

THE ROLE AND INFLUENCE OF CHINA BASED ALUMNI ON TRAVEL AND TOURISM

A RESEARCH REPORT BY:

DR JOANNE PYKE, DR MIN JIANG AND PROFESSOR TERRY DELACY, CENTRE FOR
TOURISM AND SERVICES RESEARCH (CTSR) VICTORIA UNIVERSITY (VU) MELBOURNE

MR EDWARD SMITH, AUSTRALIA CHINA ALUMNI ASSOCIATION (ACAA)

PROFESSOR GUIJUN LI AND PROFESSOR AI-MIN LI, CENTRAL UNIVERSITY OF FINANCE
AND ECONOMICS (CUFE) BEIJING



The Project was undertaken by:
Victoria University, Melbourne, Australia
Central University of Finance and Economics, Beijing, China
Australia China Alumni Association

For further information contact:

Dr. Joanne Pyke
College of Business,
Victoria University, Melbourne
PO Box 14428 Melbourne 8001, Australia
Phone: +61 3 9919 2615
Email: joanne.pyke@vu.edu.au
www.vu.edu.au

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The role and influence of China based Australian alumni on travel and tourism: Executive Summary

Why the study

Increasing engagement and trade with China is a major policy imperative for the Australian Tourism and International Education industries. For the tourism industry, outbound tourism from China is forecast to be the fastest growing market segment, projected to be worth \$838bn by 2020 globally and \$9bn in Australia. A current priority is to maximise the value of this highly lucrative and rapidly developing market. International education is also Australia's third largest export industry and Chinese students currently represent 42 per cent of all international student enrolments. Attention is increasingly being focused on the value of international education and travel and tourism for both its short and long term benefits. While in Australia, international students themselves travel home regularly as well as receive visits by family and friends, making a substantial contribution to local tourism economies. By the time many students graduate, Australia is 'a second home'. Being comfortable in both countries, and through connections forged in Australia, alumni are a major resource for building people-to-people links, communications, trade and knowledge exchange. Governments world-wide are recognising this power but, until now, there has been little attention given to just how powerful alumni can be, and how this potential can be nurtured. The purpose of this research was to explore this potential.

About the study

The study was conducted by a project team from Victoria University (VU), the Central University of Finance and Economics (CUFE) and the Australia China Alumni Association (ACAA). Through a survey of more than 1100 China based alumni and a series of in-depth interviews, the study gathered data on alumni tourism behaviour, intentions, motivations and influence on the travel of others. The intention was to explore the extent to which alumni do in fact maintain ties with Australia, why and how this they do this, and to identify the barriers to travel. These findings highlight a number of opportunities and challenges if the considerable potential of alumni, as a tourism market, can be maximized. These opportunities and challenges have relevance for both the tourism and international education sectors.

The Findings

Who were the respondents?

A total of 1,154 alumni responded to the survey and eight in-depth interviews were conducted with a cross-section of alumni in Beijing, Hangzhou, Shanghai, Hong Kong and Hunan Province.

Respondents included an equal mix of men and women, and the majority (69%) was younger than 35 years old. Eighty per cent were born in China, 14 per cent were born in Australia and the remainder born in other countries. All respondents have undergraduate degrees and the majority (52%) hold a Masters degree. The majority (66%) are qualified in the fields of management, economics or commerce with the remainder spread across a diversity of fields and occupations. These qualifications were gained at 21 Australian education institutions. The majority (56%) have

lived in Australia for at least two years, with 29 per cent having lived in Australia for more than five years.

The education costs of the majority (59%) were met by families or privately (18%). The majority (64%) were working full time or combining part-time study and employment. Most (62%) were employed by a private or listed company.

Do Alumni travel back to Australia?

The survey findings suggest that alumni do travel frequently, and 64 per cent of respondents have travelled back to Australia in the last five years with the majority having travelled twice or more frequently. A large group (18%) had travelled back five or more than five times.

Almost all (93%) say that they intend to travel to Australia, with 21 per cent intending to travel five or more times in the next five years. During their most recent trip to Australia, the majority (53%) travelled alone but the remainder travelled with at least one other person.

What do alumni do in Australia?

The majority (63%) stay in Australia for more than two weeks, with 38 per cent staying for more than four weeks. Very few alumni (16%) have visited anywhere outside of the main Australian cities. The large majority of respondents say they have visited Sydney (85%), Melbourne (83%), Brisbane (57.94%) and Canberra (51%).

The main forms of transport used in Australia include: public transport (78%); private transport with family and friends (56%); air travel (45%); and car hire (45%). Only 15 per cent say they travelled with a tour company. Alumni combined many activities when in Australia, with the main ones being: going to the beach (72%); shopping for pleasure (69%); and visiting friends and relatives (68%). A large proportion was also involved in a business or professional activity (31%) or an educational activity (43%).

The majority said that they stayed with friends (44%) or family members (28%); but they also stay in hotels (28%), serviced apartments (20%) and rental accommodation (28%). Aside from airfares, the majority (69%) spend more than \$2,000 while in Australia, with a sizeable group of 14 per cent who spend more than \$10,000.

Why do alumni travel?

The findings show multiple reasons for return travel. For a large number, the main purpose is to have a holiday and to go to places that they hadn't seen while studying in Australia. Most alumni, however, combine a number of activities. They come to visit friends and relatives, undertake further education or professional activities, conduct business, as well as engage in a range of leisure activities such as shopping for pleasure and going to the beach.

The majority of alumni enjoy Australia and appreciate it for the clean environment, natural beauty and relaxed lifestyle. A clear theme in the comments was in relation to 'friendly people' and feeling comfortable because Australia is accepting of different cultures.

Alumni value their Australian friendships very highly and 80 per cent say that their friends in Australia are very important or important. They communicate often and a key reason for returning to Australia was to visit friends and family (68%). A theme in the responses was that coming to Australia ‘...is like a homecoming.’

What influence do alumni have?

Alumni influence others through word of mouth promotion of Australian education and tourism, receiving visitors from Australia and through return travel. For example, the large majority say that their educational experience in Australia was helpful on a range of measures and the majority (70%) have recommended or intend to recommend Australia as a place to study.

Alumni maintain friendships and contacts in Australia and approximately 50 per cent said that they communicate via email, Skype and other social media ‘more than several times a month’. When travelling back to Australia, approximately 48 per cent travel with family members or friends. Alumni also say that they actively promote Australia to friends and colleagues as a destination.

While studying in Australia, almost 50 per cent received visitors from China. The majority (74%) also returned back to China for a visit. A majority (60%) have also played host to visitors from Australia and have ‘helped them out’. Australian nationals based in China were a particular magnet for friends and relatives, but most alumni also receive visitors.

What are the barriers to travel?

Key barriers to travel included a lack of direct, convenient and affordable flights, the cost of travel in Australia, and a lack of holidays or time to travel. Obtaining a tourist visa was also a deterrent to travel due to the expense, the time and the paper work involved in having a visa processed. This was particularly a barrier for alumni who want to travel with friends or family members, requiring an extensive and expensive application process with no guarantee of success.

These barriers mean that other competing destinations, such as Europe, the US or closer Asian destinations were often considered over Australia as a holiday destination or a destination for professional or business activities.

Further barriers included a lack of information about how to organise independent travel in Australia, and particular mention was made of the desire to have ‘self-drive’ holidays in Australia. This also included the desire for trustworthy information and information relevant to young people. One suggestion was the need for tourism and travel authorities and businesses to communicate through social media platforms such as Weibo, which is commonly used by Chinese young people.

These gaps in information and lack of confidence in available information sources are compounded by the limited experience of alumni in travelling in Australia while studying. Very few had ventured beyond the major cities while studying in Australia.

Another theme was that, for some Chinese young people, Australia didn’t seem ‘dynamic’ enough. To be attractive, they want to know about the full range of experiences that are possible and how they can access these.

Implications and opportunities

The findings from this research highlight a range of implications and opportunities for tourism industry development, the international education industry, the alumni relations sector and migration policy.

Tourism industry

Alumni provide a network for the promotion of Australian products, services and news that is potentially powerful in its reach through China. Findings show that there is a demand for domestic transport, a wider range of trustworthy information, and greater opportunities for a range of experiences. This is in the context that, despite having lived in Australia for a period of time, most alumni have had little experience outside of the major cities. They want to know what the opportunities are, and there is potential for the development of new tourism experience products that will meet those aspirations. There is particular potential to promote opportunities for travel in regional Australia.

Some clear barriers to travel were also identified. A lack of convenient and affordable flights, a lack of time, the cost of travel in Australia and difficulties in obtaining visas were all perceived as deterrents to more frequent travel. While these are 'on the table' and have been identified as priorities in tourism policy, the findings confirm the importance of addressing these barriers if tourism from China is to be maximised.

As exploratory research, the findings are revealing of the behaviour and preferences of one important Chinese cohort. The findings also suggest multiple opportunities for future research that picks up from these findings as well as expands the scope of alumni research. For example, the travel intentions and motivations of Chinese transnational Gen Y will be an important influence on tourism demand from China in the foreseeable future. One of the messages from the research was that Australia doesn't communicate what Chinese travellers want to know. Further research on Gen Y would help in informing the tourism industry on how to best cater to that market. Other opportunities for research include replicating this study with all Australian university alumni as well as alumni from the VET sectors. Australian expatriates based in China also show up within the research as a cohort with considerable influence, and are worthy of further investigation as transnational agents. These and other research opportunities could be usefully explored.

International Education

There were a number of findings from the research that informs and confirms some current priorities in the international education industry. The most relevant of these is the need for greater efforts at promoting local community and professional engagement by international students while resident in Australia. This priority is identified as a measure to enhance the student's experience and add value to the quality of overall education outcomes. One of the aims is that students create a wider range of friendships and experiences beyond their cohort of co-nationals.

This finding confirms that the contacts made by Chinese alumni in Australia are less than its potential and the main type of contact established in Australia is limited to other Chinese international students. Further, they have not travelled widely beyond the major capital cities.

These findings suggest opportunities for partnerships between government, universities and the tourism industry to facilitate international student engagement and access to a wider range of community, cultural and tourism experiences. While there have been some efforts towards meeting this objective, this research reinforces the need to support community engagement by international students as a long term investment in the tourism and other industries.

Alumni Relations

The implementation of this research was made possible due to the evolution of the ACAA in bringing together a substantial network of China based Australian alumni. The conduct of the project in itself highlights the value of a strong alumni network in undertaking research and exploring opportunities for stronger connections with China. This capacity is particularly important in making it possible to evaluate the long term outcomes of international education. In this case, the research provides some evidence of a potential relationship between strong alumni networks and tourism. The capacity to undertake such research has been limited until relatively recently.

The importance of international alumni is recognised by government and a number of initiatives are in place to strengthen alumni networks at a national level. There are also many examples of successful international alumni networks driven by individual universities. The reach and strength of Australian international alumni networks, however, is unknown. In the context that alumni networks have the potential power that this research highlights, it is timely to review the strength and capacity of international alumni networks and how these might be maximised.

Migration policy

The power of alumni networks lies in their qualities as ‘transnational’, with interests and connections in more than one country. Being bilingual, professional and ‘at home in two places’ means that alumni can play an important role in creating and facilitating connections between China and Australia. This research suggests alumni are active in maintaining connections and have an important role to play in supporting two-way travel. An emerging area of policy interest across the world is to design initiatives and platforms to harness the skills, knowledge and capital of citizens overseas towards the home country. Australia has yet to develop such policies.

China based alumni want to maintain connections with Australia. Policies designed to treat alumni as having special status, as well as providing greater means by which to stay in touch, may be an important investment for longer term engagement.

Where to from here?

The purpose of the study was to identify and explore the role and influence of China based Australian alumni on tourism and travel. The findings suggest that they do frequently travel and they do so largely on the basis of connections forged in Australia through their international student experience. We present these findings and suggest a range of implications and opportunities for the tourism, international education industries as well as for alumni relations and migration policy.

The next step in this research is broader dissemination and exploration of the findings across the relevant industries. The intention is to follow up this research with the development of a strategic discussion paper as a resource for government, industry and higher education institutions.

1. China based Australian alumni: tourism and travel

1.1 Introduction

This report details the background, findings and implications of exploratory research undertaken in partnership between Victoria University (VU), the Central University of Finance and Economics (CUFE) and the Australia China Alumni Association (ACAA). The purpose of the research was to explore the extent to which China based international student alumni influence tourism and travel between China and Australia. This was undertaken in the context that Chinese enrolments at Australian education institutions represent the largest cohort of all international students, as well as Chinese outbound tourists to Australia being the fastest growing group of visitors. There is increasing awareness that growth in both the international education and tourism industries are strongly related. Through conducting a survey of China based Australian alumni and a series of in-depth interviews, the project explored these relationships in order to identify the potential to maximise the long-term benefits of both industries in the interests of both Chinese and Australian economic development. The following section provides the rationale for the study and the policy context in which it was undertaken.

1.2 Background

The initial impetus for this study came from the broader intent to forge a stronger research partnership between VU and CUFE. The ACAA was also instrumental in the project's design and joined the partnership through mutual interest in China/Australia alumni relations. This particular project is prompted by a number of developments and intersecting policy priorities for Australian migration, international education and tourism industry policy development.

International education policy

First and foremost, connections with China are of critical economic, diplomatic and social importance to Australia, and the importance of trade with China is clearly demonstrated through the International Education Industry. For more than ten years Chinese international students have been the largest cohort of international students. In 2011 Chinese students made up more than one quarter (28.6%) of all international student enrolments in Australian education institutions (AEI, 2011), with the majority of these enrolments being in higher education. Students from China accounted for 40.2 per cent of all international student enrolments in 2011 (International Education Advisory Council, 2012, p. 7). As is increasingly being recognised (Fischer, 2012; McMurtrie, 2009), international alumni post-graduation have enormous potential to be the medium for international engagement. In the context of Australia/China relations, alumni have the capacity to be ambassadors for international education and to provide the contacts and links for Australian institutions and businesses to engage with China for professional, personal and diplomatic reasons.

However, for multiple reasons, the maintenance of longer term connections with returning Chinese students has been a challenge for the education sector. While this is rapidly changing in line with policy developments sketched out below, the relatively weak links with Chinese alumni in particular have been in part due to the multiple challenges in communicating with China, due to language and

cultural differences, the size and diversity of China's population and geography, the Chinese regulatory environment, and the political and cultural complexities of maintaining connections with key Chinese alumni (Smith, 2010). Furthermore, there is little research relating to the longer term outcomes of international education (Cuthbert, Smith, & Boey, 2008)

Tourism policy

The second policy imperative relates to the tourism industry. Visitors from China are Australia's fastest growing tourism market, with forecasts that the number of visitors from China to Australia will roughly double from 454,000 in 2010 to 860,000 in 2020 (Tourism Forecasting Committee, 2011). Chinese visitors, in 2010, ranked fourth in terms of total visitor numbers behind New Zealand, Britain and the United States. They were also the biggest spenders when visiting Australia, spending \$3.3 billion in 2011 (China Daily, 2011). Cultivating this market is therefore a major priority for the Australian government and for the tourism industry (Tourism Australia, 2012). The forecast growth in tourism numbers from China is being realised, and by December 2012 Chinese visitation had moved to second place behind New Zealand, with a 15.6 per cent growth in visitation from China compared to declines in numbers from the UK and only slow growth from the USA (Tourism Australia, 2013). There is also emerging research on the importance of international students and their visiting friends and relatives as a substantial sub-sector of this market (Davidson et al., 2010). Other studies in the area confirm that international students make a significant contribution to the tourism economy in various ways (Shanka, Ali-Knight, & Pope, 2002; RET, 2012; Wang and Davidson, 2008). This is an emerging area of research, however, and there is increasing recognition that we need to know more about Chinese tourism and how the benefits of this emerging market can be maximised (BTN, 2012). This is particularly the case for the growing ranks of independent Chinese travellers who are anticipated to grow as a proportion of all Chinese visitors – who are currently dominated by those who arrive as part of group tours.

Migration policy

A third and related policy area relates to the growing interest in the nexus between migration policy and the international student industry (Hugo, 2004; Rodan, 2009). International students are increasingly recognized as one significant manifestation of globalisation, where migration patterns have shifted from one-way emigration and settlement to much more complex patterns. Hugo (2004. P. 1) highlights how international students are one important and growing form of this complex form of temporary and often circular migration movement. Such patterns are understood as an expansion in the scope of choice for an increasing number of people, as well as representing new ways in which individuals construct their identity and social and economic relations in connection with more than one country. These patterns also have important effects and implications for both the countries of origin and receiving countries through financial transfers, the strengthening of diaspora networks and return migration (Hugo, 2012).

From this perspective, international students represent an important element of the kind of transnationalism that migration theory is currently attempting to understand. Student movements are particularly important in the context that students are often 'pioneers' in migration movements,

with the international student experience highly influential in shaping young people's life trajectories. As King and Richards (2003) put it, those who study internationally are '...taking a significant step in setting in motion their own individualized life-projects.' Given that international student alumni are, by definition, globally mobile, skilled and technically or professionally qualified, this is a highly sought after cohort of skilled migrants that governments world-wide are seeking to attract through skilled migration programs (Hawthorne, 2005). Despite the significance of international student as temporary migrants, there is actually little research that explores the impact and development potential of temporary migration and, as Hugo (2004) points out, the bulk of our research and knowledge relates to the impact of permanent settlers.

Current policy developments

Each of these developments and policy priorities has shaped the implementation of a number of current government policies and strategic initiatives relevant to the tourism, international education, international trade and public diplomacy sectors of government. These include:

- The formation of the International Education Advisory Council and the development of *Australia – Educating Globally*, an advisory paper to government released in February 2013. Key themes and priorities include a focus on improving educational quality, improving international student experience, increasing Australian outbound mobility to Asia, strengthening research collaboration in Asia, and improving Australia's reputation as a provider of quality education. This paper can be found at [https://aei.gov.au/IEAC2/Consultation\(IEAC\)/Documents/InternationalEducationAdvisoryCouncilDiscussionPaper.pdf](https://aei.gov.au/IEAC2/Consultation(IEAC)/Documents/InternationalEducationAdvisoryCouncilDiscussionPaper.pdf)
- *Australia in the Asian Century White Paper*: Released in 2012, the paper sets priorities such as increasing people-to-people links with Asia through education, tourism and stronger trade links. The paper can be found at <http://asiancentury.dpmc.gov.au/sites/default/files/white-paper/executive-summary.pdf>. The paper canvasses a range of related programs and plans to further the objectives of this plan including educational mobility programs, increasing tourism from Asia, and the Asian Century Business Engagement plan amongst others.
- The establishment of the Australia Awards Board in May 2011 and subsequent initiatives to strengthen Alumni networks. Details can be found at <http://www.australiaawards.gov.au/alumni.html>.
- Expansion of alumni networks through Austrade international offices as part of a broadened role to promote and market Australian education overseas. Details can be found at <http://www.austrade.gov.au/Education-to-China/default.aspx>
- The implementation of the Tourism 2020 plan that seeks to grow tourism from Asia and the China 2020 strategic plan. Details at http://www.tourism.australia.com/TA_China_2020_Strategic_Plan.pdf

The current research is undertaken within this policy context and is mindful that this is a dynamic and rapidly evolving policy arena. At the same time, the research is designed to explore the nexus between fields of industry policy development including international education, alumni relations

and tourism – a focus that intersects with each of the policy development areas above and one that has previously not been explored.

1.3 Approach

In undertaking this research, international student alumni are conceptualised as ‘transnationals’, or people whose lives, interests and connections are located in more than one nation state. The increasing numbers of ‘transnationals’ is a fundamental part of globalisation, characterised by people who call more than one country ‘home’ or at least have substantial interests and ties with two or more countries. As Vertovec (2004) describes: transnationals have a ‘bifocal’ orientation and live their life both ‘here-and-there’; often have a ‘hybrid’ identity and dual citizenship; and often have an important impact on transnational flows of money, communications, kinship networks and trade. The term transnationalism overlaps considerably with the concept ‘diaspora’ (Faist, 2010), the term employed to describe people who are dispersed across the globe yet are linked by a connection to a common homeland (Anthias, 1998; Cohen, 1997; Hugo, 2006). These links are generated through common histories, kinship ties and obligations, political interests, economic imperatives, cultural and ethnic identity and language. While traditionally the term has been applied to those peoples who have experienced forced migration from a homeland (classically, the Jewish and the Armenians), the application of the term has been broadened to describe the many forms of dispersion, migration and settlement that have occurred over the last century. For example, the term has often been applied to describe professional or scientific diasporas (Meyer & Brown, 1999).

There is an increasing interest in the powers of diasporas in facilitating transnational exchange that is generated primarily through tourism, travel, communications, trade and the transfer of money between the countries of origin and receiving countries (Orozco & Lapointe, 2004; Rauch, 2003; Tung, 2008). There is also increasing interest in the role that diasporas can play in knowledge transfer and the role that scientific and professional networks can play in supporting the transmission of knowledge in ways that generate a competitive edge in global innovation and trade (Hugo, 2008; Meyer, 2001). More broadly, diasporas are seen as a vehicle for ‘brain circulation’ (Hugo, 2009; Saxenian, 2005; Tung, 2008; Welch, 2008), the term used to describe the two way flow of skills, technology and capital. There is also recognition that, while diasporas have the potential for generating social and economic value, this potential may or may not be realised depending on a set of conditions including the strength of transnational connections, the development needs of the countries involved, and the political conditions that govern the opportunities for transnational engagement.

