

Evaluation of Kindness Tourism Adopted from Chinese Philosophy and Its Impact on Sustainable Tourism



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Abstract

The importance of tourism has been well recognised and a range of far-reaching impacts come with the booming trends of the tourism industry. Except for the widely recognised positive effects such as economic booms, tax revenues and increases in employment rates, unfortunately, there are lots of negative effects in terms of environmental and social development, including environmental degradation and pollution, increases in the costs of living, costs for additional infrastructure, etc. Tourists, as the initiators and one of the most important participating groups, become the target for blame. Some researchers have already realised that tourists are the “heart of the matter” and tourists should be seen as part of a solution to achieve sustainable development in the tourism destination rather than a problem. Although some existing new types of tourism aim to make tourism activities more sustainable by changing the behaviour of tourists positively, there is a glaring paradox: the self-discipline implications of codes of conduct are obviously in conflict with the original intention of tourists to escape, relax and gain relief from physical and mental tension; so tourists may be reluctant to conform to behavioural codes because their freedom is constrained. At the same time, the benefits brought by tourists are not considered carefully enough.

Therefore a tourist-based solution is needed. It should, effectively, help to change tourists’ behaviour positively while taking into account the benefits of tourists. The Chinese philosophy-based concept “Kindness Tourism” (KT) is possibly one such solution. Since the Pacific Asia Travel Association (PATA) 60th Anniversary & Conference in 2011, Kindness Tourism has received significant attention from many Chinese researchers. The Chinese philosophy of heaven and human in harmony provides a theoretical foundation for the framework of Kindness Tourism. Focusing on the development on tourists, Kindness Tourism aims to promote positive tourist behaviour changes to achieve sustainable development goals: environmental conservation, social-cultural development and local economic development, as well as improvement in the physical and mental wellbeing of tourists. As a relatively new concept, however, the research on Kindness Tourism is still in its early stages: the definition of Kindness Tourism is still not well defined, which leads to a lack of

consensus of the distinctiveness of Kindness Tourism and the extent to which it differs from other forms of tourism. To bring Chinese philosophy into the practice of Kindness Tourism, an interpretation of the core values of Chinese philosophy is needed to form behaviour guidance for tourists, and the working mechanism of Kindness Tourism is needed to make it clear that how dose Kindness Tourism promote tourists behaviour change. Besides these, the factors contributing to Kindness Tourism need to be identified and the benefits of Kindness Tourism need to be valued.

This research aims to provide a conceptualisation of Kindness Tourism and to analysis if Kindness Tourism is of benefit to sustainable tourism. Firstly, the definition of Kindness Tourism is discussed through summary of the existing and various definitions and analysis of Chinese philosophies; then, the different focuses of new types of tourism and their effects on sustainable tourism are summarised by way of reference for the study of Kindness Tourism. A pre-and post-visit questionnaire is used to achieve first hand data. Through data analysis, the factors of Kindness Tourism are identified, and the benefits of Kindness Tourism on tourists' behaviour and its impacts on sustainable tourism are also analysed. Later, other issues, including tourists' satisfaction in relation to Kindness Tourism and the differences in tourists' behaviour changes within different social demographic groups are identified. Finally, the study gives some suggestions about how to promote Kindness Tourism and which stakeholder in destinations should implement it.

By way of explanatory research, this study contributes a small amount of knowledge to the field of sustainable tourism. In terms of theoretical research, it brings to the fore a new concept of Kindness Tourism which has been born out of Chinese philosophy, contributes to the literature and identifies the benefits of Kindness Tourism for sustainable tourism. Besides this, it adds to knowledge of the focuses of and relationships between existing sustainability-oriented concepts such as eco-tourism, low carbon tourism and pro-poor tourism. In practice, the research gives some suggestions to local organisations about how to develop Kindness Tourism to achieve sustainable development.

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List of Abbreviations

ACEF	All China Environment Federation
CTA	China Tourism Association
HBV	Hawaii Visitors Bureau
IISD	International Institute of Sustainable Development
IUCN	International Union for Conservation of Nature
KT	Kindness Tourism
PATA	Pacific Asia Travel Association
TIES	The International Ecotourism Society
UN	United Nations
UNCSD	United Nations Commission of Sustainable Development
UNDP	United Nations Development Program
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	World Tourism Organisation
WTTC	World Travel and Tourism Council

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Chapter 1 : Introduction

1.1 Research background

As estimated by the World Travel and Tourism Council (WTTC), the tourism industry generated US\$7.6 trillion (10% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014. Recent years have seen the increasingly growing trend for international tourist travel, not to mention the large scale of domestic tourists. As forecasted by the World Tourism Organisation (UNWTO), there will be 1,172 million international tourist arrivals in 2015 and that number will be 1,796 million by 2025, as well as there being an even larger number of domestic tourists. As far as tourists are concerned, they play a vital role in tourism activities as they drive the tourism industry and contribute to the dynamics of the global economy. Payne and Dimanche (1996, p.1001) consider tourists to be “people who create business opportunities and make or break the success of a destination or of a tourism service”.

At the same time, a range of far-reaching impacts come with surging tourist numbers, including the effects on the places that they visit. Except the widely recognised positive effects such as the economic boost, tax revenues and employment rates increasing, unfortunately, there are lots of negative effects in terms of environmental and social development, including environment degradation and pollution, increases in costs of living, costs for additional infrastructure, etc. Tourists, therefore, become the target of blame: they are frequently accused of taking a break from all sense of responsibility while on holiday (Stanford 2008, p.258).

Along with the tourism industry booming, many new types of tourism, e.g., eco-tourism, low carbon tourism, and responsible tourism have evolved from the general concept of sustainable tourism to achieve sustainable goals with regard to environmental, social-cultural and economic development. Among the several stakeholders contributing to the development of tourism including the private sector, the public sector, the voluntary organisation, the host community, as well as the tourists themselves, and as Burns (1999) argued, tourists are the “heart of the matter”, and “the only thing which all those involved in the tourism industry have in common”,

so they should be the starting point for any initiatives (Bramwell 1996, p.14). Therefore, tourists should be seen as part of a solution to sustainable goals rather than a problem (Stanford 2008). To achieve sustainable development at the tourism destination, the collective action of 1,172 million international tourists as well as numerous domestic tourists, if all of them can be persuaded to behave responsibly, should not be overlooked.

In terms of behavioural change, the existing new types of tourism aim to bring tourism activities to a more sustainable point by changing tourists' behaviour positively. This is achieved by the implementation of a series of sustainable management tools for tourists, and the main tool is codes of conduct for tourists, such as Codes of Practice of the Responsible Traveller (made by The Responsible Traveller), Code of Ethics for Travellers (made by Tailor-made travel to Latin America), and Code of Conduct for Mediterranean Tourists (made by World Wide Fund for Nature). Codes of conduct are considered to be good tools for providing guidance for proper behaviour in tourism activities (Fennell, 2006; Garrod & Fennell, 2004). However, there is a glaring paradox here: the self-discipline items in the codes of conduct are obviously in conflict with the original intention of tourists: to escape, relax and gain relief from physical and mental tension (Van Vuuren and Slabbert 2012). Therefore, tourists may be reluctant to conform to behavioural codes because their freedom will be constrained (Cole, 2007), and even those take sustainable development seriously in their daily lives, believe that their vacation is a time when they can behave hedonistically, without being responsible (Swarbrooke, 1999).

At the same time, the benefits of tourists are not acknowledged in the codes of conduct as tourists are treated more as vehicles for achieving behaviour changing goals than important stakeholders in tourism activities. As interpreted by the UNWTO (2013), sustainable tourism does not only refer to tourism development in the environmental, economic and socio-cultural areas, but also to maintaining a high level of tourist satisfaction and ensuring a meaningful experience for tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. The research on tourists is, however, mostly from the perspective of providers, such as the study of tourist motivation. In other words, they want to learn tourists' perceived

values because it constitutes the most important determinant of repurchase intention (Parasuraman and Grewal 2000), rather than making tourists positively consider what improvements (physically or mentally) can they achieve through tourism activities and how to reach that goal.

Therefore a solution that could effectively help to change tourists' behaviour positively while considering the benefits of tourists is in need. The Chinese philosophy-based concept "Kindness Tourism" is a possible solution. Since the Pacific Asia Travel Association (PATA) 60th Anniversary & Conference in 2011, Kindness Tourism has received extensive attention from many Chinese researchers. The Chinese philosophy of heaven and human in harmony provides a theoretical foundation for the framework of Kindness Tourism. Focused on the development on tourists, Kindness Tourism aims to generate positive tourist behaviour change to achieve sustainable development goals: environmental conservation, social-cultural and local economic development, as well as the physical and mental improvement of tourists.

1.2 Research aims and objectives

1.2.1 Rationale of the study

As a relatively new concept, the research on Kindness Tourism is still at an early stage. The definition of Kindness Tourism is still not well defined: the absence of a widely accepted definition leads to a lack of consensus on the distinctiveness of Kindness Tourism and the extent to which it differs from other forms of tourism. To bring Chinese philosophy into the practice of Kindness Tourism, an interpretation of the core values of Chinese philosophy is needed to form behaviour guidance for tourists, and the working mechanism of Kindness Tourism is needed to make it clear that how dose Kindness Tourism promote tourists behaviour change. Besides, the factors contributing to Kindness Tourism need to be identified and the benefits of Kindness Tourism need to be valued.

1.2.2 Research aims and objectives

This research aims to provide a conceptualisation of Kindness Tourism and to analyse if Kindness Tourism is of benefit to sustainable tourism. In order to evaluate the benefits of Kindness Tourism, discover tourists' behavioural changes after adopting Kindness Tourism, and learn its benefits to sustainable tourism in terms of the environment, social and economic aspects, this research formulates the following research objectives:

- (1) To provide a conceptualisation of Kindness Tourism by summarising the existing various definitions and analysing Chinese philosophies;
- (2) To summarise the different focuses of new types of tourism (such as eco-tourism, low carbon tourism, responsible tourism, volunteer tourism, etc.), and their effects on sustainable tourism, to make a reference for the study of Kindness Tourism;
- (3) To identify the constituting factors of Kindness Tourism;
- (4) To evaluate the effect of Kindness Tourism on tourists' behaviour by comparing the tourists' behaviour before and after the introduction of Kindness Tourism;
- (5) To identify the routes by which Kindness Tourism contributes towards sustainable tourism;
- (6) To evaluate the satisfaction of tourists on Kindness Tourism;
- (7) To test if the changes in tourists' behaviour vary in different social demographic groups;
- (8) To give suggestions to local organisations on how to develop and promote Kindness Tourism.

1.3 Structure of the dissertation

This research contains 6 chapters. A brief overview of each chapter is as follows:

Chapter 1 is the introduction of the research. It provides the background and gives an insight into the importance of the research topic, and sets out the research aims and objectives.

Chapter 2 presents a critical review of the literature related to this research. Firstly, it summarises the existing research on Kindness Tourism, and elaborates on related Chinese philosophy. Then the sustainability-oriented concepts are reviewed and their relationship with Kindness Tourism is identified to strengthen the concept of distinctive character for Kindness Tourism. Later, a behaviour change model is introduced as a theoretical foundation for the working mechanism of Kindness Tourism. Then a content analysis of codes of conduct is used to demonstrate widely accepted tourist behaviours and as a reference for the interpretation of behaviour related to Kindness Tourism. Next, the various indicators of sustainable tourism are studied, and research on the benefits of sustainability-oriented new types of tourism on sustainable tourism are reviewed as a reference point for examining the effects of Kindness Tourism on sustainable tourism. Finally, based on the literature review, the definition of Kindness Tourism, including its three proprieties, working mechanism and behaviour guidelines is identified; and the proposed benefits of Kindness Tourism for sustainable tourism are made based on the review of similar research into the benefits of new types of tourism on sustainable tourism.

Chapter 3 is a case study of a survey site. This chapter explains and justifies the reason for choosing the case study destination for the primary data collection.

Chapter 4 explains the methodological issues. The research method issues are discussed firstly and the justifications for using primary data and a quantitative method strategy are demonstrated. Then the research instruments and data collection process are presented, including the questionnaire design, pilot study, data collection and data analysis. Additionally, some ethical considerations and limitations in data collection are discussed.

Chapter 5 presents the main findings of the study, which are structured based on the research objectives. The chapter begins with descriptive data obtained from the questionnaire-survey on social demography and travel characteristics, and then the respondents' behaviours are explored: the factors which make up Kindness Tourism within its three aspects are identified; a comparison is made to check the behaviour changes before and after Kindness Tourism; and the benefits of Kindness Tourism on sustainable tourism are identified. Later, the attitude of respondents towards Kindness Tourism is analysed, including the satisfaction and willingness to recommend. Then the study identifies the differences in tourists' behaviour changes in terms of social demographic characteristics. Finally, some suggestions on how to promote and which stakeholder should implement Kindness Tourism are made for local organisations based on the data analysis.

Chapter 6 is the conclusion of the research. It proceeds with a review of the findings with respect to the research objectives and a discussion of contributions to theory and practice. The limitations of the study are also considered and suggestions for further research are made.

The structural outline of the dissertation is demonstrated in Figure 1.1 (see next page).

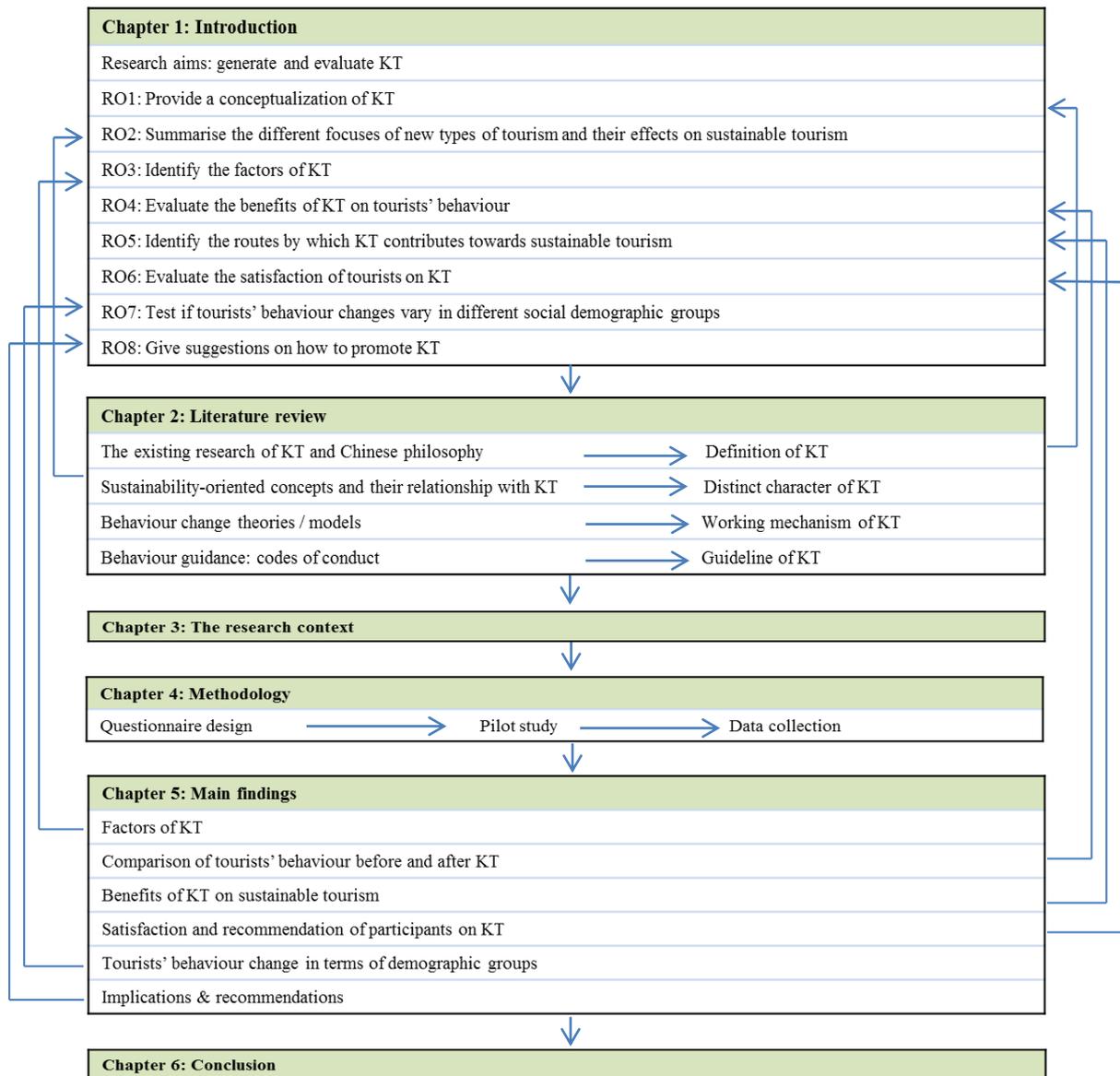


Figure 1.1: Structural outline of the dissertation

Chapter 2 : Literature Review

This chapter reviews the existing research on Kindness Tourism, and elaborates on related Chinese philosophy. A behaviour change model is introduced as a theoretical foundation for the working mechanism of Kindness Tourism. Then the sustainability-oriented concepts are reviewed and their relationship with Kindness Tourism is identified to strengthen the distinctive character for Kindness Tourism. Later, a content analysis of codes of conduct is used to demonstrate widely accepted tourist behaviours and as a reference for the interpretation of behaviour related to Kindness Tourism. Next, the various indicators of sustainable tourism are studied, and research on the benefits of sustainability-oriented new types of tourism on sustainable tourism are reviewed as a reference point for examining the effects of Kindness Tourism on sustainable tourism. Finally, based on the literature review and the analysis of Chinese philosophy, the definition of Kindness Tourism, including its three proprieties, working mechanism and behaviour guidelines is identified, and the proposed benefits of Kindness Tourism on sustainable tourism are made based on the review of similar research into the benefits of new types of tourism on sustainable tourism.

2.1 Kindness Tourism definition and Chinese philosophy

Since the PATA 60th Anniversary & Conference in 2011, “Good Tourism” has received extensive attention from many Chinese researchers. Some researchers believe “Kindness Tourism” or “Travelling with Kindness” would be more concise compared to “ Good Tourism” (Tan 2013), because initially it is about to contribute to sustainable tourism through the unique Oriental perspective, and when translated into Chinese, the Chinese figure “Shanxing Tourism” contains the traditional Chinese virtue of kindness. Therefore, we adopt “Kindness Tourism” to represent this new type of tourism.

2.1.1 The existing definitions of Kindness Tourism

When first introduced at the PATA 60th Anniversary& Conference in Beijing, China in April, 2011, Kindness Tourism emphasized that the days labeling tourism based on

its particular contribution, i.e. environment, community or local heritage are receding; by contrast, it tried to draw some inspiration from Chinese philosophy to propel the socioeconomic and human development. To make it easier to understand and more practical, Chinese researchers then give definitions or descriptions of Kindness Tourism from various perspectives. Tongqian insists that Kindness Tourism should focus more on the moral and behaviour guidelines for tourists adopted from Chinese philosophies rather than certain tourism products.¹ Fangfang et al. (2015) believe that Kindness Tourism reflects the coexistent relationship of tourist-nature, tourist-society and tourist-community. Jiansheng² considers Kindness Tourism to be beneficial to sustainable tourism in terms of economy boosts and environment reservation. Tan (2013) defines Kindness Tourism as a new kind of responsible tourism, in which tourists develop kindness knowledge, kindness intention and kindness behaviour following Chinese philosophies; and tourists are in an important position since they are the main group which can carry out the kindness. Although there are no uniform definitions of Kindness Tourism, most researchers agree it should at least be a response to these areas: (1) follow Chinese philosophy; (2) focus on tourists; (3) of benefit to sustainable tourism.

2.1.2 Interpretation of the core value of Chinese philosophy

There are many Chinese philosophies in the long history of China. From early practices like ancestor worship, which were generated during the Shang Dynasty (1600 BC), to the hundred schools of thought (around 500 BC), including Confucianism, Daoism, Legalism, etc., there are numerous intelligent philosophies guiding Chinese people in their lives. Although some of them lack scientific evidence or are even superstitious, others, however, have withstood the test of thousands of years and become widely accepted by Chinese people, including the five element theory, the theory of yin-yang, governing without interfering in nature, heaven and human in harmony, nature and culture based resolution, etc. Of these, *heaven and*

¹ A meeting record: “Good Tourism-Protect Nature and Promote human development” from http://www.hq.xinhuanet.com/travel/2011-12/04/content_24261716_1.htm.

² A meeting record: “Good Tourism-Protect Nature and Promote human development” from http://www.hq.xinhuanet.com/travel/2011-12/04/content_24261716_1.htm.

human in harmony is the most accepted philosophy, which means “proper and balanced coordination between human beings and nature” (Kun and Xinke 2010).

Originating in Spring and Autumn period and Warring States (770BC—221BC), the philosophy of *heaven and human in harmony* focuses on the integrated thinking pattern which treats the universe as a whole and believes that there are common bonds between nature and human beings.

Lao-tzu (around the 6th century BC), the famous ancient Chinese philosopher as well as the representative of Daoism, described the harmony relationships and circulation of the universe as “Man takes his law from the Earth; the Earth takes its law from Heaven; Heaven takes its law from the Tao. The law of the Tao is its being what it is”(Tzu ca.500BC, Chapter 25). Human beings are equal to every other creature in the world. The only distinction between human being and others lies in that humans can think. The response to the fact that human beings can think is not so they can set themselves up over other creatures, but to break the boundary between nature and human being.

The philosophy of heaven and human in harmony has an unusual position in Chinese traditional culture. Advocating harmony and order between individuals, family, society and nature, it is a fundamental area of interest for classical Chinese philosophy, as well as the basic spirit of traditional Chinese culture.

Nature is considered the origin of human beings and other creatures. Ancient Chinese people were greatly interested in the relationships between nature and human beings. Instead of studying isolated phenomena, they viewed the world as a harmonious and holistic entity. In their perspective, no single being or form could exist unless it was seen in relation to its surrounding environment. By simplifying these relationships, they tried to explain complicated phenomena in the universe, so the philosophy of heaven and human in harmony was created. “Human and nature in harmony” implies that the whole universe is a live system with laws of energy and eco-system balance, and everything in this system should be equally valued and respected. The change of nature will affect the whole system, thus affecting humans, and vice versa. As creatures with active thinking abilities and feelings, man is the one who must

implement the value of nature, or, the one who must achieve “heaven and human in harmony”. In other words, man has been given the obligation to maintain the function of nature. In tourism, this involves biodiversity protection, low carbon emission/energy saving, pollution reduction, as well as environmental knowledge education and demonstration.

From an ecological perspective, the idea asserts that humans are part of nature and that the whole universe is a live system, and everything in this system should be equally valued and respected. The change of nature will affect the whole system, thus affecting humans and vice versa. This mainly concerns the relationship between human beings and nature.

From an economic point of view, this notion requires humans to do productive activities which are in line with timing and climate and respect the law of nature and economy, which strengthens the relationship between human beings and nature, and the order of society.

From a philosophical point of view, heaven and human in harmony means the universe is not only a physical realm, but also an area of life, spiritual and moral. Man should not only follow the rules of nature physically, but also try to improve himself spiritually. When people love each other from their heart and show understanding and sympathy for others, the whole society should be at peace and in harmony. This is mainly about the spiritual development of individuals and the inter-relationship between different people.

In summary, the core values of the Chinese philosophy *heaven and human in harmony* can be expressed by the harmony of three layers of inter-relationship: nature-human relationship, interpersonal-relationship and individual development. These inter-relationships start from simple basic material needs, and ends with a pursue of a higher level of cultural and spiritual fulfilment: since the nature is the origin of all the creatures, keeping a sound nature-human relationship is the first step towards a harmony status; because man has been given the obligation to maintain the function of nature and the human society, the individual development is on the top of the three layers inter-relationship.

2.2 Behaviour change theory and models

According to the definition, the key point of Kindness Tourism is tourist behaviour change. Therefore, it is necessary to take a glance at behaviour change theories in a wider context to find foothold context for Kindness Tourism.

Behavioural change is a dynamic process resulting from effective interventions with respect to the target audience (Davis et al. 1999). It is generally agreed that education (awareness-raising) is an effective way to encourage tourists to behave in a more sustainable manner (Budeanu 2007; Stanford 2008; Yakushiji 2010), because education can affect awareness by the “transformative” effect, and thus influence decision making (Park and Boo 2010). Effective information includes the format (Heinzle 2012), timing (Schäfer et al. 2012) and context (Larceneux et al. 2012) of the provided information. To bring a deeper understanding the consequent adherence to a more ethical and environmentalist ethos (Fennell and Malloy 1995; Tisdell and Wilson 2001), the intervention should focus on a few core themes, such as interdependency, energy cycles, succession and competition (Ham and Krumpal 1996). Some studies have already proved sustainable education has a positive effect on changes in tourists’ behaviour (Amendah and Park 2008; Ballantyne et al. 2011). For example, Starr (2009) found that responsible purchase behaviour is positively associated with education related to responsible behaviour. Newhouse (1990) used education as a tool to elevate awareness, thus to measure how behaviour is altered for awareness. Therefore, the education of how to behave responsibly and sustainably is helpful for tourists in terms of supporting them to make choices in a sustainable manner.

Behavioural change theories include the Health Belief Model, the Theory of Planned Behaviour & Theory of Reasoned Action, and Transtheoretical Model. These theories attempt to explain why behaviours change. Health behaviour change has been studied from as early as the 1800s (Taylor et al. 2006). Although it was designed and developed in the healthcare context, these theories have been applied to many other areas, e.g., education, criminology, energy. Similar research has been adopted in fostering more sustainable behaviour, such as Kolmuss and Agyeman’s model of Pro-Environmental Behaviour (Kollmuss and Agyeman 2002).

2.2.1 The Theory of Planned Behaviour

Among the behaviour change theories, the Theory of Planned Behaviour (TPB), which was first introduced by Fishbein and Ajzen in 1985, has been applied to a variety of social behaviours with strong predictive utility (Ajzen and Driver 1991, 1992; Reinecke et al. 1996; Chan and Cheung 1998; Conner et al. 1999). Evidence suggests that TPB can predict 20-30% of the variance in behaviour and a greater proportion of intention (Morris et al. 2012). For example, Lam and Hsu (2006) tested the applicability of TPB on behavioural intention in choosing a tourism destination; Brown et al. (2010) applied TPB in protected areas and its application resulted in a 15%–20% increase in litter pickup behaviour. TPB is also used for explaining tourist segmentation (Carr 2002) and tourism satisfaction (Bigne et al. 2005).

TPB proposes that there are three key constructs which drive behaviour: attitude, subjective norms and perceived control.

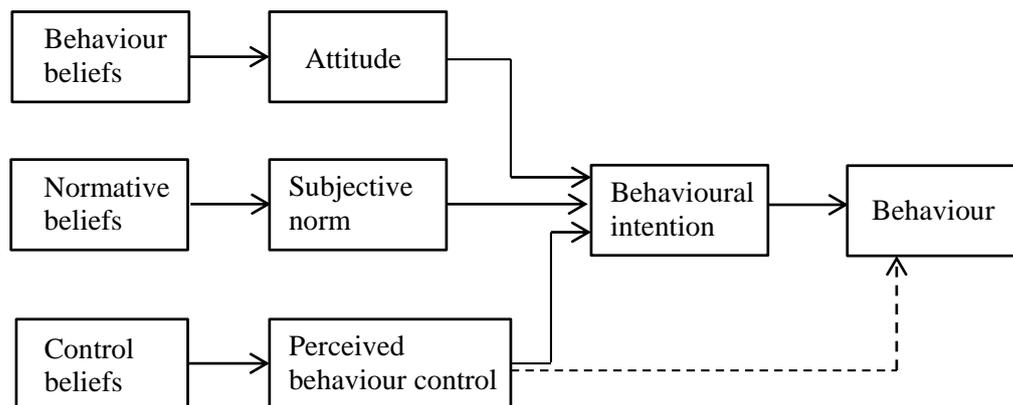


Figure 2.1: The Theory of Planned Behaviour (adapted from Taylor et al. 2006)

Behaviour belief refers to one's belief in performing a specific behaviour that will lead to a specific consequence, and the evaluation of the behaviour outcome. Attitude is the function of behaviour beliefs. Normative belief refers to beliefs about what behaviours others expect and the degree to which the individual wants to comply with others' expectations (Moutinho 1987). Subjective norms refer to the multiplicative sum of normative beliefs. Control belief is about how easy or difficult an individual thinks it is to perform certain behaviours. Perceived Behavioural Control is defined as the product of the control beliefs, and it is one of three determinants of intention. It

is proposed that it also has some influence on actual behaviour. Behavioural intentions are regarded as the main proximal cognitive precursors to actual behaviour.

Other constructs might also contribute to behaviour change (Conner and Abraham 2001). For example, Ouellette and Wood (1998) found that past behaviour has some direct effects on behavioural intention and actual behaviour. Lam and Hsu (2006) combined the TPB model with past behaviour and proposed a prediction model.

However, the relative importance of attitude, subjective norms, perceived behavioural control and past behaviour in the prediction of intention varies in different situations, and in many situations attitude has a more significant impact on intentions (Cole 2007).

This research recognises the proven positive correlation between psychological parameters, attitudes, behavioural intention and actual behaviour and, therefore, adopts prediction models from Lam and Hsu (2006).

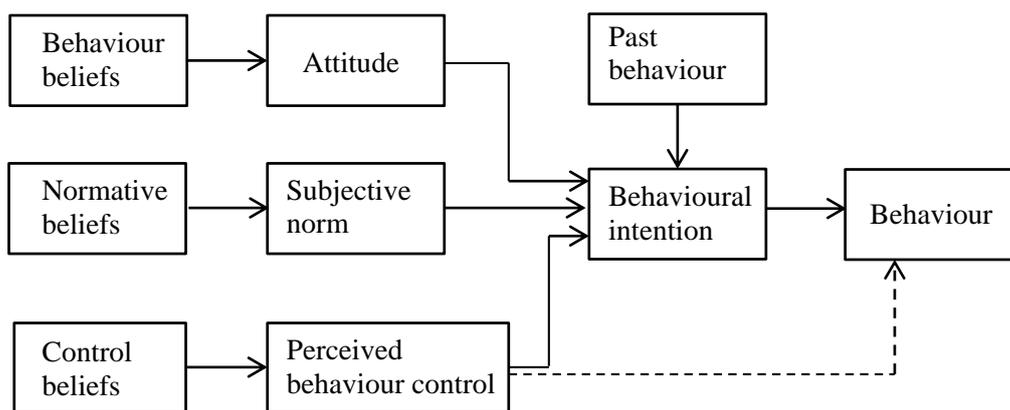


Figure 2.2: Behaviour prediction model from Lam and Hsu (2006)

2.2.2 Intention-Behaviour Gap

Research has shown attitudes can not always result in actual corresponding behaviour. This is usually referred to as “intention–behaviour gap”, reflecting the black-box nature of the underlying psychological process that leads from intention to action (Sniehotta et al. 2005). For example, According to Martin (2001), over 85% of British tourists consider it is important to choose holidays which do not harm the

environment, while only 32% chose holidays specifically designed to reduce negative impacts on destinations (Goodwin and Francis 2003).

