

UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

**An Examination of Factors That Influence Mainland
Chinese Travelers' Choice of Travel Agencies**



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Abstract

Chinese outbound travel has become one of the important markets for many countries in the last decade. Chinese travelers tend to travel in groups when they visit overseas destinations. Travel agencies, therefore, play an important role in this outbound market. However, little research has been conducted regarding travelers' choice of travel agencies in China. This study aims to examine factors that influence the tourists in mainland China when choosing travel agencies for both short-haul and long-haul outbound leisure travel. It will also explore whether there are any significant differences among the demographic variables and selected factors when choosing travel agents. This study provides valuable marketing suggestions for destination market organizations and travel agencies in China.

Keywords: Mainland Chinese Travelers, Outbound Tourism, Travel Agency, Service Quality

Contents

Abstract	1
Acknowledgement	2
Contents.....	3
List of Charts and Tables	5
Chapter 1 Introduction.....	6
1.1 Overview of Mainland Chinese Outbound Travel	6
1.1.1 Importance of Mainland Chinese Outbound Travel	6
1.1.2 Current Travel Policy in Mainland China	7
1.1.3 Travel Agencies in Mainland China	8
1.1.4 Existing Problems of Current Research.....	9
1.2 Research Objectives	9
1.3 Methodology.....	10
1.4 Organization of the Thesis.....	10
Chapter 2 Literature Review.....	39
2.1 Long-haul and Short-haul Outbound Travel.....	12
2.2 Mainland Chinese Outbound Travel.....	16
2.3 Travel Agency Service in Mainland China	16
2.4 Social Media.....	18
2.5 Service Quality.....	21
2.6 Corporate Image.....	30
2.7 Customer Satisfaction	32
2.8 Postulation of Hypotheses	35
2.9 Summary	36
Chapter 3 Data Processing & Analysis.....	39
3.1 Objective.....	39
3.2 Methodology.....	39
3.3 Interview	39
3.3.1 Purpose of Interview	40
3.3.2 Interview Structure	40
3.3.3 Basic Information of the Interviewees.....	41
3.3.4 Result of Interview	42
3.4 Survey	45
3.4.1 Sample	45
3.4.2 Questionnaire Design & Distribution	45
3.4.3 Questionnaire Analysis Methods.....	46
3.4.4 Demographic Characteristics of the Samples	45
3.4.5 Mean Ratings of Attributes Affecting Travel Agency Selection.....	47
3.5 Demographic Variables & Selected Factors	49
3.5.1 Factors for Long-haul Travel.....	49
3.5.2 Reliability Analysis of Factors (Long-haul).....	52
3.5.3 Demographic Characteristics for Long-haul Travel.....	53

3.5.4 Factors for Short-haul Travel.....	56
3.5.5 Reliability Analysis of Factors (Short-haul).....	59
3.5.6 Demographic Characteristics for Short-haul Travel.....	60
3.6 Summary	62
3.7 Preferences Analysis between Different Regions.....	64
3.7.1 Hypotheses Postulation.....	64
3.7.2 Result Analysis	65
Chapter 4 Conclusions and Implications.....	67
4.1 Summary of the Study.....	67
4.2 Contribution.....	69
4.3 Managerial Suggestions	69
4.4 Limitation	74
4.4.1 Sample Size	74
4.4.2 Research Contents	74
4.5 Suggestions for Future Research	74
References.....	76
Appendix I	84
Appendix II.....	88
Appendix III.....	92



List of Charts and Tables

Chart 2.1 Continuum of Service Quality Awareness	23
Chart 2.2 Theoretical Model of Service Quality —Gap Analysis Model	24
Chart 2.3 Five Dimensions of SERVQUAL	27
Table 3.12 KMO and Bartlett's Test (long-haul)	49
Table 3.13 Results of Factor Analysis with Varimax Rotation on Travel Agency Selection Attributes (long-haul)	51
Table 3.14 Results of Reliability Analysis of the 11 Factors Dimensions.....	52
Table 3.15 Results of Sample t-Test and One-Way ANOVA on Difference of the Factors of Travel Agency Selection (long-haul) of the Respondents (N = 930)...	55
Test 3.16 KMO and Bartlett's Test (short-haul).....	56
Table 3.17 Results of Factor Analysis with Varimax Rotation on Travel Agency Selection Attributes (short-haul).....	57
Table 3.18 Results of Reliability Analysis of the 12 Factors Dimensions.....	59
Table 3.19 Results of Sample t-Test and One-Way ANOVA on Difference of the Factors of Travel Agency Selection (short-haul) of the Respondents (N = 930)..	61
Table 3.20 Analysis on the Differences of Factors between Different Regions....	65
Table 3.21 Basic Information of the Interviewees	92
Table 3.22 Travelers' experiences on short-haul and long-haul outbound travel...	93
Table 3.23 Frequencies of factors affecting tourists' choice of travel agency.....	94
Table 3.24 Composition of Gender	95
Table 3.25 Composition of Age	95
Table 3.26 Composition of Educational Background	95
Table 3.27 Composition of Occupation	96
Table 3.28 Composition of Marital Status	96
Table 3.29 Composition of Personal Income.....	96
Table 3.30 Mean Scores of the Attributes for Travel Agency Selection (Long-haul)	97
Table 3.31 Table 3.11 Mean Scores of the Attributes for Travel Agency Selection (Short-haul).....	98