

Chinese Middle-Class Travelers' Characteristics and Their Perceptions of Japan's National Image

Abigail Qian Zhou

Research Faculty of Media and Communication, Hokkaido University, Japan

zhou1qian4@imc.hokudai.ac.jp

Abstract: Prior to the COVID-19 pandemic, China was the largest source country in Japan's inbound tourism market. The middle class, with its high consumption desire, was the main contributor of Chinese tourists to Japan, an important force driving the Japanese economy and influencing the spread of Japan's national image in China through the Internet. For this study, I collected 4,785 text data from Japan travelogues on two major Chinese travel websites between January 2016 and March 2022, conducted data mining and content analysis, and combined the texts to reveal the basic characteristics of Chinese middle-class tourists to Japan, as well as their perceptions and evaluations of Japan's national image. The results show a change in the travel needs of the Chinese middle class from shopping, etc., to diverse, specific, and individual travel experiences and an obvious willingness to revisit. Regarding their perceptions and evaluations of Japan's macro national image, Japan's national capacity is mainly reflected in its culture and economic technology, while its national characteristics are mainly reflected in hospitability. Although most impressed with Japan's environmental management, mainly its infrastructure and natural resources, the macro sentiment of the tourists is influenced by historical Sino-Japanese relations and reveals reservations about Japan. Japan's micro national image, as perceived by the tourists through tourist attractions, mainly relates to activities, while their perceptions of the tourist environment are the richest, focusing on popular attractions and landscapes. Their perceptions of tourism facilities cover various aspects such as catering, accommodation, transportation, entertainment, and services. Furthermore, their micro-emotions are mainly reflected in their satisfaction and praise of the destination environment. These results have several implications for tourism marketing and national image promotion in the post-pandemic era, when outbound tourism has fully recovered.

Keywords: Chinese middle class, Online travelogues, Japan's national image, Destination image, Data mining

1. Introduction

In 2011, China became the world's largest source country for outbound tourism; in 2012, it became the world's largest outbound travel consumer. Japan has become a popular destination for Chinese outbound travel due to its abundant tourism resources, the increase in direct flights to various parts of the country, and its convenient services. In 2010, the Japanese government opened independent travel routes for the Chinese. In 2014, it relaxed the visa policy and expanded consumption tax exemptions, which led to China becoming the largest source country for Japanese inbound tourism in 2015. The middle class became the main group of Chinese tourists to Japan. In 2019, 9,594,000 Chinese people visited Japan, accounting for 33% of foreign visitors (Japan National Tourism Organization [JNTO], 2019). Their total expenditure was about 1 trillion 770-billion-yen, which was 36.8% of the total spend of inbound tourists (JNTO, 2019). The middle class is also the main force of China's online society (Zheng and Li, 2018). These tourists obtain travel information, make travel plans, and book travel itineraries online, as well as use the Internet to share travel experiences, methods, and routes, thus, playing an important role in influencing and changing Chinese people's impressions of Japan. According to the Japan-China Joint Opinion Survey (Genron NPO, 2020), Chinese and Japanese citizens do not share a mutually favorable impression of each other, with historically more negative than positive impressions of each other's countries. However, since 2014, there has been a change, with more than 40% of the Chinese holding a positive impression of Japan in 2018, the reason for which could be the direct contact experienced by Chinese tourists during their travel to Japan.

Most studies have focused on Chinese tourists' travel to Japan, their consumption behavior (e.g., Li and Katsumata, 2020) and mobility characteristics (e.g., Zeng and He, 2019), with hardly any on Chinese middle-class tourists' travel to Japan and their perceptions and evaluations of Japan's national image. In the post-pandemic era, analyzing this group's online travelogues, the characteristics of their travel to Japan, and their perceptions and evaluations of Japan's national image can complement the existing research and provide suggestions for direct tourism marketing strategies and enhance Japan's national image post-pandemic.

2. Literature Review

An image is a simplification of a complex idea that represents an individual's or group's perceptions, beliefs, and attitudes about something (e.g., Kotler, 2001). The image of a country can influence potential tourists' travel decisions (e.g., Wang, 2002). With increasing cross-border tourism and intensifying competition in the

international tourism market, a country must consider its national image as an important factor influencing tourists' revisit intentions to maintain sustainable development of its inbound tourism.

