtful Sound
- V405. Pancake rock
- V406. GlowwormCave

- V407. Cathedral Cave  
V408. Norway fjord

## APPENDIX 2: TEXTUAL ANALYSIS: COMPARISON OF DIFFERENT DEMOGRAPHIC GROUPS

	group	self- drive	backpacker	VFR	female	male	young	middle	old
accom-apartment	0	1	0	0	1	1	1	1	0
accom-atmosphere	0	1	4	0	3	2	1	1	3
accom-bedroom	2	7	1	0	7	3	7	2	1
accom-chinese elements	0	1	0	0	1	0	0	1	0
accom-cleaness	0	2	2	0	4	0	0	2	2
accom-design	1	4	1	0	4	2	4	1	1
accom-disposable suppliers	3	0	0	0	3	0	2	1	0
accom-environment	2	12	0	0	10	4	8	6	1
accom-facilities	2	0	2	0	3	1	2	1	1
accom-free cofee and tea	0	0	1	0	1	0	0	0	1
accom-internet	0	2	3	0	3	2	3	0	2
accom-kitchen	0	6	0	0	2	4	5	0	1
accom-location	2	4	3	0	7	1	3	4	2
accom-parking	0	0	0	0	0	1	0	1	0
accom-people	0	1	1	0	1	1	0	1	1
accom-price	0	4	5	1	5	3	4	4	2
accom-safety	0	0	2	0	2	0	0	0	2
accom-service quality	0	1	0	0	1	1	0	2	0
accommodation- backpacker	0	3	4	0	6	1	4	1	2
accommodation- BBH	0	5	2	0	3	4	5	2	0
accommodation- department	0	1	0	0	1	2	0	3	0
accommodation- Farm stay	0	1	0	0	1	0	0	1	0
accommodation- Holiday Park	0	4	0	1	5	0	3	1	1
accommodation- hotel	11	8	0	1	12	9	9	10	3
accommodation- hut-DOC	0	1	0	0	0	1	1	0	0
accommodation- local friend provide	0	0	1	0	0	1	0	1	0
accommodation- motel	0	9	0	1	6	5	8	2	1

	group	self-drive	backpacker	VFR	female	male	young	middle	old
accommodation-YHA	0	13	2	0	2	13	7	8	0
activity-boat	1	4	0	0	5	0	1	4	0
activity-Chocolate Factory	0	0	0	0	0	2	0	2	0
activity-Cruise	10	7	3	0	10	12	9	9	4
activity-Dog competition	0	0	0	1	1	0	0	0	1
activity-dolphin watching	0	2	0	0	1	1	0	2	0
activity-fishing	0	1	0	0	1	0	0	1	0
activity-floatplane	2	0	0	1	1	2	0	2	1
activity-Glacier Explorer	0	2	0	0	2	0	2	0	0
activity-Glowworm Caves	3	5	1	0	4	7	2	8	1
activity-golf	2	2	1	2	4	10	2	11	1
activity-gondola	0	0	1	0	1	0	0	0	1
activity-Guided glacier walking	1	3	0	0	2	2	2	0	2
activity-Heli Hike	5	4	0	0	6	4	5	4	1
activity-Helicopter	6	7	2	0	6	10	7	6	3
activity-hiking	3	6	1	0	6	4	7	3	0
activity-Kayak	0	1	0	0	0	1	1	0	0
activity-luge	1	1	1	0	2	1	0	1	2
activity-penguin watching	0	1	1	0	1	1	2	0	0
activity-price	2	1	2	0	2	3	0	3	2
activity-punting	5	3	2	0	6	4	3	4	3
activity-Rock climbing	0	1	0	0	1	0	1	0	0
activity-scenery	0	0	0	1	0	1	0	1	0
activity-Skiing	0	1	1	0	2	0	1	1	0
activity-skyline	4	8	3	0	7	11	3	11	4
activity-SPA	6	5	0	2	9	5	3	10	1
activity-Spookers	0	0	2	0	0	2	0	2	0
activity-surfing	0	2	0	0	1	1	2	0	0
activity-time consuming	1	4	0	0	3	2	4	0	1
activity-variety water adventures	1	2	0	0	2	1	0	1	2
activity-walking	3	8	5	0	4	13	8	6	3
activity-whale	0	3	0	0	1	2	0	3	0

watching									
	group	self-drive	backpacker	VFR	female	male	young	middle	old
activity-Ziptrek	0	0	1	0	1	0	0	0	1
adventure-bungy	11	9	2	0	17	7	13	9	2
adventure-Hang Gliding	1	2	0	0	3	2	2	2	1
adventure-hot balloon	2	0	0	0	2	0	0	2	0
adventure-jet boat	7	1	2	0	5	8	4	7	2
adventure-Mountain cycle	0	1	0	0	1	0	1	0	0
adventure-Rafting	1	7	0	0	8	0	7	0	1
adventure-sky swing	1	0	0	0	1	0	0	0	1
adventure-skydiving	0	2	4	0	2	5	0	7	0
adventure activities	5	1	1	0	6	3	2	6	1
booking accommodation-friend	0	1	0	0	1	0	0	1	0
booking accommodation-isite	0	1	0	0	1	0	1	0	0
booking accommodation-website	0	6	2	0	6	2	3	4	1
booking activities-website	0	1	0	0	0	1	1	0	0
booking activity-hotel	0	2	1	0	1	2	1	2	0
booking activity-isite	0	2	0	0	1	1	2	0	0
booking air ticket	0	1	1	0	1	1	2	0	0
booking car-friend	0	1	0	0	1	0	0	1	0
booking transportation-website	0	3	2	0	3	2	1	3	1
China	5	2	0	3	4	7	3	4	4
Chinese culture	3	6	3	2	8	6	6	6	2
Chinese language	3	5	0	1	4	5	5	3	1
Chinese tourist	6	8	3	2	9	10	9	9	1
culture-farm trip	43	9	3	1	37	19	21	20	15
culture-History-activity	1	0	0	0	1	0	0	1	0
culture-history-attraction	14	5	2	0	11	12	4	13	6
culture-history-	2	3	1	6	4	8	0	9	3

New Zealand									
	group	self-drive	backpacker	VFR	female	male	young	middle	old
culture-history-place	6	9	1	3	7	12	3	14	2
culture-language barrier	0	4	0	1	4	1	3	2	0
culture-local Chinese	2	2	0	1	4	1	1	3	1
culture-local life	12	3	4	2	15	7	4	10	8
culture-local people	32	36	13	15	63	36	27	42	30
culture-market-Evening and weekend	6	2	0	2	5	5	4	5	1
culture-Multi culture	2	1	0	5	1	7	0	8	0
culture-night life	0	2	3	2	3	4	0	5	2
culture-Rugby	1	0	2	1	2	2	0	2	2
culture-statue	14	6	3	1	11	13	9	11	4
culture-Street performance	0	0	3	0	1	2	0	2	1
culture-winery	2	4	0	0	5	1	4	1	1
dn-Auckland	51	37	11	10	65	46	29	61	21
dn-Bay of Islands	1	4	0	2	5	2	0	6	1
dn-Bay of Plenty	0	2	0	0	2	0	0	2	0
dn-Cambridge	0	0	0	1	0	1	0	1	0
dn-Cape Reinga	0	5	3	0	2	3	0	5	0
dn-Coromandel	0	0	0	1	1	0	0	0	1
dn-Gisborne	0	1	0	0	1	0	0	1	0
dn-Hamilton	1	1	0	1	2	1	0	1	2
dn-Hawke's Bay	0	1	0	0	1	0	0	1	0
dn-Kaitia	0	1	0	0	1	0	0	1	0
dn-Mangawhai town	0	3	0	0	3	0	3	0	0
dn-matamata-fruit	1	0	0	0	1	0	0	1	0
dn-Napier	0	1	0	0	1	0	0	1	0
dn-Paihia	0	0	0	3	0	3	0	3	0
dn-Rotorua	66	25	4	11	68	43	18	70	23
dn-Russell	0	0	0	3	0	3	0	3	0
dn-Taupo	0	3	1	3	4	4	0	7	1
dn-Tauranga	1	1	0	0	1	1	0	2	0
dn-Te Puke	0	1	0	0	1	0	0	1	0
dn-Waiheke	4	0	0	0	4	0	0	0	4
dn-Waitangi	0	4	0	2	4	2	0	6	0
dn-Waitomo	0	0	0	0	0	3	0	3	0
dn-Waiwera	0	0	0	2	2	0	0	0	2