The reasons why tourists' behaviour is not coherent with their claimed responsible intention are, according to Budeanu (2007), perceived inconvenience or monetary cost. Swarbrooke and Horner (2007) listed a range of determinants which may result in the gap including: (1) the influence of pressure groups and media; (2) income; (3) previous experience; (4) personal interest; and (5) preference for a different type of holiday, etc.

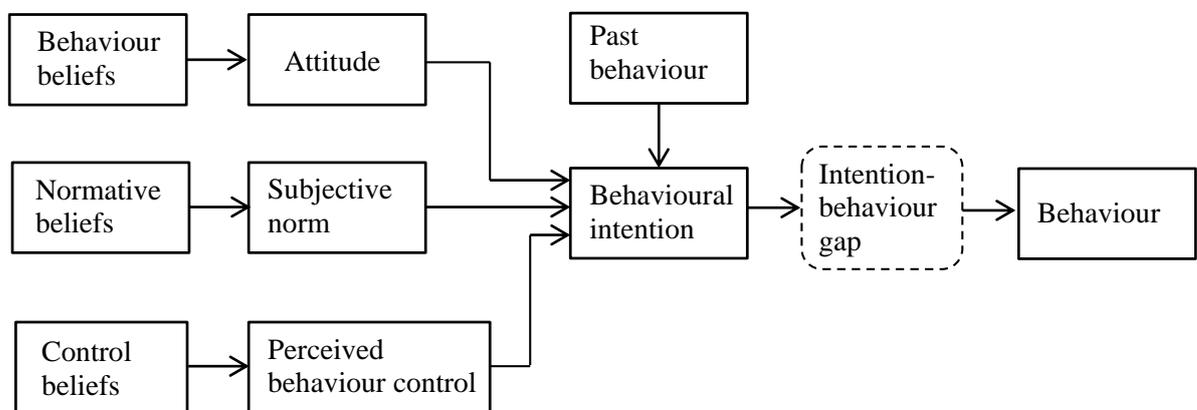


Figure 2.3: The comprehensive behaviour prediction model

Although the intention-behaviour gap is hard to bridge, many researchers have tried to narrow the gap in some particular area and proved some ways are effective in turning positive intention into behaviour. For example, Fennis et al.(2011) created two experiences and indicated that a strategy presenting vivid information on critical issues and appropriate behavioural responses affected mental imagery and thus affected actual purchase behaviour; Boon et al.(2008) followed a ten-year environment education program and made some suggestions to improve penetration of educational and interpretive information. However, the gap still exists, although it could be narrowed in certain ways. Therefore, it is necessary to add the intention-behaviour gap as a black box into the TPB model when approaching the actual situation. The comprehensive behaviour prediction model with intention-behaviour gap is presented in Figure 2.3.

2.3 Sustainability-oriented tourism concepts: focuses and effects on sustainable tourism

Since the Broadlands commission in 1972, sustainable development has come to the fore. The earliest definitions focused mainly on the natural environment (Weaver 2005), but were quickly superseded by definitions that endorsed social, cultural and economic sustainability as concomitant and interrelated objectives (Ziffer 1989; Epler Wood et al. 1991; Scace et al. 1992). Sustainable tourism was introduced in the 1970s, and then many sustainability-oriented tourism concepts, e.g., eco-tourism, low carbon tourism and responsible tourism, have evolved from the general concept of sustainable tourism. These new types of tourism all contribute to the sustainable development of tourism with different focuses, such as environmental conservation, local community welfare and economic boosts. Based on the core values of different types of tourism, various codes of conduct are created as a useful tool to achieving these sustainable goals by changing tourists' behaviour positively.

Although there are no uniform definitions of Kindness Tourism, based on the analysis of existing definitions in Section 2.1.1, it is also a kind of tourism which focuses on tourists and is of benefit to sustainable tourism. Therefore, the study of the sustainability-oriented tourism concepts can provide a reference for Kindness Tourism. In this section, the focuses of sustainability-oriented tourism concepts are reviewed to strengthen the distinctive character for Kindness Tourism; then content analysis of sustainable codes of conduct is conducted to make a reference for the guidelines for Kindness Tourism in terms of achieving positive behaviour change; finally, The various indicators of sustainable tourism are studied, and research on the benefits of sustainability-oriented new types of tourism on sustainable tourism are reviewed as a reference point for the effects of Kindness Tourism on sustainable tourism.

2.3.1 Focuses of sustainability-oriented tourism concepts

As discussed above, various sustainability-related concepts have different focuses, and this section will draw a map to demonstrate their different focuses to strengthen the distinctive character of Kindness Tourism.

(1) A goal to achieve: sustainable tourism

The definition of sustainable tourism is verified yet blurred, but most ethical tourism models accommodate the notion of sustainable development. The concept of sustainable tourism first appeared in close connection with sustainable development, and the initial focus of sustainable tourism was mainly on the environmental dimension (Torres-Delgado and Palomeque 2014); it was then expanded to three dimensions: social, economic and environmental (Briassoulis 2001), and the indicators to measure sustainable development in the field of tourism also fall into these three dimensions (Tsaur et al. 2006; Torres-Delgado and Palomeque 2014). The various definitions may be its strength but also its weakness, for it is, to some extent, open to interpretation yet hard to define what kind of tourism is exactly sustainable tourism

As Jackie Clarke (1997) suggested, the framework of approaches for sustainable tourism reveal the change of dominant understanding of sustainable tourism: from a polar opposite to mass tourism to a goal that all tourism (including mass tourism, new types of tourisms) must strive to achieve. The practical focus, instead of debating “is it or isn’t it sustainable tourism”, should move to achieve the sustainable goal by making use of current knowledge (Clarke 1997).

The UNWTO(2013) definition of sustainable tourism reflects the trend towards making sustainable tourism a goal for all kinds of tourism: “Tourism that takes full account of its current and future environmental, economic, and socio-cultural impacts, addressing the needs of tourists, the industry, the environment, and host communities”. It also strengthens the idea that sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience for the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. The UNWTO definition suggests that the welfare and obligations of at least four aspects should be considered: the industry, the environment and host communities, as well as tourists. Specifically UNWTO (2013) stresses that sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destination, including mass tourism and the various niche tourism segments.

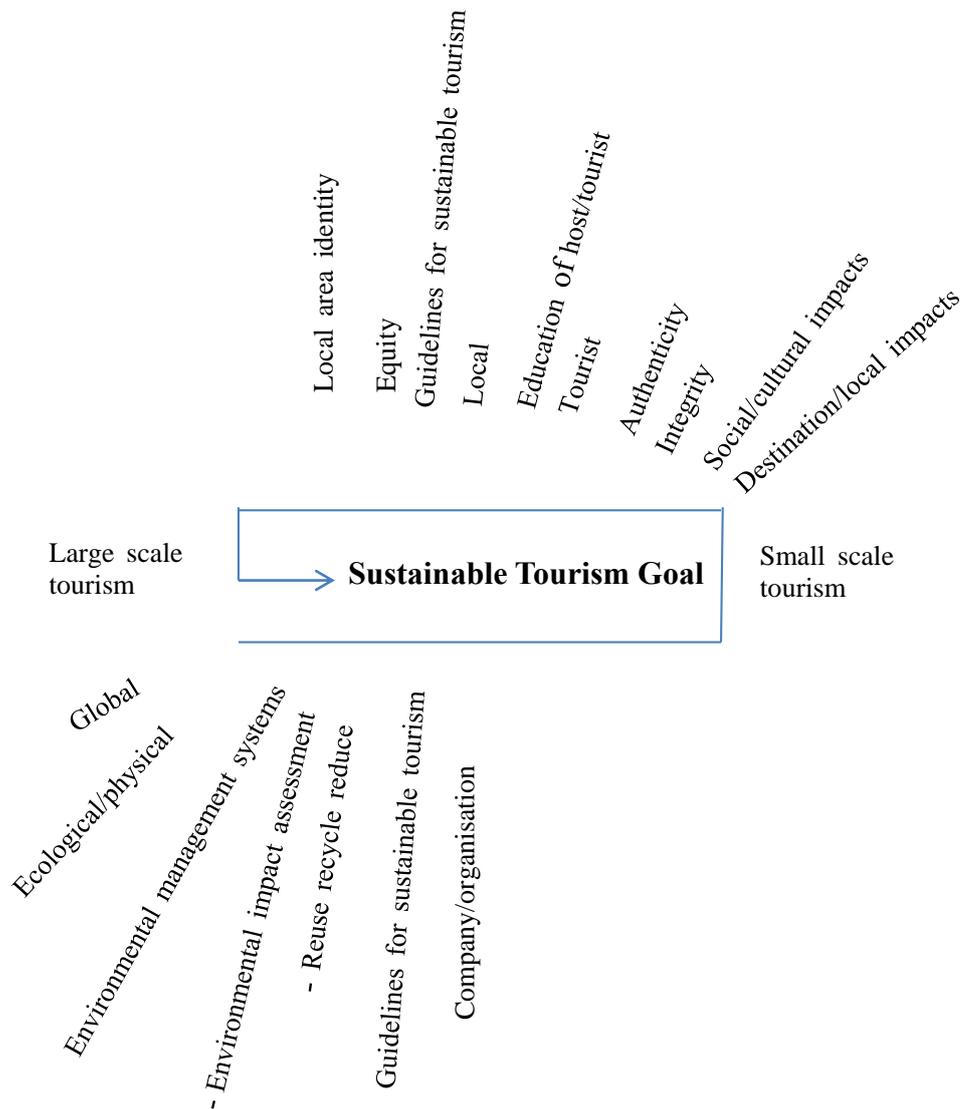


Figure 2.4: The evolvement of sustainable tourism goals (adopted from Clarke 1997)

In this regard, sustainable tourism should not be taken as an inherent characteristic of any existing form or situation, but a goal that all forms of tourism must strive to achieve (Clarke 1997).

(2) Propaganda campaign within the industry: responsible tourism

In a similar manner to sustainable tourism, responsible tourism refers to any forms of tourism that can be experienced in a more responsible way. It aims to minimise the negative and maximise the positive impacts in environmental, social, cultural and economic contexts, involve locals and enhances communities, and contribute to

conservation (International Centre for Responsible Tourism, 2004). Specifically, in the Cape Town Declaration (2002) the aims of responsible tourism have been described as: to minimise negative impacts; generate greater economic benefits; involve locals in decisions; conserve natural and cultural heritage; provide more enjoyable experiences for tourists; provide access to physically challenged people; and be culturally sensitive. Simply put, it aims to maximise economic, social and environmental benefits while minimising costs to the destination. It requires that operators, hoteliers, governments, locals and tourists take responsibility for making tourism more sustainable.

However, the concept of responsible tourism has more frequently been adopted as a term used by the tourism industry or tourism operators (Caruana et al. 2014) , or more as a marketing tool than as a sensitive planning mechanism (Wheeller 1991). The 2002 South African National Responsible Tourism Guidelines provide guidance to enable the industry to show progress towards the principles of responsible tourism, and tourism enterprises were called upon to adopt a responsible approach, to commit to specific responsible practises, and where appropriate to use this for market advantage in the Cape Town Declaration in 2002. There are some codes of conduct for tourists (especially western tourists travelling in less developed countries) which aim to guide tourists towards responsible behaviour, e.g. the Code of Ethics for Travellers from Tailor-made Travel to Latin America and the Code of Conduct from Tourism Australia. Basically, they act as an “industry-general guide to behaviour” and “no requirement for participation by individual/organization” (Weaver 2005, p. 439).

(3) Environment reservation: ecotourism, green tourism and low-carbon tourism

Ecotourism was a term first used by Ceballos-Lascurain in 1983 referring to travelling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals (Fennell 2001). The revised definition of “environmentally responsible travel and visitation to relatively undisturbed natural areas” (Ceballos-Lascurain 1996, p 15) was officially adopted by the International Union for Conservation of Nature (IUCN) in 1996. The International Ecotourism Society (TIES, 1990) defined ecotourism as responsible travel to natural areas that conserves the environment and improves the

well-being of local people. The prevailing trend in ecotourism research leads to the outcome of various definitions, especially from 1991 to 1996. Honey and Gilpin (2009) describe seven characteristics for expanding the definition of TIES, and the most conspicuous characteristics are: travels to natural destinations and minimising impact.

However, the prefix *eco*, which comes from the word *ecology*, gives people an impression that the primary concern of ecotourism is the environment. Some researchers use content analysis to better understand the concept of ecotourism. Fennell (2001) examined 85 definitions of the term, and the top three principles of them relate to nature, conservation and reliance on parks and protected areas. Donohoe and Needham (2006) analysed 30 academic definitions published after 1990, the common variables most frequently cited in the definitions are: (1) nature-based; (2) preservation/conservation; (3) education; (4) distribution of benefits (to locals).

Green Tourism, with its original objective to encourage good practice in rural tourism (Travis 1987; Bramwell 1990), is now widely connected with concern on the protection of the environment (Cavaliere 2010), although some researchers still treat green tourism as a term interchangeable with rural tourism (Kim et al. 2001; Hong et al. 2003). Swarbrooke (1999) described different shades of green tourist. But the criticism has been made that it focuses solely on environmental issues and is over simplistic in terms of polarising a view of green tourists, because the real situation is much more complex than a linear progression from light green to dark green (Stanford 2006).

Low-carbon tourism was first proposed in the report of “Towards Low-carbon Travel and Tourism Sector” at the World Economic Forum in May 2009. It refers to providing a high-quality tourism experience that ensures low carbon emissions and a decrease in pollution (Cheng et al. 2013). It is expected to generate greater economic, social and environmental benefits by using low-carbon technologies (Tang et al. 2011). The focus of low-carbon tourism is low carbon emission during tourism activity.

(4) Promoting community development: pro-poor and volunteer tourism

Pro-poor tourism (PPT), as defined in World Summit on Sustainable Development (2001), aims to generate net benefits for the poor by utilising tourism as a strategic tool. Although the language of PPT was not intended to be used with the economically poor, the focus of PPT is on economically poor and marginalised communities (Goodwin 2008), e.g. the communities in South Africa (Pillay and Rogerson 2013), Gambia (Bah and Goodwin 2003) and Tanzania (Goodwin & Boekold 2010), and it is usually set up in developing countries to improve the local economy for local people.

Volunteer tourism is also known as “Voluntourism”. From a tour operator’s perspective, volunteer tourism is to offers travellers an opportunity to participate in an excursion which has a volunteer component, and cultural exchange with local people (Brown 2005). From the view point of volunteer tourists, it refers to paying to travel to another destination to engage in meaningful experiences (Wearing 2001). It involves discretionary time and takes place outside of the regular sphere of daily life (McGehee and Santos 2005).

In addition to the various definitions, there are also a variety of contexts and perspectives regarding the place of volunteer tourism (Wearing and McGehee 2013). For example, some see volunteer tourism as a form of alternative tourism (Ellis 2003; Cohen 2004; Singh 2004), while some place it as an extension of ecotourism (Gray and Campbell 2007). No matter what scheme it belongs to, the character which makes it distinct from others is the volunteer work grounded in the tourism field. It is clearly a tourism activity incorporating volunteer services (Chen and Chen 2011).

(5) Opposite to mass tourism: alternative tourism

Aimed to put as much distance as possible between itself and mass tourism (Krippendorf 1987, 37), alternative tourism is a type of small scale tourism (Lyons and Wearing 2008; McGehee and Andereck 2009) which seeks to achieve “mutual understanding, solidarity and equality amongst participants” (Holden 1984, p.15). Some researchers simply categorise all travellers who do not undertake a normal type of vacation together as being a part of alternative tourism (Kadt 1990; Smith 1992),

while some even take it as a popular label for sustainable tourism (Clarke 1997). Because the term alternative is ambiguous, there are some critics stating that it is only “a fashionable idea among those who are dissatisfied with the nature of mass tourism” (Cohen 1987, p.13). As Wheeler (1991) argued, it is simplistic and misleading to polarise forms of tourism into mass tourism and alternative tourism.

(6) Summary: the different focuses of new types of tourism

Sustainable tourism is a term that is applicable to all forms of tourism in all types of destinations (UNWTO, 2013). The concept is general and contains almost all aspects of positive development, addressing the needs of tourists, the industry, the environment and host communities, and trying to achieve the balance between social, economic and environmental factors. It is complicated to implement and the outcomes are difficult to measure (Castellani and Sala 2010). Therefore, we place it as an outcome of all forms of tourism which implement positive strategies to achieve sustainable development goals, while other concepts, such as responsible tourism and ecotourism, aim to achieve sustainable effect with different focuses on environment, local communities, etc. Tourists, however, are treated as vehicles for implementing these fashion tourism types to achieve certain sustainable goals, and are seldom studied as a group to get benefits from the tourism activities. As Ram et al. (2013) argued, tourists’ happiness is the important driver in forming more sustainable behaviour. Therefore, the focus on tourists’ wellbeing and personal development is necessary.

Kindness Tourism, instead, focuses on people, and aims to inspire tourists to pursue a higher level of spiritual fulfilment during tourism activities. The unique landscape and diversified lifestyles in the tourism destination provide tourists with abundant ideas, inspiration and references to pursue an ideal life. Within the three different relationships of the core values of Chinese philosophy *heaven and human in harmony*, harmonious nature-human and interpersonal relationship are also required in most of the above mentioned new types of tourism, while the individual development of tourists is seldom mentioned. In Kindness Tourism, tourist, or basically, human being is the most fundamental perspective, because man is a creature with active thinking

abilities and feelings, and according to Chinese philosophy, man is the one to implement the value of nature, or the one to achieve “heaven and human in harmony”.

Table 2.1: Brief description and focuses of sustainability-oriented concepts

Concept	Description	Focus
Responsible tourism	Experiencing tourism in a more responsible way; maximising economic, social and environmental benefits while minimising costs to destinations	Frequently used by the tourism industry or tourism operators, and acts as industry self-regulation and publicity
Ecotourism	Nature-based attractions; following sustainable principles and practices	Environment conservation and generating benefits to locals
Green tourism	Protection of the environment	Environment conservation
low-carbon tourism	Low carbon emission during tourism activities and a decrease in pollution	Environment conservation
Pro-poor tourism	Focus on economically poor and marginalised communities, usually set up in developing countries	Generating (economic) benefits to less developed communities
Volunteer tourism	Tourists do volunteer work during travel	Community development
Alternative tourism	Small scale and opposite to mass tourism	Achieving mutual understanding, solidarity and equality amongst participants

The above listed concepts in Table 2.1, apart from their different focuses, all aim to bring tourism activities to a more sustainable point, e.g., a better environment and prosperous communities. In other words, they are ways through which to implement sustainable tourism with different focuses. In this regard, tourists are treated as the vehicles by which to achieve sustainable goals through their behaviour change. They are persuaded/regulated to behave more “responsibly”, “sustainably”, and “ethically” through a series of sustainable management tools.

There are several educational tools to guide people on how to behave “better” in the tourism industry, including a variety of codes of conduct, the quality standard systems (such as ISO9000), eco-labelling, quality awards, etc. (Fennell 2006; Budeanu 2007). Although all of them play important roles in achieving the goals, codes of conduct distinguish themselves by telling readers exactly how to behave to maximise positive

impacts and minimise negative impacts when partaking in tourism activities (Yakushiji 2010), while others focus on results. For example, eco-labels focus on what they intend to achieve rather than a precise definition of what they are or why the specific behaviour is important (Kozak and Nield 2004); the degree to which they affect tourists' behaviour is largely unknown (Buckley 2002), and the current proliferation of awards, labels and endorsements makes consumers so confused they even ignore these green messages (Font 2002). In this regard, codes of conduct are good tools to provide guidance for proper behaviour when taking tourism activities (Fennell 2006).

2.3.2 Sustainable codes of conduct

To bring Chinese philosophy into the practice of Kindness Tourism, an interpretation of the core values of Chinese philosophy is needed to form behaviour guidance for tourists. The codes of conduct have long been developed and their effects are widely accepted as education tools. Therefore, they make a good reference point for the development of Kindness Tourism behaviour guidelines.

The code of conduct is a set of guiding principles which govern the behaviour of the target group in pursuing their activity of interest (Fennell 2006). They function as special messages to shape people's behaviour and affect change through explicit statements of desired behaviour (Stevens 1994, as cited in Malloy and Fennell 1998). First developed in the 1970s, codes of conduct are considered to be an easy approach to introduce in a short time span (Garrod and Fennell 2004), and now have been widely accepted as a useful tool in managing negative impacts (Cole 2007). The targets (different stakeholder groups) for codes of conduct are various, including tour operators, travel agents, specific activity participants, host communities and tourists (Cole 2007). In this context, we only consider those codes of conduct targeting tourists. The codes can be formulated by tour operators, NGOs and governments. Some of them are specially made for tourists who visit a particular destination (local codes of conduct), while some can be applied to various destinations (cosmopolitical/global codes of conduct). Cole (2007) proved the codes of conduct could be useful in educating tourists and enhancing their responsible behaviours at a given destination. As awareness-raising tools, specific and succinct information about

appropriate behaviour is helpful in supporting tourists to make choices in a responsible manner (Budeanu 2007) and managing their expectations towards tourist destinations (Weeden 2005).

In order to learn what aspects the codes of conduct focus on, content analysis is used to reveal the contents of various codes of conduct. Firstly, as many codes of conducts as possible are collected from the literature and internet, and 20 of them which are most representative and related to tourists' behaviour are chosen. Then short and concise words are used to summarise each item of the 20 codes, and counts the frequency of use for each item. The codes of conduct from different resources are numbered from 1 to 20, and listed in Appendix I; the frequently used items are listed in Table 2.2 following the order of frequency from high to low. As demonstrated in the table, the most frequently cited items cover environment conservation, the welfare of local community, as well as safety, mental improvement and economic boosts. This is consistent with the research of Malloy and Fennell (1998) that codes are more concerned with the ecological and social mandate with only a small number concerned with economic aspects.

Table 2.2: Content analysis of 20 codes of conduct

Items from codes of conduct	Frequency
Environment conservation	
Avoid buying products made from endangered plants and animals	14
Keep an appropriate distance from wildlife and do not disturb their normal activities	13
Deposit litter in dustbins and do waste sorting	9
Reduce the use of plastic products	7
Use energy efficiently (save energy)	6
Avoid depositing litter on land, in the river or sea	5
Use public transport as much as possible	4
Avoid wasting food and water	4
Make demonstrations for others to protect environment	3
Educate others with environmental knowledge if possible	3
Use environmentally friendly products (eco-labelled products)	2
Welfare of local community	
Respect norms and customs amongst local residents	12
Consume local products	12

Ask permission before taking a photo	11
Have basic knowledge of the nature and culture of the destination before departure	9
Respect local values, (e.g., concepts of time)	6
Proper gifts (no sweets) instead of money	6
Avoid breaking existing buildings	5
Dress appropriately	5
Learn and use basic phrases of the local language	5
Donate directly to poverty-relief programs/local charities/community elders, don't encourage begging from children	4
Avoid expecting special privileges from locals	3
Avoid sexual tourism, especially involving children or adolescents	3
Keep noise to a minimum when visiting	2
Persuade other tourists wisely when they do things improperly (or are less informed than you)	2
Choose a reputable tour operator involved in environmental protection with trained, professional staff	2
Make a personal contribution to a local community development project	2
Respect holy and sacred places, do not touch or move religious objects	1
Avoid showing off wealth	1
Respect other tourists' right to enjoy scenery and culture	1
Safety	
Comply with regulations and laws	5
Plan activities with safety precautions	3
Learn the destination's climate and health situation before you go	3
Avoid taking illicit drugs or arms	3
Make sure that your specific requirements (diet, accessibility, medical care) can be fulfilled before you go	2
Mental Improvement	
Pursue authentic experiences	3
Pursue intellectually improving experiences during the trip	3
Cultivate the habit of listening and observing, rather than merely hearing and seeing	2
Spend time reflecting on your daily experiences in an attempt to deepen your understanding	1
Respect culture diversity, and relate your observations to the culture you come from	1
Travel in a spirit of humility	1
Economy boosts	
Fair trade without excessive bargaining	14
Consume local products	12
Use locally owned facilities (infrastructure for accommodation and transport)	6

2.3.3 The effects of sustainability-oriented tourism on sustainable tourism

According to the analysis of existing definitions in Section 2.1.1, Kindness Tourism is of benefit to sustainable tourism, but there is no existing research relates to the benefit of Kindness Tourism on sustainable tourism. Therefore, the benefits of Kindness Tourism on sustainable tourism need to be identified and examined. However, the complexity of tourism sustainability makes it difficult to develop a method for measuring the benefits (Torres-Delgado and Palomeque 2014). The sustainable tourism indicators could be desirable tools in identifying the possible benefits of Kindness Tourism on sustainable tourism, and the research on the benefits of sustainability-oriented tourism on sustainable tourism also provides good reference point. In this section, the various indicators of sustainable tourism are studied, and research on the benefits of sustainability-oriented new types of tourism on sustainable tourism are reviewed as a reference point for examining the effects of Kindness Tourism on sustainable tourism.

(1) Sustainable tourism indicators

It is suggested that sustainable development indicators are desirable instruments by which to assess and monitor progress towards sustainable development, because they can be quantified, simplified and transformed into communicable information or data. Many indicators are designed to meet the criteria of analytical soundness and measurability (Briassoulis 2001); therefore they provide a reference point to check the effects of Kindness Tourism on sustainable tourism development through statistical tests.

Measurement indicators can be categorised as being “objective” and “subjective”. Objective indicators refer to quantitative data that can be described through various equations; subjective indicators are usually qualitative in nature (Tsaur et al. 2006). Objective indicators have been widely used because they are seen to be more rigorous, but in social sciences, including tourism (Ko 2001), quantitative data is more difficult to acquire than it is in natural sciences. Subjective indicators are more flexible and easier to acquire, but they are always from the viewpoint of researchers and may involve more personal feelings and attitudes.

The Triple Bottom Line approach (Elkington, 1997) is a helpful analytical framework based on multiple perspectives including economic, social and environmental impacts. Originated from the business sector, now it has been applied and developed for tourism research (Sherwood 2007, Andersson and Lundberg 2013). Traditionally, tourism development contains economic, socio-cultural and environmental dimensions (Mowforth and Munt 2008). According to the aims of sustainable tourism defined by UNWTO, it tries to make optimal use of environmental resources, respect the socio-cultural values, and ensure economic benefits to all stakeholders. The normative definition of sustainable tourism also suggests the sustainable development approach is based on the multiple perspectives. Therefore, the measurement of the effects of sustainable tourism should cover three dimensions: economic, socio-cultural and environmental. Some researchers have already made some attempts to build a sound indicator system to measure it. For example, Ap and Crompton (1998) categorise tourism impacts into three domains: economic, social and environmental. Similarly, Tsaur et al. (2006) built an indicator system to evaluate sustainability in terms of destination which covers economic, social and environmental dimensions.

Some national and international organisations also set various sustainable development indicators, such as the sustainable indicators set by the United Nations (UN), International Institute of Sustainable Development (IISD), United Nations Commission of Sustainable Development (UNCSD) and United Nations Development Program (UNDP). But most of these indicators are not specifically focused on tourism, and sustainable tourism indicators are still in their incipient stages and practical case studies are hard to come by (Tsaur et al. 2006). The three main indicator sets concerning tourism development are the European Tourism Indicator System Toolkit for Sustainable Destinations (European Commission, 2013), National Sustainable Tourism Indicators (English Tourism Council, 2002), The Douglas Shire Community Working Group Experience (Green Globe21, 2001). In general, these indicator systems mainly focus on general development (such as the environment and economy) at the macro level (Choi and Sirakaya 2006). The difficulty of getting precise data is a major block to implementing them, especially in some developing regions where the data collecting systems are usually under-developed. However, the indicators provide us with a hint of the elements involved in measuring the

development of sustainable tourism. This study aims to examine the effects of Kindness Tourism by measuring tourists' behaviour change, so we extract the indicators that relate to tourists' behaviour from these indicator systems to make a reference to check the effects of Kindness Tourism on sustainable tourism, and divide them into three areas:

The environmental aspect, including: biodiversity conservation; reducing transport impact (carbon emission); waste reduction; transport impact reduction (carbon emissions); waste recycling; energy usage reduction (water, electricity, etc.); light and noise management; water and soil quality; use of eco-labels.

The socio-cultural aspect, including: equality between tourists and locals; protecting cultural heritage and assets; enhancing local identity; visitor satisfaction.

The economic aspect, including: local income; local tourism supply chain (percentage of goods from local, sustainable and fair trade goods and services).

(2) Benefits of new types of tourism on sustainable tourism and research gaps

As concluded in section 2.3.1, sustainable tourism is an outcome of all forms of new types of tourism (e.g., ecotourism, responsible tourism), which try to implement positive strategies to achieve sustainable development goals with different focuses. The various new types of tourism have been proposed for a long time, while the research into their benefits on sustainable tourism does not vary greatly, and most of them are theoretical descriptions or hypotheses rather than empirical studies.

On the methodology of research, qualitative approaches are dominant partly due to the lack of mature measurement models, and the variation in the precision of quantitative data in social sciences, including tourism (Ko 2001). Traditional methods used in economics (such as input–output methods) are usually not feasible because the quantitative data are often not available, or the accounting/tax systems are not complete in many less developed destinations (Walpole and Goodwin 2000), so the business revenue or profits are difficult to get information on. A qualitative approach, such as an in-depth interview (Walker 1997; Stronza and Gordillo 2008; Sin 2009, 2010), focus groups (Lo and Lee 2011) and participant observation (Sin 2009; Barbieri et al. 2012) are frequently used. For example, Tsaur et al. (2006) use the

Delphi technique to make an indicator system to evaluate sustainability of an ecotourism site. Other techniques, such as Likert-scale, are also used with self-determined questionnaires when measuring the attitudes of certain stakeholders (Walker 1997).