2.1 National Image and Related Research

National image is "the total of all descriptive, inferential, and informational beliefs about a particular country" (Martin and Eroglu, 1993, p. 93). Most studies on national image have focused on brand research, international trade and marketing (e.g., Jaffe and Nebenzahl, 2006), and communication politics (e.g., Li, 1999). The first two types of studies suggest that a positive national image can bring greater competitive advantage in business and influence consumers' attitudes toward the country's products and services. The last type of study proposes that national image reflects the comprehensive strength of a country's political, economic, cultural, and social development and can influence international public opinion and diplomatic relations. Studies on Chinese and Japanese national images have mostly addressed the field of communication studies, for instance, the construction of Japan's image by the Chinese media (e.g., Du, 2020) and the promotion of its national image by the Japanese media in China (e.g., Chen, 2021). However, the effects of the tourism boom to Japan in recent years on Chinese (especially middle-class) perceptions of Japan's national image have rarely been explored.

While the national image can comprise political, historical, geographical, artistic, musical, and national elements (e.g., Kotler, 2000), it can also include the social system, national culture, national strength, political institutions, international relations, leadership style, citizen quality, and social civilization (e.g., Liu, 2002). Synthesizing the previous research, the present study defines national image as the sum of individual perceptions (impressions) and attitudes (evaluations and emotions) toward a country's political system, economic technology, social culture, national characteristics, international relations, environmental conditions, and governance. Further, this study draws from works by Nadeau et al. (2008), Du and Wu (2014), and Yu and Zhang (2017), who concluded that national image includes both macro and micro dimensions. The macro dimensions include individual perceptions of a country's capabilities (political system, government management, economic technology, social culture, etc.), citizen characteristics (population size, educational level, national income, national character, language features, religion, values), environmental management (human environment, geographical environment, natural resources, infrastructure, security), emotions (national relations, history), and other attributes. The micro dimensions comprise individual attitudes and emotions toward, perceptions and assessments of, and beliefs about a country's products or regions.

2.2 Destination Image and Related Research

Destination image influences tourists' travel decisions, processes, and behaviors and is "the sum of beliefs, ideas, and impressions that a person has of a destination" (Crompton, 1979, p. 18). Studies on destination image have focused on its definition (e.g., Hunt, 1975), composition (e.g., Echtner and Ritchie, 1991), influencing factors (e.g., Beerli and Martin, 2004), and relationship with tourist behavior (e.g., Chen and Tsai, 2007). While research on Chinese tourists visiting Japan and destination image has explored image measurement and the impact of destination image on revisit intention (e.g., Park, Hsieh and Lee, 2017), none has examined Chinese middle-class tourists' perceptions and evaluations of Japan from the perspective of destination image.

Destination image studies have provided different insights into its constituent dimensions. According to Gartner (1989), destination image comprises cognitive, affective, and intentional dimensions. Li (1998) stipulated the dimensions of destination image as political and economic conditions, natural environment, human tourism resources, and infrastructure. This study considers destination image an integration of tourists' perceptions of their experiences and evaluations of tourist spots, attractions (activity items, product features and quality), environment (scenic spots, landscape, climate), facilities (restaurants, accommodation, transportation, entertainment, service), and their emotions (destination evaluation). Destination image and national image are closely related and overlap: Individual perceptions and evaluations of a destination often reflect perceptions and evaluations of the country where the destination is located. The image of a destination usually corresponds to a microscopic image of the country; when the destination is a country, the dimensions of the destination image partially overlap with the macroscopic dimensions of the country image. To avoid the overlapping dimensions of destination image and national image, this study classifies tourists' perceptions and evaluations of the national, political, economic, technological, cultural, social, and environmental dimensions of the destination country as the macro national image, while the perceptions and evaluations of the destination image involving the dimensions of tourism attraction, environment, and facilities are classified as the micro national image.

