

Chapter 5

Conclusions, Discussion, and Recommendations

Conclusion

The research of “factors affecting Chinese tourists’ decision to travel abroad after the change of policies” aims to examine travelling abroad behavior of Chinese tourists and examine factors affecting Chinese tourists’ decision to travel aboard. The purposes of this chapter are to draw conclusions and discussions and make recommendations based on the research findings. This research is quantitative research by collecting data from the sample group, Chinese tourists decision to travel abroad after the change of policies. A total of sample group is 400 people using questionnaires to collect data. The researcher used the analysis data to summarize and discuss the results in order to answer the prescribed research objectives include suggestions offered from the research and recommendations for the next research as following;

Summary of Research Result

The presentation of the research results has been divided into three parts as per following;

1. General information of the respondents

The findings of the research study about socio-economic Characteristics of Sample Chinese Tourists information. A study conducted on a sample of 400 Chinese tourists revealed that most of the sample 97.5% of the total were between 25 and 44 years old, while 1.5 percent were between 18 and 24 years old. The survey further indicated that a significant majority of the sample, specifically 51.3% of the

respondents were male, while 47.5 percent were female and 1.25 percent were LGBTQ+. Most tourists, 90.7% of the total, resided in the cities of Beijing, Shanghai, Guangzhou, and Shenzhen.

On average, most of the sample, specifically 90%, exhibited an average salary ranging from 10,001 to 20,000 Yuan. Most of the sample, specifically 53.7%, were found to be unmarried individuals who had obtained a bachelor's degree. Furthermore, most of the sample 53.5% of the respondents were single, while 23.5 percent were married with no children. The distribution of occupation among Chinese visitors revealed that 30.75% were engaged in freelance work, 30.5% were employed by the government. Following the outbreak of the emergency pandemic, a significant majority of the sample, specifically 95.75%, indicated a reduction in their income ranging from 31% to 50%, while 95.75%, indicated a reduction in their income ranging less than 10%.

2. Travelling abroad behavior of Chinese tourists

Before the outbreak, most Chinese tourists traveled abroad 3-4 times a year, accounting for 93.1% of the total, but after the emergency pandemic, outbound travel by Chinese tourists has decreased significantly. After the outbreak of the epidemic, 94.3% of Chinese tourists only travel abroad once or twice a year. After the Covid-19 pandemic, a study found that the vast majority (59.75%) of consumers tend to be conservative in their consumption attitudes toward travel. In addition, a survey on the behavior characteristics of Chinese tourists shows that the vast majority (93.6%) travel exclusively on public holidays.

Among the Chinese surveyed, a large proportion (38.9%) reported traveling with family members, the vast majority (53.60%) specifically traveled with a group, and the vast majority of travelers (83.8%) relied on social media platforms as the main source of travel-related information.

Chinese tourists most often choose to visit capital cities in other countries, accounting for about 22.33% of the preferred locations.

Asia was the main choice for Chinese tourists, with 62.71% choosing this location. The investigation of the behavior characteristics of Chinese tourists shows

that Thailand is the first choice of the vast majority of Chinese tourists, accounting for as high as 73.65%. The vast majority (53.60%) of trips abroad were specifically for leisure travel, and the study found that after the COVID-19 pandemic, the average length of each trip abroad examined was 3-5 days, accounting for 66.58% of the total, or 6-9 days, accounting for 27.79% of the total. The total time was 10-12 days, accounting for 5.63% of the total number of groups.

3. Analysis results of factors affecting Chinese tourists' decision to travel abroad has been divided into seven parts as per following;

3.1 Government Policies factor affecting Chinese tourists' decision to travel abroad

Chinese visitors perceive government policies that have an impact on their time abroad. The predominant determinant of international travel choices was mostly based on chance factors connected to transit and internal defense against returning tourists (mean value = 4.09), closely followed by the strict limitation of outbound travel due to applicable visa restrictions (mean value = 4.02). The outbound tourism company is effectively regulated by implementing measures to restrict the passenger load factor, which received a mean value of 3.97. Conversely, the prevention and control requirements for customs service personnel ranked worst with a mean value of 3.94.

