

MACAU TOURISTS TO GUILIN MARKET RESEARCH

2021

Presenter: CHAN I Man Goretti



Leading
Hospitality and Tourism



Acknowledgement

I would like to express my sincere gratitude to the followings:

Guilin Tourism Bureau

Dr. Honggen Xiao

Group members:

LO Kuan I, WONG Hiu Ying Stephanie,

GAO Lin Ringo, ZHANG Huanyin,

WANG Yanran, Kateryna Mormylo,

Li Ho Harrison, ZHOU Xinyue

AGENDA

1

RESEARCH PROBLEM

2

RESEARCH OBJECTIVES

3

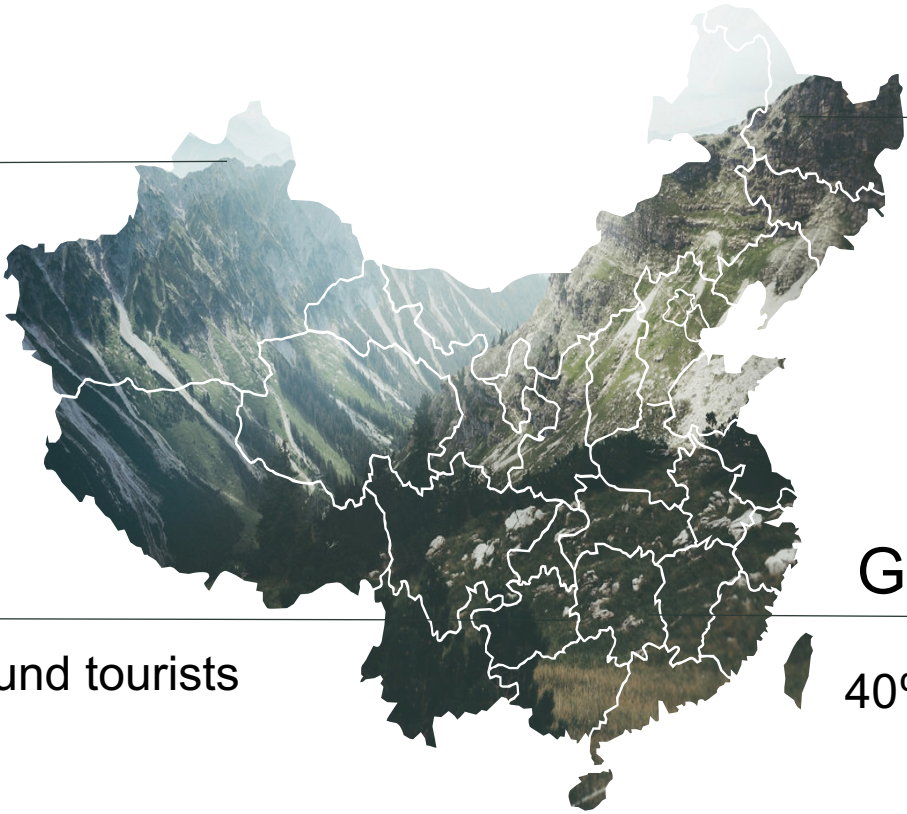
METHODOLOGY

4

RECOMMENDATIONS



RESEARCH PROBLEM



3

One of the highest income per capita in the world with 0 public debt level.

4

Strong spending power
-11% of the income in foreign spending (6.3billion RMB)
-58% in Mainland China

2

The falling growth rate of inbound tourists

GUILIN

1

40% (45 to 65 years old) inbound tourists

Research Question

Research objective:

Exploring new market for the development of a sustainable rural tourism

Research questions:

How to attract Macau tourists from Gen Y and Gen Z (new generation)?

How to retain Macau tourists from the middle to old age group (old generation)?



