

CHINESE TOURISTS' EXPENDITURES IN THE POST COVID-19 ERA
WHAT BRINGS THEM TO A DESTINATION

by

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Dedication

To the hospitality industry and tourism actors that have seen their business struggling by the recent Covid-19 challenges . Let this be the beginning of new opportunities, where understanding of new paradigms will accurately play a key role.

ABSTRACT

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WHAT BRINGS THEM TO A DESTINATION

Antonio Benitez Garcia
2022

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Co-Chair: Ivana Nobilo

The purpose of this research is to identify the current interests and variables that the Chinese Market is considering for traveling, during and after the challenges of Covid-19. The study aims to analyze the results from the methods of Pearsons Correlation Coefficient, Cramers V based in Chi-square test, and individual answers from all the respondents, by categories from leisure to business travelers. The results show the level of importance that this niche conveys to the impact of some variables, ranking highest to Security in the destination, where there is no criminality. Second, the Health concerns coverage, where the destinations are able to secure the health and hygiene capacity to provide a safety holidays or business trip. Third, good relationship between China and the potential visited destination. There is also a correlation, no causation, with other variables such as Income, Education, Accessibility, among others, as these are considerations for traveling, in different percentages for business and leisure.

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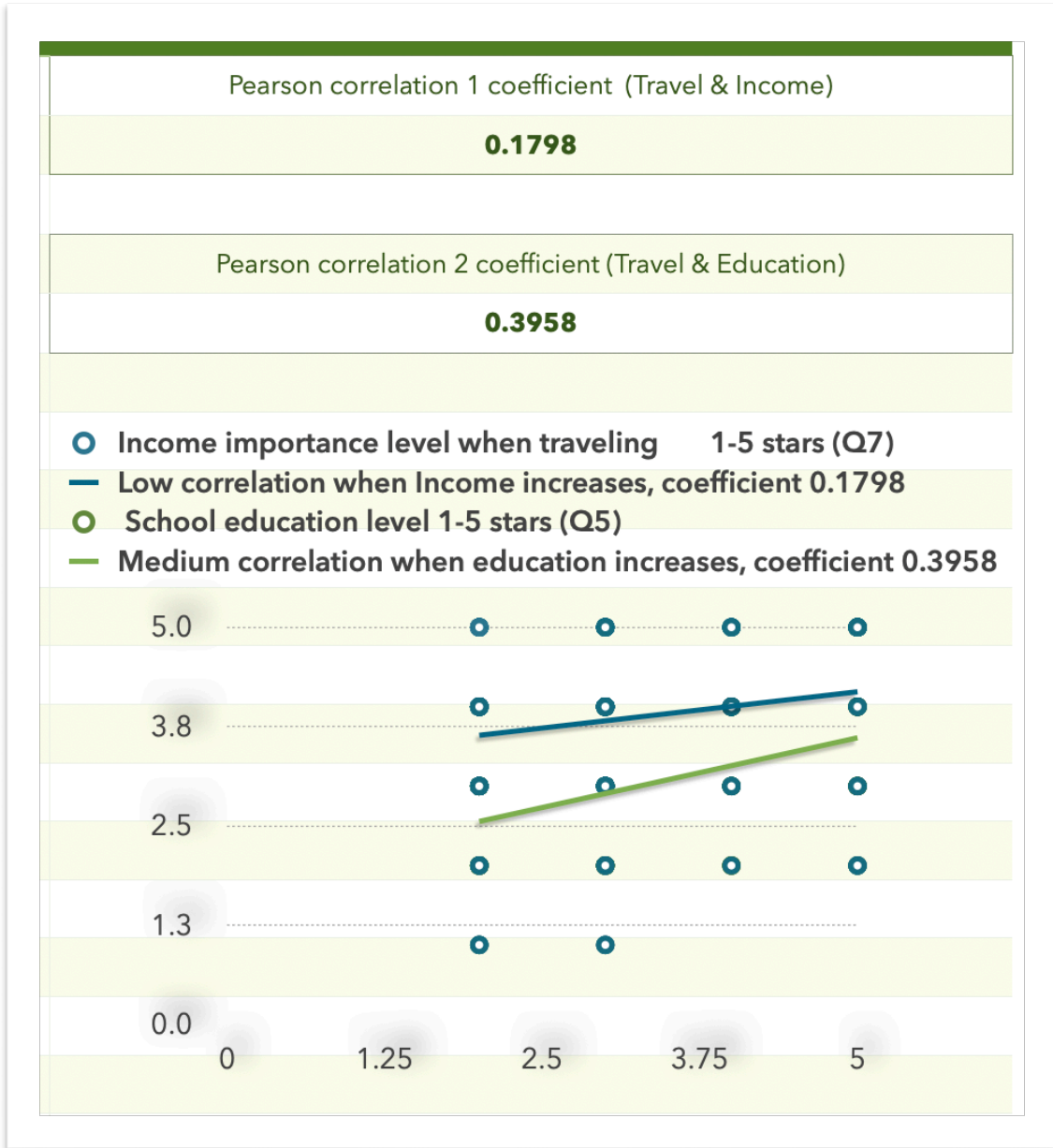


Table 1

Pearson correlation 1 coefficient (Travel & Accesibility)

0.1541

Pearson correlation 2 coefficient (Travel & Health Concerns)

-0.0759

- Accessibility importance level when traveling 1-10 stars (Q12)
- Low correlation when Accesibility increases, coefficient 0.1541
- Health Concerns importance level when traveling 1-10 stars (Q13)
- Low correlation when Health Concerns decreases, coefficient -0.0759

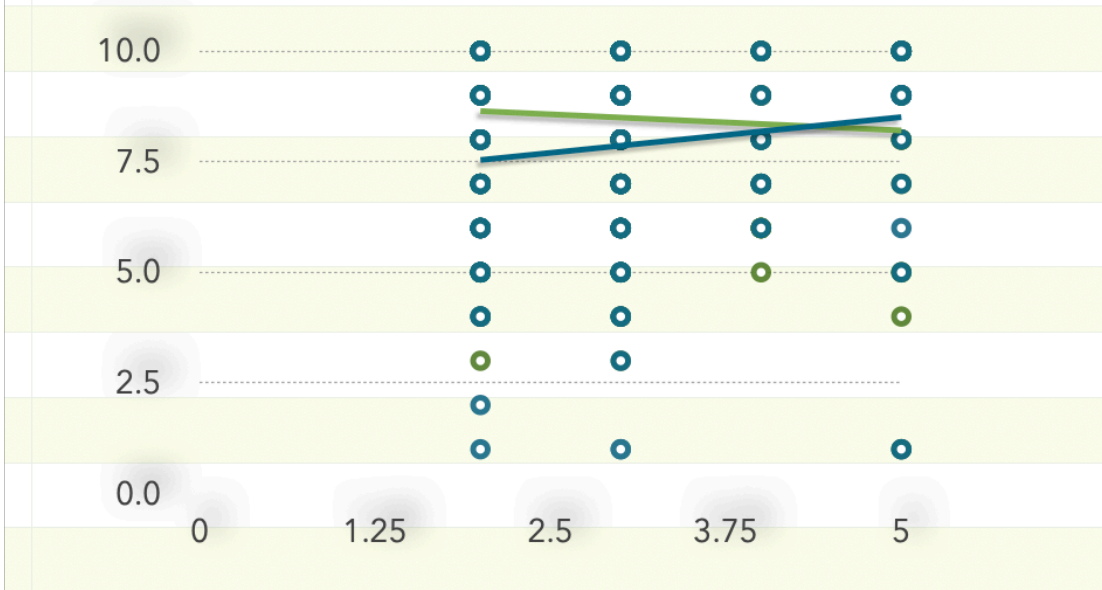


Table 2

Pearson correlation 1 coefficient (Travel & Security)
-0.0304

Pearson correlation 2 coefficient (Travel & Political Relationship)
0.0118

- Security importance level for traveling 1-10 stars (Q14)
- Low correlation when Security decreases, coefficient -0.0304
- Political R. importance level for traveling 1-10 stars (Q15)
- Low correlation when Political Relationship increases, coefficient 0.0118

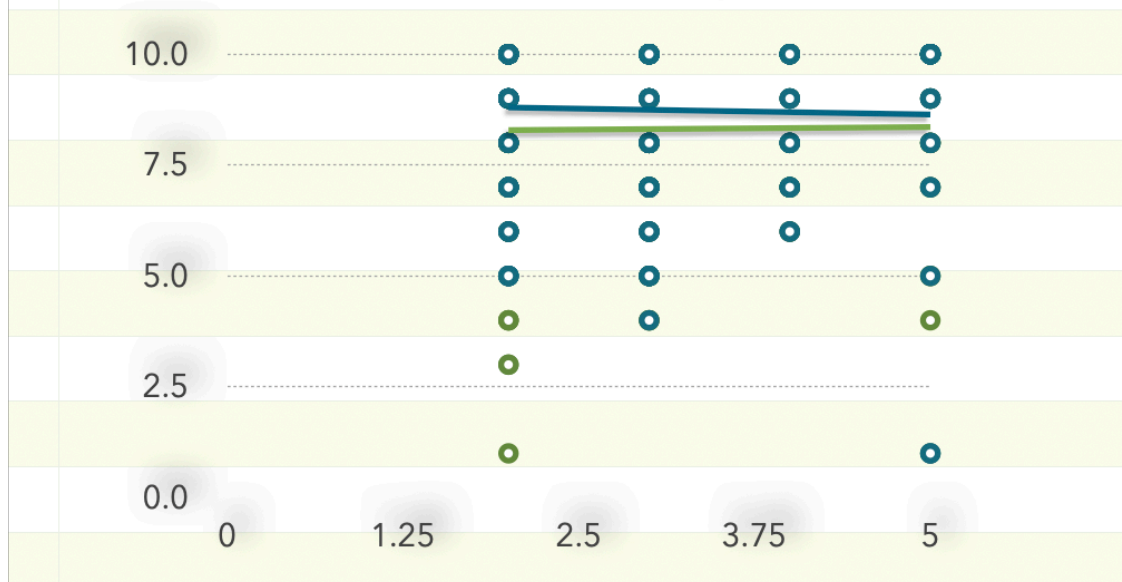


Table 3

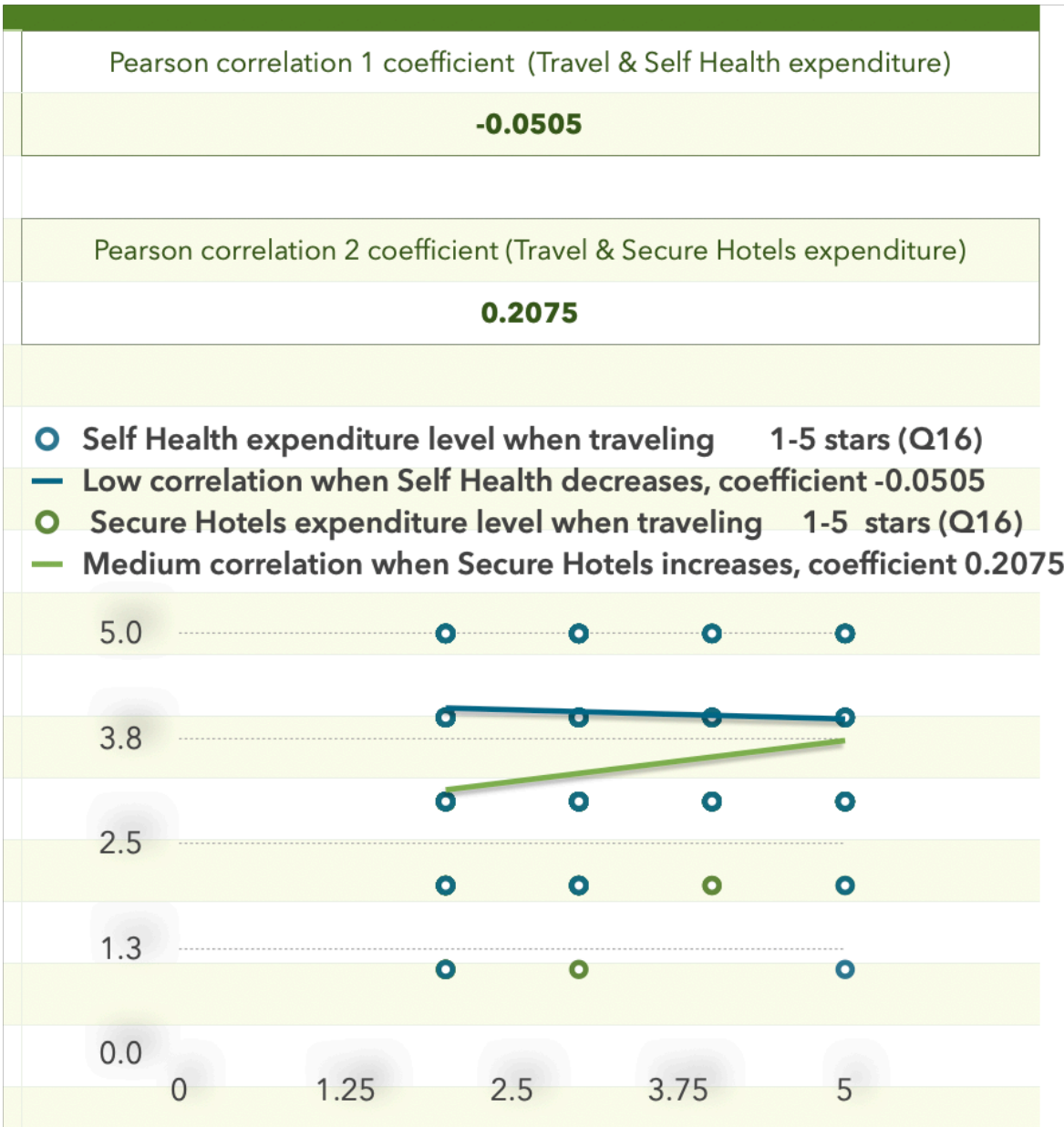


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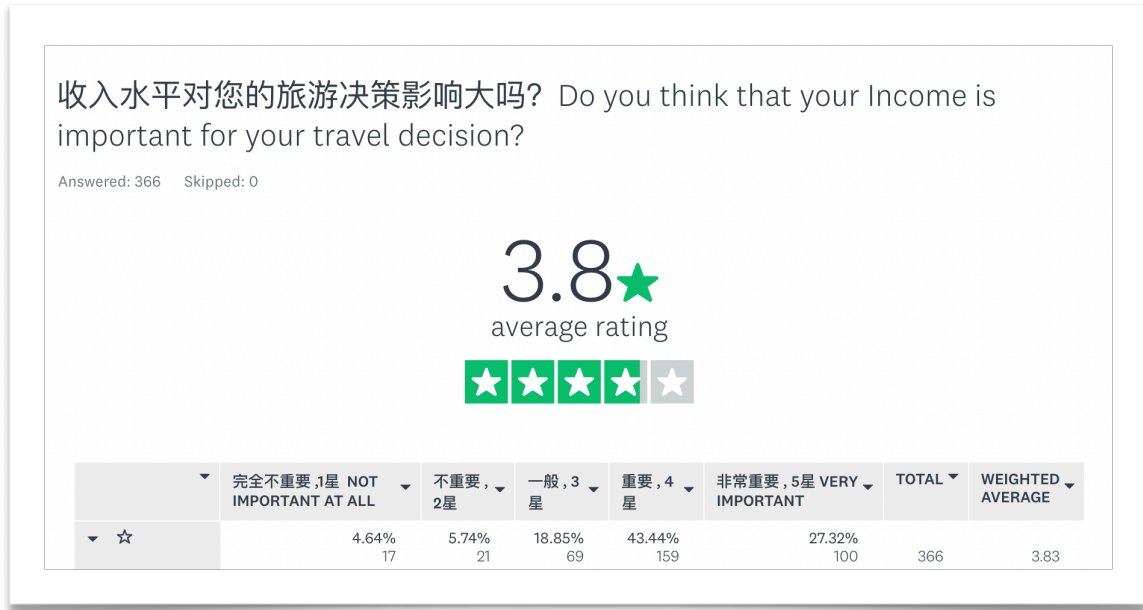


Figure 1



Figure 2



Figure 3



Figure 4

If you travel now during Covid restrictions, how are your travel expenditures, in comparison with before Covid? Any changes in your spending behavior?

Answered: 366 Skipped: 0

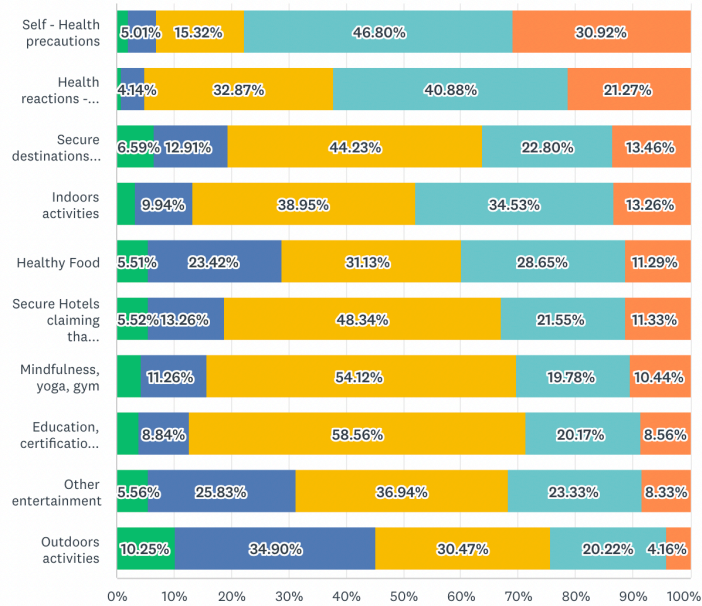


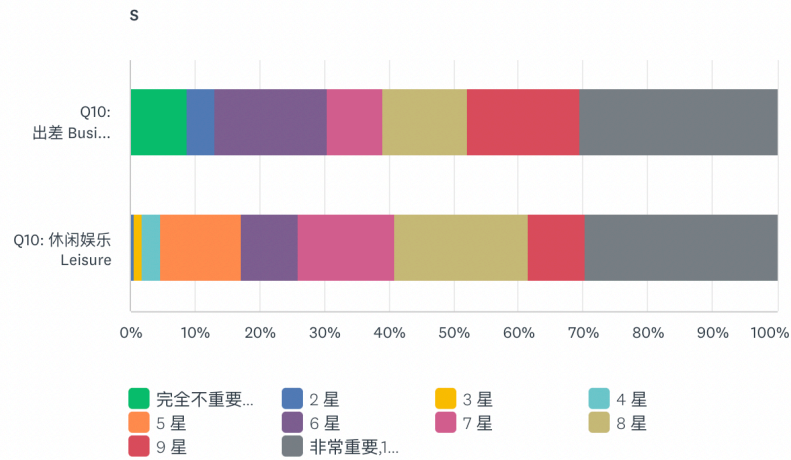
Figure 5

	SPEND LESS MONEY	SPEND A LITTLE LESS	SPEND THE SAME	SPEND A LITTLE MORE	SPEND MORE MONEY	TOTAL	WEIGHTED AVERAGE
Self - Health precautions	1.95% 7	5.01% 18	15.32% 55	46.80% 168	30.92% 111	359	4.00
Health reactions - medicine	0.83% 3	4.14% 15	32.87% 119	40.88% 148	21.27% 77	362	3.78
Secure destinations claiming that Covid concerns are covered	6.59% 24	12.91% 47	44.23% 161	22.80% 83	13.46% 49	364	3.24
Indoors activities	3.31% 12	9.94% 36	38.95% 141	34.53% 125	13.26% 48	362	3.44
Healthy Food	5.51% 20	23.42% 85	31.13% 113	28.65% 104	11.29% 41	363	3.17
Secure Hotels claiming that Covid concerns are covered	5.52% 20	13.26% 48	48.34% 175	21.55% 78	11.33% 41	362	3.20
Mindfulness, yoga, gym	4.40% 16	11.26% 41	54.12% 197	19.78% 72	10.44% 38	364	3.21
Education, certifications, diplomas	3.87% 14	8.84% 32	58.56% 212	20.17% 73	8.56% 31	362	3.21
Other entertainment	5.56% 20	25.83% 93	36.94% 133	23.33% 84	8.33% 30	360	3.03
Outdoors activities	10.25% 37	34.90% 126	30.47% 110	20.22% 73	4.16% 15	361	2.73

Figure 6

可达性。您是否要求前往目的地的途中交通便利？（航班、签证）
 - Accessibility. It has to be easy to travel to a destination? (flights and visa)

Answered: 192 Skipped: 0

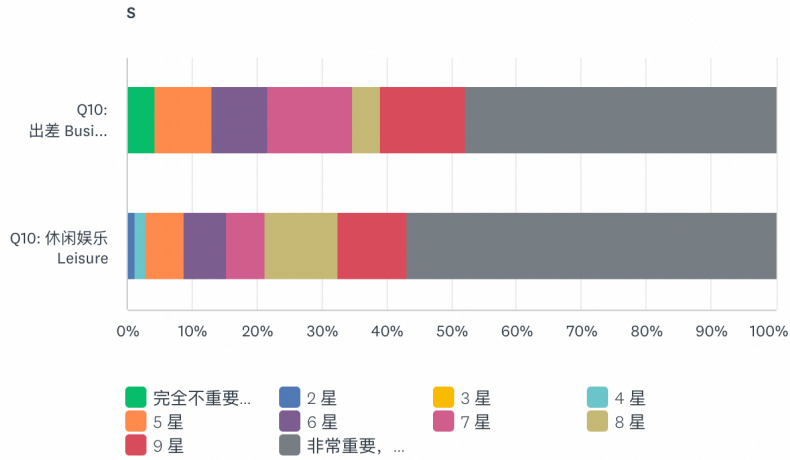


☆	完全不重要, 1星 NOT IMPORTANT AT ALL	2星	3星	4星	5星	6星	7星	8星	9星	非常重要,10星 VERY IMPORTANT
Q10: 出差 Business	8.70% 2	4.35% 1	0.00% 0	0.00% 0	0.00% 0	17.39% 4	8.70% 2	13.04% 3	17.39% 4	30.43% 7
Q10: 休闲娱乐 Leisure	0.00% 0	0.59% 1	1.18% 2	2.96% 5	12.43% 21	8.88% 15	14.79% 25	20.71% 35	8.88% 15	29.59% 50

Figure 7

要? - Health & Safety. The destination needs to handle properly my health concerns, specially prepared for Covid-19?

