

Appendix

Appendix A

Questionnaire

Research Questionnaire on Factors Affecting Chinese Tourists' Decision to Travel Abroad After the Change of Policies

The researcher would highly appreciate for your valued time in completing this questionnaire and all responses will be treated confidentially and purely used for research purposes. There will be no risk anticipated for participating in the survey. Your response will remain anonymous and completely confidential, and your participation in this study is strictly voluntary.

Please tick ✓ in the selected place according to your actual situation. The aim of this research is to propose Factors Affecting Chinese Tourists' Decision to Travel Abroad After the Change Policies.

Section 1: Demographic Information

1. Your age

1. Under 18 years old 2. 18-24 years old 3. 25-44 years old

4. 45-60 years old

5. Over 60 years old

2. Your gender

1. Male

2. Female

3. LGBTQ

3. Your area of residence

1. Beijing, Shanghai, Guangzhou and Shenzhen

2. Provincial capital cities

3. Other local cities

4. Counties, towns, townships and subordinate administrative units

4. Your monthly income

1. Less than or equal to 2,000 yuan 2. 2,001-5,000 yuan
3. 5,001-10,000 yuan
4. 10,001-20,000 yuan 5. More than 20,000 yuan

5. Your current marital status

1. Single 2. Married with no childre 3. Married with children
4. Divorced with no children 5. Divorced with children

6. Education

1. High school or below 2. Junior college 3. Bachelor's degree
4. Master's degree or above

7. Your career

1. Private enterprise 2. State-owned enterprise 3. Civil service
enterprise
4. Foreign companies 5. Freelance
5. Educators or scientific researcher
6. Students 7. Retirees

8. Your income change after Covid-19 pandemic

1. Less than 10% 2. 10% - 30% 3. 31% - 50%
4. 51% - 70% 5. 71% - 100% 6. More than 100%

Section 2: Travelling abroad behavior of Chinese tourists

1. How often do you travel abroad before Covid-19 pandemic

1. 1-2 times / year 2. 3-4 times / year
3. 5-6 times / year 4. over 7 times / year

2. How often do you travel abroad after Covid-19 pandemic

1. 1-2 times / year 2. 3-4 times / year

3. 5-6 times / year
4. over 7 times / year
3. Holidays period have changed after Covid-19 pandemic, how do you plan for travelling?
1. Cut back 2. Constant 3. Increase
4. Consumer consumption about travelling attitude after Covid-19 pandemic
1. More conservative 2. No change 3. Revenge consumption
5. When do you usually travel abroad?
1. Holidays such as National Day 2. Weekends
3. Winter and summer vacations 4. Working days 5. Other _____
6. Who do you usually travel with?
1. Parents 2. Alone
3. Friends 4. Boyfriend or girlfriend
5. Classmates or colleagues
7. What is your usual way of traveling?
1. Semi-independent travel 2. Travel with a group
3. Backpacker, completely independent travel
8. How much do you spend on traveling each time?
1. 2000-5000 yuan 2. 5001-10000 yuan 3. 10001-20000 yuan
4. More than 20000 yuan
9. Before deciding to travel, which channel influences your decision?
1. Friend recommendation 2. Online social media (Weibo/WeChat)
3. Travel agency 4. Newspapers, radio and other media
5. Online travel websites (Ctrip/Meituan/Tuniu) 6. Other _____
10. Your favorite travel destination type:
1. Natural scenery 2. Historical monuments
3. Religious holy places 4. Downtown commercial districts
5. Urban landscape 6. Customs and customs

7. Expeditions and expeditions 8. Medical tourism
9. Sports tourism 10. Leisure tourism (resorts)

11. How long do you usually travel?

1. 3-5 days 2. 7-9 days
3. 10-12 days 4. 12 days to one month 5. More than one month

12. Where have you been?

1. Europe 2. Oceania 3. Asia 4. Africa 5. North America
6. South America 7. Antarctica 8.

Other _____

13. Please specific destination that you have been from 12.

1. Maldives 2. Japan 3. Hawaii 4. Dubai 5. France
6. Hongkong 7. Italy 8. Thailand 9. Other _____

14. What is the purpose of your trip ? (choose more than one)

1. Recreation travel, relaxation 2. Work
3. Visiting relatives and friends 4. Shopping
5. Medical tourism 6. Learning
7. Experience characteristic sports 8. Short stay, experience different customs
9. Others.....