3. Methods

Unlike most previous research using questionnaire surveys to examine the image of a destination or country (e.g., De Canio, Martinelli and Viglia, 2003), this study performed data mining and content analysis of online travelogue text from two travel websites, Ctrip.com and Mafengwo.com. With tourism becoming integrated with the Internet, the open, interactive, and shareable platforms of online travelogues are ideal for tourists to record their travel experiences and for the convergence and release of travel information. Their content facilitates information search and travel planning for other tourists and provides important data for researchers (e.g., previous studies such as Ray [2022] have discussed the impact of online travelogues on destination image research). Content analysis method was chosen since it involves describing explicit communications objectively, systematically, and quantitatively (Berelson, 1952, p. 55) to transform non-quantitative information in travelogue texts into quantitative data to identify tendencies and characteristics in the textual content and to improve objectivity.

The user demographics of Ctrip.com and Mafengwo.com are the Chinese middle class with a certain consumption capability in first- and second-tier large- and medium-sized cities (IREsearch, 2021). Both websites have outbound travel community sections where users can post their travel tips and interact with others. First, 4,785 travelogues about Japan published from January 2016 to March 2022 were collected from Ctrip.com and Mafengwo.com (4,735 from Ctrip.com; 50 from Mafengwo.com). Statistics on travel time, days of stay, travel patterns, destinations, per capita consumption, and intention to revisit from the travelogues were used to understand the basic characteristics of middle-class tourists to Japan. Second, a corpus of 4,371,780 words from the travelogues was created by crawling and filtering, merging near-synonyms, and building a filtered word list, which was saved as a .txt file. Rost Content Mining 6 (hereinafter, Rost CM6) was used to analyze the text and extract high-frequency words. Finally, Chinese middle-class tourists' perceptions and evaluations of Japan's national image were analyzed from both macro and micro perspectives by combining the texts.

4. Results and Discussion

4.1 Basic Characteristics of Chinese Middle-Class Tourists to Japan

The Chinese middle class mostly preferred to travel during the New Year, Spring Festival, and winter holiday period from December to February, with most of them staying for 3 to 5 days (Tables 1 and 2) since the legal holiday in China is usually 3 days, and paid annual leave for the middle class is usually 5 days. Moreover, as Japan neighbors China, the flight time is usually 2–4 hours. Almost all airports in medium and large Chinese cities opened air routes to Japan before the pandemic, making it even more convenient than domestic travel. Consequently, Chinese tourists can often complete their visit to a specific Japanese destination within 3 to 5 days.

Table 1: Duration of Middle-Class Chinese Travel to Japan (unit: number of travelogues)

March~May	June ~August	September~November	December~February
824	996	1,189	1,203

Table 2: Number of Days the Chinese Middle Class Traveled to Japan (Unit: Number of Travelogues)

1~2 days	3~5 days	6~8 days	9~14 days	More than 15 days
925	1749	1462	556	93

Only 7% of Chinese middle-class tourists chose package tours because "although the package tour is not as comfortable as independent travel, it saves energy, and one does not have to worry about food, accommodation, and transportation." Most (84.5%) chose to travel independently because "Japan is a very safe country," "I can do whatever I want on my own," "It's more interesting to make my own travel plans," and "I would not be forced to shop by the tourist guide." Among those who chose independent travel, 85.5% traveled with a companion, mostly traveling with friends. However, many were solo travelers (14.5%), indicating the trend of individual outbound travel and the attractiveness of Japan for individual travelers. Additionally, the middle class preferred train travel as their primary means of transportation within Japan (Table 3).

Table 3: Chinese Middle-Class Travel Patterns to Japan (Unit: Number of Travelogues)

	Independent tour	Semi-independent tour	Package tour	Self-drive	Cruise	Train	Bicycle	Total
Parent-child	192	9	9	4	24	35	5	311
With parents	26	3	5	1	14	2	0	56
With friends	338	52	36	29	45	30	6	670
Individual	125	12	9	16	7	31	5	286
Married couple	135	9	9	1	9	34	6	246
With a partner	46	2	3	2	2	9	0	87
Total	862	87	71	53	101	141	22	

Although Chinese middle-class tourists traveled to various parts of Japan, Tokyo, Osaka, Kyoto, and Hakone and Yokohama near Tokyo were the most popular choices (Figure 1) since the Tokyo-Osaka region along the Pacific coast is the most economically active, city-dense, and populous region in Japan, with well-known scenic spots and attractions. In contrast, the prefectures in the Sea of Japan coast, Shikoku, and Chugoku regions, with lower economic development, are less favored by middle-class Chinese tourists.

