

**RECENT TRENDS OF HOSPITALITY AND
TOURISM RESEARCH LITERATURE ON CHINA:
A CONTENT ANALYSIS**

By

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ABSTRACT

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As tourism planning, marketing, and product development become increasingly complex in the tourism industry in China, tourism-related research becomes a critical function in providing needed information for decision-making.

The purpose of this study is to identify and analyze the work that has been done to date related to hospitality and tourism research on China from published articles in six major research journals. This kind of study will be helpful to identify both the advancement and some gaps in this field, thus help to establish a more efficient, effective, and accountable tourism research to support practical work.

One hundred articles on Chinese tourism were analyzed using the content analysis method. Cross-tabulation statistical method was used in the study.

The major findings of this study are:

1. The number of empirical research on Chinese tourism was increased during the years. Along with this, more diversified study methods such as survey and field study were used.
2. Recent tourism literature on China makes increased use of more sophisticated statistical techniques. On the other hand, there appears to be little use of multivariate statistical techniques in this field, suggesting that the field of Chinese tourism research is still lacking in rigorous and sophisticated quantitative research.

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CHAPTER I: INTRODUCTION TO THE STUDY

Introduction

As tourism becomes an increasingly important sector of the world economy, tourism-related research can be expected to expand in both magnitude and scope as a critical supporting function for tourism industry (Baker, Hozier & Rogers, 1993). In the case of China, the rapid international and domestic tourism growth not only brought prosperity to this country, but also caused many serious social, cultural, and environmental problems. As planning, marketing, and product development become increasingly complex in the tourism industry, research becomes a critical function in providing needed information for decision-making (Sparks, 1998). Academic articles in the domain of Chinese tourism have been published for many years; however, an empirical analysis on the content of the articles appearing in major hospitality and tourism journals has not been conducted. It seems appropriate at this juncture to take stock of current research efforts on tourism in China, to determine where we are now, how far we have progressed, and where we need to go in the future.

Recent tourism development of China

China's tourism has experienced four stages of development, which began in the 1950s.

In the first stage, which was from the founding of the P.R.C to 1978, China's tourism, not yet an industry was chiefly a supplement to foreign affairs service in the form of hosting organizations and friends from abroad and arranging tours for them. This basically closed or semi-closed status determined its limited role in the national economic

and social development. China received 760,000 tourists and earned US\$ 260 million in 1978, ranking 41st in the world (Yearbook of China Tourism, 1978).

In the second stage (1979-1988), China's tourism opened itself to the outside world. A number of hotels for tourists were built with foreign investment, so that more overseas tourist can be hosted. In 1983, China entered the World Tourism Organization (WTO). The targets for tourists and foreign exchange income began to be incorporated into the national plan for economic and social development in 1986, which was a historic turn. A total of 4.35 million tourists were organized to visit China with US\$ 2.24 billion earned in 1988, hitting a record high (Gao, 1997).

The third stage covered the 1989-1990 period. The year 1989 witnessed political disturbance in this country, and some western countries applied sanction against China's tourism. As a result, the tourism industry halted a serious slowdown for two years. China earned US\$ 2.21 billion in 1990, roughly on the same level of 1988 (China National Tourism Administration (CNTA), 1990).

The fourth stage, which began in 1991, has experienced a new rapid expansion. In 1992, China National Tourism Administration (CNTA) successfully held '92 China Friendly Tour and obtained good economic returns. It was followed by a variety of theme promotions such as '93 Scenery Tour and '98 Chinese Cities and Countryside Tour. In addition, the government approved to establish 12 national holiday resorts and 119 national scenic resorts and named 99 cities of major significance as national historical and cultural cities (CNTA, 1998). All these played a major role in enriching and improving the structure of China's tourist products and in opening its tourist market. In 1996, visitor arrivals (including foreigners and Chinese compatriots who live in Hong

Kong, Macau and Taiwan) totaled 51.1 million, a 27- fold increases from 1.8 million in 1978. In terms of economic contribution, tourism receipts increased from US\$ 0.26 billion in 1978 to US\$ 10.2 billion in 1996 (CNTA, 1985-1998). With its foreign currencies earned from tourism ranking the ninth in the world, China became the fifth largest tourist destination (Yearbook of World Economy and Culture, 1998).

Some new trends and phenomenon

Along with the rapid growth of the national economy, China's domestic tourism boomed and became a major consumption area in social demand. Domestic tourists came to 644 million persons with 211.27 billion RMB Yuan earned in 1997 (Zhang , 1998). This showed that tourism had become a major part in the service industry.

Meanwhile, China is also experiencing stunning growth in outbound travel. In 1992, 2.93 million outbound travelers represented a 37.3% increase over the previous year (Wang & Sheldon, 1995). As of 1998, 8.4 million Chinese visited other lands, and ranked ninth in the world (McDonnell, 1999). A report by the Australian Tourist Commission (ATC) found that "the market was moving much faster than anyone had anticipated, and China was already delivering large number of tourists to any country prepared to accept them" (Ram, 1993).

According to a most recent research by WTO, by 2020, the country is expected to become to the world's top destination with 130 million annual visitors, and 100 million Chinese are expected to visit other lands.

Problems and challenges

Despite the great progress and good prospect in tourism development, there are many challenges from both home and abroad. The examples include: the destruction of tourist sites and natural landscape, the pollution of environment, the shortage of financial resources for infrastructure development, the persistent attitudinal problems among service personnel, and the pressure from the competitors in the Asia-Pacific area with more diversified tourism product and higher service quality.

Due to the increasing importance of the Chinese tourism industry in the world and many serious problems affecting its further growth, the corresponding research in this field needs to be improved in both quantity and quality to meet the international standard. In view of this, an examination of past research efforts will be helpful to provide an understanding of the academic direction of this field, to identify the gap between the supply and demand of the research, and anticipate future research need in this field.

Goals of the study

Reviewing past research efforts facilitates improvement and understanding of research and reveals the structure and boundaries of a discipline (Wells & Picou, 1981; Goldman, 1979). This effort is particularly valuable in a developing field such as tourism, where limited indicators exist regarding research practices and techniques employed.

