

# Changing of Asian Outlooks and New Travel Demands are the Emerging Factors for Expanding Tourism Markets Globally

Dilip Kumar Bhadra  
Bangladesh Bureau of Statistics (BBS)  
Ministry of Planning  
Dhaka, Bangladesh  
karmakardkb@yahoo.com

**Abstract**— This paper has focused on some basic Asian outlooks and inherited homogeneous characteristics, especially social & cultural traditions, values, ethnicity and emotions. These are predominant factors for the peoples of Southeast, South and East-Asian countries that have influenced much on decision-making matters in families as well as in societies. These influencing factors are also responsible for expanding tourism markets globally. Indeed, long period colonial exploitation & struggle and gradually social transformation have prepared Asian peoples growing their self-reliance, self-esteem and the economic uplift that have brought to changes more in their lifestyles and freethinking about the world and other societies. Asians' long economic backwardness, prejudice and dominated anti-ethnic values have been disappearing with faster growing of individualism, nationalism and economic development of Asian peoples. All these issues are more or less responsible for changing the outlook of Asian inhabitants and preparing them to be widened more their traveling perceptions about world tourism attractions and different society values. This paper has discussed elaborately on these factors and analysed the impacts on decision-making matters for tourism participation based on study survey results and other documents. Asian societies have been accustomed to modern technology & communication and the present global interactions are influencing them much in the new way of thinking, creating demand for visiting other societies and western world. Present young generations are thirst for sharing knowledge of unseen and unknown values with others. All these factors have some positive roles increasing the number of Asian travelers gradually. This paper also presents a habitual marketing nature and limits of expenditure of Asian travelers.

**Keywords**- Asian Outlooks; Travel Demands; Expanding Tourism Markets; Cultural Values & Identities; Changing Attitudes for Tourism, Communication & Technological impacts .

## I. INTRODUCTION

Asian tourists are going to play a determinant role of the global tourism prospect. Worldwide the number of arrival tourists is increasing gradually and a major portion of them is from the Asia continent. An image of tourism aspiration has been creating among Asian young generations due to some socio-structural and economic changes, which have been analysed elaborately in this paper. Asian people own various common characteristics relating to basic religion unity, culture, ethnicity and tradition values, the benefits of colonial rules,

modern technology & communication advancement and recent economic development and developing tourism markets, those have significant impacts on Asian tourism expansion and creating new demands for tourism markets. All these factors have been analysed based on some documents and survey results.

## II. OBJECTIVES:

The main objectives of the paper is to find out how Asian peoples are now becoming more free-thinking and individualistic coming out of their common social traditions & cultural traits, especially in the case of decision-making matters for more participation in tourism. Along with it, the paper discusses some other social & economic characteristics of Asian tourists those factors are responsible for expanding the global tourism markets and increasing the number of Asian travelers.

## III. METHODOLOGY

In the study, a survey frame was designed based on information of Bangladesh tourists arrivals from different continents in 2013 (Source: Bangladesh Parjatan Corporation) considering the year as normal in tourism. Two stage stratified sampling procedures are followed. At the first step a very small fraction ( $n/N = .00025$ , 147) of the total number of tourists (population,  $N = 588193$ ) is estimated. Then sample number of population is distributed among the continental ratios of visitors following PPS method and thus sample numbers of tourists are derived from Europe (37), USA (14), Africa (1), Australia (7) and Asia (88). In the second stage of the sample frame, number of tourists selected following PPS and countries from Asia continent are India, China, Japan, Thailand, Malaysia, Indonesia, Cambodia, Hong Kong, Singapore, Laos PDR, Viet Nam, Sri Lanka, Nepal, Bhutan and a very few tourists from Middle-East counties. Two different sets of questionnaires were designed including a total number of 38 basic questions. Out of total 38, 23 questions were (Part-I) selected for tourists from all five continents and 15 questions were (Part-II) asked to respondents separately only for Asia continent tourists. Ultimately, the total number of 147 sample persons was interviewed irrespective male or female at Hazrat Shahjalal International Airport, Dhaka. At the airport, only departed tourists were interviewed and a single person from a tourist-family.

