

# **Understanding the Past, Imagining the Future - A Critical Review of China Outbound Tourism Research**

## **ABSTRACT**

This review analyses and discusses the recent literature on China outbound tourism using a critical and content-based research approach. The evaluation considers papers published in an extensive range of journals over the period 2003 to 2015. In seeking an in-depth understanding of the current literature and its implications, the researchers propose five prospective directions for future investigation. These include a call for researchers to embrace alternative research techniques that will contribute to theory building, as well as for an alignment of research activity that provides insights into both the evolution and the transformation of China outbound tourism.

## **KEYWORDS**

China, Chinese, Outbound, Tourism, Critical, Review

## INTRODUCTION

Some 25 years ago, China outbound tourism was insignificant relative to the dominant markets of Europe and North America. However China has subsequently transformed into the world's leading tourism generating country (Guo, Seongseop Kim, & Timothy, 2007). The scholarly literature on China outbound tourism has paralleled this upward trend, going from a virtually non-existent area of interest, to a field that is well covered by tourism scholars. The expanding literature on Chinese tourism generally and on China outbound tourism in particular, has been the subject of various extensive literature reviews (Andreu, Claver, & Quer, 2010; Cai, Li, & Knutson, 2008; Huang & Hsu, 2005, 2008; Huang, Keating, Kriz, & Heung, 2015; Jin & Wang, 2015; Keating & Kriz, 2008; Keating, Huang, Kriz, & Heung, 2015; Leung, Li, Fong, Law, & Lo, 2014; Tsang & Hsu, 2011; Tse, 2015). Though these have covered a variety of China related tourism research issues, the small number that have been written about China outbound tourism have important limitations.

The papers by Andreu et al. (2010), Keating et al. (2015), Huang and Hsu (2008) and Tsang and Hsu (2011) may be considered as meta-studies and contribute to a macro overview. These publications focused primarily on broad categories of contribution, on the deployment of research methods and on the contributions by researcher and by their universities. The extent to which the relevant literature has made a contribution to knowledge has been relatively neglected. Undertaking such meta-reviews to identify contributing tourism scholars is helpful for advancing the relevant field. However, the emphasis on contributors has left little room to provide a crucial assessment of the content of the papers, how this is building a knowledge base and for informed discussion about

future directions based on insights. Where research gaps have been identified, consideration has focused on what has not yet been done, rather than the implications of how things have been done. It has been more commonplace to make recommendations about what topics should be researched, rather than providing guidance about how such topics should be approached.

Some recent studies have undoubtedly adopted a more in-depth approach. In the epilogue to a special issue of the *Journal of Travel & Tourism Marketing*, Huang et al.'s (2015) literature review identified general tendencies that are prevalent within the field. The authors presented valid and interesting points, but focused on papers that formed part of the specific special issue, thereby narrowing the evidence base to support their conclusions. Keating et al. (2015) proposed a three-stage historical overview of the literature using an evolutionary metaphor: crawling out (1983–1992), scurrying about (1993–2002), and walking erect (2003–2012). Like the various meta-studies, such historically focused literature reviews include little critical discussion about the content. Additionally the scope of Keating et al.'s review (2015), like those of Andreu et al. (2010) and Tsang and Hsu (2011) was confined to a small number of top-tier journals. Such selectivity precludes important knowledge, since these publications do not necessarily incorporate the most insightful research on the relevant field. Cai et al. (2008) and Keating and Kriz (2008) adopted a content-based and more in-depth approach. However, there is a need to conduct regular updates of prevailing perspectives in view of the constant transformation of China outbound tourism during the period since 2008. Tse (2015) and Jin and Wang (2015) have recently contributed relevant, interesting and updated reviews of China outbound tourism and have raised a range of pertinent questions. However, some

important points about the current state and future directions for China outbound tourism research have been absent, as will be subsequently elaborated . Finally, it is important to acknowledge the recent publication of the most comprehensive publication on China outbound tourism to date, ‘Chinese Outbound Tourism 2.0’ by Xiang (2015). This book is a timely analysis of the scope of China outbound tourism, albeit with a specific focus on the “new” Chinese tourist (dubbed 2.0). The editor places particular emphasis on the dissimilarity of this category to the low profit group-based travelers who have provided the subject for most previous studies on China outbound tourism. Though the collection of different chapters builds a compelling story, the book makes only brief mention of future research directions and neglects some important gaps and perspectives.

