

2009 School Seminar Series

Waikato Management School
Te Raupapa



The Motivation and Decision Making of Chinese Outbound Travellers

Wednesday, 20 May 2009
1.00pm – 2:00pm
MSB.1.02

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Abstract

According to the forecasts of the United Nations World Tourism Organisation, China will be one of the top for tourism generating countries by 2020. Already, for New Zealand, China is the fourth largest source of our overseas tourists. However, there is still comparatively little research reported in the English language that relates to the motivations and decision making processes of Chinese outbound travellers. Drawing on her doctoral research that includes both interviews and quantitative data derived from a sample of 723 respondents from Beijing, Zhang Wei will outline the factors that motivate Chinese travellers to visit countries. In her work she has identified those items that motivate and facilitate outbound travel, and by the same token has also sought to identify the strength of those items that inhibit such travel.

The presenter

Zhang Wei completed a master's degree in Tourism Management at Beijing International Studies University and is currently completing her doctoral degree within the Waikato Management School. She previously taught at Beijing City University and has published journal articles and book chapters. Her past work has included an examination of China's red tourism and the implications of Chinese culture for tourism research while she has also presented papers on various conferences including one at a major Chinese Conference at Peking University in 2006.

Presenter: Zhang Wei