

Chapter 4

Research Results

This chapter presents the findings of the research, which have been organized into two sections. The initial section presents a sample of socioeconomic information. The final section presents a regression analysis examining the factors that influence the decision to travel abroad during the COVID-19 epidemic.

Socio-economic Characteristics of Sample Chinese Tourists

This section presents the findings of the research study about socio-economic Characteristics of Sample Chinese Tourists information. A study conducted on a sample of 400 Chinese visitors revealed that in table 4.1.

Table 4.1 Socio-economic Characteristics of Sample Chinese Tourists

Socio-economic Characteristics	Quantity	Percentage
1. Age		
18-24 years old	6	1.5
25-44 years old	390	97.5
45-60 years old	4	1.0
2. Gender		
Male	206	51.5
Female	189	47.25
LGBTQ+	5	1.25

Table 4.1 Socio-economic Characteristics of Sample Chinese Tourists (Conti)

Socio-economic Characteristics	Quantity	Percentage
3. Residence		
Beijing, Shanghai, Guangzhou and Shenzhen	366	91.5
Provincial capital cities	19	4.75
Other local cities	7	1.75
Counties, towns, townships and subordinate administrative units		
4. Income		
Less than or equal to 2,000 yuan	15	3.75
2,001-5,000 yuan	4	1.0
5,001-10,000 yuan	13	3.25
10,001-20,000 yuan	366	91.5
More than 20,000 yuan	2	0.5
5. Marital Status		
Single	214	53.5
Married with no children	94	23.5
Married with children	79	19.75
Divorced with no children	11	2.75
Other	2	.5
6. Education		
High school or below	24	6.0
Junior college	84	21.0
Bachelor	232	58.0
Master's degree or above	60	15.0

Table 4.1 Socio-economic Characteristics of Sample Chinese Tourists (Conti)

Socio-economic Characteristics	Quantity	Percentage
7. Occupation		
Private enterprise	91	22.75
State-owned enterprise	122	30.5
Civil service enterprise	52	13.0
Freelance	123	30.75
Educators or scientific researcher	12	3.0
8. Change in income after Covid19		
Less than 10%	7	1.75
10% - 30%	5	1.25
31% - 50%	383	95.75
71% - 100%	5	1.25

4.1.1 The findings conducted on a sample of 400 Chinese visitors of the research study from table 4.1 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 and 1.0 percent were between 45 and 60 years old.

4.1.2 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+.

4.1.3 Most tourists, 90.7% of the total, resided in the cities of Beijing, Shanghai, Guangzhou, and Shenzhen, while 4.75 percent were provincial capital cities and 2.0 percent were counties, towns, townships and subordinate.

4.1.4 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.

4.1.5 The survey further indicated that most of the sample 53.5% of the respondents were single, while 23.5 percent were married with no children and 19.75 percent were married with children.

4.1.6 The findings conducted on a sample of 400 Chinese visitors of the research study from table 4.1 revealed that most of the sample 58.0% of the total were bachelor, while 1.5 percent were junior college and 15.0 percent were master's degree or above.

4.1.7 The distribution of occupation among Chinese visitors revealed that 30.75% were engaged in freelance work, 30.5% were employed by the government, and 22.75% were employed in the private sector.

4.1.8 Following the outbreak of the COVID-19 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% and 1.25%, indicated a reduction in their income ranging from 10% - 30%.

Travelling abroad behavior of Chinese tourists

This section presents the findings of the research study about travelling abroad behavior of sample Chinese Tourists information. A study conducted on a sample of 400 Chinese visitors revealed that in table 4.2.

Table 4.2 Travelling abroad behavior of Chinese tourists.

