

POTOVALNI VZORCI ŠTUDENTOV IN AKADEMIKOV UNIVERZE V WUHANU

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Povzetek

Namen: Namen raziskave, izvedene leta 2019 na Central China Normal University v Wuhanu, je bil raziskati potovalne izkušnje ter motive za potovanje v tujino med študenti, predavatelji in asistenti na univerzi.

Metodologija: Podatki so bili zbrani s pomočjo spletne ankete, ki jo je izpolnilo 202 udeležencev, kar je omogočilo vpogled v njihove izkušnje s potovanji ter razumevanje dejavnikov, ki vplivajo na njihove odločitve o prihodnjih potovanjih.

Ugotovitve: Rezultati kažejo, da ima večina anketirancev že izkušnje s potovanji izven Kitajske, pri čemer so njihovi prvi cilji običajno azijske države. V prihodnosti sicer največ nameravajo potovati po Kitajski, vendar pa je opazno tudi večje zanimanje za druge azijske države, Evropo ter Severno Ameriko. Na njihove odločitve vplivajo različni dejavniki, kot so njihova trenutna lokacija na Kitajskem, osebni motivi in individualne preference, ki jih dodatno oblikujejo gospodarski razvoj ter vizumska politika. Pri izbiri destinacij imajo pomembno vlogo kulturne in zgodovinske znamenitosti, vrednost za denar ter osebna priporočila, medtem ko so aktivnosti, kot je obisk igralnic, manj privlačne. Pomemben vir informacij za načrtovanje potovanj postajajo družbena omrežja in spletne potovalne platforme, pri čemer se kaže jasen trend k bolj individualnim potovanjem z zmerno porabo.

Omejitve: Raziskava je bila omejena na eno visokošolsko ustanovo in specifično skupino posameznikov, zato rezultatov ni mogoče neposredno splošiti na širšo populacijo kitajskih potnikov.

Praktične in/ali družbene posledice: Ugotovitve lahko služijo kot dragoceno izhodišče za razvoj učinkovitejših strategij promocije mednarodnega turizma ter za prilagoditev turističnih storitev, ki bodo bolje ustrezale pričakovanjem in interesom kitajskih študentov in akademskih delavcev.

Izvirnost: Raziskava je dragocena zaradi svojega osredotočanja na specifično ciljno skupino v kontekstu hitro spreminjajoče se potovalne dinamike, saj ponuja vpogled v trende in preference, ki jih oblikujejo kulturni, gospodarski in tehnološki vplivi.

Ključne besede: študenti, predavatelji, turisti, kitajska, potovalne navade.

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TRAVEL PATTERNS OF STUDENTS AND ACADEMICS AT WUHAN UNIVERSITY

Abstract

Purpose: The purpose of the study, conducted in 2019 at Central China Normal University in Wuhan, was to explore the travel experiences and motivations for traveling abroad among students, lecturers, and teaching assistants at the university.

Methodology: Data were collected through an online questionnaire completed by 202 participants. This provided insight into their past travel experiences and helped identify the factors influencing their future travel intentions.

Findings: The results show that most respondents have traveled outside of China, with Asian countries typically being the first destinations. While future travel plans are primarily focused on domestic travel within China, there is a noticeable increase in interest in other parts of Asia, as well as Europe and North America. Travel decisions are influenced by various factors, including the respondent's current location within China, personal motivations, and individual preferences, all of which are shaped by broader elements such as economic growth and visa policies. Cultural and historical attractions, value for money, and personal recommendations play a key role in choosing destinations, whereas activities like visiting casinos are considered less important. Social media and online travel platforms are becoming essential sources of information, and there is a clear trend toward more individualized travel with moderate spending.

Limitations: The study was limited to a single higher education institution and a specific group of individuals, so the findings cannot be generalized to the broader population of Chinese travelers.

Practical and/or Social Implications: The insights from this research can serve as a valuable foundation for developing more effective strategies to promote international tourism and for adapting travel services to better align with the expectations and interests of Chinese students and academic staff.

Originality: The study is noteworthy for its focus on a specific target group within the context of a rapidly changing travel landscape, offering insights into evolving travel trends and preferences shaped by cultural, economic, and technological influences.

Keywords: students, lecturers, tourists, China, travel habits.

JEL Classification: L83 Tourism

Paper categorization: Original science article

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Introduction

China's outbound tourism has grown rapidly, attracting significant attention from researchers and industry professionals (W. Arlt, 2006) (Cai et al., 2008). The development of this market has been influenced by economic growth, government policies, and changing consumer preferences (Xie & Li, 2009) (Qi, 2014). Research on Chinese outbound tourism has covered various aspects, including market overview, destination-specific studies, and traveler behavior (Cai et al., 2008) (B. Keating & Kriz, 2008). Scholars have examined the impact of Chinese tourists on different regions, such as Hong Kong, Macau, and Europe (Li, 2016). Recent studies have called for more diverse research methodologies and theoretical approaches to better understand the evolving nature of Chinese outbound tourism (Jørgensen et al., 2017) (W. G. Arlt & Burns, 2013). As this field continues to develop, researchers are encouraged to explore new perspectives and contribute to theory-building, addressing the complexities of destination choice and travel planning in the Chinese context (B. Keating & Kriz, 2008) (Li, 2016).

The purpose of this research is to examine the travel habits of Chinese students, lecturers, and assistants at Central China Normal University in Wuhan.

