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Analyzing the Trends of the Chinese Outbound Tourism Market as an Emerging Prospect for Egypt and Tanzania: A Comparative Study

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Abstract

This research explores the transformative impact of Chinese outbound tourism on the global landscape, particularly focusing on the rising potential for Egypt and Tanzania. With China emerging as the world's largest outbound travel market, destinations are keen to understand and harness this lucrative opportunity. The study aims to bridge the knowledge gap by conducting a comparative analysis of the Chinese outbound tourism market trends and its potential for Egypt and Tanzania. The empirical study utilizes questionnaires distributed to Chinese tourists in both countries and officials from relevant tourism entities. The study investigates the characteristics, behaviors, motivations, activities, and trends of the Chinese outbound market. Furthermore, it contributes to the development of tourism in Egypt and Tanzania by offering insights into the Chinese outbound market. Policymakers, tourism boards, and businesses can use the findings to formulate effective strategies, capitalize on market trends, and further integrate the growing Chinese outbound tourism market into their tourism development plans.

Keywords

Chinese tourist market, Chinese outbound tourism, Egypt, Tanzania.

1. Introduction

In recent decades, the landscape of global tourism has been significantly reshaped by the remarkable rise of Chinese outbound tourism. In other words, international tourism has undergone a transformative shift due to the unprecedented surge in Chinese outbound tourism since the implementation of the open door policy in the1980s (Law *et al.*, 2016 ; Ross *et al.*, 2018 & Sheldon, 1995) as well as political liberalization and economic prosperity (Shafaeddin, 2012). The growing attractiveness of the Chinese market as one of the fastest increasing and mounting outbound travel markets in the world has attracted many destinations to start targeting and increasing their market share of this promising market. China remains the world's largest spender with one fifth of international tourism spending and it is expected to reach US$ 365 billion by 2025 (World Tourism Organization, 2017; World Tourism Organization, 2019). Therefore, China is considered as the world's prevalent outbound travel market when measured by expenditures and trips (Latan, 2018). It is also anticipated that China will become the world's largest outbound market (Mok & Defranco, 2000).

This paper undertakes a comparative study, thoroughly analyzing the trends of the Chinese outbound tourism market and its growing potential for two African destinations, Egypt and Tanzania. The exploration of these destinations serves as a lens through which we gain insights into the evolving dynamics of the Chinese outbound tourism market and the strategies that these destinations can employ to capitalize on this lucrative opportunity.

The study is expected to fill the knowledge gap on the trends of the Chinese outbound tourism market as a rising potential for Tanzania and Egypt. Applicability of the findings contributes to the development of tourism in Tanzania and Egypt in terms of designing and formulating policies, strategies and that would aid those destinations in maximizing their market share of this promising market.

In this context, the field study attempts to answer a few important questions; What are the characteristics and behavior of Chinese outbound tourists in destinations Egypt and Tanzania; Is there a significant difference between the two destinations in terms of the general trends, motivations & activities of their Chinese tourists; How can Tanzania and Egypt develop strategies in order to expand their market share of the Chinese outbound market?

This paper is divided into several sections; the evolvement of the Chinese outbound market characteristics and trends of the Chinese outbound market; targeting the Chinese outbound market; overview of Chinese outbound travel market in Tanzania & Egypt; methodology, results and discussion and finally conclusion and recommendations.

2. The Evolvement of the Chinese Outbound Market

The Chinese outbound tourism market has undergone significant transformations since the 1980s, influenced by the open-door policy, economic affluence, and political liberalization (Garnaut, 2018; Ross *et al.*, 2018; Zhao & Liu, 2020).). Historically, from 1950 to 1980, China experienced strict control on outbound tourism due to the Cultural Revolution, with leisure travel considered incompatible with communist ideology. After Mao's death in 1976, Deng Xiaoping's regime marked a shift towards open policies, leading to economic restructuring and the emergence of market-oriented capitalism (Huang *et al.*, 2008; Huang & Lu, 2017; Wen *et al.*, 2019).

Before 1983, Chinese outbound travel was regulated for study, business, and official purposes, requiring government approval, and international tourism was virtually non-existent (Mak, 2013). Many scholars have recognized that the dynamic outbound tourism policy and implementation in China was launched after 1983 in four main phases (Garnaut, 2018).

The first major change occurred in 1983 when travel restrictions to Hong Kong and Macau were loosened, primarily for visiting friends and relatives (VFR). This phase aimed to strengthen bonds with ethnic Chinese outside China and included tentative policies for outbound travel to Southeast Asian countries (Siriphon & Zhu, 2018).

The second phase, from 1997 to 2005, introduced the Approved Destination Status (ADS) system, allowing organized and controlled outbound leisure tourism based on bilateral agreements with destination countries (Che, 2014; Siriphon & Zhu, 2018). Initially focused on Asian and Oceanic nations with substantial overseas Chinese communities, ADS later expanded to include countries in Europe and Africa.

The third phase, from 2006 to 2016, witnessed a surge in outbound leisure group tourism as China further opened ADS to different regions, particularly European countries. This marked a departure from the earlier VFR policies, reflecting the increasing desire of Chinese citizens to explore the world (Tse & Hobson, 2008; Tse, 2013).

The fourth phase, from 2017 to present, saw a cultural turn in tourism policy, emphasizing domestic tourism and enhancing China's influence in the global tourism industry. The government established a new Ministry, reformed institutional structures, and launched the World Tourism Alliance (WTA) to engage the global tourism industry under China's leadership. These efforts aimed to regulate both domestic and outbound tourism for Chinese citizens (The State Council of the People's Republic of China, 2018).

3. Characteristics and Trends of the Chinese Outbound Market

The Chinese outbound travel market is characterized by a preference for sightseeing as the primary purpose of travel, followed by vacationing, cultural exploration, and food tasting (World Tourism Cities Federation & Ipsos China, 2018). Chinese tourists prioritize basic tourism facilities and services, such as accommodation, transportation, and Chinese-speaking staff. They appreciate Chinese-language amenities like TV programs, maps, books, and signage. Positive experiences are often shared through word of mouth (Nasolomampionona, 2014).

Chinese outbound travelers, especially the younger demographic, tend to travel during high seasons, while others prefer the off-season for lower prices and better services. The majority of Chinese outbound travel is facilitated by travel agents and tour operators to address cultural variances and language barriers (Nasolomampionona, 2014).

Symbolism plays a crucial role, with positive symbols like dragons, fish, and numbers 6 and 8 considered auspicious, while negative symbols like the number 4 are avoided. Chinese tourists are sensitive to dignity and value polite and humble social interactions (Visit Britain, 2019).

Shopping is a significant aspect of Chinese tourism, with travelers eager to buy souvenirs for their large families and social circles. Millennials dominate outbound travel, family bonds are crucial, and leisure and sightseeing remain primary travel purposes (Visit Britain, 2019).

Destination choices are influenced by cultural factors, natural scenery, curiosity, reputation, and recommendations from friends and relatives (UNWTO, 2019). Chinese travelers prefer purchasing flight tickets through travel agencies, airline offices, or online platforms and booking accommodations in advance via mobile apps or official hotel websites. They generally opt for middle to high-end hotels close to scenic attractions and transportation hubs, with a preference for direct flights when possible (World Tourism Organization, 2019).

4. Targeting the Chinese Outbound Market

There are substantial opportunities presented by the rapid growth of Chinese outbound tourists for various tourism destinations. Efforts are made globally to attract Chinese tourists by understanding their preferences and meeting their demands. The significant increase in Chinese outbound trips occurred in the early 21st century, with about 70% happening in the last six years (Huang & Xu, 2018).

Destinations worldwide are striving to capture a larger share of the Chinese outbound market. Some countries offer visa waivers or landing visas as incentives; these include Mauritius, Morocco, and Tunisia (Research and Markets, 2020). Moreover, collaborations between institutions like airports and tourism boards aim to attract Chinese tourists. Popular choices for Chinese tourists include Asian and European destinations, with a growing interest in Africa.

