

# The Effects of School Excursions on Subsequent Travel Experiences and Generic Skills

**Atsushi Kawakubo**

Rikkyo University, Toshima, Japan

**Ryotaro Kasahara**

Rikkyo University, Toshima, Japan

**Takashi Oguchi**

Rikkyo University, Toshima, Japan

## Introduction

Travelling has become diversified. Some people want to experience ecotourism, such as trips to unexplored regions and tours on cruise ships. Our present study focuses on school excursions. These excursions consist of day trips and overnight excursions and are part of school events for educational purposes. Previous studies reported that tourism involving school excursions is an insufficiently researched and poorly understood segment of the tourism industry, despite its strong economic potential (Cooper, 1999; Dale, Ritchie, & Keating, 2012).

Conventionally, school excursions have been very active in Japan. In particular, the Japan School Excursion Association (2014) reported that the implementation rate of school excursions was more than 96% in both junior highs and high schools. While the details and styles differ from region to region, major metropolitan cities (e.g., Tokyo and Osaka) or historic sites (e.g., Kyoto) are often selected as destinations.

Although the aim of school excursions is to provide unique opportunities for education, little is known about their effects on students. Thus, the purpose of this current study is to examine the effects of school excursions on subsequent travel experiences and the development of skills.

## Methods

We conducted a survey of 142 Japanese college students (94 women and 48 men). These questionnaires consisted of items to obtain demographic information, including sex, age, traveling experience, and items related to previous school excursions. Their satisfaction with school excursions and the development of skills were measured by using psychological scales, which was based on previous studies (Kim, Ritchie, & McCormick, 2010; Scarinci & Pearce, 2012). All procedures were approved by the research ethics committee of college of contemporary psychology in Rikkyo University.

## Findings

We carried out an exploratory factor analysis for each scale. The factor analysis of satisfaction with school excursions produced three dimensions: hedonism ( $\alpha = .93$ ), novelty ( $\alpha = .84$ ), and self-growth ( $\alpha = .82$ ). On the other hand, generic skill ( $\alpha = .91$ ) was interpreted as one dimension.

Subsequently, we gained an improved understanding of the relationships between school excursions and measured variables by performing structural equation modeling. The present data replicated a positive link between traveling experiences and generic skills, which have been observed in previous work (Scarinci & Pearce, 2012). Furthermore, the results revealed that experiences during school excursions also had significant, positive influences on subsequent generic skills.

## **Conclusions**

The main aims of this study were to examine the effects of school excursions, linking them with subsequent travel experiences and developing skills. Our findings provides empirical support for the assertion that outside classroom experiences were a significant, meaningful, and practical time for students (Seidman & Brown, 2006).

Considering the implementation rate of school excursions in Japan, the economic impact is too large to ignore. Thus, in order to meet the needs of students, destinations that target school excursions need to provide excitement, fun, and novelty. Findings obtained through this research can be applied to the choices of destinations and the planning of school excursions.

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# The Effect of Advisories on Tourist Arrivals

**Karen Lancaster-Ellis**

## **Introduction:**

The relationship between crime and tourism is not a common area of research in Trinidad and Tobago. Whilst there has been high crime rates and high levels of heinous crimes perpetrated against tourists in Trinidad and Tobago, agencies such as the Overseas Security Advisory Council (OSAC) have found it necessary to post advisories on crime in Trinidad and Tobago on their website. However, it does not appear as though such advisories are effective in discouraging tourists from visiting this twin-island Republic. Statistical data from the Tourism Development Company (TDC) Limited and crime data from the Trinidad and Tobago Police Service (TTPS) Crime and Problem Analysis Branch seem to suggest that visitor arrivals decreased with lower levels of crime.

## **Methods:**

The researcher will therefore qualitatively examine whether such advisories discourage tourists and what factors are considered in deciding to visit Trinidad and Tobago. Unstructured interviews will be conducted with 25 tourists arriving via sea and air.

## **Implications:**

The researcher expect that from this study recommendations will emerge that will assist Advisory Councils in their communication strategy.

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# Involvement, Flow Experience and Revisit Intention in Dajia Mazu Pilgrimage

**Yi-Ju Lee**

Tainan University of Technology, PR China

## **Introduction**

Religions impart hope to people, and play a crucial role in politics, the economy, and all aspects of life. People demonstrate their religious devotion through pilgrimages to religious sites, including temples and churches (Henderson, 2011; Jafari & Scott, 2014; Jokela, 2014). Amongst the many religions in Taiwan, Mazu, the Taoist goddess, is one of the most popular deities, with more than 500 temples enshrining her throughout Taiwan (Bureau of Cultural Heritage ROC, 2014; Wikipedia, 2014).

The Dajia Mazu Pilgrimage Festival has become one of the most crucial religious festivals, having been held every lunar March since the Qing Dynasty. Hundreds of thousands of tourists attend the annual festival for 9 days and 8 nights. Participants trek over 300 km, carrying a statue of Mazu, representing the largest Chinese religious pilgrimage worldwide (Yao, 2010; Dajai Chen Lan Temple Website, 2014).

Many Taiwanese people attend temple worship and pray for peace and blessings, in both urban and rural areas (Chang & Chu, 2012). Few studies have indicated that a high level of involvement in leisure or tourism enhances people's flow experience (Cheng, Hung, & Chen, 2016). Questions remain as to whether tourist involvement is an accurate predictor of flow experience in pilgrimage festivals.

Favourable revisit intentions frequently represent customer conative loyalty. Some studies have indicated that involvement can influence revisit intention in tourism (Wang & Wu, 2011; Shen, Guo, & Wu, 2014). Besides, previous researchers have focused on flow experience and behavioural intention in on-line game, internet shopping or social network studies (Lee & Hong, 2006; Chen, Tsai, Laio, & Chen, 2012; Chang, 2013). Few researchers have examined that flow experience and revisit intention are positively related in tourism. This study focused on the relationships amongst involvement, flow experience, and revisit intention in pilgrimage.

## **Methnology**

### *Instrumentation*

**Involvement.** The involvement measurement was based on Kyle, Graefe, Manning, and Bacon (2004). Fifteen items, including statements such as "Mazu pilgrimage is important to me", "I enjoy discussing Mazu pilgrimage with my friends" and "Mazu pilgrimage says a lot about who I am", were listed and visitors were asked to indicate their levels of agreement, from "strongly disagree (1)" to "strongly agree (5)".

**Flow Experience.** The participants also completed a self-reported 21-item questionnaire developed by Jackson and Marsh (1996) and Csikszentmihalyi (2008), including statements such as "I could control what I am doing", "I know what I want to achieve" and "I enjoy the experience of pilgrimage", were listed and visitors were asked to indicate their levels of agreement, from "strongly disagree (1)" to "strongly agree (5)".

**Revisit Intention.** Respondents were required to indicate whether they were willing to participate similar activities in Yingge in the future (Phillips, Wolfe, Hodur, & Leistritz, 2013).

The respondents were asked to rate the level of their agreement to a range of statements, from “strongly disagree (1)” to “strongly agree (5)”.

**Demographics and Travel Characteristics.** The usual demographic variables, such as age, gender, and marital status, were included in the survey to identify explanatory variables and to compare the results with those of other studies. The variables of travel characteristics were selected with reference to other relevant studies of pilgrimage.

#### *The Sample*

This investigation was conducted during the Dajia Mazu Pilgrimage Festival in Taiwan. The Dajia Zhen Lan Temple’s Mazu pilgrimage in lunar March is recognised as the largest religious activity each year. The Mazu pilgrimage religious event was also recognised by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) as a global cultural heritage of humanity in 2009 (United National Educational, Scientific and Cultural Organization, 2014). The pilgrimage commences on 6 April at 23:00, and lasts 9 days and 8 nights, involving a walk of up to 12 hr per day, with a parade route across four coastal cities in Central Taiwan. Hundreds of thousands of pilgrims join the tour from Dajia Zhen Lan Temple, passing through 21 towns and more than 80 temples, before returning to Dajia. The pilgrims travel more than 312.5 km on foot or by various types of transportation.

#### *Data Analysis*

Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) version 20.0. The applied statistics included descriptive statistics, reliability analysis, and factor analysis. AMOS 20.0 was used to conduct a two-stage structural equation modelling (SEM) procedure suggested by Anderson and Gerbing (1988). First, a confirmatory factor analysis (CFA) was conducted to examine psychometric properties of the measures. Subsequently, a general SEM technique was used to test the validity of the proposed model and the hypothesis.

### **Results**

#### *Involvement of visitors*

The involvement of visitors, most of the involvement assessed on the 5-point scale had a mean score higher than 3. To measure tourist involvement, a factor analysis was performed to reveal dimensions that can be indicative of responses, yielding two factors explaining 75.2% of the variance. All of the reliability alphas for the two domains and the overall scale were higher than .90. The CFA was applied to test the validity of the questionnaire. After four items were deleted due to high modification indices, indicating that the validity of involvement was good ( $\chi^2 = 168.0$ ,  $df = 46$ ,  $p\text{-value} = 0.00$ ,  $GFI = 0.91$ ,  $CFI = 0.95$ ,  $AGFI = 0.88$ , and  $RMSEA = 0.07$ ).

#### *Flow experience of visitors*

Regarding the spiritual experience of visitors, most of the spiritual experience assessed on the 5-point scale had a mean score higher than 3. A factor analysis was also performed to reveal the dimensions that might be indicative of the responses. The results showed three factors explaining 70.7% of the variance. The reliability alpha for the scale and two domains were higher than .91, indicating that the criteria were met (Nunnally, 1978). The CFA results indicated that the validity of the flow experience scale was satisfactory ( $\chi^2 = 270.1$ ,  $df = 78$ ,  $p\text{-value} = 0.000$ ,  $GFI = 0.90$ ,  $CFI = 0.95$ ,  $AGFI = 0.82$ , and  $RMSEA = 0.07$ ).

#### *The relationships amongst involvement, flow experience and revisit intention*

The resulting data were analysed using AMOS software to conduct the structural equation modeling analysis. The multiple indices of model fit, including the chi-square statistic, the comparative fit index (CFI), Bollen's incremental fit index (IFI), Tucker-Lewis index (TLI), the goodness-of-fit index (GFI), and the adjusted goodness of fit index (AGFI), root mean square error of approximation (RMSEA), were examined as recommended by a number of researchers (Jöreskog & Sörbom, 1993; Doll, Xia, & Torkzadeh, 1994; Baumgartner & Homburg, 1996). According to the analysis of results, all the indices of overall fits were acceptable ( $\chi^2 = 1028.6$ ,  $df = 361$ ,  $p\text{-value} = 0.00$ ,  $CFI = .91$ ,  $IFI = .91$ ,  $TLI = .91$ ,  $GFI = .85$ ,  $AGFI = .80$ , and  $RMSEA = .07$ ).

The results reveal significant parameters for the path between involvement and flow experience ( $\beta = .21$ ,  $p < .001$ ). However, there was no significant relationship between involvement and revisit intention ( $\beta = -.05$ ,  $p > .05$ ). This study also reveal significant parameters for the path between flow experience and revisit intention ( $\beta = .33$ ,  $p < .001$ ).

### Conclusion

The results indicated that involvement and flow experience have a significant positive relationship. This finding is similar to those of Cheng et al. (2016) and Csikszentmihalyi (1975) This study also found positive correlations in the relationship between flow experience and behavioural intentions. The correlation result corresponds with those obtained by Lee and Hong (2006), Chen et al. (2012) and Chang (2013).

This study found no relationship between involvement and revisit intention in pilgrimage. This finding from respondent observations may explain the result. Each city and county has a regional Mazu temple and local religious activities in Taiwan, and many Mazu sects exist in Taoism. In this study, visitors wore clothes characteristic of their local Mazu temple. Although numerous visitors were highly involved in Mazu beliefs and the Mazu Pilgrimage Festival, they were attracted to the local Mazu temple that was nearest their residence. Therefore, self-expression may not affect tourist willingness to revisit.

This study surveyed the flow experience of tourists attending the Mazu Pilgrimage Festival shortly after they had completed their visits. Thus, whether the strong experience perceived during pilgrimage is lasting requires further research. Although various types of religion exist, the survey used in the present study was limited to the Mazu Pilgrimage in Taiwan. We suggest that future studies examine the role of flow experience in tourist involvement and construct a suitable experience and behaviour model for pilgrimage.

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# The Sharing economy and Urban Tourism: How does Collaborative Consumption Change Operating Activities?

**Yunpeng (Jeffrey) Lee**

Capital University of Economics and Business, Beijing, PR China

## **Background**

With the development of big data, Cloud service and Internet plus, smart tourism and sharing economy are constantly promoting the transformation of China's tourism industry. According to scientific and technological conditions, how to maximizing the value of sharing and to provide a new way of tourism development, has become the hottest discussed topic in China's entire tourism industry.

### Definition of sharing economy

Sharing economy (collaborative consumption) refers to the process of transferring the right of usage and obtain returns. It is based on the relationship between social strangers.

### Aims of research

By introducing the concept of sharing economy, we use the research method of case study, analyze the cases in the field of traffic (Uber, Didi) and accommodation (Airbnb, Tujia), draw conclusions about the influential difference between traditional consumption mode and collaborative consumption mode on urban tourism management. We introduce the advantages of sharing, drawing prospects under the applications of sharing economy, in order to provide a developing basis for overseas cities and travel platforms.

## **Research Methods**

During the process of case study, the methods of sequence analysis, data collection and analysis, observation and comparison are also mentioned in our research.

**Housing** - By the end of 2015, the US online housing rental site Airbnb has more than 120 million listings among 190 countries, providing accommodation services to an average of 400 thousand people per night. The China hostel booking platform Tujia has also completed its D+ round of financing with a valuation of over \$1 billion by August, 2015.

**Transportation** - Until May 2015, Uber has announced a new round of financing plan, and its valuation has reached an unprecedented 50 billion.

## **Findings**

### Sharing and zero marginal costs

Marginal cost refers to the increment of the total cost based on per unit of new product (or product purchased). Collaborative consumption can be regarded as zero marginal cost. Just like Uber and Didi (in China), the sharing process revitalizes the stock of private cars and reduces the taxi travel cost, so more consumers choose taxi consumption, rather than increase vehicle purchasing.

### A necessary condition of sharing's realization: a reasonable credit mechanism

The solution Couchsurfing taken is to let users improve personal homepage information to obtain the trust of strangers. The Chinese government has also tried to introduce a personal credit system. In the future, to realize the real sense of sharing, it is necessary to set a standard credit rating system to bind the two sides of sharing.

Contributions of sharing economy and collaborative consumption to tourism

At present, sharing economy mainly focuses on housing and transportation. As an industry affected by accommodation and transportation most, tourism has benefited a lot from it. Tourists can enjoy increased city services and expand social circles by sharing consumption. Travel experience has also become the most direct way for people to know a city.

### **Prospects for development**

The developing prospects of sharing tourism

With the promotion of sharing tourism, visitors in the future will have the right to choose not living in traditional hotels, not going shopping in malls and not visiting traditional attractions, but just homestay, taking express cars, tasting food on the street corners and participating in activities like local people.

The significance of sharing economy to tourism operating activities

Under sharing economy, tourism management should provide a more intuitive experience online, making visitors know more about the actual travel environment, including resources and environmental qualities. Each city should be regarded as a whole under offline operations, and every local resident should be a showing card of the city.

How does the sharing economy change tourism social mode?

Through sharing, it is not difficult to find that tourists will pay more attention to the communicating processes between strangers in the future. Travel will no longer be a convention between friends and relatives, but "a date" with strangers.

Breakthrough of employment under tourist sharing economy

From the standpoint of employment, for example, tour guides will no longer be limited by traditional travel agencies. They can rent their professional knowledge and idle time at the sharing platform, and can be able to obtain more career opportunities.

### **Conclusion**

Sharing economy, as a new product of big data and Internet plus, is becoming a new impetus to the society and economic development. Collaborative consumption not only differs from traditional consumption pattern, but meets the basic needs more properly. It reduces the economic costs of living and improves the utilization efficiency of social resources. It maximizes the value of opportunity cost, regards the right of human choice in economic consumption, as well as making contributions to sustainability.

In the future, with the improvement of China's personal credit system, sharing service agencies will be authorized to query data and provide services based on tourists' credit index. Personal intelligence and free time will also be part of sharing sources. For foreign markets, how to develop the corresponding sharing platform for Chinese tourists has become the next step to be considered. It will not only be conducive to the flow of idle resources, but also help Chinese tourists understand more about the overseas cities.

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# Developing a Tourism City Similarity Matrix

**Louisa Yee-Sum Lee**

James Cook University, Queensland, Australia

**Phillip Pearce**

James Cook University, Queensland, Australia

Attention to defining a tourism city within the Asian context is initially considered. It is argued that the complexity of the tourism city hinders research endeavours. The pluralism of city and the absence of ready availability data pose significant methodological hurdles for the advancement of city tourism knowledge. Much of the city tourism literature has taken an inductive approach by utilizing the case study method, or alternatively, researchers have studied the demand side surveying tourists. These methods often do not allow comparative analyses (Selby, 2004). In addition, previous literature adopting the case study approach has rarely presented a strong justification for the selection of the case (Flyvbjerg, 2006). The proposed tourism city similarity matrix was built to overcome these issues.

The principal aim of the matrix was to offer a typology of Asian tourism cities. Adopting an approach of building research-informed objective and comprehensive measures, the matrix incorporated five dimensions measuring the performance of key tourism and hospitality sectors in tourism cities. They were the tourism, hotel, aviation, MICE and gaming sectors (Selby, 2004). These components of tourism are typically key elements in characterising city tourism facilities. Individual dimensions were measured by several key indicators. For instance, the performance of tourism sector was measured by international tourist arrivals, international tourist receipts, number of major attractions, and number of amusement and theme parks. A total of 17 measures were employed in building the tourism city similarity matrix. Multidimensional scaling (MDS) was adopted to assess the overall degree of similarity. This data analysis technique was useful in presenting similarity in an accessible pattern by identifying the inherent underlying structure within the data (Fenton & Pearce, 1988).

To validate the tourism city similarity matrix, three-rounds of MDS analyses were performed to ensure methodological rigor. In the first analysis, the measures of 10 Asian tourism cities were collected for investigation. The graphic output of MDS, known as the perceptual map, suggested three patterns of tourism cities. The cities were clustered into the exemplar, marginal outlier and outlier categories. The second-round of MDS analysis was based on a micro perspective. A smaller number of cities was then included in the re-analysis, focusing on the exemplar and marginal outlier patterns. Next, a macro perspective, incorporating a larger number of cities, was pursued in the third-round of analysis. Akin to the findings of the first analysis, three patterns were identified.

In conclusion the research proposed a new typology of clustering Asian tourism cities. The matrix was a first attempt to measure the relative similarity of cities in a comprehensive way. The findings can be used both as a tool to select cases and then interpret tourism city differences in research efforts.

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# The spread of Chinese Tourism in France: Methodology and Findings

**Marine L'Hostis**

Angers University, ESO Angers Laboratory, France

At a time when it is becoming globally important, Chinese tourism would appear to be a real opportunity for European destinations which are hoping to reap the economic benefits. A few authors wrote about the development of this market in Spain, Switzerland or Italy to name but a few. As for France, despite the clear interest expressed by tourism professionals, the media and public bodies in attracting these clients, there have been few scientifically-grounded studies devoted to Chinese tourists. The thesis which I am undertaking itself appears unprecedented, with regard to both its subject-matter as well as its area of study and organization. Since it is a geography thesis, I study the Chinese tourism in France through its spatial dimension, and particularly, the way this phenomenon spreads over the territory. The exploratory method I used in order to identify my fieldwork location is already shedding some light on this matter, and is confirmed by the data I am collecting at the Musée du Louvre, interviewing Chinese tourists during their visit. The purpose of this presentation is to set out this methodology and my first results.

**The methodology:** the analysis of tour-operators brochures

In order to identify my fieldwork location, I cross-referenced three categories of source material:

The press, government statistics and the analysis of Chinese Tour-Operators' brochures. It is this latter source which I wish to come back to here.

This analysis of Chinese Tour-Operators' brochures was carried out following a precise methodology perfected by Philippe Violier. It aims to determine the places deemed to be tourist-orientated around the world, while skirting the definitional and methodological bias which affects the studies conducted by the UNWTO or national statistical agencies. It involves systematically identifying the occurrence of the cities where tourists spend the night and the occurrence of the cities where they undertake daytime activities. Once this information has been mapped, we get a clear view of the sites the Tour-Operators prefer to select on behalf of the tourists so that they may best enjoy their recreational activities.

I conducted my analytical work by examining the catalogues produced by 12 Chinese tour operators and chosen from the list of the largest tourism companies in China, published by CNTA (China National Tourism Administration) in 2010 and 2011. I therefore looked at 342 programs divided into tours for groups, private individuals and cruises. This eventually resulted in a series of 5 maps which not only allowed me to determine my choice of area to study (Paris, Burgundy and the PACA region in the south-east of France), but also revealed various trends which Chinese tourism in France has followed.

## **Findings**

Beyond the identification of our fieldwork location, the analysis of the Chinese tour-operators made it possible for me to make a few observations. The first one is that the Chinese tourism in France spreads according to a reticular distribution, using the main railways and motorways. One of the five maps also revealed that many cities (including very small villages) were visited around the Mediterranean, which suggest an in-depth discovery of the region by the tour groups, and possibly, a perpetuation of the phenomenon in this area. Finally, this study of the brochures helped me to detect a discrepancy between the official government figures and the information provided by the Tour-Operators' brochures. The official figures

indicate that Burgundy is the second region after Paris, in terms of arrivals. However, my analysis of the tour-operators brochures suggest that this region is more likely to be frequented for logistic reasons, than leisure (one overnight stay on the way between Paris and Switzerland, and Paris and the south of France). This observation was confirmed by a manager of the local tourism administration, who explained me that there was no real marketing strategy toward the tour-groups, since they only stay for one night. Instead, the region prefers to focus on Chinese individual tourists and small groups.

My study also aims at identifying the factors which influence the spread of Chinese tourism. At the moment, my fieldwork at the Louvre highlights the fact Chinese tourists' intentionality has an impact on the spread of the phenomenon. This intentionality is fuelled by their representations about France and by the competences they gained during their socialization and previous trips, and which give them more autonomy (foreign language, familiarity with European cities, driving licence, etc.).

### **Conclusion and implications:**

The use of the Chinese tour-operators' catalogues not only helped me to decide on my choice of study area, but also allowed me to make some observations which build upon or question the previously-used journalistic and statistical data. If applied to other fields of research, this method could be used to overcome the bias and stereotypes prevalent in the official figures and media. Our research about the spread of Chinese tourism in France and the factors influencing it (tourists' intentionality and tourism professionals' strategies) might also allow us to check the validity of the concept of "tourist capital", which could be defined as the resources and competences we gain and use to realize our recreational plans.

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# Study of Experiential Value Perceptions of Recreation around a Metropolis from a Social Gender Perspective

**Jiangmin Li**

China University of Geosciences, Wuhan, Hubei Province, China

**Tan Lijuan**

China University of Geosciences, Wuhan, Hubei Province, China

**Li Wei**

China University of Geosciences, Wuhan, Hubei Province, China

## Introduction

Recreation around metropolis (RAM), as a kind of short distance leisure style, gradually becomes Chinese urban dwellers' first choice for holiday leisure, vacation, amusement with its distance advantages, and it also draw government's, investors' and developers' attention to develop fierily. In the context of experience economy, experience value increasingly forms the focus of tourism research and the new content of RAM. Market segmentation is the key to victory in differentiated marketing. The male and female market are the two most important market segments. The female market has become the new favorite of the tourism industry, with a great potential for development. Under this background, exploring the difference of experiential value between male and female from social gender perspective is of great significance for the development of RAM.

## Methods

### Questionnaire

The questionnaire is mainly divided into two parts: the first part is the experience value scale, which draw lessons from the RAM experiential value scale developed by Li Jiangmin, including five dimensions like functional value, situational value, emotional value, cognitive value and economic value and 26 measurement indicators. The second part is about demographic characteristic, including gender, age, family structure, occupation, education, and monthly income 6 items, to understand the representativeness of the samples selected in this survey.

### Data collection

The study adopts the form of online questionnaire. During December 1, 2015 to January 30 2016, we send links to carry out random research through QQ, WeChat, micro-blog, mail and other means of transmission to covering different regions, age, and educational background as far as possible in China. The survey directed to the RAM experience during the last year. A total of 791 samples were collected and the effective rate was 100%.

## Findings

### Reliability test of experience value scale

The research adopts the  $\alpha$  coefficient test to analyze the internal consistency of 5 dimensions and 26 measurement indicators of the value scale. Results show the correlation coefficients of 26 items in experience value table are all greater than 0.5, the overall reliability of scale ,that is Cronbach's value, is 0.955,the Cronbach's value of five dimensions are 0.887, 0.873, 0.919, 0.881 and 0.886, are all greater than 0.8, which explain that the scale has good internal consistency and reliability.

### Analysis of gender differences of experience value



#### Categorization of experience value perception

Use SPSS hierarchical cluster analysis to divide perceived levels of experiential value, use the K-mean calculation method to explain the level division rationality and use discriminant analysis to verify. The perceived levels of experiential value is divided into three types: low perception, plain perception and high perception.

#### Analysis of the difference of experiential value perception

Use Pearson Chi-square test to analyze the gender distribution and structural characteristics of three levels of perception, the results showed that the male is mainly distributed in the high perceptual type and the female is mainly distributed in the plain perception type.

#### Analysis of the difference in experiential value five dimension

(1) The mean value of experiential of five dimensions were observed, the result showed that both male and female have higher identification degree in emotional experience in the process of RAM and they are not satisfied of functional value experience.

(2) Independent sample T test is used to compare the mean values of the continuous dependent variables in the two groups. The independent variables are divided into two groups of male and female, and consider functional value, situational value, emotional value, cognitive value and economic value as continuous dependent variables, and the P value of the two groups were observed. The results showed perceived experience recognition degree of male is higher than that of female in three aspects of functional value, situational value and cognitive value.

#### Conclusions and Discussion

(1) Perceived emotional value degree of male and female are both the highest among other value perception degrees, while economic value perception degree are the lowest. This result indicates that RAM tourists have a higher perception degree of emotional identification than functional value obtained in the course of recreation. It also indirectly reflects the current existing weak conditions in time and energy saving. So it appears especially important that has attractive and reasonable price, convenient transportation for recreational places to guarantee tourists to enjoy a relaxing holiday within the limited time.

(2) There is a significant difference between male and female in the experiential value perception, the male's is higher than that of female in three aspects: functional value, situational value and cognitive value. It explains that male has a higher perception degree of current functional value, situational value and cognitive value in the RAM. To explore the cause of this consequence, for the one thing is the divergence in the biology itself for male and female, together with the community culture construction differences; for another is that women put more attention on details, have an easily influenced mood. The products of RAM should be more quality, detailed and individualized to attract more female tourists.

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# Tourist Scams in the City: Challenges for Domestic Travellers in Urban China

**Jing Li**

James Cook University, Queensland, Australia

**Phillip Pearce**

James Cook University, Queensland, Australia

## Introduction

The present research seeks to identify dominant scams against domestic tourists in popular tourism cities in China. Specifically, there are two questions of concern: what types of scams do domestic tourists experience and are the patterns of scams different or not between capital and regional cities?

China's domestic tourism has expanded considerably during the last decade. The arrival of considerable numbers of tourists, many of whom are unfamiliar with the setting they visit, plus the complexity of urban environments produces community benefits but also hotpots and problems in tourist-local interaction. The focus of this paper lies with one set of these undesirable byproducts of tourism growth, the opportunistic exploitation of domestic Chinese tourists in the form of scams.

A tourist scam is defined by Pearce (2011a) as "essentially fraudulent practice intended to gain financial advantage from a tourist where that targeted individual is initially a willing participant". It is reasonable to situate tourist scams in the context of crimes against tourists. However, the current research recognises three distinctive elements of tourist scams based on an extensive literature review of crimes and scams, especially those against tourists. These identifying features of a scam include victim culpability, financial interest orientation from the perpetrator and relative mundane activities or contexts framing the interaction. Not all scams are actually illegal, or at least they are of a form where taking legal action by the victim would be seen as unproductive.

There has, however, been limited research exploring scams in the urban tourism context in Asia. Pioneering studies by Pearce and colleagues are exceptions here. Pearce (2011) looked into scam episodes in Thailand and in turn developed a scam category scheme outlining their presence in tourist service, general retail and social contact. Later, Pearce and Kanlayanasukho (2012) studied scam behaviours conducted by tour guides and their consequences. In order of their seriousness, the scam outcomes included money loss, broken relationship between tourists and guides, and minor threats to safety. These findings pave the way for further understanding of the scams against tourists with the ultimate aim of developing awareness and scam avoiding behavioural tactics.

## Method

User-generated content (UGC), including travel blogs, is generally regarded as a source of unbiased, authentic and rich information about certain realities and insights from the insiders' perspective (Wu, Wall, & Pearce, 2014).

Three prevalent on-line platforms where Chinese frequently share their travel stories were selected as main source of data. One hundred reviews were systematically extracted from the Chinese on-line blogs. These episodes report experiences of being scammed during travels to Beijing, Hangzhou, Xi'an, Sanya and Guilin. Chinese blogs were translated into English followed by back translation and inter-researcher checks on the accuracy of the expressions being considered. A qualitative analysis facilitated by Leximancer software was applied to identify

dominant themes and concepts emerging from the narratives of those tourists reporting scams. In addition, reviews about trips in Beijing and in other four cities were compared to identify differences in scamming patterns between the capital city and regional cities.