Literature review

Chinese outbound tourism has experienced rapid growth in recent decades, driven by economic development and policy liberalization (Bin et al., 2013) (L. Zhou et al., 1998). The market is characterized by regional imbalances, with eastern regions leading in outbound travel capacity (Bin et al., 2013). Chinese tourists initially prefer short-haul destinations and focus on shopping rather than cultural experiences (Bin et al., 2013) (Xiang, 2013). Independent travelers are typically middle-class, motivated by sightseeing, and leisure (Xiang, 2013). The market shows potential for significant further growth, although visa restrictions remain a major barrier (L. Zhou et al., 1998) (Y. Wang & Sheldon, 1996). Business travel is an important segment due to increasing international trade (Y. Wang & Sheldon, 1996). Research on Chinese outbound tourism has expanded, focusing on tourist behavior, market characteristics, and impacts on destinations (Tse, 2015) (Lushchik, 2023). Understanding this market is crucial for destination countries and tourism businesses (Guo et al., 2007).

China's outbound tourism development has progressed through distinct stages since the 1980s. Initially, it was government-dominated and unconventional compared to Western countries (P. Zhou, 2019). The evolution can be characterized as "crawling out" (1983-1992), "scrambling about" (1993-2002), and "walking erect" (2003-2012) (B. W. Keating et al., 2015). Growth accelerated in the late 1990s, with annual rates exceeding 20 % (Bin et al., 2013). This development has been influenced by factors such as GDP per capita, population size, and income polarization (Xue-feng, 2012) (Zu-lin, 2008). The market has evolved from primarily short-haul destinations to more diverse, long-haul travel (Wen et al., 2020). Political ideology has played a significant role in shaping outbound tourism policies, transitioning from restrictive to supportive (Mak, 2013). Despite rapid growth, China's outbound tourism is still considered to be in a preliminary stage of development compared to developed countries (Bin et al., 2013) (Zhang et al., 2000).

Research on the travel habits of Chinese students, lecturers, and teaching assistants reveals several key findings. Chinese international students are motivated by relaxation, self-improvement, cultural experiences, and adventure (Huang & Tian, 2013). They prefer beach holidays, local food, and visiting famous sights (Feifei Xu et al., 2009). Compared to their Western counterparts, Chinese students are less likely to engage in adventure activities and prefer more passive pursuits (Ryan & Xie, 2003). They tend to travel in groups, use private cars or public transport, and prefer hotels or motels for accommodation (Shi et al., 2010; Lin & Liu, 2020). Chinese students often rely on the internet and public media for travel information (Shi et al., 2010) (Lin & Liu, 2022). However, travel behavior can vary depending on the study destination and its infrastructure (Lantai & Mei, 2017). Cross-cultural comparisons reveal both similarities and differences in travel motivations between Chinese and Western students (X. Wang & Walker, 2010).

From theory to hypothesis derivation

Research consistently shows that safety is of paramount concern for Chinese tourists when making travel decisions. Multiple studies have found that safety is one of the most important attributes considered by Chinese travelers when evaluating destinations (Kim et al., 2005) (Hsu et al., 2017). Safety perceptions encompass various dimensions, including law and order, hygiene, medical support, and transportation (Weifeng, 2005). Chinese tourists' sense of safety is shaped throughout multiple stages of travel, influenced by factors such as media coverage, local attitudes, and personal experiences (Zou & Yu, 2022). Cultural differences play a role in safety perceptions, with variations observed among tourists from different nationalities (Zou, 2023). Destination management organizations can enhance their attractiveness to Chinese tourists by developing strategies that address safety concerns and improve the overall safety climate (Hsu et al., 2017) (Zou & Zhu, 2020). Understanding and managing tourists' safety perceptions is crucial for destinations seeking to attract and satisfy Chinese travelers. **H1: Safety is the most important thing for Chinese tourists**

Chinese tourists increasingly rely on mobile apps for travel planning and booking. These apps offer advantages in time-saving, convenience, and cost-efficiency (Feng Xu et al., 2019). Some of the most popular travel apps in China include Ctrip, Qunar, and Tongcheng (Jia et al., 2016). Factors influencing app adoption include perceived usefulness, ease of use, and compatibility (Lu et al.,

2015) (Yang et al., 2013). Social media platforms also play a significant role in travel planning, with usage varying across different demographic segments (Yuan et al., 2022). Chinese travelers' information search behavior varies based on age, social class, and experience level (Ni et al., 2022). For overseas travel, Chinese tourists often use mobile payment apps like WeChat Pay and Alipay, with adoption influenced by performance expectancy, facilitating conditions, and perceived security (P. Xu et al., 2023). Overall, mobile apps have become an integral part of Chinese tourists' travel experiences, from planning to payment (무윤택 & 이종호, 2017).

H2: Chinese tourists Use mobile app for booking trip

Materials and methods

In a survey conducted in 2019 at the Central China Normal University in Wuhan, which included 202 students, lecturers, and assistants, we investigated the travel experiences and motives for traveling abroad. The data provided is from a survey that includes demographic and socioeconomic information about a sample of 202 respondents. The majority of respondents are young (18-29 years old) and reside in urban areas. Most households have 4.3 members. The income distribution shows a spread across various income brackets, with a notable proportion earning between 5,000 to 20,000 RMB per month. Central China is the most represented region in the sample.

