



**Factors Affecting Destination Selection of Domestic Tourists from Quanzhou city,  
Fujian Province during COVID-19**

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of  
Master of Business Administration in Hospitality and Tourism Management  
(International Program)**

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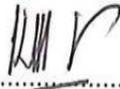
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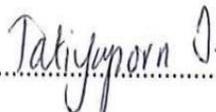
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ชื่อวิทยานิพนธ์	ปัจจัยที่มีผลต่อการเลือกจุดหมายปลายทางของนักท่องเที่ยวภายในประเทศในช่วงโควิด-19: กรณีศึกษาเมืองฉวนโจว มณฑลฝูเจี้ยน ประเทศจีน
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### บทคัดย่อ

การท่องเที่ยวภายในประเทศมีความสำคัญต่อผลประโยชน์ทางเศรษฐกิจของจีนเป็นอย่างมากในช่วงโควิด-19 รัฐบาลจีนให้ความสำคัญกับการฟื้นฟูการท่องเที่ยว และได้ประกาศนโยบายที่อนุญาตให้นักท่องเที่ยวภายในประเทศเดินทางข้ามจังหวัดได้ตั้งแต่วันที่ 1 กรกฎาคม 2563 เพื่อความปลอดภัย รัฐบาลคาดว่าการเดินทางเหล่านี้จะส่งเสริมการท่องเที่ยวในประเทศและส่งเสริมฟื้นตัวของกาท่องเที่ยวในประเทศ ดังนั้น การศึกษานี้จึงมีวัตถุประสงค์ 1) เพื่อระบุพฤติกรรมนักท่องเที่ยวชาวจีนในประเทศในช่วงโควิด-19 2) เพื่อระบุเกณฑ์การคัดเลือกที่สำคัญที่นักท่องเที่ยวชาวจีนพิจารณาเมื่อเลือกจุดหมายปลายทางภายในประเทศก่อนเกิด COVID-19 และในช่วง COVID-19 3) เพื่อประเมินความแตกต่างที่มีนัยสำคัญเกี่ยวกับนักท่องเที่ยวในประเทศที่แตกต่างกันไปตามข้อมูลประชากรและลักษณะการเดินทางในช่วงโควิด-19

ในระหว่างการวิจัยนี้ มีการแจกจ่ายแบบสอบถาม 400 ชุดเท่าๆ กันในการขนส่ง 3 รูปแบบ (สนามบิน รถไฟสองสาย และขับรถไปเอง) ในเมือง ฉวนโจว จังหวัดฝูเจี้ยน มีทุกรูปแบบการคมนาคมที่คนไปต่างจังหวัด ใช้ส้มตัวอย่างที่สะดวกในแต่ละโหมดการขนส่ง

สำหรับวัตถุประสงค์ที่ 1 ผลการวิจัยพบว่าผู้ตอบแบบสอบถามส่วนใหญ่ (คิดเป็น 72%) พึงพอใจที่จะเลือกเดินทางไปภาคใต้ โดยคนส่วนใหญ่ที่เดินทางไปจุดหมายปลายทางเป็นครั้งแรกจะวางแผนเดินทางก่อน 1-3 สัปดาห์ (28.5%) คิดเป็นเปอร์เซ็นต์สูงสุด มีจำนวนนักท่องเที่ยวมากกว่าครึ่ง (53.3%) ใช้เวลาพัก 4-6 วัน และเดินทางกับคู่สมรสมีสัดส่วนสูงสุด (28.7%) นักท่องเที่ยวในจีนพึงพอใจไปเที่ยวกับคนอื่นๆ อีกจำนวน 2 คน (41.7%) ซึ่ง เป็นจะทางเลือกที่ดีกว่า คนจีนให้ความสำคัญกับบริษัทตัวแทนท่องเที่ยวมากขึ้น (49.8%) เนื่องจากได้ข้อมูลการเดินทางมากขึ้น คนส่วนมากที่เลือกพักในโรงแรม(30%) เป็นผู้ที่ใช้จ่ายมากกว่า 5,000 CNY มีสัดส่วนสูงสุด

สำหรับวัตถุประสงค์ที่ 2. ผลการวิจัยพบว่าก่อนเกิดโควิด-19 ปัจจัยสำคัญ 3 ประการในการเลือกจุดหมายปลายทางคือ 1) ไม่มีอุปสรรคด้านภาษา เนื่องจากพนักงานทุกคนสามารถสื่อสารภาษาจีนได้ (ค่าเฉลี่ย=3.9425) 2) จุดหมายปลายทางที่มีเอกลักษณ์เฉพาะทางสถาปัตยกรรม (ค่าเฉลี่ยเท่ากับ 3.9175) 3) มูลค่าเงินและงบประมาณ (ค่าเฉลี่ยเท่ากับ 3.8975)

ในช่วงโควิด ปัจจัยสำคัญ 3 อันดับแรก ได้แก่ 1) การท่องเที่ยวหลายประเภท (ค่าเฉลี่ยเท่ากับ 3.7775) 2) ทำให้นักท่องเที่ยวเข้าใจอย่างลึกซึ้งยิ่งขึ้นก่อนเดินทางถึง (ค่าเฉลี่ยเท่ากับ 3.7700) 3) บริการเปลี่ยนตารางเวลาฟรีในช่วงโควิด (ค่าเฉลี่ยเท่ากับ 3.7525) ผู้ตอบแบบสอบถามให้ความสำคัญจุดหมายปลายทางที่มีบริการที่ลดการสัมผัส บริการยกเลิกฟรี บริการ แอลกอฮอล์ เจล และอุปกรณ์สร้างภูมิคุ้มกันอื่นๆ และการติดเชื้อใหม่ในปลายทางมากกว่าก่อนเกิดโควิด

สำหรับวัตถุประสงค์ที่ 3 สำหรับเพศ ชายและหญิงมีความแตกต่างกันอย่างมีนัยสำคัญ สำหรับอายุ ผู้ที่มีอายุมากกว่า 60 ปี มีความแตกต่างอย่างมีนัยสำคัญกับกลุ่มอื่นๆ ทั้งหมด ปัจจัยคือ กิจกรรมและเอกลักษณ์ บริการดี ข้อมูลและโปร โมชันที่ให้ข้อมูล ปากต่อปาก การผจญภัย ความปลอดภัย เงิน และประเพณีท้องถิ่น แต่เฉพาะผู้ที่มีอายุ 41-50 ปีเท่านั้นที่มีความแตกต่างอย่างมีนัยสำคัญกับกลุ่มอื่นๆ ปัจจัยคือสิ่งอำนวยความสะดวก สำหรับสถานภาพการสมรส คนที่เป็นโสด มีความแตกต่างอย่างมีนัยสำคัญกับกลุ่มอื่นๆ ในทุกปัจจัย สำหรับการศึกษาลึก ผู้ที่จบปริญญาเอก มีความแตกต่างอย่างมีนัยสำคัญกับกลุ่มอื่นๆ ในทุกปัจจัย ยกเว้นสิ่งอำนวยความสะดวก คนที่จบปริญญาตรีมีความสำคัญกับกลุ่มอื่น ๆ ทั้งหมดในเรื่องปัจจัยด้านสิ่งอำนวยความสะดวก สำหรับอาชีพหลัก ผู้ที่เป็นนักเรียนมีความแตกต่างอย่างมีนัยสำคัญกับกลุ่มอื่น ๆ ในด้านกิจกรรมและการส่งเสริมและการบริการที่ดี แม่บ้านมีความแตกต่างอย่างมีนัยสำคัญกับกลุ่มอื่น ๆ ในด้านสิ่งอำนวยความสะดวกและการบอกปากต่อปาก บุคคลที่ทำงานอื่นๆมีความแตกต่างอย่างมีนัยสำคัญกับกลุ่มอื่นๆ ในเรื่องการผจญภัยและความปลอดภัย บุคคลวัยเกษียณมีความแตกต่างอย่างมีนัยสำคัญกับกลุ่มอื่นด้านการเงินและขนบธรรมเนียมท้องถิ่น สำหรับรายได้ส่วนบุคคลต่อปี ผู้ที่มีรายได้มากกว่า 100,000CNY จะมีความแตกต่างอย่างมีนัยสำคัญกับกลุ่มอื่นๆ ในทุกปัจจัยยกเว้นสิ่งอำนวยความสะดวก เฉพาะผู้ที่มีรายได้ 60,001-70,000CNY เท่านั้นที่มีความแตกต่างอย่างมีนัยสำคัญกับกลุ่มอื่นๆ ด้านสิ่งอำนวยความสะดวก

จากผลการสำรวจพบว่า ประชาชนให้ความสำคัญกับประเด็นด้านความปลอดภัยของการท่องเที่ยวภายในประเทศในช่วงโควิดมากขึ้น และข้อเสนอแนะที่เกี่ยวข้องและกลยุทธ์ทางการตลาดเพื่อปรับปรุงและส่งเสริมการท่องเที่ยวภายในประเทศสำหรับอุตสาหกรรมที่เกี่ยวข้องกับการท่องเที่ยวภายในประเทศให้ดียิ่งขึ้น เพื่อไล่ตามการพัฒนาที่แข็งแกร่งของการท่องเที่ยวในประเทศ นอกจากนี้ รัฐบาลจีนยังต้องสนับสนุนการพัฒนาการท่องเที่ยวภายในประเทศและความต้องการที่แตกต่างกันของคนกลุ่มต่างๆ

**คำสำคัญ:** โควิด-19, จีน, การท่องเที่ยวภายในประเทศ, การเลือกจุดหมายปลายทาง, เกณฑ์การคัดเลือก.

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### **ABSTRACT**

Domestic tourism is very important for the economic interest of China. During the COVID-19, the Chinese government focus on restoring tourism and has announced policies that allow domestic tourists to travel across provinces since mid-July 2020 to ensure safety. The government expect these policies would encourage domestic tourism and boost the recovery of domestic tourism. Therefore, this study aims 1) To identify the domestic Chinese tourists behavior during COVID-19. 2) To identify the important selection criteria considered by Chinese tourists when choosing domestic destination before COVID-19 and during COVID-19. 3) To assess the significant differences about domestic tourists varied by the demographic profile and travel characteristics during COVID-19.

During this research, 400 questionnaires are distributed equally to 3 modes of transportation (airport, two railways, and drive by themselves) in Quanzhou city, Fujian Province. There are all modes of transportation that people go to other provinces. Convenient sampling was used at each mode of transportation.

**For the objective 1** The finding found that most of the respondents (72%) prefer to chose south region to travel. Most people first time to travel their destination. The people who were plan to this trip before 1-3 weeks(28.5%) has the highest percentage. There are more than half visitors(53.3%) stay 4-6 days in their destination. The people who prefer to travel with spouse has the highest proportion(28.7%). The Chinese domestic tourists would like to travel with others that travel with 2 people(41.7%) is a better choice. The Chinese people pay more attention on travel agency(49.8%) in order to get more travel information. The most people chose to live in the hotel(30%). Those who spend more than 5,000 CNY has the highest proportion.

**For the objective 2** The finding found that before COVID-19 top three important factors for selecting destination are 1) No language barriers because all staff can communicate in Chinese (Mean=3.9425) 2) Unique architectural destination (Mean=3.9175) 3)

Value of money and budget (Mean=3.8975). During COVID, top three important factors are 1) Many types of tourism (Mean=3.7775) 2) Provides visitors a deeper understanding before arrivals (Mean=3.7700) 3) Free rescheduling service (Mean=3.7525). During COVID, the respondents pay more attention on contactless service at destinations, free cancellation service, alcohol, gel and other immunization supplies at destination, and new infections in the destination than before COVID.

**For the objective 3** For gender, male and female has significant differences. For age, the people who are more than 60 years old has significant differences with all the other groups. The factors are activities and uniqueness, good service, information and promotion provided, word-of-mouth, adventure, safety, money, and local customs. But only the people who are 41-50years old has significant differences with the other groups. Factor is facilities. For marital status, the people who are single has significant differences with all the other groups for all the factors. For main education, the people who has graduate Ph.D has significant differences with all of the other groups for all factors except facilities. The people who are bachelor degree has significant with all the other groups for facilities factor. For main occupation, the people who are students has significant differences with other groups for activities and promotion provided and good service. House-wife has significant differences with the other groups for facilities and word-of-mouth. The people who work others has significant differences with the other groups for adventure and safety. The people who are retired has significant differences with the other groups for money and local customs. For annual personal income, the people who has income over 100,000CNY has significant differences with the other groups for all the factors except facilities. Only people who has income 60,001-70,000CNY has significant differences with the other groups for facilities.

According to the survey results, this study puts forward that people pay more attention to the safety issue of domestic tourism during the COVID, and puts forward relevant suggestions and marketing strategies to improve and enhance domestic tourism for domestic tourism related industries, so as to better pursue the vigorous development of domestic tourism. In addition, the Chinese government also needs to continue to support the development of domestic tourism and the different needs of different groups of people.

**Keywords:** COVID-19, China, Domestic tourism, Destination selection

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**Shi Tan**

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## CHAPTER 1

### Introduction

#### 1.1 Background

COVID-19 is an infectious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-COV-2). The disease was firstly discovered in Wuhan, Hubei Province, People's Republic of China, in late 2019, and has since spread rapidly around the world in a massive outbreak.

The rapid spread of the pandemic has prompted increasingly more countries to take series of measures including "city closure" and "entry ban". For example, China implements "city closure" on Wuhan from January 23, 2020. (Bloomberg News, 2020).

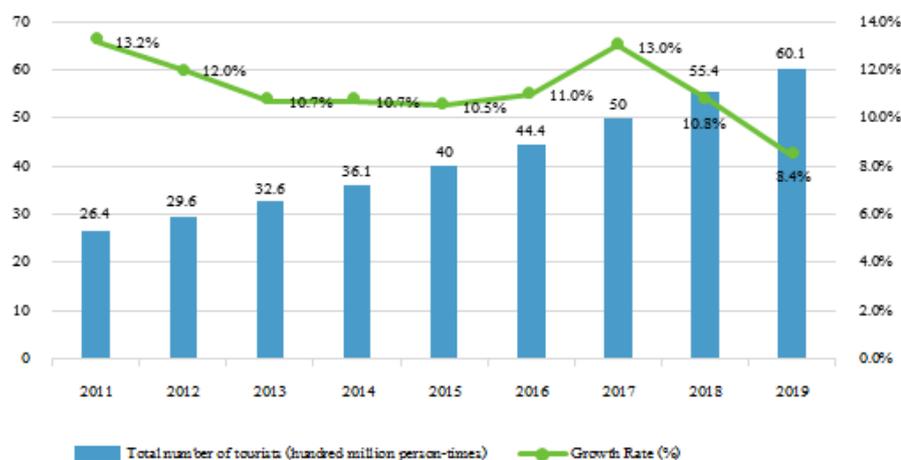
The sudden spreading of the novel pandemic in 2019 not only has a significant impact on society, economy and politics, but also restricts people's behavior, including tourism behavior. Therefore, tourism is also deeply affected. Tourism is commonly recognized as a highly vulnerable industry because it can be affected by the economy and various types of crises and emergencies (Novelli, Gussing Burgess, Jones, & Ritchie, 2018). According to the UN World Trade Organization (2020), the pandemic has led to a 20 to 30 percent drop in the number of international tourists, which is equivalent to a loss of \$300 to \$450 billion. The COVID-19 is impacted to be worse than that of SARS in 2003.

China has rich tourism resources and vast territory. With Incredible landscapes and diverse cultures. China has developed a wide variety of ways to travel. (Tourism Resources in China, 2004) Since the reform and opening up in 1978, tourism industry has become one of China's pillar's industries. From 1985 to 2007, the number of domestic tourists in China from 240 million to 161 billion, and the revenue has increased from 8 billion to 777 billion yuan, with an annual growth rate of 23.12 percent.(Zhao et, al., 2020).

The number of domestic tourists is increasing year by year from 2011 to 2019. By 2019, the domestic and outbound tourism markets will grow steadily, and the foundation of the domestic tourism market will be more solid. Domestic tourists made 6.06 billion trips, up 8.4 percent year on year. The number of domestic tourists reached 145.31 million, up 2.9 percent year

on year. The number of outbound tourists reached 154.63 million, up 3.3% year on year. The annual tourism revenue was 6.63 trillion yuan, up 11.1% year on year (China Tourism, 2019).

Figure 1.1 Domestic tourist reception and growth rate from 2011 to 2019. (Unit: 100 million person-times, %)



Source: China Tourism (2019)

As shown in Figure 1, from 2011 to 2019, the number of domestic tourists showed a gradual upward trend. The total number of tourists increased from 2.641 billion in 2011 to 6.06 billion in 2019, with an overall growth rate of 127.41% and an average growth rate of 10.96%.

Figure 1.2 The scale of domestic tourism revenue and growth rate of revenue scale.

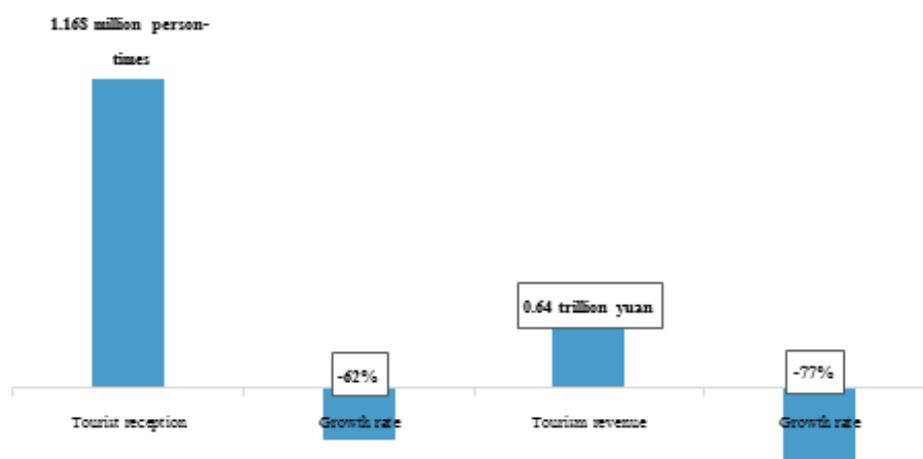


Source: China Tourism (2019)

The scale of tourism revenue maintained steady growth, with an overall growth rate of 196.89% and an average growth rate of 11.29%, from 1.93 trillion in 2011 to 5.73 trillion in 2019.

However, affected by the pandemic, the number of domestic tourists in the first half of 2020 was 1.168 billion, down 62% year on year, and domestic tourism revenue was 0.64 trillion yuan, down 77% year on year.

Figure 1.3 The major impact of COVID-19 on domestic tourism in the first half of 2020



Source: China Tourism (2021)

At the end of 2019 during the outbreak, China's efforts to implement "Seal City" isolation, because of serious affection on the development of the Chinese tourism industry, for example, Wuhan had been quarantined for 76 days from January 23, 2020, to April 8, the "city" for more than two months, all actions are limited. Until April 8, Wuhan lifted the control of departure channels, resumed external traffic, airport flights and trains resumed work. Although the "city closure" has been lifted, the impact of the pandemic makes people worry and fear about the safety. Therefore, in the first half of 2020, the growth rate of domestic tourists showed a downward trend, and the tourism income also dropped by 77%. (Documentart of COVID-19 Outbreak: Timeline.2021)

However, the outbreak in China has been controlled and stabilized, it has become more severe around the world, for example, Europe suffering more deaths than the rest of the world combined (BBC News, 2020). Some countries have also suspended visa-on-arrival policies and

banned entry to prevent the spread of the disease. However, the new pandemic also poses a potential threat and economic damages to some popular travel destinations (e.g., Bali, Singapore, Rome, Barcelona, etc.). Affected by the pandemic abroad, outbound and domestic tourism are basically at a standstill.

In such a special period, the uncertainty of people's demand for travel affects people's future travel behavior (Li et al., 2020), making the tourism industry extremely vulnerable (Reddy et al., 2020). At this time, the government plays a crucial role in the tourism industry (Assaf & Scuderi, 2020; Fong et al., 2020).