A total of 4,398 travelogues detailed the per capita expenditure of travel to Japan. The amounts were divided into five ranges for statistical analysis. Spending by 50% of tourists was within the RMB 4,000-1,000 per capita range (Figure 2). This finding reflects, to some extent, Chinese middle-class tourists’ perceptions of the cost of travel to Japan.

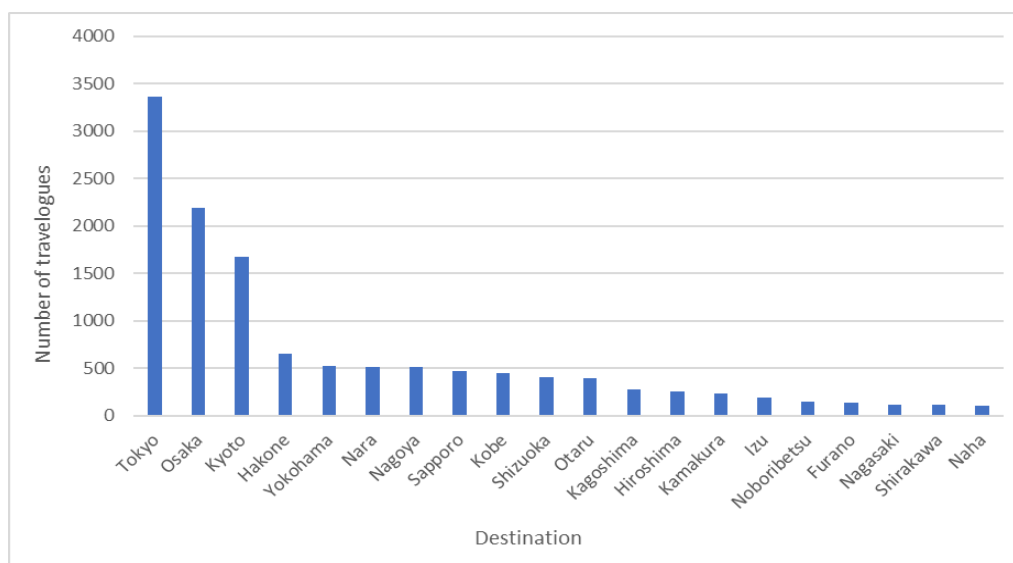


Figure 1: Destinations of Chinese Middle Class Traveling to Japan

Revisit intention can be defined as the probability to return to the destination or to recommend the destination to others (e.g., Bang Huu and Ho, 2020). It is a manifestation of tourists’ favorable perceptions of a destination (Zhang et al., 2014). A destination’s image is an important factor affecting tourists’ revisit intentions: A higher evaluation of a destination and a more positive perception of its image lead to a stronger intention to revisit (Bian, 2005). A total of 2,009 (42%) travelogues clearly indicated a revisit intention, 2,776 (58%) did not clearly indicate a revisit intention, and none clearly indicated that they would not revisit. Although the number of travelogues that clearly indicated the intention to revisit was less than that that did not, one can conclude that Chinese middle-class tourists were generally satisfied with Japan as a destination.

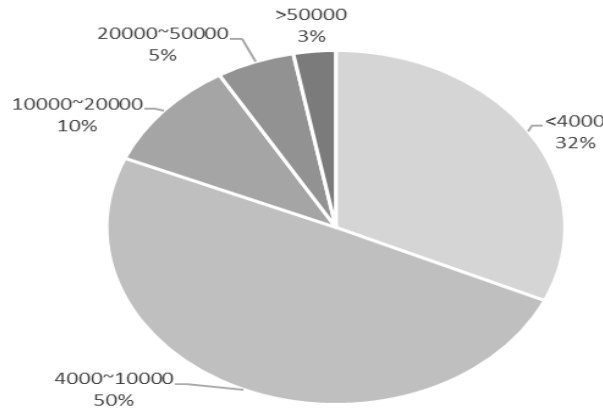


Figure 2: Per Capita Expenditure of Middle-Class Chinese Tourists (Unit: CNY)

4.2 Chinese Middle-Class Tourists’ Perceptions and Evaluations of Japan’s National Image

High-frequency words are specific distillations of textual ideas, themes, and other content factors and can reflect the composition and characteristics of Japan’s national image. After pre-processing the text corpus, Rost CM6 was used to divide words and extract high-frequency words and their frequencies. The top 100 most frequently used words were selected to make a list of the high-frequency words.