In specific, by the year 2018, various African countries such as Egypt, Morocco, South Africa, Mauritius, Tanzania, Seychelles, Angola, Malawi, Gabon, Rwanda, Tunisia, and Kenya (Melubo & Kisasembe, 2020) had invented special China-focused strategies by either locating up tourism offices in China, having marketing representatives in China, having specific marketing strategies for China, reducing or exempting visa requirements and streamlining for Chinese tourists, and becoming an Approved Destination Status (ADS) to capitalize on this opportunity (Chen & Duggan, 2016; Haibo *et al.*, 2020). Egypt became an ADS in the year 2002, while Tanzania in the year 2004, and since then, Chinese tourists were allowed to travel to both Egypt and Tanzania without any restrictions (Melubo & Kisasembe, 2020).

To effectively target the Chinese outbound market, destinations need to understand both general trends and specific factors influencing travelers. Among these factors are the push and pull factors, with push factors being internal motivations driving people to travel and pull factors being external factors influencing destination choices (Uysal *et al.*, 2009). The push factors include psychological motives such as the desire for relaxation, escape, adventure, prestige, and social interaction (Jang & Liping, 2002). On the other hand, the pull factors involve destination-related forces and knowledge, including tangible and intangible elements like landscape, culture, and historical sites (Madden *et al.,* 2016).

The most important pull factors include easily accessible destinations, hygiene, cleanliness, safe accommodation, personal security, reasonable prices, recreational facilities, and shopping options (Guha, 2009). Destination promotion, marketing, and branding play a crucial role in influencing travel decisions, and a well-developed marketing campaign can sway travelers' choices.

Consumers, including the Chinese, are more pulled by several factors such as destination promotion, marketing, and branding which are powerful tools for competitive arranging as well as responding to consumer’s behavior needs and wants (Smith *et al.*, 2010).

Some of the studies that have dealt with Chinese Outbound Tourism Market trends and motivation in the world include the study by Luu *et al.* (2006). This study aimed to investigate how Sweden through nation branding and marketing increased its share of the Chinese outbound tourism. The findings of the study revealed that different actors worked together to promote their products and services, including their culture (Luu *et al.,* 2006).

Li *et al.* (2013) carried out a study in the United States of America on understanding China's long-haul outbound travel market in general: an overlapped segmentation approach. The study aimed to augment a segmentation approach with overlapped schemes by examining the Chinese outbound travel market with segments like entertainment or exploration seekers, relaxation or knowledge seekers, and culture explorers. The findings provide important judgment on destination marketing toward Chinese outbound tourists. Furthermore, evidence suggests innovative and emerging markets are healthier served using an overlapped segmentation slant. (Li *et al.,* 2013)

Ayad & Shujun (2012), conducted a study in Egypt. The study aimed to analyze the Travel motivations of Chinese tourists to Egypt. The fact revealed that since 2002, there has been a good relationship between Egypt and China with a written agreement. Based on this, authors presented an analysis for the push and pull travel motivations which influence the Chinese traveler judgment to travel for tourism in Egypt. The finding showed that the pull motivations, such as Egyptian Pyramids, beautiful beaches, historical sites, kind people, Nile cruises, theme parks, reliable weather, night life, safety, variety of food, variety of sightseeing tours are more interesting to Chinese travelers. This analysis highlighted the important travel motivations for Chinese tourists (Ayad & Shujun, 2012).

5. Overview of Chinese Outbound Travel Market in Tanzania

The tourism sector in Tanzania plays a major role in the country’s economy. It is positioned as the second-largest sector after agriculture (Sharma & Upneja, 2005). The sector employs more than 1,550,000 people both directly and indirectly (WTTC, 2020). Statistics showed that in 2019, Tanzania received 1,510,151 tourists, a substantial increase from 1,137,182 tourists in 2015 (Tourism Division, 201). Similarly, receipts from international tourists have improved from USD 1.85 billion in 2013 to USD 2,612.8 billion in 2019 (MNRT, 2020a; URT, 2020a). Statistics also revealed that Tanzania ranked Fifth in Africa region with international tourism receipts of 2.45 billion U.S. dollars after Egypt, South Africa, Morocco, and Ethiopia (Statista, 2020). This is due to the various diversity in tourism products and services supported by the country, allocated not less than 25 per cent of its total area for protected areas, including 22 National Parks (Tanapa, 2020), 44 Game controlled areas, 28 Game reserves, 2 Marine Parks, and 1 conservation area (MNRT, 2020a; Sharma & Upneja, 2005; Statista, 2020; WTTC, 2020; URT, 2020a;).

China has become a progressively substantial market for the tourism industry in Tanzania. In 2012, there were 13,760 (1.27%) Chinese tourists who visited Tanzania and was the leading country from Asian and the Pacific countries, followed by North Korea (10,717) and Indonesia with 8,556 (Tourism Division, 2020). In 2019, Chinese arrivals to Tanzania increased to 32,707, accounting for a 138% rise since 2012 (Melubo & Kisasembe, 2020). A plentiful rate of increase for Chinese tourists to Tanzania is still going on quickly every year. The importance of the China outbound market to Tanzania has drawn people's interests in understanding what motivates Chinese to travel overseas and finally find the strategies to increase more tourists.

Due to the increasing number of Chinese tourists yearly, Tanzanian companies between 2018 & 2019 were requested to promote destination Tanzania in China. The country has been active in attracting Chinese tourists. For example, the Government of Tanzania took a delegation of Travel agencies, international journalists, and tour operators on a road show tour of Beijing, Guangzhou, and Shanghai in 2018 (TTB, 2019). To raise its visibility in China, Tanzania (Public & Private sectors) participated in various annual promotional events such as; China Incentive, Business Travel, Meetings Exhibition (CIBTM), China Outbound Travel and Tourism Market (COTTM), Shanghai Expo Mart, and Chinese International Travel Marts and International Forum on Chinese Outbound Tourism (IFCOT) (Melubo & Kisasembe, 2020).

In the year 2019, as the government strategy was to focus on the Chinese market, a total of 312 Chinese tourists were invited to a colorful impressive dinner reception in premier lodges dignified by the Prime Minister and other public figures from different parts of Tanzania (TTB, 2013). China was identified as one of the most important emerging markets for international tourist arrivals into Tanzania under the category of BRICS. (Melubo & Kisasembe, 2020; Tourism Division, 2020; TTB, 2013; TTB 2019).

6. Overview of Chinese Outbound Travel Market in Egypt

The signs of the Chinese outbound travel market to the Middle East showed recovery in 2018 with a strong 5% increase in income generated by international tourism. Current statistics reveal that as the trends continue, more than half of the Middle East’s tourists may soon be Chinese nationals (Chaziza, 2019). Europe is the largest source market for different countries like Egypt, where it accounts for a larger percent of international tourist arrivals followed by Middle Eastern tourists.

Egypt with its interesting history, remarkable beaches and wonderful culture, is a well-recognized travel destination around the world. Egypt is ranked the third amongst the Middle Eastern countries with the utmost international tourist arrivals, after Saudi Arabia and the United Arab Emirates who also witnessed their fair segment of tourism (Statista, 2020). On the other hand, Egypt is ranked the first in international tourism receipts in Africa (Statista, 2020). Moreover, Egypt is recognized as a strong tourism brand, offering a range of types of tourism and sites that attract millions of tourists every year (Avraham, 2016).

China has become a progressively significant market for the Egyptian tourism industry. Egypt is the second preferred destination for Chinese tourists in MENA region after Dubai (UNWTO, 2019). Despite this, statistics according to Egyptian Ministry of Tourism showed that the share of Egypt from Chinese tourist market does not proportionate with the long relation between China and Egypt (Hamdy *et al.*, 2013). In 2010, 106,227, Chinese tourists traveled to Egypt (refer to table 1), whereby in 2018 Chinese arrivals to Egypt increased to nearly to half a million (500,000) compared to only 300,000 in 2017 (ETA, 2013) which is a big increase. The excessive rate of increase for Chinese tourists to Egypt is still quickly rising every year.