With the domestic pandemic under effective control, Local government under the guidance of national government policies and in combination with local conditions to speed up the resumption of tourism production and work accelerated the introduction of supporting policies for tourism to help tourism enterprise in difficult operation to tide over the difficulties. Most provinces and cities are issued directly the supporting policies of tourism, such as Hainan province issued "the Hainan tourism industry revitalization plan (2020-2023)", "Hainan tourism marketing promotion plan", "tackling COVID support - 19 outbreak of Hainan tourism enterprise 6 measures", the revitalization of the tourism industry of Hainan province has article 30 actions (2020-2021) "lots of policy, from the fiscal and taxation, finance, land, and many other aspects of tourism to provide a full range of support for tourism industry; (OECD, 2020)

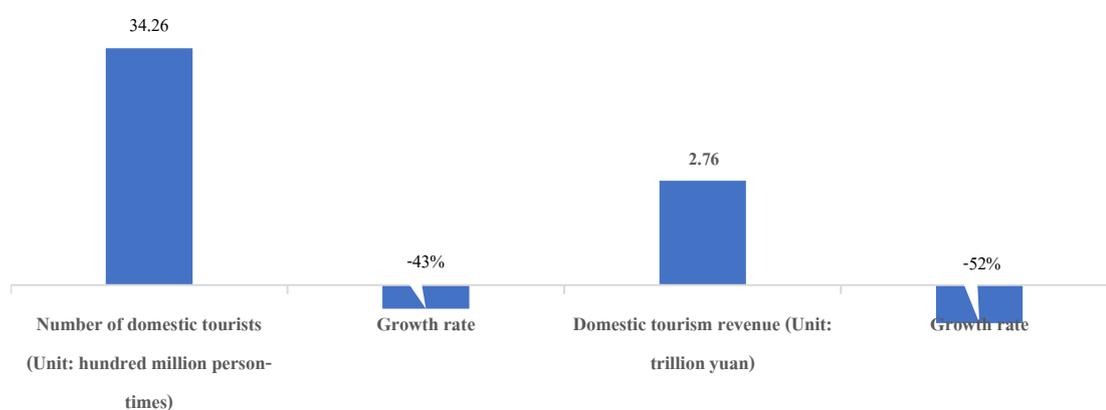
Tourism as an important pillar of national economic development has become an important industry. According to data from Ctrip, as of March 16, 2020 more than 1,300 well-known scenic spots and more than 100 5A-level scenic spots have reopened. Indicating is that the tourism industry is gradually recovering. (Chinadaily, 2020)

According to the statistics, the recovery of domestic travel in the first half of 2020 shows a gradual state. During Tomb Sweeping Day in 2020, the number of domestic tourists received was 43.54 million, and the domestic tourism revenue was 8.26 billion yuan, and has 17.2 percent of the figures for the same period last year, respectively. During the five-day holiday, 115 million domestic tourists went to travel to nationwide, and the domestic tourism revenue was 47.56 billion yuan, lower than that of the four-day holiday last year. The average daily visits and domestic tourism revenue has decreased that were 45.7 percent and 32.3 percent, respectively, last year. During this year's Dragon Boat Festival, the number of domestic tourists was 488.09 billion, and

the tourism revenue was 12.28 billion yuan, which was 50.8% and 31.2% respectively of last year's Dragon Boat Festival holiday. From the domestic tourism reception data of the above three important holidays, the number of domestic tourists this year and last year was from 38.6% to 45.7% to 50.8%, indicating that this year's domestic tourism had gradually recovered, and the gap with the data of the same period of last year is narrowing. Affected by the pandemic, tourism commercial facilities have not fully recovered, which limits the recovery of domestic tourism revenue. In 2020, the domestic tourism revenue of the three major festivals was 17.2%, 32.3%, and 31.2% of 2019, respectively, which was far behind the recovery speed of the number of domestic tourists. (Ministry of Culture and Tourism of China, 2020)

We are "relatively optimistic" about the operation of the tourism economy in the second half of 2020, taking into account macroeconomic and market factors under the condition of the pandemic prevention. The number of domestic tourists is reached 3.426 billion, with a negative growth of 43% year on year. Domestic tourism revenue reached 2.76 trillion yuan, a year-on-year growth of 52%. China's initial strict blockade allowed life in the country to return to some normalcy, but tourism has not fully recovered. Policy recommendations include making good use of "new infrastructure" and stabilize other projects for tourism employment, guide tourism enterprises to make a rational investment, and step up and innovate. Figure 1.4 shows the second half of domestic tourism development in 2020

Figure 1.4 The second half of domestic tourism development in 2020.



Source: China Tourism (2021)

To better promote the recovery and development of domestic tourism, The China government improve the national economy. To gradually stabilize the pandemic situation, China government has introduced a lot of preferential policies to encourage people to travel within the country. This paper will study the factors of residents' choice of domestic travel destination during the pandemic in Quanzhou City, Fujian Province, China, and discuss the macro direction of the factors of Chinese people's choice of destination travel during the pandemic in China.

Fujian is a province on the southeastern coast of China(Fujian, 2021). The map below shows the geographical location of Fujian province in China. The red area is Fujian Province.

Figure 1.5 The Map of China



Source: Fujian province map (2019).

Fujian's economic aggregate ranks 8th in 2019 and ranks 7th in 2020 in China, and it is one of the provinces with the fastest economic development in China. By 2020, Fujian's economy will be bigger than Taiwan's. Quanzhou is the most populous city in Fujian province. In addition, according to data from the Ministry of Culture and Tourism, Fujian ranked seventh in terms of the number of domestic tourist visits organized by travel agencies in the first quarter of 2020 and sixth in terms of the number of domestic tourist visits received in the first quarter. These data shows that the potential economic strength of Fujian Province supports the tourism of Fujian residents, moreover to shows that the residents around it like to travel. To sum up, I choose Fujian Province as the case study.

Table 1.1 Top 10 GDP of China in 2019

<b>Ranking</b>	<b>Province</b>	<b>2019</b>	<b>Growth Rate</b>
1	Guangdong	10.77	6.2%
2	Jiangsu	9.96	6.1%
3	Shandong	7.11	5.5%
4	Zhejiang	6.24	6.8%
5	Henan	5.43	7.0%
6	Sichuan	4.66	7.5%
7	Hubei	4.58	7.5%
8	Fujian	4.24	7.6%
9	Hunan	3.98	7.6%
10	Shanghai	3.82	6.0%

Source: Invest in China (2020)

Table 1.2 Top 10 GDP of China in 2020.

<b>Ranking</b>	<b>Province</b>	<b>2020</b>	<b>Growth rate</b>
1	Guangdong	11.07	2.3%
2	Jiangsu	10.27	3.7%
3	Shandong	7.31	3.6%
4	Zhejiang	6.46	3.6%
5	Henan	5.49	1.3%
6	Sichuan	4.85	3.8%
7	Fujian	4.39	3.3%
8	Hubei	4.34	-5%
9	Hunan	4.17	3.8%
10	Shanghai	3.87	1.7%

Source: CISION PR Newswire (2021)

The Municipal Bureau of Statistics and the Investigation Team of Quanzhou of the State Bureau of Statistics jointly released the statistical Bulletin of Quanzhou's national economic and social development in 2020. According to preliminary calculation in 2020, the city's gross domestic product (GDP) reached 10158 billion yuan, an increase of 2.13% over the previous

year calculated at comparable prices (Ceicdata, 2021), and its economic aggregate had been the first in the province for 22 consecutive years (Hktdc Sourcing, 2020).

Table 1.3 The gross regional product GDP of Quanzhou in 2019 and 2020

(Unit: 100 million yuan)

	Region	2020	2019	Increment	Actual growth rate
<b>1</b>	<b>Quanzhou</b>	<b>10158</b>	<b>9946</b>	<b>212</b>	<b>2.13%</b>
2	Fuzhou	10020	9392	628	6.68%
3	Xiamen	6384	5995	389	6.49%
4	Zhangzhou	4545	4741	-196	-4.14%
5	Longyan	2870	2678	191	7.16%

Source: Hong Kong Trade Development Council (2021)

China is the world's most populous country, with a population of around 1.4 billion in 2020. According to the information from "China Internet Watch": the total number of domestic tourists, including foreigners and compatriots from Hong Kong, Macao, and Taiwan, reached 145.31million, up 2.9 percent. 31.88million were foreigners, up 4.4%. Compatriots in Hong Kong, Macao, and Taiwan were 113.42 million, up 2.5%.

Domestic tourism is very important for the economic interests of the country, however, this paper discusses factors impacting Chinese's choice of domestic tourism destinations. China is one of the world's largest outbound tourism market, suggesting that Chinese tourists level of tourist consumption is higher than any other country.

During the Covid-19, the Chinese government focused on restoring tourism and announced that it would allow domestic tourists to travel across provinces from mid-July 2020 to ensure safety, encourage domestic tourism, and promote the recovery of domestic tourism. So, this paper studies the factors that Chinese tourists choose to visit domestic destinations during the outbreak, with residents of Quanzhou, Fujian province as the object of this study. (Organisation for Economic Co-Operation and Development, 2020)

As the pandemic continues to expand, many scholars have done timely research on the fields of medicine and hard science to maximize the benefits. (Jiang et al., 2020; Li and De Clercq, 2020; Zheng et al., 2020a, 2020b, and social sciences (Chinazzi et al., 2020; Li et al., 2020;

Wen et al., 2020A; Ying, etc., 2020; Zheng et al., 2020A, 2020b). In contrast to these studies, this paper aims to factors in the choice of domestic travel destinations for residents of Quanzhou, which has been the economic leader in Fujian province for 22 consecutive years before the outbreak of the new Pavilion in China. This paper summarizes relevant literature on the pandemic situations, factors of destination selection and domestic travel, as well as relevant media news reports. These insights help industry practitioners adapt their products and services to the recovery of the travel industry following the COVID-19 outbreak.

## 1.2 Research questions

- 1) What is the domestic Chinese tourist behavior during Covid-19?
- 2) What the important selection criteria considered by Chinese tourists when choosing domestic destination before Covid-19 and during Covid-19 (Compare)
- 3) What are the significant differences with domestic tourists varied by the demographic profile and travel characteristics during Covid-19.

## 1.3 Research objectives

- 1) To identify the domestic Chinese tourist behavior during Covid-19
- 2) To identify the important selection criteria considered by Chinese tourists when choosing a domestic destination before Covid-19 and during Covid-19.
- 3) To assess the significant differences about domestic tourists varied by the demographic profile and travel characteristics during Covid-19.

*There are two hypothesis in the following:*

**Hypothesis 1:** There are significant difference in important factors of selection destination criteria between before COVID-19 and during COVID-19.

**Hypothesis 2:** There are significant differences in domestic tourists among the demographic profile and travel characteristics during COVID-19.

## **1.4 Significance of the study**

In terms of theoretical contributions, the findings of this study will broaden the knowledge of the research literature on the factors that contribute to the choice of domestic travel destination during the pandemic. Specifically, this study will highlight the factors that residents of Quanzhou city, Fujian Province, have in choosing domestic travel destinations, as well as the differences in their choice of domestic travel destinations before and during the pandemic.

The results of this study are also applicable to the model based on factors of Quanzhou residents' choice of domestic travel destinations, and the positive inference and tourism factors of domestic travel are analyzed by taking individual cases. People in the travel industry can use the results of this study to help design appropriate travel products and services.

## **1.5 Scope of the Study**

### **1.5.1 Scope of time**

The distribution of the questionnaire is carried out to collect primary data from November 2020 to May 2021.

### **1.5.2 Scope of Geography**

The study is in Quanzhou city, Fujian Province, China.

### **1.5.3 Scope of Demography**

People living in Quanzhou who want to travel within China are invited to participate in the data collection. Adults over 18 years old are a requirement for the survey group.

## **1.6 Definition of Key Terms of the Study**

“Domestic Tourism ” Domestic tourism means travel within a country by visitors who are residents of that country. (Springer Link, 2019)

“Demand for tourism policy” The demand for tourism policy and marketing advice is increasing with the development of the tourism industry. The growth of national income, the increase of leisure time, and the adjustment and improvement of the national economic structure are the three important factors to promote China's domestic tourism. (Wu, Zhu, and Xu 2000)

“Tourists Behaviour” Tourism behavior is combined by two factors, one is external factors, such as economic environment, security, social and cultural environment; The

other is internal factors, such as motivation, attitude, belief, and so on. Tourism behavior is the composition of the interaction between internal and external factors. ( Caldito et al., 2015 )

“Covid-19 Affect Tourism Industry ” The outbreak has had a major impact on tourism, with the United Nations World Tourism Organization (2020b) predicting for the first time that the number of international tourists worldwide will fall by 3% on March 6, with up to \$50 billion in lost spending due to the 2019 coVID-19 impact on tourism. However, on March 26, the United Nations World Tourism Organization (UNWTO,2020c) re-estimated the number of global visitors to be 20 to 30 percent lower in 2020 than in 2019, and the loss was revised to \$300 to \$450 billion, down from its previous estimate of \$50 billion. But once again, with the number of arrivals falling to 57 percent in March, the UN World Tourism Organization (UNWTO) has again estimated that international visitor numbers will be 60-80 percent lower in 2020 than in 2019 (UNWTO,2020e).

“Covid-19 Affect Travel Behaviour” With the outbreak and spread of COVID-19, many countries have adopted a policy of short-term travel restrictions to contain the outbreak. For example, the United States has a closed-door policy against China, bans Chinese entry, and plans to impose a travel ban on the United Kingdom and Ireland starting March 16, 2020. (ABC News, 2020)

“ Destination Selection” There are many factors that influence the choice of destination, such as safety, transportation, quality of service, natural beauty, accommodation, local food(T. Hoang, Minh City, V. Nam, Ha Trong Quang, etc. 2010)

## **CHAPTER 2**

### **Literature Review**

#### **2.1 Domestic Tourists**

##### **2.1.1 Definition of domestic tourism**

Domestic tourism is broadly defined as a trip by a tourist to a place other than the environment in which he or she lives, for leisure, business, or other purposes, which does not last more than one year. (WTO & United States (UN) Nations Statistics Division 1994). Therefore, in-country travel becomes more meaningful because of these prerequisites. That is to say, these prerequisite factors become particularly significant for destination selection in domestic tourism. (Tourism teacher, 2021)

Therefore, domestic tourism can be defined as the act of traveling to another city for business, leisure, or other purposes for no more than one consecutive year. (Tourism teacher, 2021 )

##### **2.1.2 Domestic tourism in China.**

###### **2.1.2.1 The development of China's domestic tourism from the 1970s to the 1990s**

Chinese Domestic tourism, which means that Chinese citizens travel within China, has grown rapidly. Due to special economic development mode, internal reasons and unique conditions for the rapid development of tourism have been affected. The development pattern composed of three parts. Firstly, domestic tourists was prioritized, which had been playing a positive role, influenced the development of both domestic and international tourism business. Secondly, it was suitable for more Chinese tourists to choose domestic travel due to its own richness of tourism resources. Thirdly, as national economy became more stable, people's living standard was improved. On the premise of material satisfaction of the nation, tourism also became people's spiritual choice and pursuit, which promoted a continuous tourism development.

Before the reform and opening up in the 1970s, Chinese citizens had few opportunities to travel domestically. It is either for studying, family visits, or business. However, these trips could not be regarded as a high spiritual pursuit. The reason was that China's economic

and physical conditions were not good. There were food storage, lack of domestic infrastructure, and incomplete transportation system.

Due to such a backward national economy, during the period of reform and opening up from 1979 to 1989, the Chinese government used some preferential policies to attract foreign tourists to China, such as giving priority to booking tickets and tickets for foreigners. Therefore, while focusing on attracting foreign tourists, the development of Chinese tourism within China has been neglected. Although the government ignored the development of Chinese tourism also brought about the growth of the national economy, which led to the improvement of people's standards promoted the growth of domestic tourism at the same time.

The most direct and important factor contributing to the development of domestic tourism is the rapid development of the national economy. In addition to economic strength, Chinese traditional culture and cultural life also have a certain special connection with tourism. It is a time-honored tradition of Chinese tourism to enhance the perception and understanding of the world and society, strengthen cultural exchanges, increase self-cultivation, and make good friends. It is precisely because of the tourism concept is deeply found in Chinese tradition and culture. Chinese people have always has a strong desire to travel, talents and motivation to explore the world. Such tourism psychological motivation has been the sustainable development of China's domestic tourism. Also form of people's cultural.

With the continuous advancement of China, the tourism industry received more and more support from the government in the 1990s. This demanded for more diversified and specialized tourism products. Governments were also spending more on infrastructure, diversifying of transport modes, and building new highways and airports.

However, according to state statistics, the development of China's rich and poor is uneven. By the late 1990 s, if you can solve the problem of poverty in China, there will be more of the population who can pay tourism spending, the article puts forward the tourism statistics, the data show that China's GDP is increasing trend, in such a trend forecast in the next few years China's domestic tourism increased and GDP growth will remain stable.

The above literature summarizes some reasons for the rapid development of China's tourism industry, such as development of China national economy, the improvement of national living standards. China needs to adjust its unbalanced economic structure, overproduction

insufficient demand. Domestic service industry, as an important part of tourism, should accelerate the development of the service industry. People's spare time increased. Five days week, two days weekend, National Day, and International Labor Day are national holidays implemented in China in 1995 and 1999 respectively. This provided more leisure time for people. The Chinese government supported the infrastructure construction and investment in domestic tourism. However, according to the current stage of the industry, it is the development of tourism industry that China's tourism authorities should pay attention. The crises and opportunities in domestic market should remain as further observations and studies.

#### **2.1.2.2 China's domestic tourism product supply and demand**

Since the 1990s, because of the economic gap between urban and rural areas in China, tourists prefer to spend more on special tourism projects, as well as natural scenic spots. With the increase of the national economy, national income, and living standards, some tourism projects have emerged, such as ecological tourism, sports tourism, and so on. This allows travel products to remain attractive for longer.

The main form of tourism products is sightseeing, and national parks have become the main destination to provide tourists' demands. For example, the development of urban theme parks, leisure and entertainment services, and art and culture industries has become the new direction of tourism products.

Folk tourism, as a new tourism product of local culture and daily life, has strong activity and participation. Ethnic minorities, in particular, attract tourists with local folk cultural features, such as villages and special festivals. For example, Kunming and Xishuangbanna in Yunnan have the ethnic characteristics of folk villages and natural scenic spots (Dong, 1993).

The State Council encourages the development of tourism markets and products (MAO, 1993). Some recreational facilities were introduced to China from abroad, such as bowling lanes, which increased from less than 100 in 1985 to more than 5,000 in 1995 (Chi, 1998).

When people begin to get tired of mass tourism, ecological tourism quietly rises. However, ecological tourism is faced with great challenges, such as how to protect the environment, how to manage the ecology, and how to develop more attractive products. In the 1980s, forestry tourism developed. By 1995, there were more than 750 forest parks in China and were receiving over 30 million visitors, generate over 400 million yuan in revenue.

Sightseeing tourism and eco-tourism are the two main tourism types chosen by tourists, which have less elasticity of demand. Another type is cultural tourism, which is not in great demand because the quality and education level of Chinese citizens are not high (Rebam, 1999).

### **2.1.2.3 Domestic tourism demand of urban in China**

In addition to national economy, people's living standards and leisure time increase, people's demand for domestic tourism is also reflected in the relative income. The main measure of the income effect is the disposable income of individuals, which has been reflected in the past research on tourism demand (Lim, 1997). Relative income is the personal income on a certain basis that will affect the domestic travel demand. It is often referred to as the hidden income, and the hidden income often has an impact on the economic decisions of individuals. (Cole, Mailath, & Postlewaite, 1992). Also, relative income represents an individual's socioeconomic status. It has been pointed out that people's attitudes, behaviors, and activities towards tourism are affected by their socioeconomic status (Moeran, 1983). Therefore, one of the important factors determining domestic tourism demand is relative income.

The demand for tourism policy and marketing advice is increasing with development of tourism industry. The increase of leisure time, and the adjustment and improvement of the national economic structure are the three important factors for promoting China's domestic tourism. These factors have been confirmed, including national income, economic structure (Wang, 2010).

