

1 Suntikul, W., Tang, C., & Pratt, S. (2016). An Exploratory Study of Chinese Tourists on Kenya Safari Tours. *Journal of China Tourism Research*, 12(2), 232-251.

2
3 **An Exploratory Study of Chinese Tourists on Safari: Opportunities and Inconsistencies**

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5
6 **Abstract**

7 The inauguration of a direct Kenya Airways flight between Nairobi and Guangzhou in 2008
8 contributed to boosting the number of Chinese tourists to Kenya. According to the Kenya
9 Tourism Board (KTB), 31,486 Chinese tourists visited Kenya in 2014 and the number is
10 expected to grow to 100,000 in 2016. Safari tours, which give tourists the opportunity to observe
11 Kenya’s exotic and diverse wildlife in their spectacular natural habitat, are among the country’s
12 primary tourism products. This paper investigates the profile of Chinese tourists participating in
13 safari tours in Kenya in order to understand who they are, their motivations for going on safaris,
14 their perceptions of the safari experience, and their perception towards wildlife and conservation.
15 The research examines whether the safari experience affects these tourists’ attitudes towards
16 wildlife conservation, and whether such changes in perceptions can raise concern for
17 conservation issues among tourists from China. The findings show contradictions between
18 Chinese safari tourists’ perceptions of themselves as ecologically friendly tourists and their
19 opinions on conservation issues and tourism behaviour. This may be in part between differing
20 conceptions of the human – wildlife relationship in (Western) ideas of sustainability and Chinese
21 culture’s conception of the place of humans in nature.
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33 opinions on conservation issues and tourism behaviour. This may be in part between differing
34 conceptions of the human – wildlife relationship in (Western) ideas of sustainability and Chinese
35 culture’s conception of the place of humans in nature.

36
37 **Keywords:** safari; wildlife conservation; motivations; perceptions; Chinese outbound tourists;
38 Kenya
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42 **Introduction**

43 This paper is an exploratory study into the characteristics and motivations of Chinese tourists
44 who patronize safari tours in Kenya. Safari tourism has emerged and evolved over more than a
45 century through the colonial and post-colonial eras, as a practice involving tourists primarily
46 from Western cultures visiting wildlife areas of developing countries. The advent of Chinese
47 tourists’ patronage of safari tours is an emerging trend, which introduces different kinds of
48 cultural values and practices into the safari context, the nature and consequences of which are,
49 thus far, little understood. This research constitutes a first probe into the dynamics of the contact
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Wildlife tourism is defined as tourism motivated primarily by a desire to experience wild animals. It is a subdivision of nature tourism, defined as tourism motivated by a desire to experience nature (Reynolds & Braithwaite, 2001). Wildlife tourism makes a significant contribution to the economies of many countries (WTTC, 2000), and the growth of this sector has outpaced the growth of tourism in general (Mintel, 2008).

Ideally, wildlife tourism can help in wildlife and habitat preservation while bringing economic gains (Manfredo & Dayer, 2004; Shackley, 1996), and the tourism marketing of some destinations makes increasing use of images of wild animals as symbols of the place (Higginbottom, 2004). Wild animals hold a particular fascination with tourists, compared to other aspects of nature (Higginbottom, 2004), and tourists prefer to see these animals in the wild, as opposed to in captivity (Gauthier, 1993). Indeed, previous research found that by far the most important factor for wildlife tourists is being able to see the animals in their natural environment (Moscardo & Saltzer, 2004). The relationship and interaction between humans and wildlife has been a central factor in past research in wildlife tourism (Duffus & Dearden, 1990), particularly in terms of how this relationship is managed and the outcomes of this interaction for both the tourists and the animals (Orams, 1996).

Agencies concerned with environmental conservation are becoming increasingly involved in the monitoring of wildlife-based tourism operations, to ensure that it is conducted in a way that is at least non-detrimental, and preferably beneficial, to habitats, wildlife and local communities (Curtin, 2010a). Tourists are also increasingly conscious of the environmental impact of their actions (International Hotels Environment Initiative, 2002), and participation in wildlife tourism is also an opportunity for tourists to learn about environmental and wildlife issues and to be influenced to adopt more environmentally friendly habits (Higginbottom, Rann, Moscardo, Davis, & Muloin, 2001; Orams, 1997; Zeppel, 2008). Nature-based tourists in general tend to avoid mass tourism, to be well travelled, and have a high level of education and earnings (Curtin & Wilkes, 2005; Mintel, 2008). Nature-based tourists visiting wildlife-centred attractions were found to have a higher level of both conservation interest and conservation commitment than visitors to a plant-centred (botanical garden) attraction (Ballantyne, Packer, & Hughes, 2008).

Tourists' motivations for seeking interaction with wildlife vary widely (Curtin, 2010b; Duffus & Dearden, 1990; Kellert, 1985; Kim, Scott, & Crompton, 1997; Muloin, 1998). They can be serious or casual in their pursuit of wildlife-based experiences, specialist or generalist in their interests in wildlife (Higham, 1998). Reynolds & Braithwaite (2001) propose seven categories of wildlife-based tourism, based on such distinctions. These seven categories are: 1) Nature-based tourism with wildlife component, 2) Locations with good wildlife opportunities, 3) Artificial attractions based on wildlife, 4) Specialist animal watching, 5) Habitat specific tours, 6) Thrill-offering tours, and 7) Hunting/fishing tours.