3.2 Chances events factor affecting Chinese tourists' decision to travel abroad

Chinese tourists recognize that chance events exercise the influence on their decision to take on international travel. The attitude of local tourism service workers towards Chinese tourists received a rating of mean value of 3.85, while the attitudes of ordinary local citizens towards Chinese tourists were rated at mean value

of 3.70. The inquiry pertains to the availability of Chinese language services offered by local tourism service organizations at mean value of 3.62.

3.3 Factors conditions factor affecting Chinese tourists' decision to travel abroad

The analysis revealed that Chinese tourists recognized the main reason for their decision to travel abroad as the excellent tourism experience and satisfaction provided by China's estates. Additionally, the high level of community participation in tourism activities and the resulting benefits received by the tourists were also considered significant factors, with a rating of mean value of 3.95. Following closely behind, the facilitation of tourism experiences and related activities by China's estates received a rating of mean value of 3.85. China's real estate sector and tourism industry are actively supporting the constant demonstrations, with a rating of mean value of 3.83.

3.4 Demand conditions factor affecting Chinese tourists' decision to travel abroad

Given the fact that the emergency pandemic is over, it is hypothesized that there will be a notable rise in the demand for outbound tourism (mean value of 4.35). Tourists, regardless of their nationality, have a preference for engaging in outward tourism and seeking unique experiences (mean value of 4.29). Additionally, outbound tourists predominantly prioritize the acquisition of authentic experiences through their participation in various tourism activities (mean value of 4.29).

3.5 Related industries factor affecting Chinese tourists' decision to travel abroad

Chinese tourists reveal that the main factor influencing their decision to travel abroad is the improved service level in transportation infrastructure of the destination (mean value of 4.3). This is closely followed by the improved service

level in tourism amenities (mean value of 4.2), tourism environment (mean value of 4.17), and accommodation infrastructure (mean value of 4.15).

3.6 Corporate strategy factor affecting Chinese tourists' decision to travel abroad

Chinese tourists recognized a variety of tourism promotion activities (mean value of 4.36) as the primary corporate strategy factor influencing their decision to travel abroad. This was closely followed by the availability of rich, novel, and interesting tourism activities (mean value of 4.24). Additionally, the presence of many tourist service agencies to choose from (mean value of 4.03) and the availability of diverse tourist service options (mean value of 3.95) were also considered influential factors.

3.7 Regression analysis of Chinese tourists' decision to travel abroad after the change of policies

The variables that exhibit a statistically significant and positive effect on the decision of Chinese tourists to travel abroad include Chance events, related industries, and corporate strategies, with a confidence level of 95%. Conversely, chance events have a negative influence on this decision, also with a confidence level of 95%. There is a lack of evidence to suggest that government policies, factor conditions, and demand conditions have a substantial influence on decisions to travel abroad.

Discussion

The results of this research could be summarized and discussed as follows; Based on the available evidence, after the COVID-19 pandemic, Chinese tourists significantly reduced their overseas travel. After the pandemic, most of the Chinese tourists 94.3% traveled abroad only 1-2 times per year and 5.7 percent were travel

abroad only 3-4 times per year. In addition, examination of the behavioral characteristics of Chinese tourists revealed that a significant majority (93.6%) specifically traveled abroad during public holidays, while 5.46 percent were traveled abroad during summer vacation and 0.9 percent were traveled abroad during weekends. This is similar to the result of Khaosaard (2020) Chinese people's desire to travel to abroad after COVID-19 continues to increase.