The domestic tourism demand urban residents is positively influenced by absolute income, while the relative demand mentioned above has no obvious. The specific division has the greatest influence on the residents of western cities and the least influence on the residents of eastern cities. Based on these data, it is concluded that absolute income has a significant major impact on both urban and rural domestic tourism demand.

Based on the above data analysis and researches, this paper puts forward some opinions on government policies and market strategies. First, although absolute income is an important factor affecting urban domestic tourism demand, as well as the relative income also needs to be considered. Second, this paper put forward different tourism market strategies according to the situation of different regions. For example, Eastern urban more concerned about relative income, while western urbanites more sensitive to absolute income. Thirdly, as for psychological

satisfaction of tourism, tourism also satisfies people's showing off psychology in a certain aspect, thus forming conspicuous consumption. Because tourism marks the social status of individuals, is a symbol and symbol of personal identity.

#### **2.1.2.4 Government policy**

Before China's reform and opening up in 1978, the government's policies ranged from restraining tourism development, non-intervention, to active encouragement. In the 1990s, growing tourism attracted government support and encouragement. The development of tourism promotes the rapid growth of the national economy (He, 1999).

To encourage the development of domestic tourism, the government adopted a series of relevant policies, such as integrating tourism in some regions into social and economic development plans. Tourism development facilities are as important as urban infrastructure development facilities, and the government also attaches importance to them. We will encourage Chinese and foreign enterprises will be encouraged to participate in tourism investment and development. The government planned to launch some funds for big tourism projects. At the beginning of the 21st century, tourism tax will be used entirely for tourism investment (Shandong Provincial Government, 1999).

## **2.2 Tourists behavior**

What is tourism behavior? Tourism behavior combines two kinds of factors, one is external factors, which includes economic environment, security, social and cultural environment; The other is internal factors, which includes motivation, attitude, belief, and so on. (Caldito et al., 2015)

### **2.2.1 Role of information for tourist's behavior**

Visitors get all kinds of tourism information through the welcome center. The welcome center is increasingly to raise tourists' expectations and thus influence travel behavior.

That use of restroom facilities is the primary reason for stopping. Information communication technologies affect travel behavior in both direct indirect ways. The findings in this study indicate usage, workplace, associated with a reduction in travel times.

Information technologies provides customers more diverse, effective, fast information. A variety of internet telephone, including. Technologies, radio, dynamic message

signs, invehicle or onboard devices. Technology not only plays an important role in a variety of advanced technologies such as internet also has a reference value in how weather forecasts affect travel behavior, for example, advanced passenger information system. These systems have potential to improve efficiency of transportation systems, their usefulness to individual travelers (Wang, 2009).

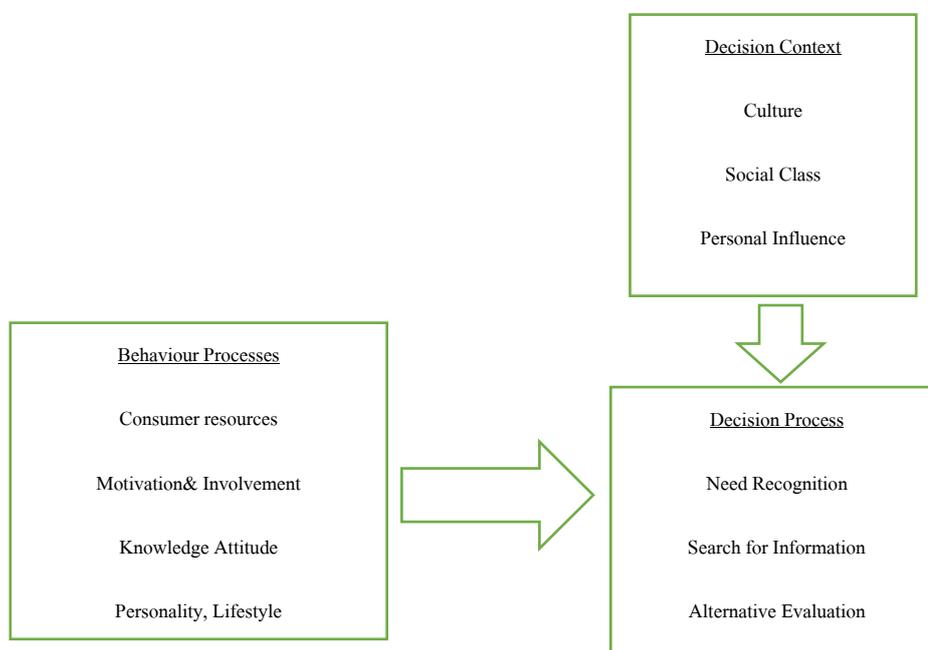
### **2.2.2 Decision making**

How apply theory of choice and decision under uncertain conditions can be applied to travel behavior? In real life, cities transportation networks are in state of constant change. Therefore, it's important to develop methods models to analyze predict decisions under uncertain conditions.

The modeling of human choices decisions have long history in tourism research. First, travelers consider how to choose to participate in the activity, decide departure time mode of transport, decide to carry out their activity, choose the route and arrive at the destination. Therefore, decision makers are face with uncertainty when choosing departure time, activity, destination, mode of transportation, route, etc. Most studies focus on the uncertainty or variability of transport systems (Rasouli&Timmermans,2012.)

Theories weren't originally proposed in the field of transportation research were applied fields than travel behavior. These three theory, used in travel behavior research, conclude that as a result, there are so many uncertainty sources, such as route and departure time choice, travel time on a high degree of variability, Furthermore, it is not only these, also related to many activities, and social norms, the destination of congestion, the destination of the service level and so on. The sources of these uncertainties can interact.

Figure 2.1 A rough model of consumer behaviour



Source : Engel, Blackwell, & Miniard (1990)

Researches suggest that decision making choice behavior's by many situational environmental factors. Argues development of choice decision behavior relies understanding of interactions, feedback between decision makers environment. (Hogarth, 1986) Method perspectives, many tourism studies have emphasized the importance of destination selection. Tourism decision making is a complex process, which includes many uncertain factors. Researchers also use many different theories and models to study the process of tourism decision making.

## 2.3 Covid-19

### 2.3.1 Affect the tourism industry

Tourism is a fragile industry, so many of the factors that hinder travel can have an impact on it. COVID-19 is one of the obstacles (Jiang & Ritchie, 2017). Tourism could also be affected by other obstacles, such as tsunamis (Ghaderi & Henderson, 2013), that looked at the impact of refugees on travel decisions.

As the situation has developed, most of the literature has focused on health and safety. Travel and hotel research into the COVID-19 crisis is just beginning to emerge (Higgins-Desbiolles, 2020).

At 2019 coronavirus has had a major impact on everything, including the global tourism industry. While the travel industry is used to and adapted to crises and contingencies (Novelli, Gussing Burgess, Jones, & Ritchie, 2018) such as earthquakes, terrorism, SARS, etc., COVID-19 is a different crisis that will not only have an impact on social and economic activities, but will also have a profound impact on the travel industry.

The impact of COVID-19, the first international visitor number in 2019, will drop to 78%, with visitor numbers falling, as will tourism export earnings, resulting in a loss of \$1.2 trillion and tourism workers being forced to lay off 120 million workers. There has been the largest decline in history. (UN WTO, 2020).

The outbreak has had a major impact on tourism, with the United Nations World Tourism Organization (2020b) predicting for the first time that the number of international tourists worldwide will fall by 3% on March 6, with up to \$50 billion in lost spending due to the 2019 COVID-19 impact on tourism. However, on March 26<sup>th</sup> United Nations World Tourism Organization (2020) resituated number of global visitors to be 20 to 30 percent lower in 2020 than in 2019, and the loss was revised to \$300 to \$450 billion, down from its previous estimate of \$50 billion. But once again, with the number of arrivals falling to 57 percent in March, the UN World Tourism Organization (UNWTO) has again estimated that international visitor Numbers will be 60-80 percent lower in 2020 than in 2019(UNWTO, 2020).

Most companies have canceled or reduced flights due to a drop in international visitor Numbers and international border closures. (Darlak et al.,2020) Similarly, hotel occupancy has been forced to suspend or permanently shut down along with the decline in occupancy or government restrictions. (Anzolin et al.,2020). At the same time, many large festivals, conferences, and events have been canceled, which has had a negative impact on the tourism industry. (Skift, 2020)

Policy makers have made great efforts to attract tourists, but the travel restrictions imposed by countries due to COVID-19, such as border closures, cancellations of activities, travel bans, quarantine requirements, and fears of disease spread, have greatly impacted and challenged

the travel and hospitality industry (Gossling et al., 2020a, b ). Among them, air travel accelerates the spread of the pandemic (Browne et al., 2016).

The COVID-19 will have a crisis and impact on the potential unemployment of workers in the tourism and hospitality industries, who account for 70% of the industry's labor force, or about 38 million (Radhakrishna, 2020). Similarly, the WTTC estimates that the travel industry is losing as many as 1 million jobs a day. The impact of COVID-19 is reflected in inbound, outbound domestic travel, adventure tourism, business travel, cruise holidays. (Dash, 2020).

### **2.3.2 Effects of the Covid-19 outbreak on Chinese tourist behaviour**

With the outbreak and spread of COVID-19, many countries have adopted a policy of short-term travel restrictions to contain the outbreak. For example, the United States has a closed door policy against China, bans Chinese entry, and plans to impose a travel ban on the United Kingdom and Ireland starting March 16, 2020. (ABC News, 2020)

These measures are necessary for the face of a health crisis to contain the spread of the pandemic. From the perspective of the global tourism industry, these restrictions are not optimistic for the tourism industry. The impact of a crisis on the travel industry can be seen in past disasters. For example, the occurrence of the SARA virus in 2003 (Mao et al.2010; Zhang et al., 2005); Then there was the tsunami in Sri Lanka in 2004.

Besides, practitioners also need to investigate and study the impact of evolving cultural changes on tourist behaviors (Wen and Huang, 2019). Chinese people often habitually avoid risks in disasters, and Chinese tourists are no exception. Therefore, crisis events affecting the flow of Chinese outbound tourists must also be taken into consideration. (Jin et al., 2019).

So, from a tourism perspective, the impact of COVID-19 on the tourism industry is significant, and it has a lot of incalculable consequences. However, the current situation is very serious, far worse than the SARS in 2003 and the global economic crisis in 2009. The SARS pandemic in 2003 and the global economic crisis in 2009 led to declines of 0.4% and 4%, respectively.

The impact of Covid-19 on tourism has put pressure on the tourism market environment, and people have a panic about travel for a short time. The effect may be long-lasting. For example, Chinese tourists avoid going to destinations with large passenger flows and choose to

travel to some minority destinations or take short trips. At the same time, they also avoid traveling during public holidays to protect their health.

The outbreak of the new coronavirus is not only a threat to people's health but also caused harm to people's psychological, and many western media in misleading the public role played their part, in China, there is no formal official announced that the disease name with the title of the strange color gaze at the discrimination Chinese, such as CNN anchor will be on the show many times coronavirus as "China virus", "Wuhan virus"; Eunice Yoon, who runs CNBC's Beijing station, has posted more than 25 tweets since Jan. 21 and Feb. 8 all with the hashtag 'Wuhan virus.' Novel Coronavirus makes Westerners discriminating against Overseas Chinese, so in the future Chinese people need to be more cautious in their travel destinations.

**2.4 Factors affecting destination selection. The following is the table of the article's title, researchers, and factors.**

The importance of tourism has been paid more and more attention by more and more countries, and the competition among tourist destinations is becoming more and fiercer. Tourism is also becoming more and more popular as a modern way of life. Around the world, more and more attention has been paid to the selection process of tourists and the factors involved in choosing tourist destinations.

Table 2.1 Articles affecting selection destination of before and during COVID-19.

*Before COVID-19*

Title	Researchers	Factors
Factors Affecting the Selection of Tour Destination in Bangladesh: An Empirical Analysis	Feroz Ahmed (2010)	Quality of tourism services; Have a good understanding of the destination; Natural scenery; Accommodation is convenient; Be adventurous; Safety; Transportation is efficient and efficient; Food is safe and of high quality; Shopping facilities.
Understanding the factors influencing ski destination choice: a means-end analytic approach	Klenosky et al. (1993)	A variety of mountains; Economy of time and money; Local culture and familiarity with local culture; Requirements for the condition of snow; The service quality of the resort.
Relative Importance of Factors Involved in Choosing a Regional Ski Destination: Influence of Consumption Situation and Recreation Specialization.	Won et al. (2008)	Facilities and conditions related to skiing; The daily cost of the trip expected and the length of the trip; All kinds of conveniences.
Modelling choice and switching behaviour between Scottish ski centers	Riddington et al. (2000)	Daily expenses for travel; The distance from accommodation to travel; Type of ski slope.
A comparison study of Chinese domestic tourism: China vs the USA	Suosheng Wang and Hailin Qu (2004)	The survey shows that there are many popular tourist activities among Chinese

Table 2.1 Continued

Title	Researchers	Factors
Influence of Social Media on Tourists' Destination Selection Decision	Himangshu Shakor Paul (30.11.2019)	Social media provides travelers with a variety of ways and means to learn about travel information. For example, travel information on social media can help travelers make choices, as well as "comments" and "replies", as well as "videos" and "pictures". Most of what many consider reliable travel information comes from social media, such as cost information and route information. Social media can identify travel destinations, such as problems or risks of travel destinations. Learn about the destination's restaurants and video facilities, as well as injection molding equipment, from social media. The best time to visit can also be found on social media. Information about culture, heritage and transportation is also available through social media.
Measuring service quality at tourist destinations: application of importance-performance analysis to an Alpine ski resort	Hudson and Shephard (1998)	Tourist information and travel agency services, accommodations, ski services (e.g. whether there is a ski shop or ski resort)

Table 2.1 Continued

Title	Researchers	Factors
<p>A Study on the Influence of Tourism Destination Selection Attributes, Destination Image on Tourists' Satisfaction Take Huangshan, China</p>	<p>Li Ouyang and Hui Fang (2018)</p>	<p>Choice of travel destination properties. Image of destination and satisfaction with destination.</p> <p>First, the factors affecting tourist satisfaction include distance, resource saving and safety.</p> <p>Distance is the most influential factor on tourist satisfaction, while regional culture shopping have no influence on tourist satisfaction.</p> <p>The second besides first one, there are cultural and artistic factors, bio-pharmaceutical environment, recreational activities and holidays, etc., which have an impact on tourist satisfaction. Entertainment has the greatest impact on tourist satisfaction, while sports has no impact on tourist satisfaction.</p> <p>Third, if the tourists are satisfied with the destination, it will affect the tourists' next visit to the destination. Therefore, in order to increase the willingness of tourists to travel to the same destination again, efforts should be made to improve tourist satisfaction.</p>

Table 2.1 Continued

Title	Researchers	Factors
China's domestic tourism: impetus, development and trends	Zhang Wen (1997)	China is rich in tourism resources. In the 1990s, the Chinese government not only attached importance to the development and construction of nature, culture, entertainment and tourism, but also attached importance to the protection and improvement of cultural relics and historic sites
Factors affecting the decision of the selection of foreign tourists for a tourists destination: A study in Danang city, Vietnam	T. Hoang, Minh City, V. Nam, Ha Trong Quang, Nguyen Nguyen Thi Huynh Phuong, N. T. Hà less (2016)	for shopping, people choose to travel to this destination for shopping; Many special tourist festivals; Professional, enthusiastic and interesting tourism volunteer team; The destination has a lot of entertainment items to attract the choice of tourists; Local characteristic snacks, local characteristic culture; Distinctive local buildings; Many reputable travel companies vote for travel destinations; The tourist service staff provides smooth language service; Reasonable pricing policies and tourism services; Tourism products with characteristics; Tourist destinations have a lot of ads on the website; Various types of tourism;

Table 2.1 Continued

Title	Researchers	Factors
Factors affecting the decision of the selection of foreign tourists for a tourists destination: A study in Danang city, Vietnam	T. Hoang, Minh City, V. Nam, Ha Trong Quang, Nguyen Nguyen Thi Huynh Phuong, N. T. Hà less (2016)	Warm and friendly service personnel; The slogan of actively promoting tourism development; A website that provides specific travel information; The visitor has a deep understanding of the destination before reaching it; Tourist destinations have hotline support; Tourist destinations are selected by votes from some magazines, associations or tourists, and tourists choose tourist destinations according to these Votes; The recommendation role of relatives and friends for destinations; The role of regions or countries in promoting tourism plans; There are satisfactory accommodation facilities; Be able to communicate in a language you are familiar with (e.g. English); A destination with a pleasant climate appeals to me; Tourist destinations are easy and convenient to get to(e.g. easy to pass through customs); Complete and sound infrastructure for public services, such as internet,

Table 2.1 Continued

Title	Researchers	Factors
		toilet, etc. I think I have lots of experiences in tourism; Advertisement match the reality.

By the end of 2001, 28 scenic spots, including Huangshan Mountain and the Great Wall, had been listed as world cultural and natural heritages by UNESCO. There are some “World Heritages” in China, such as Classical Gardens of Suzhou (2000), and “Mount Huangshan(1990)” and so on. (Tourism Resources in China, 2004)

*During COVID-19*

During the COVID, some new policies of free cancellations and rescheduling were satisfied the demand of tourists. (CAN, 2021).

In order to control the spread of COVID-19, the hotel industry has taken many "contactless service" measures, such as online check-in and check-out procedures, online meal ordering services, online payment, infrared temperature detector, artificial intelligence cleaning device and so on (Jiang Wen, 2020). Also, the restaurant such as KFC and Pizza Hut implements “contactless delivery” in China ( Business insider, 2020).

From the survey data, security and various preferential policies are the key words. For example, the security measures of tour groups and scenic spots on tickets, air tickets and hotels. All these measures and policies can promote and stimulate Chinese people’s tourism during the pandemic. In order to recover and win back market share, the hotel industry has also adopted some preferential policies, such as business negotiation rate, channel preferential rate and some special policies of business conference group rate to increase the occupancy rate of domestic tourists. (CMS, 2020)

In accordance with the requirements, the number of travel agencies shall be equipped with adequate and conform to the protective level of masks, temperature detection device, liquid soap, disposable gloves, etc., provide necessary protection for the driver, tour guide and tourists, and urge suppliers, partners of tour charter, hotel rooms, restaurants and other places of the reception facilities and thorough disinfection cleaner. It is reported that travel agencies should

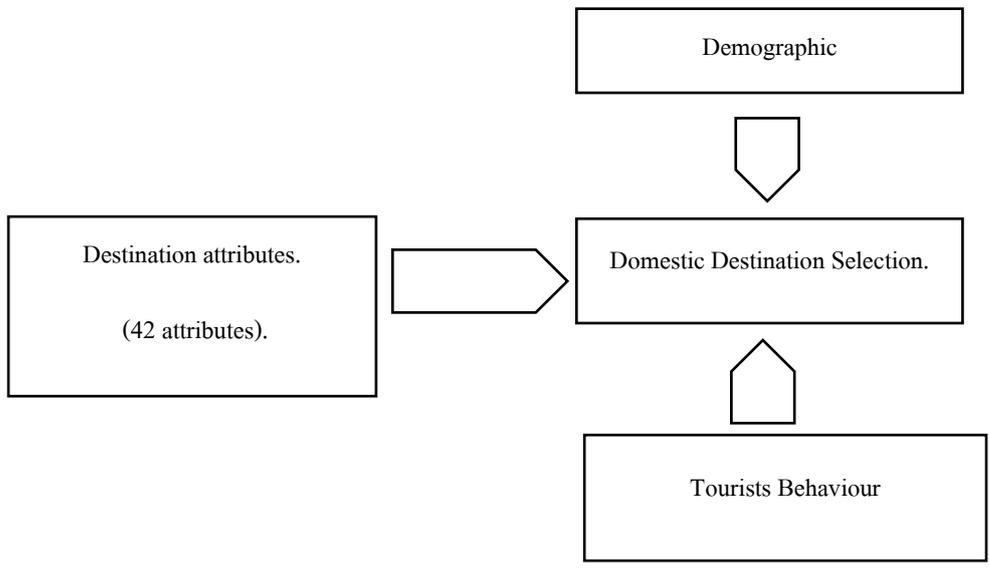
strengthen the inspection before the trip, do a good job of tourist information collection, detection and registration. Tourists must show their health code when registering and check it again before going out. The temperature detection system should be strictly implemented, and tourists with abnormal temperature are not allowed to take part in the tour. Tourist scenic spots should strengthen cleaning and disinfection and garbage classification treatment, strengthen guidance and prevention of gathering in important tourist spots, viewing platforms, traffic connections, narrow passages, ticket booking and dining places and other areas prone to tourist congestion, and guide tourists to do a good job in safety protection.(Koronavirus.Hr., 2021)

From mid-July 2020 national allowing domestic tourists across the province, the various provinces and cities of the new champions in patients with pandemic is still rising, by November 30, 2020, 31 provinces and Xinjiang production and construction corps report 12 cases of the new cases, 8 cases with foreign input cases (Shanghai in 2 cases, 2 cases of Fujian, Sichuan in 2 cases, 1 case of Beijing, Shaanxi 1 case), There were 4 local cases (all in Inner Mongolia). So there is no need for travelers to consider the number of new infections additions to their destinations. (city.shenchuang.com )

In order to control the spread of COVID-21, the hotel industry has taken many "contactless service" measures, such as online check-in and check-out procedures, online meal ordering services, online payment, infrared temperature detector, artificial intelligence cleaning device and so on(Jiang Wen, 2020)

During the COVID, in order to recover and win back market share, the hotel industry has also adopted some preferential policies, such as business negotiation rate, channel preferential rate and some special policies of business conference group rate to increase the occupancy rate of domestic tourists (Bank of Ayudhya Public Company Limited, 2021).