15. How long do you usually travel abroad ?

1. 3-5 days 2. 6-9 days 3. 10-12 days
4. 12 days - one month 5. More than one month

Section 3: Factors affecting Chinese tourists' decision to travel abroad

Please consider according to your own choice of outbound travel destinations, and tick "✓" according to the degree of agreement (5 = Strongly agree, 4 = Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree)

DETERMINING FACTORS	Levels of agreement				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1. Government policies					
1.Prevention and control requirements of the of customs service personnel					
2.Strictly limit the outbound of relevant visa policies					
3.Strictly limit of policies related to transit and travel to internal defense against rebound tourist					
4.Strictly limit the outbound tourism business by controlling the passenger load factor					

2. Chance events					
5.The attitude of local tourism service personnel towards Chinese tourists					
6.Attitudes of ordinary local residents towards Chinese tourists					
7.Whether the relevant local tourism service agencies have Chinese services					
3. Factor condition					
8.China estates provides a marvelous tourism experience and satisfaction to the tourists					
9.China estates and tourism staff are supporting on the demonstrations provided for the tourists					
10.China estates are facilitating tourism experience and related activities to the tourists					
11.China community participation to tourism activities and benefits for them is high					
4. Demand condition					
12.Due to the COVID-19 pandemic is over, I think the favorable demand for the outbound tourism will also increase					
13.Tourists, both foreign and domestic, prefer to outbound tourism and new					

experiences					
14. Outbound tourists mostly prefer to get authentic experiences from tourism activities					
5. Related industries					
15. Destination has improved service level in transportation infrastructure					
16. Destination has improved service level in accommodation infrastructure					
17. Destination has improved service level in tourism environment					
18. Destination has improved service level in tourism amenities					
6. Corporate Strategy					
19. A variety of tourism promotion activities					
20. Rich, novelty and interesting tourism activities					
21. There is a lot of new local activities for tourism products					
22. There are many tourist service agencies to choose from					

Section 4 : Decision to travel aboard of Chinese tourists

Please consider according to your own choice of outbound travel destinations, and tick "v" according to the degree of agreement (5 = Strongly agree, 4 = Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree)

Decision to travel aboard	GRADING OF WEIGHT				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1.I want to travel abroad after the epidemic					
2.I intend to travel abroad after the epidemic					
3.I will certainly invest time and money to travel abroad after the epidemic					
4.I have enough money to travel abroad when the epidemic is over					

Appendix B

The Result of Item Objective Congruence (IOC) Testing

The Result of Item Objective Congruence (IOC) Testing

For this research questionnaire the validity test should have the average score of each item with consistency value ($IOC \geq 0.50$). The validity of the questionnaire was as shown below.

Items	Question/Statement	Item-Objective Congruence (IOC) Score			Total Score	Average Score	Result
		Expert1	Expert2	Expert3			
1	Prevention and control requirements of the of customs service personnel	0	+1	+1	2	0.67	Accept
2	Strictly limit the outbound of relevant visa policies	+1	+1	+1	3	1	Accept
3	Strictly limit of policies related to transit and travel to internal defense against rebound tourist	+1	+1	0	2	0.67	Accept
4	Strictly limit the outbound tourism business by controlling the passenger load factor	+1	+1	+1	3	1	Accept
5	The attitude of local tourism service personnel towards Chinese tourists	0	+1	+1	2	0.67	Accept
6	Attitudes of ordinary local residents towards Chinese tourists	0	+1	+1	2	0.67	Accept
7	Whether there is a direct transportation with China	+1	+1	-1	1	0.33	Reject
8	Whether the relevant local	+1	+1	+1	3	1	Accept