On the data resources, as De Cantis et al (2015) argues, usually the only available information on tourism at a sub-regional or local level are the basic statistics derived from supply-side information. Therefore, many researchers use second hand data from official institutions when possible to analyse the overall trends in various tourism types. By using the data from a report by the World Wildlife Fund (Loh 2000), Hunter and Shaw(2007) calculated ecological footprint as a key indicator of sustainable tourism. Gurung and Seeland (2008) use data related to ecotourism development policy issues from the local department of Tourism and Nature Conservation Division to analyse the development of ecotourism in Bhutan; Xu et al. (2011) made a dynamic system model to predict the local low-carbon tourism development using data from a destination's statistical year-book and a local Tourism Bureau. Some other studies involving the calculation of carbon emission and impacts on the environment also used macro level data (Filimonau et al. 2011; Tang et al. 2011). However, as Ko (2001) argues, the statistical analyses are more appropriate on a small scale, and the tools may become more difficult to manage as the scale expands.

The dimensions of the impacts of different tourism types involve the environment, socio-culture and the economy; with regard to the research object, all kinds of stakeholders in tourism activities are involved. However, the conservation of nature resources, the benefits to a host community, as well as the boost to economies are the three major fields which receive most attention.

The data on environmental impact is more difficult to get hold of compared with economic data. Therefore, most studies on environmental impact are based on the observation of the researcher, the investigation of local residents or tour operators, as well as the survey or interview of tourist willingness with regard to environment conservation (Wilson and Tisdell 2003). For example, based on limited readily available materials, Ross and Wall (1999b) made a case study of three protected areas in North Sulawesi, Indonesia, and drew a conclusion that most communities enjoyed

few benefits from tourism development, while they ended up suffering as a result of natural ecosystems not being well-protected.

From the socio-cultural dimension, most researches focus on evaluating the perceived effects of a specific type of tourism in economic, social and environmental areas from the locals' perspective. For example, Sin (2010) explored both positive and negative opinions on volunteer tourism from the perspective of local communities, and found that the positive effects are very few. Stone and Wall (2004) argued that few communities have perceived significant benefits of any kind, regardless of their proximity to tourism operations or protected areas. But some study supports the idea that there are positive changes after adopting the new types of tourism: the study of Stronza and Gordillo (2008) indicated that the benefits for locals include opportunities to gain skills and leadership, heightened self-esteem, expanded networks of support, and better organisational capacity. Ross and Wall (1999a) presented a framework for the development and evaluation of ecotourism on local communities: the possible economic, infrastructural and social benefits from ecotourism are proposed, and some examples of indicators are listed but not examined.

In terms of the economic dimension, the extent of economic benefits which new types of tourism generate are extensively examined: some indicate there are significant benefits (Wilson and Tisdell 2003), while some report no or few positive influences (Lindberg and Enriquez 1994, p.65; Kinnaird and O'Brien 1996). Besides, the distribution and structure of economic benefits within local communities are also explored. Some studies indicate that local communities are not receiving substantial benefits from new types of tourism, and most benefits are being accrued by outsiders (Lindberg and Enriquez 1994; Ross and Wall 1999a; Gurung and Seeland 2008). He et al. (2008) examine the distribution of economic benefits among different stakeholders in a nature reserve for giant pandas in China by interviewing small enterprises in the destination, and they find that the local infrastructure did improve significantly because of ecotourism, but the distribution of economic benefits between stakeholders is extremely imbalanced: the outsiders (who are not local) receive most investment, while most local residents take low-skilled and temporary jobs in small

businesses; therefore, increasing the use of local products and goods is a desperate necessity.

Another research topic, although it's rarely mentioned, is the role of tourists in these new types of tourism, especially volunteer tourism, in which cases participants play the role of tourists as well as volunteers. Volunteer tourists have to strike a balance between volunteer work and tourism activities, and it becomes even more complicated when certain challenges to the volunteers are involved (Tomazos and Butler 2012). It has been widely suggested that volunteer tourism could bring several intrinsic rewards to the participants, such as a greater sense of self and personal growth (McIntosh and Zahra 2007; Zahra and McIntosh 2007). The field observations of Barbieri et al. (2012) also reveal a fulfilment of personal aspirations among volunteer tourists, but feelings of distress amongst participants are inevitable due to serious problems such as language and cultural barriers, and confusion about assigned tasks (Palacios 2010).

In general, within the research on the influences of new types of tourism on sustainable tourism, the most explored areas include the positive and negative effects on the environment, and the economic and social benefits for local communities, while the effects on tourists are seldom studied except in terms of the confusing roles of tourists in volunteer tourism. The main research gap in this area is the lack of study on the development of tourists, because tourists' satisfaction and development is also a goal of sustainable tourism.

Besides, the research method concerning the measurement of effects is twofold: some use statistical data from the supply side at a macro level to measure/predict general effects on certain dimensions, while some use a qualitative approach to gather information in a specified region, in which case the analyses are based on individual cases rather than a large number of statistical samples.

2.4 Objectives achieved from literature review

The literature review of this chapter makes a theoretical foundation for the study of Kindness Tourism. At the same time, it helps to achieve objective (1) and (2). To achieve the research objective (1): to provide a conceptualisation of Kindness Tourism,

firstly a definition is identified through the way of summarising the existing various definitions and analysing the core values of Chinese philosophies in Section 2.1; then the working mechanism of Kindness Tourism is summarised based on some behaviour change theories and models in Section 2.2; and the Kindness Tourism guidelines are made with a reference to the content analysis of the sustainable codes of conduct in Section 2.3.2. To achieve the research objective (2), the different focuses of new types of tourism (such as eco-tourism, low carbon tourism, responsible tourism, volunteer tourism, etc.) are summarised in Section 2.3.1, and the research about their effects on sustainable tourism are reviewed in Section 2.3.3 to make a reference for the study of Kindness Tourism.

2.4.1 Finalising the definition of Kindness Tourism

As indicated in section 2.1.2, the core values of the Chinese philosophy *heaven and human in harmony* can be expressed by the harmony of three layers of inter-relationship: nature-human relationship, inter-relationship and individual development. In tourism, these involve some important components: attractions (nature), tourists and local people. Meanwhile, the Chinese figure “Shan”, or kindness, refers to treating things kindly from the heart. Bringing the philosophy of heaven and human in harmony and the kindness attitude together into tourism practice, when tourists follow a belief in kindness and the philosophy of heaven and human in harmony, would result in them actively treating all stakeholders — nature, other people and themselves — kindly. Based on this, there are three properties of Kindness Tourism: treating nature kindly, treating others kindly and treating oneself kindly. The three aspects of Kindness Tourism are meant to improve the inter-relationships in Chinese philosophy. Similar to the relationships of the three layers of inter-relationship of the core values of Chinese philosophy, treating nature kindly is the foundation of the three aspects, treating others kindly further explores the harmony relationship in human society, while treating oneself kindly pursue of a higher level of cultural and spiritual fulfilment of a man.

Based on the literature review, the research gives a definition of Kindness Tourism as tourism which embodies Chinese philosophy within tourist practice to achieve positive behaviour change, and benefit sustainable tourism in environmental, social-

cultural and economic dimensions. It consists of three properties: treating nature kindly, treating others kindly, and treating oneself kindly.

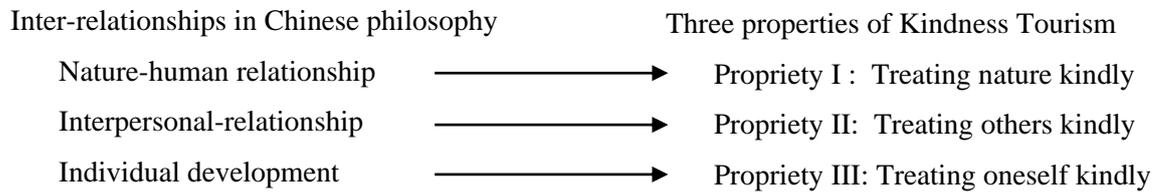


Figure 2.5: Corresponding relationships between Chinese philosophy and the three proprieties of Kindness Tourism

Kindness Tourism is site-specific tourism rather than a product package. Differently to ecotourism destinations (natural areas) (Honey and Gilpin 2009) or pro-poor tourism destinations (to poor and marginalised communities) (Goodwin 2008), tourists can implement Kindness Tourism at any tourism destination they visit. Therefore, any tourism destination can successfully promote Kindness Tourism ideas and make tourists adopt Kindness Tourism to make their own destination one for Kindness Tourism.

Kindness Tourists are, quite literally, the participants in Kindness Tourism. Unlike some new types of tourist, participants are not restricted to certain types, because the Chinese philosophy is universally applicable. For example, some researchers assume that ecotourists are automatically environmentally sensitive (McMinn and Cater 1998, p.88), or volunteer tourists should only be a group of people who invest their time, budgets and manpower in destinations far from home to do certain volunteer work (Wearing 2001). Kindness tourists, in contrast, are not required to possess certain special characteristics, but they can develop mentally in the process of implementing Kindness Tourism to gain, for example, a sense of nature conservation, a sense of responsibility for respecting local values and social order.

The definition of Kindness Tourism acts as a useful tool to define what activities could be considered as Kindness Tourism. However, to bring Chinese philosophy into the practice of Kindness Tourism, the working mechanism of Kindness Tourism is needed to make it clear that how dose Kindness Tourism promote tourists behaviour change;

and an interpretation from the core values of Chinese philosophy is needed to form the practical behaviour guidelines for tourists.

(1) Working mechanism of Kindness Tourism

The final goal of Kindness Tourism is to ensure it embodies Chinese philosophy into tourists' practice to achieve positive behaviour change, in other words, to translate certain belief into corresponding behaviour. The Chinese philosophy is about positively influencing tourists' beliefs by educating people to believe that they are part of nature, and implementing Kindness Tourism will not only benefit nature and others, but will also benefit themselves. Then the belief contributes to a positive attitude in terms of seeking the improvement of the nature-human relationship, inter-relationship and individual development and turns into certain behavioural intentions. Although the intention-behaviour gap may, to some extent, weaken the possibility of turning the intention into behaviour, behaviour is still turned towards a positive direction in general. This process is mainly involved in behaviour belief change in the comprehensive model in section 2.2.1, while the normative beliefs and control beliefs are less involved. To make the working mechanism of Kindness Tourism more clear and easy to evaluate, a simplified model is presented in Figure 2.6.

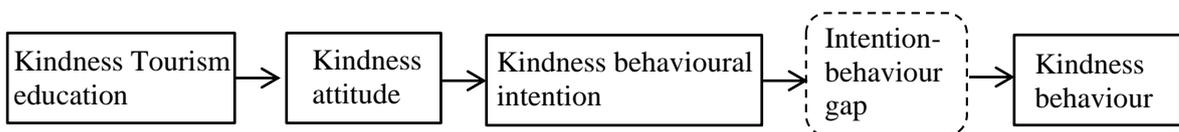


Figure 2.6: A simplified model of the Kindness Tourism working mechanism

(2) Tourist behaviour guidelines of Kindness Tourism

To bring Chinese philosophy into the practice of Kindness Tourism, an interpretation of the core values of Chinese philosophy is needed to form behaviour guidance for tourists. The codes of conduct have long been developed and their effects are widely accepted as education tools. Therefore, they make a good reference point for the development of Kindness Tourism behaviour guidelines. In Section 2.3.2, we made a content analysis of 20 codes of conduct. A preliminary summary in Table 2.2 demonstrates the codes of conduct mainly involve environment conservation, the welfare of local community, safety, mental improvement and economic boosts. In this

section, we will interpret the three properties of Kindness Tourism with the items from codes of conduct in Table 2.2. With regard to the third propriety “treating oneself kindly”, the items from codes of conduct seem not enough to cover the core values of Kindness Tourism; therefore, some interpretation from Chinese philosophy is introduced to complete the concept.

(1) Treating nature kindly

Nature conservation is the most explored area in codes of conduct because most codes have introduced the matters which need attention within tourism activities. Therefore, all the items related to environment conservation in Table 2.2 have been adopted as an interpretation for property I “treating nature kindly”. In general, these items cover factors such as preserving biodiversity, energy saving, pollution reduction and education/demonstration.

(2) Treating others kindly

According to the interpretation of Chinese philosophy, treating others kindly means treating various stakeholders kindly in terms of economic and social aspects, such as respecting social order, contributing to the local economy and respecting locals and other tourists.

Most items related to the welfare of the local community in Table 2.2 can be interpreted to be part of propriety II “treating others kindly”, except “have basic knowledge of the nature and culture of the destination before departure”, “learn and use basic phrases of the local language”, “choose a reputable tour operator involved in environmental protection with trained, professional staff”, and “make a personal contribution to a local community development project” which are a little bit more difficult for the majority of tourists; “sexual tourism, especially involving children or adolescents” is a sensitive topic in China and may make people uncomfortable.

In addition, the items related to local economy booming also belong to property II according to the interpretation of Chinese philosophy. In regard to treating other tourists kindly, “Respect other tourists’ right to enjoy scenery and culture” is only part of it; based on Chinese philosophy, people should treat others exactly what they want others to do to themselves. Therefore, in regard of respecting other tourists, another

three statements should be added as: be friendly to other tourists; help other tourists when they are in need; persuade other tourists to behave properly in friendly ways.

(3) Treating oneself kindly

According to the interpretation of Chinese philosophy, safety is the priority when treating oneself kindly, while mental development, including increasing personal knowledge and reverence for life are also important components. Therefore, the items involved in safety are all adopted except “taking illicit drugs or arms” which is illegal and a sensitive topic in China.

In terms of increasing personal knowledge, the attitudes towards learning and the effects of learning are of equal importance. This is implied by: travel in a spirit of humility and having a genuine desire to learn; keeping strong curiosity and imagination; developing an understanding of natural attractions of the destination; developing an understanding of the culture and history of the destination; and learning the original customs and lifestyle of destination.

In terms of reverence for life, on the one hand, a respect for diverse cultures and other creatures is strongly related to this; on the other hand, relaxing and comforting oneself and enjoying life are also important. Therefore, this is implied through: evaluating the culture you come from; respecting other creatures with equal reverence; discovering and enjoying the beauty of nature and culture; avoiding excessive pursuit of material desires/comfort for yourself.

2.4.2 Possible benefits of Kindness Tourism on sustainable tourism

In Section 2.3.3, we extract several sustainable tourism indicators from the sustainable tourism indicator systems and classify them into three aspects: environmental, socio-cultural and economical. These indicators make a reference in identifying the possible benefits of Kindness Tourism on sustainable tourism. Then the review on the benefits of sustainability-oriented new types of tourism on sustainable tourism in Section 2.3.3 provides a reference for the methods of examining the effects of Kindness Tourism on sustainable tourism

Table 2.3: Corresponding relationship between sustainable tourism indicators and Kindness Tourism items

ST items	KT variables	
Environment	Biodiversity	Keep appropriate distance from wildlife Avoid eating endangered species Avoid purchasing products made from endangered plants/animals
	Reducing waste	Avoid using plastic/disposable products
	Reducing transport impact (carbon emission)	Use public transport as much as possible
	Reducing energy usage (water, electricity, etc.)	Use energy efficiently (e.g., lighting, water, heat) Avoid wasting food and water
	Recycling waste	Deposit litter in dustbins and do waste sorting
	Water and soil quality	Avoid depositing litter on land, in the river or sea
	Light and noise management	Keep noise to a minimum when visiting
	Use of eco-labels	Use environmentally friendly (eco-labelled) products
Socio-cultural	Enhancing local identity	Respect norms and customs amongst local residents Respect local values (e.g., local sense of punctuality) Dress appropriately
	Equality between tourists and locals	Be patient when communicating with locals Avoid showing off your wealth Avoid expecting special privileges from locals Ask permission before taking a photo
	Protecting cultural heritage and assets	Avoid breaking existing building/moving religious objects
	Tourist satisfaction	The extent of constraints in implementing KT The contribution of KT on the satisfaction of this trip The willingness of following KT in the future The willingness of introducing KT to family /friends
Economy	Local tourism supply chain	Consume local products Use locally owned infrastructure for accommodation/transport
	Local income	Tread fairly with locals and do not bargain excessively

The Table 2.3 demonstrates the corresponding relationship between the items in sustainable tourism and Kindness Tourism. The underlying logic is simple: if

Kindness Tourism is proved to be efficient in positively affecting tourists' behaviour as listed in the form on the right side, then it is somehow beneficial to the indicators in sustainable tourism listed on the left side. For example, if Kindness Tourism is proved to be efficient in affecting tourists to "use public transport as much as possible", then it will certainly benefit the item "reducing transport impact" in sustainable tourism.

Within the research on the influences of sustainability-oriented new types of tourism on sustainable tourism in Section 2.3.3, the most explored areas include the positive and negative effects on the environment, and the economic and social benefits for local communities, while the effects on tourists are seldom studied except in terms of the confusing roles of tourists in volunteer tourism. The research method concerning the measurement of effects is twofold: some use statistical data from the supply side at a macro level to measure/predict general effects on certain dimensions, while some use a qualitative approach to gather information in a specified region, in which case the analyses are based on individual cases rather than a large number of statistical samples. This provides a reference for the method of examining the effects of Kindness Tourism on sustainable tourism: to get a balance between comparatively larger number of samples and more objective statistics by adopting the Likert-scale method and making a self-determined tourist questionnaire. The view from tourists judging their behaviours would be a new perspective on evaluating the effects on sustainable tourism.

2.5 Research Gap

Based on the literature review of the existing definition of Kindness Tourism, the behaviour change theories and content analysis of codes of conduct for tourists, a finalised definition of Kindness Tourism, including its working mechanism and guidelines is made in this study. Then the literature review of the existing new types of tourism, i.e. ecotourism, and pro-poor tourism etc., and their effects on sustainable tourism makes it clear that a focus on tourists' development is a necessity, and then the benefits of Kindness Tourism on sustainable tourism are proposed.

However, the definition is made through a theoretical analysis, and it needs to be examined in practice. According to the definition, Kindness Tourism embodies

Chinese philosophy within tourist practice; it consists of three properties: treating nature kindly, treating others kindly and treating themselves kindly; and it benefits sustainable tourism. Therefore, the questions that need to be considered include: (1) Are the core values/ideas of Kindness Tourism well presented by the behaviour guidelines? (2) Is Kindness Tourism effective in changing tourists' behaviour to "treat nature kindly, treat others kindly, and treat themselves kindly"? (3) Does Kindness Tourism benefit sustainable tourism? And how? For question (1), a statistical strategy is to reduce the dimensions of the guidelines and extract the factors contributing to Kindness Tourism to see if they fit the three aspects of Kindness Tourism. For question (2), a comparison of tourists' behaviour before and after the introduction of Kindness Tourism will be made to evaluate the benefits of Kindness Tourism on tourists' behaviour. For question (3), the corresponding relationship between sustainable tourism indicators and Kindness Tourism items has been listed in section 2.4.2; a comparison of these items before and during Kindness Tourism will be made to evaluate the benefits of Kindness Tourism on sustainable tourism. The research framework is presented in Figure 2.7.

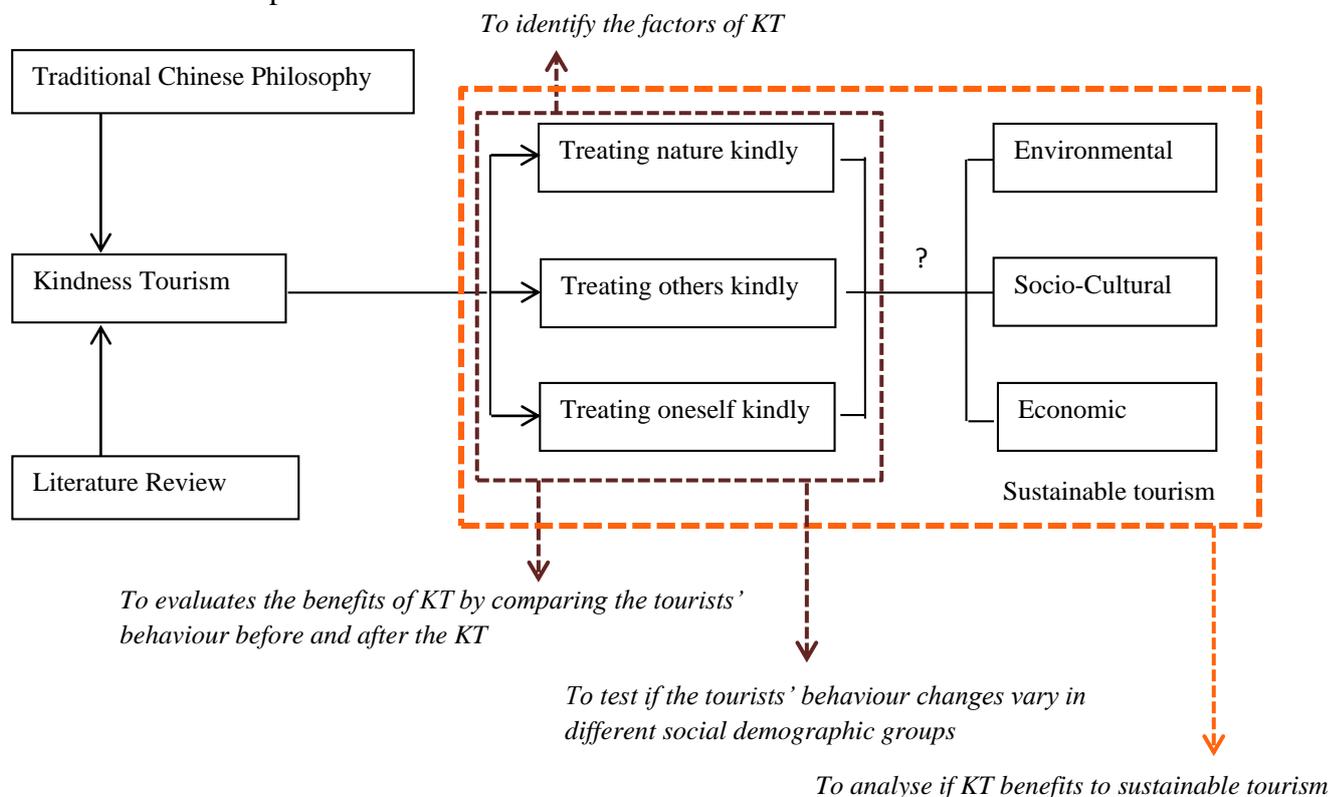


Figure 2.7: The research framework of this study

Chapter 3 : The Research Context: Good Tourism in the Yanoda Rainforest Zone

3.1 Introduction

Yanoda Rainforest Cultural Tourism Zone is located in Baoting, Hainan Province, China. It is close to Sanya, the main tourism destination of Hainan Province, and 52 kilometres from Fenghuang airport, one of the two airports on Hainan Island. The total tourism zone is 45 square kilometres with 123 square kilometres of ecological conservation area. It includes tropical rain forest landscape, as well as being the home of the original Li culture, a minority language culture in China. This area fulfils the survey goal of investigating tourists' behaviour change after learning about Kindness Tourism in a nature and culture-based destination.

Opened in 2008, Yanoda Rainforest Cultural Tourism Zone is a tourism attraction for sightseeing, cultural demonstrations and entertainment. It is recognised as a place for green ecological cultural education and demonstrations.



Figure 3.1: Geographical position of Hainan Province ³

³ Figure 3.1 Retrieved from Google Maps.



Figure 3.2: Location of Yanoda Rainforest Cultural Tourism Zone ⁴

(1) Sightseeing

Yanoda Rainforest is the only tropical rainforest located in 18° N. There are more than 1,400 tropical trees, over 80 types of tropical flowers and various tropical fruits, so the sightseeing is quite attractive to most Chinese. The major attractions include Jingshi Canyon, Fancy Canyon and the Aquarium.

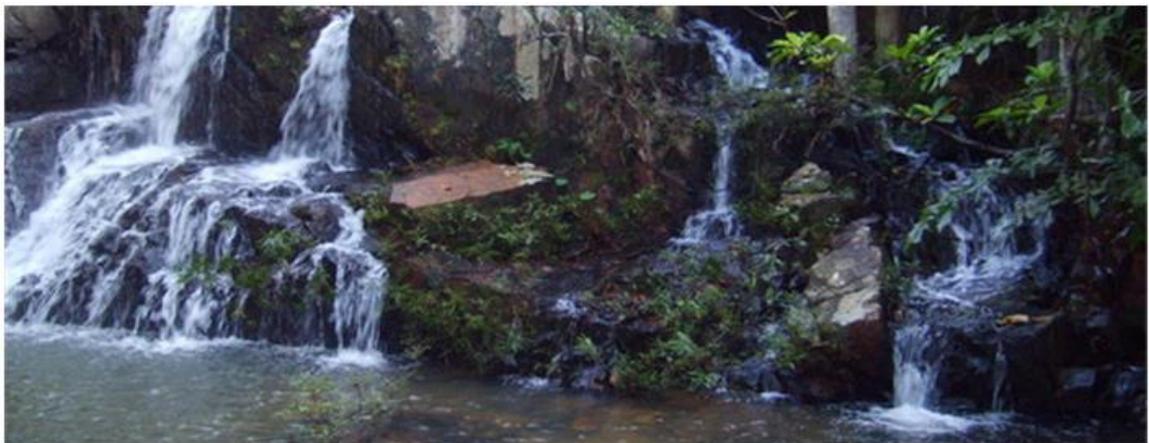


Figure 3.3: View of Jingshi Canyon ⁵

⁴ Figure 3.2 Retrieved from Google Maps.

⁵ Figure from: <http://www.xjlxw.com/hn/hain/jingdian/16911.html>.



Figure 3.4: View of Fancy Canyon ⁶

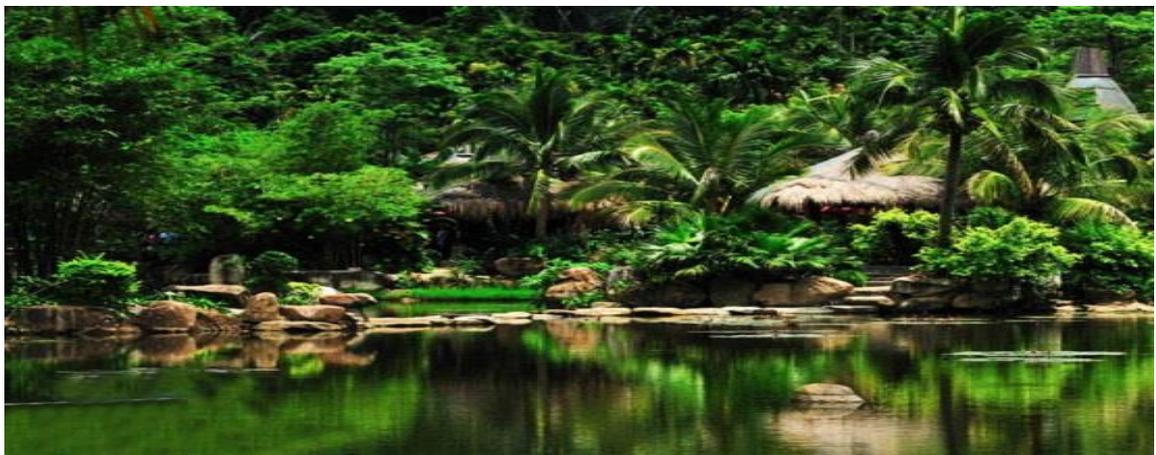


Figure 3.5: View of Fancy Canyon ⁷

(2) Cultural demonstrations

Li people are the native people of Yanoda. The original Li culture is one of the most glorious minority language cultures in China. Cultural demonstration is an effective way to protect the endangered culture.

Li Garden is a tourist attraction generated within local people's house. People can enjoy the handicraft products, Li brocade, Shanlan wine (a special wine made by the Li people) as well as dance performances.

⁶ Figure from: http://tupian.baik.com/80966/7.html?prd=zutu_next.

⁷ Figure from: http://www.5iuiu.com/ziyouxing/Maldives/detail_info.php?infoid=206.



Figure 3.6: View of Lijin Garden ⁸



Figure 3.7: View of Lijin Garden ⁹

(3) Entertainment

There are also some entertainment and interactive activities such as water sports games and outdoor experiential training.

⁸ Figure from: http://tupian.baik.com/80966/6.html?prd=zutu_thumbs.

⁹ Figure from: http://tupian.baik.com/80966/6.html?prd=zutu_thumbs.



Figure 3.8: Outdoor experiential training in the fall ¹⁰



Figure 3.9: Interactive activity in Yanoda ¹¹

3.2 Protecting the environment

Yanoda Rainforest Cultural Tourism Zone spares no effort in protecting the environment. In January 2011, it was granted status as a “National Low-carbon

¹⁰ Figure from: <http://chinahotelsbooking.net/Yanoda+Rainforest+No.1+Hotel>.

¹¹ Figure from: <http://www.freesanya.com/tour/detail.php?id=9>.

Tourism Demonstration Area” by the All-China Environment Federation (ACEF) and the China Tourism Association (CTA). The notion of “protection before development” is highly recognised.

Yanoda invested a huge sum of money in improving the environmentally friendly facilities including ecological parking and electric vehicles instead cars or buses. There are also strict rules for supporting the environment. For example, all of the employees including their tour guides, even officers, are asked to carry small baskets and pick up litter if they see any on the way. This is an efficient measure to keep the whole site clean and it is considered to be one of the most important elements of work for employees. Wooden trestles are built to avoid destroying plants. Trees over 5cm in diameter are not allowed to be cut down even for building trestles, instead they will be left enough space to grow. Zhang Tao, the manager of Yanoda, is very proud of their blue print:

“One of our goals is to build Yanoda into a vivid tropical rainforest Expo using high-tech and careful management, so tourists can get lots of knowledge of rainforest and have a sense of environmental protection except gougers view.”¹²

3.3 Cultivating original culture

(1) Demonstrating original culture

Li people have been living in Hainan Island for over 3,000 years. The original Li culture is one of the most glorious minority language cultures in China. Li people have developed their own language and even unique medical technology. Their worship and traditional cultures are distinct. Li people are also talented in singing and dancing. The most famous handicraft of the Li is their brocade, which is recognised to be one of the unique cultural features of Li. The various exquisite patterns and complex production procedures make it fine art.

However, with progress in productivity, traditional Li culture is gradually losing its importance. The cultural demonstrations are an effective way to reserve the

¹² An interview of Zhang Tao, from:
<http://www.hinews.cn/news/system/2014/01/02/016347556.shtml>.

endangered culture and remind people of the gorgeous Li culture. The musical performances with unique instruments in Yanoda attract the attention of many tourists. The bamboo dance is designed to be a tourist-participant program, so tourists can not only enjoy it but also learn from it. Li culture is one of the unique characteristics of Yanoda.