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#### IV. ASIAN POPULATION, ECONOMIC GROWTH AND TOURISM

##### A. Asian Population and Economic Growth

The Asia continent covers a vast geographical area, with diverse landscapes, climates, societies, cultures, religions, and economies. More than 60% of the world's populations (WP Data Sheet, 2013) live in this region, of which close to half live on less than a dollar per day. Despite this poverty-driven picture, Asian's rapid economic growth continues on favourable track. Presently, 'developing Asia's gross domestic product (GDP) is expanding steadily by 6.1% in 2013 (ADO 2014: 29)'. The current economic trends of this region will likely to be continued, or advanced even more rapidly in the next few decades. ADB's Asian Development Outlook (ADO) 2014 has projected that developing Asia's growth will increase from 6.1% in 2013 to 6.2% in 2014, 6.4% in 2015. Due to the impressive economic expansion, and reasonable population growth with demographic characteristics, Asia has been considered the most dynamic region and is going to be an important growth centre in the next decades. The GDP growth rates of many Southeast and South Asian countries are found around 6-7 percent (GDP growth by countries: 30) and only a few countries are continued on 4-6 percent, whereas Korea Republic, Singapore, Hong Kong and Thailand are seen around 3 percent. The GDPs of the sub regions of Northeast Asia, South Asia, and Central Asia have showed a high annual growth rate of between 4 and 8 percent since 1998, largely fuelled by rapid industrialisation and international trade (Figure 7: ADB, Asian Development Outlook 1996 & 1997, 2003). Indeed, these gradual economic changes in most of Asian countries, their sub-region share with similar natural and enriched socio-cultural background, and experiences of similar cultural values & traditions have played a pivotal role in changing the outlook of Asian young generations and coming out of their long traditional norms, which are favourable for out-burst the number of Asian travelers worldwide. Survey results show that more than 9% Asian travelers are added newly to outbound travel for the first time in 2014.

TABLE I. TRAVELERS' OUTBOUND TRAVELING FREQUENCY

Table Head	Traveler's Outbound Travel Status			
	Total	First time	Second time	Multiple time
	100	9.09	30.68	60.23

Sample Survey Tables Q-3 (split).

##### B. Asia Gaining Economic Capability for Tourism

The survey questionnaire includes questions to examine the changes and growing the economic capability of Asian tourists.

TABLE II. GAIN ECONOMIC CAPABILITY FOR OUTBOUND TRAVEL

Table Head	Gain Economic Capability for Outbound Travel			Encouraged by Family Elderly Outbound Travel		
	1-2 Years	3-5 Years	5+ Years	Total	Yes	No
100	37.50	40.91	21.59	100	35.23	64.77

Sample Survey Tables Q-8 & Q-9.

TABLE III. FAMILY MEMBERS VISITED INSIDE COUNTRY

Table Head	Inside Travel			Encouraged by Internal Travel Experience		
	Total	Yes	No	Total	Yes	No
	100	80.68	19.32	100	31.13	78.87

Sample Survey Tables Q-8 & Q-9.

According to the survey results, 37.50% respondents have become economically capable to undertaking outbound tours during last 1-2 years while 40.91% tourists have gained the capability 3-5 years ago and 21.59% travelers gained the capacity more than 5 years. Some other corresponding questions were asked to judge the family capability. It is observed that 35.23% respondents have informed that their immediate elderly generation traveled outside country before respondent's first visit to outside country whereas, 64.77% respondents' family-member never traveled outside their countries. To trace out whether the respondent has any prior traveling experience inside the country or not as because such experience induces person to be an outbound traveler. A notable portion (80.68%) of tourists is found having prior experience and remaining 19.32% respondents never visited inside country before their outbound travel. It implies that 19.32% respondents are enjoying new experiences from traveling. Out of total internal travelers, 21.13% respondents have been encouraged by internal traveling experiences with the increase of their economic capability. It indicates that the economic improvement and internal traveling experience somehow encourage persons to be outbound traveling.