### 2.5 Theoretical Framework



## CHAPTER 3

### Methodology

#### 3.1 Introduction

This part begins to describe the population, sample size, sampling method, research instruments, and data collection. Finally, the explanation of the data analysis and relevant statistical techniques used in this study are also explained.

#### 3.2 Population

The population of this study is Quanzhou residents who travel to other cities in China from Quanzhou airport, railway station, bus station and self-driving tour. The subject was called Chinese domestic travelers.

According to the statistics of the Quanzhou People's Government (at the end of 2019), Quanzhou has a permanent resident population of 8,740,000 people.

However, the number of Quanzhou tourists visiting other provinces in China has no record. Therefore, the population in this case is unknown.

#### 3.3 Sample Size

With regard to the sample size, based on the statistics of the Quanzhou People's Government (at the end of 2019), Quanzhou has a permanent resident population of 8,740,000 people. However, because of the difference of calculation standard and sampling scope, the research population can't be identified. Therefore, in order to estimate the minimum sample size, the formula of Cochran (1963) discussed in his book 'Sampling Techniques' was used in this research.

$$n_0 = \frac{z^2 \times p(1-p)}{e^2}$$

Where  $n_0$  = Sample size, which was estimated

$Z^2$  = Selected critical value of desired level of confidence or risk

$p$  = Estimated proportion of an attribute that is present in the population or maximum variability of the population

$e$  = Desired level of precision or margin of error

The following formula can therefore be used for estimating the sample size

$n_0$  = Sample size to be calculated

$Z^2$  = 95% confidence level (The value of  $(1-\alpha)$  in Standard Normal

Distribution z-table, which is 1.96 for 95%)

$P$  = 50% variability of the population (which is maximum)

$e$  = 5% margin of error

$$\text{Then } n_0 = \frac{(1.96)^2 \times 0.5(1-0.5)}{(0.05)^2} = 384.16$$

Therefore, the sample size for this study was 384

### 3.4 Sampling Methods

In this study, the researchers will go to the airport, railway, and bus station, asking people to answer questions.

The overall objective of this study is residents living in Quanzhou, and the sample research objective is to be located in Quanzhou Jinjiang International Airport, Zhangping -- Quanzhou -- Xiaocuo Railway, and Xiamen Railway. And the long-distance bus carries out sampling research of issuing questionnaires, and finally obtains data. Besides, self-driving tourists will be asked to do the questionnaires at the mall or supermarket. A total of 100 questionnaires were distributed at each of the four traffic sites.

Before the researchers distribute questionnaires in the airport, railway, and bus station. The researchers need to ask the respondents whether they have lived in Quanzhou for more than one year before answering questionnaires. Otherwise, it will not be answered. At the same time, before sending questionnaires to self-driving tourists, the respondents should also be asked if they have taken domestic road trips (which doesn't include Quanzhou) during the outbreak. If not, don't answer.

### 3.5 Research instrument

The questionnaire was the principal instrument of data collection for the survey. It was designed to collect a wide range of information including three main sets of questions:

(1) The first part was designed to generate descriptive personal information of the respondents. The personal collected information from airport, railway stations and long-distance bus station. The information includes gender, age, marital status, education, main occupation, and annual income.

(2) The second part was about tourists behaviours. The tourists trip had related-characteristics. There are tourist destination, the number of visits, types of transportation, duration of trip, duration of trip stay, travelling companions, information source, the main purpose of this trip, best describes of travel party, average per person spending.

(3) The third part focus on the factors affecting destination selection. According to previous researchers's views, there are many reasons for people to choose a destination. Here are the factors of destination selection in 42 previous studies. The advantage of this list is that the most common factors regarding destination selection can be found in previous studies and surveys. The researchers were T. Hoang, Minh City, V. Nam, Ha Trong Quang, Nguyen Nguyen Thi Huynh Phuong, N. T. Ha less Published 2016; Klenosky et al. 1993; Hudson and Shephard 1998; Riddington et al. 2000; Won et al. 2008; Konu et al. 2011; Himangshu Shakor Paul 30.11.2019; Li Ouyang and Hui Fang; Dr. Kunal Gaurav Published 2019. In conclusion, 42 factors were used in this study. Including shopping, unique tourism festivals; unique entertainment destinations; for sightseeing; Delicious, cultural and rich culinary; unique architectural destination; travel services; unique tourist products; the destination to find on the websites of travel ads is easy; serving staff are professional, friendly and hospitality; good slogans, signs, banners for promoting tourism; lots of experiences in tourism; relatives/friends or colleagues introduce to me; good and modern facilities; Pleasant climate; good infrastructure and public services (internet, wifi, toilets, access for people with disabilities...); social media (newspaper, television, magazine, taboo, ctrip etc.); safety and security to destination; word heritage; transport system brings exciting feeling; many types of tourism; information on tourism for visitors is clear; advertisement match the reality; destination provides visitors a deeper understanding before arrivals; support tourists actively; many website providing useful travel information for visitors; Voted by the Journal, tourism associations; the tourism promotion program; friendly, open and hospitable locals; variety of the hills; snow conditions(ski shops; ski slopes; ski slopes services.); tour operators services; surfing; special discount of destination during COVID-19( hotel, transport, ticket etc.); value of money and budget;

free rescheduling service; contactless service at destination; free cancellation service; required documents to entry destination; alcohol, gel and other immunization supplies at destination; new infections in the destination; no language barriers because all staff can communicate in Chinese. They had been measured on a five-point Likert scale (from 1 equal strongly disagree and 5 equals strongly agree).

### **3.6 Data collection (primary data & secondary data)**

#### **3.6.1 Primary data**

Questionnaire is used in this study. For questionnaires were distributed to tourists at Quanzhou Jinjiang International Airport, two railways in Quanzhou, and a long-distance coach station by convenient sampling method. The respondents must be permanent residents of Quanzhou. The mobile phone will be available from December 2020 to January 2021.

(1) The questionnaire respondents were screened to confirm that they were permanent residents living in Quanzhou rather than foreigners or residents from other provinces.

(2) If the tourists in Quanzhou want to travel to other provinces in China, they need to choose three modes of transportation: airport, railway, and bus station.

(3) Before completing the questionnaire, the respondents will be assured that all the data provided by the respondents will be used for research only and this research will not disclose any personal information of the respondents.

In the process of collecting data, we will encounter various difficulties, such as interviewees' rejection or random blank filling-in. The test paper dispensers will ask the respondents in advance whether their time is limited, inform them that the time to fill in the test paper is about 5 to 10 minutes, and give them a mask to thank them during they have carefully filled in the test paper. In the process of filling in the questionnaire, there will also be questions randomly filled out by the interviewees, resulting in some wrong answers in the questionnaire. Therefore, we will prepare 100 more questionnaires for backup.

### 3.6.2 Secondary data

Second-hand data is a variety of ready-made materials organized using different types of information or data. The information or data can be obtained from yearbooks, reports, documents, periodicals, reports, websites, China Tourism Administration, the Ministry of Culture and Tourism of the People's Republic of China to save time and cost advantages to obtaining the latest information and data.

### 3.7 Data analysis

During the questionnaire was collected, Excel and SPSS were used to encode, calculate and analyze the data. Descriptive statistics (such as frequency, percentage and mean), independent sample T-test, One-way Analysis of Variance(ANOVA) and posthoc comparison were used in this study.

Independent Sample T-test was used to compare the differences between the two components. Factors that Chinese tourists chose to travel within China before and during the pandemic. The interpretation was analyzed at 95% of confidence level with 5% significance.

One-way Analysis of Variance(ANOVA) was used to compare the above means of the two groups and analyze whether there was any difference. The Interpretation was analyzed at the 95% confidence level with 5% significance. Post-hoc comparison using LSD test could find out the differences between groups.

The interval level calculated for the data analysis as follows:

$$\begin{aligned} \textit{The interval width} &= \frac{(\textit{Maximum}-\textit{Minimum})}{n} \\ &= \frac{(5-1)}{5} \\ &= 0.80 \end{aligned}$$

Therefore, this study organized the results for each sub-level as follows:

<b>Mean</b>	<b>Level of Importance</b>
1.00-1.80	Vary Low/Not important
1.81-2.60	Low/A little important
2.61-3.40	Medium/Neutral
3.41-4.20	High/Very important
4.21-5.00	Very High/Absolutely essential

## CHAPTER 4

### Results

This chapter discusses the results acquired from the quantitative data in the questionnaire for Quanzhou citizens who traveled to the other areas of China. This questionnaire aims to study the factors that affect Quanzhou residents' domestic travel before and during the Covid-19. The proportion of questionnaires collected was spread between 100 respondents in airport, 100 respondents in bus station, 100 respondents in railway station, and 100 respondents from self-drive tourists.

In this chapter, the researcher presents the results as follows:

#### 4.1 Demographic Characteristics of Tourists

#### 4.2 Tourists Behaviour

#### 4.3 Identification of Factor Segment

4.4 Comparing before and during COVID-19, the factors of influence Chinese tourists to choose domestic destination

#### 4.5 Tests for 9 factors differences.

##### 4.5.1 Differences between Gender

##### 4.5.2 Differences among Age

##### 4.5.3 Differences among marital status

##### 4.5.4 Differences among main education

##### 4.5.5. Differences among main occupation

##### 4.5.6 Differences among personal income

### 4.1 Demographic Characteristics of Tourists

Descriptive statistical analysis was conducted on the demographic characteristics of the respondents. The frequency and percentage were used to obtain the basic profile of Quanzhou residents' domestic travel. These demographic data include gender, age, marital status, region, occupation, and personal income. The demographic characteristics of the respondents are shown in Table 4.1, which can be explained as follows: Descriptive statistical analysis was conducted on the demographic characteristics of the respondents. The frequency and percentage were used to obtain

the basic profile of Quanzhou residents' domestic travel. These demographic data include gender, age, marital status, region, occupation, and personal income. The demographic characteristics of the respondents are shown in Table 4.1, which can be explained as follows: **Gender:** Most of the respondents in this survey were male of 59% and the rest with 41% were female; **Age:** Age of the respondents was divided into six groups. The highest percentages of Quanzhou tourists were the young people who were between the ages of 21-30 years old (31.8%), followed by 31-40 years (26%), 41-50 years (19.8%), the tourists aged over 60 years representing 10.5%. And for the age of under 20 years and 51-60years has the same percentage (6%); **Marital Status:** There are the most respondents were married or living with partners (84.8%), followed by single (9.8%). 2.5% are divorced and 3% are widowed; **Education:** In terms of education part of respondents, 51.5% of respondents had bachelor degree, 22.8% had vocational school, and 20.5% had master degree. The highest degree is Ph.D. degree had 5.3%; **Occupation:** The results showed that the majority of respondents were from government (21.8%), Employee (20.3%), and self-employed (15.3). Followed by businessmen or businesswomen (12.8%), professionals (11.8%), managers (10%). The rest were student, retired, household and others relatively few were 4.3%, 1%, 0.2%, and 2.5%; **Annual Personal income:** Considering the level of income, most of respondents in the survey had annual personal income under 50000 CNY (22.5%), followed by 17.8% having an annual income between 60001-70000 CNY, 16% respondents having an annual income ranged 50001-60000 CNY, 13% respondents having a yearly income ranged 70001-80000 CNY. In the category of CNY 80001-90000 and CNY 90000-100000 were 7.2% and 12% respectively. The highest income was 11.5% of the sample who earned more than 100000 CNY. Table 4.1 shows the demographic information of the residents.

Table 4.1 Demographic Characteristics of Tourists

<b>Demographic Data</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	236	59
Female	164	41
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Age</b>		
<20	24	6.0
21-30	127	31.8
31-40	104	26.0
41-50	79	19.8
51-60	24	6.0
>60	42	10.5
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Marital Status</b>		
Single	39	9.8
Married/living with partner	339	84.8
Divorced	10	2.5
Widowed	12	3.0
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Education</b>		
Vocational school	91	22.8
Bachelor degree	206	51.5
Master degree	82	20.5
Ph.D	21	5.3
<b>Total</b>	<b>400</b>	<b>100</b>

Table 4.1 Continued

<b>Demographic Data</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Occupation</b>		
Student	17	4.3
Government	87	21.8
Businessman/Businesswoman	51	12.8
Self-employed	61	15.3
Manager	40	10.0
Employee	81	20.3
Professionals	47	11.8
Retired	4	1.0
House-wife	2	0.2
Others	10	2.5
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Annual personal income</b>		
Under 50,000 CNY	90	22.5
50,001-60,000CNY	64	16.0
60,001-70,000CNY	71	17.8
70,001-80,000CNY	52	13.0
80,001-90,000CNY	29	7.2
90,000-100,000CNY	48	12.0
Over 100,000CNY	46	11.5
<b>Total</b>	<b>400</b>	<b>100</b>

#### 4.2 Tourists Behaviors

Table 4.2 presents the results of the analysis of the respondents travel behavior. Most of the respondents (72%) reported that their destination was south region. And 23.5% respondents went to north region, 3.3 % respondents and 1.3 % respondents went to northwest region and Qinghai-Tibet region.

The question of whether it was the first time travelling to this destination were asked. More than half of tourists of Quanzhou travelled to their destination for the first time (55.5%). And 44.5% tourists were not the first time to travel their destination. For the type of transportation,

there are four types of transportation. And the researcher chooses 100 respondents for each transportation. So, they have same percent (25%).

In terms of planning the trip in advance, 28.5 percent choose planning 1-3 weeks in advance. 22.5 percent planned in less than 1 week. Likewise, same percent of respondents planned for 1 month. And 10.8 percent chose 2 months in advance to plan this trip. And 9.5 percent chose more than 2 months in advance. Before COVID-19, fewer respondents planned the trip (6.3%) . For the length of stay, more than half of the visitors (53.3%) stayed in the destination for 4-6 days, while approximately 42.8% of them stayed for 1-3 days, 3.9% of them stayed for more than 1 week. In terms of travelling partner, travelling with spouse and with their family and, with their friends/relatives has the highest proportion, which is 28.7%, 24.0% and 24.0% respectively, followed by 14.2% of tourists who traveled alone have. 2.8% travelled with business associates, 3.3% with tour group and 3.0% with others.

For the number of people who travel together, while the minimum number was 1 person (14.2%). The maximum number was more than 5 people in this travel (5.0 %). The majority of respondents travelled with two people(41.7%), followed by 33.5% of the travel size of 3 people travelling together. 3 percent and 2.5 percent travelled with 4 people and 5 people respectively. When the sources of information used were reviewed, the most popular source of information was travel agent (49.8%), followed by internet (47.5%), advertising (43.8%), previous trip(s) (35.3%), word-of-mouth (27.3%), brochures (15.5%), tour guide (9.5%), guidebooks (7.0%), newspaper (4.5%) and other (2.5%). 30% tourists lived in the hotel, 21.5% tourists stayed at friend's home, 17% tourists lived in the resorts such as Hilton Sanya Yalong Bay Resort, 20% tourists lived in the guesthouses, 10.5% tourists lived in the homestay and 1% chose the others. In this tour, the average cost of each person is below 1000 yuan and the highest is over 5000 yuan. Those who spend more than 5,000 yuan account for the highest proportion (40.8 %). Those who spend less than 1,000 yuan account for the lowest proportion(1.8%). The rest are 3001-4000 yuan (21.8%), 2001-3000 yuan (14.8%), 4001-5000yuan (13.8%), and 1001-2000 yuan (7.2%).

Table 4.2 Tourism behaviors of Quanzhou citizens of domestic travel.

<b>Behaviors</b>	<b>Frequency</b>	<b>%</b>
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<b>Travel Destination</b>		
North Region	94	23.5
South Region	288	72.0
Northwest Region	13	3.3
Qinghai-Tibet Region	5	1.3
<b>Total</b>	<b>400</b>	<b>100</b>
<b>First time travelling</b>		
Yes	222	55.5
No	178	44.5
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Type of transportation</b>		
Plane	100	25
Train	100	25
Bus	100	25
Drive by myself	100	25
<b>Total</b>	<b>400</b>	<b>100</b>
<b>How long plan this trip</b>		
Less than 1 week before departure date	90	22.5
1-3 weeks before departure date	114	28.5
1 month before departure date	90	22.5
2 months before departure date	43	10.8
More than 2 months	38	9.5
Before Covid-19	25	6.3
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Length of stay</b>		
1-3 days	171	42.8
4-6 days	213	53.3
More than 1 week	16	3.9
<b>Total</b>	<b>400</b>	<b>100</b>

Table 4.2 Continued

<b>Behaviors</b>	<b>Frequency</b>	<b>%</b>
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<b>Travel party</b>		
By yourself	57	14.2
With your spouse/partner	115	28.7
With your family and children	96	24.0
With friends/relatives	96	24.0
With business associates	11	2.8
With tour group	13	3.3
Other	12	3.0
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Travel group people</b>		
1 person	57	14.2
2 people	167	41.7
3 people	134	33.5
4 people	12	3.0
5 people	10	2.5
More than 5 people	20	5.0
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Information source</b>		
Previous trip(s)	141	35.3
Travel agent	199	49.8
Advertising	175	43.8
Internet	190	47.5
Word-of-mouth	109	27.3
Brochures/travel guidebooks	62	15.5
Tour guide	38	9.5
Newspaper	18	4.5
Guidebooks	28	7.0
Other	10	2.5
<b>Total(*)</b>	<b>970</b>	<b>242.5</b>

Table 4.2 Continued

<b>Behaviors</b>	<b>Frequency</b>	<b>%</b>
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<b>Main purpose of visit</b>		
Vacation	132	33.0
Visit family/friend	104	26.0
Study trip/education	42	10.5
Official assignment	42	10.5
Honeymoon	2	0.5
Business	14	3.5
Meeting/Conference/Exhibition	34	8.5
Health check/surgery	26	6.5
Other	4	1.0
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Type of accommodation used</b>		
Hotel	120	30.0
Home of friend/relatives	86	21.5
Resort	68	17.0
Guesthouse	80	20.0
Homestay	42	10.5
Other	4	1.0
<b>Total</b>	<b>400</b>	<b>100</b>
<b>Average total spending per person</b>		
Under 1000 CNY	7	1.8
1001-2000 CNY	29	7.2
2001-3000 CNY	59	14.8
3001-4000 CNY	87	21.8
4001-5000 CNY	55	13.8
Over 5000 CNY	163	40.8
<b>Total</b>	<b>400</b>	<b>100</b>

**Note:** The total percent in each part should be 100%. Some (\*) exceeded 100 % because of multiple choice answer.

According to the survey results in Table 4.3, the overall satisfaction and post-trip behavior of the participants are described. To find out how Likert scales measure satisfaction levels

and behavior, we calculated an average for each of the variables mentioned in the table. The mean of overall satisfaction score was 4.15 out of 5. This indicates that tourists have a high degree of satisfaction with domestic tourism. In terms of post-travel behavior, the results showed that respondents agreed with the statement that they were "willing to return" (mean score of 4.16 out of 5). Finally, respondents are willing to recommended destinations to others (mean score was 4.11 out of 5).

