

Independent study title: Factors Affecting Chinese Tourists' Decision to Travel Abroad After the Change of Policies

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Abstract

The COVID-19 epidemic has seriously affected the development of global tourism. Chinese tourists' decision-making to travel abroad has been greatly affected, which has also led to a reshuffle of the tourism industry. In order to deeply understand the influencing factors of Chinese tourists' decision-making to travel abroad, The analysis is mainly divided into two parts: one is to study travelling abroad behavior of Chinese tourists; the other is to examine factors affecting Chinese tourists' decision to travel aboard. The sample of this study is 400 consumers obtained through stratified random sampling. This study is a quantitative study. Questionnaire as a research tool. The obtained data were analyzed using statistical methods, including percentage, mean, standard deviation, and multiple regression analysis.

The results of this study show: 1) Most of the sample were male, aged between 25 and 44 years old, resided in the cities of Beijing, Shanghai, Guangzhou, and Shenzhen, average salary ranging from 10,001 to 20,000 Yuan, obtained a bachelor's degree, engaged in freelance work. Following the outbreak of the emergency pandemic, a significant majority of the sample, indicated a reduction in their income ranging from 31% to 50%, 2) In terms of consumer purchasing behavior, it is found that most of them prefer to travel abroad. Each outbound trip lasts for more than 6 days. The purchase frequency is 1-2 times/month. The most traveled place is Southeast Asia, and 3) The study found that the main factors affecting Chinese tourists' outbound travel decisions: In Government policies, Factor conditions, Demand conditions Results is Accept; Chance events, Related industries, Corporate strategies Results is Reject. Through the research, we can better understand the current situation and future trends of tourism development. In the future, researchers can continue to explore the impact of the COVID-19 epidemic on the development of tourism, put forward more policy recommendations and practical significance, and contribute to the sustainable development of tourism.

Keywords: Chinese tourists, Decision-making' Outbound tourism' COVID-19 pandemic

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