##### C. Asian Economy and Outbound Travel Growth

Global outbound travel has grown by a solid 4-5% every year since 2011 (ITB Report 2013-14). In tourism, the number of Asian travelers is increasing gradually due to faster economic growth in Asia. Continuous shifts are being made in terms of travel & tourism and rising the spending power as well in Asian. Among Asian countries, China economy is outstanding in the steady economic growth and it is resulted that Chinese travelers are venturing abroad (BBC News Asia: Asian Global Travel Boom)' the highest in number. 'In 2013, China's outbound tourism market grew rapidly. The status is the world's largest outbound tourism market and outbound tourism spender (CNTA: China Outbound Tourism 2013)'. Both the economies of China and India would be the engine of global growth for decades in future. On an average, Asian growth is seen 8.3, 6.8 and 6.9 in 2010, 2011 & 2012 respectively. Emerging Asia excluding China these growth rates are 8.8, 6.6 & 6.3 during the same period while excluding both China & India, these rates are found 7.7, 5.2 & 5.1, which are seen little lower compared to earlier rates. 'After expanding, on average, more than 10% a year for a decade, China's economy only grew at a rate of about 8% in 2012'. Whereas, 'India's growth, which reached a high of 10.1% in 2010, dropped to less than 7% in 2011, to 4.9% in 2012 and is estimated to expand only 6% this year (Tina Aridas & Valentina Pasquali: 31)'. The 'Outbound tourism recorded a steady performance in 2013 with 9% growth in terms of the number of trips, compared with 8% growth in 2012 (UNWTO Highlights 2014:33)'. According to Tourism Australia, 'India

has emerged as the world's fastest-growing outbound market and in absolute numbers; it is second only to China. The number of Indians travelling overseas is set to rise from around 15 million today to 50 million by 2020'. Same prospective pictures are found in other Southeast, East and South Asian countries. According to UNWTO country reports, in Philippines 'the number of outbound departures posted a slower growth of 7% in 2013 (owing to natural calamities) compared to the 9% growth it attained in 2012'. 'In 2013, outbound departures from Vietnam registered the volume growth of 14%, which is slower compared to 2012 due to the economic slowdown in Vietnam at the end of the review period'. 'Outbound departures of Thailand continued its moderate positive growth in number of trips in 2013'. 'Although domestic spending showed signs of prolonged economic depression for South Korea, outbound travel was an exception even for year 2013'. 'Tourism flows outbound posted 3% increase in total number of trips in 2013' in Malaysia'. 'Tokyo's tourism suffered a sharp drop in demand after the March 2011 earthquake and ensuing nuclear disaster'. Continuous growth of disposable incomes, the increasing number of wealthy individuals and rising income per household continues to fuel outbound trip growth, especially for leisure purposes. 'Outbound tourism performed well in 2013 with an increase of one percentage point as compared to 2012, with travel mostly recorded to short-haul regional destinations'. Actually, the long period's Asian rapid economic growth, increase in the disposable income, relaxation of travel restrictions and rapid urbanization have enabled more Asian peoples to travel outside countries and budget airlines are opening up routes are all the outer important factors. Indeed, the image of traveling in their mind thinking is growing through uncovering slowly the social and cultural values in traditional Asian societies. Modern traveling ancillary facilities are stirring up the emotion of youths in the anticipation of outbound travel gradually.

## V. ASIAN BASIC CULTURAL CHARACTERISTICS AND THE CHANGING NORMS

### A. Asian Basic Characteristics and Homogeneity

#### 1) Asian Cultural Values

As the vast Asia continent is the biggest home of the majority of humanity and all densely populated countries are located in Asia, it has variety of nationalities, societies and cultural norms, values & traditions, which are different from western world. Asian tradition, culture and religions are playing important roles for affecting acculturation of closeness among Asian people. Despite varieties of Asian societies, some unity and common history for many countries and cultures, closely bound to their traditions and values are the basic roots of these countries. Some 'behavioural attitudes and cultural values are found harmony with each other (Marcia C. Carteret, 2011: 1)'. Am J. Phys Anthropol refers this anthropological closeness in another research article (Am J. Phys Anthropol. 2002: 2)', 'Asian mtDNA sequences reveal high variability within populations, but extremely low differentiations among Asian populations'. Another important unity among Asians is that almost Asian countries are agro-based economy as

demographic expansion associated with the spread of agriculture in Asia, which is responsible for extreme genetic homogeneity in Asia. Although there are numerous of differences in the religion, experience of colonisation, and ethnicity, the similarities are much more significant. Asians, especially Southeast, East and South Asian countries share similar climate and cultural trait and these make Asian peoples are tie in one thread since ancient period and it has come to loose with gradual development of socio-economic structural changes.

