

UNDERSTANDING CHINESE TOURISTS' SATISFACTION WITH
THEIR TRAVEL EXPERIENCES IN CANADA

By

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ABSTRACT

The purpose of this study is to better understand Chinese tourists' satisfaction with their travel experiences in Canada. Primarily, tourism studies to date have addressed and examined the consumer or tourism satisfaction with services and destination performances. However, there is little research on Chinese tourists' satisfaction with their travel experiences to Canada, an issue of special relevance since China and Canada have begun to discuss Approved Destination Status (ADS) for Canada. This study seeks to examine existing Chinese tourists' expectations and satisfactions in order to meet their demands in the coming years.

Participants in the study were Chinese tourists who have had recent travel experiences in Canada. Surveys were administered in Toronto during October to November 2005. Participants were asked to rate the importance of a set of attributes of tourism experience and then to assess performance on the same set of attributes. The resulting importance-performance analysis (I-P) forms the basis for the research.

From I-P analysis, it is found that Chinese tourists expect to travel with standard service and look for different experiences in Canada. Destination attractiveness and hospitality services are important to all tourists, but they are less interested in tourist attractions and facilities. Language service and dealing with complaints need better performance. Hotel service, transportation, package price and travel route also need to be taken into considerations by tourism planners and destination management. Overall, Chinese tourists are satisfied with their experiences in Canada.

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Chapter 1

INTRODUCTION

1.1. Overview

China is viewed as a tourism market with considerable future potential for many countries. According to statistics from the China National Tourism Administration (CNTA), before the 1980s, overseas sightseeing was only a dream for most Chinese because travel agencies did not offer international trips for individuals. From 1994 to 2003, the total number of outbound Chinese tourists has increased dramatically at an annual growth rate of 13.87%. In 2003, the number reached to nearly 100 million people (CNTA, 2004). China's outbound travellers reached 15.99 million in the first seven months of 2004, a 63.7% increase from 2003 (CNTA, 2004). At present, 81 countries have become tourism destinations for Chinese citizens.

In 2005, 117,000 Chinese visitors travelled to Canada, a 15.32% increase over 2004 (McKenzie, 2006). This is a large number for an emerging market, particularly when China has so many travel restrictions in place. The size of the long-haul pleasure travel market undoubtedly will increase in the future as the Chinese economy continues to expand and people become more affluent.

This increase is also remarkable because Canada has not yet been given Approved Destination Status (ADS) by the Chinese government. Further, research undertaken by the Canadian Tourism Commission (CTC) in 2001 discovered that the interest in visiting Canada among Chinese long-haul pleasure travellers is greater

than for other international markets (CTC, 2001).

In January 2005, the Canadian government took a major step in opening discussions on receiving ADS from the Chinese government. ADS is an agreement between China and other countries that removes restrictions on Chinese nationals, monitors the travel balance account between China and other countries, and specifies which foreign tour companies are allowed to service the Chinese market. For a country to achieve ADS status, the Chinese government has developed seven guidelines (Zhong & Guo, 2001). First, potential countries must generate outbound tourists to China. Second, countries should have a favourable political relationship with China. Third, countries should have attractive tourist resources and suitable facilities for Chinese travellers. Fourth, the safety of the Chinese travellers should be guaranteed along with freedom from discrimination. Fifth, the destination countries should be easily accessible. Sixth, outbound tourists from the destination countries should have an overall balance with Mainland China in terms of the cost of travel packages for individuals. Seventh, the number of tourists from potential ADS countries should be similar to the number of tourists from China.

The ADS designation will allow Chinese citizens to travel to Canada for leisure purposes. All indications are that the Chinese government gradually will open up outbound travel to new destinations as time goes on (Canadian Broadcasting Corporation, 2005).

As a potential ADS destination, the Canadian tourism industry needs to learn

from other approved destinations, such as Australia, which received ADS approval in April, 2003. Gaining an understanding of the Chinese market was a challenge for most Australian tourism operators (Pan, 2004). Considering the growing importance of the Chinese market to Canadian tourism, the Canadian tourism industry can be expected to face some of the same challenges in the very near future. Tourism research on Chinese tourists will help provide some of the answers to these questions.

The study focused on understanding Chinese tourists' levels of satisfaction with their travel experiences in Canada. Key determinants in satisfaction theory are expectation (Miller, 1977), performance (Olshavsky & Miller, 1972) and disconfirmation (Oliver, 1989) and these determinants form the foundation of the research.

Importance-Performance Analysis (IPA) has been applied to service quality to examine the level of satisfaction for a number of years and has been frequently adopted in a tourist context to investigate destination performance and visitor perceptions (Martilla & James, 1977). A review of literature suggests that IPA measures the difference between expectation and performance, which indicates the level of tourists' satisfaction.

The findings of this current research will be presented on an Importance-Performance Grid. Corresponding to the results of IPA, the statistical analysis on different attributes is also completed in the study. Last, but not least,

conclusions and implications are drawn from the study.

The research contributes to an understanding of the tourism industries of both countries and will be particularly useful for Canadian tour operators and destination management. One expectation is that Canadian tourism managers will seize the opportunity to make the travel experiences of Chinese tourists better prior to the conclusion of ADS negotiations between China and Canada.

1.2 Objectives of the Study

This study of Chinese tourists to Canada has the following objectives:

1. to discover the current socio-demographic make-up of Chinese tourists to Canada;
2. to estimate likely changes in the socio-demographics of Chinese tourists after ADS is negotiated;
3. to determine Chinese tourists' levels of satisfaction with Canada as a destination;
4. to determine Chinese tourists' levels of satisfaction with Canadian tourist attractions and facilities;
5. to determine Chinese tourists' levels of satisfaction with Canadian hospitality services; and,
6. to discuss the implications of Chinese tourists' levels of satisfaction for the Canadian tourism industry.

1.3 Purpose of Study

Tourism satisfaction studies to date primarily have addressed and examined tourism satisfaction with different regions of the world from the points of view of tourists from various countries (Yung & Chan, 2001; Akama & Kieti, 2002; Chaudhary, 2000) . There is no easily accessible academic research on Chinese tourists travelling to Canada. This research gap is especially significant when ADS approval may be imminent, with a subsequent dramatic increase likely in the numbers of Chinese visitors. This study helps fill the research gap by examining one aspect of the Chinese visitors to Canada's experience: expectations and satisfaction.

1.4 Background

According to a 2001 market research report from the Canadian Tourism Commission, the main types of outbound travel for Chinese tourists to Canada are business and private travel. *Business travel* includes study trips, convention/exhibition trips, specialists' tours, technical visits, government delegation visits, sports delegation visits, or business investigation trips in search of import or export opportunities (CTC Market Research, 2001). It is known that business travel has a pleasure and sightseeing component; a tour might be a combination of business and leisure travel. *Private travel* includes pleasure tourists and people visiting friends and families (CTC Market Research, 2001). Pleasure tourists (leisure tourists) are those who are taking leisure package tours to ADS countries. Therefore, although Canada may now only attract business travellers from

China, when negotiations for ADS are concluded a quite different tourist – the pleasure traveller – will augment Chinese tourism to Canada.

According to CTC research, most Chinese tourists to Canada are aged from 25 to 55, well-educated, earning high incomes and holding executive, senior management or professional positions. Typically this segment is attracted to western culture and wants to see a different lifestyle. Many are also interested in visiting the United States. Canada is the choice of the more sophisticated travellers with at least some previous experience travelling abroad. However, as noted above, there are key segments of older travelers and retirees who travel to visit their children, as well as younger people (i.e., 18-24 years old) who travel to attend Canadian universities. Many travellers to Canada will take a group tour because of their lack of familiarity with the country, the culture and the English language. All-inclusive packages tend to be preferred for their perceived convenience and safety. The vast majority of the bookings and arrangements for travel to Canada (over 80%) are made through travel agencies. Usually, the United States will be visited in combination with Canada (CTC Market Research, 2001).

Canada as a tourism destination for Chinese tourists is receiving growing interest. Given the emerging nature of Canada as an outbound destination, most of the Chinese tourists have limited experience with Canada. It is noted that Canada is currently not a popular destination for Chinese vacation travel, primarily because it is not on the list of countries with ADS approval. However, market interest in

Canada is definitely there and growing. Canada is perceived in the market as one of the best places in the world to live and an excellent place for study. Many younger Chinese have immigrated to Canada recently, which is attracting growing attention to the country. Moreover, Canada is seen as being a country that is friendly with China, which makes tourists feel welcome (Teo, 2003).

Most Chinese do not know much about Canada as a vacation destination, and awareness of specific tourism attractions and products is low. However, Canada has an overall image in China of being a beautiful, wide-open country that is safe and clean, which would make it appealing as a vacation destination (Asian Pacific Foundation of Canada, 2002). The country also has good tourism infrastructure and a well-organized travel industry.

Most of the interest in Canada is centered in the western part of the country (e.g., Vancouver, Victoria, Rocky Mountains, Banff, Jasper) because of its proximity, milder weather and scenic beauty (e.g., gardens, parks, lakes, mountains). There is a degree of interest in eastern Ontario, particularly Toronto, but also Niagara Falls, Ottawa, Montreal and Quebec City. Central Ontario is attractive for its scenery and outdoor activities (e.g., fishing, boating, and lakes in Ontario). Very rarely are Chinese tourists interested in other parts of the country (Surdu & Ni, 2004).

1.5 Theoretical Perspectives

Satisfaction has played an important role in planning marketable tourism products and services. Tourism satisfaction is important to successful destination

marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Some researchers have also examined standards used in service quality and satisfaction and provided different measures of service quality and satisfaction (Ekinici, Riley, & Chen 2001). An understanding of satisfaction must be a basic parameter used to evaluate tourism products and services.

In the tourism literature, a number of theoretical models to evaluate consumer satisfaction have been suggested. One model, the expectation/disconfirmation model (Oliver, 1980), focuses on comparing the customer's expectations to performance. If performance exceeds expectations, emotional satisfaction results. If it is the opposite, emotional dissatisfaction is the outcome. Chon (1980) found that tourist satisfaction is based on the goodness of fit between his/her expectations about the destination and the perceived evaluation outcome of the experience at the destination area, which is simply the result of a comparison between his/her previous images of the destination and what he/she actually sees, feels, and achieves at the destination.

Importance/Performance Analysis is the major technique being used in the study to evaluate the elements of a tourism market because consumer satisfaction is a function of both expectations related to certain important attributes and judgements of attribute performance.

1.6 Importance of Study

The study is justified on the basis that the growth in the Chinese tourism market

may provide several benefits to Canadian tourism industry. If the Chinese tourists' expectations and satisfaction can be identified, tour operators in Canada can understand better how to increase other potential Chinese travellers' satisfaction in the future.

Comprehending what tourists seek in Canada may help tourism marketers better understand their customers. Second, identifying which attributes satisfy Chinese tourists who visit Canada could help tourism planners improve their services to attract customers. Most importantly, this study contributes to the body of knowledge in satisfaction research. The findings should strengthen knowledge about the relationship between the different factors and satisfaction among Chinese tourists, a group that has not yet received academic interest in any great measure.

1.7 Research Questions

Based on the objectives of study previously outlined, four research questions need to be answered by this study which also can be linked to *Objectives of the Study* discussed previously (see page 4):

- Are Chinese tourists to Canada satisfied with their travel experiences?
- What attributes are important to them? Are they performed well? What kind of attributes can be improved?
- Are there patterns among the attributes of good, moderate or poor performance?
- Are the same kinds of Chinese tourists interviewed in this study those likely to be attracted after negotiations between China and Canada regarding ADS are

complete?

1.8 Definition of Terms

Satisfaction

Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided or is providing a pleasurable level of consumption-related fulfillment, including the levels of under-or-over fulfillment (Oliver, 1997). It is composed of expectation, performance (including management, service personnel, tourists themselves, and the host population), disconfirmation (the differences between expectation and performance) (Chon, 1989; Francken & Van Raaij, 1981; Oliver, 1980), norm (Latour & Peat, 1979) and equity (Oliver & Swan, 1989). Components may act independently or interactively and one or another component may carry more weight than another in a particular tourism situation. Tourist satisfaction is a pleasant feeling that tourists potentially receive from the travel experience.

Chinese Tourists

In this research, Chinese tourists are identified as Chinese citizens who were travelling in Canada and taking a tour package offered by travel agencies.

Many travelers to Canada will take a group tour and the vast majority of the bookings and arrangements for travel to Canada (over 80%) are made through travel agencies (CTC Market Research, 2001). The main types of outbound travel for Chinese tourists are business and private travel.

Approved Destination Status (ADS)

ADS refers to a negotiated agreement between China and another country. The agreements allow Chinese citizens to travel to that country for leisure purposes. An ADS agreement is developed as a result of cooperation between government and industry in China and the host country, in recognition of increasing interest in visiting that destination by Chinese people. Chinese authorities, such as the Chinese National Tourism Administration, designate a number of travel agents in China to establish links with nominated travel agents of a partner country to arrange group travel from China.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

The theoretical framework of the study focuses on the theory of satisfaction and the application of Importance/Performance Analysis, which is the major technique being used to evaluate tourists' satisfaction in the study.

First, this chapter introduces previous research on satisfaction in the setting of both consumer studies and the tourism context. Secondly, the chapter discusses various models previously used in tourism research. Thirdly, the chapter introduces Importance/ Performance Analysis and its application to three major tourism sectors: destinations, facilities and services.

2.2 Satisfaction in Consumer Studies

The concept of consumer satisfaction takes a central position in marketing theory and practices. Satisfaction is a major outcome of marketing activity and service to link to attitude change, repeat purchasing and brand loyalty.

There is a considerable literature on consumer satisfaction and dissatisfaction (CS/D). The concept originally referred to goods but increasingly has been developed, through the 1980s and 1990s, towards service marketing.

A number of components influence satisfaction: expectation, performance (including management, service personnel, tourists themselves, and host population), disconfirmation (the differences between expectation and performance), attribution

(a consideration of the locus), emotion (current feelings), and equity (relationship of time, effort, and money for value). Those components may act independently or interactively. One or the other may weigh more in a particular tourism situation (Bowen & Clarke, 2002).

The study of expectation, performance and the subsequent disconfirmation has been the dominant paradigm in CS/D studies. It involves the establishment of standards, subsequent appraisal and comparison between expectation, performance and disconfirmation.

The satisfaction literature (e.g., Churchill & Surprenant, 1982) suggests that expectation reflects anticipated performance. Consumers may use different types of expectation when forming an opinion about a product's anticipated performance. Miller (1977) identified four types of expectations: ideal (can be), lowest tolerable level (must be), deserved (should be), and expected (will be).

The performance associated with expectation has been used as a standard of comparison to assess disconfirmation. The performance ratings are influenced by expectations rather than by the impact of changes in performance level on satisfaction (Olshavsky & Miller, 1972; Olson & Dover, 1976). Although it is reasonable to assume that increasing performance should increase satisfaction, the magnitude of the performance effect and disconfirmation effect has not been clarified till recently. It is believed that increases in performance will have relatively little impact on satisfaction if expectations remain constant.

Disconfirmation arises from a difference between prior expectation and actual performance. That is, disconfirmation is determined jointly by the combination of the expectation and performance manipulation.

Oliver summarized the *Expectation-disconfirmation Model* as a procedure of consumers forming normative standards, observing product (attribute) performance, comparing products with their norms and forming satisfaction judgments (Oliver, 1989). The model posits that consumers develop expectations about a product or a service before purchasing it. Then, they compare actual performance with their expectations. If the actual performance is better than their expectations, this leads to positive disconfirmation, which means that the consumer is highly satisfied and will be more willing to purchase the product again. If the actual performance is worse than expectations, this leads to negative disconfirmation, which means that the consumer is unsatisfied and will likely look for an alternative product for the next purchase.

2.3 Satisfaction in the Tourism Context

Tourists' satisfaction has been recognized as one of the key judgements that consumers make regarding tourism experiences and services. It is also an important measurement in planning of a tourism market. It is useful in successful destination marketing because it influences the choices of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000).

In the tourism literature, an assessment of tourist satisfaction has been attempted

using various perspectives and theories. Most of the studies conducted to evaluate consumer satisfaction have utilized models along the same line as satisfaction theory discussed above such as: expectation / disconfirmation (Chon, 1989), equity (Fish & Young, 1985), norm (Cadotte, Woodruff, & Jenkins, 1987), and perceived overall performance (Tse & Wilton, 1988).

Relying on expectation/disconfirmation models, Chon (1989) found that tourist satisfaction is based on the goodness of fit between the tourist's expectation about the destination and the perceived evaluative outcome of the experience at the destination.

Francken and van Raajj (1981) hypothesized that leisure satisfaction is determined by what the consumer perceived between expectation and actual leisure experiences, as well as the perceptions of barriers that prevented the consumer from archiving the desired experience. Tourists will compare present and past experiences to form a norm, or a standard, to evaluate satisfaction.

Other than those different elements affecting tourists' satisfaction, the influences of past experience was considered particularly in a specific tourism context (Mazursky, 1989). Mazursky suggested that tourists' predictions of performance maybe superficial and vague because the actual performance could raise memories from past experiences and norms. These memories function as a comparison baseline. On the other hand, Hoch and Deighton (1989) doubted the efficiency of learning from experiences, implying that past experience can provide an illusion of

control and lead to mistaken learning.

In addition, Tse and Wilton (1988) argued that tourist satisfaction is evaluated with travel experiences, regardless of expectations. This model is used when tourists do not know what they want to enjoy and experience and they do not have any knowledge about their destination: only their actual experiences are evaluated to assess satisfaction.

Based on a brief review of satisfaction theory used in different circumstances, the evaluation of tourist satisfaction needs to be considered in its multiple dimensions. Assessing satisfaction depends on understanding the different circumstances of the tourist experience.

This study of Chinese tourists will focus on evaluating satisfaction in three major areas: destination attractiveness, tourist attractions and facilities, and hospitality service. Leary and Deegan (2005) state that tourism destination images are critical to the success of a destination because they affect the level of satisfaction with the tourist experience. By linking satisfaction with the image, it is possible to focus on the key attributes that will ensure that the destination can meet and exceed the visitors' expectations and, therefore, ensure their return (Joppe, Martin & Waalen, 2001).

Service is another major focus for tourism operators and planners. Many researchers have claimed that service quality is determined by an assessment of how well actual service performance matches customers' expectations. Identifying the

gap between expectation and performance is the key to improving satisfaction (Parasuraman, Zeithaml & Berry, 1985). Current emphasis on service quality is expected to continue in tourism development.

Tourist attractions and facilities are categorized as the activities tourists can participate in during a trip, such as nightlife, watching wildlife, exploring natural or cultural heritage or recreation and sports (see Kozak & Rimmington, 2000). Good performance on these attributes will lead to a high satisfaction level. Previous work done by Heung and Cheng (2000) explained that Hong Kong was rated highly on overall tourist satisfaction on shopping attributes, but still had challenges from Singapore as a competing destination because of Singapore's high quality sales staff and easily accessible main shopping belt. Therefore, tourist attractions and facilities can be advantageous in tourism promotions, along with destination image and hospitality services.

2.4 Importance/Performance Analysis and its application

In recognition of the fact that consumer satisfaction is a function of expectations related to certain important attributes and judgements of attribute performance, Martilla and James (1977) introduced importance-performance analysis (IPA) as a technique for evaluating the elements of a marketing program (Leary & Deegan, 2005).

IPA is one of the best methods available to evaluate quantitative data regarding satisfaction. The model is based on the finding that satisfaction is a function of overall

expectations related to certain important attributes and performance relative to those expectations (Martilla & James, 1977).

Slack (1991) presented an IPA model that considered the relationship between importance and performance and that suggested that the targeted level of performance for particular product attributes should match the importance of those attributes. Importance is seen as a reflection of the relative value of the various quality attributes to consumers.

IPA uses a three-step process. First, it relies conceptually on multiple attributes. This list of attributes has to be developed after studying the relevant literature, conducting focus groups or polling expert opinions. These are needed to provide a means to evaluate how important each is to the customer, and how the product performs relative to each attribute. Second, this evaluation is typically conducted by surveying a sample of customers. Two sorts of questions are asked. One relates to the salience of the attributes and the other to their performance. Third, importance and performance scores for each attribute are calculated. These have an x value and a y value and are placed on a two dimensional plot called an IPA grid as follows:

Extremely Important	Concentrate Here	Important	Keep Up the Good Work
Fair Performance	Low Priority	Excellent Performance	Possible Overkill
Slightly Important			

Figure 2.1. IPA Grid.

Source: Martilla & James (1977).