### Findings

At the outset, a general map was generated from the 102 reviews. In order of their relative importance, 'yuan', 'tour', 'driver', 'shopping', 'restaurant' and 'tea' are identified as six major themes which best summarize domestic tourists' scam experiences in Chinese cities. The most influential theme is 'yuan', the basic unit of money in China, representing that most tourist scams are money-oriented, unlike some situations in tourist crimes where the concern is safety. The theme 'tour' reveals the circumstance where explicit scams happened repeatedly. Frequent tricks performed at tourist sites are related to unlicensed guides and taxi drivers, deceptive city tour packages, ticket scalpers pretending to be official sales persons, unexpected shopping at the expense of visiting other attractions, frauds involving the hawking of fake products, and exorbitant prices of souvenirs and meals. 'Driver' also emerges as an important theme and its connectivity with concept 'unlicensed' was informative. This identifies the trustworthiness of tourist transport as a serious issue in China. The other three themes 'shopping', 'restaurant' and 'tea' reveal the problems in the tourist consumption field.

The capital and regional contrast in prevalent tourist scams was drawn from an inter-group comparison map. Separate themes "restaurant" and "tea" in the general map were merged into a bigger topic represented by manipulating the weight measures and the behaviours of skills. The patterns of scams that tourists encountered most frequently were different between regional cities and Beijing. Firstly, in regional cities, concepts representing cheating on measuring scales, particularly in terms of produce weight, are the most influential. Such scams are not reported in Beijing. Secondly, for the capital the most frequently reported scams are about the chaotic environment at tourist attractions. Comparatively, retail scams in regional cities start frequently in general non-tourist areas, such as bus stops and restaurants.

### Conclusion

The links between the results and the existing literature on tourist scams and crimes against tourists are reviewed. The discussion will be guided by the social situation framework.

The implications of the present study lie in enriching the literature on scams against tourists, noting regional differences in the forms of the scams in China. In time these perspectives can be developed to inform tourism practitioners' strategic approaches to administering order and safety in the tourism environment of cities. Attention to the international tourists' experience of scams in China represents a closely aligned future research direction.

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# How do Reality Shows Affect Audience Involvement and Travel Intentions?

**Mimi Li,**

Hong Kong Polytechnic University, Hong Kong, PR China

**Han Shen**

Fudan University, PR China

**Yanshu Wu**

Fudan University, PR China

Reality TV show has been a very popular program in Mainland China and many tourist destinations are approaching this channel to attract tourists. But the mechanism of the reality show on travel intentions need to be further examined, due to the very limited amount of related studies. In this study, the authors established a theoretical framework to understand the relationships and intervening mechanisms of the reality show to the audience involvement and their travel intentions. A dimension of audience involvement including behavioral involvement, emotion involvement and referential reaction is proposed to examine the reality show's impact on travel intentions, through the mediating effect of the cognitive and affective images of the destinations. The authors applied questionnaire to collect data from a sample of 415 reality show audience. The findings will help to understand the mechanism of the reality show on the involvement and perception of the audience and hereby influence their behaviors. Managerial implications and suggestions will be concluded.

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# A Study of Chinese Residents' Perception of Italy's Tourism Image

**Mimi Li**

Hong Kong Polytechnic University, Hong Kong, PR China

**Ligang Peng,**

Fudan University, PR China

**Han Shen**

Fudan University, PR China

Italy, as a world class tourist destination, attracts more and more Chinese tourists every year. The data shows that the number of Chinese tourists visiting Italy has increased at an annual growth rate of 18%. Italy is one of the preferred destinations for Chinese citizens traveling to Europe.

In this paper, the authors study Chinese residents' image perception toward Italy through a survey targeting on residents of Beijing, Shanghai, and Guangzhou, China's three major first-tier cities. An online questionnaire was distributed through social media and 691 respondents from Beijing, Shanghai, and Guangzhou areas were collected. SPSS 20.0 was applied for data analysis. Factor analysis was performed to explore the main factors impacting Chinese residents traveling to Italy. An analysis of variance was used to explore the impact of Chinese residents' image perception of traveling to Italy, and a significant relationship between demographic factors and variables was found. By performing an analysis of variance together with a multivariate linear regression analysis, the authors explored the Chinese residents' reasons for choosing Italy as a tourist destination as well as the level of interest and relevant related factors. The perception differences between two groups who "have visited Italy" and "never have visited Italy" were also studied. The findings are:

First, the majority of the Chinese residents already had one certain image of Italy in their mind, and most of them were obtained from the Italian culture, history, art, film, literature, friends, and basic knowledge of political, economic and social aspects, the Italy has a very good knowledge basis in Chinese residents;

Second, the factors of "political, economic, social environment and facilities", "culture, history and art", "natural environment and tourism resources", "shopping and consumption" are the most influential factors for the Chinese residents traveling to Italy;

Third, the two groups of respondents "have visited Italy" and "never have visited Italy" showed significant differences in the perception factors of "the influence of social media", "culture, history and art", "natural environment and tourism resources", "shopping and consumption".

Fourth, the authors summarized the new trend of the Italy tourism image perception factors, which are "social media marketing" and "shopping and consumption". These two factors are not principle but become more and more important nowadays.

Based on the analyses of this study, marketing strategies and recommendations that fit the perceptions of Chinese residents toward traveling in Italy are presented.

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## Vacations with Young Kids: Anecdotes from the Internet

**Mimi Li**

The Hong Kong Polytechnic University, Hong Kong, PR China

**Wenqing Xu**

The Hong Kong Polytechnic University, Hong Kong, PR China

Family vacation has been identified as representing a significant portion of tourism industry around the world. Family travel surveys are conducted frequently, but ignore a vital segment of the family holiday: younger kids who travel with parents. This paper provides an analysis of the under-researched and under-valued holiday experiences of families with younger children (0-4 ages). A web-based research method, netnography, is used to gather data for this paper from the Chinese largest online travel community, Mafengwo and five internationally personal blogs. As a result, a total of ninety-seven postings were recognized as the data source of this study.

The results show that most vacations with young kids are undertaken by nuclear families. The presence of young kids has changed the way that their parents make decisions on family holidays. When considering where to go with their young kids, parents attach great importance to the accessibility, image, as well as the facilities of the optional destinations. What's more, parents are possibly motivated by their younger children to undertake a family vacation for family bonding, kid's development, self-compensation and making up for guilty. The study also points out children's activity is featured by keen to details and prolonged engagement in destinations. Their preferred activities can be divided into two types: playing with nature and social development.

The findings of this study are significant not only for advancing tourism knowledge but also for stimulating destination development. This study also suggests the need for more focused attention on the holiday experiences and behaviors of families with younger children.

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## Huns emperor Heli Bobo's Possible Mausoleum

### Hu Litao

Yulin Xia Dynasty Jieping Mausoleum Research Institute, Yulin City, PR China

Helian Bobo ( 赫連勃勃, 381–425) was the founding emperor of ancient China's Xiongnu(Huns) state Xia(夏). He was a legendary northern conqueror only after Genghis Khan in ancient China's history.

For more than one thousand years after his death, Helian Bobo's real mausoleum was never found. Where his mausoleum is located is a historical enigma. The search for Helian Bobo's mausoleum is important for world cultural study and archaeology.

Three years ago, one of Helian Bobo's possible mausoleums was discovered located in Mahuangliang Industrial Development Zone, which is in Yulin city's Yuyang District, Shaanxi Province. This possible site is 100 kilometers to the northeast of Tongwan City, the former empire's capital.

According to the preliminary study, the possible mausoleum is even larger than Liechtenstein. Many farms spread there, covered with a few trees and Loess Plateau plants.

Although this vestige is not corroborated as the emperor's real tomb yet, many shards and items garnered there prove that this is a momentous place in Xia. Some coins coined in Xia were authenticated. The former reservoir site could be identified. If the fundamental conclusion is correct, the mausoleum is surrounded by a big lake named Shiguo Tianchi (Stone city, elysian lake).

The site keeps its original form generally. But the economical development is a woe to this place. If the industrial development zone expands, the possible tomb would be damaged one day. Advanced research would be hampered. So the protection of this vestige is an exigent task for NGO and for scholars.

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# Understanding Knowledge Management in Tourism Development Companies in China: a Project Ecology Approach

**Chao Liu**

University of Surrey, United Kingdom

**Introduction:** This research seeks to advance the understanding of the role of knowledge management in the process of tourism attraction development. The origin of this research starts from a major research gap relating to tourism product development. Current tourism product studies are relatively uneven, with most research focusing on the marketing dimension (e.g. marketing analysis) rather than the supply dimension, including the tourism product development process (WTO and ETC, 2011). Within this field, the role of tourism development companies (TDCs) is rarely researched or even mentioned in the research literature. Additionally, despite the knowledge-intensive nature of tourism product development process and TDCs, limited attention has been given to the perspective of knowledge management in tourism development. In order to fulfil this gap, and to escape the limitations of traditions firm-focused studies, an organizational ecology (OE) approach (Becker (2007) is adopted. This is defined as the system which is constituted of a number of organizational entities and their interrelationships which together co-produce projects. By considering the nature of TDCs as typical project-based organizations, the research intends to obtain an insightful understanding of knowledge management in tourism development companies in China, i.e. a project ecology approach (Grabher, 2002).

**Method:** The research involves initial semi-structured interviews with professional participants in the tourism development industry to help clarify how to conceptualize the TDC industry in China, as well as to map the framework of TDC's project ecology in China, and identify key element in the 'what' and 'how' of knowledge transfer within this ecology. However, the core of the methodology is multiple case studies conducted in three contrasting TDCs over a period of 10 months. Data were collected through participant observation and informal interview during the case study process, focusing on how knowledge is transferred and managed within the project ecologies.

**Findings & Implications:** The research is expected to produce a conceptual framework that will open a new door to understanding how the distinctive project ecologies influence tourism development project processes as well as the relevant knowledge management activities. Identification of the main facilitators of and obstacles to knowledge management in TDCs in China will contribute to enhancing the performance of the case study firms, as well as the TDC sector generally.

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# Inbound tourism as a Driving Force of the Regional Innovation System: An Impact Study of China

**Jingjing Liu**

VU Amsterdam, Amsterdam, the Netherlands

**Peter Nijkamp**

Adam Mickiewicz University, Poznan, Poland

**Abstract:** Along with the globalization and information-economic epoch, international knowledge spillover plays an important role in regional development, and the regional innovation system becomes more and more open-ended. As a nexus of the destination and the outside world, inbound tourism brings various economic and social resources for the development of the host region, which may also contribute to a higher level of cognitive proximity and absorptive capability as well as to greater product variety and manifold consumption externalities. Much research has addressed the influence of innovation on the tourism industry development, but only a few studies have focused on the impact of tourism on innovation. This study focusses on the influence of inbound tourism on a regional innovation system. The aims of this research are to: (1) interpret the mechanism of how inbound tourism impacts regional innovation; (2) inquire the external influence factors of the performance of inbound tourism; (3) explore the different characteristics of these effects when considering different types of innovation; (4) revisit the Tourism-Led Growth (TLG) hypothesis, and consider whether innovation can be a new vehicle to explain the influence of inbound tourism on spatial economic development. The influence of inbound tourism on innovation will provide a new perspective for analyzing the long term impact of tourism development. Furthermore, it may also be a meaningful complement to studies on the relationship between immigration, culture diversity and innovation, especially in the context of developing regions.

Our study is organized as follows. First, the theoretical framework and the related hypotheses on the interaction between inbound tourism and regional innovation are presented. The network structure and diverse demands approaches as well as the effect of the regional absorptive capacity are considered and highlighted. Next, data from 30 Chinese Mainland provinces (Tibet being excluded, because part of the important indicators are unavailable) for the years 2003-2012 are used for the empirical analysis. The data come from the Chinese Patent Statistical Yearbook, the Chinese Statistical Yearbook, and the China Economic & Industry Data Database. From a methodical perspective, an entropy method and a perpetual inventory method were undertaken to measure the key variables. Next, a descriptive analysis was used to reach a preliminary idea on the above relationship. As to the existence of spatial autocorrelation, spatial panel data analysis was conducted to test these hypotheses. The study finds that inbound tourism is a driving force for a regional innovation system in China and can bring a new life to regional economic development. Firstly, inbound tourism appears to have a direct and indirect impact on regional innovation, while absorptive capacity has a significant mediating effect in this relationship. Secondly, the impact of inbound tourism on regional innovation capacity tends to be stronger in the wealthier and more international- oriented provinces. Thirdly, the effect of inbound tourism on technological innovation is mostly weaker than that of social innovation. Fourthly, this study supports the TLG hypothesis with regional innovation as the mediating variable.

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# Really Real? Heritage Tourism Authenticity in English Historic Cities

**Jane Lovell**

Canterbury Christ Church University, Canterbury, United Kingdom

## **Introduction**

This paper fits into the conference theme of heritage tourism in cities, taking the form of an urban spatial study examining how authenticity is perceived by tourism and tourism managers in fifteen key English heritage cities including Oxford, Cambridge, Durham and Greenwich. The research draws upon the well-travelled concept of staged authenticity (MacCannell, 1973; Cohen, 1979) as well as more recent wider concepts and debates ranging from performative authenticity (Knudsen and Waade, 2010) to spatial flows (Massey, 2005). A major issue for many places has been retaining and capitalising on the 'auratic' (Benjamin, 1931) within the context of austerity, reproduction, flows and globalisation, which could imbue the urban environment with a sense of 'placelessness' (Relph, 1976). Labadi (2010, p.78) uses the term 'post authenticity' in an assessment of World Heritage Site nomination dossiers, arguing that degrees of restoration and recreation are recognised as playing an important part in preserving built and intangible heritage. With the growth of the 'experience economy' (Pine and Gilmore, 1999) it could be argued that the historic cityscape provides a 'throwntogetherness' (Massey, 2005) of forms of 'staged authenticity,' including new cultural attractions, architecture, street scene, traditions, events and spaces, all of which act as forms of historic interpretation affecting the authentic fluidity of the heritage tourism experience.

## **Method**

The research utilises a visual methodology, including Visitor-employed Photography and "Practitioner-employed Photography," analysing over 1,200 historic city tourist and tourism manager photo-diary entries using Light Room software. Using a visual methodology to explore authenticity adds a further dimension to the research because the act of photography can be argued to be "staged" or "real."

## **Findings/Discussion**

Findings suggest simultaneous, fluid spaces of authenticity are perceived by participants, as the past emerges and retreats during their urban tourism experience. The spaces include, firstly, the more affective, softer, intuitive "original city;" where tourists and placemakers ignore the staged and experience performative authenticity. Secondly, the "restored city" is a space where participants chose their images because of a date or fact attached to them, rather than their aesthetic impact. This documentary approach necessitates "curating," the built environment of historic cities; participants appropriated the city by discussing, as one tourist described it, "old and older" Lastly, the "staged city" is perceived as recreated rather than restored, a stage set which can create a "placebo heritage effect," with new culture augmenting the heritage product, providing atmospheric authenticity and "contemporary contextual" linking tissue for the streetscene.

## **Conclusion**

The paper makes an original contribution to social science by building on previous anthropological work (Cohen 1979; Fjellman 1992), to develop new insights into impressions of staged authenticity. The findings suggest that aura of the historic city emerges and retreats" as tourists are capable of ignoring, appreciating and critiquing staged authenticity. This implies that heritage tourists are not as ironically accepting of copies as has previously been suggested, but still value and calculate the degrees of originality of historic artefacts.

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# An Analysis of Corporate Social Responsibility Practice in the Macau Gambling Industry

**Jian Ming Luo**

City University of Macau, Macau, PR China

2012 was a critical year for gambling operators in Macau. This paper studied the process of Corporate Social Responsibility (CSR) in Macau Gambling industry. Research results were based on a triangulation between in-depth document review, content analysis of information from the company's websites, and site visits. The purpose of this paper was to offer a preliminary case study regarding the Corporate Social Responsibility issues being addressed by Macau's major gambling operators. This study compared different types of Corporate Social Responsibility employed by Macau's gambling operators. This study identified "Leadership, Vision and Values", "Workforce Activities" and "Community Activities" as the most popular CSR practice areas. Meanwhile, "Supply Chain Activities", "Marketplace Activities" and "Stakeholder Engagement" were identified as the CSR practices that need to be improved among Macau's gambling operators. Furthermore, this study further suggested the implications for policy makers and practitioners.

## Introduction

For sustainable development of the gaming industry, many local governments and gaming operators in the world tried to reduce the risk and severity of negative consequences through various activities (Hing, 2003). In 2012, a critical year for gambling operators in Macau, DICJ provided new guidance in accordance with Law no. 10/2012. In accordance with the new regulation effective at the end of 2012, people under the age of 21 were prohibited from entering casinos. According to Brown & Raeburn (2001), gambling was a potentially addictive activity and could cause major harm to problem gamblers, their families and the communities. Responsible Gambling has been mentioned in the Macau chief executive's policy address ever since 2007. Many major gambling operators were now explicitly addressing and reporting this issue on their Corporate Social Responsibility (CSR). Buchanan and Johnson (2007) pointed out that it was important to recognize the potential harm of electronic gambling machines caused to certain members of society. This meant adopting and practicing the major principles of CSR is paramount. However, there was a very limited research that pays attention to CSR, especially the new regulations passed in 2012, in Macau. This study offered a review of the CSR issues being addressed in Macau gambling industry. The specific objectives of this study were as follows:

To evaluate CSR performance of the gambling operators in Macau.

To examine the factors that would influence CSR practices among the gambling operators.

To improve gambling operator's CSR practice.

## Literature review

To promote healthy and sustainable growth in the gambling industry, Macau government announced that it will follow the policy of "moderate supervision, monitoring and control and healthy growth", put forth its effort to lift up the quality and standard of the gambling projects development, strengthen its regulations on the gambling industry and showed serious concern on the various social problems caused by the gambling liberalization, with the aim to turn Macau into a destination for regional tourism, leisure gambling, convention and exhibition with international standard (DICJ, 2013).

On August, 20, 2012, the Macau government enacted the legislation which the minimum age required for entrance into casinos in Macau was raised from 18 to 21 years of age. Furthermore, DICJ issued instructions for the implementation of “Responsible Gambling” principles. Under these instructions, casinos were required to implement certain measures to promote Responsible Gambling including: made information available on the risks of gambling, responsible gambling and odds, both inside and outside the casinos and through electronic means; created information and counseling kiosks and a hotlines; regulated lighting inside casinos; exhibit time; created and trained of teams and a coordinator responsible for promoting responsible gambling (DICJ, 2013).

## Method

In stage one, we used a qualitative approach to analyze the gambling operators annual reports through content analysis, using Nvivo10.0. Data at this stage were mostly textual data from the gambling operators’ annual reports. Researchers looked into the annual report and see if there were any CSR activities or events. If any of the events fell into any of the 31 activities classified by Blowfield and Murray (2011), then we categorized the company has performed such a CSR activity. A team of three worked collaboratively. According to Blowfield and Murray’s CSR framework, the researchers put the collected data into 7 categories with 31 classes of activities: “Leadership, vision and values”, “Marketplace activities”, “Workforce activities”, “Supply chain activities”, “Stakeholder engagement”, “Community activities” and “Environment activities”. Rounds of discussions were held to reach consensus. Under these seven categories, salient points/activities were derived.

## Results

**Table 1. Implementation of CSR from Operator’s Annual Reports in 2012**

Areas of CSR	Salient points/Activities	Gambling Operator					
		1	2	3	4	5	6
Leadership, Vision and Values	a. Defining and setting the corporate purpose	✓	✓	✓	-	✓	✓
	b. Translating this into policies and procedures	✓	✓	✓	-	✓	✓
	c. Putting it into practice, including empowering and embedding	✓	✓	✓	-	✓	✓
	d. Ethical leadership and championing	✓	✓	✓	-	✓	✓
Marketplace Activities	a. Responsible customer relations, including marketing and advertising	✓	✓	✓	-	✓	✓
	b. Product responsibility	✓	✓	✓	-	✓	✓
	c. Using corporate responsibility product labelling	-	✓	✓	-	✓	✓
	d. Ethical competition	-	-	-	-	-	-
Workforce Activities	e. Making markets work for all	-	-	-	-	-	-
	a. Employee communication and representation	-	✓	✓	-	-	✓
	b. Ensuring employability and skills development	-	✓	✓	-	-	✓
	c. Diversity and equality	-	✓	✓	-	-	✓

	d. Responsible/fair remuneration	-	✓	✓	-	-	✓
	e. Work-life balance	-	✓	-	-	-	✓
	f. Health, safety, and well-being	-	✓	-	-	-	✓
	g. Responsible restructuring	-	✓	-	-	-	✓
Supply Chain Activities	a. Being a fair customer	-	-	-	-	-	-
	b. Driving social and environmental standards through the supply chain	-	-	-	-	-	✓
	c. Promoting social and economic inclusion via the supply chain	-	-	-	-	-	-
	a. Mapping key stakeholders and their main concerns	-	-	-	-	-	-
Stakeholder Engagement	b. Stakeholder consultation	-	-	-	-	-	-
	c. Responding to and managing stakeholders	-	-	-	-	-	✓
	d. Transparent reporting and communication	✓	✓	✓	-	✓	✓
	a. Financial donations	✓	✓	✓	-	✓	✓
Community Activities	b. Volunteering employees time	✓	✓	✓	-	✓	✓
	c. Giving gifts in kind	✓	✓	✓	-	✓	✓
	d. Being a good neighbor	✓	✓	✓	-	✓	✓
	a. Resource and energy use	-	✓	✓	-	✓	✓
Environmental Activities	b. Pollution and waste management	-	✓	✓	-	✓	✓
	c. Environmental product responsibility	-	✓	✓	-	✓	✓
	d. Transport planning	-	-	✓	-	-	-

## Discussion and conclusion

This study enhances CSR literature by empirically examine CSR practices in Macau gambling industry. This study identifies “Leadership, Vision and Values”, “Workforce Activities” and “Community Activities” as the most popular CSR practice areas. Meanwhile, “Supply Chain Activities”, “Marketplace activities” and “Stakeholder Engagement” are identified as the areas that require improvements in Macau’s gambling operators CSR practice. The gambling operators publicly report their commitment to responsible gambling, but there are marked variations in the nature, content and extent of that reporting. Six operators’ annual reports and websites show broadly similar sets of issues. Furthermore, operators concentrate very narrowly on what they define as CSR. Casino companies need to carefully examine the effects of CSR on financial performance when making CSR-related decisions (Lee & Park, 2009).

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# Blessing or curse? Exploring Urban Residents' Perceptions of Shanghai Disneyland

**Jiaqi (Gemma) Luo**

Lecturer East China Normal University, PR China

**Introduction:** The Shanghai Disney Resort, which is the first Disney Park in mainland China is going to open on 16 June 2016. Disney theme park and resort is embedded in the urban landscape while contributing to the process of urbanization (d'Hauteserre, 1999). Since this internationally renowned Disney began to build, there are always debate about if it can bring benefits to Shanghai and perhaps even the entire Chinese mainland. Understanding residents' perception of this mega tourism attraction is necessary because local residents are among the key stakeholders of tourism development and their attitudes play an important role in the fate of a tourism project (Harrill, 2004). It is critical for policy makers, tourism developers and planners, and tourism researchers to explore residents' attitude even before the park open.

**Methods:** This study attempts to integrate social exchange theory (SET) and social representations theory (SRT) in understanding residents' perception before a mega tourism attraction open. How the host community perceives the development of a local tourism industry is a function of the benefits and costs associate with the development. If the benefits outweigh the costs, residents are more inclined to be supportive of the development (Jurowski et al., 1997; Wang & Pfister, 2008). A set of 24 items measuring residents' perception of the effect of the was selected from previous studies on the effect of mega resort and theme park (Byrd et al., 2009; Dyer et al., 2007; Kim & Petrick, 2005). These items included economic, social/cultural, infrastructure development and environmental effects. In addition, demographic variables, such as gender, monthly income and so forth, were included in the questionnaire to obtain a profile of the respondents. Questionnaires were distributed to residents of Shanghai from 1 to 10 April, two months before the Shanghai Disneyland open. In addition, semi-structured interviews with residents and entrepreneurs were also undertaken. Quantitative data were analyzed using SPSS 21.0. Qualitative data were analyzed using a content analysis approach.

**Findings:** It was found that the majority of respondents perceived the impacts of Disneyland very positively, particularly for those related to the social-psychological, urban development, and economic development factors. Residents' perceptions towards some social cultural impacts were mixed. Based on their different social representations, residents were classified into three groups.

**Conclusions:** The survey study revealed that local Shanghai residents held very positive perceptions towards the impacts of Disneyland, with most of respondents indicating support for the theme park. However, the long-term challenge for the Walt Disney Company and government officials is maintaining a consistent level of support throughout its duration because residents are not homogeneous and their attitudes tend to shift easily. Thus, both top-down and bottom-up planning approaches are suggested. Meanwhile, there are also advised to undertake more public relations work to introduce possible impacts to residents early in the development of the park.

**Implications:** This study was just a first step in exploring the tourism impacts of Shanghai Disneyland. Future research will investigate the community residents' perception after it open and compare perceptual differences between the two periods. The findings of the study could provide reference for the policy making related to urban tourism planning. Also, the present study and its findings should offer a useful case study for the management of urban mega tourism attractions.

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# Smart Tourism Development for Promoting Cultural and Heritage: A Critical Perspective on Smart City Development

**Ni Made Eka Mahadewi**

Bali Tourism Institute, Sekolah Tinggi Pariwisata, Nusa Dua, Bali, Indonesia

Bali is based on cultural tourism. One of regency in Bali who has big tourists' arrival is Badung regency. To promoting cultural and heritage with related to information technology, Badung plan to be a smart city. Tourism in defining and interpreting cultural heritage offers many benefits, including improved learning opportunities for individuals and a broader base of knowledge about art and heritage. This knowledge can in turn be used for better, smarter, information provision in the future. This paper evaluates the implications of the Badung Smart City paradigm which combined culture, heritage, tourists and ICT.

## **Introduction**

Cultural and heritage is a basis for tourism development. Balance and harmony assure sustainable development (Bendesa, 2016). Sustainable development is development which meets the needs of the present without compromising the ability of future generations to meet their own needs. Since the introduction of tourism, Balinese culture is no longer the exclusive property of the Balinese alone — for it is precisely this characteristic fusion between religious celebrations, customary practices and artistic creativity that forms Bali's "image" as a "Tourist Destination" and that gives it a decisive pre-eminence over other destinations with which it competes (Picard, 1996).

Now in digital era, smart city is one solution to develop a destination. A smart city is an urban development vision to integrate multiple information and communication technology (ICT) solutions in a secure fashion to manage a city's assets. The city's assets include, but not limited to, local departments information systems, schools, libraries, transportation systems, hospitals, power plants, water supply networks, waste management, law enforcement, and other community services.

In globalization era of ASEAN Economic Community, one regency in Bali which is well known as Badung Regency, plan to develop their destination as a Smart City destination. The purpose of the Smart City is to drive economic growth and improve the quality of life of people by enabling local area development and harnessing technology, especially technology that leads to Smart outcomes. Application of Smart Solutions will enable cities to use technology, information and data to improve infrastructure and services. Comprehensive development in this way will improve quality of life, create employment and enhance incomes for all, especially the poor and the disadvantaged, leading to inclusive Cities. As a tourists destination, Badung develop their area to be a destination which familiar to information, communication and technology (ICT).

## **Methods**

The method of this research is observation and paper based research. This paper deals with smart tourism practices and innovative tools supporting cultural heritage, with the aim of evaluating their potential in the Badung scenery. In particular, it evaluates the theoretical and methodological implications of the Smart City paradigm, above all in the tourism sector, as well as analyzing observation, paper based research, the results of data, and good practices related to Badung smart tourism.

To close the gap in the literature about smart cities and in response to the increasing use of the concept, this paper proposes a framework to understand the concept of smart cities. The chosen methodology is based on the theoretic and epistemological in depth examination of the Smart City concept, integrated with the analysis of data and statistics both on the regency- province level and related to some selected areas.

### Findings

The analysis of Badung smart tourism implies the selection of a few macro-categories to choose smart cities where cultural heritage and tourism intersect with most evidence or have already been supporting local development inspired to the paradigm of smartness. Based on the exploration of a wide and extensive array of literature from various disciplinary areas have been identified eight critical factors of smart city initiatives: management and organization, technology, governance, policy context, people and communities, economy, built infrastructure, and culture.

To develop a destination which has combination urban and rural area; Badung need to focus their development in an urban area which located in south Badung, especially for Kuta area. In Kuta, the business transactions are very popular. And a smart city must be design here in Kuta area.

### Implication and Conclusion

The result of this research is a recommendation to Badung government who created and designing Badung as a smart city. Smart city with ICTs provide a wide range of tools able to enhance cultural heritage and, consequently, promote tourism. However, in order to be highly effective new technologies cannot be used just in the stage of user's fruition, thanks to the possibilities given by mobile terminals, but above all in the promotion planning stage. Promoting smart tourism for a smart city means to take into account all the dynamics of development of the involved territories in order to plan a sustainable process of growth which implies also the possibility to 'use' cultural heritage for tourism reasons.

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# Challenges Faced by World Tourism Cities in the Current Economic Climate

**Cristina Maxim**

University of West London, London, United Kingdom

World tourism cities perform multiple functions such as being centres of trade or home to national cultural institutions, and exhibit various characteristics that influence tourism development within their boundaries. These cities are the main gateway for tourists visiting a country and their success has a direct impact on the number of visitors attracted. Therefore, in a globalised world that affects tourism development in most cities, global cities 'need to negotiate the challenges of updating their appeal to visitors and maintaining their distinctiveness in the face of pressures from standardisation' (Maitland, 2012, p.1). Besides the complexities in terms of economic, social or political functions, these destinations also have to deal with the diversity of people who experience such places either as residents, visitors or migrants (Stevenson & Inskip, 2009). Therefore, world tourism cities exhibit a series of characteristics which add to the complexity when analysing the phenomenon of tourism in these destinations.