### B. Asian Religions, Cultural Values & Identity and Changing Attitude

#### 1) Asian Religion, Philosophy and Decision-making

Asian religions (mainly Hinduism, Taoism, Confucianism, Buddhism, Judaism and Islam) have some basic similarities in some beliefs, behavioural patterns and practices in religious culture. Asian cultures play an important influential role in families. Culturally Asians are highly group-oriented people who give strong emphasis on family connection, which is the major source of their identity and protection against the hardships of life (Marcia C. Carteret, 2011:1) and develop awareness of the normative cultural values where loyalty to the family and respect to elders are expected. Although distinct, Asian culture actually has its own set of values. They all share a common core, which is seen in the Japanese and Chinese traditions and in philosophers such as Confucians, whose writings had considerable influence throughout Asia. Asian philosophical traditions originated in India and China (Eastern Philosophy: 33) and spread widely in Southeast, South and East Asia. It has made them some closer in thinking and values, which are very much inter-related. The view of the individual as being a part of a much larger group or family is reflected in many cases of decision-making matters. However, this long cultural value is being uncovered gradually in Asian societies due to change in the present economic norms & development of social living patterns of Asian people.

#### 2) Education Inspiration and Socio-Cultural Traits

Generally, Asian cultural tradition places a high value on education for self-improvement, self-esteem, family and ethnicities (Schneider & Lees, 1990)'. Education inspires the aspiration or expectation for more knowledge and now-a-days monetary value of one's financial status because, education is the most valued-way of achieving success or position. It acts as a key factor to social mobility and creating economic opportunity. Higher level of parental education also creates transition or transformation of knowledge within family or ethnicities and even through education and knowledge, one can access to other social groups influence people worldwide. Interactions between different cultural backgrounds and developing awareness of the normative cultural values may induce persons to change attitudes in some cases cultural values. Southeast Asians, largely comprised of Indochinese from Vietnam, Thailand, Cambodia, Laos, and Burmese and Filipinos; and East Asians, including Chinese, Japanese, and Korean (Trueba, Cheng, & Ima 1993), each of these communities differs in some cases of socio-cultural traits, as do

the subgroups within each and their cultures are accustomed to distinct communication norms. But while they are socially introduced as “Asians” in a different community-environment staying far from their own countries, the socio-cultural traits attitude come to a change and turns into a unity. In accordance with the time-need demand and depending on social environmental circumstances, this social value of Asian societies has favoured them to reduce prejudices, discrimination and backwardness gradually because prejudice involves attitudes and preconceived beliefs or notions that can be reduced by education or discussion between social groups (Matthew Schieltz: 39) and the rise of the economic capability. It offers benefits to societies for uncovering their long traditional & social values slowly over a long period. According to UNDP Report 2009, average literacy rate in Southeast Asia is around 90-96%, East Asia is about 96-99% and South Asia is 53-58% except India (74%) and Sri Lanka (94.2%). It has improved gradually over last few decades and enhanced social development in the region.

### 3) Individualistic Thinking and Family Concern

As societies develop so that the basis of human needs and wants of persons also change. As we become increasingly able to satisfy our basic needs, we turn our attention to the satisfaction of our ‘higher order’ needs (Greg Richards: 40)’. To examine the order, practice persons’ cultural traits in families, and how much they are loyal to their families, and concern to their own individualistic thinking in families, some questions were put to Asian travelers. However, the survey results show that 78.41% Asian travelers shared their traveling plan with family and partially shared 7.95% while only 13.64% respondents did not share the plan at all. In the survey, questions are asked also to the respondents how much they enjoyed freedom in decision-making matter regarding their travel and 69.32% respondents answered affirmative while 30.68% replied negative. At the point, it was not clear from their responses about the degree of freedom. So, the next questions are asked about the level of freedom. Among them, 54.54% respondents confirmed their sovereignty in spite of their idea sharing with family, 23.86% enjoyed freedom partially as because they have to obey elders & other family members and remaining 21.59% respondents were completely dependent in their families about their traveling decision-making. The results imply that individualism freedom is enjoyed more (see earlier literacy) in Asian families now compared to earlier years, especially in travelers in decision-making matters. Compared to Asians, western young adults enjoy a life of freedom in many areas with no societal restrictions aside from individual choices (Euroculturer, 2014: 34). ‘The majority of youth travelers is presently or have previously been students (Hilary du Cros, ARI, Working Paper 217, 2014)’ and individualistic thinking acts positively upon them due to their educational qualities.