Items	Question/Statement	Item-Objective Congruence (IOC) Score			Total Score	Average Score	Result
		Expert1	Expert2	Expert3			
			tourism service agencies have Chinese services				
9	China estates provides a marvelous tourism experience and satisfaction to the tourists	+1	+1	+1	3	1	Accept
10	China estates and tourism staff are supporting on the demonstrations provided for the tourists	+1	+1	+1	3	1	Accept
11	China estates are facilitating tourism experience and related activities to the tourists	+1	+1	+1	3	1	Accept
12	China community participation to tourism activities and benefits for them is high	+1	+1	+1	3	1	Accept
13	Due to the COVID-19 pandemic is over, I think the favorable demand for the outbound tourism will also increase	+1	0	+1	1	0.67	Reject
14	Tourists, both foreign and domestic, prefer to outbound tourism and new experiences	+1	0	+1	1	0.67	Reject
15	Outbound tourists mostly	+1	+1	+1	3	1	Accept

Items	Question/Statement	Item-Objective Congruence (IOC) Score			Total Score	Average Score	Result
		Expert1	Expert2	Expert3			
	prefer to get authentic experiences from tourism activities						
16	I think due to the COVID-19-pandemic, the demand for outbound tourism activities will increase	0	+1	-1	0	0	Reject
17	Destination has improved service level in transportation infrastructure	+1	+1	+1	3	1	Accept
18	Destination has improved service level in accommodation infrastructure	+1	+1	+1	3	1	Accept
19	Destination has improved service level in tourism environment	+1	+1	+1	3	1	Accept
20	Destination has improved service level in tourism amenities	+1	+1	+1	3	1	Accept
21	A variety of tourism promotion activities	+1	+1	+1	3	1	Accept
22	Rich, novelty and interesting tourism activities	0	+1	+1	2	0.67	Accept
23	There is a lot of new local activities for tourism products	+1	+1	+1	3	1	Accept
24	There are many tourist	0	+1	+1	2	0.67	Accept

Items	Question/Statement	Item-Objective Congruence (IOC) Score			Total Score	Average Score	Result
		Expert1	Expert2	Expert3			
			service agencies to choose from				
25	I want to travel abroad after the epidemic	0	+1	+1	2	0.67	Accept
26	I intend to travel abroad after the epidemic	0	+1	+1	2	0.67	Accept
27	I am planning to travel abroad after the epidemic	0	0	+1	1	0.33	Reject
28	I will make an effort to travel abroad after the epidemic	0	0	+1	1	0.33	Reject
29	I will certainly invest time and money to travel abroad after the epidemic	+1	0	+1	2	0.67	Accept
30	I have enough time to travel abroad when the epidemic is over	+1	+1	+1	3	1	Reject
31	I have enough money to travel abroad when the epidemic is over	0	0	+1	1	0.33	Reject
32	I am confident that if I want, I can travel abroad when the epidemic is over	+1	0	0	1	0.33	Reject
33	I feel there is nothing that prevents me from traveling abroad when the epidemic is over if I want to	0	0	+1	1	0.33	Reject

Appendix C

Reliability Test

Reliability Test

The reliability test for the questionnaire involved conducting a trial with a sample group consisting of 30 people, from which the findings were gathered. The assessment of the questionnaire's reliability was conducted by the utilization of Cronbach's Alpha technique. The alpha coefficients for each factor were obtained as follows: The alpha coefficients for the various factors in this study were as follows: government policies (0.869), chance events (0.8), factor conditions (0.853), demand conditions (0.882), related industries (0.854), and corporate strategies (0.845). The results demonstrate that the research instrument possesses both reliability and suitability, providing it a useful tool for the purpose of data collecting. The findings are shown in the following table.

Variables	Cronbach's Alpha
Government policies	0.869
Chance events	0.800
Factor conditions	0.853
Demand conditions	0.882
Related industries	0.854
Corporate Strategies	0.845
Decision Travel	0.867

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.811	22

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
gov1	86.03	55.413	.422	.801
gov2	85.90	53.403	.533	.795
gov3	85.87	53.361	.496	.797
gov4	85.97	54.723	.422	.801
chance1	85.97	50.240	.701	.783
chance2	86.13	52.395	.590	.791
chance3	86.30	53.183	.522	.795
factor1	85.90	53.886	.523	.796
factor2	86.03	47.068	.756	.776
factor3	85.90	49.472	.703	.782
factor4	85.97	50.447	.656	.786
demand1	85.60	58.731	.206	.811
demand2	85.70	61.321	-.100	.821
demand3	85.50	59.983	.039	.817
relateind1	85.63	61.206	-.088	.820
relateind2	85.80	61.200	-.089	.819
relateind3	85.57	57.978	.291	.808
relateind4	85.80	60.855	-.048	.819
corp1	85.53	58.464	.229	.810
corp2	85.73	59.651	.094	.814
corp3	85.93	59.582	.031	.822
corp4	85.83	56.213	.324	.806
deci1	85.90	53.403	.533	.795