1. Hypothesis 1: Government Policies factor affecting Chinese tourists' decision to travel abroad;

Based on the available evidence, it can be concluded that there exists at least one independent variable that can serve as a predictor for the dependent variable. Government policies significantly do not affect Chinese tourists' decision to travel abroad, as supported by the p-value of 0.538. The finding from the previous research also supports the current research finding where between government policies are not one of the variables that are important in creating the travel abroad intention of Chinese tourists (Liu, 2021). China government policies cannot enhance or hinder the competitiveness of any industry with diverse roles within the system. Hence, it can be seen that the change policy of Chinese government about after COVID-19 has not had a significant impact on the outbound tourism decisions of Chinese tourists. Within the face of "New Normal", almost all of the policies regulations should be again re-addressed, and novel regulations would be imposed on local industrial development, protecting the infant industries, venture creation and destination image building. This is similar to the result of Khaosaard (2020, pp. 270-278) Chinese people's desire to travel to Thailand after COVID-19 continues to increase.

2. Hypothesis 2: Chance events factor affecting Chinese tourists' decision to travel abroad;

Based on the available evidence, it can be concluded that there exists at least one independent variable that can serve as a predictor for the dependent variable. Chance events significantly affect Chinese tourists' decision to travel abroad, as supported by the p-value of 0.02. The finding from the previous research also supports the current research finding where affective image reflects the tourist's feelings about the destination (Chen et al., 2016, pp. 1-10). This feeling conveys the destination's affective image, the relevant local tourism service agencies have Chinese services and positive attitudes of ordinary local residents towards Chinese tourists through words with emotional content such as excitement, pleasure, and relaxation (Stylos et al., 2016, pp. 40-60).

3. Hypothesis 3: Factor conditions factor affecting Chinese tourists' decision to travel abroad;

Based on the available evidence, it can be concluded that there exists at least one independent variable that can serve as a predictor for the dependent variable. Factor conditions significantly do not affect Chinese tourists' decision to travel abroad, as supported by the p-value of 0.101. Unfortunately, the result from this finding shows that Chinese tourists have some negative comments tourism experience and related activities to the tourists (Fernando, 2021, pp. 1-30). This is similar to the result of Khaosaard (2020, pp. 270-278) Chinese tourists have some negative comments tourism staff are supporting on the demonstrations provided for the tourists. This is still a challenge faced by governments, local government authorities, and various other public and private organizations.

4. Hypothesis 4: Demand conditions factor affecting Chinese tourists' decision to travel abroad;

Based on the available evidence, it can be concluded that there exists at least one independent variable that can serve as a predictor for the dependent variable. Demand conditions significantly do not affect Chinese tourists' decision to travel abroad, as supported by the p-value of 0.056. The findings of previous research also support the current research finding that demand factor conditions are not one of the important variables that affect Chinese tourists' willingness to travel abroad (Liu, 2021, pp. 56-60). According to Lu, J. (2023, pp. 242-248), the existence of large growth segments creates favorable demand conditions within a country, while niche segments also have their own value creation. Due to the COVID-19 pandemic is over, the favorable demand for the outbound tourism will also increase.

5. Hypothesis 5: Related industries factor affecting Chinese tourists' decision to travel abroad;

Based on the available evidence, it can be concluded that there exists at least one independent variable that can serve as a dependent variable. Related industries significantly affect Chinese tourists' decision to travel abroad, as supported by the p-value of 0.000. The finding from the previous research also supports the current research finding the structure of the firms, interconnecting service level strategies, and rivalry focus on attitudes of the local governments, tourism policymakers and entrepreneurial predilection (Lin & Juan, 2010, pp. 1257-1270) will way forward the industry. Some scholars stressed (Fernando, 2021, pp. 1-30) the tourism leakages within the service experience value delivery network are substantially high in most of the developing tourism countries.