While wildlife tourists from Western source markets such as North America have been the subject of studies for decades (Kellert, 1985), the Asian tourism market is a rapidly growing portion of the nature-based tourism market, to which little research attention has been devoted (Chang-Hung, Eagles, & Smith, 2004). This research contributes to filling this gap by investigating the motivations and behaviours of tourists from China in patronizing one of the world's flagship wildlife tourism experiences: safaris in Kenya. The paper is structured as follows: the following section reviews the background knowledge relevant to Chinese safari tourism, including the characteristics of Chinese outbound tourists' behaviour, Chinese tourists' attitudes to wildlife in general and their experiences in Kenya more specifically. Reasoned Action is proposed as a way of theoretically framing the attitudes and behaviour of Chinese tourists. The Methodology section describes how data were collected and analysed while the Findings section reveals the profile of the Chinese tourists, their motivations for visiting, their attitudes towards the environment and nature and their perceived knowledge of and intended behaviour about the environment and wildlife. The last section concludes the paper and outlines the limitations of the research.

Literature Review

Chinese Tourist Motivation

China is the largest outbound tourism market in the world. The total number of Chinese outbound tourists in 2014 was 117 million, and their expenditures reached 140 billion USD. Southeast Asia and Europe are the most popular destinations among Chinese tourists (Travel

Daily, 2015). Chinese outbound tourists are becoming increasingly interested in niche tourism products, such as safari tourism in Africa (China Outbound Tourism Research Institute, 2015). These 'new Chinese tourists' tend to be experienced travellers, well-educated and mostly under 45 years old (China Outbound Tourism Research Institute, 2015).

Chinese tourists differ from those from the West in a number of ways, in terms of motivation and behaviour (Tourism Review, 2014). Chinese tourists place a high value on the social experience of travelling. They are more likely to travel in organized groups than those from Western countries. They perceive the experience of being with loved ones as an important factor in their enjoyment of a holiday (China Outbound Tourism Research Institute & PATA, 2010; Tourism Review, 2014). In addition, Chinese tourists tend to develop strong in-group interaction patterns, and can easily form new friendships with other Chinese group travellers within the same package tour (Fu, Lehto, & Cai, 2012). Aside from the obvious benefits in convenience and cost, the social aspect should also be considered as a contributing factor in Chinese tourists' preference for package tours. This focus on family and friends reflects the influence of coalescing cultural-historical forces, including Confucianism, a patriarchal clan system, Buddhist teachings and the long agricultural history of Chinese society (Fuligni & Zhang, 2004). This phenomenon also conforms to the hierarchy of responsibility of Chinese people towards the external environment, the order of which is family, relatives, other associated people, other people, animals and physical elements of the world (Shen, 2007).

In terms of motivation for travel, whereas Western tourists tend to consider relaxation and escape as the most important reasons for travel, Chinese tourists are most usually driven by the prestige and knowledge to be gained by travelling (Lu, 2011; Petersen, 2009). Chinese outbound tourists perceive travelling to a foreign country far from China, especially a developed country, as bringing a kind of prestige. It demonstrates their social status. Research has shown that Chinese tourists acquire knowledge and experience - such as appreciation of nature, history, and local culture and customs - from their overseas holiday experiences, and that they also tend to communicate this new knowledge and experience to their friends and relatives after they return home (Wu & Pearce, 2012), though part of the purpose in this may be to show off in order to obtain a sense of superiority (Lu, 2011).

While Westerners tend to purchase mostly low-cost souvenirs of the places they visit, Chinese tourists are keen to shop for luxury products (Chevalier & Lu, 2009). This reflects the desire of Chinese citizens to strive for a more comfortable life with a higher standard of material wellbeing, since the 1978 capitalist-oriented economic reforms in China (Pearce, Wu, & Osmond, 2013). In addition, from a Chinese perspective, using luxury products can demonstrate one's social status and gives one a sense of superiority over one's friends and relatives (Chow & Murphy, 2008).

Due to the cultural background, Chinese tourists have particular expectations in terms of amenities and service standards, food preferences, shopping behaviour and interpretation preference for natural attractions and historical sites (Wu & Pearce, 2014). More specifically, Chinese tourists pay strong attention to the beauty of the scenery, the distinct culture as well as value for money (Amonhaemanon & Amornhaymanon, 2015). Therefore, these three factors become the top three motivations that pull Chinese tourists to visit the destination. The safari tourism in Kenya demonstrate these three characteristics very well, thus attracting more and more Chinese tourists in recent years.

Chinese Cultural Values with respect to Nature

Fung Mei Sarah Li (2008) argues that there is a particular and distinct “Chinese tourist gaze,” and that Chinese tourists’ preferences are conditioned by the particularities of Chinese culture. This involves different ways of perceiving both tourism and nature than those of Western tourists. Taoist philosophy, for instance, emphasizes the role of humans as a part of nature, and teaches that people must live in harmony with nature (Chan, 2001). Unlike the (Western) “ecological” perspective that this may superficially resemble, this belief leads Chinese people to see the insertion of human-made artefacts like buildings and artificial landforms into the natural environment not as intrusions into nature, but as part of the natural order (Winter, 2009). However, individuals in modern-day China put a higher value on economic development than environmental preservation, exemplifying Chinese people’s “ambiguous” relationship to nature (Harris, 2008).

There is a long tradition in Chinese culture of demonstrating appreciation of nature through poems and other literary works, and an interest in interacting with natural settings as a cultural activity continues in modern Chinese society (Cui, Xu, & Wall, 2012). Chinese people therefore are more prone to appreciate natural places in terms of their cultural significance than Western tourists (Petersen, 1995; Sofield & Li, 1998).

