

# China and Russia: A Comparative Analysis of Organic Destination Images

Purdue University

Hospitality and Tourism Management

**PURDUE**  
UNIVERSITY

**Asia Pacific Tourism Association  
11<sup>th</sup> Annual Conference**

**Goyang, Korea, July 7, 2005**

**Svetlana Stepchenkova**

**Yi Chen**

**Alastair M. Morrison, Ph.D.**

**Department of Hospitality & Tourism Management**

**College of Consumer and Family Sciences**

**Purdue University**





# China and Russia: Total Inbound Tourist Arrivals and the U.S. Component

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

- WTO arrivals data, 2003:
  - China: 36.8 million, 5<sup>th</sup> position
  - Russia: 8.02 million, 21<sup>st</sup> position
- China National Tourism Administration (CNTA) data, 2003:
  - 91.66 million inbound visitors, or just fewer than 14 million not counting visitors from Hong Kong, Macao, and Taiwan
  - 822,511 visitors from the U.S. in 2003
- Russia's Federal State Statistics Service (Rosstat) data, 2003:
  - 22.51 million visitors, or 8.145 million not counting arrivals from the CIS countries
  - 281,000 visitors from the U.S., 5<sup>th</sup> largest share not counting former Soviet republics





# China and Russia: Competition for the U.S. Outbound Travel Market

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

- Distinctive cultures, great heritage resources, scenery, and art. Communist histories, with planned economies.
- Common features of tourist products:
  - Cultural tourism to famous cities and architectural sites
  - Luxury cruises along the Yangtze (China) and Volga (Russia) rivers
  - Transcontinental train travel Moscow – Lake Baikal – Mongolia – Beijing
  - “China Splendor” and “Imperial Russia” tours
- Favorable differentiation is needed (Echtner & Ritchie, 2003).
- A necessary step is understanding current visitors’ perceptions or images (Hunt, 1975).





# The Organic Component of Destination Image

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

- Image: “the sum of beliefs, ideas, and impressions that a person has of a destination” (Crompton, 1979; Kotler, Haider, & Rein, 1993)
- The concept of destination image is central to the understanding of destination choices:
  - Crompton, 1977
  - Pearce, 1982
  - Chon, 1990
  - Gartner, 1993
  - Baloglu & McCleary, 1999
- Destination image includes both organic and induced components:
  - Gunn, 1972
  - Gartner, 1989, 1993
  - Fakeye & Crompton, 1991





# The Organic Component of Destination Image - 2

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

- **Destination image agents: influence and credibility:**
  - Gartner, 1993
  - Beerli & Martin, 2004
- **Experiential nature of tourism products:** consumers are always involved in information search:
  - Vogt & Fesenmaier, 1998
  - Tapachai & Waryszak, 2000
  - Grovers & Go, 2003
- **DMOs' little influence over organic images:** they need to know them to reinforce positive and counter negative aspects of the images in induced materials:
  - Hunt, 1975
  - Kale & Weir, 1986
  - Beerli & Martin, 2004





# Methodology

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

- **Simplification of the organic image concept:** set of meaningful words and themes that are most frequently mentioned in the media with regard to a particular country.
- **Justification:** currently accepted practice of analyzing tourism-related texts, e.g.:
  - Answers to open-ended questions (Echtner & Ritchie, 1993)
  - Websites and printed materials (Kim et al., 2005)
  - Photographic descriptions (Andsager & Drzewiecka, 2002)
  - focus group transcripts (Schmidt, 1998; Al Azri, 2004)

by identifying the most frequently used words and treating them as variables or dimensions of the concept of interest.





## Methodology - 2

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

- 2002-2004 general news articles from U.S. regional sources: Midwest, Northeast, Southeast, and Western.
- LexisNexis database: Words “China” or “Russia” in headlines.
- Systematic random sampling: 540 + 540, 15 per month.
- CATPAC II software: Organic image variables, frequencies.
- WORDER software: Counted the identified image variables in every file of “Chinese” and “Russian” samples.
- SPSS software: Factor analysis of the resulting matrices to identify the main organic image themes.