This recognition has led to governments world-wide developing policy aimed at harnessing this potential (Agunias & Newland, 2012). For example, the Macedonian, Irish, Indian, the Philippines and, more recently, the USA, each have well developed diaspora policies that aim to harness the capacities and resources of their citizens overseas in the interests of homeland development and international relations (Aikins, Sands, & White, 2009). Such a policy focus is lacking in Australia and, as Hugo (2012, p. 41) identifies, there is no such policy equivalent in Australia, the dominant body of

knowledge about migration remaining largely focussed on one-way migration with the emphasis on immigration outcomes and settlement.

While we are aware that both ‘transnationals’ and ‘diaspora’ are contested terms, we draw on those ideas in order to explore the extent to which China based Australian alumni are shaped by their transnational networks, links and affiliations established through their Australian education experience. As such, this group includes Chinese nationals who lived in Australia for a period of time in order to complete a program of study, as well as Australian born graduates who live and work in China. In essence, the research assumes that China based alumni are a cohort that retain ties with Australia and to this end their interests are, in many ways, intertwined with Australian interests. For example, Australia’s status as a provider of high quality education services is related to the extent to which Australian qualifications will be viewed positively within the Chinese job market. Promoting the quality of Australian qualifications is thus in the interest of China based alumni. We therefore apply the term ‘transnational’ as a means by which to view the potential powers of alumni to facilitate and support Australia’s broader efforts to engage with China for the purposes of diplomatic relations, trade, knowledge transfer and investment. The specific focus of the study, however, is on alumni influence on travel and tourism, and was guided by a series of specific research aims.

Research aims

The research was shaped by each of the policy imperatives and gaps in the literature discussed above. Specifically, the research was designed to inform answers to the following key questions:

- Do China based alumni maintain links with Australia, for what reasons, and to what extent are these maintained through repeat travel to Australia?
- To what extent do alumni influence others to travel between China and Australia?
- What are the barriers to alumni travel and how can these barriers be addressed?
- What are the market opportunities that arise from alumni travel patterns?
- What are the implications for Government policy (both Chinese and Australian governments) in relation to international trade, tourism and education?
- What are the gaps in our knowledge about alumni behaviour and what additional research questions need to be addressed?

Findings from both the survey and interviews are analysed in response to each of these questions.

1.4 Method

The research was designed as an exploratory study employing a mixed method design (Danermark, Ekstrom, Jakobsen, & Karlsson, 2005; Johnson & Onwuegbuzie, 2004). This involved the implementation of an on-line survey to gather quantitative data and a series of in-depth interviews with eight alumni based in China.

The survey was designed and disseminated as an on-line survey. As this is new research, the survey instrument was designed with reference to the relevant literature and research instruments applied from international education research, diaspora research and tourism behavior (Banks, Olsen, &

Pearce, 2007; Pyke, Francis, & Ben-Moshe, 2012; Sibley, 2003). The questionnaire was designed by the research team and was customized in line with the goals of the research and piloted with a sample of 25 alumni. The questionnaire is provided as Attachment 1. Each survey question was developed in both English and Mandarin and the questionnaire comprised 51 questions that were grouped within four sections:

1. Background information – country of birth, province, citizenship status, gender, level of education, field of study in Australia and household type.
2. Qualifications and details of study in Australia – level and type of qualification, Australian institution, year of completion, years of residence in Australia, study finance, accommodation, visitors from China.
3. Return home and employment – workforce status, employment details, perceived helpfulness of Australian qualifications.
4. Connections to Australia and travel – Australian contacts, mode and frequency of communication, travel and intended travel to Australia, motivations for travel, Australian destinations and length of travel, accommodation, transport, activities, spending and visitors from Australia in China, barriers to travel, and comments in relation to travelling to Australia.

The 25 alumni who piloted the survey were identified through ACAA membership and networks. The survey was refined in line with comments received, and using a convenience sampling technique the survey was distributed by email to the full membership of 8,500 members of the ACAA in August 2012, with two reminders sent within the research period. The survey was also distributed to approximately 3,000 VU alumni. An incentive to win return Qantas flights from China to Australia was offered. A total of 1,269 responses were received, representing an 11 per cent response rate. The survey findings were analysed using Xcel.

As a means to explore the survey findings in greater depth, and to provide exemplars of the potential roles and relationships alumni have with Australia, eight in-depth interviews were conducted with alumni identified by the research team. The interviewees were identified through an invitation sent to the membership of the ACAA and through the networks of the research team. The selection of the interviewees was based on the need to include a diversity of alumni with varied characteristics in terms of gender, age, occupation, place of residence and country of birth. Each interviewee was asked a series of common open-ended questions that related to their background, the extent and type of connections maintained in Australia, their travel to Australia, their perceived barriers to travel, and their reflections on opportunities for how travel to Australia might be encouraged. Three interviews were conducted face-to-face and five were conducted by phone. Interviews were 30 – 60 minutes in length, were recorded, transcribed, coded and analysed using NVIVO¹

In undertaking the research, we were mindful of the limitations. The major limitation lies with the sample being confined to the membership of the ACAA and VU alumni. Given that the sample are already members of an Australian alumni association, it is possible that the results are biased in

¹ NVIVO is a software program designed for the analysis of qualitative data.

favour of those who are more likely to maintain links with Australia and are motivated to strengthen these connections. Similarly, while a 15 per cent response rate is a solid return rate for surveys of this type, we are not claiming that the results are representative of the entire Chinese alumni population. This is particularly the case in relation to province, where there is a clear concentration of responses from cities where ACAA office are located: in Beijing, Shanghai and Guangdong. These limitations were largely unavoidable due to the exploratory nature of the study and the practical and resource constraints. Despite these limitations, the findings provide useful insights relevant to the research questions, particularly in light of the absence of similar studies.

1.5 Conclusion

The purpose of this section was to clarify the background to the study and to provide the rationale for its development, design and implementation. The following sections present the findings and analyse the results in relation to the aims of the study. Section 2 details the survey results.

2. Alumni Survey Results and Findings.

2.1 Introduction

This section of the report describes and illustrates the findings of the survey of Australian international student alumni in China in relation to their travel between Australia and China. First, we summarise the characteristics of the survey respondents in relation to their demographics, education qualifications and other descriptive data. We go on to describe the findings in relation to respondent travel and influence on others' travel while in Australia. The second section reports on respondent employment status, their reflections on the value of an Australian education, their on-going connections with Australia and other travel related questions aimed at identifying patterns of travel, influence on others, and their perceived motivations for and barriers to travelling to Australia.

2.2 Survey respondent characteristics

The purpose of this section is to describe the key characteristics of the survey respondents in summary form, before drawing on results in detail in the following section. Before discussing these characteristics, the following Table 1 shows respondent characteristics in summary form.

Table 1. Key respondent characteristics

Profile of China Australia Alumni Tourism and Travel Survey Respondents			
Total respondents	1154		
Gender	Male: 566 (49.05%) Female: 561 (48.61%) Not answered: 27 (2.34%)		
Age	age range	total	%
	<25	316	27.38
	26-30	298	25.82
	31-35	185	16.03
	36-40	125	10.83
	41-45	87	7.54
	45-50	58	5.03
	51-55	23	1.99
	56-60	16	1.39
	>60	15	1.30
	Not answered	31	2.69
Country of birth	China 928 (80.42%); Australia 158 (13.69%); Other countries 62 (5.37%); Not answered 6 (0.52%)		
Province currently living	Shanghai 318 (27.56%); Beijing 280 (24.26%); Guangdong 137 (11.87%); Other provinces 388 (33.62%); Not answered 31 (2.69%)		
Citizenship	Chinese 746 (64.64%); Australian citizen 306 (26.52%); Australian residents 67 (5.81%); Other citizen 33 (2.86%); not answered 2 (0.17%)		

As shown above, there were 1300 responses, of which 1154 were usable. The average age of respondents was 32 years, with the largest group of respondents (25.82%) born between 1982 and 1986. This is a relatively young profile of respondents, with more than 69 per cent of respondents below 35 years of age. Respondents are also almost equal in terms of gender (male 49.05% and female 48.61%).

Country of birth

Unsurprisingly, the main country of respondents' birth is China (80.42%), followed by Australia (13.69%). The respondents mostly live in Shanghai Municipality (27.56%), Beijing Municipality (13.69%) and Guangdong province (11.87%) reflecting the location of the ACAA. Most respondents are Chinese citizens (64.64%) and Australian (26.52%), while some are Australian residents (5.81%) or hold other citizenships such as Chinese and Malaysian. Some respondents are neither Chinese nor Australian (2.86%) but are residing in China and are graduates from Australian Institutions. They are mostly Singapore, Malaysian, and French citizens.

Highest level and field of education

The highest level of education for the majority of respondents is a Masters Degree (52.34%), followed by undergraduate degree (29.55%). The remaining 18 per cent hold a diploma (6.93%), postgraduate certificate or diploma (5.81%), or Doctorate (2.86%). The field of study for the majority of is in Management, Economics and Commerce (66.03%), while the remaining 34 per cent is spread evenly across fields including: Information technology and computing (7.45%); Education and training (4.07%); Society, politics, community studies and culture (4.07%); and Engineering and related technologies (3.81%). These details are shown in Table 2 and Table 3.

Table 2. Highest education level awarded in Australia

Education level	N	%
Masters degree (by coursework or research)	604	52.34
Undergraduate degree	341	29.55
Diploma	80	6.93
Postgraduate certificate or diploma	67	5.81
Doctorate (by coursework or research)	33	2.86
Certificate (trade or business)	10	0.87
Post-doctoral study	6	0.52
Other	3	0.26
Not answered	10	0.87

Table 3. Field of Study

Field of study	N	%
Management, economics and commerce	762	66.03
Information technology and computing	86	7.45
Education and training	47	4.07
Society, politics, community studies and culture	47	4.07
Engineering and related technologies	44	3.81
Creative arts, writing, film, television and digital media	32	2.77
Law and legal studies	27	2.34
Medical and health	24	2.08
Natural or physical sciences	17	1.47
Architecture, building and construction	14	1.21
Agriculture, environmental and related studies	13	1.13
Accounting	11	0.95
History, archaeology, philosophy and religious studies	8	0.69
Minerals and energy	7	0.61
Other	12	1.04
Not answered	3	0.26

Australian University

Respondents were graduates of diverse Australian universities and institutions, with Victoria University alumni the largest single group (12.31%) reflecting the additional dissemination of the survey to VU alumni. The remaining 87.69 per cent are graduates of the University of New South Wales (6.76%), Macquarie University (5.46%), University of Sydney (5.46%), Monash University (5.11%), La Trobe University (4.68%), University of Melbourne (4.51%), and University of Queensland (4.42%).

Table 4. Australian University of graduation

Institution / University	N	%
Victoria University	142	12.31
University of New South Wales	78	6.76
Macquarie University	63	5.46
University of Sydney	63	5.46
Monash university	59	5.11
La Trobe University	54	4.68
University of Melbourne	52	4.51
University of Queensland	51	4.42
University of Technology, Sydney	44	3.81
University of Southern Queensland	37	3.21
Griffith University	34	2.95
University of Wollongong	33	2.86
RMIT	29	2.51
Queensland University of Technology	28	2.43
Australian National University	27	2.34
University of South Australia	27	2.34
Deakin University	26	2.25
University of Newcastle	20	1.73
Curtin University	16	1.39
Charles Sturt University	12	1.04
Other	112	9.71
Not answered	147	12.74

Household type

The majority of respondents live in a nuclear or blended family (31.63%), single person household (27.21%), or as a couple with no children or children who have left home (16.98%). The remaining 24 per cent live in an extended family (11.96%) or shared household of two or more independent adults (10.83%).

Table 5. Respondents' household

Household	N	%
Nuclear or blended family (parents and children only)	365	31.63
Single person household	314	27.21
Couple with no children or children who have left home	196	16.98
Extended family (parents, children and/or a mix of other family members and family friends)	138	11.96
Shared household of two or more independent adults	125	10.83
Other	6	0.52
Not answered	10	0.87

The largest group of respondents lived in Australia for more than five years (29.64%), and second and third largest groups stayed in Australia for less than two years (16.90%) and less than one year (14.56%). There were 143 (12.39%) respondents who did not answer this questions due to their status as offshore students or because they had undertaken their studies either remotely from Australian universities or collaborative with local universities in countries other than Australia. Overall, the majority (56.16%) had lived in Australia for more than two years.

Table 6. Length of residence in Australia

Length live in Australia	N	%
Five years or longer	342	29.64
Four to less than five years	87	7.54
Three to less than four years	73	6.33
Two to less than three years	146	12.65
One to less than two years	195	16.90
Less than one year	168	14.56
Not answered	143	12.39

Means of financing study

The large majority of respondents financed their study by private funding, either by their family (45.06%) or by themselves (18.46%), or through a mix of funding by themselves, family and employer (13.69%). The remaining 23 of respondents received a scholarship (5.81%), had a government loan (1.91%), and by employer financing (1.82%), while 1.13 per cent is categorized as 'other' with Austudy financing.

Table 7. Australian study finance

Source of fund for study	N	%
Mostly privately funded by your family	520	45.06
Mostly privately funded by yourself	213	18.46
A mix of funding (eg. self, family, employer contribution)	158	13.69
Mostly funded by a scholarship	67	5.81
HECS-HELP (government loan)	22	1.91
Mostly funded by your employer	21	1.82
Other	13	1.13
Not answered	140	12.13

Accommodation while in Australia

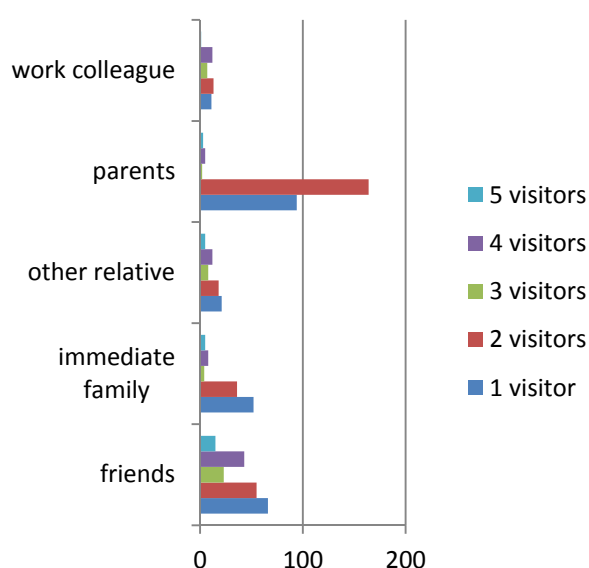
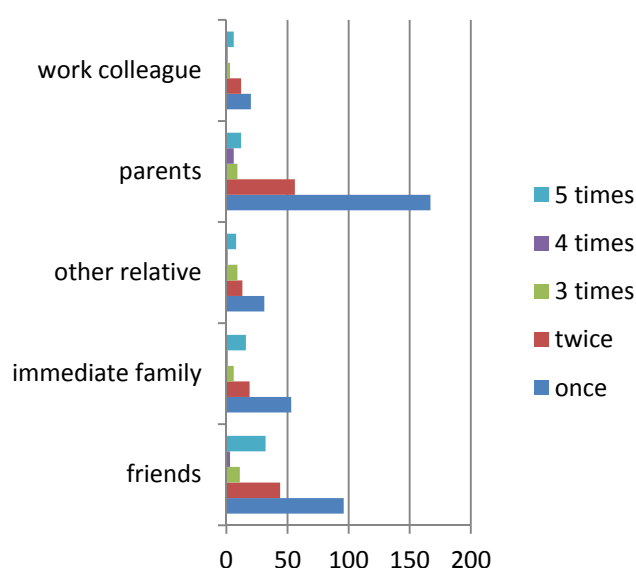
While in Australia, the largest group of respondents lived in shared rental accommodation with other students or friends (46.79%), followed by private rental accommodation by themselves or with family members (11.70%), or privately owned accommodation (10.92%). The remaining 18 per cent lived in student accommodation, either on campus (6.07%) or off campus (4.77%), or homestay (3.03%).

Table 8. Accommodation in Australia

Accommodation	N	%
Shared rental accommodation with other students or friends	540	46.79
Private rental accommodation on your own or with family members	135	11.70
Privately owned accommodation	126	10.92
Student accommodation – on campus	70	6.07
Student accommodation – off campus	55	4.77
Homestay	35	3.03
Offshore student	26	2.25
Other	17	1.47
Not answered	150	13.00

Visitors during respondents study time

Respondents were asked about visits received from China while studying in Australia. A large minority of 436 respondents (37.78%) received visitors while in Australia compared with 561 (48.61%) who did not receive any visitors from China. The remaining 157 (13.60%) chose not to answer the question. For those who had received visitors, the majority of visitors were parents, (268 or 61.47%). Within this group, 61.19 per cent received visits by both parents. A further 202 respondents (46.33%) were visited by their friends. Most, (66 or 32.67%) were visited by one friend while the remainder (68) received visits by more than one friend. Almost one quarter (105 or 25%) received visits by immediate family members. The remaining 25 per cent of respondents received visits from work colleague and other relatives. Figure 1 show the number of visitors and visits by visitor type, with ‘parents’ the most frequent visitors to students from China, followed by ‘friends’ and ‘immediate family members’.

Figure 1. Number and Type of Visitors received**Visitors during study time by number of people****Visitors during study time by frequency of visits**

Returning to China during the study

The majority of respondents returned to China at least once during their time studying in Australia (74.18%). A minority returned to China once a year (17.68%), once during their study (12.31%), and twice during their study (11.70%).

Recommending Australia for Education

The survey also asked whether respondents plan to or have recommended Australia as a place for study (Q 2.12). The majority of respondents (70.80%) have recommended or will recommend Australia as a place of study, while 13.26 per cent respondents answered this question as maybe.

2.3 Return home and employment

A series of questions were asked in relation to details about returning to/going to China post-graduation, employment characteristics, and the perceived benefits of their Australian qualifications.

Work status and the helpfulness of Australian study

The survey included a range of questions in relation to work status, employer type and current position. The findings showed that 64.13 per cent respondents are employed full time, while the remaining respondents are employed part time (4.68%), studying full time (9.01%), and studying part time (0.17%). The survey also showed that 0.96 per cent of respondents are employed full time as well as studying either full time (0.75%) or part time (0.61%). Only 35 people or 3.03 per cent of respondents are unemployed. Some of the reasons for unemployment were that the respondents were taking a career break, on leave, looking for another job, or continuing to study full time.

The survey also asked about the type of employer. As seen on the Table 9, the majority of respondents are working for a private or listed company (44.54%), are self-employed (7.54%), an education institution (6.50%) and a government organisation (4.33%). The remaining respondents have a job with a Non-government/community organisation (2.34%) or family business (1.82%). A small group identified their employer as 'other' (1.04%), such as United Nations, newspaper or in TV media.

Table 9. Employment status

Work status / type of employer	A* (%)	B* (%)	C* (%)	D* (%)	E* (%)	F* (%)	G* (%)	N/A (%)	Grand Total (%)
Employed full-time	5.81	1.47	4.25	1.91	0.43	41.60	6.15	2.51	64.13
Employed full-time / Employed part-time	0.17					0.17			0.35
Employed full-time / Self employed					0.09	0.26	0.26		0.61
Employed full-time / Studying part-time			0.09			0.52			0.61
Employed part-time	0.52	0.35		0.43	0.43	1.56	0.69	0.69	4.68
Employed part-time / Self employed						0.09	0.17		0.26
Employed part-time / Studying part-time						0.26			0.26
Full time home duties								0.52	0.52
Other					0.09			0.17	0.26
Retired								0.69	0.69
Self employed / Studying part-time						0.09	0.26	0.09	0.43
Studying full time								9.01	9.01
Studying part-time								0.17	0.17
Unemployed								3.03	3.03
Not answered								14.99	14.99
Total	6.50	1.82	4.33	2.34	1.04	44.54	7.54	31.89	100

A = Education institution such as a University, private college etc.

B = Family business

C = Government organization

D = Non-government/community organization

E = Other

F = Private or listed company

G = Self employed

Private company type

Those who worked for a private or listed company (514 or 44.54%) were asked to further identify company type. The majority of this group worked for a 'wholly foreign owned company' (291 or 56.6%), while the remaining work either for a Chinese private company (15.37%), joint venture company (7.59%), state-owned enterprise (7%), or Chinese listed company (6.03%).