For example, attributes that are rated highly in importance and highly in performance suggest that the service provider should “keep up the good work” and that continued resources should be directed toward these attributes. In contrast, attributes having a low importance rating and a low performance rating suggest that investing scarce resources on these attributes may have little effect on customer satisfaction. Attributes rated highly in importance but low in performance are the attributes that an organization should pay particular attention. Improvement in these areas would enhance customer satisfaction. Finally, attributes rated low in importance and high in performance are those that a business should continue to maintain but not necessarily allocate any additional resources (Joppe, Martin and Wallen, 2001).

Usually in the questionnaire, respondents will be asked to rate attributes on a

Likert-Scale of 1-5 in which 1=not at all important and 5=very important. They will also rate performance on a 1-5 scale, where 1=very poor performance and 5= very good performance.

The IPA has been applied to a number of settings in social science, particularly in the tourism sector. It generally categorizes three major areas; destination, tourist attractiveness and hospitality services.

For example, in a study of tourist satisfaction with Mallorca, Spain, as an off-season holiday destination, research confirms that seniors are a major market and they intend to re-visit (Kozak & Rimmington, 2000). The level of accommodation services, cleanliness of the beach, attitude of staff, quality of food and so on are critical elements affecting the overall satisfaction of tourists and their future behavior.

Joppe, Martin and Wallen (2001) completed research of Toronto's image as a destination. They modified the IPA model to measure importance and satisfaction. The results vary by a tourist's country of origin. People from the United States were the visitors who were most satisfied by their city experience. However, Canadians were the most critical of their Toronto experience. Value for the money received the lowest satisfaction rating among all the attributes.

Wade and Eagles (2003) presented a paper focusing on an IPA application in a Tanzania's national park. The research indicated that different user groups had different levels of satisfaction. The major outcome of the study confirms that the IPA

technique is a good start for tourism marketers. With limited technical and financial support, IPA offers a foundation for exploration.

In addition to IPA research on destinations, service aspects have also received a lot of research attention. O’Neill, Williams and MacCarthy (2000) studied the service quality evaluation in scuba-diving by applying the Importance-Performance Technique.

More recently, Zhang and Chow (2004), and Chu and Choi (2000) have used IPA to assess aspects of Hong Kong as a holiday destination. Heung and Cheng (2000) undertook research on assessing tourists’ satisfaction with shopping in Hong Kong. The results indicate that, among the 15 attributes that were developed, staff service quality had the most important effect on tourist satisfaction, followed by product value and product reliability.

Based on previous research, a number of attributes are used for analysis. This study on understanding Chinese tourists’ satisfaction with their travel experience in Canada develops 21 attributes which are categorized into destination attractiveness, tourist attractions and facilities and hospitality service (See Table 2.1)

Table 2.1

21 attributes of the importance/performance evaluation.

Destination Attractiveness

- A place is clean
- A place is safe
- Beautiful scenery
- Western culture

Table 2.1 (Cont.)

A simple lifestyle

Friendly Canadian people

Chinese community and immigrants' life

Available information before coming to the country

Tourist attractions and facilities

Entertainment (e.g. gambling) and nightlife(e.g. bar)

Seeing big modern cities

Wildlife

Participate sports and activities

Hospitality Services

Western food

Quality of hotel services

Attitudes and knowledge of staff working in tourism (Tour guide, Restaurant managers, etc.)

Responsiveness to customer complaints

Any services in both English and Chinese

Reasonable price of tour package

Appropriate design of travel route

Tourism products

Convenient transportation among resorts

2.5. Summary

The chapter started by reviewing previous studies on consumer satisfaction. This was followed by a discussion of various models of satisfaction that focus on the tourism sector. The method of Importance-Performance Analysis is the technique used in the study and its application in tourism was introduced. From previous research, the attributes categorized as destination attractiveness, tourism attractions and facilities and hospitality services were selected for this study.

Chapter 3

RESEARCH METHODS

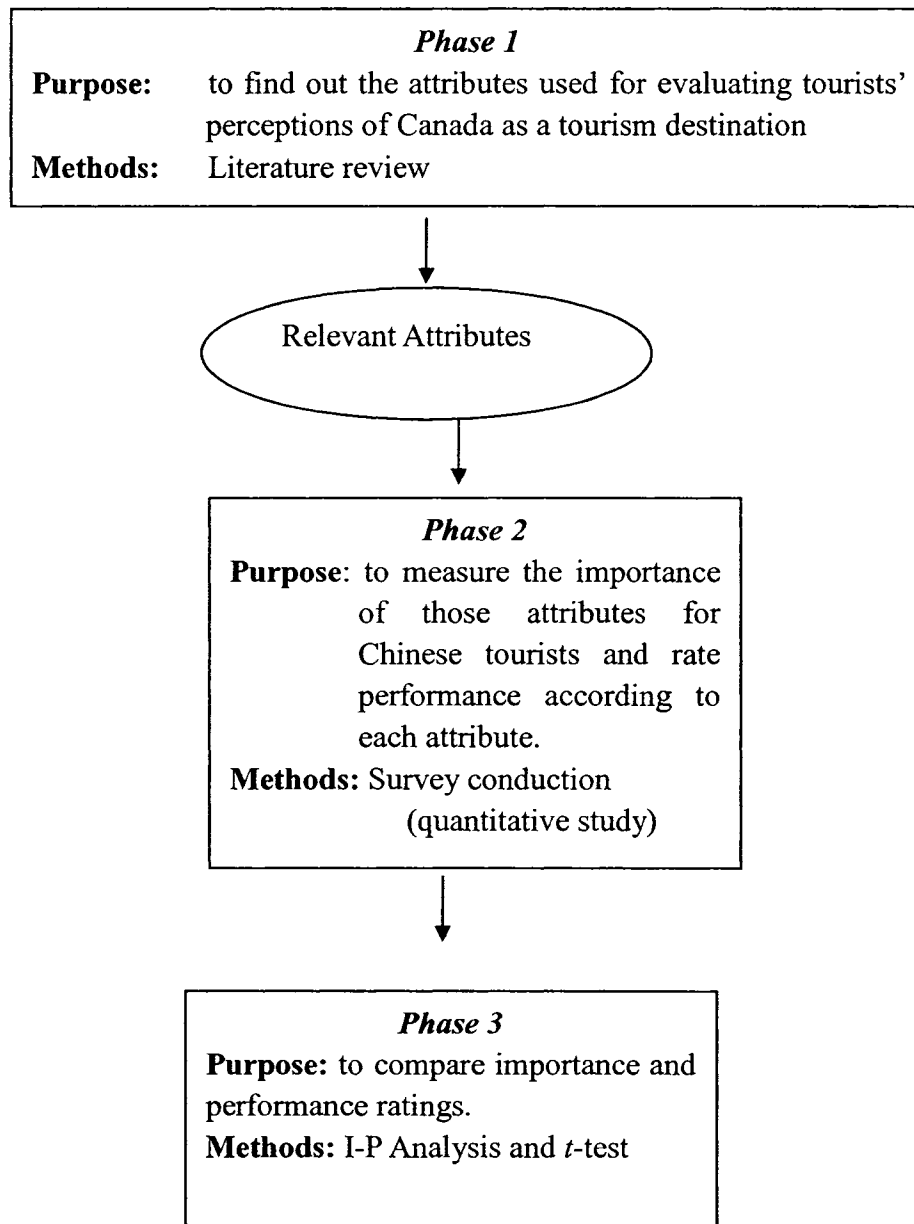
3.1 Introduction

The purpose of this chapter is to describe the methodology used to achieve the research objectives of this study. This section discusses the study framework, the selection of the sample, the collection of data, and data analysis procedures. The study attempts to investigate which tourism attributes satisfy Chinese tourists who visited Canada, and to identify their expectation and tourists' overall satisfaction, as well as tourists' demographic and travel behavior characteristics.

3.2. Study Framework

The study sought to compare the difference between the tourists' expectations and destination performance in order to investigate their overall satisfaction and make recommendations that might ensure satisfaction so future tourists will have more enjoyable travel experiences. To accomplish the objectives of the study, a research framework was designed (Figure 3.1).

Figure 3.1 A Framework to Examine Tourists' Satisfaction



3.3. Study Design

The study used a quantitative method. It is an appropriate method to collect a large amount of information from Chinese tourists in a very short time during their travel. The data collection period took place from October, 2005 to November, 2005. On site surveys were distributed to Chinese tourists who were in Toronto at that time.

This site was selected because Toronto is a must see city for most Chinese tourists in Canada according to preliminary discussion with travel agents. All of the surveys were filled out in the area around the CN Tower, downtown Toronto, a location that worked well as tourists usually had free time after visiting the top of CN tower. The questions were based on tourists having already been in Canada for a few days, so that they are able to rate several tourism attributes of Canada. The questionnaires were received back immediately from respondents once they finished.

Most of the respondents were very co-operative and filled out the questionnaires even if they were in a hurry to catch the tour bus. Some of them had concerns about the security of their responses and the future use of their data. None of them had more than 10 minutes to enter detailed conversation.

During the survey conduction, 10 tourist groups from 8 Chinese provinces were selected randomly. At least one respondent from each group finished the survey. Most of participants indicated themselves as business tourists. And typical Chinese business groups were also easily identified by observing their language, appearance, dress and gesture. The proper introduction of the purpose of the research and of the researcher herself were both very important in the procedure.

3.4 Population and Sample

The population for this research was composed of Chinese tourists who were travelling in Canada and all of whom took the group tour with travel agents.

Based on purposes of the trip in the project, a total number of 100

questionnaires were given out and 77 questionnaires returned. There are 70 valid surveys in total.

Respondents younger than 18 years old were automatically excluded. No particular attempt was made to apply a random sample or to select particular attributes of potential respondents given the time and other logistical constraints of the study.

3.5 Questionnaire Design

The study analyzed which attributes are important in satisfying Chinese tourists who were travelling in Canada and compared the differences between their expectations and their experience of performance. To develop a questionnaire for this study, previous literature was examined to identify questions used with studies having similar objectives. Questions about demographics and travel behaviour are always very common questions asked by tourism researchers to gather basic information on the sample (Kozak & Rimmington, 2000; Go & Zhang, 1997). IPA questions based on a few of selected attributes are derived from many previous studies as well (O'Leary & Deegan, 2005; Pawitra & Tan, 2003; Heung & Cheng, 2000)

The questionnaire (Appendix B) was one page double sided and consisted of three sections. The first (Part A) and second (Part B) sections are on the first page and the third section shown in table format is on the back. The first section asked for information about the respondent's travel behaviour and this trip, such as previous

foreign travel experience, the length of stay, travel purpose, travel partners, and specific cities visited. Past travel experience is measured by asking respondents to indicate if they had overseas travel experiences before and the frequency of their overseas travel in the last ten years from 1995 to 2005 (not including the present trip).

The second section of the questionnaire gathered the respondents' demographic information. There are questions about age, gender, employment status, educational background, monthly personal income. Total monthly household incomes were defined as a categorical variable. The categories ranged from "less than RMB ¥3,000" to "¥20,001 or more." Where \$1CND=¥6.73 RMB (updated Sep, 2005). Educational level also was a categorical variable. The categories ranged from "no high school degree" to "graduate school/professional degree." An open ended comment area was placed as the final question in this section.

The last section focuses on how the respondent rates the 21 attributes. Respondents were requested to give a score to each of the attributes on the levels of expectation and satisfaction separately using a Likert-type scale, where the study uses 10 points as there are cultural differences for Chinese in response to the number of points on a Likert scale (Lee, Jones, Minevama and Zhang, 2002). It ranged from very unimportant (1) to very important (10) and from performed worst to performed best (10).

The questionnaire was available in both English and Chinese; however, all the

respondents completed the Chinese version.

3.6. Pre-test of the Survey Instrument

During the summer 2005, 15 questionnaires were sent out to Chinese tourists who had travel experience in Canada through the researcher's personal network. Most of them filled out questionnaires in 5 minutes and a couple of them gave suggestions on the layout and wording of the questions.

During this pre-test, the survey instrument was revised to strengthen its validity based on the feedback received from the pre-tested sample. The main purpose of the pre-test was to validate the questions of the study.

3.7 Data Management

Questionnaires were administered to randomly selected Chinese tourists in Toronto from October to November, 2005. A series of numbers was marked on the front right corner of the first page of each questionnaire in order to track the data. At the end of November, data were filed for confidentially and placed where only the researchers can reach. Unusable data were sorted out in the management process. Response rate was calculated as 77%.

3.8. Data Analysis

After sorting out the unusable questionnaires, 70 questionnaires from Chinese tourists were used for analysis. The data were coded, computed, and analyzed by using the Statistical Package for Social Sciences (SPSS). Statistical analysis such as frequencies, paired *t* tests and one way ANOVA were used

according to the respective objectives.

Frequencies were used to display the distribution of tourists' demographic information and as well as their travel patterns. This approach clearly separates data into different groups and prepares a foundation for further comparison tests.

Paired *t* tests were employed to compare the mean scores of the expected level of goodness on the attributes with the mean score of perceived level of destination performance. Through the paired *t* tests, different attributes are easily placed on the IPA grid.

Independent *t* tests were used for examining how significant the difference of mean score was between two or more categorized groups, such as male vs. female, or those respondents less than 44 years old vs. those over 44 years old. There were 5 age groups in the questionnaire (see Appendix). However, the youngest group (19-24) and the oldest group (over 60 years old) had low numbers, making it hard to complete an efficient statistical comparison. Examination of the categories revealed that the sample could be split into two reasonably evening groups by using 44 as the separation. This means that all age categories less than 44 are now in one recoded group and all those 45 and over are in the other recoded group.

Chapter 4

RESULTS

The findings of the study are presented in three major sections: the results of the demographic and travel behaviour questions, the Importance-Performance analysis, and the analysis of comments made by respondents in the sample

4.1 The demographic analysis of the sample

The primary objective of the analysis of the demographic and travel behaviour questions was to describe basic information about the people in the sample and to provide the basis for further importance-performance analysis. The first group of six tables introduces basic information about the sample, and shows who these tourists are.

Table 4.1
Gender (N=70)

	Frequency	Percentage
Male	59	84.3%
Female	11	15.7%

Male tourists were almost 85% of the sample. From observations during the on-site survey, it was found that not only are Chinese travel groups typically predominantly male, but also female tourists appear to be reluctant to complete a survey.

Table 4.2
Age (N=70)

Category	Frequency	Percentage
19-24	1	1.4%
25-34	6	8.6%
35-44	30	42.9%
45-59	31	44.3%
Over 60	2	2.9%

Most of the Chinese tourists are between 35 and 59 years of age, with senior travellers (over 60) and young travellers (age groups 19-24 and 25-34) comprising only 12.9% of the sample.

Table 4.3
Occupation (N=70)

Category	Frequency	Percentage
Government Organization	40	57.1%
Professional/Technician	17	24.3%
Stated Owned Enterprise Staff	7	10%
Private Owned Enterprise Staff	4	5.7%
Self- Employed	1	1.4%

Table 4.3 shows that 57.1% of the sample working for government while another 24.3% holding professional positions. Both groups are growing in size in China.

Table 4.4
Education (N=70)

Category	Frequency	Percentage
Senior High School/Technical School	4	5.7%
College	7	10%
University/Post-Graduate	59	84.3%

In terms of education level, the majority of tourists are highly educated, with 84.3% of people having a university or post-graduate degree. Only 5.7% of the sample reported senior high school or technical school diplomas as the highest level

of education achieved

Table 4.5

Regions of Residence (N=70)*

Category	Frequency	Percentage
Eastern China	37	52.9%
Southern China	28	40%
Northern China	5	7.1%

* *Note.* Regions of China are shown in Appendix 1

Over 50% of Chinese tourists in the sample came from Eastern China, followed by 40% of people from Southern China. Both are regions of China with strong economies.

Table 4.6

Monthly Household Income (N=70)*

Category	Frequency	Percentage
¥1,500- ¥3,000	12	17.1%
¥3,001- ¥4,500	17	24.3%
¥4,501- ¥6,000	20	28.6%
¥6,001- ¥10,000	8	11.4%
Above ¥10,000	13	18.6%

* *Note.* CAN\$1=RMB¥6.99 updated at Apr, 2006

The monthly household income is used more often in China at present rather than annual household income. The overall average of personal annual income is much lower than in western countries. In this sample, the variable of monthly household income is evenly distributed. It should be noted that salary levels differ from region to region in China.

The six tables above show that the tourists in this study come from mainly from Eastern and Southern China and are aged from 35-59 years old. They are

well-educated, working for governments or holding professional positions. Most of the tourists are male.

4.2 Travel Behaviour and Experience

The following tables provide information on the tourists' travel profiles, including why they are travelling to Canada, who they travel with and what their previous experiences are.

Table 4.7
Purpose of Travel (N=70)

Category	Frequency	Percentage
Business	42	60%
Vacation	3	4.3%
Both	25	35.7%

For most tourists, the primary purpose of travel is business; however, some of them are also travelling for leisure activities. From Table 4.7, 60% of tourists confirm that theirs is a business trip. Another 35.7% state that their trips are a mix of vacation and business. Only 4.3% are travelling solely for vacation purposes.

Table 4.8
Who do they travel with (N=70)

Category	Frequency	Percentage
Alone	2	2.9%
Friends	15	21.4%
Business Associates	53	75.7%

Table 4.8 shows that 75.7% of tourists are travelling with their business associates or colleagues. Another 21.4% of respondents are travelling with friends.

Table 4.9
Previous overseas travel experience (N=70)

	Frequency	Percentage
Yes	56	80%
No	14	20%

Eighty per cent of tourists had already travelled to another country before their trip to Canada, which allows them to compare their Canadian experience with their previous foreign travel experiences. It can be assumed that people who had been to western countries might have different expectations and perceptions on Canada than those who had been to other Asian countries.

Table 4.10
Countries Visited (N=56)

Category	Frequency	Percentage
European Countries	37	66.1%
South Asia Countries	33	58.9%
United States	32	57.1%
Australia or New Zealand	24	42.9%
Others	9	16.1%
Africa Countries	3	5.4%
South America Countries	3	5.4%

United States, Australia and New Zealand, European countries, and South Asia are the major areas the respondents report that they visited. Generally for most of Chinese tourists, South Asian countries such Malaysia, Thailand and Singapore are a package of countries taking advantage of short distances and cheap transportation costs. These countries have accepted millions of visits in the last decades. Asian countries and regions account for 90.4% of Chinese outbound travelers, and eight of the top ten outbound destinations of Chinese tourists are in Asia (Asia Times Online, N.D.).

To explore the relationship between tourists' gender and their travel experiences or age and experience, Chi-square analysis was applied to the data. The results of these analyses are provided in Table 4.11 and Table 4.12.

Table 4.11

Chi-Square test for Gender VS. Overseas travel Experience (N=70)

		Previous Overseas Travel Experience		Total (%)
		Yes (%)	No (%)	
Gender	Male	50(84.7%)	9(15.3%)	59(100%)
	Female	6 (54.5%)	5 (45.5%)	11(100%)
Total		56(80%)	14(20%)	70(100%)
Pearson Chi-Square (a)	Value	5.285 (b)		
	Asymp. Sig(2 sided)	0.022		

Note. Number in bold represents a significant difference.

Table 4.11 shows the relationship between gender and previous overseas travel experience. Apparently, almost 85% of male tourists travelled abroad before. However, only 54 % of female travellers had done so. On the other hand, 15% of male tourists and the remaining 46% of females did not have foreign travel experience. Additionally, the table shows that gender and experience are highly related and the relationship is statistically significant at the .05 level.

Table 4.12

Chi-Square Test for Age VS. Overseas Travel Experience (N=70)

			Previous Overseas Travel Experience		Total (%)
			Yes (%)	No (%)	
Age	Under 44 years old	44	28(75.7%)	9(24.3%)	37(100%)
	Above 44 years old	44	28(84.8%)	5(15.2%)	33(100%)
Total			56(80%)	14(20%)	70(100%)
Pearson Chi-Square (a)	Value		0.917 (b)		
	Asymp. Sig(2 sided)		0.338		

Table 4.12 presents the relationship between age and previous overseas travel experience. Seventy six percent of tourists under 44 years old had previous experience while 24.3% did not. Eighty five percent of tourists older than 44 years had travelled abroad before while 15.2% had not. The relationship between previous travel experience and age is not statistically significant at the .05 level.

Table 4.13

Frequency of Overseas Travel within last 10 years (N=56)

Times	Frequency	Percentage
1	5	8.9%
2	13	23.2%
3	8	14.3%
4	7	12.5%
5	6	10.7%
6-10	10	17.9%
15-30	7	12.5%
Missing	1	1.8%

Over the past 10 years, the largest group of Chinese tourists travelled twice to foreign countries. There are also 30% of tourists in the sample who had overseas travel experiences at least 6 times.

In terms of travel in Canada, preliminary discussion with travel agents suggested that Chinese tourists take short stays (4 days), (the Eastern Canada Tour), or long stays (7-12 days). The Eastern Canada Tour usually covers the cities of Toronto, Niagara Falls and Ottawa. People fly to Toronto from Vancouver as their first stop. After finishing the tour in Canada, the United States usually is the next destination.