London, the focus on this research, has now been one of the world's top destination cities for a number of years (Hedrick-Wong & Choong, 2015), and a key gateway for domestic and international tourists, with very good posts and nodes for the transport system. The capital offers a large variety of attractions, including historic buildings, cityscapes, parks and promenade areas, cultural establishments, numerous restaurants, pubs and clubs, and hosts various cultural and sporting events (Stevenson & Inskip, 2009), all of which attract different categories of tourists. London is also a multicultural city, home to around fifty ethnic groups, and over 300 different languages can be heard on its streets. The city accommodates a fifth of the total national stock of hotel bedrooms and it encompasses multiple functions such as a global financial centre, the home of important cultural institutions, and the seat of central government (Maitland & Newman, 2009). But despite the important role tourism plays in the economy of the city, and even though London has been a world tourist destination for many decades, there is limited research on the development of tourism in the capital.

To better understand the factors which influence tourism development in London and the challenges of planning and managing this activity, the capital was chosen as an exploratory case study. This research method offered the advantage of collecting both qualitative and quantitative data, using multiple methods of data collection. Examining this evidence would help to better understand the context in which tourism in London evolves, providing a holistic view on tourism development in London, while also offering the possibility to examine the development of this activity at the local (borough) level.

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# Europeanization and Re-imaging in CEE countries versus socialist and communist stature and image

**Tanja Mihalič**

University of Ljubljana, Slovenia

## **Introduction**

One of the current challenges for tourism research is to reflect on the communist and socialist heritage in the context of change and Europeisation. This issues have been addressed in the broader research on the opportunities of European Union membership through its recent expansion towards the area of ex socialist and communist countries in Central East Europe (CEE). In the 2004-2013 period eleven countries from CEE joined European Union. The question if accession actually influenced socialist and communist image and "attractiveness" in these countries, is yet to be answered. We argue that the EU accession had strong implications for tourism which cannot remain unnoticed in the major tourism academic research and journals. In this context we searched the tourism articles in fifteen top academic tourism journals which address the tourism issues in the above mentioned countries and for a period 2010-2014. The purpose of the main research was to examine the changes which include changes in socialist and communist stature, image and "attractiveness" of the mentioned countries.

## **Methods**

This paper reviews published research from quality tourism journals on European Union (EU) accession effects on tourism in new EU countries from Central East Europe (CEE). Author uses a content analyse and a two step word it out technique in order to construct the building blocks for conceptualising the EU accession effect on tourism, with main emphasis on socialist/communist heritage and characteristics.

## **Findings**

Findings show five interrelated main accession tourism research topics: Europeanisation and Re-imaging, Transformation and Marketization, Rejuvenation and Diversification, Sustainability, Re-internationalisation (Williams & Baláž, 2002; Hall, 2000; Hall, 2004; Hughes & Allen, 2005; Sedmak, & Mihalič, 2008; Jamal & Tanase, 2005; Pandža Bajš, 2015). Europeanisation and reimagining of countries through or for tourism is closely related to the research interest of this conference. In general, Europeanisation means the process whereby the people and institutions of the countries of the European Union become more European and less national (Wiktionary, 2015). Due to a membership the new EU states had to apply corresponding changes in institutions and business and social environment and behaviour as already accepted and implemented in Western states. In tourism context this process has been understood as becoming less of socialist and communist stature and image and more Western European like, especially in terms what and how the country can show and offer to its visitors. The point of interest here was to study how the Europeanises, confirmed or obtained by the EU accession, can help to emphasize the equality with Western world values and speed up the process of movement towards expectations and preferences of foreign markets. More specifically, the transition from "gazing on communism" (Light, 2000) to re- imaging towards "Europeanises" (Hall, 2003, p. 287) aimed to reach the outer markets. The main issues here were to reassure of destination image and security for tourism visitation and investment purposes (Hall, 2003).

## Conclusions

It is concluded that so far research has produced little conclusive evidence on the sole EU accession impact on tourism in CEE countries. Countries tried to use tourism as a mean for producing favourable and "European" images, away from socialist and communist culture type countries. Accession might have had impact on curiosity, which is assumed to be one of the main motivators for increased visitation of new transition states in 1990-ies. However, in order to achieve visitation, awareness needs to be complemented by a positive image of a destination which new countries tried to achieve, by – more or less successfully - adding authentic past and European values to their promotion efforts. On SEE tourism market communist or socialist heritage based products are more exception than a rule.

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# The Effect of Nostalgic Scene and Personality Traits on Tourist Destinations

**Erika Miyakawa**

Rikkyo University, Toshima, Japan

**Takashi Oguchi**

Rikkyo University, Toshima, Japan

## Introduction

It is important to understand why people travel and why they choose the specific destination for tourism market. Numerous studies have investigated tourist motivation, and one of the most popular theories to understand tourist motivation is the push-pull motivation theory (Dann, 1977). Push factors refer to motivational influence on a person's decision about take a vacation (e.g., escape, nostalgia), while pull factors are those which influence the person's decision on choosing a specific destination (e.g., sunshine, scene).

According to Leon, Yeh, Hsiao, and Huan (2015), nostalgia can be one of the important push motivators for tourists. Nostalgia refers to a preference towards objects (people, places, or things) that were more common when one was younger (Holbrook & Schindler, 1991). In memorable tourism experiences research, past memories are considered to affect tourist decision about future destinations (Kim, 2014). Moreover, Yashiro and Oguchi (2003) investigated the relationship between the images of nostalgic scenes in childhood and the preferences of tourist destination. The result suggested that people who have urban nostalgic scene prefer relaxation destination, whereas people who have rural nostalgic scenes prefer adventure destination. From these previous studies, we expected that there are positive relationships between the images of nostalgic scenes and tourist destination decision. In addition, we expected the autobiographical memories also have positive relationship with tourist destination. The purpose of this study is to investigate if the images of nostalgic scenes and autobiographical memories affect preferences for tourist destinations.

## Methods

The participants were 338 Japanese undergraduate students (121 men and 217 women), who have taken a social psychology class. The questionnaire in this study consists of four sections, which are to assess the images of nostalgic scene, preferences for tourist destinations, autobiographical memories, and demographics of the respondents (age, gender, histories of the place where they have lived before and present). In order to measure the function of autobiographical memories, we used the Japanese version of Thinking about Life Experiences (TALE) Scale adapted by Ochiai and Oguchi (2013).

## Findings

We conducted exploratory factor analysis using the principle component method with Promax rotation to analyze the structure of each scale. The images of nostalgic scenes and preferences for tourist destinations were four dimensions respectively, whereas autobiographical memories were three dimensions. Subsequently, path analysis was performed to examine the relationship between the images of nostalgic scenes and preferences for tourist destinations. The result showed that people who have stronger image of urban nostalgic scene only prefer going tourist destination which is closer to their background environment compared to those who have stronger rural nostalgic scene. Moreover, autobiographical memories also had a positive relationship with tourist destinations.

### **Implications**

This study has investigated the relationship between the images of nostalgic scenes, autobiographical memories and preferences for tourist destinations. Tourism industry can make use of these results when they want to suggest tourist destinations of their customers based on customers' personal traits and grow up environment. It can be suggested that nostalgic scenes and memories effects may happen not only in Japan; therefore future research may need to conduct among different countries and cultural background.

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# Benefit Segmentation Framework for Positioning Mpumalanga Province as a Tourist Destination

**Lesedi Nduna**

University of South Africa, Pretoria, South Africa

**Cina Van Zyl**

University of South Africa, Pretoria, South Africa

## Introduction

Tourism is one of the main industries that drive the global economy, playing a key role in regional development. However constant change, trends and tourist behaviour drives destinations to keep track of these changes in order to grow tourism and stimulate economic growth. Mpumalanga is one of the provinces in South Africa known for its flora and fauna; landscape; and game reserves together with wildlife therefore, having potential to draw tourists to the Province. Mpumalanga's destinations strategic marketing objectives are to:

1. position Mpumalanga as the tourism destination of choice by developing their brand positioning around core brand values; wildlife and bush, adventure and culture and heritage.
2. market Mpumalanga to both domestic and international markets by engaging in advertising, brand building and positioning, as well as trade relations activities, event marketing and Business Tourism (MICE) initiatives.

A process of segmenting should first take place as positioning is the end result. The purpose of the study was to segment and profile tourists based on benefits sought in order to develop a benefit segmentation framework for Mpumalanga.

## Methods

The data collection procedures were based on a self-administered survey applied to a sample of 400 tourists' visiting the Panorama; Kruger and Lowveld regions in Mpumalanga. Data was collected at four accommodation establishments and four tourist attraction at the above- mentioned regions.

## Findings

Two clusters were identified the Escapist sought benefit escape, spending time in a natural environment and relaxation whereas Learner-culturist sought spending time in a natural environment, learning, history and culture. The Escapist tourist is from Gauteng whereas Learned-Culturist is a non-South African. Demographic differences with regard to benefits sought were found.

Binary logistic regression indicated that benefits sought (all nine); are statistical significant predictors of the attractions tourists visited and the activities participated in during their stay in Mpumalanga. A benefit segmentation framework was developed which may be useful in developing promotional and packaging activities for identified segments by incorporating activities and attractions obtained from the binary logistic regression results and match them within identified segment while using benefits as guidelines.

## Conclusion

Benefit segmentation research in Mpumalanga would assist the province to develop well-defined coherent strategies which may allow the province to use their marketing budget effectively through targeting the correct market segments. The information could assist destination management to conduct advertising to domestic and international tourists using the correct marketing messages which will attract the intended segments. This information

also gives management an opportunity to realise which potential markets are necessary to grow for example the international segment as they are spending more money at the province therefore by dedicating their marketing efforts to attract and as a result improve the province economic and social benefits.

# Perceived Barriers to Family Tourism: a Case of Historic City of Kanazawa, Japan

**Tatsuya Oka**

Kanazawa Seiryō University, Kanazawa, Japan

## **Introduction**

Tourism provides opportunities for family members to spend time together away from the demands of employment and everyday domestic labour, creating shared experiences, expressing common interests, building and rebuilding intimate relationships (Such and Kay 2011: p.126). On the other hand, a large amount of stroller users in Japan feel they are annoying other passengers when traveling inside crowded trains (Nishimoto 2015). Also, Japan's high life expectancy, combined with low birth rates and a social policy that emphasizes care for the elderly at home, is resulting in a situation where care for the elderly might soon become a bigger social phenomenon than child care (Funck and Cooper 2013, 69). Very little is known about 'social barriers' as well as limited time budgets that the family in Japan have been facing in relation to their travel decision making process. This research study is exploring those problems that might prevent families from travelling, including the negative impact of crowding caused by dramatic increase of tourists in Kanazawa City, which escaped war devastation in World War II thus historical streets and traditional high cultures still exist and has become one of the best tourist's destination in Japan.

## **Methodology**

A purposively designed questionnaire has been developed with response options including Likert scales and tick boxes and space for written comment after each question. The parents who have their children attend kindergartens in Kanazawa City will be invited to complete the survey in September-October 2016. An open-ended semi-structured interviews with those who are willing to participate are going to follow the survey. A research grant (Grant-in-Aid for Exploratory Research) was issued by Japan Society for the Promotion of Science (JSPS).

## **Possible Findings**

Feedback on the process so far from sample testing interviews has been very positive. A stroller user family with two toddlers, traveling from Switzerland, confirmed that they have difficulties using public transportation in Japan (railways and airlines) without fearing they might be annoying other passengers. The interviewees also mentioned that the trains in Switzerland is much convenient and 'kind' to families. The questionnaire survey at kindergartens will be soon conducted and provide us new findings that are exploratory in nature.

## **Implications**

With a new emphasis on family tourism, it is anticipated that the results of this study will assist us to develop social support system for family tourism in Japan. It will also provide supportive evidences for the demand toward active experiential learning opportunities at educational institutions. The challenge lies in how such an approach might be enacted within the constraints of the current government structure, where tourism, child care and education are administered vertically.

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## Tourism to UNESCO Sites: Trends and Implications the Case of Sicily

**Ninfa Pagano**

University of Palermo, Italy

**Giovanni Ruggieri**

University of Palermo, Italy

It has long been recognised that a positive relationship exists between UNESCO World Heritage Sites and tourism. More specifically, many UNESCO sites are popular tourist destinations. However, relatively little research has been undertaken to explore and quantify tourism demand at such sites. In particular no research has been undertaken in Sicily, an island that benefits from possessing ten UNESCO sites. Indeed, not only has Sicily experienced an increase in cultural tourism in recent years, but also more than 46% of tourist overnight stays are in accommodation facilities directly or indirectly connected to cultural sites.

The purpose of this paper is to address this gap in knowledge. Based on a longitudinal quantitative study, its purpose is to present and draw implications from an accurate analysis of tourism at the UNESCO sites in Sicily and its archipelagos resulting from methodological research carried out over a eight-year period. Specifically, tourist demand was monitored over the years 2006-2014, focusing on both UNESCO and non-UNESCO sites, the overall purpose being to identify means of enhancing tourist supply both from a qualitative and a quantitative point of view in order to increase the competitiveness of UNESCO sites. Thus, the key issues addressed by this study are:

- whether the UNESCO brand influences tourism development in the UNESCO sites and whether it increases tourism demand;
- which aspects of the offer need to be improved or changed, as the UNESCO brand in itself is not enough to turn a destination into a tourist attraction if public and private entities are not able to preserve the recognised sites and to guarantee their usability.

Following a brief review of the research related tourist demand for and experience of UNESCO World Heritage Sites, the presentation focuses on an analysis of the data obtained from the offices of tourism statistics concerning 53 Sicilian municipalities in the areas of Agrigento, Caltanissetta, Catania, Enna, Messina, Palermo, Ragusa and Syracuse, where tangible UNESCO heritage sites are located. Broadly, this reveals that tourism to UNESCO sites has grown at a remarkable rate over the years since 2006, confirmed by synthetic indicators which show a value which is superior to the regional average. More specifically, it emerges that tourist demand at Sicilian UNESCO sites is now growing at a faster rate, though demand is primarily domestic as opposed to international and, of particular importance, performance varies across different UNESCO sites. Indeed, with the exception of the Aeolian Islands, the other sites still have to organise their tourist offer better in order to increase the value of their economic and productive sectors. Therefore, the paper concludes with a consideration of the implications for enhancing tourism demand in Sicily, building on the foundation of tourism to the island's UNESCO sites.

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- Piano di gestione UNESCO Le città tardo barocche della Val di Noto.



# “Retro Methodologies”; Adapting Older Research Approaches for Contemporary Tourism Study

**John R. Pearce**

James Cook University, Queensland, Australia

**Philip L. Pearce**

James Cook University, Queensland, Australia

## **Introduction.**

The core aim of this study is to suggest that advances in tourism research might be facilitated by expanding the approaches employed to investigate important topics. As a source of inspiration, several approaches to human behaviour and experience developed in the early twentieth century are considered. The potential use of these older methodologies in current research can be classified as advocating “Retro methodologies.” The view being expressed in this label is that they are, at core, sound in their intent but need to be updated for their useful contemporary application. The focus of the study is the field of tourist behaviour and experience.

## **Method.**

The work begins by examining some of the dominant traditions currently used in the field. Review studies spread across the continents and the history of tourism research reveal a penchant for using surveys and interviews. The dominance of these traditional methods has been highlighted in international reviews (Dann, Nash & Pearce, 1988) as well as in more contemporary regional analyses of tourism research including in China (Huang, 2015). Textbooks in the tourism field advocate and place much attention on the skilled use of these procedures with lesser, though not trivial, attention to focus groups and case studies. The ideas developed in this paper are drawn most directly from the field of psychology which has had a long history of trialling ways to explore human experience (Hergenhahn, 2009). Additionally, some of the ideas being proposed are allied to or also used in sociology and to a lesser extent geography and anthropology. In this study the term methodology is used in conjunction with the expression methods, the former implying an approach to the logistics and design of research and the latter offering a specific focus on the way to collect data. As tourism study is influenced by and influences emerging new traditions of inquiry, notably turns towards experience design, mobility, and sustainability, the need for a broader range of data collection tools and approaches is pressing.

## **Results**

Two kinds of techniques form the core of the retro methodologies being advocated in this study. The first grouping of approaches can be subsumed under the label projective techniques while a second strand of work falls under the heading approaches to judgement. The projective set of tools and allied approaches to collecting information stem from personality and human development studies in psychology with some inputs from sociology, anthropology and geography. The second set of approaches and methods derives from both experimental work in psychophysics and to a lesser extent economics where the interest lies in the thresholds of perception and the ways in which decisions are made.

At core, projective tests begin by providing to the respondents somewhat ambiguous or incomplete material. The task of the participant is to interpret or complete the task. The logic of the approach lies in suggesting that the answers reveal people’s dominant or key concerns. The techniques have been used in various forms since 1921 (Furnham, 2008). The specific kinds of projective tests which offer some potential value in tourist behaviour and tourism

study can be described as the use of abstract pictures, sentence completion tasks, free drawing and cognitive mapping approaches, and construction tasks involving solid objects. Over the last 100 years both criticisms and points of advocacy have developed around all of these techniques. At best, they engage the interest of those who are asked to undertake them, and they provide unique and interesting data which can be obtained cheaply. The criticisms focus on the reliability and validity of the material obtained and the adequacy of the scoring systems used to classify the responses. A re-examination of these approaches using computer programs such as Leximancer to score verbal material or facilitate coding comparisons provides fresh impetus for the use of the retro methods. Examples to illustrate the possibilities are provided in the full paper.

For judgement processes, several techniques warrant twenty first century re-examination. In the early history of psychology German researchers undertook systematic investigations of human judgement and perceptual abilities. The area of study is broadly termed psychophysics and the researchers investigated just noticeable differences; a topic concerned with when respondents report that they can detect a difference in a sensory input. There were many developments and models in this work and a further flurry of studies in the 1960s in the allied field of signal detection theory. Tourism studies on choice and the assessment of images have not used this tradition of work but, with adaptations and creativity, possibilities for fresh conceptual insights might be realised, most especially in responses to choices of similar products and places.

Additionally, there is another kind of judgement tool that also offers rich possibilities within questionnaire and survey design. The comparisons of triads of elements to determine how two are similar and different from a third is a methods based development in human choice which also appeals as a flexible tool in tourism study. This approach is rooted in the theory of personal constructs and has already been deployed in some tourism studies (Kelly, 1955). Again response formats which are computer based offer an opportunity to accelerate the speed of completion of the task which has been an issue for field and applied researchers using the approach.

Conclusion. As the topics of experience design, mobility, sustainability and experience grow in importance in tourism, the need to rethink the tools we use to assess and frame tasks for respondents can benefit from revisiting older tools and creating retro methodologies.

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# International Studies in Savoring: Coding recollections of intensely remembered tourism experiences

**Philip L. Pearce**

James Cook University, Queensland, Australia

**Takashi Oguchi**

Rikkyo University, Toshima, Japan

**Maoying Wu**

Zhejiang University, Hangzhou, PR China

**Zohre Mohammadi**

Allameh Tabataba'i University, Iran

## Introduction

In the development of tourism studies, it has become increasingly important to address the lasting benefits of tourism experiences for tourists. There has been a growing concern to establish whether or not the psychological benefits of holidays are ephemeral or have enduring value (Filep & Pearce, 2014). One approach to this topic is to examine what has been termed savoring, the rich recall of intensely remembered experiences. In the broader psychology and clinical literature, savoring has been shown to have substantial health benefits for individuals. The investigation of holidays as resources for savoring is just beginning. This study investigates savoring among tourists from four diverse parts of the world: Europe, Japan, China and Iran. The selection of locations in the order specified broadly represents locations where international tourism as a life enriching activity has been established for a long time, is quite well established, is strongly developing and is not substantially developed. The aim of the study was to explore the applicability of aspects of savoring reported by Bryant and Veroff (2007) to tourism experiences across these locations.

**Methods.** In each location select samples of respondents, generally in the age range 25-40, were sampled through University contacts and classes. They were asked to write down in their own language (English, Japanese, Mandarin and Persian) a particularly memorable tourism experience and they were given ample time to write 200-500 words. Next, using the coding scheme and definitions for savoring experiences of Basking, Marvelling, Luxuriating, Gratitude, and an additional measure developed by the research team, that of "Knowledge gain", the respondents themselves coded the accounts they provided and external coders independently scored the stories.

**Findings.** The results from the study provide evidence for the applicability of the recognised components and the additional savoring dimension but also raise issues about the reliability challenges in scoring the material. The highest scores varied across the locations studied but all characteristics were rated in all settings above the mid-point on a 10 point scale of importance. The inclusion of the Knowledge gained component was a successful addition to the components of savoring for the tourism context and was typically rated as of equal or higher importance than components such as Basking and Gratitude. Preliminary analysis of available material suggests that Marvelling was also consistently rated by both external and scorers and respondents as of major importance.

## Conclusions and Implications.

The limitations of the study are recognised but the broader opportunities for valuing tourism experiences are considered by proposing international cooperation in building a savoring research task force. Evidence that savoring builds resilience and offers health benefits and emotional satisfaction to people well beyond the immediacy of the experience has solid

implications for government policy in facilitating international travel and opening up the freedom of movement for citizens.

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# Evaluation of the Image of the Coastal Tourist Destination Balneário Camboriú (SC), Brasil.

**Melise de Lima Pereira**

Universidade do Vale do Itajaí – UNIVALI, Balneário Camboriú, Brazil

**Francisco Antonio dos Anjos**

Universidade do Vale do Itajaí – UNIVALI, Balneário Camboriú, Brazil

**Florença Fiedler Pichler Von Tennenberg**

Universidade do Vale do Itajaí – UNIVALI, Balneário Camboriú, Brazil

## Introduction

A destination image is considered to be one of the main factors taken into consideration by the tourist at the moment of choosing a tourist destination, (Echtner & Ritchie, 1991, 1993; Baloglu & McCleary, 1999; Gallarza, Saura & García, 2002; Pike, 2007) be it for the satisfaction of the tourist with the destination and the possible intention of repetition, (Fakeye & Crompton, 1991; Pike, 2007; Tasci & Gartner, 2007; Prayag, 2008; Chi & Qu, 2008) or the validation of the cognitive image dimensions for destinations of rural tourism (Peña, Jamilena & Molina, 2012), in the inter relations of the image with the places, attitudes, beliefs, destination personality, motivations, perceived quality e perceived values, (Nghiem-Phú, 2014) or still in the relation of destination image with other constructs for example, the theory of attitude for the construction e validation of scales of measurement (Chen, Lin, Gao & Kyle, 2015).

The image formation of a tourist destination is understood by the composition of all knowledge (functional aspects) and emotions (affective aspects) that an individual or a group have on a determined place, resultant of their life experience and the information obtained during the process of choosing (Fakeye & Crompton, 1991; Echtner & Ritchie, 1991, 1993; Baloglu & McCleary, 1999). The beliefs of the population over a destination (cognitive image) are likely to influence in the formation of their feelings towards a destination (affective image), while both, beliefs and feelings, and have an influence on the intentions of visiting a destination (Beerli & Martin, 2004). So, the image tends to stimulate a positive or negative effect in the future behavioral of the consumers and the tourists, conditioning the success or failure of their experience at the destination.

Saraniemi and Kylanen (2010) claim that so there is tourism, the places must be full of social life e distinct communities, containing cultural elements and economic aspects. For the authors, the tourist destination is a set of institutions e actors located in a physical or virtual space in which transactions related to marketing and to the activities challenge the traditional dichotomy of production-consumption.

Therefore, before analyzing the image formation of a destination we need to understand the tourist destination to be studied. For this research, the destination chosen was Balneário Camboriú, Santa Catarina, Brazil, the main sun and seadestination in south of Brazil, attracting tourist from all over the country, and also from neighboring countries, such as, Argentina, Paraguay and Uruguay.

Before such a context, the problematic of this research resides in understanding the process of image formation, having as a guiding assumption that the image composition factors lead the tourists to choose a specific destination. This research is relevant, as it may serve as a management tool for the public managers to work on the city positioning towards a tourist destination. In this sense, the research also contributes with strategic information for the

diagnosis of the tourist section of Balneário Camboriú - SC regarding the evaluation of the image, may thus serve as a data source for the formulation of strategies that are able to qualify the destination image. The general objective of this research is to evaluate the tourist image of the destination, in the tourists' perspective.

### **Method**

This research is characterized to be exploratory, descriptive, with conceptual theoretical foundation, with a predominantly quantitative approach (Marconi & Lakatos, 2010). The measuring procedure can be typified as a structured method, according to the taxonomy proposed by Gallarza, Saura and García (2002), once it merges statistical process with multivariate and bivariate analysis. Data collection was conducted through a questionnaire applied by researchers directly to tourists at the central beach in Balneário Camboriú, during December 2015 and March 2016. The questionnaire included demographic data and scales for measurement of the cognitive, affective, conative and global image, and that the scales were adapted from Echtner & Ritchie (1991, 1993), Chi & Qu (2008) and Stylos et al (2016). A sample was raised, with 390 tourists that were requested to evaluate the attributes of the image from the tourist destination Balneário Camboriú – SC. The data will be submitted to the Exploratory Factor Analysis, to reduce the information to a smaller number of variables, to have a minimum loss of information (Hair Jr. et al, 2005). To measure the internal consistency of the factors the Alpha Cronbach coefficient was used, that is obtained by the average of all the coefficients resulting from the different divisions of the scale items. Secondly, the data were submitted to a path analysis, being an emergent statistical technique, the structural equation modeling, consists in an extension of various multivariate techniques like, Multiple Regression, Factor Analysis, Multivariate analysis of variance and others. This analysis allows the researcher to examine a few relations of simultaneous dependence (Hair Jr. et al, 2005). As research stages, firstly the tourist system of Balneário Camboriú – SC was identified. Secondly, the latent dimensions involved in the formation of the cognitive, affective, and conative image were specified. In the last stage the factors that compose the image of the tourist destination were analyzed.

### **Final considerations**

This kind of study is important because of the contribution of information that it can provide to the destination managers, both in public and private ambit, culminating in the development of actions that may be used as a strategy of differentiation among the other competing destinations. The study advances the knowledge regarding the suitability of the instrument for the assessment of coastal tourist destination image, this doesn't mean that it is suited to evaluate other destinations, like the provincial, rural and metropolitan, for example. New researches are needed to identify and test a generic instrument, that capture common characteristics to all destinations and allow us to compare them.

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## The Essential Evolution of Leadership Style in the Community-Based Tourism Development Process: Case Study from Thailand

### **Wanvipa Phanumat**

Head of Community Capacity Building,

Designated Areas for Sustainable Tourism Administration (Public Organization), Thailand

Community-based tourism is widely used as a tool for sustainable community development especially in developing countries like Thailand. As a governmental agency aims to develop sustainable tourism in Thailand, Designated Areas for Sustainable Tourism Administration or DASTA uses community-based tourism development as a process to involve local community in sustainable tourism development master plan. To engage local community in tourism development plan, DASTA is currently working with 13 communities around Thailand. The main objective is to build capacity for local community so that they can be a part of sustainable tourism development and consequently yield benefits from tourism development in their local area.

The development process is divided into 4 phases which are 1) introduction to tourism, 2) community capacity building, 3) market access, and 4) sustaining tourism benefit. In the first phase, DASTA facilitates to form “Community-based Tourism Club” in each community so they can be the leading group of community member who will drive the community-based tourism development process. The clubs choose their own leader which can be either an official leader like village headman or natural leader like an elder in the community. Each community has different style of leader which, along with other factors, contributes to different result of community-based tourism development.

With empirical participatory research approach throughout the development phases, various leadership styles are noticed in 13 communities ranging from autocratic to democratic to laissez-faire style. Different styles of leader come with different approach to work on each phase of development. In the introduction to tourism phase, the autocratic leader is found to be effective as communities need someone who understands the tourism development process to lead the decision-making and show them the example of how tourism will work in their community. In the community capacity building and market access phase, democratic leader becomes one of the most important factors in bringing people together to get involved in the process of elevating the learning process and allocating community tourism assets that they are willing to offer to the market. For the sustaining tourism benefits phase, the laissez-faire leader works well to empower and pass forward the power to community group to sustain the community-based tourism project.

From the past 3 years of working together with 13 communities, we have learned that in order to drive the community-based tourism development process effectively and sustainably, the leadership style needs to evolve to serve the changing purpose of development in each phase. The role of leader needs to evolve in LEAP steps which is Leading to Elevating to Allocating and finally Passing forward. This lesson learned will be beneficial for both academic and practitioner involved in community-based tourism development as community leader is one of the most important key success factor in sustainable community-based tourism development.



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## Dark Cities? Understanding Dark Tourism in European Cities

**Ray Powell**

University of Greenwich, London, UK

**James Kennell**

University of Greenwich, London, UK

Despite the recent growth of research into dark tourism (Dale & Robinson, 2011; Lennon & Foley, 2000; Stone, 2013; Tarlow, 2005) and the growth of the dark tourism market (Biran & Hyde, 2013; Stone 2005; Stone & Sharpley, 2008), there has been little interest shown in understanding the relationship between dark tourism and urban tourism (Page & Hall 2002). This paper presents the initial findings of a research project that investigates the dark tourism products offered by European cities. A series of keywords were developed following a review of the dark tourism literature and this was used carry out a content analysis of the Destination Marketing Organisation websites for Europe's ten most visited cities. The content analysis used Stone's (2006) Dark Tourism Continuum to evaluate the dark tourism products offered in each destination and to present a descriptive overview of Europe's city-based dark tourism offer. The paper concludes that there are a wide range of dark tourism products available to urban tourists in Europe, but that these are rarely conceptualised as such. The mixture of 'light' and 'dark' dark tourism products presents difficulties in categorisation and standardisation of the urban tourism offer, but this is a potential area of new product development for DMOs across Europe.

