

Propositions

REGIONAL TOURISM COOPERATION

FACTORS INFLUENCING THE PERFORMANCE OF REGIONAL TOURISM COOPERATION IN CHINA

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1. Theories developed in the west can be used to study the Chinese cases only if the conditions specified when and where these theories apply. (chapter 2)
2. To improve the performances of regional tourism cooperation, the Yangtze River Delta region is the ideal region to use to formulate general suggestions for other regions of China. (chapter 3)
3. Eight most important factors influencing effectiveness of regional tourism cooperation mentioned in the literature: Political-economic features of tourism, commitments, leadership, motives, representation of stakeholders, involvement mechanism, areas of cooperation and implementation structure. They were all relevant to some extent in the Chinese cases studied. (chapters 4 and 5)
4. In China, combination of case studies and surveys is most appropriate for empirical investigation when data concerning the cases are insufficient to carry out large-scale quantitative analysis. (chapter 6)
5. The success of the EXPO, as a single event with more than 73 million visitors in Shanghai within six months, does not mean the Yangtze River Delta region profited from the EXPO as planned. (chapter 7)
6. When Chinese government tries to boost domestic consumption, it ignores the fact that Chinese people tend to spend less not because they dislike consuming but because of the poor social security system, which forces them to save money for future expenditures.
7. The emergence of mobile internet has brought the information age into a new phase in China. After sharing, spreading, forwarding and interchanging, opinions of virtual communities can influence people in a way that no traditional media can realize. This trend shall not be neglected by tourism industry.
8. After the concept of MBO (Management Buy Outs) was introduced in the reform of state-owned enterprises in China, the whole situation could be simply interpreted as 'my house is very dirty and a nanny comes to clean it, however after the cleaning, the nanny becomes the house owner'.
9. Any research about China must be rooted in the understanding of China's political regime, because decisions in all aspects – economic, social and cultural – must serve one purpose: to maintain stability and the power of the Communist Party.
10. The old Chinese proverb, the first bird in the flock is shot, is one of the reasons to explain why in western classes, Chinese students are shy and tend to be less distinctive than they really are.
11. Every lover sees a thousand graces in the beloved object. For PhD students, research is the greatest career choice because researchers will never be unemployed. At the end of each research report, there will be more suggestions for future research than findings.