

The Consumer Behaviour of
British Visitors in China

旅华英国游客 旅游消费行为研究

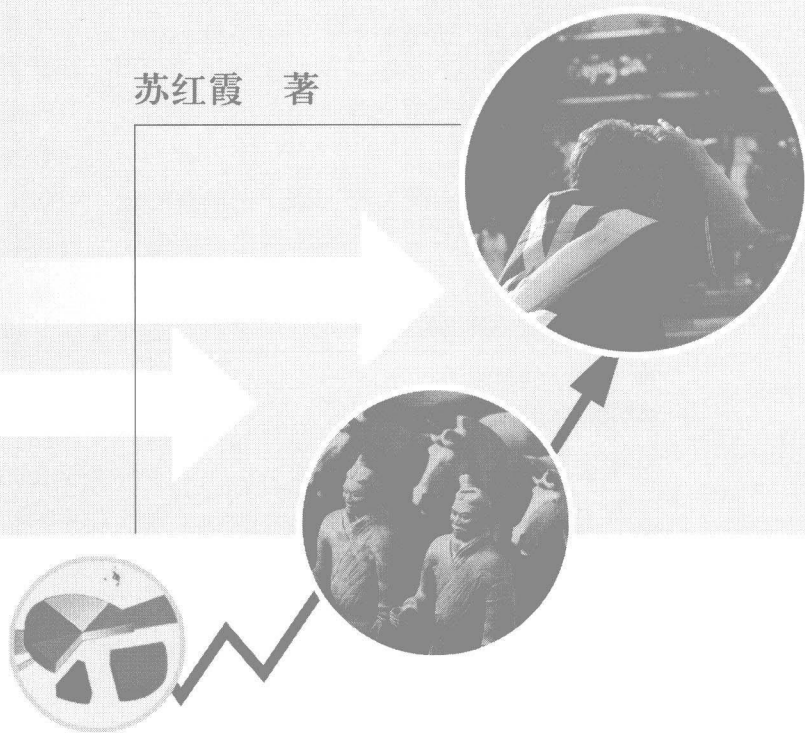
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责任编辑：王建华 孙晓鸥

装帧设计：鲁子书坊

责任印制：冯冬青

图书在版编目 (CIP) 数据

旅华英国游客旅游消费行为研究/苏红霞著. —北京:
中国旅游出版社, 2009. 8
ISBN 978 - 7 - 5032 - 3829 - 1

I. 旅… II. 苏… III. 旅游客源 - 英吉利人 - 旅游 - 消
费者行为论 - 研究 - 中国 IV. F592. 6

中国版本图书馆 CIP 数据核字 (2009) 第 153190 号

书 名：旅华英国游客旅游消费行为研究

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出版发行：中国旅游出版社

(北京建国门内大街甲 9 号 邮编：100005)

<http://www.cttp.net.cn> E-mail: cttp@cnta.gov.cn

发行部电话：010 - 85166507 85166517

排 版：北京中文天地文化艺术有限公司

经 销：全国各地新华书店

印 刷：北京建筑工业印刷厂

版 次：2009 年 8 月第 1 版 2009 年 8 月第 1 次印刷

开 本：720 毫米×970 毫米 1/16

印 张：13

字 数：206 千

定 价：38.00 元

I S B N 978 - 7 - 5032 - 3829 - 1

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如发现质量问题，请直接与发行部联系调换

本书为国家自然科学基金项目《中国不同群体入境游客行为模式研究》和西安外国语大学重点科研基金项目《英国来华游客旅游消费行为研究》成果之一。



The Consumer Behaviour of British Visitors in China

内 容 摘 要

英国是中国多年来在欧盟最大的旅游客源国,但是针对英国旅华客源市场的研究却不能尽如人意,这与英国旅华客源市场蓬勃发展的现状极不相符。为了更为全面与深刻地了解英国游客在华旅游行为,为旅游管理、旅游资源开发与旅游市场营销提供决策依据,同时也为其他国际旅游客源市场研究提供借鉴,特开展此研究。

作者通过在全国六大旅游城市——京、沪、穗、西(安)、桂(林)和昆(明)的数次实地旅游市场问卷调查与深度访谈调研,结合中英两国权威部门最新旅游数据资料,利用数理统计、SPSS 计算机统计软件、亲景度等分析方法,从地理学、心理学、消费者行为学三大角度,对英国游客旅游行为进行了定量与定性研究。