Table 4.14
Length of Stay in Canada (N=70)

Number of Days	Frequency	Percentage
3	4	5.7%
4	13	18.6%
5	6	8.6%
6	14	20%
7	10	14.3%
8-15	9	12.9%
20-21	16	22.9%

Table 4.14 shows that, during their visits to Canada, Chinese tourists stayed in the country for 3 days to 21 days. Most of tourists will stay for fewer than 8 days. However, over one third stayed longer than this and 23% stayed 3 weeks.

Table 4.15
Places they have been to in Canada (N=70)

	Frequency	Percentage
Vancouver	64	91.4%
Victoria	24	34.3%
Calgary	4	5.7%
Banff National Park	2	2.9%
Toronto	70	100%
Niagara Falls	58	82.9%
Ottawa	34	49.3%
Montreal	30	42.9%
Others	3	4.3%

If tourists land at Vancouver, usually theirs will be a national tour. The route starting from Vancouver goes through Victoria, Toronto, Niagara Falls, Ottawa and Montreal. Because of easy transportation and a well-developed tourism infrastructure, Vancouver and Toronto are the major two cities that Chinese tourists visit.

Additional information also received from travel agencies shows that there is usually a non-stop flight between Vancouver and Toronto for a national tour. Time is a major limitation for most of the tourists in their choice of a travel route.

The data on travel behaviour explained that, although Chinese tourists are travelling for business, their trips were also composed of sightseeing and leisure activities. Eighty percent of tourists had foreign travel experience. Their major destinations were European countries, Australia and New Zealand, Southern Asia and the United States.

Their trips in Canada are from 3 to 21 days in length, depending on the travel package they selected. Travel covered several big cities from west to east.

4.3 The Importance/Performance Analysis

The Importance-Performance Analysis (IPA) analysis focuses on ratings along with each attribute by all tourists or various grouping of tourists. Respondents were asked about their overall levels of ratings with their travel experiences in Canada. The results are summarized in Table 4.16 and Figure 4.1. Table 4.16 lists the 21 attributes by number, means of importance and performance and the difference

between two means, a t value and its level of significance ($>.05$). Figure 4.1 presents all attributes in each of four quadrants on an IPA grid.

Table 4.16
Results on paired *t* test for all tourists' rating of I-P on 21 attributes (N=70)

Attribute*	N.	I-Mean a	P-Mean b	Difference	Sig.	df.	<i>t</i> value
1	59	8.69 c	8.78	-0.08	0.75	58	-0.32
2	59	9.44	9.14	0.31	0.19	58	1.33
3	58	9.21	8.86	0.34	0.12	57	1.59
4	58	6.76	7.09	-0.33	0.32	57	-1.00
5	58	6.43	7.02	-0.59	0.14	57	-1.48
6	60	8.83	8.70	0.13	0.66	59	0.45
7	58	6.52	6.84	-0.33	0.37	57	-0.90
8	57	7.40	6.77	0.63	0.06	56	1.95
9	57	6.02	5.75	0.26	0.38	56	0.88
10	57	6.98	7.09	-0.11	0.71	56	-0.37
11	57	6.30	5.58	0.72	0.05	56	1.97
12	56	6.25	5.84	0.41	0.22	55	1.24
13	57	6.25	6.11	0.14	0.67	56	0.43
14	57	8.30	7.35	0.95	0.00	56	3.25
15	57	8.04	7.60	0.44	0.08	56	1.79
16	57	8.23	7.53	0.70	0.02	56	2.32
17	57	7.82	6.95	0.88	0.01	56	2.70
18	57	6.46	6.35	0.11	0.73	56	0.34
19	56	8.11	6.98	1.13	0.00	55	3.21
20	57	8.58	7.39	1.19	0.00	56	3.51
21	57	8.65	7.40	1.25	0.00	56	3.47

Notes. a. Importance mean ranges from 1(very unimportant) to 10 (very important).

b. Performance mean ranges from 1(performed worst) to 10 (performed best)

c. all numbers are rounded as 0.00

* Numbers represent corresponding attributes listed as following. Numbers in bold represent a significant difference

Destination Attractiveness		Tourist attractions and facilities	Hospitality Services
1.	A place is clean	9. Nightlife and Entertainment	13. Western food
2.	A place is safe	10. Big modern cities	14. Quality of hotel services
3.	Beautiful scenery	11. Wildlife	15. Attitudes of staff working in tourism
4.	Western culture	12. Participate sports and activities	16. Convenient transportation between scenic spots
5.	A simpler lifestyle		17. Service in English and Chinese
6.	Friendly Canadian people		18. Tourism products
7.	Chinese community		19. Dealing with tourists 'complaints
8.	Available information about Canada Before coming		20. Travel Route
			21. Reasonable price of the travel package

Attributes with differences (+ or -) between performance and importance scores and with a *t* value significant at or beyond the .05 level are of the most interest in Table 4.16. The attributes having significant *t* values are the ones where performance is rated lower than importance. These attributes, indicative of some dissatisfaction by respondents in the sample, are attributes 14 (quality of hotel services), 16 (convenient transportation), 17 (service in English and Chinese), 19 (dealing with tourists' complaints), 20 (travel route) and 21 (reasonable price for the travel package). The remaining 15 attributes show no significant differences between importance and performance.

Noteworthy here is that all the attributes that exhibit significance differences between importance and performance are in the "hospitality services" group.

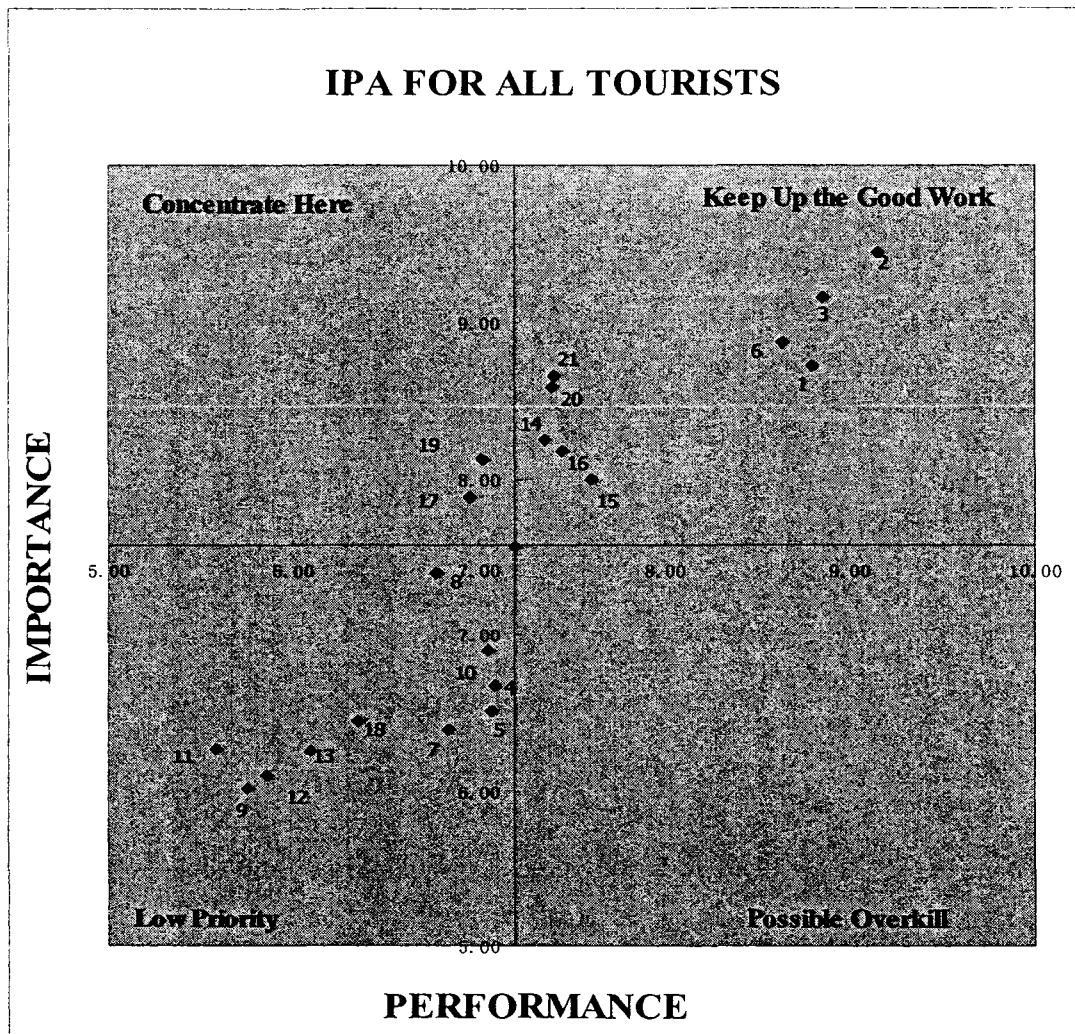


Figure 4.1. Overall ratings of Chinese tourists' expectations and perceptions of Canada (N=70)

Destination Attractiveness	Tourist attractions and facilities	Hospitality Services
1. A place is clean	9. Nightlife and Entertainment	13. Western food
2. A place is safe	10. Big modern cities	14. Quality of hotel services
3. Beautiful scenery	11. Wildlife	15. Attitudes of staff working in tourism
4. Western culture	12. Participate sports and activities	16. Convenient transportation between scenic spots
5. A simpler lifestyle		17. Service in English and Chinese
6. Friendly Canadian people		18. Tourism products
7. Chinese community		19. Dealing with tourists 'complaints
8. Available information about Canada before coming		20. Travel Route
		21. Reasonable price of the travel package

The IPA grid is drawn as Figure 4.1. The means of performance and importance rated by all Chinese tourists were obtained by simply running the frequencies using SPSS as the numbers are shown in Table 4.16. Those averages were the basis for the scatter plot. Figure 4.1 illustrates the results. The X axis represents the values of the attributes on “Performance” and the Y axis those for “Importance”. The origin (0, 0) was eliminated from the graph in order to emphasize the major distribution of the attributes in the figure. All mean scores of the attributes were above 5. Therefore, the new origin, referred to as the “crosshairs”, was computed on the combination of 21 means on both “Importance” and “Performance” (Martilla & James, 1977). Each number from 1 to 21 represents an attribute, such as “the place is clean”, placed on the grid according to its mean scores on Importance and Performance.

The twenty-one points are spread over four quadrants of the graph. Four of the attributes, “clean”, “safe”, “beautiful” and “friendly Canadian people” are located in the upper right corner of the IP grid, indicating that those points are both important and performed well according to Chinese tourists. Generally the respondents consider Canada to be a clean, safe and beautiful country, with friendly citizens. These are attributes about the destination attractiveness.

All five of the tourist attractions and facilities attributes, numbers eight through twelve, are found in the lower left quadrant, indicating that they are neither very important nor particularly well-done, according to the Chinese tourists in the sample.

Hospitality services are extremely a key concern of tourists. These attributes are

“quality of the hotel service”, “attitude and knowledge of tourism employees”, “transportation”, “travel route” and “price of package”. All of these fall into the area of “Keep up good work”. Only two attributes, “language service” and “dealing with complaints” are found in the upper left quadrant, an area of the chart indicating aspects of the travel experience needing improvement.

Note that, although attributes 14, 16, 18, 20 and 21 fall in the “Keep up the Good Work” quadrant, they also exhibited significant differences between importance and performance in Table 4.16. These attributes were rated lower on performance than importance and, therefore, merit attention by tourism operators.

In conclusion, in both Figure 4.1 and Table 4.16, attributes are centered along the vertical (Importance) axis above the average. Some of them fall into the quadrant of “Keep up the good work” and the others fall into “Concentrate Here”. Hospitality services are major concerns of Chinese tourists. On the other hand, destination attractiveness attributes were rated highly in both importance and performance while the attributes under “tourist attraction and facilities” are rated as relatively unimportant and relatively poorly performed.

To examine different segments of the sample, importance and performance means were calculated for each of those sub samples based on gender, age, region, income and travel experience. It is aimed at seeing whether there are any considerable differences based on visitor gender, age, origin, income or travel experience (Joppe, Martin & Wallen, 2001).

A tourist's gender often plays a role in determining the scores on both importance and performance for attributes of tourism experience. The following analysis investigates the role of gender in this sample of Chinese tourists to Canada. Figures 4.2 and 3 depict the scores on importance-performance for men and women, respectively.

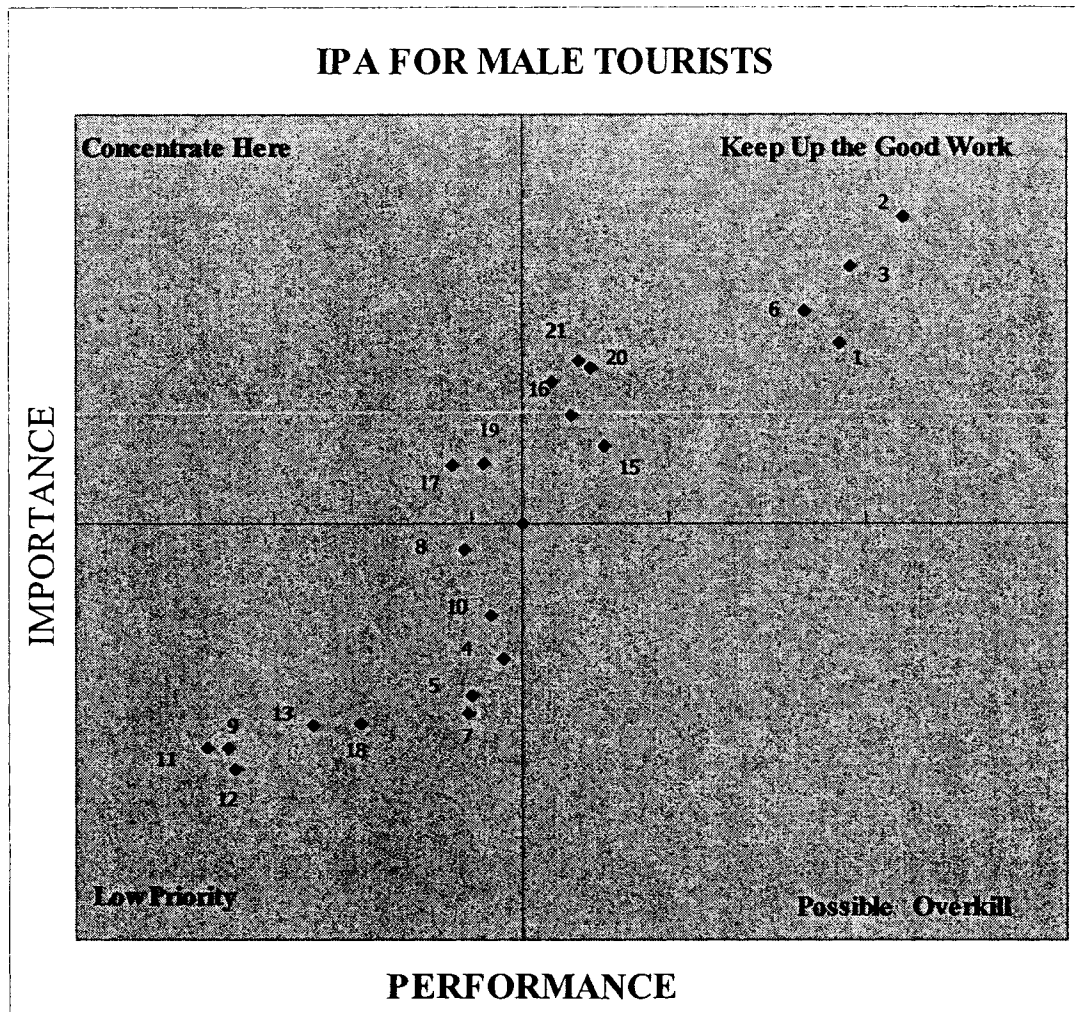


Figure 4.2 I-P Analysis for Chinese male tourists (N=59)

Destination Attractiveness

1. A place is clean
2. A place is safe
3. Beautiful scenery
4. Western culture
5. A simpler lifestyle
6. Friendly Canadian people
7. Chinese community
8. Available information about Canada before coming

Tourist attractions and facilities

9. Nightlife and Entertainment
10. Big modern cities
11. Wildlife
12. Participate sports and activities

Hospitality Services

13. Western food
14. Quality of hotel services
15. Attitudes of staff working in tourism
16. Convenient transportation between scenic spots
17. Service in English and Chinese
18. Tourism products
19. Dealing with tourists 'complaints
20. Travel Route
21. Reasonable price of the travel package

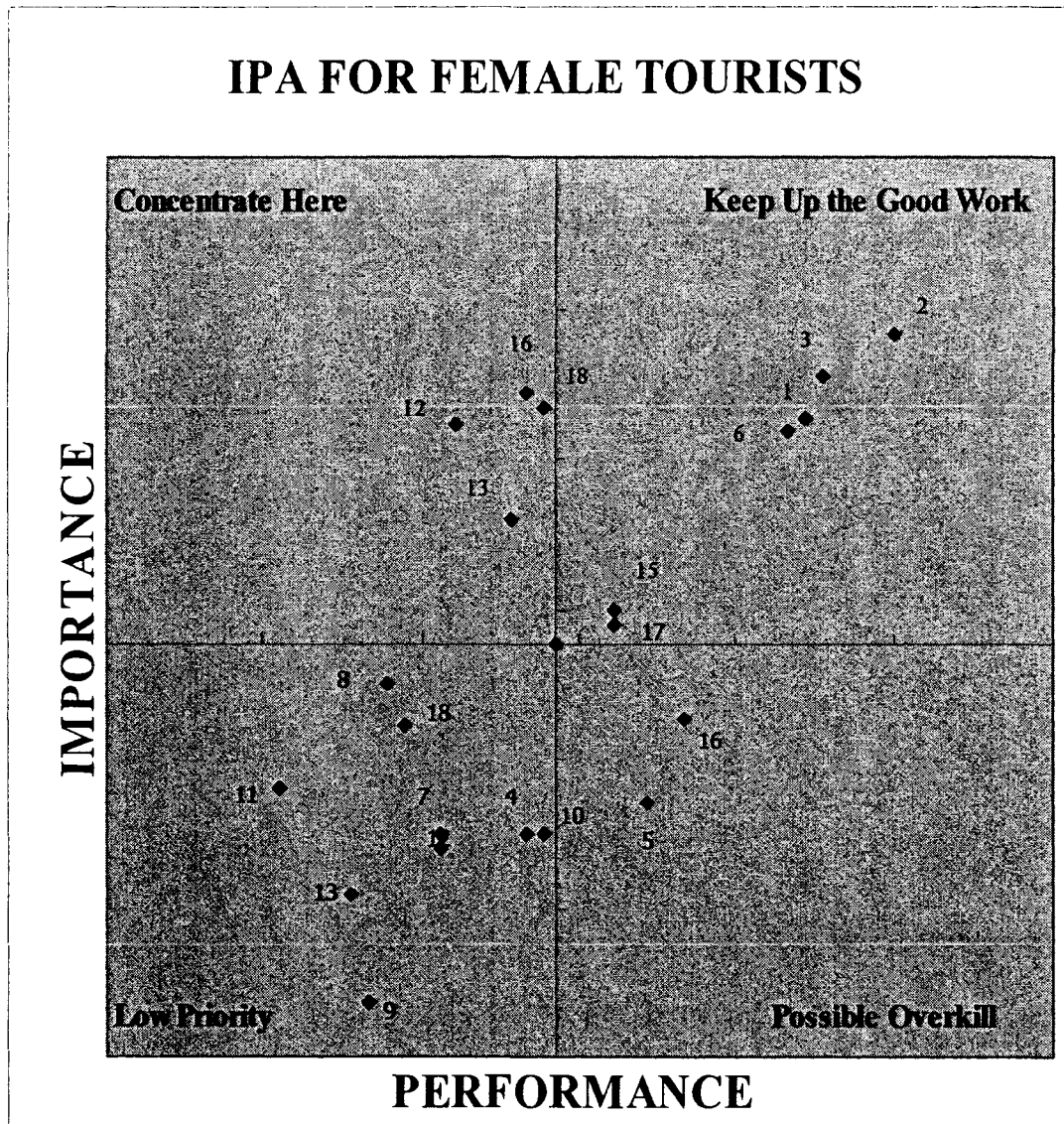


Figure 4.3 I-P Analysis for Chinese female tourists (N=11)

Destination Attractiveness

1. A place is clean
2. A place is safe
3. Beautiful scenery
4. Western culture
5. A simpler lifestyle
6. Friendly Canadian people
7. Chinese community
8. Available information about Canada before coming

Tourist attractions and facilities

9. Nightlife and Entertainment
10. Big modern cities
11. Wildlife
12. Participate sports and activities

Hospitality Services

13. Western food
14. Quality of hotel services
15. Attitudes of staff working in tourism
16. Convenient transportation between scenic spots
17. Service in English and Chinese
18. Tourism products
19. Dealing with tourists' complaints
20. Travel Route
21. Reasonable price of the travel package

Table 4.17
Results of one-way ANOVA for gender groups

Attributes*	Male(Mean) a	Female(Mean) b	Difference	F	Sig.
Importance					
1	8.62 c	9.27	-0.65	1.28	0.26
2	9.38	9.82	-0.44	0.95	0.34
3	9.08	9.55	-0.47	1.51	0.22
4	6.71	6.50	0.21	0.04	0.84
5	6.49	6.70	-0.21	0.07	0.80
6	8.81	9.18	-0.37	0.52	0.48
7	6.38	6.50	-0.12	0.02	0.89
8	7.37	7.50	-0.13	0.03	0.87
9	6.16	5.36	0.80	0.86	0.36
10	6.98	6.50	0.48	0.31	0.58
11	6.16	6.80	-0.64	0.44	0.51
12	6.04	6.40	-0.36	0.15	0.70
13	6.30	6.09	0.21	0.50	0.82
14	8.18	8.60	-0.42	0.59	0.45
15	8.00	8.00	0.00	0.00	1.00
16	8.39	7.27	1.12	2.06	0.16
17	7.88	7.90	-0.02	0.00	0.98
18	6.31	7.22	-0.91	1.18	0.28
19	7.90	9.33	-1.43	3.03	0.09
20	8.47	9.22	-0.75	1.47	0.23
21	8.51	9.44	-0.93	2.16	0.15
Performance					
1	8.86	8.44	0.42	0.63	0.43
2	9.18	9.00	0.18	0.12	0.73
3	8.92	8.56	0.36	0.37	0.54
4	7.16	6.67	0.49	0.33	0.57
5	7.00	7.44	-0.44	0.32	0.57
6	8.69	8.33	0.36	0.25	0.62
7	6.98	6.11	0.87	0.96	0.33
8	6.96	5.78	1.18	2.37	0.13
9	5.77	5.67	0.10	0.02	0.90
10	7.10	6.78	0.32	0.17	0.69
11	5.67	5.11	0.56	0.39	0.54
12	5.81	6.11	-0.30	0.12	0.73
13	6.20	5.56	0.64	0.59	0.45
14	7.50	6.56	0.94	1.67	0.20

15	7.67	7.22	0.45	0.40	0.53
16	7.41	7.67	-0.26	0.09	0.77
17	6.90	7.22	-0.32	0.12	0.73
18	6.44	5.89	0.55	0.69	0.41
19	7.06	6.78	0.28	0.12	0.74
20	7.60	6.22	1.38	2.98	0.09
21	7.54	6.67	0.87	1.58	0.21

Note. a. Importance mean ranges from 1 (very unimportant) to 10 (very important).

b. Performance mean ranges from 1 (performed worst) to 10 (performed best)

c. all numbers are rounded as 0.00

* Numbers represent relative attributes listed under all the figures. The same code is defined in the paper.