**Quantitative research:
How eWOM influences
the travel motivations
of Macau tourists?**

**Qualitative research:
A comparison of the
pre travel motivations
between
new generation and
old generation**

Why eWOM – Example of #Shareacoke

People reliability of Internet



The influential power of eWOM

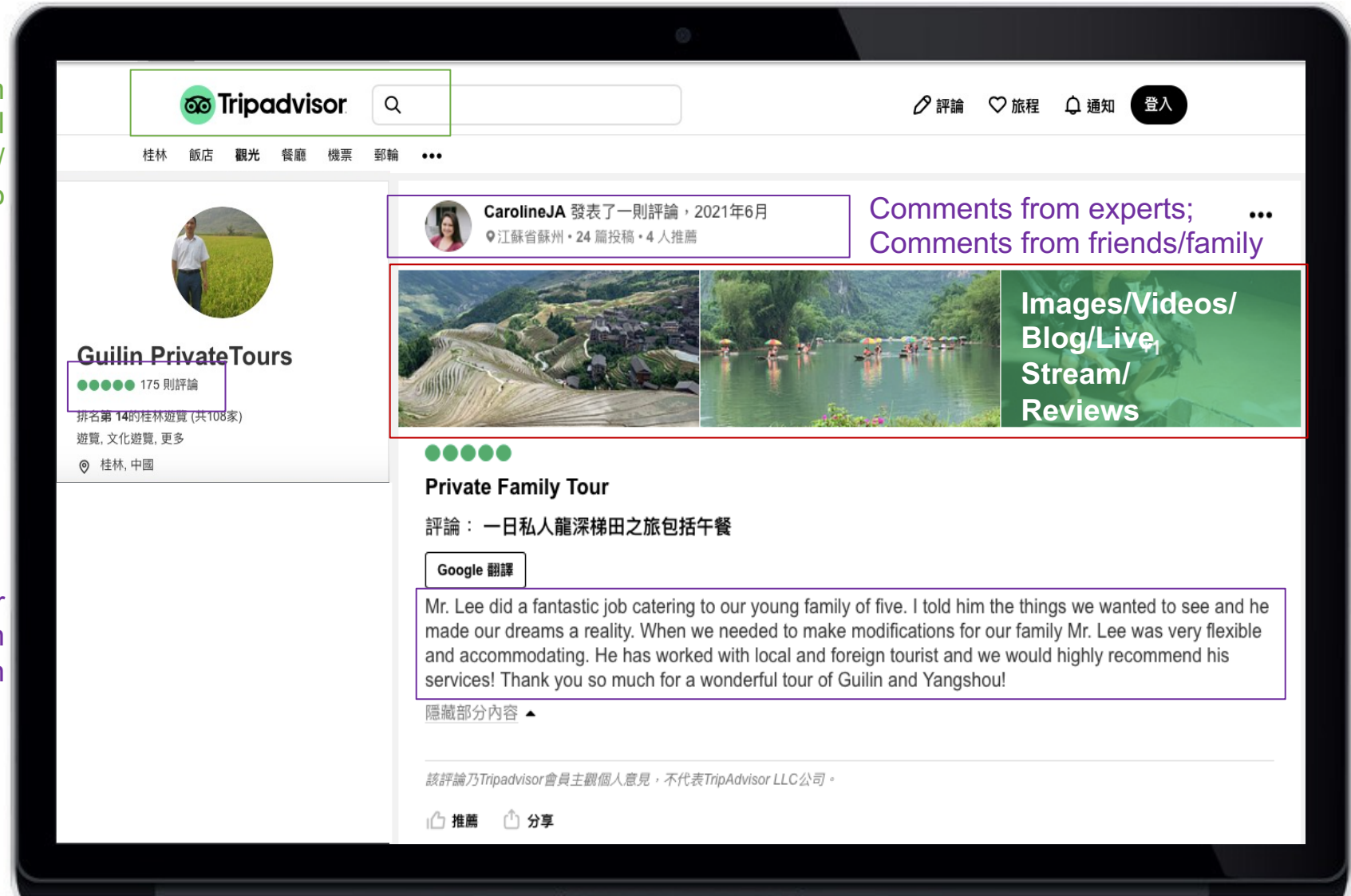
Wide application of e-marketing

Warm up exercise

Review platforms/ Destination official website/ Social networking sites/ Communication app/ Video sharing site