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## A Study of the Festival Activities of Tourists in Aoqi Village

### **Ao Qi (Aldrich)**

Ao Qi Village - a grassland folk culture-based tourist attraction - is located in Xilinhot City, the capital of Xilingol League Government of Inner Mongolia. Laying more focus on carrying out the grassland festive cultural events and discussion of festive tourist activities. This tourist attraction in Xilingol Grassland, known as Xiadu, used to be the capital of Yuan Dynasty. Xilinhot City, a national tourist city, was named as the Horse City by the state. Over the last five years, the author has taken part in the organization, planning and implementation of all festival events.

The festivals mostly focused on the following aspects: 1) the opening ceremony. Opening ceremonies, whether a small one for the opening of small scenic spot or a big one for the Olympic Games, are considered as the start of a festive event, which shall be the most wonderful, stunning, and heart-shaking part of the event. 2) The folk festive and cultural activities. They are the part with the most profound historical, cultural, and sentimental elements of the festive and cultural activities. They mainly include: all kinds of Nadam and horse activities (including horse lassoing, horse taming, horse racing, and mane shearing), birthday celebrations, wedding celebrations, and whole-sheep feasts. 3) Important festive events, including welcoming ceremony, organizing the pick-ups and drop-offs of cultural investigation groups, tourist groups, news groups, all kinds of visits and recording of TV interview programs.

Examining the festival and tourist activities, there are some findings:

First of all is about the strong participation of festivals. During the events, all tourists, service workers and viewers totally blend into the events.

Secondly and most of all is about the sharing and great emotional unification. During the events everybody experience the mutual blending, passion, spiritual sublimation and development together.

Thirdly is about the industrial spur. Due to its strong influence, great brand effect, and high market share, it is considered as the best business model.

Fourthly is about the live culture of the festive events, which include the dynamic culture, activity culture, service culture, and experience culture. I usually summarize the live cultures I experienced during my tourist practice into following ten categories which reveals the top ten features: 1. Ornamental culture (artistic quality); 2. Entertainment culture (entertaining quality); 3. Education culture (perceptual quality); 4. Enlightenment culture (philosophical quality); 5. Health culture (health keeping quality); 6. Intellectual refinement culture (heart nourishing quality); 7. Friendship culture (friendly quality); 8. Emotion culture (ideological quality); 9. Experiential culture (receptive quality); and 10. Primitive culture (natural quality). The ten cultures listed above will form the top 10 cultural economy during the cultural and tourist activity, which are: the trust economy, moral economy, emotional economy, experiential economy, showcase economy, entertainment economy, contest economy, ornamental economy and health-care economy. The vitality and charm of the aforementioned 10 live cultures will only be seen in the dynamic activities and events. And of course, the key of the ten live cultures is the moral culture for being extremely touching and thrilling. Whereas

the most appealing ones are considered to be the ceremonial culture and entertainment culture.

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## Social Media Marketing: How can Facebook Fan Pages Help Hotels in Marketing Aspects?

**Shanshan Qi**

Institute for Tourism Studies, Macau, PR China

**Julio Cecilio Diaz Liu**

Social media marketing has gradually become an irreplaceable part of strategic plans from various industries all around the world; it is the easiest way to get in touch with the audience and widely accepted by the crowd. Companies or firms are able to use a simple and inexpensive way to increase the brand awareness as well as to deliver latest information or product trends to the customers. Statistcs Portal (2015) showed that Facebook had 1.49 billion monthly active users, this represents that there are approximately one over seven of people in the world use Facebook monthly. Therefore, Facebook might be the best choice to be the platform of spreading company's latest news as well as products to the crowd. Hospitality industry and enterprise have started to depend and rely on their business and development into social media, one of the fastest growing global trends.

Facebook has been a leading social website among the others is also because it is consisted and used in various information technology markets. It is well-known as one of the simplest and most acceptable social website among all, so people would rather choose a website that is well-known to be simple to read and understand but not the business website. Facebook is one of the various social marketing websites, it gives users to share personal information like profiles, pictures, hobbies to other users, as well as letting users to became "friends" on Facebook and letting them sharing latest life status to each other's.

Word of Mouth communication is one of the most important factors to generate brand awareness which could possibly affect the decision making of the potential customers (Feick and Price, 1987). Facebook plays an important role on showing general information of hotels as well as interacting with the potential customers. It actually shows that the power of popularity of a specific brand page on Facebook could make potential revenue which could easily defeat brands with respective lower popularity. Kozinets (1999) found that users can become fans of brand page by just giving a simple "like" on the page in order to gather their interest on the same platform. Once a like is given to the brand page, the user will be connected to the page and automatically followed every updates from the brand page, when likes become more, the popularity of the brand page will be high, and so a brand page should always be operated uniquely and attractively but not letting it becoming silent without activity on it (Water, Burnett, Lamm, & Lucas, 2009). As brand fans page indicates the relationship between the audiences and the brand (McAlexander, Schouten & Koenig, 2002). It shows that the main content of a brand page could be determinants of how popular can the brand be. However, the matter is what kind of content will be covered into a brand fans page? So order to make interaction with the potential customers and generate the popularity of the page.

Many people experience the online space as identical form of real life in terms of communication, transactions, socialization, learning and recreational activities (Seraj, 2012). Facebook is one of the most representable examples of online platforms. An active Facebook fan page is the core determent with the company or hotels marketing plan, but the question is what kind of components should considered as an effective customer engagement on Facebook, so as to achieve a marketing goal. It is mentioned that there are two elements which must be included in the Facebook fan page engagement, which are sharing quality, relevant content and inciting comments.

Generally speaking, Facebook is one of the most representative tools that has widely utilized by lots of hotels which recognized the shortage of just putting effort on its official webpage. This study aims to use Macau as a locus to investigate how hotels can engage its marketing effort under the strong and functional scale of Facebook. It will be focused on the illustrations of the content selection that hotels put on the fan page. Research method will be conducted through questionnaire to understand the perspectives to various types of users regarding to the relationship with hotel fan page. The results show the actual and accurate data of how big the potential of engaging marketing effort into Facebook fan page could be. Regarding to the result, there are actually data showed that brand awareness played an important role for users to reach the brand fan page. Moreover, posting promotions and reservation information could possibly be one of the stimulation for large users engaging with the hotel fan page as interaction. "Likes" could also be a measurement for hoteliers to view their performance of fan page. Lastly, there will be concluded summary and suggestion listed as reference for hotelier and its hotel marketing department, as well as person who are included in this specific category on work. However, there were also difficulties and challenges of studying on Facebook fan page marketing, it will all be rely on future scholars and researchers to further investigate the insufficient part of this area.

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# The Image of Macau as a Travel Destination: Satisfaction levels of Chinese Travellers and their Intention to Revisit Macau

**Shanshan Qi**

Institute for Tourism Studies, Macau, PR China

**Lei Ka I, Koey Stephen**

**Donald Sayer**

## **Research Background and introduction**

Tourism include activities where people travel to or stay at certain designated areas which are having great distance from their costume environment in a particular geographical area for no more than the following one year, with the purpose of doing business activities, recreation etc. Also with no any recompense by anyone within the place visited. There are three main criteria occur to utilized distinguish a trip at the same time to be classified as tourism and the mentioned displacement and must be in one of the following types (Ashley, 2009). First, it should consist of a displacement farther from the daily environment, and things happen in the identical place as the past cannot be considered as a tourism experience. Meaning any environmental factors that even remotely relates to daily activity is regarded as no displacement and therefore cannot be considered tourism. Second, any other reason other than receive any recompense by anyone within the place visited must be the purpose within the travel. Furthermore, the previous limitations of tourism were to pure entertainment and visits to friends and relatives are currently expanded and consist of a wide range of multiple purposes. The final of the three is the length of the trip that mentioned only on the constituting a maximal duration but without specify on a minimal duration. Therefore, an overnight stay can be included or excluded.

According to the statistic of Domestic Tourism in Macau (2008-2014) shows that the Mainland China market is one of the major markets of the Macau Tourism Market. It ranks at the top compared to other countries. Following closely behind are other major tourism countries such as Hong Kong, Taiwan, Republic of Korea, Japan, Malaysia and Singapore. Therefore, it plays an important role and also has a significant contribution in the current booming Macau tourism industry. This is the reason why the study focuses solely on the group of visitors from Mainland China. The result also shows that there were significant increases from 2008 in 11.6 million to 2014 in 21.3 million. Aside from popular conventional activities open to all ages, gambling is one of the major incentives as to why Chinese tourists decide to visit Macau frequently. Compared to other countries, the People's Republic of China occupies the top percentage when it comes to which country populates Macau's casino attraction the most. A key statistic as to why the Chinese are willing to spend a fortune at the casinos is because the Chinese economy has developed dramatically in the near decade, which is why they have the money to lavish at these casinos. However, nothing lasts forever. It is unfortunate that these venues of gambling industry are declining currently. Therefore, it's important to have a well development on the other potential aspect like tourism industry. The continual efforts of Macau trying to perfect consumer satisfaction can help stimulate Mainland China tourists and potentially affect their satisfaction level of Macau as a tourist destination. It is believed that having a clear understanding of how visitors select their destination for vacation is unbelievably beneficial for the tourism market of Macau. Finding out their intentions of a potential revisit may lead to an increase in the number of tourists, which can result in another rapid breakthrough for Macau's already flourishing economy. Finally, through understanding consumer behaviour, one can effectively and efficiently maximize the profit of the tourism industry.

### **Research Objectives**

A multi-attributes measurement was developed in this study. By using the frame to find out which attributes of Macau that would attracts the tourists and probable to revisit Macau. Since the longest the tourists stay in a destination, the more money they will spend on the destination. It would be a great value of conduct this study as if a good result that we are willing to see.

There are two remain objectives to this study as follow:

1. To identify the perceptions of visitors and the motivation for their visit to Macau, factors that may influence visitors' satisfaction should be researched and documented.
2. Imperative to find out whether their visiting experience as satisfactory enough so that tourists will either revisit Macau, or recommend to their family and friends.
3. Research Contribution

The results confirmed that overall tourist satisfaction is significantly different based on travel behaviour characteristics, and revealed that eleven attributes such as variety of historic and cultural sites, vintage buildings, distinctive history and heritage have significant effect on overall tourist satisfaction. In addition, travel experience and destination loyalty intentions would be affecting by many different attributes. Destination loyalty is significantly different based on visitors past experience.

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# Perceiving Destination Image Differences Among Tourists in Different Nations: the Case of TripAdvisor Reviews

**Shanshan Qi**

Institute for Tourism Studies, Macau, PR China

## **Background Introduction**

Today with an advancement of technology, it has become a global trend that tourists post and share their travel experiences online (Law, Qi, & Buhalis, 2010; Pan & Fesenmaier, 2006). Advice and recommendations shared by tourists with 'actual-consumption' experience are deemed to be valuable and seen as a trustable source of information, which is often regarded as an electronic word of mouth (Litvin, Goldsmith, & Pan, 2007), online review (Filieri & McLeay, 2013), or simply user generated content (Ayeh, Au, & Law, 2013). Unlike the commercial and official markers which typically present only the positive aspects of a destination, user generated content is based on tourists' perspectives and their personal experiences, and today represents the bulk of the private non-commercial markers of a destination (Johnson & Kayne, 2003; Litvin et al., 2007, p. 461). Those user generated content not only can moderate the overall image of a destination as perceived by those who intentionally search for, but also create awareness for prospective tourists who may receive such information incidentally, thereby stimulating motivation for travelling to a particular destination (Volo, 2010). User generated content is thus recognized today as an important online marker for promoting a destination (Qi et al., 2008; Yeoh, Othman, & Ahmad, 2013).

Online reviews have been increasingly considered as ideal sources of data (Xiang & Krawczyk, 2016), undertook a thorough analysis of online reviews and they echo the view that tourists' travel stories and experiences are first-hand travel information useful for marketing the attractions of a destination (Tussyadiah & Fesenmaier, 2008). To know what tourists search for is particularly important to destination marketing organizations for many destinations are highly substitutable (Morgan, Pritchard, & Pride, 2004; Pike & Ryan, 2004; Usaki & Baloglu, 2011). Moreover, culture has been reported to be a key factor, among the other attributes, which contributes to the formation of destination image (Sun, Ryan & Pan, 2014). The cultural framing and different life styles which motivate many affluent tourists to a destination (Sun et al., 2014). The insights on online user generated content from different countries or regions, help destination marketing organizations develop appropriate strategies for attracting corresponding market segments (Carson, 2008; Jacobsen, 1997). In order to get deeper understanding of tourists and better development of destination, this study makes a first attempt to utilize online reviews to (1) discover the review differences among tourists from different countries/regions; (2) deconstruct the tourist experience as reflected in their online reviews (3) identify and understand the factors of tourists' travel experiences from online reviews.

This study selects Macau as a research locus. Macau is one of the special administrative regions of P.R. China. About 31 million tourist arrivals from the world visited Macau in 2015, with the average length of stay is a modest 1.4 days (Macau Government Tourism Organization, 2016). Macau today includes Macau peninsula, Taipa and Coloane islands and COTAI. COTAI is the newly reclaimed land exclusively for gaming development where local and international gaming corporates have established their casinos, hotel and shopping complexes in that area. The city's two major economic pillars are gaming and tourism, with gaming revenue has been exceeding that of Las Vegas since 2009. The strategic orientation of Macau development is to build the city into a World Centre of Tourism and Leisure (MGTO, 2016).

## Methodology

Online reviews were collected from Tripadvisor.com through a web scraper written in Hypertext Preprocessor 5.3 (PHP 5.3), Nvivo 10 and SPSS 21 were also been adopted for data analysis. TripAdvisor is well-recognized as an international online information exchange platform where tourists from all over the world give and receive comments on a particular subject related to travel and tourism (Filiari & McLeay, 2013). While some popular online media, such as Sina blog, 163 blog or Ctrip.com tend to be used only by certain linguistic groups of online users (Leung et al., 2011; Sun et al., 2014), Tripadvisor's reviews, being predominantly written in English, have a much more global reach.

All Macau attraction related comments were collected on December 2013, with the oldest collected review posed back in early 2005. In total 8,004 reviews were collected. Base on the attraction list provided by MGTO website <http://en.macaotourism.gov.mo/index.php>, the World Heritage sites; Sightseeing attractions and Shows & Entertainments have average number of reviews of 3151, 1476, and 3377, respectively.

## Findings

In order to explore tourists' travel experiences, this study mines large number tourists' reviews about Macau posted on TripAdvisor. Com. This study attempts to uncover generalizable suggestions for destination management. Results of this study indicated that 42.2% tourists have participated shows & entertainments activities, 39.3% visited Macau world heritage sites and only 18.4% visited sightseeing attractions. Among different attractions of Macau, tourists from different countries showed different perceptions and requirements. The key factors of destination image of Macau major markets are also reported in findings.

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# Travel Motives and Attitude of College Students: The Case of Young Tourists from Macau

**Shanshan Qi**

Institute for Tourism Studies, Macau, PR China

Most of the college students are belong to Millennial generation, which can be described as the children born in 1983 to 2000 (Polzin, 2014). This generation has been found to show activity-travel behavioral patterns and choices different from those of previous generations (Garikapati, Pendyala, Morris, Mokhtarian & McDonald 2016). Previous literature focus on investigating Millennials' attitudes on auto use (Garikapati et.al., 2016) and found that this generation drive less and have different lifestyles from previous generations as evidenced by their lower rates of employment, marriage, and parenthood (McDonald, 2015; Circella, 2015). The important aspects that have not been adequately addressed are: their travel motives, request of destination and what makes them memorized the most in a destination.

This study makes an attempt to answer these questions by using Macau college students as a sample. Total 60 students were formed in 10 groups in 15th of April, to have a 40 mins discussion focus on their travel motives, requirement of a destination and their most memorable travel experiences. The findings indicated that Macau college students are likely to choose a highly secured destination with less tourist arrivals and neat environment. Eighty percent of them defined themselves as leisure tourist who likes to travel with family or friends. Most of them are looking for delicious local food, shopping paradise, sightseeing and local cultural. These findings implied that young tourists have not shown any surprised attitude in their travel motives compare with the older generation. Interesting findings are found from the last question, these young tourists did not impressed by destination attractions or local food, 90% of them mentioned their most memorable moment in a destination is how nice the local people treated them. They were touched emotionally and will definitely become a loyal repeat visitor to that place for sure.

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# Research on Domestic Tourist Behaviors in Complex Theme Parks: A Case Study of the Locajoy Resort Theme Park in Chongqing

**Yuanhao Qin**

Southwest University, Beibei, Chongqing, PR China

**Li Wang**

Southwest University, Beibei, Chongqing, PR China

**Dexiu Liu**

Southwest University, Beibei, Chongqing, PR China

**Han Qin**

New York University, Brooklyn, USA

A theme park is an artificial tourist area which is designed to meet the tourists' needs for leisure and entertainment by employing modern science and technology. It is characterized with a specific theme, which is designed into various activities in a multi-level space by incorporating elements of entertainment and leisure into service and reception facilities. The theme park invests a great deal and highly depends on the tourist market, thus it can hardly survive and develop without expected number of tourists and selling income. As is reported by AECOM, China has built more than 2800 theme parks of all kinds since the 1990's, which amount to 40 times the sum of those in U.S.A and Japan. However, 80% of the domestic theme parks, which were built in the recent decade, have closed, losing as many as 300 billion yuan. Among the surviving theme parks, only 10% have gained profits, 20% run in the red and 70% neither profit nor lose. Cesar Mario O. Mamon, Chairman of IAAPA, also believes that the current entertainment industry in China develops very fast, which may be overheated in the future, causing failure to meet expectations in the industry and thus deficit on the part of theme parks. Located in the suburb of Yongchuan District, Chongqing City, the Locajoy Resort Theme Park is themed with large instrument entertainment and wildlife admiring. Covering 5000 mu and investing more than 3 billion yuan, it is faced with the competitions from many theme parks in Chongqing, such as Chongqing Foreigner, the Dragon Tongue Magic Mountain, the Caribbean Sea Resort, the forthcoming Happy Valley Resort and the Ocean Park, The marketing pressures are not to be overlooked.

This paper arrived at the following conclusions through a comprehensive and systematic analysis of questionnaires investigated on 1511 tourists of the Locajoy Resort. (1) The main client groups of the Locajoy Resort Theme Park are those unmarried or married young students, company employees, institutional personnel and freelance workers who are from Chongqing City, have received secondary or advanced education and earn less than 5000 yuan monthly. (2) Domestic tourists get to know the Locajoy Resort mainly through relatives' and friends' recommendation, advertisement, Internet and smart phone. They have learnt that the various and numerous animals, stimulating amusement items, rich performance as well as sanitary and comfortable environment in the Locajoy Resort can meet their and their families' needs of entertainment, sightseeing, relieving pressure and challenging themselves, so on weekends or fixed holidays they decide to go there for tour with relatives and friends by self-driving, taking taxi or bus. (3) More than 95% of tourists play in the Locajoy Resort for over two hours, and they have preference for Ten Ring Roller Coaster, High sky flight, Big pendulum, King Kong and Ferris wheel, which are all large amusement item. The chance of revisiting the Locajoy Resort is as high as 46%. The actual average expenditure is roughly equivalent to tourists' expectation, which is mainly used for ticket purchasing, so second-time consuming is less. Only 57% of tourists dine in the scenic spot, 30% take sightseeing car or ride electric bicycle, 67% purchase featured tourism souvenirs and 46% visit wildlife beast zone by self-driving.

In view of this, the Locajoy Resort Theme Park should expand the market and stimulate the tourists' consumption by implementing multiple marketing, improving recreation projects and optimizing ticketing policies.

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# Cultural Identity, Acculturation and Perceived Tourism Influence: Evidence from Tibetan, China

**Ce Qu**

Sun Yat-Sen University Guangzhou, PR China

**Chaozhi Zhang**

Sun Yat-Sen University, Guangzhou, PR China

**Peng Chen**

Sun Yat-Sen University, Guangzhou, PR China

In terms of understanding tourism development, exogenous factors, such as market and the intervention of the state or the enterprise, are often stressed, whereas endogenous factors of host societies are relatively ignored. In fact, tourism affects and constructs the residents' identity, but the identity can also construct or obstruct tourism, especially in the background of Tibetan tourism development. As the Tibetan is an ethnic minority with strong religious beliefs, their strong ethical character and very unique culture have multiple effects on their tourism perception, tourism participation and the interaction between the host and guest, which will influence the whole Tibetan tourism development.

A plenty of research have indicated that the minority's cultural identity (i.e. religious identity, ethnic identity) significantly influences their acculturation. Meanwhile, the local cultural identity (i.e. place identity, community identity) has a significant impact on their tourism perception. This study establishes a hypothesis model by combining cultural identity, acculturation and tourism perception to explore the possible relationship between the local endogenous factors and tourism development.

Data were collected using a self-administered questionnaire in a typical Tibetan settlements called Kangding City, a well-known tourism destination for its Tibetan culture and beautiful nature, in China's Sichuan Province. , Three survey Tibetan sites of different Hanification level are chosen, which are divided by Zheduo Mountain. A convenient sampling approach was employed in this research, those Tibetans involved in tourism were asked to participate in the research, 223 valid questionnaires were collected and used for testing the hypothesis model.

Results of the model test are:

Three constructs of cultural identity (i.e., ethnic identity, religious identity and language identity), and four dimensions of acculturation (i.e., cultural assimilation, cultural integration, cultural exclusion and cultural marginalization) pass reliability and validity tests.

Tibetans have very high degree of cultural identity and strong cultural adaptability. Faced with the exotic culture which comes with tourism, they often practice cultural integration, not practice cultural exclusion or marginalization.

Tibetan acculturation can be viewed as an intervening variable between their cultural identity and tourism influence perception. The Tibetan's cultural identity, especially their religious and language identity, have a positive impact on their power to resist exotic culture, and significantly decrease their perceptions of positive tourism impacts.

Tibetan's demographic characters (i.e., language ability, education, the number of Han friends, age, and parents' ethnic identity) also have significant impacts on their cultural identity, acculturation and perceptions of tourism development.

The findings indicate that Tibetan's cultural identity and their exotic cultural adaptability play the key role in Tibetan tourism development and local residents' quality of life. Moreover, whether the Tibetan participate in tourism or not, and the time length of participation in tourism, have no obvious effects on their cultural identity. Therefore, it is the endogenous Tibetan cultural identity, rather than exogenous intervention, that decides the Tibetan tourism development. Research limitations and practical implications are discussed at the end of the paper.

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# A Study of Recreation Activities and Recreation Route Designs For Canton Fair Overseas Buyers

**Peng Shunsheng**

Guangzhou University, Guangdong, PR China

**Yuan Xiao**

Guangdong University, Guangdong, PR China

**Ye Zhongyi**

Since Import Exhibition Area was added to the 101th Canton Fair, Canton has witnessed a sharp increase in the number of overseas buyers. Against the grand background of an increased integration between international business exhibitions and recreation activities, there is an increasing need for recreation activities among overseas buyers to Canton Fair, which has become the main theme of leisure activities for those buyers. However, so far no studies have been conducted concerning such questions as “Are they satisfied with their recreation activities?”, “Are they interested in current routes for recreation?”, “Is it necessary for Canton—China’s business exhibition metropolitan—to design routes targeted at overseas buyers?”, etc.

The research methodology adopted by this essay is questionnaire. It is targeted at the overseas buyers to the 117th Canton Fair in the spring and the 118th Canton Fair in the autumn of year 2015 and firsthand information is gained. Based in the revelation of the basic features of recreation activities among overseas buyers, namely in terms of the number of people involved, the ways of recreation and the frequency of recreation, the essay combines textual analysis and literature review and uses SPSS17.0 to analyze the acquired information and dig up the factors affecting the degree of satisfaction among overseas buyers with their recreation activities. Finally, the satisfaction degree is obtained.

Considering the facts that so far no route has been specially designed for overseas buyers participating in Canton Fair and that most of the current routes do not cater to them, also taking into consideration the purpose of digging up and deepening the cultural content of the local sights, and through careful selection and comprehensive consideration, we have elaborated four recreation routes for overseas buyers participating in Canton Fair.

## Route One: Historical and Cultural Recreation

It is designed on the basis of the long history of Canton and the colorful culture of the Five-Ram City, which are especially attractive to overseas buyers. The contents include: “Feeling Cantonese history and taste Cantonese culture” and “The charming Cantonese history”.

## Route Two: Religious Recreation

It is designed on the basis of the fact that many of the overseas buyers have a religious belief and that they may have a need in this respect. The content is: “Feeling the love and sincerity of Canton”

## Route Three: Nightlife and Food Culture Recreation

This route is designed because nightlife has long been a fashion abroad and overseas buyers are especially interested in the nightlife and food culture of Canton. The contents include: “A wonderful night in Canton” and “Eating in Canton”

## Route Four: Purchasing Recreation

This route is designed to cater to overseas buyers, especially those from developing countries, who like shopping. The content is: “Five-ram city—paradise for shopping in South China”.

The above routes have three distinctive features: targeted, novel and diverse. The recreation activities are diverse in kinds and levels and the sights on the routes are selected and classical. They can satisfy not only the physical and material needs but also mental needs, bringing pleasure not only to the eyes and the ear but also to the mouth.

All those above will play a significant role in increasing satisfaction degree among overseas buyers with recreation activities and ultimately attracting more and more overseas buyers to Canton Fair and bringing Canton business tourism to a new high.

# Communist heritage Representation: Gaps and Disputes

**Claudia Sima**

University of Bedfordshire, UK

The aim of this research is to identify how different stakeholders represent communism and revolution heritage for tourism, with a case-study on Bucharest. The topic of how to represent communist heritage for tourism is receiving increasing attention both in academia and the industry as demand and supply for communist heritage products increases. The paper compares and contrasts the representations of communist and revolution heritage from different stakeholders' perspectives: government, tourism media, tourism industry, potential tourists and actual tourists. It looks at 'official' representations under the form of destination promotion material; as well as 'unofficial' representations under the form of communist and revolution heritage promotion by tourism media and industry, and tourist online generated content. The methods used in the study are: content analysis of secondary data, interviews and focus groups with a range of representation producers. The research identifies and explores gaps, agreements and disagreements over the representation of communist and revolution heritage in Bucharest, Romania.

Findings confirm Light's (2000a; 2000b) views that communist heritage is perceived as 'problematic' by government officials and that attempts have been made to reinterpret it in a different light. However, in response to 'unofficial' representations, the potential of communist and revolution heritage to generate tourism is well acknowledged now and efforts are being made to produce an 'agreed' representation at government level. However, reconciliation with 'an unwanted' past is made difficult because of the legacy of communism and the never-ending difficulties of adapting to a new state of being. The 'agreed' interpretation and representation is 'on hold'. The 'confused' and 'disputed' 'official' representations that result feed into the tourism media, industry, and potential and actual tourists' fascination and 'unofficial' representations. Taking the form of a snake eating its own tail, the 'official and 'unofficial' representations successfully coexist and form part of the communism and revolution heritage product.

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# Crowded Ski Destinations – Destination Development To Create More Satisfied Tourists?

**Anna Sorensson**

Mid Sweden University, Östersund, Sweden

Ski resorts often grow from small villages to crowded destinations during winter seasons. During the high season many tourists visit the destination and this is of great importance of regions that normally is sparsely populated. Especially in regions where tourism is the main industry it is of great importance that the tourists are satisfied with the quality of the experience (Wilkins, Merrilees and Herington, 2007; Grönroos, 2007). Providing satisfying visitor experiences is the goal of tourist destinations in order to build strong relationships with the tourists (Ziegler, Dearden and Rollins, 2012). The strategy of a destination is to create ongoing relationships with the tourists in order to create loyalty and stimulate a repeat purchase (Murgu and Pike, 2012). By creating loyalty, value is added for the tourists and the need for marketing is reduced. It is therefore of great importance that the tourists are satisfied with the experience in order for them to return or recommend the destination to other desirable customers. It is also important to offer what the tourists value and find important at a destination. If the experience at the destination meets the tourists' expectation, then the tourists will be satisfied and might return to the destination or seek similar experiences (Ziegler, Dearden and Rollins, 2012). At the destinations it is of great importance to understand not just the needs and wants, but also what satisfies the tourists and what could be improved (Yoon and Uysal, 2005). The aim with this study was to investigate the tourists' level of satisfaction concerning different factors at two ski destinations in Sweden, in order to find key attributes that can create tourism development in the region. At the destinations, tourists are co-creators of value and it is therefore important to take their opinions into account. The data was collected by quantitative questionnaires consisting of 40 attributes that was graded on a likert scale from 1 to 6. The questionnaire was handed out and responded by 373 tourists at the two selected ski destinations. For most of the attributes the results indicate that the tourists are satisfied with the performance of the tourist service providers at the destination. There are five attributes on each of the destinations that need further development in order to improve the overall experience of the destination. The result can be used for tourist producers in order to develop the destinations by addressing the issues raised by the tourists. It is not only important for the tourists with the ski experience but also other attractions and offers at the destination that contributes to the overall experience.

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# Study on Ethical Tourism and Strategies

**Lin Sun**

Guilin Tourism University, PR China

Ethical tourism has been developed, with the global concerns about the effects of mass tourism. Mass tourism can bring potential negative impacts to the host's society, environment, culture and economy instead of benefits. This paper will analyze the negative effects of mass tourism and then, discuss how to efficiently manage tourism so as to benefit local communities by a variety of case studies.