Academic journals constitute an indicator of the direction of research in a field (Reid & Andereck, 1989). Previous studies showed that two thirds of academic research findings are communicated in the forms of journal articles. Some recent studies (Ferreira, DeFranco & Rappole, 1994) have also shown that the three top rated hospitality journals

are: International Journal of Hospitality Management (IJHM); Cornell Hotel and Restaurant Administration Quarterly (CHRAQ); And Journal of Hospitality and Tourism Research (JHTR). The top three tourism journals are: Annals of Tourism Research (ATR); Journal of Travel Research (JTR); and Tourism Management (TM). Therefore, the articles from these journals on a certain subject, such as the studies on China, can be treated as a representative sample to reflect the development of the knowledge body, to understand how the field advances in terms of research themes and methods, and help to identify some emerging trends and future research needs.

Three questions formed the structure of examining the articles published in the six journals. That is, (1) Is there any shift in the subject matter of the articles published? (2) Is there a shift in the methodology used in generating the articles? (3) Is there a pattern with regard to the authors (such as the author type and the institutions they belong to) who published the articles in the journals?

Statement of the Problem

The purpose of this study is to identify and analyze the work that has been done to date related to hospitality and tourism research on China from published articles in six major research journals.

Objectives

The study will focus on the following objectives:

1. To describe and categorize the nature of the research, the subject areas, the research methods, and statistical techniques used in the articles;

2. To identify the shifts of subject matters focused and methodologies used throughout the years as well as some of the most contributive authors and institutions;
3. Based on the above information, try to generalize some emerging trends and make suggestions on future research directions in this field.

Significance of the study

As tourism is developing rapidly in China, tourism related research is expected in both magnitude and scope as a critical supporting function for the tourism industry. A critical evaluation of the current research literature in this field will be helpful to identify both the advancement and some gaps in this field, thus help to establish a more efficient, effective, and accountable tourism research to support practical work.

CHAPTER II: LITERATURE REVIEW

Some Definitions

Conceptual Articles: those that describe and discuss concepts and did not employ a statistical analysis or those that employ basic calculations based on hypothetical data.

Empirical Articles: those that employ one or more statistical analysis ranging from basic to multivariate.

Today, business people and governmental leaders all over the world are increasingly recognizing that the phenomenon of tourism has already become a powerful economic and social force. Developing countries seek its rewards, and developed countries strive to protect market share. Tourism research, while no substitute for superior management practices, provides objective, systematic, logical, and empirical foundations for such management. The value of such research lies in better development, management, policy making, and education in this important and growing field (Gunn, 1994).

The variety of tourism research needs

All three sectors of tourism decision makers could benefit from research findings in their respective roles. Governments, as prime developer of tourism infrastructure, need facts for enlightened policies and action. National and local governments involved in parks, recreation areas, and historical sites need findings related to tourists who view and use these as attractions. Commercial enterprise needs the results from studies of traveler trends as well as factors contributing to better business success. Nonprofit organizations need greater information on their roles as developers and managers of important parts of

tourism such as museums, festivals, events, and cultural attractions (Ritchie, 1993). All these sectors, faced with global growth of tourism, need better solutions to negative impacts-- social, economic, and environmental.

It can be seen that tourism is an extremely complex phenomenon and the issues and problems will not be solved by traditional method of conventional wisdom. Experience may be a good teacher, but the field of tourism now demands the sophisticated research approaches that have proven to be effective in other fields (Richie, 1993).

Role of objective research

Tourism knowledge today is building through a variety of means. First, tourism practitioners know certain things because of tenacity. The second way of knowing is the method of authority. A third form of gaining tourism knowledge is by means of intuition. The fourth way, which is usually more exacting and becoming more popular, is through science (Kerlinger, 1986). Built into this form of identifying information is one quality that does not appear in the others. This is the matter of questioning and systematic check. The others may produce, by chance, correct information, but there is no questioning or check upon its correctness. In scientific research, there are many points along the way of investigation that force critical examination. Objective research is systematic, logical, and empirical and can be replicated (Tuckman, 1992). As a result, the information is more dependable. "By testing thoughts against reality, science helps to liberate inquiry from bias, prejudice, and just plain muddleheadedness" (Hoover, 1976). It is in the context of science that many new truths of tourism are developing.

But on the other hand, empirical inquiry, even if it is organized by a high powered research methodology, is not in itself sufficient for a scientific study of tourism, theory is also needed (Evans, 1992). That's why both conceptual and empirical studies should be viewed as essential parts in the hospitality and tourism knowledge body.

Research approaches

For tourism, a few approaches used today are more popular than others. They vary in how they are performed and what they can accomplish, but are not mutually exclusive (Gunn, 1994).

1). To describe and inventory

One approach in tourism is merely to describe, not to prove new relationships or to demonstrate the value of new practices. While some scholars denigrate the value of descriptive research, tourism knowledge is in such a stage of infancy that descriptive research is valuable and necessary today (Gunn, 1994). The many facets of the complicated phenomenon called tourism have not even been described adequately. Basic inventory and description are often helpful in decision making also.

2). To test

Experimental research, used for generations in scientific laboratories and field experiments, has applications to tourism. It is especially useful in experimenting with changes in practices. This kind of research is more difficult but is sometimes used in testing physical development.

3). To predict, forecast

Of interest to many tourist businesses is increasing the ability to make forecasts. At present, there is an increasing amount of research on the factors that influence forecasting (Witt, 1990). Research of these factors, relating psychological and social factors to the economics of tourism, is seen as a major need in the field of tourism.

4). To model, simulate

The other approach to research is to set up hypothetical situations, establish mathematical relationships between factors, and study controlled changes. Simulation and modeling have useful approaches in out-door-recreation-demand studies.

Because of the great diversity of the many elements that make up tourism, problems are not solved by only one research method. The breadth and complexity of tourism require the use of many methods, depending on the topic. The nature of the information needed should be emphasized, and then every principle, technique, and method most appropriate for resolving that need should be tapped. On the other hand, no single discipline alone can accommodate, treat, or understand tourism, it can be studied only if multidisciplinary perspectives are sought and formed (Graburn & Jafari, 1991).

Previous Studies on Hospitality and tourism research literature

There is an increased awareness of the need for more substantive and rigorous research in the field of hospitality and tourism. In an overview of research in hospitality education, Khan and Olsen (1988) state

The need for academic research in the field of hospitality (and tourism) management has never been greater. It is paradoxical that an industry of this size has thrived despite the limited amount of scholarly research directed to the problems and

relationships occurring in all segments of the field.... Given the limited and often misappropriated research within the field, it is desirable to develop basic information on the nature and scope of academic research.