6. Hypothesis 6: Corporate strategies factor affecting Chinese tourists' decision to travel abroad;

Based on the available evidence, it can be concluded that there exists at least one independent variable that can serve as a predictor for the dependent variable. Corporate strategies significantly affect Chinese tourists' decision to travel abroad, as supported by the p-value of 0.000. The finding from the previous research also supports the current research finding where between corporate Strategy are one of the variables that are important in creating the travel aboard intention of Chinese tourists (Tirumalaisamy et al. 2023, pp. 1446-1457). The reason behind this contradictory result is this facet of the Diamond model is focused on the structure of the industries, strategy on the various firms with their interconnectivity and rivalry. This further emphasized by different scholars, whereas the existence of rich local activities and natural resource endowments no longer makes it more "competitive" whereas the "competitive strategy" might do (Fernando, 2015, p. 178).

Research Result Recommendations

As Public health emergency of international concern spreads across the world, many countries are instituting short-term travel restrictions to control the outbreak. When Public health was at its peak, Chinese citizens were essentially forced to protect themselves against emergency by staying close to home. As the occurrence of the Public health has brought a heavy blow to the outbound tourism industry. The main purposes of this study are to examine the factors that influence Chinese tourists' outbound travel intentions and identify destinations of Chinese tourists after policy changes. In order to further develop the Chinese tourist market and attract more Chinese tourists first choice visit, this study puts forward the 4 parts following suggestions and suggestions from the perspective of the government, tourism authorities, tourism providers, and marketers as follows.

1. This research study provides some suggestions for destination government. Some emergency preventative measures should be implemented at the destination and all measures should be clearly communicated to Chinese tourists to ensure the sense of safety. The destination government ought to have prepared measures in case a visitor gets positive of emergency tests while traveling. Within this notion, the Public health. Pandemic considered as an external environmental shock whereas affecting highly for the world economy by destructing human mobilizations, social functions and entertainment, leisure and pleasure of the society, and foreign income earnings. Further, the obstacles might be worse due to the vulnerability of the sector and the dependency of most of the developing economies around the tourism industry.

2. The destination authorities should improve the talent incentive mechanism, deepen the reform of the income distribution system, use innovation ability and management performance as important ways to measure work performance, and give financial and technical support for talent training. In addition, government should also create to the strategy to encourage foreign trade, set up a diversified investment and financing system, expand the culture industry development funds by increasing the government's financial investment, encourage and support private and foreign capital to enter the cultural market, and build a bank-enterprise financing platform for the cultural industry through concession loans and other preferential policies.

3. This research study provides some suggestions for key stakeholders and hospitality tourism related industries. Hotels should offer a hygienic environment that is safe and secure as well as high-quality services. The management of crowds at tourist destinations should. be reasonable, and information should be promptly updated online to allow visitors to modify their travel plans in response to the real situation.

4. Destination to effectively reduce Chinese tourists' perception of the emergency risk, local governments should strengthen tourism-related public health safety management and establish a mechanism for the prevention and control for post-pandemic normalization. Tourism managers should make full use of social

media to publicize the safety and quality of the local tourism environment. When communicating with tourists, tourism operators should consistently inform them of health and safety measures taken by the government and tourism sector as a whole, in addition to the effectiveness of local medical and health systems in responding to the spread of infectious diseases in an updated and transparent manner.

Recommendations for the Following Research

1. Due to the limited number of questionnaires and the collection of convenience sampling, the results could not cover all Chinese tourists in other destinations. For many Chinese tourists, using only 400 questionnaires as a research sample is not comprehensive enough.

2. This study only focused on Chinese tourists. In the future, the object of research can be expanded to more countries or regions to explore the differences in the impact of tourists from different countries on the effect of their perception of the pandemic on their outbound travel intentions.

3. The questionnaire collection and research were conducted in a relatively short period, whereas the international pandemic situation remained severe. As time passes, and as the alert level decreases, the effect of tourists' perception of the pandemic on their post-pandemic outbound travel intentions may change. Therefore, future studies can consider collecting multiple sets of data covering a longer time period for longitudinal comparative analysis.

4. Add more about positive future research about tourism.