# CATPAC Results: Organic Image Variables (First 32)

www.cfs.purdue.edu/HTM

|            |     |           |     |            |     |          |     |
|------------|-----|-----------|-----|------------|-----|----------|-----|
| companies  | 658 | city      | 316 | industry   | 216 | steel    | 190 |
| government | 586 | Taiwan    | 302 | u.s.       | 213 | growth   | 190 |
| military   | 499 | foreign   | 275 | power      | 212 | leaders  | 184 |
| country    | 474 | state     | 268 | Bush       | 209 | job      | 179 |
| market     | 462 | president | 265 | technology | 207 | Shanghai | 178 |
| official   | 433 | economic  | 246 | economy    | 201 | American | 176 |
| trade      | 382 | price     | 238 | high       | 198 | Asia     | 174 |
| officials  | 355 | Hong Kong | 228 | school     | 196 | cost     | 173 |

China

|           |     |            |     |               |     |          |     |
|-----------|-----|------------|-----|---------------|-----|----------|-----|
| Moscow    | 729 | people     | 428 | Iraq          | 312 | weapons  | 274 |
| Putin     | 657 | government | 421 | international | 310 | US       | 269 |
| year      | 530 | states     | 418 | country       | 308 | former   | 263 |
| united    | 472 | time       | 409 | against       | 302 | security | 258 |
| world     | 461 | nuclear    | 389 | percent       | 296 | military | 258 |
| president | 459 | war        | 366 | company       | 291 | foreign  | 254 |
| Soviet    | 454 | American   | 324 | officials     | 286 | Bush     | 252 |
| oil       | 448 | state      | 317 | million       | 278 | Kremlin  | 246 |

Russia







# Factor Analysis: China and Russia

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

- KMO statistic of sampling adequacy: 0.766 and 0.752
- Bartlett's test:  $p < 0.0001$
- Principal Components Analysis
- Direct Oblimin Rotation, allows factors to co-vary (Kline, 1994)
- Number of subjects: 540 and 540
- Number of variables: 83 and 70
- Number of factors specified: 15
- Variance explained: 57.2% and 58.1%





# Factor Analysis: Russia Example

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

|              | YUKOS       | IRAQ        | PRESIDENTIAL ELECTIONS | SPACE       |
|--------------|-------------|-------------|------------------------|-------------|
| Yukos        | 0.794588961 |             |                        |             |
| company      | 0.711843331 |             |                        |             |
| Khodorkovsky | 0.666712035 |             | -0.41080769            |             |
| oil          | 0.657436314 |             |                        |             |
| companies    | 0.632463479 |             |                        |             |
| billion      | 0.613047391 |             |                        |             |
| business     | 0.529846322 |             |                        |             |
| government   | 0.517911768 |             |                        |             |
| state        | 0.517848132 |             |                        |             |
| Russia's     | 0.481931131 |             | -0.401604315           |             |
| group        | 0.397878656 |             |                        |             |
| United       |             | 0.886996552 |                        |             |
| States       |             | 0.791358029 |                        |             |
| Iraq         |             | 0.719740977 |                        |             |
| nations      |             | 0.676247387 |                        |             |
| American     |             | 0.55553769  |                        |             |
| security     |             | 0.482384099 |                        |             |
| Bush         |             | 0.451692805 |                        |             |
| Putin        |             |             | -0.74443855            |             |
| political    |             |             | -0.685922667           |             |
| Kremlin      | 0.376394123 |             | -0.620958735           |             |
| election     |             |             | -0.61639088            |             |
| party        |             |             | -0.560891598           |             |
| president    |             |             | -0.547432035           |             |
| Vladimir     | 0.351300391 |             | -0.535118425           |             |
| percent      |             |             | -0.448406237           |             |
| space        |             |             |                        | 0.848845363 |
| station      |             |             |                        | 0.795293988 |
| program      |             |             |                        | 0.616050052 |





