Influence of personal factors on choosing outbound trip destinations- a study on Chinese Post-'80 tourists

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Abstract

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China as the largest tourists-generating country in Asia, its outbound tourism market has been developing at a remarkable rate. Chinese Post-'80 are becoming main consumer group in Chinese outbound tourism market and their new attitude towards the outbound tourism and the demand for in-depth tours are driving the brand new development of Chinese outbound tourism market. The object of this thesis is to find out how personal factors affect Chinese Post-'80 tourists in choosing outbound trip destinations.

In this thesis, the research background about the importance of tourism industry, Chinese outbound tourism market, Chinese Post-'80, and Nanjing, Jiangsu as one of the biggest outbound tourists-generating regions were introduced. And a detailed analysis on how do those factors: demographic characteristics, social classes, lifestyle, family life cycle and motivations affect Chinese Post-'80's tourism consumption and vacation decisions were performed by using the literature support.

The empirical part used online questionnaires to collect data from Chinese Post-'80 who resided in Nanjing. The key findings from the research show that Chinese Post-'80 tourists travel abroad for the purpose of self-actualization and relax/escape; European countries are the first choice of destination for more than half of the Chinese Post-'80 tourists. They have high consumption ability due to the high disposable income and their consumption in tourism presents their lifestyle and social classes into two distinctive features.

The bias of the study is mainly due to the limitations of the population studied. But the key findings do have some benefits for tourism industry in segmentation and promotion on this particular consumer group.

Keywords
Personal factors, tourism consumption, tourists' decision making, Chinese outbound tourism, Chinese Post-'80

Table of contents

1 Introduction

With the rapid development of Chinese economy, Chinese tourism industry is reaching one and another peaks in recent years. The continuing development of Chinese outbound tourism market is also affecting the global tourism trade or even global economy.

Data from UNWTO indicated that from year 2012, Chinese outbound tourism consumption is continuing ranking No.1 of the world, and average annual contribution to global tourism revenue of more than 13%. It was said in American business magazine "Forbes" that Chinese tourists of young generation had higher requirements for the quality of outbound trips. (CNTA, 2016)

There are several reasons which bring up the phenomenon of booming outbound tourism in China:

From political aspect, Chinese government strengthened friendly communication with different countries, as a result the visa policy was relaxed in many countries. So far, China and 127 countries have visa-free agreement regarding to different types of passports.

From economic aspect, the Gross Domestic Product (GDP) in China was worth RMB 676708 billion (about 91695 billion euro), the per capita disposable annual income of residents was 21966 yuan (about 3009 euro), the per capita disposable annual income of urban households in China was 31195 yuan (about 4273 euro). The Chinese tourists' consumption ability is constantly improving. The appreciation of RMB also attracted a large number of Chinese tourists shopping abroad.

From social and cultural aspects, as a main consumer group, the Chinese young generation are more open-minded and easier to accept foreign culture, and the increasing level of education and the focus on educational issues raise awareness of the importance of spiritual needs, and tourism is an important means of meeting people's spiritual needs.

From the scientific and technical aspects, online shopping has become a very common part of people's daily life. Online travel agencies are developing so fast in recent years, it is easier and faster to get information from internet. It can be said that the development of E-commerce for tourism is speeding the process of globalization of Chinese tourism industry.

Chinese Post-'80 have always been a controversial generation, for example their attitude to life, marriage and work had been criticized, and they were even used to be considered as the "Beat generation". But over time, they have gradually grown to be the backbone of Chinese society. There is no doubt that Chinese Post-'80 will become the successor of society, and will lead an era.

For Chinese Post-'80, tourism activities have become an indispensable part of their daily life. With more attention has been paid to this generation, as a main consumer group in Chinese outbound tourism market, it is meaningful to study their behaviour in tourism consumption.

1.1 Purpose of the study

Despite the strong momentum of Chinese outbound tourism, compared to Europe and the United States who have more mature overseas tourism market, Chinese outbound tourism is still in the development stage.

Chinese Post-'80 tourists as a group with high consumption ability and great potential have become a tourist source that the world's tourism destination countries are scrambling for. Their new attitude towards Chinese outbound tourism and a higher level of demand in the content will also lead to changes of Chinese outbound tourism market.

This thesis intends to study what kind of role the personal factors play in affecting Chinese Post-'80 tourists' choices of outbound trip destinations. Expecting the study can find out some specific characteristics of tourism consumption behaviours of this particular crowd and give some reference or recommendations to the tourism industry on market segmentation and product promotion.

1.2 Research objectives

In order to get the answer for the research problem: "How personal factors affect Chinese Post-'80 tourists in choosing outbound trip destinations?", a road map of how the research is conducted step by step will be described as follows:

First of all, an introduction about the importance of tourism industry, Chinese outbound tourism market, Chinese Post-'80, and Nanjing, Jiangsu, as one of the biggest tourists generating regions in China were given to the readers in order to get a general understanding about the research background.

The second step was giving the relevant concepts and detailed discussion supported by literature on the personal factors which the author considered as very important factors affecting Chinese Post-'80 tourists' tourism consumption and decision-making for the outbound trips.

The third step was using quantitative research method to examine all the personal factors mentioned in the literature review. Online questionnaire was chosen as the data collection method, and 17 unstructured / open-ended questions were designed. The online survey platform "Diaochapai (调查派)" which used for the study was a Chinese online survey tool.

The forth step was delivering those designed online questionnaires to Chinese Post-'80 who resided in Nanjing for the purpose of collecting data on the personal factors which affect the tourism consumption and decision-making. In the four-day survey (from 11 October 2016 to 14 October 2016), there were 171 questionnaires answered, but among them there were 7 invalid data since the respondents had no willing to travel abroad.

The fifth step was analyzing data collected from the questionnaires and demonstrating all the results in four parts: personal backgrounds, information related to travel behaviours, opinions about outbound destinations, and personal characteristics related to tourism consumption.

The last step was discussing key findings in details and giving proper recommendations to the tourism industry based on the findings. The limitation of the study as well as own learning and development were given in the end of this research process.

1.3 Structure of the report

This report contains seven chapters. In the beginning is introduction about China as the top one tourist-generating country in Asia, how it is important to the world tourism industry and indicate the reasons behind the rapid growth.

Research background which consists of general introduction on the importance of tourism industry, Chinese outbound tourism market, and Chinese Post-'80 as the main consumers in Chinese outbound tourism market, as well as reason why Nanjing has been chosen for the place to conduct the research survey are given in the second chapter by indicating the facts and statistics from reports or data which were released by authoritative travel organizations in recent years.

The theoretical framework is discussed in chapter 3. This chapter contains four sections including a brief introduction on tourist decision-making process, factors which have influence on decision-making, factors restrict or push Chinese tourists in choosing overseas destination and identify the personal factors affecting Chinese Post-'80 tourists' tourism consumption with details by the support of related literature.

Empirical research design is the content of chapter 4. This chapter describes why quantitative research method used and how the data was collected in this report. The results are demonstrated in chapter 5. A detailed discussion about the key findings are in the chapter 6. The last chapter gives some recommendations for the tourism industry and own learning and development are indicated.

2 Research background

This chapter aims in clarifying the background of all the important issues related to the study. The importance of Tourism industry, Chinese outbound tourism market, background of Chinese Post-'80, and Jiangsu province as one of the biggest outbound tourists-generating regions will be introduced in the following sections.

2.1 The importance of tourism industry

"Tourism industry refers to industry provide leisure facilities and services for the tourists". (Wikipedia, 2016) The provided services including six parts: transportation, tour, accommodation, catering, shopping, entertainment. Tourism activities can be conducted inside of the tourists' own countries or outside of their countries, and outbound tourism has "both incoming and outgoing implications on a country's balance of payments".(Wikipedia, 2016)

Tourism industry has been a very important sector in many countries' economy, and "affects the economy of both the source and host countries".(Wikipedia, 2016) In developed countries, domestic tourism is usually developed first, following with the gradually expanded international tourism, while in some developing countries, because international tourism can bring more foreign exchange to help their economic development, international tourism will be developed first. (Baike, 2016)

With the development of economy and society, tourism industry has increasingly highlighted its important position in the national economy. Tourism activities can meet people's demands for both material and spiritual needs. People get physical and spiritual relaxation and pleasure through tourism activities and has contribution to the development of society, economy and culture at the same time.

The development of tourism industry will be restricted by the level of economic development of the country, and will have directly or indirectly influence on the development of the relevant sectors of the national economy, such as promote the development of commerce, catering, accommodation, civil aviation, railway, highway, arts and crafts industry, and stimulate those sectors to improve and perfect the facilities, service content, and service quality. (Baike, 2016)

2.2 Understanding Chinese outbound tourism market

The traditional Chinese outbound tourists give very depress image of group traveling, tourists are leading with the guide who is holding a small flag, they like shopping and taking pictures every time they stop and they are traveling in rush.

However, in the last two years, the travel trend research released by many Chinese travel website indicate that the image of Chinese mainland outbound tourists is changing, the tourists are slowing down the rhythm, they begin to pursue leisure for relaxation, and are willing to spend more money in terms of accommodation and food.

2.2.1 Current situation

The data of Chinese National Tourism Bureau showed in 2014 there were more than one hundred million mainland Chinese tourists traveled outbound. It was predicted by World Tourism Organization predicted that in 2020, Chinese outbound tourists will reach 250 million (see Figure 1).
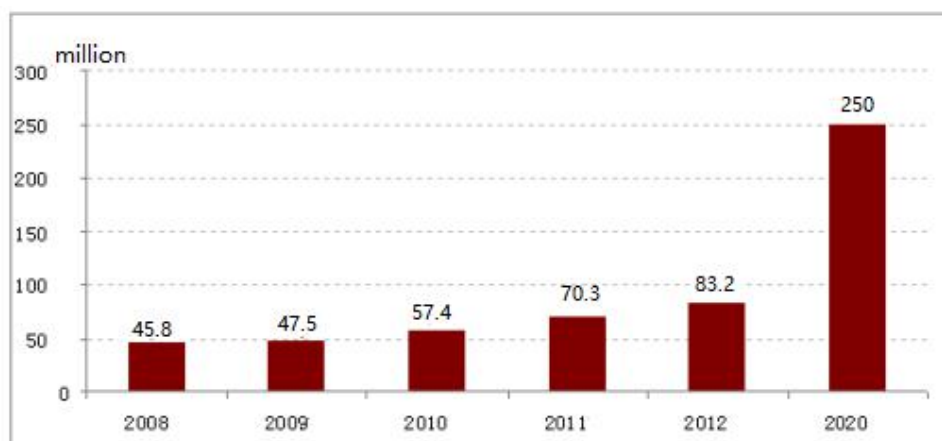
Figure 1 Number of Chinese outbound tourists and estimated number in 2020(Sun 22 March 2015)

Chinese outbound tourism market is still mainly in Asian countries. As it can be seen from table 1, January to May in 2015, South Korea ranked as No.1 destination. But the situation changed after MERS broke out on May 20th, which leading to the change of Japan moved to the first place. (TravelChinaGuide, 2015)