Both Confucianist and Taoist traditions valorize travelling in nature as a way of educating and improving oneself (Xu, Ding, & Packer, 2008). Thus, as Chinese begin to travel more, wildlife tourism has been gaining attention in China recently, and the number of Chinese who participate in wildlife tourism is also rising significantly (Cong, Newsome, Wu, & Morrison, 2014). Currently, wildlife tourism in China includes interaction with mammals (e.g. giant panda, Indian elephant), primates (e.g. snub-nosed monkey), birds (e.g. red-crowned crane), and insects (e.g. butterflies) (Cui & Xu, 2012; Cui, et al., 2012; He, 2009). However, most wildlife tourism in China is still at an early and exploratory phase, the scale and effects of which cannot significantly contribute to the economy, society or ecology of a destination (Cong, et al., 2014). Due to poor management, some wildlife tourism has even brought strong negative impacts. For example, feeding animals without regard for their normal eating schedule, a very popular wildlife tourism activity in China, has disrupted normal behaviour patterns and the activity range of some animals (J. Li, 1998). Chinese tourists are also starting to participate in wildlife tourism abroad. For example, one of the most important motivations for Chinese tourists to visit Australia is experiencing Australia's unique natural attractions, wildlife and environments (Hughes, Wang, & Shu, 2015).

Chinese tourists who participate in wildlife tourism are normally young to middle-aged, with relatively high levels of education. Their main motivations to participate include wanting to be close to nature, understanding nature, expanding their knowledge, having fulfilling experiences and enjoying beautiful scenery (L. Li, 2009). Xu, et al. (2008) have commented that, in Chinese culture, a desire to experience nature does not equate with a willingness to endure hardship or to brave the wilderness.

Most Chinese tourists tend to think that animals will not be influenced much by wildlife tourism and they judge the appropriate relationship between humans and wildlife through intuition, rather than by reference to scientific findings of the impact of human activity on nature (Cui, et al., 2012). Additionally, the concept of harmony plays an important role in Chinese tourists' practices in the context of wildlife tourism (Cui, et al., 2012). A hierarchy-infused understanding of harmony is a fundamental principle that guides Chinese philosophy, politics and morality (Qian, 2001). It is believed that every sentient thing (i.e. humans and animals) has its own position and should be satisfied with that position (Ye, 2006). As such, tourists' interactions with animals would not be conceived as a disturbance but rather as an enactment of a natural hierarchical relationship. In addition, Chinese tourists consider that the philosophy of Differential Modes of Association (i.e. social status and class) also applies in the world of animals. Therefore, they may hold different attitudes towards different animals when they participate in wildlife tourism.

Chinese Wildlife Tourism and the Theory of Reasoned Action

From a theoretical perspective, Fishbein & Ajzen's (1975) theory of reasoned action is a useful way to examine how attitudes affect intentions, which in turn influence an individual's behaviour. The theory has been applied to both Chinese tourists (see Hsu & Huang, 2012; Lam & Hsu, 2004; Sparks & Pan, 2009) and in a wildlife tourism context (Ballantyne & Packer, 2005; Manfredo & Dayer, 2004). The theory of planned behaviour (Ajzen, 1991), is an extension of the theory of reasoned behaviour. The theory of planned behaviour builds on the theory of reasoned action by including a third factor of perceived behavioural control. This factor states that behavioural intention will also depend on the whether the individual has the necessary abilities, resources, and opportunities to carry out any such behaviour.

Chinese safari tourism is a nascent tourism niche in which Chinese culture and attitudes about human beings' relation to wildlife and nature are introduced into a type of tourism historically framed and formed by a particularly Western view of nature, and humans' place within it. The objective of this research is to contribute to establishing a foundation of knowledge on this new emerging tourism phenomenon, by undertaking an exploratory study into the characteristics and motivations of Chinese safari tourists in Kenya, using the framework of the theory of reasoned

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action to interrogate the motivations of Chinese tourists and articulate the ways in which they are grounded in Chinese cultural norms and attitudes.

Chinese safari tourists' attitudes toward the environment and nature can be expected to affect their intended behaviour towards the environment and nature. Chinese safari tourists can be predicted to be more likely to act in environmentally friendly ways if they have a positive attitude toward the environment. However, there is a second determinant of intention; that is, subjective norms. This is defined as the perception of general social pressures to perform or not to perform a particular behaviour. As mentioned above, the collectivist society of the Chinese culture plays an important role in influencing attitudes and behaviour intentions.

The basic propositions of the theory of planned behaviour in the context of this research is that Chinese safari tourists are likely to perform a particular type of behaviour if they believe there is a benefit to be gained through that behaviour, that their peer group of fellow tourists and network back in China will value and approve of the behaviour, and that they have the opportunity, time and finances to undertake the behaviour.

The Growth of Chinese safari tourism in Kenya

Tourism is the main foreign exchange earning sector for Kenya, accounting for 12.1% of GDP in 2013 (<http://www.wttc.org>), and wildlife tourism – particularly safari tourism – is arguably the country's most distinctive tourism product. Of Reynolds & Braithwaite's (2001) seven categories of wildlife-based tourism, safaris are an example of Habitat specific tours, defined as being "based on a habitat rich in wildlife and amenable to being accessed by a specialised vehicle or vessel." Kenya's 57 natural protected areas are the primary sites of the safari tourism for which the country is famous (Sindiga, 1995). A large number of tourists combine a safari with a visit to the beach resorts of Kenya's coastal regions or archaeological sites (Dieke, 1991). Part of the allure of Kenya for the Western (North American) tourists who constitute the country's traditional source markets, is its image as a wild "Eden" (Akama, 1996).