Like any emerging field or discipline, hospitality and tourism research has had to strive for credibility and subsequent acceptance by more established disciplines such as management and marketing. A method of ensuring the credibility is to produce a body of knowledge, which is both conceptually and methodologically sound (McGrath et al., 1982). A body of knowledge in any given field should be based on extensive and rigorous research. One measure of rigor is the use of proper applied statistical techniques in data analysis when appropriate. (Crawford- Welch & McCleary, 1992)

Tourism is an economic activity, and it is also a social and cultural activity. Study should be made of all its facets in order to speed up its development. Statistically based methodology should be developed and a databank compiled. Practice in China and other countries have proved that it is good to integrate and combine studies throughout the business sector, research organizations and academic institutions. Research findings should directly serve the need of decision-making, and help the industry to solve practical problems (Gao & Zhang, 1983).

Several scholars have examined past research efforts in tourism and hospitality to assess the development and future directions of research in their fields or disciplines (Chon, Evans & Sutherlin, 1989; Crawford-Welch & McCleary, 1992; Grazer & Stiff, 1987; Reid & Andereck, 1989; Baloglu & Assante, 1999).

Dann, Nash, and Pearce (1988) conducted a meta-analysis of 229 articles published in *Annals of Tourism Research* (1974-1986) and 212 articles published in

Journal of Leisure Research (1976-1985). The study examined subject areas, statistical category (descriptive or inferential) and type of statistics used in empirical studies. It was found that although most of the articles were descriptive, there has been an increase in the number of articles using multivariate statistics over the years studied. Regression and factor analyses were found to be the most popular statistical methods used in empirical articles. The findings indicated that the Journal of Leisure Research was more quantitative than the Annals of Tourism Research. The authors suggested that tourism studies should employ more field experiments and archival study and diary method, and give attention to contextual and time-based research.

Chon (1989) performed a content analysis of 1,251 articles from four hospitality journals over a 20-year period (1967-1986). The journals included were the Cornell Hotel and Restaurant Administration Quarterly, Hospitality Education and Research Journal (now Journal of Hospitality and Tourism Research), International Journal of Hospitality Management, and FIU Hospitality Review. The authors examined the articles based on author type (academic vs. practitioner), research method (survey, experiment, discussion, description, and others), and subject matter (administration, operations, marketing, human resource, research and development, and finance). The study revealed that most articles were about administration and published by faculty. It was found that research methods most frequently used were discussion and description, whereas surveys and experiments were least used during the period studied.

A similar study was conducted by Reid and Andereck (1989) in the tourism field. The authors examined and reported statistical techniques used in three tourism journals during a 10-year period (1978-1987). An examination of 659 articles in Annals of

Tourism Research, Journal of Travel Research, and Tourism Management indicated that descriptive statistics were the most frequently used techniques in tourism research. However, the study also found that tourism research studies made increasing use of multivariate statistical techniques over the years studied, which was regarded as an indicator of maturity of the tourism field. Regression, correlation, analysis of variance, and econometric models represented the most popular techniques other than descriptive statistics. The study showed quantitative orientation of the journal studied, with Journal of Travel Research as the most quantitative.

A more recent research emphasizing subject areas and statistical methods was conducted by Crawford-Welch and McCleary (1992). The authors analyzed the contents of 653 articles in four hospitality journals and one tourism journal for a 7-year period (1983-1989). Their analysis focused on subject matters and statistical methods used in journals such as the Cornell Hotel and Restaurant Administration Quarterly, Hospitality Education and Research Journal, International Journal of Hospitality Management, FIU Hospitality Review, and the Journal of Travel Research. Their findings suggested that the majority of articles used descriptive or univariate statistics and inappropriate methodology. The authors suggested that hospitality research should employ multivariate statistics and sound methodologies to deal with complex issues and increase the credibility of the field.

The most recent study that examined past research efforts in tourism and hospitality was written by Baloglu and Assante (1999). The contents of a total of 1,073 articles from five hospitality management journals were analyzed. The journals selected were Cornell Hotel and Restaurant Administration Quarterly, Hospitality Research

Journal, International Journal of Hospitality Management, the FIU Hospitality Review, and International Journal of Contemporary Hospitality Management. According to the results, human resource represented the most researched area for the 7 years studied, the least researched areas were finance and research and development (R&D). Most of the articles in these journals focused on hospitality in general, that is, common problems for lodging and food industry segments. Education and tourism-related articles were a minor focus in all journals. As for the nature of the research, most articles were found to be conceptual in each year, ranging from 69.8% in 1990 to 61.8% in 1996. Most of the empirical articles across the journals studied used nonprobability samples, ranging from 64.0% of the articles in Hospitality Research Journal to 87.7% of the articles in International Journal of Contemporary Hospitality Management. Surveys were the most frequently used type of research across the journals, while field study and archival data represented the second most dominant research type. As for the statistical techniques, descriptive statistics were used extensively across publications, the next most commonly used statistical techniques were a combination of univariate and multivariate techniques, and there were few uses of multivariate statistical techniques other than regression and factor analysis.

Study on Hospitality Research in the Asia Pacific Region

Nerilee Hing (1997) conducted a review, from a thematic perspective, on the materials published in major hospitality-related journals in the Asia Pacific region from 1989 to 1996. The journals are the Australian Journal of Hospitality Management, the Journal of Tourism Studies, Tourism Recreation Research and the Asia Pacific Journal of

Tourism Research. The research identified five themes that reflect the major strands of research and thinking during the review period. These themes are: attracting Asian outbound travel markets; stakeholder roles in service quality; workplace relations; investment, planning and development in the accommodation sector; and education and training.

The author also provided some selected summaries of the studies on Chinese tourism within the above themes.

Li and McCleary (1996) described current size, apparent trends, market characteristics and future prospects of outbound travel from China. They noted the rapid growth of total departures from China, relatively low use of air transportation and preference to travel to nearby Pacific Asia countries. However, potential growth is currently curbed by government controls on travel documents, procedures for joining group tours and the amount of currencies that can be taken abroad. The authors concluded that China's economic reforms and open-door policy would continue to encourage growing demand for travel abroad. If current regulations are relaxed, Chinese tourism will likely increase to non-Asian destinations and Chinese travelers will become more sophisticated. Removal of barriers in destination countries and adaptation of products and services to meet the needs of Chinese tourists are necessary to capitalize on the enormous potential of Chinese outbound travel.