Table 1 Top 10 Outbound Destinations in the First Half of 2015 (travelchinaguide, 2015)

RANK	DESTINATION
1	South Korea

2	Taiwan
3	Japan
4	Hong Kong
5	Thailand
6	France
7	Italy
8	Switzerland
9	Macau
10	Germany

In the year 2015, Chinese outbound tourism had following features:

1. Japan was the first choice for short-term travel destination;

2. Thailand has quite a lot of tourism resources and tourism products are cost-effective, become Chinese tourists' favorite overseas destinations;

3. European and North America markets grew rapidly as well.

4. The main consumer groups were Post-'80 white collar.

5. Package tour was still the main way to travel outbound, and for those tourists who traveled abroad for the first time, it was easier to follow the group tour. (Xin, 2015)

6. With the increase of annul income, the consumption during overseas trips has grown rapidly as well. It was reported by Hotels.com that the average daily consumption of outbound tourists in 2015 were:

-normal tourists up to RMB 3,324 yuan (about 462 Euros)

-the top 10% of tourists up to RMB 13,800 yuan (about 1,917 Euros)

-the top 5% of tourists up to RMB 20,896 yuan (about 2902 Euros)(Hotels.com,2015,8)

2.2.2 Development with new features

Currently the Chinese outbound travel, both in its size and speed of development are growing rapidly. "Chinese tourists outbound travel demand will be further released because the travel environment continues to be optimized". (Wu & You, 2016)

According to Chinese International Travel Monitor 2015, the overall trend of Chinese outbound travelers is beginning to show the features of young, independent-minded, tech savvy and with sufficient funds etc. (Hotels.com, 2015, 7-8, 14)

7

There are following new features to be predicted in Chinese outbound tourism market in the future:

1. In the next 5 years, Chinese outbound tourism market will grow steady, tourists' consumption choices will be more rational and pay more attention to the life experience in the overseas destination.
2. Eastern Europe, South America, and Central Asia will be the new destinations of Chinese tourists' favor; destinations with visa-free or visa on arrival are more attractive.
3. Outbound tourism shows medium or high consumption characteristics.
4. Following the increase of semi-guided tours and semi-self-organized tours, the content of traditional package tours are updating all the time in order to fulfill the tourists' demand.
5. The awareness of taking outbound trips is increased among citizens from tier three or four cities.
6. Demand for long-term tours and multi-country tours is increased.
7. 4-8 small group customized tours are developing rapidly.
(Wu & You, 2016; Ivyou168, 2016)

2.3 Introduction of Chinese Post-'80

The Post-'80 (in Chinese: 八零后) was defined by Wikipedia (Wikipedia,2016) as "a colloquial term which refers to the generation, especially in urban cities, whose members were born between 1980 and 1989 in Mainland China after the introduction of the One-child policy". They are also known as a young generation born after "China 's reform and opening up", and because the influence of China's reform and opening up,Chinese Post-'80 have a distinctive imprint of the era.

The Chinese Post-'80 is a unique generation with a population of approximately 240 million and their consumption behaviour have some certain features compare to other generations. In order to get better understanding of this consumer group, it is wise to have a general understanding of the background of Chinese Post-'80 beforehand. The following questions will be answered in this part:
-How did time background and social environment crate their unique characteristics?
-What are the conditions and features of their tourism consumption?

2.3.1 The characteristics of Chinese Post-'80

In September 1980, the third meeting of the Fifth National People's Congress of China established the goal of controlling the Chinese population within 1.2 billion at the end of

20th century. After that the government published the "open letter" and its main content was promoting "one couple has only one child".

As a generation after "one child policy", they have specific life experience earned from the great changes and developments of the society. The Post-'80 have more material and spiritual life compare to the previous generations due to the transformation from planned economy to marketing economy. They were influenced by the new things and ideas. (Baike, 2016) And Post'-80 were well and enough educated. The Chinese Post'-80 began to enter universities to study mainly in the year 1999 to 2008, and the year 1999 was the beginning of a substantial expansion of admissions for National Universities. From 1,6 million students in year 1999 to 6.07 million students in year 2008.

Post-'80 get married and have children with the age growth. Their character is going through a delicate transition, they were used to be the focus of the whole family, but now they have the burdens of family responsibilities. Most of the Post-'80 are faced with the pressure of loan repayment because buying their own houses. And as a result of "one child policy", when they get married, they will under the economic pressure of taking care of both sides parents and raising their children.

2.3.2 Chinese Post'-80's tourism consumption - conditions and features

Time and money are key factors whether a person can achieve his / her travel plan or not:

1. leisure time: "Chinese National Day and Spring Festival consecutive vacation time by adjusting the weekend holiday from 3 to 7 days" (Wikipedia, 2016) - it means those public holidays are week long, known as "Golden Week" and those two holidays are peak seasons for travel and tourism. Other public holidays such as New Year's Day, Qingming, May Day etc. (show in table 2) are relatively short, usually for only one day long, however if it happens to be on Friday, the holiday length including weekend can be reached three days long.

Paid day off is another popular period for tourists to travel, "paid day off is divided according to the continuous working years of employees". (Wikipedia, 2016) In the case of Post'-80, there are two different lengths of paid day off according to this criterion: those who cumulatively work more than one year and less than 10 years can have 5days paid day off, and those who cumulatively work more than10 years but less than twenty years can have paid day off for 10 days. From Chinese holiday system it can be seen that for

Post-'80, holidays used for tourism activities are limited, it is easier for them to plan short or medium distance tours.

Table 2 Chinese public holiday calendar 2015-2017 (Yiwu market guide, 2016)

2015 / 2016 / 2017 Major Public Holiday Calendar					
Name	Date	Legal Holidays	2015	2016	2017
New Year's Day	Jan. 1	1 day	Jan. 1 - 3 off	Jan. 1 - 3 off	Dec. 31, 2016 - Jan. 2, 2017 off
Chinese New Year	subject to lunation	3 days	Feb. 19 (Feb. 18 - 24 off)	Feb. 8 (Feb. 7 - 13 off)	Jan. 28 (Jan. 27 - Feb. 2 off)
Qingming	Apr. 4 or 5	1 day	Apr. 5 (Apr. 4 - 6 off)	Apr. 4 (Apr. 2 - 4 off)	Apr. 4 (Apr. 2 - 4 off)
May Day	May 1	1 day	May 1 - 3 off	Apr. 30 - May 2 off	Apr. 29 - May 1 off
Dragon Boat	5th of 5th lunar month	1 day	Jun. 20 (Jun. 20 - 22 off)	Jun. 9 (Jun. 9 - 11 off)	May 30 (May 28 - 30 off)
Mid-Autumn Day	Aug. 15 of lunar calendar	1 day	Sep. 27 (Sep. 26 - 27 off)	Sep. 15 (Sep. 15 - 17 off)	Oct. 4 (within the National Day holiday)
National Day	Oct. 1	3 days (Oct. 1 - 3)	Oct. 1 - 7	Oct. 1 - 7	Oct. 1 - 7 (be prolonged to Oct. 8)

2. Disposable income: The disposable income is the most basic condition for people to travel. The first batch of Chinese Post'-80 graduated in 2003, and until now is already 13 years, they usually in the rise period of their career and have middle level of salary, therefore people from age of 30 to 36 may have more financial ability to support their travel plan compare to those aged from 27 to 29.

Their tourism consumption features are deeply related to their characteristics:
1. The main motivations to travel: As introduced in section 2.3.1, Chinese Post'-80 are under many pressures, choosing tourism products which can help them to relax may be the main motivation to travel. For family with kids, to expand knowledge might be the motive factor to push them travel.

2. Information channel: Chinese Post'-80 was the first batch to accept modern network education. Their knowledge about network using and the dependence on the network is also much higher than the previous age groups. Before the trip start or even during the trip, they prefer using mobile Internet in order to get more convenient access to obtain high-quality travel reviews, travel guide and travel notes for their reference in decision making and information inquire during the trip.

2.4 Nanjing, Jiangsu, as one of the biggest outbound tourists-generating regions in China

This research data was collected from Post-'80 who reside in Nanjing, the capital city of Jiangsu province. The reason why this city has been chosen for conducting the research is in recent years, outbound travel has been rapidly developed in Jiangsu province and outbound tourism consumption has become a new consumer boom among the residents in Jiangsu.(xdkb.net, 2016)

Jiangsu is located in the eastern coast of mainland China, it has prosperous economy and culture, dense population, and developed education (Wikipedia, 2016). Jiangsu ranks fourth in the per capita disposable income of urban residents among Chinese provinces in mainland. And according to the table 3, Nanjing's per capita disposable income of urban residents is RMB 46104 yuan (about 6315.6 euros), which ranks at 7th of the top ten cities.

Table 3 Top ten cities with high per capital disposable income of urban residents in year 2015 (Fang.com, 2016)

City	Per Capita Disposable Income
Shanghai	52962
Beijing	52859
Suzhou	50400
Hangzhou	48316
Ningbo	47852
Guangzhou	46735
Nanjing	46104
Wuxi	45129
Shenzhen	44633
Wenzhou	44026

According to the report about "National Day Golden Week tourism consumption trends of domestic residents in year 2016", in the "Golden Week", the per capita spending in outbound travel was RBM 6374.8 yuan (about 873.3 euros), among residents in Nanjing, this figure was RMB 6662.4 yuan (about 912.9 euros). And Nanjing is one of the top ten outbound tourists-generating regions. (xdkb.net, 2016)

Another factor worth mentioning is visa application, the most important part for traveling abroad. The general travel visa process is as follows:

1. The applicant determines the travel destination and plan.

2. Check the website of the foreign embassies and consulates in China to find out the specific visa requirements of the destination country.

3. Fill in the visa application form and prepare all the documents which are needed for the visa application.

4. Make an appointment to submit visa applications.

5. To submit a visa application form, materials, pay for the visa fee and if needed a interview is taken in the foreign embassy and consulate in China.

6. Waiting for the verification of visa application.

7. To fetch the granted visa.

(Chinese Consular Service Network, 2016)

The process of visa application is quite time-consuming, and there are only several cities with embassies and consulates able to deal with the visa applications such as HongKong, Shanghai, Guangzhou, Chongqing, Chengdu, Shenyang, and Wuhan (Wikipedia,2016), therefore, some tourists give up traveling abroad due to the long distance to the visa application centers. The new visa application center of the European Union opened this year in Nanjing, dealing with the visa application to fourteen European countries: Austria, Belgium, Croatia, Denmark, Finland, Greece, Italy, Portugal, Spain, Sweden, France, Germany, Switzerland and Holland. (Li, 2016) It means residents in Nanjing can apply for visa in this new center instead of going to Shanghai, and it will greatly enhance the enthusiasm of outbound traveling among Nanjing citizens especially in those fourteen countries .