## Conclusion

Mass tourism has negative influence in local communities from the aspects of environment, society and economy and culture. With the awareness of mass tourism's negative effects over positive effects, ethical tourism derives from Europe and has developed rapidly. The attempt to carefully manage tourism will benefit local communities. First, promoting ethical consume, such as using local service, local products, learning local tradition culture, is a key to local communities' development. Second, for tour operators, stimulating them consider the interest of host destinations and make obligatory strategies, policies which manage and conduct tourism industry will benefit local communities and people. Third, with increasing environmental awareness of consumers, Green hotels have become an important part of customers' choice in local hotel accommodation. Increasing numbers of green hotels help hotels and host communities obtain the optimum benefit to the environment whilst trying not to threaten the financial benefit of the hotels. These strategies come from environmentally-friendly design, green legislation and energy management, which can provide financial as well as environmental benefits.

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# Customer-perceived Value as Key Success Factors in South Korean Medical Tourism

**Eunhee Sung**

University of Gloucestershire, Gloucester, United Kingdom

**Jonathan A. J. Wilson**

University of Greenwich, London, United Kingdom

## Introduction

The number of people travelling abroad to seek medical treatment has increased in recent years. It is now a growing global trend and considered to be a new type of tourism, which is called medical tourism (Connell, 2006; 2011; Deloitte, 2008; Heung et al., 2011; Ye et al., 2011; Yu and Ko, 2012). South Korean medical tourism was launched in 2007 with 16,000 foreign patients and increased to 266,501 in 2014 (KHIDI, 2015). However, this figure is still relatively very small compared to other major Asian medical tourism destinations such as Thailand, India and Singapore (Mintel, 2013).

Thus this research investigates the emerging phenomenon of medical tourism in the context of South Korea. It particularly understands the definition of medical tourism and explores the key success factors of South Korean medical tourism by an investigation into the positive and negative consumer perceptions (perceived benefits and perceived sacrifices) based on the studies of Heung et al. (2011) and Wang (2012).

## Methods

This is constructed under an interpretive paradigm and embedded case study research strategy based on a qualitative research design, which takes South Korean government reports by KTO and KHIDI, South Korean medical tourism providers and prospective customers as a unit of analysis (Denzin and Lincoln, 1994; Bhattacharjee, 2012; Yin, 2012). Multiple methods using four document reviews, seven in-depth interviews and forty-five qualitative surveys are employed to illuminate the case (Farquhar, 2012; Saunders et al., 2012). The unit investigation through iterative hermeneutic circles is conducted by document and thematic and content analysis, to generate insight into this phenomenon of medical tourism within the industry and its consumers in a deep perspective (Bowen, 2009; Braun and Clark, 2006; Hsieh and Shannon, 2005).

## Findings

The key findings of this study reveal that there is some degree of confusion in using the term 'medical tourism' in today's society from the points of view of both providers and consumers, and this suggests the need for a tight definition for the increasingly globalised and industrialised medical tourism industry as it develops in the future.

South Korean medical tourism providers highlight their 'high-quality medical services' but point out the need for improvements in 'government support', 'promotion', 'language', 'tourism infrastructure', 'policies and regulations', and 'expertise and manpower', while prospective customers perceive 'medical quality', 'cost' and 'holidays' as the main benefits of medical tourism, and 'cost', 'distance' and 'language' as the main sacrifices. More importantly, the study reveals 'medical quality', 'cost', 'reputation' and 'safety' as the most important key factors to be considered in choosing a medical tourism destination. However, in the South Korean context, it appears that 'information' and 'familiarity' are of greater importance than distance with regard to the destination.

## Conclusions

This study proposes a new model of customer-perceived value as key success factors in South Korean medical tourism. The model is developed with the integration of the perspectives of both industry and consumers, which is based on the positive and negative consumer perceptions and the key success factors that are identified through investigation of industry providers. It suggests that 'government support' can maximise the positive perceptions and minimise the negative perceptions. This study also contributes to the theoretical and managerial aspects, but some limitations still remain and suggestions for further research are put forward.

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# The Narratives of Heritage: The Case of Gotha

**Younkyoung Sung**

Bauhaus University, Weimar, Germany

## Introduction

After German Reunification in 1990, the states of the former GDR went through drastic changes in urban landscape. While saving the façade of the old towns, which had been run down in the late 80s, there were also fundamental changes in definition and treatment on architectural heritage.

Architectural heritages convey a close collaboration with social changes. This becomes especially visible when we observe the tourism industry. Looking into the changes in a few heritage sites in

Gotha on a micro level, the paper focuses on the narratives of the heritage and tourism in former socialist cities.

## Findings

Located in the centre of Thuringia, Gotha is the first founded city in the state. Along the long history (founded in 775) and the prosperity during the middle ages, Gotha had accumulated a number of ducal heritages. Nevertheless, due to the greatness of other neighbouring cities such as Eisenach and Weimar, Gotha occupies not the most prominent place in Germany's national history. During the GDR, in favour of its geographical interest and resources, the city was rather recognized as a driving industrial city. Also, as the birth place of SPD, Gotha played a significant role in the socialist regime, which also left a few important architectural heritages. After the reunification, Gotha faced economic decline in local industry and shrinking population and, therefore, was no longer perceived as an industrial city.

Simultaneously, Gotha has put efforts to re-introduce its glorious historic assets. While doing so, the classic history is beloved and consumed for tourism, the communist heritage has fallen into a vague position. Through Gotha, an up-rising tourist city, we can read the selective Memorialization on urban heritage.

## Methods

Different levels of interviews, informal talks, photographs and walks guided by the locals through the sites are conducted. Parallel to this experimental research, material data analysis; policies applied in the concerned spaces, structural changes, media research, tourism statistics, archive data analysis and semi structured expert interviews took place.

## Conclusion

The flexible significance of architectural heritage has been much discussed in the last decades. By the conservation of physical urban heritage, people attempt to firm up their significance and identity.

Through the sudden transformation, the cities in the former GDR show the process of 'remembering' in compression. As MacCannell introduced the term 'marker' as signifier of sights in the tourism, tourism industry has a definite influence that designates the former significance to the latter. Along the system change, a number of industrial cities in East Germany were cut on jobs and administrative functions. This existential issue brought new ways for local economy, and heritage tourism is one of the kinds for cities with great historical artefacts. While selecting and forgetting certain heritage sites, 'the use of the old' has become a tool for the citizens and the city to reidentify with their home town and shape their local identity.

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# Investigating Cultural Centrism in the Hospitality Sector

**Saloomeh Tabari**

Sheffield Hallam University, Sheffield, United Kingdom

**Jonathan A.J. Wilson**

University of Greenwich, London, United Kingdom

## **Abstract**

The purpose of this study is to explore the nature of culture in hospitality and factors related to cultural centrism in hospitality management service. The study explains culture and elements of culture in hospitality, followed by cultural interaction and intercultural communication. The study also provides an insight into the implications of cultural centrism, which in this study defines as cultural differences and sensitivity between host and guest (staff of hotel and customer) and factors, which may cause unintended misunderstanding.

The study takes the form of critical literature review followed by a phenomenological exploratory pilot study, using template analysis.

## **Introduction**

The main focus of this research is to understand the importance of cultural differences and sensitivity and also how the hospitality industry needs to react to these varieties of nations, with regards to growth of nationalism and multiculturalism. Due to different cultural backgrounds, there are great differences in the individual's expectations towards hospitality and service delivery. These differences sometimes produce unintended conflicts during host and guest interaction. Cultural differences impact on hospitality and service industries and of course dealing with these differences remains one of the most critical issues for this industry.

As Lee (2015) cites in his research, cultural differences specially hidden cultural codes, frequently cause misunderstandings. Tabari et al., (2016) mention in their research that, although literature provides a variety of interpretations and definitions of culture, its variables are still subject to critical discussion. They cite a definition of culture by (Leung et al., 2005) as a multi-layered construct existing at different levels, global, national, group cultures and organisational that involves individuals.

According to the cultural background differences, individuals tend to use different dimensions to evaluate their service experience based on their values; norms and service experience as well their definitions of service.

Dyer and Ross (2003) state that the socio-cultural relationship between the service provider and customer is necessary to build personal ties for business. Swift (1999) argues cultural closeness through place can particularly make plausible interactions among customers and their service providers since they find common ties.

Earley and Mosakowski (2004:3/4) discuss cultural intelligence as "an outsider's seemingly natural ability to interpret someone's unfamiliar and ambiguous gestures the way that person's compatriots would". They stress that "people who are slightly detached from their own culture or home culture can adapt the mores, cues, customs and body language of an unfamiliar host more easily".

Czinkota and Ronkainen (2002) argue that language barriers can be considered as one critical and common issue during intercultural service encounters, where the customer and service provider are from different cultures (cited by Kim and Mattila, 2011). The needs of awareness

and ability to communicating with people of different cultural background has increased based on measuring intercultural sensitivity in different cultures and the growth of globalisation and diversity. Service providers who daily deal with variety of people need more focus to build this ability in order to increase the level of customer satisfaction. In other words, intercultural communication represents the ability of individuals to develop an understanding and positive attitude towards cultural variety.

### **Methodology**

A qualitative approach was undertaken for this research and template analysis (TA) was used for analysing interviews. TA has mostly been used for analysing data from individual interviews; however, researchers like Kent (2000) and Brannan and Oultram (2012) use it for questionnaires and analysing participant observation (King, 2012:426). TA method offers the ability to enhance the coding process alongside making coding refinements and revisions during data analysis (King et al., 2008).

Sample: Structured interviews using purposive sampling were undertaken from managers and customers of hotels.

### **Discussion and finding**

Hall (1976) argues that culture is ubiquitous, but is so innate that it is often not recognised until people travel elsewhere. Hall points out that the most important aspects of differing cultures are likely to be those 'out-of-awareness' features, the hidden dimension of new cultures.

Each individual tends to use different dimensions to evaluate their service experience according to their dimensions and definition of service with regard to their values and norms. Differences in cultural backgrounds can sometimes cause embarrassment because of a dissonance between expectations and behaviour. Host and guest may both speak in the same language, but, if they are from different cultural backgrounds, their language and cultural differences can lead to confusion between how to extend and accept invitations" (Ben Jelloun, 1999:3; cited by O'Gorman, 2007).

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# A Conceptual Issue of Urban Tourist

**Kazuyoshi Takeuchi**

Jissen Women's Junior College, Tokyo, Japan

## Introduction

The fundamental questions are whether we need to maintain the concept of the "urban tourist" and whether we have already reached a consensus on the definition of "tourist". Also, what basis do we use to discuss the concept of "tourist"? The purpose of this research is to discuss the conceptual issues of a typically used term "urban tourist" from a sociolinguistic viewpoint and reveal the researchers' habits which arise in tourism research.

## Method

Based on conceptual analyses, the academic usage of the term "urban tourist" is examined. Sociolinguistic analyses are applied by critically examining the typical research habits of tourism researchers.

## Findings

One of the fundamental questions asked is what exactly the definition of "tourist" is. As long as tourism researchers contribute to the study of tourism, they are required to answer this simple question. And yet there is no consensus on a clear answer to the question of the definition of this word. The issue is how the meaning of this word is impacted when the adjective "urban" is used to modify this noun. "Urban" is a fairly recent term that is used to explain a specific phenomenon. Adjectives are utilized to divide an original term into several kinds of concepts. What then is the opposite of an urban tourist? Is it a rural tourist? If so, what is the definition of a "rural tourist" and what denotes the difference between "urban" and "rural". Just because rural tourism is discussed in the study of tourism, it does not follow that there can be a rural tourist. The author asserts that the creation of a new concept based on a vague definition does not contribute to the advancement of the study of tourism and also carries with it the risk of causing confusion in academic analyses. Since the study of tourism is closely related to the tourism industry, researchers may sometimes be influenced by unprofessional expressions derived from social trends in the business of tourism.

## Implication

Academic analyses must be based on logical achievements. Tourism researchers tend to create new terms with their own definitions by using adjectives commonly used with nouns. This is in spite of the fact that there is no consensus among tourism researchers for such concepts. The explanations of the mechanism of tourism phenomena do not depend on researchers' heuristic originality with any linkage to previous concepts but to amendments or integrations of precious theories that were once widely accepted but is no longer the case. As social scientists, tourism researchers are expected to first explain a newly found phenomenon by utilizing commonly shared concepts. If the concept does not function well, then the next step is for the researchers to amend the previous terms in order to match their ideas to the phenomenon. It is the view of the author that the usage of the term "urban tourist" is too premature for use in academic discussions.

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# The River Plate Route: Touristic Heritage from Zacatecas

**Rosalía Gómez Uzeta**

Universidad Autónoma de México, Mexico City, Mexico

**Jorge Fernando Cervantes Borja;**

Universidad Autónoma de México, Mexico City, Mexico

## Introduction

Nowadays, the strategies to innovate the touristic offer worldwide, must be capable enough to integrate touristic development models which can respond to new expectations and requirements from an everyday more demanding tourism market and respond to strategies of territorial integration of destinations and regions through routes and corridors.

In this context, a tourism policy have been applied since 2010 by Mexican government where high value regions and theming synergies routes and corridors are searched in order to strengthen regions, urban and suburban centers which include municipalities and states. In the case of the River Plate route, considered as a worldwide heritage from UNESCO (2010), the States of Aguascalientes, Guanajuato, Jalisco, Querétaro, San Luis Potosí and Zacatecas, where the diversity of several historical and cultural high value attractions is located in order to encourage the sustainable and ordered development of the touristic activity.

## Methods

Considering the territorial analysis from the systemic model known as “Touristic System” derived from Leiper (1979), Boullón (1985), Molina (2002), Jiménez (2005), Gómez (2012), Cervantes (2014). It represents a group of elements, interactions and physic, biological, social, economics and politics aspects linked to touristic phenomena, which is recognized as a complex phenomenon that must be define through the elements and limits of the touristic system which include the touristic regional space (TRS) and the receiving unit. Therefore, it is necessary to define 4 categories of analysis:

1. Delimitation of the receiving unit.
2. Definition of a linked touristic center of the touristic flux.
3. Definition of the optimal route, influence route and the transit net of communication.
4. Existent Interrelationships between the detected elements.

## Results

The touristic regional space of the Zacatecas State includes the territory of 40 municipalities as receiving unit, 156 cultural and 24 natural attractions and 29 areas with scientific, technical or contemporary artistic achievements as well as a distribution center (metropolitan zone of Zacatecas city), 2 transit, 28 visiting (including 5 magic towns), 22 hiking centers, 4 touristic sub-centers (urban) and 6 natural protected areas connected through 2,441 km as transit route.

## Conclusions

The regional tourism system from Zacatecas State can represent a development tool. It could allowed the diversification of the touristic market, the increment of economic impact at regional level and the prevention of the negative impacts that the touristic development also could generate over the environment and social group hosts.

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# Changes in the Guimarães Visitors` Profile and Perceptions of City Attributes in the Post-Hosting Period of the 2012 European Capital of Culture

**Laurentina Vareiro**

Polytechnic Institute of Cávado and Ave, Barcelos

**Paula Remoaldo**

University of Minho, Guimarães, Portugal

**J. Cadima Ribeiro**

University of Minho, Braga, Portugal

## Abstract

The European Capitals of Culture (ECOCs) are the most ambitious European cultural partnership project implemented in Europe, if one looks at its scale. In 2012, for the first time in Portugal, a medium size city hosted it. Guimarães was the chosen one. Three years after hosting the ECOC, it is time to access what has changed as a consequence of it in terms of visitors` profile and city attributes perceptions. Primary data sources were used, gathered through surveys conducted to the Guimarães tourists in the ex-ante (2010/11) and post-event periods (2015). In analytical terms, we made use of statistical methods allowing to put in evidence the similarities or differences found in what regards the visitors` profiles and perceptions towards the destination attributes, when looking to the two time periods under scrutiny. Looking to the results gotten, we concluded that a change in the Guimarães visitors` profile has verified (more balance between men and women; decrease in the amount of tourists aged from 0 to 25 years old and increase in those aged from 46 to 65 years old; and increase of the tourists endowed of lower schooling levels) and a notorious evolution in what regards the city attributes perceived. One believes that the empirical results attained are a valuable source of information for tour operators and, mainly, to city planning and managing authorities.

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# The Complicated Heritage of Prora – Modern Tourism at the Former KDF-Bad

**Nick van der Meer**

Inholland University of Applied Sciences, Rotterdam

In 1818, German painter Caspar David Friedrich expressed the untainted and idyllic coast of Rügen – Germany's largest holiday island- in his famous painting the Chalk Cliffs of Rügen. The island was and still is one of Germany's most popular holiday destinations, with a rich nature, tranquility and white shores as its main tourism attributes. However, amidst such divine attributes, people may find places that are less sacred. For instance, KDF's Prora.

The unspoiled beauty of Rügen had not gone unnoticed by the Nazi's. In fact, KDF – the state- operated leisure organization - initiated the start of the building of a 4,5 kilometer holiday structure that had to offer a seaside residency to 20.000 German laborers at a time. Today, this colossal site of eight separate building blocks still stands. The blocks are owned by private investors who want to develop Prora into a tourism resort (again). This case study has been set out to explore the perceptions of Prora stakeholders regarding these developments and to outline complications from a sociocultural perspective. A qualitative research methodology has been used and semi-structured interviews were conducted amongst major stakeholders and experts. Major Stakeholders include (a.o.): corporate firms (architect agency), tourism enterprises and other interest groups.

Prora was built by the Nazi's as part of their ideological warfare and later on used as an infamous military base during the DDR. This has caused Prora to be a sensitive topic to discuss, especially with the aftermath of both time periods still noticeable. Dark Tourism theory (Stone, 2006 and Miles, 2002) has hereby helped to define Prora from a dark tourism perspective and to categorize it as a dark conflict site (Stone, 2006 and Moss, 2013). Besides, an analysis has been made based on Stone and Sharpley's dark tourism spectrum framework (2006). The analysis shows that Prora is (a.o.) concerned with high political influence and ideology, causing it to be a rather dark location.

Stakeholders referred to Prora as complicated heritage. They explained that the development phase has thus far been a long and uncoordinated process. Yet, most stakeholders don't feel that the historic events have been the reason for this. Instead, a number of interviewed stakeholders and experts mentioned the obscure communication and high financial obligations as major complications. When the state government inherited Prora in 1994, they were not capable of financing the colossal site and decided to privatise the buildings. Different investors came, but could not pay for the required maintenance or saw no profit in it. Several of them had to resell, which caused many parties to be involved over the years. Furthermore, the communication process has led to dissatisfaction, especially amongst stakeholders such as the museum and information centre. They feel that they have been left out of the decision- making process and criticise the role the local community played. Moreover, it is feared that Prora will be developed in a business-like way only. Investors are making changes to the building's cubature, which causes it to lose authenticity. Some stakeholders even doubt whether history will be preserved at all in the future, causing them to remain sceptical about 'the new Prora'.

# Socio-cultural Evolution of Chinese Outbound Millennial Tourism: A Focus on France

**Rose de Vrieze-McBean**

NHTV University of Applied Sciences, the Netherlands

This paper investigates the socio-cultural evolution of Chinese outbound millennial tourism to France, as this destination is said to be a 'dream' destination for Chinese tourists. By adopting an interpretive approach, I aim to explore the relatively recent phenomenon of Chinese outbound tourism, via the examination of urban Chinese millennials seeing that they represent a significant segment of this market. As this is an interpretive study, secondary data derived from existing literature: academic journals, documents, reports and (online) Chinese newspapers were examined by means of discourse analysis. Findings suggest that it is vital for tourism providers to pay closer attention to the travel interests of Chinese millennial tourists by showing respect towards the Chinese culture. Additionally, rapid and intense experience along with mobile communication and accessibility are crucial, especially for these tourists. Results from this study revealed that these outcomes could also be applied to similar developed destinations.

**Introduction:** China has experienced phenomenal economic growth over the past three decades, making it the largest of the emerging economies (Oxford Economics, 2016). By 2023, 61 million more Chinese households will be able to afford international travel, according to a report generated by Oxford Economics (OE) and the InterContinental Hotels Group (IHG) (2016). China currently generates 13 percent of international tourism receipts (p.5) serving as an economic driver for many destinations, including developed ones. The industry is thus recognised as the driving force behind socio-economic creation regarding (family) relations, (work) ethics, and personal cultivation both within and outside of China (Yeung & Tung, 1996). As a result of this growth in outbound tourism from China and the socio-economic impacts on destinations, the academic studies on Chinese outbound tourism has evolved to reflect a substantial growth in literature on this industry (Tse, 2015). However, most academic studies focus on Chinese outbound tourists to developing destinations and less on developed destinations. Additionally, emphasis is placed on psychological aspects rather than on philosophical aspects.

Therefore, this paper looks into the socio-cultural impacts of Chinese outbound millennial tourists on France. Consequently, three main questions arise:

1. What are the typologies of Chinese visitors to France?
2. Why do these Chinese tourists visit France?
3. What are the cultural impacts of Chinese millennial tourists on France?
4. How do these visits affect France?

This study adopts an ontological approach to the study of Chinese outbound tourism to France as it is the most popular destination outside Asia for Chinese tourists (Jing Daily, 2014). It examines the current strategies being deployed by the French tourism industry to attract Chinese tourists. Furthermore, it discusses the cultural impacts of the Chinese (millennial) tourists especially on Paris.

**Study method:** In a discourse analysis of Chinese outbound tourism obtained from existing literature, an examination is carried out into Chinese outbound tourism. A literature review identified three focal themes: culture, psychology and sociology. Firstly, in studying cross-

cultural issues regarding China tourism Honggen & Li, (2015) review seven independent research reports that adopt cross-cultural communication and cultural approaches to China tourism. Secondly, numerous researchers study psychology of tourism, among others I will be assessing the works of Pearce and Stringer (1991) who examine the contribution of psychology to tourism studies by considering psycho-biological and ergonomic studies, cognition, and social psychology as applied to tourism. Finally, I will evaluate the sociology of tourism by studying the work of Cohen (1984) who discusses the sociology of tourism approaches.

As this is an interpretive study, I shall be reviewing primarily academic literature on China's outbound tourism to find out about the socio-cultural impact of Chinese tourists to France as a developed destination.

**Findings:** It was revealed that the majority of the Chinese visitors to France originate from Mainland China. Philip Guarino, European director of China Luxury Advisors (CLA) conducted research into how Chinese tourists really feel about Paris. According to Guarino (2015), "France holds a special place in the hearts of Chinese tourists". In 2014, approximately 2.2 million Mainland Chinese travelers visited the country, up from 1.7 million in 2013. The magnetism of Paris as a "must-visit" destination has not lessened even after a second or third visit to France by these visitors (Guarino, 2015). Secondly, the reasons provided for their visits, according to the French Foreign Affairs minister Laurent Fabius, were underlined as follows:

- "...excellent relations between Chinese and French authorities."
- "The fact that we had many visits of French officials to China and of Chinese officials to France,
- ...the fact that visas have been facilitated,
- ...the fact that we have improved security – they show that we are in the right direction, but, I think we are still in the beginning of the process" (Fabius, 2015).

In seeking to understand the societal and cultural values of Chinese (outbound) tourism impacts on France from the community's perspectives, it was shown that the Chinese outbound tourism market has become more diversified and customers are requesting more imaginable, reliable, detailed sightseeing information on natural scenery – World heritage, environmental attractions, health and cultural activities. These are only some of the important areas of such diversity (World Tourism Cities Federation Ipsos, 2014). However, Craik (1997:118) emphasizes that, "The cultural experiences offered by tourism are consumed in terms of prior knowledge, expectations, fantasies and mythologies generated in the tourists' original culture rather than by the cultural offerings of the destination". This is why it is essential for communities to gain a deeper understanding of the Chinese cultural values, which is deeply rooted in Confucianism, among others.

**Conclusions:** It can therefore be concluded that for a prolongation of the economic growth of Chinese outbound tourism to France, businesses should take a more philosophical approach to understanding the needs and expectations of the Chinese tourist. Cross-cultural understanding is vital in this approach. Results suggest that the general analyses of the socio- cultural effects of Chinese outbound tourism on France could also be applied to other developed destinations.

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# Why Visit Ljubljana? Exploring the Motives for Visit by Applying AHP Method

**Miroslav D Vujičić**

University of Novi Sad, Serbia

**Sanja Božić**

University of Novi Sad, Serbia

**Tamara Jovanović**

University of Novi Sad, Serbia

**James Kennell**

University of Greenwich, London, United Kingdom

Motivation is the prerequisite for every travel and research can help us to better understand them (Hsu and Huang, 2008). Understanding the motives is the basis for deriving the key trends within the tourism market and the creation of an adequate program of marketing activities (Seaton and Bennett, 1996). Thus, the principal aim of this paper is to explore the motives for visit of Ljubljana (capital city of Slovenia), by applying the AHP (Analytical Hierarchy process) method, as a new approach in exploring motivation in tourism field. The AHP approach is used to construct an evaluation model and calculate criterion weights. It integrates different measures into a single overall score for ranking decision alternatives. Applying it usually results in simplifying a multiple criterion problem by decomposing it into a multilevel hierarchical structure. Model is structured as a set of pair-wise comparisons of decision elements made by the decision maker. At the top of the hierarchy is the goal, the next level contains the criteria, while alternatives lie at the bottom of the hierarchy. In this study, the goal is to obtain the ranking of the motives for visit of Ljubljana, which represent criteria in the model. As a result we derived the criterion weights based on a survey done in Ljubljana. The survey was conducted in the form of an interview among 30 tourists in Ljubljana, and respondents were asked to express their preferences using Saaty's scale (Saaty, 1977; 1992) between different motives of visit. Ten main motives were included in the study: Cultural motive, Business motive, Education, Nightlife, Cultural events, Sports, Natural values, Shopping, Religious motive and Gastronomy.

Preliminary results of the assessment, which were performed using Expert Choice 2000 program, indicate that most relevant criteria and thus predominant motives for visit of Ljubljana are Cultural (0.165) and Nightlife (0.139) motives, while Religious (0.069) and Business (0.072) motives are the least ranked motives. The results show that consistency ratio (CR) is (0.07) indicates that the study is reliable and accurate enough and there is no need for adjustments in the comparison. This research could prove useful to decision-makers on destination level, such as action plan makers, tourism organizations etc. It could help them understand their visitors and better adapt to their needs.

Keywords: tourism motivation; city tourism; AHP (analytical-hierarchy process);

## Ljubljana **References**

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## Does Age Affect Internal motives when visiting city break destinations? The Case study of Novi Sad, North Serbia

**Miroslav D Vujičić**

University of Novi Sad, Serbia

**James Kennell**

University of Greenwich, London, United Kingdom

**Sanja Božić**

University of Novi Sad, Serbia

**Đorđije A. Vasiljević**

University of Novi Sad, Serbia

**Tin Lukić**

University of Novi Sad, Serbia

**Milica Solarević**

University of Novi Sad, Serbia

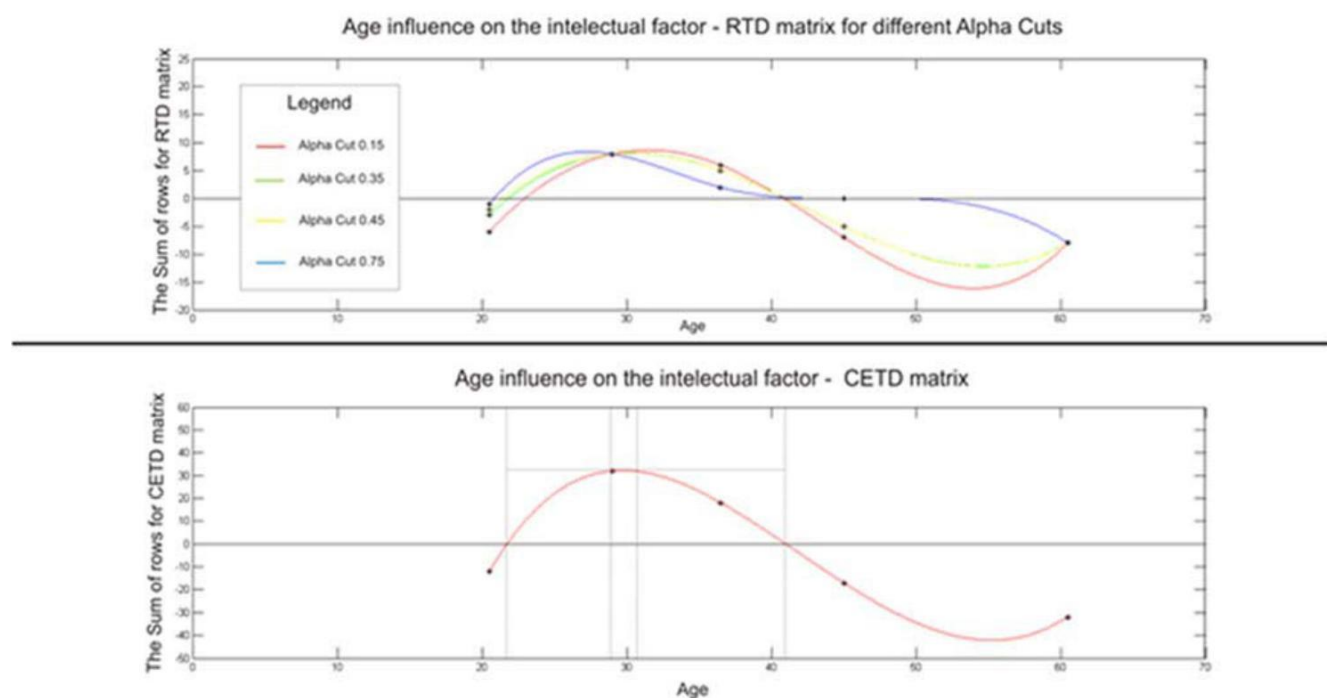
As cities have the potential to considerably improve the economic vitality of their wider area, measuring city tourist motivation has always been an important and challenging task for tourism research and management. Most of the research on city break tourism is focused on destination management, while little has been carried out from behavioural perspectives (Hwang et al., 2006). Decision makers (visitors) are guided by many different factors, some of them can be described as psychological (internal factors) and some can be described as non- psychological (external factors). Internal factors (motives) are connected with a person, while external are connected with a destination. This study will analyse the internal motives of Novi Sad visitors with respect to age.