(2) Cultivating Yanoda culture

“Yanoda” is a greeting word in the forest. In Hainan Island, “Yanoda” means “1, 2, 3” in the native language. But in Yanoda, it also works as a greeting word which means “Hello” “Goodbye” and “Welcome”. People always say “Yanoda” at the same time as making a V-shaped hand gesture, which means happy or victory and can make others feel enthusiasm. When tourists come into Yanoda, they will get a huge welcome from all the staff they meet with a big smile and a “Yanoda” greeting. This approach is welcomed by tourists.

Every hour, there is energetic music in Yanoda, and all the staff stop working temporarily and do a “forest elf dance”. Staff always believe themselves to be rainforest green elves, whose duty is to protect the environment of the rainforest, as well as making tourists happy.

3.4 Good Tourism (Kindness Tourism) project in Yanoda

Good Tourism, the predecessor of Kindness Tourism, was brought up at the PATA 60th Anniversary & Conference in April, 2011. The concept is one of great innovation; however, the challenge is how to give it a clear definition and produce feasible guidelines for putting it into practice; in other words, how to transform the core values of Good Tourism into guidelines for stakeholders in the tourism industry, including tourism planners, managers, operators, local communities, tourists and other tourism stakeholders.

Coincidentally, this is also a problem under consideration by Zhang Tao, the manager of Yanoda. Zhang sets a goal to achieve sustainable development from the start of his business, and he engages in making more people aware of sustainable development and environmental protection. By coincidence, Zhang has learned Good Tourism,

which gives him a good chance of achieving his goal, while UNESCO was planning to promote this concept. Cooperation intentions were reached quickly: carrying out fundamental research, theory building and piloting publicity of the concept. The two organisations became good partners later in launching a program “Good Tourism---Effective Approaches for Heritage and Human Development”, along with two influential research institutions in the tourism field: Beijing International Studies University and Hainan University. This is the first time UNESCO cooperated with enterprise in a cultural project in China.

This two-year project was officially launched on December 3, 2011. It aimed to explore tourism culture and good practice from the perspective of heritage conservation and human development. The framework, guidelines and data packages were expected to have an impact by summarising successful experiences from various representative tourist spots, to form operational guidance documents for the tourism industry.

Lots of paperwork has been done and the general definition and guidelines for Good Tourism have been completed. However, this work should not stop here and it seems unreasonable that the practice of good tourism be confined within the heritage tourism field. Much work remains to be done to fully explore the core value and benefits of Chinese philosophies in relation to tourism.

One thing is beyond question, however, that Yanoda paid a great contribution to the project and also benefited a lot from it. Inspired by Good Tourism, Yanoda made a behaviour guideline named “Shanxing three-characters for tourists”, which aims to give tourists some practical suggestions and recommendations about protecting the environment and respecting local customs. Tourists visiting Yanoda will firstly be invited to learn the guideline, and recommended to swear following the tour guide to behave according to its recommendations.

Generally speaking, Yanoda Rainforest Cultural Tourism Zone contains tropical rain forest landscape, as well as the original Li culture, a minority language culture in China. These elements fulfil the survey goal of investigating tourists’ behaviour changes after learning about Kindness Tourism in a nature and culture-based

destination. Yanoda is engaging in environmental knowledge education and environment protection awareness amongst tourists. Besides this, the Kindness Tourism idea was warmly welcomed by staff of Yanoda, and they have made every effort to help during the survey. This was favourable when conducting the Kindness Tourism survey.

Chapter 4 : Methodology

This chapter aims to discuss and justify the research methodology in collecting and analysing data. It is structured as follows: firstly, the methodological issues and considerations are discussed, including secondary/primary research and quantitative/qualitative methods, and a qualitative method is chosen to be a proper method for this research. Then the ideas surrounding questionnaire design are presented, and the pilot study, data collection and data analysis are described. At the end of this chapter, the ethical considerations and the limitations are discussed.

4.1 Methodology issues

4.1.1 Secondary and primary research

Secondary research involves the summary, collation and/or synthesis of existing research (Crouch and Housden 2003). The secondary data sources could include published statistics (e.g., government and NGO statistics), texts, previous research, newspapers, magazines, journal articles and personal documents (Veal 2011). Sometimes secondary research can be used in the preliminary research stages to understand what is already known and what is needed next, while sometimes it could be the sole research technique used. For this research, secondary research is conducted in section 2.3 to understand the contents of the codes of conduct for tourists, thus providing a reference for the guidelines relating to Kindness Tourism. The sources are selected from a wide range of websites and publications from tourism organisations, which are listed in the Appendix I.

Primary research consists of a collection of original primary data. It is often used after the researcher has gained some insight into the issue. The methods for conducting primary research are various, including observation, questionnaires, interviews or experiments. In this study, questionnaire is chosen as the main method for acquiring first hand data because it is relatively inexpensive, less time-consuming and economical in terms of labour.

4.1.2 Quantitative and qualitative methods

Quantitative research mainly involves data collection and data analysis through statistical tests, while qualitative research is more subjective about examining and reflecting on perceptions to gain an understanding of social and human activities (Hussey and Hussey 1997).

Quantitative research aims to answer the research questions through scientific procedures. Dörnyei (2001) defined quantitative research as employing categories, viewpoints and models as precisely defined by the researcher in advance, and collecting numerical data to determine the relationship between these categories and test research hypotheses. As Onwuegbuzie and Leech (2004, p.19) suggest, quantitative research can be used to test hypotheses that are constructed before data collection. It is a good approach for studying a large number of people and it is widely used for numerical data because it is objective and the results are obvious in nature. The results of quantitative research are relatively independent of the researcher and the findings may have higher credibility and can be generalised. Closed-ended questionnaire survey is one of the commonly used methods of quantitative research.

In the context of changes in tourist's behaviour, quantitative research has an obvious advantage as the comparison result is objective and visible. Using standardised measures to fit diverse information into predetermined response categories has traditionally been used in education effect analysis. A number of studies have used questionnaire-based surveys to explore people's behaviour or attitudes in terms of pro-environmental behaviours (Roper Starch Worldwide 1994; Kahn and Friedman 1995). Orams (1997) used self-reply questionnaires to test the effectiveness of environmental education programs and found that education is an effective way to promote tourists' interaction with wildlife and the environment.

Qualitative research is useful when studying a limited number of cases in depth and describing complex phenomena (Johnson and Onwuegbuzie 2004). It involves collecting empirical materials to interpret certain phenomena, events, problems, occurrences, behaviours etc. Compared with quantitative methods, qualitative methods focus more on participants' interpretations and priorities rather than the researcher's. Researchers tend to define analytical categories only during the process

of research rather than setting out to test preconceived hypotheses. Therefore, researchers are at the centre of the process to understand, challenge and interpret the social world. For example, in the study of environmental education, Hoody (1995) used phone interviews and bibliographies collected from several leading educators to learn the effects of school environmental education.

However, qualitative research studies are labour-intensive and usually involve only a few participants, so they may not represent the population being studied well and they may make it impossible to generalise the findings. They may also lack validity and reliability, and been influenced by a researcher's personal emotions or expectations (Hoody 1995).

Table 4.1: Comparison of quantitative methods and qualitative methods

	Quantitative method	Qualitative method
Design characteristics	Precisely defined before data collection	Emergent design, flexible and can be changed by researcher in terms of data collection
Data characteristics	Numerical/quantifiable	Empirical materials, could be words or sentences, etc.
Setting	Impersonal, controlled, manipulative	Natural, interactive, personal
Sample size	Large scale	Limited number of cases
Example	Experiment, closed-ended questionnaire	Open-ended questionnaire
Process characteristics	Rationale	Intuitive
Expense	Inexpensive, time-saving	Labor-intensive and time-consuming

Some researchers also combine the use of quantitative and qualitative methods, because it can enhance the positive attributes of both methods and overcome some of their shortcomings. Dörnyei (2001) listed three types of such research designs: (1) two-phase designs for systematic sampling of participants in qualitative studies, which use quantitative analysis firstly, and then select a subsample of typical or extreme cases for further investigation using qualitative methods; (2) dominant–less dominant designs, which focus on one research paradigm but also include a small component of the other paradigm; (3) mixed-methodology, in which the two paradigms are mixed in one or several of the steps of the research design.

4.1.3 Reasons of choosing quantitative methods

In this study, the research objectives (1) and (2) have been achieved in Chapter 2, and the quantitative methods would be more proper in achieving the research objectives (3) (4) (5) (6) and (7) for the following reasons. Firstly, the research objectives (3) (4) (5) (6) and (7) all relate to tourists' behaviour changes, including identifying factors, evaluating effects and satisfaction level. In the context of identifying the changes in behaviour, quantitative research has an obvious advantage as the comparison result is objective and visible. Secondly, quantitative method could get a larger sample to make the result more objective and representative. Besides, in data collection, a close-ended self-administered questionnaire is less time-consuming, inexpensive, and much easier in implication.

4.2 Questionnaire design

4.2.1 Idea behind the research design

According to Section 2.4.1, the working mechanism of Kindness Tourism is through affecting tourists' belief in changing their behaviour intention positively, and thus changing their actual behaviour. Behaviour intention is hard to measure and less predictable due to the intention-behaviour gap, while actual behaviour is much easier to measure and more intuitive in terms of demonstrating the effects of Kindness Tourism. Therefore, we measure tourists' actual behaviour and this comprises the main evidence.

Since the research aims to analyse the benefits of Kindness Tourism on changes in tourists' behaviour, in other words, to compare tourists' behaviour differences before and after they adopt Kindness Tourism, it is better to test tourists' behaviour twice — before they learn about Kindness Tourism and after they have adopted it.

Therefore, the questionnaire is designed to be in two parts: pre-visit questionnaire (Questionnaire I (QI)) and post-visit questionnaire (Questionnaire II (QII)). QI investigates tourists' behaviours in their last tourist activity before the one relevant to Kindness Tourism and within the last year, while QII investigates tourists' behaviours at the survey site when they have implemented Kindness Tourism. The two parts of the questionnaire take about 15 minutes for each participant on average, so it is

expected that some tourists may do not want to take the survey and some participants may give it up halfway. In order to attract more participants, the survey sets a lucky draw to encourage participants to finish the questionnaire. The survey procedures are designed as follow:

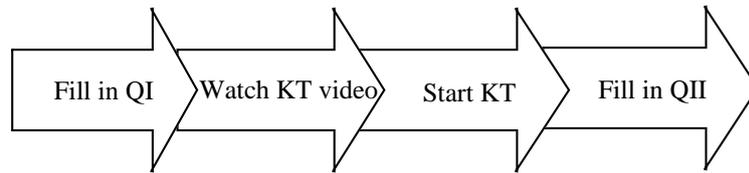


Figure 4.1: The procedures for the questionnaire survey

As presented in figure 4.1, when the participants arrived at the tourist centre in the survey site, they were given Questionnaire I. They were asked to recall their behaviour during their last tourist activity before this one and to answer the questions in QI. A short video about Kindness Tourism was shown on the big screen which could be seen easily by tourists when they entered the survey site. They could also get educational materials if they were interested in Kindness Tourism and wanted further information. After the video they started their tourist activities. When they finished their tourist activities they passed the tourist centre. If they claimed that they have watched the video they can answer Questionnaire II.

All the participants could take the lucky draw and win a prize when they finish the questionnaire. The rate for winning a prize for each participant was 100%: there was 10% chance of winning an expensive survey site souvenir, a 30% chance of a medium souvenir and a 60% chance of a cheaper present. The number of valid questionnaires was expected to be around 400. The measure turned out to be useful in attracting participants to finish the survey.

4.2.2 Questionnaire design

Research objectives (1) and (2) have been answered by the literature review study in Chapter 2, and the questionnaire survey is about to achieve the research objectives (3) (4) (5) (6) and (7) to find out the factors relating to Kindness Tourism, the effects of Kindness Tourism on tourists' behaviour changes, the benefits of Kindness Tourism

on sustainable tourism and the differences in behaviour changes between different social demographic groups. Therefore, the main body of the questionnaire is to measure tourists' behaviour changes, which should be relevant to both pre-visit (QI) and post-visit (QII).

(1) Pre-visit questionnaire (QI)

There were four sections in the pre-visit questionnaire: introduction, travel characteristics, tourism behaviours and demographic Information.

Section 1: introduction. As the first questionnaire given to a participant, there was a brief yet clear introduction on the researcher, research intention and confidentiality, as well as direction in terms of the whole survey process.

Tourism Behaviour questionnaire (QI)

Dear Tourists,

Thank you for taking time to complete this survey. I am a master student and this questionnaire is anonymous and will only be used for the research purpose. The questionnaire aims to investigate your behaviours in your tourism activity in the last year.

Figure 4.2: The introduction part of the questionnaire

Section 2: Travel characteristics. In this section, questions about the participants' former travel characteristics were introduced, including travel frequency, purpose of travel and company and feelings on the latest trip (see Figure 4.3). These questions were put here because they are relatively easy to answer so they were likely to make participants continue rather than giving up. Secondly, these easy questions performed a role as a "warming-up" exercise to help to jog participants' memories about their latest tourist activity and make them feel more comfortable about answering the behaviour self-administration report in Section 3. More importantly, they represented independent variables by which to explore the relationships between behaviour changes and different travel characteristics.

Additionally, there are another 3 questions in this section. Question 4 aimed to measure whether tourists contributed to begging amongst local children. Considering

that the behaviour “giving gifts to local children” may not happen for various reasons but that tourists may have strong intentions to do it, we put two successive questions to them: “If your answer is Yes, please select: Who did you give your gifts directly to?” and “If your answer is No, please select: Would you like to give gifts to local children?” Question 5 aimed to measure feelings during the last tourist activity; and question 6 aimed to measure tourists’ intention in relation to environmental knowledge demonstrations. Since the 3 questions are different to the questions in Section 3 which are to measure tourists’ actual behaviours, we put this in Section 2 in order to avoid confusion.

Please respond to the following statement according to your most recent tourism experience before this time.

- How many times have you travelled in the last year?

<input type="checkbox"/> 0	<input type="checkbox"/> 1-3 times	<input type="checkbox"/> 4-6 times
<input type="checkbox"/> 7-9 times	<input type="checkbox"/> more than 9 times	
- What was the purpose of your last trip? (Please tick all the apply)

<input type="checkbox"/> Sightseeing	<input type="checkbox"/> Vacation	<input type="checkbox"/> Entertainment
<input type="checkbox"/> Visiting friends/family	<input type="checkbox"/> Business	<input type="checkbox"/> Medical treatment
<input type="checkbox"/> Religious worship	<input type="checkbox"/> Expedition	<input type="checkbox"/> Other
- Who did you travel with last time? (multiple choice)

<input type="checkbox"/> Alone	<input type="checkbox"/> Families	<input type="checkbox"/> Boy/girlfriend
<input type="checkbox"/> Friend (s)	<input type="checkbox"/> Other (→please specify _____)	
- Did you give any gifts to locals on your previous trip? Yes No

If your answer is Yes, please select:
Who did you give your gifts directly to? (You can select more than one)

<input type="checkbox"/> Local children	<input type="checkbox"/> Local elderly people
<input type="checkbox"/> Local charity organization	<input type="checkbox"/> Other (→please specify _____)

If your answer is No, please select:
Would you like to give gifts to local children?

<input type="checkbox"/> Never	<input type="checkbox"/> Rarely	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Usually	<input type="checkbox"/> Always
--------------------------------	---------------------------------	------------------------------------	----------------------------------	---------------------------------
- Did that experience enable you to feel relaxed/relive pressures?

<input type="checkbox"/> Not at all	<input type="checkbox"/> Rarely	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Usually	<input type="checkbox"/> Always
-------------------------------------	---------------------------------	------------------------------------	----------------------------------	---------------------------------
- When possible, will you educate others with environmental knowledge/ make demonstrations for others to protect environment?

<input type="checkbox"/> Never	<input type="checkbox"/> Rarely	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Usually	<input type="checkbox"/> Always
--------------------------------	---------------------------------	------------------------------------	----------------------------------	---------------------------------

Figure 4.3: Travel characteristic part of the questionnaire

Section 3: tourist behaviours (see Figure 4.4). There were 41 questions about frequency levels of tourists’ actual behaviours in their last tourist activity before this time. According to the three proprieties of Kindness Tourism, the questions were designed in relation to three areas: behaviours to protect nature, to respect and help others, as well as behaviours to develop themselves. Variables derived from items from Kindness Tourism guidelines were used as instrumental items, and measured by a five-point scale in order to ask about different behaviour frequency. An option of [0] (not applicable) was offered in case certain behaviour was not applicable due to different tourism types.

Tourism Behaviours (1-5 stands for the frequency from never to always, 0 stands for not applicable. Please tick one only)

In your previous travel, did you do any of the following?	Never -----> Always					
	0	1	2	3	4	5
Keep appropriate distance from wildlife	<input type="checkbox"/>					
Avoid eating endangered species	<input type="checkbox"/>					
Avoid purchasing products made from endangered plants/animals ...	<input type="checkbox"/>					
Avoid using plastic/disposable products.....	<input type="checkbox"/>					
Use public transport as much as possible.....	<input type="checkbox"/>					
Use energy efficiently (e.g., lighting, water, heat)	<input type="checkbox"/>					
Avoid wasting food and water	<input type="checkbox"/>					
Deposit litter in dustbin and do waste sorting.....	<input type="checkbox"/>					
Avoid depositing litter on land ,in the river or sea	<input type="checkbox"/>					
Use environmentally friendly (eco-labelled) products.....	<input type="checkbox"/>					
Respect norms and customs amongst local residents	<input type="checkbox"/>					
Respect local values (e.g., local sense of punctuality).....	<input type="checkbox"/>					
Dress appropriately	<input type="checkbox"/>					
Be patient when communicating with locals.....	<input type="checkbox"/>					
Avoid showing off your wealth	<input type="checkbox"/>					
Avoid expecting special privileges from locals	<input type="checkbox"/>					
Avoid breaking existing building/moving religious objects.....	<input type="checkbox"/>					
Keep noise to a minimum when visiting.....	<input type="checkbox"/>					
Comply smoking restrictions.....	<input type="checkbox"/>					
Ask permission before taking a photo	<input type="checkbox"/>					
Avoid making unrealistic promises to local people	<input type="checkbox"/>					
Consume local products	<input type="checkbox"/>					
Use locally owned infrastructure for accommodation/transport.....	<input type="checkbox"/>					

Tread fairly with locals (Don't bargain excessively).....	<input type="checkbox"/>					
Be friendly to other tourists	<input type="checkbox"/>					
Respect other tourists' right to enjoy scenery and culture	<input type="checkbox"/>					
Help other tourists when they are in need	<input type="checkbox"/>					
Persuade other tourists to behave properly	<input type="checkbox"/>					
Plan activities with safety precautions.....	<input type="checkbox"/>					
Learn about the destination's health situation before departure.....	<input type="checkbox"/>					
Make sure your specific requirements (diet, accessibility, medical care) can be fulfilled before you go	<input type="checkbox"/>					
Comply with local regulations and laws.....	<input type="checkbox"/>					
Avoid taking illicit drugs/arms	<input type="checkbox"/>					
Develop understanding of natural attraction of destination.....	<input type="checkbox"/>					
Develop understanding of culture and history of destination.....	<input type="checkbox"/>					
Learn the original customs and life style of destination.....	<input type="checkbox"/>					
Keep strong curiosity and imagination.....	<input type="checkbox"/>					
Travel in a spirit of humility and genuine desire to learn.....	<input type="checkbox"/>					
Evaluate the culture where you come from	<input type="checkbox"/>					
Respect other creatures with equal reverence	<input type="checkbox"/>					
Discover and enjoy the beauty of nature and culture	<input type="checkbox"/>					
Avoid excessive pursuit of material desires/comfort yourself	<input type="checkbox"/>					

Figure 4.4: Tourist behaviour part of the questionnaire

Section 4: demographic information (see Figure 4.5). The questions in this section including gender, age, hometown, occupation, highest educational qualification and household income. These information play two important roles. Firstly, they help to understand the nature of the sample because they describe the characteristics of social demography amongst respondents. Secondly, they can be independent variables to explore the relationships between different types of tourists and their behaviour change.

(2) Post-visit questionnaires (QII)

There were also four sections in the post-visit questionnaire: introduction, tourism behaviours, travel characteristics and demographic Information. Tourism behaviours were put in front of travel characteristics for the sake of the look of the questionnaire.

Demographic Information (Please tick in of your answer)

1. Your gender? Male Female
2. How old are you?
 - Under18 18-25 26-35
 - 36-45 46-55 56-65 66 and over
3. Where are you from?
 - Baoting Sanya other area of Hainan Province
 - Neighbour provinces of Hainan Province
 - Other provinces, but not neighbour of Hainan Province
 - Hong Kong/Macau/Taiwan
4. What is your occupation? (Please tick one only)
 - Government sector Employee of company
 - Teacher/professional Student
 - Self-employed Farmer
 - Retired Unemployed
 - Others (→please specify _____)
5. What is your highest educational qualification?
 - Secondary, high school level
 - College diploma or equivalent
 - Master level Doctor level
 - Others (→please specify _____)
6. What was your total household income last year (pre-tax)?
 - ¥0-45,000 ¥45,000-130,000
 - ¥130,000-500,000 ¥500,000-1,000,000
 - More than ¥1,000,000

Figure 4.5: Tourist demographic information

The introductory section was aimed at guiding participants into continuing the survey. The section on tourism behaviours was exactly the same as that section in QI in order to compare the differences in behaviours. There were several additional questions in the section on travel characteristics apart from those ones which were repeated from QI (see Figure 4.6). Questions 6, 7, 9 and 10 were intended to measure the overall satisfaction with Kindness Tourism. Question 8 aimed to measure tourists' recognition of the effects of Kindness Tourism on sustainable tourism. Question 11 was an open question to let participants make their comments/suggestions about Kindness Tourism.

6. To what extent do you think implementing Kindness Tourism has constrained your freedom during the visit?

Not at all Slightly Moderately
 Very Extremely

7. Do you think implementing Kindness tourism has enhanced your satisfaction of this trip?

Not at all Slightly Moderately
 Very Extremely

8. To what extent do you think your behaviour in Kindness Tourism can enhance sustainable tourism?

Not at all Slightly Moderately
 Very Extremely

9. Will you follow Kindness Tourism in the future tourism activities?

Definitely Not Probably Not
 Possibly Probably Definitely

10. Will you introduce Kindness Tourism to your family/friends?

Definitely Not Probably Not
 Possibly Probably Definitely

11. Do you have other comments/suggestions to Kindness Tourism?

Figure 4.6: Questions measuring tourists' satisfaction

(3) Kindness Tourism video

The video acted as an important tool in educating tourists about Kindness Tourism and how to achieve it. The video was made according to the definition and properties of Kindness Tourism and behaviour guidelines in Chapter 2. It lasted for 7 minutes and contained as much of the contents as possible. There are two parts of the video. The first part is a brief introduction of the Chinese philosophy *heaven and human in harmony* and Kindness Tourism. The second part is the explanation of its three properties. Tourists could get information of the importance of treating nature, others

and oneself kindly, as well as the suggestions on how to perform kindly based on the Kindness Tourism behaviour guideline.

The video was played in a continuous loop on the big screen in the survey site. Considering some participants had a limited time to watch the whole video, paper materials with the same contents were made. Participants who were interested in Kindness Tourism and wanted further information, or those didn't have time to finish the video can get the paper materials easily.

(4) Questionnaire translation

The questionnaire, the video and education materials were first made in English, while the survey site was in China, which means the majority of participants were Chinese. Therefore, the accuracy of translation from English to Chinese was one of the key issues for the success of the research. Bi-directional translation was used to make sure of the closeness of the Chinese version to the English version.

4.3 Pilot study

The main purpose of pilot study is to test the design of a questionnaire and the translation. The following issues are considered: question design and format; understandability of the words and sentences; questionnaire and video length; how long it takes respondents to finish each part; whether the time is suitable and acceptable for tourists; and the accuracy of translation (Flowerdew and Martin 2005).

The pilot study was conducted in the School of Tourism and Faculty of Science and Technology, Bournemouth University. Fifteen students from Pakistan, Thailand, China and the UK kindly volunteered to take part in the study. The study was designed in 3 steps:

Step 1: to test the English version questionnaire and video. Five students from Pakistan, Thailand and the UK were invited to identify terms and vocabularies they found difficult in answering all the questions and watching the video. After completion, they were asked how they felt about the time required to finish the whole process and their impressions of the questionnaire. Changes were made based on their

opinions later, including some wording adjustments and inappropriate statements and so on.

Step 2: to test the translation from English to Chinese of questionnaires and videos. After modifying the English version questionnaire, 4 Chinese students with good written and oral English abilities were asked to check the translation. Changes were made based on their opinions.

Step 3: to test the Chinese version questionnaire and video. Six other Chinese students (Mandarin speakers) were invited to identify terms, vocabularies and sentences they found difficult in answering all the questions and watching the video. After completion, they were asked how they felt about the time required to finish the whole process and their impressions of the questionnaire.

Several vocabulary, grammar and visual layout choices were changed as these were identified by respondents through the three steps as being difficult. The average time spent by respondents was different for different versions. For the English version, respondents spent 8 minutes on average to answer the pre-visit questions, 6 minutes to finish watching the video and 10 minutes to answer the post-visit questions. Therefore, they need 24 minutes in total to finish the whole survey. For the Chinese version, respondents spent 6.8 minutes on pre-visit questions, 7 minutes on watching the video and 8 minutes on post-visit questions in general. Considering the survey was mainly taken in China and most of the respondents would be Chinese, the survey was predicted to actually take about 22 minutes including watching the video.

Another problem was that sometimes respondents skipped some questions or answered the questions that they didn't need to answer. The most obvious one was in the section of Travel Characteristics: "Did you give any gifts to locals in this trip?" Some respondents answered "No" and skipped the follow-up question: "If your answer is No, please select: Would you like to give gifts to local children?"; while some respondents answered all three questions no matter which one from "Yes" or "No" they chose. However, this problem seemed inevitable. The possible solution would be to remind respondents to pay attention to this question when doing the survey.

4.4 Data collection

The data were collected between March 27, 2015 and April 20, 2015 at Yanoda Rainforest Cultural Tourism Zone, China. As introduced in Chapter 3, Yanoda Rainforest Cultural Tourism Zone is made up of tropical rain forest landscape, as well as the original Li culture, a minority language culture in China. These characteristics meant that it fulfils the survey goal of investigating tourists' behaviour changes after learning of Kindness Tourism in a nature and culture-based destination. Besides this, it was very supportive of the survey since it engages in the environmental knowledge education and environment protection awareness arousal of tourists. The Kindness Tourism idea was warmly welcomed by the staff, and they made every effort to help during the survey.

The touring route in Yanoda Rainforest Cultural Tourism Zone is basically a big circle with several smaller circles which tourists can choose from (see Figure 4.2, next page). Tourists come in from the entrance and pass the tourist centre, and then they can start their trip. When they finish their visit they will get to the tourist centre and have a rest or leave directly. Considering we needed to get the data before and after tourists' visits, the tourist centre was chosen as the best place for conducting the survey as it gave access to tourists who were going to start a visit or to leave. When tourists arrived at the tourist centre, part of them were invited to answer Questionnaire I and take a lucky draw. They were asked to recall their behaviour during their last tourist activity before this one and to answer the questions in QI. Then when tourists left the tourist centre and stepped into the site, they could see the Kindness Tourism video on the big screen. They could also get educational materials if they were interested in Kindness Tourism and wanted further information. After the video they started their tourist activities. When they finished their tourist activities they passed the tourist centre again. For those who would like to answer the Questionnaire II, if they claimed that they have watched the video, they can fill in QII and then take a lucky draw.

All the participants could take the lucky draw and win a prize when they finish the questionnaire. The rate for winning a prize for each participant was 100%: there was 10% chance of winning an expensive survey site souvenir, a 30% chance of a medium souvenir and a 60% chance of a cheaper present. The number of valid questionnaires

was expected to be around 400. The measure turned out to be useful in attracting participants to finish the survey.



Figure 4.7: A map of Yanoda Rainforest Cultural Tourism Zone ¹³

¹³ Figure from: <http://sz.bendibao.com/z/sanyagl/20121113/442850.html>.

4.5 Data analysis

According to the official report of Yanoda Rainforest Cultural Tourism Zone, there are about 5000 people visiting the site per day, while during the survey, only 20 pre-visit questionnaires and 20 post-visit questionnaires were completed every day on average. The chance of getting the same group to do a questionnaire is only 0.4%, which is so small that it could be neglected. Therefore, this study treats the samples in pre-visit questionnaire and post-visit questionnaire as independent samples.

In this study, firstly, factor analysis is used to test if the tourism behaviour variables in the questionnaire can be classified into several factors which fit the three proprieties of Kindness Tourism; then to evaluate the benefits of Kindness Tourism on tourists' behaviour, a comparison of pre-visit and post-visit data is made. Before making a comparison, the distribution of the data needs to be identified to determine what method could be used to test the differences between the two sets of data. If the data follows a normal distribution, then a t-test should be used to compare if there is a significant difference between the two data sets; if the data does not follow normal distribution, nonparametric methods should be used. In the case of a scale, the data is ordinal rather than interval, and usually does not follow normal distribution (Hinton et al. 2014), and the results of a normality test in this case proves that. Therefore, the Mann-Whitney U test, a nonparametric test, is used to compare if there is a significant difference between the two data sets.

4.6 Ethical considerations and limitations

Ryan (2005) believed tourism research should act with integrity, honesty, and also in a manner sensitive to the concerns of others. The researchers needed to deal with the complex relationships between the respondents and the host community (Yakushiji 2010). Since this research involved mainly the relationship between researchers and survey participants, the rights of participants to take/quit the survey and the safety of their privacy (personal information in this context) were the key issues. At the same time, care and sensitivity towards local people should also be considered. Besides, the

language issue should also be taken into consideration since the survey site was in China and the majority of participants were Chinese.

(1) Participants' rights and privacy

Respecting and protecting the privacy of the respondents is a duty of the researcher. Participants were well informed before they agreed to take the survey that they were free to withdraw without giving reasons and there would be no negative consequences. They were also free to decline if they did not wish to answer any particular question(s). The questionnaire was anonymous and would only be used in this research so the participants didn't need to worry about information leakage, e.g. their personal information (gender, age, hometown and income), as well as their information on behaviours (e.g. violating laws and local regulations). Participants were also well informed about the anonymisation and the storage of data before they agreed to take part in the survey, so they could be more objective in the report about their behaviours without concerns about being condemned or punished for their inappropriate behaviours.