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
gov1	86.03	55.413	.422	.801
gov2	85.90	53.403	.533	.795
gov3	85.87	53.361	.496	.797
gov4	85.97	54.723	.422	.801
chance1	85.97	50.240	.701	.783
chance2	86.13	52.395	.590	.791
chance3	86.30	53.183	.522	.795
factor1	85.90	53.886	.523	.796
factor2	86.03	47.068	.756	.776
factor3	85.90	49.472	.703	.782
factor4	85.97	50.447	.656	.786
demand1	85.60	58.731	.206	.811
demand2	85.70	61.321	-.100	.821
demand3	85.50	59.983	.039	.817
relateind1	85.63	61.206	-.088	.820
relateind2	85.80	61.200	-.089	.819
relateind3	85.57	57.978	.291	.808
relateind4	85.80	60.855	-.048	.819
corp1	85.53	58.464	.229	.810
corp2	85.73	59.651	.094	.814
corp3	85.93	59.582	.031	.822
deci2	85.87	53.361	.496	.797
deci3	85.97	54.723	.422	.801
deci4	85.90	53.403	.533	.795

Appendix D

Letter for Expert to Validate Research Instruments

Letter for Expert to Validate Research Instruments



No. 0642.09 (4)/120

Graduate Study Program
Dhonburi Rajabhat University
172 Itsaraphap Rd., Thonburi
Bangkok 10600

August 8, 2023

Subject: Invitation Letter for Expert to Validate Research Instruments

Dear Miss Pornladda Dathratwibul

Mrs. Ma Yuhui, a graduate student in MBA (Master in Business Administration Program) of Dhonburi Rajabhat University, is currently working on her independent study entitled "Factors Affecting Chinese Tourists' Decision to Travel Abroad After the Change of Policies", having Dr. Lalita Puangmahia as his principal advisor.

In lieu with this, the Graduate Study Program would like to request your expertise to validate the research tools used. Details will be informed by the researcher onwards.

We hopefully could have your assistance on this matter as to further academic benefits and would hereby like to express our thanks to you.

Best regards,

Sirikun Buakeaw

(Lect. Sirikun Buakeaw)

Director of Graduate Study Program

Graduate Study Program
Tel. 0-2890-1801 ext. 5
E-mail: graduate@dru.ac.th
Website: <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

Pornladda

(Miss Pornladda Dathratwibul)

Date 12/18/23

*Remark: This letter would be faked for reference use with the absence of expert's signature.



No. 0642.09 (4)/121

Graduate Study Program
Dhonburi Rajabhat University
172 Itsaraphap Rd., Thonburi
Bangkok 10600

August 8, 2023

Subject Invitation Letter for Expert to Validate Research Instruments

Dear Dr. Tanyaporn Sridokmai

Mrs. Ma Yuhui, a graduate student in MBA (Master in Business Administration Program) of Dhonburi Rajabhat University, is currently working on her independent study entitled "Factors Affecting Chinese Tourists' Decision to Travel Abroad After the Change of Policies", having Dr. Lalita Puangmaha as his principal advisor.

In lieu with this, the Graduate Study Program would like to request your expertise to validate the research tools used. Details will be informed by the researcher onwards.

We hopefully could have your assistance on this matter to further academic benefits and would hereby like to express our thanks to you.

Best regards,

Sirikun Buakeaw

(Lect. Sirikun Buakeaw)

Director of Graduate Study Program

Graduate Study Program
Tel. 0-2890-1801 ext. 5
E-mail graduate@dru.ac.th
Website <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

Tanyaporn Sridokmai
(Dr. Tanyaporn Sridokmai)

Date 12 August 2023

*Remark: This letter would be failed for reference use with the absence of expert's signature.