By conducting a thorough review of the existing literature, the present paper supplements this book and previous reviews by providing an informed discussion about future directions for China outbound tourism research. Its focus is on the implications of previous approaches to studying China outbound tourism for future researchers.

## METHODOLOGY

The present paper supplements and updates previous research by conducting a literature review that adopts a critical, content-based approach. The researchers decided to use Scopus as a basis for undertaking the literature search, because it has been described as the: "... largest abstract and citation database of peer-reviewed literature: scientific journals, books and conference proceedings." (Elsevier, n.d.). The findings of the current investigation were crosschecked with Science Direct to avoid the omission of any papers in journals that are outside the Scopus coverage. The full range of scholarly English language journals was included in the review. It is noted that China outbound tourism features as a theme in a variety of journals, and not been confined to a narrow range of top tier publications, as has been implied by previous reviews that have taken this as their scope of activity. The current literature review shows that geographically specific and targeted journals, notably Journal of China Tourism Research and Asia Pacific Journal of Tourism Research, account for a substantial share of the published research on China outbound tourism. In considering this dispersed pattern and instead of limiting the coverage to selected journals, the researchers have used "date of publication" as a boundary, focusing on materials published between 2003 and 2015. The former date was selected because this marked a starting point for China outbound tourism in its contemporary form. This said, it is acknowledged that there were earlier milestones such as the granting of approved destinations status (ADS) to Australia and New Zealand in 1999. It was the introduction of the Individual Visit Scheme (IVS) for Chinese visitors to Hong Kong Special Administrative Region (SAR) after 2003 that transformed Chinese outbound tourism into

its current manifestation. The IVS has been described as a response to the decline in tourism which followed an outbreak of the SARS pandemic (Law, To, & Goh, 2008). From this date China outbound tourism boomed to neighboring Asian destinations, extending subsequently to countries located outside Asia and Oceania as they were progressively granted ADS status.

The researchers have used a range of search terms in conducting the literature review, including combinations of: “China”, “Chinese”, “tourism” and “outbound”. This procedure generated more than 500 results, which were then sorted manually to retain only the studies that concerned China outbound tourism. Most of the papers which were removed from the consideration set during this process examined China inbound and/or domestic tourism or suppliers working exclusively in China. The researchers confined their consideration to peer-reviewed full-length papers. The final list consisted of 151 papers following the exclusion of research notes, book reviews and conference reports. The remaining papers were read and then sorted into four categories, namely: qualitative (27), quantitative (71), mixed methods (8), and secondary (45). The categorizations were primarily result-based. For example a study was categorized as “quantitative” when measurable facts were proposed as findings and where the relevant results section made no reference to qualitative methods or to data. This approach was adopted made because some studies have claimed a mixed methods approach, but have subsequently presented only quantitative results. A further consideration in the case of quantitative papers was the absence of evidence about any use of qualification in scale development. For a study to be placed in the mixed methods category, it should exhibit evidence of such an approach in the results and/or conclusions. Pearce, Wu, & Chen's (2015) recent study of photos taken by

Chinese tourists visiting Australia was considered to be a mixed methods example, because the results section combined quantitative data with qualitative reflections on the photos.

Any papers which had only a peripheral relationship with China outbound tourism, were designated as “secondary”. This category included studies that drew upon samples of Chinese tourists to analyze general topics such as environmental impacts (e.g. Sun & Pratt, 2014), tourism as a driver for nationalism or diplomacy (Cheng & Wong, 2014; Tse, 2013) and spatial distribution (Goh, Li, & Li, 2014). The 45 papers included in the “secondary” category were excluded from the review, leaving 106 papers from the following journals: Tourism Management (19); Asia Pacific Journal of Tourism Research (14); Journal of China Tourism Research (13); International Journal of Tourism Research (8); Journal of Travel and Tourism Marketing (8); Journal of Travel Research (8); Journal of Vacation Marketing (7); Annals of Tourism Research (4); Tourism Analysis (4); Journal of Hospitality and Leisure Marketing (3); Tourism Geographies (3); Tourism Planning and Development (3); Journal of Hospitality and Tourism Research (2); Tourism Economics (2); Current Issues in Tourism (1); EuroMed Journal of Business (1); Journal of Hospitality and Tourism Management (1); International Journal of Technology Management (1); Journal of Sustainable Tourism (1); Service Business (1); Tourism Culture and Communication(1); Tourism Management Perspectives (1). This list provides a broad cross section of more selective tourism journals.