Table 1: The Number of Chinese Tourists Who Visited Egypt and Tanzania from 2010 To 2019

Year	**Arrivals/ Country**	
	Egypt	**Tanzania**
2010	106,227	11,043
2011	41,200	9,253
2012	54,700	13,760
2013	58613	17,336
2014	65,812	21,246
2015	115430	25,444
2016	180,567	34,472
2017	300,000	29,224
2018	346,540	32,773
2019	500,000	32,707

Source: Anter, (2017); Chinadaily (2020); Melubo & Kisasembe (2020)

7. Methodology

The field research is a comparative study conducted in two African countries; Tanzania and Egypt in order to analyze and compare the trends of the Chinese market in both destinations and answer the research questions.

Questionnaires were used as data collection tools in this field study. Two different questionnaires were developed based on the literature review and the reality of Chinese outbound market around the world. The first questionnaire was addressed to Chinese tourists visiting Tanzania and Egypt, while the second questionnaire was addressed to officials & experts in tourist companies and tourism ministries in both in Egypt and Tanzania. Different sets of questions were addressed in both questionnaires related to Chinese outbound tourist travel characteristics, activities, tourist behavior, purpose of travel, perception of both destinations, travel barriers and strategies specific to each destination.

The questionnaires were distributed from March to November 2020. This somehow explains the under- expected response rate due to the worldwide outbreak of COVID-19 pandemic at that time. Two major methods for the distribution of the questionnaires were used: an online survey via Google forms as well as physical distribution/interaction with the respondents. This approach was applied to save time during data collection and to avoid much contact with the respondents due to the outbreak of COVID-19, with impacts on both travelers and service providers in general. The geographical survey areas for data were Alexandria and Cairo (in Egypt) and Arusha, Dar es Salaam, Kilimanjaro, Mwanza, Iringa, Dodoma and Zanzibar (in Tanzania), in addition to the online survey distributed in relevant social media groups.

Some of the officials and experts' questionnaires were carried out in the form of structured interviews. This was more convenient than written questionnaires and took place with several officials from the University of Dar es Salaam, Confucius Centre for teaching Chinese Language and Culture, Ministry of Natural Resources and Tourism, Tanzania tourist Board, Tanzania National Park, Ngorongoro Conservation Area Authority, Tanzania Wildlife Management Authority, Embassies of China in Dar es salaam and in Cairo, Egyptian Tourism Authority/Egyptian Tourism promotion board, Ministry of Tourism and antiquities in Egypt, Fashion Tourism Tanzania, Excellent Guide Tanzania, Zanzibar Commission of Tourism, Hotel Association of Tanzania, Misr Travel, Hilton Hotels in Zamalek - Cairo and Cairo Marriott Hotel just to mention few who are operational in the tourism and hospitality industry and who directly deal with Chinese tourists.

For the purpose of data analysis, SPSS version 18 was used in order to present and analyze quantitative data. Results were tabulated and analyzed statistically. A Chi square test and other statistical tests were used to analyze the data.

8. Results & Discussion

A total of 500 candidates in both countries were targeted to participate in both questionnaires of the field study. 334 questionnaires were returned which is equivalent to a response rate of 66.8% (details in table 2). These were divided as 139 responses from Tanzania & Egypt on the first questionnaire targeted to Chinese tourists and 195 respondents from both countries on the second questionnaire targeted to officials and experts.

Table 2: Study Sample & Response Rate

COUNTRY/ Total	**Respondents**					
Total targeted/Actual	**Officials & Experts**			**Chinese Tourists**		
	Total targeted	**Actual respondents**	**Response Rate**	**Total targeted**	**Actual respondents**	**Response Rate**
TANZANIA	200	175	70%	150	84	56%
EGYPT	50	20	40%	100	55	55%
Total	250	**195**	**78%**	250	**139**	**55.6%**
Total of **500 respondents** targeted, total of 334 positively responded						**66.8%**

The demographic data for this study encompassed the respondent's sex, marital status, age, their occupations, level of education, and income earned. According to previous scholars like Monusova (2020), demographic variables such as age, gender, origin and education are considered asx important in explaining people's travel behavior.

Table 3**:** Demographics of Chinese Tourists Sample

Demographic data	Tanzania (n = 84)		Egypt (n = 55)		χ^2	^{MC}p
	No.	%	No.	%		
a) Gender						
Male	52	61.9	31	56.4	1.274	0.640
Female	31	36.9	22	40.0		
Not prefer to say	1	1.2	2	3.6		
b) Marital status						
Single	15	17.9	21	38.2	9.431*	0.024*
Married	59	70.2	32	58.2		
Separated	7	8.3	1	1.8		
Divorced	1	1.2	1	1.8		
Cohabitation	2	2.4	0	0.0		
c) Occupation						
Employed	61	72.6	28	50.9	7.396*	0.025*
Unemployed	7	8.3	11	20.0		
Others	16	19.0	16	29.1		
2. Age group						
18-30	21	25.0	14	25.5	0.612	0.894
31-40	46	54.8	27	49.1		
41-60	11	13.1	9	16.4		
61-above	6	7.1	5	9.1		
3. Education Level						
Informal Education	0	0.0	0	0.0	5.272	0.139
Primary Education Level	0	0.0	0	0.0		
Secondary Education Level	1	1.2	4	7.3		
College level (Not university)	25	29.8	11	20.0		
University first degree	40	47.6	31	56.4		
Above first degree (Masters, MD and PhD)	18	21.4	9	16.4		
4. Annual income in USD						
$1, 000-10,000	9	10.7	8	14.5	3.905	0.272
$11, 000 – 49,999	34	40.5	22	40.0		
$50,000 – 69,999	30	35.7	23	41.8		
$70,000 or more	11	13.1	2	3.6		

χ^2: **Chi square test** MC: **Monte Carlo**

*: Statistically significant at $p \leq 0$.

Overall, table 2 provides a clear overview of the demographic characteristics of the surveyed sample of Chinese tourists in Tanzania and Egypt. The chi-square ($\chi2$) value is 1.274 with a p-value of 0.640, indicating no significant difference in gender distribution between the two groups. Moreover, there is no significant difference in age distribution between the two groups ($\chi2$ = 0.612, p = 0.894). The majority of Chinese tourists in the sample of both countries fall in the age range of 31- 40. Likewise, there is no significant difference in annual income between the two groups ($\chi2$ = 3.905, p = 0.272).

Table 4: City of Origin/Residence of Chinese Tourists Visiting Egypt & Tanzania

Tanzania			Egypt		
City of Origin/ residence	No.	%	City of Origin/ residence	No.	%
Beijing	30	35.7	Beijing	19	34.5
Shanghai,	19	22.6	Shanghai,	13	23.6
Hangzhou	9	10.7	Chengdu	4	7.3
Guilin	6	7.1	Wuhan	2	3.6
Ziamen	4	4.8	Tianjin	2	3.6
Chongqing	4	4.8	Benghu	2	3.6
Bengbu	3	3.6	Guilin	2	3.6
Hong kong	2	2.4	Hangzhou	1	1.8
Dunhuang	2	2.4	Macau	1	1.8
Bozhou	1	1.2	Hong kong	1	1.8
Anqing	1	1.2	Dunhuang	1	1.8
Jangan	1	1.2	Bozhou	1	1.8
Tong	1	1.2	Chongqing	1	1.8
Zuzhou	1	1.2	Xian	1	1.8
			Bengbu	1	1.8
			Jangan	1	1.8
			Datong	1	1.8
			Guizhou	1	1.8

From table 4, it is observed that around 50% of all Chinese tourists visiting Egypt and Tanzania originate from Beijing and Shanghai, which indicates that these cities are significant contributors to outbound tourism. Therefore, it is important to concentrate efforts on those two areas as well as other potential areas indicated in the previous table. Furthermore, the list of cities reflects the diverse origins of Chinese tourists, showcasing the broad appeal of Tanzania and Egypt as destinations.