Numbers in bold represent a significant difference.

The numbers in the table show that there are fifteen negative mean differences under importance ratings. Apparently, female Chinese tourists' expectations are higher than those of the males.

The general trend of the IPA graph stays the same as in Figure 4.1 (See Figure 4.2 and Figure 4.3). However, location of some of the attributes differed between two gender groups. In Figure 4.2, "Service in both Chinese and English" and "Dealing with complaints" need to be improved, while in Figure 4.3, there are four attributes falling in "Concentrate Here" which are "Participate sports and activities", "Western food", "Easy transportation among scenic spots" and "Tourism products". It seems that for females, there are more attributes of concern than for males, but there are no significant differences. In general, most of these attributes are still categorized as hospitality service.

No significant difference was shown on either Importance or Performance ratings between male and female tourists (See Table 4.16). It may not be necessary to separate the Chinese market into segments by gender.

Age is another socio-demographic variable that often affects how tourists rate destination, facility and service attributes. In Figures 4.4 and 4.5, and in Table 4.18, below, the IP scores of the sample are analyzed according the tourists' ages.

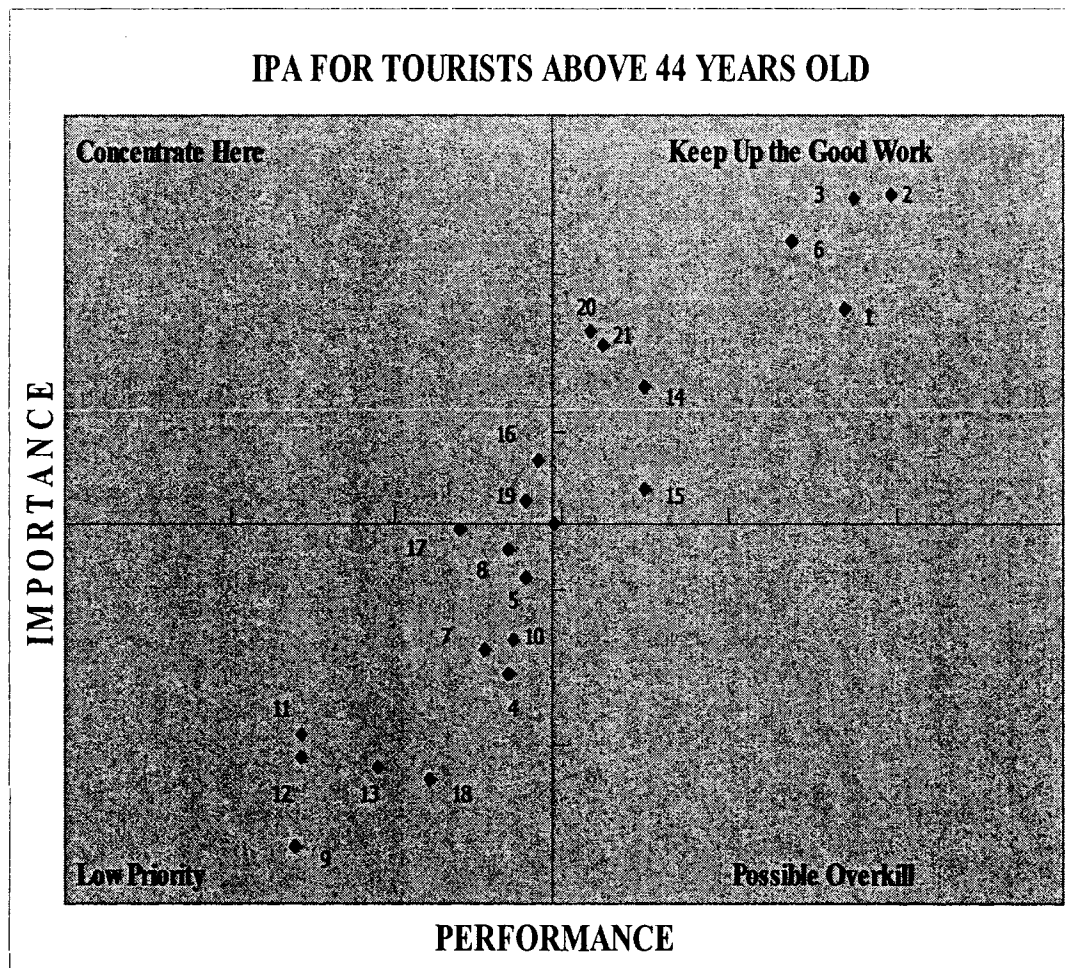


Figure 4.4 I-P Analysis for Chinese tourists over 44 years old (N=33)

Destination Attractiveness	Tourist attractions and facilities	Hospitality Services
1. A place is clean	9. Nightlife and Entertainment	13. Western food
2. A place is safe	10. Big modern cities	14. Quality of hotel services
3. Beautiful scenery	11. Wildlife	15. Attitudes of staff working in tourism
4. Western culture	12. Participate sports and activities	16. Convenient transportation between scenic spots
5. A simpler lifestyle		17. Service in English and Chinese
6. Friendly Canadian people		18. Tourism products
7. Chinese community		19. Dealing with tourists 'complaints
8. Available information about Canada before coming		20. Travel Route
		21. Reasonable price of the travel package

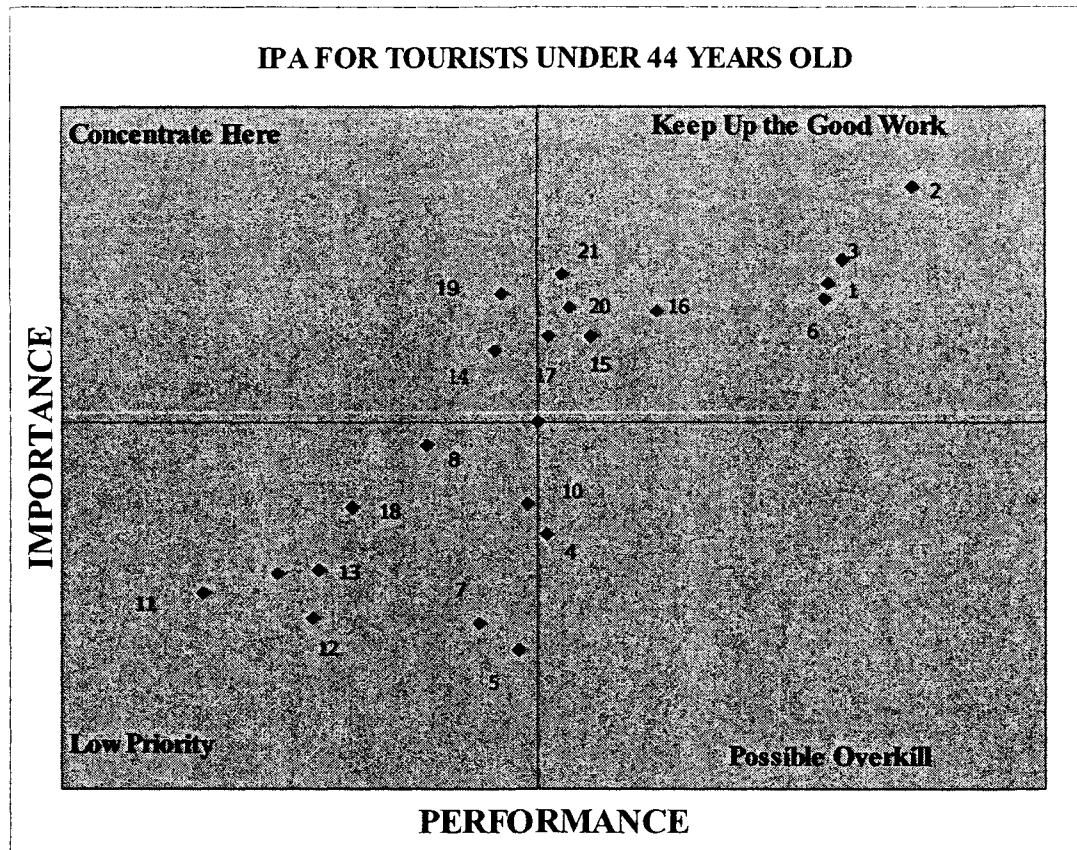


Figure 4.5 I-P Analysis for Chinese tourists under 44 years old (N=37)

Destination Attractiveness	Tourist attractions and facilities	Hospitality Services
1. A place is clean	9. Nightlife and Entertainment	13. Western food
2. A place is safe	10. Big modern cities	14. Quality of hotel services
3. Beautiful scenery	11. Wildlife	15. Attitudes of staff working in tourism
4. Western culture	12. Participate sports and activities	16. Convenient transportation between scenic spots
5. A simpler lifestyle		17. Service in English and Chinese
6. Friendly Canadian people		18. Tourism products
7. Chinese community		19. Dealing with tourists 'complaints
8. Available information about Canada before coming		20. Travel Route
		21. Reasonable price of the travel package

Table 4.18
Results of one way ANOVA for age groups

Attributes	Under 44 (Mean)	Over 44(Mean)	Difference	F.	Sig.
Importance					
1	8.71	8.77	-0.06	0.02	0.89
2	9.41	9.50	-0.09	0.07	0.80
3	8.88	9.47	-0.59	4.27	0.04
4	6.88	6.45	0.43	0.32	0.57
5	6.03	7.07	-1.04	3.07	0.09
6	8.59	9.20	-0.61	2.55	0.12
7	6.22	6.61	-0.39	0.34	0.56
8	7.52	7.25	0.27	0.20	0.65
9	6.59	5.36	1.23	3.58	0.06
10	7.10	6.68	0.42	0.41	0.52
11	6.45	6.07	0.38	0.28	0.60
12	6.26	5.93	0.33	0.22	0.64
13	6.61	5.86	0.75	1.10	0.30
14	8.22	8.29	-0.07	0.03	0.87
15	8.32	7.64	0.68	1.28	0.26
16	8.50	7.82	0.68	1.25	0.27
17	8.32	7.39	0.93	2.03	0.16
18	7.07	5.79	1.28	4.64	0.04
19	8.63	7.56	1.07	3.20	0.08
20	8.53	8.64	-0.11	0.06	0.81
21	8.77	8.54	0.23	0.24	0.62
Performance					
1	8.90	8.69	0.21	0.32	0.58
2	9.32	8.97	0.35	0.99	0.32
3	8.97	8.75	0.22	0.25	0.62
4	7.47	6.68	0.79	1.63	0.21
5	7.32	6.79	0.53	0.92	0.34
6	8.88	8.38	0.50	0.94	0.34
7	7.13	6.54	0.59	0.87	0.36
8	6.86	6.68	0.18	0.10	0.75
9	6.10	5.39	0.71	1.48	0.23
10	7.37	6.71	0.66	1.30	0.26
11	5.72	5.43	0.29	0.21	0.65
12	6.28	5.43	0.85	1.83	0.18
13	6.31	5.90	0.41	0.46	0.50
14	7.21	7.50	-0.29	0.30	0.59
15	7.69	7.50	0.19	0.14	0.71

16	8.03	6.86	1.17	3.60	0.06
17	7.48	6.39	1.09	2.59	0.11
18	6.48	6.21	0.27	0.31	0.58
19	7.24	6.79	0.45	0.56	0.46
20	7.59	7.18	0.41	0.47	0.50
21	7.55	7.25	0.30	0.35	0.56

Note. Numbers in bold represent a significant difference

Age did not have a huge impact on the ratings either. From Table 15, it can be seen that only two of the attributes are shown to be significantly different between the two age groups. Even those two attributes, beautiful scenery and tourism products, do not generate a change in the overall IP pattern.

The graphic information provides a similar pattern between two age groups as well. Comparing two graphs, some of the attributes moved slightly within their quadrants. However, the major concerns identified by the two groups are maintained in the hospitality service category. This pattern belongs to the whole sample as well.

The possible influence on the IP scores of the tourists' origins within China was also investigated (Figures 4.6, 4.7 and 4.8; Table 19).

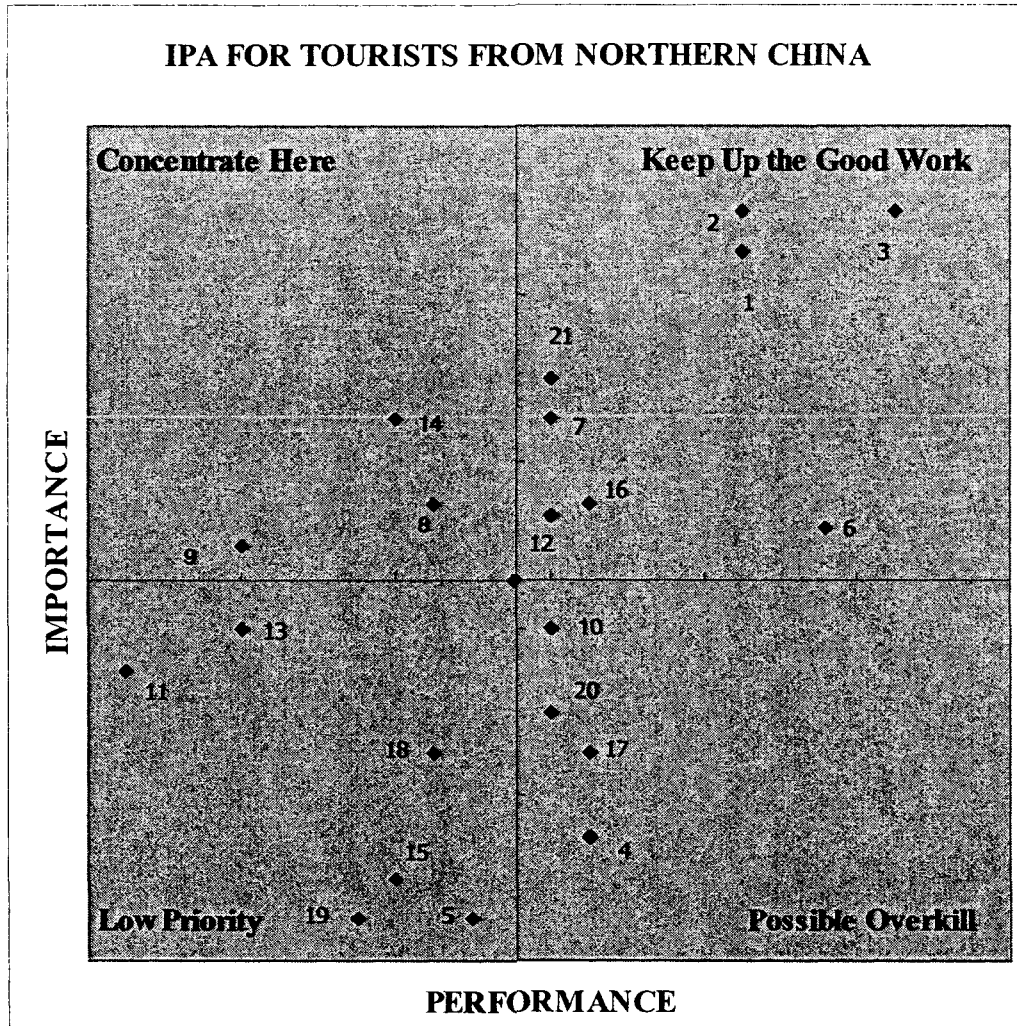


Figure 4.6 I-P Analysis for Chinese tourists from Northern Regions (N=5)

Destination Attractiveness

1. A place is clean
2. A place is safe
3. Beautiful scenery
4. Western culture
5. A simpler lifestyle
6. Friendly Canadian people
7. Chinese community
8. Available information about Canada before coming

Tourist attractions and facilities

9. Nightlife and Entertainment
10. Big modern cities
11. Wildlife
12. Participate sports and activities

Hospitality Services

13. Western food
14. Quality of hotel services
15. Attitudes of staff working in tourism
16. Convenient transportation between scenic spots
17. Service in English and Chinese
18. Tourism products
19. Dealing with tourists 'complaints
20. Travel Route
21. Reasonable price of the travel package

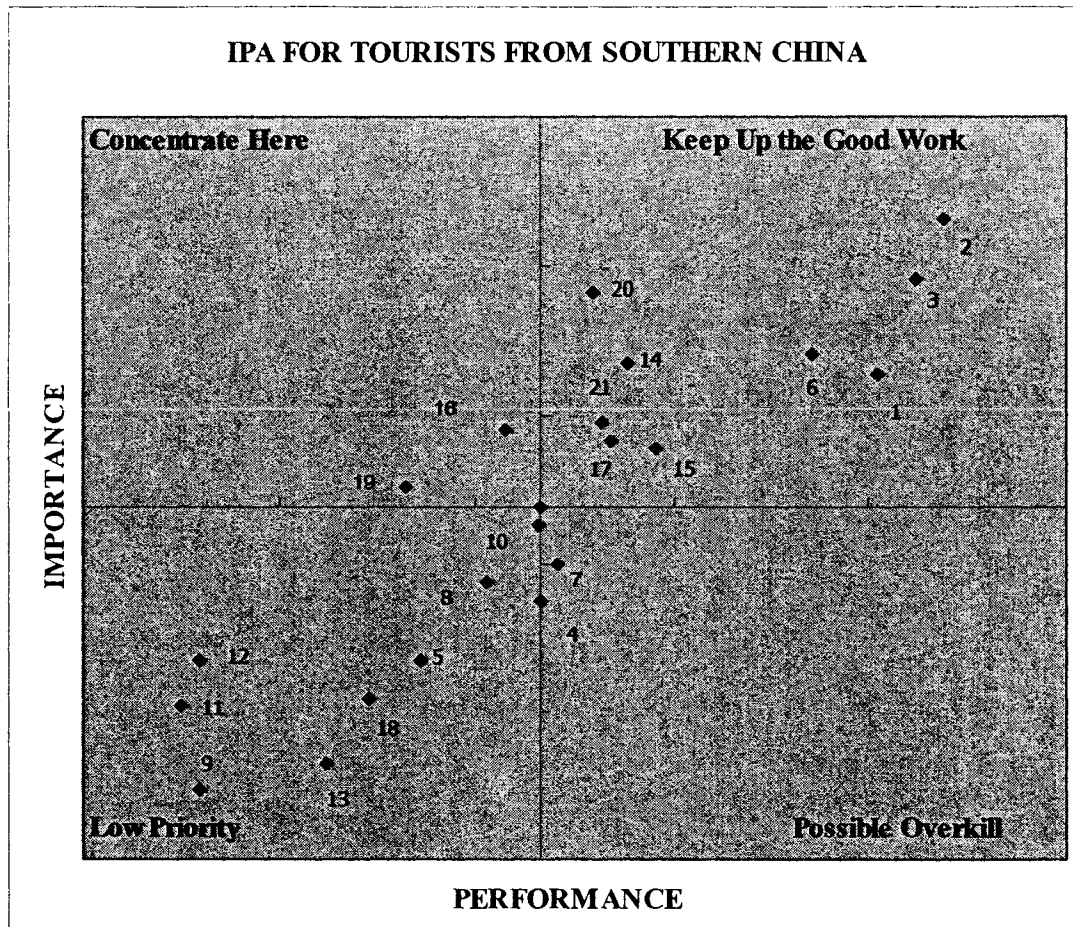


Figure 4.7 I-P Analysis for Chinese tourists from Southern Regions (N=28)