(n=400)

Travelling abroad behavior	Quantity	Percentage	Ranking
1. Frequency of travel abroad before Covid-19 pandemic			
1-2 times / year	21	5.25	2
3-4 times / year	372	93.1	1
5-6 times / year	7	1.65	3
over 7 times / year	-	-	-
2. Frequency of travel abroad after Covid-19 pandemic			
1-2 times / year	377	94.3	1
3-4 times / year	23	5.70	2
3. Frequency of holidays period have changed after Covid-19 pandemic			
Cut back	122	30.5	2
Constant	210	52.5	1
Increase	68	17.0	3
4. Frequency of consumer consumption about travelling attitude after Covid-19 pandemic			
More conservative	239	59.75	1
No change	114	28.60	2
Revenge consumption	47	11.65	3
5. Frequency of your usually travel abroad			
Holidays such as National Day	374	93.6	1
Weekends	4	0.9	2
Winter and summer vacations	22	5.46	3
Working days	-	-	-
6. Frequency of your usually travel with			
Parents	158	38.95	1
Alone	73	18.05	3
Friends	81	20.67	2
Boyfriend or girlfriend	61	15.44	4
Classmates or colleagues	27	6.89	5
7. Frequency of your usual way of traveling			
Semi-independent travel	69	17.37	3
Travel with a group	215	53.60	1
Backpacker, completely independent travel	116	29.03	2

Table 4.2 Travelling abroad behavior of Chinese tourists (Cont)

Travelling abroad behavior	Quantity	Percentage	Ranking
8. Frequency of your spend on traveling each time?			
5001-10000 yuan	18	4.28	2
10001-20000 yuan	375	93.82	1
More than 20000 yuan	7	1.9	3
9. Frequency of before deciding to travel, which channel influences your decision?			
Friend recommendation	20	4.89	3
Online social media (Weibo/WeChat)	335	83.85	1
Travel agency	9	2.14	4
Online travel websites (Ctrip/ /Tuniu)	36	9.03	2
10. Frequency of your favorite travel destination type			
Natural scenery	84	20.90	2
Historical monuments	57	14.01	3
Religious holy places	40	10.21	5
Downtown commercial districts	89	22.33	1
Urban landscape	56	13.78	4
Customs and customs	24	5.93	7
Expeditions and expeditions	32	7.83	6
Medical tourism	7	1.90	9
Weekends	4	0.9	2
Winter and summer vacations	22	5.46	3
Working days	-	-	-
Sports tourism	8	2.13	8
Leisure tourism (resorts)	3	0.88	10
11. Frequency of how long do you travel?			
3-5 days	148	36.58	1
7-9 days	112	27.79	2
10-12 days	100	24.70	3
12 days to one month	40	9.97	4

Table 4.2 Travelling abroad behavior of Chinese tourists (Cont)

Travelling abroad behavior	Quantity	Percentage	Ranking
11. Frequency of where have you been?			
Europe	60	14.49	2
Oceania	21	5.46	4
Asia	252	62.71	1
Africa	19	4.75	5
North America	28	6.65	3
12. Frequency of destination that you have been from 12			
Maldives	22	5.70	4
Japan	44	11.40	2
Hongkong	39	9.25	3
Thailand	295	73.65	1
13. Frequency of the purpose of your trip			
Recreation travel, relaxation	214	53.60	1
Work	44	11.25	3
Shopping	100	24.70	2
Short stay, experience different customs	42	10.45	4
14. Frequency of how long do you usually travel abroad?			
3-5 days	267	66.58	1
6-9 days	112	27.79	2
10-12 days	21	5.63	3

4.2.1 Before the pandemic, the findings conducted on a sample of 421 Chinese visitors of the research study from table 4.2 revealed that most of the Chinese tourists 93.1% of the total were traveled abroad 3–4 times per year, while 5.25 percent were travel abroad only 1-2 times per year and 1.65 percent were travel abroad only 5-6 times per year.

4.2.2 A study found that 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.

4.2.3 According to a recent study, a study found that holidays period have changed after Covid-19 pandemic, most of the Chinese tourists significantly reduced their overseas travel(52.5% cut back), while 30.5 percent were constant their overseas travel. But 17 percent of the Chinese tourists were increase their overseas travel.

4.2.4 After Covid-19 pandemic, a study found that consumer consumption about travelling attitude, a significant majority (59.75%) engage in more conservative, while 28.6 percent were not change and while a smaller of 11.65 percent were revenge consumption.