Table 5: Characteristics of Chinese outbound Tourists of the Study Sample

Characteristics of Chinese tourists.	Tanzania											Egypt												
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean ± SD.	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean ± SD.	χ^2	^{MC}p
	No.	%	No.	%	No.	%	No.	%	No.	%		No.	%	No.	%	No.	%	No.	%	No.	%			
Package travel	105	60.0	48	27.4	10	5.7	8	4.6	4	2.3	4.38 ± 0.95	18	90.0	1	5.0	0	0.0	1	5.0	0	0.0	4.80 ± 0.70	7.094	0.087
Preferring Public Transport	32	18.3	9	5.1	72	41.1	49	28.0	13	7.4	2.99 ± 1.17	7	35.0	8	40.0	3	15.0	2	10.0	0	0.0	4.0 ± 0.97	24.548*	<0. 001*
Traveling in large tour groups	108	61.7	37	21.1	14	8.0	7	4.0	9	5.1	4.30 ± 1.11	16	80.0	3	15.0	1	5.0	0	0.0	0	0.0	4.75 ± 0.55	1.638	0.779
Non Package travel (Independent travel)	18	10.3	17	9.7	53	30.3	69	39.4	18	10.3	2.70 ± 1.11	6	30.0	3	15.0	2	10.0	4	20.0	1	5.0	3.56 ± 1.41	10.197*	0.022*
The Chinese are from a collective society, doing things in groups.	107	61.1	52	29.7	10	5.7	5	2.9	1	0.6	4.48 ± 0.78	6	30.0	6	30.0	8	40.0	0	0.0	0	0.0	3.90 ± 0.85	18.702*	0.001*
Chinese Tourists are Big Spenders	31	17.7	103	58.9	22	12.6	8	4.6	11	6.3	3.77 ± 1.0	15	75.0	2	10.0	1	5.0	0	0.0	2	10.0	4.40 ± 1.27	29.316*	<0.001*
Chinese are sensitive to price	41	23.4	86	49.1	27	15.4	14	8.0	7	4.0	3.80 ± 1.02	13	65.0	4	20.0	2	10.0	1	5.0	0	0.0	4.45 ± 0.89	12.781*	0.007*
Chinese are very keen on shopping	43	24.6	90	51.4	34	19.4	6	3.4	2	1.1	3.95 ± 0.83	14	70.0	3	15.0	1	5.0	1	5.0	1	5.0	4.40 ± 1.14	20.430*	<0.001*

It can be deduced from table 5, that the perception that "Chinese are from a collective society, doing things in groups" is prevalent in both countries, with a higher mean score in Tanzania (4.48 ± 0.78) compared to Egypt (3.90 ± 0.85). There's a significant difference between the two ($\chi2$ = 18.702, p = 0.001). The belief that "Chinese tourists are big spenders" is more strongly agreed upon in Egypt (58.9%) compared to Tanzania (17.7%). The mean score is higher in Egypt (4.40 ± 1.27). There's a significant difference between the two countries ($\chi2$ = 29.316, p < 0.001). Chinese tourists in both countries are sensitive to price, with a higher percentage in Egypt (49.1%). The mean score is higher in Egypt (4.45 ± 0.89). There's a significant difference between the two ($\chi2$ = 12.781, p = 0.007). Chinese tourists from both countries show a keen interest in shopping, with a higher mean score in Egypt (4.40 ± 1.14). There's a significant difference between the two ($\chi2$ = 20.430, p < 0.001).

Table 6 : Travel Activities of Chinese Tourists of the Study Sample

Travel Activities	Tanzania											Egypt											χ^2	^{MC}p
	The most preferred activity		Preferred		Little preferred		Neutral		Least preferred		Mean ± SD.	The most preferred activity		Preferred		Little preferred		Neutral		Least preferred		Mean ± SD.		
	No.	%	No.	%	No.	%	No.	%	No.	%		No.	%	No.	%	No.	%	No.	%	No.	%			
Heritage and history (museum, ruins, and monuments)	52	29.7	79	45.1	35	20.0	5	2.9	4	2.3	3.97 ± 0.91	12	60.0	6	30.0	1	5.0	1	5.0	0	0.0	4.45 ± 0.83	8.149	0.060
Natural Attractions –wildlife safaris	91	52.0	62	35.4	16	9.1	4	2.3	2	1.1	4.35 ± 0.83	2	10.0	10	50.0	1	5.0	2	10.0	5	25.0	3.10 ± 1.45	28.405*	<0.001*
Visiting city attractions	69		71		29		5		1		4.15 ± 0.84	18	90.0	1	5.0	1	5.0	0	0.0	0	0.0	4.85 ± 0.49	11.209*	0.018*
Beach and marine (Cruise safaris, sun bathing, scuba diving, spot fishing, whale shark watching, canoeing, and relaxation)	69	39.4	71	40.6	29	16.6	5	2.9	1	0.6	4.15 ± 0.84	13	65.0	5	25.0	0	0.0	1	5.0	1	5.0	4.40 ± 1.10	11.209*	0.018*
Going to a nightclubs	27	15.4	42	24.0	61	34.9	21	12.0	24	13.7	3.15 ± 1.23	11	55.0	5	25.0	4	20.0	0	0.0	0	0.0	4.35 ± 0.81	16.656*	0.001*
Mountain climbing	55	31.4	66	37.7	46	26.3	7	4.0	1	0.6	3.95 ± 0.89	0	0.0	10	50.0	6	30.0	4	20.0	0	0.0	3.30 ± 0.80	16.583*	0.001*
Visiting islands	88	50.3	58	33.1	20	11.4	6	3.4	3	1.7	4.27 ± 0.92	1	5.0	2	10.0	15	75.0	2	10.0	0	0.0	3.10 ± 0.64	41.977*	<0.001*
Conferences and meetings	39	22.3	82	46.9	37	21.1	13	7.4	4	2.3	3.79 ± 0.95	3	15.0	10	50.0	5	25.0	1	5.0	1	5.0	3.65 ± 0.99	1.735	0.791
Man-made Attractions; e.g. theme Parks, Shopping-themed Scenic Areas Zoo/Botanical Gardens)	79	45.1	63	36.0	22	12.6	7	4.0	4	2.3	4.18 ± 0.96	1	5.0	13	65.0	3	15.0	1	5.0	2	10.0	3.50 ± 1.05	16.753*	0.001*

There are notable differences in preferences for specific travel activities between Chinese tourists in Tanzania and Egypt, especially in activities like wildlife safaris, city attractions, beach and marine activities, nightclubs, mountain climbing, visiting islands, and man-made attractions. The mean scores provide additional insights into the strength of these preferences. In Egypt, 60.0% strongly prefer heritage and history activities, with a higher mean score of 4.45 ± 0.83. On the other hand, wildlife safaris are the most preferred activity in Tanzania for 52.0% of Chinese tourists, with a mean score of 4.35 ± 0.83. There's no significant difference in preferences for conferences and meetings between the two countries ($\chi2$ = 1.735, p = 0.791).

