An Analytical Research on Travel Decision Factors: With A Case of Chinese Tourists Visiting Korea*

Weon-Jae Kim,
Department of International Business, Incheon National University, Korea.

Abstract: Recently many Chinese tourists have visited Korea and are anticipated to increase rapidly in a short time. This study attempts to analyze the travel decision factors, including travel cost, travel duration, distance, cultural preference including "Hanliu", shopping, medical service including plastic surgery, and their income level, affecting the Chinese tourists' travel decision behavior.

A questionnaire was prepared and distributed to the sampled Chinese tourists visiting Korea for their answers. Using a statistical technique, we analyze the questionnaire results in order to figure out a relationship between their income level and the factors determining their travel decision.

Intuitively, the income level of Chinese tourists is closely related to each different travel decision factor. For example, a group of lower income level is hypothesized to pay keen attention to the factor of travel cost and distance, whereas another group of higher income level is expected to care about such travel purposes of shopping, culture, and medical service. We also analyze the results of survey in terms of expenditure behavior for the Chinese tourists visiting Korea. The detailed results of analyzing the questionnaire data will be displayed and explained at the full paper.

KeyWords: *Travel Decision Factors, Travel Cost, Chinese Tourists, Statistical Technique, Questionnaire Data.*

I. INTRODUCTION AND LITERATURE REVIEW

Recently the number of Chinese tourists visiting Korea has increased significantly as shown in <Fig. 1>. This study has been done for figuring outtherelative magnitude of factors Chinese travelers have considered in making their travel decisionin case of visiting Korea(Truong and King, 2009).

In executing the factor analyses, a questionnaire technique was used to determine the major factors affecting the touring decision made by Chinese

----

visitors to Korea(Dwyer, Edwards, Mistilis, Roman, and Scott, 2009). The number of Chinese tourists answering the questionnaire is 257. As a result of this survey, the majortourists factors associated with their travel decision include travel cost, cultural interest(Hanliu), shopping, business, and medical service(Gustafson, 2012). Some other travel decision dimensions may include tourists facilities and service, professionalism of the tour guide, and itinerary dynamics of the tour(Yuan, 2008). After performing preliminary statistical analyses, the author decided not to include these tourist factors in this paper.
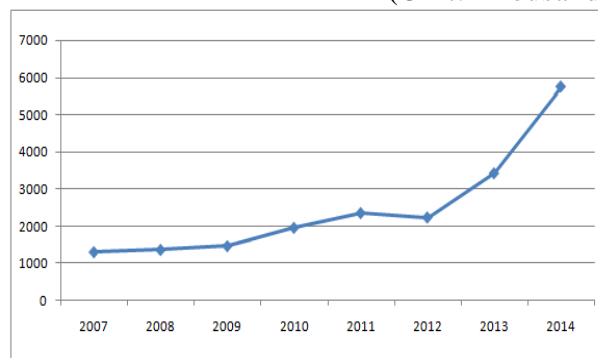
(Unit: Thousand)

Figure 1: Trend of Chinese Tourists Visiting Korea for 2007-2014

The questionnaire data, provided by the Chinese tourists visiting Korea, were properly analyzed. As a result of these analyses, several meaningful hypotheses were set and tested statistically (Kim, Guo, and Agrusa, 2005). For example, the Chinese tourists are hypothesized to show different travel interests in terms of age, sex, and income(Hsu, Cai, and Li, 2010).

In Section 2, we provide and explain the major demographics of questionnaire survey. For example, our random survey on the Chinese travelers visiting Korea shows that the percentage of male and female tourists were 36.6% and 63.4% respectively. Besides, it is also interesting that 78% of male tourists are over 30 years old whereas 77% of female tourists under 30 years old.

Section 3 deals with the detailed results of statistical tests on the couple of hypotheses in order to suggest some managerial advices for the Korean tourism business (Mao and Zhang, 2012). In

Section 4, the conclusions, implications, and limitations of this work will be summarized.

II. MAJOR STATISTICS OF QUESTIONNAIRE DATA

Firstly, the demographics of income, tour attractions, and tour satisfaction, resulting from the questionnaire survey, will be displayed, analyzed, and explained in terms of gender.<Table 1> shows the number of Chinese tourists visiting Korea in terms of income level and gender. The percentage of male traveler's income over US$1,500/month is over 60%, where as that of female tourist claims about17%. This implies the income level of male Chinese tourists visiting Korea tends to be much higher than that of female tourists.