## RESEARCH FOCI

[Table 1 around here]

A manual inductive thematic analysis was conducted and the results are quantified in Table 1. This table illustrates the dominance of Asian destinations in the various studies of China outbound tourism. The Hong Kong and Macau SARs along with Taiwan largely account for this emphasis, reflective of the travel patterns of Chinese tourists. The quantum of travel is overwhelmingly to Asian destinations and to Hong Kong, Taiwan and Macau in particular. However, with the growth of outbound tourism to destinations outside Asia, future research may benefit from a stronger orientation to such destinations. Though relatively small in number, the studies on destinations outside Asia indicate a shift of Chinese tourist behaviors away from the group package tour model, which has dominated in the studies dealing with travel to Hong Kong, Macau and Taiwan. More studies that consider destinations beyond the heavily frequented short haul range offer the prospect of enriching knowledge about China outbound tourism by providing new and alternative perspectives, including the emergence of more adventurous travel, notably by the young (King & Gardiner, 2014).

Tables 2 and 3 provide an overview of the relevant studies that have been sorted according to their main topic(s) and methodological approach. Where the coverage of a study extends beyond a single research topic, it may appear in the tables on multiple occasions.

[Table 2 around here]



[Table 3 around here]

## DISCUSSION

### *Understanding China Outbound Tourism*

The review has concluded that seventy percent of these previous studies may be classified as quantitative. As was evidenced in Table 1, the main themes were motivations, attitudes, image/expectations, satisfaction, decision-making, behaviors and/or culture. Apart from culture, many of the various investigations on what may be described as “push-pull factors” are problematic. Most of the existing research on China outbound tourism has addressed a small number of core topics using similar methods and theories and replications have been more prevalent than examples of genuine innovation. In his review of China outbound tourism research, Tse (2015) remarks that “In many ways, the research just keeps reinventing the wheel, without making much reference to other studies examining the same topic areas and contributing to tourism knowledge.” (p. 11). Tse adds:

“It is not conceivable that the study of yet another destination’s image in the mind of Chinese visitors will contribute significantly to the body of tourism knowledge. It is also difficult to argue that the motivational or behavioral study of yet another group of Chinese visitors will contribute much to the in-depth understanding of this important source market” (p. 14).

Tse (2015) suggested that future researchers who wished to address these issues, should focus on source markets, more than on destinations and/or tourists. Though the present researchers agree with the proscription, they note that this addresses only a single aspect of a more widespread issue.

Several of the established research contributors espouse a deeper or better understanding of China outbound tourism and of the Chinese tourist. However, their predominantly quantitative methods have not achieved their stated objective, even after multiple replications by other scholars using similar methods. The present researchers, like others before them (e.g. Havitz 1994; Henderson and Bedini 1995; Hollinshead 1996b; Riley 1996; Walle 1997 in Riley & Love, 2000), question whether the adoption of an exclusively quantitative approach will produce a deeper understanding of the relevant phenomena. In their overview of all China related research, Leung et al. (2014) quote Dahlstrom, Nygaard, and Crosno (2008), who argued that the maturity of a field of inquiry depends on the breadth and depth of research methods that scholars have deployed. Leung et al. (2014) advocate the use of sophisticated quantitative methods in China tourism research and argue that they are increasing in prevalence. Adopting more advanced statistical methods is not the only need. More innovative approaches are needed in general and applications of innovative qualitative and mixed methods approaches in particular. This point is supported by Jin and Wang (2015) who have suggested that future investigations "... could employ creative and innovative data collection techniques, such as the use of online and print media, longitudinal testing, observation, and attentional and biometric data." (p. 5).