Table 1: Demographic data

Gender	Frequency	Percent
Male	88	43.6
Female	114	56.4
Total	202	100.0
Age	Frequency	Percent
18-29	149	73.8
30-39	24	11.9
40-49	16	7.9
50-59	7	3.5
60-69	2	1.0
70 or more	4	2.0
Total	202	100.0
Region of China	Frequency	Percent
East China	5	2.5
North China	7	3.5
Northeast China	1	.5
Northwest China	1	.5
South central China	11	5.4
Southwest China	5	2.5
Central China	172	85.1
Total	202	100.0
Area	Frequency	Percent
Urban	189	93.6
Rural	13	6.4
Total	202	100.0
Household monthly income (RMB)	Frequency	Percent
3,000 to 5,000	19	9.4
5,000-10,000	59	29.2
10,001-15,000	47	23.3
15,001 - 20,000	42	20.8
20,000 or above 20,000	35	17.3
Total	202	100.0

Results and findings

Travel experience

Table 2 presents data on the travel experiences of Chinese students, professors, and teaching assistants, specifically focusing on the frequency of their visits to different continents. The respondents were asked whether they had ever visited the listed continents and, if so, how many times they had done so. Asia is the most frequently visited continent, with 69 % of respondents having traveled there, and it also has the highest number of visits overall. Europe and Australia are also relatively popular, with 37 % and 34 % of respondents, respectively, having visited these continents. In contrast, North America, Africa, and South America have lower visitation rates, each with 24 %, 17 %, and 17 % of respondents having visited.

Table 2: General travel experience

	Once	Five times or less	Ten times or less	Fifty times or less	More than fifty times
Africa	31	4			
Asia	41	63	26	10	
Australia	52	17			
Europe	43	26	4	2	
North America	33	14	1		
South America	27	14	1		

Table 3 presents the perceived likelihood of future travel to different continents by Chinese students and faculty. The columns indicate the frequency with which respondents expressed their intention to visit each continent. China is identified as the most likely continent for future travel, with a high percentage of respondents indicating a strong or moderate likelihood. This is likely due to factors such as geographical proximity, cultural similarities, and economic ties. The second most likely continent for future travel is Europe, suggesting a growing interest in European culture, education, and tourism. Australia and North America also have a relatively high likelihood of future visits, indicating a strong interest among Chinese travelers. In contrast, South America and Africa have a lower perceived likelihood of future travel, possibly due to factors such as distance, perceived safety concerns, or lack of awareness of opportunities in these regions.

Table 3: Future trip

	N	Minimum	Maximum	Mean	Std. Deviation
Africa	201	1	5	2.57	1.008
Asia	202	1	5	3.91	1.013
Australia	202	1	5	3.07	.997
Europe	202	1	5	3.36	1.090
North America	202	1	5	3.00	1.065
South America	202	1	5	2.86	1.003
China	202	1	5	4.44	.804

Travel characteristics and habits

Table 4 shows a list of reasons for traveling abroad and their corresponding ratings from respondents. Cultural diversity and historical attractions are the most important reasons for traveling abroad, with a mean rating of 3.46. Value for money and recommendations from family and friends are also considered important, with mean ratings of 3.15 and 3.12, respectively. Unspoiled nature and cuisine are rated as moderately important, with mean ratings of 3.03 and 3.00. Education and visiting friends are considered less important, with mean ratings of 2.83 and 2.63. Other factors such as nightlife and entertainment, business reasons, attending a conference/congress/seminar, visiting relatives and family, sports and recreation, well-known country, shopping, wellness and spa, religious reasons, honeymoon, and casino are all rated as relatively unimportant, with mean ratings below 2.60.

These findings suggest that Chinese travelers are primarily motivated by cultural experiences, value for money, and recommendations from loved ones when traveling abroad. While other factors like education and visiting friends may play a role for some, they are generally less important.

Table 4: Key factors influencing travel decisions

	N	Minimum	Maximum	Mean	Std. Deviation
Visiting relatives and family	202	1	5	2.56	1.561
Visiting friends	202	1	5	2.63	1.464
Education	202	1	5	2.83	1.488
Shopping	202	1	5	2.51	1.290
Honeymoon	202	1	5	2.09	1.313
Business reasons	202	1	5	2.60	1.415
Attending a conference/congress/seminar	202	1	5	2.56	1.396
Sports and recreation	202	1	5	2.55	1.331
Diversity of culture and historical attractions	202	1	5	3.46	1.425
Wellness and spa	202	1	5	2.50	1.309
Religious reasons	202	1	5	2.30	1.289
Well known country	202	1	5	2.52	1.379
Cuisine	202	1	5	3.00	1.351
Nightlife and entertainment	202	1	5	2.61	1.312
Value for money	200	1	5	3.15	1.374
Recommendations from family and friends	202	1	5	3.12	1.316
Unspoiled nature	202	1	5	3.03	1.308
Casino	202	1	5	1.90	1.165

Table 5 provides a ranking of the things that are most important things while they travel for Chinese travelers, based on responses to a survey. Safety is the most critical factor when choosing a travel destination, followed by cultural heritage and environmental quality. Local cuisine and natural attractions, like lakes and mountains, are also significant motivators for travel. Casinos and cultural adaptation are considered less important, reflecting a lower priority among the respondents. This table helps in understanding the priorities and concerns of travelers when selecting a destination, with safety and cultural experiences being top considerations.