# Factor Analysis Results: China

## Main Organic Image Themes

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

| No | Factor                         | Items  | Variance explained | Cronbach's Alpha |
|----|--------------------------------|--|--------------------|------------------|
| 1  | Economic Growth                | economy, bank, money, growth, central, investment, economic, China | 5.911              | 0.587            |
| 2  | Industry                       | demand, price, cost, steel, industry, company, workers             | 4.717              | 0.726            |
| 3  | World Trade Organization (WTO) | WTO, trade, foreign, import, country                               | 4.464              | 0.712            |
| 4  | Global Market                  | state, major, global, market, university, Chinese                  | 4.048              | 0.623            |
| 5  | Taiwan                         | military, official, government, Taiwan, Asia, Washington           | 3.967              | 0.726            |
| 6  | Technology Transfer            | administration, technology, Bush, sales, export, officials, Li     | 3.943              | 0.745            |
| 7  | Government                     | Jiang, Hu, Wen, leaders, president                                 | 3.537              | 0.784            |
| 8  | Labor Market                   | job, high, work, construction, center                              | 3.176              | 0.672            |
| 9  | Cultural Communication         | public, school, Shanghai, U.S., old ( <i>year-old</i> ), help      | 3.161              | 0.636            |
| 10 | SARS                           | health, disease, SARS, news, province, city, Hong Kong             | 3.140              | 0.699            |
| 11 | Human Rights                   | human rights, world, year  | 3.121              | 0.940            |
| 12 | Communist China                | Wang, local, communist party,                                      | 2.940              | 0.583            |
| 13 | Asian Politics                 | power, nuclear, American, Korea                                    | 2.909              | 0.423            |
| 14 | Security Concerns              | security, council, against   | 2.484              | 0.663            |
| 15 | Educational Exchange           | students, team   | 2.152              | 0.779            |



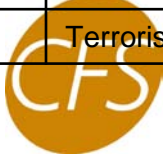


# Factor Analysis Results: Russia

## Main Organic Image Themes

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

| No. | Factor                        | Items   | Variance explained | Cronbach's Alpha |
|-----|-------------------------------|---|--------------------|------------------|
| 1   | Yukos                         | Yukos, company, Khodorkovsky, state, billion, business, companies | 4.936              | 0.810            |
| 2   | Iraq                          | United, States, Iraq, nations, American                           | 4.732              | 0.776            |
| 3   | Presidential Elections        | election, Vladimir, Putin, political, party, Kremlin, president   | 4.110              | 0.747            |
| 4   | Law                           | law, foreign, Russian, international, against, country            | 3.849              | 0.595            |
| 5   | Natural Monopolies            | oil, percent, gas, Russia's Russia, million, government           | 3.691              | 0.690            |
| 6   | Chechnya                      | Chechen, Chechnya, people, war, Moscow                            | 3.554              | 0.667            |
| 7   | Soviet Past                   | Soviet, Union, former, years                                      | 3.519              | 0.720            |
| 8   | Iran                          | nuclear, weapons, Iran, security                                  | 3.291              | 0.730            |
| 9   | Russian Children in the U.S.  | family, home, children, year-old, want                            | 3.198              | 0.673            |
| 10  | NATO                          | NATO, defense, Bush, countries                                    | 2.841              | 0.512            |
| 11  | Russia-China Relations        | Chinese, China, Russians  | 2.823              | 0.593            |
| 12  | Power Sector Reform           | power, place ( <i>take place</i> ), investment                    | 2.778              | 0.635            |
| 13  | Sports                        | team, national, world, time                                       | 2.444              | 0.489            |
| 14  | U.S.-Russia Space Cooperation | space, station, program   | 2.318              | 0.725            |
| 15  | Terrorism                     | Beslan, school  | 1.871              | 0.678            |





# Favorability Rating: China

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

- Favorable (+1):
  - Economic Growth
  - Industry
  - WTO
  - Global Market
  - Technology Transfer
  - Cultural Communications
  - Educational Exchange
- Unfavorable (-1):
  - Taiwan
  - SARS
  - Human Rights
  - Communist China
- Neutral (0):
  - China's Government
  - Labor Market
  - Asian Politics
  - Security Concerns