Huyton, Sutton and Cheng (1994) investigated whether ideological perceptions of wealth influence service attitudes and abilities of hotel employees in China. However, their interviews revealed their assumption to be incorrect, Western materialism was seen by many employees as something worth striving for.

Qu and Tze (1996) explored Hong Kong hotel employee expectations, satisfaction and intentions to leave in relation to job satisfaction and demographics. They concluded that, in general, Hong Kong hotel employees are dissatisfied with their job and organizational and working environment, which were rated significantly below their expectations and contributed to their intentions to leave. With the labor-intensive nature of the industry and its reliance on employee performance for success, employers need to take action to remedy employee dissatisfaction.

Yu and Pine (1995) examined the increasing localization in hotel management in Hong Kong, brought about by the handover of Hong Kong to Chinese rule in 1997 and increasing Chinese tourists. They noted that these factors have encouraged the adoption of localization policies by many Hong Kong hotels, which gradually replace expatriate managers with locals. Their study also found higher proportions of expatriate hotel managers in higher job levels of larger and more deluxe hotels which tended to be managed by multicultural hotel companies outside Hong Kong. Cultural capacities of the managers, background of the hotel companies, and employment cost were often key considerations in employing local or expatriate managers. The authors concluded that localization of hotel managers in Hong Kong will increase, and more attention should be devoted to managing this transition in developing hotel industries.

Go and Mok (1995) evaluated hotel and tourism education in Hong Kong, examined key industry issues and outlined the Chinese cultural context for education. They criticized the lack of acknowledgement shown for social, cultural, biological and

physical landscapes in which tourism operates and argued that it is imperative to provide professional education in a national context.

Generally speaking, previous studies have focused on subject matter, research design, and statistical techniques to reveal the trends over the years and the orientation of academic journals. In view of this, this study will report the results of an analysis performed on articles about Chinese tourism published in six major hospitality and tourism research journals by focusing both subject matter and methodological issues.

CHAPTER III: METHODOLOGY

Introduction

Three steps were used to identify published articles related to Chinese tourism in six major hospitality and tourism journals from 1983 to 1999. First, the author did a computer search of the Lodging, Restaurant and Tourism Index, a computerized bibliographic database of hospitality and tourism publications maintained by Purdue University. Using the search terms of “China” and “Chinese”, resulted in identification of the articles published from 1990 to 1998. And then, the table of contents of the six journals was manually and electronically reviewed to identify other related articles, with special attention to find the articles from 1998-1999 and 1983-1989, which were not included in the above database. The third step in the process was to review the references cited in each of the articles to identify additional resources relating to the topic. Copies of all 100 articles identified in this process were obtained for review and analysis.

Limitations of Methodology

This identification and selection methodology depends heavily on articles having titles that reflect content related to the area of Chinese tourism. Articles with misleading titles may have been overlooked in the identification process.

Subjects of Analysis (instrumentation)

The key to effective content analysis is development of a framework that provides a set of categories into which the material can be arrayed (Crawford-Welch & McCleary, 1992).

The analysis of each article was focused on the following subjects:

1. Identification of the article: items included journal title, year of publication, name of author(s), the author type (university faculty, students, or industry professionals), and the institution(s) of the author(s).

2. The nature of the article: this study used conceptual and empirical labels, the latter differs from the former in that it employs one or more statistical analysis ranging from basic to multivariate, instead of describing and discussing concepts or employing basic calculations based on hypothetical data (Chon, 1989).

3. Industry segment focus

Four categories were used (Baloglu & Assante, 1999):

- a. Lodging (temporary accommodation);
- b. Food service (catering, restaurants, and managed food services);
- c. Tourism (destination, transportation, and travel services);
- d. Education (educational issues in hospitality and/or tourism).

4. Functional areas: each article was also grouped in one of the six functional areas borrowed from Chon (1989) and Crawford-Welch and McCleary (1992) based on the following topics in this study:

- a. Marketing: customer satisfaction and loyalty, service quality, marketing mix (product, place, price, promotion), segmentation, target marketing, branding, and market research.
- b. Finance: asset management, buyouts, profitability, economic forecasting, financial analysis and management, valuation techniques, financial statements, and cash flows.

- c. Administration/strategy: strategic planning, management styles, accounting, organization, organization structure, crisis management, information, communication, and environmental trends.
- d. Operations: inventory management and purchasing, facility management, management contracts, liabilities and legal issues, safety and security, productivity, sanitation, energy and waste management, menu engineering and planning, food cost management, and quality control.
- e. Research and development: technological advancement, information gathering and analysis, development, and innovations.
- f. Human resource: employee selection and training, turnover, job satisfaction, employee attitude, sexual harassment, labor costs, empowerment, employee benefits, organizational behavior, employer/employee liabilities, and workforce diversity.

5. Sample selection and research type (study method):

Sample selection refers to whether the authors of the articles randomly or nonrandomly selected the sample for study in the article, which will influence the generalizability of findings over the population studied (Pedhazur & Schmelkin, 1991).

Categories of study methods (research type)

The articles were further classified as utilizing 1 of 5 major categories of study methods. The definition of these study methods were based on Rosenthal and Rosnow (1984) and leedy (1980):

- a. Survey: a study involving sampling or surveying (i.e. mail survey, telephone survey, interview surveys, etc.).

- b. Experiment: deliberate manipulation of variables by the experimenter so that the effect upon other variables can be measured.
- c. Discussion and description: theoretical/conceptual discussion of a topic; or reporting of happenings or description of a situation or topic.
- d. Field study and archival data: are nonexperimental researches to study relationships among sociological and psychological variables in real social structures (context) and may also include archival data aggregated at macro level to test hypotheses in the field situation (maximizing the context).
- e. Other: articles not belonging to any of the above categories (e.g., case studies).

6. Statistical techniques used:

- a. Descriptive/ basic statistics:** frequencies, cross-tabulations, chi-squares, and t tests are grouped under this category.
- b. Combination of univariate and multivariate techniques:** such as correlation, analysis of variance (ANOVA), multiple regression, and factor analysis.
- c. Multivariate statistical techniques:** analysis of covariance (ANCOVA), discriminate analysis, conjoint analysis, and so on.