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3 More recently, Kenya has become an emerging destination for Chinese tourists who are
4 interested in safari tourism. Chinese tourists are attracted to Kenya by the chance to see typical
5 African animals in unique wild settings (Jing Daily, 2014). Since China’s granting Kenya
6 Approved Destination Status for outbound tourists in 2004, China has become an important
7 market for Kenya in Asia (China Daily, 2015). From the in-depth interviews, it was noted that
8 most of the Chinese tourists who visit Kenya are mainly middle or upper class people. They are
9 very experienced in travelling and have already visited many popular destinations in Europe,
10 Southeast Asia and North America, and are looking for more unconventional and exotic tourism
11 destinations (Want China Times, 2013). The majority of these Chinese tourists to Kenya choose
12 to join package tours organised by travel agencies in China, as they still consider this country as
13 an unknown and risky destination (Want China Times, 2013).

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24 Over 40,000 Chinese tourists visited Kenya in 2012 (China Daily, 2015). Due to the close
25 cooperative relationship between Kenya and China and the improvement of accessibility, the
26 total number of Chinese visitors is expected to exceed 100,000 by 2016 (China Daily, 2015).
27 Currently, Kenya offers visa-on-arrival for Chinese tourists, which can encourage more Chinese
28 to visit this country in the future. According to the manager of a tour operator in China, offering
29 packages to Kenya, safari packages have great potential for growth. However, factors that might
30 hinder the growth of Chinese safari tourism include a lack of proper Chinese restaurants and the
31 fact that many Chinese tourists do not like to stay in safari tents since they perceive staying in
32 tents as dangerous.

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42 **Methodology**

43 **Procedure**
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45 With the help of a tour leader, the questionnaires were distributed to 120 adult Chinese tourists,
46 mainly from the northern part of China, on return flights to China after having participated in
47 safari tours in Kenya. The questionnaire was distributed after the first meal service on the flight
48 from Nairobi to Guangzhou (The flight time is around 10 hours), at the same time as the
49 customer satisfaction evaluation from the tour company. The survey was conducted on four
50 different tours in July 2013. Each time, there were about 30 tourists in each group. In each case,
51 the respondents had visited Nairobi, Masai Mara National Park, a local community in Masai

Mara, Naivasha Lake, and Amboseli National Park during the trip. These package tours were organized by a tour company based in China. This company sold the safari package tour through their branches, their website, and cooperating travel agencies in different cities in northern China.

The purpose of this survey and the content of the questionnaire were carefully explained, and respondents were encouraged to approach the tour leader if they had any questions. Within an hour, the respondents returned the questionnaire to the tour leaders who verified that all questions had been answered in order to avoid missing data and errors. The authors acknowledge the limitation of the relatively small sample size, the reasons for which are explained at the end of this article. The data from the questionnaires were analyzed using SPSS version 23 (IBM Corp., 2016).

Instrument

Based on a review of literature on tourists' motivation, attitudes towards nature and wildlife, and perceived knowledge and intended behaviour towards nature and wildlife, a questionnaire was designed in English. Since the target respondents were Chinese, the questionnaire was translated into Chinese by one of the researchers, who is a native Chinese speaker, to ensure that the questions are clearly formulated in Chinese to optimize respondents' understanding and thus the reliability of their responses. To ensure that the questions were correctly translated into Chinese, a reverse translation check was conducted by a professional Chinese-English translator (Bryman & Bell, 2011).

The survey instrument contains five sections. The first part consists of 12 statements regarding attitudes to the environment and nature. The attitudinal statements have been adapted from previous literature (Ballantyne, Packer, & Falk, 2011; Ballantyne, et al., 2008; Ballantyne, Packer, & Hughes, 2009; Packer, Ballantyne, & Hughes, 2014). The range of possible responses for these statements ranged from "strongly agree" to "strongly disagree" on a five-point Likert scale. The next section asked these safari tourists about their attitudes towards wildlife and their views on humankind's relationship with wildlife. The 19 attitudinal statements toward wildlife and nature are derived predominantly from Dunlap et al's (2000) New Ecological Paradigm

Scale and Kellert's (1984) work. The attitude statements comprise several different typologies including human domination ("Humans have the right to modify the natural environment to suit their needs"), balance of nature ("When humans interfere with nature it often produces disastrous consequences"), anti-anthropocentrism ("Plants and animals have as much right as humans to exist"), and moralistic/aesthetic ("Nature has intrinsic value beyond the economic or functional value that humans place on it"). Several attitudinal statements were modified for the Kenyan safari context with specific reference to tourism; for example, "Tourists should be allowed to get closer to wildlife." The response items for these 19 statements were also structured by a 5-point Likert scale based on degree of agreement or disagreement. The third section asked the Chinese safari tourists about their perceived knowledge and intended future behaviour relative to the environment and wildlife as a result of having gone on the safari. Again, the same agreement response set was used to assess this construct. The penultimate section asked safari tourists about their travel motivation, travel history and main source of information with respect to the Kenyan safari. The travel motivation question is configured as a 'check-all-that-apply' type question with the options (possible motivations) listed in Table 2. The last section of the questionnaire contained standard socio-demographic questions.

In addition to the survey of safari patrons, in-depth interviews were conducted with a representative of a tour company that organises safari tours to Kenya for Chinese tourists, as well as with tour guides who led the Chinese tourists to Kenya. The purpose of these interviews is to supplement the tourists' self-declarations of their perceptions and behaviour with the insights of others who have been in a position to observe the practices of such groups of tourists over time. The interviews were conducted in Mandarin by one of the Chinese authors. The interviews were digitally recorded and notes were taken.