# Favorability Rating: Russia

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

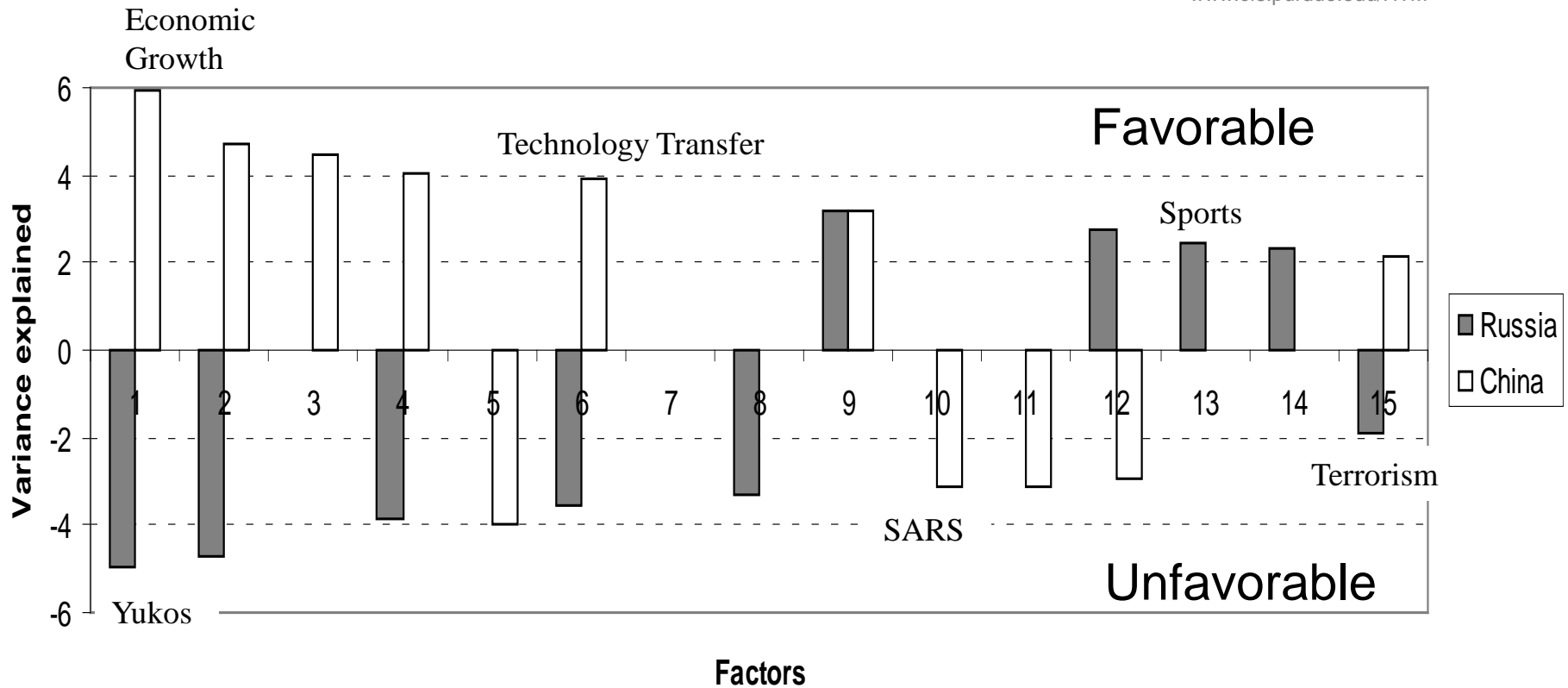
- Favorable (+1):
  - Russian Children in the U.S.
  - Power Sector Reform
  - Sports
  - U.S.-Russia Space Cooperation
- Neutral (0):
  - Presidential Elections
  - Natural Monopolies
  - Soviet Past
  - NATO
  - Russia-China Relationships
- Unfavorable (-1):
  - Yukos
  - Iraq
  - Chechnya
  - Iran
  - Law
  - Terrorism