The top 100 high-frequency words included 68 nouns, 21 adjectives, and 11 verbs, with no pejorative words. The nouns forming the bulk of the rankings reflect tourists’ concerns about Japan’s national image, including specific destinations such as “Tokyo,” “Osaka,” and “Kyoto” and infrastructure such as “railway” and “airport.” Verbs were mainly used to describe tourists’ motives and behaviors, such as “experience,” “enjoy the cherry blossom,” and “bathe.” Adjectives were mainly used to express visitors’ opinions about Japan’s image, such as “comfortable” and “wonderful.”

The top 100 high-frequency words were also classified based on the definition and measurement dimensions of national image described in Section 2, combined with the interpretation of the text content (Figure 3).

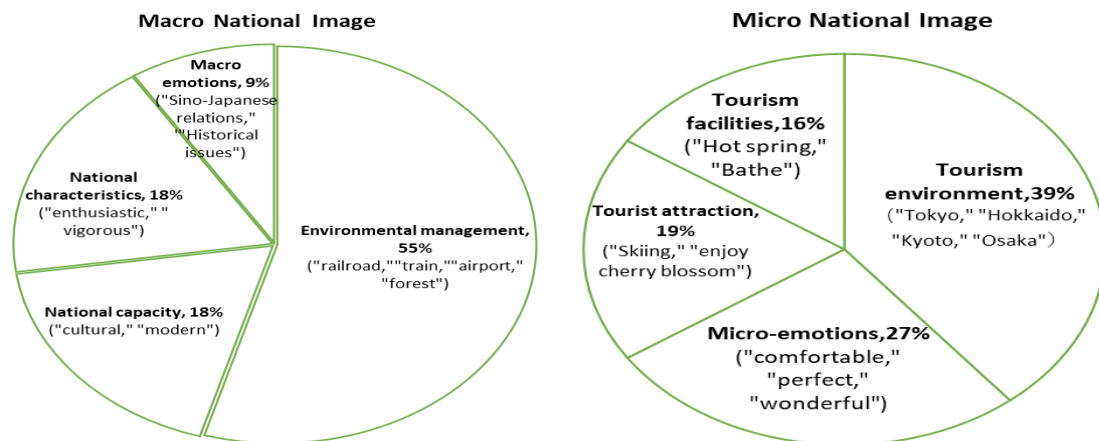


Figure 3: Chinese Middle-Class Tourists’ Perceptions and Evaluations of Japan’s National Image

Regarding the macro national image, Chinese middle-class tourists’ perceptions of Japan’s national capabilities were mainly reflected in its “culture” and “modern” economic technology (Figure 3): For example, one traveler wrote, “During the tour, we got a glimpse of Japan’s modern businesses, advanced technology, and traditional culture from various perspectives.” The “enthusiastic” national character and the “warmth” and “hospitality” of the Japanese, “regardless of their age” were other points expressed. Impressed with Japan’s environmental management, especially its infrastructure and natural resources, they wrote, “Japan’s railway lines are widespread and make it easy to get around” and “Japan’s ecological environment is very well maintained, with forests, flowers, and a variety of creatures adding distinctive colors to the different seasons.” Their macro sentiments toward Japan, however, were mainly reflected in their concerns about Sino-Japanese relations (especially political conflicts and diplomatic relations) and historical issues. For example, they said, “I hope people will look at Sino-Japanese relations calmly and remember the history between the two nations,” and,

"The most criticized issue is the history issue, which Japan merely touches on, using evasive language for the invasion of China." Additionally, despite holding certain perceptions and positive evaluations of Japan's macro national image, their perceptions of Japan's national capacity (e.g., political system, government administration) and its national characteristics (e.g., population size, religious beliefs) were not as obvious. The historical relations between the two countries led to them having reservations in their macro sentiments toward Japan, showing a cautious and passive attitude.