Table 7 **:** Reasons For Rapid Growth Of China's Outbound Travel Market (Provided By The Officials Sample)

Rapid growth of China's outbound travel market	Tanzania										Mean ± SD.	Egypt										Mean ± SD.	χ^2	^{MC}p
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
	No.	%	No.	%	No.	%	No.	%	No.	%		No.	%	No.	%	No.	%	No.	%	No.	%			
Increases in disposable income of Chinese people	30	35.7	52	61.9	2	2.4	0	0.0	0	0.0	4.33±0.52	31	56.4	21	38.2	3	5.5	0	0.0	0	0.0	4.51 ±0.60	7.726*	0.017*
Increasing interest in experiencing destinations outside of their comfort zones (e.g. More overseas experience)	45	53.6	38	45.2	1	1.2	0	0.0	0	0.0	4.52 ±0.53	22	40.0	31	56.4	2	3.6	0	0.0	0	0.0	4.36 ±0.56	3.096	0.188
China's economic reform and growth after its open-door policy,	14	16.7	64	76.2	6	7.1	0	0.0	0	0.0	4.10 ±0.48	22	40.0	31	56.4	2	3.6	0	0.0	0	0.0	4.36± 0.56	9.270*	0.009*
Friendlier visa policies	49	58.3	29	34.5	6	7.1	0	0.0	0	0.0	4.51± 0.63	19	34.5	32	58.2	4	7.3	0	0.0	0	0.0	4.25± 0.61	8.084*	0.018*
Access to online travel information	40	47.6	39	46.4	4	4.8	1	1.2	0	0.0	4.40± 0.64	23	41.8	31	56.4	1	1.8	0	0.0	0	0.0	4.40 ±0.53	2.154	0.578
Air connectivity and accessibility	18	21.4	61	72.6	5	6.0	0	0.0	0	0.0	4.15 ±0.50	20	36.4	34	61.8	1	1.8	0	0.0	0	0.0	4.35 ±0.52	4.343	0.116

Table 7 examines that rapid growth of China's outbound travel market. Both Tanzania and Egypt recognize similar influential factors for the rapid growth of China's outbound travel market, including increases in disposable income, interest in diverse experiences, economic reform, friendlier visa policies, online information access, and air connectivity.

While there are subtle differences in the strength of agreement on some factors, the overall alignment suggests a shared understanding of the key drivers behind the growth of China's outbound tourism.

In destination Tanzania, it has been observed that most of the respondents mentioned an aggregate interest in experiencing destinations outer of their comfort zones (e.g. more overseas experience) as the most and preferred reason. Followed by proliferations in disposable income of Chinese people as well as connectivity and accessibility as well as access to online travel information.

In Egypt, the study found that, most of the respondents mentioned access to online travel information, air connectivity and accessibility as the most important reasons, followed by an increasing interest in experiencing destinations outside of their comfort zones (e.g. more overseas experience).

The results particularly at the section of air connectivity to Egypt are sustained by the work of previous researchers. For instance, Alshaarawy, (2011), revealed that, Chinese outbound travelers can travel directly to Egypt by Egypt Air from Beijing and Guangzhou to Cairo with seven flights per week (four from Guangzhou to Cairo and three from Beijing to Cairo). On the other hand, the Chinese outbound travelers can travel to Egypt also by Emirates Airlines, Qatar airlines from the three main cities including Guangzhou, Beijing, and Shanghai to Cairo. Furthermore, Etihad Airlines have five flights per week with transit in Abu Dhabi to Cairo. On top of that, the Hainan Airlines recently introduced the flights to Egypt, two flights per week direct to Cairo (Alshaarawy, 2011).

Table 8: Sources of Information About Destinations

Sources of information	Tanzania										Mean ± SD.	Egypt										Mean ± SD.	χ^2	^{MC}p
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
	No	%	No.	%	No.	%	No.	%	No.	%		No.	%	No.	%	No.	%	No.	%	No.	%			
Friends & Relatives	36	42.9	43	51.2	5	6.0	0	0.0	0	0.0	4.37± 0.60	23	41.8	29	52.7	3	5.5	0	0.0	0	0.0	4.36 ±0.59	0.099	1.000
Past experiences. internet (E-WOM)	23	27.4	59	70.2	2	2.4	0	0.0	0	0.0	4.25± 0.49	18	32.7	32	58.2	5	9.1	0	0.0	0	0.0	4.24± 0.61	1.000	0.131
Missions Abroad (e.g. Embassies)	17	20.2	52	61.9	14	16.7	1	1.2	0	0.0	4.01±0.65	13	23.6	23	41.8	16	29.1	3	5.5	0	0.0	3.84±0.68	3.908	0.064
Radio & TV Networks	12	14.3	54	64.3	14	16.7	4	4.8	0	0.0	3.88 ±0.70	20	36.4	21	38.2	11	20.0	3	5.5	0	0.0	4.05±0.89	0.131	0.006*
Travel agent, tour operator, tour guides	50	59.5	30	35.7	4	4.8	0	0.0	0	0.0	4.55±0.59	36	65.5	16	29.1	3	5.5	0	0.0	0	0.0	4.60±0.60	7.051	0.699
Trade fairs	14	16.7	62	73.8	8	9.5	0	0.0	0	0.0	4.07±0.51	17	30.9	34	61.8	4	7.3	0	0.0	0	0.0	4.24±0.58	0.064	0.142
Newspaper, magazines, brochures etc.	30	35.7	44	52.4	9	10.7	1	1.2	0	0.0	4.23±0.68	18	32.7	27	49.1	9	16.4	1	1.8	0	0.0	4.13±0.75	11.438*	0.766
Marketing & promotional Campaigns	25	29.8	44	52.4	14	16.7	1	1.2	0	0.0	4.11 ±0.71	22	40.0	24	43.6	8	14.5	1	1.8	0	0.0	4.22 ±0.76	0.006*	0.596

Both samples in Tanzania and Egypt exhibit similar perceptions regarding the influence of various information sources on travel decisions, with high agreement across the categories. Word-of-mouth through friends and relatives, past experiences, and information from travel agents are particularly influential in shaping travel decisions in both countries. Egypt shows slightly stronger agreement in some categories, emphasizing the importance of radio and TV networks.

The results of this study are sustained by previous research. For instance, UNWTO, (2019) indicated that, Chinese travelers demand more truthful, timely and practical information along with the rapid development of the internet.

This finding is a little bit contrary to what was reported by VisitBritain (2018) that word of mouth is the number one (best) influence for the destination choice of Chinese international travelers and followed by operators or travel agents.

Furthermore, some studies proved that Chinese tourists have a tendency to be more prejudiced by TV adverts, TV travel programs, and also their traditional tour operator or travel agent. Nearly one in two Chinese people said that they have voyaged for a holiday to a place they had picked at least in part because it was featured in a TV series or film (VisitBritain, 2018).

Table 9 **:** Travel Motivations for Chinese Outbound Tourists of the Study Sample

Travel motivation for travel	Tanzania (n = 84)										Mean ± SD.	Egypt(n = 55)										Mean ± SD.	χ^2	MCp
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
	N.	%	No	%	No	%	No	%	No	%		No	%	No	%	No	%	N.	%	No	%			
To relax physically and mentally	27	32.1	49	58.3	8	9.5	0	0.0	0	0.0	4.23 ± 0.61	32	58.2	22	40.0	1	1.8	0	0.0	0	0.0	4.56 ± 0.54	10.277*	0.004*
To learn about things around me	31	36.9	49	58.3	4	4.8	0	0.0	0	0.0	4.32 ± 0.56	32	58.2	21	38.2	1	1.8	1	1.8	0	0.0	4.53 ± 0.63	8.043*	0.032
To satisfy my interest	14	16.7	44	52.4	26	31.0	0	0.0	0	0.0	3.86 ± 0.68	30	54.5	23	41.8	2	3.6	0	0.0	0	0.0	4.51 ± 0.57	28.146*	0.032*
To experience the Popularity of the Country or Region	38	45.2	37	44.0	9	10.7	0	0.0	0	0.0	4.35 ± 0.67	24	43.6	29	52.7	2	3.6	0	0.0	0	0.0	4.40 ± 0.56	2.651	<0.001*
To gain a feeling of belonging	26	31.0	50	59.5	8	9.5	0	0.0	0	0.0	4.21 ± 0.60	24	43.6	29	52.7	2	3.6	0	0.0	0	0.0	4.40 ± 0.56	3.358	0.266
To discover new things	39	46.4	36	42.9	9	10.7	0	0.0	0	0.0	4.36 ± 0.67	34	61.8	20	36.4	1	1.8	0	0.0	0	0.0	4.60 ± 0.53	5.503	0.187
To gain other’s respect away from home	29	34.5	52	61.9	3	3.6	0	0.0	0	0.0	4.31 ± 0.54	20	36.4	34	61.8	1	1.8	0	0.0	0	0.0	4.35 ± 0.52	0.365	0.064
To expand my knowledge and to be active	45	53.6	36	42.9	3	3.6	0	0.0	0	0.0	4.50 ± 0.57	22	40.0	30	54.5	3	5.5	0	0.0	0	0.0	4.35 ± 0.58	2.605	0.249
To reveal my thoughts, physical skills, feelings, or to others	27	32.1	52	61.9	5	6.0	0	0.0	0	0.0	4.26 ± 0.56	23	41.8	29	52.7	3	5.5	0	0.0	0	0.0	4.36 ± 0.59	1.412	1.000
To feel a sense of inspiration	37	44.0	36	42.9	11	13.1	0	0.0	0	0.0	4.31 ± 0.69	29	52.7	24	43.6	2	3.6	0	0.0	0	0.0	4.49 ± 0.57	3.712	0.156
To build friendships with others (e.g. friendliness of locals tourists)	44	52.4	37	44.0	3	3.6	0	0.0	0	0.0	4.49 ± 0.57	23	41.8	28	50.9	3	5.5	1	1.8	0	0.0	4.33 ± 0.67	2.935	0.249