在文献回顾之后,首先介绍了英国旅游业概况及英国人最新旅游趋势,然后对英国游客对华旅游资源偏好与旅游决策进行了分析,之后研究了中国作为英国游客旅游目的国的形象并对英国客源市场进行了 SWOT 分析,最后针对研究结果提出了英国旅游客源市场开发的具体措施。

在理论研究上,分析了两大旅游资源(自然与人文)的关系及其与自然地理的密切联系,提出了“旅游直接原因”和“旅游决策动态环境”概念,建立了“旅游时空差模型”,并且发展了旅游决策程序模型。

在实证研究中,以 15 项变量为细分依据对旅华英国游客旅游决策行为进行分析,发现了旅游行为的一些特点,如“出入境口岸与旅游资源偏好相关”和“出游年龄优势论”;探讨了英国游客眼中的中国旅游目的地形象;总结出了英国人眼里的中国旅游资源特点。

研究的主要结论有 6 点:

(1) 多视角调查分析了英国人对中国旅游资源特点的认知,发现英国人眼里的中国旅游资源特点是:“人文旅游资源为主;自然旅游资源独特,但其在丰富程度和级别上次于人文旅游资源;旅游资源分布广泛,极具特色。”

(2) 多视角研究了英国游客对中国作为旅游目的地的形象感知,将英国人眼里的中国旅游目的地形象概括为:“以历史文化著称的风景优美、地广价优、安全蓬勃、新奇友好的东方旅游目的国。”

(3) 在游客人口因素特点上:英国人旅华最大年龄群体为 25~44 岁。从而反驳了业界普遍认同的“英国来华市场一直以老年游客为主”的说法;提出了“出游年龄优势论”,即年龄在很大程度上决定了是否出游;英国优势群体出游率高于弱势群体;男性出游率大大高于女性。

(4) 旅游决策方面:来华英国游客旅华愿望普遍强烈。前三大旅游动机依次为享乐(enjoyment)、与当地人交往、追求新鲜。向往“与当地人交往”的突出愿望为旅游产品的开发提供了契机;来华旅游信息来源前四位依次为旅游指南、因特网、旅行社、亲朋好友;目的地选择的最重要影响因素依次是景点、好客程度与价格;住宿选择最重要的影响因素是价格和地理位置;英国人国内旅游与来华旅游峰月互不重叠,是旅华市场拓展的季节优势;英国人旅华以观光休闲和商务旅游为主;旅华停留时间长短主要受职业所决定的可自由支配时间的长短影响。

(5) 空间流动方面:英国客流入境后主要分为西安、京沪和广桂昆三大板块。西安既是一个独立的板块,以它独特的人文资源吸引着英国游客,又可以看做是连接京沪和广桂昆板块的桥梁。京沪板块既是口岸,又是旅游目的地。广桂昆板块中桂昆为目的地,广州既是目的地,又是内地与香港之间双向流通的桥梁。桂昆与广港的人气效应相互烘托、相互促进。英国游客来华旅游后直接回国游客比例最大。英国背包客出入境口岸最偏好北京,香港次之;英国背包客对符合自己旅游偏好的顶尖级旅游吸引物有先睹为快的倾向;出入境口岸的不同揭示了旅游流的时空差。

(6) SWOT 分析结果:英国游客对中国旅游的新鲜感强、对中国人文旅游资源的兴趣浓厚、来华商务旅游占较大份额、对中国有“友好目的国”的形象认知,这些都是市场开发优势;旅华停留时间与旅游费用相对较多、英

国人对中国的片面了解等则是市场开拓劣势；英国客源市场开拓的竞争对手分为传统和新兴市场，前者占据市场份额最大，虽然增长速度减缓或停止，但继续保持最大份额的事实不会改变；后者是其他市场，市场份额目前较小，但增长速度快，足以威胁传统市场。中英两国关系良好、旅游上实现双向交流、中国太平祥和的气氛、奥运会与世博会在中国召开、因特网在旅游信息提供上的便利等，这些因素都是开拓英国客源市场的机遇，等待着被充分利用。

基于研究结果提出的营销建议包括：针对英国游客开发旅华休闲游，阳光之旅，适时引导中英游客度假高峰期，大力改善中国自助游环境，针对英国老年人特点设计旅游产品，在西部开辟中英旅游新航线等。

ABSTRACT

Britain has been China's largest tourist generating market in the European Union for decades. However, little research has been done on the market of British visitors in China, which is not in accordance with the development of the British market. This project aims to help further understand British visitors' travel behaviour in China, offer grounds for policy-making in tourism management, tourism resources planning and development and tourism marketing, and provide reference for the development of other international tourist generating markets.