	group	self-drive	backpacker	VFR	female	male	young	middle	old
dn-Warkworth	0	0	0	5	0	5	0	5	0
dn-Wellington	1	7	5	0	6	10	0	13	3
dn-Whangarei	0	1	0	1	1	1	0	2	0
dna-Devonport	0	3	0	1	3	1	1	3	0
dna-Harbour Bridge	6	0	0	1	4	3	1	4	2
dna-Mission bay	1	2	0	0	3	0	1	1	1
dna-Mt Eden	17	3	0	1	14	8	6	11	5
dna-Old Customs House	2	0	0	0	2	0	1	0	1
dna-One Tree Hill	2	2	0	0	3	1	1	2	1
dna-Queen Street	1	2	0	1	1	3	1	3	0
dna-Sky Tower	8	2	0	2	7	5	6	2	4
dnh-Hamilton Garden	0	0	0	1	1	0	0	0	1
dnr-Agrodome Farm	15	1	0	1	12	5	2	9	6
dnr-Artist's Palette	0	1	0	0	0	1	0	1	0
dnr-Frog pool	1	1	0	0	1	1	1	1	0
dnr-Government Garden	6	0	3	0	8	1	0	5	4
dnr-Hamurana Springs	4	4	0	0	4	4	1	7	0
dnr-hot spring-Rotorua	10	1	0	0	4	7	2	8	1
dnr-Lake Rotorua	8	0	0	2	5	6	2	8	1
dnr-Mudpool	8	2	0	0	5	5	2	7	1
dnr-Museum of Art and History	2	1	2	0	5	0	0	2	3
dnr-Ngongotaha Stream	1	0	0	0	1	0	0	0	1
dnr-Pohutu geyser	1	0	0	0	1	1	1	1	0
dnr-The Redwoods	9	1	0	0	8	4	2	9	1
dnr-Wai-O-Tapu	1	3	0	0	4	0	1	3	0
dnr-Waimangu volcanic valley	0	1	0	0	1	0	0	1	0
dnr-Whakarewarewa	2	0	0	0	2	1	2	1	0
dnr-White Island-Rotorua	1	0	0	0	0	1	0	1	0
dnt-Huka Falls	0	0	0	0	0	2	0	2	0
dnt-Lake Taupo	0	0	0	3	0	4	0	4	0
dnw-St. Pauls Cathedral	1	1	0	0	0	2	0	2	0

	group	self-drive	backpacker	VFR	female	male	young	middle	old
driving-ease and safe	0	9	0	0	7	3	3	6	1
driving-GPS	0	6	0	0	5	1	1	5	0
driving-scenic route	1	5	0	0	2	4	3	1	2
driving-selfdrive	0	49	4	1	41	13	22	28	4
driving-signs	0	3	0	0	0	4	2	1	1
Driving habits	1	2	0	0	2	1	1	1	1
ds-Abel Tasman	0	2	0	0	0	2	2	0	0
ds-Arrow Town	5	7	0	0	8	4	9	2	1
ds-Arthur's Pass	1	2	0	0	1	2	1	1	1
ds-Bluff	0	4	0	0	3	1	4	0	0
ds-Bruce Bay	0	3	0	0	2	1	3	0	0
ds-Canterbury Plains	2	0	0	0	2	0	0	2	0
ds-Christchurch	62	68	41	1	82	90	49	94	29
ds-Clinton Town	0	1	0	0	1	1	1	1	0
ds-Cloudy Bay	0	1	0	0	1	0	1	0	0
ds-Colac Bay	0	1	0	0	1	0	1	0	0
ds-Cromwell	1	3	0	0	4	0	3	1	0
ds-Curio Bay	0	2	0	0	1	1	2	0	0
ds-Dunedin	10	15	11	0	15	23	14	20	4
ds-Florence Bay	0	1	0	0	1	0	1	0	0
ds-Fox Glacier Town	3	0	1	0	2	4	0	2	4
ds-Franz Josef Town	0	3	0	0	0	3	0	2	1
ds-Geraldine	1	2	0	0	2	1	2	1	0
ds-Gibbston Valley	0	1	0	0	1	0	1	0	0
ds-Glenorchy	0	7	0	0	1	10	5	6	0
ds-Gore	0	0	0	0	0	2	0	2	0
ds-Greymouth	2	4	0	0	4	5	4	3	2
ds-Haast	0	3	0	0	2	2	3	1	0
ds-Hanmer Springs	0	4	0	0	4	0	0	4	0
ds-Hokitika	1	1	0	0	1	3	1	2	1
ds-Hooker valley	0	0	1	0	0	1	1	0	0
ds-Kaikoura	0	12	3	0	6	9	1	14	0
ds-Kaka point	0	2	0	0	1	1	2	0	0
ds-Kea point	0	0	1	0	0	1	1	0	0
ds-Knights Point	0	3	0	0	1	2	3	0	0
ds-Moana	0	1	0	0	1	0	1	0	0
ds-Murchison Town	0	1	0	0	1	0	1	0	0



	group	self-drive	backpacker	VFR	female	male	young	middle	old
ds-Mussel Town	0	0	0	0	0	2	0	2	0
ds-Nelson	0	5	1	0	3	5	4	3	1
ds-Nugget Point	0	3	0	0	1	2	3	0	0
ds-Oamaru	4	5	0	0	3	6	4	4	1
ds-Otago	0	6	1	0	5	3	5	2	1
ds-Paradise town	0	2	0	0	0	2	2	0	0
ds-Picton	0	1	0	0	0	2	1	1	0
ds-Punakaiki	1	2	0	0	1	2	2	0	1
ds-Queenstown	40	48	38	0	74	56	44	60	30
ds-Ross Town	0	1	0	0	1	0	1	0	0
ds-Sandfly bay	0	0	1	0	0	1	0	1	0
ds-Shanty Town	10	0	0	0	8	3	3	3	5
ds-Slope Point	0	1	0	0	0	1	1	0	0
ds-South Bay	0	1	0	0	1	0	1	0	0
ds-Southern Alpine	2	1	3	0	6	0	2	3	1
ds-Springfield	0	1	0	0	0	1	1	0	0
ds-Te Anau Town	13	15	1	0	11	21	13	17	2
ds-Tekapo	2	0	9	0	2	9	1	10	0
ds-Twizel	0	2	1	0	2	1	2	1	0
ds-Waipapa Point	0	1	0	0	0	1	1	0	0
ds-Wanaka	5	8	9	0	9	14	6	12	5
ds-west coast	1	6	0	0	3	4	4	0	3
ds-Westport	0	1	0	0	0	1	1	0	0
dsc-Antarctica Centre	3	0	0	0	1	2	0	2	1
dsc-Arts Centre	7	2	2	0	7	4	3	6	2
dsc-Avon River	9	7	3	0	8	11	6	10	3
dsc-Botanic Gardens	6	2	0	0	4	4	1	6	1
dsc-Canterbury museum	4	0	1	0	4	1	3	1	1
dsc-Cathedral Church	10	14	2	0	14	12	10	12	4
dsc-Cathedral square	8	7	3	0	9	9	6	8	4
dsc-Chess	6	6	1	0	7	6	5	5	3
dsc-Hagley Park	0	1	1	0	2	0	2	0	0
dsc-Lyttelton	0	1	0	0	0	1	0	1	0
dsc-Memory bridge	3	1	1	0	1	4	0	4	1
dsc-Metal Chalice	5	5	2	0	7	5	4	6	2
dsc-Modern Art Gallery	1	0	0	0	1	0	1	0	0

	group	self-drive	backpacker	VFR	female	male	young	middle	old
dsc-Mona Vale	4	0	2	0	5	1	3	1	2
dsc-New Brighton	0	0	1	0	1	0	1	0	0
dsc-Tram	5	5	3	0	8	5	3	8	2
dsd-Baldwin St	2	3	1	0	2	5	3	3	1
dsd-Dunedin Railway Station	2	4	2	0	1	7	3	4	1
dsd-First Church of Otago	2	1	0	0	0	4	0	3	1
dsd-Larnach Castle & Gardens	0	3	0	0	3	1	3	1	0
dsd-Lyttelton-beautiful	0	1	0	0	0	1	0	1	0
dsd-Municipal Chambers	1	0	0	0	0	1	0	1	0
dsq-Bob's peak	0	2	5	0	3	4	1	2	4
dsq-Kawarau Bungy Bridge	2	1	0	0	3	0	1	2	0
dsq-Kiwi wildlife Park	0	0	1	0	1	0	0	0	1
dsq-Lake Wakatipu	8	3	4	0	11	5	3	9	4
dsq-TSS Earnslaw	2	6	3	0	9	2	8	2	1
dsq-Underwater World Aquarium	0	1	0	0	1	0	0	1	0
dsq-Walter peak farm	2	6	4	0	7	5	10	1	1
dst-Good shepherd Church	3	4	3	0	6	4	5	5	0
dst-Lake Te Anau	4	2	1	0	0	8	0	8	0
dst-Lake Tekapo	1	9	3	0	8	5	8	5	0
dsw-Lake Wanaka	2	7	0	0	4	5	4	3	2
dsw-Puzzling World	0	3	4	0	3	4	3	4	0
economy-farming country	3	2	0	0	4	1	1	4	0
economy-price-cheaper	1	0	3	2	4	2	1	5	0
economy-price-expensive	0	4	3	0	6	1	4	3	0
economy-tourism-main industry	0	1	0	0	1	0	0	1	0
fauna-albatross	0	4	2	0	3	4	4	3	0
fauna-Alpaca	11	5	0	0	11	5	7	5	4
fauna-Black swan	8	1	0	2	8	4	3	9	0
fauna-Cow	18	12	0	1	20	12	13	15	4