TABLE IV. SHARE TRAVEL PLAN WITH FAMILY

Table Head	Share Travel Plan with Family			Family Concern to Travel Decision-making Matter		
	Yes	Partial	No	Total	Yes	No
100	78.41	7.95	13.64	100	69.32	30.68

Sample Survey Tables Q-7.

TABLE V. FAMILY MEMBERS’ TRAVEL DECISION MAKING FREEDOM

Table Head	Status of Family Member Enjoying Freedom for Travel Decision- making Matter			
	Total	Sovereign	Partial	None
	100	54.54	23.86	21.59

Sample Survey Tables Q-7 (split).

### C. Asians’ Moral Structure in Families and Interactions with Global Perspective

#### 1) New Generation & Technological Development Impacts

In Asian families, great importance is given on to fundamental aspect of the family ties. In families, a hierarchy is followed and people are bound to their roots. Asian hierarchical relationship creates a lot of obligation to children and they might be obedience to parents. This is a basic moral lesson of family ties. Indeed, it is the basic structural unit in making up the societies. Mostly families hold a family gathering at mealtime, or time to socialise and celebration. The second thing is that most of the peoples living in Asia consider religion and language are very important to them and both elements have much influence on their dress codes & festivals. All these social customs & practices have formed a strong family structure and create moral obligation to share responsibilities altogether in family (Arthur Hu, Dimensions of Culture:14). Children learn early in family collectively relational thinking, which promotes sharing motivation in their entire lives. The influence of this cultural heritage acts as a decision-making force and is transmitted to endorse harmony, relatedness and connectivity or closeness to each other in the context of interpersonal communication. These traditional values of Asians affect much in many cases in decision-making process (Wikipedia: 35). The traditional family values in decision-making or mindset for the young generation is being influenced by the present social and global interactions and development of living standards due to economic & technological advancement. Almost Asian travelers are now found some deviations from their normal family tradition and take part more in outgoing travels owing to increase of their self-reliance and growing of individualistic tendency among them. Different social, economic and political development undertakings have fueled to raise the living standards, social security and create the self-esteem and individualism. As a result, the present social norms is inducing young generations to open eyes to the world beauties and preparing them to be participatory in sharing new experiences with other societies. This motivation is increasing the number of outbound travelers in Asia. Presently, the outbound travel worldwide has grown by a solid 4-5% every year since 2011 while the travel growth in Asia was driven by +8% (ITB World Travel Trends Report 2014/2015: 21). The rates are found +5.6% for South Asia and +6.6% for Oceania countries (ITB Berlin: Press release 2014). In Asia, Japan is ranked just behind China in terms of the number of outbound travelers and then India. There were more than 17 million Japanese tourists traveling abroad in 2013/2015 (Travel Trends & Statistics: Outbound Japanese Tourism). According to UNWTO Tourism Highlights 2015 (p-4), it is seen that outbound travelers from Asia & the Pacific is 6.1%,



7.9% in Southeast Asia and South Asia is 8.6% and countries of Oceania is 2.1%, which are increasing gradually.

## 2) *Tourism and Family Concern*

To understand the level of family structure and nature of travelers' family, several questions were put in the survey questionnaire. The survey results show that 65.91% Asian travelers feel very much loyal to their family, 30.68% travelers informed that they owned midst family and only 3.41% travelers didn't feel loyal to family. Some other connecting questions regarding family type and nature are also asked to the respondent tourists. According to the results, 53.41% Asian respondent tourists informed that they were the members of central families, 36.36% tourists lived in extended family and 4.55% respondents having no family at all. Only 5.68% respondents resided with others. On the other hand, tourists came 55.68% from traditional families, 27.27% from modern families and 13.64% respondents from religious families. Only 3.41% respondents were not clear about their type of family. In most East Asian countries now, enjoy a great deal more autonomy than they did in the past. China stands out as having experienced a series of radically changes due to policies undertaken for improvement of education, social, political and economic sectors during the 20th century that have greatly affected changing the traditional family patterns and ensure the position even for women in society. The traditional family structures of Southeast Asia like Indonesia, Malaysia, the Philippines, Thailand, and Vietnam are more varied compared to family patterns of ethnic Chinese populations, in Singapore and other Southeast Asian countries like offer a contrast, resembling the traditional family structures of East Asia. In South Asian countries like Bangladesh, India, Nepal, and Pakistan, a strong family-oriented system still prevails. The number of female outbound tourists from Southeast & South Asia largely depends on the nature of family tradition more than economic capabilities. In the survey results, male and female visitors are seen respectively 59.09% and 40.91% of which a significant portion (22.73%) of travelers are from China and Japan. They are next to Indian tourists, who have some family connection due to Bengal origin and convenient for them as they are neighbours.