Answered: 192 Skipped: 0

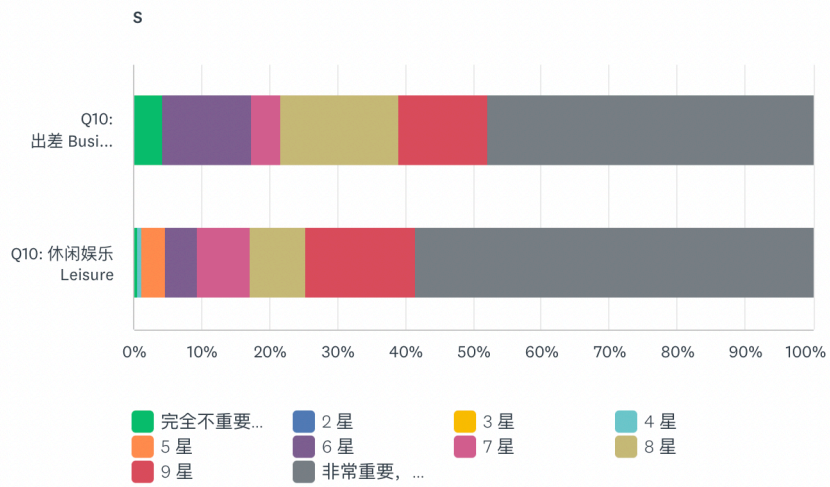


☆	完全不重要, 1星 NOT IMPORTANT AT ALL	2星	3星	4星	5星	6星	7星	8星	9星	非常重要, 10星 VERY IMPORTANT
Q10: 出差 Business	4.35% 1	0.00% 0	0.00% 0	0.00% 0	8.70% 2	8.70% 2	13.04% 3	4.35% 1	13.04% 3	47.83% 11
Q10: 休闲娱乐 Leisure	0.00% 0	1.18% 2	0.00% 0	1.78% 3	5.92% 10	6.51% 11	5.92% 10	11.24% 19	10.65% 18	56.80% 96

Figure 8

治安。旅行目的地的治安和稳定程度是否重要？ - Security. The destination needs to be secure and free of riots and criminality?

Answered: 192 Skipped: 0

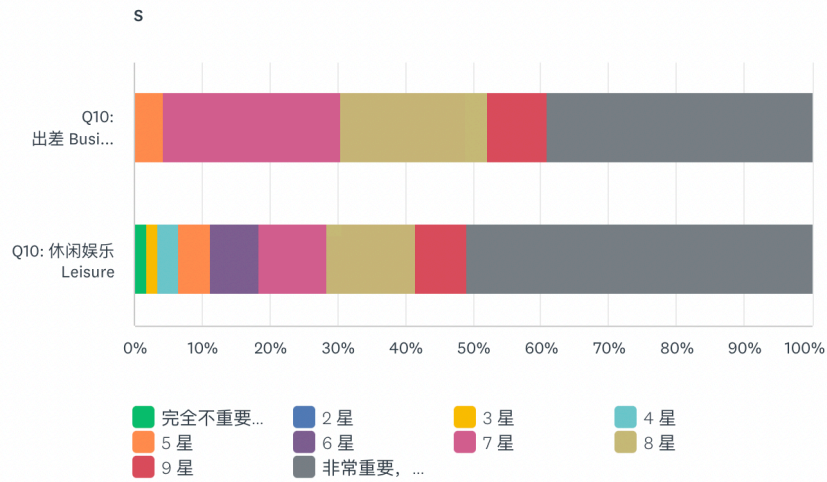


☆	完全不重要, 1星 - NOT VERY IMPORTANT	2星	3星	4星	5星	6星	7星	8星	9星	非常重要, 10星 VERY IMPORTANT
Q10: 出差 Business	4.35% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	13.04% 3	4.35% 1	17.39% 4	13.04% 3	47.83% 11
Q10: 休闲娱乐 Leisure	0.59% 1	0.00% 0	0.00% 0	0.59% 1	3.55% 6	4.73% 8	7.69% 13	8.28% 14	15.98% 27	58.58% 99

Figure 9

旅行时，国外目的地与中国的外交关系是否重要？ Political concern. The destination needs to be in good diplomatic relationship with China?

Answered: 192 Skipped: 0

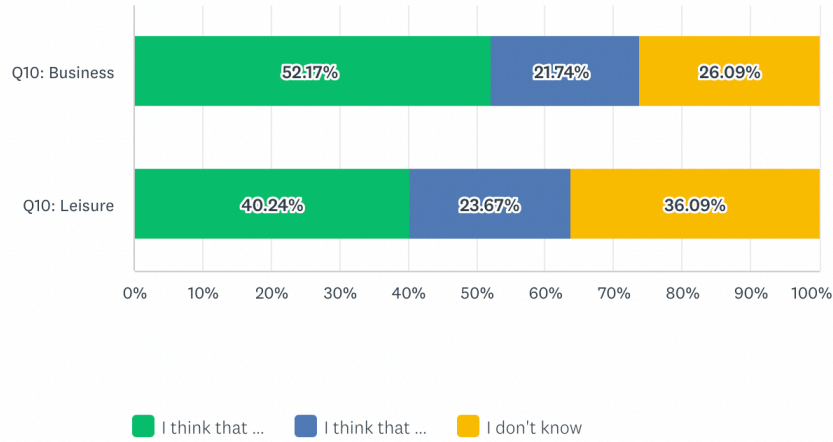


☆	完全不重要, 1星 - NOT IMPORTANT AT ALL	2星	3星	4星	5星	6星	7星	8星	9星	非常重要, 10星 VERY IMPORTANT
Q10: 出差 Business	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.35% 1	0.00% 0	26.09% 6	21.74% 5	8.70% 2	39.13% 9
Q10: 休闲娱乐 Leisure	1.78% 3	0.00% 0	1.78% 3	2.96% 5	4.73% 8	7.10% 12	10.06% 17	13.02% 22	7.69% 13	50.89% 86

Figure 10

Do you think that the change in expenses from the previous question, will remain the same from now on, or will readjust back as before Covid-19?

Answered: 192 Skipped: 0



	I THINK THAT MY EXPENDITURE BEHAVIOR WILL RE-ADJUST BACK AT SOME POINT, SAME AS BEFORE COVID-19	I THINK THAT MY EXPENDITURE BEHAVIOR WILL STAY AS IT IS NOW, DURING/AFTER COVID-19	I DON'T KNOW	TOTAL
Q10: Business	52.17% 12	21.74% 5	26.09% 6	11.98% 23
Q10: Leisure	40.24% 68	23.67% 40	36.09% 61	88.02% 169
Total Respondents	80	45	67	192

Figure 11

The chi-square statistic, *p*-value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

Results						
	Self Health spend less	Self Health spend little less	Self Health spend same	Self Health spend little more	Self Health spend more	Row Totals
Business	1 (0.44) [0.71]	1 (1.10) [0.01]	2 (2.94) [0.30]	12 (10.13) [0.34]	5 (6.39) [0.30]	21
Leisure	3 (3.48) [0.07]	11 (8.71) [0.60]	24 (23.22) [0.03]	84 (80.10) [0.19]	44 (50.50) [0.84]	166
More business than leisure	1 (1.01) [0.00]	2 (2.52) [0.11]	6 (6.71) [0.08]	23 (23.16) [0.00]	16 (14.60) [0.13]	48
More leisure than business	1 (1.07) [0.00]	1 (2.67) [1.05]	8 (7.13) [0.11]	19 (24.61) [1.28]	22 (15.51) [2.71]	51
Column Totals	6	15	40	138	87	286 (Grand Total)

The chi-square statistic is 8.8536. The *p*-value is .71538. The result is *not* significant at $p < .05$.

Figure 12

CHAPTER I: INTRODUCTION

1.1 Introduction

As we have observed, the first two decades of this century witnessed a fast pace movement for the travel industry, in which international tourism was steadily rising mainly in Asia. Up until the end of 2019, China was receiving millions of tourists willing to spend their holidays in local destinations. Soon after in 2020 the environment changed, and international travelers were not allowed to travel into China anymore, due to Covid-19. Financial loss of US \$88bn was estimated (UNWTO, 2020a, 2020b, 2020c), some researchers in a wider scale considered Covid-19 to have caused an unprecedented loss of \$810.7bn to the global travel market in 2020 (Lock, 2020). During the first two months of the year 2020, in January and February, the hotel industry in China suffered a loss of around \$9.57bn, with occupancy drops to close to 10% (Becker, 2020). However, through multiple pandemic control campaigns, the government gained effective control of the crisis by March 13, 2020 (Ministry of Foreign Affairs of China, 2020b) when 87% of hotels reopened (Smith Travel Research, 2020).

In comparison to previous similar events, the impact of the SARS outbreak in 2003 on the economies of China, Hong Kong, Singapore and Vietnam was estimated at \$20bn in lost GDP (Wilder-Smith, 2006).

This event quickly affected all the travel and tourism industries around the world, making some countries even riskier to travel than traveling to China. The concern rose and the World Health Organization, here after WHO, named it with a status of pandemic. This in turn, brought down all the numbers in travel statistics and expenditure

allocated to this industry. The Chinese Tourists were now wary of traveling abroad, and its citizens started to feel that China indeed could be one of the safest places to visit through the pandemic, compared with other countries in Europe and the United States.

A significant percentage of the Gross Domestic Product is attributed to tourism in many countries, and unfortunately this area is one of the most affected during Covid-19. The hospitality industry is one of the world's major industries. In the United States, is the second largest employer (Kotler, 2020).

The expenditure that tourism brings to a destination has suffered a dramatic change, some consequences revealed right after the travel restrictions, but some others will continue to surface until we find a better control of the virus, globally. The motivation of the study is to bring a clear understanding of the importance of the protocols set in place, by analyzing tourist's expenditures and behaviors. This means that the expenditure level might be directly proportional to the health and safety of these destinations. Therefore it is crucial forecasting peoples' behaviors, so that the tourism industry can analyze and implement adjustments where necessary (Li et al.,2021).

There are many variables taking place into these changes, and it is crucial to be aware of it. For example, (Has et al., 2020) identified the impact and crisis management framework in China's hotel industry in the post crisis era. Some accumulation of previous research and new knowledge will be implemented and analyzed in order to have a better understanding of these particular events.

1.2 Research Problem

This study will investigate the reason for which the Chinese Tourist are choosing to visit certain destinations, after knowing the risks of Covid-19. It will also address the level of expenditure changes made for a safe travel. The problem is that previous researches have analyzed this idea with more traditional variables such as income. Health-related crises have a deep impact on international travel and domestic tourism markets, because people stop traveling to the affected areas to reduce the risk of infection (Melly and Hanrahan, 2020). Hence, it is important to understand in more detailed what specific variables lead here, and many previous researches weight mainly on “income” playing a bigger role in the decision making process. This has blurred the current needs that people might have after introducing another variable like “Covid-19”, or some other ones like “Health and Safety” and even “Security” in the destination itself. The research will analyze the characteristics that the Chinese travelers are selecting as safer destinations to receive tourists, and will look through the understanding of behaviors and attitudes that are of particular interest. This study will not generalized concepts and broad segments of the population, but rather specific insights into how these new variables applied with particular demographic groups and certain psychographics characteristics. This is a sudden problem that has emerged recently, and since the public and private sectors are looking into better solving the pandemic struggles, this research will serve to identify areas of interest and particular improvements that can help to guide in tourism destinations, local institutions, accommodation clusters, among others.

1.3 Purpose of Research

The purpose of this research is to identify the current interests and variables that this specific niche is considering for traveling. The main objective is to analyze the changes to which the Chinese Market has become more sensitive. In other words, to understand new perceptions from this market, towards expenditure attitudes in today's world; Where new variables seem to be more relevant.

The study will be covering some sub-objectives to expand and clarify in the review of literature, with new information collected from this market.

Particularly, the study has the following sub-objectives:

1. To review the current demands' approach towards the appealing of being attracted to a potential destination.
2. To analyze the importance of tourist's expenditure in each of the categories studied, and to create a better understanding from the tourism industries' investments in that regard.
3. To provide recommendations and advice to the hospitality sector when considering attracting the Chinese Market, considering post-covid measures.

The outcome of this research will be of a great value to the tourism industry, specifically to those hotels and destinations which goal is to pursue visits from this niche. It will demonstrate the importance of perception and adaptability to new challenges. The study will further discuss the turning points from threats to opportunities, the external part of the SWOT analysis.

This is more relevant to the hospitality industry in all its main different sectors (hotels, restaurants, scenic spots, outdoors activities, among others).

1.4 Significance of the Study

Li et al, (2020) recently published that the nature of this particular crisis has obliterated the demand for travel, and it has generated uncertainty about people's future travel behaviors, hence the importance and significance of the study. It is necessary for the hospitality business not only to understand the determinants for attracting this segment, but also to apply the knowledge and collected data, to strengthen the destination and hospitality offers, according to what is ideal for the tourists.

According to Wen et al. (2020) argued that Chinese tourists' consumption habits, such as luxury trips and the increasing independent travel, have been affected by the Covid-19 epidemic. Employees may also bring negative effects on the process of resilience in the post-crisis era when they are unable to immediately adapt to new business models resulted from the crises (Burnett and Johnston, 2020). These are considerations that have to be taken into account on how is the tourism sector reacting to such event. There are general thoughts and assumptions into what is expected from the industry. Some researchers have focused on different variables that may allure this niche to start traveling again. However some variables might have been overseen and assumed that the people is reacting the same way as before, when they are deciding to travel to their next destination. The significance of this study shows an holistic approach from fundamental knowledge into newly different considerations that this segment requires for traveling again, adding new variables that have been incorporated in our life besides income, such as accessibility, health, safety, among others.

New approaches for traveling have started around the world, and only those destinations that comply with the requirements and wishes of this market, will see their

tourism revenue get back to normal and even growing over other destinations. Bogdan et al., (2020) mentioned that taking social responsibilities can gain better support from the community because residents' perception on social responsibility practices will affect their overall attitude toward tourism. A complete effort from governmental and local resources have to be aligned in order to fulfill the necessities of potential tourists.

1.5 Research Purpose and Questions

The study will address the following research questions:

1. What socio demographic attributes (such as income, age, education) or psychographic variables (attitudes, lifestyle, personalities, interests) make people more prone to travel?
2. Besides some natural attributes from a tourist destination, what other characteristics does a place need to have to attract this niche?
3. Is this market concerned by other variables such as destination security or political sensitive places, more than the main variable Covid-19 ?
4. How tourists' expenditure changes (dependent variable), when traveling during and after Covid-19 (independent variable), by categories ?

From the above questions, the following hypothesis are formulated :

H1. "Higher Income" is expected to have a big impact, in combination with other psychographic variables.

H2. Tourists destinations will be ready to receive tourism when they cover with the required standardized and strict regulations. "Safety" might also be on top of the list.

H3. Based on the Chinese history background, it is expected that this segment might be reluctant to visit what are seen as risky destinations. Even more so than Covid areas.

H4. It is believed that the expenditure will be allocated a little more in the “Health & Safety” category, since people might be more concerned.

CHAPTER II: REVIEW OF LITERATURE

2.1 Theoretical Framework

The aspects and motivations that drive the tourism industry have been in the interest of many researchers before. The preliminary literature review shows that different studies have analyzed the relationships between the traveler and the destination, and how this situation has become more complex as we interact with more variables. The Chinese Tourism in specific, has gone through meaningful changes, from officially opening to tourism in 1979, to become the country with the highest travel expenditure in the world. According to Xie (2015), it has been somewhat planned and analyzed from the early stages. After 1978 the independent tertiary tourism institutions, such as Shanghai Institute of Tourism and Beijing Tourism College, were established and thus can be regarded as the start of China's tourism higher education. Meanwhile, Nankai University, Northwest University, and Hangzhou University (later merged into what is now Zhejiang University) established their own tourism programs (Xie, 2015).

Based in previous review studies, (e.g., Bao, 2009, 2015; Bao, Chen, & Ma, 2014; Huang & Chen, 2016a, 2016b; Huang, Chen, Luo, & Bao, 2019) the Tourism research in China could be divided into the following four stages: The first is Stage of Idealism, which constitutes from 1978 to 1989, setting up precedents with new country leadership. The second is the Stage of Realism (1990-1998), with rapid development of the tourism in Mainland China; Where researchers originally from a great variety of disciplines (e.g., Geography, Economics, Management, Sociology, Anthropology, Architecture, Landscape Designed, Ecology, Geology, Forestry, Agronomy, History, and Cultural Studies) entered the study of tourism and the implications in the economy. The third is the Stage of

Coexistence between the previous two Idealism and Realism (1999-2012)). In this stage there was further development of China's tourism industry, when the central government initiated the first 'Golden Week' institutional opportunity in tourism investment and recreational activities, where additional days-off are put together in order to impulse the domestic economic growth among small business. In this period different Chinese Tourism researchers also started to increase their international visibility and influence by publishing a growing number of scholar articles in international tourism journals, such as *Annals of Tourism Research*, *Journal of Travel Research*, *Journal of Sustainable Tourism*, among others. The fourth is the Stage of Further Transition (2013 - onwards), where China has immersed into a new era with flourished tourist statistical numbers, domestically and internationally.

Historically, the tourism demand is predominantly measured by the number of arrivals and the level of tourist expenditure (receipts), along with their variations, in per capita terms (Song, Witt, & Li, 2009; Song, Li, Witt, & Fei, 2010). One alternative measure, the number of tourist nights (length of stay) has appeared in recent studies.

According to the United Nations World Tourism Organization (2019), UNWTO, Chinese tourists abroad spent \$277.3 billion in 2018, compared to about \$10 billion spent in the year 2000. While in comparison the US tourists spent \$144.2 billion in 2018, ranked in the second place. These great changes have definitively generated interest around the world and in different destinations that are willing to adapt their strategies so that they can benefit from the Chinese International expenses. No other nation before has increased their level of expenditure as the Chinese International Tourists in the last few years.

This is a remarkable opportunity for those destinations that understand this society and adapt to new needs, as we will argue in the following chapters with the new Covid-19 variable. In terms of the purpose of visit and spending, the top five countries benefiting largely of the China outbound tourism are the United States, Canada, Australia, New Zealand and Japan (Markets & Research, 2019). Although new numbers are rising in Asia and South East Asia, in countries like Thailand, Japan, Vietnam and South Korea.

The challenges that tourism has undertaken are at the front of unprecedented actions, it becomes difficult to forecast results from natural disasters, earthquakes, tsunamis, or pandemics, as it is the case with Covid-19. This last particular situation has destroyed the demand for travel and generated uncertainty in people's future behaviors (Li et al., 2020). Even though, this is not the first time that tourism activities are hit by different events since tourism started to become more international and worldwide spread, for example previous studies have examined impacts of crises in cruises (Liu et al., 2016), hotels (Hao et al., 2020) and tourism destinations (Cakar, 2019). Previous research have also studied a variety of global crises, such as earthquakes (Tsai and Chen, 2010), Ebola (Novelli et al., 2018) and avian flu (Kuo et al., 2008). The Covid-19 pandemic is likely to cause the largest downturn that the tourism industry had ever experienced in its history (Becker, 2020). None of the prior health crises came close to the virulence of socio-economic devastation generated by the coronavirus pandemic (Li et al., 2021), also referred to as an “economic super-shock” that “disrupted the disruptor” (Dolnicar and Zare, 2020), this terminologies are definitively more in tune with some specific sectors and destinations.