Table 9 shows that while there are significant differences in Chinese tourists travel motivations between Tanzania and Egypt for the reasons of relaxation, learning, and satisfying personal interests, other motivations show no significant differences between the two groups, including experiencing the popularity of the country, gaining a feeling of belonging, discovering new things, expanding knowledge, feeling a sense of inspiration, and building friendships with others.

Table 10 : Purposes of Travel Chinese Outbound Tourists of the Study Sample

Purposes of Travel	**Tanzania**										**Mean ± SD.**	**Egypt**										**Mean ± SD.**	χ^2	^{MC}p
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
	No.	%	No.	%	No.	%	No.	%	No.	%		No.	%	No.	%	No.	%	No.	%	No.	%			
Leisure & Holiday	40	47.6	42	50.0	2	2.4	0	0.0	0	0.0	4.45 ± 0.55	43	78.2	11	20.0	1	1.8	0	0.0	0	0.0	4.76 ± 0.47	13.497*	0.001*
Adventure	23	27.4	56	66.7	5	6.0	0	0.0	0	0.0	4.21 ± 0.54	15	27.3	38	69.1	2	3.6	0	0.0	0	0.0	4.24 ± 0.51	0.354	0.865
Enjoying Food &Shopping	14	16.7	34	40.5	36	42.9	0	0.0	0	0.0	3.74 ± 0.73	21	38.2	28	50.9	6	10.9	0	0.0	0	0.0	4.27 ± 0.65	18.149*	<0.001*
Visiting friends and relatives	27	32.1	44	52.4	11	13.1	2	2.4	0	0.0	4.14 ± .73	18	32.7	29	52.7	8	14.5	0	0.0	0	0.0	4.18 ± 0.67	1.036	0.864
Business and professionals	30	35.7	49	58.3	5	6.0	0	0.0	0	0.0	4.30 ± 0.58	18	32.7	31	56.4	6	10.9	0	0.0	0	0.0	4.22 ± 0.63	1.140	0.565
Cultural / Archaeological purposes	52	61.9	23	27.4	9	10.7	0	0.0	0	0.0	4.51 ± 0.69	25	45.5	25	45.5	4	7.3	1	1.8	0	0.0	4.35 ± 0.70	6.515	0.063

In summary, there are significant differences in travel purposes between Tanzania and Egypt for leisure and holiday and enjoying food and shopping. Other purposes such as adventure, visiting friends and relatives, business and professionals, and cultural/archaeological purposes show no significant differences between the two groups.

Table 11: Influencing Factors for Chinese Tourists to travel to Africa

Influencing traveling to Africa	Tanzania										Mean ± SD.	Egypt										Mean ± SD.	χ^2	^{MC}p
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
	No.	%	No.	%	No.	%	No.	%	No.	%		No.	%	No.	%	No.	%	No.	%	No.	%			
Unique attractions and experiences	31	36.9	51	60.7	2	2.4	0	0.0	0	0.0	4.35 ± 0.53	37	67.3	17	30.9	1	1.8	0	0.0	0	0.0	4.65 ± 0.52	12.489*	0.001*
Weather	28	33.3	41	48.8	15	17.9	0	0.0	0	0.0	4.15 ± 0.70	20	36.4	33	60.0	2	3.6	0	0.0	0	0.0	4.33 ± 0.55	6.366*	0.041*
Friendliness of people	25	29.8	50	59.5	9	10.7	0	0.0	0	0.0	4.19 ± 0.61	23	41.8	30	54.5	2	3.6	0	0.0	0	0.0	4.38 ± 0.56	3.646	0.162
Power of tourism promotion	24	28.6	49	58.3	10	11.9	1	1.2	0	0.0	4.14 ± 0.66	24	43.6	29	52.7	2	3.6	0	0.0	0	0.0	4.40 ± 0.56	5.469	0.105
Highly recommended by others	30	35.7	46	54.8	7	8.3	1	1.2	0	0.0	4.25 ± 0.66	21	38.2	32	58.2	2	3.6	0	0.0	0	0.0	4.35 ± 0.55	1.750	0.695
Ease of travel	19	22.6	38	45.2	26	31.0	1	1.2	0	0.0	3.89 ± 0.76	28	50.9	26	47.3	1	1.8	0	0.0	0	0.0	4.49 ± 0.54	26.048*	0.001*
Lower costs	17	20.2	14	16.7	42	50.0	6	7.1	5	6.0	3.38 ± 1.07	16	29.1	27	49.1	5	9.1	5	9.1	2	3.6	3.91 ± 1.04	31.984*	<0.001*
Incentives provided by governments or agents e.g. entry VISA	27	32.1	46	54.8	10	11.9	1	1.2	0	0.0	4.18 ± 0.68	31	56.4	20	36.4	4	7.3	0	0.0	0	0.0	4.49 ± 0.63	8.160*	0.028*

The analysis of the data in table 11 indicates that both samples of Chinese tourists from Tanzania and Egypt generally agree on the importance of various factors influencing Chinese tourists to travel to Africa, such as unique attractions, weather, friendliness of people, tourism promotion, recommendations, lower costs, and incentives. However, there are some significant differences in preferences, especially in factors like unique attractions, ease of travel, and incentives provided by governments or agents. For example, when it comes to weather, the mean scores suggest that both samples value favorable weather, with Egypt showing a slightly stronger preference (Tanzania: 4.15 ± 0.70, Egypt: 4.33 ± 0.55). As for the friendliness of people, the mean scores indicate a similar appreciation for the friendliness of people (Tanzania: 4.19 ± 0.61, Egypt: 4.38 ± 0.56) and the Chi-square test shows no significant difference between the two countries (p = 0.162).

Table 12**:** Preferred Social Media by the Chinese Outbound Tourists of the Study Sample

Preferred social media	Tanzania										Mean ± SD.	Egypt										Mean ± SD.	χ^2	^{MC}p
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
	No.	%	No.	%	No.	%	No.	%	No.	%		No.	%	No.	%	No.	%	No.	%	No.	%			
Whatsapp	1	1.2	20	23.8	61	72.6	0	0.0	2	2.4	3.21 ± 0.58	1	1.8	13	23.6	40	72.7	1	1.8	0	0.0	3.25 ± 0.52	2.753	0.699
Ctrip, Tuniu, Baidu	19	22.6	48	57.1	15	17.9	3	3.6	1	1.2	3.94 ± 0.81	48	87.3	6	10.9	1	1.8	0	0.0	0	0.0	4.85 ± 0.40	57.884*	<0.001*
Instagram	2	2.4	24	28.6	50	59.5	7	8.3	1	1.2	3.23 ± 0.68	3	5.5	35	63.6	15	27.3	2	3.6	0	0.0	3.71 ± 0.63	19.573*	<0.001*
WeChat	41	48.8	53	63.1	6	7.1	5	6.0	0	0.0	4.30 ± 0.85	38	69.1	13	23.6	4	7.3	0	0.0	0	0.0	4.62 ± 0.62	7.580	0.051
Facebook	1	1.2	32	38.1	47	56.0	1	1.2	1	1.2	3.39 ± 0.60	2	3.6	34	61.8	19	34.5	0	0.0	0	0.0	3.69 ± 0.54	8.487*	0.024*
Twitter	0	0.0	24	28.6	58	69.0	1	1.2	1	1.2	3.25 ± 0.53	5	9.1	29	52.7	17	30.9	4	7.3	0	0.0	3.64 ± 0.75	25.398*	<0.001*
Skype	7	8.3	34	40.5	22	26.2	1	1.2	1	1.2	3.76 ± 0.67	9	16.4	35	63.6	11	20.0	0	0.0	0	0.0	3.96 ± 0.61	3.569	0.472
YouTube	15	17.9	46	54.8	12	14.3	5	6.0	4	4.8	3.77 ± 0.97	20	36.4	32	58.2	1	1.8	1	1.8	1	1.8	4.25 ± 0.75	12.040*	0.011*

It is worth noting that the results of table 12 indicate that Chinese tourists prefer their local social media networks (Ctrip, Tuniu, Baidu & WeChat) over the international social media networks (Facebook, Instagram, twitter and youtube). This can have great implications on the strategic choices of the destination marketers in both Tanzania and Egypt.