Table 5: The most important things to do while traveling

	N	Minimum	Maximum	Mean
Unspoiled nature	200	1	5	3.56
Coastside	202	1	5	3.65
Hospitality of people	202	1	5	3.64
Historical and cultural heritage	202	1	5	3.89
Peaceful destination	202	1	5	3.56
Quality of life	201	1	5	3.48
Cuisine	202	1	5	3.66
Environment	202	1	5	3.86
Nightlife	202	1	5	2.94
Sport and recreation	202	1	5	3.14
Hotels	202	1	5	3.16
Spa and wellness	202	1	5	3.12
Shopping	202	1	5	3.36
Lake and mountains	202	1	5	3.70
Casino	202	1	5	2.46
Staff speaking Chinese	202	1	5	2.79
Chinese food	202	1	5	3.02
Adaptation to Chinese culture	202	1	5	2.92
No risk of terroristic attacks	202	1	5	4.19

Graph 1 presents the frequency with which Chinese respondents use various sources of information when deciding on a travel destination. The columns indicate the percentage of respondents who "always," "sometimes," or "never" use each source.

Social networks are the most frequently used source of information, with 45 % of respondents using them "always" and 43 % using them "sometimes." This suggests that social media platforms play a significant role in travel planning.

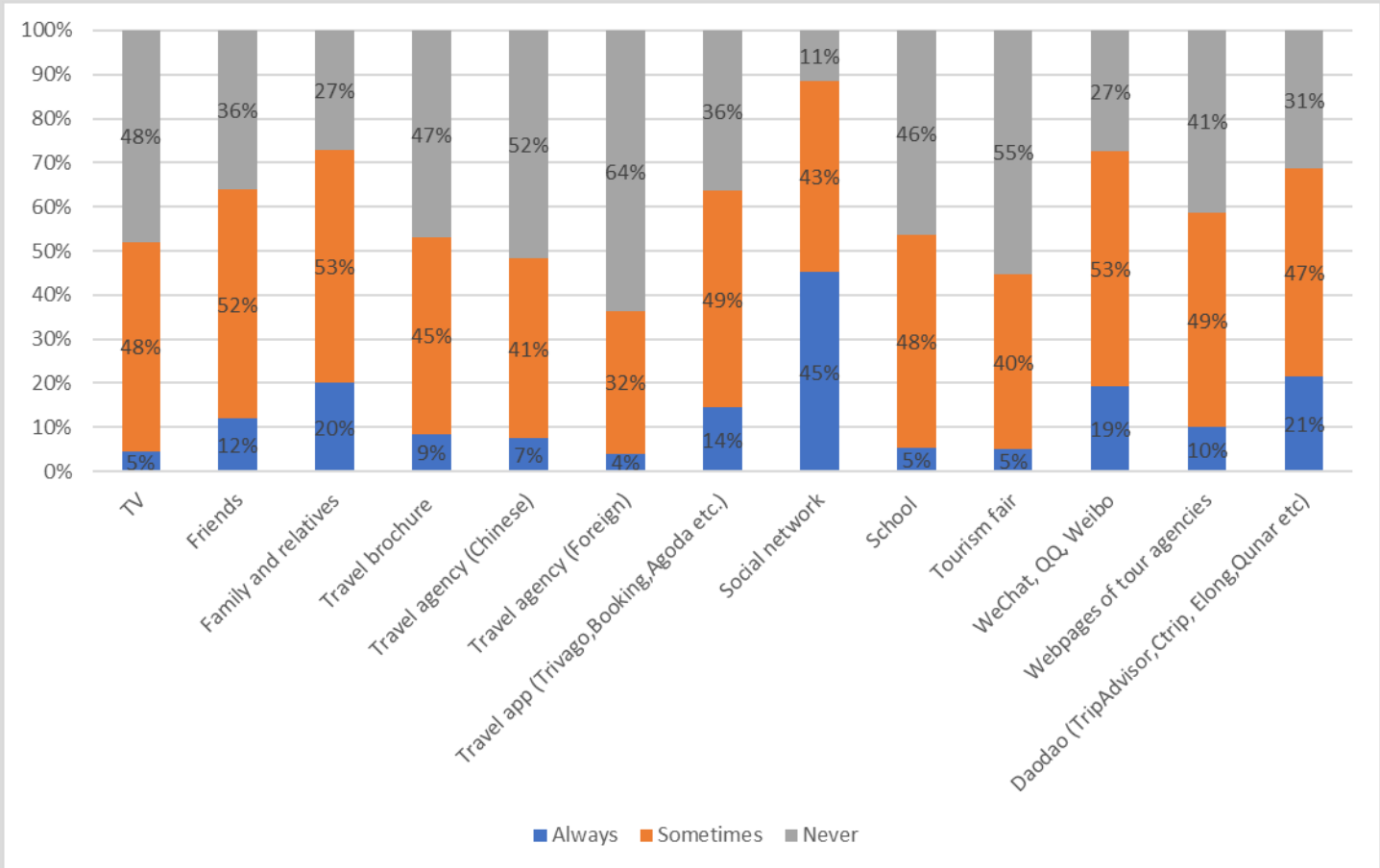
Recommendations from friends, family, and relatives are also a popular source of information, with 52 % or 53 % of respondents using them "sometimes" and 125 or 20 % using them "always."

While respondents some respondents still use travel agencies, they are less popular than social networks and personal recommendations. Chinese travel agencies are used more frequently than foreign ones.