The statistical methods categories were based on statistical techniques used in social sciences and groupings used in previous similar studies (Crawford-Welch & McCleary, 1992; Grazer & Stiff, 1987; Reid & Andereck, 1989).

Method of analysis

1. Content analysis

One hundred articles published in six major hospitality and tourism research journals for seventeen-year period of 1983-1999 were analyzed using the content analysis method. The six journals were selected in the research because: 1. They are most influential hospitality and tourism research journals according to the findings of previous research; 2. Several previous studies on hospitality and tourism research literatures accessing the development and future directions of research in their fields or disciplines (Chon, Evans & Sutherland, 1989; Crawford-Welch & McCleary, 1992; Grazer & Stiff, 1987; Reid & Andereck, 1989; Baloglu & Assante, 1999) all included these hospitality or tourism journals, respectively. The reason that only the articles published during the period of 1983-1999 were analyzed is: China's tourism opened itself to the outside world after the adoption of open-door economic policy in 1979. Studies on Chinese tourism began to be published on international research journals in the early 1980s. And the earliest publications 1983 on Chinese tourism are articles such as conference reports and book reviews, they could not be included in this study due to their length and nature.

Content analysis is a qualitative research process that utilizes a set of procedures to make valid inferences from text. It involves speed-reading an article in order to determine its major theme and contribution. The process involves reading the first paragraph of every article, the first sentence of every subsequent paragraph, and reading the final paragraph in full. The content analysis method has been used successfully elsewhere (Adu-Kwansa, 1987; Crawford-Welch, 1988; Jackson, 1989; Merna, 1990) to identify article subject matter.

For example, one article identified in this content analysis is "China's domestic tourism: impetus, development and trends." From the title, the key word: "China" and

“tourism” can be found, so it was identified and a copy of this article was obtained for review and analysis.

The following is the first paragraph from the article:

The rapid development of China’s domestic tourism in the 1990s is receiving more and more attention in China. The improvement of the national economy, the personality of Chinese culture, and the abundant tourism resources have all played roles in its growth. This article summarizes China’s domestic tourism before 1990 and discusses the inherent reasons for its boom throughout the 1990s. It also forecasts development trends in the next decades, and identifies some important factors that constrain its growth.

From this paragraph, a few inferences can be made. First, the industry segment focus of this study is on tourism; secondly, the functional area is administration/ strategy; thirdly, the category of study method is discussion and description. Based on this information and after speed-reading the whole article, conclusions could be drawn that the nature of the article is conceptual, and the statistical technique used is descriptive/ basic statistics.

2. Cross-tabulation statistical method

Cross-tabulation statistical method was also used in the study. Cross-tabulation of the data helped to determine which functional areas, of those listed above, had been researched the most extensively. It were also used to identify how often particular subject areas appeared in each journal and during each year that the study examined.

CHAPTER IV. REPORT OF THE FINDINGS

Introduction

The findings related to the identification of the articles were provided first. This was followed by the nature of the research, industry segment focus, and functional areas. The last part was a presentation of research method and statistical technique issues regarding empirical articles. Cross-tabulation were used to examine the data by journals and years included in this study.

1. Publications by journals and by authors

Table 1: Publications by journal and by year

	IJHM	CHRAQ	JTR	TM	JHTM	ATR	Total
1999	1			5	1	1	8
1998	2	1		1	3	1	8
1997	2	3	3	5		1	14
1996	1	2	2	1			6
1995	3	1		3		1	8
1994	1	2	2	2		2	9
1993	1	1		2		1	5
1992	1	1	3	1		1	7
1991	2			2			4
1990		1	1			1	3
1989	2	3		4			9
1988	1	2				1	4
1987	1			2			3
1986			1	1			2
1985			1	2			3
1984		1		1		1	3
1983				3		1	4
Total	18	18	13	35	4	12	100

Note: IJHM= International Journal of Hospitality Management; CHRAQ= Cornell Hotel and Restaurant Administration Quarterly; JTR= Journal of Travel Research;

TM= Tourism Management; JHTM= Journal of Hospitality and Tourism Research;
ATR= Annals of Tourism Research

Publications by journal and by year

Of all the 100 articles identified, 35 (35%) of them appeared in TM. There were 18 articles each in the IJHM and CHRAQ. JTR and ATR contributed 13 and 12 articles respectively. Surprisingly, JHTR only included 4 articles in this field, and they are all published during the recent period of 1998-1999.

Table 1 also identified the number of articles appearing each year. The number of publications in this area is increasing through the years. For example, there was an average of 3 articles published each year for the period of 1983-1986; the average publication annually for the period of 1987-1993 was 5; and that number for the recent years of 1994-1999 was close to 9. Noticeably, the year of 1997, 1994 and 1989 were the time when most articles appeared, with the total publication of 14, 9, and 9 respectively.

Publications by author

A total of 129 different authors contributed to the 100 publications identified in this review (the numbers of authors is greater than the number of publications due to multiple authors of some articles). Of the 129 authors, 111 names appeared only once, 9 names twice, 3 names 3 times, and only 5 names appeared 4 or more times. For the most part these authors are from Hong Kong, Mainland China, and the U.S.

Most of the authors were university faculty members, several of them were practitioners from national or regional tourism administration and travel services. Few articles were contributed by student.

Table 2: Most contributive authors and their institutions

Author name	Author's institution	No.of articles	Year of publication
Hailin Qiu	H.K Polytechnic Univ	7	1996 (2), 1997,
	San Francisco State Univ		1998 (2), 1999 (2)
Guangrui Zhang	Chinese Academy of	6	1983,1984,1985
	Social Sciences		1989,1993,1994
Connie Mok	H.K Polytechnic Univ	5	1991, 1995,
	Univ of Houston		1997 (2), 1998
Lawrence Yu	Northern Arizona Univ	4	1992(3), 1995
Hobson J.S Perry	Southern Cross Univ	4	1995(3), 1994
	H.K Polytechnic Univ		
Ray Pine	H.K Polytechnic Univ	4	1994 (2), 1997,1998
Hanqin Qiu Zhang	H.K Polytechnic Univ	4	1996,1999 (3)

Note: Cell numbers in parentheses are number of publications in a specific year

Hailin Qiu is responsible for the greatest contribution to the literature in this area in the six journals. Her seven publications, including six main articles and one research note, focused on the area of marketing and human resources. Guangrui Zhang had a total of six publications (four of them were published in the 1980s), but only two appeared as journal articles, and the remaining four were reports or conference proceedings. His works focused on the research of administration and strategies for tourism development. Connie Mok had a total of five publications that discussed human resources and service management. The individuals with three publications were: Lawrence Yu, whose works

focused on human resources and marketing; Hanqin Qiu Zhang, whose articles were mostly about research and development; Hobson J.S. Perry, who was interested in the same functional area as Zhang; and Ray Pine, whose paper focused on human resource management.