Situated in a strategically and geographically significant position, Novi Sad and its wider region possess a great variety of both natural and anthropological heritage (e.g. Danube River, Fruška Gora Mt, Roman, medieval and more recent remains, multiethnic environment, etc.) which positions this region as a potentially successful city tourism destination. Moreover, it has great potential for gastro tourism, vivid night life and large number of national and international events.

Previous research in this area suggests that it is possible to describe who, when, where, and how in tourism (social and economic characteristics of tourists); but does not answer the most interesting question of all – why? (tourist behaviour). This research aims to capture the underlying reasons for tourists' decisions to visit different cities with consideration for the impacts of age. Internal motives were measured according to Beard and Ragheb's model developed in 1983. The model is divided into four dimensions (Intellectual Factors, social factors, Competence/Mastery factors and Stimulus/Avoidance factors) and each of the dimensions consists of eight items. A self-administered bilingual survey (Serbian and English) has been conducted in the investigated area and 158 tourists in Novi Sad were asked to choose ten most dominant items. The primary purpose of this method was to segment and profile the motivation of tourists using a fuzzy matrix. Firstly, raw data was transformed into a time dependent matrix model, and then using the techniques of average (mean) and standard deviation, the time dependent matrix was further transformed into Average Time Dependent Data (ATD) matrix, then into a Refined Time Dependent Data (RTD) matrix. In the fourth and final stage, a Combined Effect Time Dependent Data Matrix (CETD matrix) is given, which presents the cumulative effect of all these previous entries. The CETD matrix was used to calculate the graph for every dimension of internal factors, with respect to age.

Preliminary results indicate that Intellectual factors begin to influence one's choice at the age of 22, and are at their peak of interest at the age of 29-30 and lose their influence at the age of 41 (Figure 1). Social factors begin to be important at the age of 21, are at a peak from 29 to 35 and stop being important at the age of 43. Competence/Mastery factors begin to be important at the age of 25, are at their peak of importance from 34 to 36 years of age and stop being important at the age of 46. Stimulus/avoidance factors begin to be important at the age of 23, are at their peak of importance from 31 to 36 years of age, and lose their importance at the age of 45. This method aimed to identify and comprehend the importance of age structure when preferences are considered towards city destinations. This could prove to be very helpful managerial and market research tool with applications in both the public and private sector in tourism.

Figure 1.



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# An Evaluation of Tourism-Oriented Policing Training in a Vacation Destination: A Case Analysis of Tobago

**Wendell C. Wallace**

The University of the West Indies, St. Augustine, Trinidad and Tobago

**Renée Figuera**

The University of the West Indies, St. Augustine, Trinidad and Tobago

For many developing Caribbean countries, tourism is of great economic importance, with tourism contributing significantly to those countries Gross Domestic Product. Tobago is no exception; hence, a large number of tourists coming to the island is highly desirable. However, criminal acts by and against tourists are becoming more frequent, and consequently tourism stakeholders are becoming more aware of the necessity of a safe destination and the need to police tourists – specifically. With this in mind, specialist police units focussing on tourism security at vacation destinations are a recent development in many countries where tourism is recognised as an important contributor to the economy (Mawby, Boakye and Jones, 2014) and where crimes associated with tourism are a feature of the landscape. Recognising this phenomenon in Tobago, the executive of the Trinidad and Tobago Police Service (TTPS) gave a commitment to improving tourism security in the island. To accomplish this, a policy decision was taken to create a Tourism Oriented Policing unit within the Tobago Police Division (Trinidad and Tobago Police Service Operational Plan, 2015: 25) with selected Police officers undergoing specialist training in tourism oriented policing. The training was conducted and focused on the protection of tourists as well as ways to promote the image of a safe tourism environment aimed at enhancing the economic vitality of Tobago. This paper presents the findings of the subsequent formative and summative evaluations of the tourism oriented policing training which was conducted to police officers in Tobago based on the analysis of a pre- and post-test questionnaire to the participants (n=25) and their superiors (n=5). Study findings included a general satisfaction with the training, a belief that tourism security is beneficial to Tobago as a vacation destination and that senior Police officers should have been included on the Tourism-Oriented Policing training programme. Policy implications for policy makers, tourism and Police officials, local residents as well as visitors to Tobago emanated from the study.

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# Exploring Seniors' Motivation for High-end Retirement Community in China

**Kaishuai Wang**

Zhejiang University, Hangzhou, Zhejiang, PR China

**Lingqiang Zhou**

Zhejiang University, Hangzhou, Zhejiang, PR China

**Jiaying Lu**

Zhejiang University, Hangzhou, Zhejiang, PR China

## Introduction

Due to decreased mortality and declining fertility, the number of elderly people has reached 212 million in China (National Bureau of Statistics of China, 2014), accounting for 15.5% of the total population. Aging population has been one of the major challenges for China, and how to support the life of the elder so that they can spend their aged life in an enjoyable way has been an important social topic. A four-factor model of aging successfully was presented (Lee, P.-L., Lan, W., & Yen, T.-W., 2011). Some countries made preferential policy to attract retirees (Abdul-Aziz, A.-R., Loh, C.-L., & Jaafar, M., 2014).

Traditionally, Chinese retirees prefer spending their elder life with their families, supported by their grown-up children. This kind of “family pension mode” takes root on the Confucius idea of filial piety, and has lasted for thousands of years. But this traditional mode is collapsing since China commenced its modernization and the family structure becomes simplified. What’s more, “one child policy” issued in 1970s largely devastated the foundation of the family pension mode, i.e. complex family structure. (Chen & Chen, 2013; McMillan & Danubrata, 2012; Shobert, 2012).

The only child can hardly provide for their parents by their own.

Against this background, more and more “non-family” endowment institutions are emerging; of which senior living apartments are the most popular one. There seems to be a transformation of concept in China as more and more people tend to accept the non-family way of pension which is not advocated by Confucianism. Leisure innovation among post-retirement women in north-eastern China was researched (Campbell, A., & Yang, J., 2011). However, few researches have noticed this transition and the motivation underlying this phenomenon remains unexamined. This study aims to investigate the motivation of elder Chinese who choose to live in a senior living apartment.

## Methodology

Due to the exploratory nature of this study, qualitative design was adopted. Data has been collected by in-depth interview. We have interviewed thirty senior living residents at Golden Year Retirement Community in Hangzhou, China in 2015. Each interview lasted for more than 30 minutes. In order to ensure the consistency of the translations, two researchers work together.

The three following pictures reflect their life at the Golden Year.

Data will be analyzed with content analysis method. We intend to use MAXQDA v.11 qualitative analytical software to code and analyze the data. Next, we intend to interview other two different levels senior livings.

## Indicative Findings and Implications

The preliminary findings suggest that the motivations of living in a senior living apartment are as follows:

First, environment motivation. Fresh air and peaceful environment is good for health, so the aged prefer to choose senior living apartments with beautiful environment. Second, safety motivation. Senior living apartments have professional facilities for the aged, such as special hospital, special road and so on. For example, most senior living apartments has elevators no matter the building has how many floors, While many community buildings that less than seven floors have no elevator, which are inconvenient for the aged. Third, family harmony motivation.

They want to get along well with their children and don't trouble their children. They know their children have already under much expression in the fiercely competitive society. What's more, they want to reduce the conflicts of generations. Fourth, social motivation. Senior living communities have many entertainment facilities, the aged can establish intimate relationships though colorful group activities so that meet the needs of love and belongingness, thus live health and long.

Social Motivation

Family Harmony

Motivation Safety

Motivation

Environment Motivation

The above motivations are found to be hierarchically organized.

According to the findings, the managers of senior living community can take corresponding action to satisfy their motivation, so that to improve the happiness of the residents.

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# Study of Tourists' Interaction Dimensions and Modes: Based on Co-creation Value Theory

**Qiongying Wang**

Zhejiang Gongshang University, Hangzhou, Zhejiang, PR China

**Hui Zhou (Zoe)**

Zhejiang Gongshang University, Hangzhou, Zhejiang, PR China

In the age of experience economy, value co-creation has become one of the most important ways of improving consumption experience. And interaction is also considered as the main way of value co-creation and the communication bridge between customers and other value subjects. The sentimental and practical value of consumers' experience can be greatly enhanced by studying different interactions around with consumers. These interactions can generate between companies and customers, customers and organizations, customers and employees, customers and customers. Interaction mode is also diverse such as dialogues, performances, ceremonies and so on. Tourist-centred interactions can be divided into three categories: tourist-to-tourist interactions, tourist-to-residents interactions, tourists-to-tourism environment and activities.

The research mainly includes four aspects: A review of main contents and modes of value co-creation in the world. The article uses online travel blogs as subjects, with the help of technology of network text analysis, to generalize the main interaction contents and modes between tourists and other tourists, residents, environments and activities, choosing Mogan Mount in Deqing, an open rural tourism destination, as the case study. The article establishes its theoretical framework—"Interaction subject-interaction effect-experience value" and brings forward the research hypothesis using interaction frequency and quality to measure interaction effects, emotional and practical value to reflect tourist experience value. The research uses literature summarized analysis and experts interviews to establish measurement constructs, then puts out questionnaires to tourists in Mogan Mount, studies the impacts of three interactions on tourism emotional and practical experience values, finally verifies the model and hypothesis mentioned above.

The article aims to solve the following problems: To find out the exact dimensions and modes of the three interactions in China, and if there are differences from the tourism interactions in other regions, and if there are, what are the differences? To find out the differences of the influence these three interactions have on experience value and which interaction is the most influential one. The study also aims to reveal development direction and focus of the interactions with tourists in future value co-creation to guide the development of the tourism industry.

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# Understanding the Small Tourism Business Owner in Chinese Historical Towns: Conceptualization of Lifestyle Orientation and Business Orientation

**Sha Wang**

Fudan University, PR China

**Kam Hung**

The Hong Kong Polytechnic University, Hong Kong, PR China

There is no doubt that micro, small, and medium enterprises (MSMEs) play a vital role in modern economy (Ghobadian & Galleary, 1996). In the tourism and hospitality sectors, there are a large number of small and independent businesses, including guest houses, restaurants, cafes, bars, and travel agencies. In particular, in some Chinese historical or heritage towns, the combination of small tourism firms has even become a special tourist attraction of the destination, for example, The Old Town of Lijiang and The Old Town of Phoenix. Such destinations draw not only local residents but also outsiders to open small tourism business there.

Some owners enter this sector for formal business success, while, others operate small tourism firms for personal lifestyle objectives. Previous studies also state that interest in these businesses often relates as much or more to lifestyle, locational, and leisure preferences as it does to a desire for profits or security (Ateljevic & Doorne, 2000; Getz & Carlsen, 2000). This characteristic of small businesses in tourism and hospitality-related sectors is very unique compared with small firms in other industries.

Thus, to date, most classifications of small tourism businesses are from the perspective of the motivation for operating businesses. For instance, Shaw (2003) proposes a bifurcated approach by dividing small tourism firms into business- and lifestyle-orientated businesses. The lifestyle orientation has been an interesting and popular topic in the research field of small tourism business, as it seems to predominate in tourism (Thomas, Shaw, & Page, 2011). But, some researchers argued that lifestyle orientation is suffered from confusion (Thomas, Shaw, & Page, 2011). Indeed, in the existing literature, although lifestyle orientation and business orientation are always mentioned, little has been written about the conceptualization of these two concepts, that is, what are the attributes of lifestyle and business orientation in small tourism businesses? Therefore, this study aims to investigate the business orientation and lifestyle orientation in detail, and specify the attributes of the two concepts, which may help to know the sector of small tourism business in historical towns better.

The present study chose The Old Town of Lijiang, China as the study area. Qualitative data was obtained through in-depth interviews with 46 small tourism business owners in Lijiang. Content analysis was applied to analyze the interview data.

Based on the data of this study, the elements of lifestyle orientation in owning a small tourism business are change of life, alternative lifestyle, meeting people and making friends, enjoying a relaxed and comfortable environment, fun, freedom, unsophisticated perception of the place, enjoying a nice physical environment, enjoying the role of an owner, having a second home, being as club, easier life, retired lifestyle, and comfortable life. Meanwhile, from the "production" perspective, several attributes of business orientation are indicated, including making a living, making more money, achievement motivation, and developing social capital.



In comparing such attributes of lifestyle orientation and business orientation with the elements suggested in the literature, several attributes are found to be similar. While, the new elements of the two orientations are discovered by this study. For the lifestyle orientation, the new elements are alternative lifestyle, meeting people and making friends, having a second home, and being as club. While, for the business orientation, the newly found attribute is developing social capital.

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# Examining tourist Preference for Smart Tourist Attractions: A FCEM-AHP and IPA study

**Xia Wang**

Nanjing University, Nanjing, PR China

**Xiang (Robert) Li**

Temple University, Philadelphia, USA

**Feng Zhen**

Nanjing University, Nanjing, PR China

**JinHe Zhang**

Nanjing University, Nanjing, PR China

Although smart tourism has gained increasing attention, investigations of smart tourist attraction (STA) from the tourist perspective are still limited. The purpose of this research is to identify tourists' preferences of STA, as well as to measure the strengths and weaknesses of STA. First, factor analysis is used to determine tourists' key evaluation items of STA. Next, fuzzy comprehensive evaluation method is applied to the STA evaluation of Hongshan Zoo in Nanjing. Then, importance-performance analysis is conducted to diagnose the strengths and weaknesses of Hongshan Zoo's STA construction. Findings suggest that "smart information system," "intelligent tourism management," "smart sightseeing," "e-commerce system," "smart safety," "intelligent traffic," "smart forecasting" and "virtual tourist attractions" are tourists' key evaluation factors of STA. This paper extends previous research on smart tourism, and offers useful insights into the theoretical investigation and practical development of STA.

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# Dark Tourism in Barcelona

**Karel Werdler**

Inholland University of Amsterdam, Netherlands

Although Barcelona attracts millions of tourists every year, it is safe to assume that most of these visitors are looking for well-known attractions and resources that can hardly be considered 'dark'. However, the city definitely has a dark side and the remains of its sometimes violent history can still be found if one knows where to look.

In the recently opened Centre Cultural El Born it is possible to stroll through the remains of streets and houses that were destroyed after the siege of 1714 (Ajuntament de Barcelona, 2013) and aficionados of George Orwell's "Homage to Catalonia" can participate in a walking tour that highlights his involvement in the Spanish Civil War ([www.iberianature.com](http://www.iberianature.com)).

Just like any other large city Barcelona has a vast amount of cemeteries, but it is remarkable to find that local authorities have invested in a series of guidebooks for visitors that provide information on such subjects as funerary architecture, graves of famous inhabitants and funerary culture in general (Marti i Lopez, 2004 ; Cementiris de Barcelona, 2008). In 2013 the collection of funeral carriages that had been stored in one of the buildings of the public funerary services was transferred to a newly built museum on the hill of Montjuïc, adjacent to the cemetery ([www.cbsa.cat/colleccio](http://www.cbsa.cat/colleccio)). According to the categorisations suggested by both Seaton (1996) and Stone (2006) the city offers several locations that can be considered dark.

Taking these resources and developments into consideration one might ask the question whether Barcelona could or should position itself as a destination for dark tourism? The answer to this question might be found by talking with the relevant stakeholders, such as, the management of the museum and that of the cemeteries, representatives of Barcelona Turisme and the guide on the walking tour. However, although this could provide some insights into the 'dark propositions' of the destination, it does not necessarily yield information on the demand for dark tourism in the city. Therefore visitors to both the museum and one of the larger cemeteries were approached as well and their opinions were more often than not in agreement with those of the stakeholders mentioned previously.

Yes, Barcelona can be a destination for dark tourism, but it should not position itself as such. Heritage, culture and (political) history are seen as the main drivers for visiting these resources, and cemeteries should first and foremost remain final resting places where relatives can commemorate their relatives and friends. Although two cemeteries (Poble Nou and Montjuïc) can be found on the website of Barcelona Turisme ([www.barcelonaturisme.com](http://www.barcelonaturisme.com)), so far only the walking tour seems to attract a larger percentage of international visitors.

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# Eventful City of Denpasar Bali: A Perspective of Local Residents

**Luh Yusni Wiarti**

Sekolah Tinggi Pariwisata Nusa Dua Bali (Bali Tourism Institute), Bali, Indonesia

Bali is a small island situated in Indonesia, an archipelago country in Southeast Asia. It has a lot of attractions for many tourists. Besides its natural resources, it also has number of rituals and ceremonies which are inherited. These are becoming cultural events and festivals which sometimes celebrated in a special occasion and attract many visitors to experience it.

The purpose of this paper is to explore the potencies of Denpasar - the capital city of Bali in hosting cultural events to be developed as culture heritage destination in Indonesia. It used mix method approach to analyze respond of local residents. In-depth interviews were conducted with the local residents as stakeholders (communities, local leaders, academics, local government, spiritual and religious persons) to explore traditional and contemporary constructed event, held in Denpasar City and how they are participated. The survey on 100 local people who were visiting some constructed events in Denpasar City also done to explore their willingness to share their cultural events to visitors including tourists.

The research found that with rich cultural and traditional Balinese events and festivals, Denpasar is a home of Balinese communities who live and work in the city in daily life, and who are actively conducting Balinese Hinduism religious ceremonies according to Balinese and Caka Calendar. The city holds and celebrates many kinds of ceremonies and processions personally in a house, public areas (offices, community halls, streets, markets), and sacred places (temples). The communities also organize religious events from preparation until implementation, as well as performing cultural arts such as sacred dances as offering to God and profane dances to entertain people. There are conservative activities to revitalize the cultural heritage by local communities in Denpasar on daily basis. As the city progresses and becomes modernized, this condition also delivers influence to the local event creations. Later there have been popular and contemporary events scheduled regularly such as Kid's Performance, Monthly Shadow Puppets Performance, Tumpek Wayang Festival, Book Fair on Hari Raya Saraswati, Keris Exhibiton, Ogoh-ogoh festival, Omed-omedan festival, Bali Art Festival, Bali Kite Festival, Sanur Village Festival, Maha Bhandana Prasadha, and Denpasar Festival. The Locals are very open to share their culture to visitors as long as it does not spoilt the sacred value of the religious part of the ceremony.

This paper concludes that Denpasar can be promoted as event-based tourism destination since there are collections of cultural and heritage activities created, organized and performed by local residents voluntarily and continuously. The findings of this reserach also support Bali cultural tourism policy, and suggests the practical implications of this study such as the needs of government supports for local people in sustaining the cultural events and festival in the city and to maintain the good relationships among residents to preserve the Balinese culture in this modern era. Also for tourism planning purposes, Denpasar city can also be developed as tourism destination that offer local festivals and events as the main attractions besides other traditional and modern facilities built. The built sites facilities either traditional or modern ones.

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# Selective Policy Implementation of Chinese Local Government: Facilitator or Inhibitor of Sustainable Rural Tourism Development? A case of Anji County, China

**Jianxing Wu**

Zhejiang University, PR China

**Wanfei Wang**

Zhejiang University, PR China

Sustainable rural tourism in China presents a paradox from the perspective of local government. At one level sustainable rural tourism is a success given the concept's diffusion among Chinese central government, academics and mass people. Yet, it is simultaneously a policy failure in the context of the competition of GDP of local governments among Chinese counties.

This paper analyses sustainable rural tourism, and the local governance systems, via the mechanism of selective policy implementation. Selective policy implementation means Chinese "county-level bureaucrats" how to define their tasks and distinguish between policies that must be implemented and those they can safely ignore. This is the dominant paradigm of Chinese local government behavior. Given this context, this paper explores the role of Chinese local government in facilitating, or indeed inhibiting, sustainable development objectives in a rural tourism destination context.

Anji is a county in the city of Huzhou in northwestern Zhejiang province, People's Republic of China. It is famous for rural ecological tourism, the local government naturally gravitates towards ecology-friendly agriculture and industry. To assess this issue, it uses in-depth interviews with local government representatives and key destination stakeholders in Anji, China. It shows that local government facilitates the sustainable rural tourism when the policy implementation can incentives a grass-roots official positions. However, when the policy in question ran counter to bureaucratic interests, local governance structures were found to be inhibitors to sustainable tourism development.

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# Self-Construal and Traveler Decision Making: An examination of Chinese Seniors

**Jun Wu**

Zhejiang Gongshang University, Hangzhou, P.R.China

**Qing Gao**

Zhejiang Gongshang University, Hangzhou, P.R.China

**Peng Peng Sun**

Zhejiang Gongshang University, Hangzhou, P.R.China

Self-construal is viewed widely as an important psychological variable which affects the consumer behavior significantly. It was pointed out that the consumers with different self-construal behave diversely significantly, especially in the different cultural contexts, like Asian and Western. The most studies have investigated the self-construal's effects on the consumers' decision on tangible products. However, whether the self-construal would affect the decision on intangible product, like traveling, still need to be tested.

According to the demographic statistics, there were more than 200 million people aged 60 years old and over in China by the end of 2014. It was reported that the seniors' enthusiasm for traveling is growing on a very high speed. According to a survey organized by C-trip in 2015, a leading OTA in China, 87% of the seniors who aged 50 and over said they have a plan to travel and 13% said they may travel in the future. It seems that the senior market could be viewed as a growing demographic tourism market segment with high potential in China. However, basing on the previous literature review, it seems that senior travelers' decision making mechanism and the impact factors are not well described with empirical methods in the context of China yet. By focusing on self-construal, the research is trying to discover the Chinese senior travelers' decision features and mechanism. An exploratory study was adopted in this research to examine the effects of self – construal on Chinese senior traveler decision making in the different designed contexts.

The self-construal conceptualized here as individual perceptions, feelings, thoughts, and actions about one's relations to others. Independent self-construal and interdependent self-construal are viewed as two major aspects of the self-construal. Independent self-construal refers to a bounded and stable self which is separated from the social context and the interdependent self-construal is defined as a flexible and variable self that emphasizes the public features and social relationship. It was posited that both two self-types are exemplified in Asian and Western culture.

In this study, the self-construal (independent variable) and senior tourist decision (dependent variable), the press media and reference group (moderate variables) were proposed on the basis of literature reviewing. Then, according to the theories of self-construal, regulatory focus theory, regulatory fit theory, a research model and hypothesizes were determined accordingly. The hypothesizes were tested by using factor analysis, regression analysis and T- test analysis.

The data we used in this study were collected from Chinese senior citizens who lived in the cities of Yangzi Delta, including Hangzhou, Shanghai and Nanjing, aged 60 years or over. The most interviews were taken places in the urban public areas, like the City Park, senior activities center and squares etc. In the study, firstly, a scale was modified basing on the previous Western scales and the Chinese research literatures to measure the Chinese senior self-

construal. And then, a questionnaire was developed accordingly. After a pilot test, the questionnaire was revised basing on the test results. In August, 2015, total 800 seniors were interviewed by 5 well trained interviewers with the designed questionnaires because most of the seniors we interviewed had the presbyopia problems by face to face interviewing. The interviewers read the questions loudly and then wrote down the answer from the seniors. At the end, a total of 772 valid questionnaires were collected, the response rate achieved 96.5%.

The collected data were then analyzed in 4 different steps. Firstly, the samples were profiled by socio-demographic characteristics. Secondly, an exploratory factor analysis (EFA) was performed on the dependent variable “senior traveler decision” to test the reliability and the validity. Thirdly, the independent self-construal and interdependent self-construal variables were regressed on senior travel decision including the positive and negative affects to disclose their relationship. Finally, a t-tested analysis was performed to test the two moderate variables’ (media report, reference group opinion) influence on the impact of self-construal and travel decision.

Two primary findings were presented in the paper. Firstly, it seems that the independent self- construal has a positive impact on Chinese senior tourist decision making and the positive media report and reference group support can also enforce the positive impact accordingly. Secondly, the interdependent self-construal has a negative impact on Chinese senior tourist decision making, the negative media report and reference group against would enforce the impact accordingly too. It seems that the findings in this study provide sufficient evidence that different self-construal variables possess significant relationship with senior tourists’ decision making in China, however, the changing contexts, like different media reports and reference group attitude may influence their decision too.

The main purposes of this study include: to delineate the mechanism of two aspects of self-construal, including interdependent self-construal and independent self-construal, their impacting the senior traveler decision making in China and to discover the different context’s impact on Chinese seniors travel decision making, especially the media report and reference group. Results showed that independent seniors in China have a higher travel intention and their decision are affected by the context a lot, like social media report and reference group support. Knowing the mechanism of self-construal’s action on senior traveler’s decision will assist the travel service providers, including the travel agents and the destinations, to design their marketing activities more effectively. Thus, it suggests that the travel agent and destination who would like to develop the senior market in China shall focus on the preferences of the seniors with independent self-construal. And then, the independent self- construal seniors could have a positive impact on the interdependent seniors because of the positive affect-relation of media report and reference group.

This study sought to contribute the tourism literature by introducing a psychological variable, “self-construal”, to explain traveling decision making, by taking Chinese senior citizens as example. The research also provided the empirical findings about the senior traveling decision making mechanism in China. These findings also provided some useful insights of Chinese senior market and could help the travel marketers to develop suitable products, packaging and promotion activities. The work presents here will be profound implication for future studies of senior travelers, especially will help the researchers have deeper understanding on the independent senior travelers in China.

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# Research on the Protection and Utilization of the Characteristics of the Inclined Lane of Calçada da Igreja de S. Lázaro in Macau

**Ma Xiaohua**

City University of Macau, PR China

**Cui Wenjing**

City University of Macau, PR China

**Zhang Xiyue**

City University of Macau, PR China

With the historical heritage as a particular phenomenon, Macau is such a special place which combines eastern and western culture for almost 400 years. As early as the 1950s began, Macau government is protecting the cultural heritage and development with the declaration which promotes the successful development of tourism and World Heritage tourism. The tourism image of Macau is from "gambling destination" to "World Heritage destination" in gradually.

The historic district of Macau has the profound historical culture that propagated the cultural heritage both of Portugal and China, which integrating of eastern and western characteristics of the layout of urban space. The historic district full with the rich human emotions and exquisite aesthetic art and precious intangible cultural heritage such as multiethnic and culture, which is an important cultural heritage protection object. In addition, full of international visitors visit by the Surrounding scenic spots of the Ruins of St. Paul's, the Macau Museum and other places, but few people interested in the inclined lane of Calçada da Igreja de S. Lázaro is the historic district of Macau in peak season.

This article study method used the field research to observe and analyze the morphology of the inclined lane of Calçada da Igreja de S. Lázaro is the historic district of Macau that is divided into the material elements (space environment) and non-material elements (cultural characteristics). Analyze the construction of streets and building, mainly has three characteristics on the religious culture over Portuguese style, the buildings with artistically creative spirit of charity art. Street elements include the structural materials and colors, nodes, the Portuguese gravel roads and street lights; the non-material elements of culture and refer to the specific emotion, social interaction.

In general, the historic district in the inclined lane of Calçada da Igreja de S. Lázaro in Macau is the concentration camp of lepers initially. In 1568, the establishment of the Portugal Jesus D. Belchior Carneiro Leitao set up a hospital for the poor people, the leprosarium, where is now as the Portuguese Consular office building in Macau, then move to the old Albergue of the Macau Holy House of Mercy hereafter. At the beginning of the 20th century, the Macau government will this street named "the inclined lane of Calçada da Igreja de S. Lázaro" to commemorate the event as honor.

The inclined lane of Calçada da Igreja de S. Lázaro is the historic district of Macau, compared with the overall artistic and cultural environment of the historic district, where is lack of unique characteristics and developments planning for shops, therefore the market progress is slow and did not form a cluster effect. Furthermore, Tourism is an effective way to stimulate the vitality of the historic district, but in the absence of scientific management and control mechanisms.

Generally speaking, this study is mainly devoted to examine the records of the block status and space environment at the inclined lane of the inclined lane of Calçada da Igreja de S. Lázaro in Macau, and summarizes the characteristics of these streets within the material elements and non-material elements as the local tourism attraction, by sorting out and analyzing of the blocks collected historical data and current situation of community, and make the planning of street area of the historical background and cultural implication. At the same time, in order to enhance the tourism attractiveness of community and to plan to protect the historic character of this block in Macau.

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# Tourists' Perception of Authenticity of Rejuvenated Heritage Attractions in China

**Xing Xing**

Shanghai Urban Planning & Design Research Institute, Shanghai, PR China

**Bihu Wu**

**Alastair Morrison**

Belle Tourism International, Shanghai, PR China

**Zhang Jingru**

## Introduction

In the era of experience economy, serving as an important supplement of cultural heritage tourism, the heritage rejuvenated attractions are being developed massively in China to provide people with historical-related experiences. The concept of tourists' perception of authenticity, in this case a referential one (Gilmore & Pine, 2007), contributes a better understanding of the tourists' experience in these settings.

This paper established a measuring scale for the tourists' perception of authenticity on heritage rejuvenated attractions. The Kolar & Zabkar's Authenticity model (2010) were testified, interpreting the relationship among tourists' cultural motivations, perceptions of authenticity and loyalty. The differences in perceived authenticity among tourists' with different experience preference were also investigated.

## Methods

The study took two of the most visited and representative cultural theme parks in China as the sample sites. A total of 700 questionnaire were distributed and 632 acceptable response were collected. To establish the measuring scale of the tourist's perception of authenticity, an exploratory study was followed by a confirmatory analysis. Structural equation modeling was conducted to testify the Kolar & Zabkar's model. The differences in perceived authenticity among tourists' with different experience preference were performed by a T-test. The data analysis were processed by SPSS17.0 and AMOS 18.0.