A significant number of respondents also use online travel platforms like Tripadvisor, Ctrip, Elong, and Qunar, indicating a growing reliance on digital resources for travel planning.

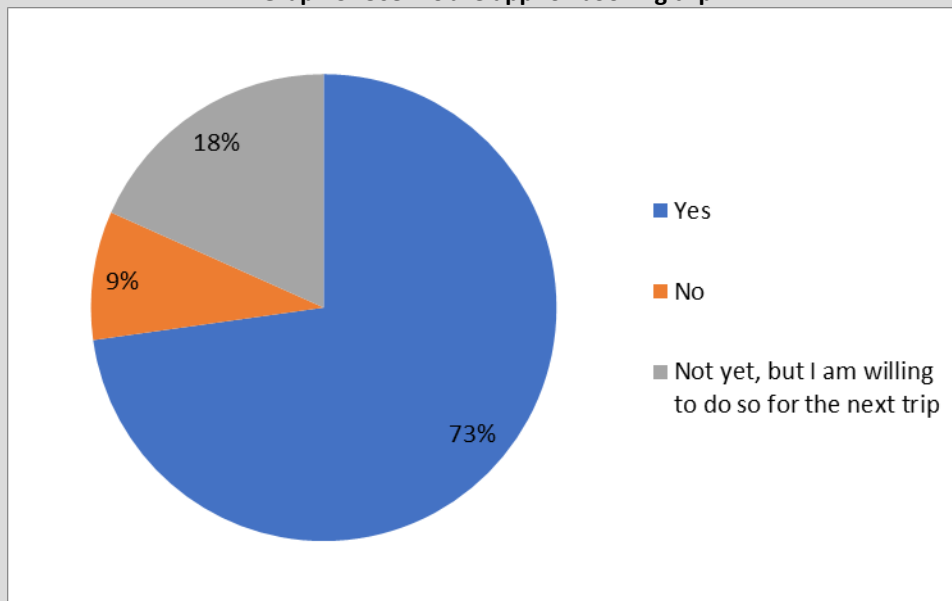
Television, travel brochures, and tourism fairs are less frequently used, suggesting a shift away from traditional sources of travel information.

Graph 1: Sources of information in deciding on a travel destination



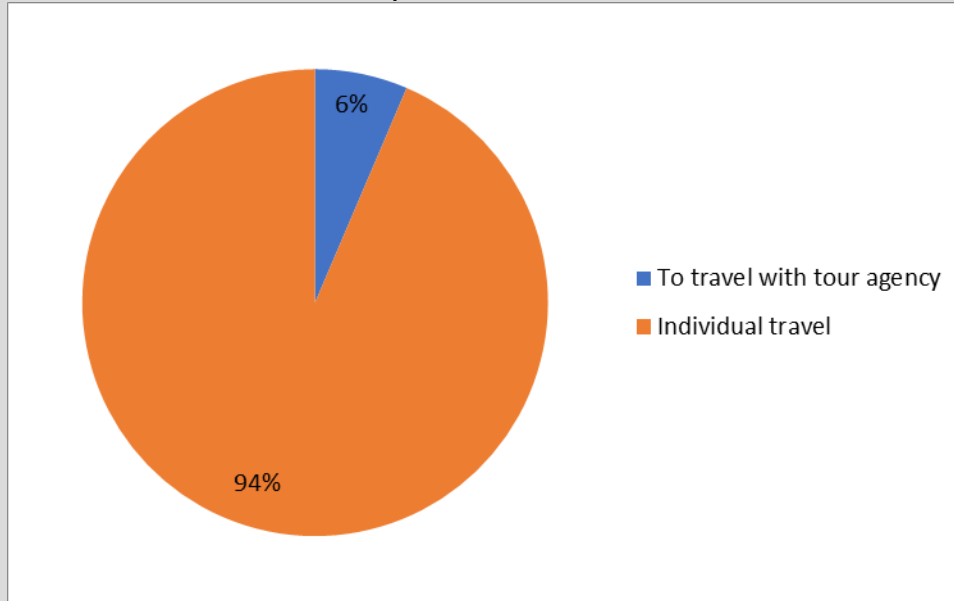
The high percentage (Graph 3) of users (72.8 %) demonstrates a clear trend toward mobile app usage for trip bookings. This reflects the growing reliance on mobile technology for convenience and efficiency (Graph 2). The 18.3 % who are willing to use an app for future bookings represent an opportunity for further market expansion. Strategies to attract these potential users could include promotions, educational content, or feature enhancements.