Hong Kong Polytechnic University is obviously the most contributive institution in this field. Moreover, 5 of the 7 most contributive authors were from this university or worked in the university before. Some other important institutions in this field were: the Chinese Academy of Social Sciences, University of Hawaii, the San Francisco State University, Northern Arizona University, University of Houston, and Southern Cross University in Australia.

2. Empirical versus Conceptual Studies

Of the 100 articles identified, only 40 (40%) were based on empirical research. The remaining 60 were discussion and description, and conference reports or research notes. With regard to the individual journals, all the 4 articles in JHTR (100%) were empirical studies, JTR had the second highest percentage of empirical studies (61.5%), followed by IJHM, in which 61.1% of the articles had a empirical nature, showing a balanced distribution in terms of conceptual and empirical articles. Overall, most of the articles published in the other 3 journals were found to be conceptual, which did not employ any statistical technique. Specifically, CHRAQ had the highest percentage of conceptual studies (88.9%); followed by ATR (66.7%) and TM (63.6%).

It was found that over the years the number of empirical articles published increased in both numbers and percentages. For example, in 1989, 2 out of 9 (22.2%)

publications about Chinese tourism were empirical, whereas in 1997, 9 out of 14 articles (64.3%) in this field were empirical studies. This indicated that as this field of research developed, the number of published articles using some kind of statistical analysis slowly increased.

It is not intended to say that empirical articles are better than conceptual ones. Both kinds of articles can contribute to advancement of knowledge if they are effectively articulated and designed. But empirical research (can be qualitative or quantitative) makes theory testing possible and helps develop theories as applied to a field or discipline (Baloglu & Assante, 1999).

3. Industry segment focus

Table 3: Industry Segment Focus by journal

Industry	Journal			Name			Row
Segment	TM	ATR	JTR	IJHM	CHRAQ	JHTR	Total
Tourism	34	12	13	1	5		65
Lodging	1			15	9	3	28
Food Service				1	1	1	3
Education				1	3		4
Column total	35	12	13	18	18	4	100

Note: Cell numbers in parentheses are column percentages

Table 3 shows the result of a cross-tabulation of the industry segments focused by journals. The purpose was to identify industry segment orientation of the articles in each journal.

Tourism was the dominant focus of the articles published in TM, ATR and JTR. The major focus of the articles published in IJHM, CHRAQ and JHTR was lodging. This indicated a clear boundary of industry orientation between the hospitality journals and the tourism journals. More specifically, most of the articles in the 3 tourism journals focused on tourism in general, that is, travel services, destination, travel market trends and policies. For the 3 hospitality journals, the main topic was on lodging, that is, common problems for hotels and other temporary accommodations. Food service- and education-related articles were a minor focus in all journals. Since more articles on the research of Chinese tourism were published in the tourism-oriented journals, tourism was the dominant industry focus throughout the years (65% of the total publication).

To determine if industry segment focus showed some shifts over the years examined, a cross-tabulation was also run on industry segment focus by years. Because no significant shift was detected, the table was not reported.

4. Subject area

Table 4: Functional Area by Journal

	H.R	A / S	R&D	Operations	Marketing	Finance	Total
ATR		6			6		12
JTR		1	1		11		13
TM		11	5		16	3	35
JHTR	1			1	2		4
IJHM	10	3	2	1	2		18
CHRAQ	5	5	1	1	5	1	18
Total	16	26	9	3	42	4	100

Note: H.R= Human Resource; A/S= Administration/ Strategy; R&D= Research and Development

As shown in table 4, marketing represented the most researched areas (42%) for the 17 years studied, followed by administration/ strategy (26%) and human resource (16%), and the least researched areas were operations (3%) and finance (4%). Noticeably, the JTR has the highest percentage of articles on marketing (84.6%), while IJHM contributed 62.5% of the articles on human resource, with over 55% of its publications focusing on this specific topic.

Table 5: Functional Area by Year

	H.R	A/ S	R&D	Marketing	Operation	Finance	Total
1999	1	2		5			8
1998	2	2		2	1	1	8
1997	1	3		8		2	14
1996	1			4	1		6
1995	3	4		1			8
1994	1	2	1	5			9
1993	2	1	1	1			5
1992		3	1	3			7
1991		1	2	1			4
1990				3			3
1989	1	1	2	4	1		9
1988	2	1		1			4
1987	1	1		1			3
1986				2			2
1985	1	1				1	3
1984		1	1	1			3
1983		3	1				4
	16	26	9	42	3	4	100

Marketing, as the dominant focus of research, the number of its publications was increasing through the years. The articles on human resource and administration/strategy

were also increased over time. On the other hand, the publications on research and development were decreasing in recent years.

5. Method of research (research design)

Table 6: Method of Research by Journal

	Survey	Interview	S&I	Field	D&D	Total
IJHM	9	3		1	5	18
JHTR	2	1	1			4
ATR	1	2	1	1	7	12
JTR	4			4	5	13
CHARQ	2				16	18
TM	5	3	1	3	23	35
Total	23	9	3	9	56	100

Note: S&I= survey and interview; D&D= discussion and description

In any social and behavioral study, researchers attempt to achieve three mutually incompatible and conflicting goals: generalizability, precision in measurement, and realism with respect to the context (Brinberg & McGrath, 1985; Runkel & McGrath, 1972). The purpose of analyzing research methods is to understand which goal are valued and maximized the most in the hospitality and tourism field.

The most commonly used study method is discussion and description, which contributed to 56% of the total publications. A total of 35 (35%) of articles used survey method, including mail survey, telephone survey, and personal interview. And 9% of the studies applied the method of field study. Experiment was not used in any studies.