# Organic Images of China and Russia: Favorability Comparison

www.cfs.purdue.edu/HTM





# Aggregated Organic Image Theme Categories

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

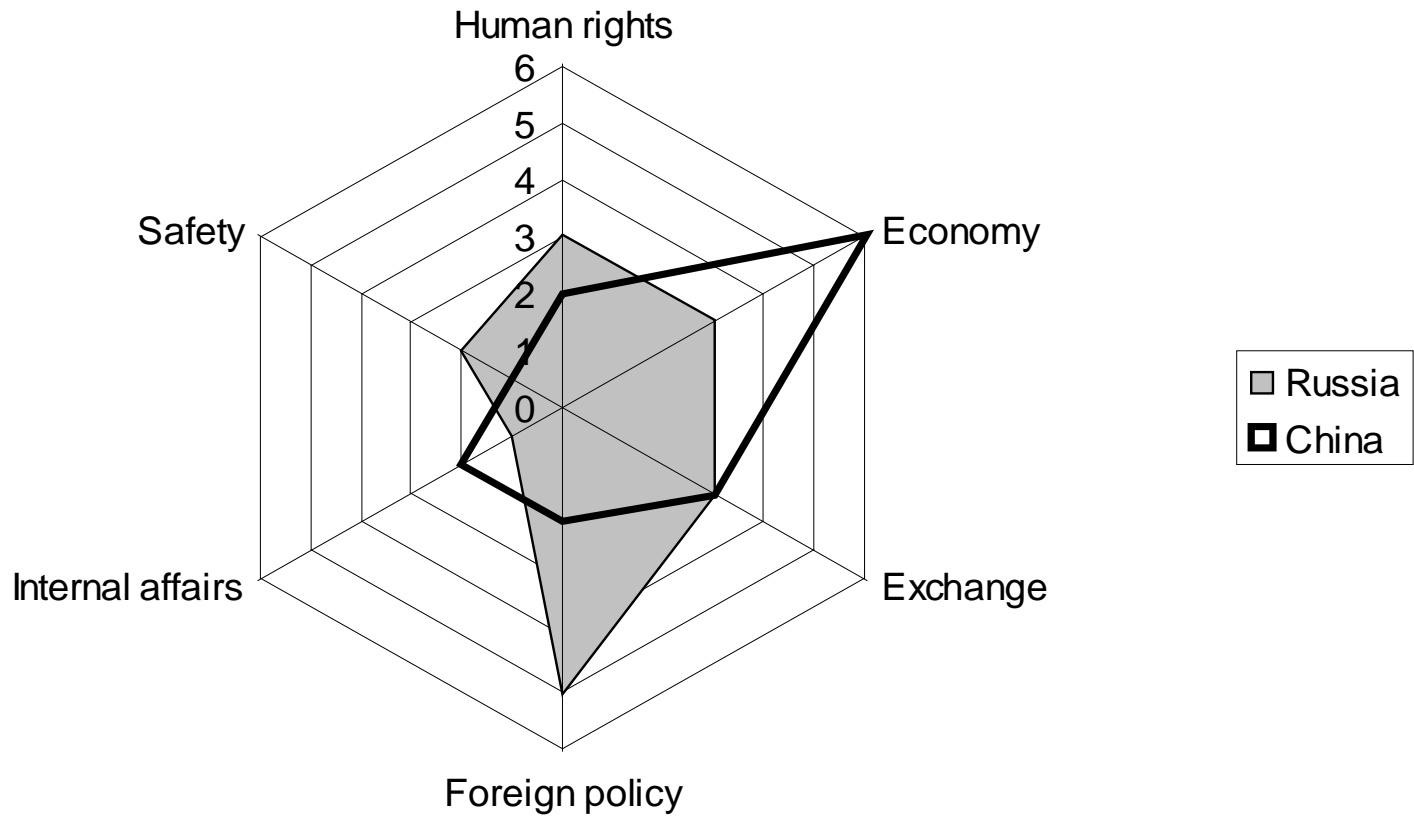
| Category  | China  | Russia  |
|---|--|---|
| <b>Human rights</b>   | Human Rights; Communist China  | Yukos; Law; Chechnya  |
| <b>Economy</b>  | Economic Growth; Industry; WTO;<br>Global Market; Technology Transfer;<br>Labor Market | Yukos;<br>Natural Monopolies;<br>Power Sector Reform                      |
| <b>Exchange</b><br>(education,<br>technology, sports,<br>human relations) | Global Market;<br>Cultural Communications;<br>Educational Exchange                     | Russian Children in the U.S.;<br>Sports;<br>U.S.-Russia Space Cooperation |
| <b>Foreign policy</b>   | Asian Politics;<br>Security Concerns   | Iraq; Iran; NATO;<br>Russia-China Relations;<br>Soviet Past               |
| <b>Internal affairs</b>   | Government; Taiwan   | Presidential Elections  |
| <b>Safety</b>   | SARS   | Chechnya; Terrorism   |







# China and Russia: Organic Image Theme Comparison





# Discussion

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

- Insights into the organic images of China and Russia:
  - China: main aspect – a rising economic power
  - Russia: main aspect – the influence on the world’s politics
- Number of business travelers from the U.S.:
  - China, 2004 - 286,329
  - Russia, 2003 - 88,000
- Very few articles related to tourism to China and Russia in general media:
  - China: Out of 12,847 articles in LexisNexis database with the word “China” in the headlines, only 40 also had the words “tourism” or “tourist.” Out of the 40, majority dealt with tourism to China.
  - Russia: 5,132 articles and five.





## Discussion - 2

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)

- How do these organic images affect the motivations of the potential travelers to China and Russia?
- Do the identified negative organic image aspects equally affect a decision to travel to these countries?
- Is the current time, the most favorable to correct the images?
- Areas for potential improvement in the organic images (e.g., space cooperation for Russia).
- Destination differentiation and positioning.