Regarding the micro national image, Chinese middle-class tourists' perceptions were more positive than those related to the macro national image. Their perceptions of tourist attractions mainly related to activities such as "skiing" and "cherry blossom viewing." For example, phrases such as "Hokkaido is the best place to go skiing in winter" and "Kyoto is the best place to enjoy cherry blossoms in spring" were observed, demonstrating that middle-class tourists' interest in Japan has changed from shopping to experience. Their perceptions of the tourist environment were the richest, focusing on popular attractions and landscapes in "Tokyo," "Osaka," "Kyoto," and "Hokkaido." One tourist said, "I know all the sights in Tokyo by heart" and "How can I miss Noboribetsu and Toyako when I come to Hokkaido in winter?" Since most of the middle-class tourists chose to travel on their own, they had already made detailed travel plans before visiting Japan and, thus, knew a lot about the attractions. Their perceptions of tourist facilities covered dining, accommodation, transportation, and entertainment. For example, one tourist wrote, "The hotel is close to the subway station, and transportation is convenient. Entertainment facilities in the hotel are plenty, and we can also enjoy the local cuisines; the comfortable tatami rooms are good for families with children." Further, "hot springs" and "baths" in Japanese inns impressed middle-class Chinese tourists the most. Finally, the tourists' micro emotions were mainly reflected in their satisfaction with and complimentary remarks about the destination environment: "Kyoto gives people a feeling of quietness and peace with the world, and the ancient style and charm make people feel comfortable," and, "Nara is the best example of harmony between people and nature."

Overall, the most high-frequency words in the country's (a) macro image were in the "environmental management" category and (b) micro image were in the "tourism environment" category. Thus, Japan's infrastructure, natural resources, attractions, and landscapes impressed middle-class Chinese tourists the most. Their macro sentiments about the country were less positive than their assessments of micro destinations, suggesting that more needs to be done to influence their macro emotions toward Japan as a whole due to the historically troubled relations between the two countries.

5. Conclusions and Suggestions

Using the data mining method, this study investigates and analyzes the travelogues on travel to Japan posted on the web by the Chinese middle class, revealing the basic patterns of travel of this class to Japan and their perceptions and evaluations of Japan's national image.

The results of the analysis show that (1) middle-class tourists visit Japan mostly during the New Year, Spring Festival, and winter holidays, for mostly a span of 3–5 days. They prefer to travel independently rather than avail package tours. Further, while most people travel with friends, travelling solo is also a popular trend. Trains are their preferred mode of commuting within the country, and the Tokyo-Osaka region is the most favored destination since it enjoys a high degree of popularity and commercial prosperity. Per capita spending is mostly in the range of 4,000–1,000 RMB, and the intention to revisit is implicit since middle-class Chinese tourists seem generally satisfied with Japan as a destination, although the number of travelogues explicitly mentioning this is less than half. (2) Chinese middle-class tourists' perceptions about Japan's national capabilities were focused mainly on its culture and economic and technological advancements, while they also appreciated the characteristic enthusiasm of Japan as a nation. They held in high regard Japan's environmental management, its infrastructure, and natural resources. However, influenced by historical memory, diplomatic relations, and political conflicts they showed a cautious and sober attitude in their macro sentiments toward Japan. Concerning their perception and evaluation of Japan's micro national image, their perception of (a) tourism attractions is mainly reflected in specific activity items; (b) tourism environment is most complimentary from their comments about popular attractions and landscapes; and (c) tourism facilities covers various aspects such as dining, accommodation, transportation, and entertainment. Their micro-emotions are mainly reflected in their satisfaction and appreciation of the destination environment.

Through its analysis, this study clarifies what previous studies have failed to identify, namely, that the needs of Chinese middle-class tourists to Japan have shifted from simple travel demands such as commodity purchases to diverse, specific, and individual travel experiences. Japan's infrastructure, natural resources, and microscopic attractions and landscapes have made the strongest impression on Chinese middle-class tourists. Although they

are quite satisfied with specific tourist destinations in Japan and have a clear intention to revisit, their satisfaction is not enough to influence their macro sentiment of an intangible barrier to Japan as a country owing to the historical issues and relations between the two countries. Such analytical results complement previous research on Chinese middle-class travel to Japan regarding perceptions and evaluations of Japan's national image. Simultaneously, it provides a tourism perspective to the existing studies on the national image of Japan as viewed by the Chinese. This study also provides a fresh perspective about the country as a whole considering a prior study on Chinese tourists to Japan and the country's destination image.