Graph 3: Use mobile app for booking trip



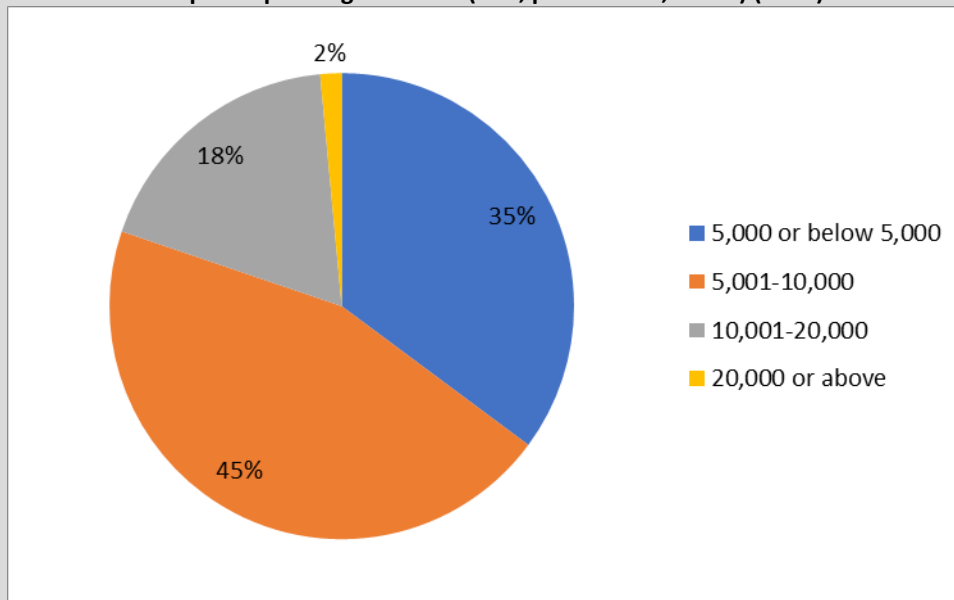
The data (Graph 4) clearly shows that a significant majority of respondents (93.6 %) favor traveling individually. This could imply that travelers value the flexibility and personalization that comes with planning their own trips. The small percentage (6.4 %) of respondents who prefer traveling with tour agencies suggests that while some travelers still value organized tours, it is not the predominant choice. This could be due to the perceived cost, lack of flexibility, or other factors associated with guided tours.

Graph 4: Prefer to travel



The data (graph 5) reveals that the majority of respondents (45.0 %) spend between 5,001 and 10,000 RMB on travel. This suggests that mid-range spending is typical for most travelers in this dataset. A substantial portion (35.1 %) spends 5,000 RMB or below, indicating that a significant number of travelers keep their travel expenses relatively low. Conversely, very few (1.5 %) spend 20,000 RMB or more, suggesting that high spending on travel is less common. The 18.3% who spend between 10,001 and 20,000 RMB indicate that there is a niche of higher-spending travelers, but this is a smaller segment compared to those spending less.

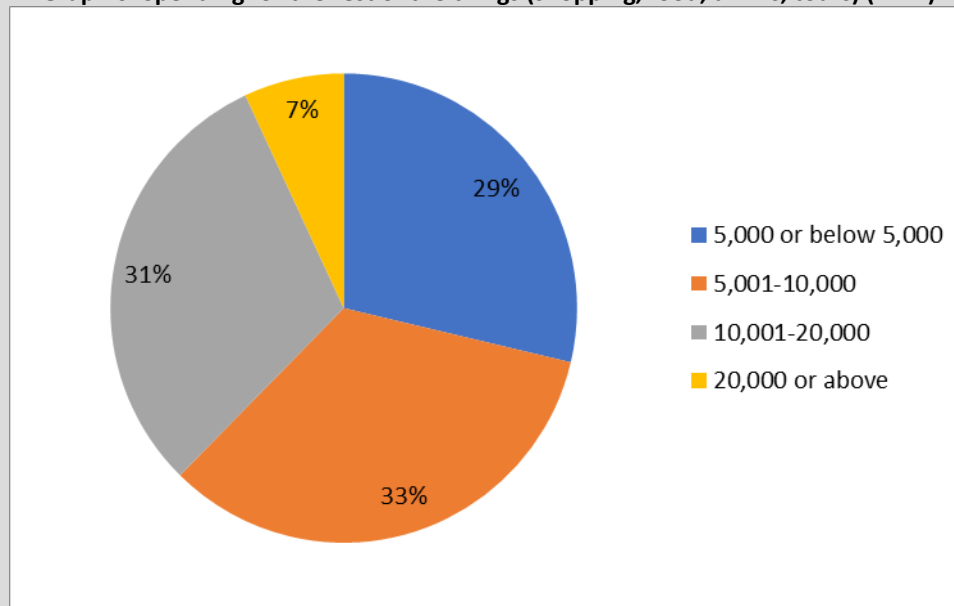
Graph 5: Spending for travel (visa, plane ticket, travel) (RMB)



The tallest bar (Graph 6) represents this category, showing that 68 respondents (33 %) spend between 5,001 and 10,000 RMB on travel. This is the most common spending range. The second tallest bar represents this category, with 62 respondents (31 %). This indicates a significant portion of respondents spend within this higher range but still less than the most common range. The bar for this category is

slightly shorter, with 58 respondents (29 %). This shows a substantial number of respondents spend less on travel, although not as many as those in the 5,001-10,000 RMB range. The shortest bar represents this category, with only 14 respondents (7 %). This shows that spending at this level is relatively rare among the respondents.

Graph 6: Spending for the rest of the things (shopping, food, drinks, tours) (RMB)



Discussion with consideration of hypotheses

Hypothesis: H1: Safety is the most important thing for Chinese tourists

Table 5 ranks safety as the top priority for Chinese travelers when choosing a travel destination, followed by cultural heritage and environmental quality.

The findings from Table 5 directly support the hypothesis that safety is the most important factor for Chinese tourists. The survey responses consistently indicate that safety is the primary consideration when selecting a travel destination. This aligns with existing research, which consistently highlights safety as a paramount concern for Chinese tourists.