The urgency of undertaking more qualitative and mixed methods studies is compounded by the current state of qualitative research on China outbound tourism. In practice, few of the qualitative studies are genuinely qualitative. Some authors have placed their qualitative results into categories that are specific or dichotomous to the extent that their nuance - arguably the strength of qualitative research - is lost (e.g. Cros & Jingya,

2013; Tse & Zhang, 2013). This pattern is evident when researchers count the number of times that certain things are said and then tabulate the results, rather than providing more in-depth representations (e.g. Huang & Hsu, 2005; Lin, Chen, & Park, 2012). The authors of other allegedly qualitative studies perform their analyses using software solutions (Li, Lin, Tsai, & Wang, 2015; Pan, 2014). Such approaches certainly have a place in qualitative analysis by providing researchers with an opportunity to seek out important aspects for in-depth analysis. However, , software often forms the sole basis for analysis in China outbound tourism research, and the researchers do not deploy the in-depth perspectives that are often attributed to qualitative analysis. Finally, some researchers change their direction along the way and move from the search for an *understanding* of Chinese tourists, to gathering *information about* them. One example is Li et al.'s (2011) study which includes the following statement of limitations: “This study focuses primarily on “what” Chinese tourists’ expectations are. Admittedly, the “why” and “how” questions remain unanswered.” (p. 748).

Based on the foregoing observations, it is suggested that the continuing progression of the China outbound tourism phenomenon should prompt scholars to adopt more innovative research methods if they are to acquire a true *understanding* of China outbound tourism.

### *Understanding Chinese Tourists*

Tse (2011) proposes two reasons for the current situation. First, tourism researchers have tended to approach their task from within the boundaries of their main discipline of training. Second, tourism researchers often espouse a management orientation, thereby

approaching their topic by focusing on achievable business success "... ignoring such questions as "What, specifically, is tourism?" and "How does tourism happen?"" (p. 494).

Tse (2011) also refers to the following quotation from Cohen (1979):

"The complexity and heterogeneity of the field ... suggests that there is no point in searching for the theoretical approach to the study of tourism, just as there is no point in searching for the conceptualization of the tourist. Rather, a pluralistic and even eclectic research strategy is advocated. (p. 31)" (Tse, 2011).

This observation illustrates a problem for China outbound tourism scholars – the perceived singularity of "the Chinese tourist". This assumption tempts researchers because policymakers and companies are clamoring to attract "the Chinese tourist" and want a suitable "recipe for success" that includes the various traits that collectively describe the "Chinese tourist". Yet, the present researchers argue that "the Chinese tourist" does not exist and that the Chinese do not form a single homogenous group, since the country China is so large and diverse (Cai et al., 2008; Chen, Bao, & Huang, 2013; Kau & Lim, 2005).

King and Tang (2009) have argued that,

"... prevailing orthodoxies do not fully accommodate the complexity of China's socio-political environment, particularly in view of its vast population with provinces varying from highly to least developed and the sudden liberalization of the rules governing sanctioned consumer behavior." (p. 31).

Arlt, (2013) has provided a broad distinction between China outbound tourists, by describing a series of "waves". He argues that the second wave of China outbound tourism is currently underway and is characterized by travelers who are often rich in terms of education, money, and travel experience, but "time poor". The wave metaphor is broad and

imprecise. However, the present researchers acknowledge that recent attempts to achieve a more nuanced perspective on China outbound tourism are a positive step.

The researchers suggest that future research should attach greater importance to such nuanced perspectives. This will entail a recognition of the fact that Chinese tourists are a collection of sub-groups, rather than a single mass and greater sensitivity towards the many and important distinctions within this huge market.