	group	self-drive	backpacker	VFR	female	male	young	middle	old
fauna-Deer	7	3	0	0	8	2	3	5	2
fauna-Dog	0	1	1	0	1	1	1	1	0
fauna-Dolphin	0	5	0	0	5	0	5	0	0
fauna-Duck	10	7	5	3	13	12	13	10	2
fauna-emu	4	0	0	0	4	0	0	3	1
fauna-fish	2	0	1	0	2	1	0	1	2
fauna-glowworm	1	4	0	0	3	2	3	1	1
fauna-Goat	1	0	0	0	1	0	1	0	0
fauna-Horse	1	0	0	0	1	1	0	2	0
fauna-Kea	2	4	2	0	3	5	4	2	2
fauna-Kiwi bird	7	2	1	0	5	5	3	4	3
fauna-ordinary bird	1	6	0	1	3	5	6	2	0
fauna-peacock	0	0	0	2	2	0	0	0	2
fauna-Penguin	3	10	4	0	9	10	13	6	0
fauna-Pukeko	0	0	3	0	0	3	3	0	0
fauna-Sea bird	5	4	1	2	7	5	7	3	2
fauna-Seal	7	6	3	0	9	9	5	10	3
fauna-Sealion	0	7	9	0	2	14	6	10	0
fauna-sheep	24	17	3	1	30	16	20	21	5
fauna-Wallaby	0	1	0	0	0	1	0	1	0
fauna-weka	3	0	0	0	0	3	0	3	0
fauna-Whale	0	6	0	0	1	5	0	6	0
festival-Chinese Festival	21	2	1	2	8	19	4	20	3
festival-Christmas	2	6	0	0	8	0	8	0	0
festival-national day	0	0	0	0	0	1	0	1	0
festival-New Year	0	3	0	0	3	0	3	0	0
festival-Winter festival	1	0	1	0	1	1	2	0	0
Festival of Flower	1	0	1	0	1	1	0	1	1
flora-flower	4	1	1	0	3	3	1	4	1
flora-Forest	6	4	3	2	9	6	3	9	3
flora-plant	10	4	1	2	11	6	5	8	4
flora-tree	10	2	1	3	13	4	5	10	2
general information-place	18	8	0	1	10	19	3	17	9
general information-Arrow Town	1	0	0	0	0	1	1	0	0
general information-	15	7	1	0	8	17	4	15	6

attraction									
	group	self-drive	backpacker	VFR	female	male	young	middle	old
general information-currency exchange	1	0	0	1	1	1	1	1	0
general information-price	5	7	17	0	21	10	7	9	15
general information-shooting locations	0	0	3	0	3	0	3	0	0
general information-University	4	1	1	1	4	4	0	4	4
information search-book	0	11	9	0	13	6	10	3	6
information search-Chinese TV show	2	1	0	0	3	0	2	0	1
information search-collect during travel	1	0	0	0	1	0	1	0	0
information search-cyber friend	0	8	1	0	6	3	8	1	0
information search-GPS	0	1	0	0	0	1	1	0	0
information search-local friend	0	2	0	0	1	1	1	1	0
information search-previous visitor	1	3	0	0	4	0	4	0	0
information search-travel blogs	3	9	1	0	7	6	12	0	1
information search-website	4	7	6	0	11	6	14	3	0
infra-bridge	1	2	0	0	1	2	2	1	0
infra-church	15	12	4	1	19	15	14	16	4
infra-clock tower	2	1	1	1	2	4	1	3	2
infra-garden	15	4	5	6	27	4	9	9	13
infra-Harbour	2	1	0	1	3	2	1	3	1
infra-Homer Tunnel	4	1	1	0	3	4	1	4	2
infra-isite	0	28	14	2	28	17	25	7	13
infra-library	0	4	2	3	1	7	3	5	0
infra-light house	0	13	5	0	3	10	7	6	0
infra-museum	0	3	0	0	3	1	1	3	0

	group	self-drive	backpacker	VFR	female	male	young	middle	old
infra-public facilities	2	11	2	3	14	3	8	6	3
infra-road-clear traffic sign	0	5	1	0	4	2	1	3	2
infra-Road-curvy, narrow	1	29	1	0	12	20	15	14	3
infra-road-positive	12	21	2	3	22	20	11	27	4
infra-Toilet	1	3	0	1	4	2	2	3	1
infra-tourist facilities	0	3	2	4	4	4	2	3	3
infra-town house	4	0	2	2	7	1	2	4	2
infra-university	11	3	2	5	12	12	4	14	6
infra-zoo	0	1	0	0	0	1	0	1	0
Maori culture	57	23	2	1	50	41	12	62	17
Maori name	12	5	3	0	11	10	5	12	4
Maori people	14	4	0	1	15	4	1	13	5
meal-Asian restaurant	0	6	0	3	7	2	4	3	2
meal-Chinese restaurant	6	3	2	0	7	9	3	13	0
meal-fast food restaurant	3	8	2	2	11	5	9	3	4
meal-fruit	8	4	1	0	12	1	8	3	2
meal-Ice-cream	1	4	0	0	5	0	5	0	0
meal-local restaurant	6	17	1	4	21	14	12	19	4
meal-milk	1	0	0	0	1	0	0	1	0
meal-mussel	0	1	0	1	2	0	1	0	1
meal-original ecological food	0	0	0	1	0	1	0	1	0
meal-sea food	1	9	0	0	9	1	7	3	0
meal-self cook	0	13	2	0	11	5	9	5	2
meal-skyline Gondola restaurant	9	2	2	0	10	4	3	8	3
motivatin-connection-Aus or NZ	1	6	1	2	6	4	3	5	2
motivation-100% pure	1	1	1	0	1	2	3	0	0
motivation-adventure activities	2	1	0	0	3	0	1	2	0
motivation-Christmas in southern hemisphere	0	1	0	0	1	0	1	0	0

	group	self-drive	backpacker	VFR	female	male	young	middle	old
motivation-honeymoon	0	1	0	0	0	1	1	0	0
motivation-Honghuang's visit	1	0	0	0	1	0	0	0	1
motivation-more selfDrive	0	2	0	0	1	1	1	0	1
motivation-nature scenery	1	5	0	0	4	2	5	0	1
motivation-to relax	2	3	0	0	5	0	2	3	0
motivation-to understand and experience	2	6	0	0	6	2	6	2	0
motivation-VFR	0	0	0	2	1	1	0	1	1
motivation-watching wild animals	0	0	1	0	0	1	1	0	0
nature-Bay	1	10	0	0	9	2	10	1	0
nature-beach	1	7	1	2	7	4	3	6	2
nature-Creek	0	1	1	0	1	1	1	1	0
nature-environment-air-fresh	8	5	0	2	8	7	7	7	1
nature-environment-ecological environment	4	6	1	2	4	9	3	7	3
nature-Fall	10	8	2	1	12	11	9	12	2
nature-glacier	10	18	1	0	15	16	15	9	7
nature-grassland	22	7	1	3	25	9	10	20	4
nature-lake	37	68	16	10	80	59	59	66	14
nature-landscape	5	2	2	0	6	4	1	7	2
nature-mountain	15	20	12	0	24	27	12	39	0
nature-river	14	12	4	1	16	16	11	15	6
nature-rock	2	5	0	0	4	3	6	1	0
nature-sea	6	14	7	2	15	11	7	17	2
nature-volcano	8	0	0	3	6	5	1	6	4
nature-water	8	5	3	0	14	3	9	7	1
New Zealand	143	163	47	28	219	175	120	224	51
New Zealand-attractive	3	0	0	0	3	0	2	1	0
New Zealand-Cook Strait	0	2	0	0	2	0	0	2	0
New Zealand-Land of the long white cloud	22	6	0	1	26	3	1	7	21
New Zealand-movie location	15	12	12	0	22	19	17	19	5

	group	self-drive	backpacker	VFR	female	male	young	middle	old
New Zealand-tourism season	0	2	1	1	3	2	1	3	1
North Island	15	6	3	1	16	8	3	18	3
perception-beautiful-buildings	0	2	0	1	2	1	1	1	1
perception-beautiful-landscape	2	3	2	1	4	4	4	3	1
perception-beautiful-memory	2	1	0	0	1	2	0	3	0
perception-beautiful-New Zealand	4	4	1	0	6	3	4	5	0
perception-Beautiful-scenery	32	33	12	4	45	38	30	39	14
perception-clean	9	2	1	5	4	13	2	14	1
perception-dreamland	1	3	0	0	2	2	4	0	0
perception-economic centre-North Island	0	1	0	0	0	1	1	0	0
perception-few car	0	4	0	0	1	3	2	1	1
perception-few high building	3	1	0	1	1	4	0	5	0
perception-Few people	11	7	3	6	10	18	6	19	3
perception-Harmony	15	7	5	13	19	21	12	25	3
perception-isolated and lonely-worry	0	1	0	0	1	0	0	1	0
perception-liveable place	4	0	0	0	4	0	1	2	1
perception-Mature travel environment	0	0	1	0	1	0	0	0	1
perception-natural	17	5	2	3	10	17	5	14	8
perception-natural scenery	8	8	2	0	11	7	10	7	1
perception-Neat	0	0	0	2	0	2	0	2	0
perception-Peaceful	2	1	1	2	4	2	1	5	0
perception-photograph-best destination	2	6	0	0	4	7	6	4	1
perception-pure	4	1	0	2	1	6	1	6	0
perception-Quiet	4	1	2	4	3	8	0	11	0