The findings are further reinforced by existing theoretical frameworks and empirical studies. Research by Kim et al. (Kim et al., 2005) and Hsu et al. (Hsu et al., 2017) found that safety is one of the most important attributes considered by Chinese travelers. Weifeng (Weifeng, 2005) identified various dimensions of safety perceptions, including law and order, hygiene, medical support, and transportation.

Additionally, the research by Zou and Yu (Zou & Zhu, 2020) suggests that Chinese tourists' sense of safety is influenced by factors such as media coverage, local attitudes, and personal experiences. This highlights the complex nature of safety perceptions and the importance of considering multiple factors when developing strategies to attract Chinese tourists.

The findings from Table 5, combined with existing research, provide strong evidence to support the hypothesis that safety is the most important thing for Chinese tourists. This understanding is crucial for destination management organizations seeking to attract and satisfy Chinese travelers. Destinations can enhance their appeal to this important tourist market by prioritizing safety and addressing safety concerns.

We were interested in whether there are any differences between men and women (Table 6).

Table 6: T-Test for gender and the most important things to do while traveling

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Unspoiled nature	Equal variances assumed	2,449	,119	-2,084	198	,038	-,391	,188	-,761	-,021
	Equal variances not assumed			-2,057	176,391	,041	-,391	,190	-,767	-,016
Coastside	Equal variances assumed	6,463	,012	-1,949	200	,053	-,373	,191	-,749	,004
	Equal variances not assumed			-1,909	169,989	,058	-,373	,195	-,758	,013
Hospitality of people	Equal variances assumed	4,795	,030	-,799	200	,425	-,154	,192	-,533	,225
	Equal variances not assumed			-,786	173,780	,433	-,154	,196	-,540	,232
Historical and cultural heritage	Equal variances assumed	9,058	,003	-2,323	200	,021	-,431	,186	-,797	-,065
	Equal variances not assumed			-2,266	166,715	,025	-,431	,190	-,807	-,055
Peaceful destination	Equal variances assumed	6,187	,014	-2,283	200	,023	-,448	,196	-,834	-,061
	Equal variances not assumed			-2,239	171,649	,026	-,448	,200	-,842	-,053
Quality of life	Equal variances assumed	5,256	,023	-1,741	199	,083	-,335	,193	-,715	,045
	Equal variances not assumed			-1,705	168,845	,090	-,335	,197	-,724	,053
Cuisine	Equal variances assumed	1,440	,232	-1,416	200	,158	-,269	,190	-,644	,106
	Equal variances not assumed			-1,402	179,734	,163	-,269	,192	-,648	,110
Environment	Equal variances assumed	8,478	,004	-2,300	200	,023	-,430	,187	-,799	-,061
	Equal variances not assumed			-2,243	166,729	,026	-,430	,192	-,809	-,052
Nightlife	Equal variances assumed	,113	,737	-1,438	200	,152	-,277	,193	-,658	,103
	Equal variances not assumed			-1,442	189,112	,151	-,277	,192	-,657	,102
Sport and recreation	Equal variances assumed	1,219	,271	-2,310	200	,022	-,427	,185	-,791	-,063
	Equal variances not assumed			-2,284	178,640	,024	-,427	,187	-,796	-,058
Hotels	Equal variances assumed	,032	,859	-2,134	200	,034	-,410	,192	-,789	-,031
	Equal variances not assumed			-2,128	185,277	,035	-,410	,193	-,791	-,030
Spa and wellness	Equal variances assumed	,149	,700	-2,371	200	,019	-,472	,199	-,865	-,080
	Equal variances not assumed			-2,362	184,516	,019	-,472	,200	-,867	-,078
Shopping	Equal variances assumed	,229	,632	-2,607	200	,010	-,511	,196	-,897	-,124
	Equal variances not assumed			-2,593	183,366	,010	-,511	,197	-,899	-,122
Lake and mountains	Equal variances assumed	5,484	,020	-2,641	200	,009	-,492	,186	-,859	-,125
	Equal variances not assumed			-2,591	171,822	,010	-,492	,190	-,867	-,117
Casino	Equal variances assumed	2,355	,126	-1,100	200	,273	-,212	,192	-,591	,168
	Equal variances not assumed			-1,115	195,132	,266	-,212	,190	-,586	,163
Staff speaking Chinese	Equal variances assumed	1,912	,168	-,923	200	,357	-,187	,202	-,585	,212
	Equal variances not assumed			-,934	194,279	,352	-,187	,200	-,581	,208
Chinese food	Equal variances assumed	,038	,846	-,911	200	,364	-,185	,203	-,585	,215
	Equal variances not assumed			-,915	190,499	,361	-,185	,202	-,583	,214
Adaptation to Chinese culture	Equal variances assumed	,805	,371	-1,860	200	,064	-,383	,206	-,789	,023
	Equal variances not assumed			-1,876	192,483	,062	-,383	,204	-,786	,020
No risk of terroristic attacks	Equal variances assumed	3,955	,048	-2,015	200	,045	-,362	,180	-,717	-,008
	Equal variances not assumed			-1,965	166,504	,051	-,362	,184	-,726	,002

The provided table shows the results of independent t-tests for gender differences in the importance of various factors while traveling. The data is based on a sample of 200 participants.

The t-test is used to determine if there is a statistically significant difference in the mean ratings between males and females for each factor. The Levene's test is used to check if the variances between the two groups are equal.