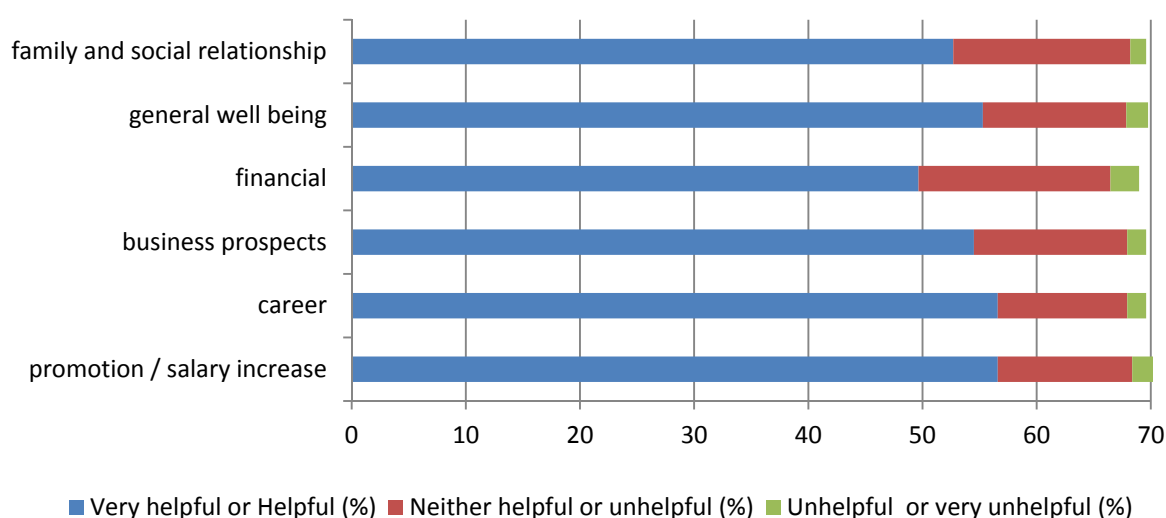
Table 10. Private employer type

Private company type	N	%
Chinese listed company	31	6.03
Chinese private company	79	15.37
Joint Venture company	39	7.59
Other	3	0.58
State owned enterprise	36	7.00
Wholly foreign owned company	291	56.61
Not answered	32	6.23
Partnership	3	0.58
Total	514	100.00

The helpfulness of Australian Qualification

The survey also asked respondents to rate the helpfulness of their Australian qualification in relation to their opportunities for promotion or salary increases, opportunities for greater career mobility, prospects in new fields of employment, business prospects, general financial situation, general wellbeing, and family and social relationships. Most respondents identified their qualification as being 'very helpful' (average 17.92%) and 'helpful' (average 36.29%) for all six options. Most respondents feel that their Australian qualification is very helpful for their career (20.88%) and helpful for promotion/ salary increase (35.96). The details of responses can be seen in Figure 2 below.

Figure 2. Helpfulness of Australian qualifications



Respondents were also asked to comment on the helpfulness of Australian Qualification. The majority of these comments were in relation to how their qualification had made them competitive in seeking employment and how their qualification placed them as having an 'international' outlook. For example, one respondent wrote that ' [because of] my Australian qualifications, I was placed in the International Business Department to work', and another one added that, 'because of being familiar to the International Accounting Standards, I have been promoted to the international team, therefore, my position has been at a greater level than normal'.

Others said that their qualifications led to securing employment with Australian based companies,

[My qualification] gave me opportunities within the Australian business community in Shanghai for networking, experience sharing and links to Australian companies in Shanghai. All but one company in Shanghai I [have] worked for have been Australian.

There were also comments that suggested that studying in Australia had 'changed their way of thinking' and had given them confidence which had led to greater opportunities and pathways,

The study experience in Australia has made many changes to my way of thinking, my time management, and my knowledge and I've got a promotion just [eight] months after I returned from Australia to my former job.

An additional theme from the open ended responses focussed on the importance of the alumni networks that they established.

There were very few comments made by those who thought their experience was ‘unhelpful’ or were ambivalent.

2.4 Personal ties with Australia after study: communications and media use, visits and barriers

This section explores the survey findings in relation to personal ties with Australia after respondents' study period, as indicated by questions relating to:

- Communication with people living or based in Australia: frequency and mode, level of importance
- Media use to communicate with respondents contact in Australia
- Visits made to Australia: frequency, companion, accommodation, transportation use, activities in Australia during the last visits, reason for visits, length of stay, cities visited, and total spending during visits to Australia
- Trips anticipated in the future
- Receiving visitors from Australia, frequency and type of connections,
- Barriers to travel to Australia

Contacts

Respondents were asked whether or not they keep in contact with people living or based in Australia. The majority do, and out of a total of 1154 respondents, 869 respondents (75.30%) keep contacts, while the remaining 95 respondents (8.15%) answered ‘no’.

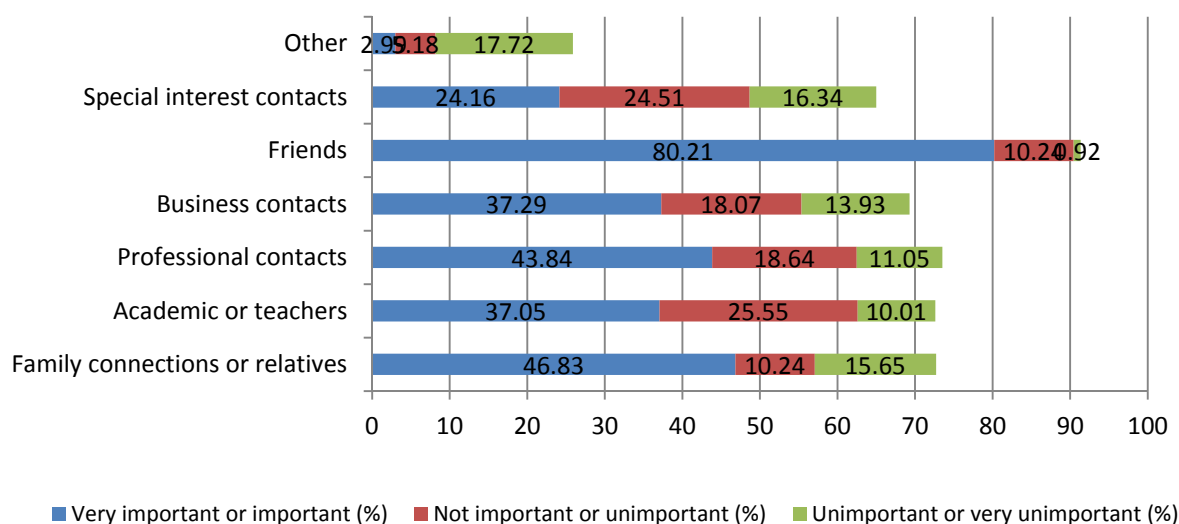
Those respondents that do maintain contact (869 respondents) were asked to indicate the type of the contacts that they have in Australia. The results show that most respondents keep contact with other Chinese students studying in Australia (70.08%), social contacts (39.36%), Australian domestic students (37.17%), and academics or teachers (35.44%). A few respondents indicated ‘others’, such as contacts from Australian domestic friends formerly their classmate, housemate, or landlord. The details of the type of respondent contacts can be seen Table 11 below.

Table 11. Australian contacts

Contacts	N	%
Other Chinese students studying in Australia	609	70.08
Other international students from countries other than China	331	38.09
Australian domestic students	323	37.17
Academics or teachers	308	35.44
Other service providers	99	11.39
Professional or business contacts	251	28.88
Social contacts	342	39.36
Family or relatives who live in Australia	273	31.42
Other	27	3.11
Total respondents	869	

Respondents were also asked to describe how important their contacts in Australia were for them, as seen the details in the Figure 3.

Figure 3. Importance of Australian contacts



As shown in Figure 3, most respondents (80.21%) feel that their friends in Australia are ‘very important’ or ‘important’. Friends were valued for their importance in terms of emotional wellbeing, but a number of comments were also made in relation to how important friends were for support and assistance while in Australia, ‘At my worst time in Australia, my friends[*they*] offered me great help. I can’t imagine how it would [*have been*] without them.’

This was also coupled with recognition of the importance of friends for professional contacts and networks,

I made lots of great friends in Australia. I had a great time in Australia because of them. Now most of them are working in different industries and fields. I believe with the friendship I made, we will definitely have future cooperation.

Besides friends (44.42%), professional contacts (30.61%) and business contacts (25.78%) were also identified as important for business and social networking, as several quotes from the survey mentioned below,

My job relies on contacts in Australia and China to originate and execute engagements.

Keeping in touch with business contacts provides channels for possible job opportunities. Also assists in keeping up to date with what is happening with local businesses to constantly gauge market.

Professional contacts in Australia are important as they provide updates or news about Australian market, give professional advice and also act as references.

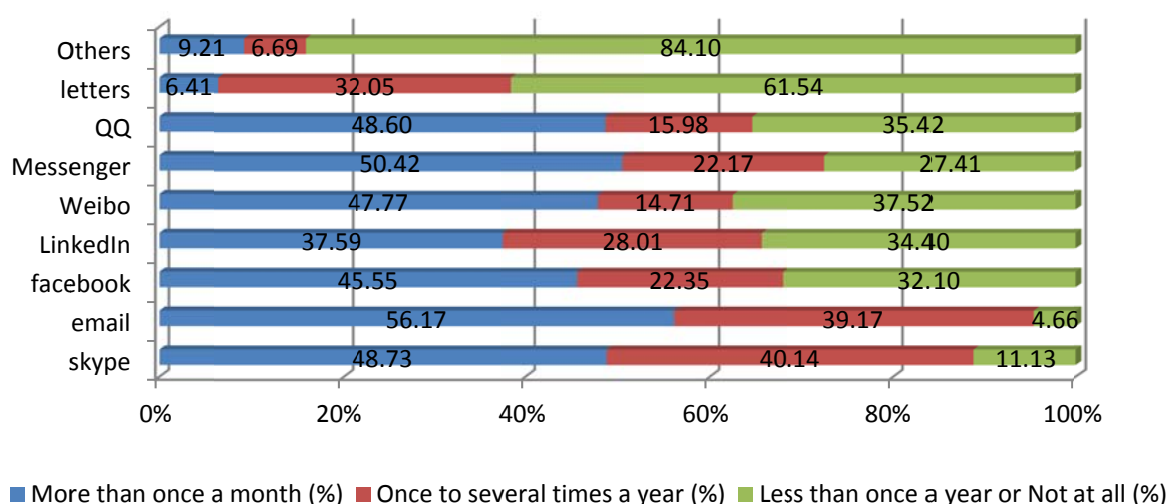
[*I keep contacts in Australia*] to maintain links with mining industry expertise.

Many customers are Australians living in Australia. It is important to return for social and business relationship.

Mode and frequency of communication

The survey also included questions relating to mode and frequency of communication with Australian contacts. For the 869 respondents who maintain contact, 91.37 per cent use email, 81.70 per cent use Skype, 69.85 per cent QQ, 69.62 per cent Weibo, 68.47 per cent Facebook, 68.01 per cent Messenger, 62.83 per cent post mail, and 27.50 per cent use others for communication with Australian contacts. When asked to describe 'other' media, most respondents identified the 'whatsapp' application and gift parcels. Furthermore, most respondents write to their Australian counterparts at least several time a year (36.40% by email and 33.66% by Skype), and several times a month (31.74% by email and 29.30% by Skype). Details of the preferred mode of communication are shown in Figure 4 below.

Figure 4. Mode and frequency of communications with Australian contacts

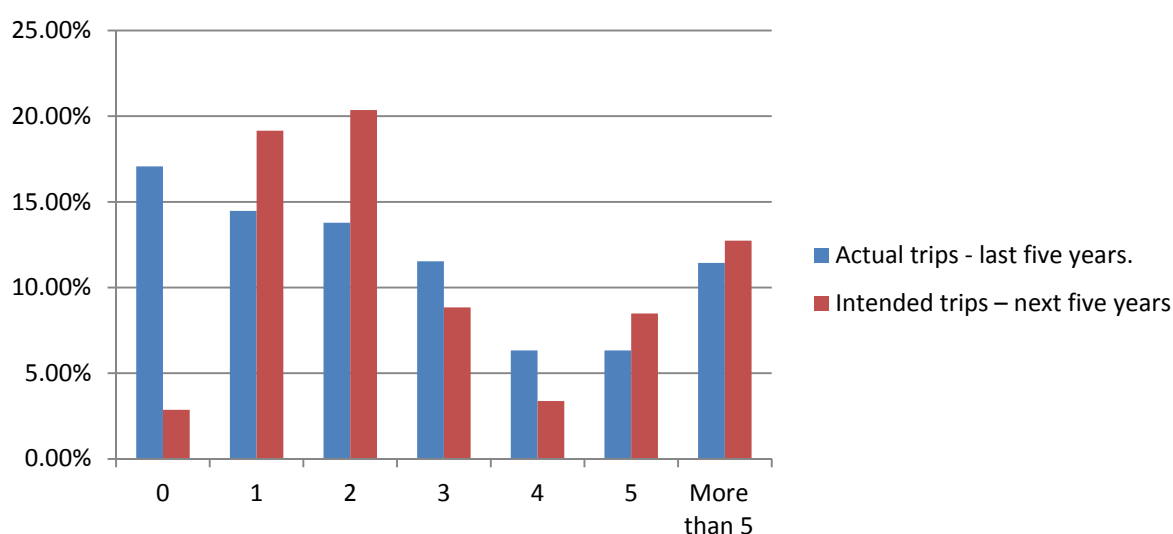


Trips to Australia

The survey also asked about how ties are maintained through visiting Australia after graduating. An initial question was asked about the frequency of visits to Australia in the last five years. The results show that the majority (737 or 63.86%) have returned; and a large proportion have returned frequently. The results showed that, of those who have returned to Australia, the majority have done so twice or more in the last five years, with almost 18 per cent having travelled five or more times. The remaining 36.13 per cent of respondents have not travelled to Australia in the last five years (17.07%) or skipped this question (19.06%).

Respondents were also asked about their intentions for travel in the next five years. These findings showed that respondents anticipate travelling at a substantially greater rate in the future. Less than 3 per cent said that they did not intend to travel, with the majority (53.8%) saying that they intend to travel to Australia two or more times. Within this group, there was a substantial proportion (21.23%) who said that they would be travelling five or more times in the next five years. A small group (2.43%) identified 'other' to describe that they do not have a plan yet, or that it depends on conditions and circumstances. The details of the results for this question are shown in the Figure 5 below which directly compares actual travel with travel intentions.

Figure 5. Frequency of trips and intended trips to Australia



Travelling companions

The survey also asked respondents to indicate whom they travelled with and how many people during their last three trips. The survey shows that most respondents travel to Australia alone (approx. 52 across the last three trips). However, there is a sizable minority that travel with others. For example, in their last trip to Australia, more than 47 per cent travelled with one or more people as Table 12 shows.

Table 12. Travelling companions

Trip / people	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	More than 5 (%)	Number of respondents
Trip 1 (most recent)	52.81	17.98	15.03	6.88	2.11	1.97	3.23	712
Trip 2	51.66	19.72	17.98	5.58	2.62	0.52	1.92	573
Trip 3	52.63	21.05	15.58	5.05	3.16	0.42	2.11	475

The survey also asked about relationship to travelling companions and the findings show that most respondents are accompanied by their family members (28.89% in trip 1, 25.54% in trip 2, and 23.09% in trip 3) or friends (14.36% in trip 1, 16.83% in trip 2, and 15.01% in trip 3) in their travels to Australia.

Table 13. Type of travelling companions

Types of companion	trip 1 (%)	trip 2 (%)	trip 3 (%)
Family member/s	28.89	25.54	23.09
Family member/s; Other tourists	0.17		
Family member/s; Friend/s	1.01	0.79	0.69
Family member/s; Professional associate/s			0.23
Friend/s	14.36	16.83	15.01
Friend/s; Work colleague/s	0.34	0.20	
Friend/s; Other tourists	0.17		
Friend/s; Work colleague/s ; Professional associate/s		0.20	
Not applicable	49.32	51.29	56.58
Other tourists	1.52	0.79	
Professional associate/s	0.84	0.99	0.92
Work colleague/s	2.87	2.97	2.54
Work colleague/s; Professional associate/s	0.51	0.40	0.92
Total respondents	592	505	433

Reasons for visiting Australia

Further questions were asked in relation to reasons for visiting Australia. Out of the 737 respondents who travelled to Australia in the last five years, the majority came for educational reasons (40.43%), holiday or pleasure (30.26%), and family reasons (24.83%). The respondents answering this question as 'other' describe that their reason for visiting Australia was for a job interview, attending a sports event, to purchase a house, maintain an investment, or to renew their Australian Permanent Resident visa. Table 14 below details their reasons for visiting Australia.

Table 14. Reasons for visiting Australia

Reason to visit Australia	Number of respondents	%
Business	104	14.11
Professional reasons	93	12.62
Educational reasons	298	40.43
For a holiday or pleasure	223	30.26
For friendship	141	19.13
For family reasons	183	24.83
Exploring the opportunities for migration	39	5.29
Investigating opportunities for education for you or family members	17	2.31
Other	16	2.17

Length of stay

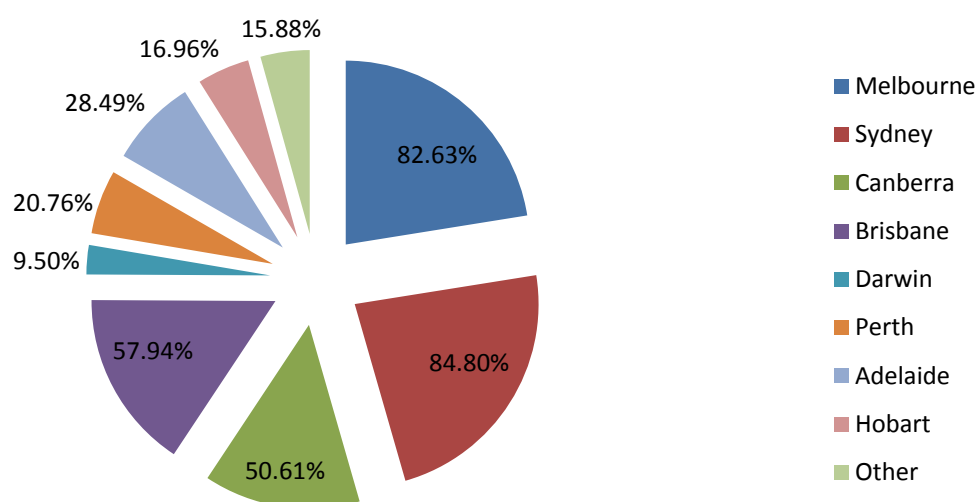
Respondents were asked about how long they stay in Australia when visiting. In contrast with patterns of visitation by Chinese outbound visitors, which are understood to commonly be very short visits, the respondents stay for a considerable length of time, with only approximately one-third (33.25%) staying for less than two weeks. A substantial group (37.86%) stay for more than four weeks.

Table 15. Length of stay when visiting Australia

Length of stay during visits	N	%
Less than one week	26	3.53
1 – 2 weeks	219	29.72
2 – 3 weeks	126	17.10
3 – 4 weeks	61	8.28
Total less than four weeks	432	58.63
4 – 12 weeks	210	28.49
12 - 24 weeks	27	3.66
24 - 36 weeks	5	0.68
36 - 48 weeks	10	1.36
48 - 52 weeks	21	2.85
more than 52 weeks	6	0.81
Total less than four weeks	279	37.86
unanswered	26	3.53
Total respondents	737	

Australian destinations

From 737 respondents that visited Australia in the last five years, the majority visited Sydney (84.80%), Melbourne (82.63%), and Brisbane (57.94%). Only a small proportion (15.88%) say that they visited destinations 'other' than the major cities. For this group, destinations include major Australian tourism attractions such as Cairns (6.11%), Gold Coast (4.88%), and Alice Springs (1.36%). Figure 6 shows the findings from this question in by percentage.

Figure 6. Cities visited in Australia**Accommodation**

The respondents were asked about the type of accommodation they use when visiting Australia. Out of the 737 respondents who had visited Australia in the last five years, just over forty four per cent say that they stay with friends (44.23%), followed by with family members who live in Australia (28.49%), and rental accommodation (28.36%).

Table 16. Type of accommodation in Australia

Type of accommodations	N	%
Private hotel	205	27.82
A serviced apartment	147	19.95
Rental accommodation	209	28.36
With friends	326	44.23
With family members who live in Australia	210	28.49
With business or professional contacts	14	1.90
University accommodation	24	3.26
With other contacts	39	5.29
In my own house or apartment	45	6.11
Other	2	0.27
Total respondents	737	

Transport

The survey also asked about the type of transportation used during their visits in Australia. Public transport is most commonly used (77.75%) followed by private transport supplied by friends or family members (55.77%), air travel (44.91%), and a hire car (32.43%). Respondents choosing 'other' describe their transportation as their own car, bicycle, or taxi during their stay in Australia.

Table 17. Type of transportation used while in Australia

Transportation type	N	%
Public transport (such as buses, trams, trains)	573	77.75
Private transport supplied by friends or family members	411	55.77
Private transport supplied by your business associates	31	4.21
A hire car	239	32.43
Air travel	331	44.91
Tour company transport (bus, car or airplane)	111	15.06
Other	14	1.90
Total respondents	737	

Activities

The survey also asked about activities while visiting Australia. Results show that while a large proportion of respondents engaged in business (31.21%) or educational activities (43.28%), this was also mixed with recreational activities. The most popular activities included going to the beach (72.05%), shopping for pleasure (69.47%), or visiting public gardens (48.85%) or a national park (44.64%). Another major purpose of the visit is to visit friends and/or relatives (67.71%).