# Principal References

www.cfs.purdue.edu/HTM

- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868-897.
- Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681.
- Crompton, J. L. (1977). *A system model of the tourist's destination selection process with particular reference to the role of image and perceived constraints*. Ph.D. dissertation. Texas A&M University, College Station.
- Crompton, J. L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of Travel Research*, 17 18-23.
- China National Tourism Administration (CNTA) (2000). Foreign visitors arrivals by region and nationality. Last retrieved on May 19, 2005 from <http://www.cnta.com/lyen/2fact/foreign%20visitor-2.htm>
- Gartner, W. C. (1993). Image formation process. *Journal of Travel & Tourism Marketing*, 2, 191-216.
- Kirilenko, A.P. (2004). Worder [Computer Software]. <http://web.ics.purdue.edu/~akirilen/worder>.
- Kline, P. (1994). *An easy guide to factor analysis*. Routledge, New York.
- Russia's Federal State Statistics Service (Rosstat) (2004). *Tourism and tourist resources in Russia, official publication*. Publishing center: "Statistics of Russia", Moscow, Russia, in Russian.
- Tapachai, N., & Waryszak, R. (2000). An examination of the role of beneficial image in tourist destination selection. *Journal of Travel Research*, 39 (August), 37-44.
- Vogt, C. A., & Fesenmaier, D. R. (1998). Expanding the functional information search model. *Annals of Tourism Research*, 25(3), 551-578.
- Woelfel, J. K. (1998). *CATPAC: Users guide*. New York, N.Y.: RAH Press: The Galileo Company.
- World Tourism Organization (WTO) (2004). *Tourism Highlights, Edition 2004*. Last retrieved on May 18, 2005 from <http://www.world-tourism.org/facts/highlights/HIGHLIGHTS%20INGLES%2020041.pdf>



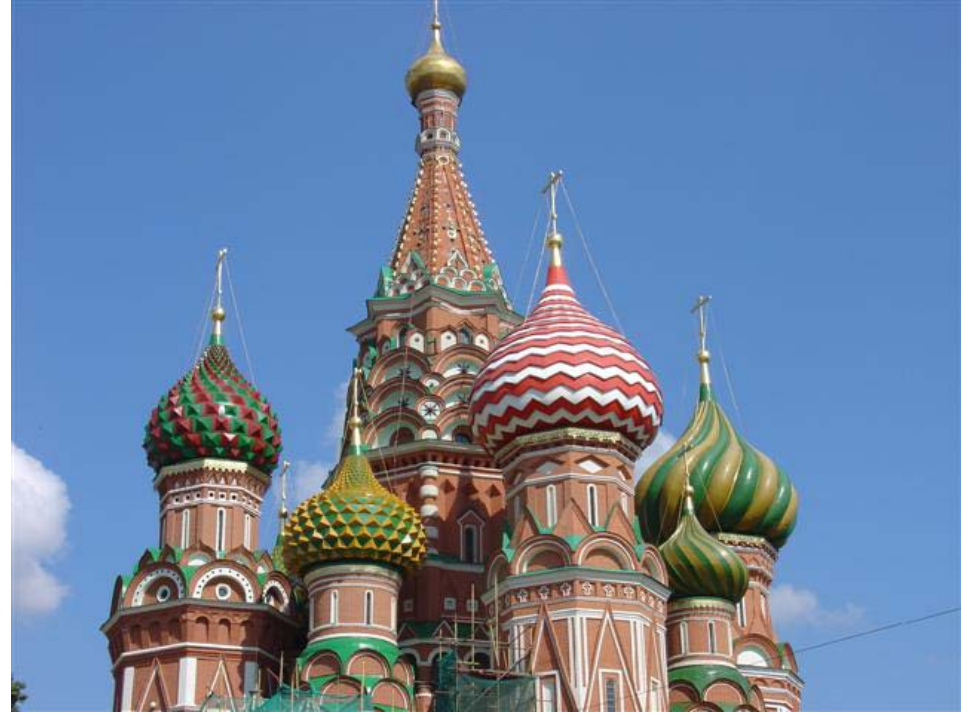


Thank you!

[www.cfs.purdue.edu/HTM](http://www.cfs.purdue.edu/HTM)



The Forbidden City, Beijing



St. Basil Cathedral, Moscow