Some of these sectors, that at the same time involve the tourism industry, have seen unprecedented changes that will be difficult to overcome and are looking into

different supports from Federal Unions and governments, for example the cruise industry has benefited from neoliberal ideology and practices and now hopes to benefit from the bonuses of capitalism (Klein, 2008). While it is true that big packages were set in place in order to minimize the struggles of Covid-19, it is important to allocate the available resources where they are more needed, hopefully without tricky advantages that belong only to few spheres at the top, leading big corporations. Air-travel practitioners realize that prior risk mitigation strategies are ill-fitted to the unprecedented circumstances generated by the Covid-19 outburst (Garrow and Lurkin, 2021). Recently, several studies have been published to conceptualize the impact of Covid-19 on the air-travel sector (Sobieralski, 2020; Wen et al., 2021). Bringing up different perspectives from some sectors that may need more help than others.

After a problem with such a magnitude of the recent pandemic, the hotel industry and travel industry must renew services by deconstructing and reconstructing existing products, marketing strategies, distribution channels, delivery methods, and consumption points (Gallen, 2020). Considering the point that Gallen refers to, other authors have also focused on the idea of deconstructing an industry that was benefiting much more to elite corporations rather than to the destinations themselves, and the local people willing to host potential markets. According to Taylor (2020) many markets were already flooded with vain and unsustainable goals, as he said “We will not go back to normal. Normal never was. Our pre-corona existence was not normal other than we normalized greed, inequity, exhaustion, depletion, extraction, disconnection, confusion, rage, hoarding, hate and lack. We should not long to return, my friends. We are being given the opportunity to stitch a new garment. One that fits all of humanity and nature” (Renee Taylor, 2020).

This very concept of back to normalization will bring different insights into what is that the tourism industry needs, what we focus on, and what we aim to enjoy and deliver as a product in different international destinations, understanding that the product or service may have more specifications, and that the industry needs to make tangible all the uncertainties that are around Covid-19 and the new normal.

In light of the significant impact of a crisis on the hospitality and tourism industry, some studies also investigated the effectiveness of government-initiated measurements of a tourism crisis, even before the Covid-19 pandemic (Novelli et al., 2018). Some conceptions in this particular topic will come across some of the variables in this research, since this is an approach that some tourist will consider when traveling abroad, the perception of interests will have to be aligned for a destination to rise back or even increase their number of visitors, otherwise this may be looked as a lost opportunity. In this sense, some governments tend to find it difficult to control the spread of a health-related crisis while protecting the tourism industry, as mentioned by Melly and Hanrahan (2020). The sudden outbreak of the Covid-19 pandemic caught business leaders and government officials off guard (Foss, 2020). The uncontrollable spread of the novel coronavirus urged most countries across the globe to enforce drastic lockdown regimens. Precisely, this is at the center of discussion during the strict measures in China, not only from the beginning of the pandemic in the city of Wuhan, but afterwards with the partial lockdowns of other cities like Xian, Jilin, and recently Shanghai, Suzhou and Beijing, all of this happening from 2020-2022.

For some time, it might seem like nothing has changed at all. With time, however, the dominant values of the past will be less supported and ultimately abandoned, as new values arising from the Covid-19 experience, become more prominent (Kruglanski,

2020). Therefore, it is important to understand the variables that are already taking place in terms of what is crucial for a destination to have, for the Chinese travelers, whether we refer to business or leisure tourists.

Many variables have been used to understand the expenditure's level, and what motivates a tourist to increase this category. Some studies mentioned the relation with satisfaction-expenditure, income-expenditure, culture-expenditure, and some other demographics like age, gender and marital status (Wang and Davidson, 2010). We can also categorized travel factors and levels of expenditure into different areas, but generally a mix of psychographic, socio-demographic, distance and holidays length, will play a role when it comes to motivators for traveling into a destination and expenditures' levels. This study, is going to deeply consider a new variable that recently came to play a big role in everyones lives, Covid-19.

According to Wen et al. (2021), health, hygiene and cleanness will be the key factors to influence the travel and tourism revival in the post Covid-19 period. The importance lies in whether the traveler will continue behaving the same or without much change, or if the new variable of Covid-19 will bring a sense of risk, that brings fear into traveling to specific destinations that are perceived as risky. Tourists' risk perceptions have been described as one of the major factors of decision- making and behavioral intentions (Artuger, 2015; Hasan et al., 2017; Wolff et al., 2019). After reopening certain destinations, tourists' behaviors may depend on their perceptions of safety and risks associated with various travel activities (Dryhurst et al., 2020; Wen et al., 2020). As a result, perceived risks might influence people's attitudes, decisions and behavior, even if the real risks are minimal (Cakar, 2020; Quintal et al., 2010; Reichel et al., 2007).

Conversely, unperceived risks will not have any effect on people's behavior even if the risks are real, significant and tangible. This highlights the importance of perceptions in a destination, and ultimately this perception will have to be well grounded and based in strong fundamentals. People's perceptions about risks could also depend on their individual differences, including personality traits, gender, culture and prior experience (Dryhurst et al., 2020; Menon et al., 2006).

Previous studies without the association with the variable of Covid-19 were relatively focused on demographical terms. Post-pandemic times might have a differentiation with that, and psychographic variables will play a key role as well. Despite continuous, timely research on the social impacts of Covid-19 on tourism and hospitality (Deloitte.com, 2020; Melly and Hanrahan, 2020; Wen et al., 2020) and future travel (Hotle et al., 2020; Gossling et al., 2020), there is a lack of theory-based research (Jackson, 2019) to explain the effect of pandemics on the attitude and behavior of tourists. Therefore, this research is going to explore new variables that are important to take into consideration.

Most expenditure research papers have included income as the main variable for traveling, which was found to be significant, except in some papers like Downward and Lumsdon (2000) and Leones et al. (1998). Yet, not many crisis frameworks are concerned with the understanding of strategic implications of unanticipated radical disturbances for a set of interacting entities such as industries and ecosystems (Foss, 2020). Therefore, it is important to understand the changes, the impacts, the expenditure behaviors, and all the implications that Covid-19 has over different societies and specifically over the tourism industry. The following points will expand the knowledge in the psychographics expenditure attitudes, the socio demographics attributes, restrictions and adjustments that are under current process.

2.2 Psychographic Expenditure

Psychographic variables are characteristics of consumers that have a response to products mainly through advertising, this includes self-built concepts, lifestyle, attitudes, personalities, interests and opinions, as well as perceptions of the products' attributes. Previous researches have studied the evolution of this concept and have collected information about its relation with expenditure. Most of studies have seen Covid-19 as a strong change in mindset and they make reference into how people can, if given the right circumstances, boost such tourism social ventures aiming to create social value, solve social problems created by the Covid-19, and provide help to people in need, for example marketplaces enabling the repurposing of various tourism un-utilized resources such as labour, hotel and function space, food, cleaning material (HospitalityHelps.org).

For several reasons the social entrepreneurship has been booming in tourism during the last decade (Sigala, 2019). Some of the reasons are that it is seeking to fulfill specific needs in a timely manner. It is a matter of offering the right thing at the right time, while understanding that the societal behaviors play an increasing bigger role. It considers attitudes and personalities among other variables. In this regard, the more information we have, the better equipped the sector will be. Song, Park and Qiu (2019) mentioned that the utilization of big data in tourism forecasting is still in its infancy stage, and the potential of big data for forecasting accuracy improvement is huge. This applies not only for traditional demographic variables but for newer psychographic data. As it is constantly the case with the collection of information.

The response that the Chinese Tourists have had to different scenarios, has been a topic of interest for many tourist destinations and leisure activities. Mental health plays an important role in the Chinese society, and some projects are listening to those needs,

so they can benefit with higher expenditure levels in the long term. It is important to consider that the sudden discontinuity from usual everyday routines and the freedom from social and business obligations have prompted people to also face anxiety and stress (Usher et al., 2020). Apart from reported negative behaviors, a portion of people has increasingly started searching for self-help, including meditation, pilates, and healthy lifestyles (Johnson, 2020). In other words, the travel may be less frequent, but at the same time the tourism industry can take this as an opportunity for making it less trivial and more valuable. In fact, there are some reports mentioning that the post pandemic tourists will be more interested in domestic experiences through intangible products as well, opening new opportunities like "stay-cations", valuing more quality time to spend with friends and family ((Stankov, Filimonau and Vujičić, 2020).

Some studies mention that the destinations with attributes such as good climate, authentic cultural activities, eco- tourism activities and facilities have fertile grounds in attracting Chinese outbound tourists. However this might not be enough with the recent circumstances, where new attributes may overcome the traditional ones. The Chinese market is also conscious about the overall support of the society, taking social responsibilities can gain better support from the community because residents' perception on social responsibility practices will affect their overall attitude toward tourism (Bogan et al., 2020). We have seen this over and over again in China, where at the beginning of the pandemic, 400 million community workers were responsible for the security of 65 million communities during the Covid-19 epidemic (China Daily, 2020 February). In Wuhan and other worst-hit cities in Hubei Province, a system of community group purchasing was launched to ensure social distancing, and within two months, 44,000 tons of daily necessities were transferred to the worst-hit areas from different provinces (Ministry of Commerce, 2020). Whether it is a sense of social responsibility, or helping

out those in need, it is something that it is seen more often recently. As the Covid-19 outbreak is likely to alter tourist behavior and travel consumption patterns, the industry players are encouraged to offer innovative service arrangements to accommodate travelers' changing lifestyles and touristic preferences (Wen et al., 2021). This concept has been at the top of the priorities in understanding the new necessities that the travelers have, specially in our research with the Chinese market, where psychographic variables are leading the way in how people feel, key priorities for the post-pandemic tourism transformation.

A number of studies explored tourists' risk perceptions as an important determinant of travel intentions and avoidance of potentially dangerous destinations (Casidy and Wymer, 2016; Cooper, 2006; Khan et al., 2019). These studies reflect on the psychographic attributes of the individuals in relation with their attitudes, personalities, and how the travelers perceive a destinations visit, whether or not may represent real risk. According to Godovykh, Pizam and Bahja, (2021) this can be used as a benchmark for developing a conceptual model of health risk perceptions. Some empirical studies from previous events, have reported the influence of tourists' health-related risk perceptions on travel behavior during the SARS outbreak, this suggest that there is a relationship among these variables, and how cultural dimensions also add to this knowledge (Jonas et al., 2011; Kozak et al., 2007; Rittichainuwat and Chakraborty, 2009). These findings suggest a strong negative effect on attitude toward a destination. Similarly in other studies, Sohn et al. (2016) found that perceived risk led to negative perceptions of locals festivities. Jin et al. (2016) described the negative effects of risk perceptions on trust, and as we have witness through history, trust is the currency of exchange not only for the tourism industry but for almost every aspect in our society.

Understanding perceptions of the severity of Covid-19 is very important because these perceptions affect the tourism decision-making behavior of ordinary people. Some recent articles have discussed the negative impact of Covid-19 and its influence on tourism (Gossling et al., 2020; Farzanegan et al., 2020) and other studies have examined the behavioral and psychological process of changes in tourism during Covid-19 (Kock et al., 2020). There is an opportunity of elevating the knowledge, resulting from analyzing different thesis with antithesis, so that the knowledge transforms into a synthesis of research combinations. Although some articles have considered health crises such as Covid-19 and its impacts. Wen et al., (2020); Zhu and Deng, (2020) researched on the impact of infectious diseases on the tourism industry and mentioned how this takes required continued efforts.

In regards to tourism, some studies have indicated that many tours occur for similar purposes such as seeking places to relax, escaping from daily work, finding quiet places and improving physical and mental health (Pesonen and Komppula, 2010; Han, 2019). However we need to be aware that we are adding variables that we did not have before, therefore constant adaptability is the only key to a prosperous and successful scheme of work, coming from nations, to general entities, local governments and private sectors all working aligned for better cooperation. The general perception of destination overall image (DOI) and the level of perceived risk are some components that have been studied before, aiming for clearer understanding of the human being and the relationship with the environment, referring to local, political and economical changes (Leppin and Aro, 2009; Ibuka et al., 2010; Zhu and Deng, 2020).

The dimensions of the destination image that may be affected include the perception of structural plans in terms of health infrastructure, safety and other Covid-19 locally damage-related associations such as nightlife, large-scale tourism activities and the sense of crowdedness (Zenker and Kock, 2020). These studies have not only reflected in the macro economic effects as many previous research, but rather deeply in a more local behavior which is eventually passed by actions and attitudes, word of mouth (WOM) toward different events, that will constitute the masses perceptions and reactions. That is why it is so important to minimize the risk perception, with fundamental changes, that can be challenged indeed by the actions and visits of people. For example, some people traveling to perform a pilgrimage (Luz, 2020; Chang et al., 2020) and medical trips for health purposes. Offering the help and necessary facilities in a destination for overcoming any incident and minimize the risks involve during the pilgrimage, would be ideal and would effectively increase the destination overall image, safety, perception and consequently the visits, receipts and revenue.

As a destination, it is important to manage well the level of outcome expectancies, which refers to the perceived positive and negative consequences of performing a behavior, or a service. Self-efficacy and outcome expectancies are the two key determinants of behavior (Schunk and DiBenedetto, 2020). As we increase our ability of controlling the outcome of our product or destination, minimizing the perceived risk, and offering the requirements expected, we will need to spend more money and energy than usual to prevent infection, the resources will tend to be compensated by the tourist visits.

This point was reflected in a study by Wong and Yeh (2009), who found that in the decision-making process, the feeling that tourism is risky will make tourists hesitate to travel or postpone their travel plans, and vice-versa (Wong and Yeh, 2009).

Limiting the distance between people has been another approach (de Bruin et al., 2020). This approach was taken in most of general public locations, but rapidly abandoned in Western countries as we learn to live with the virus, except in some provinces in China where there is still a strict regulation and rules about behaviors and risk perceptions. However there is certain concern with the economic downturn that this represents, but seems that China is willing to pay the price momentarily. For example, based on the data of China's National Bureau of Statistics (2020), in the first quarter of 2020, China's gross domestic product was 20,650 bn yuan, for a year-on-year decrease of 6.8%, this has expanded through different sectors as well. The decline of tourism also leads to unemployment and a reduction in government revenue (de Bruin et al., 2020), thereby causing an economic downturn, which again affects the behaviors, attitudes, and interests of people, where new requirements are needed.

In the context of tourism, the tourists' perceived risk in traveling is critical in molding the decision-making process (Lindqvist and Bjork, 2000; Roehl and Fesenmaier, 1992; Sirakaya et al., 1997; Sonmez and Graefe, 1998). It is this decision process the one that acquires the sense of new variables, for it to constantly adapt into diminishing perceived risks and avoid potential problems. While recent empirical studies on Covid-19 have been focussing on its impact on the economy, oil price, stock volatility (Albulescu, 2020; Estrada et al.2020), biosecurity risk management (Melly AND Hanrahan, 2020) and on the expansion of the disease (Chinazzi, 2020; Gilbert et al., 2020), and the bet for attracting new talents and entrepreneurial work into solving new paradigms, among others, yet not much is known about prospective tourists' risk-taking tendencies and their travel intentions and behaviors when considering overseas trips in the aftermath of a pandemic, particularly in the context of the Covid-19. Hence the opportunity of deeper understanding in this relatively new topic.

The outcome will clarify particular needs that could anticipate the interests of the Chinese travelers, by providing peace of mind when they are back to visit international destinations. As such, the level of perceived risk also varies with other socio-demographics like age, culture and income level amongst others within the tourism and travel world (Boksberger et al., 2007; Simpson and Siguaw, 2008; Reisinger, 2009; Kim et al., 2016). In particular, for the case of the travel industry, a systematic review of the literature by Yang et al. (2016) observed that gender matters with regards to perceived travel risks. The existing literature also suggests that difference in gender has a significant influence on the degree of risk perceived by individuals (Finucane et al., 2000; Garbarino and Strahilevitz, 2004).

In the context of Covid-19 risk evaluation, the physical, social and self-evaluative expected outcomes would relate to the possibility of getting infected and severely ill. A possibility that could be inherently connected or disconnected to some destination by finding and establishing strong fundamentals and analysis, and spreading relevant information. These findings align with the recent study of Nazneen et al. (2020), who indicated that safety and hygiene perceptions were a significant factor in travel decision, and that tourists were more concerned about these at recreational sites and public transport in the wake of a pandemic crisis. Khan (2019) reported that travel motivation has a moderating negative role in the link between perceived risks travel constraints and visit intention. While this is encouraging, we should however, note that those destinations which heavily rely on the tourism industry, their main market remain holidays tourists. Tourists need to feel safe and have no fear to travel in the post-covid era.

There are some studies that combine the attribution of behaviors, attitudes and actions, as it is the case with the social cognitive theory (SCT) developed by Bandura (1992, 2000), which posits that outcome expectations precede goal setting, which relates

to the adoption of a certain behavior. Outcome expectations refer to the beliefs that an individual has with regards to the consequences of his/her actions. The consequences may be in terms of physical, social or self-evaluative outcomes (Bandura, 2000). As we will discuss in the socio-demographic attributes.

2.3 Socio Demographic Attributes

One of the most frequently used variables relates to socio-demographic and travel related characteristics is income. As Lehto et al. (2002) and Wang et al. (2006) stress, it cannot be neglected the importance of psychological factors in the destination choice and spending decisions.

Previous researches in the topic, showed that the expenditure is affected by a complex set of social demographic characteristics of travelers, gender, age, marital status, education level, occupation, place of residence, nationality, ethnic background, size and composition of the household, income, among others. However, Cannon and Ford (2002) and Wang et al. (2006) suggested that marital status did not influence the level of spending.

In most of the researches, all of the above variables are correlated to the level of expenditure that a person would generally spend in a tourist destination. Some support the importance of not only focusing on the tourists perspective, but even give priority to the destination itself, and its residents, as mentioned by Qiu et al., (2020)

Some studies focus on the importance of specific demographic characteristics over others. Although income is certainly important to explain outbound travel decisions, air connectivity and infrastructure is important to attract long-haul tourists. In most of the cases, income is thought to be a main aspect for Chinese Tourists expenditure, except in few studies as Downward and Lumsdon (2000), and Leones et al. (1998).

It is important to consider the size of international tourism market, and to understand how not only demographics but psychographics play a role in a bigger picture. According to recent estimates, the Chinese outbound tourism market is expected to reach \$360 Billion USD by 2025, by far the highest ranked in the list of outbound expenditure. Here lies the importance of understanding this significant market and how

the destinations are going to adapt, based on data analysis studies, behaviors, demographics and most importantly how this market is constantly changing and adapting to new challenges. The Covid-19 pandemic has caused a significant change in people's perceptions to travel. It is our responsibility to understand that given external circumstances, and due to an ever-changing environment, the new status quo should evolve, and systems must adapt to their new context, or perish in some way. The "Resilience Theory" postulates that change is fundamental and the only constant that we can depend on (Lew et al., 2020).

Among other theories, the Attribution Theory has been used to demonstrate that consumer reactions to a product failure (i.e. gaps between expectations and outcomes) are predictable (Folkes, 1984). In tourism studies, it has been used to explain tourists' overall satisfaction with their travel experiences (Breitsohl, and Garrod, 2016; Choi and Cai, 2017; Jackson, 2019). The Theory of Planned Behavior (TPB) is a psychological theory that studies the relationship between attitudes, intentions and behaviors (Juschten et al., 2019) The TPB model has been widely used in studies related to tourists' intentions and behavior (Croy et al., 2010; Probstl-Haider and Haider, 2013). Although the usefulness of the TPB model in predicting tourists' intentions is proven, many scholars insist that the explanatory power of this model is, nonetheless, insufficient (Juschten et al., 2019). The TPB is rooted in the Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1977), as a prominent social-psychological human behavior model in tourism literature. According to the TRA, individuals' behavioral intentions are determined by volitional factors, including attitude and subjective norms. "Attitude" refers to an actor's evaluation of a specific behavior, whereas the term "subjective norms" refers to the social pressures which encourage or discourage an actor to engage in a specific behavior (Ajzen, 1991).

The Theory of Plan Behavior, TPB has been commonly applied to the prediction of diverse intentions in the context of tourism (Shen and Shen, 2020), such as tourists' intention to revisit a location (Huang et al., 2019), pro-environmental behavior (Wang and Wong, 2020), medical tourism (Seow et al., 2020) and residents' intentions to support tourism (Erul et al., 2020). However, few studies have adopted this model in studying Chinese residents' outbound travel intentions in the context of a pandemic. Therefore the information in this context tend to be still in the early stage of investigation. Although more researchers are adding to better understand the relationship among tangible and subjective perceptions, and gives value to it. For instance, in explaining the formation of tourists' intention to revisit home-based accommodations, Meng and Cui (2020) indicated that attitudes, subjective norms and perceived behavior control significantly and positively affect the intention to revisit. This certainly goes in accordance with previous studies and empirical research that contributes to revisiting destinations, once the doubts in a destination have been cleared. In this context, Juschten et al. (2017) found that past travel behavior will make tourists experience a sense of "knowing one's way around" before and during travel, and thus have a positive impact on future travel intentions. In the context of China and the pandemic, Neuburger and Egger (2020) pointed out that the perception of Covid-19 had a positive impact on tourists' intention to cancel or avoid traveling to destinations with reported cases. Abraham et al. (2020) found that international tourists' perceived travel risk during the Covid-19 pandemic negatively affected their travel intentions to China in the future. This result contradicts the findings of Juschten et al. (2019) and Meng and Cui (2020), within which attitude has a low influence on travel intentions. This result is, however, in line with the findings from Wang and Wong (2020) and Bae and Chang (2020). This shows that attitudes may have a controversial role among different research contexts (Juschten et al., 2019).