Review Ratings

Reviews that are more or less similar to your own perception



Methodology (quantitative & qualitative)

Methods of data collection	Quantitative research Surveys	Qualitative research In-depth interviews
Targeted group	Macau residents who has never been to Guilin	Macau residents who has never been to Guilin
Total respondents	322 valid samples	29 interviewees
Structure	55% of the respondents came from young generation (age 15-34)	14 new generation (born after 1980) 15 old generation (born before 1980)
Analysis method	SPSS – T-test / Regression / Correlation	Coding

Respondents' travel information

Highlight		Questionnaire
Travel frequency	70%	1-3 times
Length of stay	62%	3-4 days
Travel budget	42%	2,000-4,000 MOP

Interesting findings

eWOM
(Credibility &
Usefulness)

Destination image
(Cognitive &
Affective Image)



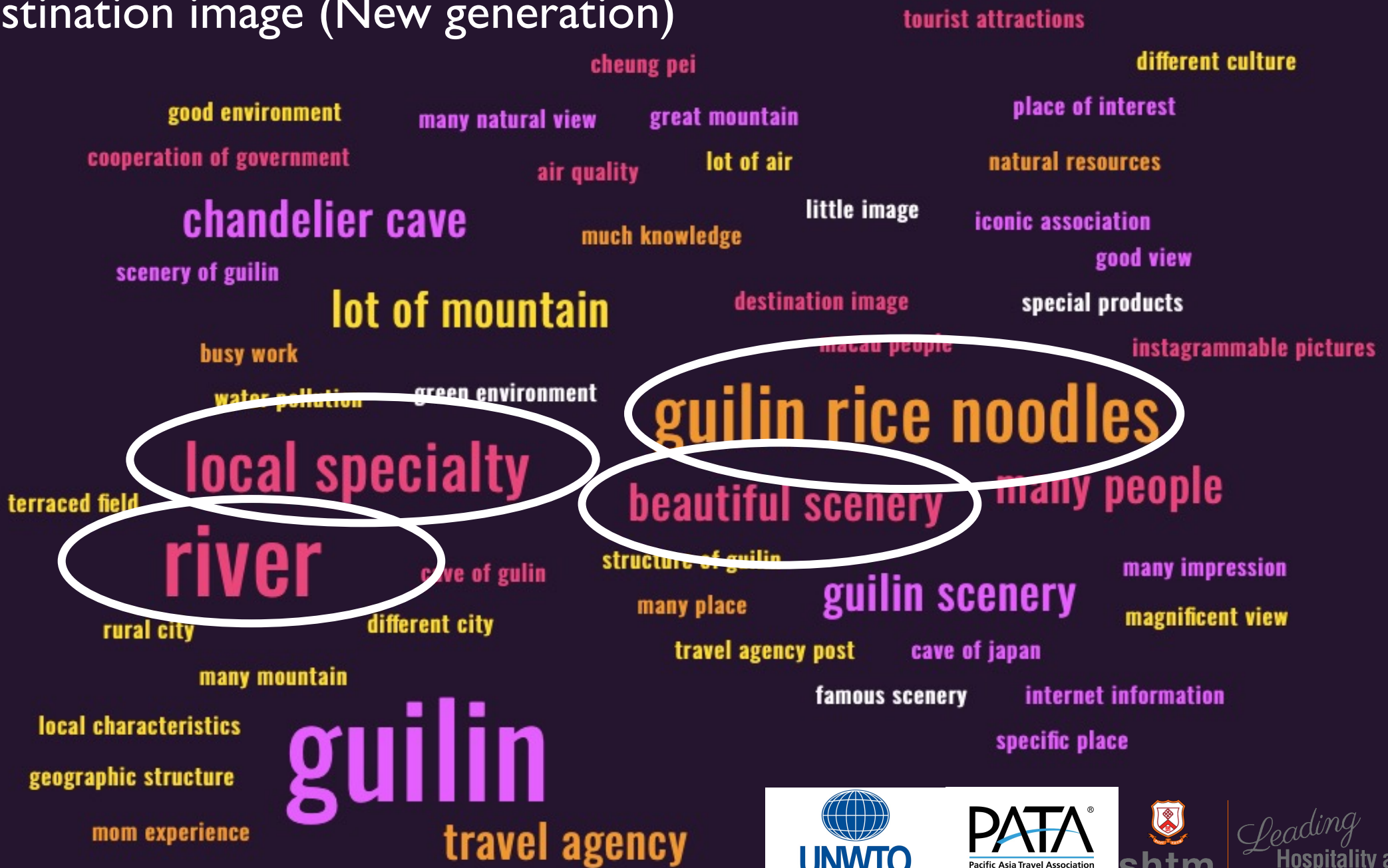
Travel intention



Travel motivation

The current destination image of Guilin could not pull Macau tourists to Guilin and their travel intention is weak.

Destination image (New generation)