3 Literature review

Whether a person can become a tourist and achieve tourism activities, often depends on many factors, which can be from his / her own factors or from external objective environment factors. In this chapter the emphasis is how personal factors play an important role in affecting people's tourism consumption and decision-making for vacation.

3.1 Tourist decision-making process

"Decision-making is regarded as the cognitive process resulting in the selection of a belief or a course of action among several alternative possibilities",(Wikipedia, 2016) and during this process, decision-makers use their own values and preferences to identify and select alternatives. (Wikipedia, 2016) According to Engel, Kollat and Blackwell model of consumer decision-making (see figure 2), there are 4 stages in this decision-making model:

Stage 1: Motivation and recognition of need. This is the beginning of the decision-making process, starting with the identification of the key determinants of variety of need. The determinants can be individual, social or cultural factors. (Alistair, 2002, 48)

Stage 2: Information search. In this stage, the decision maker searches for the information of possible products by using different information and marketing sources such as media, friends, internet, advertising and so on. (Alistair, 2002, 48)

Stage 3: Alternative evaluation. In this stage, all the possible alternatives have been considered and evaluated by the decision maker with a certain criteria which is generated from the decision maker's own attitudes, beliefs and intentions. (Alistair, 2002, 49)

Stage 4:Consumption and outcome.The decision maker has finally selected a product and give feedback to this product. The feedback can be positive or negative due to the satisfaction or dissatisfaction with the choice which has been made before. (Alistair, 2002, 49)

Figure 2 Basic Engel, Kollat and Blackwell model of consumer decision-making (Lashley, 2006)

It is a even more complex process when a person makes decision on what kind of tourism product to purchase for his/her vacation plan, especially when he/she chooses destinations abroad. There might be many questions to think about, for example:

-Which destination is going to visit?
-How many days will the vacation last?
-In which time the vacation will start?
-What kind of transportation is using?
-What kind of accommodation is needed?
-What kind of travel mode is going to choose (tour package, self-organized tour, semi-guided tour etc.)?
-Which tour operator is going to choose if tour package needed? (Swarbrooke & Horner, 2007, 74)

And it comes more decisions to be made after the vacation starts. When the tourists arrive in the destination, the new decision-making process starts again for deciding such as the entertainment which can be arranged during the free time, and the local cuisine which is going to be tasted and so on.

3.2 Factors affecting the vacation decision

The vacation decision can be affected by many factors according to the figure 3, there are two parts of influence to the tourists: internal and external. The first part is the decision maker's internal factors such as personality, motivations, reference groups, disposable income, family life cycle, lifestyle, attitudes, past experience etc.; the another part is external factors for example, the information channels, social media, word-of-mouth recommendations of friends and family members, visa application process, political situation, weather in the destination, and special promotion or advertisement from tourism organizations. There are far more factors have influence on the vacation decision than the factors showed in the figure 3.
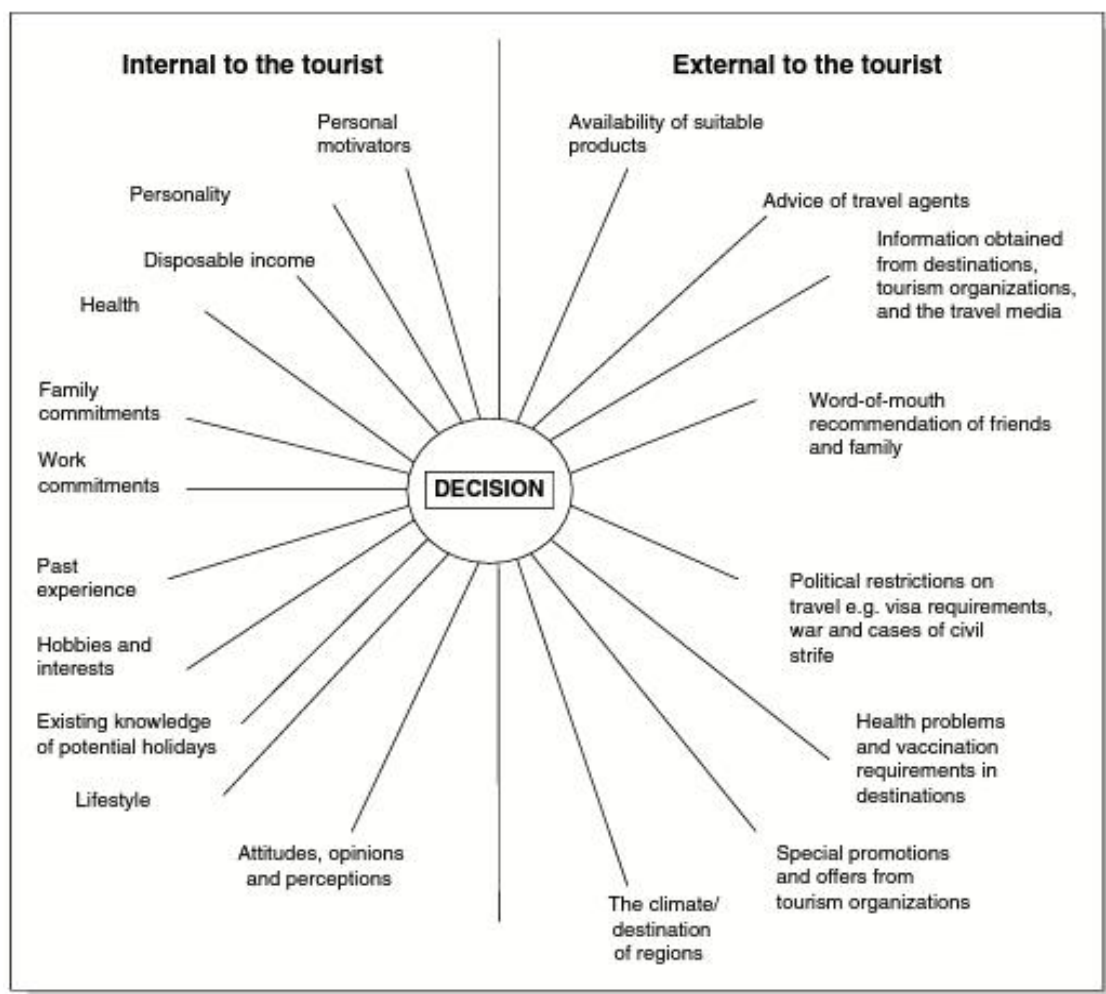

Figure 3 Factors influencing the vacation decision (Swarbrooke & Horner, 2007, 75)

3.3 Main restrict or push factors in choosing overseas destinations

According to CNN (2013) Global Tourism survey on travel perceptions and trends, the result based on the calculation of global respondents from more than 70 countries

indicated that" for more than two-thirds of global respondents, safety and security is of greatest concern when choosing an international travel destination. Cost ranks second, reflecting the continuing impact of the economic crisis on consumers". (see figure 3)

Figure 3 Holiday destination Decision Making factors (CNN Travel, 2013)

This result is also applicable to Chinese tourists. Beside those two factors, Chinese tourists consider political situation as a very important factor that obstruct their choice for certain countries. In addition, historical sites, local cuisine, local cultural celebrations, cleanliness, visa application process, and weather are focus of attention as well when Chinese tourists considering of which overseas destinations is to select. (Hotels.com, 2014, 25)

The main push factors driving Chinese outbound tourism market continues to grow are:

-Rapidly growth of Residents' income driven tourism demand and consumption upgrade;
-As a result of the appreciation of RMB, Chinese tourists' purchase ability enhance;
-The relaxation of visa policy helps attracting more Chinese tourists to travel abroad. (Sun 22 March 2015)

3.4 Personal factors and their influence on tourism consumption and decision-making

In this section the author wants to put her emphasis on personal factors which she considers as very important factors influencing Chinese tourists' decision making on choosing outbound trips. Personal factors including age, gender, education, economic situation etc. Those personal factor are frequently used in the demographic segmentation. In addition to this, factors such as social roles and classes, lifestyle, family life cycle and

motivations which are contributed a lot in affecting Chinese tourists' tourism consumption and decision-making are discussed in details as well.

3.4.1 Age

Age is a factor that have directly influence on people's tourism demand from physiological aspect. "It is frequently a substitute or proxy variable for physical fitness, activity levels, interests and previous travel experiences". (Pearce, 2005, 28)

Usually young people prefer tourism products which are fashionable or adventurous, and they have more physical power to do tourism activities while aged tourists like slow-paced and comfortable tourism products. (Liu, Chen & Xu, 2005,43) Age also affect tourists' other personal factors such as family life cycle, occupation, disposable income, social roles and social classes.

Chinese Post-'80, their age is between 27 to 36, which can be considered as young aged consumer group. Their tourism activities can be more physical exertion and when they consider about taking outbound trips, comparing to the elder generation, the more modish tourism products or some new destinations can be their choice.

3.4.2 Gender

The influence of gender difference on tourists' behaviour mostly generate from the gender role of traditional culture conferred, different gender has different status in social and family structure. (Liu, Chen & Xu, 2005, 44) Male compare to female have more time spend in social activities while female have more participation in family affairs. This phenomenon leads to the differences in tourism motivation and content. For example, men have more involvement in business tourism and women may have more conscious about shopping conditions in tourism destinations.

Another influence gender brings to tourists is the difference in physical ability which is caused by physiological differences. This means when female tourists participate in tourism activities, compared to male tourists, prefer items with less physical exertion.

However, the impact of gender differences on Chinese Post-'80 has been getting smaller and smaller due to the improvement of social status of the female. The increased number of Chinese Post-'80 females with higher education background, good career and more

involvement in social activities have led to less differences in tourism consumption between man and women.

3.4.3 Family life cycle

Family is a formation of a common living unit which is based on the relations of marriage, blood, adoption, cohabitation or other relationships. (Wikipedia,2016) People form their own values, habits, personalities and so on by the influence of family. The member in the same family may have similar behaviour.

The family life cycle refers to a movement of a family's birth, development and death. There are obvious stages displayed during the family organizer's age growing. (mbalib, 2016) Family life cycle has certain impacts on the tourism consumption. The following part will discuss six different stages of normal families and their features of tourism consumption in each stage.

Stage 1: Unmarried
This stage refers to the period when people start to work and until they get married. People in this stage don't have family burden, they are interested in traveling and have more time and opportunities to do so. However, their disposable income is not so much due to the young working age. (Baike, 2016; Zhao & Ye, 2006, 134)

Stage 2: Young couples without children
This stage is family's main consumption period. People in this stage have stable income and certain ability of consumption. They prefer more characteristic tourism products. (Baike, 2016; Zhao & Ye, 2006, 134) There should be noticed that it is more popular for young couple to have "honey moon trip", and they usually travel during the vacation and they are potential tourists especially for outbound trips.