	group	self-drive	backpacker	VFR	female	male	young	middle	old
perception-Relaxing atmosphere	1	4	0	2	5	2	3	3	1
perception-romantic	0	4	0	0	0	4	3	1	0
perception-safe	2	4	0	0	4	2	2	4	0
perception-wonderland	2	1	0	1	4	0	1	2	1
pre-image-remote, flowers, grassland, south Cross	0	1	0	0	1	0	1	0	0
pre-image-snow, mountain	0	0	1	0	0	1	0	1	0
pre-imagine-farms	0	1	0	0	1	0	1	0	0
pre image-beautiful castle	0	1	0	0	1	0	1	0	0
pre image-developed country	0	1	0	0	1	0	0	1	0
promotion-100% pure	2	2	1	0	3	2	5	0	0
promotion-blog celebrity	3	1	0	0	4	0	3	0	1
rural-Farm	23	9	1	5	23	19	14	25	3
rural-vineyard	2	1	0	0	3	1	0	3	1
Rural scenery	5	2	2	4	6	7	3	7	3
shop	11	10	8	2	16	18	11	20	3
shopping	26	9	1	0	28	8	19	10	7
sn-Goat Island Marine Reserve	0	2	0	0	2	0	0	2	0
sn-Hot Water Beach	0	0	0	2	2	0	0	0	2
sn-Ninety Mile Beach	0	2	0	0	2	0	0	2	0
sn-sand dune	0	1	0	0	1	0	0	1	0
social security system	1	0	0	0	0	1	0	1	0
society-friendly	0	1	0	0	1	0	0	1	0
society-government	7	0	0	0	5	2	2	2	3
society-government policy	3	0	0	2	2	3	0	2	3
society-harmony and peaceful	0	1	0	0	1	0	0	1	0
society-high cost of HR	0	0	2	0	0	4	0	4	0
society-quality of	28	22	2	15	40	27	18	34	15



life									
	group	self-drive	backpacker	VFR	female	male	young	middle	old
society-safe	0	1	0	0	1	0	0	1	0
society-tolerable	0	1	0	0	1	0	0	1	0
South Island	25	14	11	0	30	22	10	30	12
special finding-animals	1	9	1	0	8	4	6	6	0
special finding-Free entry	1	1	0	0	2	1	2	1	0
special finding-infrastructure	2	1	1	2	4	2	3	2	1
special finding-traffic	1	4	1	1	4	4	2	5	1
ss-Abel Tasman National Park	0	1	0	0	1	0	1	0	0
ss-Doubtful Sound	2	8	0	0	9	1	8	1	1
ss-Eglinton Valley	1	0	0	0	0	1	0	1	0
ss-Fiordland National Park	4	0	1	0	2	3	1	4	0
ss-Lake Matheson	3	11	0	0	12	2	12	0	2
ss-Lake Pukaki	1	10	4	0	6	9	11	4	0
ss-Milford Sound	31	16	15	0	24	40	19	34	11
ss-Mirror lake	7	2	3	0	5	8	4	7	2
ss-MoerakiBoulders	4	5	0	0	4	5	4	3	2
ss-Mt Cook	8	19	5	0	12	22	18	14	2
ss-PancakeRocks	2	6	0	0	4	6	5	4	1
ss-The chasm	2	0	2	0	1	3	1	2	1
strong recommendation-glacier	0	1	0	0	0	1	0	0	1
strong recommendation-Glenorchy	0	1	0	0	0	1	0	1	0
strong recommendation-Queenstown	0	1	0	0	0	0	0	1	0
strong recommendation-Rotorua	0	1	0	0	0	1	0	1	0
strong recommendation-Tekapo-watching star	0	0	2	0	1	1	1	1	0
strong recommended-skyline	0	0	0	0	0	1	0	1	0

	group	self-drive	backpacker	VFR	female	male	young	middle	old
strong recommodation- train	0	1	1	0	0	1	0	1	0
strong recommondation- Cape Reinga	0	1	1	0	0	1	0	1	0
strong recommdoned- NZ	1	1	0	0	1	1	1	1	0
Tourism New Zealand	1	2	0	0	2	1	3	0	0
trans-bus	1	0	12	0	5	8	2	11	0
trans-Bus station	0	0	5	0	0	5	0	5	0
trans-car-FR	0	1	1	0	1	1	0	2	0
trans-car accident- watching	1	0	0	0	0	1	0	1	0
trans-car rental	1	16	0	0	11	8	9	9	1
trans-ferry	0	3	2	0	5	4	0	7	2
trans-public transport	0	2	1	1	2	2	2	2	0
trans-shuttle bus	0	1	1	0	1	1	2	0	0
trans-train	7	7	10	0	6	11	2	9	6
trans-Water taxi	0	2	0	0	0	2	2	0	0
urban-sails	2	1	0	0	2	1	1	2	0
urban-street	2	0	0	0	2	0	2	0	0
urban-town	2	0	1	4	1	6	0	7	0
visa-visa application	3	7	0	0	7	3	6	4	0
wea-bad weather	4	15	0	0	11	8	18	1	0
wea-cloud	24	18	6	3	32	23	17	36	2
wea-Cloudy	2	8	0	0	4	6	9	1	0
wea-good weather	3	8	0	0	7	4	9	2	0
wea-Rain	10	19	5	4	19	19	21	12	5
wea-Rainbow	1	18	1	8	15	14	18	11	0
wea-sky	23	30	8	5	41	25	26	35	5
wea-snow	3	0	1	0	0	4	2	2	0
wea-Star	4	5	4	0	7	6	8	4	1
wea-sunny	1	4	1	0	4	2	3	3	0
wea-Sunrise	1	5	0	0	4	2	3	3	0
wea-Sunset	2	14	3	0	10	10	13	5	2
wea-sunshine	9	12	3	2	19	7	16	6	4
wea-Wind	5	8	1	1	13	3	10	4	2
wea-windy	1	2	1	0	1	3	3	1	0
weather-Cold	4	9	4	2	12	7	7	11	1

y-comparison	14	18	4	7	21	22	14	21	8
y-decision making	6	17	8	0	18	13	15	11	5
y-ease of access	0	1	2	0	2	1	2	1	0
y-evaluation-negative	0	1	0	0	1	0	0	1	0
y-evaluation-positive	1	6	2	0	7	3	7	3	0
y-season-autumn	3	7	1	0	9	2	4	6	1
y-season-summer	7	8	0	1	14	2	8	7	1
y-season-winter	2	11	3	1	12	5	3	14	0
y-service quality	3	1	0	0	3	1	1	0	3
y-value of money	3	0	0	0	2	1	1	2	0
z-aesthetic fatigue	0	2	0	0	0	2	1	1	0
z-earthquake	22	45	5	1	33	40	24	46	3
z-encounter-other tourists	1	21	2	0	7	20	18	7	2
z-group tour	13	0	0	0	9	6	2	8	5
z-hope to revisit	4	2	0	0	3	3	3	1	2
z-hope to stay longer	1	3	0	0	2	3	3	2	0
z-Itinerary	4	8	0	0	7	6	7	3	3

## APPENDIX 3: COMMUNALITIES OF THE TEXTUAL ANALYSIS

Communalities		
	Initial	Extraction
activity-dolphin watching	1.000	.675
activity-fishing	1.000	.513
activity-floatplane	1.000	.909
activity-Glacier Explorer	1.000	.686
activity-Glowworm Caves	1.000	.914
accom-apartment	1.000	.861
accom-atmosphere	1.000	.926
accom-bedroom	1.000	.941
accom-chinese elements	1.000	.997
accom-cleaness	1.000	.860
accom-design	1.000	.889
accom-disposable suppliers	1.000	.757
accom-environment	1.000	.937
accom-facilities	1.000	.859
accom-free cofee and tea	1.000	.963
accom-internet	1.000	.865
accom-kitchen	1.000	.879
accom-location	1.000	.917
accom-parking	1.000	.800
accom-people	1.000	.885
accom-price	1.000	.911
accom-safety	1.000	.963
accom-service quality	1.000	.870
accommodation- backpacker	1.000	.897
accommodation-BBH	1.000	.868
accommodation- department	1.000	.770
accommodation-Farm stay	1.000	.502
accommodation-Holiday Park	1.000	.885
accommodation-hotel	1.000	.967