Leading Hospitality and Tourism

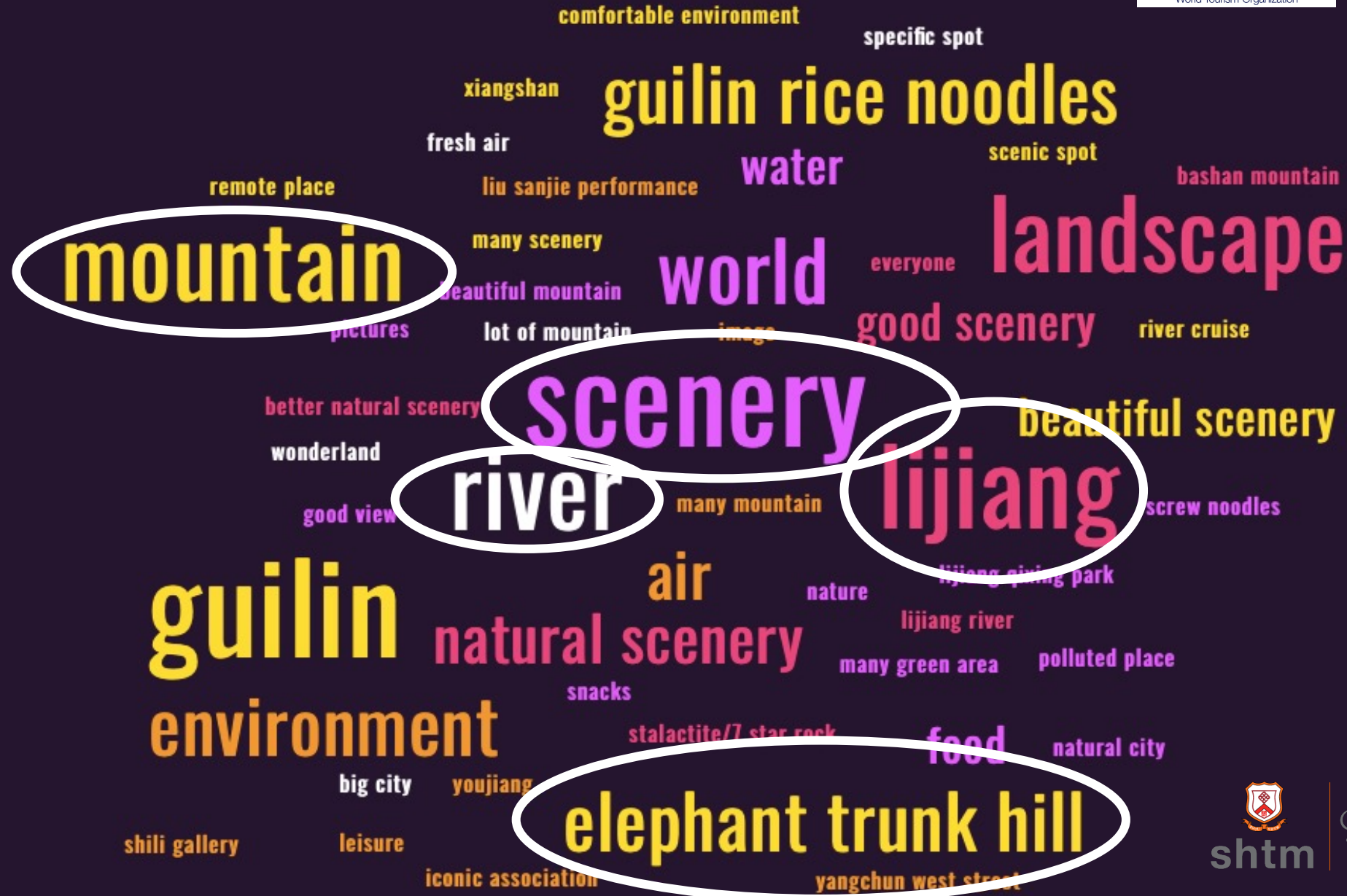


New generation characteristics

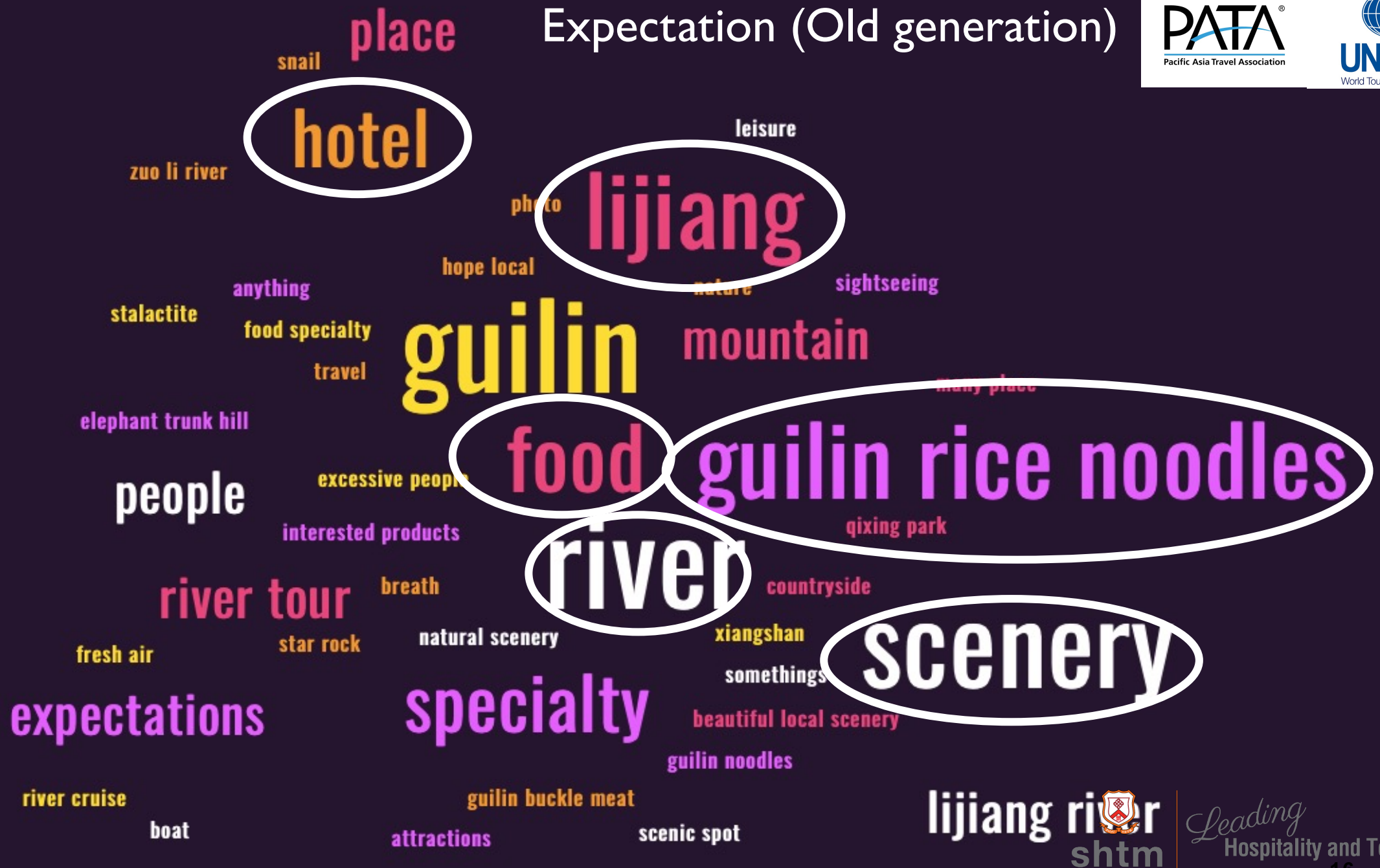
Do not have much knowledge about Guilin

Adventurous, local experience, cost-effectiveness,
photos

Destination image (Old generation)



Expectation (Old generation)





Old generation characteristics

Food, scenery, activities in nature, accommodations

Recommendations



1. Branding & Promotion

2. Cultural and tourism integration

3. Sanitary and safe tourism environment

Branding

Create strong iconic tourism products

Build solid image focusing on experiential tourism that triggers tourists' emotions.

1. Disclosed the interesting side of Guilin to tourists.

2. Local experience for youngsters

3. Develop a resort area in nature

- In-depth sightseeing tours