Table 4.3 Satisfaction level and post-purchase behaviors of Quanzhou tourists.

Variables	Mean	Std.Deviation
Overall satisfaction	4.15	0.907
Willingness to return	4.16	0.965
Willingness to introduce	4.11	0.894

**Notes:** The ranges between levels of satisfaction: 1.00-1.80: Not satisfied/Strongly disagreed; 1.81-2.60: Less satisfied/Disagree; 2.61-3.40: Satisfied/Not sure; 3.41-4.20: More satisfied/ Agree; 4.21-5.00: Most satisfied/ Strongly Agree

### 4.3 Identification of Factor Segmen

#### Underlying Dimension of Factors by Tourists

Factor analysis is used as a method of data reduction or structural inspection to achieve two main purposes. The first is to identify the underlying structure in the data. The second effect is to reduce the number of variables, but this analysis product tries to retain as much information as possible and make the remaining variables meaningful and easy to work with. (Aaker et al.,2001)

#### Assessing the appropriateness of factor analysis

To see if principal component analysis works, the researchers ran a number of tests. First, the researchers check the data, which has 42 attributes and 400 observations. According to the rules of Hair et al.(2006), these data are sufficient for factor analysis.

The validity test of the scale is to better prove that the questionnaire used is suitable for this empirical study. In the validity test, factor analysis can be used to test whether the classification of scale structure is reasonable.

When factor analysis is used to test validity, the premise of factor analysis should first be satisfied, that is, there is a strong correlation between items, which is reflected in two test indicators: 1. KMO value; 2. Bartlett sphericity test value. Among them, KMO value is used to compare simple correlation coefficient and partial correlation coefficient between items, and its value is between 0 and 1. The criteria for suitability for factor analysis are:  $> 0.9$ , which is very suitable;  $0.7-0.9$  is suitable for;  $0.6-0.7$  is not suitable; Less than  $0.6$  is not appropriate. Bartlett sphericity test value is used to test whether the correlation coefficient between items is significant. If the correlation coefficient is significant (i.e., Sig.  $< 0.05$ ), it is suitable for factor analysis. (see Table 4.4)

Table 4.4 KMO and Bartlett's Test for Benefit Attributes (42 variables)

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</b>		<b>.909</b>
Bartlett's Test of Sphericity	Approximate Chi-Square	12538.035
	df	861
	Significance	.000

It can be seen from Table 4.4 that the value of KMO is  $0.909 > 0.70$ , indicating that this scale is suitable for factor analysis. Bartlett's sphericity test results: Chi-square value was 12538.035, which proved that the corresponding P value was  $< 0.01$ . Therefore, Bartlett's sphericity test had significant significance. It was believed that this measurement scale was suitable for factor analysis, so its validity structure was good.

#### **Deriving factors and evaluating overall fitness**

Following Hair et al. (2006), researchers used different criteria to extract the number of factors, which use potential root criteria to derive factors and assess overall fit

##### *Latent Root Criteria*

The researchers used eigenvalues. The latent root criterion is that any single factor should explain the variance by at least one single variable if it is retained by the explanation. Through component analysis, the contribution value of each variable to the total eigenvalue is 1. Therefore, a factor with a potential root or eigenvalue greater than 1 is considered significant (Hair

et al., 2006). According to the eigenvalues, the researchers decided to extract 9 factors from 42 variables (see table 4.5).

Principal Component Analysis was used for this scale, and Varimax method was used for factor rotation axis, and nine common factors were fixed and extracted. The total variance interpretation rate of the nine factors was 70.965%, greater than 50% (see Table 4.5). Therefore, this scale was considered to have good validity.

Table 4.5 Total Variance Explained (42 variables)

Component	Initial Eigenvalues			Extraction Sums of Squared		
	Total	% of Variance	Cumulative %	Loadings		
				Total	% of Variance	Cumulative %
1	16.116	38.371	38.371	16.116	38.371	38.371
2	3.219	7.836	46.207	3.291	7.836	46.207
3	2.160	5.142	51.349	2.160	5.142	51.349
4	1.918	4.566	55.915	1.918	4.566	55.915
5	1.695	4.035	59.950	1.695	4.035	59.950
6	1.400	3.332	63.282	1.400	3.332	63.282
7	1.164	2.772	66.054	1.164	2.772	66.054
8	1.097	2.611	68.665	1.097	2.611	68.665
9	.966	2.300	70.965	.966	2.300	70.965
10	.900	2.144	73.108			
11	.824	1.962	75.070			
12	.744	1.771	76.841			
...	...	...	...			
41	.119	.283	99.794			
42	.087	.206	100.000			

### **Factor Reliability**

According to the Rotated Component Matrix shown in the following Table 4.6, items can be classified as activities and uniqueness, good service, facilities, information and promotion provided, word of mouth, adventure, surfing, safety, money, local customs.

The reliability analysis of the questionnaire is to investigate the reliability of the questionnaire measurement, which refers to the internal consistency of the measurement results. In this paper, Cronbach's  $\alpha$  (Cronbach's  $\alpha$ ) coefficient method was used to test whether the data reliability was up to standard and to test the consistency of respondents' answers to items in the scale in each subscale.

For the accuracy of empirical data, Cronbach's  $\alpha$  value was used to test its reliability, and the overall scale reliability value was  $0.959 > 0.60$ , that is, the internal consistency was acceptable. Table 4 shows that the reliability values of each dimension of the scale are all greater than 0.60, so it is considered that the internal consistency of the measurement data is high. (See table 4.6)

Table 4.6 Factor analysis of Quanzhou citizens 's domestic travel destination

<b>Benefit factors/items</b>	<b>Factor Loading</b>	<b>Eigenvalue</b>	<b>Variance Explained (%)</b>	<b>Cumulative (%)</b>	<b>Cronbach's <math>\alpha</math></b>
<u>Factor 1: Activities and Uniqueness</u>		16.11	38.37	38.37	0.919
Delicious, cultural, and rich culinary	0.76				
Unique entertainment destination	0.74				
Transport system bring exciting feeling	0.72				
World heritage	0.70				
Unique tourism festivals	0.69				
Unique architectural destination	0.68				
Unique tourist products	0.65				
For Sightseeing	0.61				
Shopping					

Table 4.6 Continued

<b>Benefit factors/items</b>	<b>Factor Loading</b>	<b>Eigenvalue</b>	<b>Variance Explained (%)</b>	<b>Cumulative (%)</b>	<b>Cronbach's <math>\alpha</math></b>
<u>Factor 2: Good Service</u>		3.29	7.83	46.20	0.922
No language barriers because all staff can communicate in Chinese	0.77				
Easy to find destinations on the websites of travel ads	0.77				
Support tourists actively (Hotline)	0.73				
Free rescheduling service(eg. Airline, hotel, activity fee)	0.72				
Travel service	0.71				
Serving staff are professional, friendly and hospitality	0.68				
Free cancellation service(eg. Airline, hotel, activity fee)	0.68				
Tour operator services	0.65				
<u>Factor 3: Facilities</u>		2.16	5.14	51.34	0.872
Good and modern facilities	0.85				
Good infrastructure (Internet, Wifi, toilets, access for people with disabilities...)	0.80				
<u>Factor 4: Information and promotion provided</u>		1.91	4.56	55.91	0.887
Websites providing useful travel information	0.76				
Good slogans, signs, banners for promoting tourism	0.76				
Information on tourism is clear	0.72				
Advertisement matches the reality	0.70				
Tourism promotion program	0.65				

Table 4.6 Continued

<b>Benefit factors/items</b>	<b>Factor Loading</b>	<b>Eigenvalue</b>	<b>Variance Explained (%)</b>	<b>Cumulative (%)</b>	<b>Cronbach's <math>\alpha</math></b>
Provides visitors a deeper understanding before arrivals	0.59				
<b>Factor 5: Word-of-mouth</b>		1.69	4.03	59.95	0.844
Relatives/friends or colleagues introduce to me	0.77				
Social media(Weibo, Wechat, Xiao Hong Shu, Douban)	0.67				
A lot of experiences in tourism	0.66				
Voted by the Journal, tourism associations	0.65				
<b>Factor 6: Adventure</b>		1.40	3.33	63.28	0.849
Surfing	0.78				
Snow conditions(Ski shops, Ski slopes services)	0.73				
Many types of tourism (e.g.: Sightseeing; Entertainment etc)	0.71				
Variety of the hills	0.61				

Table 4.6 Continued

<b>Benefit factors/items</b>	<b>Factor Loading</b>	<b>Eigenvalue</b>	<b>Variance Explained (%)</b>	<b>Cumulative (%)</b>	<b>Cronbach's <math>\alpha</math></b>
<b><u>Factor 7: Safety</u></b>		1.16	2.77	66.05	0.917
Contactless service at destination(e.g. At the hotel: Online order, stay, check out and other procedures)	0.70				
Safety and security to destination	0.70				
New infections in the destination	0.62				
Required documents to entry destination	0.60				
Alcohol, gel and other immunization supplies at destination	0.52				
<b><u>Factor 8: Money</u></b>		1.09	2.61	68.66	0.861
Budget	0.82				
Special discount of destination during Covid-19 (Hotel, Transport, Ticket etc.)	0.76				
<b><u>Factor 9: Local customs</u></b>		0.96	2.30	70.965	0.805
Friendly, open and hospitable locals	0.85				
Pleasant climate	0.84				

### **Interpreting factors:**

In interpreting factors, a decision must be made about the factor load worthy of consideration and attention. Considering that the load of a factor is the correlation between the variable and the factor, the square load is the effect of the factor on the total variance of the variable (Hair et al., 2006). Factor loading results in Table 4.7 show that factor 1 has 9 variables, and the factor loading ranges from +0.76 to +0.61. Factor 2 has 8 variables, and the factor loading ranges from +0.77 to +0.65. Factor 3 has two variables, with the factor load ranging from +0.85 to +0.80. Factor 4 has six variables, and the factor load is between +0.76 and +0.59. Factor 5 has four

variables and the factor load ranges from +0.77 to +0.65. Factor 6 has four factors, with factor loads ranging from +0.78 to +0.61. Factor 7 has five variables, and the factor load ranges from +0.70 to +0.52. Factor 8 has two variables, with the factor load ranging from +0.86 to +0.84. Factor 9 has two variables, with the factor load ranging from +0.85 to +0.84.

**Factor 1” Activities and Uniqueness”** included 9 items and explained 38.37% of the data, with an eigenvalue of 16.11. And the cumulative is 38.37%. The 9 items were” Delicious, cultural, and rich culinary”, “Unique entertainment destination”, “Transport system bring exciting feeling”, “World heritage”, “Unique tourism festival”, “Unique architectural destination”, “Unique tourist products”, “For sightseeing”, “Shopping”. Alpha was 0.91, as it is greater than 0.60, so it is considered acceptable.

**Factor 2” Good Service”** included 8 items and explained 7.83% of the data, with an eigenvalue of 3.29. And the cumulative is 46.20%. The 8 items were” No language barriers because all staff can communicate in Chinese”, “Easy to find destinations on the websites of travel ads”, “Support tourists actively (Hotline)”, “Free rescheduling service (e.g. Airline,hotel,activity fee)”, “Travel service”, “Serving staff are professional, friendly and hospitality”, “Free cancellation service(e.g. Airline, hotel, activity fee)”,” Tour operator services”. Alpha was 0.92, as it is greater than 0.60, so it is considered acceptable.

**Factor 3 “Facilities”** included 2 items and explained 5.14% of the data, with an eigenvalue of 2.16. And the cumulative is 51.34%. The 2 items were” Good and modern facilities”,” Good infrastructure( Internet, Wifi, Toilets, Access for people with disabilities...)”. Alpha was 0.87, as it is greater than 0.60, so it is considered acceptable.

**Factor 4” Information and promotion provided”** included 6 items and explained 4.56% of the data, with an eigenvalue of 1.91. And the cumulative is 55.91%. The 6 items were” Websites providing useful travel information”, “Good slogans, signs, banners for promoting tourism”, “Information on tourism is clear”, “Advertisement matches the reality”, “Tourism promotion program”, “ Provides visitors a deeper understanding before arrivals”. Alpha was 0.88, as it is greater than 0.60, so it is considered acceptable.

**Factor 5 “Word-of-mouth”** included 4 items and explained 4.03% of the data, with an eigenvalue of 1.69. And the cumulative is 59.95%. The 4 items were” Relatives/friends or colleagues introduce to me”, “Social media(Weibo, Wechat, XiaoHongShu,

Douban)”, “A lot of experiences in tourism”, “Voted by the Journal, tourism associations”. Alpha was 0.84, as it is greater than 0.60, so it is considered acceptable.

**Factor 6 “Adventure”** included 4 items and explained 3.33% of the data, with an eigenvalue of 1.40. And the cumulative is 63.28%. The 4 items were “Surfing”, “Snow conditions (Ski shops, ski slopes service)”, “Many types of tourism (e.g.: sightseeing; Entertainment etc)”, “Variety of the hills”. Alpha was 0.84, as it is greater than 0.60, so it is considered acceptable.

**Factor 7” Safety”** included 5 items and explained 2.77% of the data, with an eigenvalue of 1.16. And the cumulative is 66.05%. The 5 items were “Contactless service at destination (e.g. At the hotel: Online order, stay, check out and other procedures)”, “Safety and security to destination”, “New infections in the destination”, “Required documents to entry destination”, “Alcohol, gel and other immunization supplies at destination”. Alpha was 0.91, as it is greater than 0.60, so it is considered acceptable.

**Factor 8 “Money”** included 2 items and explained 2.61% of the data, with an eigenvalue of 1.09. And the cumulative is 68.66%. The 2 items were “Budget”, “Special discount of destination during Covid-19 (Hotel, Transport, Ticket etc.)”. Alpha was 0.86, as it is greater than 0.60, so it is considered acceptable.

**Factor 9” Local customs”** included 2 items and explained 2.30% of the data, with an eigenvalue of 0.96. And the cumulative is 70.96%. The 2 items were “Friendly, open and hospitable locals”, “Pleasant climate”. Alpha was 0.80, as it is greater than 0.60, so it is considered acceptable.

#### **4.4 Comparing before and during COVID-19, the factors of influence Chinese tourists to choose domestic destination**

T-test 6 Factors of influence Chinese tourists to choose domestic destination before and during COVID-19.

Table 4.7 Factor 1 “uniqueness”.

Uniqueness	Before COVID		During COVID		P-Value
	Mean	SD	Mean	SD	
Unique tourism festivals	3.6300	1.00779	3.6350	1.17056	.068
Unique entertainment destination	3.7675	1.00047	3.7475	1.17140	.881
Unique architectural destination	3.9175	.99909	3.6975	1.14423	.011
Unique tourist products	3.7275	.94099	3.6650	1.13180	.291
World heritage	3.6575	.96827	3.5100	1.13274	.062
Grand Mean	3.7396		3.6510		.292

The table 4.7 shows the overall uniqueness attributes including “Uniqueness tourism festivals; Unique entertainment destination; Unique architectural destination; Unique tourists products; and world heritage”. Only one attribute “Unique architectural destination” is statistically significantly different before and during COVID. During COVID(Mean=3.6975) respondents pay less attention on unique architectural destination when compare with before COVID(Mean=3.9175). Overall, the factor of “uniqueness” don’t have significantly different before COVID-19 and during COVID-19.

Table 4.8 Factor 2 “activities and tourists experiences”.

Activities and tourists experiences	Before COVID		During COVID		P-Value
	Mean	SD	Mean	SD	
For shopping	3.7875	1.10244	3.5700	1.20517	.509
For sightseeing	3.7225	1.06222	3.5875	1.15788	.079
Delicious, cultural, and rich culinary	3.8525	1.02634	3.6975	1.15730	.028

Table 4.8 Continued

	Before COVID	During COVID	P-Value
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<b>Activities and tourists experiences</b>	<b>Mean</b>	<b>SD</b>	<b>Mean</b>	<b>SD</b>	
Surfing	3.5225	1.06881	3.4375	1.17240	.538
Pleasant climate	3.7825	1.03095	3.4400	1.33072	.998
Many types of tourism	3.8575	.92971	3.7775	1.11629	.098
Support tourists actively (Hotline)	3.7000	.98612	3.6300	1.15821	.045
Variety of the hills	3.6625	1.06604	3.5950	1.18933	.283
Snow conditions	3.6525	1.02439	3.5000	1.15035	.882
A lot of experiences in tourism	3.8525	1.05761	3.6900	1.16718	.229
Grand Mean	3.7392		3.5925		.022

The table 4.8 shows the overall activities and tourists experiences attributes including “For shopping, for sightseeing, Delicious, cultural, and rich culinary, surfing, pleasant climate, many types of tourism, support tourists actively (Hotline), variety of the hills, snow conditions and a lot of experiences in tourism”. Only two attributes “delicious, cultural, and rich culinary and support tourist’s activity” are statistically significantly different before and during COVID. For attribute “Delicious, cultural, and rich culinary”, during COVID(Mean=3.6975) respondents pay less attention on this factor when compare with before COVID(Mean=3.8525). For attribute “Support tourists actively (Hotline)”, during COVID(Mean=3.63) respondents pay less attention on this factor when compare with before COVID(Mean=3.7). Overall, the factor of “activities and tourists experiences” has significantly different before COVID-19 and during COVID-19.

Table 4.9 Factor 3“Social media and promotion”.

Social Media and Promotion	Before COVID		During COVID		P-Value
	Mean	SD	Mean	SD	
Easy to find destinations on the websites of travel ads	3.8025	1.02524	3.6475	1.16475	.072
Good slogans, signs, banners for promoting tourism	3.8025	1.03497	3.6775	1.20504	.434
Social media	3.6625	.93046	3.5525	1.04641	.016
Information on tourism is clear	3.8000	1.06199	3.6550	1.19564	.087
Advertisement matches the reality	3.7900	.96344	3.6825	1.09759	.010
Provides visitors a deeper understanding before arrivals	3.8800	.95019	3.7700	1.15344	.387
Websites providing useful travel information	3.7725	.98395	3.6775	1.15622	.737
Voted by the Journal, tourism associations	3.6325	1.00746	3.5150	1.13269	.413
Tourism promotion program	3.7550	.99118	3.5675	1.11290	.021
Grand Mean	3.7664		3.6383		.000

This table 4.9 shows that the overall social media and promotion attributes including “Easy to find destinations on the websites of travel ads, good slogans, signs, banners for promoting tourism, social media, information on tourism is clear, advertisement matches the reality, provides visitors a deeper understanding before arrivals, websites providing useful travel information, voted by the Journal, tourism associations, tourism promotion program”. There are three attributes including “social media, advertisement matches the reality, tourism promotion program” are statistically significantly different before and during COVID. For attribute “social media”, during COVID (Mean=3.5525) respondents pay less attention on this factor when compare with before COVID (Mean=3.6625). For attribute “Advertisement matches the reality”, during COVID (Mean=3.6825) respondents pay less attention on this factor when compare with before COVID (Mean= 3.7900). For attribute “Tourism promotion program”, during COVID (Mean=3.5675) respondents pay less attention on this factor when compare with before COVID (Mean=3.5675) respondents pay less attention on this factor when compare with before

COVID(Mean=3.7550). Overall, the factor of “social media and promotion” has statistically different between before COVID-19 and during COVID-19.