Destination Attractiveness	Tourist attractions and facilities	Hospitality Services
1. A place is clean	9. Nightlife and Entertainment	13. Western food
2. A place is safe	10. Big modern cities	14. Quality of hotel services
3. Beautiful scenery	11. Wildlife	15. Attitudes of staff working in tourism
4. Western culture	12. Participate sports and activities	16. Convenient transportation between scenic spots
5. A simpler lifestyle		17. Service in English and Chinese
6. Friendly Canadian people		18. Tourism products
7. Chinese community		19. Dealing with tourists 'complaints
8. Available information about Canada before coming		20. Travel Route
		21. Reasonable price of the travel package

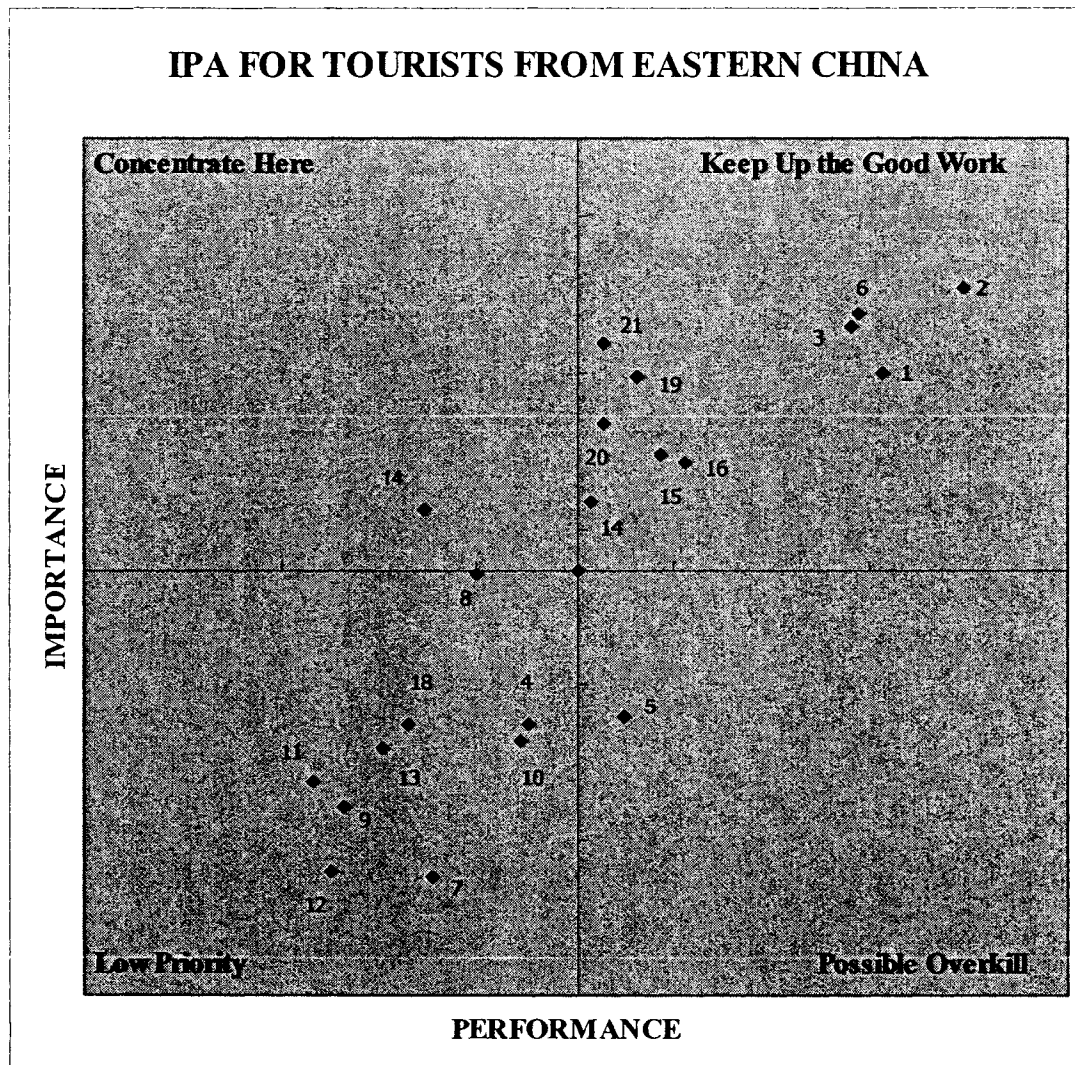


Figure 4.8 I-P Analysis for Chinese tourists from Eastern Regions (N=37)

Destination Attractiveness	Tourist attractions and facilities	Hospitality Services
1. A place is clean	9. Nightlife and Entertainment	13. Western food
2. A place is safe	10. Big modern cities	14. Quality of hotel services
3. Beautiful scenery	11. Wildlife	15. Attitudes of staff working in tourism
4. Western culture	12. Participate sports and activities	16. Convenient transportation between scenic spots
5. A simpler lifestyle		17. Service in English and Chinese
6. Friendly Canadian people		18. Tourism products
7. Chinese community		19. Dealing with tourists 'complaints
8. Available information about Canada before coming		20. Travel Route
		21. Reasonable price of the travel package

Table 4.19
Results of one way ANOVA for different region groups

Attributes	Eastern (Mean)	Southern (Mean)	Northern (Mean)	F.	Sig.
Importance					
1	9.00	8.28	9.25	1.46	0.24
2	9.54	9.32	9.50	0.19	0.83
3	9.29	8.92	9.50	0.91	0.41
4	6.74	6.74	5.75	0.21	0.81
5	6.79	6.35	5.25	0.87	0.42
6	9.37	8.42	7.60	5.15	0.01
7	5.76	7.00	8.25	2.88	0.07
8	7.72	6.87	7.75	1.01	0.37
9	6.21	5.48	7.50	1.27	0.29
10	6.63	7.26	7.00	0.43	0.65
11	6.38	6.04	6.75	0.16	0.86
12	5.79	6.35	7.67	0.83	0.44
13	6.59	5.65	7.00	0.93	0.40
14	8.18	8.35	8.25	0.07	0.93
15	8.47	7.78	5.50	3.35	0.04
16	8.42	7.91	7.75	0.39	0.68
17	8.13	7.83	6.25	0.99	0.38
18	6.74	6.09	6.25	0.53	0.59
19	8.97	7.52	5.25	7.13	0.00
20	8.68	8.83	6.50	3.50	0.04
21	9.19	7.96	8.50	3.57	0.04
Performance					
1	9.06	8.54	8.25	1.19	0.31
2	9.47	8.88	8.25	2.25	0.12
3	8.90	8.74	9.25	0.18	0.83
4	7.26	6.83	7.25	0.22	0.80
5	7.75	6.22	6.50	3.91	0.03
6	8.94	8.21	8.80	0.94	0.40
7	6.77	6.91	7.00	0.03	0.97
8	7.00	6.55	6.25	0.41	0.67
9	6.32	5.09	5.00	2.35	0.11
10	7.22	6.82	7.00	0.22	0.81
11	6.16	5.00	4.25	2.18	0.12
12	6.26	5.09	7.00	2.13	0.13
13	6.52	5.74	5.00	1.23	0.30
14	7.58	7.27	6.00	1.11	0.34

15	7.94	7.41	6.00	2.03	0.14
16	8.06	6.65	7.25	2.40	0.10
17	6.74	7.18	7.25	0.21	0.81
18	6.65	5.95	6.25	0.94	0.40
19	7.81	6.14	5.75	4.58	0.02
20	7.65	7.09	7.00	0.45	0.64
21	7.65	7.14	7.00	0.53	0.59

Note. Numbers in bold represent a significant difference..

Significant differences were found in Table 4.19 among the tourists according to their region of origin within China. Differences in importance were noted on the “friendly Canadian people”, the “attitude of employees working in tourism”, the “tourists’ complaints”, the “travel route” and the “package price”.

On performance, only “simpler lifestyle” and “tourists’ complaints” were significantly different among the regions of origin.

Major concerns from the tourists in terms of their regions of origin in China are still about hospitality services as shown in the three IP charts, although there is a shifting from hotel service, to transportation and dealing with complaints. Apparently, destination attractiveness is highly rated by tourists wherever their origin in China.

With respect to income groups, there are several significant differences in importance, but only one in performance (See Figure 4.9, Figure 4.10, Figure 4.11 and Table 4.20).

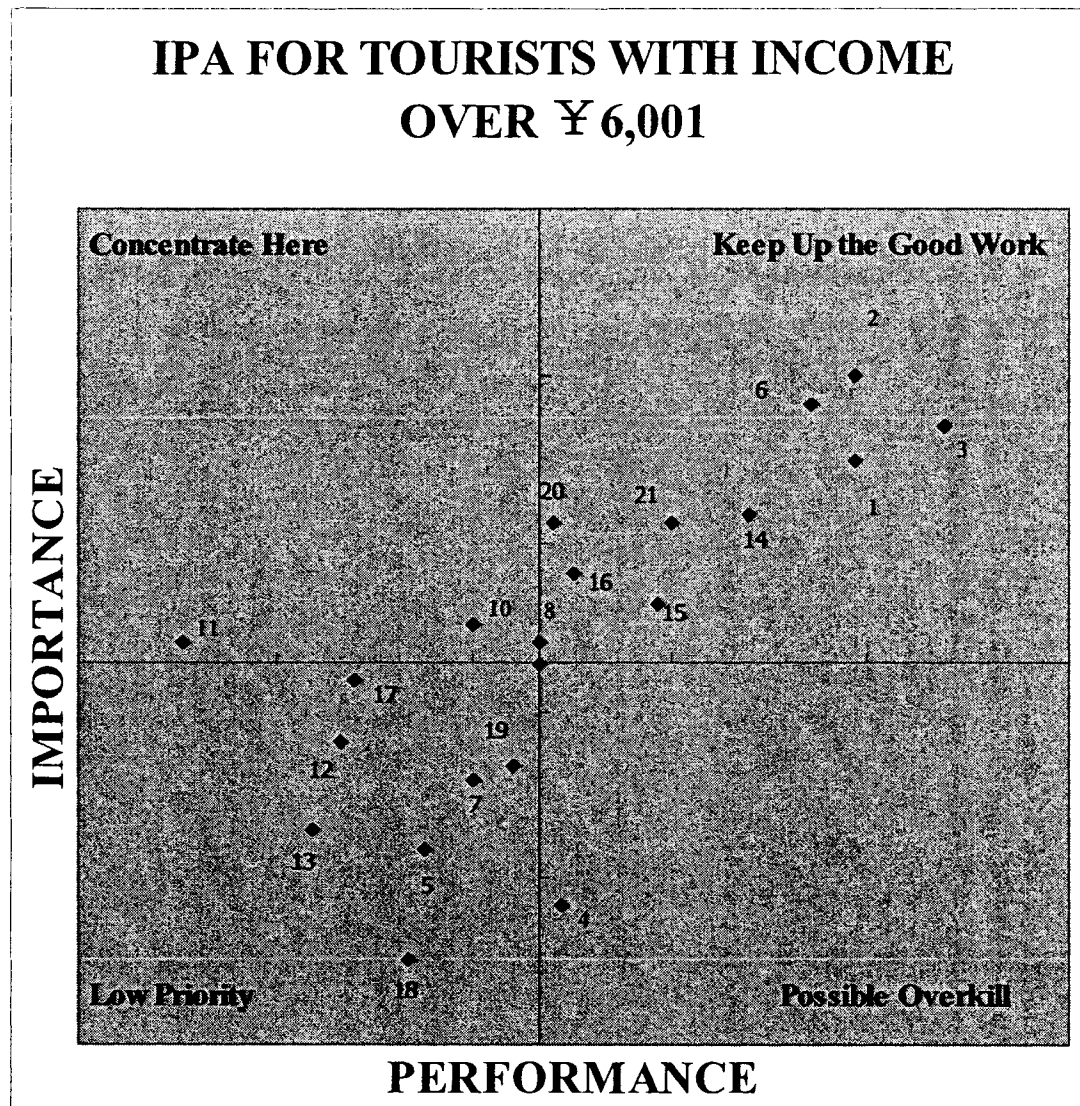


Figure 4.9 I-P Analysis for Chinese tourists with income more than ¥6,000 (N=21)

Destination Attractiveness

1. A place is clean
2. A place is safe
3. Beautiful scenery
4. Western culture
5. A simpler lifestyle
6. Friendly Canadian people
7. Chinese community
8. Available information about Canada before coming

Tourist attractions and facilities

9. Nightlife and Entertainment
10. Big modern cities
11. Wildlife
12. Participate sports and activities

Hospitality Services

13. Western food
14. Quality of hotel services
15. Attitudes of staff working in tourism
16. Convenient transportation between scenic spots
17. Service in English and Chinese
18. Tourism products
19. Dealing with tourists 'complaints
20. Travel Route
21. Reasonable price of the travel package

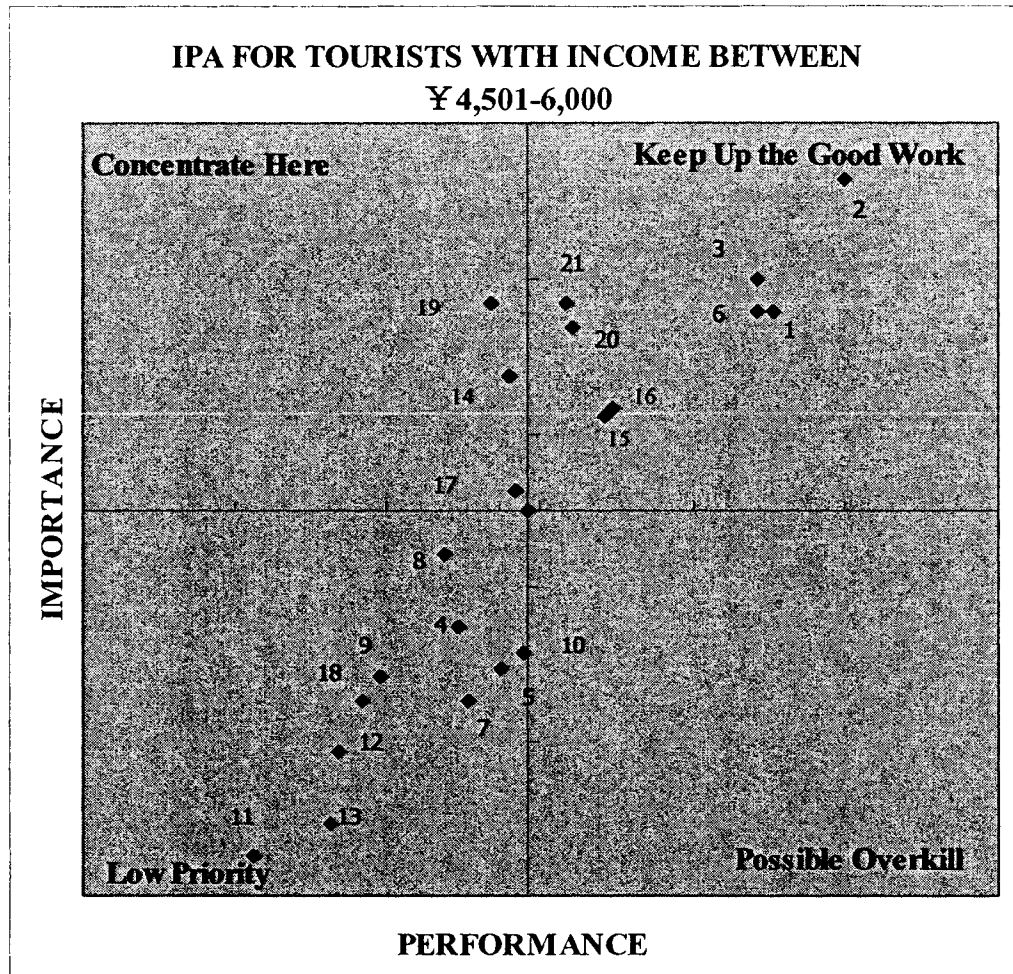


Figure 4.10 I-P Analysis for Chinese tourists with income between ¥4,500-¥6,000 (N=20)

Destination Attractiveness	Tourist attractions and facilities	Hospitality Services
2. A place is safe	9. Nightlife and Entertainment	14. Quality of hotel services
3. Beautiful scenery	10. Big modern cities	15. Attitudes of staff working in tourism
4. Western culture	11. Wildlife	16. Convenient transportation between scenic spots
5. A simpler lifestyle	12. Participate sports and activities	17. Service in English and Chinese
6. Friendly Canadian people		18. Tourism products
7. Chinese community		19. Dealing with tourists 'complaints
8. Available information about Canada before coming		20. Travel Route
		21. Reasonable price of the travel package

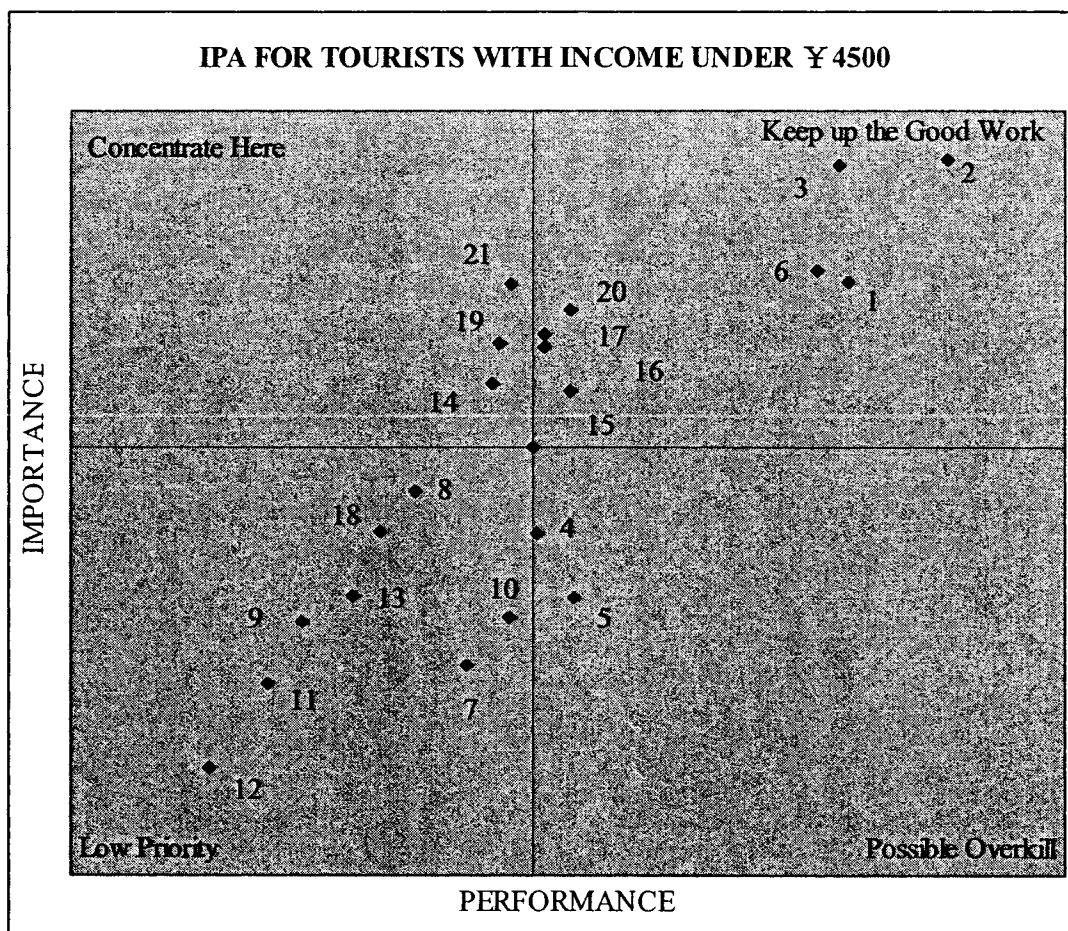


Figure 4.11 I-P Analysis for Chinese tourists with income under ¥4,500 (N=29)