#### *Questioning the Importance and Distinctiveness of Chinese Culture*

As is shown in Table 1 culture related research has featured prominently within the field of China outbound tourism. Most researchers have assumed that Chinese tourists are culturally distinct from those who emanate from other countries, particularly in the case of Western countries. The current researchers acknowledge that there are undeniable differences between the Chinese and Western cultures. Chinese cultures for example are characterized by a focus on maintaining collective harmony (Fu, Cai & Lento, 2015), on face and on nurturing *guanxi* (networks) (Kwek & Lee, 2010, 2015). Because of this, various researchers have been discouraging of attempts to transplant the various motivation factors that have arisen from studies conducted on Western respondents tourists to the China context (Hsu, Cai, & Li, 2010; Tse, 2011).

Despite the existence of these cultural distinctions between east and west, this paper argues that the treatment of culture in studies on China outbound tourism has been problematic and that researchers have overstated their importance. The alleged differences are presented as something unique to China's relationship with other cultures. In practice however, such differences may be equally applicable to tourists from any source market

who travel to destination cultures that differ from their own. For example tourists emanating from India, which is another populous and developing Asia-Pacific nation with diverse and unique cultures, may exhibit comparable behaviors, as outbound tourism to prospective destinations develops and attracts the attention of industry and policymakers. The dangers of attaching unspecific importance to cultural distinctions is well illustrated by Sun et al. (2015) in their study on Chinese tourist perceptions of New Zealand. The researchers drew upon the well-established listing of sources that have been used as a starting point in culturally focused studies. These include the works of Hofstede, Lonner, and Berry (1980) and of Mok and Defranco (2000). Like many other previous researchers (e.g. T. Jin, Lin, & Hung, 2014; Kwek & Lee, 2010), Sun et al. (2015) expected the perceptions of Chinese tourists to be uniquely different from those of other tourists and attributed this to cultural uniqueness. However, in their conclusions they argue that:

“... if one searches for culturally determined responses, they can be found in the data, but equally the study indicates findings that have much in common with other studies of other tourist groups to New Zealand that come from different cultures.” (p. 593).

They further argue that there is a need to show awareness that, “... what was true in China even but a short time ago may cease to be true today.” (ibid). Fu et al. (2015) have also noted that as Chinese travelers become increasingly experienced, cultural distinctions may diminish. In acknowledging this some studies have warned researchers about the dangers of over-estimating the importance and uniqueness of Chinese culture. In their analysis of tourism through food, Chang et al. (2010) illustrate the commonality between Chinese and other tourists in preferring local meals as peak touristic experiences, while not compromising on their expectation about a familiar daily "core meal". Fugmann and

Aceves (2013) also illustrated the underlying reasons for preferences that some researchers have attributed to culture. In addressing the oft-mentioned preference of travelers for Chinese food, Fugmann and Aceves (2013) cited an interviewee who stated that "... this pre-conception was implemented purposely among Chinese tourists by the travel agencies, simply because Chinese restaurants can offer cheaper food than European-style restaurants." (Fugmann & Aceves, 2013, p. 164). The example demonstrates that the symptoms may not adequately reflect more complex underlying realities. Finally, in their study of how Chinese tourists are configured by researchers, destination management organizations (DMOs), tourism consultants and practitioners, Jørgensen and Ren (2015) demonstrate that these groups often assume cultural differences to make sense of the tourist Other, while practitioners often perceive the Chinese tourist as 'just another customer'.

The present researchers argue that such preconceptions often create and then recreate themselves. Many researchers assume the importance of cultural differences without proving why this is the case. Rittichainuwat's (2011) study of ghosts as a travel barrier provides a helpful illustration. From the outset this study assumes that the researcher is dealing with a cultural issue, and that the anticipated results will be culturally determined. However, one can argue that the issue at hand may be socio-political, as much as cultural. In China, ghosts are associated with corruption and the Chinese government has periodically taken political action by banning films that contain ghost related content. This paper provides an example of how researchers assume the importance of cultural differences as an influence, thereby increasing the likelihood of confirming prior expectations. Various authors have used cultural differences as an explanation when other factors may have been equally valid. This circumstance is well evidenced by the following

example, where Li et al. (2011) reached a conclusion that: “Confucian values related to workplace dedication may result in Chinese visitors’ relatively high expectations for service performance as related to food and beverages and accommodations.” (p. 747). The study generated an apparently tangible result – that Chinese visitors have relatively high expectations of service performance. Yet, without any data-based evidence, the authors propose a cultural explanation – that high expectations are attributable to Confucianism. Whilst the assumed connection between culture and expectations may conceivably be true, it is unproven and based on an assumption about the importance of culture.