Table 4.10 Factor 4 “infrastructure and service”

Infrastructure and service	Before COVID		During COVID		P-Value
	Mean	SD	Mean	SD	
Travel service	3.8775	1.00997	3.7150	1.19051	.088
Serving staff are professional, friendly and hospitable	3.7500	1.06787	3.5600	1.19162	.054
Good and modern facilities	3.7225	.99396	3.1875	1.31973	.465
Good infrastructure and public services	3.8775	.92717	3.1875	1.31020	.199
Free rescheduling service	3.8150	1.09945	3.7525	1.22679	.198
Tour operator services	3.6725	.99131	3.5950	1.12879	.028
Contactless service at destination	3.3300	.98383	3.4375	1.13327	.000
Free cancellation service	3.3050	.99507	3.4800	1.12372	.006
Required documents to entry destination	3.7450	.96815	3.4500	1.17514	.087
Grand Mean	3.6772		3.4850		.820

Table 4.10 shows the overall infrastructure and service attributes including “travel service, serving staff are professional, friendly and hospitable, good and modern facilities, good infrastructure and public services, free rescheduling service, tour operator services, contactless service at destination, free cancellation service, required documents to entry destination”. Three attributes “tour operator services, contactless service at destination, free cancellation service.” are statistically significantly different before and during COVID. For attribute “Tour operator services”, during COVID(Mean=3.5950) respondents pay less attention on this factor when compare with before COVID(Mean=3.6725). For attribute “Contactless service at destination”, during COVID(Mean=3.4375) respondents pay more attention on this factor when compare with before COVID(Mean=3.3300). For attribute “Free cancellation service”, during COVID(Mean=3.4800) respondents pay more attention on this factor when compare with before

COVID(Mean=3.3050). Overall, the factor of “infrastructure and service” don’t have significantly different between COVID-19 and during COVID-19.

Table 4.11 Factor 5 “safety and friendliness”.

Safety and Friendliness	Before COVID		During COVID		P-Value
	Mean	SD	Mean	SD	
Relatives/friends or colleagues introduce to me	3.6100	1.00172	3.7325	1.18804	.395
Safety and security at destination	3.4300	1.06076	3.7600	1.18685	.138
Transport system bring exciting feeling	3.6475	.91621	3.8125	1.03485	.002
Friendly, open and hospitality locals	3.4750	1.10147	3.7825	1.38172	.185
Alcohol, gel and other immunization supplies at destination	3.4325	1.17202	3.2925	1.24673	.000
New infections in the destination	3.5250	1.12579	3.3125	1.24831	.000
No language barriers because all staff can communicate in Chinese	3.6925	1.05688	3.9425	1.17106	.000
Grand Mean	3.5446		3.6621		.195

The table 4.11 shows the overall attributes of safety and friendliness including “Relatives/friends or colleagues introduce to me, safety and security at destination, transport system bring exciting feeling, friendly, open and hospitality locals, alcohol, gel and other immunization supplies at destination, new infectious in the destination, no language barriers because all staff can communicate in Chinese.” There are four attributes including “transport system brings exciting feeling, alcohol, gel and other immunization supplies at destination, new infections in the destination, no language barriers because all staff can communicate in Chinese.” are statistically significant different before and during COVID. For attribute “Transport system bring exciting feeling”, during COVID(Mean=3.6475) respondents pay less attention on this factor when compare with before COVID(Mean=3.8125). For attribute “Alcohol, gel and other immunization supplies at destination”, during COVID(Mean=3.4325) respondents pay more attention on this factor when compare with before COVID(Mean=3.2925). For attribute “New infections in the destination”,

during COVID(Mean=3.5250) respondents pay more attention on this factor when compare with during COVID(Mean=3.3125). For attribute “No language barriers because all staff can communicate in Chinese”, during COVID(Mean=3.6925) respondents pay less attention on this factor when compare with before COVID(Mean=3.9425). Overall, the factor of “safety and friendliness” don’t have significantly different between before COVID-19 and during COVID-19.

Table 4.12 Factor 6 “budget”.

Budget	Before COVID		During COVID		P-Value
	Mean	SD	Mean	SD	
Value of money and Budget	3.8975	1.10456	3.7050	1.25575	.208
Special discount of destination during COVID	3.3125	1.11432	3.5625	1.21853	.008
Grand Mean	3.6050		3.6338		.000

The table 4.12 shows the overall budget attributes including” value of money and budget, special discount of destination during COVID”. Only one attribute “Special discount of destination during COVID” is statistically significantly different before and during COVID. During COVID(Mean=3.5625) respondents pay more attention on this factor when compare with before COVID(Mean=3.3125). Overall, the factor of “budget” has significantly different between before COVID-19 and during COVID-19.

The finding found that only the factors are activities and tourists experiences, social media and promotion, and budget have significantly different between during COVID-19 and before COVID-19. But the factors are uniqueness, infrastructure and service, and safety and friendliness don’t have statistically different between during COVID-19 and before COVID-19.

#### 4.5 Tests for 9 factors differences.

##### 4.5.1 Differences between Gender

In general, the average value of female tourists is higher than that of male tourists among the 9 factors, indicating that the 9 factors of domestic tourism have the highest influence on female tourists in Quanzhou. To further explain, saving money has the highest average impact on

women, with an average of 3.94. Facilities had the lowest mean effect on women, with an average of 3.19.

As shown in Table 4.13, the gender difference between males and females in the sample was statistically significant. T-test results showed that women were significantly higher than men in factors such as uniqueness (mean=3.75), quality service (mean= 3.81), facilities (mean=3.19), information and publicity provided (mean=3.82), reputation (mean=3.72), risk (mean=3.75), safety (mean=3.57), money (mean=3.95), and local customs (mean=3.53). Men did not show a higher perceptual impact on any of the nine factors.

Table 4.13 Differences between Gender

9 Factors	Gender(Mean)		t-test	
	Male	Female	t-value	P-value
Activities and uniqueness	3.56	3.75	-2.070	.040*
Good service	3.50	3.81	-3.365	.001*
Facilities	3.18	3.19	.398	.886
Information and promotion provided	3.56	3.82	-2.850	.005*
Word-of-mouth	3.49	3.72	-2.464	.014*
Adventure	3.45	3.75	-3.214	.001*
Safety	3.37	3.57	-1.864	.063
Money	3.41	3.94	-4.722	.000*
Local customs	3.40	3.53	-1.063	.289

Note: \* Indicate statistically significant differences between groups at  $p \leq 0.05$ ;

t-value = Independent sample t-test (computed) value

t-value = Level of statistical significant (2 tailed)

#### 4.5.2 Differences among Age

The result in Table 4.14 from one-way ANOVA indicated that the activities and uniqueness for over 60 years old more important and has a significant difference is significant with all other groups. 41-50years old and 51-60years old have significant difference with under 20 years old, 21-30years old, 31-40years old, and over 60years old. People aged 31-40 are significantly

different from other age groups except those under 20 years old. Furthermore, People under 20 years old showed no difference in age from any other group except the 31-40 age group. There are significant differences between 21-30 years old and all other ages.

Good service is more important for over 60 years old and it is having statistically significant differences with all of the age. Moreover, 21-30 years old are different significantly with all of the other ages. In addition, 21-30 years old are least statistically different in good service.

Facilities are more important for 41-50 years old and have significant differences with 21-30 years old and over 60 years old. Under 20 years old are not different from all other groups. 21-30 years old have significant differences with 31-40 years old, and over 60 years old. 51-60 years old have significant differences with 21-30 years old. In addition, 21-30 years old is least statistically significant differences for facilities.

Information and promotion provided is more important for over age 60 and have significant differences with all of the other groups except under 20 years old. 21-30 years old have significant differences with all other groups. 21-30 years old have the least statistically significant differences for information and promotion provided.

Word-of-mouth is more important for the age over 60 years old and have significant differences with all other groups. Under 20 years old have significant differences with over 60 years old. 21-30 years old have significant differences with all other groups except under 20 years old. 31-40 years old have significant differences with 21-30, 51-60 and over 60 years old. 41-50 years old have significant differences with 21-30 and over 60 years old. 51-60 years old have significant differences with 21-30, 31-40 and over 60 years old.

Adventure is more important for the age over 60 years old and have significant differences with all other groups except under 20 years old. Under 20 years old have significant differences with 21-30 years old. 21-30 years old have significant differences with all other groups. 31-40 years old have significant differences with 21-30 and over 60 years old. 41-50 years old have significant differences with 21-30 and over 60 years old. 51-60 years old have significant differences with 21-30 and over 60 years old.

Money is more important for the age over 60 years old and have significant differences with all other groups except under 20 years old. Under 20 years old have significant

differences with 21-30years old. 21-30years old have significant differences with all other groups. 31-40,41-50 and 51-60 years old have significant differences with 21-30 and over 60years old.

Local customs are more important for the age over 60 years old and have significant differences with all other groups except under 20years old. Under 20years old are not different from all other groups. 21-30years old have significant differences with all other groups except under 20years old. 31-40 and 41-50years old have significant differences with 21-30 and over 60years old. 51-60years old have significant differences with 21-30years old.

Table 4.14 Test of 9 factors affecting Quanzhou tourists in different age groups.

Factors	Age	Means	One-way ANOVA	
			F-value	P-value
Activities and Uniqueness	<20	3.6173	76.663	.000
	21-30	2.9012		
	31-40	3.8926		
	41-50	4.1866		
	51-60	4.3622		
	>60	4.7722		
Good service	<20	3.9722	26.978	.000
	21-30	3.0917		
	31-40	3.8448		
	41-50	3.8892		
	51-60	4.0511		
	>60	4.8000		

Table 4.14 Continued

Factors	Age	Means	One-way ANOVA	
			F-value	P-value
Facilities	<20	3.0000	12.055	.000
	21-30	2.6656		
	31-40	3.6250		
	41-50	3.6604		
	51-60	3.4205		
	>60	2.9000		
Information and promotion provided	<20	4.1481	22.166	.000
	21-30	3.1851		
	31-40	3.8847		
	41-50	3.8019		
	51-60	4.0455		
	>60	4.7583		
Word-of-mouth	<20	3.5833	26.332	.000
	21-30	3.0617		
	31-40	3.7438		
	41-50	3.9670		
	51-60	4.0966		
	>60	4.6625		
Adventure	<20	3.8611	20.766	.000
	21-30	3.0601		
	31-40	3.8125		
	41-50	3.8160		
	51-60	3.9659		
	>60	4.5375		

Table 4.14 Continued

Factors	Age	Means	One-way ANOVA	
			F-value	P-value
Safety	<20	3.4222	21.558	.000
	21-30	2.9286		
	31-40	3.6850		
	41-50	3.6075		
	51-60	3.9091		
	>60	4.7400		
Money	<20	4.0556	9.584	.000
	21-30	3.2045		
	31-40	3.8542		
	41-50	3.7830		
	51-60	3.8182		
	>60	4.6250		
Local customs	<20	3.7222	8.713	.000
	21-30	3.0325		
	31-40	3.6833		
	41-50	3.4340		
	51-60	3.8523		
	>60	4.4500		

### 4.5.3 Differences among marital status

The results in Table 4.15 from One-Way ANOVA indicated that single status are more concerned than other marital status with activities and uniqueness and the differences are statistically significant compare with married and widowed. Activities and uniqueness has the least importance for divorced. Married have significant differences with single and widowed. Divorced have significant differences with widowed. Widowed are not different from all other groups.

Good service is most important for single, which have significant differences with married and widowed. Married have significant differences with single. Divorced don't have not significant differences with all other groups. Widowed are significantly different from single.

Information and promotion provided for single has statistically significant higher importance than other groups. Single have statistically significant importance with married. Divorced and widowed are not significantly differences from all other groups.

Word-of-mouth is the most important for single which have significantly differences with married and widowed. Followed for married have significantly differences with single only. People who are divorced are do not have statistically significant difference from all other groups. For the widowed is the least important for word-of-mouth and it has significant differences with single only.

Adventure is the most important for single. Single have statistically significant differences from married and widowed. Divorced don't have statistically significant differences from all other groups. Widowed have statistically significant differences with single. And have the least statistically significant differences in adventure.

Safety is the most important for single people. Single have significant differences with married and widowed. Divorced have significant differences with widowed. Widowed have significant differences with single and divorced.

Table 4.15 One-way ANOVA tests the differences of 9 factors affecting the marital status of Quanzhou tourists under different marital status.

Factors	Marital Status	Means	One-way ANOVA	
			F-value	P-value
Activities and Uniqueness	Single	4.3561	12.923	.000
	Married	3.5778		
	Divorced	2.8333		
	Widowed	3.6397		
Good service	Single	4.0353	3.544	.015
	Married	3.5926		
	Divorced	3.9125		
	Widowed	3.2708		

Table 4.15 Continued

Factors	Marital Status	Means	One-way ANOVA	
			F-value	P-value

Facilities	Single	3.6026	1.912	.127
	Married	3.1504		
	Divorced	3.2500		
	Widowed	2.8333		
Information and promotion provided	Single	4.0940	3.652	.013
	Married	3.6195		
	Divorced	3.9833		
	Widowed	3.5139		
Word-of-mouth	Single	4.0449	3.949	.009
	Married	3.5450		
	Divorced	3.7750		
	Widowed	3.2917		
Adventure	Single	4.0962	5.127	.002
	Married	3.5215		
	Divorced	3.8000		
	Widowed	3.1875		
Safety	Single	3.9026	4.128	.007
	Married	3.4100		
	Divorced	3.8400		
	Widowed	2.9500		
Money	Single	3.7692	.632	.595
	Married	3.6342		
	Divorced	3.5500		
	Widowed	3.6388		
Local customs	Single	3.8462	2.058	.105
	Married	3.4130		
	Divorced	3.8500		
	Widowed	3.1250		

#### 4.5.4 Differences among main education

The result in Table 4.16 from One-Way ANOVA indicated that Ph.D. are more concerned than other education with activities and uniqueness and the difference are statistically

significant with vocational school. Vocational school have the least significant importance and are significant differences with all of other groups.

Good service is the most important for Ph.D. And Ph.D. have significantly difference from all of other groups. Vocational school are the least statistically significant differences in good service.

Facilities are the most important for bachelor degree and the difference are statistically significant with all of the other groups. Ph.D. have the least statistically significant differences in facilities.

Information and promotion provided is the most important for Ph.D. and the differences are statistically significant with all of the other groups. Vocational schools are the least important in information and promotion provided and have difference significantly with all of the other groups.

Word-of-mouth is the most important for Ph.D. and the differences are statistically significant with all of the other groups. Bachelor degree are not significantly different from master degree. Vocational schools have the least statistically significant difference in word-of-mouth.

Adventure is the most important for Ph.D. and the differences are statistically significant with all of the other groups. Bachelor degree are not significantly different from master degree. Vocational schools have the least statistically significant difference in word-of-mouth.

Safety is the most important for Ph.D. and the differences are statistically significant with vocational schools and bachelor schools. Vocational schools have the least statistically significant difference in word-of-mouth and the differences are statistically significant with all of the other groups.

Money is the most important for Ph.D. and the differences are statistically significant with all of the other groups. Bachelor degree and master degree are significantly different with vocational school and Ph.D. Vocational schools are the least statistically significant differences in money and the differences are statistically significant with all of the other groups.

Local customs are the most important for Ph.D. and the differences are statistically significant with all of the other groups. Bachelor degree and master degree are significantly different with vocational school and Ph.D. Vocational schools have the least statistically significant

difference in local customs and the differences are statistically significant with all of the other groups.

Table 4.16 One-Way ANOVA tests for differences in the 9 factors that influence Quanzhou tourists in China among main education.

Factors	Main education	Means	One-way ANOVA	
			F-value	P-value
Activities and Uniqueness	Vocational school	2.917	33.18	.000
	Bachelor degree	3.8724		
	Master degree	3.8038		
	Ph.D	4.000		
Good service	Vocational school	3.1048	18.884	.000
	Bachelor degree	3.7089		
	Master degree	3.9448		
	Ph.D	4.7188		
Facilities	Vocational school	2.6774	13.136	.000
	Bachelor degree	3.5090		
	Master degree	2.9481		
	Ph.D	2.5000		
Information and promotion provided	Vocational school	3.1434	19.496	.000
	Bachelor degree	3.7650		
	Master degree	3.9177		
	Ph.D	4.8543		

Table 4.16 Continued

Factors	Main education	Means	One-way ANOVA	
			F-value	P-value
Word-of-mouth	Vocational school	3.1559	13.881	.000
	Bachelor degree	3.6475		

	Master degree	3.8409		
	Ph.D	4.7188		
Adventure	Vocational school	2.9059	27.321	.000
	Bachelor degree	3.7680		
	Master degree	3.7143		
	Ph.D	4.7813		
Safety	Vocational school	2.9462	12.405	.000
	Bachelor degree	3.5414		
	Master degree	3.7377		
	Ph.D	4.2500		
Money	Vocational school	3.1822	9.650	.000
	Bachelor degree	3.7320		
	Master degree	3.7468		
	Ph.D	5.0000		
Local customs	Vocational school	3.1237	6.110	.000
	Bachelor degree	3.4955		
	Master degree	3.6104		
	Ph.D	4.8125		

#### 4.5.5 Differences among main occupation

The result in Table 4.17 from one-way ANOVA indicated that students are more concerned than other occupations with activities and uniqueness and the differences are statistically significant compare with government, businessman/businesswoman, Self-employed, managers, employees and professionals. Government has significant differences with manager. Businessman, professionals and manager have significant differences with others. Self-employed have significant differences with manager. Managers are statistically significant differences from employee and retired. House-wives are not significantly difference from all of the other groups.

Good service is the most important for students and the differences are statistically compared with businessman, manager, employees and professionals. Government has significant difference with businessman and manager. Businessman are statistically significant from self-employee and others. Self-employed respondents have significant differences with manager and

professionals. Managers have significant differences with others and employee. Retired and house-wives are not significantly different with all of other groups.

Others are more concerned than other occupation with information and promotion provided and the difference are statistically significant compared with manager, businessman, house-wives and professionals. Students have significant differences with manager, professionals and house-wives. Government has significant differences with manager and house-wives. Self-employee has significant differences with manager and house-wives. Managers are statistically significantly different from employee. Retired respondents don't have statistically significant difference from all of other groups. Employee have significant differences with house-wives. House-wives are the least statistically significant different in information and promotion provided.

House-wives are the most important for the word-of-mouth. Students are statistically significant differences from government, businessman, manager, employee, professionals and retired. Self-employee has significant differences with professionals. Managers are statistically significant differences from government and self-employee. Employees are statistically significant differences from manager and professionals. Retired are statistically significant differences from government, businessman, self-employee, house-swives and employees except manager. Others have significant differences with businessman, manager, retired and professionals.

Others are more concerned than other occupation with adventure and have the difference are statistically significant with government, businessman, employee, professionals and manager. Student have significant differences with manager and professionals. Self-employee are statistically significant differences from businessman, professionals and manager. Retired and house-wife are not significant different from other groups.

Safety is the most important for others and others have statistically significant differences with businessman, manager, employee and professionals. Students are statistically significant differences from businessman, manager, employee and professionals. Government has significant differences with businessman and manager. Self-employees are statistically significant differences from manager and businessman. House-wives are not statistically significant differences from all other groups. Moreover, retired have statistically significant differences from

student, government, businessman, self-employees, manager, employees, professionals and others except house-wives.

Table 4.17 One-Way ANOVA tests for differences in 9 factors that influence Quanzhou tourists in China among main occupation.