Table 18. Activities undertaken while visiting Australia

Activities	N	%
Business or professional activities – for example, meetings, presentations, site visits, socializing with clients.	230	31.21
Educational activities – for example, attended a conference, gave a presentation, attended a lecture, participated in a course	319	43.28
Shopping for pleasure	512	69.47
Went to the beach	531	72.05
Visited public gardens	360	48.85
Visited a national park	329	44.64
Visited friends and/or relatives	499	67.71
Visited wildlife parks or a zoo	252	34.19
Visit pubs/clubs	333	45.18
Visit a casino or gambling venue	180	24.42
Visited a museum or art gallery	267	36.23
Took a guided tour	120	16.28
Attended a music, theatre, arts or cultural event or festival	193	26.19
Attended a sports event	132	17.91
Participated in sport – for example, golf or tennis	120	16.28
Other	16	2.17
Total respondents	737	

Spending

The survey asked for estimates of spending while in Australia, excluding the airfare. The largest group of respondents spent between AU\$2,000 – AU\$3,000 (20.22%) or between AU\$1,000 – AU\$2,000 (17.64%) during their visits. The third largest of group said that they spent more than AU\$10,000 (14.52%). Open ended responses show that the majority of those who spend more than \$10,000, spend this on education costs.

Table 19. Spending in Australia

Spending	N	%
Less than AU\$500	6	0.81
>AU\$500-AU\$1,000	66	8.96
>AU\$1,000 – AU\$2,000	130	17.64
>AU\$2,000 – AU\$3,000	149	20.22
>AU\$3,000 – AU\$4,000	77	10.45
>AU\$4,000 – AU\$5,000	62	8.41
>AU\$5,000 – AU\$6,000	42	5.70
>AU\$6,000 – AU\$7,000	15	2.04
>AU\$7,000 – AU\$8,000	16	2.17
>AU\$8,000 – AU\$9,000	13	1.76
>AU\$9,000 -- AU\$10,000	28	3.80
more than AU\$10,000	107	14.52
unanswered	26	3.53
Total respondents	737	100.00

Receiving visitors from Australia

One important objective of the study was to identify the influence of alumni on attracting Australians to China. As such, one of the survey questions asked about visitors respondents had received in

China and the type of relationship they had with visitors. The results show that the majority of respondents (59.53%) actually have received visitors. Overwhelmingly, these visitors were considered friends (91.12%) followed by family (23%). There was considerable overlap, however, in the extent to which visitors also related to a business connection (19.36%) or a professional connection (17.18%). This supports the notion that friendship and business and professional relationships often go hand in hand. Table 20 below shows the findings from this question.

Table 20. Type of connections with visitors to China

Type of connection	N	%
Business	133	19.36
Professional	118	17.18
Friendship	626	91.12
Family	158	23.00
Other	4	0.58
Total respondents	687	

A further question was asked regarding the frequency of the visitors. The results show that visitors come to China about once a year (38.43%) or more than once a year (32.02%).

Table 21. Frequency of visitors to China

Visitor frequency from Australia	N	%
About once a year	264	38.43
Less than once a year	168	24.45
More than once a year	220	32.02
Never	28	4.08
Unanswered	7	1.02
Total respondents	687	100.00

Expectation and barriers to travel to Australia

A further survey question asked whether respondents would like to travel to Australia more often. Only 6.6 per cent said that they did not want to travel to Australia more often, and almost 34 per cent said that ‘maybe’ they would travel to Australia. The largest group (37.87%) said ‘yes’, they did want to travel to Australia more often. Table 22 shows the specific results to this question.

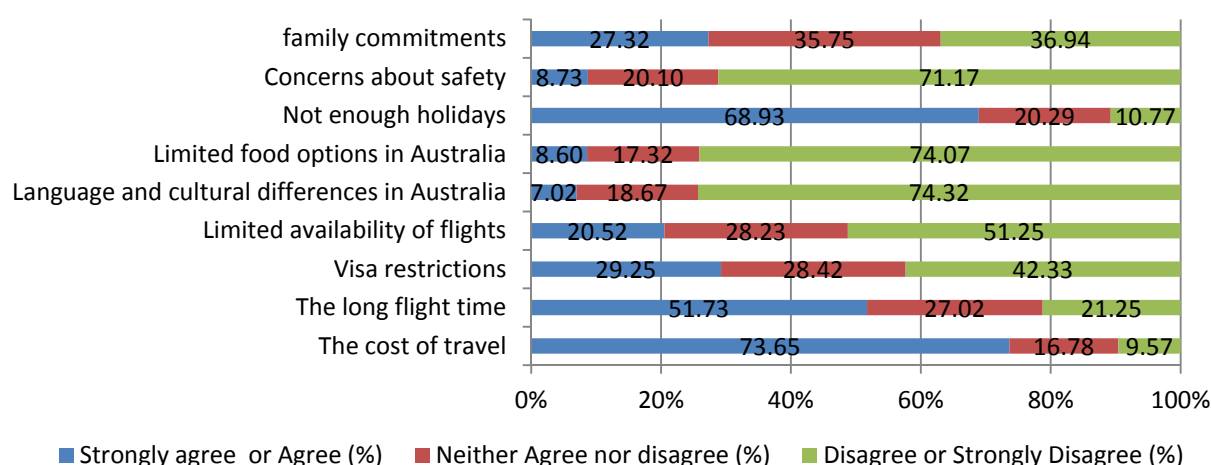
Table 22. Desire to travel to Australia

Would you like to travel to Australia more often	N	%
Maybe	391	33.88
No	76	6.59
Yes	437	37.87
(blank)	250	21.66
Total	1154	100.00

Respondents were also asked to agree or disagree with series of statements relating to barriers to travel to Australia. As shown in Figure 7, the two major perceived barriers are ‘the cost of travel’ (73.65% either strongly agree or agree) and ‘not enough holidays’ (68.93% either strongly agree or agree). Given their experience in living in Australia and English language fluency, it is unsurprising that barriers that are widely perceived as being a barrier to Chinese tourism in general, such as

‘language and cultural differences’, ‘limited food options’ and ‘concerns about personal safety’, are not perceived as being a barrier to travel by this group.

Figure 7. Barriers to travel to Australia



An open ended question was also asked of respondents for any further comments in relation to travel to Australia. While the comments were diverse, there were some clear themes that broadly related to barriers to travel, and comments about their positive experiences or desire to travel Australia. Comments relating to barriers included issues around flight availability and cost, visa processing, the high exchange rate, living costs, and the need for more travel information. Positive comments related to the Australian environment, scenery and tourism attractions, together with suggestions for Australian tourism industry. These comments are discussed below.

Barriers

Flights

Thirty-five comments were made that related to the cost and availability of flights. A number of problems were identified. First, the price of flights to Australia compared badly with flights to Europe or America,

Love Brisbane, want to go back and have a look frequently, but the flight ticket is a little bit too expensive compared with travelling to other cities, i.e. London, New York.

Problems with flight costs were compounded by the expense of Australian domestic travel. For example, ‘[I] wish they would reduce the cost of air plane between China and Australia especially between the major cities.’

Respondents also commented on inconvenient flight schedules. For example, ‘It would be helpful to have flights that don’t land in Beijing at 11.30pm all the time.’ On a similar theme, there were a number of comments about the need for direct flights to cities other than Melbourne and Sydney. For example, ‘Direct flights to Adelaide would be excellent... and ...Hope there will be flights direct to Guangzhou.’

Visas

Twenty-two comments were made about the need for easier and more streamlined visa processes. For those who had lived a considerable time in Australia, the difficult process of obtaining a visa is frustrating. For example,

I think visa should be made easier for those who have stayed in Australia for a few years, because they might want to go back frequently to see the old place and visit friends there...and ... have to prepare lots of documents when applying a visa. Hope Australia can provide special visa for people who used to study in Australia or who always travel between China and Australia such as travel visa which is valid in 3 years.

In a similar vein, some felt that their past residency in Australia entitled them to be recognized as having a 'good record' and that it should not be so difficult to obtain a visa. This was particularly the case if they wanted to bring friends or family who are Chinese nationals. One respondent recounted an experience that led to cancellation of a trip to Australia,

The visa office in China needs to be more polite, friendly and helpful. A couple of years back, my friend was getting married. I was naturally invited and I wanted to bring my girlfriend to attend the wedding. At the time, I was head of greater China for a multi-national while my girlfriend was working in a junior position at an international hotel chain. My Australian friends sent me an official invitation and a letter of proof but my girlfriend's visa application was rejected without reasons provided (she is a Chinese national). In the end, we cancelled the 2 week Australian vacation.

Overall, obtaining a visa was identified as a cumbersome, time-consuming and expensive process.

Costs

Equally, and not surprisingly, the high cost of travel to Australia was identified as a barrier. This concern was a key factor in decision-making about coming to Australia, despite the desire to come. For example, 'If the cost is lowered to 2/3 of the current price, I would take my family to trip in Australia at least once a year.'

Many of the comments made about cost were very general, such as, 'It costs a lot ...' and 'Australia is good but the exchange [rate] is too high and the cost is not cheap.' Other comments, however, were more specific. For some, as mentioned above, it was the high cost of flights that were off-putting. Others talked about the cost of domestic transport and accommodation.

Others expressed frustration about the high cost of a range of incidentals, such as charges for internet access by hotels. One respondent listed,

[There are] some difficulties for foreign visitors in Australia: - strict limits on bring in tax free cosmetics, stricter than most countries - expensive and difficult access for internet (much expensive and complex for most countries, except internet bars) - very limited acceptance of China Union Pay's credit cards - strict and very low luggage weight permission for domestic flight.'

Overall, the high exchange rate is a major deterrent for prospective visitors.

Information

Another theme within the open ended comments related to the provision of information and marketing. Respondents made general comments about the perception of Australia as well as referred to gaps in information for different market segments of the Chinese tourism market. A number also made suggestions for assisting potential travellers in their planning and experience.

The general comments related to a perceived lack or ineffective marketing of Australia in China. These comments were not particularly specific, such as, '[*There is*] bad marketing which led to poor exposure and publicity in China'. Others mentioned specific perceived gaps in information, such as, '[*There is*] limited information about bed & breakfast accommodation or farm stay'. Another said, 'Provide more tourist booklet in Chinese and make ads in Chinese to attract native Chinese [*to*] come.' In a similar vein, comments were made about the difficulty of Chinese tourists in assessing the quality of the information available about Australia. For example,

Hope the Australia tourism can assess some Chinese travel agency service quality and this can be an important factor for Chinese students to choose the right one in case of other uncertain charges by agency.

Another related comment was about the need to focus on improved services.

Improve services, develop facilities, monitor duty-free shops, Tourism Australia needs to improve the quality of travel agencies instead of marketing only activities.

Others focused on particular travel segments. Some referred to the group traveler and that there is a need for more customized group travel options, as well as a need to address some of the fears that Chinese nationals might have about travelling in Australia. For example, one comments that many Chinese people were concerned about not being able to find Chinese food or to communicate despite having a working knowledge of English.

Advertise the food more ... Or at least advertise to Chinese people that there are already lots of Chinese people in Australia, and if they want, they can find all the Chinese people and Chinese food they want...Advertise they can do Chinese tours.... despite the fact they all study English, and can speak it to a reasonable level they are all lacking confidence in their ability. For those that really can't speak English well advertise the Chinese tours and Chinese community (food and what-not) for those that can but don't have the confidence be sure to advertise the relaxed nature of most Australians to persevere in understanding peoples' broken English.

Another theme within responses was the need to cater for people who wanted to travel independently, to explore outside the major cities and travel more cheaply. Hiring a car was seen as a major barrier. For example,

More and more people prefer to self-driving tour, especially the ones that have better education. To attract more kind visitors, Australia could improve the travel index for backpackers, especially self-driving travelers.

Others talked about wanting to know how to travel differently, independently and in ways that they could reduce the costs of the overall experience. For example,

I [*want to*] go there with my wife who [*hasn't been*] there before. Your side can supply some travel info for saving money, like the website for where to live, where to eat, how to take the public transportation.

Others referred to the youth travel market and how information about Australia was not well targeted to this group. For example, 'It will be better if more traveling promotion information [was] on Weibo, which is the most popular methods used by Chinese Youngster.'

Overall, comments suggested the need for more targeted marketing to diverse types of tourists, for assurance of quality both of information and services, and a greater range of information to enable more independent travel.

A related theme within the comments was in relation to what is valued about Australia, and suggestions were given about how to expand on these attractions. Many comments highlighted an appreciation of Australia's clean environment, beaches, fresh and high quality food and wine, relaxed lifestyle and friendly people. For example,

Encourage all people to travel to Australia as [*it is*] such a diverse & interesting place to visit. People are generally very friendly and happy. Life is more relaxed and enjoyable than busy life in Asia. [*It is*] much fresher air & food available.

At the same time, a number of suggestions were made. These included:

- The need for more activities – beyond 'beaches and animals'
- The desire to travel beyond the major cities
- The need for more information in Mandarin that promotes a wider range of travel options
- Improved travel services such as airport transfer services
- Greater opportunities to get to know Australian culture and people. such as providing educational tours, farm stays and independent travel.

Comments overall

The open ended comments elaborated on earlier survey findings in relation to barriers to, and opportunities for, promoting travel in Australia. Key barriers include the cost of travel, cumbersome and expensive visa processes, and inconvenient flights. A perceived lack of information about a diversity of travel options was also highlighted. The comments also stressed that Australia was a highly desirable destination and that there is considerable opportunity to encourage and support visitation from diverse and changing Chinese markets. The need to facilitate independent travel of younger educated travelers was a particular focus. This group wants more information, greater assurance of quality services, a broader range of experiences, and assistance in accessing private transport.

2.5 Summary and Conclusion

This section reports on the findings of the survey of China based alumni and describes the results and characteristics of the 1,154 useable responses received. As anticipated, respondents can be described as young, highly educated, employed in senior roles and having a global orientation. As a group they are connected to Australia through an Australian education experience and they maintain contacts and communication with Australia. They regularly receive Australian visitors in China and they intend to travel to Australia in future. They are well disposed to Australia and recommend Australia as a place to visit and to study.

When they visit Australia, they commonly combine business, professional and educational activities with a holiday or to visit friends and family. The majority stay in Australia for longer than two weeks and they spend more than \$2,000 when visiting. The majority (77.7%) use public transport and one-third hire cars. They primarily visit major cities, few having travelled beyond these destinations with the exception of major tourism attractions such as Uluru or the Gold Coast. There is a large minority who would like to travel to Australia more often, and one-third who say they would 'maybe' like to travel to Australia more often.

The findings also show that the key barriers to travel include: cost, time, a lack of convenient/affordable flights and difficulties in obtaining a visa. Respondents also highlight the need for better targeted information, a wider range of travel options, and assistance in independent travel. They are keen to explore Australia beyond the major cities and would like to know how to do that independently and with confidence, in a cost efficient way delivering a mix of experiences. Overall, the findings highlight a number of challenges and opportunities for attracting greater visitation from this cohort. They are a group that are positively disposed to Australia, and have a desire to come more often. At the same time, they also have substantial choices in relation to international travel. The findings suggest that the extent to which Australia is successful in convincing them to come depends on the extent to which links family and friendship links are maintained, the extent to which the barriers to travel can be addressed, and the extent to which the tourism industry can offer an expanded range of travel experiences and opportunities for alumni as well as their families and friends.

As discussed, the survey was followed by a series of interviews with China based alumni in order to explore the survey findings in greater depth and to provide a series of examples of alumni and their travel intentions, motivations and expectations. The following section discusses the interview findings.

3. Interview Findings

3.1 Introduction and background

This section of the report describes the findings of eight in-depth interviews with China based Australian alumni. The process for undertaking the interviews is described in Section One. This section draws on the interview data to discuss key themes that emerged in relation to the aims of the project. These aims shaped the following discussion of key themes that emerged from the transcripts. Specifically, the interviews are analysed to identify:

- The interviewee background, characteristics, experience in Australia and career pathway since the completion of their Australian study experience
- The extent and type of Australian connections maintained since returning to/or arriving in China
- Their travel to Australia in terms of frequency, purpose and future intentions
- Their influence on others in relation to two way travel
- The barriers to travel to Australia
- Opportunities and strategies that would facilitate greater two-way travel.

3.2 Interviewee background and career outcomes

In Section One, we described the research method and noted the limitations. The interviewees were identified through an invitation sent to the membership of the ACAA and through the networks of the research team. The selection of the interviewees was based on gaining a mix of characteristics in terms of gender, age, occupation, region and country of birth. The intent was to gather in-depth information on a few cases as a complement to the alumni survey and to interview, as much as possible, a cross-section of alumni 'types'. In this sense, we have eight 'case studies' that are not atypical of China based international student alumni, and there is strong resonance between the interviewee backgrounds and the survey findings. In order to give some background and context for the following discussion, Table 23 highlights key attributes of the interviewees and assigns them a false name as a means to personalise the discussion.

Table 23. Interviewee characteristics

No	Interviewee (fictional name)	Gender	Age	Occupation/field	Region based	Nationality
1.	Brian	Male	Early 50s	Hotel Management Executive	Beijing	Australian
2.	Julie	Female	Late 20s	Corporate Law	Beijing	Chinese/Sichuan Province
3.	Matthew	Male	Late 20s	Environmental Law	Beijing	Australian
4.	Jenny	Female	30s	Public relations/communications	Shanghai	Chinese/Shanghai
5.	Bob	Male	40s	Law academic	Hong Kong	Chinese/born southern China
6.	Jessica	Female	30s	Law	Hangzhou	Chinese with Aus PR
7.	William	Male	30s	Insurance management	Hunan	Chinese with Aus PR
8.	Cathryn	Female	30s	Finance and Economics	Beijing	Chinese

The first characteristic is that each of the interviewees has completed higher education qualifications in Australia and, with three exceptions, completed post-graduate qualifications in business management, finance or law. Each also reported having a positive Australian experience and that their Australian qualifications had been highly useful in securing employment on return to/arrival in China, for various reasons. For the Chinese nationals in the study, a key benefit was written and spoken fluency in English. As quotes from one respondent 'The language is a big thing – if you are able to write in both languages, that's very helpful.' Similarly, their Australian experience was as an asset in terms of finding employment in companies with an international orientation – particularly for those who work with Commonwealth countries, 'It's very useful because it is a Commonwealth system – I'm working with UK clients now and they recognise the qualifications. Also the American companies recognise Australian qualifications.'

Similarly, the two Australian born interviewees (Brian and Matthew) were employed in roles that required involvement in international trade and/or engagement. Both their cultural background and their bi-lingual skills were key assets in their careers. One was involved in a consulting company providing intelligence on Chinese development to international governments and companies, while the other was involved in an executive hotel management role that is '...the hub of the expat community and aspirational Chinese'.

The second notable characteristic about all of the interviewees is their rapid and successful career progression. While two of the interviewees were very early in their professional careers, the others had progressed rapidly in their given fields and were highly international in their focus. For example, two of the interviewees in academic roles (Bob and Jessica) had been appointed at a Professorial level by their 30s. Another had been head-hunted to take up an executive role serving the Beijing and Shanghai regions. All had a range of career options and potential future directions. Furthermore, all of the interviewees had quickly secured employment on arrival in China.

Another shared characteristic of the interviewees is their global orientation. For the Australian expats, their employment in China is an extended, but temporary, career moment. Their range of options for the future is wide and they anticipate moving either back to Australia or to another country in the foreseeable future. Options include the US, back to Australia or New Zealand. The Chinese nationals had more modest expectation of future mobility, although returning to Australia or moving to the US or to the UK was being considered for a few – either for employment or for further postgraduate study.

I want to go to the US just to see what it's like. In the legal area, a US degree would be very helpful – it would be really good to go to one of the big league – like Yale.

3.3 Australian connections

A specific question asked of all of the interviews was about whether or not they maintain contact with people in Australia, who these contacts are, and how they stay in touch. Nearly all of the interviewees maintain contacts with Australia and Australians. William is the one exception as he is based in a central province, his work involved domestic business and he was also starting a family. Moreover, he described himself as '...not very sociable'.

As expats, Brian and Matthew also maintain contact through long-held family and friendship networks in Australia that are central to their personal and professional lives. The maintenance of these contacts included regular trips back to Australia, and frequent visits by personal and professional contacts. As discussed above, liaison with Australian businesses and expatriates is central to their work and career, so, in some senses, these interviewees were 'bridges' for international engagement with China. For example, at the time of the interview, Brian was liaising with an Australian state government about facilitating a large delegation to China on a trade and diplomatic mission. This contact had emerged from a recent trip to Australia where he had mentioned to a personal contact that he could help. Both Brian and Matthew provided a number of similar examples of facilitating and maintaining professional and professional connection with Australia.

The remaining interviewees all maintained friendships in Australia to greater or lesser degrees. For Bob and Jessica, friendships in Australia were extremely important at both a personal and professional level. Both described Australia as a second 'home'. For example,

I have a good number of friends there – some Chinese – some local people. I really find it a very nice experience – like a homecoming.

I think Sydney is like my second home...I made a lot of friends there, not only Chinese ones. Most of them are local...I think that Australian people are very, very good...because the country has a lot of migrants – some countries they won't accept you but for Australian people, I don't think they are such a kind.

For both interviewees, these connections extended into their professional lives and on-going engagement with and travel to Australia through their work.

The other interviewees also discussed the importance of friendships based in Australia. For Julie, '...I have Australian friends now – that's a large proportion of my friendship circle.' Jenny gave a stronger response: '...I think all of my connections are Australian actually.'

Overall, with the exception of one, Australian personal connections are very important. They are maintained through continuing communications and contact, and the friendships provide the basis for professional connections.