The variables studied in this research will bring further insights into how this is seen the other way around, and how it affects from the Chinese travelers point of view, while deciding traveling outside their country. Some of the reasons of considering the importance of outbound traveling could be that the Chinese residents have a certain degree of fear of the epidemic, and more recently while new variants of the virus seem to not let away of the risky perceptions of social interaction, let alone traveling abroad. As it is still the case in Shanghai, a city with 26 million people, when in April 2022 have restricted not only public activities, but also locking down the full city by different sections, scheduling first the Financial District of "Pudong" and days later the second half of "Puxi Area" to slowly start opening up, after losing billions of dollars in trading and commerce during the - more than a month - of closed operations and lockdowns. This also proves that attitudes and perceptions of risk can be entirely changed depending on what we are exposed to. According to Zhu and Deng (2020) and Wang et al. (2020), the perception of Covid-19 affects outbound travel intentions via two pathways. First, the perception of Covid-19 has a direct negative impact on post-pandemic travel intentions. Second, the risk tolerance plays a negative moderating role in the direct impact that the perceptions of Covid-19 have on post-pandemic outbound travel intentions. This means that the higher the risk tolerance of tourists, the weaker the negative impact that their perception of Covid-19 has on their outbound travel intentions. These results supports the findings of other researchers even in pre-pandemic times, Williams and Balaz (2013) and Alvarez and Asugman (2006), which found that tourists with higher risk tolerance are more likely to choose more adventurous travel styles.

Other important point to take into account is the reciprocal perception that other destinations have toward Chine travelers. Tourism practitioners and policymakers should be mindful of the possibility of animosity against China when planning future strategies

for resuming tourism services. Klein et al. (1998) define animosity as “anger related to previous or ongoing political, military, economic, or diplomatic events” (p. 90). Tourism (Abraham and Poria, 2020; Moufakkir, 2014; Sanchez et al., 2018; Stepchenkova et al., 2017; Farmaki et al., 2019b) and hospitality research (Kim, 2019) suggest that consumer animosity is likely to have long term effects on travel behavior. Stepchenkova et al. (2019) defined animosity as a hostile attitude incorporating beliefs and emotional components towards particular groups.

Animosity towards Chinese nationals is coupled with animosity harbored toward the political system, mainly over inadequate measures taken to halt the spread of the disease to other parts of the world (Silver et al., 2020). Some researchers have pointed out that their participants harbored animosity toward China and its people for the new virus and its spread to other countries. This is consistent with similar suggestions in media reports (Karyotis, 2020a, 2020b; Willson, 2020). Ethnocentrism and animosity are distinct constructs influencing consumer behavior and the preference towards local products over foreign ones (Ahmed et al., 2013). The animosity toward a specific group of people can rise for multiple reasons. For example a study by Stepchenkova et al. (2017) found that ongoing political discord between the USA and Russia resulted in Russians harboring animosity toward the USA. Consequently, the number of Russian tourists willing to visit the USA decreased considerably (Statistica, 2020). Later on The USA imposed “designated persons sanctions” against Russia for invading and occupying Ukraine’s Crimea region and parts of eastern Ukraine. In 2016, Russian tourists traveling to the USA decreased by 26% (Stepchenkova et al., 2017).

According to the research of Eve (2020), some Chinese students displayed high animosity and ethnocentrism towards Western countries as travel destinations during the Covid-19 pandemic. The high animosity was because of the proliferation of incendiary and discriminatory news stories by Western media channels. For example, the news stories published in the Guardian stating that: “ The Chinese government locking millions of people into cities with almost no advance notice should not be considered anything other than terrifying” (Eve, 2020)

Additionally, misleading media coverage on the Covid-19 outbreak caused Asian communities, specifically Chinese nationals, to face intense discrimination (Wen et al., 2020a). To date, anti-Chinese xenophobia has been reported in several countries including the USA, UK, Canada, Europe and Australia (Wen et al., 2020a).

Previous studies demonstrated that the Chinese were more collective (Chen, 2013; Wang et al., 2020a) in decision-making process (Cheng et al., 2006; Han et al., 2011) and how they react as a social group from cultural perspective and demographics.

There are some cases where animosity has escalated to not only avoiding tourism activities in a specific destination, but to actually take some actions for decreasing the economic benefit of X or Y country, in this context different socio-demographic effects also alter the way in responding. Research has shown that tourism is vulnerable to incidents such as terrorist attacks and crime (Bianchi, 2006), financial crises (Lim & McAleer, 2005), natural disasters (Huang & Min, 2002), flight accidents (Hall & Page, 2016), and disease outbreaks as it is the case with this research. Missing amongst these factors are tourism boycotts, where tourists withhold travel to a destination (Shaheer, Inch, & Carr, 2018). Yu (2020) has briefly explored some cases as examples where this has taken place with Chinese people involved :

Case one, concerned a boycott against the Philippines, showing the way and evolution of negative emotions while responding to an incident where some Chinese tourists were hijacked. The Chinese public reacted furiously due to disappointment over the handling of the hijack by the president of the Philippines and their displeasure towards Filipino people's lack of respect for Chinese victims (Chinanews.com, 2011). The tourism boycott was initially executed as a means of expelling anger and demanding apologies on how they have handled the issue.

Case two, was a boycott against the Maldives. This issue started from a cultural dispute about kettles being removed from hotel rooms for Chinese tourists only. According to Penna (2013), the hotel management took the decision to remove kettles so that Chinese tourists would make more use of the room service rather than consuming their own instant noodles in their rooms. This discriminative practice sparked social and cultural animosity amongst Chinese tourists and vice-versa. The issue went viral on Chinese social media, with many users calling for a boycott of the Maldives. However, compared to other cases, resort management teams reacted quickly to tackle the issue by stating that the kettles had been removed only for maintenance. This claim was backed up by the Maldives Tourism Minister, Ahmed Adheeb, who clarified that the authorities would take such incidents seriously if they received formal complaints over alleged discrimination at the country's resorts (Min, 2013).

Case three, was a boycott against Hong Kong, which began with a political protest by Hong Kong residents that later escalated to a series of abusive online debates against control from Beijing (Luo & Zhai, 2017). This event challenged Mainland Chinese residents' political ideology and eventually transformed into a tourism boycott (Chen, Hsu, & Li, 2018).

Case four, this was triggered when Taiwanese president Tsai Ing-Wen, elected in 2016, ignored the Chinese government's call for the 'One China policy'. Associated with historical and ongoing political tensions between mainland China and Taiwan (Henderson, 2007), this political rejection generated animosity amongst mainland nationalists and led to a call for a tourism boycott against Taiwan. This boycott was further strengthened by the Mainland Chinese government who discouraged tour operators from organizing group travel to Taiwan (Horton, 2017).

There are many examples on how animosity can be created and the narrative can be swayed into bigger corporations or governments interests. However, it is important that with pandemic preventions the potential destinations to be visited by Chinese tourist, comply with what is perceived as important, minimizing the risks involved from the beginning to the end of the business or holiday travels. The key is the understanding of the most possible variables. According to Liu et al., (2021), the most significant variable influencing intention is attitude. Tourism advertisers and agents should try to influence Chinese tourists' attitudes by introducing local unique and attractive characteristics so that they may identify with the feeling that traveling abroad after this epidemic will be pleasant and valuable. However for the suggestions of Liu (2021) to be working, the advertisers and agents would have to consider alliances with local institutions that vouch for the certainty of the destination, there would have to be a clear message to be shown to different groups of the socio-demographic sphere. To effectively reduce Chinese tourists' perception of the Covid-19 risk, local governments should strengthen tourism-related public health safety management, and establish a mechanism for the prevention and control for post-pandemic normalization.

Furthermore, tourist attractions and transport systems should strengthen their monitoring of the health and flow of people to help tourists of different demographics and needs.

The Covid-19 pandemic has highlighted a range of inequalities which cause economic and socio-political instability, particularly between developed and developing countries (Brouder et al., 2020) . Other researches suggested that the Chinese market is becoming increasingly sophisticated and experience-seeking as well. (Jing and Wang, 2016). In this sense, it is important to remember the different phases for which not only the Chinese travelers, but each society and group of individuals would have to go before feeling fully prepare to undertake normal activities.

In a research from Sigala (2020), an extensive literature described the different phases of crisis management in tourism. According to him, crisis management should tackle disruptive events at three stages: before, during and after. In this way, in the case of the tourism industry, stakeholders can react, recover and reset tourism through a new approach to face upcoming crises and bearing in mind past disruptive events. Ritchie and Jiang (2019), claim that all crises and disaster management models in tourism analyzed from 1960 to 2018 share these three stages: preparedness and planning, response and recovery, and resolution and feedback. Adding up, other studies mention that the resilience cycle includes four stages of crisis management: collapse, reorganization, growth and consolidation (Lew et al., 2020), each one with a set of measures to be implemented and stakeholders that need to be involved, when more is needed. All cycles are constantly adding variables but ultimately repeating certain behavior from specific demographics.

Although the Chinese travelers have been constantly adapting to new markets and exploring around the world previous to pandemic, the understanding on other variables such as expenditure during long-haul international travel at the individual tourist level, remains an under-researched area (Wang and Davidson, 2010). More researches found that travel distance and the duration of the holidays have direct relation when tourists make their decision to travel. It would be reasonable that the tourists' expenditure would increase proportionally to the number of days. However, Downward and Lumsdon (2004) found that every 1% increase in duration of stay, led to a 0.31% increase in visitor spending. Niewiadomski (2020) regard the tourism pandemic stagnation as an opportunity to restart, eliminating the ills of tourism development, such as economic exploitation and overcrowding. Brouder (2020) believes that because the pandemic has changed tourism demand and supply, it provides a new path for transforming the tourism industry at the institutional level. Some scholars (Cheer, 2020; Everingham and Chassagne, 2020) have also reflected on the tourism development model during the pandemic, believing that it provides new opportunities for the sustainable development of tourism.

2.4 Restrictions and Adjustments for Covid-19

It has been researched that the higher the Chinese economy rises, the higher level of expenditure, the higher numbers rising in outbound tourism, and the higher benefits for some tourist destinations. One of the key points for attracting international tourism, will be the strategies put in place in each destination, where they can recognized health and safety as priority number one. This is a particular variable that not only the Chinese Tourist will start to look into but also those societies with higher aversion to risk. Furthermore, besides the notorious effects that the virus has on people's health, there are other effects that are triggered as indirect effects of the virus, such as psychological distress, economic losses, negative impacts on daily activities, etc.

The coronavirus pandemic is unique in scale and constitutes a blend of several disaster and crisis typologies (Ritchie & Jiang, 2019). It is a combination of a natural disaster, a socio-political crisis, an economic crisis and a tourism demand crisis. It is important to remember that human history is riddled with infectious diseases that left thousands of millions of people dead. The Great Plague, "sleeping sickness" (known as "*encefalitis letargica*"), or the Spanish Flu which according to Oxford et al., (2006) killed 21 million in the first 4 months, numbers arguable comparable to World Wars. Other example was the Severe Acute Respiratory Syndrome (SARS) that started in 2002 and infected more than 8000 people in 26 countries (Wilder-Smith, 2006). Not only the health of individuals has been affected but everything else that goes around that, specially in social activities, where accessibility restrictions where the first response from many countries.

According to the World Travel and Tourism Council (WTTC, 2020) the Covid-19 impacted 166 countries restrict entry into their national territories, global mobilities have

come to a near standstill leaving tourism destinations empty handed as their main resource, mobile tourists, are effectively absent.

Different levels of private and public sectors tried to diminish the struggle of having some industries shut down, and its secondary effects into the society. As social behaviors, interest and attitudes evolve, the expenditure will reflect where people and specific demographics are paying attention. The expenditure can be examined at a macro or micro level. Studies at the macro level are concerned with the analysis of aggregated expenditure in a destination by a market, whilst most expenditure studies at the micro level examine the important factors that affect individual tourists' expenditures on the trip, which is the case in this research. With the growing importance of tourism in many economies, especially less developed ones, the relationship between tourism and economic growth has become one of the main research themes in recent literature. Proponents of the tourism-led growth (TLG) hypothesis emphasize that international tourism can bring foreign exchange, generate employment, spur local investments, exploit economies of scale, and diffuse technical knowledge (Schubert, Brida, & Risso, 2011) "Ceteris-paribus", as in when everything remains normal. This previous research would have to include abnormalities such as the pandemic in case. A straightforward implication would be that tourism does not always increase economic welfare when it does not contemplate sufficient variables. In fact, since the very early literature, researchers have noted that a tourism boom may lead to "de-industrialization" in other sectors (Copeland, 1991). The phenomenon is often termed the "Dutch Disease effect". In the wider context of tourism knowledge creation, economics should continue to play a significant role along with other social science disciplines.

The level of impact that Covid-19 has had among tourist destinations has been widely different and affecting more to those ones who have a high dependence to this activity. For example, in some small island developing states (SIDS), the tourism sector accounts for almost 30% of the gross domestic product (GDP) on average. While these island communities in the Caribbean were still recovering from the hurricanes, in early 2020, the Covid-19 pandemic hit. As soon as governments realized that the novel coronavirus was traveling quickly with people on the move, one of the first steps they took was to control air travel and stop cruise ship arrivals. Some early Covid-19 outbreaks on the Diamond Princess cruise ship, which was quarantined in Yokohama in February 2020, and the Grand Princess cruise ship, which was quarantined off Oakland in March 2020, sent this industry, into deeper problems. This left tourists, and other international travelers such as students, wanting to get home, while many cruise ship workers were exposed to the virus and trapped on ships that were sent back and forth from multiple ports of call. This sudden closure of global transportation networks quickly led to the emptying of hotels, the closing of tourism sites, and a huge downturn in future bookings, with potentially devastating effects on tourism-dependent Caribbean economies (Jessop, 2020).

The adjustments and restrictions to keep up impulsing this sector are constantly trying to fulfill first the urgent needs to later further control what it looks like a significant undeniable economic impact. The United Nations World Tourism Organization UNWTO (2020) forecasted that there will be a drop in tourist activities of 20-30%, which will result in a slump in international tourism receipts of approximately \$300-450 billion. This is almost a third of the \$1.5 trillion market.

Among the most severely affected sectors were airlines, travel and tourism-related services, besides hotels and cruise ships. (Krishnan et al., 2020; Godovykh et al., 2021). Extant research suggests that the air-travel industry is not resilient in its current form and those new models are needed to address disruptive developments (Dolnicar and Zare, 2020) and better capture and preserve value (Gössling, 2020). The tourism industry, and particularly the airline sector, has been hit the hardest because customer-facing services are restricted or unavailable (Dunn, 2020).

Some authors have studied the pandemic's effects on economic decisions or employment disruptions in the airline industry (Eichenbaum et al., 2020; Sobieralski, 2020). In the hopes for having some economic activity of some sort, some major airlines introduced the concept of “flight to nowhere” routes, in which a flight takes off and lands at the same destination. This product was launched with a combination of duty-free benefits to stimulate tourism-related consumption (Jun, 2020). Legacy carriers such as Singapore Airlines, All Nippon Airways, China Airlines, Eva Air and Royal Brunei Airlines are good examples (Pitrelli, 2020). Other airlines adjusted their services changing from individual passenger to whatever product was needed to be transported. For example, Korean Air, American Airlines and Cathay Pacific Airways committed to operating their fleets as cargo businesses. Korean Air recorded US\$137.29m in net profits in the second quarter of 2020 (Jin, 2020). American Airlines has transported over 45 million tons of products to international destinations, including Frankfurt in Germany and Shanghai in China. As it is often said in Chinese language, the word “crisis” is composed of two characters (weiji, 危机) which are danger and opportunity. Although the airline industry was hit hardest, this problem could be transformed into an opportunity to strengthen the collective efforts. Disruptive incidents are not new to the tourism industry,

and the scale of the impact varies from local and regional to global (Laws and Prideaux, 2006).

National governments are struggling to strike a balance between maintaining their economies and preventing the collapse of their health systems in the face of mass deaths (Higgins-Desbiolles, 2020), they are also trying to understand what kind of restrictions or approaches against the virus would benefit most of their citizens, to keep them well and healthy. That is why the adjustments are coming from different levels of society and the policies are constantly changing. Previous literature on crisis management and communication has shed light on the impacts of crises on tourism stakeholders, including governments (Collins-Kreiner and Ram, 2020), the industry (Li et al., 2021) and destination managers (Ghaderi et al., 2012) and what they should do to respond to crises. However, as important stakeholders, tourists receive academic attention that mostly focuses on their future travel decisions and behavior (Luo and Zhai, 2017).

Inevitably, some of the restrictions and adjustment are not settling well with absolutely all the societies. An outcome of this, are perceptions of work without resolution or much structure to really combat what is seen as risky in many societies, particularly in the case of China. The tourism and hospitality industry involves multiple services and products, making it a target of customer complaints (Liu and Li, 2019).

Chinese guests, who are characterized by being a reserved culture, are generally shy at expressing their dissatisfaction or lodging complaints in public. Instead of hurting others' feelings by complaining, they are more likely to tolerate losses and develop what is known as *guanxi* - 关系 (a relationship) with the service provider (Jahandideh et al., 2014). This *guanxi* is exemplified in a regular day over and over again up until these days in big cities like Shanghai.

Some of the adjustments that China considered, besides the restrictions of lockdowns, was to increase their capacity of nucleic acid test or NATs, specifically in those provinces with large population. At the beginning of the pandemic the country divided into eight regions to plan for greater testing capacity, with each being able to handle between 500,000 and 700,000 samples a day (The State Council, 2020b, September 8). The adjustment that they have conducted at the beginning of 2022 is by doing home tests, giving each household tests for each individual of a house, and uploading the result to a government app linked to WeChat mini-programs. The restrictions have also been re-defined as full lockdown (where you can not leave your house), control lockdown (where you can not leave your compound), and prevention lockdown (where you can not leave your district). At the time of writing this research, the restrictions and adjustment are constantly changing by the day, where if they find a single new positive case in your area, they would just add 14 more days to any of the lockdowns mentioned, full, control, or prevention. This has definitely risen concerns in the local population of Shanghai, and it will not take long until new adjustment have to be made, to keep the balance of what Higgins-Desbiolles (2020), researched on the healthy economies healthy medical systems.

The World Health Organization mentioned in a statement that “We will have to learn to live with the virus” This suggests that the risks of travel may remain indefinitely. It is argued that in short future the Chinese tourists may feel comfortable traveling to areas where their needs are met, or at least are close to their requirements, and their level of expenditure will only increase if they are visiting a destination (in the first place), and if they have an overall satisfaction of the trip.

2.5 Summary

Previous studies in regards to Covid-19 have been analyzed and brought different knowledge into how the public and private sector is reacting and adjusting to new variables that affect the perceptions and reasons for traveling. However the analyzed new variable came up to stage since the beginning of 2020, and it is crucial to understand how the market is reacting. It is believed that many travelers will feel more comfortable visiting healthier and more secure destinations than those in the process of a becoming one, this is one of the research questions and an hypothesis that will be analyzed, along with the other three research questions. This pandemic experience has rewired the strategies and mindset of many companies that are willing to take matters into their hands by establishing safety protocols for traveling. Although many sectors have adjusted their business model in the way of conducting business; many other sectors like tourism, are still concerned for bringing the best safety regulations so they can give peace of mind to their clients, business people, and tourists. Some studies focused on the effect of attribution on tourism attitudes and behavioral intentions (Badu- Baiden et al., 2016; Cakar, 2020), and few considered the effect on future visitation intentions. We have seen that the intentions will also be determined by different demographic and psychographics variables. Some researchers also found that there are significant differences between various generational cohorts concerning perceived travel risk during COVID-19 (Abraham et al., 2020). It is important to give precise attention to how the external environment can relate and motivate the travel intentions, as it could also negatively impact it, as other studies have analyzed, due to a bombardment of information and fake news which causes anxiety, fear, anger, panic and psychological trauma (Zurich, 2020).

Some views are more in the radical side and deliberately share news for selling the headlines without much substance and research. For example Vox (2020) mentioned that totalitarian countries did not benefit from their governments' strict measures, as institutional trust plays an important role and people obey only when they trust their politicians (Vox, 2020). However this is a very general thought that do not necessarily fit and apply with all the inner variables. National governments assumed the main responsibility for implementing measures to mitigate the impact of the outbreak (Melly and Hanrahan, 2020; Sułkowski, 2020). Although as we have seen, the restrictions and adjustments have been part of international perceptions, as some countries might compare their own measure to others, each one is trying to get the best possible outcome with the resources they have. At the macro level scale of each country, some studies like Maneenop and Kotcharin (2020) presented the importance of prompt and adequate interventions, and suggest that policymakers are at the center of the fight against Covid-19.

The previous literature has shown the different variables that the tourism sector has dealt with through history. These examples are good background for the main understanding on how attitudes and interests adapt depending on the specific events, financial changes, natural disasters, economic downturns, and new variables incorporating to our daily life. Hence, it is important to distinguish as well the impact that this creates in specific demographics groups with certain psychographics characteristics.