Most articles using survey method chose mail survey (23 out of 35, or 65.7%), and the rest of them used personal interview.

The JHTM had the highest percentage of articles (100%) using survey method, followed by IJHM (66.7%). Contrarily, 88.9% of the articles in CHRAQ and 65.7% of that in TM chose the method of discussion and description, followed by ATR (58.3%). It was also found that JTR had the highest percentage of articles using the method of field study.

Recently, more authors chose the research methods of survey and field study rather than discussion and description. For example, of the 18 articles in IJHM, all the 10 articles (100%) published after 1993 used survey method, while 6 out of the 8 (75%) earlier articles were simply discussion or description.

Sample type

Table 7: Sample Type by Journals

	IJHM	JHTR	ATR	JTR	CHRAQ	TM	Total
Random	4	1		3	1	3	12
Nonrandom	9	3	5	1	1	4	23
Total	13	4	5	4	2	7	35

Although the majority of the empirical articles using survey method (23 out of 35, or 65.7%) chose nonrandom samples, the use of random sampling has been increasing over time. For example, of the 4 empirical articles applying random sampling in IJHM, 3

of them were published later than 1995. The other finding is: for the most of studies using nonrandom samples, the sample size was fairly large.

6. Statistical Methods Used

Since statistical techniques are the means of instruments of research, they also provide an index of research proficiency (Dann, Nash & Pearce, 1988). Periodical monitoring of statistical techniques used in research efforts allows appraisals of their contributions to a field and assessment of their value to practitioners (Van Doren & Heit, 1973). By examining the techniques used, one can gauge the methodological sophistication of current research efforts and assess the popularity of various techniques employed (Reid & Andereck 1989).

A cross-tabulation of statistical techniques used in the empirical articles by journals is shown in table 8.

Table 8: Summary of Statistical Techniques Used

	IJHM	JHTR	ATR	JTR	CHRAQ	TM	TOTAL
Frequencies	6	1	2		2	1	12
Cross-tabs				1			1
Chi-square	1						1
T test	3	2				2	7
<u>Section total (Basic)</u>	<u>10</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>21</u>
Correlation				1		2	3
ANOVA	4	1		2		3	10
Regression		1	1	1		5	8
Factor analysis		3	2			2	7
<u>Section total (Combination)</u>	<u>4</u>	<u>5</u>	<u>3</u>	<u>4</u>		<u>12</u>	<u>28</u>
ANCOVA		2					2
<u>Section total (Multivariate)</u>		<u>2</u>					<u>2</u>
Econometric methods			1	2			3
<u>Section total (Other)</u>			<u>1</u>	<u>2</u>			<u>3</u>
Total	14	10	6	7	2	15	54

Table 8 indicates that the most commonly used statistical techniques were a combination of univariate and multivariate techniques such as correlation, analysis of variance (ANOVA), multiple regression, and factor analysis (51.9%). Other than this, descriptive/ basic statistics including frequencies, cross-tabulations, chi-squares, and t tests were also used extensively across publications (38.9%). There were few uses of multivariate statistical techniques other than analysis of covariance (ANCOVA). With regard to individual statistical techniques, the most frequently used one was frequencies, followed by ANOVA, regression, factor analysis and t test.

The use of more sophisticated statistics increased during this period as the field developed. However, the great proportion of increase was due to the multivariate descriptive techniques such as factor analysis and regression. Except for the multiple regression, the increase in multivariate explanatory techniques (multivariate analysis of variance, discriminant analysis, log linear analysis, conjoint analysis, and structural equation modeling) was small rather than substantial. It is this grouping of technique that is useful in explaining or predicting the relationships among multiple variables and making significant contribution to the development of a field.

As for the individual journals, the empirical articles in JHTR had the highest statistical sophistication. The 4 articles in this journal has 10 times use of various statistical techniques, including 2 multivariate techniques, and 5 combination of univariate and multivariate techniques (combination techniques). It is necessary to point out that all the 4 articles were published during the most recent period of 1998-1999, which may contribute to the reason for the higher degree of sophistication. TM had the

highest percentage usage of combination techniques, which was 80% of its total, followed by JTR (57.1%) and ATR (50%).

On the other hand, the only 2 empirical articles in CHRAQ both applied basic statistics (100%), followed by IJHM, in which 71.4% of its statistical techniques used belonged to the basic category.

CHAPTER V. CONCLUSION AND RECOMMENDATIONS

Summary of the Study

As mentioned earlier in previous chapters, this research is a content analysis of 100 articles on Chinese tourism published in six primary hospitality and tourism research journals for the period of 1983-1999.

The major findings of this study are:

1. The number of publications on Chinese tourism is increasing through the years. Authors from institutions in Hong Kong contributed 37% of the journal articles included in this study, and 35% of the 100 research papers focused on the geographic area of Hong Kong. Authors from the U.S and Mainland Chinese institutions contributed 35% and 19% of the articles, respectively.
3. As for the industry segment focus, most of the articles (65%) focused on tourism in general, that is, travel services, destination, travel market trends and services.

Marketing represented the most researched functional area (42%) for the 17 years studied, followed by administration/strategy (26%) and human resource (16%). The least researched areas were operations (3%) and finance (4%).

4. Of the 100 articles, 60% of them were found to be conceptual, which did not employ any statistical technique. But over the years, the number of empirical articles published increased in both numbers and percentages.
5. The most commonly used study method is discussion and description (56%), the next popular one is survey method (35%), especially mail survey. A total of 9% of the studies applied the method of field study. Experiment was not used in any of the 100

articles. The recent trend is, significantly more authors chose survey and field study rather than discussion and description as their method of research.

6. The most frequently used statistical techniques were a combination of univariate and multivariate techniques (51.9%), descriptive/basic statistics were also used extensively across publications (38.9%), and there were few uses of multivariate techniques.

Conclusion

While it is difficult to draw conclusions regarding such a large and varied knowledge base, several observations can be supported.

First, there are few if any “landmark” studies related to studies on Chinese tourism. No authors yet have surfaced as leaders of this area of study. As in the other fields, someone needs to assume responsibility for orchestrating a more organized approach to researching topics relating to Chinese tourism.

Second, the number of empirical articles published was increased in both numbers and percentages. Along with this, more diversified study methods such as survey and field study were used.