The results of this study are supported by the work of previous researchers. For instance; VisitBritain (2018) has reported that, in China social media is very unique and there are main three strong players which are known as BAT: which means (i) Baidu as top search engine(Baidu Search& Baidu Tieba), (ii) Alibaba as an E-commerce leader(Taobao, Tmall, Xianyu& Alipay), and (iii)Ten cent with WeChat &QQ instant message platform.

Table 13: The Most Popular Places to Visit in Tanzania and Egypt

Most popular and the best places to visit					
Tanzania	**No.**	**%**	**Egypt**	**No**	**%**
Serengeti	28	33.7	Giza-pyramid	33	60
Ngorongoro	17	20.5	Sinai	7	12.7
Zanzibar	19	22.9	Aswan	11	20
Mt Kilimanjaro	10	12.0	Luxor	1	1.8
Selous	1	1.2	Hurghada	1	1.8
Kilimanjaro	5	6.0	Sharm ElSheikh	1	1.8
Bagamoyo	1	1.2			
Ruaha national Park	1	1.2			
Mafia	1	1.2			
Lake Victoria	1	1.2			

Table 13 indicates a clear preference for certain well-known attractions in both countries, reflecting the global recognition of these destinations. The dominance of Giza Pyramids in Egypt and Serengeti in Tanzania suggests that these landmarks are particularly renowned and influential in attracting tourists. The diversity of mentioned places reflects the rich cultural, historical, and natural offerings of both Tanzania and Egypt.

The research sample of Chinese tourists was asked to indicate a single word to describe their experience in destinations Tanzania and/ or Egypt (see Table 14). Many words with different meaning were mentioned by the respondents and the researchers grouped them in a similar meaning by using about eight words such as amazing, awesome or wonderful, good, beauty, peace and best one, country with lot of attractive in wildlife or natural resources, culture or history, unforgettable, too expensive, and friendly country.

Table 14: Experience in Tanzania or Egypt

Experience in Tanzania or Egypt	Tanzania		Egypt	
	No.	%	No.	%
In a single word how would you describe your experience in Tanzania or Egypt				
Amazing	10	11.9	16	29
Too expensive	1	1.2		
Awesome/wonderful	7	8.3	9	16
Good, beauty, Peace and Best one	11	13.1		
Country with lot of Attractions (wildlife/Natural resources, culture/history)	44	52.4	27	49
Unforgettable Experience	10	11.9		
Friendly Country	1	1.2	3	5.5
Are you likely to re-visit Tanzania or Egypt in the future?				
Yes	83	98.8	54	98.2
No	1	1.2	1	1.8
Will you recommend your friends and relatives to visit Tanzania or Egypt?				
Yes	83	98.8	54	98.2
No	0	0.0	0	0.0
Not sure	1	1.2	1	1.8

A significant number of respondents from Egypt used "amazing" to describe their experience, indicating a highly positive sentiment. Both countries received positive feedback using terms like "awesome" and "wonderful." Tanzania is overwhelmingly described as a country with abundant natural resources, wildlife, and rich cultural and historical elements. Respondents in Egypt appreciate the country for its natural resources, and cultural and historical attractions. The vast majority of respondents

(98%) expressed a strong likelihood of re-visiting both Tanzania and Egypt in the future, indicating a positive overall experience. Almost all respondents (98%) are willing to recommend their friends and relatives to visit both countries, showcasing a high level of satisfaction in both destinations.

Table 15**:** Travel Constraints and Challenges Perceived by the Study Sample

Travel constraints and challenges	Tanzania										Mean ± SD.	Egypt										Mean ± SD.	χ^2	^{MC}p
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
	No.	%	No.	%	No.	%	No.	%	No.	%		No.	%	No.	%	No.	%	No.	%	No.	%			
Language Barriers	77	44.0	82	46.9	15	8.6	0	0.0	1	0.6	4.34 ± 0.68	12	60.0	7	35.0	1	5.0	0	0.0	0	0.0	4.55 ± 0.60	2.344	0.597
Limited information before traveling due to model of communication	39	22.3	98	56.0	26	14.9	7	4.0	5	2.9	3.91 ± 0.89	2	10.0	14	70.0	3	15.0	0	0.0	1	5.0	3.80 ± 0.83	2.708	0.543
Increasingly competitive market	25	14.3	75	42.9	51	29.1	19	10.9	5	2.9	3.55 ± 0.96	3	15.0	16	80.0	1	5.0	0	0.0	0	0.0	4.10 ± 0.45	11.053*	0.017*
Direct flight from China to Tanzania or Egypt	32	18.3	18	10.3	55	31.4	42	24.0	28	16.0	2.91 ± 1.31	3	15.0	12	60.0	3	15.0	0	0.0	2	10.0	3.70 ± 1.08	26.590*	<0.001*
The choice of accommodation facilities	69	39.4	74	42.3	19	10.9	9	5.1	4	2.3	4.11 ± 0.95	3	15.0	12	60.0	2	10.0	2	10.0	1	5.0	3.70 ± 1.03	6.671	0.107
Financial resources	29	16.6	42	24.0	78	44.6	21	12.0	5	2.9	3.39 ± 0.99	4	20.0	13	65.0	2	10.0	1	5.0	0	0.0	4.0 ± 0.73	15.564*	0.002*
Cultural misunderstandings and adaptation	51	29.1	79	45.1	26	14.9	15	8.6	4	2.3	3.90 ± 0.99	1	5.0	17	85.0	1	5.0	0	0.0	1	5.0	3.85 ± 0.75	12.687*	0.008*
Chinese outbound tourists had different profiles, expectations, and behaviors.	45	25.7	92	52.6	24	13.7	9	5.1	5	2.9	3.93 ± 0.93	10	50.0	4	20.0	2	10.0	4	20.0	0	0.0	4.0 ± 1.21	12.748*	0.006*
Logistics with Chinese is costly and complicated.	32	18.3	89	50.9	25	14.3	18	10.3	11	6.3	3.65 ± 1.09	1	5.0	16	80.0	3	15.0	0	0.0	0	0.0	3.90 ± 0.45	6.567	0.126
Safety issues such as theft, violence, and terrorism	21	12.0	91	52.0	32	18.3	17	9.7	14	8.0	3.50 ± 1.08	1	5.0	13	65.0	4	20.0	0	0.0	2	10.0	3.55 ± 1.0	2.960	0.558

In table 15, it is obvious that amongst all the examined strongly agreed is Cultural misunderstandings and adaptation (p= 0.008) while the less observed is increasingly competitive market, (p=<0.001). In case of Egypt, mostly observed is Chinese outbound traveler had different expectation, profiles, and behaviors (p=0.006), while the less observed is cultural misunderstandings and adaptation (p=0.008).