- Food and heritage itinerary

Promotion

Official destination videos – experiential tourism, resorts in nature

Tripadvisor, Ctrip, Mafengwo: Expert opinions and website reviews to promote the cost-effectiveness of Guilin tourism. (higher credibility)

Social media with an unopened relationship chain such as WeChat, Line: family, friends, classmates and colleagues. Users has higher credibility in the content about natural scenery.

(Travel KOL) to promote Guilin's activities for youngsters. For examples, rock climbing, rafting, cycling and mountain biking.

Cultural and tourism integration



Combine the cultural customs and traditional festivals into tourism activities.



Create "Instagrammable" spots

Sanitary and safe tourism environment

- As per the findings, intimate relationship between Good value of money and hygiene & cleanliness.
- Maintain high standard of cleanliness in public washrooms



A CLEAN SHOP
IS A
SAFE SHOP

SmartSign.com • Part # 4390

Establish a cleaning standard for shops and hotels



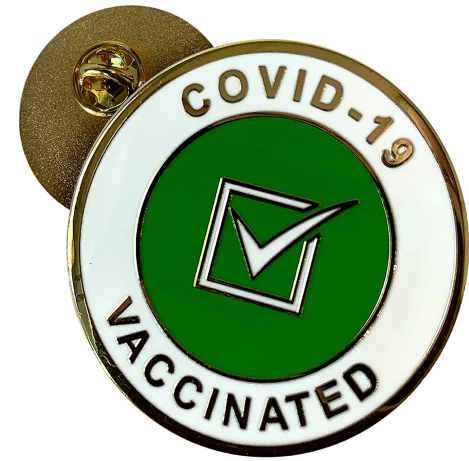
Praise shops and hotels that meet hygiene standard



Vaccinated pins for staff



Promote the campaign and pins to tourists



Suggestions for "i遊桂林" app

Assist tourists to design their own routes (include days for nucleic acid test)

Tourists access for nucleic acid test

Remind tourists nearby festivals and events

Show forecasted visitors flowrate

Update on time pandemic announcements of Guilin and near regions, and the place tourists come from.

Pre-travel: inform tourists pandemic regulation in Guilin. Red/yellow area



Leading
Hospitality and Tourism