Results

Demographic profile of the surveyed Chinese safari tourists

Table 1 shows the demographic profile of the surveyed Chinese safari tourists. There was a fairly even split of gender, with 52.5% of the sample being female. Of the 120 respondents, about two-thirds were aged between 31 and 40 years. Over four out of five of the surveyed tourists had a single child, in conformity with China's one-child policy. Almost half had a bachelor's degree.

These tourists came from mainly from the northern part of China. Over half of all respondents had a monthly income of between 8,000-10,000 RMB (about 1,300-1,600 USD), substantially higher than the average 2014 Chinese monthly income of 4,165 RMB (about 670 USD). As there are no previous studies on Chinese safari tourists, it is not possible to compare the profile of this group of respondents with Chinese safari tourists in general, nor is there an assumption that the demographics or opinions of the surveyed group represent the characteristics of this class of tourists.

[INSERT TABLE 1 HERE]

The respondents were asked about their travel history and experience of nature-based attractions. The surveyed tourists are fairly well travelled. The number of foreign countries they had previously visited ranged from zero to 13, with an average of 2.93 countries. Only 11.7% had not been to a foreign country before their trip to Kenya. The previously visited countries reported by the most respondents included Thailand (37.5%), Japan (27.5%), Australia (22.5%), Singapore (20.8%) and the USA (20.8%). Despite having significant international travel history, none of the respondents had visited an African country prior to the current trip. Also, most respondents had not participated in much nature-based tourism. Over half (55.8%) reported not having visited a nature-based attraction previously and a further 30.8% had only visited one such attraction before this trip. Twelve different natural attractions were mentioned at least once by those who had visited one previously. With the exception of Yellowstone National Park in the USA (one respondent), the other natural areas visited were all in China: Lijiang in Yunnan Province (19.2%), Changbai Mountain in Jilin (12.5%), and Jiuzhaigou in Sichuan (12.5%) were mentioned most often.

Motivation for participating in a safari

The main motivation of these Chinese tourists for participating in a safari was to see wild animals (78.3%). Relaxation (70.0%) was also an important motivator for joining the tour. Secondary reasons for taking the safari tour were to experience nature (45.0%), to encounter a different culture (38.3%) and to have a new experience (36.7%). More of a concern from a sustainability point of view was the motivation to purchase animal products. This was a

motivating factor for almost a quarter (23.3%) of the respondents (Table 2). When asked if they purchased any animal products, 80.0% of the Chinese safari tourists surveyed in this research reported that they had.

This mix of motivating factors for this particular group of tourists was affirmed in the interviews. According to the interviewed tour leaders, based on their experience, Chinese tourists in general love to be in nature and showed their excitement when they arrived at a national park or any natural environment. The tour leaders further affirmed that Chinese tourists would tend to express their appreciation when they talked about the animals they saw and excitedly mentioned that this is the first time that they have seen the “real” animals in a wildlife setting. However, the interest the tourists expressed in wild animals had other facets as well. When asked about what the Chinese tourists in their group tours discussed among themselves or with tour leaders, one tour leader shared that some of the tourists talked about which animals are edible and whether the meat is tasty, while some tourists talked about the value of animal products such as rhinoceros horn and ivory products.

[INSERT TABLE 2 HERE]

Not surprisingly, as the surveyed tourists were on a package tour, for 81.7% of them a travel agency was the main source of information about the package tour to Kenya. A further 14.2% knew of the tour through an advertisement in a newspaper or magazine.

When asked if they would recommend their friends or relatives to visit the national park in Kenya, an overwhelming 75.0% stated ‘definitely yes’ and another 18.3% stated ‘probably yes’. Despite this high likelihood of recommending a Kenyan safari to their family and friends, none expressed an explicit intention to re-visit Kenya or any other African country. When asked which countries they plan to visit in the future, Australia (28.3%), the USA (28.3%), Japan (20.8%) and Dubai (20.0%) were the top four most mentioned countries. It would seem the safari experience may have been a one-in-a-lifetime experience for these surveyed tourists. This impression was also confirmed by an interviewed tour leader.

Attitudes towards the Environment and Nature

The mean responses to ten of the twelve statements under this section were 4.51 or higher on a five-point scale. Respondents reported a high preference for visiting nature-based and remote locations. Xu, Ding and Packer (2008) argue that being close to nature is a common theme in Chinese tourism. This is influenced by Confucian and Taoist philosophy. Chinese people believe that they can learn new things, achieve moral improvement and gain enlightenment when they visit natural areas. This is reflected in the attitudes reported by the surveyed tourists. The respondents also declared strong inclinations towards sustainable attitudes and practices, stating that they seek to learn about the natural environment at their holiday destination, refrain from causing harm to nature, recycle as much as possible, and try to minimize resource use while travelling. The two statements on which there was somewhat less agreement, but still a high level, were saving energy at home because of concerns for the environment (mean score 4.26 out of 5) and wishing to see their home city focus on protecting the environment (4.25). These results, which would seem to indicate a high self-reported level of sustainable practices, contrast starkly with the already mentioned 80% who admitted that they had purchased wild animal products during the trip.