As was previously mentioned, the assumptions that support the alleged importance of culture often originate in studies conducted prior to 2000. Now that a further decade and a half has elapsed, researchers would be well advised to question the continuing pertinence of such arguments, especially as China outbound tourism pre 2000 was in its infancy and hence prone to dramatic changes as a result of immaturity. These observations serve as a reminder of the need for greater sensitivity and nuance in studies that make claims about the pre-eminence of cultural factors as determinants. Researchers should also question whether the Chinese are as (uniquely) culturally different as often claimed. In cases where differences are identified, researchers should then ask nuanced questions about how they are different, from whom they are different and about any meanings attributable to the differences.



### *China Outbound – Beyond the Individual Tourist*

In arguing that future researchers should place greater emphasis on the source market than on the tourists, Tse (2015) highlights the importance of cultural, political, social and legislative aspects for the development and direction of China outbound tourism. The present researchers support this sentiment, which was also prevalent in some earlier studies that investigated source market issues. King and Tang (2009) found that "... factors in the socio-political environment determine travel choices prior to the influence of conventional travel decision-making processes." (p. 24). Similar points have been made by Fu et al. (2015) and by Fugmann and Aceves (2013), whereas Su et al. (2012) note the importance of legislation, thereby signaling the omnipresence of government and the planned economy. The present researchers argue that the shift in focus from the tourist to the source market is a necessary but insufficient condition. Understanding how China outbound tourists are distributed from the source market to the destination should be investigated in a wider context. This may be thought of as a relational system, affected by the tourist's social world, the actors and factors in the destination, as well as by those prevalent in the source market. The current researchers are not suggesting that all future China outbound tourism research should investigate the full range of factors and actors simultaneously since this would be impractical and ineffective. It is however proposed that future research should give greater consideration to such relations, should use them as a basis for formulating research designs and should explain how their results fit into the larger context. This calls for novel conceptual approaches and theory building. China outbound tourism research may be reaching a saturation point, where existing approaches that have emanated from Western contexts are widely replicated, thereby ceasing to generate new insights. There is a pressing

need for more innovative conceptual and theoretical approaches that better reflect the realities of contemporary China outbound tourism. This is particularly so because of the fast changing nature of China outbound tourism and the current and ongoing onslaught of new disruptive travel related technologies.

## CONCLUSIONS AND FUTURE DIRECTIONS

This study supplements and updates the various existing reviews of China outbound tourism by presenting a literature review that adopts a critical content-based approach. The researchers have conducted an in-depth examination of the existing research by reviewing the complete research publications from an extensive range of journals over the period 2003 to 2015. This approach has allowed for a wide ranging discussion of the current state of China outbound tourism literature, and has led to recommendations for the benefit of future investigations. Five main directions are suggested: (1) Future research on China outbound tourism to Asian destinations should be supplemented with additional studies on destinations outside Asia, reflective of the evolving travel patterns of China outbound tourists; (2) Alternative (qualitative and mixed) methods should be applied more widely. There is an urgent need for additional qualitative and mixed methods studies, both because quantitative studies have dominated (accounting for 70% of the research on China outbound tourism), and because many existing qualitative studies can barely be described as such. (3) Future studies should recognize the diversity of the Chinese market and show sensitivity towards the many and important distinctions within this huge market. (4) There is a need to question whether China and the Chinese are as culturally distinct as has been implied in previous studies. If this proposition is verified, then it is timely to answer nuanced questions about the nature of such differences, including: “how exactly are they different?”, “from whom do they differ?” and “what are the implications of such differences?”. Cultural awareness is no doubt important in China outbound tourism research. However, where such importance is taken as a prerequisite, there is a danger that researchers may present cultural differences as more important and unique than is merited.