Stage 3: Couples with preschool-age children

In this stage, age of the children is a 'key determinate factor' in deciding features of family's tourism consumption. The families with young children aged before 2 years old may not have time to travel. As the children are growing up, it is easier for them to travel with their parents. But the increasing expenses on family daily expenses and preschool education expenses should be considered carefully as well. As a result, people in this stage are more practical and price conscious when they consider purchasing tourism products. (Baike, 2016; Zhao & Ye, 2006, 134)

Stage 4: Children's educational period

Families in this stage usually have children aged before 20 years old. Education expenses and daily expenses are increasing. (Baike, 2016; Zhao & Ye, 2006, 134) According to the family income there can be two trends in this stage. Families with general income level may not travel so frequently. While families with high income may consider travel as a good way to broaden outlook and increase knowledge for their children. In their point of view traveling abroad is a good means to achieve this purpose as well.

Stage 5: Family maturity period

Along with the children's independent, start to work and get married, parents are going to retire and usually not living with children any more. The financial condition, life and work experiences all reach a peak state. Their economic pressure is reducing, as a result the ability of tourism consumption is increasing. (Baike, 2016; Zhao & Ye, 2006, 134)

Stage 6: Aged period

The final stage is referring to the period after retirement. In this stage, tourism consumption is less than other stages, the attitude towards consumption is conservative. If the families have enough assets and disposable deposit, and the members are healthy, the aged tourists usually travel with their spouses or friends and high-quality and cozy tourism products are more favored. (Baike, 2016; Zhao & Ye, 2006, 134)

The family life cycle has impact on decision making as well according to the different stages and structures of families. There are five different types of family decision maker when making a decision for a travel plan: "husband dominated decisions, wife dominated decisions, joint decision making, child dominated decision making and unilateral decision making". (Kumar, 2009) The authoritative center may affect by the education level, occupation of the family member and so on. (Zhao & Ye, 2006, 134) Chinese Post-'80's family life cycle can be in the stage between 1 to 4, and their tourism consumption and vacation decisions are affected by the disposable income and family structure.

3.4.4 Education level

A person's aesthetic senses can be reflected in his/her tourism consumption, and therefore the education level of tourists will directly affect the level, type and content of

tourism demand. Usually tourists with high education level may have high grade of tourism consumption, they are not satisfied with the dull and boring life, but desire for high living quality.

Especially those Chinese Post-'80 tourists who choose outbound trips may have high education level, they have more advanced demand, it can be knowledge, art, culture, technology or history as an attractive factor for traveling. And of course the language skill is one of the most constraint condition in choosing outbound trips. Chinese Post-'80 tourists with high education level are easier in communicating with local residents and have higher ability in culture perception.

3.4.5 Occupation

Occupation is related to people's income level and leisure time. The income level can affect ability to purchase, categories of tourism products, how and how much to buy. It also have influence on when people are going to travel and how many days the trip will last. (Liu & al., 2005, 44)

The different occupation leads to differences in leisure time, and leisure time is an another restrictive factor in purchasing tourism products, for example there can be more leisure time for teachers since they have winter and summer holiday longer than people with other occupation.

People choose different tourism products according to the nature of their works and work related life experience. For example, people who have more complicated work content or frequently interpersonal communication may choose tourism products which help them to relax or escape from everyday life. (Liu & al., 2005, 44)

Chinese Post-'80, as the their tourism consumption's conditions and features have been introduced in the research background, chapter 2, section 2.3.3, their disposable income and spare time can be generally affected by their age (cumulatively working time) and type of occupation, and occupation has directly impact on their social roles and classes as well.

3.4.6 Disposable Income

Disposable income is "the amount of money households has available for spending and saving after income taxes have been accounted for". (Investopedia, 2016) It is a key factor

which decide the consumers' ability in purchasing tourism products, and a restrict or push factor in affecting people's decision on their vacation plan as well.

"Engel's law is an observation in economics stating that as income rises, the proportion of income spent on food falls, even if actual expenditure on food rises". (Wikipedia,2016) According to this law, the smaller of "Engel coefficient", the standard of living is higher, and the family has more money to spend on leisure, entertainment and luxury goods.

Disposable income as one factor affecting Chinese Post-'80 tourists' tourism consumption's conditions has been introduced in chapter 2, section 2.3.3 in details. It is a key factor affects the process of vacation decision-making, and for Chinese Post-'80, the higher disposable income they have, the possibility to choose outbound trips is higher .

3.4.7 Social roles and social classes

"A role is a formal sociological term for the position that a person occupies in society". (Pearce,2005, 21) Everyone has more than one role during his/her whole life. A person's buying behaviour is generally in accordance with his / her status and role, and most tourism products have strong symbolism in representing someone's status. For example, people with high status usually choose luxury tourism products and hotels.

Social class was defined by Grant, J. Andrew (2001,161) as "a set of concepts in the social sciences and political theorycentered on models of social stratification in which people are grouped into a set of hierarchical social categories".

Social classes have impacts on tourism consumption can be showed form the flowing two aspects:

1.The same social class has similar tourism consumption
People in the same social class has almost the same values, consumer attitudes, motivation and demands, thus there are also similarities in tourism consumption. In China, there are four different classes- the lower class, middle class, upper middle class, and upper class:

a.The lower class - usually use most part of the income for basic living costs, their consumer motivation is low-cost and practical products. As a result, the financial ability only allows them to choose some cheap or free activities for leisure.

b.The middle class - has very cautious consumer awareness, they extend the costs to other areas when they ensure adequate living expenses.

c.The upper middle class - they are becoming the main consumer in tourism industry, those people are usually quite successful in their career, they value new experience and begin to form personalized consumption.

d.The upper class - have high living condition and high level consumption is a normal life, they don't have feeling of satisfaction or impulse from consumption anymore. Therefore, their tourism consumption is extravagant and they like to show off. (Li.X & Li.Q, 2011, 128-129)

2.Different social classes have significant differences in tourism consumption.

"People in different social classes have different values and behaviour criterion, and it leads to different consumer behaviour and tendency". (Li.X& Li.Q, 2011, 129) The main differences are:

a. Different social classes have different consumer attitudes
The motivation of maintaining physiological needs or development, seeking for practicality, low-cost or innovation, beauty, fame, focusing on immediate motivation or long-term motivation etc. all belong to tourism consumer from different social classes.

b. Different social classes have different consumer content
The proportion of maintaining material, developing material and enjoying material is different in consumption structure of different social class. For example, the rate of traveling by plane is definitely lower for the lower social class compare to upper social class.

c. Consumers in lower social class used to the type of interpersonal communication by word of mouth or obtain information from mass media, therefore, the workers in tourism industry are aware of publishing advertisements to ordinary people should be on the mass media like morning paper or evening paper. While the upper class consumers tend to obtain information from the professional, high-quality publications. Thus, professional, high quality magazine on the plane or aviation magazines often published issue about high-grade, luxury tourism product promotions to attract upper social class tourists.
(Li.X & Li.Q, 2011, 129)

3.4.8 lifestyle

The concept of lifestyle is defined as "patterns in which people live and spend their time and money reflecting people's activities, interests, and opinions (AIO)" (Blackwell, Miniard, & Engel, 2001, 219) Lifestyle can reflect one person's personality and it is related to all kinds of human behaviour. People behave differently when they make decision on traveling according to their lifestyle. (Li.X & Li.Q, 2011,104)

According to the different level of openness of tourists' lifestyle, they can be divided into three types: open type, isolated type, semi-open and semi-isolated type.

People with open type are open minded, confident, fashionable, love to follow the trend, like interpersonal communication, and with the spirit of adventure. Isolated type is exactly the opposite of open type, people with this type are quite traditional, and they value their family as the most important. They usually travel with only family members. They don't like to take a risk, and prefer going to the places which are peaceful, having beautiful scenery. People with semi-open and semi-isolated type are having both features of the two types. They have always been seeking for the combination of dynamic and stillness or trying to find a balance between the two. (Li.X & Li.Q, 2011,105-106)

Gallup and American Express divided tourists to five basic types according to tourists' lifestyle and their reactions to its tourism products:

Type 1. Adventurers, who are independent and confident and like to try new activities.
Type 2. Worriers, who worry about the stress of travel and their safety and security while on holiday.
Type 3. Dreamers, who are fascinated by the idea of travel and they read and talk a lot about their travel experiences and different destinations.
Type 4. Economizers, who simply see travel as a routine opportunity for relaxation rather than as a special part of their life, and as such they want to enjoy holidays at the lowest possible price.
Type 5. Indulgers, who want to be pampered when they are on holiday.
(Ranjan, 2014)

Chinese Post-'80 according to their characteristics introduced in the previous chapter, they are growing up under a special time background and have specific attitudes, values, personalities, all these have influences on their lifestyle, and have further impacts on their decision-making for the vacation plans, such as the contents of the tourism products they

choose, the information channels they use for collecting information about potential tourism products, the preference in destinations and so on.

3.4.9 Tourist motivations

Human behavior is governed by motivation, and motivation is the impetus for people to carry out an activity. Motivations are expression forms of human needs. Human needs are multifaceted and vary according to different people, different times. (Li & Cao, 2006, 61) According to Maslow's (1970, 35-46) theory, there were five basic human needs (figure 4):

1. The physiological needs: the most basic needs of human beings and the precondition of all needs.
2. The safety needs: human beings need for avoiding physical and psychological harm.
3. The belongingness and love needs: after the first two needs are gratified, needs for love, affection and relationship with someone else will emerge.
4. The esteem needs: people in the society need high evaluation of themselves, for self-respect and for the respect of others.
5. The need for self-actualization: this need can be explained as "What a man can be, he must be. He must be true to his own nature." (Maslow,1970,46)
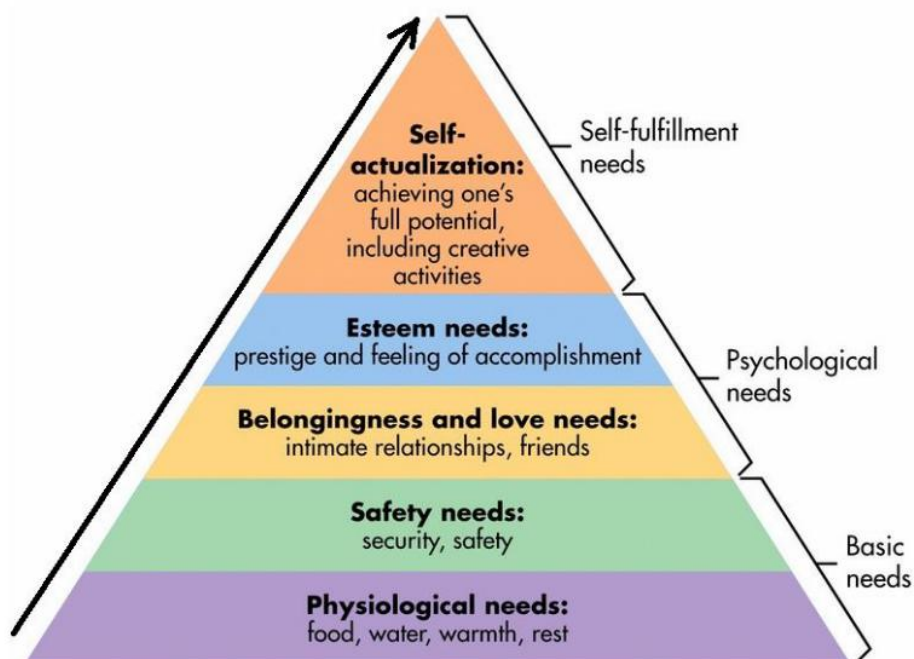