accommodation-hut-DOC	1.000	.972
accommodation-local friend provide	1.000	.959
accommodation-motel	1.000	.920
accommodation-YHA	1.000	.943
activity-boat	1.000	.837
activity-Chocolate Factory	1.000	.955
activity-Cruise	1.000	.952
activity-Dog competition	1.000	.497
activity-golf	1.000	.940
activity-gondola	1.000	.508
activity-Guided glacier walking	1.000	.755
activity-Heli Hike	1.000	.879
activity-Helicopter	1.000	.939
activity-hiking	1.000	.938
activity-Kayak	1.000	.972
activity-luge	1.000	.927
activity-penguin watching	1.000	.682
activity-price	1.000	.845
activity-punting	1.000	.937
activity-Rock climbing	1.000	.956
activity-scenery	1.000	.598
activity-Skiing	1.000	.859
activity-Skyline Skyriders	1.000	.904
activity-SPA	1.000	.949
activity-Spookers	1.000	.498
activity-surfing	1.000	.965
activity-time consuming	1.000	.908
activity-variety water adventures	1.000	.856
activity-walking	1.000	.955
activity-whale watching	1.000	.751
activity-Ziptrek	1.000	.973
adventure-bungy	1.000	.958
adventure-Hang Gliding	1.000	.821
adventure-hot balloon	1.000	.966
adventure-jet boat	1.000	.949
adventure-Mountain cycle	1.000	.956
adventure-Rafting	1.000	.856
adventure-sky swing	1.000	.823
adventure-skydiving	1.000	.772

adventure activities	1.000	.891
booking accommodation- friend	1.000	.997
booking accommodation- isite	1.000	.504
booking accommodation- website	1.000	.912
booking activities-website	1.000	.501
booking activity-hotel	1.000	.754
booking activity-isite	1.000	.685
booking air ticket	1.000	.672
booking car-friend	1.000	.997
booking transportation- website	1.000	.833
China	1.000	.924
Chinese culture	1.000	.943
Chinese language	1.000	.906
Chinese tourist	1.000	.951
culture-farm trip	1.000	.968
culture-History-activity	1.000	.966
culture-history-attraction	1.000	.958
culture-history-New Zealand	1.000	.913
culture-history-place	1.000	.960
culture-language barrier	1.000	.902
culture-local Chinese	1.000	.885
culture-local ife	1.000	.961
culture-local people	1.000	.991
culture-market-Evening and weekend	1.000	.918
culture-Multi culture	1.000	.915
culture-night life	1.000	.899
culture-Rugby	1.000	.854
culture-statue	1.000	.963
culture-Street performance	1.000	.665
culture-winery	1.000	.908
dn-Auckland	1.000	.988
dn-Bay of Islands	1.000	.913
dn-Bay of Plenty	1.000	.979
dn-Cambridge	1.000	.983
dn-Cape Reinga	1.000	.887
dn-Coromandel	1.000	.983

dn-Gisborne	1.000	.993
dn-Hamilton	1.000	.752
dn-Hawke's Bay	1.000	.993
dn-Kaitia	1.000	.820
dn-Mangawhai town	1.000	.508
dn-matamata-fruit	1.000	.499
dn-Napier	1.000	.993
dn-Paihia	1.000	.970
dn-Rotorua	1.000	.985
dn-Russell	1.000	.970
dn-Taupo	1.000	.933
dn-Tauranga	1.000	.884
dn-Te Puke	1.000	.979
dn-Waiheke	1.000	.527
dn-Waitangi	1.000	.919
dn-Waitomo	1.000	.972
dn-Waiwera	1.000	.497
dn-Warkworth	1.000	.502
dn-Wellington	1.000	.925
dn-Whangarei	1.000	.854
dna-Devonport	1.000	.883
dna-Harbour Bridge	1.000	.906
dna-Mission bay	1.000	.849
dna-Mt Eden	1.000	.951
dna-Old Customs House	1.000	.684
dna-One Tree Hill	1.000	.908
dna-Queen Street	1.000	.909
dna-Sky Tower	1.000	.936
dnh-Hamilton Garden	1.000	.504
dnr-Artist's Palette	1.000	.980
dnr-Frog pool	1.000	.911
dnr-Government Garden	1.000	.887
dnr-Hamurana Springs	1.000	.802
dnr-hot spring-Rotorua	1.000	.930
dnr-Lake Rotorua	1.000	.943
dnr-Mudpool	1.000	.924
dnr-Museum of Art and History	1.000	.851
dnr-Ngongotaha Stream	1.000	.505
dnr-Pohutu geyser	1.000	.945
dnr-The Redwoods	1.000	.932
dnr-Wai-O-Tapu	1.000	.749

dnr-Waimangu volcanic valley	1.000	.500
dnr-Whakarewarewa	1.000	.945
dnr-White Island-Rotorua	1.000	.557
dnt-Huka Falls	1.000	.883
dnt-Lake Taupo	1.000	.983
dnw-St. Pauls Cathedral	1.000	.855
driving-ease and safe	1.000	.905
driving-GPS	1.000	.836
driving-scenic route	1.000	.874
driving-selfdrive	1.000	.984
driving-signs	1.000	.857
Driving habits	1.000	.755
ds-Abel Tasman	1.000	.872
ds-Arrow Town	1.000	.908
ds-Arthur's Pass	1.000	.838
ds-Bluff	1.000	.795
ds-Bruce Bay	1.000	.759
ds-Canterbury Plains	1.000	.860
ds-Christchurch	1.000	.989
ds-Clinton Town	1.000	.952
ds-Cloudy Bay	1.000	.507
ds-Colac Bay	1.000	.547
ds-Cromwell	1.000	.667
ds-Curio Bay	1.000	.987
ds-Dunedin	1.000	.969
ds-Fiordland National park	1.000	.753
ds-Florence Bay	1.000	.703
ds-Fox Glacier Town	1.000	.803
ds-Franz Josef Town	1.000	.760
ds-Geraldine	1.000	.665
ds-Gibbston Valley	1.000	.501
ds-Glenorchy	1.000	.860
ds-Gore	1.000	.955
ds-Greymouth	1.000	.941
ds-Haast	1.000	.807
ds-Hanmer Springs	1.000	.666
ds-Hokitika	1.000	.914
ds-Hooker valley	1.000	.965
ds-Kaikoura	1.000	.923
ds-Kaka point	1.000	.987
ds-Kea point	1.000	.965



ds-Knights Point	1.000	.677
ds-Moana	1.000	.502
ds-Murchison Town	1.000	.986
ds-Mussel Town	1.000	.516
ds-Nelson	1.000	.886
ds-Nugget Point	1.000	.933
ds-Oamaru	1.000	.844
ds-Otago	1.000	.878
ds-Paradise town	1.000	.502
ds-Picton	1.000	.674
ds-Punakaiki	1.000	.811
ds-Queenstown	1.000	.971
ds-Ross Town	1.000	.500
ds-Sandfly bay	1.000	.959
ds-Shanty Town	1.000	.865
ds-Slope Point	1.000	.830
ds-South Bay	1.000	.813
ds-Southern Alpine	1.000	.888
ds-Springfield	1.000	.824
ds-Te Anau Town	1.000	.960
ds-Tekapo	1.000	.836
ds-Twizel	1.000	.788
ds-Waipapa Point	1.000	.830
ds-Wanaka	1.000	.947
ds-west coast	1.000	.849
ds-Westport	1.000	.527
dsc-Antarctica Centre	1.000	.759
dsc-Arts Centre	1.000	.932
dsc-Botanic Gardens	1.000	.919
dsc-Canterbury museum	1.000	.841
dsc-Cathedral Church	1.000	.964
dsc-Cathedral square	1.000	.948
dsc-Chess	1.000	.927
dsc-Hagley Park	1.000	.667
dsc-Lyttelton	1.000	.950
dsc-Memory bridge	1.000	.839
dsc-Metal Chalice	1.000	.939
dsc-Modern Art Gallery	1.000	.512
dsc-Mona Vale	1.000	.838
dsc-New Brighton	1.000	.503
dsc-Tram	1.000	.937
dsd-Baldwin St	1.000	.912
dsd-First Church of Otago	1.000	.946

dsd-Larnach Castle & Gardens	1.000	.669
dsd-Lyttelton-beautiful	1.000	.950
dsd-Municipal Chambers	1.000	.882
dsq-Bobj's peak	1.000	.880
dsq-Kawarau Bungy Bridge	1.000	.870
dsq-Kiwi wildlife Park	1.000	.973
dsq-Lake Wakatipu	1.000	.956
dsq-TSS Earnslaw	1.000	.876
dsq-Underwater World Aquarium	1.000	.499
dsq-Walter peak farm	1.000	.671
dst-Good shepherd Church	1.000	.894
dst-Lake Te Anau	1.000	.834
dst-Lake Tekapo	1.000	.914
dsw-Lake Wanaka	1.000	.905
dsw-Puzzling World	1.000	.862
economy-farming country	1.000	.834
economy-tourism-main industry	1.000	.949
fauna-albatross	1.000	.835
fauna-Alpaca	1.000	.935
fauna-Black swan	1.000	.942
fauna-Cow	1.000	.975
fauna-Deer	1.000	.907
fauna-Dog	1.000	.665
fauna-Dolphin	1.000	.667
fauna-Duck	1.000	.965
fauna-emu	1.000	.806
fauna-fish	1.000	.669
fauna-glowworm	1.000	.839
fauna-Goat	1.000	.499
fauna-Horse	1.000	.813
fauna-Kea	1.000	.893
fauna-Kiwi bird	1.000	.939
fauna-ordinary bird	1.000	.892
fauna-peacock	1.000	.511
fauna-Penguin	1.000	.949
fauna-Pukeko	1.000	.501
fauna-Sea bird	1.000	.926
fauna-Seal	1.000	.948