The mean scores for Tanzania (4.34) and Egypt (4.55) indicate that language barriers are perceived as a considerable challenge, with Egypt having a slightly higher mean score. Moreover, Chinese tourists find that the lack of direct flights from China to Tanzania or Egypt is challenging. Tanzania has a higher mean score (3.70) compared to Egypt (2.91), indicating that this is a more significant concern for Chinese tourists visiting Tanzania.

These results conform to the results of previous researchers. For example, Melubo & Kisasembe (2020) have pointed out that, the foremost barriers to Tanzania becoming a China-ready destination_are limited direct flights, low levels of information, little knowledge about Tanzania received by Chinese, lower market awareness, the lack of Chinese speaking workforce, an overall lack of understanding of the Chinese market, and poor knowledge regarding travel behaviors of the Chinese market. In addition to above researcher, Alshaarawy (2011) has indicated that, many operators in Egypt are still lacking the knowledge of China market, lack of Chinese speaking people, and some accommodation facilities needs some improvement so as to provide better service.

The researchers asked the sample of tourist officials and travel agents from Tanzania & Egypt to identify from their experience some strategies that can be utilized to attract more Chinese outbound tourists. The results are indicated in table 16.

Table 16**:** Strategies to Attract More Chinese Tourists to Egypt & Tanzania

Strategies to attract Chinese Tourists	Tanzania											Egypt											χ^2	p
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean ± SD.	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean ± SD.		
	No.	%	No.	%	No.	%	No.	%	No.	%		No.	%	No.	%	No.	%	No.	%	No.	%			
It is strategic necessity to use specific Chinese channels & media: (e.g. Ctrip, Tuniu, and Baidu) to attract more Chinese to destination Tanzania or Egypt.	16	19.0	49	58.3	19	22.6	0	0.0	0	0.0	3.96 ± 0.65	33	60.0	21	38.2	1	1.8	0	0.0	0	0.0	4.58 ± 0.53	28.488*	<0.001*
It is strategic necessity to use good will ambassador and celebrities to attract more Chinese to destination Tanzania or Egypt.	39	46.4	31	36.9	13	15.5	1	1.2	0	0.0	4.29 ± 0.77	20	36.4	31	56.4	4	7.3	0	0.0	0	0.0	4.29 ± 0.60	5.884	^{MC}p= 0.088
It is strategic necessity to use trade fairs like COTTM CHINA to attract more Chinese to destination Tanzania or Egypt.	19	22.6	44	52.4	16	19.0	5	6.0	0	0.0	3.92 ± 0.81	34	61.8	16	29.1	4	7.3	1	1.8	0	0.0	4.51 ± 0.72	21.462*	^{MC}p <0.001*
It is strategic necessity to use road shows to attract more Chinese to destination Tanzania or Egypt.	30	35.7	47	56.0	7	8.3	0	0.0	0	0.0	4.27 ± 0.61	14	25.5	34	61.8	7	12.7	0	0.0	0	0.0	4.13 ± 0.61	1.939	0.379
It is strategic necessity to use Word of Mouth and attend Chinese forums to attract more Chinese to destination Tanzania or Egypt.	19	22.6	40	47.6	25	29.8	0	0.0	0	0.0	3.93 ± 0.72	21	38.2	31	56.4	2	3.6	0	0.0	1	1.8	4.29 ± 0.71	18.220*	^{MC}p <0.001*
It is strategic necessity to use Travel companies to attract more Chinese to destination Tanzania or Egypt.	10	11.9	55	65.5	18	21.4	1	1.2	0	0.0	3.88 ± 0.61	39	70.9	14	25.5	2	3.6	0	0.0	0	0.0	4.67 ± 0.55	52.349*	^{MC}p <0.001*
It is strategic necessity to use Friends and Relatives to attract more Chinese to destination Tanzania or Egypt.	18	21.4	50	59.5	16	19.0	0	0.0	0	0.0	4.02 ± 0.64	18	32.7	36	65.5	1	1.8	0	0.0	0	0.0	4.31 ± 0.50	9.895*	0.007*
It is strategic necessity to use Sport and cultural events to attract more Chinese to destination Tanzania or Egypt.	7	8.3	66	78.6	11	13.1	0	0.0	0	0.0	3.95 ± 0.46	17	30.9	37	67.3	1	1.8	0	0.0	0	0.0	4.29 ± 0.50	15.280*	<0.001*
It is strategic necessity to enhance the role of embassies of Egypt and Tanzania in China	16	19.0	56	66.7	12	14.3	0	0.0	0	0.0	4.05 ± 0.58	16	29.1	33	60.0	6	10.9	0	0.0	0	0.0	4.18 ± 0.61	1.980	0.372
It is strategic necessity to make use of Chinese Holidays (Chinese New Year, National Day etc.)	19	22.6	38	45.2	6	7.1	12	14.3	9	10.7	3.55 ± 1.28	23	41.8	25	45.5	7	12.7	0	0.0	0	0.0	4.29 ± 0.69	18.913*	0.001*

A significant majority in both Tanzania and Egypt strongly agree that using specific Chinese channels and media is a strategic necessity. There is also a strong agreement in both countries that using goodwill ambassadors and celebrities is a strategic necessity. The mean scores are relatively high, indicating a positive attitude towards this strategy.

Both countries recognize the strategic importance of participating in trade fairs like COTTM CHINA to attract more Chinese tourists. Both countries agree that utilizing word of mouth and attending Chinese forums, is a strategic necessity. The majority in both countries strongly agree that using travel companies is a strategic necessity. The mean scores are high, indicating a positive attitude towards involving travel companies in the strategy.

Both Tanzania and Egypt recognize the importance of using friends and relatives to attract more Chinese tourists. Both countries show a positive attitude towards involving embassies in the strategy to attract more Chinese tourists. The mean scores are relatively high, indicating agreement.

Both Tanzania and Egypt recognize the strategic importance of aligning promotional activities with Chinese holidays. The mean scores are high, and the chi-square test suggests a significant association.

9. Conclusion and Recommendations

The study explored the characteristics, behavior, and trends of Chinese outbound tourists with a focus on Tanzania and Egypt. Several key findings emerged from this study.

Chinese outbound tourists exhibit unique characteristics, including a preference for package travel, larger tour groups, collective living, substantial spending, sensitivity to pricing, and a keen interest in shopping. Both Tanzania and Egypt need to recognize and adapt to these characteristics to attract more Chinese visitors.

China has become one of the fastest-growing outbound travel markets globally, with substantial spending. However, Tanzania and Egypt still have room for growth in attracting Chinese tourists. Both destinations have implemented strategies like specific marketing for China, participation in roadshows, simplifying visa requirements, and obtaining Approved Destination Status (ADS) to tap into the Chinese market.

Language barriers are a significant obstacle, along with issues like accommodation choices, cultural misunderstandings, low market awareness, financial resources, and safety concerns. Overcoming these obstacles is crucial for Tanzania and Egypt to become more attractive to Chinese tourists.

To capture a larger share of the Chinese outbound tourism market, both countries should employ specific marketing strategies. Recommendations in this context include utilizing Chinese channels and popular local social media platforms, leveraging influencers and celebrities, fostering partnerships with Chinese agencies, investing in digital marketing, and participating in events and roadshows.

In light of this, it is recommended that tourism officials and marketers should intensify marketing efforts in China using the new destination brand and utilize Chinese celebrities, influencers, and goodwill ambassadors for promotion. Moreover, it is essential to collaborate with Chinese travel agencies to tailor products and services for Chinese travelers, in addition to ensuring consistent and realistic portrayal of the Egypt and Tanzania in information channels.

As for tourism stakeholders and private investors, they need to stay informed about trends in the Chinese outbound tourism market, organize familiarization trips for travel agents promoting Tanzania and Egypt in China, improve facilities and services to cater to Chinese tourists' preferences and embrace technology, including Chinese-language websites and social media, for effective marketing.

In conclusion, while both Tanzania and Egypt have made strides in attracting Chinese tourists, there is significant untapped potential. Implementing the recommended strategies can enhance their appeal and gain a larger market share in the rapidly growing Chinese outbound tourism market.

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