[INSERT TABLE 3 HERE]

As with the surveyed safari tourists' declared attitude towards the environment and nature in general, their self-reported attitudes and behaviour towards wildlife is allegedly very sustainable. Respondents strongly agree that the present generation should ensure that the environment is maintained or enhanced for the benefit of future generations (mean score 4.77 out of 5); that there should be serious punishment for obtaining, transporting, selling or buying parts from such protected animals (4.72); that humans must live in harmony with nature in order to survive (4.56); that the balance of nature is very delicate and easily upset (4.49); that nature has intrinsic value beyond the economic or functional value that humans place on it (4.46); and that they consider themselves to be environmentally friendly (4.22). They also tend to disagree or strongly disagree that tourists should be allowed to get closer to wildlife (1.88); that hunting activities would enhance the authenticity of the experience in national park (1.57); and that tourists should be allowed to feed animals in the wild (1.33).

However, when probing a little deeper, there is evidence among respondents of questionable attitudes to wildlife and the Chinese philosophy of humans' relationship with wildlife becomes apparent. Seventy-five percent of the surveyed Chinese safari tourists agree that there should be some animal products for sale to tourists in national parks (mean score 3.96 out of 5). This corresponds with the reported behaviour of animal product purchases mentioned earlier in the paper. Further, according to an interview with a tour guide, many Chinese tourists approached her with queries about how to purchase animal products, about whether it is legal to purchase them, and about how to bring them back to China. There is also less agreement about whether there should be some nightlife such as bars and entertainment in national parks (mean score 2.38 out of 5; neutral = 32.5%); that plants and animals exist primarily to be used by humans (2.32; neutral = 44.2%); that humans have the right to modify the natural environment to suit their needs (2.27; neutral = 40.8%); and that there should be animal shows in national parks (2.18; neutral = 41.7%). The increased variability in responses for these statements can be seen in the larger standard deviations.

[INSERT TABLE 4 HERE]

Perceived knowledge and intended behaviour about the environment and wildlife

The surveyed Chinese tourists were asked after their safari about what they had learnt on the trip and whether they intended to change their behaviour as a result. As Table 5 shows, there was very high agreement with all seven of the statements under this section. For these seven statements, exploratory factor analysis revealed a single factor solution. The KMO measure of sampling adequacy was 0.916. Only one eigenvalue was greater than 1 (5.15), no other eigenvalue was close (the next highest was 0.57). A factor solution accounting for at least 60 percent of variance is generally considered satisfactory. In this case the single factor for Perceived knowledge and intended behaviour accounts for 73.5 percent of variance. Finally, all the communalities were greater than 0.5, indicating that the single factor accounts for the majority of variance in each item. Cronbach's alpha, the standard assessment for reliability, for these seven items was 0.939, and correlation of each item with the overall scale was 0.71 or above in every case.

In general, respondents perceived the safari as environmentally educational and they tended to feel that the safari experience provoked them to consider the environmental and ecological consequences of their actions. On a scale of 1 to 5, the lowest mean score was 4.44, for intending to make friends and acquaintances more aware of wildlife conservation. The top responses were for statements that safari tourists perceived they gained more knowledge and learnt more about wildlife as a result of the trip and that they will be more likely to consider the environmental impact of their purchases as a result of going on the safari.

[INSERT TABLE 5 HERE]

To determine how respondents' attitudes towards the environment and nature affect their perceived knowledge and intended behaviour about the environment and wildlife, a linear regression was conducted with the 12 attitude statements towards the environment and nature (shown in Table 3) as the independent variables with a summated scale of perceived knowledge and intended behaviour as the dependent variable (since we demonstrated that it has one dimension). The stepwise method was implemented to take into account multi-collinearity between the attitudes. Table 6 shows the results. The adjusted R^2 is quite high with 88.3% of the variance in the dependent variable being explained by the independent variables. Five of the 12 attitudes are significant ($p < 0.05$). The attitude with the largest impact on Perceived knowledge and intended behaviour is Respect for Nature. Two attitudes that relate to preferring to be in natural settings are also impactful. Lastly, two attitudes that relate to environmental education are also important determinants of greater perceived knowledge and intention to behave sustainably.

[INSERT TABLE 6 HERE]

Discussion and Conclusions

In early research into the psychology of human-wildlife interaction (in the North American context), Kellert (1980) distinguished between different motivations for interaction with wildlife. Of his nine categories, members of the public were found to have Humanistic (affection for

animals) and Moralistic (concerned with humane treatment of animals) attitudes, and wildlife managers Ecologistic (concern for habitat preservation), Scientific (interested in biology) and Utilitarian (aware of practical value of animals and habitats) attitudes (Kellert, 1980, pp. 34-35). Though it is possible that North Americans' attitudes may have shifted in the 35 years since Kellert's article, this research provides indications that Chinese tourists' motivations may be better understood in terms of two other of Kellert's categories: Aesthetic (seeing animals in symbolic or artistic terms) and Dominionistic (interested in control and exploitation of animals). The findings reported above give insights into the ways in which these categories of motivation are influenced by cultural predilections.

This research makes theoretical contributions to the understanding of Chinese safari tourists' behaviour and attitudes as reflecting a number of the cultural values and norms of Chinese society and culture discussed earlier in this paper. By extension, this paper expands knowledge on the ways in which the effects of tourists' cultures of origin on their attitudes and behaviour in their travels.