fauna-Sealion	1.000	.908
fauna-sheep	1.000	.980
fauna-Wallaby	1.000	.980
fauna-weka	1.000	.668
fauna-Whale	1.000	.751
festival-Chinese Festival	1.000	.966
festival-Christmas	1.000	.858
festival-national day	1.000	.972
festival-New Year	1.000	.666
festival-Winter festival	1.000	.842
Festival of Flower	1.000	.671
flora-flower	1.000	.860
flora-Forest	1.000	.947
flora-plant	1.000	.944
flora-tree	1.000	.951
genaral information-place	1.000	.969
general information- Arrow Town	1.000	.757
general information- attraction	1.000	.964
general information- currency exchange	1.000	.774
general information-price	1.000	.958
general information- shooting locations	1.000	.696
general information- University	1.000	.924
information search-book	1.000	.941
information search- Chinese TV show	1.000	.825
information search-collect during travel	1.000	.510
information search-cyber friend	1.000	.883
information search-GPS	1.000	.498
information search-local friend	1.000	.672
information search- previous visitor	1.000	.813
information search-travel blogs	1.000	.924
information search- website	1.000	.943

infra-bridge	1.000	.865
infra-church	1.000	.974
infra-clock tower	1.000	.915
infra-garden	1.000	.965
infra-Harbour	1.000	.838
infra-Homer Tunnel	1.000	.877
infra-isite	1.000	.973
infra-library	1.000	.915
infra-light house	1.000	.949
infra-museum	1.000	.867
infra-public facilities	1.000	.943
infra-road-clear traffic sign	1.000	.860
infra-Road- curvy£-narrow	1.000	.968
infra-road-positive	1.000	.981
infra-Toilet	1.000	.861
infra-tourist facilities	1.000	.904
infra-town house	1.000	.894
infra-university	1.000	.956
infra-zoo	1.000	.980
Maori culture	1.000	.949
Maori name	1.000	.961
Maori people	1.000	.943
meal-Asian restaurant	1.000	.935
meal-Chinese restaurant	1.000	.951
meal-fast food restaurant	1.000	.955
meal-fruit	1.000	.924
meal-Ice-cream	1.000	.869
meal-local restaurant	1.000	.975
meal-milk	1.000	.498
meal-mussel	1.000	.672
meal-original ecological food	1.000	.908
meal-sea food	1.000	.904
meal-self cook	1.000	.952
meal-skyline Gondola restaurant	1.000	.944
motivat-in-connection-Aus or NZ	1.000	.949
motivation-100% pure	1.000	.783
motivation-adventure activities	1.000	.884

motivation-Christmas in southern hemisphere	1.000	.500
motivation-honeymoon	1.000	.500
motivation-Honghuang's visit	1.000	.508
motivation-more selfDrive	1.000	.672
motivation-nature scenery	1.000	.858
motivation-to relax	1.000	.863
motivation-to understand and experience	1.000	.894
motivation-VFR	1.000	.852
motivation-watching wild animals	1.000	.499
New Zealand-movie location	1.000	.980
nature-Bay	1.000	.959
nature-beach	1.000	.942
nature-Creek	1.000	.668
nature-environment-air-fresh	1.000	.942
nature-environment-ecological environment	1.000	.940
nature-Fall	1.000	.958
nature-glacier	1.000	.956
nature-grassland	1.000	.974
nature-lake	1.000	.993
nature-landscape	1.000	.915
nature-mountain	1.000	.979
nature-river	1.000	.977
nature-rock	1.000	.946
nature-volcano	1.000	.864
nature-water	1.000	.943
New Zealand	1.000	.998
New Zealand-attractive	1.000	.749
New Zealand-Cook Strait	1.000	.498
New Zealand-Land of the long white cloud	1.000	.967
New Zealand-tourism season	1.000	.933
North Island	1.000	.962
perception-beautiful-buildings	1.000	.753

perception-beautiful- landscape	1.000	.904
perception-beautiful- memory	1.000	.749
perception-beautiful-New Zealand	1.000	.900
perception-Beautiful- scenery	1.000	.990
perception-clean	1.000	.949
perception-dreamland	1.000	.885
perception-economic centre-North Island	1.000	.498
perception-few car	1.000	.802
perception-few high building	1.000	.855
perception-Few people	1.000	.971
perception-Harmony	1.000	.977
perception-isolated and lonely-worry	1.000	.508
perception-liveable place	1.000	.801
perception-Mature travel environment	1.000	.499
perception-natural	1.000	.964
perception-natural scenery	1.000	.949
perception-Neat	1.000	.876
perception-Peaceful	1.000	.916
perception-photograph- best destination	1.000	.928
perception-pure	1.000	.873
perception-Quiet	1.000	.933
perception-Relaxing atmosphere	1.000	.920
perception-romantic	1.000	.755
perception-safe	1.000	.877
perception-wonderland	1.000	.806
pre-image-remote, flowers, grassland, south Cross	1.000	.501
pre-image-snow, mountain	1.000	.509
pre-imagine-farms	1.000	.505
pre image-beautiful castle	1.000	.501

pre image-developed	1.000	.949
country		
economy-price-cheaper	1.000	.881
economy-price-expensive	1.000	.878
promotion-100% pure	1.000	.900
promotion-blog celebrity	1.000	.783
rural-Farm	1.000	.980
rural-vineyard	1.000	.920
Rural scenery	1.000	.941
shop	1.000	.973
shopping	1.000	.966
sn-Goat Island Marine		
Reserve	1.000	.504
sn-Hot Water Beach	1.000	.983
sn-Lake Taupo-Biggest		
fresh water lake	1.000	.553
sn-Ninety Mile Beach	1.000	.501
sn-sand dune	1.000	.979
social security system	1.000	.581
society-friendly	1.000	.979
society-government	1.000	.836
society-government		
policy	1.000	.852
society-harmony and		
peaceful	1.000	.498
society-high cost of HR	1.000	.854
society-quality of life	1.000	.982
society-safe	1.000	.504
society-tolerable	1.000	.979
South Island	1.000	.980
special finding-animals	1.000	.935
special finding-Free entry	1.000	.857
special finding-		
infrastructure	1.000	.894
special finding-traffic	1.000	.919
ss-Abel Tasman National		
Park	1.000	.986
ss-Doubtful Sound	1.000	.840
ss-Eglinton Valley	1.000	.499
ss-Fiordland National		
Park	1.000	.969
ss-Lake Matheson	1.000	.891
ss-Lake Pukaki	1.000	.910

ss-Milford Sound	1.000	.967
ss-Mirror lake	1.000	.934
ss-MoerakiBoulders	1.000	.865
ss-MoerakiBoulders- mysterious	1.000	.666
ss-Mt Cook	1.000	.955
ss-PancakeRocks	1.000	.947
ss-The chasm	1.000	.801
strong recommendation- glacier	1.000	.499
strong recommendation- Glenorchy	1.000	.545
strong recommendation- Queenstown	1.000	.498
strong recommendation- Rotorua	1.000	.980
strong recommendation- Tekapo-watching star	1.000	.668
strong recommended- skyline	1.000	.562
strong recommodation- train	1.000	.500
strong recommondation- Cape Reinga	1.000	.515
strong recommonded-NZ	1.000	.668
Tourism New Zealand	1.000	.893
trans-bus	1.000	.877
trans-Bus station	1.000	.497
trans-car-FR	1.000	.974
trans-car accident- watching	1.000	.499
trans-car rental	1.000	.944
trans-ferry	1.000	.753
trans-public transport- negative	1.000	.875
trans-shuttle bus	1.000	.670
trans-train	1.000	.683
trans-Water taxi	1.000	.878
urban-sails	1.000	.757
urban-street	1.000	.697
urban-town	1.000	.901
visa-visa application	1.000	.876
wea-bad weather	1.000	.928



wea-cloud	1.000	.986
wea-Cloudy	1.000	.902
wea-good weather	1.000	.911
wea-Rain	1.000	.976
wea-Rainbow	1.000	.954
wea-sky	1.000	.987
wea-snow	1.000	.840
wea-Star	1.000	.901
wea-sunny	1.000	.907
wea-Sunrise	1.000	.835
wea-Sunset	1.000	.946
wea-sunshine	1.000	.968
wea-Wind	1.000	.945
wea-windy	1.000	.863
weather-Cold	1.000	.956
y-comparison	1.000	.977
y-decision making	1.000	.973
y-ease of access	1.000	.856
y-evaluation-negative	1.000	.500
y-evaluation-positive	1.000	.918
y-season-autumn	1.000	.910
y-season-summer	1.000	.949
y-season-winter	1.000	.944
y-service quality	1.000	.869
y-value of money	1.000	.793
z-aesthetic fatigue	1.000	.668
z-earthquake	1.000	.966
z-encounter-other tourists	1.000	.970
z-group tour	1.000	.939
z-hope to revisit	1.000	.879
z-hope to stay longer	1.000	.883
z-Itinerary	1.000	.929

Extraction Method: Principal Component Analysis.