(5) Future researchers should recognize that China outbound tourism does not occur in isolation, but as a component of wider relational systems, affected by source market related factors and actors, by destinations and by the social world of the tourist. China outbound tourism research should therefore be conducted with a greater acknowledgement of its socio-relational, legislative, political, cultural and practical context. It is timely to move beyond the prevalent self-contained perspectives that have focused on domains such as image or motivations towards studies that better reflect the evolving nature of this fast moving outbound market.

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Table 1: Number of studies by research focus, outbound destination and primary methodological approach

<b>Approach:</b>	<b>Quantitative Studies</b>	<b>Qualitative studies</b>	<b>Mixed method studies</b>
<b>Research Focus</b>			
- Motivation	15	7	1
- Attitude	8		2
- Perception	8	2	
- Constraints	2	1	
- Image expectation (incl. branding)	8	7	2
- Culture	11	4	1
- Satisfaction	8	1	
- Service quality	3		
- Decision-making	7		
- Information search/sources	5		
- Behavior	9	1	
- Loyalty	2		
- Consumption	3	5	
- Forecasting/estimation	5		
- Distribution		1	1
- Discussion papers (based on secondary sources)		2	1
- Focus on young/independent travelers	3	2	1
- Other (incl. demand, familiarity, policy, visa issues and control)	4	1	
<b>Outbound Destination (if any)</b>			
- Asia	30	9	2
- Europe	6	3	0
- USA	5	0	0
- Oceania	7	9	5

Table 2: Authors, research foci and primary methodological approach (Quantitative studies)

<b>Research Focus</b>	<b>Quantitative Studies</b>
<b>Motivation</b>	(Assiouras, Skourtis, Koniordos, & Giannopoulos, 2014; Chen & Gassner, 2012; Corigliano, 2011; Huang & Hsu, 2009; Huang & Cai, 2015; Hua & Yoo, 2011; Jiang, Scott, Ding, & Zou, 2012; Kim & Prideaux, 2005; King & Gardiner, 2015; Lee, Jeon, & Kim, 2011; Li & Cai, 2012; Li, Wen, & Leung, 2011; Li, Zhang, Xiao, & Chen, 2013; Mohsin, 2008; Park, Lee, & Miller, 2014; Prayag, Cohen, & Yan, 2015; Prayag, Disegna, Cohen, & Yan, 2013; Prideaux, Cave, Thompson, & Sibtain, 2012; Wong & Rosenbaum, 2012; Xiaoyang Yang, Reeh, & Kreisel, 2011; Zeng, Prentice, & King, 2014)
<b>Attitude</b>	(Agrusa, Kim, & Wang, 2011; Chen & Gassner, 2012; Huang & Hsu, 2009; Lam & Hsu, 2004; Liu, Choi, Au, & Hui, 2011; Mohsin, 2008; Packer, Ballantyne, & Hughes, 2014; Sparks & Pan, 2009)
- <b>Perception</b>	(S. Huang & Hsu, 2009; Lam & Hsu, 2004; Y. Wang & Davidson, 2009; Weifeng, 2005; Xiaoyang Yang et al., 2011; Yu & Ko, 2012; Yun & Joppe, 2011; Zhang & Chow, 2004)
- <b>Constraints</b>	(Chen & Gassner, 2012; Lai, Li, & Harrill, 2013)
<b>Image expectation (incl. branding)</b>	(Assaker, 2014; Chang, 2011; Chen & Lin, 2012; Huang & Cai, 2015; Kim, Guo, & Agrusa, 2005; McCartney, Butler, & Bennett, 2009; Prideaux et al., 2012; Stepchenkova & Li, 2012)
<b>Culture</b>	(Chiang, King, & Nguyen, 2012; Kim & Prideaux, 2005; Lim & Bendle, 2012; Li et al., 2013; Osti, Turner, & King, 2009; Park & Reisinger, 2012; Rittichainuwat, 2011; Van Dijk & Weiler, 2009; Xiaoyang Yang et al., 2011; Ye, Zhang, & Yuen, 2012, 2013)
<b>Satisfaction</b>	(Chen, Chen, & Lee, 2009; Lee et al., 2011; Li, Song, Chen, & Wu, 2012; Lim & Bendle, 2012; Mao & Zhang, 2014; Pan, 2014; Park et al., 2014; Truong & King, 2009; Wang & Davidson, 2009)
- <b>Service quality</b>	(Chen et al., 2009; Chen, Mak, & Li, 2013; Yan, Kong, & Guo, 2013)
<b>Decision-making</b>	(Chen et al., 2009; Choi, Lehto, Morrison, & Jang, 2012; Han, Lee, & Lee, 2011; Kambele, Li, & Zhou, 2015; McCartney et al., 2009; McCartney & Pinto, 2014; Rittichainuwat, 2011)
- <b>Information search/sources</b>	(Soojin Choi, Lehto, & Morrison, 2008; Kambele et al., 2015; Kim & Prideaux, 2005; Osti et al., 2009; Sparks & Pan, 2009)
<b>Behavior</b>	(Agrusa et al., 2011; Chen & Lin, 2012; Chiang, 2012; Huang & Tian, 2013; Jang, Yu, & Pearson, 2003; Li & Cai, 2012; Li et al., 2011; Wang, 2004; Zeng et al., 2014)
- <b>Loyalty</b>	(Lee et al., 2011; Mao & Zhang, 2014)
<b>Consumption</b>	(Choi, Heo, & Law, 2015; Liu et al., 2011; Wong, 2013)
<b>Forecasting/estimation</b>	(Chou, Hsieh, & Tseng, 2014; Harrill, Uysal, Burnett, & Zhan, 2010; Lin, Liu, & Song, 2015; Moutinho, Huarng, Yu, & Chen, 2008; Xin Yang, Pan, Evans, & Lv, 2015)
<b>Focus on young/independent travelers</b>	(Jin et al., 2014; King & Gardiner, 2015; Prayag et al., 2015)
<b>Other (incl. demand, familiarity, policy, visa issues and control)</b>	(Chen & Lin, 2012; Han et al., 2011; Su et al., 2012; Y. Yang & Wu, 2014)