## Findings

1. Three factors were identified to measure the tourists' perceived authenticity on heritage rejuvenated attractions, namely the objective authenticity, existential authenticity and customized authenticity.
2. The Kolar and Zabkar's authenticity model was overall testified. When further explore the influence of the three authenticity dimensions respectively, the impact of the customized authenticity were confirmed. Contrary to some previous study, the cultural motivation has no direct on impact on the existential authenticity, indicating the limitation of the previous model in measuring the complexity of the tourists' experience.
3. High-experienced tourist perceived the highest level of the overall authenticity, to the contrary, the low-experienced group perceived the lowest. While the Education-preferred group valued the objective authenticity the most, the Entertainment-Esthetics Preference Group perceptions among the three dimensions were homologous.



### **Implications or conclusion**

1. Comparing to the study of tourist perceptions of authenticity in traditional heritage context, the customized authenticity could be included to better explain the impact of the commercial components in a “referential “sense.
2. By including the concepts of the customized authenticity, the study also further extends Kolar and Zabkar's (2010) model of authenticity.
3. The results suggest that Chinese heritage consumers value both existential authenticity and object-based authenticity highly, while the customized authenticity among tourists with different educational background may differ. Management could augment current marketing strategies to capitalize on this accordingly.
4. The difference in Perceived Authenticity among tourists' with different experience preference were proved, yet the relationship among the tourists' experience preference and perception of authenticity could be further explored.

# Research on the Integration Development Pattern of Cultural Performance and Tourism Industry

**Wu Xinfang**

Beijing International Studies of University, PR China

**lv Ning**

Beijing International Studies of University, PR China

## **Abstract**

Tourism industry has the intrinsic characteristics of integrating with other industries due to its strong relation and comprehensiveness. Diverse market demands, fierce market competition, innovative technology and so on have driven culture industry and tourism industry to mutual penetration and convergence, and developed cultural tourism industry, which has derived new cultural tourism products and service, and cultural performance is the outcome of the strong integration of tourism industry, culture industry and performance industry, to inject vitality to tourism industry development as the typical example of tourism industry integration.

This paper takes cultural performance as independent research subject, and starts from tourism industry chain, such as tourism resources planning, tourism production, tourism product sale and consumption, to deeply explore the integration point between cultural performance and tourism industry, to analyze and conclude the integration patterns between cultural performance and tourism industry, through field research, comprehensive analysis and systematic theory.

Research shows that the integration patterns between cultural performance and tourism industry not only include extensive development, penetration fusion, recombinant fusion, but also can integrate from the terms of resources, technology, market, function, and combine with tourism area, cultural tourism real estate projects, and tourism destination tourism resource in terms of spatial layer. However, Chinese tourism performance mainly depends on scenic spots, and the integration pattern is simple.

Research sheds light on that, cultural performance and tourism industry has diverse integration pattern and paths, but their integration should fully exert the effect of oriented-market, create cultural performance with unique features and rich connotation, highlight cultural innovation, forge brand culture, and improve the talents cultivation and external environment of cultural performance, through the integration of cultural features, technology and market mechanism to make cultural performance and tourism industry develop healthily.

Key words: Tourism industry integration; Cultural tourism industry; Cultural

## performance **References**

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# Western Castles Through Japanese Eyes and Minds

**Chiemi Yagi**

University of the Ryukyus, Nishihara, Japan

**Philip L. Pearce**

James Cook University, Queensland, Australia

## Introduction

Western castles are very different from Japanese castles in their appearance. Despite the differences, or possibly because of the differences, they are one of the most popular travel destinations for Japanese traveling abroad. While Western castles are culturally distant from Japanese ones, they are familiar to Japanese tourists from the images accessed through various media such as picture books, photos, anime, manga, movies, television, and information from the Internet. Questions to be addressed in this study include why the Japanese are attracted by Western castles and if there are any particular cultural reasons which drive this interest.

## Methods

This study focuses on the phenomenon of Japanese visiting Western castles by examining the remarks on their experiences posted on the Internet. Selected Western castles, including Neuschwanstein Castle (Germany), Windsor Castle (England), Mont St Michel (France), and Paronella Park (Australia), were targeted and used as keywords for an Internet search, most notably Trip Advisor, and additionally a range of personal blogs. The remarks in Japanese were accessible to the researchers (one of whom is Japanese) and the content presented in the paper translates these remarks into English. The comments and evaluations made about castles were carefully coded and analyzed with the method of content analysis.

## Findings

Initial results indicate a range of responses characterizing the Japanese interest in these tourist attractions. Overall there is a sense of awe, but disorientation and confusion about these distinctive architectural forms also exist. Some of the cultural values which offer a multidimensional view of the appeal of the castles embedded in the descriptions include a concern with authenticity as experienced in being on-site at locations which had previously only been imagined. Further ties between the ongoing coding of the tourists' experiences and Japanese travel culture will provide core explanations in the paper. Several key concepts to understand Japanese tourists and their behavior will be explored. Appreciation of nature/heritage, including wabi sabi (quiet aesthetic appreciation), and akogare (admiration for the Western world) are two themes which help interpret contemporary responses to Western castles. Additionally, links to film, television, and anime support the concept of Natsukashii (feeling of nostalgia) which involves memories of childhood, underpinned by a powerful sense of recapturing the good old days watching television programs featuring such settings.

## Implications / conclusion

Close examination of online remarks revealed Japanese affection for Western castles and evoked the feeling of "foreign familiar." The study also drew attention to the language of Japanese tourism and culture. The role of guides and interpretation as well as fully assessing the tourists' personal learning and familiarity with the scenes offer further topics of importance to develop the interest area.

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# Training for becoming a successful interpreter

## Learning from dialogues with trainers and interpreters in Japan

**Naoko Yamada**

Antalya International University, Turkey

**Aiko Yoshino**

San Francisco State University, USA

**Jackson Wilson**

San Francisco State University, USA

### Introduction

Interpretation is a communication approach and helps enhancing audience's experience, appreciation of the resource to be interpreted, and desirable behavior at a recreational setting (Ham, 2013). It plays an imperative role in heritage tourism. Interpreter training is one of the most influential mechanisms for the improvement of the quality of interpretation (Black & Weiler, 2005; Weiler & Ham, 2001). This research aimed at understanding the perceptions of trainers and trainees in Japan in terms of the necessary skills and possible obstacles to become a successful interpreter.

### Methods

Semi-structured interviews were conducted with 12 interpretation trainers and 12 interpreters in Japan. Notes were taken during each interview, and the interviews were audio recorded and transcribed by a primary researcher. Open coding was used to break the texts into recurring concepts related to interpretation training (Maxwell, 1996; Strauss & Corbin, 1998). The identified concepts and themes were examined for accurate representation and agreement between two researchers.

### Results and Discussions

Analysis of the data revealed three major themes related to the interpretation profession; ideal form of interpretation, skills and knowledge necessary for becoming a successful interpreter, and challenges for the interpretation profession to grow.

**Ideal Form of Interpretation.** Most interpreters reported that the ideal form of interpretation was based on primary multi-sensory experiences and the knowledge gained from those experiences. In contrast, the trainers were more likely to communicate that interpretation grew from a base of societal goals and values. This view is consistent with Weiler and Walker's (2014) perception of interpreters as brokers physical access and interaction with communities and environments.

**Skills and Knowledge to Become a Successful Interpreter.** Trainers and interpreters reported three components they believed were necessary for successful interpretation: product knowledge, program design skills, and delivery techniques. Majority of research participations conveyed that involving audience into interpretation was crucial for successful delivery. These consistently reported areas completely agreed with the seven principles of interpretations claimed by Weiler and Black (2014).

**Challenges to the Growth of Interpreter Professional Development.** Consistent with Lackey's (2007) findings from the US, there appears to be a lack of full-time positions and career opportunities in interpretation. In-service interpreters also needed to further advance their skills. The trainers recognized a lack of systematized integrated training programs. The

diversity of trainer views and the disparity between trainer and interpreter lead to ambiguity in the operational definition of the practice.

### **Implications**

The findings suggest a training program that is targeted at interpreters who have no or little interpretation experience in Japan should include articulate four primary areas:

- The purpose and role of interpretation to the audience, the organization, and the community

- Anticipated interpretation outcomes

- Diverse examples of designing and delivering interpretation

- Techniques to facilitate audience involvement

Furthermore, training is necessary for managerial staff to help guide interpreters and promote the profession. There is a need to build a progressive training program that is based upon the current formal body of evidence of effective interpretation and informal learning.

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# Grey Correlation Analysis of Tourism Industry in Jiangsu Province

**Wei Yan**

Jinling Institute of Technology Nanjing, China

## Introduction

In recent years, the development environment of tourism in Jiangsu province is optimized and tourism industry has been enhanced; the industry quality of tourism is improved [1-4]. The contribution of tourism to economic development has increased annually, and the development of tourism of Jiangsu province can be described by leaps and bounds.

In this paper, analyzing the performance of tourism industry in Jiangsu, the correlation of the sub-industry within tourism industry on the development of Jiangsu tourism is analyzed and the corresponding policy for tourism development is made.

## Analysis of performance of Jiangsu tourism

### Analysis of tourism scale

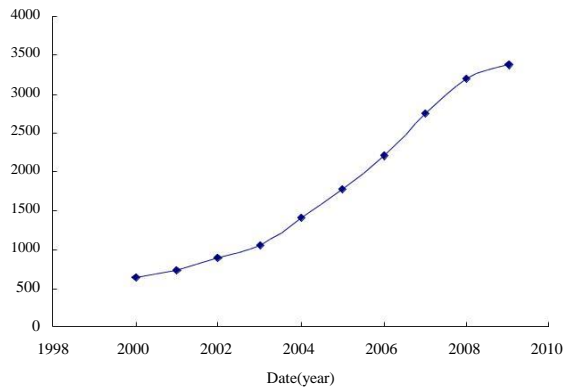
This paper is supported by Humanities and Social Sciences Foundation of the Ministry of Education in China (12YJA790163).

In this paper, total revenue, growth rate and the dependence of tourism revenue are adopted as the indicators on evaluation of the performance of tourism. According to the "jiangsu Tourism Statistics Yearbook", "Jiangsu Statistics Yearbook" in 2009[5-8], the tourism income and tourism revenue growth rate and dependence of tourism income are calculated from 2000 to 2009 as shown in table.1 [9-10].

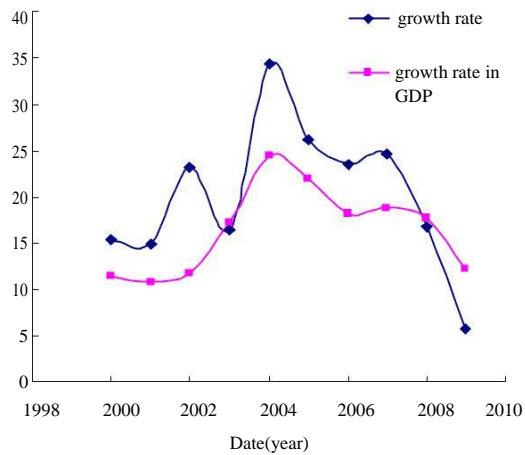
### Dependence and Income of Jiangsu tourism

Year	Total income ( 100 Million Yuan)	Growth rate ( %)	Growth rate of GDP (%)	Dependence of total income (%)
2000	638	15.33	11.50	7.55
2001	733	14.90	10.83	7.82
2002	903	23.28	11.77	8.63
2003	1054	16.53	17.20	8.58
2004	1412	34.33	24.49	9.26
2005	1783	26.21	22	9.70
2006	2207	23.46	18.2	10.10
2007	2750	24.67	18.9	10.36
2008	3204	16.86	17.7	10.52
2009	3380	5.87	12.3	10.63

Seen from table.1, Jiangsu tourism revenues has increased. The average 20.14% growth rate is higher than the average 16.48% growth rate of GDP, highlighting the advanced development model of Jiangsu tourism. However, the pace of development of tourism in 2008 and 2009 is lower than the growth rate of GDP, due to the vulnerability of tourism industry itself, such as the snowstorm, Tibetan separatist, wenchuan earthquake and avian flu. Meanwhile, the global financial crisis has also inhibited the tour growth in consumption.

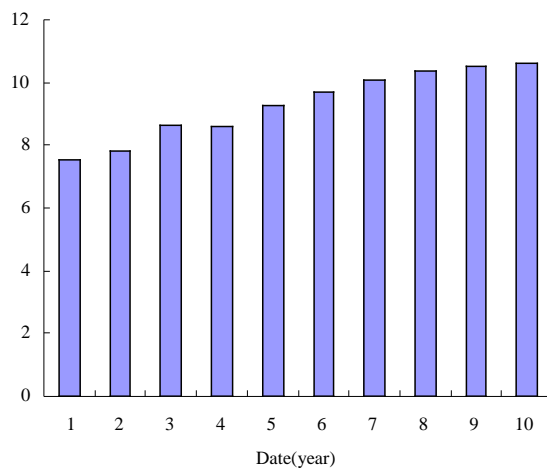


### Tourism income in Jiangsu province



### Comparison of tourism growth rate with growth rate in GDP

The dependence of tourism revenues on GDP is increased year by year. In 2009, the tourism revenues has accounted 10.63% of GDP, which is expected to build a strategic pillar industry in Jiangsu Province as shown in figure.3. One of the hallmarks of strategic pillar industry is that the output accounted for more than 12% of regional GDP.

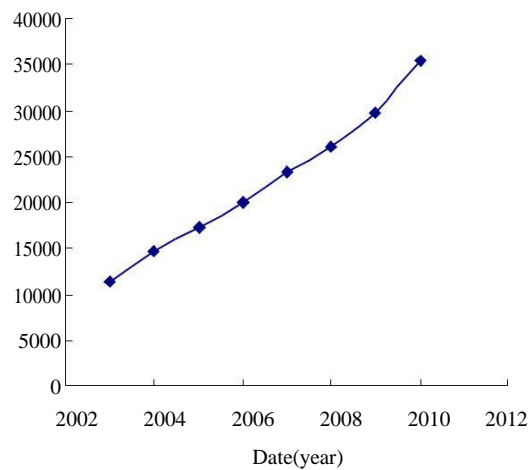


### Dependence of total income

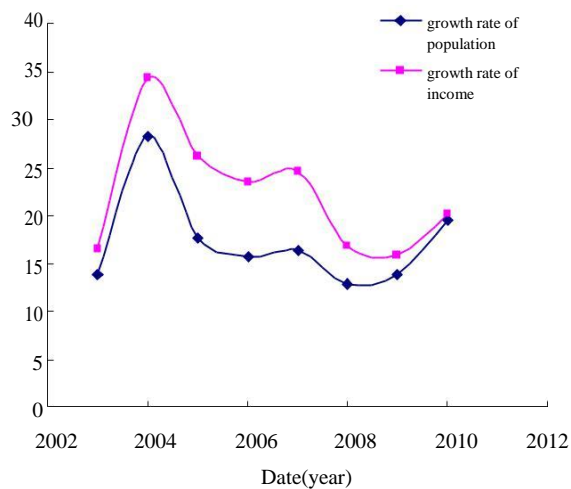
There are 114240,000 tourist in 2003, 355 million tourists in 2010 increasing 3.1 times more than in 2003.

### Population of tourists in Jiangsu province

Year	Population	Growth rate (%)
2003	11424	13.8
2004	14726	28.3
2005	17243	17.6
2006	19924	15.7
2007	23212	16.4
2008	26122	12.8
2009	29700	13.8
2010	35500	19.5

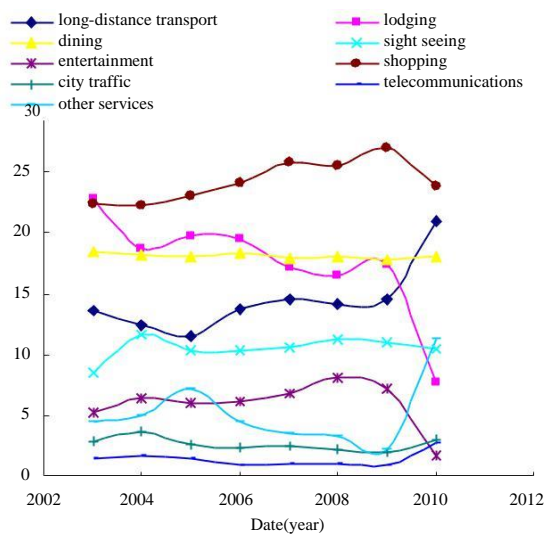


### No. of tourists with years



### Comparison of growth rate of population with growth rate of income Composition Analysis of Jiangsu Tourists

Seen from Fig.6, shopping has a higher proportion (average 24.26%), followed by food and beverage revenue (average 18.15%), then followed by the accommodation revenue (average 17.45%) and long distance transport costs (average 14.43%). Shopping is ranked first among “food, housing, transportation, travel, shopping and entertainment” and remained positive growth trend in 8 years, indicating that shopping costs occupy an important position in the tourist consumption. Accommodation revenue was relatively downward trend, suggesting that day trips and tour groups around the city have a large proportion, while multi-day and overnight tourists has negative growth trend. Food costs have flat trend which is relatively stable. Telecommunications and city’s traffic has less proportion which was 1.40% and 2.66%. The non-basic consumption including “Travel, shopping and entertainment “was only 40.75%. There is a gap with the developed countries where consumer spends 60% of GDP, indicating that the consumption capacity is limited.



## Composition of tourism

### Grey co relational Analysis

Grey correlational analysis is to sort out the main relationships among the systems by a certain method to identify the most influential factor to grasp the main conflict.

Grey correlation analysis involves social and natural sciences, especially in the social and economic fields such as investment efficiency in national economic sectors, regional economic advantage analysis, industrial restructuring, etc.

Tourism industry is a complex large system, but it is difficult to understand all the factors because there is no a physical prototype and the mechanism between factors can not be known, so it can be seen as a grey system. In this paper, grey correlational analysis is adopted to analyze the tourism industry and total income of tourism sectors.

The steps of grey correlational analysis:

#### (1) Range transformation

Range transformation is to eliminate the dimension of the original data to make it comparable. because the dimension of each factor is not necessarily same, it is difficult to compare the data directly. So it is needed to eliminate the dimensions which is converted to comparable sequence. The mathematical formula is as followings:

$$x_{ij} = \frac{X_{ij} - X_{j \min}}{X_{j \max} - X_{j \min}} \quad (1)$$

#### (2) Determination of $x_o$ and $x_i$

Tourism income is the mother sequence  $x_o$ ; long-distance transport, sightseeing, lodging, dining, shopping, entertainment, telecommunications, urban transport and other services were sub-sequence  $x_i$ .

**(3) Absolute difference of mother sequence and sub-sequence  $O_{ijt}$**

$$O_{ijt} = |X_o(t) - X_i(t)| \quad (2)$$

**(4) Calculation of  $\max$  and  $\min$  in  $O_{ijt}$**

**(5) Correlation coefficient of  $x_o$  and  $X_i$**

$$r_{ij} = \frac{\min_{t \in T} O_{ijt} + \max_{t \in T} O_{ijt}}{\max_{t \in T} O_{ijt}} \quad (3)$$

Where  $r_{ij}$  distinguishing coefficient, general value is 0.5, its meaning is to weaken the distortion caused by the largest absolute difference to improve the correlation coefficient. Since the data for correlational analysis is intersected after data transformation,  $\min = 0$ ,

when  $\min = 0$ ,  $r_{ij} = 1$ ; when  $\max < 0$ ,  $r_{ij} \leq 1$ .

**(6) Correlation is calculated by correlation coefficient :**

$$r_{ij} = \frac{1}{n} \sum_{t=1}^n O_{ijt} \quad (4)$$

**(7) Sorting out the correlation**

The sequence of sub-sequences degree of association on the mother is determined to determine the factors on the domestic tourism revenue. The degree of influence is generally descending order.

**Grey Relational Analysis of Tourism Industry**

**Structure Step 1 - Comparative sequence**

Structure of tourism industry refers to the tourism industry sectors and regions as well as various economic sectors and the composition of economic activity and proportion relationship each other. Analysis of structure of tourism industry is to ensure that the development scale and speed of tourism industry meet the requirements of national economic development and coordination to promote the rapid development of tourism industry. It is a comprehensive and complex system including food, housing, transportation, travel shopping and entertainment. Therefore, tourism industry structure includes travel industry, hotel industry, tourism accommodation, tourism transportation, tourism attractions, tourism, entertainment, travel goods industry and other supporting industries. The long-distance transport, sightseeing, lodging, dining, shopping, entertainment, telecommunications, city traffic, other services are considered as 9 kinds of factors affecting tourist industry structure, the 9 factors are as sub- sequence, the tourism revenue changes with the Year is set to mother sequence. The results can be seen in table 2.

**Step 2 - Range transformation of original data**

Using range transformation method, the original data is for dimensionless which can be seen in table 3.

**Step 3 - Absolute difference**

#### Step 4 - Calculation of correlation coefficient

According to Eq.(3), the correlation coefficient can be calculated shown in table 5.

#### Step 5 - Correlation

According to Eq.(3), the grey correlation coefficient can be calculated shown in table 6.

Seen from table.5, the factors affecting the tourism industry revenue are sorted as: Food and beverage revenue> Shopping> Attractions Tours> Local Transportation> long-distance transport costs> Accommodation Revenue> Entertainment> other income> Telecommunications.

#### Optimization Strategies of Tourism Industry Structure

Optimization of catering and accommodation, cooperation and management improvement  
Seen from the grey correlation of tourism industry in Jiangsu Province, correlation coefficient of food and beverage industry is the largest. But there is a gap between the catering and the accommodation industry, but the two are closely related. The development of catering can promote the accommodation to improve the correlation coefficient of accommodation industry.

This requires that the structure and ratio between catering and accommodation industry should be optimized. Cooperation and development such as optional bundling.

#### Comfortable shopping environment and travel featured products

Tourism shopping in Jiangsu Province is an important income. tourism shopping should be developed vigorously. A vivid representation of local characteristics and souvenirs are to be created.

#### Strengthening the development and planning of tourist attractions and enhancing the competitiveness of tourist cities

Strengthening features scenic development, improve tourist city attractions and promote the development of the tourism sector, which is of Jiangsu Provincial Tourism industry structure optimization focus. Tourism sector should accelerate the construction of tourist cities, the development of tourism to culture, use of the unique characteristics of tourism resources to create high-quality tourist routes, the development of diversified tourism products, from a single type scenic tourist attractions to the development of complex transformation, through the "cultural support, branding, market operation "and other models to enhance perfect tourist attractions, and enhance the tourist city in Jiangsu Province's competitiveness.

#### Developing tourism transport, improving the tourism infrastructure

The development of tourism and entertainment, telecommunications development.

#### ACKNOWLEDGMENT

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#### Comparison sequence of the tourism industry in Jiangsu Province 10<sup>2</sup> million

Year	long-distance transport	lodging	dining,	sightseeing	entertainment	shopping	city traffic	telecommunications	other services	Total

2003	133.09	221.91	180.57	83.17	51.68	218.99	28.08	13.65	43.88	975.00
2004	160.10	241.80	234.50	150.30	82.00	287.10	47.90	21.50	64.60	1289.80
2005	186.95	321.87	294.24	167.44	97.54	373.89	42.27	22.76	117.67	1625.62
2006	277.68	392.37	370.24	209.26	124.75	484.93	46.28	18.11	88.53	2012.15
2007	363.70	429.67	451.74	266.13	170.56	647.14	62.98	27.84	88.54	2508.30
2008	412.80	483.52	528.60	328.52	237.56	748.37	65.43	29.65	96.35	2930.80
2009	500.52	600.56	614.70	377.72	248.02	929.99	69.68	32.77	75.54	3449.50
2010	900.02	334.03	775.67	451.94	72.89	1023.51	128.64	117.06	484.10	4287.86

#### Range transformation of original data

$X_{j \min}$	133.09	221.91	180.57	83.17	51.68	218.99	28.08	13.65	43.88	975
$X_{j \max}$ $X_{j \min}$	766.93	378.65	595.1	368.77	196.34	804.52	100.56	103.41	440.22	3312.86
$X_{ij}$										
2003	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
2004	0.0352	0.0525	0.0906	0.1820	0.1544	0.0847	0.1971	0.0759	0.0471	0.0950
2005	0.0702	0.2640	0.1910	0.2285	0.2336	0.1925	0.1411	0.0881	0.1676	0.1964
2006	0.1885	0.4502	0.3187	0.3419	0.3722	0.3306	0.1810	0.0431	0.1014	0.3131
2007	0.3007	0.5487	0.4557	0.4961	0.6055	0.5322	0.3471	0.1372	0.1014	0.4628
2008	0.3647	0.6909	0.5848	0.6653	0.9467	0.6580	0.3714	0.1547	0.1192	0.5904
2009	0.4791	1.0000	0.7295	0.7987	1.0000	0.8838	0.4137	0.1849	0.0719	0.7469
2010	1.0000	0.2961	1.0000	1.0000	0.1080	1.0000	1.0000	1.0000	1.0000	1.0000

Correlation coefficient

Year	long-distance transport	lodging	dining	sightseeing	entertainment	shopping	city traffic	telecommunications	other services
2003	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000
2004	0.8818	0.9130	0.9902	0.8367	0.8825	0.9773	0.8138	0.9589	0.9029
2005	0.7795	0.8684	0.9881	0.9328	0.9230	0.9914	0.8897	0.8046	0.9394
2006	0.7817	0.7649	0.9875	0.9392	0.8830	0.9623	0.7715	0.6230	0.6782
2007	0.7334	0.8386	0.9842	0.9305	0.7577	0.8654	0.7939	0.5780	0.5524
2008	0.6640	0.8160	0.9877	0.8561	0.5559	0.8683	0.6707	0.5059	0.4863
2009	0.6248	0.6380	0.9624	0.8959	0.6380	0.7652	0.5723	0.4424	0.3978
2010	1.0000	0.3879	1.0000	1.0000	0.3333	1.0000	1.0000	1.0000	1.0000

Coefficient of tourism industry instructure

Year	long-distance transport	lodging	dining	sightseeing	entertainment	shopping	city traffic	telecommunications
0.8081	0.7783	0.9875	0.9239	0.7467	0.9287	0.8140	0.7391	0.7446

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# Social Conflict and Harmony in Destination Management

**Jingjing Yang**

University of Surrey, United Kingdom

**Lingyun Zhang**

Beijing International Studies University, China

**Chris Ryan**

University of Waikato, New Zealand

## Introduction

Within the context of tourism development, mechanisms of conflict are often evident. To some extent, the changes are determined by opposing and shifting alliances and associations among the main actors such as local governments, locals, tourism entrepreneurs, and tourists as much as a simple response to an externally imposed catalyst created by growing numbers of tourists. Patterns of symbiotic relationships are emerging that are interactive and reiterative in nature as supply identifies growing demand, which in turn requires increasing change that poses challenges for the supply.

## Method

The immediate catalyst for the study was the experiences of the author's one year ethnographic fieldwork in a tourism community in Xinjiang Uyghur Autonomous Region, China. Data were derived from observation, informal conversations, daily note taking, informal and more formal interviews among residents, outside entrepreneurs, visitors and government officials (both local and provincial). Additional reports, papers and texts were also collected. The study is therefore the generalizability of the lessons learnt there.

## Findings/Discussion

There is a number of literature gaps regarding social conflict and harmony in tourism management. Firstly, when such a concern does exist, it is directed primarily toward the reduction of conflict. However, conflict can be a necessary and positive part of all social relationships, and a requisite for social change (Coser, 1956). Secondly, conflict is often accompanied by cooperation, unity and the formation of alliances, but in tourism studies the relation between conflict and cooperation/unity/alliance has rarely been discussed. Thirdly, a theoretical base for social conflict is needed to support the empirical studies regarding tourism destination management and conflict.

Conflict and tensions among groups and within groups establish, maintain, and also bring into being a conscious awareness of cultural values, and their market potential. Conflict leads to the formation of new institutions which themselves become a tidemark and the new institutions which in turn establish new traces and legacies for the future. It also permits the unification and alliance of individuals and groups for common purposes.

## Conclusion

This study proposes a tension-directed tourism development system. It also provides a useful tool to compare and contrast tourism impacts and their determinants in tourism destinations. Additionally it provides a holistic view and systematic approach to researching tourism impacts. This study demonstrates the nature, forms, and means of the conflict between the groups and subgroups, thereby contributing to an understanding of the extents, approaches and reasons behind the nature of observed tourism impacts. The study is a fusion of the specific with the more general and thereby seeks to aid an understanding of how tourism impacts communities and how destinations should properly manage social conflict.

The study has been developed into a book, see key reference. This has been the first study that systematically analyses social conflict and collaboration in tourism development.

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# Examining “Temporal” Distance Decay Effect in the Setting of Urban Tourism: A Case of Hong Kong

**Shun Ye**

Zhejiang University, Hangzhou, PR China

**Lingqiang Zhou**

Zhejiang University, Hangzhou, PR China

## Introduction

According to Distance Decay Theory, distance between destination and origin may not only influence the tourism demand, but also modify the profile and behavior pattern of tourists attracted. Initially, the effects of distance were mostly examined from the perspective of a single tourist market (primarily outbound market), emphasizing the demand of trips to multiple destinations at various distances (e.g. Greer & Wall, 1979; Hanink & White, 1999). But later, the perspective of a single destination was introduced and the focus was put on the demand of various markets located at different distances (e.g. Bao & McKercher, 2008; Lee, Guillet, Law, & Leung, 2011; McKercher, 2008; McKercher & Lew, 2003). Most of these researches were conducted mainly from a “spatial perspective” with cross-sectional design. “Distance” was supposed to be physical, objective, and remain constant between a specific destination and a fixed market place.