Destination Attractiveness	Tourist attractions and facilities	Hospitality Services
1. A place is clean	9. Nightlife and Entertainment	13. Western food
2. A place is safe	10. Big modern cities	14. Quality of hotel services
3. Beautiful scenery	11. Wildlife	15. Attitudes of staff working in tourism
4. Western culture	12. Participate sports and activities	16. Convenient transportation between scenic spots
5. A simpler lifestyle		17. Service in English and Chinese
6. Friendly Canadian people		18. Tourism products
7. Chinese community		19. Dealing with tourists 'complaints
8. Available information about Canada before coming		20. Travel Route
		21. Reasonable price of the travel package

Table 4.20
Results of one way ANOVA for different income groups

Attributes	Under ¥4,500	¥4,500-¥6,000	Over ¥6,001	F.	Sig.
Importance					
1	8.88	8.79	8.50	0.27	0.76
2	9.68	9.63	9.00	1.64	0.20
3	9.64	9.00	8.70	4.32	0.02
4	7.25	6.74	5.83	1.23	0.30
5	6.83	6.47	6.17	0.41	0.66
6	8.96	8.79	8.84	0.07	0.93
7	6.38	6.26	6.59	0.07	0.93
8	7.52	7.21	7.41	0.10	0.91
9	6.67	6.42	4.65	3.70	0.03
10	6.70	6.58	7.53	0.77	0.47
11	6.26	5.26	7.41	2.91	0.06
12	5.71	5.94	6.82	0.91	0.41
13	6.84	5.47	6.29	1.32	0.28
14	8.22	8.37	8.17	0.08	0.92
15	8.17	8.11	7.65	0.28	0.76
16	8.46	8.16	7.82	0.36	0.70
17	8.54	7.63	7.19	1.55	0.22
18	7.26	6.26	5.50	2.97	0.06
19	8.48	8.84	6.67	4.71	0.01
20	8.70	8.68	8.13	0.27	0.76
21	8.87	8.84	8.13	0.99	0.38
Performance					
1	8.92	8.53	8.94	0.48	0.62
2	9.42	9.00	8.94	0.74	0.48
3	8.87	8.42	9.38	1.52	0.23
4	7.35	6.47	7.44	0.95	0.39
5	7.54	6.74	6.75	0.98	0.38
6	8.76	8.42	8.71	0.17	0.85
7	7.00	6.53	7.00	0.23	0.79
8	6.74	6.37	7.33	0.69	0.50
9	6.17	5.95	4.87	0.40	0.68
10	7.21	6.89	7.00	0.11	0.89
11	6.00	5.11	5.53	0.85	0.43
12	5.70	5.68	6.33	0.32	0.73
13	6.43	5.63	6.19	0.63	0.54

14	7.13	6.79	8.40	1.74	0.19
15	7.52	7.42	7.93	3.11	0.05
16	7.39	7.47	7.50	0.01	0.99
17	7.39	6.84	6.40	0.68	0.51
18	6.57	5.84	6.67	1.15	0.33
19	7.17	6.68	7.20	0.29	0.75
20	7.52	7.21	7.40	0.10	0.91
21	7.22	7.16	8.00	0.98	0.38

Note. Numbers in bold represent a significant difference.

Attributes 3 (“beautiful scenery”), 9 (“nightlife and entertainment”) and 19 (tourists’ complaints”) differ significantly across the three income groups, with higher income tourists rating these attributes as less important.

On performance, only attribute 15, “staff attitudes”, differed significantly among the three income groups, with higher income tourists least satisfied.

In order to find out whether the experienced travelers are often more discerning both in terms of what is important to them and, especially, in their assessments of the quality of destination, attractions and service, Figures 4.12, 4.13 and Table 4.21 present the results of analyses to examine the role of tourists’ travel experience in their ratings of importance and performance.

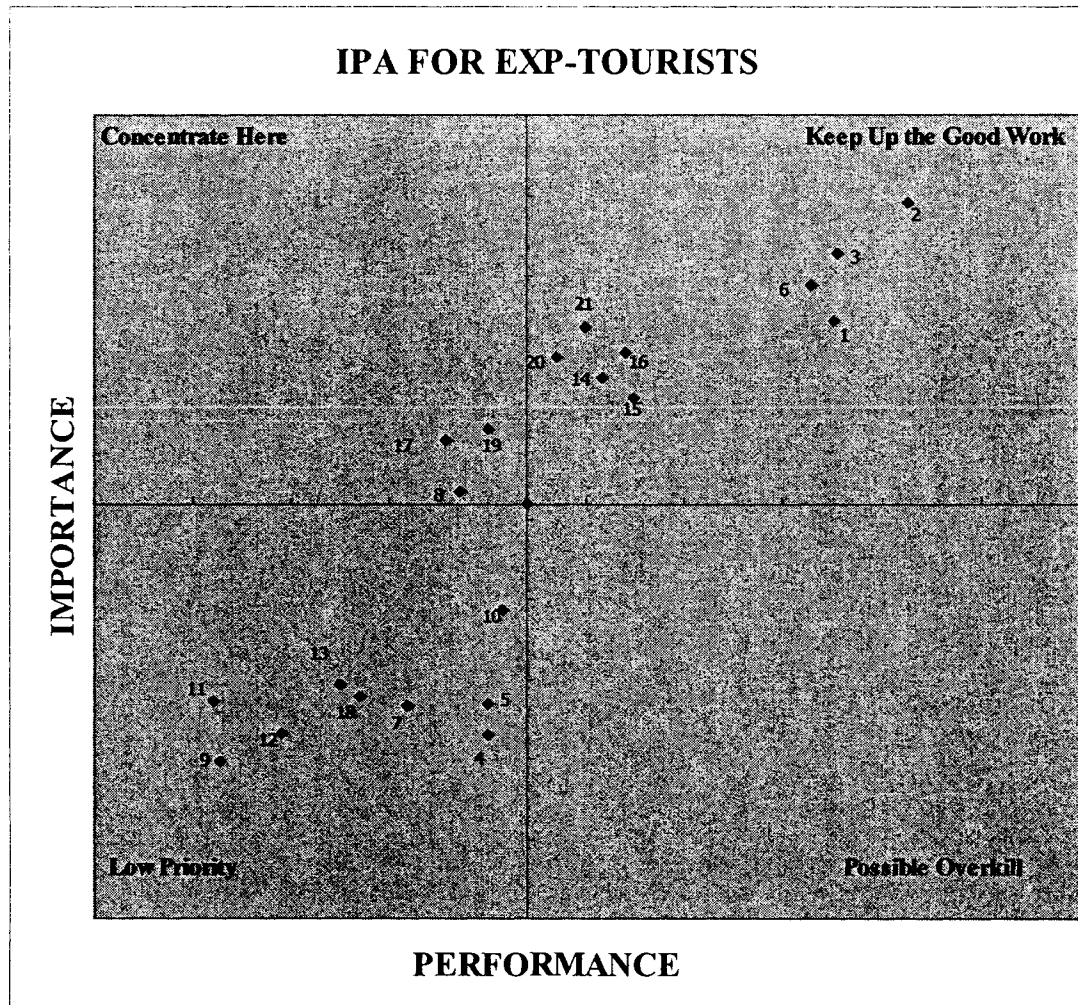


Figure 4.12 I-P Analysis for Chinese tourists who had over sea travel experience (N=56)

Destination Attractiveness	Tourist attractions and facilities	Hospitality Services
1. A place is clean	9. Nightlife and Entertainment	13. Western food
2. A place is safe	10. Big modern cities	14. Quality of hotel services
3. Beautiful scenery	11. Wildlife	15. Attitudes of staff working in tourism
4. Western culture	12. Participate sports and activities	16. Convenient transportation between scenic spots
5. A simpler lifestyle		17. Service in English and Chinese
6. Friendly Canadian people		18. Tourism products
7. Chinese community		19. Dealing with tourists 'complaints
8. Available information about Canada before coming		20. Travel Route
		21. Reasonable price of the travel package

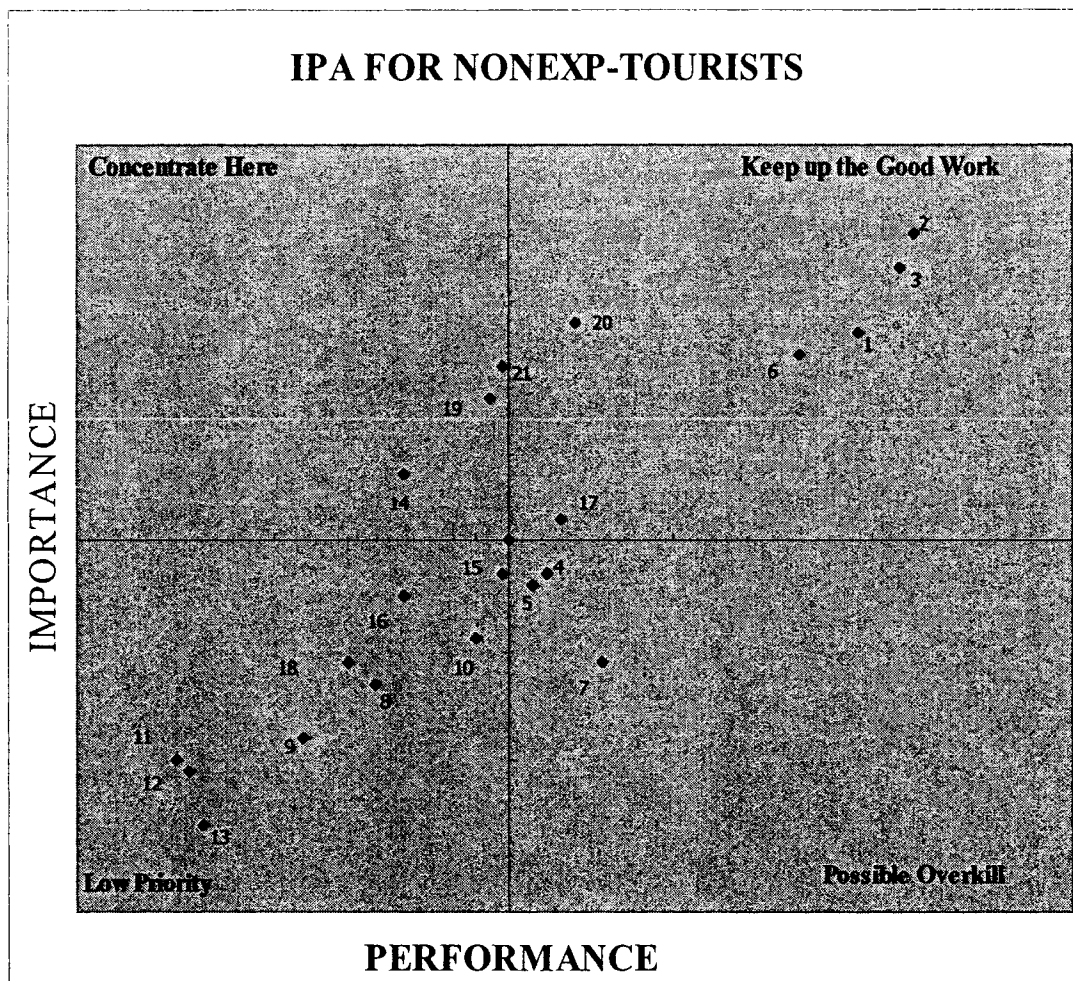


Figure 4.13 I-P Analysis for Chinese tourists who did not have over sea travel experience before (N=14)

Destination Attractiveness

1. A place is clean
2. A place is safe
3. Beautiful scenery
4. Western culture
5. A simpler lifestyle
6. Friendly Canadian people
7. Chinese community
8. Available information about Canada before coming

Tourist attractions and facilities

9. Nightlife and Entertainment
10. Big modern cities
11. Wildlife
12. Participate sports and activities

Hospitality Services

13. Western food
14. Quality of hotel services
15. Attitudes of staff working in tourism
16. Convenient transportation between scenic spots
17. Service in English and Chinese
18. Tourism products
19. Dealing with tourists' complaints
20. Travel Route
21. Reasonable price of the travel package

From Figure 4.12 and 4.13, the general pattern of tourists' perceptions is seen to be similar although there is a slight shift between two figures. Both experienced and

inexperienced Chinese tourists rated the four attributes, “safe”, “clean”, “beautiful scenery” and “friendly Canadian people”, highly. However, experienced tourists want more information about the destination, as well as better language service while in the country.

Table 4.21 shows that their travel experience has little impact on the ratings of importance and performance by these Chinese tourists. Only one attribute, “convenient transportation” is significantly different on Importance ratings, with more experienced travellers more critical than their less experienced fellows.

Table 4.21

Results of one way ANOVA for experienced tourists VS. Non-experienced tourists

Attributes	Exp(mean)	Non-Exp(Mean)	Difference	F	Sig.
Importance					
1	8.72	8.79	-0.07	0.02	0.90
2	9.46	9.43	0.03	0.01	0.94
3	9.14	9.21	-0.07	0.04	0.83
4	6.15	7.21	-1.06	0.62	0.43
5	6.34	7.14	-0.80	1.26	0.27
6	8.94	8.64	0.30	0.40	0.53
7	6.33	6.64	-0.31	0.16	0.69
8	7.67	6.50	1.17	2.99	0.09
9	5.98	6.14	-0.16	0.04	0.84
10	6.93	6.79	0.14	0.04	0.85
11	6.36	6.00	0.36	0.18	0.68
12	6.16	5.93	0.23	0.08	0.78
13	6.47	5.57	0.90	1.12	0.29
14	8.37	7.86	0.51	1.13	0.29
15	8.24	7.21	1.03	2.16	0.15
16	8.52	7.07	1.45	4.33	0.04
17	7.98	7.57	0.41	0.27	0.60
18	6.39	6.64	-0.25	0.13	0.72
19	8.05	8.36	-0.31	0.19	0.67
20	8.50	8.86	-0.36	0.46	0.50

21	8.68	8.57	0.11	0.04	0.84
Performance					
1	8.76	8.93	-0.17	0.14	0.71
2	9.13	9.21	-0.08	0.04	0.85
3	8.77	9.14	-0.37	0.55	0.46
4	7.00	7.36	-0.36	0.24	0.63
5	7.00	7.29	-0.29	0.19	0.67
6	8.64	8.64	0.00	0.00	0.99
7	6.59	7.64	-1.05	2.01	0.16
8	6.86	6.50	0.36	0.30	0.59
9	5.63	6.14	-0.51	0.57	0.46
10	7.07	7.00	0.07	0.01	0.92
11	5.60	5.50	0.10	0.02	0.89
12	5.95	5.57	0.38	0.27	0.61
13	6.25	5.64	0.61	0.72	0.40
14	7.58	6.64	0.94	2.33	0.13
15	7.74	7.14	0.60	1.03	0.32
16	7.70	6.64	1.06	2.11	0.15
17	6.79	7.43	-0.64	0.63	0.43
18	6.35	6.36	-0.01	0.00	0.99
19	7.00	7.07	-0.07	0.01	0.92
20	7.35	7.50	-0.15	0.05	0.83
21	7.49	7.14	0.35	0.34	0.57

Note. Numbers in bold represent a significant difference..

Figure 4.14 and 4.15 shows that the I-P patterns of Chinese tourists who have been to western countries before and those who have not. There is only a slight difference between two figures. For tourists who have been to western countries before, information is more important for them, while the quality of the lodging service is more important for those who did not have previous western country travel experience.

The statistical analysis is presented by Table 4.22. There are no significant

differences between the numbers of Importance and Performance that Chinese tourists rated.

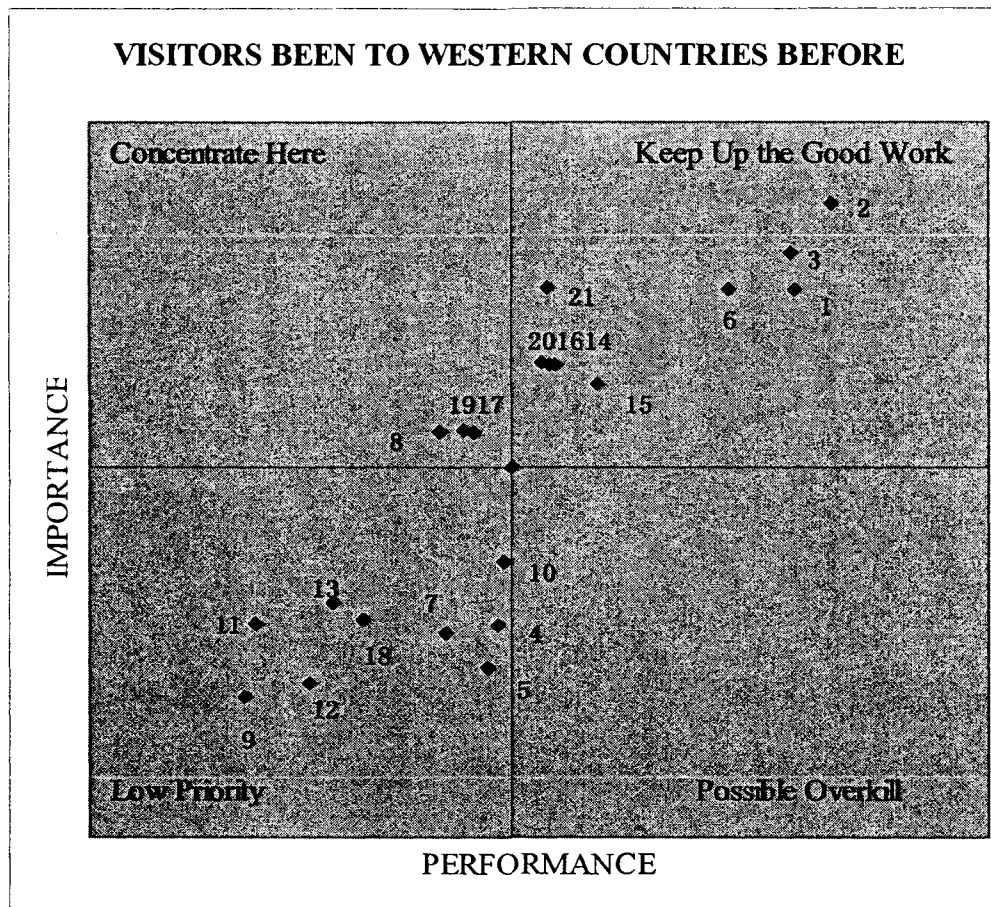


Figure 4.14 I-P Analysis for Chinese tourists who visited western countries * (N=40)

Destination Attractiveness	Tourist attractions and facilities	Hospitality Services
1. A place is clean	9. Nightlife and Entertainment	13. Western food
2. A place is safe	10. Big modern cities	14. Quality of hotel services
3. Beautiful scenery	11. Wildlife	15. Attitudes of staff working in tourism
4. Western culture	12. Participate sports and activities	16. Convenient transportation between scenic spots
5. A simpler lifestyle		17. Service in English and Chinese
6. Friendly Canadian people		18. Tourism products
7. Chinese community		19. Dealing with tourists 'complaints
8. Available information about Canada Before coming		20. Travel Route
		21. Reasonable price of the travel package

* In the analysis, western countries include North America, European countries and Australia & New Zealand.