The second point to arise from the interviews relates to the importance of alumni and expatriate networks in sustaining Australian contacts in China. For Jenny, Julie and Bob, this was discussed in relation to their involvement with the ACAA. This was particularly the case for Jenny, who leads an alumni chapter, with the networks that she is involved in central to her personal and professional life. Two others were regular attendees at ACAA alumni networking events and both see these events as very important to their social and professional contacts. Another interviewee was more involved with their University alumni chapter in Hong Kong specifically for law graduates. This network is very active and provides social and professional activities. Besides monthly gatherings, it also hosts visiting guests from Australia, '...when law staff come to Hong Kong, for a conference or a research trip, they will get in touch with the alumni network and they'll hold a dinner or activities for the guests.'

For Brian and Matthew, while not necessarily formalised networks, their connections with expats were an important form of community. For example,

...it's absolutely true that the Australian community is pretty close. There aren't many Australian's that, you know, slip under the radar in terms of people who are residing here whether temporarily or otherwise. Tourists obviously don't really mix in the same circles, but...it's a pretty small community.

There was a similar account from the Brian who, after being based in Beijing for several years, was closely connected to the expat community. He described this community as small and tight knit, like a '... suburb – a country town – everyone knows everything about you.'

Overall, and with the exception of one interviewee, Australian contacts remain important. At an individual level, these are shaped by personal friendships which in turn provide the platform for professional engagement. Most of the interviewees are also formally or informally involved in China based Australian networks that are of central importance to their personal and professional lives in China.

3.4 Travel to Australia: frequency, purpose and intentions.

Each of the interviewees was asked whether they travel to Australia, how often, for what reasons, and their intentions for the future.

Again, William was the only one who had not travelled back to Australia since graduation and did not foresee going in the near future. Jenny and Cathryn had also not been back, but this was mainly because they had both arrived back in China relatively recently and were in a phase of establishing themselves in their careers. Both intended to travel in the future. For Jenny, this was to be for a holiday and to deal with outstanding personal business left over from her time living in Australia. One of her intentions was to travel more in Australia in future, '...even though I have been in Australia for eight or nine years, I haven't really done much travelling. So I want to check out more about Australia.'

Matthew and Julie, who are in their twenties, had been back and forth infrequently, but both were more global in orientation and saw Australia as just one of many places that they would like to visit. As Julie said, '...I want to go the end of this year or next year I think. I'd like to go as much as possible but I also want to go to other countries.'

Bob, Jessica and Brian travel back and forward frequently, primarily for work but also for pleasure. Bob retains an adjunct position at his university in Sydney and he travels back annually to liaise with colleagues and to attend conferences. He also treats these trips as leisure and an opportunity to keep up with friends. He also times his visits to coincide with the Australian winter to escape from the heat in Hong Kong.

Jessica also maintains work connections in Melbourne and in Sydney and regularly travels to Australia for conferences and other professional events. She holds Australian permanent residence and travels to Australia in order to maintain its currency. She had travelled several times in the previous five years and at the time of interview was planning a trip to Sydney for work to be followed

by a holiday with her mother going on to Perth and Adelaide – two cities she had not previously been to. She anticipated that she would maintain this type of travel into the foreseeable future.

Brian also travels to Australia frequently – several times a year. At the time of the interview, he anticipated that this rate would increase. This was largely due to his son being enrolled at an Australian university, a choice made, in part, because his son needed to ‘...be in Australia and Australian culture. He knows nothing about Australia and he doesn’t have an Australian accent.’ After being born and raised primarily in China, Brian and his wife were keen for their son to become more knowledgeable about their Homeland. The choice was also made due to the perceived quality of the education system, and compared favourably to the US, which was the other educational option considered.

There are a few observations that can be made from these stories. One is that age and career stage have an important influence on how much interviewees focus on Australia as a return destination. . For those more established in their careers and who have strong Australian connections, the connections are consolidated and sustained over time. For the younger interviewees, Australia was just one option in a global array of travel choices. This suggests a challenge to the Australian tourism industry to give this group a compelling reason to choose Australia over other destinations.

It is also important to note why William does not travel or expect to in the near future. As stated above, this is largely due to his location in a central province, the nature of his work, and his family stage. He doesn’t identify the need to travel to Australia despite an expressed desire to sometime in the future, ‘...when I have time. Actually it’s too busy for work and I will think about plans to come back...I always think about that. When I’ve got the free time, yes definitely I’ll go to Australia’. This suggests how those who are not travelling might be persuaded.

A further observation is that several of the interviewees indicated the desire to travel in Australia more widely – that they hadn’t done this while they were students and that this is something that they would like to do. This is potentially untapped capacity for future tourism from China, both for alumni as well as for international students currently based in Australia.

3.5 Influence on others

One of the key questions within the interviews was to identify the influence of alumni on others in relation to travel between China and Australia. For this purpose, interviewees were asked about whether or not they receive Australian visitors and if they recommend Australia as a place to visit. Each of the interviewees plays a role in promoting two-way travel.

For Brian, receiving bookings by Australian individuals and groups at the hotels he manages is a frequent occurrence. Much of this visitation is generated through word of mouth and his own contacts. Similarly, Matthew is the ‘excuse’ for family and friends to visit China. As he said, ‘I’ve had my best-mate’s sister drop by, my Mum’s come by, my ex-girlfriend’s come by, and there are more who want to come – so yeah – definitely had visitors. This interviewee was clear that these visitors would have been unlikely to go to China had he not been there – ‘...because it’s easier for them to come and visit me than the other way around in some ways.’

Julie also frequently receives visitors – ‘about every two months there would be someone here’. These visitors are both friends and friends of friends but, in addition, she assists people through the ACAA. Jenny also receives visitors at around the same frequency. While she actively maintains these networks, she believes that Australian visitors are ‘...kind of worried about travelling in China but now they have someone there in the know, so they come and check it out’. Both Julie and Jenny meet with these visitors, give them advice about travelling, and help take them out when they can. For example, ‘...I would just like show them around during weekend or the nightlife when I’m on a break.’

Robin also receives many visitors although, more commonly, these visitors are work related and his visitors are generally in Hong Kong for other primary reasons, but catching up is non-the-less, important. ‘They would come anyway but they treat it as more interesting – sometimes I give a helping hand. They can stay with me or I can give them relevant information.’ Jessica receives fewer visitors and, when she does, these are similarly for work related reasons. Former colleagues or co-students from Australia will visit Hangzhou for conferences or work and at the same time get in touch with her.

Again, William is the one exception and said that since returning to China two years ago, had not received any visitors from Australia. While he does try to stay in contact with people but this is difficult due to limits on social media communication from China, that he works too much and that he ‘...is not very sociable’.

Interviewees were also asked to identify how they influence others in relation to travel to both China and Australia. Again, all are active in travel promotion.

As Australian expats, Brian and Matthew commonly fill the role of Australian ambassadors either inadvertently or deliberately. Matthew made the comment that he was not sure whether or not he had directly influenced anyone’s travel decisions. What he did find was that, because Chinese people are so interested in Australia, he is often engaged in conversations about Australia to the extent that... ‘there wouldn’t be a conversation with a Chinese person where I don’t automatically become a de facto representative of Australia. They are very interested in all sorts of things.’ Brian is more direct about his role in promoting Australia:

...when I’m talking to movie directors or sportsmen, or artists, politicians or whoever – I tell them that you should go to Australia. I tell them “you should see this - it’s so beautiful.” So, you know, I’m just continually out there. It’s just one of the annoying things that I do.

Jenny and Julie, through their alumni networks and Australian based circle of friends, also identified having a strong influence on people. Jenny talked about how important it was for visitors to meet local people while in China. She gave an example of recent visitors from Australia whom she had met with:

I think if you have local people there, it will make a huge difference on the impression that the traveller would have of that city...like my friends, this Australian guy and American girl, you know what – after two weeks they want to move to Shanghai and work here. And they both can’t speak Chinese – that’s a big move!

Bob and Jessica also play an influential role, but in more formalised ways. For Bob, this is through his alumni network and his work as a Law academic. He is often asked for advice by students and colleagues about travelling to Australia, and he encourages them to go and gives practical information.

...colleagues, for example, sometimes ask me about what the temperature is like, the climate in Australia is like and also they have a conference, they'll say there's a conference opportunity in Australia and ask for my opinion and how to plan the trip and then I advise them. I think so far - I have done quite a lot actually. Last year one colleague asked and did go there, and I had one PhD student also went there based on my advice, asking me about where to go and whether the conference is good and apart from the conference here's what you can do there.

And I say, well, if you find yourself in Melbourne probably you should consider going to Sydney as well because it's also a very good city to look around and even in Melbourne where you can - you can the ocean roads to get to various destinations, and those museums you can go to. And generally advise also for example, what the temperature is like at that time of year. So I encourage them to go.

Jessica similarly advises colleagues and students about travel to Australia, but she made a particular point about promoting Australian education over going to the US, which is the preferred option for many potential Chinese international students. 'I can compare and I give them the advice to go to Australia.'

Overall, six of the eight interviewees play an active role through receiving visitors and in the promotion of Australia and China as travel destinations. If these interviewees are indicative of the role that alumni play, they are a potentially powerful source of word-of-mouth tourism promotion.

3.6 Barriers to travel

A further question asked of all interviewees was in relation to what they considered were barriers to travel between Australia. The responses fell into some very clear themes in relation to both Australians travelling to China and Chinese travelling to Australia.

First, Brian and Matthew, as expats, identified that Australian visitors were slightly fearful of visiting China due to language and information barriers. Matthew mentioned, for example, that at least some of his visitors would have been unlikely to come to China without him being there. He recounted an Australian friend saying, '...I wouldn't really go there [to China] but with you there, I know someone safe so I'll come over...you can help us...' Brian, similarly, was also tentative about going to China initially and had to be convinced that he could enjoy living in Beijing despite not being fluent in Mandarin. The barrier highlighted by both interviewees was that Australians are often fearful of coming to China due to language barriers and a lack of knowledge about how to manage travelling. Julie also highlighted the extent to which Australians '...have no idea about China, to be honest, even though China is growing.' This is a barrier to Australia visitors and one that is eased by having a contact in China.

A further issue raised as a barrier to travel by Australians to China, and from China to Australia, was the complicated, expensive and bureaucratic visa processes. This was a problem identified by several of the interviewees.

The key barriers highlighted by all interviewees, however, related to time and distance. Finding the time to go to Australia was a key issue due to the combined impact of the distance to Australia, lack of direct flights from most places in China, and the relatively short periods of annual leave available to Chinese citizens. As William commented, it was typical to be entitled to five days of annual leave, '...in a good company.' As a recent returnee from Australia, Cathryn said that, she

...has to get familiar with the environment with China which makes me very busy and I hardly have the time to travel back to Australia or keep regular connections with my friends in Australia.

Several of the interviewees commented that, in order to find the time, they would have to combine public holidays and any annual leave in order to make it feasible to travel to Australia. Even then, it is difficult to travel any distance in Australia after arrival. The lack of time is compounded by a lack of direct flights from most cities in China. From Beijing, for example, it is a minimum of two flights to get to Australia.

The cost of travel to Australia was not particularly highlighted as a barrier. However, there was a perception that Australia did not represent the value that it once did due to the strong dollar and the growing popularity of closer tourist destinations such as Bali, the Philippines and Malaysia. As Jenny commented,

...it's closer, like three or four hours away. It's not really that far. Australia – you need to take a minimum ten hours direct flight to be there and the cost will be a lot more expensive.

Language barriers were also not raised by the interviewees, unsurprisingly, since participants were all fluent in English. There were, however, several comments that highlighted age as a barrier for travel to Australia. One was the perception that, while Australia is perceived as a good place to 'relax' and enjoy the environment, this was not appealing to young people who are ambitious and adventurous. William, for example, thinks that when he was in Australia he became too relaxed, which slowed his career progress. He said that in China there is always someone to push you to do better. 'So, I want to live life with my lifestyle in my young age and get more lifestyle in Australia when I get old and when I'm retired.' Julie made a similar comment,

...the down side in Australia – there is not much happening for young people. That's why a lot of young people leave Australia and come to China – I think that's what happens.

At the same time, the perceived barriers for older Chinese people were language, food and cultural differences. Julie, for example, said that for her parents' generation, the barriers were, 'First, is the language, for sure, and secondly I think food, because they love their Chinese food. They do not like to eat Western food.' Jessica also talked about her mother, who at 72 years old did not trust the information she received about travelling in Australia. There is limited information that she could access in Chinese, and when she did it was often dated which made her mistrustful of the advice. Such comments suggest two very different cohorts of travellers, each with different issues in relation to Australian travel.

Overall, the barriers to travel to Australia from China were perceived as a lack of time compounded by a lack of direct flight options. Cost was mentioned as a barrier for a few. A further issue is that Australia might not be 'dynamic' enough for many young Chinese.

3.7 Opportunities and strategies that would facilitate greater two-way travel.

Interviewees were also asked to identify opportunities to encourage greater two way travel between Australia and China as well as to make suggestions and strategies to achieve this.

First, all interviewees highlighted why Australia is attractive as a return destination. Consistent comments were made about its beauty, good environment, relaxed lifestyle and key attractions such as Uluru and the Gold Coast. Australia was also regarded as having a good welfare system and its multicultural population was highlighted as a positive factor that made Australia a comfortable destination. Overall, the belief was that Australia is 'hot' as a destination. All interviewees would like to return to Australia, with five of the eight anticipating that they would do so in the near future. The remaining three would like to return but couldn't envisage at the time of the interview when that might be.

Each interviewee also made suggestions about what could do to encourage Chinese tourism to Australia. The most common comment was about the need to improve the availability of direct flights to Australia. For those in Beijing, this was particularly an issue as it takes at least two flights to get to Australia. For those in central and northern provinces, it is three. A suggestion was to increase the availability of flights.

Another suggestion was to improve information about travelling to Australia. Jessica, for example, talked about the difficulty of planning a holiday to Australia, not because information wasn't available, but because it was difficult to judge which sources of information were reliable and trustworthy. This comment applied to finding accommodation as well as to booking Australian domestic flights.

I think if Australia wants to attract more Chinese visitors I think one possible way is to develop more networks or something that people can easily find and look at where to go, and definitely it should be credible ones, not like some private ones you don't know if it's good or, so if it's not credible then people won't believe if they can go or not. In fact, for Chinese people who want to visit Australia they don't know such a kind of website and they don't find out about these kinds of websites. **The Australian side doesn't know what the Chinese tourists want to know.**

In a related theme, Brian talked about how Chinese people, in general, were still new to opportunities to travel widely and were often inexperienced at sourcing information and opportunities for travel. He made reference to returned international students, whom he believed had done little travel as young people and similarly did little travel during their time in Australia. His suggestion was that there needs to be greater engagement of Chinese students in Australia to strengthen their knowledge of, and ties to, Australian people and activities. He used the example of sporting participation,

I mean – how do you know anything about Melbourne if you live there for three or four years if you don't go to the footy. Or any kind of sport – whether it's horse racing, or golf or tennis or cycling – or anything.

Others suggested the need to use word of mouth promotion through alumni networks as a strategy that could be used to greater effect.

I think students are a key group - I think the strong tie is due to overseas students currently studying in China. Or people like me, if I am still in Australia, then obviously I will encourage more of my friends and family to come to Australia. So I think they would be the key groups, instead of you spend million dollars on promotion.

A further related suggestion was about more information about a wider range of Australian destinations – ‘...people can’t visualise how to get out of Melbourne and Sydney really.’

The final suggestions were around easing restrictions and barriers in relation to obtaining a visa to come to Australia, which was identified as being difficult to obtain. As Cathryn commented,

If I could change anything, I would probably simplify the process and reduce the cost to apply for an Australian visa. The government could make the effort towards this direction to make travel more accessible.

In summary, across the interviewees, Australia was viewed as a very attractive destination and valued for its clean environment, social system, beauty, lifestyle and its multiculturalism. The key barriers to Chinese tourists going to Australia are identified as a lack of time, a lack of convenient flights, a lack of trusted and relevant information, and a lack of confidence in travelling beyond the major cities. Key suggestions included:

- The need to increase the availability of direct flights to a wider range of cities within China
- The need for tourism information that is current and trustworthy that is targeted towards what Chinese people want to know
- Increased attention to community engagement by international students while in Australia so that they have a wider range of local tourism experiences
- Increased support for China/Australia alumni networks in order to strengthen the capacity of alumni to promote Australia through word of mouth networks but also to facilitate Australian travel to China
- The simplification of Australian visa processes and a reduction in the cost of a visa.

3.8 Conclusions

This section reports on the findings of interviewees of the eight China based Australian alumni. Each of the interviewees was asked some common questions, and the purpose of this section is to identify themes in the responses and to discuss the findings in relation to the key research questions.

What was apparent with the interviewees is that most remain connected to Australia and their Australian contacts, which are maintained through regular communications, visits and for some, through their professional lives. The interviewees play a role in facilitating two-way travel between Australia and China, both through helping Australian visitors to China with information and support, and through providing advice to prospective Chinese travellers to Australia. For most, Australian

connections had become integrated as part of their professional lives and so travel back and forward was a regular event.

With two exceptions, each of the interviewees could identify how they influence others to travel between Australia and China. Australian visitors were encouraged to visit if they have a contact, and they also play an important role in providing information to Chinese people who are considering travelling to or studying in Australia. All respondents have warm and positive feelings towards Australia to the extent that many of them consider Australia as a second home. They are also active in telling others about their views and play a role in promoting Australia as a destination.

At the same time, the barriers to two-way travel are considerable. For the Chinese, these include a lack of time given the long-hours culture of Chinese workplaces, distance, cost, and lack of direct flights to Australia. Other problems include a lack of relevant and reliable information about Australia, and difficult and costly visa processing. For Australians travelling to China, the distance, information and a fear of travelling in China due to language barriers minimises travel. In light of these barriers, a number of suggestions were made that could facilitate increased two way travel.

4. Discussion and Conclusions.

4.1 Introduction

As outlined in Section 1, the aim of this research was to explore a number of key questions in relation to the role and influence of China based alumni on tourism and travel between China and Australia. As discussed, international student alumni are widely recognised as having major potential as agents of exchange between the two countries due to the connections and affiliations with Australia forged as international students. The purpose of this study is to explore this potential with a particular focus on the influence of alumni on tourism. Specifically, the research questions include:

- Do China based alumni maintain links with Australia, for what reasons, and to what extent are these maintained through repeat travel to Australia?
- To what extent do alumni influence others to travel between China and Australia?
- What are the barriers to alumni travel and how can these barriers be addressed?
- What are the market opportunities that arise from alumni travel patterns?
- What are the implications for Government policy (both Chinese and Australian governments) in relation to international trade, tourism and education?
- What are the gaps in our knowledge about alumni behaviour and what research questions need to be addressed?

Sections 2 and 3 described and discussed the findings of a survey and in-depth interviews conducted to gather data, and this section draws on these findings to respond in turn to each of the research questions. First we give an overview of the respondents to this research and highlight some key distinctions.

4.2 Overview of respondents

As discussed in Section One, the global interest in outbound travel from China is due to the mix of demographic, economic and social conditions that mean that the demand for outbound travel from China is enormous. As Shankman & Ali (2013) comment, 'A booming economy and expanding middle class with a newly disposable income has made China the number one most sought after outbound tourism market in the world'. In this context, Australia is in stiff competition with countries across the world to attract Chinese tourism. Despite the size of this market, which is expected to reach 200 million people in 2020, Chinese travellers present new challenges to the Australian tourism industry that arise not only from the regulatory conditions of travel from China and language and cultural differences (King, 2012), but also because the macro conditions driving Chinese travel are unique, unprecedented and specific to China (Tse & Hobson, 2008). As the Tourism industry is well aware, in order to maximise visitation from China, the industry needs not only to be 'China ready', but also persuasive enough to convince Chinese travellers to come to Australia over other potential destinations.

The rationale for exploring the influence of China based alumni is that this group is positively disposed to Australia, and as such represents 'low hanging fruit' as a tourism market. The

assumption is that having spent time in the Australian education system, Chinese alumni have forged connections and affiliations with Australia that lead to on-going engagement. It is also assumed that this group is substantial, and will exercise long term influence over the course of their careers. As highly qualified, bi-lingual and globally oriented, it is also assumed that alumni are potentially 'high yield' global travellers with considerable disposable income as well as influence on others' travelling behaviour. A broader purpose of the project was to test these assumptions, with an initial objective to identify the characteristics of alumni through the survey of ACAA members.

As described in Section One, respondents are young, with 80 per cent being less than 40 years of age. They are, by definition, highly educated and all hold a minimum of an undergraduate degree, with the majority (61.5%) holding postgraduate qualifications. The majority are also single or in a couple with no children (61%). The majority (56.1%) have also lived in Australia for more than two years, and are employed full-time or are self-employed (64.48%) or in continuing study (9%). The remainder are in a mix of part-time employment and study. The largest group (41.5%) is employed in the private sector, primarily with a foreign owned company. The majority (66%) also have qualifications in the fields of management, economics and commerce. The profile of interviewees had similar characteristics: highly career focussed, had achieved rapid progression in their careers, and were highly global in their orientation. Most travel frequently for work and for pleasure to both Australia and other destinations. One important distinction to make is between Chinese nationals and Australian expats. The survey respondents included responses from 80.4 per cent of people who are born in China as well as 13.6 per cent who were born in Australia. The remainder were born in other countries, primarily from Asia.

Overall, the profile of respondents shows a cohort that is in the forefront of contemporary developments in China. They are professional, upwardly mobile and globally oriented with a thirst for travel. They are also a group that understands the value of international networks, as the following section discusses.