4.2.5 Furthermore, an examination of the behavioral characteristics of Chinese tourists revealed that a significant majority (93.6%) specifically traveled aboard during public holidays, while 5.46 percent were traveled aboard during summer vacation and 0.9 percent were traveled aboard during weekends.

4.2.6 Among the surveyed Chinese, a significant proportion (38.9%) reported traveling accompanied by their families, while percentage (20.67%) indicated that they prefer to travel with their friends and a smaller percentage (18.05%) indicated that they prefer to travel alone. The mean expenditure for each journey ranges from 10,000 to 20,000 Yuan.

4.2.7 An examination of the behavioral characteristics of Chinese tourists revealed that a significant majority (53.60%) specifically traveled aboard with a group, while 29.03 percent were completely independent traveled aboard and 17.37 percent were semi-independent traveled aboard.

4.2.8 A study found that after the COVID-19 pandemic, a significant majority (93.82%) expenditure of Chinese tourists for each journey ranges from 10,001 to 20,000 Yuan, while 4.28 percent were spend in ranges from 5,001 to 10,000 Yuan for each journey and a smaller of 1.9 percent were spend more than 20,000 Yuan for each journey.

4.2.9 According to a recent study, a significant majority of passengers, specifically 83.8%, rely on social media platforms as their primary source for obtaining travel-related information, while 9.03 percent were rely on online travel website and 4.89 percent were recommended by their friends.

4.2.10 Chinese tourists often gravitate towards the capital cities of other countries, accounting for approximately 22.33% of their preferred locations. Additionally, natural attractions hold significant appeal, including approximately 20.9% of their chosen sites. Historical landmarks also capture the interest of Chinese travelers, comprising around 14% of their favored destinations.

4.2.11 An examination of the mean duration of each journey is either 3-5 days, accounting for 36.58% of the total, or 7-9 days, representing 27.79% of the total and 10-12 days, representing 24.70% of the total of smaller group.

4.2.12 According to a recent study, Asia is the prevailing choice among Chinese visitors, with a majority of 62.71% opting for this location. Europe ranks second with a proportion of 14.49%, while North America is chosen by 6.65% of Chinese travelers. Thailand is the preferred destination for a significant majority of Chinese tourists, with a substantial proportion of 73.65%.

4.2.13 The examination of the behavioral characteristics of Chinese tourists revealed that Thailand is the preferred destination for a significant majority of Chinese tourists, with a substantial proportion of 73.65%. Japan ranks second with a proportion of 11.40%, while Hongkong is chosen by 9.25% of Chinese travelers.

4.2.14 An examination of the behavioral characteristics of Chinese tourists revealed that a significant majority (53.60%) specifically traveled aboard for relaxation, while 24.70 percent were completely traveled aboard for shopping and 11.25 percent were traveled aboard for their work.

4.2.15 A study found that after the COVID-19 pandemic, an examination of the mean duration of each overseas trip is either 3-5 days, accounting for 66.58% of the total, or 6-9 days, representing 27.79% of the total and 10-12 days, representing 5.63% of the total of smaller group.

Analysis of factors affecting Chinese tourists' decision to travel aboard

This section presents the findings of the study that examined Chinese tourists' attitudes towards 6 factors (Government policies, Chances events, Factors conditions, Demand conditions, Related industries, Corporate strategy) influencing

their decision to travel abroad. The results of the Likert scale analysis are categorized into scores ranging from 0 to 5 (Gail, M. S. et al.2013; McLeod, S.2008), with each score corresponding to the following meaning.

Table 4.3 Opinion on overview research variables

Mean Score	Meaning
1.00-1.80	Lowest
1.81-2.60	Low
2.61-3.40	Moderate
3.41-4.20	High
4.21-5.00	Highest

Table 4.4 Opinion on Government Policies

1.Government policies	Mean	S.D.	Interpret	Ranking
1. Prevention and control requirements of the of customs service personnel	3.94	.792	High	4
2. Strictly limit the outbound of relevant visa policies	4.02	.842	High	2
3. Strictly chance related to transit and travel to internal defense against rebound tourist	4.09	.881	High	1
4. Strictly limit the outbound tourism business by controlling the passenger load factor	3.97	.861	High	3

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 as presented in Table 4.4.