Empirical articles using a mail survey emerged as a popular pattern of research on Chinese tourism. This suggests that the most valued research goal in the field is to maximize generalizability rather than context and precision of measurement. However, the low proportion of probability samples used minimized the generalizability strength of survey methodology. A disadvantage of mail survey can be a low response rate, which

was the case in the majority of articles. Therefore, unless nonresponse analysis is conducted, valid generalizations cannot be made (Kerlinger, 1986). In fact, nonresponse analysis was almost nonexistent in articles examined in the study. Also, because the majority of the articles used nonprobability samples, most of them were unable to generalize their findings over the population studied. There was a limited use of field studies, which would help develop hypotheses and theories to be tested by survey and experimental methodology.

Third, there has been an increase use of more sophisticated statistical techniques. The most frequently used statistical techniques were a combination of univariate and multivariate techniques, including correlation, ANOVA, regression, and factor analysis. This finding was different from the result of previous studies (Baloglu & Assante, 1999), which concluded "most of the articles were found using descriptive and univariate techniques". This difference can be regarded as one of the evidence to show that current tourism literature on China makes increased use of sophisticated techniques.

Nonparametric techniques showed sporadic jumps throughout the years. This finding reiterates the notion that more advance techniques that explore causality may be replacing those that simply explore association.

Fourth, there appears to be little use of multivariate statistical techniques in this field until recently. Given their widespread acceptance and relative popularity in other fields (Grazer & Andereck, 1987), it is suggested that the field of Chinese tourism research is still lacking in rigorous and sophisticated quantitative research.

Descriptive and univariate statistics are not capable of inferring patterns or trends and are certainly not capable of inferring the reasons behind such trends. All descriptive

statistics can do are summarize qualities about a data set. Multivariate statistical techniques, on the other hand, are capable of analyzing the association among multiple variables. The multivariate approach allows the researcher to gain potentially more fruitful knowledge than could ever be available from univariate techniques. Inferential statistics will allow the researcher to draw conclusions about a population on the basis of evidence from the sample.

Fifth, the area of marketing has been the dominant functional area of research since 1980. Increasing competition to attract international tourist in Asia Pacific region may be one of the reasons for this. The articles on administration/ strategy and human resource were increased over time, the increasing demand for better planning and decision-making, and the labor-intensive nature of the tourism industry, could help explain greater interest in research in these areas. Research and development, on the other hand, received only scant attention in the literature analyzed. Perhaps this reflects the hospitality industry's lack of concern for research and development.

Recommendations for Further Study

The suggestions for tourism research on China are:

1. Like any emerging field or discipline, hospitality and tourism research in China has had to strive for credibility and subsequent acceptance by more established disciplines such as management and marketing. A method of ensuring the credibility is to produce a body of knowledge which is both conceptually and methodologically sound (McGrath, 1982). While qualitative research certainly has its place in the tourism field

and has made significant and valuable contributions to our knowledge base, there is a great need for more research that is methodologically sound and which uses multivariate techniques to deal with the complex issues which face the industry.

Hospitality and tourism as a social science field, scholars should deal with multiple independent and dependent variables. What actually matters is how the findings are communicated to readers of the journals. Therefore, researchers in China should be encouraged to use more sophisticated methods to have a better understanding of topics studied and to provide richer information and more advanced knowledge to both scholars and industry practitioners. Educators must ensure that students and professionals receive appropriate statistical methods training.

2. The advancement and maturity of a discipline or field is highly related to the use of multiple methodologies (Brinberg & McGrath, 1985). This calls for conducting multiple studies and using multiple research methods and strategies on the same problem. Tourism researchers and practitioners in China alike must strive for a better understanding of what good research is and insist on the use of meaningful statistics and multiple methodologies when appropriate. The academics are going to have to keep stressing the theoretical and scientific aspects of the research while simultaneously offering practical solutions to problems. Tourism researchers will have to expand their knowledge bases to include the practical manifestations of the scientific principles. Well-trained tourism researchers providing the accountable research demanded by effective tourism managers is an achievable goal.

3. The findings revealed that more than 90% of the authors in this filed are university professors. In view of this, more industrial practitioner and students should be

included in tourism research in order to enrich the content and add more dimensions and perspectives of the research.

At this point, academic institutions in Hong Kong and the United States contributed more articles on Chinese tourism in primary journals than that of Mainland China. There are two reasons for that, the first one is: the major tourism journals selected in the study are all Euro-American based, the language for publication is English. The authors from the U.S and Hong Kong have the language convenience for publication and better communication with the editors. The second reason is: tourism research in China was accredited and developed much later than that of Western countries.

A possible way of improving tourism research in China is to promote research cooperation with scholars from the U.S and Hong Kong, especially Hong Kong researchers. Hong Kong scholars would have more concerns and conduct more studies for Chinese tourism industry, because in the long term, the tourism development in Mainland China and Hong Kong are closely related. Tourism researchers in China should learn from and work closely with scholars from the U.S and Hong Kong, and be willing to provide more information and other useful resources. Combining the professional and English language expertise of Hong Kong and American scholars with the rich information and raw materials that can be provided by Mainland Chinese researchers, the academic value of Chinese tourism research will be enhanced and more opportunities will be available for publications of this kind in the leading hospitality and tourism journals worldwide.

The recommendations for further studies on tourism research literature of

China are:

1. Given my limited access to research results and findings, it is difficult to gauge the full extent of research on the Chinese tourism. This research is based on the articles published on North American and European tourism journals, and represented only a fraction of total research activities. Further research should include more Asian Pacific tourism journals and use a larger sample. Some examples of these journals are: the Journal of Tourism Studies, Asia Pacific Journal of Tourism Research, Tourism Recreation Research, and Australian Journal of Hospitality Management.

2. This study, as the previous studies of this kind, focused on the statistical method of the published articles. The maturity and sophistication of a field or discipline would most likely be assessed by using multiple indicators. More dimensions need to be added to analyze the research literature. Such as basic research (explain the theoretical or fundamental nature of the industry) / applied research (to test theories and new ideas); international/ domestic tourism; and urban/ rural tourism. All of these aspects are important since they offer a logical basis to study the development of the research literature.

3. This content analysis was conducted by one author. In order to have a higher degree of objectivity, a co-author is recommended to review and analyze the content of the sample articles.

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