4.3 Alumni connections, motivations and travel to Australia

One of the initial aims of the research was to identify the extent to which China based alumni actually do maintain connections with Australia. Survey findings showed that the majority of respondents (75.3%) do maintain connections with contacts in Australia. Primarily, however, these contacts were with other Chinese international students, and more than 70 per cent said that these were contacts formed in Australia. While contacts with other types of people were substantial, they were maintained only by a minority of respondents. For example, 39 per cent maintain 'social contacts', 37 per cent were people they met who were Australian domestic students, 31.4 per cent with family or relatives in Australia, 35 per cent were in contact with Australian academics or teachers, and 28.8 per cent were in contact with business or professional contacts.

Findings also show that a large proportion consider their contacts to be 'very important' or 'important'. Friends are the most highly valued, but a large minority also consider their family connections, business and professional contacts, and connections with academics and teachers, to be important. They also communicate frequently with contacts primarily via email, messenger and

Skype. Other social networking sites are also frequently used, including QQ, Weibo, Facebook and, to a lesser extent, LinkedIn.

Overwhelmingly, it is 'friendship' that motivates the maintenance of contacts with Australia. Unsurprisingly, friendship has its own intrinsic value and is essential to wellbeing. Many of the comments made through the research, however, suggest that friends made in Australia have a particular intensity given that, as international students and physically separated from home networks and family support, new friendships were highly valued. As one respondent comments, 'At my worst time in Australia, my friends there offered me great help. I can't imagine what it would [have been like] without them.' This sense was particularly conveyed by some of the interviewees who identified with Australia as a 'second home'. While this was expected for Australian expats, Chinese nationals also spoke about Australia in these terms. For example, '... I think Sydney is like my second home ...' and 'I really find (going to Australia) a nice experience ... like a homecoming.' Whether or not it is 'home' is dependent on the connections established and maintained.

While friendship is valued for itself – 'I stay in touch with family and friends because they are important to me ... no reason ...', friendships are the basis for business and professional networks. This was particularly emphasised by interview findings where, for most interviewees, the boundary between friendship and professional connections is extremely blurry. This was reinforced by interviewees whose Australian connections and alumni networks were central to both their social and professional lives. For example,

Friends and family are very important for sense of place in the world, emotional and psychological wellbeing; as well as looking out for possible career opportunities for me that might arise there. ...

That alumni feel an affinity with Australia is also supported by survey findings that they view their qualifications positively, with the majority of respondents rating their qualifications as being 'very helpful' or 'helpful' on a range of measures including: improved career prospects (81.22%), opportunities for promotion (80.54%), and general wellbeing (80.15%). The majority (70.8%) also say that they have recommended or will recommend Australia as a place to study.

This is further supported by the findings that the majority of alumni (63.86%) have returned to Australia in the last five years, with a greater number (93.25%) saying that they intend to do so in the next five years. Of this group, almost 69 per cent anticipate travelling to Australia at least twice in the next five years. The major reason for visiting Australia was identified as education (40.4%), followed by 'a holiday or pleasure' (30.26%), 'family reasons' (24.8%), and 'friendship' (19.1%).

The findings also identified the reasons why alumni enjoy Australia. Many comments were made about Australia's natural beauty, clean environment, good weather, beautiful beaches, good food and wine, and relaxed lifestyle. Australia is also appreciated for its multiculturalism, with respondents feeling accepted as part of the multicultural mix when in Australia. For example,

Australia is such a diverse & interesting place to visit. People are generally very friendly and happy. Life is more relaxed and enjoyable than busy life in Asia. It's more open, more multi-cultured; like the things that I prefer.

Overall, the findings reinforce the extent to which China based alumni are motivated to stay connected with Australia out of friendship but also for potential professional relationships. They choose Australia as a place to have a holiday as well as to combine other activities such as education, professional and business activities, and visiting friends and family. Of particular interest is that almost all survey respondents intend to travel to Australia in the future. This finding reinforces the idea that China based alumni are an important future market for Australian tourism and travel as a cohort. The research, however, was also interested in exploring the extent which alumni influence others to travel.

4.4 Alumni influence on others to travel between China and Australia?

Both the alumni survey and the interviews included a number of questions aimed at assessing the extent to which alumni influence others in relation to travel to Australia. This was explored through a number of key questions relating to: the extent to which visitors were received while studying in Australia; travelling companions when travelling to Australia; reasons for visiting Australia; and visitors received in China from Australia. Interviews also explored this influence and how and why alumni impact on others in relation to travel.

The first question relating to this theme concerned visitors received in Australia when based in Australia. The findings were that almost half (48.6%) had received visitors from China when based in Australia, with the majority of visitors being parents, followed by friends and immediate family members. Amongst the Chinese nationals represented in the survey, 79 per cent had also returned back to China during their period of study at least once, with a large proportion (185 out of 734) saying that they had returned to China once a year while resident in Australia. This finding is similar to that generated by other studies of the flow-on effects of international education to tourism industry (Davidson, et al., 2010; Min-Em, 2006; Weaver, 2003). It is also useful to note the finding that the study experience of the majority of respondents was funded at least partially by their family (58.75%). As such, the international student experience is commonly a family investment, rather than an individual venture. The impact of international educations on two way travel is therefore greater than that generated by an individual student.

The survey also asked about travelling companions when travelling to Australia. This showed that, on their most recent trip, a small majority (52.8%) had travelled alone. The remainder had travelled with at least one companion. Primarily this was a family member or a friend, although for a small number companions included work or professional colleagues.

As a further indication of the influence of alumni on travel, the survey and interviews also included questions about visitors received in China from Australian contacts. As discussed, the majority of respondents (59%) say that they have received visitors. These visitors are primarily friends who visit, but visitors also include family (23%), business contacts (19.3%), and professional contacts (17%). This was a theme explored in the interviews where, for almost all of the interviewees, receiving

visitors from Australia was a common and welcome event. For the Chinese nationals, it was common to spend time with Australian visitors and to help if they could through giving information and acting as host or 'showing them around'. Helping visitors from Australia was particularly common for those closely linked in with alumni networks, for whom receiving or helping visitors was a common occurrence and one that was linked with their professional networks.

Almost all of the interviewees talked about their role in providing advice to colleagues, students, friends and relatives about visiting Australia. For expats, this was a particularly common role due to the thirst of Chinese for information,

There wouldn't be a conversation with a Chinese person where I don't automatically become a de facto representative of Australia'. This was also a role filled deliberately – 'It's just one of those annoying things that I do.

Each of the interviewees commonly engaged in this kind of Australia promotion in ways related to their profession. For the two Professors interviewed, they were commonly advising students and colleagues about opportunities in Australia and how to best organise travel for education or for conferences. For expats, their connection with the Australian expat community meant that receiving visitors and talking to Chinese national colleagues was a feature of their lives in China.

Overall, the findings highlight the role that respondents play in promoting Australia as a destination for holidays, education and business. They do this actively through involvement with alumni networks, through their employment, and through their social networks, which are enmeshed with their business and professional lives. These are a willing and active source of tourism and travel promotion, suggesting the opportunity to further support and expand the strength of these networks.

4.5 Barriers to travel

One of the key objectives of the study was to identify barriers to travel to Australia and to identify how these might be addressed. There were several lines of questioning that showed some very clear and perhaps unsurprising barriers. As reported in Section Two, the survey asked respondents to agree or disagree with a series of statements relating to barriers to travel. The four most important barriers, in terms of those who 'agree or strongly agree' include: the cost of travel (73.6%); not enough holidays (68.9%); the long flight time (51.7%); and visa restrictions (29.2%). These were followed by family commitments (27.3%), and limited availability of flights (20.5%). Importantly, other barriers that might commonly be assumed to be important in terms of attracting Chinese tourism did not rate as particularly important to these respondents. The barriers that were seen as least important included: 'concerns about safety' (8.7%); limited food options (8.6%); and language and cultural differences (7%). This is perhaps unsurprising given that respondents are primarily bi-lingual and have spent time in Australia. As a potential tourism market, they represent a group that is familiar with Australia and have the capacity to travel independently. Barriers to travel exist, however, and each of these barriers were explored both through open ended responses to the survey and in the in-depth interviews.

Cost of travel and flights

The effect of a high Australian dollar on the tourism industry in general is well acknowledged as a major industry challenge. Likewise, the cost of travelling to Australia is similarly a barrier to the respondents in this study. Through open-ended comments, respondents elaborated on the specific costs that they feel are prohibitive, as well as giving suggestions about what might help in terms of minimising cost as a barrier. The cost, quality, convenience and availability of flights are seen as major deterrents.

The cost of return flights in itself is a barrier, and many comments were made that current prices are prohibitive. For example, '...I have a stable income (but) the cost of return flight tickets are still a big problem to me.' Beyond this, many comments were made in relation to the need for more direct flights between a greater number of Chinese and Australian cities such as Guangzhou and Adelaide, and that there were few options to fly between Australia and China. There were also complaints about the convenience of and quality of the available options. For example,

More direct flights ... would be great. [Some] flights are convenient, but overnight on such a cramped, overfilled, bad service airline is very off-putting. ... flights from BJ via Shanghai...are rubbish, almost every time I have taken this option I have been stranded in Shanghai overnight and had to fight for someone to take responsibility and provide me with accommodation.

The lack of coordinated and convenient flights and transit options were also a major theme in the responses. There were many comments made on this theme and the following are just a few examples,

Direct flights to Adelaide would be excellent.

Hope there will be flights direct to Guangzhou.

Direct flight instead of transfer will be highly preferred.

Need more direct flights from Beijing to cities other than Sydney.

More direct flights to Melbourne would be useful.

More flights available from Chinese cities.

It will be better to have more flights to choose.

Too few flights and too expensive price.

More flight and short flight time.

Overall, the cost, quality, convenience and coordinated flight options between Australia and China were widely seen as barriers to travel between the two countries.

Cost of travel and information

Similarly, many comments were made in relation to the general costs of travel in Australia. The cost of accommodation, public transport and admission fees to attractions and events were all identified as costs that made travelling very expensive. The anticipated cost in coming to Australia is one very real deterrent. The following comments are examples of the responses to this theme,

Transportation and accommodation would be the immediate problem.

It's clean. Love that place. But things are more expensive than in China.

Tickets' costs and public transportation fees are too expensive.

If the cost is lowered to 2/3 of the current price, I would take my family to trip in Australia at least once a year.

It is too expensive to travel in Australia.

One theme in the responses was that there is a need for more targeted tourism information that not only allows visitors to travel more independently, but also in a way that can minimise costs. One comment suggested developing a website that supports this:

I want to go there with my wife who didn't go there before. Your side can supply some travel info for saving money, like the website for where to live, where to eat, how to take the public transportation.

The idea that information is lacking for independent Chinese travelers was reinforced through the in-depth interviews, where several interviewees commented that tourism information from Australia did not communicate what Chinese people want to know. For example,

...Chinese people who want to visit Australia – they don't know [the right] kind of website and they don't find out about these kinds of websites. The Australian side doesn't know what the Chinese tourists want to know.

Another interviewee made a similar comment – '*Australians have no idea about China.*'

Many suggestions were made about the need for improved information. These included using social media such a *Weibo* to a greater extent to reach younger Chinese travelers. Another important theme was about promoting a wider range of possible experiences, such as adventure travel, nature travel or working holidays. For example,

Tourism could focus more on adventure travel, nature travel, or working holidays (those kind of "experience" activities) to attract the modern, middle class Chinese traveller looking for a distinctive travel experience.

A major comment was the need to encourage visits outside of the major cities. The need for such a strategy is supported by the survey finding that few respondents (15.8%) had travelled beyond Australia's major cities. Such findings suggest that there is considerable scope and opportunity to promote tourism opportunities to regional areas beyond the major cities.

Visas

As noted, 29 per cent of respondents 'agreed' or 'strongly agreed' that obtaining a visa to come to Australia is a barrier to travelling. Comments were made that a visa is difficult and expensive to obtain for themselves, but particularly difficult if they want to travel with family members or friends. Several respondents complained about the difficulty of obtaining visas for family members. For example, there were respondents who had cancelled plans to Australia due to the difficulties in obtaining a visa,

...my girlfriend's visa application was rejected without reasons provided (she is a Chinese national). In the end, we cancelled the 2 week Australian vacation.

But I find the visa application process can be a very, very significant barrier particularly for tourists, and also for professionals. I had a conference in just at the end of this month and eventually I cancelled my visa application because I can't wait any longer.

Getting visas for friends are the key factor to affect Chinese friends traveling together.

Others expressed frustration that they had to continually go through the visa application process despite having lived in Australia and wanting to frequently return.

Have to prepare lots of documents when applying a visa. Hope Australia can provide special visa for people who used to study in Australia or who always travel between China and Australia such as travel visa which is valid in 3 years.

Others complained that the visa process was not only time consuming and expensive, but that the quality of service encountered in processing visas was often met by unhelpful administration. For example, 'The visa office in China needs to be more polite, friendly and helpful.' Another commented, 'The process of applying for visas should be made more convenient for mainland travellers.'

Overall, obtaining a visa to visit Australia is identified by a large group of respondents as a difficult, expensive and time consuming process. This is particularly the case for friends and family members. It is an annoyance and barrier to many respondents and there were a few, who despite having the desire and intention to come to Australia, give up on visiting Australia due to bureaucratic obstacles. Improving visa processes is an opportunity to encourage greater visitation to Australia.

Competition from other destinations

A related theme and outcome of the barriers listed above was that Australia is an expensive and difficult destination compared with going to Europe, the USA or other destinations in Asia. As discussed, alumni are a cohort that is global in orientation and so have considerable options in terms of travel. The survey did not specifically include questions about alternative destinations, but it was a frequent comment that was made in relation to whether or not travel to Australia was considered. For example, '...people would prefer to [travel to] Europe if the costs of travelling in Australia and in Europe are almost the same. Because history and culture are more attractive...' Another respondent identified Asian destinations such as Bali, the Phillipines or Malaysia as being very popular. These destinations are closer and less expensive. A further comment that was made by several of the interviewees as well as by survey respondents was the notion that, while Australia was attractive for many attributes, there is a perception by some that Australia has limited attraction for young people, particularly those who have strong career ambitions. For example, one interviewee said that he would consider travelling back to Australia 'when he retired'. The rationale for this interviewee was that he would get too relaxed if he went back to Australia,

I found when in Australia, I get more relaxed so I didn't ...progress. I want to get in advance, get more income, learn more things. [In China] there is always somebody to push you. I want to live life with my *[current]* lifestyle in young age and get more lifestyle in Australia when I get old and when I'm retired.

Another consideration, particularly for younger respondents, is the desire to travel globally. Having already spent time in Australia, there is a desire to travel more widely.

Other interviewees made similar comments. For one of the expats, the idea of returning to Australia was challenging, 'It's hard to find jobs that are exciting and challenging (in Australia)'. Another interviewee reflected that, '...the down side is Australia – there is not as much happening for young people. That's why a lot of young people leave Australia and come to China.'

Overall, despite the desire and intention to travel to Australia, there are considerable barriers for China based alumni. Some of these barriers, such as the high dollar and limited holidays for professionals, are relatively rigid and difficult to address. Other issues are more open to change, however, such as difficulties in obtaining travel visas, the convenience and availability of flights, and limited information about Australia. The perception that Australia doesn't have much to offer younger people is one that particularly provides opportunities for an industry response. Some of these opportunities suggested by the findings are canvassed here.

4.6 Opportunities for tourism development

As discussed in Sections 2 and 3, the research findings have generated information in relation to alumni travel behaviour, motivations, intentions, and barriers, as well as insight into potential demand for experiences and opportunities that would make travel to Australia more attractive to a greater number of people. Combined, these findings suggest a range of opportunities for tourism development, which can be broadly grouped under the headings of transport, information and experiences.

Transport

There were two important themes to emerge from the findings relating to transport. The first was in relation to flights between Australia and China. As discussed, current options for air travel between China and Australia are very limited, expensive and, according to some respondents, badly timed and of poor quality in terms of comfort and service. Flights are limited to major cities in both countries, meaning that flying to any destination other than Sydney and Melbourne in Australia, or Beijing, Shanghai and Hong Kong in China, requires considerable coordination of domestic flights, further adding to the time it takes to travel as well as the expense. This further compounds the other key barriers to alumni travel – namely time and money.

Given the projected size and value of the tourism industry to both economies, but particularly of Chinese tourism to Australia, the findings suggest the need for airlines to expand the frequency, range and quality of flights in ways that would facilitate more frequent two-way travel.

The second set of findings relating to transport relate to domestic travel in Australia. One of the survey findings was that more than three quarters (77.75%) of respondents use public transport while in Australia, almost half (44.9%) travel by air, and almost one-third (32.4%) hire cars. In contrast, only 15 per cent identified using transport provided by a tour company. This finding highlights the extent to which alumni want to travel independently. This was further supported by

qualitative findings, where a theme in the responses was the desire to travel outside of the major cities and to do self-drive travel. For example,

It will be good if you can drive there, although public transportation is available, but driving can be more exciting and experimental from city to city.

To attract more visitors, Australia could improve the travel index for backpackers, especially self-driving travelers.

These findings suggest that there are opportunities for hire car companies to provide a greater level of promotion to, and support for, Chinese visitors to hire cars. It also suggests the need for further market research to identify barriers to driving in Australia. The high use of public transportation also suggests the need for a review of the accessibility of public transport to ensure that the aspirations of alumni and their friends and family to travel independently are supported.

Information

As discussed above, one of the key barriers to travel to Australia related to the desire for information about tourism opportunities beyond the major Australian cities and attractions. Part of this desire comes from the lack of domestic travel undertaken while undertaking studies in Australia. As discussed, less than 16 per cent of respondents had travelled beyond the main Australian cities or attractions. Given that this roughly equals the number of Australian nationals living in China who responded to the survey, the travel experiences of alumni in Australia appears to be extremely limited. This was strongly confirmed by interviewees, who consistently said that they had done little travel into regional Australia or to cities outside of Sydney and Melbourne. This was coupled by comments made about the desire for a range of different experiences beyond, as one respondent said, 'beaches and animals'. Information about experiences appealing to young people was a particular theme. In addition, the desire for information that allowed visitors to travel more cheaply and independently was also expressed.

While the wider dissemination of tourism information to Chinese tourists has been a clear policy priority for Australian tourism planning bodies, this study suggests that alumni believe that there is a need for more comprehensive information that facilitates independent travel. As discussed above, there was a perception that there was little understanding from Australia about what the potential Chinese traveler wanted to know.

A number of suggestions were offered by respondents including the need for information through popular Chinese social mediums such as Weibo, the need for the promotion of a variety of experiences, as well as the promotion of affordable activities and means of travel. As one respondent suggested,

Australia could present travel as an affordable travel destination to Chinese tourists if it provided more information about the nature of tourism there. The modern Chinese traveller now wants to have an unforgettable experience as well. Tourism could focus more on adventure travel, nature travel, or working holidays [*those kind of "experience" activities*] to attract the modern, middle class Chinese traveler looking for a distinctive travel experience.

These findings suggest that there are considerable opportunities for advertising and information that the appetite of prospective Chinese tourists through media that are currently not being utilised. Word of mouth promotion through international student and alumni networks was one key suggestion.

First, there is a need for the expansion of Chinese students travel experiences while they are in Australia – not only to enhance the experience of individual students while in Australia but also to support the capacity of alumni to promote Australian travel offerings in the long term. The second implication is the need to strengthen alumni networks as a vehicle for the exchange of information about tourism and events in Australia. One interviewee suggested this in order to address concerns about the reliability and scope of tourism information available via internet. Not knowing what information to trust was her concern and stronger word of mouth information through alumni networks would be one means to gain relevant and trusted information. Another interviewee highlighted the value in promotion through international students and alumni networks.

I think students are a key group - I think the strong tie is due to overseas students currently studying in China. Or people like me, if I am still in Australia, then obviously I will encourage more of my friends and family to come to Australia. So I think they would be the key groups, instead of you spend million dollars on promotion.

Overall, information and promotion about tourism opportunities in Australia is perceived as relatively narrow and limited. Key suggestions raised by the study included: the wider use of social media to promote Australian tourism; the promotion of a wider range of opportunities and experiences available; widening the travel experiences of Chinese students in Australia; and the strengthening of alumni networks to support word of mouth promotion.

Experiences

A closely related opportunity for the tourism industry is the further development of tourism experiences and products. As discussed, both the survey and interview findings showed that, despite having spent time living in Australia, most had little experience travelling beyond the major cities. This was partly due to limited time and money as a student, but also due to a lack of travel experience. This reflected the rapid pace of development in China and the opportunity to travel for pleasure being a relatively new phenomenon for most Chinese people. As a result, many young people have little experience of travel prior to arriving in Australia. As discussed earlier, there is a need for greater engagement of Chinese students in Australian community life in order to build understanding and experience of a full range of opportunities, such as sport, cultural and outdoor activities. Such experiences would assist in widening networks and broadening the possibilities for future travel.

In this context, it would also seem that there are considerable opportunities for the events and commercial tourism sectors to develop a wider range of tourism products and opportunities for this market. Such development needs to rest on further market research, but this study suggests a strong appetite for a diversity of new opportunities that might combine both independent and group travel.

Overall, the findings of this study point to a number of opportunities in terms of encouraging Chinese visitation to Australia via alumni networks. These include:

- The need for increased availability and options for flights between the two countries
- Better coordination of flights at more convenient times
- Increased information about and access to car hire and public transportation
- Use of Chinese social media as a means of communication for Australian travel experiences
- Greater efforts to engage Chinese students to participate in a wider range of community and tourism experiences
- Increase range of tourism products and experiences that cater to the young independent traveller.