Table 3: Authors, research foci and primary methodological approach (Qualitative and Mixed Method Studies)

<b>Research Focus</b>	<b>Qualitative studies</b>	<b>Mixed method studies</b>
<b>Motivation</b>	(Chang et al., 2010; Fu et al., 2015; Hsu, Cai, & Wong, 2007; Huang & Hsu, 2005; Li & Ryan, 2014; Wu & Pearce, 2014; Ye, Qiu, & Yuen, 2011)	(Ruhanen, Whitford, & McLennan, 2015)
<b>Attitude</b>		(Chow & Murphy, 2008; Ruhanen et al., 2015)
- <b>Perception</b>	(S. Huang & Hsu, 2005; Pan, Ting, & Bau, 2014)	(Pearce et al., 2015)
- <b>Constraints</b>	(Wu, 2015)	
<b>Image expectation (incl. branding)</b>	(Huang & Hsu, 2005; Li et al., 2011; Li et al., 2015; Pan et al., 2014; Song & Hsu, 2013; Sun et al., 2015; Tse & Zhang, 2013)	(Sun, Ryan, & Pan, 2014; Tse & Zhang, 2013)
<b>Culture</b>	(Chang, Kivela, & Mak, 2011; Kwek & Lee, 2010, 2015; Li et al., 2011)	(Sun et al., 2014)
<b>Satisfaction</b>	(Li & Ryan, 2014)	
<b>Behavior</b>	(Wu, 2015)	
<b>Consumption</b>	(Chang et al., 2010, 2011; Kwek & Lee, 2013; Xu & McGehee, 2012; Zhu, Xu, & Jiang, 2015)	
<b>Focus on young/independent travelers</b>	(Ong & du Cros, 2012; Wu & Pearce, 2014)	(Cros & Jingya, 2013)
<b>Distribution</b>	(de Sausmarez, Tao, & McGrath, 2012)	(Zhang & Murphy, 2009)
<b>Discussion papers (based on secondary sources)</b>	(Ma, Qu, Hsiao, & Jin, 2015; Tse, 2011)	(Arlt, 2013)
<b>Other (incl. demand, familiarity, policy, visa issues and control)</b>	(Fugmann & Aceves, 2013)	