The theories before analyzed are fundamental to understand the study and progression of our behaviors, which are based on how humans perceive things. For this, an important factor that will reshape the image of a place is by establishing a positive destination overall image (DOI), which is a powerful tool (Alcocer and Ruiz, 2019) indicating the tourist–destination relationship and tourist flow (Kim et al., 2019).

Nazneen et al. (2020) stated that a positive DOI pertained to a rise in tourism demands and economic advantages. So it is important to highlight the internal strengths of a destination. However, tourism is prone to the changes induced by external factors (Wen et al., 2020b), such as wars, terrorism, natural disasters, financial crises, flight accidents, disease outbreaks and negatively impacted destination (Yu et al., 2020) and travel perceptions (Campo and Alvarez, 2019), regardless of how good a destination is set. So what would make a destination stronger is the adaptability to external uncontrollable factors, and how prompt and accurate the reaction is. This research has considered a deductive approach in which different variables will be added and turn the results into an effective outcome that will be analyzed in the methodology and further chapters.

CHAPTER III: METHODOLOGY

3.1 Overview of the Research Problem

The Research problem aims to answer questions that have risen from the hospitality and tourism sector, public and private, since Covid-19. This research is focused specifically in people from China, mainly business and leisure travelers. This niche will clarify the concerns that people have during the pandemic period and beyond, what are their interests, expenditure level, attitudes and perceptions towards what are seen as risky destinations. The importance of the data collected and the outcomes will be analyzed to further contribute to new knowledge that can be beneficial to the tourism and hospitality industry, so that they can accommodate better those needs, and contribute to a more accurate rebound of activities, without wasting valuable resources into pre-established assumptions.

Previous literature have concluded the importance of understanding deeply the markets, its reactions and impact that can have over a specific segment. For this, it is crucial to consider different variables in combination, that have not been presented before during the decision making process. Other events have been mentioned and discovered the resilience and adaptability of the tourism industry. Hence it is crucial to detect such reactions and behaviors found during the Covid-19 crisis, and how this can represent an opportunity for those who are willing to observe and efficiently react to what is necessary or expected by this niche.

3.2 Operationalization of Theoretical Constructs

In research design, the theoretical constructs are studies based on hypothesis that sometimes are not accurately measured, however the operationalization of it will make a phenomenon easy to explain, and clearly distinguishable, which is the case in this specific research. This concept of operationalization was first presented by the physicist R. Campbell (1920), concept that spread to humanities and social sciences. The fundamental constructs will be determined by a specific event, such as Covid-19, and will lead to hypothesis that will have to be accepted or rejected as we progress during the analysis of the data collected. The final outcome will benefit the stakeholders involved mainly in the tourism industry, while some institutions will have to strategically adjust their methods and tactics towards a specific goal.

3.3 Research Purpose and Questions

The research purpose is to understand the determinants that play a crucial role for visiting a specific destination, for the Chinese travelers. Some common variables have been used during previous and similar events in history, however this research will include demographic and psychographics variables in the context of Covid-19. The outcome of this research will bring relevant information to the tourism industry and the stakeholders. In order to collect the data, an online survey was created where further analysis of the responses will clarify our main Research Questions.

They survey (<https://www.surveymonkey.com/r/spontasiatourism>) will collect all the information for the research questions mentioned in the Chapter I, as follows:

Research Question 1, it is covered in the survey questions 1 to 9: RQ1 *What socio demographic attributes (such as income, age, education) or Psychographic variables (attitudes, lifestyle, personalities, interests) make people more prone to travel?*

Research Question 2, will be covered in the survey questions 10 to 13: RQ2 *Besides some natural attributes from a tourist destination, what other characteristics does a place need to have to attract this niche?*

Research Question 3, will be covered in the survey questions 14, 15: RQ3 *Is this market concerned by another variables such as destination security or political sensitive places, more than the main variable Covid-19 ?*

Research Question 4, will be covered in the survey question 16: RQ4 *How tourists' expenditure changes (dependent variable), when traveling during and after Covid-19 (independent variable), by categories ?*

3.4 Research Design

The type of research intended for this study will be primary research, with a quantitative design and deductive approach, where surveys in exploratory nature will take place. This design will accommodate better the research needs, as the results will be quantifiable and coming directly from the respondent.

3.5 Population and Sample

The survey has 18 questions, with multiple choice and Likert scale selected as a method for collecting the information from the respondents. A Likert scale is commonly used to measure attitudes, knowledge, perceptions and behavioral changes. The respondents are given choices defining the intensity of the answer in point, that they will have to select according to their values, feelings and interests. This research gathered a total of 366 respondents that have a relationship with the travel and tourism industry. This quantitative design is an accurate method that fit the research and will give accurate answers for the analysis of the research questions.

3.6 Participant Selection

The respondents of this research are Chinese people with interests in the travel industry, hospitality and tourism. They range from College students (Tourism College of Zhejiang, Institute of Tourism in Nanjing, both in China) to people gathered from WeChat travel groups in Shanghai, mini programs apps related to tourism throughout different Provinces in China, colleagues in hospitality management courses, and stakeholders in the tourism industry.

3.7 Instrumentation

The research instrument is a survey analyzed through a correlational methodology. Setting up all the variables with numeric values so that they can reflect a natural level of correlation, without the researcher interfering in any of them. Statistical instruments were used such as Person Correlation Coefficient Formula, Cramér's V, also called Cramers phi (based on Pearson's Chi-square), which is understood as a measure of

association between two nominal variables. These instruments are giving accurate responses that will be further analyzed and bring a conclusion.

3.8 Data Collection Procedures

The data collection was carried mainly via online through WeChat QR code, and with the survey services of “Survey Monkey”. Other physical areas were considered too, for example train stations in the provinces of Shanghai, Zhejiang, and Nanjing, China.

Considering the approach and nature of this study, a correlational methodology fit the purpose of this research. The Pearson Correlation Coefficient it is a linear correlation between two sets of data. It aims to find out whether there is either a Positive Correlation (when both variables change in the same direction), Negative Correlation (when variables change in opposite direction), or Zero Correlation (no relationship between the variables).

It is important to mention that this approach does not imply causation, but rather a strong correlation or a weak correlation. The regular outcomes are: from negative -1, 0, to positive +1 (-1..... +1) Where the result of a decimal number closer to +1 or -1, suggests a strong correlation, and a result closer to 0 suggests a weak correlation.

According to Pearson (2018) in statistics there are different ways to reach this result, but the main formula establishes changing our variable results below:

Correlation Coefficient Formula:

$$r_{xy} = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum(x_i - \bar{x})^2 \sum(y_i - \bar{y})^2}}$$

Where:

r_{xy} – Correlation coefficient of the linear relationship between variables x and y

x_i – the values of the x-variable in a sample

\bar{x} – the mean of the values of the x-variable

y_i – the values of the y-variable in a sample

\bar{y} – the mean of the values of the y-variable

3.9 Data Analysis

Nowadays, to avoid all the mathematical process and calculations, many software tools have been developed to show the result right after we input the values of x and y (the variables we would like to compare). In this study, the collected data was analyzed by inputting the values from the Likert scale survey, in a regular in-built CORREL function in Excel Spreadsheet. Besides *CORREL function* in Excel, there are other online tools for calculating the correlation, such as the one in Social Science Statistics (Stangroom, 2019), this tools might be very useful as well, specially when collecting large amounts of data.

Given that the values are in numerical results from -1 to +1, graphs were also added for a visual understanding and a clear representation. For example, the correlation between *income* and *health concern* could be represented by a linear graph where a positive or a negative correlation is shown.

3.9 Research Design Limitations

One of the limitations was the accessibility in gathering the information in ideal places such as airports and railway stations, people seems to be skeptical when a foreigner approaches asking for information, plus there are still strict measures for Covid-19 to undertake a face a face approach . The best way to collect data was through external digital services within the Chinese market, as it was to include students with college degrees in the major of Hospitality Management and Travel and Tourism.

There are constant changes in the policies of the country, therefore it is possible that some of the perceptions are constantly changing due to the narrative that is used in different provinces, this is seen as a limitation of steady perceptions and risks.

Another limitation is the number of respondents. The graphics and analysis provided in this research is based in a total of 366 people. A higher number of participants would increase reliability in the studies, although there is no number that can be reached to be able to extrapolate results and assume specific behaviors from all the Chinese market.

In regards to ethical and philosophical considerations, all the results of the study maintain the individual confidentiality of all the respondents. Avoided biased comments when undertaking the survey and provided the right to withdraw their survey response at any time.

3.9 Conclusion

The data analysis and method in this research will share some valuable information to the tourism hospitality industry, and anyone involved in trying to receive this specific segment of tourists. The current research aims to provide valuable suggestions to tourism enterprises, in the public and private sector. Several researchers have investigated the epidemic dispersion and the vulnerability index of destination countries to analyze the existential threats stemming from the Covid-19 (Bogoch et al., 2020; Chinazzi et al., 2020; Gilbert et al., 2020; Haider et al., 2020). However this research compiled a combination of different variables that are in line with what is perceived at the moment in the Chinese market.

Previous studies have definitively expanded our knowledge and understanding of societal values, demographic variables and behaviors throughout similar crisis and events. However it is important not to jump into conclusions with pre-established knowledge that we acquired through a diversity of studies, as we are constantly in change adding unprecedented variables. People's reactions can vary depending on new circumstances, level of life, and exposure to new information. Even the same individuals are constantly in progress of change and it is our goal to provide the best and most accurate information through collection of data and most importantly through the analysis of it. Another important point is that we need to be capable of using the resources that we have at hand, to better provide the final outcome that we are looking for. From the resource of this very research, to the resources of the institutions that hopefully will take our outcome as a consideration for inner adjustments. It would be a shame not to use the resources that we have at disposal, inefficient use of own resources should not be happening in any sector at any time.

For example, the digital services that are provided in China are exemplary well linked and provide great customer experiences (except for recent logistics problems during the lockdowns in 2022) where WeChat and other apps are at full disposal of service providers in public and private sectors. Some studies have used Chinese social media to collect online questionnaires and have verified the quality and reliability of WeChat based questionnaires (Hao, Guo and Shao, 2019; Sun et al., 2016; Yang et al., 2016). By June 2020, the number of Chinese netizens had reached 940 million and mobile users (China Internet Network Information Center, 2020). Hence, it is reasonable that one of the methods for collecting information and sharing the online survey for this research, was through WeChat. The amount of information that one can manage will be only accurate if data bases are correctly set in place. For the purpose of this research, societal customs and culture understanding is important so that we can fully take advantages of the resources that we have.

After using digital technology for the collection of data, the researcher has compiled and analyzed the responses in spreadsheets where graphics were also created for flavoring the understanding of the outcome.

Statistical methods were also used for the accuracy of the responses. Besides de Pearson correlation coefficient method, the Cramér's V method was introduced in the summary of findings for some specific results, which will be further explained in the following Results Chapters IV.

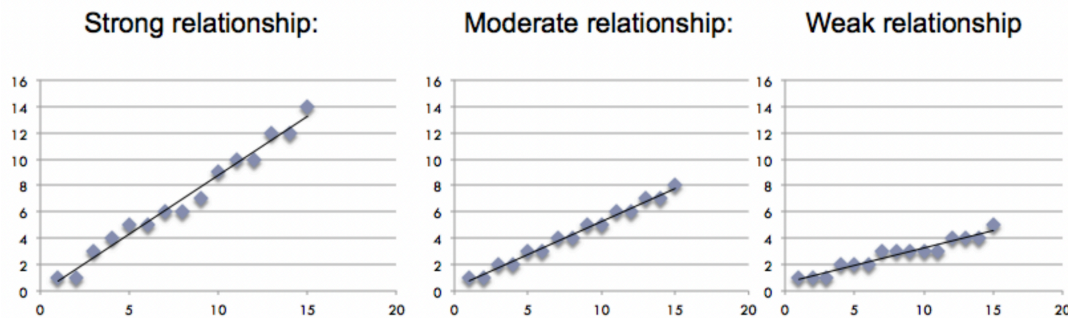
CHAPTER IV:
RESULTS

4.1 Research Question One

RQ1: *What examples of socio demographic attributes or Psychographic variables make people more prone to travel?*

For answering this question it is important to analyze the responses at the beginning of the survey, for example how much is income playing a role in people's decision to travel (Q7), and how much is the level of education correlated (Q5).

Before introducing how these variables are/are not correlated to each other, it is suggested to refer to Methodology where it is presented that a number closer to 0.1 represents a low correlation, a number closer to 0.3 represents a medium level correlation, and a number closer to 0.5 represents a high correlation. We can observe how different correlations have a different level of strength in the example below:



The strongest linear relationship occurs when one variable X increases by the same amount that the other variable Y increases, this line would represent a 45 degree angle. However, relying only in the interpretation of a scatterplot is not accurate. Hence, more precise information is computing with the coefficient correlation method, in this way we can measure the strength of the relationship with a specific value.

For the research question one (RQ1), data collection has shown (see spreadsheet attached) that the results clarifies doubts from the hypothesis. It has been found that *income* does play a rather low role when people take the decision to travel, with a correlation coefficient of 0.1798 (see table 1). Another interesting variable is *school education*, this variable represents a moderate correlation with traveling, with a coefficient of 0.3958 (see table 1).

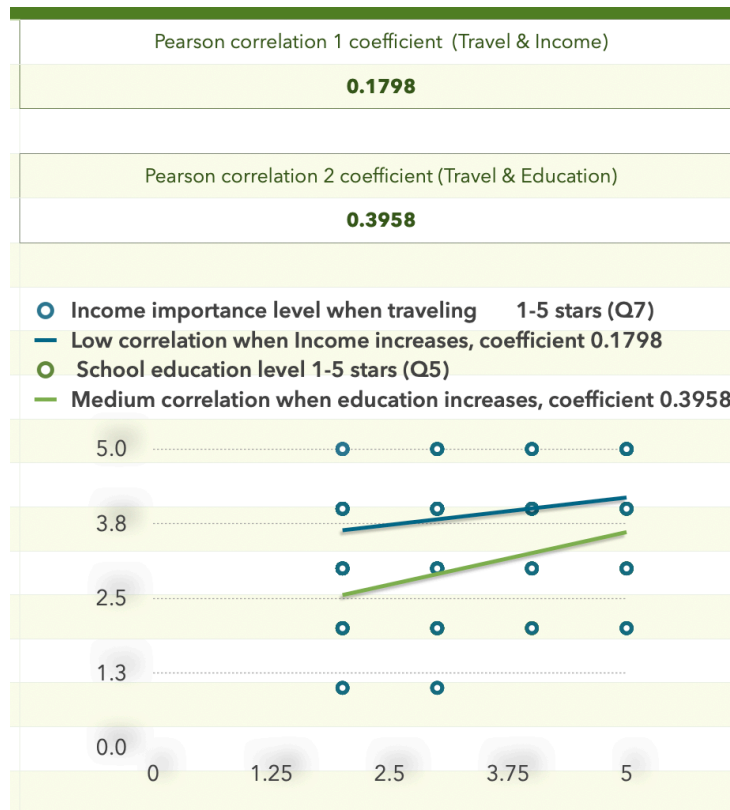


Table 1

The Research Question 1, established an hypothesis in Chapter I, which is:

H1. "Higher Income" is expected to have a big impact, in combination with other demographic and psychographic variables. After collecting the result we partially accept the hypothesis 1, RQ1-H1 as correct. According to Pearson correlation coefficient, the demographic variable of Income ranked in the second place of importance with p value

of 0.1798, after Education (p value 0.3958). Although Pearsons coefficient shows a low correlation with Travel and Income, the results show a medium-high importance when we include all the respondents perceptions:

收入水平对您的旅游决策影响大吗? Do you think that your Income is important for your travel decision?

Answered: 366 Skipped: 0

3.8★
average rating



	完全不重要,1星 NOT IMPORTANT AT ALL	不重要, 2星	一般, 3星	重要, 4星	非常重要, 5星 VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
☆	4.64% 17	5.74% 21	18.85% 69	43.44% 159	27.32% 100	366	3.83

The total number of the survey respondents is 366. However out of that number, 229 people have traveled outside their city since 2020, which is the number of respondents for this particular Pearsons question, with Likert scale answers from 2 to 5 stars, in reference to how often they traveled. (1 star is the option for people who did not travel).

4.2 Research Question Two

RQ2: *Besides some natural attributes from a tourist destination, what other characteristics does a place need to have to attract this niche?*

To answer this question, two other characteristics were analyzed in correlation with traveling, how important is for a destination to be accessible after Covid-19 hit, “Accessibility”, and the importance of “Health Concerns”. Accessibility is understood as how easy or difficult is to travel to a destination in regards to flights and visa (Q12 survey). In the same way that we rated Accessibility, Health Concerns importance was also rated in Likert scale from 1 - 10 stars (Q13 survey).

Data collection shows that *Accessibility* does play a low role when people take the decision to travel, with a correlation coefficient of 0.1541 (see table 2), the reasons will be discussed in Chapter V. The other characteristic of *Health Concerns* shows a lower negative correlation with a coefficient of -0.0759 (see table 2)

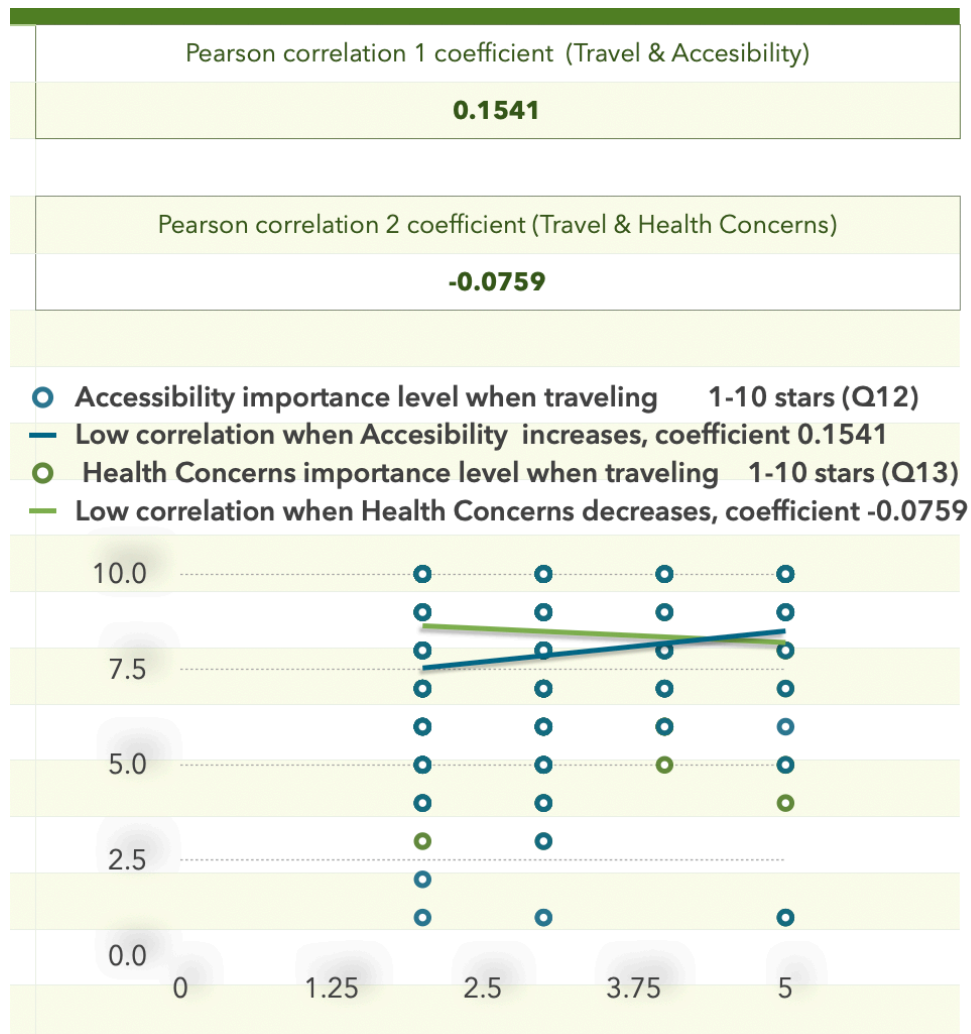


Table 2

The above results were collected from the respondents who have actually traveled, from not often to very often, 2 -5 stars.

Interestingly enough, when all the 366 respondents are retrieved from the results (even those who did not travel since Covid19), the variable of *Health Concerns* rates rather high with a total of 8.7/10 stars (see figure 2).



Figure 2

The Research Question 2, established an hypothesis in Chapter I, which is:
H1. "Tourists destinations will be ready to receive tourism when they cover with the required standardized and strict regulations. "Safety" might also be on top of the list". After collecting the results, the hypothesis 1, RQ2-H1 is accepted. There is an existent correlation between Travel and Secure Hotels (Pearson coefficient of 0.2075). In an open question, we can also clearly observe that the Chinese travelers put special attention in Health and Safety, with a ranking of 8.7/10 stars (figure 2) for a safe destination in terms of health.