Table 1: Monthly Income Distribution of Male And Female Chinese Tourists

Gender	Under US$600	US$600-1100	US$1100-1600	Over US$1600	total
M	8(8.51%)	28(29.79%)	29(30.85%)	29(30.85%)	94
F	81(49.69%)	54(33.13%)	17(10.43%)	11(6.75%)	163

We also analyzed the travel expenses of Chinese tourists visiting Korea. The average travel cost of a male Chinese tourist visiting Korea was estimated US$1,606, while that of a female tourist was US$1,388 in 2014.This indicates that their travel costs closely relate to their income levels.

Table 2 shows the magnitudes of such tour interests as sightseeing, shopping, business, Hanliu, visiting acquaintance, and medical service for male and female Chinese tourists visiting Korea.

Table 2: Survey Result of Tour Interests

M		F	
Sightseeing	3.99	Sightseeing	4.11
Business	1.63	Shopping	3.81
Shopping	1.54	Hanliu	3.08
Visiting acquaintance	1.36	Visiting acquaintance	0.93
Hanliu	0.43	Business	0.79
Medical service	0.19	Medical service	0.74

Judging from this survey result, the primary tour purpose of both male and female tourists was 'sightseeing'. Next, 'business' and 'shopping' interests were followed for male Chinese travelers. Meanwhile the female Chinese tourists preferred 'shopping' and 'Hanliu' to business during their touring in Korea.

Table 3 illustrates the survey result of degree of travel satisfaction expressed by the Chinese tourists visiting Korea. The result of survey on the degree of travel satisfaction by Chinese tourists revealed that the female travelers tend to be more satisfactory than male travelers. Statistically, about 77% of surveyed female tourists answered 'good' or 'very good' for the travel satisfaction, whereas only 49% of male tourists answered positively. This implies the female tourists are likely to have more strong interests to visiting Korea, as observed in Table 2, than the male tourists have.

Table 3: Degree of Travel Satisfaction Answered by Chinese Tourists Visiting Korea

Gender	Bad	Average	Good	Very Good	Total
M	22(23.40%)	26(27.66%)	34(36.17%)	12(12.77%)	94
F	6(3.68%)	32(19.63%)	87(53.37%)	38(23.31%)	163

Secondly, the surveyed data were analyzed for the following major statistics in terms of age. Table 4 provides the major tour interests, willingness to pay for travel expenditure in total as well as per day, and average travel duration per time in terms of age.

Judging from these data, we are able to induce a couple of features associated with Chinese tourists visiting Korea. Firstly, the younger generation in China has more interest in visiting Korea in order to enjoy Hanliu and shopping. For instance, many young Chinese tourists were very interested in Korean actor and actress according to our field survey. Secondly, sightseeing and business are the primary purposes of Chinese tourists aged over40, whereas shopping and Hanliu are the major purposes of tourists aged under 30. Thirdly, considering both the data of willingness to pay for tour expense and of average travel duration, the Chinese tourists, aged under 30, stay longer than other age groups. However, the group aged 30-40 shows the highest willingness to pay for travel expense per day (US$353).

Table 4: Major Statistics of Chinese Tourists in Terms of Age

Statistics Ag	No.	2 Major Tour Interestsi n Korea	Willingness to pay for Expenditu re (per day)	Average Travel Duration(day)
Under 30	143	1)Shopping 2)Hanliu	US$ 1,105(147)	7.53
30 - 40	48	1)Sightseeing 2)Shopping	US$ 1,480(353)	4.19
40 - 50	38	1)Sightseeing 2)Business	US$ 1,513(242)	6.24
Over 50	18	1)Sightseeing 2)Business	US$1,390(204)	6.83

III. METHODOLOGY AND RESULTS OF STATISTICAL ANALYSES USING THE DATA

A. Methodology and Models

In this section, a couple of hypotheses were made to perform the analysis of variance (ANOVA) tests to check if there may be any statistical significance in both travel satisfaction and Hanliu with the independent variables including gender, income, and age respectively(Smith & Williams, 1976).Some dummy variables were used to perform the statistical tests for checking if there may be any special travel attraction to "Hanliu" in terms of gender, income, and age individually (Beals, 1972).