Table 4.5 Opinion on Chances events

2. Chance events	Mean	S.D.	Interpret	Ranking
5. The attitude local tourism service personnel towards Chinese tourists	3.85	1.048	High	1
6. Attitudes of ordinary local residents towards	3.70	.954	High	2
7. Whether the relevant local tourism service agencies have Chinese services	3.62	.970	High	3

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 as presented in Table 4.5

Table 4.6 Opinion on Factors conditions

3. Factor condition	Mean	S.D.	Interpret	Ranking
8. China estates provides marvelous tourism experience and satisfaction to the tourists	3.95	.991	High	1
9. China estates and tourism staff are supporting on the demonstrations provided for tourists	3.83	1.007	High	3
10. China estates are facilitating tourism experience and related activities to tourists	3.85	.974	High	2
11. China community participation to activities.	3.95	.975	High	1

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 as presented in Table 4.6

Table 4.7 Opinion on Demand conditions

4. Factor condition	Mean	S.D.	Interpret	Ranking
12. Due to the COVID-19 pandemic is over, I think the favorable demand for the outbound tourism will also increase	3.95	.991	High	1
13. Tourists, both foreign and domestic, prefer to outbound tourism and new experiences	3.83	1.007	High	3
14. Outbound tourists mostly prefer to get authentic experiences from tourism activities	3.85	.974	High	2

Given the fact that the COVID-19 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) as presented in Table 4.7.

Table 4.8 Opinion on Related industries

5. Related industries	Mean	S.D.	Interpret	Ranking
15. Destination has improved service level in transportation	4.30	.523	Highest	1
16. Destination has improved service level in accommodation infrastructure Destination has improved service level in accommodation infrastructure	4.15	.550	High	4
16. Destination has improved service level in tourism environment	4.17	.590	High	3
17. Destination has improved service level in tourism amenities	4.20	.560	High	2

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) as presented in Table 4.8.

Table 4.9 Opinion on Corporate strategy

6. Corporate strategy	Mean	S.D.	Interpret	Ranking
18. A variety of tourism promotion activities	4.36	.558	Highest	1
19. Rich, novelty and interesting tourism activities	4.24	.564	Highest	2
20. There are many tourist service agencies	3.95	.766	High	4
21. There are many tourist service agencies	4.03	.766	High	3

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 factors as presented in Table 4.9.

Table 4.10 Opinion on decision to travel aboard

Overview of Variables	Mean	S.D.	Interpret	Ranking
I want to travel abroad after the epidemic	4.14	0.52	High	3
I intend to travel abroad after the epidemic	4.225	0.52	Highest	2
I will certainly invest time and money to abroad	4.228	0.61	Highest	1
I have enough money to travel abroad when the epidemic is over	3.96	0.89	High	4
Total	4.14	0.37	High	

Chinese tourists express a desire to engage in international travel after to the significant impact of the epidemic, as indicated by a mean value of 4.14. Chinese tourists express a desire to engage in international travel after to the peak of the epidemic, as indicated by a statistically significant mean value of 4.225. It is highly probable that Chinese tourists will allocate both time and financial resources towards international travel subsequent to the end of the epidemic, as indicated by a statistically significant mean value of 4.228. Chinese tourists has sufficient financial resources to engage in international travel once the pandemic subsides, as indicated by a significantly high mean value of 3.96. The Chinese tourists demonstrates a propensity for engaging in travel at a significantly elevated level, as indicated by a mean value of 4.10.

Table 4.11 Opinion on Overview of Variables

(n=400)

Overview of Variables	Mean	Standard deviation	Interpret	Ranking
Government policies	4.00	0.84	High	4
Chances events	3.72	0.99	High	6
Factors conditions	3.89	0.98	High	5
Demand conditions	4.30	0.52	High	1
Related industries	4.20	0.55	High	2
Corporate strategy	4.14	0.66	High	3
Total	4.04	0.75	High	

Chinese tourists recognized a demand conditions (mean value of 4.30) as the primary factor influencing their decision to travel abroad. This was closely followed by Related industries (mean value of 4.20), corporate strategy factor (mean value of

4.14). Additionally, the presence of government policies factor (mean value of 4.03) , factors conditions (mean value of 3.89) and the availability of chances events factor (mean value of 3.72) were also considered influential factors as presented in Table 4.11.