No. 0642.09 (4)/122

Graduate Study Program
Dhonburi Rajabhat University
172 Itsamphap Rd., Thonburi
Bangkok 10600

August 8, 2023

Subject: Invitation Letter for Expert to Validate Research Instruments

Dear Lect. Pathompong Bumrerb

Mrs. Ma Yuhui, a graduate student in MBA (Master in Business Administration Program) of Dhonburi Rajabhat University, is currently working on her independent study entitled "Factors Affecting Chinese Tourists' Decision to Travel Abroad After the Change of Policies", having Dr. Lalita Puangmaha as his principal advisor.

In lieu with this, the Graduate Study Program would like to request your expertise to validate the research tools used. Details will be informed by the researcher onwards.

We hopefully could have your assistance on this matter as to further academic benefits and would hereby like to express our thanks to you.

Best regards,

Sirkun Buakeaw

(Lect. Sirkun Buakeaw)
Director of Graduate Study Program

Graduate Study Program
Tel. 0-2890-1801 ext. 5
E-mail: graduate@dru.ac.th
Website: <https://grad.dru.ac.th>

I hereby approve the research instrument validity.


Vo - nbf

(Lect. Pathompong Bumrerb)

Date: *12 Aug 2023*

*Remark: This letter would be failed for reference use with the absence of expert's signature.

Certificate of Exemption from Human Research Ethics Review


คณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยราชภัฏธนบุรี
172 ถนนสีสุภาพ ธนบุรี กรุงเทพมหานคร 10600 เบอร์โทรศัพท์ 02-890-0001
Dhonburi Rajabhat University Institutional Review Board
172 Itsaraparb Rd., Thonburi, Bangkok 10600 Tel No. 662 890 0001

เอกสารรับรองการพิจารณาโครงการวิจัยจริยธรรมวิจัยในมนุษย์แบบยกเว้น
Certificate of Exemption from Human Research Ethics Review

หมายเลขการรับรอง (COE NO.) 048/2566
หมายเลขคณะกรรมการจริยธรรมการวิจัยในมนุษย์ (IRB NO.) DRUIRB-GOV-66-00015

ชื่อโครงการ (Research title) :
(ภาษาไทย) -
(English) Factors Affecting Chinese Tourists' Decision to Travel Abroad After the Change of Policies

เลขที่โครงการวิจัย (Research number) : 053/2566

ผู้วิจัยหลัก (Principal investigator) : (ภาษาไทย) -
(English) Mrs. Natchanun


หน่วยงานที่สังกัด (Institutional affiliation) : Master of Business Administration Program, Faculty of Management
Science, Dhonburi Rajabhat University

ผู้วิจัยร่วม (Co-investigators) : (ภาษาไทย) -
(English) -

หน่วยงานที่สังกัด (Institutional affiliation) : -

โครงการวิจัยนี้ ได้รับการรับรองจากคณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยราชภัฏธนบุรี
This research project is approved by Dhonburi Rajabhat University Institutional Review Board.

วันที่รับรอง (Certified date) : 11 กันยายน 2566 (September 11th, 2023)


(ดร. ผ่องศรี เวสราวิช/Dr. Phongsri Waysarach)
ประธานคณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยราชภัฏธนบุรี
Chairperson of Dhonburi Rajabhat University Institutional Review Board

หมายเหตุ : 1. ไม่ต้องรายงานความก้าวหน้า
2. ส่งรายงานการวิจัยฉบับสมบูรณ์ พร้อมแบบฟอร์มรายงานผลการวิจัย (DRU - IRB Form 14-01/20) เมื่อทำวิจัยแล้วเสร็จ

Remarks: 1. No requirement for progress report
2. When complete the research, please submit a full research report and the research report form (DRU - IRB Form 14-01/20).

Biography

Name Ma Yuhui
Day Month Year of Birth 18 03 1980
Domicile China

Academic Background

2019 Bachelor of Economics
Haikou University
2023 Master of Business Administration
Dhonburi Rajabhat University

Position and Office

2003 Beijing Youth Travel Agency, Group Department
2023 Beijing Capital Travel Agency