4.3 Research Question Three

RQ3: *Is this market concerned by another variables such as destination security or political sensitive places, more than the main variable Covid-19 ?*

In order to collect data for this particular question, the above two variables were input in the survey. The first variable being *Security*, which was asked in Q14 of the survey. The second being *Political Relationships*, asked in Q15. This question is rather interesting due to the cultural and political spectrum that is around the Chinese people.

The results from those people who traveled during this period of time, show a very low coefficient of -0.0304 for *Security*, this almost null correlation might be due to the nature of the trip or other scenarios that will be further discussed in Chapter V. The second variable also shows a minimum correlation with *Political Relationships* good terms, displaying a coefficient of 0.0118 (see table 3).

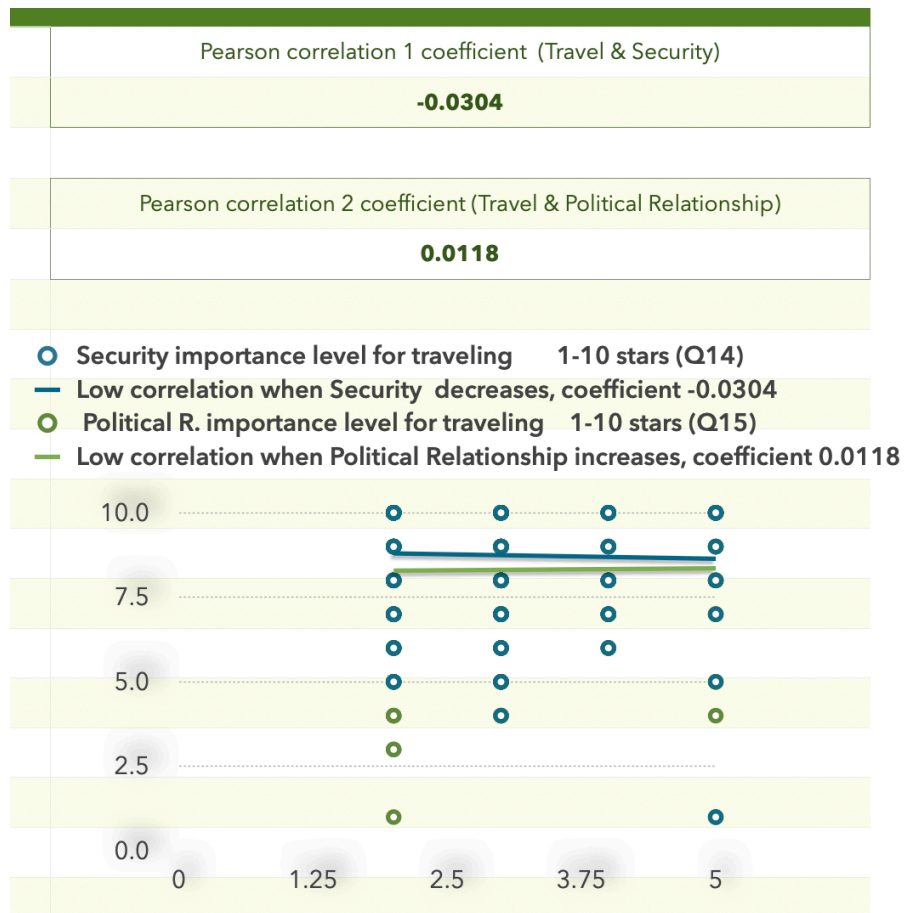


Table 3

From the total of respondents retrieved from the results (even those who did not travel since Covid-19), the variable of *Security* rates the highest, with a total of 8.9/10 importance (see figure 3)



Figure 3

In regards of being in good terms in *Political Relationships*, It is observed that this is something that Chinese in general would have in mind (see figure 4).

Q15

Customize Save as

旅行时，国外目的地与中国的外交关系是否重要？ Political concern. The destination needs to be in good diplomatic relationship with China?

Answered: 366 Skipped: 0

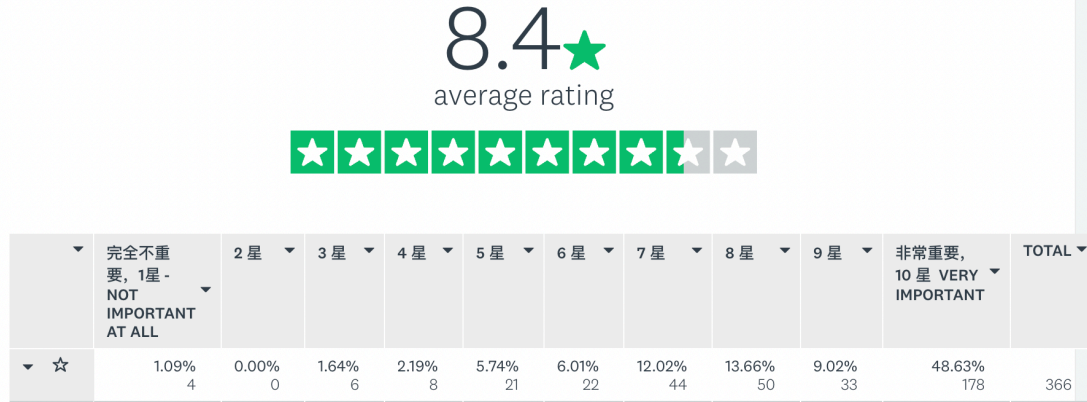


Figure 4

The Research Question 3, suggested the following hypothesis in Chapter I :

H1. “Based on the Chinese history background, it is expected that this segment might be reluctant to visit what are seen as risky destinations. Even more so than Covid areas”. The hypothesis RQ3-H1, is accepted as correct . Although we have proof in the evidence collected that the Chinese people have health concerns when traveling during Covid-19, the research shows that a secure destination ranks the highest, more so than Covid concerns. The destination needs to be secure and free of criminality and riots, this variable ranked 8.9/10 stars as observed in figure 3, followed by Covid health concerns with 8.7/10 (figure 2) and the importance of good diplomatic relationships with 8.4/10 (figure 4).

4.4 Research Question Four

RQ4: *How tourists' expenditure changes when traveling during Covid-19, by categories ?*

For this particular question, ten different categories were part of the survey. The following categories were analyzed in correlation with expenditure levels, *Self-health precautions* and *Secure Hotels* (Q16 survey). The data collection shows a very low negative correlation with the first category of *Self-health* precautions expenditure with a coefficient of -0.0505. The second category, *Secure Hotels* expenditure, shows a slightly stronger correlation, but still low-medium with a coefficient of 0.2075 (see table 4). These results are due to the nature of the travel, if it was booked for business or leisure purposes.

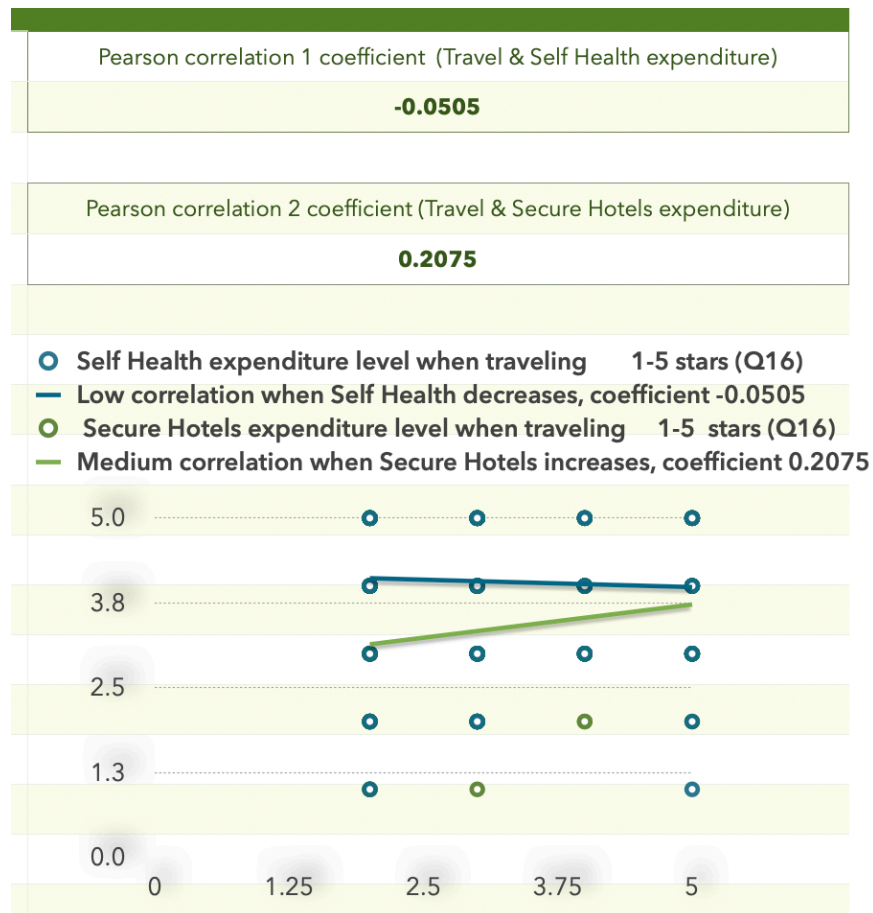
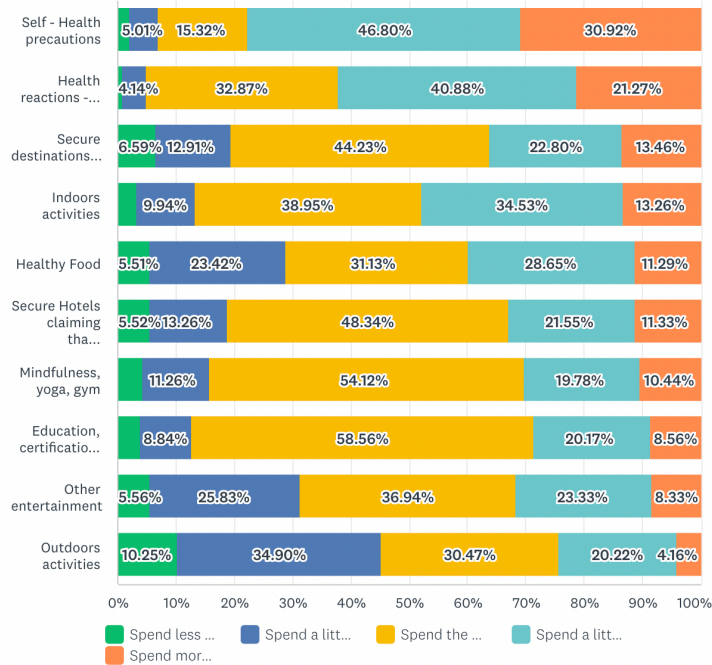


Table 4

The data also shows that a percentage of this niche have changed their spending habits during Covid-19. The tables below reflect this change by categories:

If you travel now during Covid restrictions, how are your travel expenditures, in comparison with before Covid? Any changes in your spending behavior?

Answered: 366 Skipped: 0



	SPEND LESS MONEY	SPEND A LITTLE LESS	SPEND THE SAME	SPEND A LITTLE MORE	SPEND MORE MONEY	TOTAL	WEIGHTED AVERAGE
Self - Health precautions	1.95% 7	5.01% 18	15.32% 55	46.80% 168	30.92% 111	359	4.00
Health reactions - medicine	0.83% 3	4.14% 15	32.87% 119	40.88% 148	21.27% 77	362	3.78
Secure destinations claiming that Covid concerns are covered	6.59% 24	12.91% 47	44.23% 161	22.80% 83	13.46% 49	364	3.24
Indoors activities	3.31% 12	9.94% 36	38.95% 141	34.53% 125	13.26% 48	362	3.44
Healthy Food	5.51% 20	23.42% 85	31.13% 113	28.65% 104	11.29% 41	363	3.17
Secure Hotels claiming that Covid concerns are covered	5.52% 20	13.26% 48	48.34% 175	21.55% 78	11.33% 41	362	3.20
Mindfulness, yoga, gym	4.40% 16	11.26% 41	54.12% 197	19.78% 72	10.44% 38	364	3.21
Education, certifications, diplomas	3.87% 14	8.84% 32	58.56% 212	20.17% 73	8.56% 31	362	3.21
Other entertainment	5.56% 20	25.83% 93	36.94% 133	23.33% 84	8.33% 30	360	3.03
Outdoors activities	10.25% 37	34.90% 126	30.47% 110	20.22% 73	4.16% 15	361	2.73

The hypothesis for the Research Question 4, was mentioned in Chapter I:
H1. "It is believed that the expenditure will be allocated a little more in the "Health & Safety" category, since people might be more concerned during Covid-19". This hypothesis RQ4-1 is accepted as correct.

The results above show that the category where people increased their expenditure the most (spend a little more with 4 stars, or spend more with 5 stars) is *Self-health precautions*, with 77% of the respondents acknowledging the change.

According to the research, it is clear that some people have focused their expenditure differently, still ranking Self Health and Safety in the first place.

The choices made by different respondents can be noticed differently when we compare and divide them by categories, such as business travelers, leisure travelers, males, females, etc. The following results will show some of the findings of these categories:

Business travelers and Leisure travelers

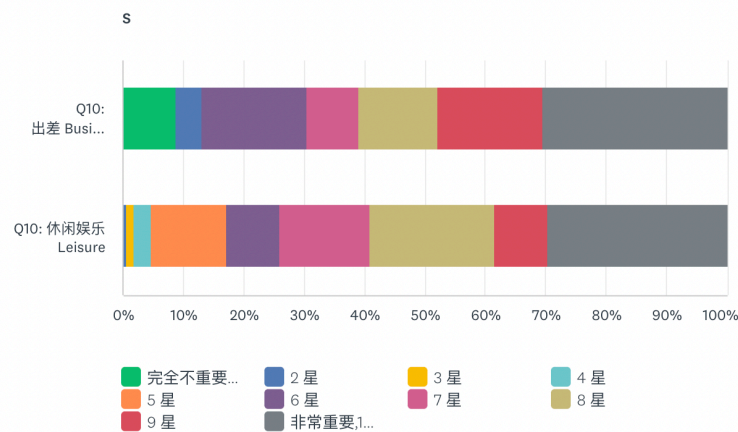
The data research shows that 60% of the respondents who traveled for business were men, and 40% women. Also 60% of the people who traveled for leisure were women, and around 40% men (survey Q1). Another result is that out of the business travelers 26% was single, and the rest married. Whereas in leisure travelers 81% were single and around 19% were married (survey Q2).

Other results show that business travelers might have a little different set of choices compared to the Chinese people traveling for leisure, when it comes to the actual trip. One of the results when asking about how easy the travel has to be in order to visit a

specific destination, in terms of accessibility, flights and visa, shows that around 47% of the business travelers think that accessibility is very important, rating 9 and 10/10 stars. In comparison with around 38% of leisure travelers (survey Q12, figure 7)

可达性。您是否要求前往目的地的途中交通便利？（航班、签证）
 - Accessibility. It has to be easy to travel to a destination? (flights and visa)

Answered: 192 Skipped: 0



☆	完全不重要, 1星 NOT IMPORTANT AT ALL	2星	3星	4星	5星	6星	7星	8星	9星	非常重要,10星 VERY IMPORTANT
Q10: 出差 Business	8.70% 2	4.35% 1	0.00% 0	0.00% 0	0.00% 0	17.39% 4	8.70% 2	13.04% 3	17.39% 4	30.43% 7
Q10: 休闲娱乐 Leisure	0.00% 0	0.59% 1	1.18% 2	2.96% 5	12.43% 21	8.88% 15	14.79% 25	20.71% 35	8.88% 15	29.59% 50

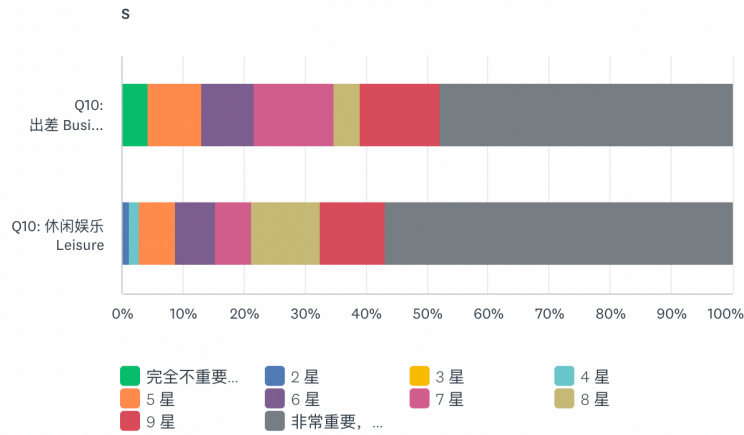
Figure 7

When it comes to Health & Safety specially for Covid concerns, we observe that people traveling for leisure purposes is slightly taking the lead with around 67% of them

considering this topic a very important one, with 9 and 10/10 stars. The business travelers also rate it high with 60% (survey Q13, figure 8)

要? - Health & Safety. The destination needs to handle properly my health concerns, specially prepared for Covid-19?

Answered: 192 Skipped: 0



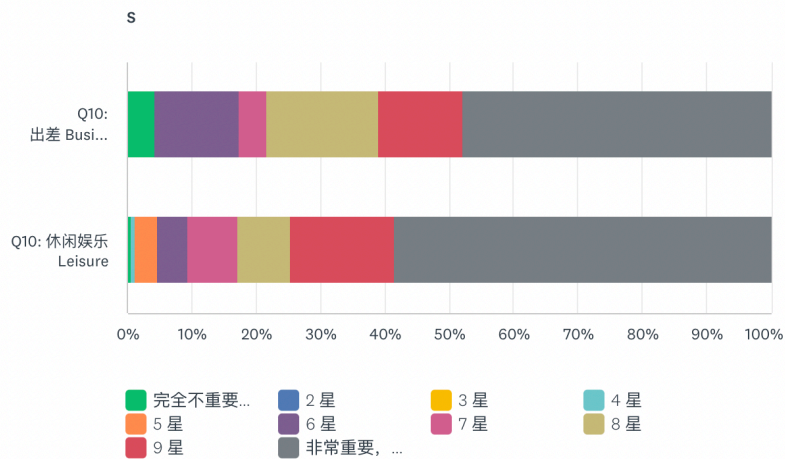
☆	完全不重 要, 1星 NOT IMPORTANT AT ALL	2星	3星	4星	5星	6星	7星	8星	9星	非常重要, 10星 VERY IMPORTANT
Q10: 出 差 Business	4.35% 1	0.00% 0	0.00% 0	0.00% 0	8.70% 2	8.70% 2	13.04% 3	4.35% 1	13.04% 3	47.83% 11
Q10: 休 闲娱乐 Leisure	0.00% 0	1.18% 2	0.00% 0	1.78% 3	5.92% 10	6.51% 11	5.92% 10	11.24% 19	10.65% 18	56.80% 96

Figure 8

In regards to visit a secure destination, where criminality and riots are to be avoided, Leisure travelers are ranking it as the most important variable, higher than business travelers, with around 74% and 60% respectively (survey 14, figure 9)

治安。旅行目的地的治安和稳定程度是否重要？ - Security. The destination needs to be secure and free of riots and criminality?

Answered: 192 Skipped: 0



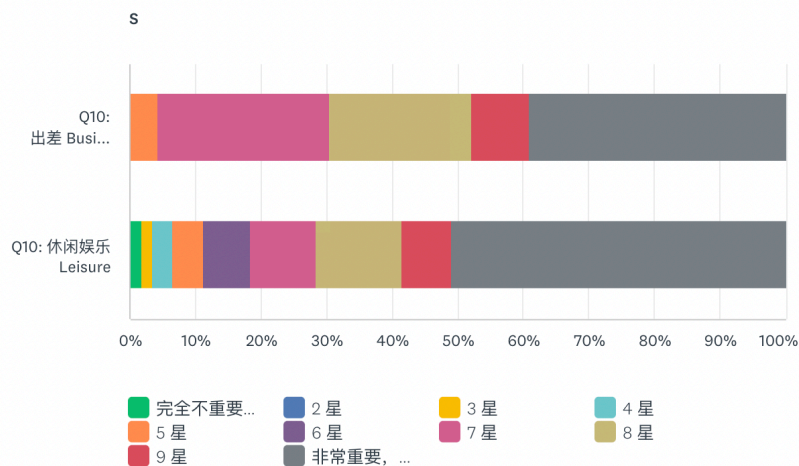
☆	完全不重要, 1星 - NOT VERY IMPORTANT	2星	3星	4星	5星	6星	7星	8星	9星	非常重要, 10星 VERY IMPORTANT
Q10: 出差 Business	4.35% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	13.04% 3	4.35% 1	17.39% 4	13.04% 3	47.83% 11
Q10: 休闲娱乐 Leisure	0.59% 1	0.00% 0	0.00% 0	0.59% 1	3.55% 6	4.73% 8	7.69% 13	8.28% 14	15.98% 27	58.58% 99

Figure 9

Another interesting result that this research shows is Political concern. Culturally speaking many countries would not consider as important to have a good diplomatic relationship when traveling abroad, however given the background of the Chinese people, the economic rise, and the geopolitical stage, this variable is part of the Chinese psyche and can play a role when deciding which destination to visit, besides accessibility, health concern for covid, security, and others as mentioned before. This data shows that around 48 % of those who traveled for business purposes think that a good relationship with another country is very important with 9 and 10/10 stars. Around 58% of those traveling for leisure, think of it as very important as well (survey Q15, figure 10)

旅行时，国外目的地与中国的外交关系是否重要？ Political concern. The destination needs to be in good diplomatic relationship with China?