B. Statistical test results for Chinese tourists visiting Korea in terms of travel satisfaction

Table 5: ANOVA for Travel Satisfaction Analysis in terms of Gender (P<0.05)

Model	Sum of Squares	df	Mean Square	F-value	P-Value
Regression	20.070	1	20.070	27.816	.000
Residual	183.992	256	.722		
Total	204.062	257			

Table 6: ANOVA for Travel Satisfaction Analysis in terms of Gender (P<0.05)

Model	Sum of Squares	df	Mean Square	F-value	P-Value
Regression	39.711	4	9.928	15.222	.000
Residual	164.351	253	.652		
Total	204.062	257			

Table 7: ANOVA for Travel Satisfaction Analysis by Income Level (P<0.05)

Model	Sum of Squares	df	Mean Square	F-value	P-Value
Regression	8.414	3	2.805	3.627	.014
Residual	195.648	254	.773		
Total	204.062	257			

C. Statistical tests for Chinese tourists visiting Korea with a Driving Factor "Hanliu"

Table 8: ANOVA for "Hanliu" in terms of Gender

Model	Sum of Squares	df	Mean Square	F-value	P-Value
Regression	1.843	1	1.843	11.202	.001
Residual	41.955	256	.165		
Total	43.798	257			

Table 9: ANOVA for "Hanliu" in terms of Age

Model	Sum of Squares	df	Mean Square	F-value	P-Value
Regression	3.706	4	.926	5.823	.000
Residual	40.092	253	.159		
Total	43.798	257			

Table 10: ANOVA for "Hanliu" in terms of Income

Model	Sum of Squares	df	Mean Square	F-value	P-Value
Regression	3.471	3	1.157	7.259	.000
Residual	40.327	254	.159		
Total	43.798	257			

CONCLUDING REMARKS

This empirical study revealed a couple of major implications regarding the behavior of Chinese tourists visiting Korea. Judging from the trend in the number of Chinese tourists for the past 8 years, it will keep growing very fast for many years to come. So the number of Chinese tourists visiting Korea is expected to be over 7-million in 2015. The statistical analyses also allowed us to conclude that the younger female Chinese tourists aged less 40 are more interested in visiting Korea than other aged groups in both male and female. This implies that they have such special purposes as "Hanliu" and/or shopping in traveling Korea.

Next, the average monthly income level of male Chinese turned out about US$700 higher than that of female tourists. As a result, the average travel expenditures of male Chinese tourists showed proportionately higher than that of female tourists. In terms of major travel attractions, sightseeing was the primary purpose for all the Chinese tour groups. However, the following purposes of male Chinese tourists were business and shopping, while those of female group were shopping and cultural attraction called "Hanliu". Additionally, the female Chinese tourists expressed a strong will to revisit Korea, whereas the male tourists showed a weak response to revisiting Korea.

Consequently, the Korean policy-makers are recommended to induce more male Chinese tourists by arranging the special programs, shopping items, facilities, and sightseeing attractions. Meanwhile, since the female tourists, particularly young Chinese generation, have shown a continuous preference to Korean culture named "Hanliu" as one of the main travel purposes, Korea is advised to provide the more diversified programs and opportunities in "Hanliu" for the Chinese young female tourists in the future.

References

[1] Arlt, W. G., 2006, China's Outbound Tourism, , Routledge, London.

[2] Agrusa, J., Kim, S.S., Wang, K.C., 2011, Mainland Chinese Tourists to Hawaii: Their Characteristics and Preferences, Journal of Travel & Tourism Marketing, 28:261-278.

[3] Lo, A., Qu, H., 2015, A Theoretical model of the impact of a bundle of determinants on tourists' visiting and shopping intentions: A case of mainland Chinese tourists, Journal of Retailing and Consumer Service, 22:231-243.

[4] Hsu, H.C., Cai, L.A., Li, M., 2010, Expectation, motivation, and Attitude: A Tourist behavioral model, Journal of Travel Research, 49(3):282-296.

[5] Mao, I.Y., Zhang, H.Q., 2014, Structural relationships among destination preference, satisfaction and loyalty in Chinese Tourists to Australia, International Journal of Tourism Research, 16:201-208.

[6] Li, M., Cai, L.A., 2012, The effects of personal values on travel motivation and behavioral intention, Journal of Travel Research, 51(4):473-487.

[7] Song, H., Li, G., Veen, R.Chen, J.L., 2011, Assessing Mainland Chinese tourists' satisfaction with Hong Kong, International Journal of Tourist Satisfaction Index, 13:82-96.

[8] Truong T. H., King, B., 2010, An evaluation of satisfaction levels among Chinese tourists in Vietnam, International Journal of Tourism Research, 11:521-535.

[9] Kim, S.S., Guo, Y., Agrusa, J., 2005, Preference and positioning analyses of overseas destinations by mainland Chinese outbound pleasure tourists, Journal of Travel Research, 44(November):212-220.

[10] Yuan, J.J., Wu, C.K., Zhang, J., Gho, B.K., Stout, B.L., 2007, Chinese tourist satisfaction with Yunnan Province, China, Journal of Hospitality & Leisure Marketing, 16(1/2):181-202.