## APPENDIX 4: TOTAL VARIANCE EXPLAINED

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	377.355	76.233	76.233	377.355	76.233	76.233
2	1.950	.394	76.627	1.950	.394	76.627
3	1.831	.370	76.997	1.831	.370	76.997
4	1.796	.363	77.360	1.796	.363	77.360
5	1.700	.343	77.704	1.700	.343	77.704
6	1.624	.328	78.032	1.624	.328	78.032
7	1.594	.322	78.354	1.594	.322	78.354
8	1.588	.321	78.674	1.588	.321	78.674
9	1.545	.312	78.987	1.545	.312	78.987
10	1.523	.308	79.294	1.523	.308	79.294
11	1.458	.295	79.589	1.458	.295	79.589
12	1.405	.284	79.873	1.405	.284	79.873
13	1.317	.266	80.139	1.317	.266	80.139
14	1.279	.258	80.397	1.279	.258	80.397
15	1.253	.253	80.650	1.253	.253	80.650
16	1.237	.250	80.900	1.237	.250	80.900
17	1.208	.244	81.144	1.208	.244	81.144
18	1.151	.233	81.376	1.151	.233	81.376
19	1.141	.230	81.607	1.141	.230	81.607
20	1.120	.226	81.833	1.120	.226	81.833
21	1.094	.221	82.054	1.094	.221	82.054
22	1.081	.218	82.273	1.081	.218	82.273
23	1.074	.217	82.490	1.074	.217	82.490
24	1.072	.217	82.706	1.072	.217	82.706
25	1.069	.216	82.922	1.069	.216	82.922
26	1.056	.213	83.136	1.056	.213	83.136
27	1.055	.213	83.349	1.055	.213	83.349
28	1.042	.210	83.559	1.042	.210	83.559
29	1.031	.208	83.767	1.031	.208	83.767
30	1.016	.205	83.973	1.016	.205	83.973
31	1.011	.204	84.177	1.011	.204	84.177
32	.988	.200	84.377			
33	.982	.198	84.575			
34	.962	.194	84.769			
35	.958	.193	84.963			
36	.940	.190	85.153			

37	.919	.186	85.338
38	.893	.180	85.519
39	.883	.178	85.697
40	.859	.174	85.871
41	.850	.172	86.042
42	.844	.170	86.213
43	.839	.169	86.382
44	.829	.168	86.550
45	.825	.167	86.716
46	.815	.165	86.881
47	.808	.163	87.044
48	.805	.163	87.207
49	.799	.161	87.368
50	.788	.159	87.528
51	.784	.158	87.686
52	.770	.156	87.842
53	.763	.154	87.996
54	.762	.154	88.150
55	.753	.152	88.302
56	.737	.149	88.451
57	.736	.149	88.599
58	.727	.147	88.746
59	.717	.145	88.891
60	.701	.142	89.033
61	.687	.139	89.172
62	.684	.138	89.310
63	.679	.137	89.447
64	.675	.136	89.583
65	.669	.135	89.719
66	.656	.133	89.851
67	.652	.132	89.983
68	.647	.131	90.114
69	.634	.128	90.242
70	.624	.126	90.368
71	.615	.124	90.492
72	.609	.123	90.615
73	.607	.123	90.738
74	.593	.120	90.858
75	.592	.120	90.977
76	.588	.119	91.096
77	.582	.118	91.213
78	.579	.117	91.331
79	.572	.116	91.446

80	.563	.114	91.560
81	.561	.113	91.673
82	.558	.113	91.786
83	.554	.112	91.898
84	.548	.111	92.009
85	.543	.110	92.118
86	.541	.109	92.228
87	.538	.109	92.336
88	.534	.108	92.444
89	.531	.107	92.552
90	.531	.107	92.659
91	.529	.107	92.766
92	.527	.106	92.872
93	.526	.106	92.978
94	.525	.106	93.084
95	.523	.106	93.190
96	.521	.105	93.295
97	.519	.105	93.400
98	.516	.104	93.504
99	.514	.104	93.608
100	.513	.104	93.712
101	.507	.102	93.814
102	.505	.102	93.917
103	.504	.102	94.018
104	.503	.102	94.120
105	.503	.102	94.222
106	.493	.100	94.321
107	.489	.099	94.420
108	.480	.097	94.517
109	.462	.093	94.610
110	.453	.092	94.702
111	.442	.089	94.791
112	.426	.086	94.877
113	.416	.084	94.961
114	.407	.082	95.044
115	.406	.082	95.126
116	.403	.082	95.207
117	.390	.079	95.286
118	.387	.078	95.364
119	.381	.077	95.441
120	.377	.076	95.517
121	.373	.075	95.593
122	.369	.075	95.667

123	.363	.073	95.741
124	.350	.071	95.811
125	.339	.068	95.880
126	.335	.068	95.947
127	.330	.067	96.014
128	.327	.066	96.080
129	.322	.065	96.145
130	.318	.064	96.209
131	.311	.063	96.272
132	.307	.062	96.334
133	.300	.061	96.395
134	.295	.060	96.454
135	.290	.059	96.513
136	.284	.057	96.570
137	.279	.056	96.627
138	.277	.056	96.683
139	.274	.055	96.738
140	.264	.053	96.791
141	.262	.053	96.844
142	.260	.053	96.897
143	.256	.052	96.949
144	.252	.051	96.999
145	.248	.050	97.050
146	.245	.050	97.099
147	.241	.049	97.148
148	.237	.048	97.196
149	.232	.047	97.242
150	.230	.046	97.289
151	.226	.046	97.335
152	.222	.045	97.379
153	.219	.044	97.424
154	.213	.043	97.467
155	.210	.042	97.509
156	.208	.042	97.551
157	.203	.041	97.592
158	.198	.040	97.632
159	.194	.039	97.671
160	.191	.039	97.710
161	.186	.038	97.747
162	.186	.038	97.785
163	.180	.036	97.821
164	.177	.036	97.857
165	.175	.035	97.893

166	.174	.035	97.928
167	.171	.035	97.962
168	.166	.033	97.996
169	.164	.033	98.029
170	.162	.033	98.062
171	.161	.032	98.094
172	.159	.032	98.126
173	.158	.032	98.158
174	.157	.032	98.190
175	.153	.031	98.220
176	.149	.030	98.250
177	.147	.030	98.280
178	.144	.029	98.309
179	.143	.029	98.338
180	.140	.028	98.366
181	.138	.028	98.394
182	.135	.027	98.422
183	.133	.027	98.449
184	.132	.027	98.475
185	.131	.026	98.502
186	.129	.026	98.528
187	.128	.026	98.554
188	.126	.025	98.579
189	.124	.025	98.604
190	.124	.025	98.629
191	.120	.024	98.654
192	.118	.024	98.677
193	.117	.024	98.701
194	.114	.023	98.724
195	.113	.023	98.747
196	.111	.022	98.769
197	.109	.022	98.791
198	.107	.022	98.813
199	.104	.021	98.834
200	.104	.021	98.855
201	.103	.021	98.876
202	.101	.020	98.896
203	.100	.020	98.916
204	.097	.020	98.936
205	.095	.019	98.955
206	.093	.019	98.974
207	.093	.019	98.993
208	.091	.018	99.011

209	.091	.018	99.029
210	.089	.018	99.047
211	.088	.018	99.065
212	.087	.018	99.083
213	.086	.017	99.100
214	.085	.017	99.117
215	.084	.017	99.134
216	.082	.017	99.151
217	.080	.016	99.167
218	.079	.016	99.183
219	.077	.016	99.198
220	.077	.016	99.214
221	.076	.015	99.229
222	.075	.015	99.244
223	.073	.015	99.259
224	.072	.015	99.274
225	.071	.014	99.288
226	.071	.014	99.302
227	.070	.014	99.317
228	.068	.014	99.330
229	.067	.014	99.344
230	.066	.013	99.357
231	.065	.013	99.370
232	.064	.013	99.383
233	.064	.013	99.396
234	.062	.013	99.409
235	.061	.012	99.421
236	.060	.012	99.433
237	.058	.012	99.445
238	.058	.012	99.457
239	.056	.011	99.468
240	.055	.011	99.479
241	.054	.011	99.490
242	.053	.011	99.501
243	.053	.011	99.512
244	.053	.011	99.522
245	.051	.010	99.533
246	.050	.010	99.543
247	.050	.010	99.553
248	.049	.010	99.563
249	.049	.010	99.572
250	.047	.010	99.582
251	.047	.009	99.591