The project has carried out a couple of surveys and interviews in six cities of China which are Beijing, Shanghai, Guangzhou, Guilin, Kunming and Xi'an. Based on a series of surveys and the latest official statistics in both countries, the project has made qualitative and quantitative analysis of British tourists' consumer behaviour in the perspective of geography, psychology and consumer behaviour. Excel, SPSS software, and the attraction preference scale method were employed in the quantitative and qualitative analysis respectively. It has paid close attention to British tourists' resources preference and their travel decision-making in China. This study has Briefly introduced tourism in Britain, British visitors' travel tendency, and China's destination image in the eyes of British tourists. It has made SWOT

analysis on Britain as a tourist-generating market.

This is the first research analyzing a number of factors that influence British visitors' decision-making in traveling China. It covers the specific characteristics and development of British tourist-generating market. This research has also analyzed China's destination image for British tourists, offering suggestions to further expand the British market and designed advertisement slogans for marketing.

Six major conclusions have been made.

1. Features of China's tourism resources for British visitors have been uncovered which are "Human resources take up the most part; natural resources are unique, but it is second to human resources in variety and class; China's tourism resources have a wide distribution with remarkable features.

2. China's destination image in British eyes is "friendly and prosperous destination known for her history and culture with beautiful sceneries, vast land and low expense". The principle of establishing China's destination image is to add new ideas on condition of strengthening the original image. In image establishment, to promote China's climate resources, especially her sunshine resource to British travelers is of importance.

3. Regarding population, most British visitors in China are between 25 and 44. The widely held view that "British visitors in China are mostly the elderly" is incorrect. This research puts forward the "age priority theory in travel" which says that to a great extent age determines whether one travels or not. The privileged group in Britain, with higher income, better health and education travels more than the underprivileged group. Men enjoy better health than women in Britain and men enjoy higher employment, a higher salary and more opportunities to make business

trips, thus, they travel more frequently than the female.

4. Regarding decision-making, British visitors have a strong desire to visit China. The first four motives are enjoyment, meeting local people, seeking novelty and escaping from everyday environment. Meeting local people should be attached greater importance to and be taken full advantage of. The leading four channels to get information for British visitors are travel guides, the Internet, travel agencies and friends. Attractions, friendliness and price are the most important factors in decision-making. Price and location determines choice of accommodation. Britain and China vary in head season which offers a great opportunity for China to expand the British market. Most British visitors come to China for sightseeing and business conferences, while few come to visit friends and relatives. The disposable time of different professions determines the length of the trip.

5. Regarding spatial flow, three blocks have been identified which are the Xi'an block, the Beijing-Shanghai block and the Guangzhou-Guilin-Kunming block. Xi'an is an independent block. It attracts British visitors with her unique human resources and can be regarded as the bridge connecting the Beijing-Shanghai block and the Guangzhou-Guilin-Kunming block. The Beijing-Shanghai block is both gateway cities and tourist destinations. Guilin and Kunming are the further destinations of the Guangzhou-Guilin-Kunming block. Guangzhou is both a destination and bridge (stopover) of mainland China and Hong Kong. Guilin-Kunming and Guangzhou-Hong Kong benefit from each other's popularity in attracting more visitors. The overseas flow of British visitors is affected by cost, time, health and so on. Among British visitors in China, those that return to Britain take up a higher proportion. The project does research on gateway city choice by citing British backpackers

in China. It has found out first that backpackers have a preference to Beijing, Hong Kong and Shanghai; second, price affects choice greatly; third, backpackers are eager to first visit their favorite tourist attractions; and finally, different gateway cities indicate spatial and time difference in tourist flow.

6. The results of SWOT analysis are as follows. British visitors' novelty towards China, their interest in China's human resources, their high proportion of business trips in China, and China's friendly image in their eyes are all advantages in the development of the British market, while more time and expense and British visitors' one-sided knowledge of China are all disadvantages. China's rivals in the development of the British market can be divided into the traditional market and the new market. The former has a higher quota in the market. Although it develops slowly or it may stop developing, it will keep the highest quota. The latter includes other markets. It has a lower quota, but it develops fast and threatens the traditional market. The opportunities are China and Britain have been keeping friendly relations. They are each other's tourist generating market. Both the Beijing 2008 Olympics and the 2010 World Exposition in Shanghai offer wonderful opportunities for marketing and for the world to know China better.

Suggestions for marketing have been made, such as to provide leisure tour for British tourists; to develop sun tourism resources; to alternate British visitors and Chinese visitors' peak season of travel; to design proper travel products targeting the elderly and open a new air travel route introducing British visitors to China's big west more conveniently.

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