4.7 Government policy

A further objective of the study was to identify implications for government policy in relation to harnessing the capacity of alumni to generate two way travel between China and Australia. In highlighting these implications, we are mindful that this is a dynamic policy space with considerable policy development and strategic planning in process across the relevant policy areas of international education, international trade and tourism planning. Bilateral relations between the two countries are also an on-going and high priority process of negotiation undertaken at multiple levels of government. Tourism policy, in particular, is sensitive to the need for policy drivers to be reciprocal with the aim of achieving a balance between inbound and outbound travel (King, 2012). In this context, the purpose of this study is to highlight the importance of alumni as a prime vehicle for facilitating such a balance through transnational personal, educational and professional ties.

While the findings of this study do not directly provide the basis for making specific recommendations, they do raise a number of areas for policy consideration in the interests of harnessing the potential capacity of alumni in promoting two way travel. These broadly fall into the areas of international student experience, alumni relations and tourism policy.

International education experience

...as a country we have failed to fully embrace the rich potential of the cross-cultural connections offered by international students.

(Trounson, 2010)

This research is premised on the importance of international student connections with Australia in promoting longer term people-to-people links and engagement. The extent to which the education system has fully capitalised on the presence of international students as temporary visitors has been subjected to scrutiny in recent years due to a number of issues which have contributed to a downturn in international student enrolments after years of growth in the sector (ABS, 2011). This downturn has prompted the implementation of several policy reviews, and one major theme of enquiry and reform is the improvement of the international student experience. Concerns about experiences extend across a multiple areas, including the need for the provision of better student housing, safety, and employment, as well as the need to ensure wider community engagement by

students. It has been increasingly identified that, during their time in Australia, international students are not engaging with the broader community as they would like, to the mutual detriment of students and the broader educational, professional and local communities.

The findings of this research give further evidence of this and show that the dominant form of connection made by international students is with other Chinese international students (70%). Connections made with other contacts, such as professional or business contacts (28.8%), or with Australian domestic students (37.1%), are relatively low. This finding supports other research in international education that shows that generating broader community and professional engagement by international students is a major challenge for education institutions (Fleischman, Lawley, & Raciti, 2010).

The recently released advisory paper, *Australia – Educating Globally*, spells out a number of issues and proposed responses with the aim of improving the international student experience and supporting students in building meaningful connections in Australia that will yield benefits in terms of student wellbeing, employability in a global market place, and as a basis on which to build long term connections in Australia (International Education Advisory Council, 2013). The report suggests that this requires a range of initiatives which can be summarised as:

- Better coordination of government policy and programs and better consultative mechanisms for stakeholders
- Continuous improvements in the quality and excellence of education provision
- Generating a positive student experience
- Building international and multinational partnerships that encourage exchange, capacity building and collaboration
- Refine student visa settings
- Refine and data analysis and research on international education and build international collaboration between researchers
- Widen marketing efforts of international education through engagement with emerging markets.

Each of these recommendations is of relevance to this study, particularly in relation to the enhancement of international student engagement in employment and with communities. While this study is focussed on tourism and travel, the long term potential of alumni in influencing the volume of the tourism market rests on the strength of networks and connections with Australia. Efforts to enhance student experiences and connections have the potential to yield long term economic benefits. To this end, it is important that the improvement of the international student experience be inclusive of expanded domestic travel and engagement with community and cultural activities and events while in Australia. This is supported by the further finding that alumni have actually had little opportunity to travel within Australia while resident here. As discussed earlier, only 16 per cent of respondents said that they had visited anywhere outside of the major cities. Expanding international student experiences of travel within Australia will assist in their knowledge

of tourism opportunities in Australia and their capacity to promote Australia to their friends and family members, as well as provide an incentive for return travel into the future.

Alumni relations and tracking

Underpinning this study is the recognition of international student alumni for their value for multiple reasons, but particularly for their role is as ambassadors for Australia as a destination for education, business and professional engagement and for tourism. The formal promotion of international alumni relations has also received additional policy attention, particularly with an expansion of alumni engagement through the Australian development program, the Australia Awards.

Strengthening alumni connections is also a key objective for the Australian Trade Commission (Austrade) international offices in the international marketing and promotion of Australian education and training. These efforts are also linked to the development of a number of Australia Alumni Associations across Asia and elsewhere. The Australia China Alumni Association, partner to this study, is one of the largest examples of such an association having been developed as a response to the demand from China based alumni to maintain networks and contacts with Australia, as well as in response to the difficulties of individual education institutions in staying in touch with China in any comprehensive way.

The primary responsibility for Australian international alumni relations, however, lies with individual institutions, and there are varied alumni relations capacities across the sector. Most alumni relations functions within universities are linked with university fund raising programs to be utilised for the implementation for varied institutional development purposes. This function is usually advised by alumni committees or 'chapters', comprised of volunteer alumni who advise and often conduct a range of activities, events or strategies. Increasingly, these chapters are based off-shore in countries where there are concentrations of alumni. These events are coordinated, to varying degrees, with academic faculties and guided broadly by university priorities. Alumni development in Australia is also a professional field in itself and there is considerable networking and collaboration between alumni relations professionals across the sector. However, the scope and capacities of alumni relations functions vary widely, depending on the priorities and resources of each institution. While the importance, scale and sophistication of Australian alumni relations is increasing, there remain a number of challenges that are highlighted by the wider literature and which were also evident in the conduct of this study that could be considered for policy development.

The first is that alumni relations in Australia, as a professional field, is still emergent in terms of established models of practice, recognition and operations compared with what occurs in the United States, where alumni relations has a long history and is an accepted component of university operations. As Dolbert (2002) highlights, in the United States, 'Campus or institutional CEOs recognise that alumni are a vital constituency who provide a credible voice and contribute time, talent and treasure.' While this is changing, such recognition is not as well developed in Australian institutions (Cuthbert et al., 2008). This is particularly the case for providers of vocational education and training providers (VET) which have virtually no alumni relations capacity (Dempsey, 2012).

Further, the expansion of the Australian international education industry, since the early 1990s, has been successful to the point of becoming one of Australia's major export industries. The sector has also experienced a turbulent period in recent years due to a number of developments and challenges. A parallel development is the expansion and use of social media platforms and electronic communications alongside rapidly changing generational changes and demographic trends. For example, those belonging to 'Gen Y' are commonly identified in the marketing literature as no longer being, strictly speaking, an 'audience'. Rather, they want to control what kind of experiences and services they consume, and if one type of service doesn't cater to them, they will simply go elsewhere. As such, all service providers and businesses need to adapt if they are to maintain relevance to this increasingly discerning cohort. This need to adapt similarly applies to university alumni relations departments. There has also been a very rapid period of internationalisation across the higher education sector, making traditional models of alumni relations focussed on maintaining connections with domestic alumni only a partial response to an increasingly large and international alumni body.

One of the implications of this is that the maintenance of connections with international students across all Australian institutions over the long term is relatively patchy. This is in part due to the competitive positioning of universities against each other so that the total Australian alumni relations efforts in sending countries is made of multiple and disparate university groups and programs all operating at various levels of intensity. This is not necessarily a problem, and (as found in this research) there are some outstanding and effective alumni groups and 'chapters' scattered across the world. The ACAA itself, is a highly successful model of alumni relations that has expanded to include more than 8,000 members in China. This network is an important 'bridge' for Australian government, education and business in engaging with China. Similarly, one of the interviewees highlighted the importance of his own university alumni network, in Hong Kong, as being of central importance to his social and professional life.

At the same time, whether or not alumni networks thrive is dependent on a range of factors. Each Australian university has limits on where its efforts can be concentrated and are, in large part, reliant on volunteers to make the networks operational. Given the spread of international alumni networks across the globe, it is difficult to make any national assessment of the scope and strength of those networks. Such an assessment requires collecting the combined information held at each Australian institution (AEI, 2010).

In this context, and building on the findings of this study, we suggest a number of questions that could be fruitfully explored for policy development. First, it would be useful to review, on a national scale, alumni relations practices and models across the higher education systems. This would include assessing the effectiveness and scope of alumni relations with a view to identifying how alumni relations could be improved and strengthened. Second, a useful exercise would be to map the models of alumni practice, to identify models of best practice and to document these. Such mapping could inform alumni relations practice nationally and similarly contribute to our knowledge about the scope of alumni relations and how this might be strengthened. Such steps would

contribute to our understanding of alumni relations as a profession, how this might be further developed and inform distinctively Australian alumni relations practice in ways that currently exist in the USA. Finally, a key question surrounds alumni contacts. These are currently held with individual institutions as other forms of alumni associations. This is a major function of alumni offices and one that is a complex exercise in maintaining the currency and accuracy of lists, ensuring that alumni remain happy to stay on these lists and protecting the privacy of those who are members. These data bases, however, are potentially a major resource for broader communications and as a knowledge source for a range of research purposes. Exploring how, and if, alumni contacts might be better integrated and strategically employed for national research is a question that could be fruitfully explored.

Tourism policy

As discussed above, there are three major barriers identified to alumni travel relevant to government policy. These are the cost of travel, the patchy availability of flights, and difficulties with obtaining visas. These are issues that are of relevance to inbound and outbound travel generally, but are particularly pertinent in relation to alumni. Unlike other segments, this is a cohort who is already interested and active in repeat travel to Australia. Our findings show that, in some cases, both the cost and inconvenience of travel, as well as difficulties in obtaining visitor visas, are effectively 'putting people off' undertaking planned travel.

Improving airline routes and streamlining visas are key policy priorities for the Chinese and Australian governments. Aviation development, and improving flight frequency and capacity, particularly at peak times such as Chinese New Year, is a central objective of the China 2020 Strategic Plan (Tourism Australia, 2012). Improving visa processing is also a central objective of the 2011 Memorandum of Understanding between the Chinese and Australian governments on strengthening tourism cooperation with China. These and other policy objectives are directed towards facilitating two-way travel and making Australia a more accessible and desirable destination for Chinese visitors.

The findings of this study confirm the importance of these priorities but also raise the potential of giving particular consideration for alumni as a cohort. One of the frustrations expressed by respondents was the desire to be recognised as having a special status given their years of residence in Australia and their desire to maintain connections. For example, one comment made was, 'Please make the visa application much easier, especially for the people who once studied in Australia and have a very good visa record.'

One consideration of future policy development might be how alumni, and possibly their families, might be given special visa status in recognition of their previous residence in Australia and their Australian qualifications. This and other mechanisms might be usefully considered as a means to strengthen links and to give special regard to alumni as having a particular status.

Overall, this research raises a number of questions for consideration at a government and industry policy level. First, debates about improving international student experience are linked to the extent to which international students have travel and tourism experiences while they are resident in

Australia. There is a need to consider how to maximise travel by international students, not only in the interests of them having a positive experience, but also to encourage return travel by alumni and their families. Second, there is a need to further consider strategies to maximise the strength and impact of international alumni relations. Third, there is a need for the tourism industry to consider how best to understand alumni as a market segment, to minimise barriers to travel and to facilitate and encourage their return visits.

4.8 Gaps in knowledge

As an exploratory study, a further objective of this research was to identify gaps in knowledge and research opportunities. Again, findings suggest opportunities for research in four major areas.

First, there is emerging research relating to international student on student travel experience while in Australia. This research is largely focussed on assessing the economic value of travel (Davidson et al., 2010; Min-Em, 2006; Shanka et al., 2002; Weaver, 2003) or exploring student motivations for travel (Michael & Armstrong, 2004). Much of this research treats international students as a whole entity and there is scope for a focus specifically on Chinese students and their motivations, expectations and experiences. Such research would inform the tourism industry on how they might better produce products to address potential student demand as well as the international education sector that seeks to enhance the student experience.

On a related theme, while there is extensive research on international students in Australia, their motivations for choosing Australia and their immediate educational outcomes, there is very little research on international student services (Chung, Fam, & Holdsworth, 2008; Marginson, Nyland, Sawir, & Forbes-Mewett, 2010), how these might enrich student experiences and, in turn, strengthen alumni relationships and connections with Australia. There is considerable scope for further investigation of student services and the enhancement of tourism experiences; as well as research on enhancing broader student engagement, in order that meaningful person-to-person links is developed in ways that might be the catalyst for future two-way travel in the long term.

Research on alumni relations practice and organisation would also facilitate understanding of how strong alumni engagement might occur. As highlighted by Daly (2013), in the UK and European context development and alumni relations is an emerging area of professionalism that is becoming increasingly important to university functions as a means to diversity income streams and to harness the potential capacities of alumni. As discussed, this evolution is taking place in the context of the internationalisation of higher education and continuous higher education policy and structural reform. Research on alumni relations practice in Australia is similarly warranted in order to bring into focus the increasingly important role of alumni relations, particularly in light of the importance of international education now and into the future. Such research might include a review of good practice in alumni relations, the development of models of alumni relations relevant to current conditions, as well as how alumni relations might be better considered at a national and state government policy level.

Following from this, a notable research gap is in relation to tracking the longer term outcomes of international students (Cuthbert et al., 2008, Dempsey, 2012). The key mechanism for this is a suite of graduate surveys undertaken by *Graduate Careers Australia*. These surveys yield important baseline data relating largely to employment outcomes. While employment outcomes are obviously of central importance, as argued in Section 1 the significance of international education has much wider ramifications in the context of transnationalism. It is also a relatively new and growing phenomenon that begs further exploration. Tracking the mobility of international alumni, and the impact on travel and tourism, is one such area of investigation that deserves deeper examination.

Findings from this research also highlight the limited knowledge of emerging Chinese tourism markets (Keating & Kriz, 2008). Given the pace of economic development in China, and the growth of outbound tourism from China at an unprecedented scale, it is perhaps unsurprising that research has yet to 'catch up' with, and understand, the preferences, aspirations and expectations of a highly diversified market. This market is also, as Keating and Kriz (2008) argue, fundamentally different than other markets received in Australia. An implication is that established models of tourism planning may need to be reconsidered. Understanding the preferences of Chinese Gen Y travellers is of particular importance for the foreseeable future, and further research on this market would be of particular value to tourism planning, policy and industry development. China based Australian alumni forms one important sub-set of this market. As an exploratory study, this research has provided some indication of how important it actually is in terms of generating two-way travel. Wider research, supported by universities Australia-wide, would be a valuable enterprise.

Finally, this research is premised on the understanding that international student alumni are of particular and unique value in supporting broader Australian engagement with China for a number of mutually beneficial goals, including public diplomacy, international trade, word of mouth promotion and knowledge transfer. While there is a growing literature on transnationalism, its processes and its social and economic consequences, there is little research on alumni as transnationals. Similarly, there has been little focus on Australian nationals living in China, which similarly lends itself to further examination in order to inform policy development. Following from the discussion above, in relation to the need to consider an Australian diaspora policy, Australians abroad, and in this case in China, are a potential resource for harnessing skills, capital and knowledge in Australian interests, but particularly as harnessing them in their role as 'bridges' between China and Australia. There are opportunities for further research into the Australian diaspora in China, how they construct their identity as transnationals, and the nature and potential of two way and multi-nodal transnational links.

Overall, the research findings highlight a range of future opportunities for alumni research that would inform government and industry planning and policy development. This research crosses a range of sectors that shape the extent to which international students forge long-term and meaningful connections which, in turn, contribute to tourism development opportunities. These sectors include the international education industry and how it supports international student experience, the field of Australian alumni relations and its capacity to serve international student

alumni, and the tourism industry and how it can learn from and capitalise on alumni connections. Finally, there is broader question about diaspora policy in Australia. International student alumni are one constituency that are important to Australia's long-term international engagement efforts. Research that informs how government policy can be shaped to harness the full benefits of that constituency is an important policy question in the context of globalisation and the need for stronger engagement with Asia.

4.9 Conclusions

This report presents the findings of an exploratory study exploring the role and influence of China based Australian alumni on the Australian tourism industry. The research was conceived due to a range of developments and policy agendas that feature highly in Australian government and industry priorities. Foremost is the social and economic importance of China/Australia relations now and into the future. Specifically, the success and sustainability of the international education and tourism industries are highly dependent on successful and mutually beneficial connections with China in the long term. In this study, international student alumni are identified as an important and powerful vehicle in contributing to these engagement efforts. To date, however, there has been little examination of alumni, and a key objective of this study is to explore the important nexus between international education, alumni relations and the tourism industries.

The findings of the research show that China based alumni are positively disposed to Australia and maintain links and connections. They like Australia for its many attributes and they return to visit for multiple reasons. They also intend to visit in future. Visiting friends and relatives and to have a holiday are the chief reasons for these plans, but they also combine visits with educational and business activities. International student alumni are at the forefront of China's new middle-class. They are highly international in their orientation and while those who have lived and studied in Australia have a particular motivation to return to what is for some, a 'second home', they have considerable choice in their travel destinations. Australia is in competition with these destinations, and there are some considerable barriers to alumni in returning to Australia as frequently as they might like. The strong Australian dollar is just one of these barriers. Limited flight availability, visa constraints and perceptions, by some, that Australia doesn't have a lot to offer young people, are challenges that the tourism industry needs to consider and respond to. The findings also suggest a number of market opportunities. These include the desire for a wider range of information, a greater diversity of tourism options and experiences, and more support for independent travel. Many want to take 'self-drive' holidays in Australia, suggesting the potential for car hire companies to promote their services more widely to this growing market.

The research also raises questions about the importance of alumni networks and connections in being able to gather this information and use it as the foundation for mutually beneficial exchange that underpins long-term and meaningful connections. The findings suggest that there are opportunities to strengthen those networks, both through international student services in Australia and through alumni relations activities. For example, very few alumni said that while they were students in Australia they had travelled outside of the major cities. Extending tourism experiences

for students might be a highly effective way to 'whet the appetite' for travel but also enhance the student's capacity to inform visiting friends and relatives about where to go and what to do in Australia outside of the major cities. International student services have a role to play in this. The scope and role of alumni relations in Australia might also be examined and further developed in ways that maximise the strength and longevity of Australia/China alumni connections.

Finally, the purpose of this study was to explore and begin to measure the role of China based alumni in relation to tourism. Within its limitations, the study has provided evidence that alumni are influential and an important market that is often relatively invisible. This research casts some light on the tourism behaviour, views and influence of this important cohort.

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Appendix 1: China Australia Alumni Tourism and Travel Survey

Chinese/Australian Alumni Travel and Tourism: Implications for economic development

A collaborative research project by Victoria University, Melbourne (VU), The Central University of Finance and Economics, Beijing (CUFE) and the Australia China Alumni Association (ACAA).

墨尔本维多利亚大学（VU）、北京中央财经大学（CUFE）和澳大利亚中国校友会（ACAA）的合作研究项目

Research Team:

Dr Joanne Pyke (VU), Professor Terry DeLacy (VU), Dr Min Jiang (VU)

Professor Aimin Li (CUFE), Dr Guijun Li (CUFE)

Mr Edward Smith (ACAA)

研究团队：

Joanne Pyke博士 (VU), Terry DeLacy教授 (VU), 江旻博士 (VU)

李爱民教授 (CUFE), 李桂君博士 (CUFE)

Edward Smith先生 (ACAA)

Go in the draw to win return Qantas flights for two to Australia by participating in an exploratory study about the behaviour and influence of China based Australian University alumni on travel and tourism between China and Australia by completing the following survey. The study is interested in the views and experiences of alumni who both do and do not travel back to Australia. The information you provide will be used to advise Universities, industry and other authorities about the some of the impacts of education in Australia and the opportunities and barriers to travel between both countries.

参与问卷调查，获得抽奖赢取两张澳航飞澳洲的往返机票的机会。此问卷旨在探索性地研究中国赴澳留学生校友在中国与澳大利亚之间往来和旅游的行为和影响。这项研究侧重了解返回过澳大利亚以及没有返回过的校友的观点和经验。您提供的信息将会被用于向大学、企业和其他机构提出建议，建议内容将包括关于澳大利亚教育的影响和往来于两国带来的机遇以及存在的障碍。

The following survey will take approximately 15 minutes to complete and includes questions about your background, your employment, your connections with Australia and why you do or do not travel to and from Australia. All information you provide will be treated as completely confidential. Survey responses will be kept securely and it is also not possible for the researchers to identify any individual who has responded. To go on a draw to win return Qantas flights for two to Australia, please provide a contact email. These details will be kept separately to the survey data and it will not be possible to match your contact details with your survey response.

以下问卷将会占用您大约**15分钟**。问题内容包括您的背景资料、就业情况、您和澳大利亚的联系，您在（或不在）中澳之间往来的原因。您提供的所有信息都是保密的。问卷回答会被安全妥善保管，研究者不会因此识别出被调研的人。**如果您想参加赢取澳航往返机票的抽奖，请留下电子邮箱地址，此信息将会单独保存到问卷数据，您的问卷答案和联系方式没有关系。**

If there are any questions you would prefer not to answer, please only answer the questions you feel comfortable with. If you have any enquiries, or wish to make comments, please contact Joanne Pyke on joanne.pyke@vu.edu.au.