Answered: 192 Skipped: 0



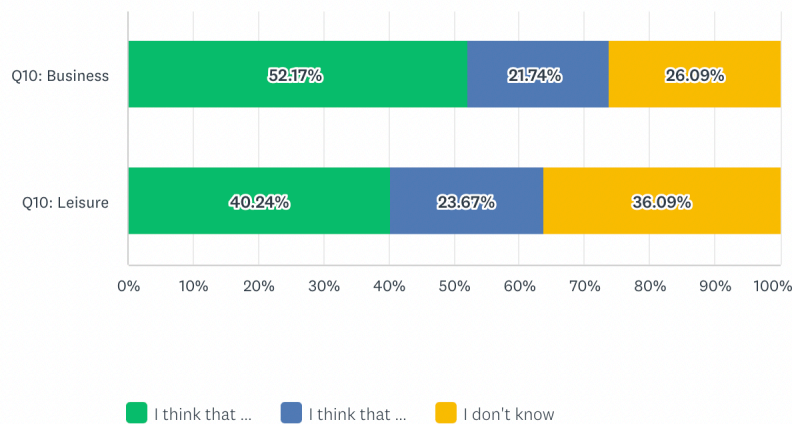
	完全不重 要, 1星 - NOT IMPORTANT AT ALL	2星	3星	4星	5星	6星	7星	8星	9星	非常重要, 10星 VERY IMPORTANT
Q10: 出 差 Business	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.35% 1	0.00% 0	26.09% 6	21.74% 5	8.70% 2	39.13% 9
Q10: 休 闲娱乐 Leisure	1.78% 3	0.00% 0	1.78% 3	2.96% 5	4.73% 8	7.10% 12	10.06% 17	13.02% 22	7.69% 13	50.89% 86

65
Figure 10

The research has shown how much this specific niche cares for different categories when it comes to travel. Another interesting point is that people were hopeful for changing back to what the scenario for traveling was before Covid19. In another question (survey Q18), more than half of the percentage of the business travelers, 52%, thought that their expenses will adjust back to what they were before. In the same category, leisure travelers were less hopeful with 40%. At least more than a quarter in each group answered that they don't know what the future will bring, this still represents a big uncertainty in how this pandemic situation is developing (figure 11).

Do you think that the change in expenses from the previous question, will remain the same from now on, or will readjust back as before Covid-19?

Answered: 192 Skipped: 0



	I THINK THAT MY EXPENDITURE BEHAVIOR WILL RE-ADJUST BACK AT SOME POINT, SAME AS BEFORE COVID-19	I THINK THAT MY EXPENDITURE BEHAVIOR WILL STAY AS IT IS NOW, DURING/AFTER COVID-19	I DON'T KNOW	TOTAL
Q10: Business	52.17% 12	21.74% 5	26.09% 6	11.98% 23
Q10: Leisure	40.24% 68	23.67% 40	36.09% 61	88.02% 169
Total Respondents	80	45	67	192

Figure 11

Another method that was used during the research was Cramér's V. In statistics, Cramér's V, also called Cramers phi, is understood as a measure of association between two nominal variables, giving a numerical value between 0 and +1. Its is based on Pearson's Chi-Square statistic and was published by Harald Cramér in 1946 (Cohen, 2013).

The Chi-Square statistic is commonly used for testing relationships between categorical variables, as it is the case with this research, for example *Business* travelers and *Leisure* travelers in relation with other variables.

The formula for the Chi-square statistic is:

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where "C" is the degrees of freedom,"O" is the observed value and "E" is the expected value.

Generally, the null hypothesis of the Chi-Square test is that no relationship exist on the variable, from within a selected population group, they are independent.

As it was observed in the results above, different groups of people might have focused their attention and expenses slightly different into different categories such as health and safety, secure hotels, secure destination, etc. However, within the same group of people traveling, but divided in business or leisure, it was noticed that they have similar ways to face the challenges. The figure 8 shows that Health and Safety was considered highly important by 67% of the leisure travelers, and 60% of the business travelers. The expenses put into this category, was not due to their nature of traveling for business or leisure. The null hypothesis can be establishing a no relationship within the

nature of the travelers and the expenses made during the travel. Hence we can establish the following hypothesis from the business and leisure categories:

H0: Spending money into new categories has not a big difference or relationship from business travelers and leisure travelers.

H1: Spending money into new categories has a difference or relationship from business travelers and leisure travelers.

The bellow figure (figure 12) illustrates the analysis of concern for Self Health and Safety with business travelers, leisure travelers, more business, more leisure, in terms of spending less money or more money. After inputing the data collected from the research in the table, the results shows that there is no significant relationship ($<.05$) from within this groups of travelers and their spending level for health and safety. Therefore we accept hypothesis H0, and reject H1.

The chi-square statistic, p -value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

Results						
	Self Health spend less	Self Health spend little less	Self Health spend same	Self Health spend little more	Self Health spend more	Row Totals
Business	1 (0.44) [0.71]	1 (1.10) [0.01]	2 (2.94) [0.30]	12 (10.13) [0.34]	5 (6.39) [0.30]	21
Leisure	3 (3.48) [0.07]	11 (8.71) [0.60]	24 (23.22) [0.03]	84 (80.10) [0.19]	44 (50.50) [0.84]	166
More business than leisure	1 (1.01) [0.00]	2 (2.52) [0.11]	6 (6.71) [0.08]	23 (23.16) [0.00]	16 (14.60) [0.13]	48
More leisure than business	1 (1.07) [0.00]	1 (2.67) [1.05]	8 (7.13) [0.11]	19 (24.61) [1.28]	22 (15.51) [2.71]	51
Column Totals	6	15	40	138	87	286 (Grand Total)

The chi-square statistic is 8.8536. The p -value is .71538. The result is *not* significant at $p < .05$.

Figure 12

It is important to mention that the level of .05 represents a percentage. A significance test is used to determine the likelihood that the results supporting the null hypothesis are not due to chance. A confidence level of 95 percent is common. Some researchers might change and adjust this percent to .01, .05 or even .1, depending on the level of accuracy.

4.5 Summary of Findings

The collection of data generated interesting results not only when we correlate or compare variables to each other, as it was the case with the Pearsons Correlation method, but also to understand the level of independence, as it was the case with Chi-square based in Cramers V, being the categorical variables business travelers and leisure travelers. We also turned our attention to individual results from questions that reflected the behavior and attitude of the Chinese Market amidst Covid-19.

The findings are relevant to different sub-branches of the Tourism industry as a whole, in terms of what are the necessary steps to counter attack the effects of this pandemic, by planning strategic goals and align all of our available resources towards better results in the reactivation of the tourism economy. This research provides the results of peoples' behaviors and way of thinking, so that the different actors such as hotels, travel destinations, airlines, and related institutions can recognize the reality of the needs and plan accordingly as suggested before.

For the Research Question one, it was expected as per the hypothesis that the variable of income would play a big role in regards to travel to a destination. Understanding income as a socio demographic variable, people tended to give the highest importance to the means for undertaking a trip, as it has been corroborated in the

literature review where many authors emphasize how this was one of the main considerations for organizing a trip. Wang and Davidson mentioned that “Income and price are the two most important economic determinants of leisure tourism demand. Economic theory suggests that when an individual’s income increases, his/her demand for travel is also likely to increase” (2010). However, within the same research question another psychographics variables came into play, and make income relatively important to what it was before Covid-19. Although income is still playing an important role in the decision making process, we have found that other variables rank higher than income, amidst the current pandemic, from the Chinese perspective. The persons coefficient showed a correlation of 0.1798, and received 3.8/5 points of importance by all the respondents who have travelled, which in combination is still regarded as a high consideration, but it only ranked very close to the variable of accessibility ($p=.1541$), which in the current pandemic times it is also becoming important as different places have different controls, and requirements to enter/leave a destination. At the same time accessibility was quantified as a very important variable for 47% of the business travelers, and 38% for leisure travelers.

In this context, the hypothesis: “*Higher Income is expected to have a big impact, in combination with other demographic and psychographic variables*”. It is accepted, as correct. Other psychographic variables were found to have a higher concern for the Chinese travelers, which is part of the following research questions. The behaviors and attitudes towards staying in a secure and healthy destination that provides the necessary elements during the trip was found to be one of the main determinants, along with security itself, being out of possible confrontations that would not give a pleasant experience. These attitudes and behaviors that are concerned with the security or health environment of a destination, are catalyst for the expectations to travel, besides income.

Understanding that income is not the main drive for the Chinese market, but other circumstances are, will lead to strategically reorganized the goals from those sectors that are ready to receive this market, hence the value of this knowledge. So that they can put it to practice by adjusting and adapting to the current needs without spending more valuable resources. We should be able to allocate the results of this theory into practical examples of actions, depending the tourism sector that we are working on.

The findings of the research question two brought to our attention other characteristic that the Chinese market is looking at very closely. The original hypothesis: *“Tourists destinations will be ready to receive tourism when they cover with the required standardized and strict regulations. Safety, might also be on top of the list”*, is accepted as correct. Previous literature has found many instances in which the market in question will react to eventualities, either drove by natural disasters, pandemics, political tensions, and other crisis. This particular research has found that self health concerns are essential for any further activity to consider. The Chinese travelers graded Health and Safety with 8.7/10 points, as the second most important variable as a determinant for traveling. This is clearly sending a message on where the priorities are guiding us, and how this niche is feeling about it. Another interesting finding supporting this evidence is the Pearsons coefficient value of 0.2075 for the importance of secure hotels. Therefore health concerns with secure hotels are variables that need to be considered in practice by hotels, institutions and potential destinations. A good manage of this, and sharing a good perception based on real actions would enhance the probability of increasing the tourism, and mitigating the risks perceived from this specific market.

When we compare how important is to travel with the certainty of good health and safety protocols during the trip, we found that 67% of the leisure travelers considered this as very important, whereas 60% of the business travelers feel the same way. Actually, in all of the questions comparing these two categorical variables, business and leisure, the business segment was found to have lower level of concern of importance in comparison with the leisure segment, except when we compared them with the variable of accessibility, where business travelers gave more importance. As it becomes important to have that accessibility without frictions during business trips. We have also found that the people who travel more have a minimum negative Pearson's correlation with health concerns and security. This might be due to the constant trips that business travelers have to undertake, becoming normal and getting use to the protocols, therefore giving higher priority to accessibility for example.

Good safety protocols and concerns for how to properly deal with Covid-19, are some of the considerations that are high up in the list of the Chinese market, along with other deeper concerns that rise from the destination and political spectrum itself, as it is the case with security, which is commented in the following research questions findings. The importance of letting travelers know that a higher authority is managing the protocols set in place from the beginning to the end of the trip, from entering a specific destination, to accommodation and places of interests, will create peace of mind in the potential customer. Therefore it is important, that the key actors in the tourism sector align efforts as much as possible to ensure a smooth operation and a great experience for the traveler. This practicality of knowledge shall improve the willingness of those who are risk averse, by ensuring health consciousness of the partners involved. As it was mentioned in the literature review, the Chinese market as a collective culture, tend to be guided by previous experiences and although may be reluctant at the beginning, a strong

campaign sharing relevant information, interacting with the other important variables as well, shall work towards the advantage of the destination.

The research question three, establishes the importance of other variables that in the view of the Chinese people were found to be the most important ones, so we can see a combination of those determinants that are highly regarded for the decision making process of traveling, with the highest impact among all the respondents and an interesting correlation among the segments of business travelers and leisure travelers.

The research question asked if the Chinese market was concerned by another variables such as security, or political relationships, more than the main variable Covid-19. And the hypothesis says: *“Based in the Chinese background, It is expected that this segment might be reluctant to visit what are seen as risky destinations. Even more so than Covid risk areas”*. According to the results the hypothesis is correct. The findings showed that the strong background and history of the country positioned the variables of security and political concern as priority in the list of determinants for traveling. Although Covid-19 has definitively been a deterrent for the overall tourism activities, the behaviors and attitudes of the Chinese market give a predominant role to security, in the first place.

A destination with high security, where people feel safe visiting different attractions in a city, and no criminality or robbery involved, is ideal. When asked the respondents about its importance, the results ranked it in the first place with 8.9/10 points. China is generally known as a secure place and no big issues with criminality rates. Overall people is use to not having to deal with these problems as other countries do more regularly. Hence, the averse to something not very relatable in their regular lifestyle. The results of all the respondents found that 60% of the business travelers

classified security as very important when it comes to travel, whereas 74% of the leisure travelers classified it as very important too, ranking it in the first place.

In regards to the variable of political concerns, the findings show a medium high importance from all the respondents with 8.4/10 points. This high number confirmed how the Chinese Market has strong attitudes and believes in regards to the importance of maintaining a good relationship with other countries, dripping down to the individual attitudes for that matter. In the academic literature we discussed the impact of establishing good 关系 “guanxi”, or individuals relationships, teachings coming from ancient times through the ideologies of Confucianism establishing collectivism as baseline. Previously we also studied the reactions recorded in history from examples of animosity towards specific sectors, mainly due to political tensions and how the narrative takes certain trajectory to conduct attitudes and believes. Therefore it is important to understand the impact that political concerns can represent, becoming a positive or a negative catalyst for travels and tourism activities.

When this variable was divided into business and leisure, the results showed that almost half of the business travelers 48% think that having a good political relationship with the country or destinations that they are visiting, is very important. Whereas more than half of the leisure travelers 58% think that having good relationships is very important too.

We have observed that when the segments of business and leisure travelers were compared, in most of the variables the leisure travelers segment was ranking a higher percentage of importance for health and safety, security and political concerns, except for accessibility, which was given a higher percentage by the business travelers segment.

Another interesting point is that among all the respondents, 81% of the leisure travelers were single, and 19% married. Whereas from the business travelers only 26% were single, and the rest 74% married. Although there is a big difference of percentage within this demographic characteristic, it was found that these categorical variables were not dependent to each other in regards of selecting the importance and how much they spend with other variables, self-health & safety for example. This is also confirmed with the CRAMERs' V association method, based on the Chi-square, which result in a no significant relationship ($<.05$) from within this groups of travelers and their spending level for health and safety.

There is a clear path that the Chinese travelers are showing, and the tourism sector will benefit more by putting special attention to the variables that are important for the business and leisure travelers. Security of a destination is found to be leading the rank of importance, followed by Covid-19 Health concerns. A combination of best practices is suggested through actions and specific tactics that can enhance the way to recover and entice the market in question.

The research question four, brings more knowledge and clarity about how people is reacting and if/how they have changed their expenditure behaviors, or consumption level towards different categories, amidst Covid-19. The established hypothesis: *“It is believed that the expenditure will be allocated a little more in the Health & Safety category, since people might be more concerned “*.

For this question, all the respondents had to choose how their attitudes have changed during the pandemic times, and how their expenditure relationship has been within 10 different categories. The results showed a clear preference for these categories, therefore accepting the hypothesis as correct.

The findings confirmed that 77% of the respondents have actually increased their expenditure level for Self-Health precautions, this is the category that received the highest change of percentage adding up the results of “spending a little more” and “spending more”. Self-Health precautions ranked in the first place over other variables such as Health reaction-medicine (62%), Indoors activities (47%), Healthy food (39%), Secure destinations claiming that Covid concerns are covered (36%), Secure hotels claiming that Covid concerns are covered (32%), Other entertainment (31%), Mindfulness yoga and gym (30%), Education certifications and diplomas (28%), Outdoor activities (24%).

These results clarified the way that the Chinese Market has been adapting their expenditure level, based in psychographic characteristics, attitudes, needs, perceptions, interests and hobbies. The figure 5 illustrates well the percentages of these results, and enlighten potential interests for those destinations willing to strategically allocate their resources for attracting this niche. In order to make tangible the insights of this research, it is important that potential attractors analyze these results, and find room for allocation of strategic planning, where specific actions and accurate tactics create an ideal atmosphere where the customer feel attracted to visit, bringing as a result positive word of mouth that could be shared in this collectivist society. The quality of these changes will be fundamental and they will set a strong capacity for long term development.

In regards to the future perspective, some percentage of the Chinese market believed that the new expenditure behaviors and interest will be only temporarily, some other percentage think that this can even become a new way of expenditure behavior as we progress with the variants of the pandemic. The findings showed that 52% of the business travelers think that the recent expenditure adjustments will return back to normal

after the pandemic gets controlled, whereas 40% of the leisure travelers think that their expenses will also get back to normal. At least a quarter of the respondents or more still have big uncertainty and chose the option “I don’t know”, with 26% for the business travelers, and 36% for the leisure travelers. This big percentage of uncertainty will eventually side in one way or the other, depending on the narrative that will be presented and how people is going to perceive the level of risk. As we previously observed in the literature review the narrative has a big impact and could create a new way of looking at things. More than 20% in each category (business and leisure travelers) believed that their expenditure behavior will stay as it is now, during and after Covid-19. We observed that the the opinions in this category vary, and people is learning as we continue to discover more about the virus and its variants.

The current lockdowns during 2022 in the city of Shanghai and in some other neighborhoods in Beijing and Suzhou, have re-ignited a level of uncertainty of the people around, and although it is still generally believed that the measures taken are in the good of the majority, it is also true that within the country with the largest population of the world, there are other new perceptions towards how this can get passed soon. New considerations of an ever-changing society with a strong culture and set of ideologies is in the rise.

It is important to highlight that although new technologies are driving the economy to new levels that the Chinese market is enjoying, this civilization is still strongly build by culture and ancient history which leads to behaviors that we studied with the variables analyzed, and their attitudes towards having certainty with health and safety, security of a destination, and political concerns for example.

The value of this research is bringing specific insights that this niche is paying more attention to, by analyzing the components of it, including other variables that were

not analyzed in other researches. Hence the importance of putting together efforts from different business or organizations in the tourism sector to understand, allocate better resources, attack some blindspots, and turn them into opportunities.

4.6 Conclusion

The results have shown how different categories are perceived by different groups of people, even within the same group of Chinese travelers. Interestingly enough, the RQ1 shows how *Income* and *Education* play a role when it comes to travel during the current circumstances. Therefore the Hypothesis in RQ1 *H1: "Higher Income" is expected to have a big impact, in combination with other demographic and psychographic variables* It is accepted, as correct.

According to Pearson correlation coefficient, the demographic variable of *Income* ranked in the third place of importance with p coefficient value of 0.1798, after *Education* (p value 0.3958) and *Secure Hotels* (p value 0.2075). Although Pearson's coefficient shows a low correlation with *Travel and Income*, the results when we involve all the respondents show a medium-high importance, as previously observed in RQ1.

The RQ2 demonstrates the concerns for *Accessibility* and *Health Concern* with a correlation coefficient of 0.1541 and -0.0759 respectively, suggesting a lower concern, compared to the previous variables.

The Research Question 2, established an hypothesis in Chapter I, which is:

H1. "Tourists destinations will be ready to receive tourism when they cover with the required standardized and strict regulations. "Safety" might also be on top of the list". After collecting the results, the hypothesis 1, RQ2-H1 is accepted. There is an

existent correlation between Travel and Secure Hotels (Pearson coefficient of 0.2075). In an open question, we can also clearly observe that the Chinese travelers put special attention in Health and Safety, with a ranking of 8.7/10 stars (as observed in figure 2) for a safe destination in terms of health.

The research shows in RQ3, the results for *Security* and having a good *Political Relationship* when traveling, with a rather low P correlation coefficient of -0.0304 and 0.0118 respectively. However when we include all the respondents, even those who chose not having traveled much or at all during Covid-19, we gathered that the level of importance for having a secure destination, free of criminality and riots were: 8.9 out of 10 stars for *Security* (figure 3), followed by Covid health concerns with 8.7/10 (figure 2) and the importance of good diplomatic relationships with 8.4/10 (figure 4). Shedding some light into what it is considered important for this niche. The Research Question 3, suggested the following hypothesis in Chapter I :

H1. "Based on the Chinese history background, it is expected that this segment might be reluctant to visit what are seen as risky destinations. Even more so than Covid areas". The hypothesis RQ3-H1, is accepted as correct . Although we have proof in the evidence collected that the Chinese people has health concerns when traveling during Covid-19, the research shows that a secure destination ranks the highest, more so than Covid concerns.

Continuing with Pearson correlation method, the RQ4 shows the variable of *Self Health* with a coefficient of -.0505, and *Secure Hotels* with 0.2075. It could be argued that the more people travel, the more they get used to normalize things, not putting too

much effort in certain areas, hence the negative coefficients, similar to the concept of diminishing returns.

The hypothesis for the Research Question 4, was mentioned in Chapter I:

H1. "It is believed that the expenditure will be allocated a little more in the "Health & Safety" category, since people might be more concerned during Covid-19". This hypothesis RQ4-1 is accepted as correct.

The results show that the category where people increased their expenditure the most (spend a little more with 4 stars, or spend more with 5 stars) is *Self-health precautions*, with 77% of the respondents acknowledging the change.