Analysis results of factors affecting Chinese tourists' decision to travel aboard after the change of policies

This section employs multiple regression analysis to examine the factors that influence the decision-making procedures of Chinese tourists' decision to travel aboard after the change of policies. The variables of the study include government policies, chance events, demand conditions, related industries, and corporate strategies.

There are six independent variables that have an influence on the dependent variable, namely the decision of Chinese tourists to travel abroad. These variables collectively possess the capability to forecast the dependent variable with an accuracy rate of 50.1 percent. The remaining factors will be subject to the influence of unexamined variables as present in table 4.12.

Table 4.12 Coefficient of determination of the model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715a	.512	.501	.34983

The statistical significance of the independent variable was determined by applying the technique of the F-test with 5% significance levels. The hypotheses are examined in the following manner:

Null Hypothesis (H0): There is no significant predictive relationship between any independent variable and the dependent variable.

Alternative Hypothesis (H1): There exists a minimum of one independent variable that has the capacity to predict the dependent variable.

Table 4.13 Analysis of variance table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.059	6	1.509	12.398	.000a
	Residual	48.178	393	.122		
	Total	57.237	399			

By summarizing and comparing the P-value of the F statistics with the predetermined statistical significance level ($\alpha = 0.05$). The obtained p-value of the F statistic, as indicated in the table, is lower than the predetermined significance level (α), leading to the rejection of the null hypothesis (H0). 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 as present in table 4.13.

The findings obtained from the multiple regression analysis conducted on the factors influencing the travel decisions of Chinese tourists are presented below.

$$\text{Travel Decision} = 2.048 + 0.015 \text{gov_policies} + 0.057 \text{Chance_events} + 0.032 \text{factor_cond} + 0.076 \text{demand_cond} + 0.068 \text{related_industry} + 0.159 \text{corperate_sta}$$

Table 4.14 Regression analysis of Chinese tourists' decision to travel abroad after the change of policies

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2.048	.268	
	gov_policy	.015	.031	.038
	chance_events	-.057	.035	-.152
	factor_cond	.032	.041	.126
	demand_cond	.076	.065	.189
	related_ind	.068	.056	.206
	corperate_sta	.159	.047	.369

The variables that exhibit a statistically significant and positive effect on the decision of Chinese tourists to travel abroad include demand conditions, 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 and factor conditions have a substantial influence on decision to travel abroad as present in Table 4.14.

Hypothesis Testing

Table 4.15 Results of hypothesis testing

Hypothesis	Sig	Results
H1: Government policies affect Chinese tourists' decision to travel.	.538	Accept

Table 4.15 Results of hypothesis testing (Cont)

Hypothesis	Sig	Results
H2: Chance events affect Chinese tourists' decision to travel.	.020	Reject
H3: Factor conditions affect Chinese tourists' decision to travel.	.101	Accept
H4: Demand conditions affect Chinese tourists' decision to travel.	.056	Accept
H5: Related industries affect Chinese tourists' decision to travel.	.000	Reject
H6: Corporate strategies affect Chinese tourists' decision to travel.	.000	Reject

1) Government policies significantly do not affect Chinese tourists' decision to travel aboard, as supported by the p-value of 0.538.

2) Chance events significantly affect Chinese tourists' decision to travel aboard, as supported by the p-value of 0.02.

3) Factor conditions significantly do not affect Chinese tourists' decision to travel aboard, as supported by the p-value of 0.101.

4) Demand conditions significantly do not affect Chinese tourists' decision to travel aboard, as supported by the p-value of 0.056.

5) Related industries significantly affect Chinese tourists' decision to travel aboard, as supported by the p-value of 0.000.

6) Corporate strategies significantly affect Chinese tourists' decision to travel aboard, as supported by the p-value of 0.000.