Factors	Main occupation	Means	One-way ANOVA	
			F-value	P-value
Activities and Uniqueness	Student	4.4052	3.884	.000
	Government	3.6858		
	Businessman	3.4272		
	Self-employed	3.7086		
	Manager	3.2139		
	Employee	3.6941		
	Professionals	3.4988		
	Retired	4.1922		
	House-wife	4.2222		
Others	4.1889			

Table 4.17 Continued

Factors	Main occupation	Means	One-way ANOVA	
			F-value	P-value
Good service	Student	4.1544	2.557	.007
	Government	3.7399		
	Businessman	3.3946		
	Self-employed	3.8381		
	Manager	3.3000		
	Employee	3.6435		
	Professionals	3.4495		
	Retired	3.2188		
	House-wife	3.8750		
	Others	4.0500		
Facilities	Student	3.7059	1.538	.132
	Government	3.2586		
	Businessman	2.9608		
	Self-employed	3.0410		
	Manager	2.8875		
	Employee	3.2469		
	Professionals	3.3830		
	Retired	4.1250		
	House-wife	4.2500		
	Others	2.9500		

Table 4.17 Continued

Factors	Main occupation	Means	One-way ANOVA	
			F-value	P-value
Information and promotion provided	Student	4.0196	2.277	.017
	Government	3.7433		
	Businessman	3.6078		
	Self-employed	3.7377		
	Manager	3.3208		
	Employee	3.7469		
	Professionals	3.4965		
	Retired	3.5417		
	House-wife	2.4167		
Others	4.3000			
Word-of-mouth	Student	4.1618	3.580	.000
	Government	3.6379		
	Businessman	3.4755		
	Self-employed	3.7664		
	Manager	3.2625		
	Employee	3.6574		
	Professionals	3.3191		
	Retired	2.3750		
	House-wife	4.3750		
Others	4.1500			

Table 4.17 Continued

Factors	Main occupation	Means	One-way ANOVA	
			F-value	P-value
Adventure	Student	3.9412	2.333	.014
	Government	3.6034		
	Businessman	3.4461		
	Self-employed	3.8033		
	Manager	3.3250		
	Employee	3.5278		
	Professionals	3.3404		
	Retired	4.1875		
	House-wife	3.5000		
Others	4.3250			
Safety	Student	3.9529	3.039	.002
	Government	3.6138		
	Businessman	3.2353		
	Self-employed	3.6164		
	Manager	3.1700		
	Employee	3.4198		
	Professionals	3.3191		
	Retired	2.0000		
	House-wife	2.9000		
Others	4,1200			

Table 4.17 Continued

Factors	Main occupation	Means	One-way ANOVA	
			F-value	P-value
Money	Student	3.5588	1.316	.226
	Government	3.6782		
	Businessman	3.5196		
	Self-employed	3.8525		
	Manager	3.3875		
	Employee	3.7716		
	Professionals	3.3191		
	Retired	4.5000		
	House-wife	4.0000		
Others	3.5500			
Local customs	Student	3.8235	1.170	.313
	Government	3.5230		
	Businessman	3.3627		
	Self-employed	3.5028		
	Manager	3.2375		
	Employee	3.6049		
	Professionals	3.1383		
	Retired	4.3750		
	House-wife	2.7500		
Others	3.4000			

#### 4.5.6 Differences among annual personal income

Over 100,000CNY are more concerned than other annual personal income with activities and uniqueness and the differences are statistically significant with all of the other groups. Under 50,000CNY have significant difference with all of other groups. But 50,001-60,000CNY only have significant differences with 90,000-100,000CNY.

Good service is the most important for the people who have annual personal income is over 100,000CNY and are statistically significant differences from all other groups.

60,001-70,000CNY have statistically significant differences from Under 50,000CNY, 50,001-60,000CNY and 70,001-80,000CNY. Under 50,000CNY have significant differences with 50,001-60,000CNY. Furthermore, 90,000-100,000CNY are statistically significant differences from Under 50,000CNY, 50,001-60,000CNY, 70,001-80,000CNY and 80,001-90,000CNY.

Facilities are the most important for the people who have annual personal income is 60,001-70,000CNY and have significant differences with Over 100,000CNY. Furthermore, under 50,000CNY have the least statistically significant differences in facilities and have statistically significant differences with 50,001-60,000CNY, 60,001-70,000CNY and 70,001-80,000CNY. Moreover, the Quanzhou tourists who have the annual personal income are 80,001-90,000CNY and 90,000-100,000CNY are not significantly different from all other groups.

Information and promotion provided is the most important for the Quanzhou people who have annual personal income over 100,000CNY and it is statistically significant different from all other groups except 90,000-100,000CNY. Furthermore, 90,000-100,000CNY are statistically significantly different from all other groups except Over 100,000CNY. In addition, under 50,000CNY have statistically significant differences from all other groups.

Word-of-mouth is the most important for the Quanzhou tourists who have the annual personal income is over 100,000CNY and it is statistically significantly different from all other group except 90,000-100,000CNY. In addition, 90,000-100,000CNY is the second highest means and there is have statistically significant different from the other groups except Over 100,000CNY. Moreover, under 50,000CNY have statistically significant differences from all other groups.

Adventure is the most important for the Quanzhou tourists who have the annual personal income is Over 100,000CNY and it is statically significant different from all of other groups except 90,000-100,000CNY. Furthermore, under 50,000CNY are statistically differences from all other groups. 50,001-60,000CNY have significant differences with 70,001-80,000CNY and 90,000-100,000CNY.

Safety is the most important for the Quanzhou tourists who have the annual personal income is Over 100,000CNY and it is statistically significant different from all of other groups. Furthermore, under 50,000CNY are statistically different from all other groups except

80,001-90,000CNY. 80,001-90,000CNY have significant differences with 50,001-60,000CNY, 60,001-70,000CNY and 90,000-100,000CNY.

Money is the most important for the Quanzhou tourists who have the annual personal income is over 100,000CNY and it is statistically significant different from all of other groups except 90,000-100,000CNY. Furthermore, under 50,000CNY have statistically differences with 50,001-60,000CNY, 60,001-70,000CNY and 90,000-100,000CNY.

Local customs are the most important for the Quanzhou tourists who have the annual personal income is Over 100,000CNY and it is statistically significant different from all of other groups. Moreover, under 50,000CNY are statistically different with 60,001-70,000CNY.

Table 4.18 One-Way tests for differences in the 9 factors that influence Quanzhou tourists in China among different annual personal income.

Factors	Personal income (annual)	Means	One-way ANOVA	
			F-value	P-value
Activities and Uniqueness	Under 50,000CNY	2.9398	24.101	.000
	50,001-60,000CNY	3.5625		
	60,001-70,000CNY	3.8093		
	70,001-80,000CNY	3.7641		
	80,001-90,000CNY	3.6627		
	90,000-100,000CNY	4.0210		
	Over 100,000CNY	4.4031		
Good service	Under 50,000CNY	3.2057	12.567	.000
	50,001-60,000CNY	3.5254		
	60,001-70,000CNY	3.8340		
	70,001-80,000CNY	3.4561		
	80,001-90,000CNY	3.4554		
	90,000-100,000CNY	3.9257		
	Over 100,000CNY	4.3995		

Table 4.18 Continued

Factors	Personal income (annual)	Means	One-way ANOVA	
			F-value	P-value
Facilities	Under 50,000CNY	2.7813	3.381	.003
	50,001-60,000CNY	3.3823		
	60,001-70,000CNY	3.5522		
	70,001-80,000CNY	3.3772		
	80,001-90,000CNY	3.1429		
	90,000-100,000CNY	3.1351		
	Over 100,000CNY	3.0784		
Information and promotion provided	Under 50,000CNY	3.1684	12.982	.000
	50,001-60,000CNY	3.5156		
	60,001-70,000CNY	3.6617		
	70,001-80,000CNY	3.7865		
	80,001-90,000CNY	3.7440		
	90,000-100,000CNY	4.1486		
	Over 100,000CNY	4.3137		
Word-of-mouth	Under 50,000CNY	3.1432	12.647	.000
	50,001-60,000CNY	3.4531		
	60,001-70,000CNY	3.5896		
	70,001-80,000CNY	3.5746		
	80,001-90,000CNY	3.5268		
	90,000-100,000CNY	4.0541		
	Over 100,000CNY	4.3333		

Table 4.18 Continued

Factors	Personal income (annual)	Means	One-way ANOVA	
			F-value	P-value
Adventure	Under 50,000CNY	2.9844	14.147	.000
	50,001-60,000CNY	3.4531		
	60,001-70,000CNY	3.6343		
	70,001-80,000CNY	3.7851		
	80,001-90,000CNY	3.6250		
	90,000-100,000CNY	3.9595		
	Over 100,000CNY	4.2402		
Safety	Under 50,000CNY	2.8896	12.993	.000
	50,001-60,000CNY	3.5312		
	60,001-70,000CNY	3.6090		
	70,001-80,000CNY	3.4105		
	80,001-90,000CNY	3.0929		
	90,000-100,000CNY	3.7838		
	Over 100,000CNY	4.2314		
Money	Under 50,000CNY	3.2656	5.439	.000
	50,001-60,000CNY	3.6382		
	60,001-70,000CNY	3.7761		
	70,001-80,000CNY	3.4211		
	80,001-90,000CNY	3.5179		
	90,000-100,000CNY	3.8378		
	Over 100,000CNY	4.2941		
Local customs	Under 50,000CNY	3.0573	4.118	.001
	50,001-60,000CNY	3.3984		
	60,001-70,000CNY	3.6119		
	70,001-80,000CNY	3.4386		
	80,001-90,000CNY	3.4643		
	90,000-100,000CNY	3.5000		
	Over 100,000CNY	4.0686		

## CHAPTER 5

### Conclusion and discussions

#### 5.1 Introduction

Chapter 5 includes the conclusion of the study, the discussion of the objectives, the limitations of the study and the significance and contribution of the study. In addition, it also explains the contribution of domestic tourism factors during the COVID.

#### 5.2 Conclusions of main findings

##### 5.2.1 Demographic Profile of Respondents

The majority of the respondents are male (59%), age between 21-30 years old (31.8 %), married (84.8%), and have annual income under 50,000 RMB (22.5%). More than half of respondents (51.5 %) earned at least a bachelor's degree. In terms of occupation, most of them were civil servant and employees.

##### 5.2.2 Tourists Behaviour

Most of the respondents (55.5%) are first time traveler to the destination. 72% of respondents traveled to South of China. Only 1.3% of respondents traveled to northwest of China and Qinghai Tibet of China. 25% of respondents planed their trip 1-3 weeks in advance. And 22.5% of respondents plan their trips one month in advance. And 22.5% of respondents plan their trips one month in advance. Length of stay of respondents are 4-6 days (53.3%). Most of them (28.7 %) travel with their partners and spouse. Source of information came from travel agent (49.8%), internet (47.5%) and advertising (43.8%). The majority of respondents (30%) stay at hotel, followed by stay at friends' home (21.5%). 40.8 % of respondents spent more than 5000-yuan for their trip.

##### 5.2.3 Tourists Satisfaction

The results show that the Quanzhou citizens were satisfied with the destination that they chose, the mean of overall satisfaction was 4.15. Quanzhou citizens would like to travel to the same places again, the mean of willingness to return was 4.16. And Quanzhou citizens would like to introduce the destination that they once chose to others, the mean of willingness to introduce was 4.11.

#### **5.2.4 Comparing before and during COVID, the factors of influence Chinese tourists to choose domestic destination.**

T-test for the 6 factors of influence Chinese tourists to choose domestic destination before and during COVID-19 pandemic. There are 6 factors are uniqueness: activities and tourists experiences, social media and promotion, infrastructure and service, safety and friendliness, and budget.

During COVID-19(Mean=3.6975) respondents pay less attention to unique architectural destination when compare with before COVID(Mean=3.9175). For attribute “Delicious, cultural, and rich culinary”, during COVID(Mean=3.6975) respondents pay less attention on this factor when compare with before COVID(Mean=3.8525). For attribute “Support tourists actively (Hotline)”, during COVID(Mean=3.6300) respondents pay less attention on this factor when compare with before COVID(Mean=3.700). For attribute “social media”, during COVID(Mean=3.5525) respondents pay less attention on this factor when compare with before COVID(Mean=3.6625). For attribute “Advertisement matches the reality”, during COVID(Mean=3.6825) respondents pay less attention on this factor when compare with before COVID(Mean=3.7900). For attribute “Tourism and program”, during COVID(Mean=3.5675) respondents pay less attention on this factor when compare with before COVID(Mean=3.7550). For attribute “Tour operator service”, during COVID(Mean=3.5950) respondents pay less attention this factor when compare with before COVID(Mean=3.6725). For attribute “Contactless service at destination”, during COVID(Mean=3.4375) respondents pay more attention on this factor when compare with before COVID(Mean=3.3300). For attribute “Free cancellation service”, during COVID(Mean=3.4800) respondents pay more attention on this factor when compare with before COVID(Mean=3.3050). For attribute “Transport system bring exciting feeling”, during COVID(Mean=3.6475) respondents pay less attention on this factor when compare with before COVID(Mean=3.8125). For attribute “Alcohol, gel and other immunization suppliers at destination”, during COVID(Mean=3.4325) respondents pay more attention on this factor when compare with before COVID(Mean=3.2925). For attribute “New infections in the destination”, during COVID(Mean=3.5250) respondents pay more attention on this factor when compare with during COVID(Mean=3.3125). For attribute “No language barriers because all staff can communicate in Chinese”, during COVID(Mean=3.6925) respondents pay less attention on this

factor when compare with before COVID(Mean=3.9425). During COVID(Mean=3.5625) respondents pay more attention on special discount of destination during COVID when compare with before COVID(Mean=3.3125).

### **5.2.5 Identification of factor segments of during COVID-19**

To identify the factor segment, the analysis had to be conducted in two stages. The first is to identify the underlying structure in the data. The second is to reduce the number of variables.

For the first stage, KMO value and Bartlett sphericity tests value will be used. In this study, the value of KMO is  $0.909 > 0.70$ , indicating that this scale is suitable for factor analysis. Bartlett's sphericity test result that P value was  $< 0.05$ . So, Bartlett's sphericity test had significant significance. It was believed that this measurement scale was suitable for factor analysis.

For the second stage, factor analysis was applied and extracted 9 factors. These nine factors were found with Eigenvalues  $> 1$ , and they accounted for 70.965% of the total variance. Furthermore, Cronbach's alpha test ranged from 0.805 to 0.922. These results showed that the nine factors to select destination during COVID included: Activities and uniqueness, good service, facilities, information and promotion provided, word-of-mouth, adventure, safety, money, and local customs.

### **5.2.6 Test for 9 factors during COVID differences**

T-test for differences in the level of importance of factors that influence Quanzhou citizens choosing destination in China between different genders. The result found that females are more concerned about activities and uniqueness, good service, facilities, information and promotion provided, word-of-mouth, adventure, safety, money, and local customs than the male.

One-Way ANOVA tests for differences in age, marital status, education, occupation, and annual personal income. For age group, over people 60 years old pay more attention to activities and uniqueness, good service, information and promotion provided, word-of-mouth, adventure, safety, money, and local customs. For marital group, it is showed that the single people are more concerned about activities and uniqueness, good service, facilities, information and promotion provided, word-of-mouth, adventure, safety, and money. For education group, people with Ph.D. pay more attention on activities and uniqueness, good service, facilities, information and promotion provided, word-of-mouth, adventure, safety, money, and local customs.

For occupation group found that the students are more concerned about activities and good service, house-wife pay more attention on facilities, word-of-mouth. People with other occupations are concerned about information and promotion provided, adventure, and safety. The retired pay more attention on money and local customs. For annual personal income group, the results found that respondents whose income is over 100,000CNY are more concerned about activities and uniqueness, good service, information and promotion provided, word-of-mouth, adventure, safety, money, and local customs. The respondents whose annual personal income between 60,001 to 70,000 CNY pays more attention on facilities.

### **5.3 Discussion**

#### **5.3.1 Objective 1 To identify the domestic Chinese tourists behavior during COVID-19.**

Since the outbreak of the COVID-19, more tourists have chosen to travel to nearby Quanzhou in Fujian Province for safety and health reasons. Most are traveling to a destination of their choice for the first time since the outbreak. Statistics show that before the outbreak, people were more willing to travel abroad or choose to travel to cities far away from them (Sina.com), so most people chose the nearest destination in the first time during the COVID. According to a national travel agency survey reported by the Ministry of Culture and the Ministry of Tourism in the first half of 2019, the southern, western and central regions accounted for 51 percent, 23 percent and 18 percent of the country's total travel agencies, respectively. Therefore, from the characteristics of Quanzhou residents' travel, during the pandemic, Chinese tourists pay more attention to the safety of travel. Safe travel is the main way for Chinese people to travel during the COVID.

Most of the respondents chose to take short trips of four to six days with their partners, family members or close friends. According to the big data, users have planned their trips before domestic travel is fully open. Even if they can't go abroad, the time and cost of their trip are basically the same. This shows that domestic travel can also stimulate the enthusiasm and behaviors of Chinese tourists during COVID, even if it is not possible to travel abroad.

In this study, most respondents choose to stay in hotels during travel because the hotel industry has issued a lot of preferential policies during the COVID, which further indicates

that Chinese tourists pay more attention to preferential policies for tourism during the COVID, and these preferential policies will affect tourists' behavior of choosing tourist accommodation types.

### **5.3.2 Objective 2 To identify the important selection criteria considered by Chinese tourists when choosing domestic destination before Covid-19 and during Covid-19.**

There are six tables that differences between before COVID and during COVID. Most of attributes are more important before COVID than during COVID. However, for attribute “contactless service at destination”, “free cancellation service”, “alcohol, gel and other immunization supplies at destination”, and “new infections in the destination”. The respondents pay more attention to these factors during COVID when compared with before COVID. In addition, the respondents pay more attention to the factors that are uniqueness, activities and tourists experiences, social media and promotion, and infrastructure and service before COVID-19. During COVID-19, the tourists pay more attention to safety and friendliness, and budget.

From this finding, the respondents pay more attention to security hygiene and health. Therefore, various preferential policies choices are implement at the destination. These findings are relevant with the data from the Chinese tourists. The recommended destination would to launch the security measurement of tour groups and scenic spots, the preferential measurement of travel agencies on tourism products, the preferential policies of scenic spots on tickets, air tickets and hotels. All these measures and policies can promote and stimulate Chinese people's tourism during the COVID. (Source: China Tourism Academy and Ctrip Joint Laboratory of Big Data in Tourism).

During the COVID, in order to improve the occupancy rate, the hotel industry also adopted a series of promotional policies, such as business negotiation price, channel preferential price, business conference group price and other special policies. (Source: Travel Daily). Therefore, security and free hotel travel policies are the primary factors for people to choose destinations during the pandemic, and also the most concerned factors during the pandemic.

### **5.3.3 Objective 3 To assess the significant differences among domestic tourists varied by the demographic profile and travel characteristics during Covid-19**

According to factor analysis, the result found nine factors including “activities and uniqueness”, “good service”, “facilities”, “information and promotion provided”, “word-of-mouth”,

“adventure”, “safety”, “money”, and “local customs”. T-test and One-Way ANOVA are used to test whether there are statistically differences between 9 factors and demographic profile.

The results show that 9 factors of domestic tourism have more impact on female than the male of tourists in Quanzhou. The female pays more attention on these 9 factors. This finding also shows that the number of female tourists in China has surpassed that of men. Women are more willing to spend money on travel than men, with one in five women spending more than one-fifth of their annual income on travel (Trip Vivid). Therefore, the women pay more attention to the choice of tourism factors than male. As for the age of tourists in Quanzhou, these 9 tourism characteristics have significant differences among different ages, as the population ages, more elderly people want to see the world more and more, the travel time of the elderly exceeds the national average level (Yicai.com), and they have abundant money for travel. Although elderly Chinese tourists still encounter a variety of problems, they are not a "vulnerable group". They not only love to hang around, but also know how to play. Therefore, the elderly pays more attention to the various characteristics and factors of tourism. At the same time, the whole tourism industry, including travel agencies, airlines, hotels, scenic spots, insurance companies and so on, needs to further improve their products and services for this group. There are significant differences between marital status and 9 travel factors, while some travel factors are more important for single people. With the continuous increase of single people, solo travel is becoming a unique market segment, whose fragmented demand brings huge consumption potential. Compared to a group of multiple tourists, the cost of a one-person tour is 60% higher (One-person Travel Report 2019). The results show that single tourists pay more attention to the activity and uniqueness of tourism, good service and other tourism characteristics. Therefore, one-person travel has become a trend, and one-person travel generally pays more attention to quality and reputation, and they are to spend money to buy air accident insurance, stay in high-end hotels, book airport pickup, airport meal delivery, and VIP lounge services, etc. For the main education group, the results show that all 9 factors have statistically significant differences in all education groups. Moreover, Ph.D. respondents pay more attention to activities and uniqueness, good service, information and promotion provided, word-of-mouth, adventure, safety, money, and local customs. It shows that people with higher education level have higher requirements on tourism factors and will pay more attention to different factors in tourism. Main occupation are significantly different from activities and uniqueness, good service,

information and promotion provided, word-of-mouth, adventure and safety. In addition, students pay more attention to activities and uniqueness and good service, because the uniqueness and good service of the destination are more attractive to students, and students are with no income, it is likely to reflect the high-cost performance of travel. For housewives, they pay more attention to the infrastructure and reputation of the destination. In China, most housewives are mainly responsible for taking care of their children at home, so they will pay more attention to the infrastructure construction of the destination when they travel with their children. Most Chinese housewives focus on their children, so they pay more attention to the reputation of the tourist destination when traveling with their children. As for retirees, many of them do not have pension protection, so most of them pay more attention to the cost of travel. Chinese retirees are all elderly people, so they prefer to travel to local customs. For the personal income group, the results show that all 9 factors have statistically significant differences in all personal income groups. Furthermore, the respondents who have personal income over 100,000CNY pay more attention to activities and uniqueness, good service, information and promotion provided, word-of-mouth, adventure, safety, money, and local customs. Therefore, People with higher personal income pay more attention to the characteristics of travel, they need better services, more unique travel experiences and activities, more travel information, better reputation of the travel destination, or safer travel.