Figure 4 Maslow's Hierarchy of Needs (StudiousGuy, 2016)

After people's material needs to be fulfilled, the spiritual needs emerge. Travel is a way for people to contact with new people, places, things and to achieve spiritual and cultural enjoyment which are high-level needs. Thus, it can be considered that the motive of

tourism is closely related to the upper three layers of Maslow's hierarchy of needs. (Li & Cao, 2006,61)

In modern society, people's travel needs are related to their everyday life as well, so many of the needs generate from daily life become travel motivations (Li & Li, 2011, 67), such as purchasing luxury goods. Therefore, motivations for tourism activities are of various kinds, many scholars have classified tourism motives according to different criterion. Although there is no universally accepted criteria for the classification of tourists motivations due to the complexity and diversity of the motivations. There are mainly 6 types of tourists' motivations: Cultural, physical, emotional, status, personal and personal development (see figure 5). According to the characteristics of Chinese Post-'80, the main motivations for travel are: For leisure, in order to release the pressures come from career and family; to experience the cultural differences; and demand for personal development.
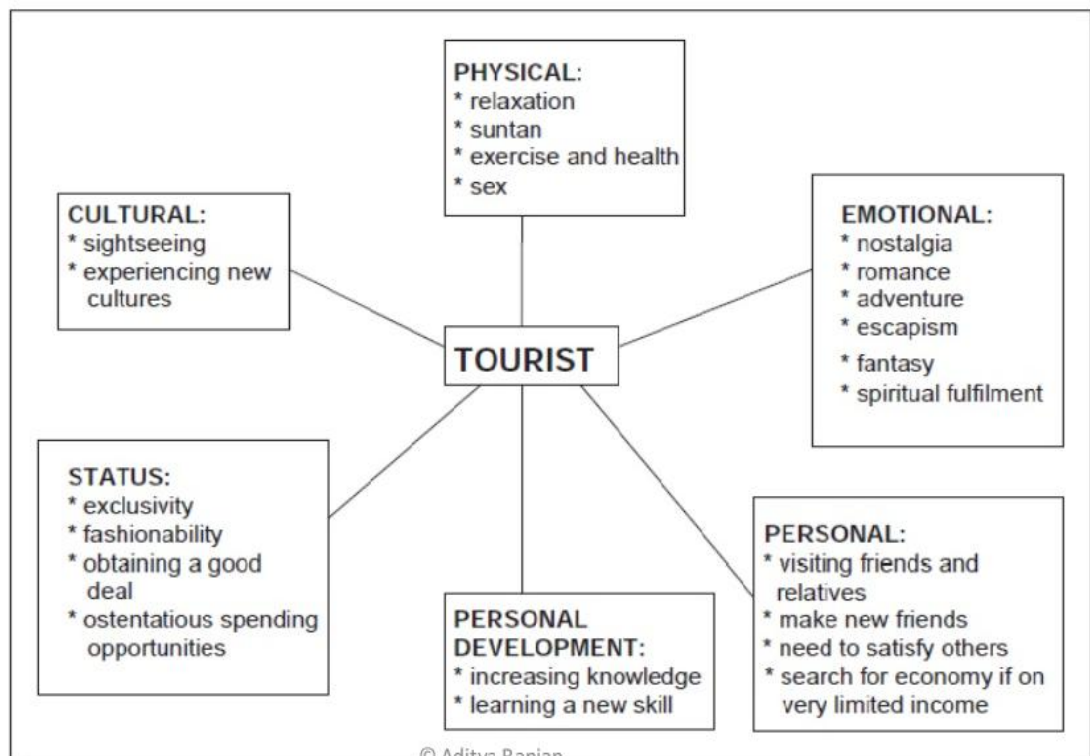
Figure 5 A typology of motivators in tourism (Ranjan, 2014)

4 Empirical research

The literature review provides a detailed explanation of the key components of this study, and is followed by an empirical research in this chapter. The research method which is used in this study, method of data collection, and the evaluation of reliability and validity of the research process are introduced in this chapter.

4.1 Research method

"Quantitative research aims to determine how one thing (a variable) affects another in a population by quantifying the relationships between variables (the things you measure)". (Altinay, Pataskevas & Jang, 2016, 93) This method is applicable to the discovery of the general laws of human behavior, and have a universal interpretation for things in a variety of environment.

In this research, a certain group of people is studied in order to find out how their personal factors affect their tourism consumption and decision-making for taking outbound trips. Therefore, a certain population is needed to be investigated for the purpose of obtaining the relevant data, and measurement, statistics and analysis are based on the collected data.

According to the explanation of quantitative research, the variable in the research is personal factors, and things which are measured in this research are Chinese Post-'80 tourists. And unstructured / open-ended questions are designed for the questionnaires to examine all the factors.

4.2 The Data collection

According to the explanation of Altinay & al. (2016, 156): questionnaires can collect information from a large population very effective and systematically when we know what questions to ask and with the standard questions respondents can easily understand and answer. This method can be used in collecting data about opinions, behaviours, attitudes and attributes. Therefore, questionnaire is considered to be a proper data collection method for the research purpose.

There are 17 unstructured / open-ended questions designed for the questionnaires, including eleven closed questions which is category-type questions and only one choice can be selected, three list-type questions, where the respondents can select any of the

answers, two open response-option questions which are using numeric rating scale, and one open question. The questions divided into four parts: personal information, information related to travel behaviours, opinions about outbound destinations, and personal characteristics related to tourism consumption.

4.2.1 Questionnaire design and piloting

The purpose of questionnaire piloting is "to identify any potential deficiencies, omission, errors and so on in the questionnaire and eliminate them before it is used to collect actual data". (Brotherton, 2015, 186)

Initially, there were 16 questions designed, and three persons from the author's social network helping her with the questionnaire piloting. The result sent back to her quickly and their feedback about the questionnaires were: the questions from 1 to 14 were easy to understand and fill in, and those 14 questions were not so much time-consuming, but the last two questions needed some explanations.

After the feedback come back, the last two questions which intended to collect data of personal characteristics related to tourism consumption were modified and added some examples of answers which could help in explaining what kind of answers the author was looking for. The questionnaires were sent back to those three person again, and one of them suggested the author to change the last two open-questions into multiple-choices questions. The author took his advice and modified the last two questions to the form of multiple choices and with an additional option to fill in in case there were more comments by the respondents.

4.2.2 Online survey

The online questionnaires were designed on a web-based surveying platform which was a Chinese online survey tool -" Diaochapai (调查派)", where the investigators could build their own questionnaires, distribute the designed questionnaires by using different data collection channels, collect and analyze the collected data as well.

The author distributed online questionnaires by sending the website link via social media or social network to respondents who met the requirements of born between year 1980-1989 and resided in Nanjing. Using the social media or network can ensure the respondents have different personal backgrounds and to expand the scope of the

respondents. There were 171 questionnaires received between the date 11 October 2016 to 14 October 2016, and average response time was about 7 minutes.

The questionnaires are consisted of 17 unstructured / open-ended questions. In the beginning there is one question: "Are you willing to take an outbound trip?" asked in order to screen out respondents who have no willingness of taking outbound trips. The respondents' gender, age, marital and family status, education level, occupation, disposable income is in the personal background part. Following with the part of travel behaviours, which includes 5 questions:

1. How many times do you travel per year?
2. What time do you choose for travel?
3. Do you have any international travel experiences?
4. How do you obtain information about overseas destinations?
5. Please write down overseas tourism destination where you most desire to go。

The opinions about outbound destinations, and personal characteristics related to tourism consumption are checked with five questions in order to find out the respondents' motivations, restrict or push factors in their destination choice, lifestyle and social classes:

1. How much attention you will pay to following factors, grade from 1 to 5?
2. Your motivation for outbound traveling, grade from 1 to 5.
3. Please select your personality traits.
4. Please select your characteristics of travel behaviours.
5. Please select your attitude towards tourism consumption.

4.3 Reliability and validity of the research

It is very important to evaluate the reliability and validity of the research process in order to get a high quality outcome from the research process. (Altinay & al., 2016, 166) Reliability in a quantitative research can be defined as following:

> The extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable.
> (Golafshani,2003, 598)

"Validity can be defined as the extent to which the data collection method accurately measures what it is intended to measure, and the extent to which the research findings are really about what they profess to be about." (Altinay & al., 2016, 167)

All the questions in the questionnaires are designed and checked according to the factors discussed in the literature review part, and Chinese language is used in the questionnaires to avoid language misunderstandings.

In the research process, the questionnaires were tested twice before the real data collection process started in order to make sure all the questions were easy to understand and clear enough. Answers from respondents for the same questions were consistent. Two of the open-questions were changed into form of multiple-choice questions in order to reduce the invalid answers, such as no answers or wrong answers filled in. When using the internet questionnaires, a limitation of IP address was set, the same IP address couldn't submit questionnaire twice, and a random check code was required for the person who submitted the questionnaire since the use of check code could effectively control the program brush votes.

All the data was collected from Chinese Post-'80 resided in Nanjing, which was one of the biggest outbound tourists-generating cities in China and had a certain representation for the research object. In spite of the limited amount of data collected, and the population has been surveyed is only a small part compared to the population of Chinese Post-'80 from entire China, according to the above judgment, the outcome of this research process is considered reliable and valid.

5 Results

This chapter demonstrates the results obtained from questionnaires and interviews. With the aim of identifying the roles which personal factors play in affecting the Chinese Post-'80 tourists' selections of outbound trips destination. According to the types of data collected, results are consisted of facts from participants' personal backgrounds, information related to travel behaviours, opinions about outbound destinations, and personal characteristics related to tourism consumption. 171 questionnaires were returned back and among them there were 7 invalid data since the respondents had no willing to travel abroad.