However, from the stance of tourists, distance is usually perceived and is a proxy for time, cost and effort expensed. Travel time and route can be compressed by improved transportation. Cost, if weighed against income, can also be reduced in a relative way with increased disposable income. Considering the fact that the economy and transportation tend to develop, it can be inferred that distance is not absolute, but may change through time. In this way, an initial long haul, “international” market can be developed into short haul, “domestic” market.

This study aims to investigate the “temporal” distance decay effect in the setting of urban tourism. As a world famous urban destination, Hong Kong was selected as the case for examination. Since its return to China in 1997, Hong Kong’s relationship with Mainland China as destination and origin has changed substantially. This transformation is captured with second-handed data and is investigated in terms of changes both in distance and in profile and behavioral patterns of tourists. The research implications and its theoretical contribution are also discussed.

## Research methods

Case study is adopted as research method for this study. Second-handed data was collected and analyzed with descriptive statistical methods. Data regarding the change in four dimensions of distance (i.e. cost distance, route distance, time distance and political distance) between Hong Kong and Mainland China was obtained from the “Statistical Yearbook of China” issued by National Bureau of Statistics of China, while data related to the change in profile and behavioral patterns of vacation overnight tourists from Mainland Chinese was derived from the “Visitor Profile Report” edited by Hong Kong Tourism Board. To clarify, this study only focused on the data during the period of 1997 (when Hong Kong is reverted to China) and 2014.

## Findings

It was found that Mainland Chinese market did see substantial transformation since its reversion to China. The change occurs in terms of market size, as well as profile and behavioral

patterns of tourists. In 2014, the Mainland market almost demonstrated completely different characteristics from that in 1997 and these characteristics was coincident with those of typical short haul, domestic market identified in many developed countries. The significant contrast makes it reasonable to claim that after 17 years, Mainland China can be regarded as a domestic tourism market for Hong Kong. This is especially the case considering the political fact that Hong Kong and Mainland China belong to the same country after 1997.

The transformation of Mainland Chinese market is also found to be closely related to the change in market distance, including cost distance, route distance, time distance and political distance. The shortened distance makes Hong Kong more accessible for Mainland Chinese and pull them more and more close to each other. Increased disposable income of Mainland China and the resulting compressed cost distance, as well as the redundant geographical distance due to improved transportation infrastructure pose as the major impetus for the change. The effect is continuous and more fundamental. Political distance, i.e. the loosening restriction of travelling, take effects in a relatively discrete way. As is demonstrated in the figures, it usually causes sudden acceleration of transformation, causing turning points.

### Discussion

Based on the case study, it can be concluded that distance decay effect do exist through time between single destination and single market. Distance may change through time, which could lead to the transformation of an initial long haul market to certain short haul market. In this sense, it seems that there is no absolute boundary between short haul and long haul market, as well as between domestic and international market. The change in the three dimensions of distance can be more fundamentally attributed to economic booming. This indicates that as global economy development continues, the distance between country of origin and country of destination can be shortened. The globalization of world economy could thus lead to "globalized tourism".

The findings may also be of practical implication for Hong Kong as an urban destination. Tourism administration of Hong Kong should take Mainland China market should be treated more as domestic market. It is natural for a destination to rely heavily on domestic market, since it could provide a buffer when the international market is pessimistic, especially in the time of global economic crises. Moreover, due to the uniqueness of domestic tourists, e.g. relaxation and recreation oriented, less interest on traditional attractions, the corresponding tourism development strategy should be modified. For example, more leisure-oriented products should be provided and promoted, instead of building more attractions.

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# The difference and Influence Mechanism of Sense of Place: a Comparison Between Guest and Host in Ethnic City Tourism Destination

**Yu Yifeng**

Hubei University

**Zhang Chunyan**

Hubei University

**Xu Manyu**

Hubei University

**Gong Jing**

Hubei University

Since the concept of place was interpreted from the perspective of humanism in the west literature in 1970s, sense of place has been an important research issue in the human geography and has gradually raised attention of tourism reseacher in the past 20 years. Sense of place is built on the subjectivity of human experience about place, which means how human perceive the characteristics and individuality of place and what meanings and emotions they attache to the place. Apparently the subjectivity of sense of place leads to the difference of sense of place between residents and tourists in tourism destination. This research explores the differences of perception and influence mechanism of sense of place between residents and tourists in the context of ethnic toursim cities in China taking Enshi city of Tujia and Miao Autonomous region in Hubei province as a study area. And a coordination mechanism of constructing sense of place in ethnic minority areas is put forward from the perspective of both host and guest.

The research adopts qualitative-quantitative two-stage mix-research design. The qualitative research mainly obtains qualitative data on sense of place of the local residents and tourists with semi-structured interviews and in-depth interviews. It explores how the two sides interpret place uniqueness and attache meanings to place. Based on the existing literature and qualitative research results, quantitative research constructs the influence mechanism model of sense of place and test the model through structural equation model analysis method. Finally, qualitative research and quantitative research results are compared and theoretically explained.

The main findings of the research includes:

- 1) Both residents and tourists have significant perception on the local natural environment, humanistic environment, social economic environment and tourism attraction. Residents have significant perception on tourism influence and show stronger ethnic identity and place attachment; while tourists pay special attention on ethnic culture's authenticity and folkways.
- 2) Four dimensions of placeness are found through factor analysis which include natural environment, humanistic environment, folk culture and folkway characteristics. It is found that the longer the residents live in the destination, the stronger identification with natural environment and folkway characteristics. While the more tourists are familiar with the destinations, the higher perception of folkway culture and local folkway characteristics.
- 3) The placeness perceptions of both residents and tourists have a significant direct influence on place attachment and the culture authenticity directly affects the placeness perception. Culture authenticity affects place attachment both directly and indirectly. The perception of culture authenticity of residents directly affect ethnic identity. Ethnic identity directly affect the placeness perception and place attachment. The place attachment of tourists directly

influences tourism satisfaction and loyalty. The culture authenticity perceptions of tourists have indirect effects on tourism satisfaction through sense of place.

The conclusion enriches the existing theory of sense of place by comparing the perception between host and guest of city tourism destination. The conclusion also has practical implications on the construction of placeness and sustainable development in minority city destination.

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# Study of the Relationship Between Festival's Expectation and Satisfaction in Experience Economy: the case of the 28th Beijing Yuyuantan Sakura Festival

**Yan Ze-Mei**

Beijing International Studies University, PR China

**Xu Zhong-Wei**

Festival tourism is one of the world's fastest growing segment and an important component of the tourism industry. It can serve as a powerful tool for the continuation of the cultural connotation to enhance popularity and images of host city. Further more, these festivals also can promote urban economy and employment. Some scholars have counted that there are more than 10000 festivals held in China every year. Also, the arrival of the era of experience economy requires festival organizers placing more emphasis on customer participatory as festival tourism is a pioneering example of the experience economy. Actually, involvement is an effective method for customers who purchase service to judge experience's quality by comparing with whose expectation.

Many studies have conducted to research customer expectation, participation, perception and satisfaction in tourism industry. One of the most popular topics is the relationship between expectation and satisfaction of festival visitors. However, we have found that there are two different opinions about this topic from researchers. According to articles we read, many scholars did empirical researches to explore the relationship between festival visitors' expectation and whose satisfaction, such as, questionnaire survey, case study and so on. By different theoretical foundations and statistics analysis techniques, the findings become more and more complex.

On the one hand, some scholars analyzed the relationship between visitors' expectation before participation and whose satisfaction after participation based on the desired model construction, and factor analysis is conducted to demonstrate the inverse relationship between expectation and satisfaction. It means when visitors' expectation is up to a high scale, whose satisfaction may get a low scale relatively during their traveling. On the other hand, some scholars did some cases studies and found that if tourists expected more experience during traveling, they may catch some psychological suggestions which directly impact tourists' evaluations on their journey. People may be prone to use positive vocabularies to describe the especial experience. As a result, the opposite views from researchers give people, who want to do some related researches, a lot of confusions.

This paper attempts to identify that some valuable theories may support these different conclusions, try to find a more reasonable explanation for this topic by an empirical analysis. There are three considerations in this paper as followings:

- (1) Is the relationship between festival's expectation and satisfaction significant? Or will be changed in different situations? What theories can explain these views? Are there some moderating roles affecting the relationship?
- (2) According to the conceptions of the service economy, festival visitors are both consumers and producers of experience. Thus, whether festival visitors' participation in different scales will affect the relationship between their expectation and satisfaction? And how affect?
- (3) According to Oliver's disconfirmation theory, the differences between expectation before consuming and perceive after consuming affect customers satisfaction, then,

will the differences play a regulatory role to moderate the relationship between festival's expectation and satisfaction? And how moderate?

By reviewing a lot of literatures about tourism and events, related research hypotheses and proposed model are represented. To test this model, this article takes a case with the 28th Beijing Yuyuantan Sakura Festival, which is a very famous festival or event in Beijing city. We collected 302 valid questionnaires from participants who visited this event to do empirical analysis by SPSS and AMOS statistics software.

Eventually, we found that: there is no significant influence on relationship between festival's expectation and satisfaction. The scale of tourists' participation plays a positive moderating role on relationship between festival's expectation and satisfaction, it is the greater participation, the more positive relationship between expectations and satisfaction being more significant, the lower participation, the less positive relationship between expectations and satisfaction. Meanwhile, the difference between expectation before experiencing and perceive after experiencing plays a negative moderating role on the relationship between festival's expectations and satisfaction, it is the more significant difference between expectation before experiencing and perceived after experiencing, the more negative relationship between expectations and satisfaction being more significant, and vice versa.

The conclusions show that different findings about the relationship between expectations and satisfaction appear in different tourism activities for the changes in tourists' participation and perception. As a successful festival organizer, they should pay more attention to the development of the tourists' involving in the process of experience production, which is the most important to improving satisfaction.

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## Politics of tourism promotion: national myth-making in Hong Kong and Macau

**Carol X. Zhang**

University of Surrey, United Kingdom

**Nigel Morgan**

University of Surrey, United Kingdom

**John Tribe**

University of Surrey, United Kingdom

The purpose of this presentation is to understand the dynamic relation between national myths and tourism promotion in Chinese postcolonial destinations: Hong Kong and Macau. Tourism is increasingly recognised as a border term related to economic, social-cultural, political and historical understandings. In this sense, tourism marketing is more than to sell a destination and highly related to the idea of power and politics (Light 2001, Morgan & Pritchard 1998).

This study focuses specifically on the ‘nationmaking’ function of tourism marketing through its critical investigation of the way in which postcolonial Chinese destination position themselves through cultural heritage. To that end, the study explores the idea of myths as visions underlying national identity and as essential to define people and place in tourism promotion. The study involves a semiotic discourse analysis of online and printed tourism promotional materials coupled with in-depth interview with key stakeholders. In this particular presentation, the dilemma between the national identity and local identity are illustrated. More importantly, it explains how this dilemma influences/is influenced (by) the tourism marketing objective of promoting Macau and Hong Kong as unique destinations.

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# Adaptive Reuse Building Heritage and Tourists' Experience: Evidence from Lingnan Tiandi in Foshan, China

**Chaozhi Zhang**

Sun Yat-Sen University Guangzhou, China

**Shiting Lin**

Sun Yat-Sen University Guangzhou, China

Rapid economic development and city reconstruction increases the challenge for building heritage protection and conservation, one of the most talked solutions is to adaptive reuse the building heritage through their conversion for new uses and more appropriate functions. It is expected to extends the building's life, avoid the creation of demolition waste, and reuse the embodied energy, and produce economic and social benefits for the local people, hence the adaptive reuses of historic buildings have increasingly become a successful approach which contributes to the concept of sustainable development in many rapidly developing, densely populated Asian cities. However, most studies concentrated on the technology of adaptive reuse, what's the user's experience and how does it impact their satisfaction remains unknown.

Numerous researches indicate that tourist authenticity perception for building heritage, and nostalgia is one of the important motivation for heritage tourist. Based on current research, the paper, establishes a hypothesis model by combining perceived authenticity, nostalgia, tourist involvement, destination image and tourist satisfaction to explore the possible relationship between quality of tourist experience and perceived authenticity, nostalgia factors and etc.

Questionnaires were carefully designed based on the current research, the survey is conducted in a creative reused building heritage area called Lingnan Xintiandi (New World of South China), Foshan, China, which is a place famous for their successful reuse of building heritage as restaurants and shops. A convenient sampling approach was employed in this research, only those tourists who have experienced the restaurants or shops which are adaptive reused historic buildings were asked to participate in the research, 461 valid questionnaires were collected and used for testing the hypothesis model.

Results of the model test are:

Destination image significantly positively affects tourists' satisfaction; tourists perceived authenticity and importance/pleasure significantly positively affect destination image; Historical nostalgia significantly positively affects tourism environmental image, and negatively affects value image; Historical nostalgia, personal nostalgia and tourists perceived authenticity significantly positively influence tourists' satisfaction; Destination image partially mediates the relationship between perceived authenticity and tourists' satisfaction, while fully mediates the relationship between importance/ pleasure and satisfaction.

Tourists' involvement includes three aspects: pleasure/ importance, risk probability and risk importance. The experience of learning the history and culture about the buildings plays an important role in tourists' satisfaction in adaptive reuse historic buildings.

The findings indicate that authenticity perception remains important for tourist experience, nostalgia is still an important motivation for the tourists to using the adapted historical

buildings, although the historical buildings have been adaptively renovated. The tourists are trying to learn more history and culture about the building, and the tourists' perception of historic nostalgia is deeper than the perception of personal nostalgia, the historic nostalgia significantly positively affected the tourists' satisfaction much more than personal nostalgia. Research limitation and suggestions for the practitioners are discussed at the end of the paper.

## Best Life in Old Town: Tourism Development Mode of Shanghai Laochengxiang Old Town Historic Cultural Townscape Area

**Lin Zhang**

Tongji University, Shanghai, P.R.China

Laochengxiang, an old town called “Root of Shanghai” located in the city center, with the area of 200 hectares, is one of Shanghai’s 12 Historic Cultural Townscape Areas. Laochengxiang expresses the most indigenous regional landscape and the richest local cultural context in Shanghai with its over 700 years’ history.

Once, over 10 academies as Jingye Academy, over 10 private gardens as Yu Garden, over 80 temples as Chenghuang Temple, over 10 celebrities’ residence like Shuyin Chamber, over 10 commercial streets as Shiliupu, Mid Fanghong Road, and 177 villas as Sanshang Villa and Siming Villa were located in this area.

With the change of history and fades of architecture and landscape, rare historic buildings, relics, and lanes were preserved, becoming valuable cultural heritage. However, due to various reasons, shabby buildings, poor living conditions, and narrow lanes prohibit visitors from entering this area, not showing the value of historic townscape and tourism resources.

The key issues should be: How to dig out tourism resource value on old town area to form unique tourism space? How to deal with the conflict between conservation and development? Pointing at those issues, with the development concept of “Best Life in Old Town”, aiming at the conservation of Laochengxiang’s architecture, the improvement of living conditions, and the enhancement of tourist experience, according to the demands of modern recreational activities, based on conservation planning and renewal zoning, development mode of public recreational space was adopted to protect and modify Laochengxiang’s material space, traditional culture, and life pattern.

The basic mode of sporadically spatial development and lineage connection involves dual-experience of life and culture in this area, incenting the organic self-renewal of blocks. Main streets and nodes can be the space of major public activity as scene play and Shanghai Opera show; featured spaces in lanes can be arranged into various routes as interesting paths with local life culture, like life sections, bicycle-riding routes, and lane games; “Lane Park System” can modify the space pattern via vegetation along streets enhancing space quality. Thus, recreation-friendly public space is created in limited outdoor environment of Laochengxiang, and a regional, cultural, and intriguing historic tourism area emerges.

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# Determinants of Residents' Perception of Tourism, Based on Social Exchange Theory and Levels of Community Attachment: The case of Mainland Chinese tourists in Taiwan.

**Ying Zhang**

Minzu University of China, Beijing, PR China

**Zhongjuan Ji**

Minzu University of China, Beijing, PR China

**Jin Chan**

University of Greenwich, London, United Kingdom

**Yaxin Wang**

Minzu University of China, Beijing, PR China

## Introduction

Since the lifting of the embargo on Mainland Chinese tourist in July 2008, mainland China has become one of the main source markets for tourism industry in Taiwan. By 2015, the tourist arrival from Mainland China was 4.2 millions, more than 50% of total international tourist arrival. Despite this number continues to increase, the social impacts and the understanding of host communities' perceptions of Mainland China tourist remains understudied. Moreover, it could have significant social and political consequences in view of the sensitive relationship between Mainland China and Taiwan.

Many studies suggests that residents with economic reliance on tourism as a source of income relate more positively towards tourist (Sharpley, 2014), and depends on social exchange theory for theoretical explanation of the phenomenon (Andereck, 2005). Social exchange theory proposed by (Homans, 1958) explains the general sociological theory concerning "the exchange of resources between individuals and groups in an interaction situation" (Ap, 1992:668) where they seek and exchange something of value such as material social or psychological and emotional elements. Thereby, social exchange theory predicts that local residents' attitudes toward tourist and support for tourism industry depend on how their evaluation of the total cost and benefits of tourism in the locality (Andereck, 2005).

## Method

In addition, some research has carried this theoretical construct forward and test the theory based on empirical collected data such as Gursoy and Rutherford (2004) and Nunkoo and Gursoy (2012). This research is built on pervious studies to test a model of residents' acceptance with three key elements of perception on tourism impacts (measuring the costs of benefits in terms of economic, environmental, and cultural). In the model, we have also incorporated factors related to community attachments (measured by attachment, concern, participation, thereby satisfaction). This research will model this two complementary but also competing logics using structural equation modeling technic.

The site selected is Shilin Night Market, which is the most popular tourist destination for Mainland Chinese. The focus on the Taiwanese residents who have direct encounters with the Mainland tourists under commercial exchange. Therefore, the targeted respondents are small businesses in the night market (total population is 1200). We distributed 372 questionnaires and collected 337 (about 90.6%). They are mostly orally administrated by the interviewers. Firstly, we provide a descriptive analysis on the data. Then, a two-step data analysis approach was deployed to test the hypothesized relationships among research constructs (see Anderson and Gerbing, 1988).



### **Preliminary findings and conclusions**

A measurement model developed in SPSS is deployed to determine how well the indicators captured their specified constructs, where the construct reliability and validity measures are considered to be adequate. Second, a structural equation modeling (SEM) analysis using AMOS was employed to examine the proposed research model by testing the hypothesized relationships among the research variables. Further analysis on the structural equation modeling will be performed and presented in the conference.

The preliminary results suggest that both residents' perception of tourism impacts and their community attachments have positive correlations with their supports of Chinese tourist arrival.

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# Dynamics and Impacts of Communist Heritage Tourism in a Small Red Town in China

**Shengnan (Nancy) Zhao**

California State University, Long Beach, USA

**Dallen J. Timothy**

Arizona State University, USA

## Introduction

Heritage is always politicized through tourism development due to its ability to carry values, beliefs and social norms. One predominant example is communist heritage tourism in Central and Eastern Europe (CEE), which is used to demonstrate a post-socialist identity and hence seek political and economic integration with Western Europe (Hall, 1999; Light, 2000, 2001; Young & Kaczmarek, 2008). Similarly, communist heritage tourism (also called red tourism) in China, initiated by the Chinese central government in 2004, has been utilized for political, economic, social, and cultural purposes. These include reinforcing the legitimate leadership of the Chinese Communist Party (CCP) and stimulating the economic development in revolutionary bases which are usually located in poorer and landlocked areas.

According to the Chinese mass media, for the past decade, red tourism has achieved an astonishing level of growth with respect to both tourist arrivals and tourism receipts. For instance, the year of 2015 has witnessed 1 billion visits and US\$ 48 billion revenue (Xinhua News, 2016). Yet merely using such statistics may draw an inaccurate and rosy picture of the contribution of red tourism. Therefore, there is a need for empirical work on the dynamics and impacts of red tourism at local levels, which is the gap that this study aims to fill.

## Methods

The fieldwork was conducted from September to December 2012 in Gutian, China. It is a small town located in the southeastern coast, and considered a revolutionary “holy land” where the 1929 Gutian Conference was convened. Many crucial decisions determining the very survival and enlargement of the CCP and the Red Army were made in this conference. Therefore, it is regarded as a milestone in Chinese revolutionary history (Zhao & Timothy, 2015). Four semi-structured interviews and three focus groups were conducted with officials and personnel of village, township, and prefectural governments, with an average length of 46 minutes. Additionally, four interviews and five focus groups with local residents were administered, with an average length of 40 minutes.

## Research Results

### Developmental Dynamics and Critical Issues

Former President Hu’s visit in 2010 set off a new upsurge of construction and development because his visit has brought preferential policies and a considerable amount of funds “poured” from the superordinate government. Consequently, local infrastructures have been greatly improved. Special funds were also allocated for mandatory facade remodeling with uniform styles for residential buildings along the main street. This, however, was considered “a face project” in that “merely the external side facing the street is tiled” by local residents (Interviewer III, September 2012).

Interestingly, some of the local township leaders were hesitant to receive the funds as spending the money, which always involves land expropriation, would add much more work burden. In fact, their primary goal is to maintain the stability of local communities in a more conservative and docile way, rather than developing local economy aggressively.

Furthermore, local government is disempowered in local development to a great extent because of the frequent visit by national leaders. Neither local government nor residents can determine the future development of their own town. For local residents, the approaches to deal with such uncertainty and anxiety involve transferring ownership of their properties, such as selling instead of leasing their fields, due to the ambiguity of land expropriation plans. The township government, on the other hand, restricts (re)construction and event remodeling of residential buildings to decrease the costs of potential land expropriation and house demolition in the near future. Besides, according to the local governors, land expropriation has made some locals “waiting for, relying on, and requesting and bargaining for higher compensation” (Focus group II, October, 2012).

### **Impacts on Local Communities**

Despite the ostensible prosperity, the majority of the visits, however, are junkets by politicians who spend taxpayers’ money on their red tours. Gutian is actually experiencing a tough period of structural transformation from first and secondary economies to a tertiary one. Yet massive land expropriation and restrictions on manufacturing has struck local agricultural and industrial production, and thus the local government’s fiscal capabilities. The tourism industry in Gutian, however, is too flimsy to support local economy and absorb the laid-off/lost labor force, owing to its small size, relevantly monotonous types of tourism resources, and short distance to another major city nearby. Gradually, this will threaten the social order and security, especially when the funding injection from superordinate governments is slowing down in the future.

### **Implications**

Based on the empirical data, this study has revealed the dynamics, issues, and conflicts of communist heritage tourism development in a small red town in Southeastern China. Despite the dominant top-down developmental model, grassroots administrative entities and local communities should be empowered gradually to establish effective partnerships and collaboration. During this process, goals and roles should be clearly focused and articulated. Meanwhile, a long-term vision should be adopted during the process of tourism planning, which not only considers the volume and growth speed of red tourism development, but also the issue of sustainability, such as industry structure and labor force structure.

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# Tourists Usage Intention towards Mobile Augmented Reality in the Context of Smart Tourism: Based on the Integration Model of Technology Acceptance and PAD Theory

**Bo Zhou**

Zhejiang University, Hangzhou, PR China

The development of smart tourism has created favorable conditions for scenic spot to develop science and technology tourism products. Tourists' attitude and usage intention of information technology is the premise of the success of science and technology tourism products supply. Mobile Augmented Reality (MAR), as an important part of smart tourism, has become a significant tool to enhance the attractiveness of the tourist attractions and stimulate tourists' travel intention. Tourists use new technology and travel technology products not only to get useful information, but also enjoy the wonderful experience. At the same time, Tourists refuse travel technology products due to the fear of technology.

Mick and Fournier (1998) describe it as a "technical paradox" based on the emotional reaction of the individual ". In the past decades, many studies have tried to understand the factors that affect individuals' acceptance of technology. Technology acceptance model is the most extensive theory studying individuals' acceptance and use of technology among many theoretical models (Davis, 1989). However, most of the studies focus on the perception of technology, the role of emotions in the process of technology acceptance and use are rarely studied (Lin, Shih & Sher, 2007).

Based on this, this paper constructs theoretical model of "perception, emotion, attitude and intention " with the integration of Technology Acceptance Model and theory of PAD , in order to study tourists' usage attitude and intention to Mobile Augmented Reality (MAR) from the perspective of perceived usefulness, perceived ease of use, pleasure, arousal and dominance respectively.

This paper selects the world cultural heritage site-the Palace Museum of Beijing as a case and survey tourists, tests hypotheses and conceptual model with structural equation model. The results of the study show: (1) technology perceived usefulness and perceived ease of use have positive effects on MAR usage attitude and intention; (2) tourists emotions have a significant effects on MAR usage attitude, specifically, pleasure, arousal and dominance emotions have a positive effect on tourists usage attitude toward technology; (3) MAR usage attitude have a significant effect on MAR usage intention.

The main contributions of this paper are as follows: (1) this paper integrates the technology acceptance model and PAD theory, and solves the problem that single theory is not adequate for explaining tourists' acceptance and use of new technology. In this paper, the theoretical model of "technology perception, emotion, attitude and intention " is constructed, and the influence of technology perception and emotional response on tourists' acceptance and use of new technology is comprehensively analyzed, which effectively enriches the theory of individual technology acceptance and use, and it is a beneficial attempt in the field of tourism research. (2) Nowadays, Chinese government is promoting the reform of supply-side vigorously, one of basic requirements is to transform the industry by means of science and technology. Mobile augmented reality applications in the tourism has contributed to developing science and technology tourism products and creating personalized experience for tourists. Undoubtedly, focusing on the tourists attitude and intention to information technology will benefit scenic spot to develop tourism products, and ensure the effective

supply of tourism products, which will also be a highlight of China's reform of supply-side in tourism.

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# A Study on the Impact of Tourism Destination Brand Credit on Tourists' Purchase Intentions

**Hang Zhou**

Beijing International Studies University, PR China

In order to cultivate competitive power and display the personality in the fierce competition of tourism market, branding has become an important trend of the development of tourism destination. However, without taking credit into account, the explosive growth of brand causes the credit crisis. Credit is a reliable, useful, motivational signal. The higher the credit is, the stronger the signal can affect tourists' purchase intention. Brand credit construction should be concerned. Based on Signal theory and contract theory, the concept of tourism destination brand and credit dimensions are bring forward and study the impact of tourism destination brand honesty, reliability and safety degree on tourists' purchase intention. Through questionnaire survey, using the Spss statistics software to process and analyze the data, constructing a structural equation model, the results show that honesty, reliability and safety have significant positive influence to tourists' purchase intention. Moreover, the reliability has more significant effect. Based on this, provide some reference to improve tourist destination brand credit.

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## The local gaze in university among students over outsiders—a case study interview in Zhejiang University

**Tian Zhuowei**

Zhejiang University School of Management, Hangzhou, PR China

Leisure is one of the most important basic needs for human beings, under the circumstances that Chinese are facing, which is the imbalance between leisure demands and public garden, numerous universities become ideal destination for surrounding residents to relax their mind. Contradictions had followed the surge in the reception number of each campus; host-guest conflict emerged among students and urban dwellers. In order to critically understand the causes of those conflicts, this article draws on Urry's conception of the "tourist gaze", to look at, and make meaning out of the relationship between students and urban dwellers in a socially and culturally organized way.

John Urry argued that tourists chose to focus on their cultural differences with natives rather than universality, and the gaze is constructed prior to the trip, revealed power inequality between tourists and toured.

Scholars followed his work and proposed notions like the "host gaze" or "local gaze" or "reverse gaze", which suggest that natives are gazing back at the tourists at the same time, besides they have gained positive role in this host-guest relationship by their gaze. The attitudes and opinions of local residents to the tourism industry can be highly affected by the economic gain or the degree of dependence on tourism. Nevertheless, these concepts failed to explain these contradictions perfectly under the context of university, due to the absence of financial stake between students and urban dwellers, besides there is little cultural difference exist in those two groups. Students may not exercise power and resistance through urban dweller's gaze; they won't gaze on economic income as well. Then what do they see? How do they see? What can they not see? Why do they gaze on such things?

Dealing with the "how" and "why" of social phenomena, the case study method was a good approach to describe, explain, and validate the concept of the gaze. Dislike or wearing that many students have toward urban dwellers could have poses a challenge to charge with the task of objectively fill in the questionnaire, interview may be the ideal way to exhibit and interpreting their gaze. Therefore, this study approached these questions by doing a qualitative case study in Zhejiang University, and analyzing the local gaze among students through interviewing.

Despite the "reverse gaze" that students may have over urban dwellers, the conception "gaze" will place them in a situation where emphasize the authority of one party against another, which is unfavorable for the development of harmonious cultural relations between the host and guests. The equal, fair and mutually-respectful relationship should be based on their "dialogue". Hopefully, this research could lead to more in-depth, more comprehensive local research of "tourist gaze" by exploring the gaze of college students in Zhejiang University, and eventually arousing the hosts' cultural awareness and building new type cultural relations between the hosts and guests.

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**Business School**

University of Greenwich  
Old Royal Naval College  
Park Row  
London SE10 9LS United  
Kingdom

Website: [gre.ac.uk/business](http://gre.ac.uk/business)

**Dr. Samantha Chaperon**

Chair of the Scientific Committee for  
6th Biennial Conference of the International  
Tourism Studies Association

[S.A.Chaperon@Greenwich.ac.uk](mailto:S.A.Chaperon@Greenwich.ac.uk)

0208 331 8205

**Dr. Nicola Macleod**

Director Tourism Research Centre  
Business Faculty  
University of Greenwich

[N.E.Macleod@Greenwich.ac.uk](mailto:N.E.Macleod@Greenwich.ac.uk)

0208 331 9316

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