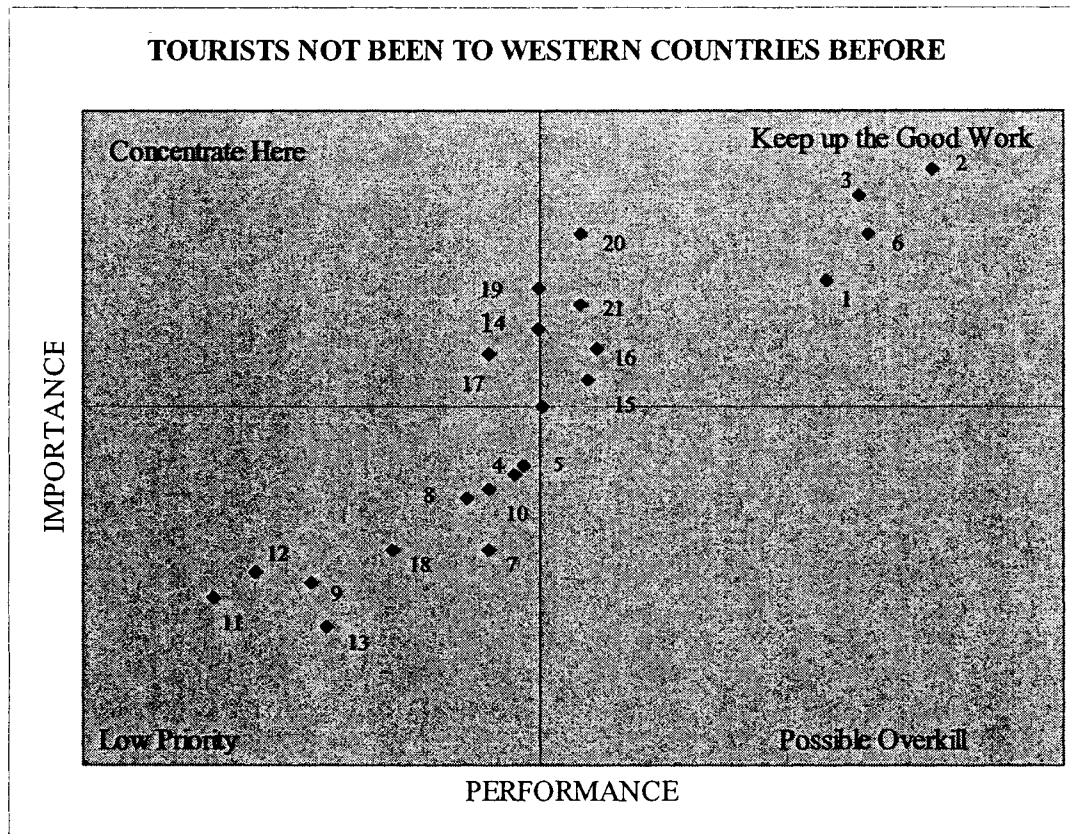


Figure 4.15 I-P Analysis for Chinese tourists who did not visit western* countries (N=24)

Destination Attractiveness

1. A place is clean
2. A place is safe
3. Beautiful scenery
4. Western culture
5. A simpler lifestyle
6. Friendly Canadian people
7. Chinese community
8. Available information about Canada before coming

Tourist attractions and facilities

9. Nightlife and Entertainment
10. Big modern cities
11. Wildlife
12. Participate sports and activities

Hospitality Services

13. Western food
14. Quality of hotel services
15. Attitudes of staff working in tourism
16. Convenient transportation between scenic spots
17. Service in English and Chinese
18. Tourism products
19. Dealing with tourists 'complaints
20. Travel Route
21. Reasonable price of the travel package

* In the analysis, western countries include North America, European countries and Australia & New Zealand.

Table 4.22 Results of one way ANOVA for tourists been to western countries VS. Tourists not been to western countries

Attributes	Western(mean)	Not(Mean)	Difference	F	Sig.
Importance					
1	8.83	8.58	0.25	0.29	0.59
2	9.43	9.50	-0.07	0.04	0.83
3	9.08	9.29	-0.21	0.52	0.47
4	6.49	6.96	-0.47	0.38	0.54
5	6.19	7.04	-0.85	1.95	0.17
6	8.83	8.96	-0.13	0.11	0.74
7	6.44	6.33	0.11	0.03	0.87
8	7.83	6.75	1.08	3.43	0.07
9	6.00	6.04	-0.04	0.00	0.95
10	6.94	6.83	0.11	0.03	0.87
11	6.51	5.92	0.59	0.67	0.42
12	6.09	6.13	-0.04	0.00	0.96
13	6.65	5.67	0.98	1.84	0.18
14	8.31	8.17	0.14	0.11	0.74
15	8.17	7.75	0.42	0.47	0.50
16	8.31	8.00	0.31	0.24	0.63
17	7.83	7.96	-0.13	0.04	0.85
18	6.53	6.33	0.20	0.10	0.76
19	7.85	8.52	-0.67	1.15	0.29
20	8.32	8.96	-0.64	1.96	0.17
21	8.85	8.38	0.47	1.02	0.32
Performance					
1	8.81	8.79	0.02	0.00	0.97
2	9.03	9.33	-0.30	0.69	0.41
3	8.79	8.96	-0.17	0.14	0.71
4	7.00	7.21	-0.21	0.11	0.74
5	6.94	7.25	-0.31	0.29	0.59
6	8.41	9.00	-0.59	1.30	0.26
7	6.68	7.08	-0.40	0.39	0.54
8	6.64	6.96	-0.32	0.31	0.58
9	5.45	6.17	-0.72	1.45	0.23
10	7.03	7.08	-0.05	0.01	0.93
11	5.52	5.67	-0.15	0.05	0.82
12	5.85	5.88	-0.03	0.00	0.97
13	6.00	6.25	-0.25	0.16	0.69
14	7.36	7.33	0.03	0.00	0.96

15	7.61	7.58	0.03	0.00	0.97
16	7.32	7.63	-0.31	0.22	0.64
17	6.85	7.08	-0.23	0.11	0.74
18	6.18	6.58	-0.40	0.68	0.41
19	6.79	7.33	-0.54	0.78	0.38
20	7.27	7.54	-0.27	0.20	0.66
21	7.30	7.54	-0.24	0.21	0.65

The findings of I-P analysis suggested that overall image of Canada held by Chinese tourists is one of cleanliness, safety, friendship and beauty of nature. These attributes of destination attractiveness values in the study are always highly rated by tourists, considered to be most important and well delivered too. There are several attributes, such as 14 (quality of hotel services), 16 (convenient transportation), 17 (service in English and Chinese), 19 (dealing with tourists' complaints), 20 (travel route) and 21 (reasonable price for the travel package) shown to be somewhat dissatisfied in the comparison of Table 4.16. Attached to the information received from statistical comparisons, the IPA grid as in Figure 4.1 clearly presented that tourism destination attractiveness most likely fall into "Keep up the good work" quadrant, tourist attractions and facilities into "Low priority" while few of hospitality services in "Concentrate Here".

In the analysis of gender, age, region and income comparison, no significant difference was shown on either Importance or Performance ratings between subgroups. It may not be necessary to separate the Chinese market into segments by those characteristics.

Travel experience has little impact on the ratings of importance and performance by these Chinese tourists as well. Only one attribute, “convenient transportation” is significantly different on Importance ratings, with more experienced travellers more critical than their less experienced ones. The countries visitors travelled to before do not have major impact on the rating.

4.4 The analysis of the comments

This section introduces additional information received from participating tourists in the research. Their comments were provided at the end of the questionnaire. Twelve respondents expressed their opinions and concerns. The comments are categorized into three major areas:

Destination.

Two respondents thought there was lack of ethnic atmosphere or characteristics. The history and heritage compared to China did not impress Chinese tourists very much. For example, “China is continuous growing economics while it has lots of historical and cultural feathers.”; “Canada should establish differentiated ethnic scenic spots”.

Facilities.

Tourism facilities did not meet the expectations, especially the facilities in the airport. One commented that most of foreign tourists would not have coins to access the baggage cart in the airport. The other comment is quoted as “tourism facilities were not impressive.”

Arrangements and Services.

Air Canada is the only airline company currently used by travel agencies for Chinese tourists. Service on the airline is unacceptable according to the respondents. The attitude of the air attendants is listed the worst.

Language service is less well performed in Canada. For example, one respondent said that "Service in both Chinese and English is far behind than upon comparison to the other English-speaking countries."

Others.

There were six tourists in the sample who commented on visa and landing procedure. The visa process was difficult for Chinese tourists and the landing procedure is complicated and time consuming even for those with a business visa.

There is a hope that ADS status will be finalized soon and this will simplify all those difficulties.

Generally tourists are concerned about the openness of Canadian tourism to international visitors and how well the industry offers the tourism service.

The first impression of Canada is the airline service and the infrastructure of the airport. Air Canada as a dominant international airline company receives millions of guests each year. It is known as a major airline which most of Chinese tourists currently use. However, in the long-haul market, potentially increasing competition combined with perceived high air fares seems to be reducing the awareness and attractiveness of Canada (*Tourism*, Canada's tourism business magazine, Jan/Feb,

2006). Additionally, in this study, most of the negative comments are about the airline service. The problem should be raised and taken into the consideration.

Application for a visa and landing processes are the second major issue reflected in the comment section. It is hoped along that the ADS system is moving forward and those difficult, redundant processes will be simplified in the future.

4.5 Summary

As a conclusion of the chapter, it is summarized that Chinese tourists visiting Canada are mainly from Eastern and Southern China, aged from 35 to 59 years old. They are well-educated, working for governments or holding professional positions. A large majority of tourists in the travel group are male. They are travelling for business as primary purpose; however, they think their trips composed of sightseeing and leisure activities. Eighty percent of them had foreign travel experience. The previous major destinations were European countries, Australia and New Zealand, Southern Asia the United States. The trips in Canada are generally from 3 to 21 days in length depending on the travel package they chose. Travel covered several big cities from west to east.

The I-P analysis shows that Chinese tourists see Canada as clean, safe, friendly and beautiful country. Those attributes of destination attractiveness are always highly rated by Chinese tourists in the survey and considered to be most important and well delivered too. There are several attributes, such as quality of hotel services, convenient transportation, service in English and Chinese, dealing

with tourists' complaints, travel route and reasonable price for the travel package being somewhat dissatisfied. In the IPA grid, it is shown that tourism destination attractiveness most likely falls into "Keep up the good work" quadrant, tourist attractions and facilities into "Low priority" while few of hospitality services in "Concentrate Here".

The comparison of I-P on gender, age, region and income did not show the significant difference. Therefore, Chinese tourists have lots in common and many similarities, so it is not necessary to separate them into segments by those characteristics.

As well, previous travel experience has little impact on the ratings of importance and performance by these Chinese tourists. Only one attribute, "convenient transportation" is significantly different on Importance ratings, with more experienced travellers more critical than the less experienced ones.

The comments received at the end of the questionnaires provided additional information and reinforced the previous results. Those can be categorized into destination attractiveness, facilities, services and others. The problem of Airport infrastructure and airline services should be taken into consideration. Application for a visa and landing process are the second major issue raised. It is hoping along with the ADS system is moving forward and all those current performances can be improved in the future.

Chapter 5 DISCUSSION

5.1 Introduction

This study developed an understanding of Chinese tourists' satisfaction with their travel experiences in Canada. Based on survey data, the author compiled a demographic profile and travel characteristics of Chinese tourists to Canada. Using Importance-Performance Analysis, the study also identified Chinese visitors' expectations and perceptions towards the country. Thus, the author was able to offer some suggestions based on Chinese travellers' satisfaction with Canada as a destination.

In the results and analysis, Chinese tourists' expectations and perceptions along 21 attributes were examined through ratings of importance and performance. Results show that the image of Canada as a clean, safe, beautiful and friendly destination is fairly well established. Overall, Chinese tourists are satisfied with the destination's attractiveness, but are less satisfied with the hospitality it offers. Further, tourist attractions and facilities are not only relatively important, but also well delivered to Chinese tourists. Meeting the expectations of Chinese tourists through the destination, attractions and services components of their visits is important in encouraging repeat visitation and word-of-mouth recommendations.

The recommendations of the study stem mainly from the Importance-Performance analysis (IPA). The IPA grid is a way to operationalize the expectation-disconfirmation theory which compares initial expectations and

perceived performances and this is important because Canada and China are negotiating an Approved Destination Status (ADS) agreement currently.

My findings on demographics, travel patterns and the IPA analysis are based on data collected before ADS. It is interesting and will be useful to see how tourism patterns might change after ADS is attained. The experiences of Australia, European countries and the United States provide useful comparisons for Canada later in the chapter.

Note that small sample size might limit the findings and the results of the study, especially in the comparisons among the subgroups at the section of IPA.

The following discussion will be presented as four major areas: Chinese tourists' demographic information and travel experiences, Chinese tourists' satisfaction with the destination, Chinese tourists' satisfaction with attractions and facilities and finally, Chinese tourists' satisfactions with hospitality services.

5.2 Demographic characteristics and travel behaviour

In this section, I will summarize the demographic information and travel patterns of the sample and compare my sample with recent research from the Canadian Tourism Commission on Chinese tourists visiting Canada. Secondly, I will compare the demographics and travel behaviour of Chinese tourists in my sample with those of Chinese tourists visiting the United States, another country, like Canada, that does not have an ADS agreement and with those of Chinese tourists visiting Australia, a country that has negotiated ADS.

5.2.1 Summary of Demographic Information and Travel Pattern of the Sample

In this study, Chinese tourists to Canada come mainly from Eastern and Southern China and are aged from 35-59 years old. They are well-educated, earning relatively high incomes and working for governments or holding professional positions. Most of these tourists are male.

These Chinese tourists travelled for business; however, their trips also involved sightseeing and leisure activities. Eighty percent of the tourists had previous foreign travel experience, reporting that they had visited European countries, Australia and New Zealand, Southern Asia and the United States prior to their Canadian visits. Their trips in Canada are generally from 3 to 21 days in length depending on the travel package they chose. Travel covered several big cities from west to east. The market research of Canadian Tourism Commission (CTC) (2002) reported similar characteristics of Chinese tourists as those shown in my study.

5.2.2 Recent Research from CTC

The CTC reported that in a study from 2005 which compared to a study in 2000, 59% of the Chinese travellers to Canada were over 35 years old (CTC, 2005). However, there was almost a 10% increase from fall 2000 to summer 2003 in the 25-34 age group. In 2000, this group composed only 15% of Chinese visitors, but three years later, the group accounted for 24.4% (CTC, 2005). This may show that though the 35-54 age group still represents the largest proportion of the visits, more and more younger age tourists are travelling to Canada.

Additionally, the report indicated that the preferred destinations in Canada for Chinese tourists were Ontario, British Columbia and Quebec. The average number of nights Chinese visitors stayed increased from 21 nights in 2000 to 30 nights in 2003, which is the highest among visitors from the Asia/Pacific countries (CTC, 2005).

My data show the same trends as CTC reported in 2005. Tourists of middle aged cohorts take the major role in travel. Major cities visited by Chinese tourists are in the provinces of Ontario, British Columbia and Quebec. As CTC discovered, the average nights of stay number around 21 and a large proportion of people stay longer than that. My study shows that the largest category is 21 nights.

5.2.3 United States vs. Canada

In this section, the characteristics of Chinese tourists in the United States and Australia will be compared to those in Canada. The United States has not begun negotiations on Approved Destination Status. Australia, on the other hand, successfully completed negotiations with China on ADS in 1999.

In North America, the United States is not only a competitor but also a complementary destination for Canada, as both countries can be combined in “a grand tour”.

Currently, Chinese travel agents have problems obtaining visas for tour groups to the United States and it has become a huge barrier for increasing Chinese tourists visiting that country. The demand for visiting is there, however, many regulations

prevent potential Chinese travellers from travelling (Uniwood, N.D).

Demographic Profile of Chinese tourists to the United States.

There were 100,000 mainland Chinese tourists to the United States in 2005, a decrease from the 200,000 in 2004 and 250,000 in 2000 (Knowledge WPCarey, 2006). A profile study (Sheldon & Johason, 2003) reveals that the majority of Chinese visitors are on average 40 years of age, with males making up 72% of the total. Most (80%) tourists are in management or are executives. Chinese tourists to the United States are highly educated, with 46.2% having obtained university degrees or higher. Most (98%) of the respondents in the United States study were from major cities and coastal provinces in China.

Travel pattern of Chinese tourists to the United States.

One study in Hawaii showed that the tourists' length of stay on average is nearly 29 days. Ninety-six percent of tourists indicated that their first priority for travel was for business, but they also participated in some form of leisure during their stay. Their favourite leisure activities in the country are shopping (90%), sightseeing in cities (47%), visiting historical places (40%), theme parks (32%) and gambling/casinos (23%) (Hawaii Tourism Authority, 2003).

The comparison between Chinese tourists to the United States and to Canada shows that at the beginning stage of ADS status, Canadian tourism from China currently shares a lot of common features with to United States. Males and middle aged people comprise the largest groups of tourists in both countries. The experience

of both countries shows that only two groups of people find it easy to receive visas: government officials and employees of state-owned enterprises. Those people are usually in management or executive positions. Their primary purpose for travel is business.

5.2.4 Australia vs. Canada

Data from the Australia Bureau of Statistics (2003) revealed that short-term visitor arrivals from China to Australia have increased from 2,180 persons in 1982 to 190,000 persons in 2002.

Demographic information of Chinese tourists visiting Australia.

In 2002, 60% of all short-term visitor arrivals were males, with almost four times as many males (33,800) arriving for business purposes compared to females (9,500). In 2005, there were 285,000 Chinese visitors to Australia (Australia Bureau of Statistics, 2003). Research on tourism marketing opportunities for Australia in China indicated that 80% of tourists in their sample were male and 73% were professional workers (Pan & Laws, 2001). That research also suggested that those Chinese tourists who can afford a trip to Australia are affluent and they have considerable disposable income when they are travelling.

Travel patterns of Chinese tourists visiting Australia.

The main reason for travelling of short-term visitor arrivals from China was taking a holiday (41%). Business, including those visiting for a convention, conference or employment contributed 23% while education was 12% and visiting

friends/relatives was 11% (Australia Bureau of Statistics, 2003). More independent tours are taken by Chinese tourists but more package tours are taken by business visitors. However, fully independent travellers are still very limited at present. Members of this latter group prefer to visit beaches, national/state parks, historical and heritage sites. Their trips usually take 9-10 days in length (Pan & Laws, 2001).

Similarities, differences and future change.

Visits of Chinese tourists to Canada will definitely increase if Australia's experience with Chinese tourism is an indicator. The ADS agreement appears to have had an impact in terms of numbers, although there may be other factors at play as well. Although negotiations between China and Canada are continuing towards ADS, nearly 110,000 Chinese tourists travelled to Canada between January and November in 2005, a 14.3% increase over the same period in 2004 (CTC, 2006).

However, in business travel - currently the major component of Chinese tourist groups to Canada - males still make up the largest proportion of tourists.

It is expected that things will change after ADS is finalized for Canada. There will likely be a shift from business travel to more leisure travel by Chinese tourists to Canada. Furthermore, female tourists will likely increase in number. As well, these leisure tourists may choose a more independent type of travel.

Other than these specific comparisons in demographic and travel patterns between Chinese tourists to Canada and to the United States and to Australia, there is likely to be a general change in the region of Chinese travelers' residence as the

Chinese economy develops.

5.2.5 Regions of Chinese Travelers' Residence

The change in the regions of origin of Chinese travellers in recent years also relates to a predicted tourist demographic shift. Zhang & Heung (2001) examined mainland Chinese outbound travel. They noted that coastal cities or provinces such as Guangdong province, Shanghai and Beijing usually represent major sources of Chinese outbound travel because residents in these regions have much higher incomes than those living in rural areas. Outbound travellers from other major source regions such as north and east China have been continuously increasing in recent years.

More visitors from different areas of China will have the chance to travel abroad. In my study of Chinese tourists visiting Canada, the East regions identified in the study, Zhejiang, Anhui, Hunan provinces and Shanghai comprise the major component of the sample.

5.2.6 Countries of Visits

Interest in visiting other countries by Chinese tourists is changing as well. Thailand has been the most popular destination visited by Chinese tourists, followed by Singapore and Malaysia, due to their geographic advantages and proximity. These three countries also have large numbers of ethnic Chinese and a moderate level of economic development. The numbers of Chinese visitors to Southern Asia countries, particular Thailand, Singapore and Malaysia, have stabilized in the last 10 years

(China Daily, 2006). Following ADS negotiation with Australia, New Zealand and European countries, interest in long haul travel destinations is on the rise in China (China Monthly Market Report, 2006).

5.2.7 Summary

In summary, some demographic characteristics are likely to change when ADS between China and Canada is finalized. At this stage, Canada still receives Chinese tourists as predominantly male, business travellers. The pattern will shift to more leisure travel of Chinese tourists to Canada and female tourists will increase as well after ADS is negotiated.

The 35-54 age group will still represent the largest proportion of the visits, but more younger people will likely travel to Canada than in years before.

Coastal cities or provinces usually represent major visits of Chinese outbound travel; however, outbound travellers from other major source regions have been increasing.

The visits of Chinese residents to Southern Asia countries, particularly Thailand, Singapore and Malaysia were stable, while travelling to western countries, such as Australia, New Zealand, European countries and Canada is becoming more and more attractive.

