

POLYU Junior Researcher Mentoring Programme 2024



Code:	JRMP2024_28
School / Department:	School of Hotel and Tourism Management
Name of Research Team Member(s):	Dr Daniel Leung, Associate Professor
Research Topic:	A generational analysis of Chinese outbound travellers' travel information search strategies
Short Description of the Research Project:	<p>As tourism products (e.g. hotels, restaurants) are intangible and experiential by nature, travellers often spend a lot of time and effort searching and analysing information from different sources to identify the options they believe will provide them with the highest level of utility.</p> <p>In this project, the participating students and research leader will jointly investigate the travel information search strategies (e.g., search approaches, types of information, sources of information) used by outbound travellers from mainland China (incl. those residing in the Hong Kong SAR and Macau SAR).</p> <p>The participating students will be involved in data collection, for which a mixed-methods approach (including in-depth interviews and an online survey) will be adopted. A generational analysis will then be conducted to unveil whether the strategies used by Chinese travellers differ across different generational cohorts. The participating students will have the opportunity to use statistical analysis software to analyse the collected data. Reasonable approaches to drawing inferences from the data analysis results will also be shared with the participating students during the project period.</p> <p>As key members in the research team, the participating students will be involved in the following tasks:</p> <ol style="list-style-type: none"> 1) Collecting and analysing primary data from interviewees 2) Designing the online questionnaire 3) Analysing the data using statistical analysis software 4) Co-authoring a conference/journal manuscript

No. of Places Offered:	2
Frequency of Meetings:	Weekly
Special Requirement(s):	N/A

** The information presented above is subject to change.*