252	.046	.009	99.601
253	.044	.009	99.610
254	.044	.009	99.619
255	.043	.009	99.627
256	.042	.009	99.636
257	.042	.008	99.644
258	.041	.008	99.652
259	.041	.008	99.661
260	.040	.008	99.669
261	.040	.008	99.677
262	.039	.008	99.685
263	.039	.008	99.692
264	.037	.008	99.700
265	.036	.007	99.707
266	.035	.007	99.715
267	.035	.007	99.722
268	.034	.007	99.728
269	.034	.007	99.735
270	.033	.007	99.742
271	.032	.006	99.748
272	.032	.006	99.755
273	.031	.006	99.761
274	.031	.006	99.767
275	.030	.006	99.773
276	.030	.006	99.779
277	.029	.006	99.785
278	.028	.006	99.791
279	.028	.006	99.796
280	.027	.005	99.802
281	.026	.005	99.807
282	.026	.005	99.812
283	.025	.005	99.817
284	.025	.005	99.823
285	.024	.005	99.827
286	.024	.005	99.832
287	.023	.005	99.837
288	.023	.005	99.842
289	.022	.004	99.846
290	.022	.004	99.850
291	.021	.004	99.855
292	.021	.004	99.859
293	.020	.004	99.863
294	.020	.004	99.867



295	.020	.004	99.871
296	.019	.004	99.875
297	.019	.004	99.879
298	.019	.004	99.882
299	.018	.004	99.886
300	.018	.004	99.890
301	.017	.004	99.893
302	.017	.003	99.897
303	.016	.003	99.900
304	.016	.003	99.903
305	.016	.003	99.906
306	.015	.003	99.909
307	.015	.003	99.912
308	.014	.003	99.915
309	.014	.003	99.918
310	.014	.003	99.921
311	.013	.003	99.924
312	.013	.003	99.926
313	.013	.003	99.929
314	.012	.003	99.931
315	.012	.002	99.934
316	.012	.002	99.936
317	.011	.002	99.938
318	.011	.002	99.941
319	.011	.002	99.943
320	.011	.002	99.945
321	.010	.002	99.947
322	.010	.002	99.949
323	.009	.002	99.951
324	.009	.002	99.953
325	.009	.002	99.954
326	.009	.002	99.956
327	.009	.002	99.958
328	.008	.002	99.960
329	.008	.002	99.961
330	.008	.002	99.963
331	.008	.002	99.964
332	.007	.001	99.966
333	.007	.001	99.967
334	.007	.001	99.969
335	.007	.001	99.970
336	.006	.001	99.971
337	.006	.001	99.972

338	.006	.001	99.974
339	.006	.001	99.975
340	.006	.001	99.976
341	.006	.001	99.977
342	.005	.001	99.978
343	.005	.001	99.979
344	.005	.001	99.980
345	.005	.001	99.981
346	.004	.001	99.982
347	.004	.001	99.983
348	.004	.001	99.984
349	.004	.001	99.985
350	.004	.001	99.985
351	.004	.001	99.986
352	.004	.001	99.987
353	.003	.001	99.988
354	.003	.001	99.988
355	.003	.001	99.989
356	.003	.001	99.989
357	.003	.001	99.990
358	.003	.001	99.991
359	.003	.001	99.991
360	.003	.001	99.992
361	.003	.001	99.992
362	.003	.001	99.993
363	.002	.000	99.993
364	.002	.000	99.994
365	.002	.000	99.994
366	.002	.000	99.994
367	.002	.000	99.995
368	.002	.000	99.995
369	.002	.000	99.996
370	.002	.000	99.996
371	.001	.000	99.996
372	.001	.000	99.996
373	.001	.000	99.997
374	.001	.000	99.997
375	.001	.000	99.997
376	.001	.000	99.997
377	.001	.000	99.998
378	.001	.000	99.998
379	.001	.000	99.998
380	.001	.000	99.998

381	.001	.000	99.998
382	.001	.000	99.999
383	.001	.000	99.999
384	.001	.000	99.999
385	.001	.000	99.999
386	.001	.000	99.999
387	.001	.000	99.999
388	.000	9.571E-005	99.999
389	.000	9.183E-005	99.999
390	.000	8.420E-005	100.000
391	.000	7.238E-005	100.000
392	.000	5.725E-005	100.000
393	.000	5.310E-005	100.000
394	.000	4.797E-005	100.000
395	.000	4.316E-005	100.000
396	.000	3.609E-005	100.000
397	.000	3.408E-005	100.000
398	.000	2.911E-005	100.000
399	.000	2.535E-005	100.000
400	9.940E-005	2.008E-005	100.000
401	6.518E-005	1.317E-005	100.000
402	5.242E-005	1.059E-005	100.000
403	3.974E-005	8.029E-006	100.000
404	1.222E-005	2.469E-006	100.000
405	4.586E-006	9.265E-007	100.000
406	2.086E-006	4.215E-007	100.000
407	3.595E-014	7.263E-015	100.000
408	1.650E-015	3.334E-016	100.000
409	1.278E-015	2.582E-016	100.000
410	1.008E-015	2.036E-016	100.000
411	9.407E-016	1.900E-016	100.000
412	8.468E-016	1.711E-016	100.000
413	7.883E-016	1.593E-016	100.000
414	7.189E-016	1.452E-016	100.000
415	7.039E-016	1.422E-016	100.000
416	6.415E-016	1.296E-016	100.000
417	5.758E-016	1.163E-016	100.000
418	5.618E-016	1.135E-016	100.000
419	4.982E-016	1.006E-016	100.000
420	4.518E-016	9.127E-017	100.000
421	3.819E-016	7.715E-017	100.000
422	3.580E-016	7.232E-017	100.000
423	3.306E-016	6.680E-017	100.000

424	3.132E-016	6.328E-017	100.000
425	2.908E-016	5.874E-017	100.000
426	2.642E-016	5.338E-017	100.000
427	2.484E-016	5.019E-017	100.000
428	2.253E-016	4.551E-017	100.000
429	2.014E-016	4.068E-017	100.000
430	1.918E-016	3.874E-017	100.000
431	1.731E-016	3.498E-017	100.000
432	1.676E-016	3.387E-017	100.000
433	1.659E-016	3.352E-017	100.000
434	1.452E-016	2.934E-017	100.000
435	1.417E-016	2.863E-017	100.000
436	1.362E-016	2.751E-017	100.000
437	1.177E-016	2.378E-017	100.000
438	9.728E-017	1.965E-017	100.000
439	9.035E-017	1.825E-017	100.000
440	7.943E-017	1.605E-017	100.000
441	5.032E-017	1.016E-017	100.000
442	3.216E-017	6.497E-018	100.000
443	2.260E-017	4.566E-018	100.000
444	9.252E-018	1.869E-018	100.000
445	-4.193E-018	-8.471E-019	100.000
446	-1.374E-017	-2.775E-018	100.000
447	-3.302E-017	-6.670E-018	100.000
448	-4.479E-017	-9.048E-018	100.000
449	-5.742E-017	-1.160E-017	100.000
450	-8.983E-017	-1.815E-017	100.000
451	-1.109E-016	-2.240E-017	100.000
452	-1.271E-016	-2.568E-017	100.000
453	-1.504E-016	-3.039E-017	100.000
454	-1.764E-016	-3.564E-017	100.000
455	-1.985E-016	-4.009E-017	100.000
456	-2.171E-016	-4.386E-017	100.000
457	-2.272E-016	-4.591E-017	100.000
458	-2.893E-016	-5.844E-017	100.000
459	-3.081E-016	-6.224E-017	100.000
460	-3.625E-016	-7.323E-017	100.000
461	-3.781E-016	-7.638E-017	100.000
462	-4.207E-016	-8.500E-017	100.000
463	-4.310E-016	-8.706E-017	100.000
464	-4.699E-016	-9.493E-017	100.000
465	-5.303E-016	-1.071E-016	100.000
466	-5.713E-016	-1.154E-016	100.000

467	-6.084E-016	-1.229E-016	100.000		
468	-6.514E-016	-1.316E-016	100.000		
469	-6.625E-016	-1.338E-016	100.000		
470	-7.245E-016	-1.464E-016	100.000		
471	-7.453E-016	-1.506E-016	100.000		
472	-8.205E-016	-1.658E-016	100.000		
473	-8.582E-016	-1.734E-016	100.000		
474	-9.139E-016	-1.846E-016	100.000		
475	-9.694E-016	-1.958E-016	100.000		
476	-1.020E-015	-2.060E-016	100.000		
477	-1.100E-015	-2.222E-016	100.000		
478	-1.188E-015	-2.400E-016	100.000		
479	-1.223E-015	-2.470E-016	100.000		
480	-1.277E-015	-2.579E-016	100.000		
481	-1.353E-015	-2.732E-016	100.000		
482	-1.371E-015	-2.770E-016	100.000		
483	-1.473E-015	-2.976E-016	100.000		
484	-1.529E-015	-3.089E-016	100.000		
485	-1.648E-015	-3.330E-016	100.000		
486	-1.680E-015	-3.395E-016	100.000		
487	-1.794E-015	-3.625E-016	100.000		
488	-1.821E-015	-3.679E-016	100.000		
489	-1.928E-015	-3.894E-016	100.000		
490	-2.047E-015	-4.135E-016	100.000		
491	-2.123E-015	-4.289E-016	100.000		
492	-2.279E-015	-4.604E-016	100.000		
493	-2.453E-015	-4.955E-016	100.000		
494	-2.721E-015	-5.497E-016	100.000		
495	-6.554E-014	-1.324E-014	100.000		

Extraction Method: Principal Component Analysis.

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