5.1 Personal backgrounds

The respondents' personal information: age, gender, marital and family status, education level, occupation, disposable income is collected from 164 respondents in this part. Question 2 to 4 collected information about respondents' gender, age, marital and family status. There were 100 female respondents while male respondents were 64. People whose age were between 30 to 36 occupied 74.39%. The following figure 6 showed that only 11.89% respondents were unmarried, married, married with one preschool-age child, married with one school-age child respectively were 26.35%, 27.54% and 29.34%. There were 5 respondents specified that they had two preschool-age children and 2 respondents indicated their relation as cohabitation.
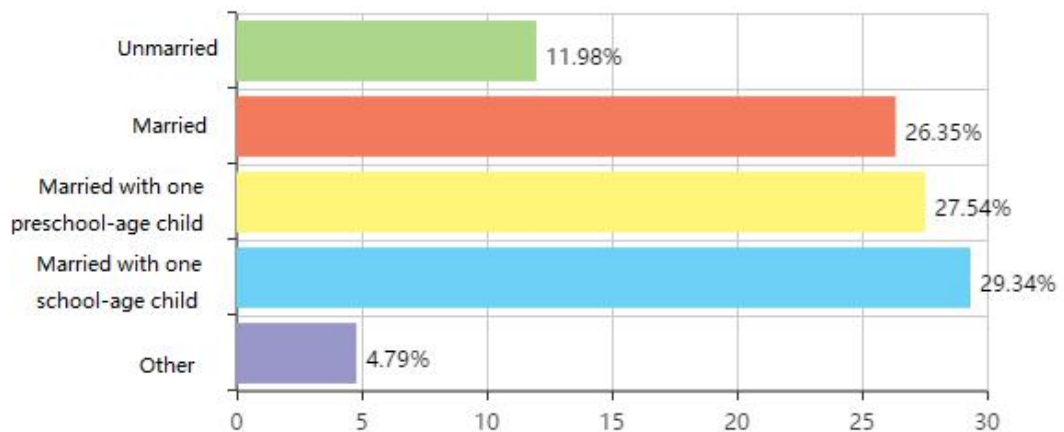
Figure 6 Marital and family status

The next findings about respondents' education level, occupation indicated that there were 66.46% respondents having bachelor's degree, 12.8% respondents had higher education with master's degree, while rest of the respondents were graduated from high school or higher vocational school. Occupations of the respondents were showed in figure

7, professional and technical personnel, office worker, civil servant, middle management and executive administrator occupied 81.1% of the respondents.
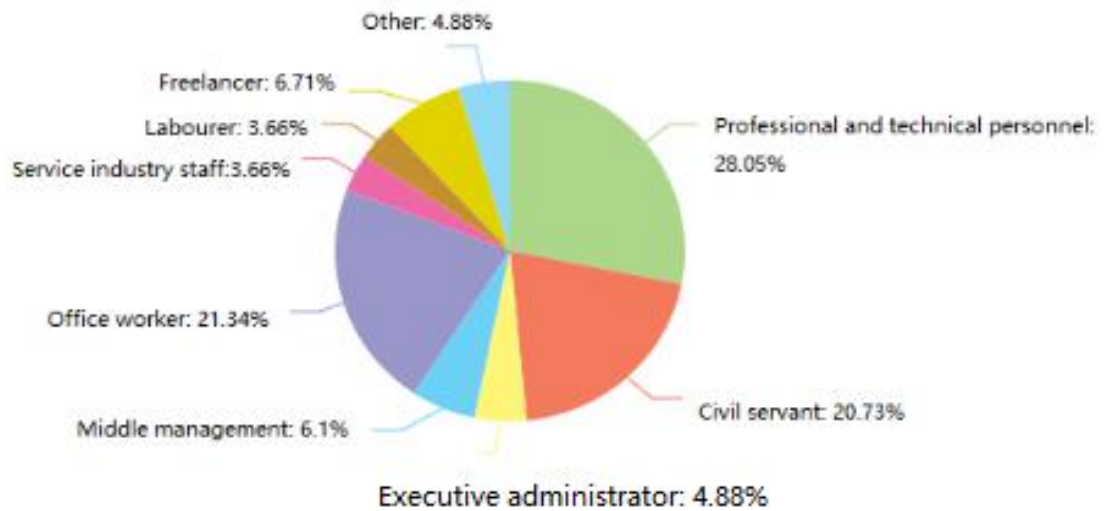

Figure 7 Occupation

The last question for the personal background information was disposable income. The result showed that over 50% of the respondents had disposable income more than 685 euros, and 548-685 euros rank the second with 22.56%. (See Figure 8)
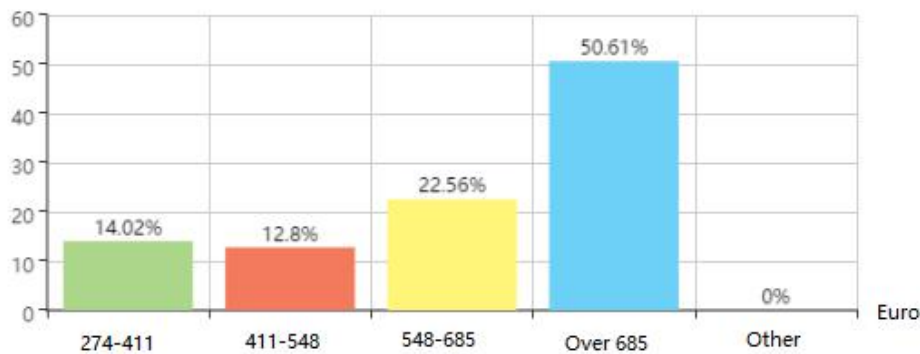

Figure 8 Disposable income

And use age as a variable, among 83 respondents who selected disposable income over 685 euros, only 14 respondents aged between 27-29, but there were 69 respondents whose age were between 30-36.

5.2 Information related to travel behaviours

In this part, data about travel behaviours was collected from question 9 and 11 collected information about "When, where do they expect to carry out the outbound trips". There were 55.49% respondents choosing paid holiday to travel, followed with 26.22% respondents travel during public holidays. There were 159 valid answers to the question:" Please write down overseas tourism destinations where you most desired to go" : European countries occupied the first place with 50.94% , North American countries were the second with 17.61%, followed with Southeast Asian countries 11.32%, East Asian countries 10.06%, and rest of the countries were from South Asia, Oceania, Africa and Antarctica (see figure 9).
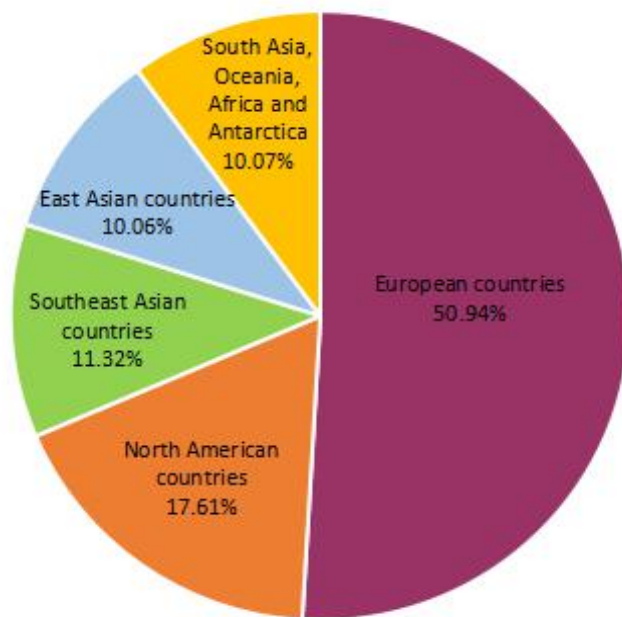
Figure 9 Preference in destinations

The findings about travel experience, frequency of annual trips and information channels showed that more than 70% of the respondents had experience in traveling abroad, most of them (51.83%) chose somewhat experienced. There were 69.51% of respondents selected "travel one to two times per year", and 24.39% traveled more frequently with three times or more. While the main channels for collecting information about overseas destination were tourism e-commerce platform with 40.24% and 34.15% of the mass media, traditional travel agencies accounted for only 21.34%, and there were 5 respondents indicated they obtained information from friends and another 2 respondents got information from advertisements in magazines.(see figure 10).
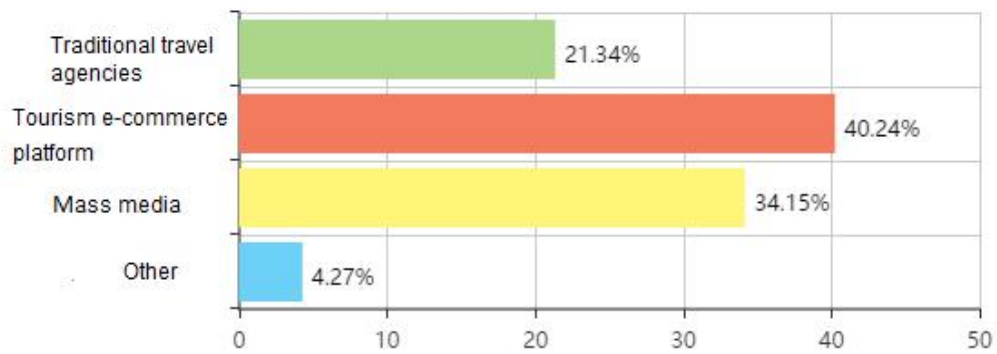
Figure 10 Information channels

5.3 Opinions about outbound destinations

The following result showed the "restrict or push factors" when Chinese Post-'80 made a choice for an outbound destination. The mean grade obtained from the answers to the question: "How much attention you will pay to following factors, grade from 1(Completely ignored) to 5(Very concerned)" were (see table 4):

Table 4 Mean grade for "restrict or push factors"

Security condition	4.34
Political situation	4.15
Unique history, culture and custom	3.84
Local cuisine	3.93
Shopping condition	3.51
Convenient traffic	3.97
Hygiene condition	4.23
Climatic condition	3.74
Accommodation condition	4.01
Convenience in visa processing	2.93
Estimated travel expenses	3.67

It can be seen from the grade that security and hygiene conditions were ranked at the first and second place of the most concerned factors when Chinese Post-'80 tourists choosing a overseas destination. Using gender as a variable, it was found that female compare to male had more concerned about the local cuisine, shopping condition and convenient traffic.

Through the comparison of the mean grade for outbound traveling motivations, (see table 5) the main motivations could be seen from this result as self-actualization (experiencing things I have always wanted to do), escape/ relax (relaxing and getting away from pressure), nature (in order to close and understand nature), self-development (expand knowledge) and relationship (enhance the emotion with friends and family).

Female compared to male choosing travel abroad for the purpose of experiencing different living customs and relaxing and getting away from pressure, while male was more motivated by enhancing the emotion with friends and family.

Table 5 Motivations for outbound travel

Having fun	3.92
Experience different living customs	4.01
Relaxing and getting away from pressure	4.21
Enhance the emotion with friends and family	4.05
Experiencing things I have always wanted to do	4.25
In order to close and understand nature	4.09
Increase the opportunity to interact with varied people	3.72
Affirm self, and enhance self-image	3.55
Enrich the travel experience	3.93
Expand knowledge	4.06
Explore new things and adventures	3.7
For beauty and wellness	2.8

5.4 Personal characteristics related to tourism consumption

The last three questions attempted to find out the respondents' lifestyle and social classes:
-Please select your personality traits.
-Please select your characteristics of travel behaviours.
-Please select your attitude towards tourism consumption.

According to the table 4, personality traits which had been selected for over half of the total amount of respondents were: like to be orderly, active and outgoing, open-minded and easy to accept new thins, like to pursue fashion and trends, and full of adventurous spirit.