(2) Care for locals

The research should be conducted so that it does not negatively affect the normal life of local communities. Researchers should respect locals' values and customs, and form a good relationship with locals. Besides, the research can return something of value to the host communities as the survey for the research itself is partly about helping local sustainable development.

(3) Language issues

The questionnaire, the video and education materials were first made in English, while the survey site was in China, which meant the majority of participants were Chinese. Therefore, the accuracy of translation from English to Chinese was one of the key issues for the success of the research. Bi-directional translation was used to make sure the Chinese version and the English version were close in meaning.

(4) Limitations in data collection

In terms of the data collection, there are two major limitations. First of all, the research context was confined to a specific tourism destination due to time and budget limitations. Therefore the result may have been exaggerated, because the Chinese philosophy *Heaven and human in harmony* is easily recognised by a certain number of Chinese people as they are versed in Confucianism, Daoism or other related theories. Therefore, participants might accept Kindness Tourism ideas more easily. If this research was conducted in other countries, the result might probably not be as positive as in China. Another problem related to the research context was the lack of different types of survey site. The survey site was very suitable for the promotion of Kindness Tourism in terms of its exceptional advantage in environmental conditions and its unique minority culture. However, other tourism destinations may have different environmental or cultural conditions. For example, for nature-based attractions such as forests, the results on the variable “respect local culture” may not be significantly positive.

Another limitation existed in the self-administered questionnaire. Participants perhaps might not choose to answer questions honestly for various reasons (Cargan 2007, p.117), due to a concern that they would be condemned by other people if they behaved improperly and reported honestly, or because they understood the purpose of the researchers and wished to please the researcher. This problem seems inevitable but some measures were used in this study to reduce the possibility of unfaithful answers, e.g., participants were well informed about the anonymisation so they could be more objective in the report about their behaviours without concern that they would be condemned or punished for their inappropriate behaviours.

Chapter 5 : Main Findings

This chapter presents the main findings from the data analysis to achieve the research objectives from (3) to (8). Before the exploration of tourists' behaviour changes and the benefits of Kindness Tourism on sustainable tourism, the profile of respondents is explored (social demography, travel characteristics) to make clear the characteristics of the sample. Then the respondent's behaviour is explored: the factors of Kindness Tourism within its three aspects are identified in Section 5.3 to achieve research objective (3); a behaviour comparison is made in Section 5.4 to examine behaviour changes before and during Kindness Tourism to achieve research objective (4); and the benefits of Kindness Tourism on sustainable tourism are identified in Section 5.5 to achieve research objective (5). Later, the attitude of respondents to Kindness Tourism is analysed in Section 5.6, including the satisfaction and willingness of recommendation, to achieve the research objective (6), and the difference in behaviour changes between participants from different social demographic groups is examined in Section 5.7 to achieve research objective (7). Finally, in Section 5.8, some implications of this study and suggestions on how to promote and who should implement Kindness Tourism are given based on the questionnaire analysis to achieve the research objective (8).

In the data analysis, The Statistical Package for Social Science 22 (SPSS) is used as the main tool for analysis and display of data. To make the demonstration of the results clear, the data from the pre-visit questionnaire and post-visit questionnaire are named "pre-visit" and "post-visit" respectively.

5.1 Social demography of the respondents

Social demography information of the respondents is used to learn basic information about the respondents and, furthermore, it is used to group the respondents and explore if different demographic characteristics will influence the extent of behaviour change. Table 5.1 shows the distribution of the respondents in accordance with social demography in pre-visit and post-visit. The distribution of the samples is close to the official report of the survey site in March, 2015 that the majority of the tourists are

aged from 20 to 40, and around one-third of them are from Hainan Province (including Baoting and Sanya), while two-thirds are from the mainland China. Therefore, the sample seems to represent the tourists rather well. Besides, Table 5.1 demonstrates that for each demographic groups, the figure and percentage of both pre-visit samples and post-visit samples are quite similar, except on the total household income, there are more people who earned more than ¥500,000 last year in pre-visit sample. This indicates that the samples are evenly distributed in pre-visit and post-visit group.

The gender split indicates that there were more male respondents than female both in pre- and post- visit questionnaires. The most frequently counted ages of the participants ranged between 18 and 35 years, while participants under 18 and over 66 only accounted for around 1% respectively. With regard to the region of residence, 31.7% (in pre-visit) and 33.6% (in post-visit) respondents came from Hainan, which means Yanoda, the survey site, is also an attractive tourism destination for native people. Another 64% of respondents came from mainland China, among which the neighbouring provinces of Hainan (including Guangdong Province and Guangxi Province) accounted for about 1/3, while other provinces accounted for 2/3. The percentage of company employees amongst all respondents ranked the highest at 43.3% (pre-visit) and 40.2% (post-visit), and was followed by self-employed participants at 17.9% (pre-visit) and 20.1% (post-visit). Students were also a main group accounting for 13.9% and 13.8% respectively. Respondents with a college diploma or equivalent accounted for more than half of the total numbers, while secondary/high school level respondents accounted for fewer than 1/3. As to the total household pre-tax income last year, more than half of the respondents earned ¥45,000-130,000, and then 23.4%-24.7% respondents earned ¥ 130,000-500,000; another 20.0%-20.9% earned ¥ 0-45,000 (23.5% of them were students).

In the cross table analysis of income last year and highest educational qualification, respondents with college diplomas who earned ¥ 45,000-130,000 made up 30% of total respondents; followed by respondents with secondary, high school level qualifications who earned ¥45,000-130,000 (13.9%), and those with college diplomas who earned less than ¥45,000 (11.2%).

Table 5.1: Descriptive statistics: social demography of respondents

	Category	Pre-visit		Post-visit	
		Figure	Percentage	Figure	Percentage
Gender	Male	212	52.7%	216	54.1%
	Female	190	47.3%	183	45.9%
Age	Under18	5	1.2%	5	1.3%
	18-25	142	35.3%	125	31.4%
	26-35	130	32.3%	124	31.2%
	36-45	66	16.4%	62	15.6%
	46-55	44	10.9%	60	15.1%
	56-65	11	2.7%	21	5.3%
	66 and over	4	1.0%	1	0.3%
Region of residence	Baoting	21	5.2%	16	4.0%
	Sanya	46	11.5%	57	14.3%
	Other area of Hainan Province	60	15.0%	61	15.3%
	Neighbouring provinces to Hainan	75	18.7%	76	19.1%
	Other provinces (not neighbouring to Hainan)	182	45.4%	177	44.5%
Occupation	Hong Kong/Macau/Taiwan	17	4.2%	11	2.8%
	Government sector	32	8.0%	19	4.8%
	Employee of company	174	43.3%	160	40.2%
	Teacher/professional	24	6.0%	29	7.3%
	Student	56	13.9%	55	13.8%
	Self-employed	72	17.9%	80	20.1%
	Farmer	10	2.5%	10	2.5%
	Retired	13	3.2%	17	4.3%
Highest educational qualification	Unemployed	13	3.2%	20	5.0%
	Other	8	2.0%	8	2.0%
	Secondary, high school level	112	27.9%	107	26.8%
	College diploma or equivalent	220	54.7%	220	55.1%
	Master's level	45	11.2%	40	10.0%
Total household income last year	Doctorate level	11	2.7%	12	3.0%
	Other	14	3.5%	20	5.0%
	¥0-45,000	80	20.0%	82	20.9%
	¥45,000-130,000	211	52.6%	210	53.6%
	¥130,000-500,000	94	23.4%	97	24.7%
	¥500,000-1,000,000	10	2.5%	2	0.5%
	More than ¥1,000,000	6	1.5%	1	0.3%

5.2 Respondents' characteristics of travel

The travel characteristics of respondents include travel frequency, travel purpose, travel companies and feelings on the trip. This information helps the researcher to

better understand the patterns of respondents and can further be used to provide independent variables for exploring the relationships between behaviour changes and different travel characteristics. The descriptive information of pre- and post- visit respondents' travel characteristics is presented here first, and further analysis of the character changes and the relationships between behaviour changes and different travel characteristics will be explored later.

Table 5.2: Descriptive statistics: respondents' travel purpose and companions

		Responses		Percentage of Cases
		N	Percentage	
The purpose of last trip				
Sightseeing	Pre-visit	113	19.30%	28.20%
	Post-visit	169	29.80%	42.40%
Vacation	Pre-visit	158	27.00%	39.40%
	Post-visit	167	29.50%	41.90%
Entertainment	Pre-visit	120	20.50%	29.90%
	Post-visit	119	21.00%	29.80%
Visiting friends/family	Pre-visit	61	10.40%	15.20%
	Post-visit	51	9.00%	12.80%
Business	Pre-visit	56	9.60%	14.00%
	Post-visit	34	6.00%	8.50%
Medical treatment	Pre-visit	25	4.30%	6.20%
	Post-visit	9	1.60%	2.30%
Religious worship	Pre-visit	11	1.90%	2.70%
	Post-visit	5	0.90%	1.30%
Expedition	Pre-visit	36	6.20%	9.00%
	Post-visit	11	1.90%	2.80%
Other purpose	Pre-visit	5	0.90%	1.20%
	Post-visit	2	0.40%	0.50%
Travel companion on last trip				
Alone	Pre-visit	41	8.60%	10.30%
	Post-visit	38	8.50%	9.50%
Families	Pre-visit	215	45.20%	53.90%
	Post-visit	215	48.30%	54.00%
Boy/girlfriend	Pre-visit	74	15.50%	18.50%
	Post-visit	71	16.00%	17.80%
Friend(s)	Pre-visit	112	23.50%	28.10%
	Post-visit	89	20.00%	22.40%
Other(s)	Pre-visit	34	7.10%	8.50%
	Post-visit	32	7.20%	8.00%

The basic travel characteristic information in both the pre-visit and post-visit questionnaire included the purpose of travel and the company of the latest previous travel. Table 5.2 shows the descriptive information of the two characteristics. The two questions are multiple choice, therefore the total response number N is larger than the number of respondents. The component of each question accounts the similar percentage in both pre-visit and post-visit data. In terms of the purpose of last trip, vacation, entertainment and sightseeing are the top three answers out of the nine options; as to the travel companions on the last trip, respondents traveled with families and friends rank the top two position.

Additionally, there are another three repeated questions in both pre-visit and post-visit questionnaires in this section. Question 3 aimed to measure whether tourists had contributed to the begging of local children; question 4 aimed to measure feelings during the last tourist activity; and question 5 aimed to measure tourists' intentions in terms of environmental knowledge demonstrations.

Table 5.3: Descriptive statistics: gifts from tourists in pre-visit and post-visit questionnaires

	Pre-visit			Post-visit		
	Responses		Percentage of Cases	Responses		Percentage of Cases
	N	Percentage		N	Percentage	
Local children	94	40.3%	56.6%	33	25.6%	26.6%
Local elderly people	85	36.5%	51.2%	70	54.3%	56.5%
Local charity organisation	28	12.0%	16.9%	19	14.7%	15.3%
Other(s)	26	11.2%	15.7%	7	5.4%	5.6%
Total	233	100.0%	140.4%	129	100.0%	104.0%

Firstly, in terms of respondents' actual behaviour in giving gifts to local children, as indicated in Table 5.3, the number of respondents who gave gifts directly to local children dropped from 94 (56.6% of all the cases) to 33 (26.6% of all the cases). Before Kindness Tourism, there are 233 respondents who gave presents to someone, among them 56.6% gave presents directly to local children, 51.2% gave presents to local elderly people, while 16.9% gave to local charity organisations, and 15.7% to others (most "others" refer to tour guides and local friends as indicated in the data). The total percentage number is 140.1% instead of 100% because some gave presents

to more than one group of people at the same time. There are another 239 respondents who claimed that they didn't give any gifts to locals during their last trip, among them 228 respondents answered the question "Would you like to give gifts to local children?" and the results are demonstrated in Table 5.4. The post-visit data indicates that with the implementation of Kindness Tourism, only 122 respondents gave presents to locals, a drop of around 40% compared with respondent numbers in the pre-visit, but that could be caused by other condition change unrelated to Kindness Tourism education, such as that there were fewer locals at the survey site. Among all the respondents who claimed that they gave gifts to someone on this trip, 26.6% gave presents directly to local children, which represented a tremendous drop compared with before; 56.5% gave presents to local elderly people, while 15.3% gave to local charity organisations, and 5.6% to others (most "others" refer to tour guides and local friends as indicated in the data). Another 275 respondents claimed that they didn't give any gifts to locals during this trip, among them 269 respondents answered the question "Would you like to give gifts to local children?" and the results are listed below in Table 5.4.

Table 5.4: Willingness to give presents to local children: descriptive statistics and results of Mann-Whitney U Test

Pre-visit			Post-visit		
Extent	Frequency	Percentage	Extent	Frequency	Percentage
Never	32	14.00%	Never	47	17.50%
Rarely	71	31.10%	Rarely	102	37.90%
Sometimes	92	40.40%	Sometimes	100	37.20%
Usually	26	11.40%	Usually	18	6.70%
Always	7	3.10%	Always	2	0.70%
Mean value	2.58		Mean value	2.35	
Mann-Whitney U Test					
Mean Rank		Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Pre-visit	Post-visit				
266.26	234.37	26730	63045	-2.607	0.009

As illustrated in Table 5.4, before Kindness Tourism, 40.4% of the respondents to the question "Would you like to give gifts to local children?" chose sometimes to give gifts to local children, 31.1% rarely wanted to do that, while only 3.1% always wanted to give gifts to local children. This represents a good trend to some extent because the fewer people who give presents to children, the less likely they are to get involved in

begging and getting tooth problems. With the implementation of Kindness Tourism, the percentage of respondents who chose sometimes to give gifts to local children and those who rarely wanted to do so were 37.2% and 37.9% respectively, while only 2% always wanted to give gifts to local children. As indicated in Table 5.4, the mean value decreased after the introduction of Kindness Tourism, which means the overall intention moved towards a positive direction (the lower score, the less intention to give gifts to local children), but whether the difference is significant still needs to be determined by the data distribution. A normality test is conducted, and the p value of the Shapiro-Wilk test is $0.00 < 0.05$, which means the data isn't subject to normal distribution. Therefore, the Mann-Whitney U test is used to check if there is a significant difference between the respondents' intentions before and after the introduction of Kindness Tourism. The p value of independent-samples Mann-Whitney U test is $0.009 < 0.05$, therefore the null hypothesis is rejected, meaning the two data sets are not subject to the same distribution, which means there is significant difference between the two. Therefore, we can conclude that after implementing Kindness Tourism, the respondents' intention to give gifts to local children had significantly moved towards a positive direction.

The descriptive statistics of feelings during the tourist activity and tourists' intentions in relation to environmental knowledge demonstrations are demonstrated in Table 5.5. The feelings during the tourism activity aims to test if the respondents felt relaxed on the trip. As indicated in Table 5.5, the mean value increased from 3.63 to 3.95, which suggests that respondents felt more relaxed after the introduction of Kindness Tourism. Through the normality test, the p value of the Shapiro-Wilk test is $0.00 < 0.05$, which means the data isn't subject to normal distribution. The Mann-Whitney U test is used to check if there was a significant difference between the two data sets. The p value of independent-samples for the Mann-Whitney U test is $0.00 < 0.05$, therefore the null hypothesis is rejected, which means there is significant difference between the two. Therefore, we can conclude that after the introduction of kindness Tourism, respondents felt more relaxed and less pressured.

In terms of tourists' intention in relation to environmental knowledge demonstrations, the mean value increased from 2.00 to 3.36, which suggests that respondents felt more responsibility for environmental knowledge demonstration and wanted to pass

knowledge to other people to protect the environment after the introduction of Kindness Tourism. Through the normality test, the p value of the Shapiro-Wilk test is $0.00 < 0.05$, which means the data isn't subject to normal distribution. The Mann-Whitney U test is used to check if there is a significant difference between the two data sets. The p value of independent-samples Mann-Whitney U test is $0.00 < 0.05$, therefore the null hypothesis is rejected, which means there is significant difference between the two. Therefore, we can conclude that after the introduction of Kindness Tourism respondents felt more responsible for environmental knowledge demonstration and wanted to pass knowledge to other people to protect the environment.

Table 5.5: Feelings and environment protection intentions of respondents: descriptive statistics and the result of Mann-Whitney U test

		Before		After			
		Frequency	Percentage	Frequency	Percentage		
Did the experience enable you to feel relaxed	Not at all	8	1.90%	3	0.70%		
	Rarely	66	15.80%	24	5.70%		
	Sometimes	116	27.80%	78	18.60%		
	Usually	118	28.20%	197	46.90%		
	Always	107	25.60%	118	28.10%		
	Mean value	3.63		3.95			
Mean Rank			Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)	
Pre-visit	Post-visit						
		366.95	432.05	66613.5	146413.5	-4.176	0
		Before		After			
		Frequency	Percentage	Frequency	Percentage		
Will you educate others about environmental knowledge	Not at all	24	5.70%	7	1.70%		
	Rarely	103	24.60%	59	14.00%		
	Sometimes	192	45.90%	151	36.00%		
	Usually	53	12.70%	175	41.70%		
	Always	43	10.30%	27	6.40%		
	Mean value	3		3.36			
Mean Rank			Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)	
Pre-visit	Post-visit						
		351.85	446.27	60587.5	140387.5	-6.104	0

5.3 Identifying the factors in Kindness Tourism

To achieve research aim (3): identify the factors in Kindness Tourism, firstly, a description of statistics about tourist behaviour is presented to get a better understanding of the data. Then, factor analysis is introduced to identify the factors contributing to Kindness Tourism. Table 5.6 shows the descriptive statistics of the variables of the tourist behaviour section, including the minimum, maximum, mean and standard deviation relates to the pre-visit data, post-visit data and the combination of pre-visit and post- visit data.

Factor analysis is to examine the associations between variables. In other words, it seeks to discover if the observed variables can be explained largely or entirely in terms of a smaller number of variables called factors (Hinton et al. 2014, p. 319). In this research, particularly, factor analysis is used to examine if the tourism behaviour variables in the questionnaire can be classified into several factors which fit the three proprieties of Kindness Tourism.

In Section 2.3.2, we summarised frequently used items in codes of conduct for tourists, and then, based on the content analysis of these items and the literature review of Chinese philosophy, we made a preliminary assessment of many items related to Kindness Tourism and classified them into three groups according to the three different inter-relationships in Chinese philosophy. However, it seems that the three proprieties are too general for so many items. Therefore, factor analysis is used to categorise these items into several factors, and check if the factors fit the three proprieties. The 41 tourism behaviour variables in the questionnaire are all adopted from the Kindness Tourism items in the form of scale for measurement.

Table 5.6: Descriptive statistics of the variables in tourist behaviour

Name of variables	Pre-visit					Post-visit					Pre- and post-visit				
	N	Min	Max	Mean	Std. Deviation	N	Min	Max	Mean	Std. Deviation	N	Min	Max	Mean	Std. Deviation
Keep appropriate distance from wildlife	380	1	5	3.56	1.173	382	1	5	3.87	1.083	762	1	5	3.71	1.139
Avoid eating endangered species	386	1	5	3.57	1.165	376	1	5	3.93	1.076	762	1	5	3.75	1.136
Avoid purchasing products made from endangered plants/animals	386	1	5	3.62	1.166	378	1	5	3.84	1.148	764	1	5	3.73	1.162
Avoid using plastic/disposable products	393	1	5	3.20	1.213	392	1	5	3.56	1.116	785	1	5	3.38	1.178
Use public transport as much as possible	396	1	5	3.46	1.121	392	1	5	3.78	1.065	788	1	5	3.62	1.104
Use energy efficiently (e.g., lighting, water, heat)	398	1	5	3.81	1.056	395	1	5	4.05	1.027	793	1	5	3.93	1.048
Avoid wasting food and water	400	1	6	3.89	1.074	394	1	5	4.12	1.045	794	1	6	4.01	1.065
Deposit litter in dustbins and do waste sorting	400	1	6	3.98	1.039	395	1	5	4.18	1.086	795	1	6	4.08	1.067
Avoid depositing litter on land ,in the river or sea	389	1	5	3.99	1.054	384	1	5	4.12	1.048	773	1	5	4.05	1.052
Use environmentally friendly (eco-labelled) products	398	1	5	3.43	1.191	393	1	5	3.68	1.085	791	1	5	3.55	1.146
Respect norms and customs amongst local residents	401	1	5	3.98	.996	392	1	5	4.08	1.008	793	1	5	4.03	1.003
Respect local values (e.g., local sense of punctuality)	397	1	5	3.94	.993	390	1	5	4.14	1.018	787	1	5	4.04	1.010
Dress appropriately	399	1	5	4.02	1.020	399	1	5	4.06	1.063	798	1	5	4.04	1.041
Be patient when communicating with locals	398	1	5	4.00	.951	395	1	5	4.07	1.062	793	1	5	4.03	1.008
Avoid showing off your wealth	396	1	5	3.91	1.041	385	1	5	4.03	1.060	781	1	5	3.97	1.051
Avoid expecting special privileges from locals	395	1	5	3.88	1.021	382	1	5	4.05	1.087	777	1	5	3.96	1.057
Avoid breaking existing building/moving religious objects	383	1	5	3.88	1.104	373	1	5	4.05	1.063	756	1	5	3.96	1.086
Keep noise to a minimum when visiting	396	1	5	3.90	1.031	392	1	5	4.04	1.033	788	1	5	3.97	1.034
Comply smoking restrictions	400	1	5	3.94	1.030	393	1	5	3.99	1.079	793	1	5	3.97	1.054
Ask permission before taking a photo	396	1	5	3.51	1.198	390	1	5	3.58	1.098	786	1	5	3.54	1.149
Consume local products	401	1	5	3.85	1.069	394	1	5	4.06	1.013	795	1	5	3.96	1.046

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Name of variables	Pre-visit					Post-visit					Pre- and post-visit				
	N	Min	Max	Mean	Std. Deviation	N	Min	Max	Mean	Std. Deviation	N	Min	Max	Mean	Std. Deviation
Use locally owned infrastructure for accommodation/transport	399	1	5	3.74	1.101	387	1	5	4.08	1.040	786	1	5	3.91	1.085
Tread fairly with locals and not bargain excessively	400	1	5	3.69	1.064	395	1	5	4.10	1.025	795	1	5	3.89	1.065
Be friendly to other tourists	401	1	5	3.87	.977	399	1	5	4.12	.941	800	1	5	3.99	.967
Respect other tourists' right to enjoy scenery and culture	400	1	5	3.88	1.032	392	1	5	4.13	.906	792	1	5	4.00	.979
Help other tourists when they are in need	397	1	5	3.75	.936	396	1	5	3.93	.997	793	1	5	3.84	.971
Persuade other tourists to behave properly in friendly ways	392	1	5	3.43	1.171	391	1	5	3.71	1.034	783	1	5	3.57	1.113
Plan activities with safety precautions	401	1	5	3.87	.940	395	1	5	4.03	.972	796	1	5	3.95	.959
Learn about the destination's health situation before departure	397	1	5	3.81	1.037	393	1	5	3.97	1.008	790	1	5	3.89	1.025
Make sure your specific requirements (diet, accessibility, medical care) can be fulfilled before you go	393	1	5	3.75	1.050	394	1	5	3.97	1.018	787	1	5	3.86	1.040
Learn about local regulations and laws	399	1	5	4.14	1.062	394	1	5	4.40	.939	793	1	5	4.27	1.011
Develop understanding of natural attraction of a destination	399	1	5	3.88	.989	397	1	5	4.20	.958	796	1	5	4.04	.986
Develop understanding of culture and history of a destination	398	1	5	3.78	.974	397	1	5	4.10	.869	795	1	5	3.94	.936
Learn the original customs and life style of a destination	397	1	5	3.81	.988	397	1	5	4.12	.898	794	1	5	3.97	.956
Keep strong curiosity and imagination	398	1	5	3.76	.970	396	1	5	4.06	.945	794	1	5	3.91	.969
Cultivate the ability to observe, listen and think deeply	399	1	5	3.67	1.032	397	1	5	3.94	.995	796	1	5	3.81	1.022
Travel in a spirit of humility and genuine desire to learn	401	1	5	3.80	1.008	398	1	5	4.09	.973	799	1	5	3.95	1.000
Evaluate the culture where you come from	399	1	5	3.73	1.061	394	1	5	4.04	.971	793	1	5	3.88	1.028
Respect other creatures with equal reverence	401	1	5	3.94	1.004	399	1	5	4.17	1.019	800	1	5	4.06	1.018
Discover and enjoy the beauty of nature and culture	401	1	5	3.97	1.047	396	1	5	4.26	.899	797	1	5	4.11	.986
Avoid excessive pursuit of material desires/comfort yourself	402	1	5	3.77	.976	399	1	5	3.98	.972	801	1	5	3.87	.979

There are two sets of tourism behaviour data in total: one set is pre-visit data and another is post-visit data. As Tait (1986) indicates in his review of the application of factor analysis, the exploratory factor analysis on multiple data sets are rare, and no fixed method can be applied. In the case of two groups and one set of variables, Darlington(2011) suggests that implementing one factor analysis on the combined data sets would be more reliable, since using separate factor analyses for the two data sets usually results in different factor structures. In this study, we applied factor analysis firstly on both data sets, and the results are slightly different. Therefore, this study followed Darlington's suggestion to put the pre-visit and post-visit data together for factor analysis.

As to the number of factors, Kaiser's familiar eigenvalue rule (Kaiser and Cerny 1979, p.711-p.714) and Cattell 's scree test (Cattell 1966) are usually used to decide the numbers. Another statistical criterion which is gaining in popularity is the parallel analysis (Hayton et al. 2004). Tait (1986) suggests a good strategy to determine the number is to apply a number of decision rules prior to getting a final conclusion. Darlington (2011) also argues that performing factor analyses with various values of m (the number of factors) complete with rotation, and choosing the one that gives the most appealing structure is a more practical approach. Many researchers suggest it is better to overestimate rather than underestimate the number of factors (Guertin et al. 1981), some of them even suggest to examine the highest to the lowest number of factors until the most interpretable solution is found (Hakstian et al. 1982). In this study, firstly we followed the eigenvalue rule in doing factor analysis on the three aspects respectively, and got 3 factors for propriety I, 4 factors for propriety II, and 2 factors for propriety III. Then parallel analysis was conducted and the results were also supportive to the factor number that following the eigenvalue rule. However, for propriety III, the result following the eigenvalue rule is not ideal because the 2 factors were hard to name and explain. Therefore, in propriety III, we examined all the possible number of factors to find a most proper one to get a more reasonable result, and finally 3 was chosen to be the best factor number in this case, because the factors are reasonable and much easier to explain with 3 factors.

In this case, principal components factor analysis with varimax rotation is used to confirm the underlying dimensions. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) values varies from 0.856 to 0.931, which suggests it is quite suitable for Factor Analysis. The p value of Bartlett's Test of Sphericity is 0.00, which also indicates there is a tight relationship between the variables. The Rotated Component Matrix suggests the 41 variables are classified into 10 factors and each of them is named (see Table 5.7).

Table 5.7: Factor analysis of tourism behaviour variables

Propriety I: Treating nature kindly (KMO=0.856)						
Name of variables	Component			Extraction	Cronbach's α	
	Preserving biodiversity	Low-carbon emission	Reducing pollution			
Keep appropriate distance from wildlife	.814	.102	.210	.717	.794	
Avoid eating endangered species	.844	.179	.177	.775		
Avoid purchasing products made from endangered plants/animals	.698	.306	.279	.658		
Avoid using plastic/ disposable products	.307	.786	-.055	.715	.706	
Use public transport as much as possible	.114	.821	.249	.748		
Use energy efficiently (e.g., lighting, water, heat)	.072	.547	.540	.596		
Use environmentally friendly (eco-labelled) products	.150	.444	.331	.329		
Avoid wasting food and water	.233	.296	.738	.687	.792	
Deposit litter in dustbins and do waste sorting	.200	.125	.806	.705		
Avoid depositing litter on land ,in the river or sea	.240	.056	.786	.679		

Propriety II: Treating others kindly (KMO=0.925)						
Name of variables	Component				Extraction	Cronbach's α
	Respecting local people	Respecting social order	Contributing to local economy	Respecting other tourists		
Respect norms and customs amongst local residents	.768	.173	.133	.216	.684	.824
Respect local values (e.g., local sense of punctuality)	.770	.233	.139	.238	.723	
Dress appropriately	.677	.369	.227	.099	.656	
Be patient when communicating with locals	.600	.444	.155	.134	.599	
Avoid expecting special privileges from locals	.231	.690	.253	-.018	.593	.824
Avoid showing off your wealth	.264	.699	.171	.126	.603	
Avoid breaking existing buildings/moving religious objects	.241	.670	.208	.196	.589	

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Keep noise to a minimum when visiting	.272	.640	.239	.224	.591	.763
Comply with smoking restrictions	.280	.568	.217	.322	.552	
Ask permission before taking a photo	-.016	.583	-.084	.448	.547	
Consume local products	.165	.231	.777	.059	.687	
Use locally owned infrastructure for accommodation/transport	.100	.167	.767	.206	.669	
Tread fairly with locals and not bargain excessively	.184	.201	.724	.185	.632	.786
Be friendly to other tourists	.349	.059	.410	.584	.635	
Respect other tourists' right to enjoy scenery and culture	.313	.112	.269	.668	.628	
Help other tourists when they are in need	.275	.204	.165	.688	.617	
Persuade other tourists to behave properly in friendly ways	.019	.234	.055	.763	.641	

Propriety III: Treating oneself kindly (KMO=0.931)

Name of variables	Component			Extraction	
	Safety	Acquiring knowledge/ skills	Reverence for life		
Plan activities with safety precautions	.628	.300	.319	.586	.793
Learn about destination's health situation before departure	.824	.198	.215	.765	
Make sure specific requirements can be fulfilled before you go	.786	.196	.192	.694	
Learn about local regulations and laws	.446	.538	.145	.509	.812
Develop understanding of natural attraction of a destination	.341	.722	.174	.668	
Develop understanding of culture/ history of a destination	.223	.758	.279	.702	
Learn the original customs and life style of a destination	.200	.713	.366	.682	
Keep strong curiosity and imagination	.021	.538	.549	.591	.863
Cultivate the ability to observe, listen and think deeply	.130	.362	.675	.604	
Travel in a spirit of humility and genuine desire to learn	.199	.264	.721	.629	
Evaluate the culture where you come from	.114	.316	.708	.614	
Respect other creatures with equal reverence	.262	.278	.643	.560	
Discover and enjoy the beauty of nature and culture	.348	.211	.607	.534	
Avoid excessive pursuit of material desires/comfort yourself	.255	-.008	.710	.569	

In total, there are 10 factors and they are explained as follow:

Factor 1: Preserving biodiversity. This factor includes 3 variables: keeping an appropriate distance from wildlife; avoiding eating endangered species; avoiding purchasing products made from endangered plants/animals.