For the Chinese tourists interviewed in this study, participation in safari tours correlates with the reported intention to behave in a more environmentally sustainable manner, and with appreciation and respect for nature. However, for these respondents, these intentions are also influenced by the subjective norms of Chinese culture, in which a hierarchical and exploitative relationship between humans and wildlife is seen as part of the natural order. 'Harmony' is a fundamental ideological ordering principle in Chinese culture and is embedded in Chinese philosophy, politics and moral systems. Traditionally, Chinese people believe that things are created in the condition of harmony, and that humans should act in a way that maintains this harmony. Therefore, harmony between humans and the natural environment is extremely important in Chinese philosophy (Cui, et al., 2012). However, traditional Chinese philosophy also dictates that everyone (and everything) has its own place in the world (Qian, 2001; Ye, 2006), and that within this cosmology, human beings have a higher position than animals. Thus, consuming animal products may be perceived as part of the natural rights of humans, and indeed may be seen as unequivocally sustainable, in that it perpetuates the natural order of the world (Shen, 2007).

The fact that the surveyed tourists were so open in admitting their intentions to purchase animal products during their safari trip indicates that the degree of perceived control on such behaviour is low compared to the factors in Chinese culture and society that accept and even encourage such behaviour, in terms of the prestige and “bragging rights” of being able to acquire such rare animal products, reflecting the propensity to travel as a way of achieving prestige (Chow & Murphy, 2008; Lu, 2011; Petersen, 2009) and to bring evidence of their travels to share with friends and family upon their return (Wu & Pearce, 2014). Being part of a group package tour, surrounded primarily by other Chinese tourists, one is also likely to receive constant affirmation of the acceptability of this behaviour, as might not be the case if one were in more direct and frequent contact with the Western tourists who make up the majority of Kenya’s visitors. Because of language issues, as well as the value placed by Chinese tourists on the social aspect of travel, the all-Chinese group tour is likely to remain the preferred practice of these tourists.

In principle, there is no fundamental contradiction between the Chinese hierarchical worldview and (the Western understanding of) environmentally sustainable behaviour. Confucian tradition evokes the model of the family in describing the order of a society, in which those higher in the hierarchy exercise control over those below them (Shen, 2007), but are also responsible for their protection. The ecological movement emerged from a realization that humankind’s mastery of nature had become a threat to nature, to the extent that a prioritization of mankind’s role as caretaker, rather than exploiter, of nature had become crucial. Discouraging ecologically harmful behaviour among Chinese tourists should therefore not be seen as a hopeless goal that runs counter to their cultural upbringing. If, as the findings indicate, safari tours have the potential of raising awareness of environmental issues and causing one to reflect on the sustainability of one’s actions, then these tours are potential venues within which tourists could be invited to consider how they might accommodate these attitudes into their worldview and philosophy.

Achieving this would require that Chinese safari tours take on a more explicitly didactic tone. Issues of sustainability, and the effects of unsustainable behaviour, can be discussed and demonstrated all the more convincingly and poignantly while immersed in the safari experience.

This would require that tour guides take on an extended role in structuring the tourists' learning experience. As the primary source of site interpretation to the tourists, the guide would be responsible for structuring this educational aspect in a way that is meaningful within the cultural and societal norms and values of Chinese society, rather than the "scientific" modes of explanation that may resonate with Western tourists (Xu, et al., 2008). While it would be naïve to think that such measures could counteract societal acceptance and even admiration for consumption of rare animal products in China, the Chinese government is becoming increasingly concerned with the world's (largely negative) perception of Chinese tourists, and has initiated programmes and enacted laws to inform Chinese tourists of expected norms of behaviour, and to discourage and punish undesired actions. The government thus has the interest, and the wherewithal, to require tour companies to include an educational component in their safari tours, and to punish those who allow or facilitate tourists in acquiring illicit animal products.

Limitations

This is an exploratory study that is a first probe into Chinese safari tourism, a mode of tourism that is still in its nascent stages. Compared with the most popular destinations of Chinese tourists (i.e. Australia, Europe and North America), the number of Chinese safari tourists in Kenya is relatively low. As a consequence, it is extremely difficult to obtain a large sample size. The data collection for this study was conducted in 2013. The authors planned to collect more data in 2014. However, the outbreak of Ebola in northwest Africa resulted in a drastic decrease in number of Chinese tourists visiting Kenya, further constraining the potential sample size.

The use of convenience sampling introduces further limitations. Since the travel agency with which the authors worked in this research serves on the North China source market only, all of the respondents are from the northern part of China and they are all package tour participants. Therefore, the results cannot be assumed to be representative of the whole country, as the safari tourists from other areas of China may have different perceptions and behaviour. Likewise, independent Chinese travellers to Kenya may have different motivations and behaviour than those travelling on group tours. Moreover, because the only practical way to administer the questionnaire was during the tours (specifically on the return flight to China), the researchers could not meet the respondents in person to collect data. Therefore, the researchers were not able

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3 to have direct communication with the respondents, which might have enabled more rich insights
4 that could contribute to this research. The authors sought to mitigate this limitation by
5 interviewing tour company employees who had accompanied the tourists on the safaris.
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11 Because of the emerging and precarious nature of this tourism niche, and the concomitantly
12 small sample size, the insights reported from this research should interpreted with caution.
13 Hence, we cannot generalize claims for all Chinese safari tourists. Rather, the intention has been
14 to undertake a first probe into Chinese safari tourism in order to identify recurrent and unifying
15 themes among the attitudes and perceptions reported by the respondents, and to identify
16 connections between these themes and existing knowledge on Chinese societal norms and
17 attitudes. There are rich opportunities for future research on this topic, building upon the
18 foundation thus established, especially as the history of Chinese tourists' involvement in safari
19 tourism progresses.
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Table 1: Socio-demographic Profile of Surveyed Chinese Safari Tourists