Additionally, as we enter the post-pandemic era, the following three recommendations can be made to help enhance and improve tourism marketing and national image promotion after the full recovery of outbound tourism.

(1) Promote and develop tourism resources and programs in other regions of Japan since Chinese middle-class tourists tend to concentrate in popular tourist cities and destinations. Foreign travel companies must carefully design travel itineraries for the Chinese New Year, Spring Festival, and winter holidays, which is when most Chinese middle-class tourists travel to Japan, considering the needs of individual family members, singles, couples, or groups of colleagues and friends. Parent-child tour programs for young parents and hot spring tour programs for older groups could be developed. Considering the middle class's per capita consumption, tourism companies should design hotels, restaurants, and transportation services for different budgets and implement personalized and differentiated marketing to meet different consumption habits and travel needs to promote willingness to travel.

(2) Enhance the tourism experience to suit the travel demands of middle-class tourists, from shopping to diverse, specific, and individualized experiences, corresponding to tourists' age, education, and occupation. Tourism enterprises should make effective use of mobile network terminals, combine social media, and efficiently develop targeted tourism products and services by using big data to meet the tourism needs of middle-class tourists and to improve marketing effects. They can shift their sales focus from stores to websites, helping save on sales costs and making use of the Internet's interactive features to open travel forums to enhance tourists' experience, interest, and participation.

(3) Considering tourists' appreciation for Japan's environmental management, infrastructure, and natural resources, national image promotion should include other elements such as the political system, government management, and national education level to increase tourists' revisit intention. Further, to negate the restrictive influence of historical relations on the macro emotions of middle-class Chinese tourists, the Japanese government must ensure peaceful relations between the countries to help boost tourism growth and change tourists' perceptions.

This preliminary analysis should be expanded, using other methods such as questionnaire surveys, to understand how the macro and micro national images of Japan influence revisit intention among the Chinese middle class, the factors that most significantly impact tourist satisfaction or revisit intention, the interrelationship between the various elements of the national image, and whether perceptions and evaluations of Japan's national image change after visiting Japan.

Acknowledgement

This work was supported by KAKENHI 20K12393.

References

- Bang, N.V., Huu P.D. and Ho H.N. (2020) "Revisit Intention and Satisfaction: The Role of Destination Image, Perceived Risk, and Cultural Contact", *Cogent Business & Management*, Vol 7, No. 1, pp 1796249.
- Berli, A. and Martin, J.D. (2004) "Factors Influencing Destination Image", *Annals of Tourism Research*, Vol 31, No. 3, pp 657–681.
- Berelson, B. (1952) *Content Analysis in Communication Research*, Free Press, Michigan.
- Bian, X.H. (2005) "Research on the Inter-relationship of Tourists Destination Image, Quality Satisfaction and Behaviour Intention", *East China Economic Management*, Vol 19, No. 1, pp 84–88.
- Chen, C.F. and Tsai, D.C. (2007) "How Destination and Evaluative Factors Affect Behavioral Intentions?" *Tourism Management*, Vol 28, No. 4, pp 1115–1122.
- Chen, S. (2021) "Propaganda and Defense of Japan's Image by Japanese Media in China: A Case Study on Shuntian Times 1901–1930", Master's Thesis, Nanchang University.
- 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*, Vol 17, No. 4, pp 18–23.