In conclusion, in order to encourage Chinese people to travel within China, China's tourism industry has introduced some tourism marketing strategies and activities to attract Chinese tourists to travel within China. For example, the government has give the elderly people travel subsidies and security. The hotel market introduced some group and business check-in preferential policies.

#### **5.4 Conclusion**

This research looks into the factors that influence Chinese people's choice of domestic travel destinations during the pandemic. According to the survey and research results during the pandemic, the Chinese people's choice of destination was focused on the safety of the destination. This also reflects people's concerns about their safety during the COVID-19 pandemic, which not only causes physical harm, but also imposes a psychological burden on them. The outbreak of the second wave of the pandemic in many countries around the world has been

announced one during another, bringing fear, panic and uneasiness to people around the world. For example, in the second wave of the COVID-19 pandemic in India, the number of new cases in the past 24 hours in India was 314,835, setting the highest single diagnosis record in India and around the world since the outbreak of COVID-19. Therefore, no matter what country people live in, the number of confirmed records and new mortality figures, the number one factor and condition should be taken into account when choosing a destination during the pandemic is control.

## **5.5 Recommendations**

During COVID-19, the Chinese government put forward many tourism policies in order to restore the construction of tourism. For example, the central government is promoting favorable disease control and prevention measures and targeted business supporting policies, national Treasury carryover loss extension of tourism enterprises, local governments have encouraged financial institutions to tourism enterprises, even for tourist attractions, and government sets up special support funds. During this period, most Chinese consumers prefer to stay at home, and the online activities favored by Chinese consumers are no longer only online shopping, short videos, consultation, social networking, games and other applications. Domestic tourism service providers should expand their thinking and expand their domestic tourism publicity and consumption policies to online applications, such as providing more specific facilities and plans for those who are inconvenient to go out or disabled people who can't move easily to travel close to home and provide a variety of interesting health travel and products, it provides a way for these special groups to realize the importance of tourism.

## **5.6 Limitations and suggestion**

### **5.6.1 Limitation of the study**

1. COVID-19 is a relatively new research topic. Since the outbreak of COVID-19 in December 2019, many researchers have focused on the impact of COVID-19 on tourism, and the recovery strategy of COVID-19, etc. But no one has studied the impact of COVID-19 on the Chinese people's choice of destinations. Because of the pandemic, the restrictions on questionnaire collection can only select the potential economy of the same city.

2. This is a study of domestic travel, but the scope of the distribution of the questionnaires was limited in Quanzhou city, Fujian province. Therefore, the results of this study may not be generalized with regard to any other province in China.

#### **5.6.2 Suggestions for the future study**

1. Future research can be extended to a large range of tourist cities in China, not limited to one of them.

2. Future research could pay more attention to the different factors that domestic tourists choose to travel to different domestic destinations. According to the different characteristics of different destinations, research experts can suggest local tourism service providers to improve tourism policies and services more accurately and improve the quality of tourism.

3. The results of this study can be used to further study the influencing factors of domestic tourism.

#### **5.7 Contributions of the study**

Through the findings and results of this study, we can gain a deeper understanding of China's domestic tourism and help further explore and discover China's domestic tourism industry and contribute to more academic papers on domestic travel. In addition, this study also helps Chinese tourism practitioners improve more knowledge either before or during the outbreak of pandemic, the Chinese government and supporters of domestic travel and decision makers can use the information and knowledge to create better tourist services, it is good, at the same time, for them to improve competitive strategies and marketing advantages and establish more effective competition and strategies, to overcome the deficiencies in tourism services and tourism products in the process of domestic tourism, promote the continuous development of domestic tourism, and gradually meet the special needs of customs.

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## APPENDIX A



Date...../...../2020

Interviewer.....No.....

Place.....

## QUESTIONNAIRE

**Factors affecting the destination selection of domestic tourists during COVID-19: A case study of Quanzhou city, Fujian Province in China**



Thank you for taking time out of your busy schedule to fill in this questionnaire. 1. The questionnaire is filled anonymously. Please choose the most appropriate answer according to your actual situation; 2. All questionnaires of this survey are strictly confidential, and all the information of the answers is only used for academic purpose. This questionnaire consists of three parts:

1. Personal information
2. Tourist behavior
3. Factors affecting the destination of domestic tourists in Quanzhou Fujian Province before and during COVID-19

Thank you for your cooperation.

Miss. Shi Tan

Project Coordinator

**Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket campus.**

.....

Please write down answer or tick  $\sqrt{\quad}$  in  which corresponds to your answer.

**Part 1: Personal information**

1. Gender:                      1.  Male.                      2.  Female

2. Age:

1.  <20.                      2.  21-30

3.  31-40                      4.  41-50

5.  51-60.                      6.  >60

Marital Status:

1.  Single    2.  Married/living with partner

3.  Divorced 4.  Widowed

4. Education:

1.  Vocational school 2.  Bachelor degree

3.  Master degree    4.  Ph.D.

5. Main occupation

1.  Student                      2.  Government

3.  Businessman/Businesswoman    4.  Self-employed

5.  Manager                      6.  Employee

7.  Professionals(e.g. doctor/lawyer)    8.  Retired

9.  House-wife                      10.  Others

6. Annual personal income:

1.  Under 50,000 CNY                      2.  50,001-60,000 CNY

3.  60,001-70,000 CNY                      4.  70,001-80,000 CNY

5.  80,001-90,000 CNY                      6.  90,000-100,000CNY

7.  Over 100,000CNY

**Part 2: Tourism behavior**

A: About trip related characteristics

1. Where did you travel for a holiday in the last 6 months? \_\_\_\_\_

2. Was it the first time travelling to this destination?

Yes             No. (How many times includes this trip?) \_\_\_\_\_

3. How did you travel to your destination ?

Plane             Train

Bus             Drive to destination by myself

4. How long did it take you to plan this trip ?

Less than 1 week before departure date.     1-3 weeks before departure date

1 month before departure date             2 months before departure date

More than 2 months.             Before Covid-19 (In December 2019)

5. How long did you stay at your destination?

\_\_\_\_\_ Days \_\_\_\_\_ nights

6. You were travelling

By yourself             With your spouse/partner

With your family and children     With friends/relatives

With business associates         With tour group

Other (pls. specific \_\_\_\_\_)

7. Including you, how many people were in your travel group? \_\_\_\_\_

8. Where did you find information of your destination?(Can answer more than one)

Previous trip(s)

Previous trip(s)     Travel agent

Advertising         Internet(e.g. social media,online search.etc.)

Word-of-mouth     Brochures/travel guidebooks

Tour guide         Newspaper

Guidebooks         Other (pls. specific \_\_\_\_\_)

9. What was your main purpose of this trip?( Choose one answer only)

Vacation             Visit family/friend

Study trip/education             Official assignment



2. Unique entertainment destination	1	2	3	4	5	1	2	3	4	5
3. Unique architectural destination	1	2	3	4	5	1	2	3	4	5
4. Unique tourists products	1	2	3	4	5	1	2	3	4	5
5. World heritage	1	2	3	4	5	1	2	3	4	5
<b>Activities and tourists' experiences</b>	1	2	3	4	5	1	2	3	4	5
6. For shopping	1	2	3	4	5	1	2	3	4	5
7. For sightseeing	1	2	3	4	5	1	2	3	4	5
8. Delicious, cultural, and rich culinary	1	2	3	4	5	1	2	3	4	5
9. Surfing	1	2	3	4	5	1	2	3	4	5
10. Pleasant climate	1	2	3	4	5	1	2	3	4	5
11. Many types of tourism	1	2	3	4	5	1	2	3	4	5
12. Support tourists actively (Hotline)	1	2	3	4	5	1	2	3	4	5
13. Variety of the hills	1	2	3	4	5	1	2	3	4	5
14. Snow conditions	1	2	3	4	5	1	2	3	4	5
15. A lot of experiences in tourism	1	2	3	4	5	1	2	3	4	5
<b>Social media and Promotion</b>	1	2	3	4	5	1	2	3	4	5
16. Easy to find destination on the websites of travel ads	1	2	3	4	5	1	2	3	4	5
17. Good slogans, signs, banners for promoting tourism	1	2	3	4	5	1	2	3	4	5
18. Social media	1	2	3	4	5	1	2	3	4	5
19. Information on tourism is clear	1	2	3	4	5	1	2	3	4	5

20. Advertisement matches the reality	1	2	3	4	5	1	2	3	4	5
21. Provides visitors a deeper understanding before arrivals	1	2	3	4	5	1	2	3	4	5
22. Websites providing useful travel information	1	2	3	4	5	1	2	3	4	5
23. Voted by the Journal, tourism associations	1	2	3	4	5	1	2	3	4	5
24. Tourism promotion program	1	2	3	4	5	1	2	3	4	5
<b>Infrastructure and service</b>	1	2	3	4	5	1	2	3	4	5
25. Travel service	1	2	3	4	5	1	2	3	4	5
26. Serving staff are professional, friendly and hospitable	1	2	3	4	5	1	2	3	4	5
27. Good and modern facilities	1	2	3	4	5	1	2	3	4	5
28. Good infrastructure and public services	1	2	3	4	5	1	2	3	4	5
29. Free rescheduling service	1	2	3	4	5	1	2	3	4	5
30. Tour operator services	1	2	3	4	5	1	2	3	4	5
31. Contactless service at destination	1	2	3	4	5	1	2	3	4	5
32. Free cancellation service	1	2	3	4	5	1	2	3	4	5
33. Required documents to entry destination	1	2	3	4	5	1	2	3	4	5

<b>Safety and Friendliness</b>	1	2	3	4	5	1	2	3	4	5
34.Relatives/friends or colleagues introduce to me	1	2	3	4	5	1	2	3	4	5
35.Safety and security to destination	1	2	3	4	5	1	2	3	4	5
36.Transport system bring exciting feeling	1	2	3	4	5	1	2	3	4	5

37.Friendly, open and hospitality locals	1	2	3	4	5	1	2	3	4	5
38.Alcohol, gel and other immunization supplies at destination	1	2	3	4	5	1	2	3	4	5
39. New infections in the destination	1	2	3	4	5	1	2	3	4	5
40.No language barriers because all staff can communicate in Chinese	1	2	3	4	5	1	2	3	4	5
<b>Budget</b>	1	2	3	4	5	1	2	3	4	5
41.Value of money and Budget	1	2	3	4	5	1	2	3	4	5
42. Special discount of destination during COVID	1	2	3	4	5	1	2	3	4	5

## APPENDIX B



Date...../...../2020  
 Interviewer.....No.....  
 Place.....

## 问卷调查

## 新冠肺炎疫情后国内游客国内游目的地选择影响因素分析——以福建省泉州市为例



感谢您在百忙之中填写此问卷。问卷是匿名填写的。请根据您的实际情况选择最合适的答案;2. 本次调查的所有问卷都是严格保密的, 所有答案的信息只用于学术目的。本问卷由三部分组成:

1. 个人信息
2. 旅游行为
3. 新冠肺炎疫情发生前后福建泉州境内游客目的地影响因素分析

感谢您的合作。

谭诗女士

项目协调员

酒店和旅游学院。王子大学, 普吉岛校区

.....  
 请在与你的答案相符的□中写下答案或打√。

### 第一部分:个人信息

#### 1.性别

男                       女

#### 2.年龄

小于 20 岁     21-30 岁             31-40 岁     41-50 岁  
 51-60 岁     60 岁以上

#### 3. 婚姻状态

单身                       已婚                       离异                       丧偶

#### 4. 教育程度

职业学校     本科                       硕士                       博士

#### 5.主要职业

学生                       公务员                       商人                       自由职业者  
 经理                       员工                       退休                       其他                       主妇  
 专业人士(如: 医生/律师)

## 6. 个人年收入

- 50,000 人民币以下     50,001-60,000 人民币  
 60,001-70,000 人民币     70,001-80,000 人民币  
 80,001-90,000 人民币     90,000-100,000 人民币  
 100,000 人民币以上

## 第二部分:旅游行为

## A.关于旅程相关特性

1.在过去的 6 个月里你去中国哪个城市（除泉州市以外）度假了？

\_\_\_\_\_

2.这是你第一次来这里吗？

- 是的     不是(包括这次旅游你来了多少次?) \_\_\_\_\_

3.你如何前往你的目的地？

- 飞机     火车     大巴车     自驾游

4.你提前多久计划这次旅行？

- 出发前不到一周     出发前 1-3 周     出发前 1 个月  
 出发前 2 个月     2 个月以上     新冠疫情之前(2019 年 12 月)

5.你在目的地呆了几天几夜？

\_\_\_\_\_

6.你和谁一起旅游？

- 自己     你的配偶/伴侣     你的家人和孩子  
 与朋友/亲戚     与商业伙伴     跟旅行团  
 其他(请具体) \_\_\_\_\_

7.包括你在内，还有多少人和你一起旅游？

\_\_\_\_\_

8.你从哪里获得旅游目的地信息

- 之前的旅行(经验)     旅行社     广告  
 互联网(例如:社交媒体, 线上搜索等)     口碑     手册/旅行指南  
 导游     报纸     旅游指南  
 其他(请具体) \_\_\_\_\_

9.你这次旅行的主要目的是什么?(单选)

- 度假     拜访亲朋好友     研究旅行/教育  
 公派任务     蜜月     商务  
 会议/展览     健康检查/手术     其他(请具体) \_\_\_\_\_

10.你在旅途中住在哪里？

- 酒店(如:如家酒店;汉庭酒店)     朋友/亲戚的家  
 度假酒店(如:三亚亚龙湾希尔顿酒店)     宾馆;小型家庭旅馆;招待所  
 民宿     其他(请具体) \_\_\_\_\_

11.旅途中每个人大概的平均花费?\_\_\_\_\_/人/旅行(单位:元)

B: 总体满意度和重游意愿

1.总的来说，你对你的旅行目的地有多满意?(请在最能表达你的观点的数字上打勾)

- 很不满意     1     2     3     4     5    很满意

2. 你回到这个目的地的可能性有多大?(请在最能表达你的观点的数字上打勾)

非常不可能  1       2       3       4       5      非常可能

3. 你有多大可能把你的目的地介绍给你的朋友、亲戚?(请在最能表达你的观点的数字上打勾)

非常不可能  1       2       3       4       5      非常可能

第三部分:福建泉州居民在新冠疫情前和新冠疫情疫情后选择国内旅游目的地的影响因素。请说明你在多大程度上同意这 42 个因素。(请只圈出与你的答案相对应的一个合适数字)

属性	新冠疫情前					新冠疫情后				
	非常不重要 → 非常重要					非常不重要 → 非常重要				
	1	2	3	4	5	1	2	3	4	5
1. 独特的旅游节日	1	2	3	4	5	1	2	3	4	5
2. 独特的娱乐目的地	1	2	3	4	5	1	2	3	4	5
3. 独特的建筑目的地	1	2	3	4	5	1	2	3	4	5
4. 独特的旅游产品	1	2	3	4	5	1	2	3	4	5
5. 世界遗产	1	2	3	4	5	1	2	3	4	5
活动和游客体验	1	2	3	4	5	1	2	3	4	5
6. 购物	1	2	3	4	5	1	2	3	4	5
7. 观光	1	2	3	4	5	1	2	3	4	5
8. 丰富的美食和文化	1	2	3	4	5	1	2	3	4	5
9. 冲浪	1	2	3	4	5	1	2	3	4	5
10. 宜人的气候	1	2	3	4	5	1	2	3	4	5
11. 多种类型的旅游	1	2	3	4	5	1	2	3	4	5
12. 积极支持游客(热线电话)	1	2	3	4	5	1	2	3	4	5

13. 各种各样的山	1	2	3	4	5	1	2	3	4	5
14. 雪况（滑雪商店，雪场服务）	1	2	3	4	5	1	2	3	4	5
15. 有很多旅游经验	1	2	3	4	5	1	2	3	4	5
<b>社交媒体和推广</b>	1	2	3	4	5	1	2	3	4	5
16. 在旅游网站上很容易找到目的地	1	2	3	4	5	1	2	3	4	5
17. 好的旅游口号、标志横幅推动旅游业	1	2	3	4	5	1	2	3	4	5
18. 社交媒体（微博、小红书、豆瓣等）	1	2	3	4	5	1	2	3	4	5
19. 旅游方面的信息很清楚	1	2	3	4	5	1	2	3	4	5
20. 广告与实际相符	1	2	3	4	5	1	2	3	4	5
21. 让游客在到达前对目的地	1	2	3	4	5	1	2	3	4	5
22. 提供使用的旅游信息的网站	1	2	3	4	5	1	2	3	4	5
23. 由日报和旅游协会投票	1	2	3	4	5	1	2	3	4	5
24. 旅游推广和促进计划	1	2	3	4	5	1	2	3	4	5
<b>基础设施和服务</b>	1	2	3	4	5	1	2	3	4	5
25. 旅游服务	1	2	3	4	5	1	2	3	4	5
26. 服务人员专业、友好、热情	1	2	3	4	5	1	2	3	4	5
27. 良好的现代化设施	1	2	3	4	5	1	2	3	4	5

28. 良好的基础 设施和公共服务	1	2	3	4	5	1	2	3	4	5
29. 免费改期服 务（机票酒店 等）	1	2	3	4	5	1	2	3	4	5
30. 旅行社的服务	1	2	3	4	5	1	2	3	4	5
31.目的地非接触 式服务	1	2	3	4	5	1	2	3	4	5
32.免费取消服务	1	2	3	4	5	1	2	3	4	5
33. 到入境目的地 所需要的文件	1	2	3	4	5	1	2	3	4	5
安全性和友好性	1	2	3	4	5	1	2	3	4	5
34.亲朋好友的推 荐	1	2	3	4	5	1	2	3	4	5
35.安全抵达目的 地	1	2	3	4	5	1	2	3	4	5
36.交通系统带来 令人激动人心的 感觉	1	2	3	4	5	1	2	3	4	5
37.友好、开 放、热情的当地 人	1	2	3	4	5	1	2	3	4	5
38. 目的地提供 酒精、凝胶和其 他免疫系统支持	1	2	3	4	5	1	2	3	4	5
39. 目的地出现 新的感染病例	1	2	3	4	5	1	2	3	4	5
40.没有语言障碍 因为所有员工都 能用中文交流	1	2	3	4	5	1	2	3	4	5
预算	1	2	3	4	5	1	2	3	4	5
41.金钱和预算的 价值	1	2	3	4	5	1	2	3	4	5
42. 疫情后目的 地特殊的折扣	1	2	3	4	5	1	2	3	4	5

## Appendix C

## Certification



## VITAE

**Name** Miss Shi Tan

**Student ID** 6230121007

### **Educational Attainment**

<b>Degree</b>	<b>Name of Institution</b>	<b>Year of Graduation</b>
Bachelor of Management	BISU	2012

### **Work – Position and Address (If Possible)**

Chinese Teacher

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### **List of Publication and Proceeding (If Possible)**

Shi, T. and Kullada, P. (2021) *Factors affecting the destination selection of domestic after COVID-19: A case study of Quanzhou city, Fujian Province in China*. Proceedings of ACN International conference Bangkok, Thailand, July 22<sup>nd</sup> – 23<sup>rd</sup> 2021.