

Academic Weekly Digest

School of Hospitality & Tourism Management



A multi-dimensional concept for tourism demand analysis

Perceive distance between home and a destination affects a tourist's travel decision. [Prof Gang Li](#) and colleagues argued that "distance" should be understood as a multi-dimensional concept in tourism demand analysis. They investigated how regional differences in economic, socio-psychological, and environmental aspects between an individual's home and a travel destination affect his or her domestic travel demand in China. Their study revealed that tourists became less sensitive to economic distance and price differences, and tended to favour more culturally and climatically different destinations after the outbreak of COVID-19.

Multiple effects of “distance” on domestic tourism demand before and after the emergence of COVID-19

Prof Gang Li

Previous literature has revealed that distance can deter and attract tourists, serving as a proxy of numerous tangible and intangible attributes, contextual influences, and geographical considerations. The multiple impacts of distance imply that “distance” should be considered multi-dimensional and its effects should be decomposed accordingly and considered simultaneously. This study therefore aims to investigate the effects of regional differences between destination–origin pairs across distance measures on tourist arrivals at hotels and similar establishments, as a specific measure of tourism demand. In addition, this research compares how the pandemic has shaped distance measures’ effects on tourism demand. Taking Hangzhou, China, as a case, macro- and micro-level data were integrated to examine the effects of six dimensions of distance on the city’s tourism demand via a panel gravity model. The results show behavioural changes in the wake of COVID-19.



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Generally, tourists outside Zhejiang Province became less sensitive to economic distance and price differences between their destination and home city. Tourists came to favour developed destinations such as Hangzhou and were willing to pay more expensive room rates following the pandemic. Guided by the findings of this study, tourism marketers should consider the impacts of relative and physical distance when marketing the destination in different markets. Tourism practitioners should also realise how the pandemic has altered consumers’ behaviour.

Further Reading:

Lin, V. S. Qin, Y. Li, G., and Jiang, F. (2022). Multiple effects of “distance” on domestic tourism demand: A comparison before and after the emergence of COVID-19, *Annals of Tourism Research*.