Table 4   Personality traits

Personality traits	Numbers of selection
Attaching importance to and maintaining tradition	21
Like to be orderly	106
Unadventurous	65
Introverted, do not like interpersonal communication	13
Active, outgoing	149
Open-minded, easy to accept new things	147
Like to pursue fashion and trends	108
Full of adventurous spirit	81

More respondents selected "seeking for new lifestyle and experience", "seeking for fashion and trendy tourism activities", "seeking for safe, risk-free tourism activities", "seeking for tourism activities beneficial to physical and mental health and relaxation", and "seeking for tourism activities that can be shared with the whole family".

Table 5 Characteristics of travel behaviours

Characteristics of travel behaviours	Numbers of selection
Seeking for new lifestyle and experience	123
Seeking for novel and stimulating tourism activities	76
Seeking for fashion and trendy tourism activities	104
Seeking for original and mysterious tourism activities	77
Seeking for safe, risk-free tourism activities	152
Seeking for quiet and original Eco-tourism activities	61
Seeking for tourism activities beneficial to physical and mental health and relaxation	98
Seeking for tourism activities that can be shared with the whole family	141

And high frequently selected options of different attitudes toward tourism consumption were: "pay attention to the equal of price and value", "to achieve personal development", "to pursue personalization", "travel experience supremacy", and "service quality supremacy".

Table 6 Attitude towards tourism consumption

Attitude towards tourism consumption	Numbers of selection
Prices supremacy	51
Cheap and practical	30
Pay attention to the equal of price and value	89
To achieve personal development	128
To pursue personalization	111
Travel experience supremacy	154
Service quality supremacy	117
Can reflect personal status	43

According to the summary of all the answers, most of the respondents were in the middle or upper middle social classes and their lifestyles were mainly open type and semi-open and semi-isolated type.

5.5 Discussion on the basis of the results

The results obtained from personal background part shows that most of the respondents are married and they are mainly in family life cycle stage 2, 3 and 4. By analyzing the data combined with education level and occupation, it is obviously to see that most of the respondents are well educated and their careers are relevant to their education background. People with more ability in choosing outbound trips are mainly concentrated in the age of 30-36 years old. Their career and families have stabilized, and having more disposable income.

Most of the respondents prefer to have their vacations during paid holidays since paid holidays starts at a time of their own choices, and they usually collect all paid holidays together to make long-distance trips. However, there are few people who can arrange tourism activities more than 3 times per year.

Most of the respondents are tech savvy and good at searching needed travel related information from internet when they make vacation plans. The possible reason why European countries rank the No.1 of "the most desired to go overseas destination" perhaps it is because the European countries are safer and more hygienic in the impressions and perceptions of the respondents.

The main motivations ("Experiencing things I have always wanted to do" and "Relaxing and getting away from pressure") are indeed consistent with the personality traits and characteristics of the times background of the Chinese Post-'80.

Finally, according to the results drawn from the last three questions about social classes and lifestyle, people's lifestyle and social classes are strongly connected and affected to each other. More details about the findings will be discussed in the next chapter.

6 Conclusions

This chapter consists of the following content: overview of the study which contain restatement of the research problem and method used for the study and whether the aim has been achieved or not; important findings, in which section the important and noteworthy findings will be highlighted and discussed in details.

6.1 Overview of the study

The objective of the study was to find out what kind of influence that personal factors have on the Chinese Post-'80 tourists in choosing outbound trip destinations. In order to answer this question, first the research background about tourism industry, Chinese outbound tourism market, Chinese Post-'80 and Nanjing, Jiangsu as one of the biggest tourists-generating regions in China are introduced. Following with the literature review about the relevant factors before the empirical research starts. Quantitative research method is used in the study and questionnaire is the data collection method.

The demographic factors (gender, age, family life cycle, education level, occupation and disposable income), social classes, lifestyle and motivations which are considered as personal factors affect Chinese Post-'80 tourists in tourism consumption and decision-making for vacation plan. All those factors have been surveyed from a certain group of Chinese Post-'80. The data was collected successfully and have been counted, compared and analyzed, and finally some valuable facts were founded through the study.

6.2 Key findings

There are some key findings which can be highlighted and for further discussion, and some recommendations based on those findings will be given in this section as well. The key findings are either surprises for the author or something which are under her expectation, and detailed discussions are divided into four part: high disposable income, destination preference, main motivations for travel abroad, and closely linked social classes and lifestyle.

6.2.1 High disposable income

Among all the results, the first data caught the author's attention was the high disposable income. It means most of Chinese Post-'80 do have high financial ability to travel abroad,

this can be connected to their occupations, since a good career always means a higher income.

However, this result might have inconsistency with the literature review which was introduced in sections 2.3.1 and 3.4.3, in which part the indication of many Chinese Post-'80 were facing to the financial pressure of housing loans or high education expenses for their children was given. The author got a possible reason to explain the phenomenon of high disposable income in the specific population she studied. The traditional Chinese concept played a big role in leading to the phenomenon, different from Western countries, the traditional Chinese parents worry about their children even though their children are adults, get married, or even have kids already. And properly because the "one child policy", making the parents of all the attentions and concerns are devoted to their only child. Thus, giving financial support is a way that many parents are using to care and support their children.

6.2.2 Destination preference

The next noteworthy finding is about the destinations choices. As the author introduced in her previous chapter 2, section 2.2.1, in the first half year of 2015, the first five countries of the top ten outbound destinations were from East Asian countries and Southeast Asian countries. However, this research shows that more than half of the respondents selected European countries as destinations for their outbound trips. The possible causes of this result can be related to high disposable income, since the mean grade for "estimated travel expenses" was only 3.67, which was much lower than other factors.

The main travel motivations may also imply why most of them preferred European countries as their travel destinations. In most Chinese people's cognition, European countries have a slower pace of life, their art and culture are rich and unique, and those countries have lots of not to be missed natural scenery as well. "European countries are the best places suitable for relax and enjoy!" This comment came from one respondent who chose Nordic countries as his "most desired to go" outbound trip destinations.

6.2.3 Main motivations for travel abroad

It is not surprised that the main motivations for travel abroad are self-actualization, escape/ relax, nature, self-development and relationship. According to the characteristics of Chinese Post-'80 which are described in previous chapter, they are under lots of

pressures from different aspects, it can be housing loan repayments; need to get promotion in career; or having high expenditure on education for their children and so on.

Facing with variety of pressures, the Chinese Post-'80 expect to get relaxation and relief from tourism activities, and want to demonstrate their lifestyle and personality through tourism activities. It is not only a chance to fully enjoy the short-term freedom and relaxation, but also an opportunity to enrich and improve themselves. Through tourism activities, perhaps there will be a new understanding of own life and having a new expectation of their future etc., all of these can help them to meet the needs for self-actualization. With more requirements for the improvement of their life quality, the Chinese Post-'80 may have more needs in self-actualization, and take outbound trips perhaps will be a means to achieve this purpose.

6.2.4 Closely linked social classes and lifestyle

As the author mentioned in chapter 5, section 5.4, there were strong connection between social classes and lifestyle. According to the findings obtained from multiple-choice questions data, the lifestyle is closely linked to social classes, and their reflection in tourism consumption present two main types:

Type one is casual, modish, willing to enjoy tourism activities under an affordable consumption limit. They are not so sensitive about price, but more care about whether they have the feelings of happiness and satisfaction or not during the journey. They usually do not plan too much before the trips start, and expect surprises happen somewhere in their trips.

Another type is more traditional, thrifty. They are more conscious for the price, and hoping to have expenses on tourism consumption can be value for money. They prefer planning well before trips start. They are more cautious, even envisage any problems that may be encountered during the journey in the future. They take tourism activities sometimes only as a way to relax or for the purpose of expanding knowledge for themselves and their children.

7 Recommendations and own learning

In this chapter, there are three parts included: some recommendations are given based on the key findings discussed in the previous chapter; limitation of the study, in which part the weaknesses of the research are indicated; and as well as own learning and development will be given in the end of this report.

7.1 Recommendations for the tourism industry

In order to better stimulate the Chinese Post-'80's demand in taking outbound trips and make sure they really enjoy the journey and fulfill their demand for high quality tourism activities, it is very important to choose a proper segmentation method to target them and providing tourism products which can meet their travel needs. To achieve the win-win situation of getting tourists satisfied with services from service providers, and service providers can receive the relevant economic benefits as well, this research may be able to afford some recommendations and references on the segmentation and product promotions on Chinese Post-'80 - this particular target group.

According to the findings which were discussed in the previous sections, Chinese Post-'80 have unique times background and characteristics which are closely related to their lifestyle and motivations for travel. The author would suggest to use the psychographic segmentation which can be based on their lifestyle and motivation for travel.

As the author mentioned in section 6.2.4, she classified the Chinese Post-'80' tourism consumption into two types according to their lifestyle and social classes, and each type has its own distinct characteristics. It can be used as a reference when segment the potential consumers. And the main motivation for travel is relaxing and escape from pressures. In this way, the common travel mode for most of Chinese outbound tourists may not suitable for many Chinese Post-'80.

For example, if there is a female Chinese Post-'80 who has the character of type one, it is better to provide her a product with a personalized plan with following features:

1. The content of the plan may change according to her interest during the journey.

2. The planed destination can be two to three cities from European countries who have slow paced city life, wonderful local cuisine and good shopping conditions. Travel plans with very intensive visiting of many countries should be avoided.

3. Duration of the stay will be 7 to 10 days, each country for 2 to 3 days in order to have a slow paced and in-depth tour in each place.

Another example of Chinese Post-'80 who is female as well, but she has the character of type two, when thinking about providing a proper product to her, the content and features of the travel plan will be different:

1. First of all, there can be a clear annotation on what kind of costs are including in the travel package, and it is wise for the product provider to highlight their special features or advantages and indicate how those features and advantages are value for money.

2. It is better to have a detailed plan and follow the plan during the journey.

3. The content of the product can be cities from European countries with great art, culture and history, different architectural styles, special local lifestyle and customs etc. Which can help her to expand her knowledge and cognition territory.

4. The plan may not contain too intensive visiting as well since gaining more outbound travel experiences is not the main motivation for her to travel.

Tourism destinations who want to promote their products to Chinese Post-80 need to know what exactly they want. The promotion should highlight some of the features that tourists will be attracted to, for example, the promotion messages to tourists who have type one character in tourism consumption can be "a relaxing city walks", "a surprise tour", "to watch the beautiful aurora phenomenon you have never seen before", "come to have gourmet feast" or "to reveal a history with full of mystery"etc., while for another type of character, the messages can be " a journey which is definitely value for money", "don't miss the opportunity for your kids to expand their experience and knowledge about this world" etc.

E-marketing can be a very efficient way to promote tourism products to Chinese Post'-80, the results showed 40.24% respondents used tourism e-commerce platform for the information collecting channel, the development of internet and information technology make overseas destination easier to get in touch with outbound tourist. Many Chinese

Post-'80 like to publish what do they see and hear during the journey, to share their travel experiences, to recommend some travel routes and places worth to see. It is a good way to promote products by taking advantage of the rapid spread of social media and network platforms such as "Sina Weibo" and "Wechat" etc.