The key findings from the table are:

- Unspoiled nature: There is no significant difference between males and females in the importance of unspoiled nature while traveling.
- Coastside: Females rate the coastside as slightly more important than males, but the difference is not statistically significant.
- Hospitality of people: There is no significant difference between males and females in the importance of hospitality of people while traveling.
- Historical and cultural heritage: Males rate historical and cultural heritage as slightly more important than females, but the difference is not statistically significant.
- Peaceful destination: Females rate a peaceful destination as slightly more important than males, but the difference is not statistically significant.
- Quality of life: There is no significant difference between males and females in the importance of quality of life while traveling.
- Cuisine: There is no significant difference between males and females in the importance of cuisine while traveling.
- Environment: Males rate the environment as slightly more important than females, but the difference is not statistically significant.
- Nightlife: There is no significant difference between males and females in the importance of nightlife while traveling.
- Sport and recreation: There is no significant difference between males and females in the importance of sport and recreation while traveling.
- Hotels: There is no significant difference between males and females in the importance of hotels while traveling.
- Spa and wellness: Females rate spa and wellness as slightly more important than males, but the difference is not statistically significant.
- Shopping: Females rate shopping as slightly more important than males, but the difference is not statistically significant.
- Lake and mountains: Males rate lakes and mountains as slightly more important than females, but the difference is not statistically significant.
- Casino: There is no significant difference between males and females in the importance of casinos while traveling.
- Staff speaking Chinese: There is no significant difference between males and females in the importance of staff speaking Chinese while traveling.
- Chinese food: There is no significant difference between males and females in the importance of Chinese food while traveling.
- Adaptation to Chinese culture: There is no significant difference between males and females in the importance of adaptation to Chinese culture while traveling.
- No risk of terroristic attacks: Males rate the absence of risk of terroristic attacks as slightly more important than females, but the difference is not statistically significant.
- Overall, the table shows that there are few significant gender differences in the importance of various factors while traveling. The most notable difference is that females rate spa and wellness as slightly more important than males.

Hypothesis: H2: Chinese tourists use mobile apps for booking trips

Graph 3 shows that a high percentage (72.8 %) of respondents use mobile apps for trip bookings. Additionally, 18.3% are willing to use an app for future bookings. The data presented in Graph 3 directly supports the hypothesis that Chinese tourists use mobile apps for booking trips. The significant percentage of users and the potential for future growth clearly demonstrate the prevalence of mobile app usage in the Chinese travel market.

The findings align with existing theoretical frameworks and empirical studies. Feng Xu et al. (2019) have highlighted the advantages of mobile apps for travel planning and booking, including time-saving, convenience, and cost-efficiency. The popularity of travel apps like Ctrip, Qunar, and Tongcheng in China (Jia et al., 2016) further reinforces this trend.

The research by Lu et al. (2015) and Yang et al. (2013) emphasizes the importance of perceived usefulness, ease of use, and compatibility in influencing app adoption. Additionally, Yuan et al. (2022) noted the significant role of social media platforms in travel planning, although usage may vary across different demographic segments.

The findings from Graph 3, combined with existing research, provide strong evidence to support the hypothesis that Chinese tourists use mobile apps for booking trips. This understanding is crucial for businesses and organizations operating in the Chinese travel market. By developing and optimizing mobile apps, they can cater to the preferences of Chinese travelers and gain a competitive advantage.

We were interested in whether there are any differences between men and women (Table 8).

Table 7: Chi-Square Tests between Gender and Use of Mobile Apps for Booking Trips

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	,441 ^a	2	,802
Likelihood Ratio	,439	2	,803
Linear-by-Linear Association	,038	1	,845
N of Valid Cases	202		

a. 0 cells (0,0%) have expected count of less than 5. The minimum expected count is 7,84.

The p-value (0.802) is much higher than the typical threshold for statistical significance (0.05). This means there is no statistically significant relationship between the variables you're testing (e.g., the relationship between responses and another variable like a demographic category).

Conclusion

The analysis provides key insights into the travel preferences and behaviors of Chinese students and faculty. By examining various data points, we can better understand current trends in travel destinations, sources of information, and spending patterns. This overview aims to highlight emerging interests, shifts in travel planning, and the factors influencing travel choices, offering valuable guidance for enhancing international education, tourism, and cultural exchange initiatives.

The provided theory and output effectively support the hypothesis that safety is the primary concern for Chinese tourists and that mobile apps are widely used for trip bookings. The arguments are well-founded, with strong evidence from both empirical studies and theoretical frameworks. However, it's essential to consider potential weaknesses and limitations to ensure a comprehensive understanding of the research findings. Further research could delve into the specific factors influencing safety perceptions and the adoption of mobile apps among Chinese tourists.

In conclusion, the analysis provides a comprehensive understanding of the travel preferences and behaviors of Chinese students, professors and assistants on faculty. While Asia remains the top destination, there is a notable shift towards increased interest in Europe, North America, and other continents, highlighting emerging trends in international travel. Future travel intentions are influenced by variables such as location within China, field of study, and personal preferences, with perceptions evolving due to economic and policy changes. Cultural and historical attractions, along with value for money and personal recommendations, are key drivers for travel, whereas traditional sources of information are losing relevance to social networks and online platforms. The preference for independent travel and mid-range spending underscores the need for travel agencies to adapt their services and marketing strategies to align with these evolving trends and preferences. Understanding these dynamics will be crucial for enhancing international education, tourism, and cultural exchange initiatives.

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