According to the research, it is clear that some people have focused their expenditure differently, still ranking Self Health and Safety in the first place, followed in different percentages by Health and medicine, Indoor activities, Secure destinations, Education, among others (RQ4).

In other interesting results, when asking about how easy the travel has to be in order to visit a specific destination, in terms of accessibility, shows that around 47% of the business travelers think that *Accessibility* is very important, people who rated 9 and 10/10 stars. In comparison with around 38% of leisure travelers (survey Q12, figure 7).

In the variable of *Secure Destination*, Leisure travelers are ranking it as the most important variable, higher than business travelers, with around 74% and 60% respectively (survey Q14, figure 9).

It is not a surprise that the Chinese people have a strong historical background, and are more aware of it in recent times, as well as in the economic and social stage. For this reason, one of the questions asked was the importance of having a good relationship when visiting another country, and the data shows that around 48 % of those who traveled

for business purposes think that a good relationship is very important, whereas 58% of those traveling for leisure think of it as very important as well, with 9 and 10/10 stars (survey Q15, figure 10).

In other results, more than half of the percentage of the business travelers, 52%, thought that their expenses will adjust back to what they were before, whereas leisure travelers were less hopeful to go back to pre-pandemic times with 40%. At least more than a quarter in each group answered that they don't know. This shows that even at the moment of writing this research, business and leisure travelers do not find certainty in how their financial future looks like, more analysis will be explained in the discussion of the results, Chapter V.

In this research we discovered that although there is a positive coefficient in Pearson correlation method with some variables, such as income, education, accessibility, political relationships, among others; In another method used, the Cramér's V, based in the Pearson chi-square statistic, shows that some categorical variables (business travelers, leisure travelers) were not significant ($p < .05$), therefore could behave independently in relation with expenses for Self-Health expenses. Therefore accepting the null hypothesis H_0 : "Spending money into new categories has not a big difference or relationship from business travelers and leisure travelers". (As explained before in figure 12)

This research has collected the afore mentioned results, among other important individual data, that will be discussed in the following chapter.

CHAPTER V: DISCUSSION

5.1 Discussion of Results

The results obtained in the research have shown a clearer path to what it is expected by the Chinese Tourists when traveling to a destination. No other country before, nor China have experienced this level of uncertainty produced by a pandemic in recent years. It has been interesting to witness how each country have developed their own safety procedures to the best of their interests and capabilities, and above all to understand the needs of this specific niche. Sometimes it could be inevitable to attach assumptions to certain cultures, behaviors, and what people normally thought as part of being of a specific society. However when we study and research and go into deeper questions of the reasons of why people choose what they choose, maybe we notice that societies also change and constant evolution happens, slower for some, but faster for others. Here is the reason why the results of this research are important so we can understand the reasoning behind, and so that the hospitality and tourism sector is also aware of the new needs if not of everyone, at least for this specific niche.

Some of the results show that, although it is a common denominator to be aware of health and safety during Covid-19, different subgroups within the traveling population might have a slightly different approach when it comes to travel, as we will discuss in the following questions.:

5.2 Discussion of Research Question One

The research question one reads: What socio demographic attributes (such as income, age, education) or Psychographic variables (attitudes, lifestyle, personalities, interests) make people more prone to travel?. - The hypothesis: “Higher Income is expected to have a big impact, in combination with other variables”, it is accepted. The correlation method results show the combination of traveling and the variable of Income with a coefficient value of 0.17 and the variable of Education with a coefficient value of 0.39, hence the correlation between these demographic variables. When we analyze and set “income” as a psychographic variables in terms of how is perceived, and the attitude towards “income” as an enabler for traveling, we notice that 70% of the the respondents considered “income” as important, or highly important variable for traveling, as observed in figure 1. This shows an interesting point because, even though persons correlation coefficient showed a relatively low value with 0.17 of the actual people who travelled during Covid times, the whole group of respondents have a higher perception of importance even if some of them did not traveled during Covid times.

Other demographic variables show that among all of the business travelers, only 26% were single, and the rest 74% married. Whereas if we analyze the leisure travelers, a staggering 81% were single, and only 19% were married. These results could be very important to the hospitality and tourism sector, but knowing that most of the business travelers are married and most of the leisure travelers are single is a very general statement, so this information could only help for catering better different services and needs. However as stated in the beginning of the discussion chapter, it is important to understand that assumptions are not the way to proceed, when and how we cater to people, this is only a sample of population that can help to module and tune up our potential services.

5.3 Discussion of Research Question Two

The research question two reads: Besides natural attributes from tourist destination, what other characteristics does a place need to have to attract this niche?. The hypothesis: “Tourists destinations will be ready to receive tourism when they cover the required standardized regulations, Safety might also be on top of the list”. This hypothesis is accepted as correct, due to the concern that the respondents show in this field. In a likert scale question, the research shows the importance of Health and Safety with 8.7/10 (figure 2). When we divide the group into business travelers and leisure travelers, we gathered that Health and Safety concerns tend to be slightly more important to leisure travelers with 67%, and 60% for business travelers.

Another characteristic that influence the desire to travel to a specific destination is “Accessibility”, this characteristic was ranked higher by business travelers than leisure travelers, with 47% and 38% respectively. Since business travelers have trips more frequently due to job duties, meetings, etc, it is not a surprise that they expect the trip to go smoother, or to have easier access to an activity that they are engaged more. This group and the leisure travelers share the same concern in terms of Safety, and as we gathered information previously, it is observed that staying in secure hotels it is important for both groups. The Pearson coefficient shows a correlational value of .2075 for travel and secure hotels, this value gathered from the respondents who have traveled both business and leisure, hence demonstrating that there is certain correlation in respect to secure hotels.

5.4 Discussion of Research Question Three

The research question three: Is this market concerned by another variables such as destination security, or political sensitive places, more than Covid-19 ? The hypothesis: “Based on the Chinese history background, it is expected that this segment might be reluctant to visit what are seen as risky destinations. Even more so than Covid areas”. This hypothesis is accepted as correct due to the data collected. By security in a destination we referred to a place free of criminality and riots, a secure place where both business and leisure travelers can have peace of mind during the trip. Although the Chinese travelers have shown concerns for health and safety, it is also true that Security has come on the top of the list, ranking it the highest among others. The research results of all the respondents, for this particular “Security” variable were located in the first place of importance with 8.9/10 as observed in figure 3, followed by health and safety Covid concerns with 8.7/10 (figure 2).

If we look into the travelers who did some trips and divide them by the categories of business and leisure, we observe that the leisure segment was more concerned for a secure destination (74%) than the business segment (60%), as observed in figure 9. So to this point, it is clear that both have this variable as priority, and that a secure destination could be a trigger for visiting some places either for business or pleasure. This is definitively true not only in China but as a perception around the world, where tourism could blossom only if fundamentals, like a secure destination, are well established. This has been the case in the industry, and the political structures are always battling this front.

However, an important point raised when we turn to the results of the Pearson correlation method, the data shows a rather low coefficient of -0.0304 for “Security”. This may be due to fact that the actual travelers of this group of respondents, are use to travel and since security is mainly around them, is not seen as crucial, if they have to do their business trips anyways. As we read above, the business segment is less concerned than the leisure segment.

In regards to the importance of other variables such as being in good terms and “political relationships” with other countries and destinations, China has a strong cultural and political background. It was not a big surprise that the research shows 8.4/10 of importance for China to be in good political relationship when traveling to other destination. This might not be the case in some countries, but China puts intentional efforts to try to keep its relationships as diplomatic as possible. It's people try to follow this Confucianist mindset by establishing individual “guanxi” 关系, or good relationship with their neighbors. Hence the importance in their view, of scaling it up to more and stronger links and relationships. When we look into the person correlation method, the results shows a coefficient value of 0.0118 from the people who actually traveled during Covid times. Although this value is low coefficient in comparison to others, it shows an existent correlation of the importance of this variable. Ranking it in the third place after Security and Health & Safety, as observed in figure 4.

5.5 Discussion of Research Question Four

The research question four: How tourists' expenditure changes when traveling during and after Covid-19, by categories ?. The hypothesis: "It is believed that the expenditure will be allocated a little more in the Health and Safety category, since people might be more concerned during Covid-19". This hypothesis is accepted as correct, as the research shows that the category where people increased their expenditure the most was Self-health and safety with 77% of the respondents acknowledging the change, as observed in figure 5. Strengthening this concept where people is aware and concern of the risk of the pandemic, the results shows that 45% of the all the respondent spent less in outdoors activities (figure 6). The Chinese regulations have set strict controls in how people travel domestically, not to mention International tourism which at the moment of this research, the country still maintains closed its borders to international travelers. Hence, encouraging only trips from province to province as long as green QR codes are presented for boarding trains and flights, and covid tests are negative when accessing to specific destinations. It has been recently the case where some provinces could not travel even domestically due to the increase of their positive cases, this happened in the province of Xian in August 2021, in Jilin and Shanghai in April-May 2022.

According to the research, it is clear that some people have focused their expenditure differently, spending more since Covid-19 in the following top five categories: Self Health and Safety with 77%, followed by Health and medicine with 62% , Indoor activities 47%, Healthy food 39%, Secure destinations 36% (figure 6)

CHAPTER VI:
SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS

6.1 Summary

The purpose of this research is to identify the current interests and variables that the Chinese Market is considering for traveling considering the new variable of Covid-19. The main objective is to analyze the changes that have generated this niche to become more sensitive, the variables and the implications of them. The studies have shown the results of this market and how we can better prepare for the current challenging conditions. It has clarified that some previous perceptions might be general and flawed, but until we analyze the results with statistical methods, we have come to the conclusions that some perceptions might in fact only be that, perceptions. The actual travelers may feel or have different approaches when it comes to travel, either for pleasure or for business. In summary, we can state that it is important to firstly gather the right information to the questions that were formulated at the beginning of this research, as the answers will have to bring value to the actors of its play, so that the hospitality sector can prepare for newly acquired needs, as we have observed is the case for Covid-19. As mentioned in Chapter I, the research clarified the sub-objectives of 1) Reviewing the current demands approach towards the attraction of potential destinations, and 2) Analyzing the importance of tourists expenditure in each of the suggested categories. To create a better understanding from the tourism industries.

Secondly, it was important to select the right approach and methodology, so that the results are gathered from an objective point of view. For this study, it was established a primary research, with a quantitative design and a deductive approach,

where surveys in exploratory nature took place. The survey was prepared in a Likert scale where 366 respondents answered to 18 questions. The respondents were Chinese People in the tourism field, from the provinces of Zhejiang, Nanjing, and Shanghai, China. Thirdly, the results were collected and analyzed through Pearson Correlation Method, Chi-squared base on Cramers V, and other opened questions related to expenditures and categories. The discussion to each of the four research questions is explained in the previous Chapter V, where some of the relevant information from all respondents pointed out to great concern for Security in a destination, Self Health and Safety, and Political Concerns, in terms of being in good relationships with the country visited. Besides the existent Pearsons Coefficient correlations, the results showed the level of increase in expenditure of the Chinese travelers by specific categories, locating “Self Health and Safety” as the highest with 77% increase , followed by Health and medicine with 62% , Indoor activities 47%, Healthy food 39%, Secure destinations 36% (figure 6).

Finally, it is important to notice that these results can lead to further studies where more variables can be applied, since Covid-19 is constantly changing and behaviors of travelers can adapt, adjust or change, as the pandemic progress, or slow down. This is mentioned in the next point 6.3 Recommendations for Future Research. The contribution of this information it is beneficial mainly to the hospitality sector, although other business and logistics around it, can also benefit.

6.2 Implications

The implications of this research have led us to understand the current needs and opportunities that a market like this can bring to different tourists destinations. It is a duty of the tourism sector to cope with the ever changing needs and find ways in how to set mechanism for the attraction of tourism. Perhaps before the study, some could have thought that it was more necessary to invest in accessibility for example, or in indoor activities, or in healthy food, etc. these assumptions based in our own perception of what we believed was necessary. However after collecting the data, we can clearly see what the actual demand requests are, and what are the real reason that make people to travel or not, even during Covid-19. Following some of the research results, and inputting more time and effort where the needs are, will benefit not only to the traveler but also to the destination, it is a win win situation. As we have observed, the needs vary from some categories to another, and it might be even different from the business travelers to the leisure travelers, as it was the case where leisure travelers pay more attention than business travelers in categories like Security. Or that business travelers are more concerned with Accessibility than the leisure travelers, since this sector has more trips to undertake. The implications of knowing this, could lead to better plans and strategies to attract the Chinese Market, and what are the determinants that would make this particular niche still travel during challenging times for aviation, hotels and tourism in general. By taking action is how the sector can materialize these results and make of their destination an attractive product. Further to planning and taking action, it is important to go through specific tactics on how the tourist will not only visit the destination but stay longer and maintaining the place up to standards.

6.3 Recommendations for Future Research

The results show a clearer understanding in how the tourism industry can approach the current challenging circumstances, while it is true that different destinations have adjusted their strategies to keep afloat this sector, it is also true that it is necessary to bring more knowledge and understanding to some destinations where limitations are more tangible and where resources need to be better channelized to where the demand is more concerned. That is the aim of this research, to specify categories that can lead to an increase of travelers, so that the low flow of tourism does not affect more the revenue during pandemic times. It is recommended that specific strategies, in regards to Covid, are set in place in order to continue to be a destination that carries the regular flow of tourism as before, or even increase, as this new strategies can set them apart from regular tourism services and competitors. It is also important to analyze the type of Chinese travelers that are visiting a destination, and are making use of its services. As we have observed the business travelers might have a different approach to leisure travelers in specific categories and interests. A further recommendation would be to include other categories that might evolve accordingly as we are going through the pandemic.

Some of those categories could bring analysis in digital services and understanding if there is, or not, demand for these services. As new generations are living with the problem as part of their lives, and it was not necessarily a change in their activities. These new services can include implemented technology where not much interaction with a human is needed when checking-in in a hotel, Artificial Intelligence AI for room service, etc. Currently, a small percentage of Chinese travelers, specially in the business category are used to these services when visiting big innovative cities within

China, such as Shanghai, Beijing, Shenzhen, and others. Having data on how much digital services can actually make a difference for being a determinant for visiting a destination, is a recommendation that is worth to explore for further researchers.

Other categories could also lead to a better understanding and pin-point where the need is, as we have learned that the demand is in constant change, different generations will keep growing concerns for different new things. Millennial generation, or Generation Y, had a different approach of needs than Generation X, and will most likely have a different approach that the new potential customers, Generation Z. Further strategies will recommend to consider these, and other categories.

Another interesting point is considering to increase the potential sample of respondents to a number that could involve more participation. Therefore increasing participation, and incorporation of other variables that will keep adding impact in future behaviors will provide an accurate understanding of the ever changing events.

6.4 Conclusion

The research studies can benefit a diversity of business in the tourism industry to take on new needs and challenges that the Chinese travelers consider appropriate. The results clarified where the allocation of resources could be better used if we want to attract this specific niche, and subdivided by categories of importance, according to the same travelers. The conclusion points out to analyze the Chinese travelers concerns and results, and make use of the data by fulfilling the needs that these very groups have. It is concluded that there are differences from one variable to another, and that previous assumptions in regards to how people like to travel might have been outdated. However these results show in a tangible manner and with statistical methods what the actual

travelers are after, and what is more important for them in the current circumstances. As we observed Security, Health and Safety, and Political concerns are leading the charts, and slightly denoting a difference from within the same travelers, but subdivided into business and leisure. The results are quite clear and lead us to better undertake the constant change and evolution of the tourism and its activities. It is also concluded that the responses will slowly evolve and adapt as people is facing in a more common way the struggles of Covid-19, as many countries have relaxed their international policies for tourism, some other countries are still under strict control, as it the case in China. As of May 2022, in order to travel to specific locations within Mainland China, the travelers have to undergone different process and comply with the traveling requirements when taking flights or trains, such as healthy green QR code in their smart phone, Covid test within 48 hours or 24 hours in the case of some few Provinces, use of mandatory mask in taxis and subways, and further requirements if the location has a medium risk status, according to the daily news of the Chinese Ministry of Health. Therefore, the sense and idea of high concerns for Health and Safety, Security and another variables as we studied, still remain highly important for the Chinese society, and continues with the Chinese travelers, business and leisure travelers.

Finally, it is important to understand that we are dealing not only with different categories of travelers, but with different approaches, behaviors, and cultures. It is crucial to take that into account for further studies where the analysis of new variables combines full understanding of this topic. The more we understand, act and be proactive about it, the more likely that potential destinations can get it right, and provide the travelers the peace of mind and services that they are looking for.

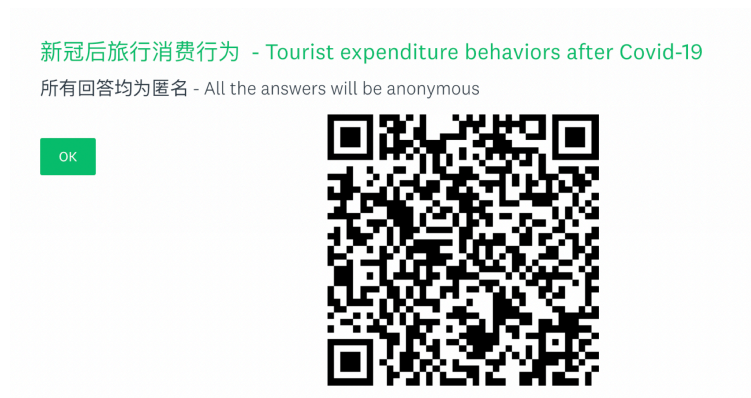
APPENDIX A
SURVEY COVER LETTER

The following survey was created for collecting data for the dissertation with the title of: “Chinese Tourists’ Expenditures in the Post Covid19 Era - What brings them to a Destination”

The survey title: “Tourist Expenditure Behaviors after Covid-19”

Website: <https://www.surveymonkey.com/r/spontasiatourism>

The 18 questions were formulated in Mandarin Chinese, and English, in a multiple choice format, and Likert scale, with a total of 366 respondents:



Survey Questions:

1. 您的性别? What is your gender ?
2. 您的婚姻状况? What is your Marital status?
3. 您的年龄属于哪个区间? What is your age range?
4. 您来自哪个国家和城市? Which City and Country are you from?

5. 您的受教育水平? What is your school education level?
6. 您的月收入水平? What is your monthly income ?
7. 收入水平对您的旅游决策影响大吗? Do you think that your Income is important for your travel decision?
8. 新冠期间您去过哪些城市或国家? Which Cities or Countries have you visited during Covid-19?
9. 2020年至今, 您旅行的频次是? How often have you traveled since 2020?
10. 问题9.2020年至今, 您旅行的原因是? What is the reason of your trips since 2020?
11. 影响您旅游决策的因素有哪些? 旅游目的地的天气和自然资源是否重要? - What factors influence your travel decision? The destination needs to have good weather and natural resources?
12. 可达性。您是否要求前往目的地的途中交通便利? (航班、签证) - Accessibility. It has to be easy to travel to a destination? (flights and visa)
13. 健康与安全。目的地的医疗卫生措施(尤其是针对新冠的应对措施)是否重要? - Health & Safety. The destination needs to handle properly my health concerns, specially prepared for Covid-19?
14. 治安。旅行目的地的治安和稳定程度是否重要? - Security. The destination needs to be secure and free of riots and criminality?
15. 旅行时, 国外目的地与中国的外交关系是否重要? Political concern. The destination needs to be in good diplomatic relationship with China?
16. 现在, 如果在新冠防疫措施限制下旅游, 您的旅行开支与疫情前有何不同? 您的总体消费行为有何变化? 选择符合您2020年疫情以来新消费模式的选项。 - If you travel now during Covid restrictions, how are your travel expenditures, in comparison with before Covid? Any changes in your spending behavior?

17. * 综合来看，对于2020年至今的个人开支变化，您是否满意？ - Overall, Do you feel comfortable with the personal expenses change that you have gone through, since 2020?

18. 您认为前述开支变化，未来会成为常态，还是会重回新冠前状态？ - Do you think that the change in expenses from the previous question, will remain the same from now on, or will readjust back as before Covid-19 pandemic?

APPENDIX B
INFORMED CONSENT

This research will contribute to the dissertation studies for Antonio Benitez Garcia. The purpose of this research is to examine variables and determinants leading to a better understanding for traveling during Covid-19, in particular for the Chinese market. You may participate if you are a Chinese national. You will be asked 18 multiple choice questions taking approximately 5 minutes through an online survey. The knowledge gained from this study will contribute to undertake strategies that can encourage the Tourism and Hospitality Sector to attract/ keep attracting the Chinese Market. There is no payment incentive for the participation and the respondent can withdraw from the study at any time, without consequences.

The information collected in this study is in the exercise of scientific, historical research, or statistical purpose as necessary for the researcher's interests and further approved institutions with the same purpose.

Any information obtained through this study and that can be identified with the respondent will remain confidential and anonymous. If the respondent has any questions or concerns about the research, feel free to contact Antonio Benitez at his phone number and WeChat: 18721202294, or email: anttoniobg@gmail.com

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