7.2 Limitation of the study

The research was conducted in a certain group of Chinese Post-'80 who were living in the city Nanjing, the capital city of Jiangsu province. Even with a careful selection of respondents, since the research data was collected only from those Post-'80 who live in Nanjing, the geographical limitation could lead to limitations of research in the following aspect: place of residence has influence on respondents' income level and cost of living, this is related to the disposable income and affect people's financial ability in tourism consumption.

Another factor should be taken into account: Chinese people according to the traditional culture, value "face" as a very important thing, even though the questionnaires were anonymous filled in, there might be answers do not match the actual situation especially in the fields such as occupation and disposable income.

In the choice of literature, usually the same important words there are several different definition or related expound, which one is the most appropriate one to choose is mainly based on the author's personal point of view and the content of the research. There might have some limitation in the discussion of some key issues. For example, in the part of introducing the characteristics of Chinese Post-'80, there were not any complete or academic classifications, and it was only the author's analysis and classifications which were based on the information found from internet about a variety of description of the Chinese Post-'80's characteristics.

Can not to be ignored that there are some results have been repeated and consistency with some previous studies such as gender and education level. This might affect the validity of the author's findings. Although the research data was collected successfully, however, there were some certain bias in the study data due to the limitations of the population studied. Because It was difficult to conduct the survey on Chinese Post-'80 from entire country, the author chose to conduct questionnaires in specific cities instead of survey of all the Chinese Post-'80.

7.3 Own learning and development

The thesis writing was followed a time limitation, it was a challenge for the author, but finally she finished it by conducting time management, setting the writing plan, and step by step implementing her plan.

After the thesis finished, the author got a deeper understanding on her professional study. The process of thesis writing was a way to learn and a process of re-examine her own knowledge as well. A lot of literature was read and how to find a useful information and which information could be used in the report was also a challenge but the author also benefited a lot from this process.

Through the study the author got some fresh ideas and new understanding from Chinese Post-'80. And recognize the limitation of her own study also taught her that more in-depth and sustained research was the attitude of the researchers for the study, and any successful research will bring changes to the society and benefit for more people.

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Appendices

Appendix 1: Questionnaires (English version)

Willingness of taking outbound trips

1 Are you willing to take an outbound trip? (单选)

- ○ No (you can finish answering)
- ○ Yes

2 Your gender (单选)

- ○ Male
- ○ Female

3 Your age is between (单选)

- ○ 27-29
- ○ 30-36

4 Your marital and family Status (单选)

- ○ Unmarried
- ○ Married
- ○ Married with one preschool-age child
- ○ Married with one school-age child
- ○ Other, please specify

5 Your educaiton level (单选)

- ○ High school
- ○ Bachelor's degree
- ○ Master 's Degree
- ○ Other, please specify

6 Your occupation (单选)

- ○ Professional and technical personnel
- ○ Civil servant
- ○ Executive Administrator
- ○ Middle management
- ○ Office worker

- Service industry staff
- Labourer
- Freelancer
- Student
- Other,please specify

7 Your monthly average disposable income (1 euro equals to about 7.3 yuan) (单选)

- 2000-3000
- 3000-4000
- 4000-5000
- over 5000
- other, please specify

8 How many times do you travel per year? (单选)

- Never (you can finish answering)
- 1 time
- 2 times
- 3 times or more

9 What time do you choose for travel (单选)

- Weekend
- Public holiday
- Paid Holiday
- Other, please specify

10 Do you have any international travel experience? (单选)

- No
- Yes, somewhat experienced
- Yes, very experienced

11 How do you obtain infomation about overseas destinations? (单选)

- Traditional travel agency
- Tourism e-commerce platform
- Mass media
- other, please specify

12 Please write down overseas tourism destinations where you most desired to go

[text box]

13 How much attention you will pay to following factors, grade from 1(Completely ignored) to 5(Very concerned) (单选)

	1	2	3	4	5
Security condition	○	○	○	○	○
Political situation	○	○	○	○	○
Unique history, culture and custom	○	○	○	○	○
Local cuisine	○	○	○	○	○
Shopping condition	○	○	○	○	○
Convenient traffic	○	○	○	○	○
Hygiene condition	○	○	○	○	○
Climatic condition	○	○	○	○	○
Accommodation condition	○	○	○	○	○
Convenience of visa processing	○	○	○	○	○
Estimated travel expenses	○	○	○	○	○

14 Your motivation for outbound traveling, grade from 1(strongly disagree) to 5(strongly agree) (单选)

	1	2	3	4	5
having fun	○	○	○	○	○
experience different living customs	○	○	○	○	○
relaxing and getting away from pressure	○	○	○	○	○
enhance the emotion with friends and family	○	○	○	○	○
experiencing things I have always wanted to do	○	○	○	○	○
In order to close and understand nature	○	○	○	○	○
increase the opportunity to interact with varied people	○	○	○	○	○
affirm self, and enhance self-image	○	○	○	○	○
enrich the travel experience	○	○	○	○	○
expand knowledge	○	○	○	○	○
explore new things and adventures	○	○	○	○	○
for beauty and wellness	○	○	○	○	○

15 Please select your personality traits (多选)

- ☐ Attaching importance to and maintaining tradition
- ☐ Like to be orderly
- ☐ Unadventurous
- ☐ Introverted, do not like interpersonal communication
- ☐ Active, outgoing
- ☐ Open-minded, easy to accept new things
- ☐ Like to pursue fashion and trends
- ☐ Full of adventurous spirit
- ☐ Other, please add more description

16 Please select your characteristics of travel behaviours (多选)

- ☐ Seeking for new lifestyle and experience
- ☐ Seeking for novel and stimulating tourism activities
- ☐ Seeking for fashion and trendy tourism activities
- ☐ Seeking for original and mysterious tourism activities
- ☐ Seeking for safe, risk-free tourism activities
- ☐ Seeking for quiet and original eco-tourism activities
- ☐ Seeking for tourism activities beneficial to physical and mental health and relaxation
- ☐ Seeking for tourism activities that can be shared with the whole family
- ☐ Other, please add more description

17 Please select your attitude towards tourism consumption (多选)

- ☐ Prices supremacy
- ☐ Cheap and practical
- ☐ Pay attention to the equal of price and value
- ☐ To achieve personal development
- ☐ To pursue personalization
- ☐ Travel experience supremacy
- ☐ Service quality supremacy
- ☐ Can reflect personal status
- ☐ Other, please add more description

Appendix 2: Questionnaires (Chinese version)

出境旅游意愿问卷调查

1 您是否有意愿进行境外旅游活动 (单选)

○ 无（可结束填答）

○ 有

2 您的性别 (单选)

○ 男

○ 女

3 您的年龄 (单选)

○ 27-29

○ 30-36

4 您的婚姻及家庭状况 (单选)

○ 未婚

○ 已婚

○ 已婚且有一学龄前孩子

○ 已婚且有一学龄孩子

○ 其他（请说明）

5 您的受教育程度 (单选)

○ 高中

○ 学士

○ 硕士

○ 其他（请说明）

6 您的职业是 (单选)

○ 专业技术人士（如教师/医生/工程技术人员等）

○ 事业单位/公务员/政府工作人员

○ 行政管理人员

○ 中级管理人员

○ 职员（从事一般性事务工作的人员）

○ 服务业人员（餐饮服务员/司机/售货员等）

○ 工人

○ 自由职业

○ 学生

○ 其他（请说明）

7 您的家庭月平均可支配收入（除去生活开销，贷款，公积金，养老金，保险，医疗及教育等） (单选)

- 2000-3000
- 3000-4000
- 4000-5000
- 5000以上
- 其他（请说明）

8 您一年会进行几次旅游活动 (单选)

- 无
- 一次
- 两次
- 三次或更多

9 您一般选择什么时候出游 (单选)

- 双休日
- 公众假日
- 带薪假期
- 其他（请说明）

10 您是否有境外旅游的经历 (单选)

- 无
- 有较少经验
- 有较多经验

11 您是通过何种渠道取得境外旅游目的地相关信息的？ (单选)

- 传统旅行社
- 旅游电子商务平台
- 大众传媒
- 其他（请说明）

12 您最想去的境外旅游目的地是

13 您对境外旅游目的地因素的重视程度1-5评分 (单选)

	1完全不重视	2基本不重视	3一般	4比较重视	5非常重视
目的地治安状况	○	○	○	○	○
目的地的政治局势	○	○	○	○	○
目的地的独特历史文化习俗	○	○	○	○	○
目的地的美食	○	○	○	○	○
目的地的购物环境	○	○	○	○	○
目的地内部交通便捷度	○	○	○	○	○
目的地国家卫生状况	○	○	○	○	○
目的地的气候状况	○	○	○	○	○
目的地的住宿条件	○	○	○	○	○
办理签证的便捷程度	○	○	○	○	○
预计的旅游消费费用	○	○	○	○	○

14 您出境旅游的主要动机1-5评分 (单选)

	1非常不同意	2不同意	3普通	4同意	5非常同意
好玩	○	○	○	○	○
体验不同的生活习俗	○	○	○	○	○
实现放松心情、缓解压力的目标	○	○	○	○	○
和朋友家人增进感情	○	○	○	○	○
体验自己之前一直想去做的事	○	○	○	○	○
亲近了解自然	○	○	○	○	○
增进和不同的人互动的机会	○	○	○	○	○
肯定自我，增强自我形象	○	○	○	○	○
丰富自己的旅游经验	○	○	○	○	○
扩展知识	○	○	○	○	○
为了探求新鲜事物和冒险	○	○	○	○	○
为了美容养身	○	○	○	○	○

15 请对您本人的个性特征进行选择 (多选)

- ☐ 重视和维护传统
- ☐ 喜欢井然有序
- ☐ 不爱冒险
- ☐ 内向，不爱与人交际
- ☐ 活跃，外向
- ☐ 开放，容易接受新鲜事物
- ☐ 追求时尚和潮流
- ☐ 富有冒险精神
- ☐ 其他，请补充

16 请对您本人的旅游行为特征进行选择 (多选)

- ☐ 寻求体验全新的生活方式和经历的旅游项目
- ☐ 寻求新奇刺激的旅游项目
- ☐ 寻求时尚和新潮的旅游项目
- ☐ 寻求具有独创性和神秘性的旅游项目
- ☐ 寻求安全，无风险的旅游项目
- ☐ 寻求宁静的原生态的旅游项目
- ☐ 寻求利于身心健康和放松的旅游项目
- ☐ 寻求可供全家一起进行的旅游项目
- ☐ 其他，请补充

17 请对您本人的旅游消费观念进行选择 (多选)

- ☐ 价格至上
- ☐ 廉价且实际
- ☐ 注重价格和价值的相等
- ☐ 能实现个人发展
- ☐ 追求个性化
- ☐ 旅游体验至上
- ☐ 服务质量至上
- ☐ 能体现个人地位
- ☐ 其他，请补充

问卷到此结束，谢谢您的参与！