Factor 2: Low-carbon emission. This factor includes 3 variables: avoiding using plastic/disposable products; using public transport as much as possible; using energy efficiently.

Factor 3: Reducing pollution. This factor includes 4 variables: using environmentally friendly (eco-labelled) products; avoiding wasting food and water; depositing litter in dustbins and doing waste sorting; avoiding depositing litter on land, in the river or sea.

Factor 4: Respecting local people. This factor includes 4 variables: respecting norms and customs amongst local residents; respecting local values; dressing appropriately; being patient when communicating with locals.

Factor 5: Respecting social order. This factor includes 6 variables: avoiding showing off your wealth; avoiding expecting special privileges from locals; avoiding breaking existing buildings/moving religious objects; keeping noise to a minimum when visiting; complying with smoking restrictions; asking permission before taking a photo.

Factor 6: Contributing to local economy. This factor includes 3 variables: consuming local products; using locally owned infrastructure for accommodation/transport; trading fairly with locals and not bargaining excessively.

Factor 7: Respecting other tourists. This factor includes 4 variables: being friendly to other tourists; respecting other tourists' right to enjoy scenery and culture; helping other tourists when they are in need; persuading other tourists to behave properly in friendly ways.

Factor 8: Safety. This factor includes 3 variables: plan activities with safety precautions; learn about the destination's health situation before departure; make sure your specific requirements (diet, accessibility, medical care) can be fulfilled before you go.

Factor 9: Acquiring knowledge/skills. This factor includes 4 variables: learning about local regulations and laws; developing understanding of natural attractions of a destination; developing understanding of culture and history of a destination; learning the original customs and life style of a destination.

Factor 10: Reverence for life. This factor includes 7 variables: keeping strong curiosity and imagination; cultivating the ability to observe, listen and think deeply; traveling in a spirit of humility and genuine desire to learn; evaluating the culture where you come from; respecting other creatures with equal reverence; discovering and enjoying the beauty of nature and culture; avoiding excessive pursuit of material desires/comfort yourself.

The 10 factors fit the three proprieties of Kindness Tourism very well: treating nature kindly, treating others kindly, and treating oneself kindly. Preserving biodiversity (factor 1), low-carbon emission (factor 2), and reducing pollution (factor 3) are all about preserving natural resources and protecting the environment; therefore, they are relevant to propriety I: treating nature kindly. Respecting local people (factor 4), respecting social order (factor 5), contributing to local economy (factor 6), and respecting other tourists (factor 7) are about being kind to locals and others in tourism destinations; therefore, they are relevant to propriety II: treating others kindly. Safety (factor 8), acquiring knowledge/skills (factor 9) and reverence for life (factor 10) are about improving personal situations physically and mentally, so they are classified as parts of propriety III: treating oneself kindly. The relationships of the variables, factors and proprieties are summarized in Table 5.8.

Table 5.8: The relationships of the variables, factors and proprieties of Kindness Tourism

Variable	Factor	Propriety
Keep appropriate distance from wildlife	F1: Preserving biodiversity	Propriety I: Treating nature kindly
Avoid eating endangered species		
Avoid purchasing products made from endangered plants/animals		
Avoid using plastic/ disposable products	F2: Low-carbon emission	
Use public transport as much as possible		
Use energy efficiently (e.g., lighting, water, heat)		
Use environmentally friendly (eco-labelled) products	F3: Reducing Pollution	
Avoid wasting food and		
Deposit litter in dustbins and do waste sorting		
Avoid depositing litter on land ,in the river or sea		

Variable	Factor	Propriety
Respect norms and customs amongst local residents	F4: Respecting local people	Propriety II: Treating others kindly
Respect local values (e.g., local sense of punctuality)		
Dress appropriately		
Be patient when communicating with locals		
Avoid showing off your wealth		
Avoid expecting special privileges from locals	F5: Respecting social order	
Avoid breaking existing buildings/moving religious objects		
Keep noise to a minimum when visiting		
Comply with smoking restrictions		
Ask permission before taking a photo		
Consume local products	F6: Contributing to local economy	Propriety II: Treating others kindly
Use locally owned infrastructure for accommodation/transport		
Tread fairly with locals and do not bargain excessively		
Be friendly to other tourists	F7: Respecting other tourists	
Respect other tourists' right to enjoy scenery and culture		
Help other tourists when they are in need		
Persuade other tourists to behave properly		
Plan activities with safety precautions	F8: Safety	Propriety III: Treating oneself kindly
Learn about the destination's health situation before departure		
Make sure your specific requirements (diet, accessibility, medical care) can be fulfilled before you go	F9: Acquiring knowledge/ skills	
Learn about local regulations and laws		
Develop understanding of natural attraction of a destination		
Develop understanding of culture and history of a destination		
Learn the original customs and life style of a destination	F10: Reverence for life	
Keep strong curiosity and imagination		
Cultivate the ability to observe, listen and think deeply		
Travel in a spirit of humility and genuine desire to learn		
Evaluate the culture where you come from		
Respect other creatures with equal reverence		
Discover and enjoy the beauty of nature and culture		
Avoid excessive pursuit of material desires/comfort yourself		

5.4 Comparison of tourists' behaviour before and after the application of Kindness Tourism

To achieve the research objective (4): evaluate the benefits of Kindness Tourism on tourists' behaviour, a comparison of pre-visit and post-visit data is made. Before making a comparison between the pre-visit data and post-visit data, the distribution

of the data needs to be identified to determine what method could be used to examine the differences between the two sets of data. If the data follows a normal distribution, then a t-test should be used to compare if there is a significant difference between the two data sets; if the data does not follow a normal distribution, nonparametric methods should be used. In the case of a Likert scale, the data is ordinal rather than interval, and usually does not follow normal distribution (Hinton et al. 2014), then Mann-Whitney U test, a nonparametric test, is used to compare if there is a significant difference between the two data sets.

To test the significance of the factors in changing tourists' behaviour, the mean values for each factor are used to demonstrate general behaviour before and after the application of Kindness Tourism. The mean values and standard deviations of the 10 factors are listed in Table 5.9, and the Mann-Whitney U test result is listed in Table 5.10.

The results of the normality test for all the factors in the tourist behaviour section are all significant, which means the data does not follow a normal distribution, and the Mann-Whitney U test should be used to explore the differences in tourist behaviour in pre-and post-visit.

Table 5.9: Descriptive statistics of Kindness Tourism factors

Factor	Pre-visit			Post-visit		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation
F1	369	3.6206	0.9412	361	3.9234	0.90231
F2	381	3.4869	0.81907	380	3.7836	0.76837
F3	388	3.9682	0.85824	380	4.164	0.88622
F4	391	4.009	0.76643	382	4.1158	0.82717
F5	368	3.8578	0.76866	351	3.9772	0.75306
F6	397	3.7666	0.88117	381	4.0936	0.82521
F7	387	3.7429	0.77638	384	3.9883	0.7498
F8	392	3.807	0.83738	389	4.0129	0.82806
F9	392	3.9139	0.79082	390	4.2154	0.71462
F10	393	3.8073	0.76412	388	4.1108	0.64812

Table 5.10: Shapiro-Wilk test: normality test for Kindness Tourism factors

Factor	Pre-visit			Post-visit			Pre-visit + Post-visit		
	Statistic	df	Sig.	Statistic	df	Sig.	Statistic	df	Sig.
F1	.890	295	.000	.958	314	.000	.934	730	.000
F2	.949	295	.000	.981	314	.000	.972	761	.000
F3	.850	295	.000	.928	314	.000	.891	768	.000
F4	.880	295	.000	.947	314	.000	.913	773	.000
F5	.920	295	.000	.967	314	.000	.952	719	.000
F6	.860	295	.000	.936	314	.000	.915	778	.000
F7	.954	295	.000	.973	314	.000	.960	771	.000
F8	.913	295	.000	.945	314	.000	.933	781	.000
F9	.894	295	.000	.951	314	.000	.919	782	.000
F10	.954	295	.000	.969	314	.000	.961	781	.000

Table 5.11 indicates that the post-visit group gets a higher mean rank in all the factors; in other words, the tourists' behaviour after the introduction of the concept of Kindness Tourism could be considered to be more positive. The p values of Mann-Whitney U are all below 0.05, which means the result of Mann-Whitney U test for the 10 factors are all significant. In other words, the distribution of the data in post-visit are significantly different with that in pre-visit. Therefore, it leads to the conclusion that the tourists' behaviour after the introduction of Kindness Tourism was statistically significantly more positive than before.

Table 5.11: Mann-Whitney U test for Kindness Tourism factors

	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10
Mean Rank	326.46	338.09	353.85	365	340.02	343.91	349.17	361.82	343.92	343.27
Pre-visit										
Post-visit	405.4	424.02	415.79	409.52	380.95	437.01	423.12	420.41	439.33	439.34
Mann-Whitney U	52200	56043	61828	66080	57231	57528	60050	64805	57787	57484
Wilcoxon W	120465	128814	137294	142716	125127	136531	135128	141833	134815	134906
Z	-5.095	-5.415	-3.916	-2.79	-2.648	-5.83	-4.634	-3.662	-5.946	-5.965
Asymp. Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

5.5 Benefits of Kindness Tourism on sustainable tourism

To achieve the research objective (5): identify the routes by which Kindness Tourism contributes towards sustainable tourism, this part of the study first summarises the

overall tourist understanding of the benefits of Kindness Tourism for sustainable tourism, then analyses the variables related to sustainable tourism to measure the effects, and at last explores the relationship between Kindness Tourism factors and overall recognition of benefits of Kindness Tourism on sustainable tourism.

Question 8 in Part 2 of the post-visit questionnaire “To what extent do you think your Kindness Tourism behaviour can benefit sustainable tourism?” is designed to measure the overall understanding of the benefits of Kindness Tourism on sustainable tourism. The descriptive statistics are listed below in Table 5.12. The mean value for the answers is 3.94, which is very close to “very” and shows a positive cognition. Almost half (48.4%) of respondents believed the extent of Kindness Tourism benefits for sustainable tourism are very large, while only 3.0% of respondents thought it is not very useful.

Table 5.12: Descriptive statistics: participants’ understanding of the benefits of Kindness Tourism on sustainable tourism

	Frequency	Percentage
Not at all	0	0
Slightly	12	3.0%
Moderately	97	24.3%
Very	193	48.4%
Extremely	97	24.3%
Total	399	100.0%

The Table 2.3 in Section 2.4.2 demonstrates the corresponding relationship between the items in sustainable tourism and Kindness Tourism. To verify the assumption that Kindness Tourism benefits sustainable tourism, all the variables for Kindness Tourism listed in the figure are examined to see if there is a significant difference before and after the introduction of Kindness Tourism. If the variables are proved to be efficient in positively affecting tourists’ behaviour, then it is somehow beneficial to the corresponding items for sustainable tourism. Before making a comparison between the pre-visit data and post-visit data, the distribution of the data needs to be identified to determine what method could be used to test the differences between the two sets of data. The normality test indicates that the statistics don’t follow a normal distribution (see Table 5.13); therefore, the Mann-Whitney U test is used to see if

there is any difference in tourists' behaviour before and after the introduction of Kindness Tourism (see Table 5.14).

Table 5.13: Shapiro-Wilk test: normality test for Kindness Tourism variables related to sustainable tourism indicators

KT variables	Statistic	df	Sig.
Keep appropriate distance from wildlife	.868	762	.000
Avoid eating endangered species	.865	762	.000
Avoid purchasing products made from endangered plants/animals	.861	764	.000
Avoid using plastic/disposable products	.903	785	.000
Use public transport as much as possible	.888	788	.000
Use energy efficiently (e.g., lighting, water, heat)	.844	793	.000
Avoid wasting food and water	.824	794	.000
Deposit litter in dustbins and do waste sorting	.797	795	.000
Avoid depositing litter on land ,in the river or sea	.807	773	.000
Keep noise to a minimum when visiting	.836	788	.000
Use environmentally friendly (eco-labelled) products	.893	791	.000
Respect norms and customs amongst local residents	.827	793	.000
Respect local values (e.g., local sense of punctuality)	.824	787	.000
Dress appropriately	.805	798	.000
Be patient when communicating with locals	.821	793	.000
Avoid showing off your wealth	.824	781	.000
Avoid expecting special privileges from locals	.833	777	.000
Ask permission before taking a photo	.894	786	.000
Avoid breaking existing buildings/moving religious objects	.829	756	.000
Consume local products	.839	795	.000
Use locally owned infrastructure for accommodation/transport	.843	786	.000
Tread fairly with locals and not bargain excessively	.848	795	.000

Table 5.14: Mann-Whitney U test for related Kindness Tourism variables

ST items	KT variables	Pre-visit		Post-visit		Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)	
		N	Mean Rank	N	Mean Rank					
Environment	Biodiversity	Keep appropriate distance from wildlife	380	350.95	382	411.89	60971.000	133361.000	-3.977	.000**
		Avoid eating endangered species	386	346.54	376	417.39	59073.000	133764.000	-4.623	.000**
		Avoid purchasing products made from endangered plants/animals	386	359.96	378	405.51	64254.500	138945.500	-2.968	.003**
	Reducing waste	Avoid using plastic/disposable products	393	359.92	392	426.16	64029.500	141450.500	-4.222	.000**
	Reducing transport Impact(carbon emission)	Use public transport as much as possible	396	362.28	392	427.05	64855.000	143461.000	-4.147	.000**
	Reducing energy usage (water, electricity, etc.)	Use energy efficiently (e.g., lighting, water, heat)	398	369.62	395	424.59	67707.000	147108.000	-3.551	.000**
		Avoid wasting food and water	400	371.12	394	424.28	68247.000	148447.000	-3.452	.001**
	Recycling waste	Deposit litter in dustbins and do waste sorting	400	371.32	395	425.02	68326.000	148526.000	-3.523	.000**
	Water and soil quality	Avoid depositing litter on land ,in the river or sea	389	371.21	384	402.99	68546.500	144401.500	-2.104	.035*
	Light and noise management	Keep noise to a minimum when visiting	396	377.78	392	411.39	70994.000	149600.000	-2.184	.029*
Use of eco-labels	Use environmentally friendly (eco-labelled) products	398	373.49	393	418.80	69247.000	148648.000	-2.880	.004**	
Social-culture	Enhancing local identity	Respect norms and customs amongst local residents	401	383.77	392	410.53	73291.500	153892.500	-1.742	.082
		Respect local values (e.g., local sense of punctuality)	397	368.83	390	419.62	67421.500	146424.500	-3.321	.001**
		Dress appropriately	399	391.71	399	407.29	76493.000	156293.000	-1.016	.310
	Equality between tourists and locals	Be patient when communicating with locals	398	382.73	395	411.38	72925.000	152326.000	-1.869	.062

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ST items	KT variables	Pre-visit		Post-visit		Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)	
		N	Mean Rank	N	Mean Rank					
Social-culture	Avoid showing off your wealth	396	375.53	385	406.91	70104.000	148710.000	-2.053	.040*	
	Equality between tourists and locals	Avoid expecting special privileges from locals	395	365.22	382	413.59	66051.500	144261.500	-3.165	.002**
		Ask permission before taking a photo	396	387.24	390	399.86	74740.500	153346.500	-.805	.421
Protecting cultural heritage and Assets	Avoid breaking existing buildings/moving religious objects	383	361.31	373	396.15	64847.500	138383.500	-2.310	.021*	
Economy	Local tourism supply chain	Consume local products	401	375.15	394	421.25	69835.500	150436.500	-2.978	.003**
		Use locally owned infrastructure for accommodation/transport	399	357.23	387	430.89	62736.000	142536.000	-4.772	.000**
	Local income	Tread fairly with locals and not bargain excessively	400	351.37	395	445.22	60346.500	140546.500	-6.042	.000**

n.s. p>.05 *p<.05 **p<.01

As Table 5.14 indicates, the mean ranks in the post-visit column are higher than those in the pre-visit column. The p values for the Mann-Whitney U test indicate that most of the variables for Kindness Tourism are under the significance level of 0.05, which means the data are statistically significantly different before and after the introduction of Kindness Tourism. However, there are 4 variables whose p values are above the significance level of 0.05, which means they are not statistically significantly different before and after the introduction of Kindness Tourism. The 4 variables which have not been significantly changed are: respecting norms and customs amongst local residents; dressing appropriately; being patient when communicating with locals; and asking permission before taking a photo. Therefore, we can draw a conclusion that the above listed 4 tourists' behaviours haven't turned positively after adopting Kindness Tourism. But that doesn't mean kindness Tourism is ineffective, because, firstly, the mean ranks of the first 3 variables are very high before the introduction of Kindness Tourism. In other words, tourists did well in regard to these 3 kinds of behaviours before adopting Kindness Tourism, so there is little space left for behavioural improvement. Another issue worth mentioning is, as argued by some participants, it's difficult to implement some behaviour under certain circumstances in the destination. Some participants complained such as:

“There is little chance to communicate with locals; I need to finish my visit in a certain time because I have made schedule very full”;

“I do want to ask permission before I took photos. But that's really difficult because there were so many people want to take photos in the viewing platform. I really don't have time to ask permission of everyone there”;

“It looks silly if I ask somebody that can I take a photo here because your house looks beautiful and your kids very cute. Everybody do that so I think that would be OK even if I don't ask permission”.

Generally speaking, however, except the 4 special variables for Kindness Tourism, the items related to sustainable tourism listed in the table have been improved through the introduction of Kindness Tourism. This conclusion proves that Kindness Tourism has significantly benefited sustainable tourism in environmental, socio-cultural and economic dimensions.

After identifying the benefits of Kindness Tourism on sustainable tourism, this study also explores the relationship between Kindness Tourism factors and tourists'

recognition of sustainable tourism. In other words, it tries to find out which factors contribute more to the tourists' overall recognition of benefits of Kindness Tourism. There are already three hierarchies because the ten factors were identified under the three proprieties respectively, therefore a hierarchical linear regression model is used to identify the significance of the ten factors within the three aspects. As we have discussed in section 2.4.1, there is a progressive relationship between the three aspects of Kindness Tourism: treating nature kindly is the foundation of the three aspects, treating others kindly further explores the harmony relationship in human society, while treating oneself kindly pursue a higher level of cultural and spiritual fulfilment of a man. Therefore, the three factors in Propriety I are first put into the model as Hierarchy 1, then the four factors in Propriety II are also put into the model, and the three factors in Propriety III go into the model at last. In this model, the dependent variable relates to the overall understanding of the benefits of Kindness Tourism on sustainable tourism, and the independent variables are the ten factors related to the three aspects of Kindness Tourism, which are measured with the mean values of each factor. Considering some factors cannot represent the results well, a stepwise method is used to select the best explanatory factors for each aspect.

Table 5.15: Factors entered into the model

Propriety entered	Factors entered	R	R ²	Std. deviation	Change Statistics		
					R ² Change	F Change	Sig. F Change
Propriety I	F3	.428	.183	.659	.183	65.753	.000
	F3, F2	.490	.240	.637	.057	21.705	.000
	F3, F2, F1	.510	.260	.629	.021	8.138	.005
Propriety I, Propriety II	F3, F2, F1, F6	.570	.325	.602	.064	27.535	.000
	F3, F2, F1, F6, F4	.591	.349	.592	.025	10.929	.001
	F3, F2, F1, F6, F4, F7	.602	.363	.587	.013	6.005	.015
Propriety I, Propriety II, Propriety III,	F3, F2, F1, F6, F4, F7, F10	.615	.378	.581	.016	7.294	.007

*Dependent variable: the overall understanding of the benefits of Kindness Tourism on sustainable tourism

The factors entered into the model are listed in Table 5.15. Firstly, the three factors for propriety I “treating nature kindly” enter into the model, and they all result in significant F value changes, which means that all of the three factors can represent the

dependent variable well; then factor 4 to factor 7 for propriety II “treating others kindly” enter into the model as hierarchy 2, and as Table 5.15 indicates, only factor 6, factor 4 and factor 7 result in significant F value changes; therefore, the three factors are chosen to predict the dependent variables in hierarchy 2; finally, factor 8 to factor 10 for propriety III “treating oneself kindly” enter into the model as hierarchy 3, and only factor 10 results in significant F value changes, so factor 10 is chosen to predict the dependent variable in hierarchy 3. In total, 7 factors from three aspects are chosen to best represent the overall recognition of benefits from Kindness Tourism on sustainable tourism.

Table 5.16: Results of hierarchical linear regression

Propriety	Variables/factors	Hierarchy 1		Hierarchy 2		Hierarchy 3	
		β	t	β	t	β	t
Treat Nature Kindly	F1: Preserving biodiversity	.190	2.853* (p=0.005)	.029	.436	.031	.463
	F2: Low-carbon emission	.224	3.679*** (p=0.000)	.154	2.638* (p=0.009)	.139	2.385* (p=0.018)
	F3: Reducing Pollution	.200	3.008* (p=0.003)	.020	.295	.029	.432
Treat others kindly	F4: Respecting local people			.171	2.553* (p=0.011)	.128	1.873
	F6: Contributing to local economy			.263	4.377*** (p=0.000)	.227	3.74*** (p=0.000)
	F7: Respecting other tourists			.146	2.451* (p=0.015)	.102	1.664
Treat oneself kindly	F10: Reverence for life					.162	2.701* (p=0.007)
Model summary	F	40.401*** (p=0.000)		29.796*** (p=0.000)		26.821*** (p=0.000)	
	R ²	.279		.366		.378	
	F Change	40.401*** (p=0.000)		14.113*** (p=0.000)		6.058* (p=0.014)	
	R ² Change	.279		.087		.012	

n.s. p>.05 *p<.05 ***p<.001

The result of hierarchical linear regression is presented in Table 5.16. In hierarchy 1, the three factors in propriety I are all significant in representing the dependent variable; in hierarchy 2, when factor 4 to factor 7 in propriety II enter, factor 1 and factor 3 become less important; and finally in hierarchy 2, when factors in propriety III enter,

factor 4 and factor 7 become less important, but factor 2, factor 6 remain significant in representing the dependent variable. This is evidence that in representing the overall understanding of the benefits of Kindness Tourism on sustainable tourism, the following three factors are relatively more important: low-carbon emission (factor 2), contribute to local economy (factor 6) and reverence for life (factor 10). Besides that, the result for hierarchy 3 demonstrates the importance of the seven factors in the three proprieties. Among these factors, factor6 ($\beta=0.227$, $t=3.74$, $p<0.001$) contributes most to the recognition, followed by factor 10 ($\beta=0.162$, $t=2.701$, $p<0.05$) and factor 2 ($\beta=0.139$, $t=2.385$, $p<0.05$). That means the importance of the ten factors in regard to representing the results are: $F6 > F10 > F2 > F4 > F7 > F1 > F3$.

5.6 Evaluation of the satisfaction and recommendation of participants in relation to Kindness Tourism

To achieve research objective (6): evaluate the satisfaction of tourists on Kindness Tourism, this part of study will first evaluate tourists' overall satisfaction and recommendation intentions, then examine the difference on tourists' satisfaction in terms of different social demographics.

(1) Descriptive statistics of tourists' overall satisfaction and recommendation intention

There were 4 questions in the post-visit questionnaire to measure the satisfaction of participants in relation to Kindness Tourism. Question 6 aimed to measure the extent of constraints that participants felt in relation to Kindness Tourism; question 7 then measured the overall satisfaction of participants; questions 9 and 10 further explored the intentions of participants to follow the principles of Kindness Tourism in the future and introduce the idea to others. Table 5.17 illustrates the descriptive statistics on tourists' overall satisfaction and recommendation intention. The mean value for each question is around 3.0, which means the answers are mostly at a positive level. Nearly half of the participants report that they feel moderately constrained by Kindness Tourism, and believe Kindness Tourism contributed to their satisfaction with this trip to a moderate extent. An interesting phenomenon is in the willingness to follow Kindness Tourism and introduce Kindness Tourism to family /friends, despite around

40% of respondents choosing that they possibly will do, another quite large group of respondents (26.6% and 27.1% respectively) claim they will definitely do that.

Table 5.17: Descriptive statistics: tourists' overall satisfaction and recommendation intention

		Frequency	Percentage	Mean
The extent of constraints in implementing Kindness Tourism	Not at all	28	7.0%	3.01
	Slightly	65	16.3%	
	Moderately	198	49.6%	
	Very	91	22.8%	
	Extremely	17	4.3%	
Total		399	100.0%	
The contribution of Kindness Tourism on the satisfaction with this trip	Not at all	8	2.0%	3.41
	Slightly	29	7.3%	
	Moderately	191	47.9%	
	Very	132	33.1%	
	Extremely	39	9.8%	
Total		399	100.0%	
The willingness to follow Kindness Tourism in the future	Definitely not	7	1.8%	3.61
	Probably not	45	11.3%	
	Possibly	151	37.9%	
	Probably	89	22.4%	
	Definitely	106	26.6%	
Total		398	100.0%	
The willingness to introduce Kindness Tourism to family /friends	Definitely not	9	2.3%	3.52
	Probably not	54	13.6%	
	Possibly	164	41.2%	
	Probably	63	15.8%	
	Definitely	108	27.1%	
Total		398	100.0%	

(2) The difference of tourists' satisfaction in terms of social demographics

The influence factors for tourist satisfaction have been studied by a large number of researchers, among them the dependence of satisfaction on demographics has been explored extensively. For example, Oom do Valle et al. (2006) find that educational level, nationality and age significantly affect satisfaction level; Huh (2002) observes a significant relationship between satisfaction and gender; however, Jodice et al. (2006) report no significant relationship in terms of demographic profile except income. Some researchers have summarised the study results on various sociodemographic variables, such as gender (Mason and Cheyne 2000; Nunkoo and Gursoy 2012), age (Tomljenovic and Faulkner 2000; Sheldon and Abenoja 2001;

McGehee and Andereck 2004; Cavus and Tanrisevdi 2009), education (Sheldon and Abenoja 2001; Teye et al. 2002; Kuvan and Akan 2005), as well as income (McMinn and Cater 1998; Kuvan and Akan 2005). The results vary depending on different research environments, and some are even opposite to each other. Therefore, it's necessary to clarify the relationships between tourist demographics and satisfaction in Kindness Tourism in this study.

Tourist demographics in the questionnaire include gender, age, region of residence, occupation, highest educational qualification and total household income in the previous year. Since the statistics relating to the 4 tourist satisfaction answers are not normally distributed, nonparametric test methods are used to examine if the satisfaction extent varies according to different social demographics.

Table 5.18: Nonparametric test within different demographic groups

Variables	Mann-Whitney U test	Kruskal Wallis Test				
	Gender	Age	Region of residence	Occupation	Highest educational qualification	Total household income
The extent of constraints in implementing KT	.584	.122	.011*	.051	.041*	.477
The contribution of KT on the satisfaction with this trip	.838	.619	.268	.669	.071	.413
The willingness to follow KT in the future	.855	.446	.492	.338	.901	.797
The willingness to introduce KT to family /friends	.429	.358	.241	.488	.875	.577

n.s. $p > .05$ * $p < .05$ ** $p < .01$

Table 5.18 illustrates the result of the Mann-Whitney U test for gender and Kruskal Wallis test for age, region of residence, occupation, highest educational qualification and total household income. With regard to gender, the p values for the Mann-Whitney U Test for each answer are all above the significance level of 0.05, which indicates that there is no significant difference between different genders. In terms of other demographics, including age, region of residence, occupation, highest educational qualification and total household income, the Kruskal Wallis Test is used to explore the possible relationships between determinants of satisfaction. As can be

seen from the table, most of the statistics are not significantly different within different social demographics as the p values for both tests are above 0.05. However, the distribution of data is significantly different when participants are grouped by region of residence and highest educational qualification in terms of the extent of constraints they felt in implementing Kindness Tourism.

In order to understand respondents' extent of constraints in terms of region of residence, we grouped the respondents into three different regions: respondents from Hainan Province (including Baoting, Sanya and Other areas of Hainan Province), neighbouring provinces to Hainan Province (including Kong/Macau/Taiwan), and other provinces which are neighbours of Hainan. Then we used Mann-Whitney U test to do the cross group comparison and the results are showed in Table 5.19, and a map is drew to illustrate the regional differences in Figure 5.1 (see next page). There is no significant difference of the constraint feelings between respondents from Hainan Province and its neighbouring provinces, but respondents from other provinces report positively than them (the lower the score, the more positive their feelings).

Table 5.19: Cross groups examination for respondents' feelings of constrains grouped by regions of residence

Groups	Mean Rank	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Hainan Province	109.31	5602.000	14647.000	-.531	.595
Neighbouring provinces to Hainan Province	113.61				
Hainan Province	168.94	10125.500	25878.500	-2.371	.018*
Other provinces, but not neighbours of Hainan	146.21				
Neighbouring provinces to Hainan Province	148.51	6307.000	22060.000	-2.570	.010*
Other provinces, but not neighbours of Hainan	124.63				

n.s. $p > .05$ * $p < .05$ ** $p < .01$

In terms of the differences in the extent of constraints in implementing Kindness Tourism with different highest educational qualifications, respondents with doctorate level education and college diplomas report more positively (the lower the score, the more positive their feelings) about their feelings (at a mean value of 2.67 and 2.95 respectively), while respondents with secondary, high school qualifications feel relatively negative. The results of cross group comparisons in Table 5.20 (Mann-Whitney U test) indicate that participants with secondary, high school qualifications

report significantly less positively than those with college diplomas and doctorate level qualifications.