Gender		Province	
Male	47.5%	Beijing	14.2%
Female	52.5%	Shanxi	13.3%
Age (years)		Liaoning	12.5%
30 or younger	6.7%	Jilin	12.5%
31-40	66.7%	Hebei	10.8%
41 or older	26.7%	Shandong	10.8%
Number of children		Inner-Mongolia	9.2%
None	8.3%	Heilongjiang	8.3%
One	83.3%	Tianjin	8.3%
Two or three	8.3%	Monthly Income	
Education Level		Low (7,000 RMB) or less	30.0%
Junior Middle School	1.7%	Middle (8,000 to 10,000 RMB)	50.8%
Senior Middle School	32.5%	High (More than 10,000 RMB)	19.2%
Vocational or Technical School	10.0%		
Bachelor Degree	48.3%		
Master's Degree	7.5%		

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Table 2: Motivation for Kenyan Safari Tour

Motivation	Percentage Yes
To see wild animals	78.3
To relax	70.0
To experience nature	45.0
To experience a different culture	38.3
To have a new experience	36.7
To buy some animal products	23.3
To do business or to find business opportunity	9.2

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Table 3: Attitudes towards the Environment and Nature

Statement	Mean	Standard Deviation
When travelling I prefer nature-based destinations.	4.62	0.73
I prefer locations that are as remote as possible.	4.61	0.70
I want to learn as much as possible about the natural environment of the destination that I visit while I am there.	4.61	0.71
I usually respect nature and do not do any harm to it.	4.61	0.70
Recycling of waste is an environmentally friendly effort that everybody should do while on vacation.	4.61	0.71
I try to find out as much about the natural environment of a destination as I can before I actually go there.	4.58	0.72
I prefer a destination that protects its environment.	4.58	0.71
I prefer to observe nature and wildlife in a wild and unrestricted setting, rather than in a zoo.	4.57	0.76
I usually save energy, limit my water usage, etc. during my visit to a destination.	4.55	0.71
When I travel, I try to support the local economy of the place that I visit.	4.51	0.79
I save energy at home because of environmental concerns.	4.26	0.65
I would like to see my city focus on protecting the environment.	4.25	0.74

Table 4: Attitudes towards animals and nature

Statement	Mean	Standard Deviation
The present generation should ensure that the environment is maintained or enhanced for the benefit of future generations.	4.77	0.48
There should be serious punishment for obtaining, transporting, selling or buying parts from such protected animals.	4.72	0.66
Humans must live in harmony with nature in order to survive.	4.56	0.70
The balance of nature is very delicate and easily upset.	4.49	0.78
Nature has intrinsic value beyond the economic or functional value that humans place on it.	4.46	0.75
I consider myself to be an environmentally friendly tourist.	4.22	0.90
Mankind is severely abusing the environment.	4.18	0.68
Demand for exotic animal parts in traditional Chinese medicine is causing serious harm to protected species.	4.09	0.94
I perceive the national parks in Kenya as very environmentally friendly destinations.	4.03	0.91
There should be some animal products for sale to tourists in national parks	3.96	0.73
When humans interfere with nature, it often produces disastrous consequences.	3.68	0.78
Mankind was created to rule over the rest of nature	3.03	1.07
There should be some nightlife such as bars and entertainment in national parks.	2.38	1.14
Plants and animals exist primarily to be used by humans.	2.32	0.82
Humans have the right to modify the natural environment to suit their needs.	2.27	0.91
There should be some animal shows in national parks.	2.18	0.79
Tourists should be allowed to get closer to wildlife.	1.88	1.17
Hunting activities would enhance the authenticity of the experience in national park.	1.57	0.79
Tourists should be allowed to feed animals in the wild.	1.33	0.65

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Table 5: Perceived knowledge and intended behaviour about the environment and wildlife

Statement	Mean	Standard Deviation	Factor Loading	Communalities
I feel that I gained more knowledge about wildlife by visiting national parks in Kenya.	4.57	0.73	0.892	0.796
I feel that I learned more about wildlife during my trip to Kenya.	4.54	0.75	0.884	0.782
After my visit to national parks in Kenya, I am more likely to consider the environmental impact of a product when making a purchase decision.	4.54	0.73	0.904	0.818
I feel that I learned more about wildlife conservation and protection during my trip to Kenya.	4.50	0.73	0.825	0.681
After my visit to national parks in Kenya, I am more likely to behave in a way that does not harm nature, when I travel to natural areas.	4.50	0.74	0.884	0.782
After my visit to national parks in Kenya, I feel more convinced that humans should protect wildlife.	4.48	0.79	0.821	0.675
After my visit to national parks in Kenya, I would like to make my friends and acquaintances more aware of wildlife conservation.	4.44	0.75	0.783	0.613

Table 6: Regression Results of Attitudes on Perceived Knowledge & Intended Behaviour

Variable	β	Standard Error	Standardized Beta	t - statistic	Significance
(Constant)	0.280	0.147		1.905	0.059
I usually respect nature and do not do any harm to it.	0.282	0.077	0.309	3.669	0.000
I prefer to observe nature and wildlife in a wild and unrestricted setting, rather than in a zoo.	0.189	0.061	0.226	3.099	0.002
I prefer locations that are as remote as possible.	0.165	0.058	0.180	2.816	0.006
I want to learn as much as possible about the natural environment of the destination that I visit while I am there.	0.160	0.075	0.179	2.147	0.034
I try to find out as much about the natural environment of a destination as I can before I actually go there.	0.124	0.052	0.139	2.384	0.019
Adjusted $R^2 = 0.883$					