5.3 IPA and Satisfaction Research

This section is focused on discussing the implications of I-P analysis in the previous chapter and its connection to the tourists' satisfaction. The evaluation of tourist satisfaction needs to be considered in all dimensions that contribute to it. The I-P analysis recognizes the fact that consumer satisfaction is a function of both expectations related to certain important attributes and judgements of performance along certain, well-known attributes.

Previous tourism research from a number of settings can be generally categorized in three major areas: destination attractiveness, tourist attractions and facilities, and hospitality service (Pawitra & Tan, 2003; Heung & Cheng, 2000; Yung & Chan, 2001). Therefore, this study of Chinese tourists to Canada is aimed at evaluating satisfaction by applying IPA to those three sectors.

5.3.1 Destination Attractiveness

The attractiveness of a tourism destination is important because of the role it plays in the potential tourist's decision-making process. Attractiveness will affect the level of satisfaction with the tourist's experience, which is critical in terms of encouraging positive word-of-mouth recommendations and returns visits to the destination (O'Leary & Deegan, 2005).

The comparison of importance and performance scores on destination attributes in this study shows that Canada has a positive image with Chinese tourists. Four attributes, "safe place", "clean place", "beautiful scenery" and "friendly people",

were located in the “keep up the good work” quadrant of the IP grid. Those attributes are important in the minds of travelers when selecting a tourism destination. The strengths of Canada, which include safety and cleanliness, outstanding scenery and nature, and friendly citizens, are not surprising as Canada has always been perceived as one of the best places to live in the world.

Most of the Chinese tourists sampled for this study are as interested in sightseeing as in conducting business (i.e. attending conferences or visiting firms) and expect value for money. The findings from Hong Kong-China-Hawaii Chamber of Commerce (n.d.) suggest that the preferences of Chinese tourists when choosing destinations are: outstanding scenery, freshness and space; safety and cleanliness; increasing knowledge of different cultures, especially historical sites; and status (i.e. social reputation). Other factors might affect Chinese tourists’ choice, as mentioned by China International Travel Service, China Travel Service and China Youth Travel Service, include the economic status of the destination country, frequency of outbound tours and tour prices (Zhang & Tang, 2002).

Thailand, Singapore and Malaysia were among the first destinations open to Chinese tourists. The advantages of Southeast Asia are: the exotic scenery, the suitable price level, the close location to China, and the ease of visiting (WTO, 2002). In addition, as the WTO (2002) points out, in recent years travel to these destinations has declined because these countries’ tourism development has become mature. Travellers are now more sophisticated and look for differences in their

travel.

Along with several new ADS destinations open to Chinese citizens, western countries' attractions for them are on the rise. Countries such as Denmark, Finland, Norway and Sweden, famous for their beautiful scenery, are attracting Chinese tourists. European countries such as Italy, France and Switzerland are very elegant destinations due to their rich culture and history. Chinese tourists are interested in experiencing these aspects as well. Canada's international appeal as a tourism destination meets what most Chinese tourists are looking for in an overseas trip (Roth, 1998).

Australia was the first western country that successfully negotiated ADS, a definite market advantage for Australia. It is a country with different history, culture, resources and even seasons from China and from other destinations. Australia's attraction also lies in beautiful natural scenery. The WTO (2002) reported that Australia is not focusing on the price reduction but in developing new tourism products. Chinese tourists are keen to experience Canada's westernized way of living and view Canada as having potential to enhance their knowledge. Nature products and images of mountains, lakes and wildlife are the key products to open the market in the future.

Although Canada has been perceived as a perfect place for Chinese tourists, it has some notable weaknesses. In a recent publication (China Update, 2006), the Canadian tourism industry indicated that it has become aware that the Chinese

market has not realized Canada as a diversified tourism destination with four seasons offerings. The winter season is a barrier for many international tours from China. In addition, relatively unfavourable exchange rates have affected the tourist flow (Miller & Gray, 2005). Finally, though the CTC (2002) suggested that although Canada's history and culture could be a great tourism asset, this potential has not been reached with Chinese tourists.

5.3.2 Tourist attractions and facilities

Tourist attractions and facilities in the study are categorized as seeing the city, wildlife viewing, participating in sports and recreation activities, and entertainment (e.g. nightlife) during one's travel. In general, most of the tourists in the sample did not think those attributes were very important in terms of the value added to their Canadian travel experience. Their views might be the results of many influences, such as the length and schedule of the trip, their travel purposes, the restrictions of travel activities and limited available programs that agents offer. The rating on performance proves that the delivery of the attractiveness and facility attributes are fairly well performed.

Findings from Monash University researchers suggested that Chinese tourists want a more flexible itinerary, more contact with locals, and a chance to participate in cultural and recreation activities when they visit Victoria, Australia (Weiler & Yu, 2005). Tourism Australia (2005) also commented that for ADS visitors having a more personal experience of Australia will highlight their experiences. These

opportunities might be experiencing Australia at a more flexible and relaxed pace, experiencing a few locations in-depth, interacting with local people and experiencing the culture and history of Australia.

Outdoor recreation is popular in Central and Northern Canada. However, the tight schedule of the tours for the tourists in the study did not allow them opportunities to explore. Most in the sample stay in either the Toronto-Ottawa-Montreal area or the lower mainland area of British Columbia while in Canada. Most Chinese tourists only have chances to visit large cities, with little or no chance to experience outdoor activities in Canada.

In the open-ended comments from my study, some of respondents particularly mentioned that tourism facilities, especially airport infrastructure and procedures associated with landing needed to improve immediately. The airport is the first impression most international tourists will receive about a country. It is not only Canadian airports where travellers experience that checking in and out, luggage handling and landing processes are time consuming. It happens in Australia as well, at Sydney International Airport, which received 46% of international departures and arrivals of Australia. Reports indicate that clearing customs there is slower than at other international destinations (China News, 2006).

Since negotiations for ADS between China and Canada began, direct flights from Beijing and Shanghai to Canada have commenced, offering more convenient and comfortable transportation to Chinese tourists. The industry also has estimated

that the length of visa application for tour groups from China will be shortened to one week instead of three or four months, as was the case a year ago (Liuxue, 2005).

5.3.3 Hospitality Services

Most tourism experiences are a combination of products and services. The satisfaction with a hospitality experience such as a hotel stay or a restaurant meal is a sum total of satisfaction with the individual element or attributes of all performance that make up the experience (Pizam&Ellis, 1999). In studies of tourist satisfaction, hospitality service is always a major component. Evaluating service quality through the use of IPA has become the norm (Akama & Kieti, 2003; Chaudhary, 2000).

In my study, several hospitality attributes fell into the quadrant of “concentrate here”. Two important attributes, language service and dealing with complaints, seem to be the bases of the apparent problem. Four other attributes, “quality of hotel services”, “convenient transportation”, “travel route” and “reasonable price for the travel package”, also need attention by the tourism industry.

Reuland et al. (1985) suggested that hospitality service encounters consist of: material products, behaviour and attitude of employees, and the environment. For example, in the case of a hotel, all of the following are included in Reuland’s category of hospitality service: food and beverages; room standard; employees’ understanding and communicating with guests; their responsiveness to guests’ inquiries and complaints; and the building as well as its layout and furnishings.

Perceptions of those details may be affected by prior expectations based on visitor origins and higher existing environmental standards in their home countries (Bonn, Joseph & Dai, 2005).

When considering improving hotel service for Chinese tourists, standards in a Chinese hotel point to the differences in expectations for Chinese tourists. Chinese hotels often act as entertainment centers, with hair salons, Karaoke bars, and "game rooms". Inside the rooms, Chinese expect hot water for tea and cooler air temperatures. Recognizing and accommodating such differences may help Chinese tourists adapt to Canadian hotels.

Hotels in Europe, for example, are already making concessions for Chinese tourists. In Paris, all major hotels have Chinese speaking staff, and breakfast menus now feature a special Chinese menu and rooms have Chinese-language TV channels. European travel agencies also tried to provide Chinese food for tourists once realizing they do not appreciate coffee and donuts for breakfast (People.com. 2006). In Switzerland, some of hotels even avoid assigning rooms on the 4th floor to Chinese tourists given that four is not a lucky number for Chinese people.

Tourism retailers in Europe have already realized language aids and a familiar environment are important to Chinese travelers. On a side street off the Grande Place in Brussels, Chinese tourists usually are very interested in the famous Mannequin Pis, a fountain of a little boy urinating. The shops around that site cater products and service directly to the Chinese. The signs and prices are written in Chinese, and the

store attendants are all native Chinese speakers. Chinese travellers are more likely to spend in a commercial environment that resembles home.

Travel guides are trying to arrange a better route to accommodate needs of Chinese tourists as well in Paris. They often tailored their programs to appeal to tourists, including a must-see visit to the Louvre for a glimpse of the smile of Mona Lisa and the essential individual or group photograph in front of Eiffel Tower. They also realized that Chinese tourists are big spenders when they travel to Europe (Baudier, 2006). They tend to treat themselves to luxury. So the Galerie Lafayette department store is usually placed in the schedule of the visit.

Therefore, language aids in hotels, restaurants and other places that tourists frequent visit are important for attracting Chinese travelers. Customized hotel experiences, friendly environments and a travel route designated for Chinese will ensure a great tour experience for Chinese tourists to Canada.

The discussion of ADS details has begun between China and Canada. The Canadian tourism industry has started to prepare and to welcome Chinese tourists. Toronto and Vancouver, as larger Chinese immigration cities, have developed more quickly and more effectively than other cities in terms of receiving Chinese travelers. Tourism staff, guides, and waiters/waitresses are often able to speak Mandarin, Cantonese, and English. Some of the attractions, such as the CN tower, have pamphlets with Chinese characteristics. The TD bank machine can be read in Chinese as well. It is necessary to continually develop in order to maintain the

western style attractiveness while also satisfying oriental visitors in home-country like services.

5.4 Summary

The highlights from the above discussion of tourism attractiveness, tourist attractions and facilities, and hospitality services follow:

Destination safety, cleanness, beauty and nature are strengths of Canada, however, there is not a full range of itineraries and diverse product covering all four seasons and all regions of Canada. ADS will move Canadian tourism forward to be a vacation destination.

Increasing recreational programs in the tour should be able to satisfy the needs and desires of Chinese recent increasing interests. Airport infrastructure and services are one of the major issues tourists concerns which urgently require improvements. The co-operation of Citizen and Immigration Canada is necessary in order to simplify the visa application and landing processes.

Personalized hospitality services are important for ADS visitors. Language aids in hotels, restaurants and other places make Chinese travelers enjoying more their Canadian experience. Friendly and home like shopping environments will ensure a great travel experience as well.

5.5 Tourist Satisfaction

Customer satisfaction is the leading criteria for determining the quality that is actually delivered to customers through the product/service and by the

accompanying servicing (Vavra, 1997). It is a function of overall expectations related to certain important attributes and service performance (Martilla & James, 1977). The outcomes of my study are in line with the fundamental satisfaction theory which is a comparison between initial expectations and perceived performance of the destination. The study successfully uses IPA analysis to understand Chinese tourists' satisfaction with their travel experiences in Canada. The results confirm that a match between expectations and reality is clearly linked to visitor satisfaction (Leary & Deegan, 2005): once expectations are equal to, or beyond performance, there is a great possibility of satisfaction.

Chapter 6

CONCLUSIONS

The purpose of this study is to better understand Chinese tourists' satisfaction with their travel experiences in Canada. This is an issue of special relevance since China and Canada have begun to discuss Approved Destination Status (ADS) for Canada. This study examines existing Chinese tourists' satisfaction level with services and destination performances in order to meet their demands in the coming years.

It is found that, overall, Chinese tourists are satisfied with their experiences in Canada. However, they expect to travel for different experiences in Canada at a particular standard. Destination attractiveness is important and delivered well to all the tourists. Chinese visitors are less interested in tourist attractions and facilities, but those met with satisfaction among Chinese tourists as well. In hospitality service, language performance and dealing with complaints need better performance. Hotel service, transportation, package price and travel route also need to be taken into consideration by tourism planners and destination management.

6.1 Recommendations

It is hoped that this study will be valuable to tourism organizations and businesses in Canada. The findings can be useful to retailers and tourism planners in formulating strategies to maintain and strengthen their competitiveness in the tourism and related industries. Moreover, implications drawn from this study give

advice on destination management to take further actions.

First, destination management should maintain its image and develop it with more meanings. A quality tour experience needs to be designed to include a full range of itineraries and diverse products covering all four seasons and all regions of Canada, even though it takes more time to get the right product to the market (China Update, 2006).

The proper channels linked to Chinese travel industry and introduction of Canada as a tourism destination in a travel trade are essentially two ways to promote and increase the awareness of the country. News coverage, cultural festivals, events and publications in Chinese travel magazines are basic media channels to follow up.

Canada needs to move along to a vacation type of destination in order to attract more leisure and independent tourists from China after ADS approval promotes more and more of these types of travellers visiting Canada. Secondly, tour operators could consider sport/recreation programs as additions to tourists' itineraries, which can be designed and added properly into the trip. Thirdly, businesses in hospitality should design personalized programs suitable for Chinese tourists in terms of communication, hotel service, transportation, package pricing and a travel route in line with their interests.

Furthermore, after the complete plan for ADS approval has been settled, there will be certain changes on Chinese tourists demographic and travel characteristics. Accordingly, tourism should offer more essential services and products to those

types of tourists, such as leisure travellers and female travellers.

6.2 Limitations

Implications drawn here are subject to several limitations. First, this is an exploratory study. There is not much information or studies on this particular topic. Second, the results are limited by the relatively small sample size. Further data collection and analysis would be wise to confirm whether there is a consistent pattern of I-P ratings. Nevertheless, it is hoped that such limitations could suggest and encourage additional directions and guidelines for future study.

6.3 Future Research

It should be noted that this quantitative study does not explain why patterns exist. Qualitative research is recommended as a method to investigate some of these more complex questions. Detailed interview data would definitely help to understand more deeply tourists' attitudes and opinions. Such qualitative work would need the active participation of the tour guides who are accompanying Chinese tourists.

Research should also investigate Chinese tourists after ADS is finalized in order to compare outcomes in Canada to those in other countries where ADS has been negotiated.

The lessons learned from conducting the research are that Chinese tourists are not easy to approach. They generally hesitate to reveal their identities to strangers. They are also very punctual and follow the timeline of their tours. Finding the best

time to conduct a survey or a more involved qualitative series of questions is very important and the limited time to have tourists complete the questionnaire or answer questions is also a challenge. Coordination with tour guides can help the researcher determine when and how to approach those tourists.

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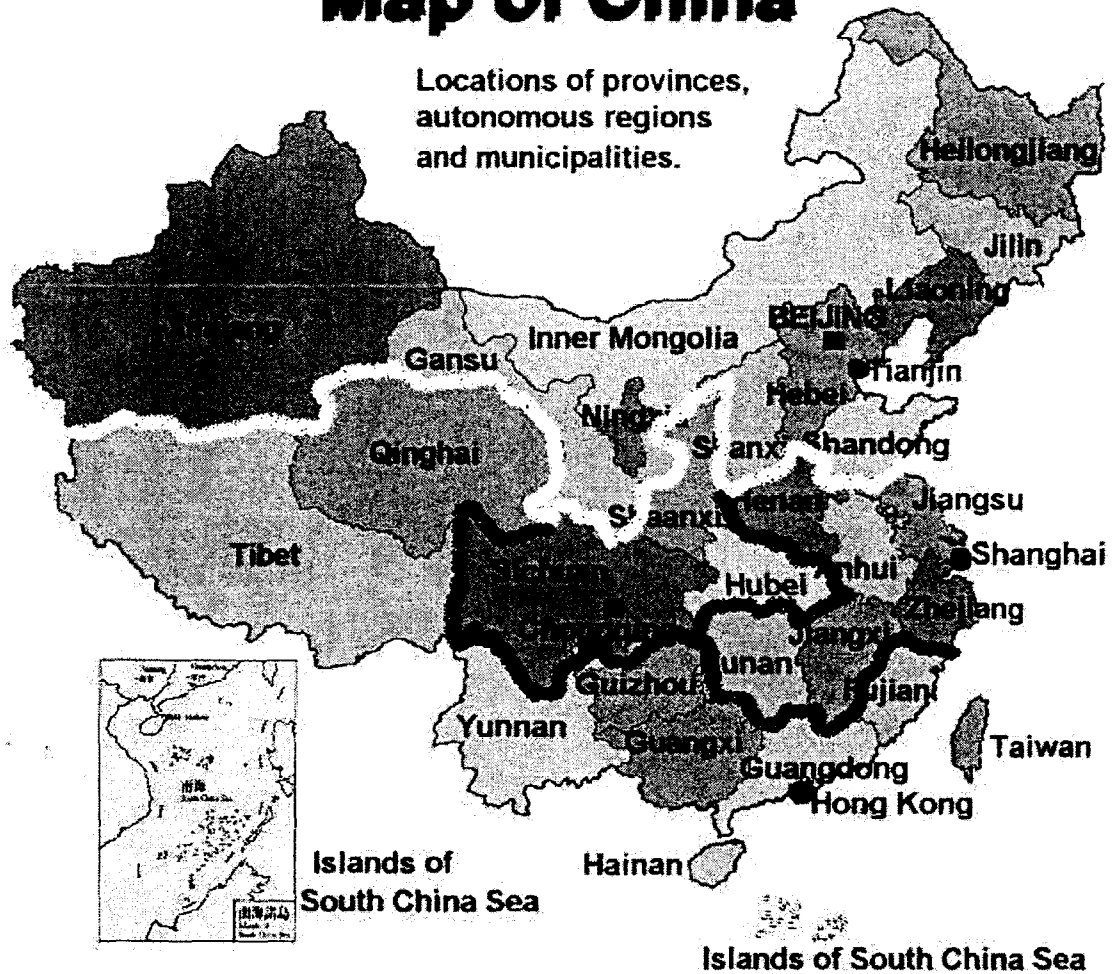
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Appendix A

Map of China

Locations of provinces, autonomous regions and municipalities.



Note:

1. Northern China Region identified in the study is the north area white line up surrounded. It covers Gansu, Liaoning provinces and Beijing.
2. Eastern China Region identified in the study is the right area surrounded by white, purple and black lines which includes Zhejiang, Anhui, Hunan provinces and Shanghai.
3. Southern China regions identified in the study is the south area under the black line which includes Guangzhou, Guangdong, Fujian provinces, Shen Zhen and Hong Kong.
4. During the short period of data collection, there are no groups of visits from Central regions and West regions.

Appendix B

Questionnaire

A SURVEY OF UNDERSTANDING CHINESE TOURISTS' SATISFACTION WHEN TRAVELLING TO CANADA

Part A) Tell us about your trip.

- 1) Which province are you from in China? _____
- 2) Have you had overseas travel experience before? Yes No
If "Yes", then where did you go?

How often did you travel overseas in last ten years?

- 3) How long are/were you staying in Canada? _____
- 4) What is the primary reason of the trip?
Business ____ Vacation ____ Both ____
- 5) With whom are you travelling?
Alone ____ Family ____ Friends ____ Business associates ____
- 6) Where did you go in this trip? (Choose as many as you can)
Vancouver ____ Toronto ____ Montreal ____ Ottawa ____
Victoria ____ Calgary ____ Niagara Falls ____ Banff National park ____
Others _____

Part B) Tell us a little about yourself.

- 1) Please indicate your age. 19-24 ____ 25-34 ____ 35-44 ____ 45-59 ____ over 60 ____
- 2) Please indicate your gender. Male ____ Female ____
- 3) What is your employment status?
Government organization ____ Professional/Technician 科研人员 ____
State Owned enterprise staff ____ Private Owned enterprise staff ____
Self-employed ____ Student ____ Retired ____
Others ____
- 4) What is your education level?
Senior High school/technical school ____
College ____ University/Post-Graduate ____
- 5) Choose a range for your total Monthly Household Income (RMB)
1,500 or less ____

1,500 - 3,000	___
3,001 - 4,500	___
4,501 - 6,000	___
6,001 - 10,000	___
10,001 or more	___

6) Any other comments are welcomed.

Part 3) How do you rate the following criteria? (Please check “√” on numbers)

1. Before the travel, how important you think of those things?

2. Once in Canada, what do you feel about those same those same things?

Not important										Very important										Worst										Best																				
1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10											
																																								The place is clean										
																																								The place is safe										
																																								Beautiful scenery										
																																								Cultural differences										
																																								Simple life style										
																																								Friendly local people										
																																								Chinese immigrants and community										
																																								Participate sports and activities										
																																								Western food										
																																								Lodging service										
																																								To see wildlife										
																																								Big modern city										
																																								Nightlife and entertainment										
																																								Attitude and Knowledge of tourism people										
																																								Available information of destination										
																																								Convenient and easy transportation between scenic spots										
																																								Reasonable price of the package										
																																								Tourism products										
																																								Both English and Chinese service										
																																								Dealing with tourist's compliant										
																																								Travel route										