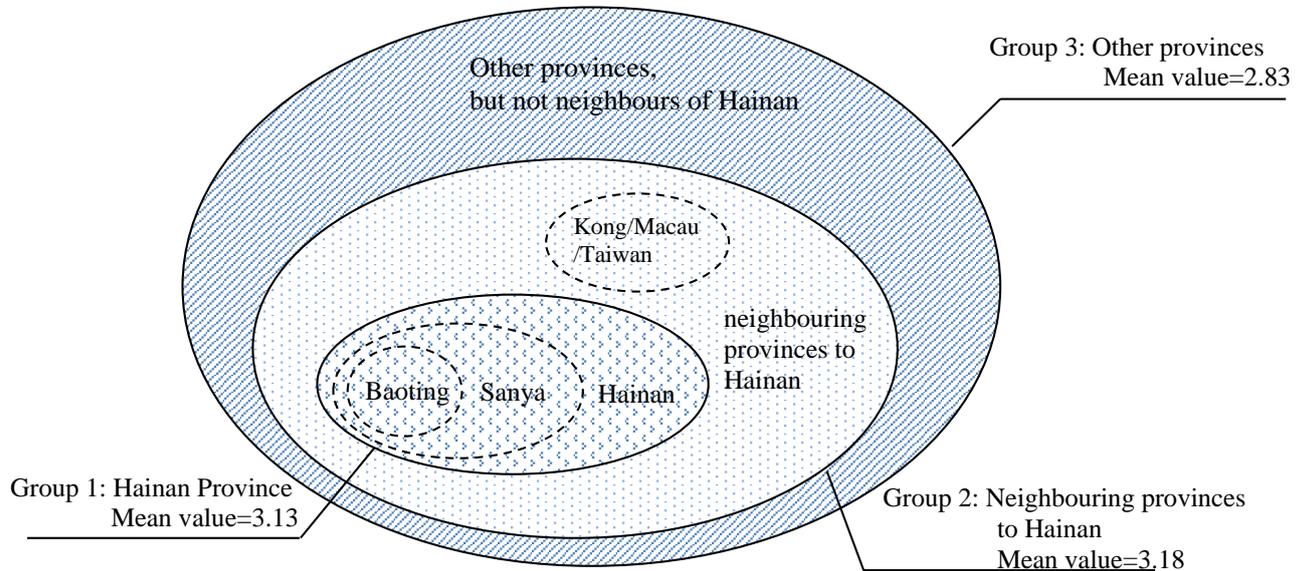


Figure 5.1: Comparison between regions in terms of tourists’ feelings of constrains

Table 5.20: Cross group examination of respondents’ feelings grouped by highest educational qualification

Groups	Mean Rank	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Secondary, high school level	182.98	9739.5	34049.5	-2.737	0.006
College diploma or equivalent	154.77				
Secondary, high school level	62.17	410.000	488.000	-2.193	.028
Doctorate level	40.67				

5.7 Tourists’ behaviour changes in terms of demographic groups

A number of studies have discussed the behaviour differences result from social demographic differences in tourism, such as gender, age, nationality, etc. For example, gender and age differences have been observed in the behaviour of tourists during their tourism activities (Laing 1987; Henderson et al. 1988). Some studies indicate there are significant differences between the two groups (Henderson et al. 1988;

Firestone and Shelton 1994) while others observed no difference (Jönsson and Devonish 2008). But with regard to behaviour changes, few researchers have been involved in the comparison of the extent of changes before and after certain interference between different groups. The difference between different social demographic groups is helpful in exploring the different market segments in promoting Kindness Tourism program to tourists. Based on the knowledge of the difference, more targeted and effective promoting plan could be made towards tourists with different social demographic characteristics. In this study, the data on tourists' behaviour in their former tourism shows there is no significant difference with regard to tourists' gender, age and yearly household income, but some behaviour differences are shown up after the introduction of Kindness Tourism. This provides a chance to learn the difference in the extent behaviour change after the introduction of Kindness Tourism with regard to tourists' gender, age and yearly household income.

(1) Tourists' behaviour changes in terms of gender

As indicated in Table 5.21, the p values for the Mann-Whitney U test for the data on tourists' behaviour before the introduction of Kindness Tourism are all above the significance value of 0.05, which mean there's no significant difference between different genders. The result of the Mann-Whitney U test for the data relating to tourists' behaviour after the introduction of Kindness Tourism (see Table 5.22), however, indicates a different trend. The p values for factor 3, factor 4, factor 5, factor 6, factor 8 and factor 9 are all below the significance value of 0.05, which mean there are significant differences between different genders in these 6 factors. The mean ranks for male are all smaller than those for female in these factors. Therefore, we can draw a conclusion that female tourists behaved more positively than male tourists after the introduction of Kindness Tourism in the following respects: reducing pollution (factor 3); respecting local people (factor 4); respecting social order (factor 5); contributing to local economy (factor 6); safety (factor 8); acquiring knowledge/skills (factor 9).

Table 5.21: Mann-Whitney U test: tourists' behaviour before Kindness Tourism in terms of gender

	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10
Mann-Whitney U	16088	16262	17165	18392	16297	18346	17315	18565	18593	18709
Wilcoxon W	31139	36362	37668	35045	30662	35551	33786	39271	38693	39415
Z	-.350	-1.188	-.951	-.075	-.012	-.641	-.735	-.009	-.006	-.062
Asymp. Sig. (2-tailed)	.726	.235	.342	.940	.990	.522	.462	.993	.995	.950

Table 5.22: Mann-Whitney U test: tourists' behaviour after the introduction of Kindness Tourism in terms of gender

Factor	Mean rank		Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
	Male	Female				
F1	178.65	183.73	15744	34659	-.466	.642
F2	185.14	196.92	16796	38324	-1.047	.295
F3	177.75	206.26	15172	37327	-2.560	.010*
F4	174.38	211.75	14569	36097	-3.324	.001**
F5	164.75	188.97	13208	30974	-2.238	.025*
F6	178.96	205.32	15517	37045	-2.359	.018*
F7	184.73	201.78	16663	38608	-1.509	.131
F8	183.27	208.76	16332	38487	-2.257	.024*
F9	182.98	210.10	16272	38427	-2.392	.017*
F10	184.28	206.43	16570	38515	-1.946	.052

n.s. $p > .05$ * $p < .05$ ** $p < .01$

(2) Tourists' behaviour changes in terms of age

The Kruskal Wallis test is used to examine if there is any behaviour difference between age groups of tourists before and after the introduction of Kindness Tourism. As indicated in Table 5.23, the p values for the Kruskal Wallis test for the data on tourists' behaviour before Kindness Tourism are all above the significance level of 0.05, which means there is no significant difference between different age groups. But the result for tourists' behaviour after the introduction of Kindness Tourism indicates there is a significant difference between different age groups for factor 9: acquiring knowledge/skills. When the Mann-Whitney U test is applied to make the cross group comparison: 21 pairs are compared (group 1 to group 2; group 1 to group 3;

group 6 to group 7), and the p values for the Mann-Whitney U test indicate there exist significance differences in two pairs of comparison (see Table 5.24): (1) tourists under 18 behaved significantly more positively than tourists aged 18-25 on factor 9; and (2) tourists aged 26-35 also behaved significantly more positively than tourists aged 18-25 on factor 9.

Table 5.23: Kruskal Wallis test: tourists' behaviour before and after the introduction of Kindness Tourism in terms of age

		F1	F2	F3	F4	F5	F6	F7	F8	F9	F10
Pre-visit	Chi-Square	11.868	9.791	1.758	6.103	11.487	.908	8.955	3.695	5.159	5.482
	Asymp. Sig.	.065	.134	.941	.412	.074	.989	.176	.718	.524	.484
Post-visit	Chi-Square	5.425	7.214	7.665	3.615	8.108	3.264	8.214	6.664	12.645	4.135
	Asymp. Sig.	.491	.301	.264	.729	.230	.775	.223	.353	.049*	.658

n.s. $p > .05$ * $p < .05$ ** $p < .01$

Table 5.24: Mann-Whitney U test: cross group comparison of tourists' behaviour after the introduction of Kindness Tourism for factor 9 in terms of age

Age Groups	Mean Rank	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Under 18	100.50	92.000	7473.000	-2.125	.034
18-25	61.76				
18-25	111.07	6058.000	13439.000	-2.439	.015
26-35	132.84				

(3) Tourists' behaviour changes in terms of yearly household income

The Kruskal Wallis Test is used to test if there is any behaviour difference between five groups of tourists with different yearly household incomes before and after the introduction of Kindness Tourism. As indicated in Table 5.25, the p values of the Kruskal Wallis test for the data for tourists' behaviour before the introduction of Kindness Tourism are all above the significance value of 0.05, which means there is no significant difference between different age groups. However, the result for tourists' behaviour after the introduction of Kindness Tourism indicates there is a significant difference within different groups for factor 3: reducing pollution. The Mann-Whitney U test was then applied to the cross group comparison: 10 pairs were compared (group

1 to group 2; group 1 to group 3; group 4 to group 5), and the p values for the Mann-Whitney U test indicate there exist significant differences in two pairs which were compared (see Table 5.26): (1) tourists who earned 45-130 thousand CNY a year behaved significantly more positively than tourists earning 0-45 thousand CNY a year on the behaviour of reducing pollution; (2) tourists earning 130-500 thousand CNY a year also behaved significantly more positively than tourists earning 0-45 thousand CNY a year on the behaviour of reducing pollution.

Table 5.25: Kruskal Wallis test: tourists' behaviour before and after the introduction of Kindness Tourism in terms of yearly household income

		F1	F2	F3	F4	F5	F6	F7	F8	F9	F10
Pre-visit	Chi-Square	6.376	2.867	4.231	9.214	10.641	1.357	3.291	1.169	3.210	3.764
	Asymp. Sig.	.173	.580	.376	.056	.081	.852	.510	.883	.523	.439
Post-visit	Chi-Square	5.741	2.118	10.314	9.202	7.764	3.137	3.634	5.936	1.639	9.078
	Asymp. Sig.	.219	.714	.035*	.056	.101	.535	.458	.204	.802	.059

n.s. $p > .05$ * $p < .05$ ** $p < .01$

Table 5.26: Mann-Whitney U test: cross group comparison of tourists' behaviour after the introduction of Kindness Tourism on factor 3 in terms of Yearly household income

Yearly household income	Mean Rank	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
¥0-45 thousand	119.038	6244.000	9404.000	-2.718	.007
¥45-130 thousand	147.6231				
¥0-45 thousand	76.66456	2896.500	6056.500	-2.318	.020
¥130-500 thousand	94.0163				

In summary, part of tourists' behaviour changed significantly after the introduction of Kindness Tourism and the extent of changes varied between different social demographic groups. In terms of gender, female tourists behaved more positively than male tourists after the introduction of Kindness Tourism in the following respects: reducing pollution; respecting local people; respecting social order; contributing to local economy; safety; acquiring knowledge/skills. In terms of age, tourists under 18 and aged 26-35 both behaved significantly more positively than tourists aged 18-25 in relation to acquiring knowledge/skills. In terms of yearly household income, both

the tourists earning 45-130 thousand CNY a year and 130- 500 thousand CNY a year behaved significantly more positively than tourists earning 0-45 thousand CNY a year in terms of reducing pollution.

5.8 Implications and recommendations

The main work of this study is to provide a conceptualisation of Kindness Tourism based on existing definitions and Chinese philosophy. The summary of the focuses of new types of tourism, such as ecotourism, responsible tourism and volunteer tourism, makes it clear that a focus on tourists is urgently needed. Kindness Tourism values the personal development of tourists, and takes the development of tourists as the prerequisite for environment conservation and socio-culture improvement.

Since the research on Kindness Tourism is still in its early stages, it is necessary to learn from similar studies on the impacts of new types of tourism on sustainable tourism. The mostly explored areas in the existing similar research include the positive and negative effects on environment, and the economic and social benefits on local communities, while the effects on tourists are seldom studied. Although the new types of tourism advertise themselves as “sustainable” or “alternative”, the impacts, however, are reported both positively and negatively. For example, in terms of economic dimensions, the economic benefits which new types of tourism generate are extensively examined: some researchers indicated there are significant benefits (Wilson and Tisdell 2003), while some report few or no positive influences (Lindberg and Enriquez 1994, p.65; Kinnaird and O'Brien 1996). In order to get a comprehensive understanding of the impacts of Kindness Tourism on the above mentioned dimensions, this study extracts indicators from several indicator systems as a reference point for checking the impacts. Besides this, the impacts on tourists are also examined in this study.

In terms of the methodology of existing similar research, qualitative approaches are dominant, partly due to the lack of mature measuring models and quantitative data in social sciences (Ko 2001). In-depth interview (Walker 1997; Stronza and Gordillo 2008; Sin 2009, 2010), focus groups (Lo and Lee 2011) and participant observation (Sin 2009; Barbieri et al. 2012) are frequently used. Other techniques, such as Likert-

scale is also used with self-determined questionnaires when measuring the attitudes of certain stakeholders (Walker 1997). In terms of data resources, much research uses second hand data from official institutions when possible, to analyse the overall trends in various tourism types. However, as Ko (2001) argues, statistical analyses are more appropriate at a local level rather than on a large scale. In general, the research methods conserving the measurement of effects are twofold: some use statistical data at a macro level to measure/predict the general effects on certain dimensions, while some use a qualitative approach to gather information in a specified region, then the analyses are based on the individual cases rather than a large number of statistical samples. This research tries to get a comparatively larger number of samples and more objective statistics by adopting the scale method and making a self-determined tourist questionnaire. The view from tourists judging their own behaviours also provides a new perspective on evaluating the effects on sustainable tourism.

In terms of tourists' behaviour changes, although a number of studies have discussed the social demographic differences in tourism, few researchers have been involved in a comparison of the changes before and after certain interference between different groups. This study provides a chance to learn the extent of tourists' behaviour changes between three different social demographic groups. In terms of gender, female tourists behave more positively than male tourists after the introduction of Kindness Tourism in the following respects: reduce pollution; respect local people; respect social order; contribute to local economy; safety; knowledge/skills. In terms of age, tourists under 18 and aged 26-35 both behaved significantly more positively than tourists aged 18-25 in terms of acquiring knowledge/skills. In terms of yearly household income, both tourists earning 45-130 thousand CNY a year and 130-500 thousand CNY a year behaved significantly more positively than tourists earning 0-45 thousand CNY a year in terms of reducing pollution.

In general, the results of the study proved that Kindness Tourism is beneficial to sustainable tourism; the overall attitude of participants is supportive of Kindness Tourism, which suggests that it could be accepted by tourists if it is approached in the right way. Now the question comes to how to persuade tourists to follow Kindness

Tourism to implement positive behaviour changes. Kindness Tourism is a new term for tourists, and tourists need time to recognise it, accept it and finally follow it.

Education is recognised as an effective way to encourage tourists to behave in a more sustainable manner (Budeanu 2007; Stanford 2008; Yakushiji 2010). This research also adopts education as the main interference for participants when promoting a change in their behaviour. Effective information is the key point for success of education, in terms of the format (Heinzle 2012), timing (Schäfer et al. 2012) and context (Larceneux et al. 2012) of the provided information. Some studies have already proved education has a positive effect in changing tourists' behaviour (Amendah and Park 2008; Ballantyne et al. 2011). For example, Starr (2009) found that responsible purchasing behaviour is positively associated with education related to responsible behaviour. Newhouse (1990) used education as a tool to elevate awareness, thus to measure how behaviour alters awareness. Darner (2012) noted that education has the potential to enhance understanding of environmental resources, foster appropriate values and encourage the sustainable use of resources (Horng et al. 2013). Therefore, the education about how to behave responsibly and sustainably is helpful for tourists in terms of supporting them to make choices in a sustainable manner.

In the case of Kindness Tourism education, the effective and sufficient information is also very important. Among the comments on the last question "Do you have other comments/suggestions to Kindness Tourism?" in the post-visit questionnaire, many participants showed supportive attitude towards Kindness Tourism, but some thought as:

"It's better to increase the intensity of promotion of Kindness Tourism, because we almost missed it since there was no very clear sign of this campaign";

"The video should be played repeatedly in a conspicuous place in Yanoda";

"It's better to explain more details of Kindness Tourism in the video, so more people could learn about the merit of Kindness Tourism".

For the research, the video and promotion files seem to be enough to introduce Kindness Tourism; and due to time and budget constraints, the study could not afford to fund a big campaign. In terms of promoting Kindness Tourism in tourism

destinations, this study is obviously not extensive enough; more studies need to be conducted to find a better educational method, such as effective persuasive information and demonstration based on the elaboration likelihood model (Petty and Cacioppo 2012).

The interrelated key players in the tourism industry, especially the government and voluntary organisations, should act positively in promoting Kindness Tourism since they have more resources and power to affect tourists' beliefs and behaviour. Related government officials are the dominant force in the tourism industry, because they represent a combination of policy makers and public funding providers. There are at least four functions of government involved in tourism, including coordinating, legislative decision making, planning and financing, according to the UNWTO (1983). Governments can seek to secure the adoption of Kindness Tourism by all tourism stakeholders using several policy instruments (Bramwell 1998, p.361). For example, government encouragement could be used through information, education and general persuasion, financial incentives and regulations directed at tourism businesses (Bramwell and Alletorp 2001). If the government could make supportive policies (e.g., planning and financing) to promote Kindness Tourism and give the appropriate financial support, the whole industry would follow the dominant orientation and Kindness Tourism could be valued and gradually accepted.

The tourism organisations, including international tourism organisations such as the United Nations Educational, Scientific and Cultural Organization (UNESCO), the World Travel and Tourism Council (WTTC) and Pacific Asia Travel Association (PATA), and national/regional tourism organisations such as Hawaii Visitors Bureau (HBV), and the China Tourism Association (CTA) are playing important roles in promoting Kindness Tourism. The programs launched by them have influential impacts on the perception and trend of the tourism industry at a regional or international level. UNWTO, for example, as a prominent international organisation working for the promotion of tourism, works throughout the world to lead and provide knowledge about tourism policies, and engages in getting governments to implement the Global Code of Ethics for Tourism, so that tourism can contribute to social and

economic growth, help reduce poverty and create sustainable development (Bruce et al. 1999).

Tourism operators at given destinations are operating at a practical level in promoting Kindness Tourism. In most cases, the response to making tourism more sustainable largely relies on industry self-regulation (Bramwell and Alletorp 2001). For tourism businesses, the potential benefits of adopting sustainable measures might lead to direct improvements in competitiveness and profitability (Stabler and Goodall 1997), and probably also include creating improved products or new markets, reducing operational costs by making more efficient use of energy/reuse and recycling waste. They might also have some indirect benefits such as enhanced image or a reputation as an ethical company, and meeting customer needs for environmental quality. Therefore, adopting Kindness Tourism might bring potential benefits to tourism operators. Except for the motivations mentioned above, the industry has the best knowledge of the market and customer requirements (Bramwell and Alletorp 2001), so they are suitable candidates for promoting Kindness Tourism.

Chapter 6 : Conclusion

This research aims “to provide a conceptualisation of Kindness Tourism from Chinese philosophy, and evaluate the benefits of Kindness Tourism and its benefit to sustainable tourism in terms of environmental, social and economic aspects”. To explore the aim, seven objectives were investigated. The definition of Kindness Tourism and three aspects were explored through a literature review of previous studies and similar research. Then through a case study and data analysis, the influences of Kindness Tourism on changes in tourists’ behaviour were examined. Later, the benefits of Kindness Tourism on sustainable tourism were analysed, and some suggestions on how to promote and who should implement Kindness Tourism were discussed. This chapter tries to summarise the main findings of the research, then identify the contributions and finally give some suggestions for further research on Kindness Tourism.

6.1 Summary of main findings

(1) The definition of Kindness Tourism, working mechanism, and guidelines for tourists

Based on the literature review, the research gave a definition of Kindness Tourism as tourism which: embodies Chinese philosophy within tourist practices; consisting of three properties: treating nature kindly, treating others kindly and treating oneself kindly, as well as benefits to sustainable tourism. The three properties of Kindness Tourism were also identified and the working mechanism of Kindness Tourism was adopted through the review of behaviour change theories. At last, based on the content analysis of codes of conduct in the literature review and basic ideas from Chinese philosophy, the three proprieties were interpreted into practical Kindness Tourism behaviour guidelines for tourists.

(2) The focuses of sustainability-related new types of tourism and their effects on sustainable tourism

The study of the sustainability-related new types of tourism aimed to make a reference for the study of Kindness Tourism. Through the study of the various focuses of these tourism concepts, such as environment conservation, local economy boosts and the welfare of local communities, etc., we found that tourists are seldom studied as a group to get benefits from the tourism activities. This provided a motivation for the study and promotion of Kindness Tourism because it focuses on people and aims to inspire tourists to pursue a higher level of spiritual fulfilment during tourism activities.

Then the research on the benefits of sustainability-oriented new types of tourism on sustainable tourism was reviewed to make a reference point for examining the effects of Kindness Tourism on sustainable tourism. Through the study we found that the most explored areas include the positive and negative effects on the environment, and the economic and social benefits for local communities, while the effects on tourists are seldom studied; the research method concerning the measurement of effects is twofold: some use statistical data from the supply side at a macro level to measure/predict general effects on certain dimensions, while some use a qualitative approach based on individual cases rather than a large number of statistical samples. This provided a reference for the method of examining the effects of Kindness Tourism on sustainable tourism: to get a balance between comparatively larger number of samples and more objective statistics by adopting the scale method and making a self-determined tourist questionnaire. The view from tourists judging their behaviours provided a new perspective on evaluating the effects on sustainable tourism.

(3) Factors supporting Kindness Tourism

To achieve the research aim (3): identify the factors of Kindness Tourism, a factor analysis was introduced to make the three proprieties of Kindness Tourism more concrete and make the variables relating to tourists' behaviour more clear. Ten factors were identified within the three proprieties: preserving biodiversity, low-carbon emission, reducing pollution relate to Propriety I (treating nature kindly); respecting local people, respecting social order, contributing to local economy, respecting other tourists relate to Propriety II (treating others kindly); and safety, acquiring knowledge/skills, reverence for life relate to Propriety III (treating others kindly).

(4) Influences of Kindness Tourism on tourists' behaviour changes before and after the introduction of Kindness Tourism

To achieve the research objective (4) “evaluate the benefits of Kindness Tourism by comparing tourists' behaviour before and after the introduction of Kindness Tourism”, a pre-and post-visit questionnaire was used to examine tourists' behaviour in their last previous tourism activity before being introduced to Kindness Tourism and during Kindness Tourism. The data was collected and analysed through SPSS. With the normality test and Mann-Whitely U test, significant differences were found in all 10 factors of tourist's behaviour. Since the post-visit group had a higher mean rank in all factors, then we concluded that the behaviour after the introduction of Kindness Tourism was statistically significantly more positive than before.

(5) Benefits of Kindness Tourism on sustainable tourism

To achieve the research objective (5): to identify the routes by which Kindness Tourism contributes towards sustainable tourism, and examine the benefits, some common measureable indicators from different sustainable tourism indicator systems were adopted and the corresponding relationship between sustainable tourism indicator items and Kindness Tourism variables were identified. Through the Mann-Whitely U test, the majority of Kindness Tourism variables showed significant positive change through the introduction of Kindness Tourism, which indicated that the corresponding items in sustainable tourism will benefit from the behaviour changes.

(6) Evaluation of tourists' satisfaction on Kindness Tourism

To achieve research objective (6): evaluate the satisfaction of tourists on Kindness Tourism, firstly the overall satisfaction and recommendation intentions were identified, then the possible relationship between tourist demographics and satisfaction was explored. Although the dependence of satisfaction on demographics has been explored by many researchers, the results vary depending on different research environments, and some are even opposite to each other. This study indicated that tourists' satisfaction on Kindness Tourism is significantly different when they are grouped by region of residence and highest educational qualification in terms of the

extent of constraints they felt in implementing Kindness Tourism: respondents from other provinces report positively than those from Hainan and its neighbouring provinces, and respondents with secondary, high school qualifications report significantly less positive responses than those with college diplomas and doctorate level qualifications.

(7) Tourists' behaviour changes in terms of demographic groups

To achieve the research objective (7): to test if the extent of tourists' behaviour changes varied amongst different social demographic groups, the behaviours were examined in cross groups. The results indicated that some of tourists' behaviour changed significantly after the introduction of Kindness Tourism and the extent of changes varied between different social demographic groups. In terms of gender, female tourists behaved more positively than male tourists after the introduction of Kindness Tourism in the following respects: reducing pollution; respecting local people; respecting social order; contributing to local economy; safety; acquiring knowledge/skills. In terms of age, tourists under 18 and aged 26-35 both behaved significantly more positively than tourists aged 18-25 in relation to the factor of acquiring knowledge/skills. In terms of yearly household income, both tourists earning 45-130 thousand CNY a year and 130- 500 thousand CNY a year behaved significantly more positive than tourists earning 0-45 thousand CNY a year in relation to the factor of reducing pollution.

(8) Suggestions on how to promote and who should implement Kindness Tourism

Finally, some suggestions for local organisations/tourists on how to develop Kindness Tourism were presented. As a relatively new tourism concept, local governments, all kinds of tourism organisations and tourism operators play important roles in promoting and implementing it. The motivation and strength of the three stakeholders were also analysed. Education could be considered as a major way to promote it, but how to effectively conduct the educational process requires further study.

6.2 Key research contributions

This research was exploratory since Kindness Tourism is a relatively new concept. As indicated in this study, Kindness Tourism is a way to achieve sustainable tourism development. The study has contributed a small piece of knowledge to sustainable tourism fields in terms of the following three points.

In terms of theoretical research, this research has brought a new concept of Kindness Tourism from Chinese philosophy and literature into general circulation to enrich the literature. Although a few researchers have made some study of Kindness Tourism, the definition of Kindness Tourism was still not well defined and it needed to be interpreted into a general and universally applicable concept. This research gave a comprehensive definition of Kindness Tourism based on the literature review, and identified three proprieties and ten factors supporting Kindness Tourism. Besides this, it has added to knowledge of the focuses and relationships of the existing sustainability-oriented concepts such as eco-tourism, low carbon tourism and pro-poor tourism. Then the benefits of Kindness Tourism on sustainable tourism have also been identified. The focus on tourists' development gives Kindness Tourism an opportunity to be a good solution to the sustainable development of tourism destinations.

In practice, the research has given some suggestions to local organisations about how to develop Kindness Tourism to achieve sustainable development. Kindness Tourism has been proved to be beneficial in terms of tourists' behaviour changes and helpful for sustainable tourism in a given destination. As a new concept, if tourists are to reach its aims and accept it, it is necessary to consider the promoting process. The research drew a primary conclusion that local governments, all kinds of tourism organisations and tourism operators must play important roles in promoting and implementing it. Specifically, in terms of promotion, education could be considered to be an effective intervention in changing tourists' behaviour.

Additionally, an Oriental perspective was introduced into sustainable tourism practice. Western tourism research and practice have been dominant for several decades, while vibrant tourism markets in eastern countries have been experiencing rapid rises in

recent years. Especially in China, the tourism industry maintains a relatively high growth rate against the background of worldwide economic recession. The Chinese philosophy, as an Oriental perspective, offers some inspiration for sustainable tourism development.

6.3 Limitations of the research

This study had several limitations. First of all, the research context was confined to a specific tourism destination due to time and budget limitations. This may have caused two potential problems. The first one was that result may have been exaggerated, because the Chinese philosophy *Heaven and human in harmony* is easily recognised by a certain number of Chinese people as they are versed in Confucianism, Daoism or other related theories. Therefore, participants might accept Kindness Tourism ideas more easily. If this research was conducted in other countries, the result might probably not be as positive as in China. Another problem was the lack of different types of survey site. The survey site used was very suitable for the promotion of Kindness Tourism in terms of its exceptional advantage in environmental conditions and its unique minority culture. However, other tourism destinations may have different environmental or cultural conditions. For example, for nature-based attractions such as forests, the results on the variable “respect local culture” may not be significantly positive.

Secondly, long term behaviour change could not be measured due to the time span and budget of the research. Many researchers have examined the immediate impact of a certain type of environmental education or tourism aimed at changing tourists’ behaviour (Broad 2003; Christofi and Thompson 2007; Bailey and Russell 2010; Zahra 2011), while the long term effects still remain to be identified (Wearing and McGehee 2013). Tourists may behave very nicely immediately after the education, however, after a certain period, or even when they leave the survey site, they may behave in their former way (Grabowski 2011). Therefore, it would be better if the long term effects have been studied, for example, through a survey 6 months or 1 year after the introduction of Kindness Tourism.

Another limitation existed in the self-administered questionnaire. Participants did not perhaps choose to answer questions honestly for various reasons (Cargan 2007, p.117), due to a concern that they would be condemned by other people if they behaved improperly and reported honestly, or because they understood the purpose of the researchers and wished to please the researcher. This problem seems inevitable but some measures were used in this study to reduce the possibility of unfaithful answers, e.g., participants were well informed about the anonymisation so they could be more objective in the report about their behaviours without concern that they would be condemned or punished for their inappropriate behaviours.

6.4 Future research

As an exploratory piece of research, this only represents the start of study into Kindness Tourism, and more research needs to be done in the future. As indicated in the conclusion and limitation section, there were at least three problems which needed to be solved in the future.

Firstly, research contexts should be expanded to cover more and varied tourist destinations. There are at least two directions for research: the first one would be to examine if Kindness Tourism could be effective in different types of tourism destinations, for example, by testing tourists' behaviour changes at sightseeing tourism destinations and culture-lead destinations, and a different pattern of behaviour change may be found in comparison. Another possible research area would be to test tourists' behaviour changes before and after Kindness Tourism in different cultures, such as in several countries/regions whose cultures are drastically different from one other. The expected results would probably vary since the core value of Chinese philosophy *heaven and human in harmony* is well accepted by some cultures while it might be not compatible with others.

Secondly, a long term influence of Kindness Tourism should be identified. For example, a tracking survey, either in the form of interviews or questionnaire surveys could be conducted 6 months to 3 years after the introduction of Kindness Tourism, to check if participants' behaviour has changed during this period in terms of tourism activities and even in daily life.

Finally, how to promote Kindness Tourism to tourists and other stakeholders remains to be studied. This research accounts for a modest start to induce more study on the roles of different tourism stakeholders in promoting and implementing Kindness Tourism, and has given a hint into interventions which can be used to change tourists' behaviour; how to effectively conduct a process of promotion remains an area for further study.