- De Canio, F., Martinelli, E. and Viglia, G. (2023) "Reopening after the Pandemic: Leveraging the Destination Image to Offset the Negative Effects of Perceived Risk", *Italian Journal of Marketing*, pp 1–20.
- Du, L.T. and Wu, R.J. (2014) "Study on Country Image Effect on Perception of Product Quality: Customers' Regional Difference Test in China", *Frontiers of Science and Technology of Engineering Management*, Vol 33, No. 5, pp 15–22.
- Du, Y. (2020) "A Comparative Study of the Image of Japan in the People's Daily and the Image of Japan in the Minds of University Students (2001–2005)", Master's Thesis, China Youth University of Political Studies.
- Echtner, C.M. and Ritchie, J.R.B. (1991) "The Meaning and Measurement of Destination Image", *The Journal of Tourism Studies*, Vol 2, No. 2, pp 2–12.
- Gartner, W.C. (1989) "Tourism Image: Attribute Measurement of State Tourism Products Using Multidimensional Scaling Techniques", *Journal of Travel Research*, Vol 27, No. 2, pp 16–20.
- Genron NPO. (2020) "Results of the 16th Japan-China Joint Opinion Poll", [online], <https://www.genron-npo.net/world/archives/9354.html>.
- Hunt, J.D. (1975) "Image as a Factor in Tourism Development", *Journal of Travel Research*, Vol 13, No. 3, pp 1–7.
- IRResearch. (2021) "Research Report on Chinese Online Travel Platform User Insights in 2021", [online], https://pdf.dfcfw.com/pdf/H3_AP202106231499540839_1.pdf?1624469118000.pdf.
- Jaffe, E.D. and Nebenzahl, I.D. (2006) *National Image & Competitive Advantage: The Theory and Practice of Place Branding*, Copenhagen Business School Press, Copenhagen.
- Japan National Tourism Organization (JNTO). (2019). "Visiting Foreigner Statistics", [online], https://www.jnto.go.jp/jpn/statistics/data_info_listing/index.html.
- Kotler, P. (2000) *Marketing Management*, Prentice Hall, New Jersey.
- Kotler, P. (2001) *A Framework for Marketing Management*, Prentice Hall, New Jersey.
- Li, J. (1998) "On the Image of Tourist Destinations and Its Marketing Significance", *Journal of Guilin Institute of Tourism*, Vol 01, pp 17–19.
- Li, S. (1999) *International Relations and Chinese Diplomacy: A Unique Landscape of Mass Communication*, Communication University of China Press, Beijing.
- Li, X. and Katsumata, S. (2020) "The Impact of Multidimensional Country Distances on Consumption of Specialty Products: A Case Study of Inbound Tourists to Japan", *Journal of Vacation Marketing*, Vol 26, No. 1, pp 18–32.
- Liu, X. (2002) "Thinking on Shaping of State Images by the Chinese Media", *Journal of International Communication*, Vol 2, pp 61–66.
- Martin, I.M. and Eroglu, S. (1993) "Measuring a Multi-dimensional Construct: Country Image", *Journal of Business Research*, Vol 28, pp 191–210.
- Nadeau, J., Heslop, L., O'Reilly, N. and Luk, P. (2008) "Destination in a Country Image Context", *Annals of Tourism Research*, Vol 35, No. 1, pp 84–106.
- Park, S.H., Hsieh, C.M. and Lee, C.K. (2017) "Examining Chinese College Students' Intention to Travel to Japan Using the Extended Theory of Planned Behavior: Testing Destination Image and the Mediating Role of Travel Constraints", *Journal of Travel & Tourism Marketing*, Vol 34, No. 1, pp 113–131.
- Ray, S. (2022) "Technology and Destination Promotion in Asian Tourism: Challenges, Changes, and Bearing", in A. Hassan (ed.), *Handbook of Technology Application in Tourism in Asia*, Springer Nature, Singapore, pp 377–402.
- Wang, D. (2022) "US Tourists' Travel Behavioral Intention to Singapore: The Effects of Country Image and Destination Image with the Moderating Role of Familiarity", Doctoral Dissertation, Texas Tech University.
- Yu, P. and Zhang, H.M. (2017) "The Influence of Country Image on Tourist's Revisit Intention: A Case Study of Chinese Tourists' Perception of South Korea", *Journal of Technical Economics & Management*, Vol 8, pp 3–8.
- Zeng, B. and He, Y. (2019) "Factors Influencing Chinese Tourist Flow in Japan: A Grounded Theory Approach", *Asia Pacific Journal of Tourism Research*, Vol 24, No. 1, pp 56–69.
- Zhang, H., Fu, X., Cai, L.A. and Lu, L. (2014) "Destination Image and Tourist Loyalty: A Meta-analysis", *Tourism Management*, Vol 40, No. 2, pp 213–223.
- Zheng, W. and Li, L. (2018) "Research on the Role and Status of Middle-Income Groups in China's Internet Society", *Modern Communication (Journal of Communication University of China)*, Vol 1, pp 92–95.