If you have any concerns or complaints about the survey, please contact the Ethics and Biosafety Coordinator, Victoria University Human Research Ethics Committee, Victoria University, PO Box 14428, Melbourne, Vic, 8001, Ph +61 3 9919 4148

如果您不想回答有些问题，请只回答其他部分。如果您有任何疑问想咨询，或者有意见和建议，请联系Joanne Pyke，电子邮箱 joanne.pyke@vu.edu.au。如果您认为这份问卷有任何不妥或者想投诉，请联系维多利亚大学人文研究伦理委员会的伦理和生物安全负责人，通讯地址为：PO Box 14428, Melbourne, Vic, 8001，电话+61 3 9919 4148。

Your completion of this survey will be greatly appreciated and thank you for your time.

非常希望您能完成这份问卷！感谢您的参与！

I agree to complete the survey on Chinese/Australian alumni travel and tourism

我同意完成“关于中国赴澳留学生校友在中澳之间往来和旅游”的问卷。

☐ Yes 是

☐ No 否

Section 1: Your background information 第一部分：个人背景资料

This section asks general information about your background and characteristics. Please supply the following information.

这部分需要了解您的个人基本背景信息，请您完成下面题项。

1. What is your country/region of birth? 1. 您的出生地？

- ☐ Australia 澳大利亚
- ☐ Hong Kong 中国香港
- ☐ Macau 中国澳门
- ☐ Taiwan 中国台湾
- ☐ Malaysia 马来西亚
- ☐ Singapore 新加坡
- ☐ Other 其他

If other, please identify your country of birth 其他, 请注明出生地

2. In what city, province, region or municipality do you currently live?

2. 您现居住在哪个省/市/自治区？（请在下拉菜单中选择）

3. What is your citizenship status? 3. 您的国民身份？

- ☐ Australian citizen 澳大利亚公民
- ☐ Australian resident 澳大利亚居民
- ☐ Chinese citizen 中国公民
- ☐ Other citizen 其他
- ☐ If other, please describe 其他, 请说明

4. If you are not a Chinese citizen, what type of visa do you have?

4. 若您不是中国公民，您的签证类型？

5. Are you? 您的性别？

- ☐ Male 男
- ☐ Female 女

6. What year were you born? 6. 您的出生年份？

Please enter the year of your birth 请写下您的出生年份

7. What is your highest level of education? 7. 您的最高学历？

- ☐ Certificate (trade or business) 资格证（贸易或经营）
- ☐ Diploma 毕业证书
- ☐ Undergraduate degree 本科学士学位
- ☐ Postgraduate certificate or diploma 研究生课程资格证或文凭

- Masters degree (by coursework or research) 硕士学位（课程硕士或研究硕士）
- Doctorate (by coursework or research) 博士（课程博士或研究博士）
- Post-doctoral study 博士后研究
- Other 其他

If other, please specify 其他, 请说明

8. What was your main field of study in Australia? 8. 您在澳洲学习的主要学科领域？

- Natural or physical sciences 自然或物理科学
- Minerals and energy 矿产与能源
- Information technology and computing 信息技术与计算机
- Engineering and related technologies 工程及相关技术
- Architecture, building and construction 建筑学，建筑设计和建造
- Agriculture, environmental and related studies 农业、环境及相关研究
- Medical and health 卫生保健
- Education and training 教育与培训
- Management, economics and commerce 管理、经济及商务
- Law and legal studies 法律
- Society, politics, community studies and culture 社会、政治，社区研究与文化
- History, archeology, philosophy and religious studies 历史、考古、哲学与宗教学
- Creative arts, writing, film, television and digital media 创作艺术、写作、电影电视及数码传媒
- Other 其他

If other, please specify 其他, 请说明

9. What description best matches your household? 9. 哪一项最准确地描述您的住所成员？

- Single person household 自己
- Couple with no children or children who have left home 夫妻，没有子女或者子女不在家
- Nuclear or blended family (parents and children only) 核心家庭或者重组家庭（仅有父母和子女）
- Extended family (parents, children and/or a mix of other family members and family friends) 混合家庭（父母、子女和/或其他亲友）
- Shared household of two or more independent adults 两个或以上独立成年人
- Other 其他

If other, please specify 其他, 请说明

Section 2: Qualifications and details of study in Australia 第二部分：在澳大利亚的学历和留学详情

1. What was the highest level of qualification that you studied in Australia?

1. 您在澳大利亚获得的最高学位？

- ☐ Certificate (trade or business) 资格证（贸易或经营）
- ☐ Diploma 毕业证书
- ☐ Undergraduate degree 本科学位
- ☐ Postgraduate certificate or diploma 研究生课程资格证或文凭
- ☐ Masters degree (by coursework or research) 硕士学位（课程硕士或研究硕士）
- ☐ Doctorate (by coursework or research) 博士（课程博士或研究博士）
- ☐ Postdoctoral study 博士后研究
- ☐ Other 其他

If other, please specify 其他, 请说明

2. Please name the course that you completed in Australia (eg. Masters of Business Administration)

2. 请说明您在澳大利亚完成的专业和学位？（如工商管理硕士）

3. At which Australian institution did you complete this qualification?

3. 您在哪所澳大利亚教育机构完成以上学历？

4. What year did you complete your most recent course in Australia?

4. 您哪一年在澳大利亚完成了最近的专业学习？

Please enter the year that you completed your study

5. Approximately how many years in total did you live in Australia?

5. 您在澳大利亚大约居住了几年？

- ☐ Less than one year 少于一年
- ☐ One to less than two years 一年以上两年以下
- ☐ Two to less than three years 两年以上三年以下
- ☐ Three to less than four years 三年以上四年以下
- ☐ Four to less than five years 四年以上五年以下
- ☐ Five years or longer 五年及以上

6. How did you fund your study in Australia?

6. 您在澳大利亚学习的资金来源？

- ☐ Mostly privately funded by yourself 主要来自自己

- ☐ Mostly privately funded by your family 主要来自家庭支持
- ☐ A mix of funding (eg. self, family, employer contribution) 混合资助（如自己，家庭，雇主共同支持）
- ☐ Mostly funded by your employer 主要来自雇主
- ☐ Mostly funded by a scholarship 主要来自奖学金
- ☐ Other 其他

If other, please specify 其他, 请说明

7. If your study was supported by a scholarship, what type of scholarship was this?

7. 若上题您选择了“奖学金”，该奖学金的类型？

- ☐ Australian Postgraduate Award 澳大利亚研究生奖学金
- ☐ A government or employer scholarship 政府或雇主提供的奖学金
- ☐ Endeavour award 奋进奖学金
- ☐ Australian Development Scholarship 澳大利亚发展奖学金
- ☐ Australian Leadership Scholarship 澳大利亚领导人奖学金
- ☐ Other 其他

If other, please specify 其他, 请说明

8. What was the main type of accommodation that you lived in while you were studying in Australia?

8. 您在澳大利亚学习期间主要的住所类型？

- ☐ Privately owned accommodation 自己名下的住房
- ☐ Student accommodation – on campus 学生公寓——校内
- ☐ Student accommodation – off campus 学生公寓——校外
- ☐ Homestay 寄宿在当地家庭
- ☐ Shared rental accommodation with other students or friends 和其他学生或朋友合租
- ☐ Private rental accommodation on your own or with family members 自己或和家人租房
- ☐ Other 其他

If other, please specify 其他, 请说明

9. While you were studying in Australia, did anyone from China travel to visit you?

9. 您在澳大利亚学习期间，有没有人从中国来造访您？

- ☐ Yes 有
- ☐ No 没有

10. Who and how many people visited you while you were in Australia and how often did they visit?

Please indicate all that apply.

10. 您在澳大利亚期间，造访您的人的身份、人数和次数？请填写所有适用的选项

	How many people? 人数	How many visits? 次数
Immediate family (spouse and/or children) 直系亲属(配偶和/或孩子)		
Parents 父母		
Friend(s) 朋友		
Other relatives 其他关系		

11. How often did you return to China during your studies in Australia?

11. 您在澳大利亚学习期间的回国频率？

- ☐ Not at all 0次
- ☐ Once 共1次
- ☐ Twice 共2次
- ☐ Three times 共3次
- ☐ Once per year 一年一次
- ☐ Twice per year (or more) 一年两次（或更多）
- ☐ Other 其他

If other, please describe 其他, 请说明

12. Have you or will you recommend Australia to others as a place to study?

12. 你会推荐其他人来澳大利亚学习吗？

- ☐ Yes 会
- ☐ No 不会
- ☐ Maybe 有可能
- ☐ Other 其他

If other, please explain 其他, 请具体说明

Section 3: Return home and employment 第三部分：回国及就业情况

1. What year did you return to or arrive in China after studying in Australia?

1. 您在澳大利亚学习后于哪一年回国？

Please enter the year of arrival in China

2. What is your current workforce status? Please tick all that apply.

2. 您目前的就业状态？（可多选）

- ☐ Employed fulltime 全职工作
- ☐ Employed part-time 兼职工作
- ☐ Self employed 自由职业
- ☐ Unemployed 失业
- ☐ Studying full time 全日制学习
- ☐ Studying part-time 业余学习
- ☐ Full time home duties 全职照顾家庭
- ☐ Retired 退休
- ☐ Other 其他

If other, please specify 其他, 请说明

3. If you are currently employed, please identify what type of employer you work for.

Please tick all that apply.

3. 如果现在您在职，请选择您的单位类型。（可多选）

- ☐ Self employed 自主创业
- ☐ Family business 家族企业
- ☐ Private or listed company 非上市或上市公司
- ☐ Government organisation 政府机构
- ☐ Education institution such as a University, private college etc. 教育机构（如大学、私立学院等）
- ☐ Non-government/community organisation 非政府/社区机构
- ☐ Other 其他

If other, please specify 其他, 请说明

4. If you work for a private company, please identify the company type.

4. 如果您在企业公司就职，请选择您所在公司的类型

- ☐ Wholly foreign owned company 外资企业
- ☐ Joint Venture company 合资企业
- ☐ State owned enterprise 国有企业
- ☐ Chinese private company 中国非上市企业
- ☐ Chinese listed company 中国上市企业
- ☐ Other 其他

If other, please specify 其他, 请说明

5. Please give your current job title

5. 请写出您现在的职位名称

6. Rate the helpfulness of your Australian qualification

6. 评价您的澳大利亚学历对您的帮助

	Very helpful 非常有帮助	Helpful 有帮 助	Neither helpful or unhelpful 无影响	Unhelpful 没 有帮助	Very unhelpful 非常没有帮助
Opportunities for promotion or salary increases in your job 工作 升职或薪水上涨的机会					
Opportunities for greater career mobility of prospects in new fields of employment 流动性更 大、能进入新行业工作 的机会					
Business prospects 业务前 景					
Your general financial situation 您的综合经济 状况					
Your general wellbeing 您 的总体幸福感					
Your family and social relationships 您的家庭和 社会关系					

Please give examples of how helpful or not helpful your Australian qualifications have been to your career and life opportunities. For example, your Australian qualification led you to a promotion. 请举例说明澳大利亚的学历如何有助于或无助于您的职业生涯和生活机遇。例如您因具备澳洲学历而获得升职。

Section 4: Connections and travel to Australia 第四部分：与澳大利亚的联系和往来

1. Do you stay in contact with people living or based in Australia?

1. 您是否与住在澳大利亚的人或设立在澳大利亚的机构保持联系？

- ☐ Yes 是 ☐ No 否

2. Who do you maintain communication with who you met through your Australian study experience? (please tick all that apply)

2. 在澳大利亚学习时认识的人中，您与谁保持联系？（可多选）

- ☐ Other Chinese students studying in Australia 其他在澳大利亚留学的中国学生
- ☐ Other international students from countries other than China 除中国以外的其他留学生
- ☐ Australian domestic students 澳大利亚本国学生
- ☐ Academics or teachers 学者或老师
- ☐ Other service providers 其他工作人员
- ☐ Professional or business contacts 工作或业务联系人
- ☐ Social contacts 社会往来人员
- ☐ Family or relatives who live in Australia 居住于澳大利亚的亲人
- ☐ Other 其它

if other, please specify 其它, 请说明

3. How and approximately how often do you stay in touch with your contacts in Australia?

3. 您和澳大利亚的人员或机构保持联系的方式和频率？

	Daily 每天	Several times a week 每周 若干次	Several times a month 每 月若干次	Several times a year 每年 若干次	About once a year 每年 一次	Less than once a year 少于每 年一次	Not at all 从不
Telephone/Skype 电话 /Skype							
Email 电子邮件							
Facebook 脸书							
LinkedIn 社交网络专 业平台							
Weibo 微博							
Instant Messenger 即 时通讯软件							
QQ							
Letters or greeting cards sent by post 书信或明信片							
Other 其他							

if other (please describe) 其他（请说明）

4. How important are your contacts in Australia?

4. 您与澳大利亚的人员或机构关系的重要程度？

	Very Important 非常重要	Important 重要	Not important or unimportant 一般	Unimportant 不重要	Very Unimportant 非常不重要	Not applicable
Family connections or relatives 亲属或亲戚关系						
Academic or teachers 学者或老师的关系						
Professional contacts 工作关系						
Business contacts 业务关系						
Friends 朋友关系						
Special interest contacts (eg. Sport, community, religious interests) 纯兴趣上的关系（如体育运动，社团组织和宗教方面的兴趣）						
Other 其他						

5. If you consider your contacts to be ‘very important’, please give an example of why these contacts are so important. (For example, you may now have a job that relies on trade with Australian companies or you might have friends who you greatly value and rely on)

5. 如果您认为以上关系“非常重要”，请举例说明原因（比如，您现在可能在工作上与澳大利亚的企业有贸易往来，或者您可能非常珍惜或依靠的朋友在澳大利亚）

6. How many trips have you made to Australia in the last five years?

6. 在最近五年里您去过澳大利亚多少次？

- ☐ 0 从未
- ☐ 1 一次
- ☐ 2 两次
- ☐ 3 三次
- ☐ 4 四次
- ☐ 5 五次
- ☐ more than 5 超过五次

If more than five, please describe how many times per year that you usually travel to Australia. 若超过五次，请说明您通常每年到澳大利亚的次数。

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7. When you have travelled to Australia, how many people did you travel with? 您前往澳大利亚时，有多少人与您一同前往？

	How many people
Trip 1 (most recent) 最近一次访澳	
Trip 2 上一次访澳	
Trip 3 上上一次访澳	

8. What is your relationship to your travelling companion? Please tick all that apply 与您同行的人和您的关系是？（可多选）

	Not applicable 不适用	Family member/s 家人	Friend/s 朋友	Work colleague/s 同事	Professional associate/s 工作伙伴	Other tourists 其他旅客
Trip 1 (most recent) 最近一次访澳						
Trip 2 上一次访澳						
Trip 3 上上一次访澳						

9. What are the main reasons that you travel to Australia? (please tick all that apply)

9. 您到澳大利亚的主要原因？（可多选）

- ☐ Business 业务需要
 - ☐ Professional reasons 工作需要
 - ☐ Educational reasons 教育需要
 - ☐ For a holiday or pleasure 度假游玩
 - ☐ For friendship 朋友聚会
 - ☐ For family reasons 家庭原因
 - ☐ Exploring the opportunities for migration 寻找移民机会
 - ☐ Investigating opportunities for education for you or family members 寻找您或您家人接受教育的机会
 - ☐ Other 其它
- if other, please specify 其它, 请说明

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10. When you visit Australia, how long do you usually stay?

10. 您通常到澳大利亚时会停留多久？

- ☐ Less than one week 少于一周
- ☐ 1 – 2 weeks 一到两周
- ☐ 2 – 3 weeks 两到三周
- ☐ 3 – 4 weeks 三到四周
- ☐ More than four weeks 超过四周

If you stay for more than four weeks, please write the number of weeks that you usually stay in Australia when you visit. 如果您通常停留时间超过四周，请写出具体的周数。

11. Which Australian cities have you visited? (please tick all that apply)

11. 您去过澳大利亚哪些城市？（可多选）

- ☐ Melbourne 墨尔本
- ☐ Sydney 悉尼
- ☐ Canberra 堪培拉
- ☐ Brisbane 布里斯班
- ☐ Darwin 达尔文
- ☐ Perth 珀斯
- ☐ Adelaide 阿德莱德
- ☐ Hobart 霍巴特
- ☐ Other 其他

if other, please name the city or towns that you visited 如有其他，请列出地名

12. When you visit Australia, where do you usually stay? (Please tick all that apply)

12. 您到澳大利亚时，通常住在哪里？（可多选）

- ☐ Private hotel 私营酒店
- ☐ A serviced apartment 酒店式公寓
- ☐ Rental accommodation 租房
- ☐ With friends 和朋友一起住
- ☐ With family members who live in Australia 和居住在澳大利亚的家人一起住
- ☐ With business or professional contacts 和业务/工作联系人一起住
- ☐ University accommodation 大学宿舍
- ☐ With other contacts 和其他联系人一起住
- ☐ In my own house or apartment 自己的房屋
- ☐ Other 其他

if other, please specify 其他, 请说明

13. When you visit Australia, what type of transport do you use in Australia? (please tick all that apply)

13. 您在澳大利亚旅行时，通常乘坐何种交通工具？（可多选）

- ☐ Public transport (such as buses, trams, trains) 公共交通（如公交车或火车）
- ☐ Private transport supplied by friends or family members 朋友或家人提供的私人交通工具
- ☐ Private transport supplied by your business associates 业务伙伴提供的私人交通工具
- ☐ A hire car 租车
- ☐ Air travel 飞机
- ☐ Tour company transport (bus, car or airplane) 旅游公司提供的交通工具（巴士、汽车或飞机）
- ☐ Other 其他

if other, please describe 其他, 请说明

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14. What activities did you participate in during your last visit to Australia? (please select all that apply)

14. 您最近一次到澳大利亚时，参加了哪些活动？（多选）

- ☐ Business or professional activities – for example, meetings, presentations, site visits, socializing with clients 业务/工作活动，比如开会，演讲，参观，与客户社交
- ☐ Educational activities – for example, attended a conference, gave a presentation, attended a lecture, participated in a course 教育活动，比如参加研讨会，做报告，听讲座，上课
- ☐ Shopping for pleasure 娱乐性购物
- ☐ Went to the beach 去海滩
- ☐ Visited public gardens 逛公共花园
- ☐ Visited a national park 逛国家公园
- ☐ Visited friends and/or relatives 造访朋友和/或亲戚
- ☐ Visited wildlife parks or a zoo 逛野生动物园或普通动物园
- ☐ Visit pubs/clubs 去酒吧/俱乐部
- ☐ Visit a casino or gambling venue 去娱乐城/赌场
- ☐ Visited a museum or art gallery 参观博物馆或艺术馆
- ☐ Took a guided tour 参加有导游带领的旅游
- ☐ Attended a music, theatre, arts or cultural event or festival 参加音乐、戏剧、美术或文化活
动或节日
- ☐ Attended a sports event 观赏体育赛事
- ☐ Participated in sport – for example, golf or tennis 运动（如高尔夫或网球）
- ☐ Other 其他

if other, please describe 其他, 请说明

15. Besides your air fare, please estimate your total spending while in Australia? (in AU\$)

15. 除去机票费用，估算您在澳大利亚旅行的全部开销。

16. How many trips do you anticipate making to Australia in the next five years?

16. 未来五年内您计划到澳大利亚几次？

if other, please specify 其他, 请说明

17. In the last five years, have you received visits from Australian contacts who you met through or since studying in Australia?

17. 在最近的五年里，是否有澳大利亚的联系人（在澳大利亚认识或因为在澳大利亚学习而认识的）造访您？

☐ Yes 是

☐ No 否

18. If yes, what was the nature of your connection with these visitors? Please tick all that apply

18. 如果有，您和造访者的核心关系是？可多选

☐ Business 业务关系

☐ Professional 工作关系

☐ Friendship 朋友关系

☐ Family 家人关系

☐ Other 其他

If other, please describe 其他, 请说明

19. How often do you receive visitors from Australia?

19. 您接待来自澳大利亚的造访者的频率？

☐ Never 从来没有

☐ Less than once a year 少于一年一次

☐ About once a year 大约一年一次

☐ More than once a year 多于一年一次

20. Would you like to travel to Australia more often?

20. 您会更频繁地来澳大利亚吗？

☐ Yes 是

☐ No 否

☐ Maybe 有可能

21. To what extent do you agree or disagree that the following factors are a barrier to travel to Australia?

21. 您是否同意下列因素是到澳大利亚旅行的障碍？

	Strongly agree 坚决同意	Agree 同意	Neither Agree nor disagree 居中	Disagree 不 同意	Strongly Disagree 坚决不同意
The cost of travel 旅行花销					
The long flight time 较长的飞行时间					
Visa restrictions 旅 游签证有困难					
Limited availability of flights 缺乏方便 的航班					
Language and cultural differences in Australia 澳大利 亚的语言和文化差 异					
Limited food options in Australia 澳大利亚的食物选 择有限					
Not enough holidays 假期有限					
Concerns about my personal safety 担 心人身安全					
Family commitments 家庭 责任					

If you experience other barriers to travel to Australia, please describe 若您遇到过到澳大利亚旅行的其他障碍，请说明

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22. If you have any thoughts or suggestions about travelling to Australia please make them here

22. 请写下您关于来澳大利亚旅游的想法和建议。

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23. If you would like to go into the draw to win Qantas flights, please provide your contacts:

23. 如果您想参加澳航机票的抽奖，请留下您的联系方式：

Email: 电子邮箱：

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Mobile phone: 手机号码：

--

Work phone: 工作电话：

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Thank you for your time !!!!

非常感谢您的参与！！！！