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Appendix I: Content analysis of 20 codes of conducts (with list of codes of conduct)

Items from codes of conducts	Number of codes of conducts																				Frequency
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Avoid Bought products made from endangered plants and animals	√		√		√	√	√	√			√	√	√	√	√		√		√		14
Respect local vendors and artisans by practising fair trade	√	√	√	√	√			√	√		√	√		√	√	√		√	√		14
Kept appropriate distance from wildlife and not disturb their normal activities	√			√	√	√	√	√			√	√	√		√	√		√		√	13
Respect norms and customs amongst local residents		√	√	√	√	√	√	√	√		√	√		√	√						12
Consume local products	√		√			√		√	√	√		√		√	√		√	√	√		12
Ask permission before taking a photo	√	√	√		√	√			√	√		√		√				√	√		11
Deposit litter in dustbin and do waste sorting					√	√	√				√		√	√				√	√	√	9
Have basic knowledge of the nature and culture of the destination before departure	√							√	√	√		√			√		√	√	√		9
Reduce the use of plastic products	√				√						√	√		√		√	√				7
use energy efficiently(Save energy)	√											√	√	√			√			√	6
Respect local values, concepts of time for example	√	√		√					√		√	√									6
Proper gifts (no sweets) instead of money			√		√				√		√			√			√				6
Use locally owned facilities (infrastructure for accommodation and transport.)	√								√	√		√					√	√			6
Avoid deposit litter on land ,in the river or sea					√						√		√	√						√	5
Avoid breaking existing building	√			√	√							√	√								5
Dress appropriately							√		√					√			√		√		5
Comply with regulations and laws	√			√				√				√			√						5
Learn and use basic phrases of the local language								√		√	√							√	√		5
Use public transport as much as possible	√									√							√	√			4
Avoid wasting food and water	√											√			√		√				4
Avoid making unrealistic promises to local people		√							√		√								√		4
Donate directly to poverty-relief program/local charity/community elders, don't encourage begging from children ;						√								√				√	√		4
Make demonstrations for others to protect environment	√									√	√										3

Items from codes of conducts	Number of codes of conducts																				Frequency
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Educate others with environmental knowledge if possible										√	√	√									3
Avoid expecting *special privileges from locals		√			√												√				3
Plan activities with safety precautions												√						√		√	3
Learn destination's climate and health situation before you go				√			√					√									3
Avoid trafficking in illicit drugs, arms that are prohibited by regulations or laws				√			√								√						3
Pursue authentic experiences									√	√								√			3
Pursue intellectually improving experiences during the trip;				√					√			√									3
Avoid sexual tourism, especially children or adolescents					√		√			√											3
Use environmentally friendly products? (eco-labelled products)	√											√									2
Keep noise to a minimum when visiting					√								√								2
Persuade other tourists wisely when they do things not properly(or less informed than you)					√					√											2
Make sure that your specific requirements (diet, accessibility, medical care) can be fulfilled before you go				√											√						2
Cultivate the habit of listening and observing, rather than merely hearing and seeing		√							√												2
Get any necessary permits before visiting nature reserves and other protected areas.	√											√									2
Choose a reputable tour operator involved in environmental protection with trained, professional staff	√											√									2
Make a personal contribution to a local community development project							√					√									2
Avoid Brought some non-native plants or animals into the destination																				√	1
Respect holy and sacred places and do not touch or move religious objects						√															1
Avoid to showing off the richness														√							1
Respect other tourists' right to enjoy scenery and culture												√									1
Respect culture diversity , and introspect the culture where you come from				√																	1

Items from codes of conducts	Number of codes of conducts																				Frequency
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Travel in a spirit of humility and with a genuine desire to learn more about the people of the host community		√																			1
Spend time reflecting on your daily experiences in an attempt to deepen your understanding		√																			1
Make a feed back to the owner/operator		√																			1
Whenever possible plan your visit during the off-peak periods.		√																			1
Tourists should leave with a greater understanding and appreciation of nature, conservation, and the environment.												√									1
Consume local products		√																			1

List of codes of conduct:

1. WWF's Code of Conduct for Mediterranean Tourists: <http://www.monachus-guardian.org/library/medpro01.pdf>.
2. Living Heritage-Code of Ethics for Tourists: <http://livingheritage.org/tourist-ethics.htm>.
3. Code of Ethics for Travellers: <http://www.lastfrontiers.com/about-us/responsible-tourism/last-frontiers-code-of-ethics-for-travellers>.
4. Global Code of Ethics for Tourism-for responsible tourism (UN&UNWTO): <http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/docpdf/gcetbrochuregloballcodeen.pdf>.
5. Apus Peru's Traveller's Code of Conduct: http://www.apus-peru.com/responsible-travel/travellers_code_of_conduct.html.
6. Ecotourist Codes of Conduct (Northwest Yunnan Ecotourism Association: http://www.northwestyunnan.com/codes_of_conduct.htm.
7. Animal Attractions Handbook for responsible tourists engaging in wildlife tourism activities. (the UK's largest travel association): <http://thegreatindianelephantsafari.com/responsible-tourist-code-of-conduct-for-wildlife-tourism/>.
8. The Responsible Tourist & Traveler (Global Code of Ethics – WTO): http://www.activetravel.asia/responsible_travel/responsible_tourist_traveler.html.
9. A code of conduct for tourism in the Holy Land: http://www.atg.ps/pdf/code_of_conduct.pdf.
10. CBTVIETNAM: <http://www.cbtvietnam.com/tourist-code-of-ethics/>.
11. Asia-Pacific Environmental Innovation Strategies (APEIS) Research on Innovative and Strategic Policy Options (RISPO):(Fostering low-impact tourism in protected areas).
12. Code of Conduct for Arctic Tourists: <http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&frm=1&source=web&cd=1&cad=rja&uact=8&ved=0CCAQFjAAahUKEwjQx9TQ557IAhUBXS wKHfRWBng&url=http%3A%2F%2Fwww.panda.org%2Fdownloads%2F>

ctic%2Fcodeofconductforarctictourists(eng).pdf&usg=AFQjCNEfds21GP82
JuaStutMz2Tmp2_I6A&bvm=bv.103627116,d.bGg.

13. Responsible Travel Policy made by tucantravel:
<http://www.tucantravel.com/about-us/responsible-travel/responsible-travel-policy>.
14. Codes of Practice of The Responsible Traveler:
<http://www.theresponsibletravellers.com/things-to-know-before-you-go/codes-of-practise/>.
15. THE RESPONSIBLE TOURIST AND TRAVELLER:
<http://ethics.unwto.org/sites/all/files/docpdf/responsibletouristbrochureen.pdf>
.
16. Unbound Expeditions -How to be an Ethical Traveler: <http://www.unbound-expeditions.com/ethical-traveller/>.
17. The ethical traveller:<http://www.ethics.org.au/on-ethics/our-articles/before-2014/the-ethical-traveller>.
18. Cape Town Tourism Responsible Tourism Tips:
<http://www.photodestination.co.za/responsible-tourism.html>.
19. Inca Trail - Responsible Tourism:
http://www.incatrailperu.com/inca_trail_responsible_tourism.html.
20. Environmental Code for Participants in the Australian Antarctic Program:
http://iaato.org/en_GB/protecting-the-environment.

Appendix II Pre-visit Questionnaire and Post-visit Questionnaire (English Version)

Tourism Behaviour questionnaire (QI)

Dear Tourists,

Thank you for taking time to complete this survey. I am a master student and this questionnaire is anonymous and will only be used for the research purpose. The questionnaire aims to investigate your behaviours in your tourism activity in the last year.

Part One: Travel Characters (Please tick in of your answer)

Please respond to the following statement according to your most recent tourism experience before this time .

1. How many times have you travelled in the last year?
 - 0 1-3 times 4-6 times
 - 7-9 times more than 9 times
2. What was the purpose of your last trip? (Please tick all the apply)
 - Sightseeing Vacation Entertainment
 - Visiting friends/family Business Medical treatment
 - Religious worship Expedition Other
3. Who did you travel with last time? (multiple choice)
 - Alone Families Boy/girlfriend
 - Friend (s) Other (→please specify _____)
4. Did you give any gifts to locals on your previous trip? Yes No

If your answer is Yes, please select:
Who did you give your gifts directly to? (You can select more than one)

 - Local children Local elderly people
 - Local charity organization Other (→please specify _____)

If your answer is No, please select:
Would you like to give gifts to local children?

 - Never Rarely Sometimes Usually Always
5. Did that experience enable you to feel relaxed/relive pressures?
 - Not at all Rarely Sometimes Usually Always
6. When possible, will you educate others with environmental knowledge/ make demonstrations for others to protect environment?
 - Never Rarely Sometimes Usually Always

(Follow Part Two)

In your previous travel, did you do any of the following?	Never	1	2	3	4	Always
	0	1	2	3	4	5
Respect other creatures with equal reverence	<input type="checkbox"/>					
Discover and enjoy the beauty of nature and culture	<input type="checkbox"/>					
Avoid excessive pursuit of material desires/comfort yourself	<input type="checkbox"/>					

Part Two : Tourism Behaviours (1-5 stands for the frequency from never to always, 0 stands for not applicable. Please tick one only)

In your previous travel, did you do any of the following?	Never	1	2	3	4	Always
	0	1	2	3	4	5
Keep appropriate distance from wildlife	<input type="checkbox"/>					
Avoid eating endangered species	<input type="checkbox"/>					
Avoid purchasing products made from endangered plants/animals	<input type="checkbox"/>					
Avoid using plastic/disposable products.....	<input type="checkbox"/>					
Use public transport as much as possible.....	<input type="checkbox"/>					
Use energy efficiently (e.g., lighting, water, heat)	<input type="checkbox"/>					
Avoid wasting food and water	<input type="checkbox"/>					
Deposit litter in dustbin and do waste sorting	<input type="checkbox"/>					
Avoid depositing litter on land ,in the river or sea	<input type="checkbox"/>					
Use environmentally friendly (eco-labelled) products.....	<input type="checkbox"/>					
Respect norms and customs amongst local residents	<input type="checkbox"/>					
Respect local values (e.g., local sense of punctuality)	<input type="checkbox"/>					
Dress appropriately	<input type="checkbox"/>					
Be patient when communicating with locals	<input type="checkbox"/>					
Avoid showing off your wealth	<input type="checkbox"/>					
Avoid expecting special privileges from locals	<input type="checkbox"/>					
Avoid breaking existing building/moving religious objects.....	<input type="checkbox"/>					
Keep noise to a minimum when visiting.....	<input type="checkbox"/>					
Comply smoking restrictions.....	<input type="checkbox"/>					
Ask permission before taking a photo	<input type="checkbox"/>					
Avoid making unrealistic promises to local people	<input type="checkbox"/>					
Consume local products	<input type="checkbox"/>					
Use locally owned infrastructure for accommodation/transport	<input type="checkbox"/>					
Tread fairly with locals (Don't bargain excessively).....	<input type="checkbox"/>					
Be friendly to other tourists	<input type="checkbox"/>					
Respect other tourists' right to enjoy scenery and culture	<input type="checkbox"/>					
Help other tourists when they are in need	<input type="checkbox"/>					
Persuade other tourists to behave properly	<input type="checkbox"/>					
Plan activities with safety precautions	<input type="checkbox"/>					
Learn about the destination's health situation before departure	<input type="checkbox"/>					
Make sure your specific requirements (diet, accessibility, medical care) can be fulfilled before you go	<input type="checkbox"/>					
Comply with local regulations and laws	<input type="checkbox"/>					
Avoid taking illicit drugs/arms	<input type="checkbox"/>					
Develop understanding of natural attraction of destination.....	<input type="checkbox"/>					
Develop understanding of culture and history of destination.....	<input type="checkbox"/>					
Learn the original customs and life style of destination	<input type="checkbox"/>					
Keep strong curiosity and imagination	<input type="checkbox"/>					
Travel in a spirit of humility and genuine desire to learn	<input type="checkbox"/>					
Evaluate the culture where you come from	<input type="checkbox"/>					

Part Three: Demographic Information

(Please tick in of your answer)

1. Your gender? Male Female
2. How old are you?
 - Under18 18-25 26-35
 - 36-45 46-55 56-65
 - 66 and over
3. Where are you from?
 - Baoting Sanya
 - other area of Hainan Province
 - Neighbour provinces of Hainan Province
 - Other provinces, but not neighbour of Hainan Province
 - Hong Kong/Macau/Taiwan
4. What is your occupation? (Please tick one only)
 - government sector employee of company
 - teacher/professional student
 - self-employed farmer
 - retired unemployed
 - others (→please specify _____)
5. What is your highest educational qualification?
 - secondary, high school level
 - college diploma or equivalent
 - master level doctor level
 - others (→please specify _____)
6. What was your total household income last year (pre-tax)?
 - ¥ 0-45,000 ¥ 45,000-130,000
 - ¥ 130,000-500,000 ¥500,000-1,000,000

Tourism Behaviour questionnaire (QII)

Dear Tourists,

Thank you for helping me to complete this survey. This questionnaire investigates your behaviours of your travel in Yanoda Rainforest Zone. It is anonymous and will be used only for the purpose of the research.

When you finish this questionnaire you can take the lucky draw and have a chance to win the prize.

Please respond to the following statement according to your tourism activity **in Yanoda Rainforest Zone at this time.**

Part One : Tourism Behaviours (1-5 stands for the frequency from never to always, 0 stands for not applicable. Please tick one only)

	Never	1	2	3	4	Always
In your travel this time, did you do any of the following?	0	1	2	3	4	5
Keep appropriate distance from wildlife	<input type="checkbox"/>					
Avoid eating endangered species	<input type="checkbox"/>					
Avoid purchasing products made from endangered plants/animals	<input type="checkbox"/>					
Avoid using plastic/disposable products	<input type="checkbox"/>					
Use public transport as much as possible	<input type="checkbox"/>					
Use energy efficiently (e.g., Lighting)	<input type="checkbox"/>					
Avoid wasting food and water	<input type="checkbox"/>					
Deposit litter in dustbin and do waste sorting	<input type="checkbox"/>					
Avoid depositing litter on land ,in the river or sea	<input type="checkbox"/>					
Use environmentally friendly (eco-labelled) products	<input type="checkbox"/>					
Respect norms and customs amongst local residents	<input type="checkbox"/>					
Respect local values (e.g., concepts of time)	<input type="checkbox"/>					
Dress appropriately	<input type="checkbox"/>					
Be patient when communicating with locals	<input type="checkbox"/>					
Avoid showing off your wealth	<input type="checkbox"/>					
Avoid expecting special privileges from locals	<input type="checkbox"/>					
Avoid breaking existing building/moving religious objects	<input type="checkbox"/>					
Keep noise to a minimum when visiting	<input type="checkbox"/>					
Comply smoking restrictions	<input type="checkbox"/>					
Ask permission before taking a photo	<input type="checkbox"/>					
Avoid making unrealistic promises to local people	<input type="checkbox"/>					
Consume local products	<input type="checkbox"/>					
Use locally owned infrastructure for accommodation/transport	<input type="checkbox"/>					
Tread fairly with locals (not bargain excessively)	<input type="checkbox"/>					

	Never	1	2	3	4	Always
In your previous travel, did you do any of the following?	0	1	2	3	4	5
Be friendly to other tourists	<input type="checkbox"/>					
Respect other tourists' right to enjoy scenery and culture	<input type="checkbox"/>					
Help other tourists when they are in need	<input type="checkbox"/>					
Persuade other tourists to behave properly	<input type="checkbox"/>					
Plan activities with safety precautions	<input type="checkbox"/>					
Learn about the destination's health situation before departure	<input type="checkbox"/>					
Make sure your specific requirements (diet, accessibility, medical care) can be fulfilled before departure	<input type="checkbox"/>					
Learn about local regulations and laws	<input type="checkbox"/>					
Avoid taking illicit drugs/arms	<input type="checkbox"/>					
Develop understanding of natural attraction of destination	<input type="checkbox"/>					
Develop understanding of culture and history of destination	<input type="checkbox"/>					
Learn the original customs and life style of destination	<input type="checkbox"/>					
Keep strong curiosity and imagination	<input type="checkbox"/>					
Travel in a spirit of humility and genuine desire to learn	<input type="checkbox"/>					
Evaluate the culture where you come from	<input type="checkbox"/>					
Respect other creatures with equal reverence	<input type="checkbox"/>					
Discover and enjoy the beauty of natural and culture	<input type="checkbox"/>					

Part Two: Travel Characters (Please tick in of your answer)

1. What is the purpose of your travel this time? (multiple choice)

- Sightseeing Vacation Entertainment
Visiting friends/family Business Medical treatment
Religious worship Expedition Other

2. Did you give any gifts to locals in this trip? Yes No

If your answer is Yes, please select:

Who did you give your gifts directly to? (multiple choice)

- Local children Local elderly people
Local charity organization Other (→please specify _____)

If your answer is No, please select:

Would you like to give gifts to local children?

- Never Rarely Sometimes Usually Always

3. When possible, will you educate others with environmental knowledge/ make demonstrations for others to protect environment?

- Never Rarely Sometimes Usually Always

4. Who did you travel with this time? (multiple choice)

- Alone Families Boy/girlfriend
Friend (s) Other (→please specify _____)

5. Did the experience enable you feel relaxed/ relive pressures?

- Not at all Slightly Moderately
Very Extremely

6. To what extent do you think implementing Kindness Tourism has constrained your freedom during the visit?

- Not at all Slightly Moderately
Very Extremely

7. Do you think implementing Kindness tourism has enhanced your satisfaction of this trip?

- Not at all Slightly Moderately
Very Extremely

8. To what extent do you think your behaviour in Kindness Tourism can enhance Sustainable Tourism?

- Not at all Slightly Moderately
Very Extremely

9. Will you follow Kindness Tourism in the future tourism activities?

- Definitely Not Probably Not
Possibly Probably Definitely

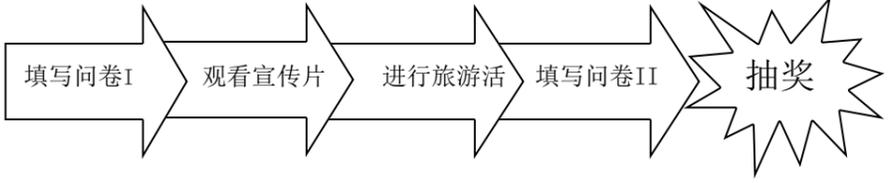
10. Will you introduce Kindness Tourism to your family/friends?

- Definitely Not Probably Not
Possibly Probably Definitely

11. Do you have other comments/suggestions to Kindness Tourism?

游客行为特征调查问卷 I

尊敬的游客：
非常感谢您能够抽出时间来帮助我填写问卷。本问卷旨在了解您在旅游活动中的行为状况，问卷采用匿名形式，并将完全用于学术研究，请您放心填写。
问卷共分为问卷 I 和问卷II两部分，具体填写流程如下：



请您根据在本次旅行前，您**最近一次**的旅游经历如实对本张问卷下列陈述进行勾选

第二部分： 旅游行为（选项1-5分别代表“从不”、“很少”、“偶尔”、“经常”、“总是”）：

在您之前的旅游中，您是否经常做以下事项？	0	1	2	3	4	5
观赏野生动物时保持适当距离，尽量不打扰它们的正常活动	<input type="checkbox"/>					
避免食用野生动植物	<input type="checkbox"/>					
拒绝购买由濒危野生动植物制成的产品/纪念品	<input type="checkbox"/>					
避免使用一次性塑料制品（如矿泉水瓶）	<input type="checkbox"/>					
选择低碳方式出行（如公交车、电瓶车、自行车、步行等）	<input type="checkbox"/>					
节约使用能源（如室内照明）	<input type="checkbox"/>					
避免浪费水和食品	<input type="checkbox"/>					
将废物扔进垃圾箱（如垃圾箱有分类标准, 则遵循分类标准投放）	<input type="checkbox"/>					
避免将废物扔在地上/水中（如河水、湖水中）	<input type="checkbox"/>					
使用带有环保标签的产品	<input type="checkbox"/>					
尊重旅游地的风俗习惯	<input type="checkbox"/>					
尊重旅游地居民的价值观（如时间观念等）	<input type="checkbox"/>					
着装得体	<input type="checkbox"/>					
与当地人交流的时候耐心、客气	<input type="checkbox"/>					
避免在当地人面前显示自己的富有	<input type="checkbox"/>					
不认为自己有当地人所不具有的特权	<input type="checkbox"/>					
不破坏建筑物（如刻字留念）/不触摸, 移动带有居民宗教信仰的物件	<input type="checkbox"/>					
游览时尽量降低声音, 不刻意制造噪音	<input type="checkbox"/>					
遵守公共场合行为规范（如不在禁止吸烟区吸烟）	<input type="checkbox"/>					
在照片中有其他人出现时, 提前取得他人许可	<input type="checkbox"/>					
消费/购买当地产品	<input type="checkbox"/>					
使用当地人所开设的住宿接待设施和交通设施	<input type="checkbox"/>					

第一部分： 旅游信息

1. 您上次出游的旅游类型属于：（可选择多项）

观光旅游 度假旅游 娱乐
 探亲访友 商务旅游 医疗旅游
 宗教旅游 探险旅游 其他（请说明 _____）

2. 您上次出游与谁一同出行：（可选择多项）

独自一人 家人 男/女朋友
 朋友 其他

3. 您在之前的旅游活动中是否曾经对当地人赠送礼物： 是 否

如果您选择“是”，那么请回答：您将礼物直接送给了哪些人？（可选择多项）

当地儿童 当地成年居民 当地慈善机构
 其他（请说明 _____）

如果您选择“否”，那么请回答：您是否有打算送礼物给当地儿童的想法？

从来没有 很少 偶尔 经常 总是

在您之前的旅游中，您是否经常做以下事项？

在您之前的旅游中，您是否经常做以下事项？	0	1	2	3	4	5
在与当地人交易过程中不过分讨价还价，进行公平交易	<input type="checkbox"/>					
对其他游客态度友善、客气	<input type="checkbox"/>					
尊重其他游客享受美景和了解文化的权利	<input type="checkbox"/>					
当其他游客有需求时，主动提供帮助	<input type="checkbox"/>					
当其他游客的做法不合适时，友好地对其进行劝导	<input type="checkbox"/>					
在做旅游计划时做好安全防护措施	<input type="checkbox"/>					
在出游前了解当地的健康状况（如流行性疾病等）	<input type="checkbox"/>					
在出游前确定旅游地能够满足您的特殊需求（如过敏治疗等）	<input type="checkbox"/>					
了解旅游地的法律法规	<input type="checkbox"/>					
深入了解旅游地的自然知识	<input type="checkbox"/>					
深入了解旅游地的历史和文化	<input type="checkbox"/>					
深入了解旅游地的风俗习惯和生活方式	<input type="checkbox"/>					
在旅游过程中保持强烈的好奇心和想象力	<input type="checkbox"/>					
培养自己观察、倾听和深入思考的能力	<input type="checkbox"/>					
在旅游过程中保持谦虚的态度	<input type="checkbox"/>					
从当地的风土人情中感悟自身文化	<input type="checkbox"/>					
尊重其他生物生存的权利	<input type="checkbox"/>					
探索、发现、享受自然和文化之美	<input type="checkbox"/>					
不过分追求物质上的享受	<input type="checkbox"/>					

4. 在条件允许的情况下，您是否经常对其他人进行环境保护方面的知识普及/为其他人在环境保护方面做出示范？

从来没有 很少 偶尔
 经常 总是

5. 您在旅行中是否能够经常感到心情放松/压力缓解？

从来没有 很少 偶尔
 经常 总是

第三部分： 人口统计学信息

1. 您的性别： 男 女

2. 您所处的年龄段：

18岁以下 18-25岁 26-35岁
 36-45岁 46 -55岁 56-65岁
 66岁及以上

3. 您来自哪里：

保亭县 三亚市
 海南省其他地区
 与海南省相邻的省区（广东、广西）
 其他与海南省不相邻的地区
 香港、澳门、台湾

4. 您目前的职业状况是：

政府公务员 企业员工 教师
 学生 个体经营者 农民
 退休人员 失业人员
 其他（请说明 _____）

5. 您的最高学历是：

初中/高中 大学生（或同等学力）
 研究生 博士
 其他（请说明 _____）

6. 您（个人）去年一年的家庭收入（税前）是：

0 - 4.5万元 4.5 - 13万元 13 - 50万元
 50-100万元 100万元以上

问卷 I 到此结束，感谢您的耐心填答！

游客行为特征调查问卷 II

尊敬的游客：

非常感谢您能够继续帮助我完成此次问卷调研。本问卷旨在了解您在旅游活动中的行为状况，采用匿名形式，并将完全用于学术研究，请您放心填写。

完成本问卷后，您即可以参加抽奖活动。

请您根据此次旅游经历，如实对本张问卷下列陈述进行勾选

第一部分： 旅游行为（选项1-5分别代表“从不”、“很少”、“偶尔”、“经常”、“总是”；0代表“此种情况未出现”；每个问题请只选择一个答案）

在您之前的旅游中，您是否经常做以下事项？	0	1	2	3	4	5
观赏野生动物时保持适当距离，尽量不打扰它们的正常活动	<input type="checkbox"/>					
避免食用野生动植物	<input type="checkbox"/>					
拒绝购买由濒危野生动植物制成的产品/纪念品	<input type="checkbox"/>					
避免使用一次性塑料制品（如矿泉水瓶）	<input type="checkbox"/>					
选择低碳方式出行（如公交车、电瓶车、自行车、步行等）	<input type="checkbox"/>					
节约使用能源（如室内照明）	<input type="checkbox"/>					
避免浪费水和食品	<input type="checkbox"/>					
将废物扔进垃圾箱（如垃圾箱有分类标准，则遵循分类标准投放）	<input type="checkbox"/>					
避免将废物扔在地上/水中（如河水、湖水中）	<input type="checkbox"/>					
使用带有环保标签的产品	<input type="checkbox"/>					
尊重旅游地的风俗习惯	<input type="checkbox"/>					
尊重旅游地居民的价值观（如时间观念等）	<input type="checkbox"/>					
着装得体	<input type="checkbox"/>					
与当地人交流的时候耐心、客气	<input type="checkbox"/>					
避免在当地人面前显示自己的富有	<input type="checkbox"/>					
不认为自己有当地人所不具有的特权	<input type="checkbox"/>					
不破坏建筑物（如刻字留念）/不触摸，移动带有居民宗教信仰的物件	<input type="checkbox"/>					
游览时尽量降低声音，不刻意制造噪音	<input type="checkbox"/>					
遵守公共场合行为规范（如不在禁止吸烟区吸烟）	<input type="checkbox"/>					
在照片中有其他人出现时，提前取得他人许可	<input type="checkbox"/>					
消费/购买当地产品	<input type="checkbox"/>					
使用当地人所开设的住宿接待设施和交通设施	<input type="checkbox"/>					
在与当地人交易过程中不过分讨价还价，进行公平交易	<input type="checkbox"/>					
对其他游客态度友善、客气	<input type="checkbox"/>					
尊重其他游客享受美景和了解文化的权利	<input type="checkbox"/>					
当其他游客有需求时，主动提供帮助	<input type="checkbox"/>					
当其他游客的做法不合适时，友好地对其进行劝导	<input type="checkbox"/>					
在做旅游计划时做好安全防护措施	<input type="checkbox"/>					
在出游前了解当地的健康状况（如流行性疾病等）	<input type="checkbox"/>					
在出游前确定旅游地能够满足您的特殊需求（如过敏治疗等）	<input type="checkbox"/>					

在您之前的旅游中，您是否经常做以下事项？

在您之前的旅游中，您是否经常做以下事项？	0	1	2	3	4	5
了解旅游地的法律法规	<input type="checkbox"/>					
深入了解旅游地的自然知识	<input type="checkbox"/>					
深入了解旅游地的历史和文化	<input type="checkbox"/>					
深入了解旅游地的风俗习惯和生活方式	<input type="checkbox"/>					
在旅游过程中保持强烈的好奇心和想象力	<input type="checkbox"/>					
培养自己观察、倾听和深入思考的能力	<input type="checkbox"/>					
在旅游过程中保持谦虚的态度	<input type="checkbox"/>					
从当地的风土人情中感悟自身文化	<input type="checkbox"/>					
尊重其他生物生存的权利	<input type="checkbox"/>					
探索、发现、享受自然和文化之美	<input type="checkbox"/>					
不过分追求物质上的享受	<input type="checkbox"/>					

第二部分： 旅游信息

- 您此次出游的旅游类型属于：（可选择多项）
 - 观光旅游
 - 度假旅游
 - 娱乐
 - 探亲访友
 - 商务旅游
 - 医疗旅游
 - 宗教旅游
 - 探险旅游
 - 其他（请说明 _____）
- 您此次出游与谁一同出行：（可选择多项）
 - 独自一人
 - 家人
 - 男/女朋友
 - 朋友
 - 其他
- 您在此次的旅游活动中是否曾经对当地人赠送礼物：是 否
 如果您选择“是”，那么请回答：您将礼物直接送给了哪些人？（可选择多项）
 - 当地儿童
 - 当地成年居民
 - 当地慈善机构
 - 其他（请说明 _____）
 如果您选择“否”，那么请回答：您是否有打算送礼物给当地儿童的想法？
 - 从来没有
 - 很少
 - 偶尔
 - 经常
 - 总是
- 在条件允许的情况下，您是否经常对其他人进行环境保护方面的知识普及/为其他人在环境保护方面做出示范？
 - 从来没有
 - 很少
 - 偶尔
 - 经常
 - 总是
- 您在旅行中是否能够经常感到心情放松/压力缓解？
 - 从来没有
 - 很少
 - 偶尔
 - 经常
 - 总是
- 您认为实践善行旅游在何种程度上使您在旅游过程中感到束缚？
 - 没有
 - 很少
 - 适度
 - 很大
 - 非常大
- 您认为实践善行旅游在何种程度上提升了您此次旅游的满意度？
 - 没有
 - 很少
 - 适度
 - 很大
 - 非常大
- 您认为实践善行旅游在何种程度上有助于促进可持续旅游？
 - 没有
 - 很少
 - 适度
 - 很大
 - 非常大

9. 您会在以后的旅游活动中实践善行旅游吗？

不会 很可能不会 可能会
 很可能会 一定会

10. 您会把善行旅游介绍给您的亲朋好友吗？

不会 很可能不会 可能会
 很可能会 一定会

11. 您对善行旅游有没有其他的意见或建议？如有，请填写

第三部分： 人口统计学信息

- 您的性别：男 女
- 您所处的年龄段：
 - 18岁以下
 - 18-25岁
 - 26-35岁
 - 36-45岁
 - 46-55岁
 - 56-65岁
 - 66岁及以上
- 您来自哪里：
 - 保亭县
 - 三亚市
 - 海南省其他地区
 - 与海南省相邻的省区（广东、广西）
 - 其他与海南省不相邻的地区
 - 香港、澳门、台湾
- 您目前的职业状况是：
 - 政府公务员
 - 企业员工
 - 教师
 - 学生
 - 个体经营者
 - 农民
 - 退休人员
 - 失业人员
 - 其他（请说明 _____）
- 您的最高学历是：
 - 初中/高中
 - 大学生（或同等学力）
 - 研究生
 - 博士
 - 其他（请说明 _____）
- 您去年一年的家庭收入（税前）是：
 - 0-4.5万元
 - 4.5-13万元
 - 13-50万元
 - 50-100万元
 - 100万元以上

问卷到此结束，感谢您的耐心填答！
 请您参加抽奖环节，祝您好运！