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WHAT AFFECTS CHINESE HOUSEHOLDS' TOURISM CONSUMPTION?

Tourism consumption is at the centre of the economic measurement of tourism and the foundation of the economic impact of tourism. Based on secondary data from a large-scale, multi-wave national survey from the China Family Panel Studies (CFPS) project, **Prof Gang Li** and colleagues explored sociodemographic, economic, and psychological factors that shaped the patterns of Chinese households' tourism participation and expenditure.



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DETERMINANTS OF CHINESE HOUSEHOLDS' TOURISM CONSUMPTION: EVIDENCE FROM CHINA FAMILY PANEL STUDIES

PROF GANG LI

Using a unique secondary dataset of three consecutive rounds of nationally representative survey with about 30,000 Chinese households, this study investigates the influencing factors of Chinese households' tourism consumption. The Heckman model is employed to decompose households' travel decision-making process into two stages: first deciding whether to engage in travel and tourism and then determining the level of tourism consumption. This study identifies several key elements of Chinese households' tourism consumption patterns. First, elderly members of Chinese families have come to accept tourism consumption as part of their lifestyle. They also possess greater consumptive power

than younger people. Second, male-headed households demonstrated more conservative tourism expenditure patterns. Third, households with a more educated head held more positive attitudes toward tourism. Fourth, tourism consumption was challenging to trigger in large families. Fifth, a convenient means of transportation significantly enhanced the probability and expenditure of household tourism consumption. Sixth, the general attitudes of households were pertinent in households' tourism decision-making process. Specifically, households expressing higher generalised trust were more likely to travel and spend more on tourism.



FURTHER READING:

Lin, V. S., Qin, Y., Li, G., & Wu, J. (2020). Determinants of Chinese households' tourism consumption: Evidence from China Family Panel Studies. *International Journal of Tourism Research*.

Link: bit.ly/3gEjyqY

The empirical results paint a vivid picture of Chinese households as travel consumers and offer valuable insight for governmental policymaking, tourism marketing strategy design, and business organisations' development planning. The findings of this study can help tourism practitioners better understand Chinese households' tourism consumption patterns in relation to their sociodemographic, economic, and psychological characteristics. More effective marketing campaigns can be developed to target specific tourism market segments such as elderly people and highly-educated households.