TABLE VI. NATURE OF TRAVELER LOYALTY TO FAMILY AND FAMILY TYPE

Table Head	Outbound Traveler Loyalty to Family			Type of Traveler's Living Family				
	Very much	Moderate	None	Total	Central	Extended	No Family	With Others
100	65.91	30.68	3.41	100	53.41	36.36	4.55	5.68

Sample Survey Tables Q-5.

TABLE VII. TRAVELER BELONGS TO TYPE OF FAMILY

Table Head	Family Member				
	Total	Traditional	Modern	Religious	Having no idea
100	55.68	27.27	13.64	3.41	

a. Sample Survey Tables Q-6 (split).

TABLE VIII. TRAVELERS' GENDER AND COUNTRY IDENTITY

Table Head	Traveler's Gender Identity		
	Total	Male	Female
100	59.09	40.91	

Sample Survey Tables Q-1 (split).

## 3) *Asian Outbound Travel and Gender Concern*

Due to gradual uncovering the family tradition and dependency of women in families over years, the increase in the self-reliance and individualistic thinking among members in Asian families are growing. Both factors are influencing family members to take part more in traveling outside country with the rise of economic capabilities. In many Asian countries, females are showing much courage to outbound traveling compared to their counterpart males. Data on different statistical organizations & tourism offices of Asia exhibit such evidences. In Asia, this is happening especially to East, Southeast and some of South Asian countries. According to JNTO (2009), 43.3% (7.5 million) Japanese women were outbound travelers compared to 56.7% (7.7 million) male travelers. In 2003 and 2004, Japanese male and female outbound travelers were respectively 62.8% & 37.2% and 56.8% & 43.2%. That is, females are coming out of families more compared to males in recent years. At the same time, 'the rapid growth of Japanese female travelers underscores the importance of understanding the tourism market (An article, Lipin A Cai: 41)' as well as it focuses on Japanese female and male travelers' attitudes, motivations and trip-related attributes. Similarly, Singapore residents aged 15 years & over visited overseas countries of which 49.30% males and 50.70% were females out of total outbound travelers. Statistics of Tourism in 2015 of Korea Republic presents that 38.59% males and 54.44% were females and remaining 6.97% were crew. Philippines National Statistical Office (2012) reveals that the proportion of female travelers (52.2%) was higher than that of male travelers (47.8%). In Thailand, the breakup in percentages for males and females are 51% & 49% respectively. The number of Indian nationals' departures from India during 1991 was 1.94 million, which rose to 13.99 million in 2011 with a compound annual growth rate of 10.95 % (Indian Tourism Statistics 2011). Similarly, the numbers of outbound travelers from Indonesia have increased gradually from 6.2 million in 2008 to 6.5 million in 2010 and 7.3 million in 2012 (STB Market Insights – Indonesia, 2014).

## 4) *Upcoming of Asian Female Travelers*

Mostly Asian women once used to think unsafe traveling alone. Presently, the situation has improved much in Asia, especially in the East and Southeast Asian countries. Almost women in Asian countries remain home to some of the friendliest and they are considered the most peaceful locals in the world, and although some women may not enjoy the same privileges as westerners. Now-a-days worldwide Female travelers are usually welcomed with open arms as foreigner tourists. Southeast and East Asia in general are great places to solo travel for women, for example, major cities like Japan, Kuala Lumpur, Hong Kong and Singapore are great places for traveling women alone. The survey results show that as single

travelers, China & Japanese women are more advanced than any other single travelers in Asia are. Out of total travelers, 17.05% females are from China & Japan, followed by India 15.91% females. On the other hand, remaining 7.95% female visitors are from rest of other Asian countries visited to Bangladesh. The survey results show that travelers including accompanied members are 47.80% females and 52.20% males. That is, female travelers are very close to male travelers. Uncovering the social & cultural traditions and values in Asian societies, more women are showing interests to travel as outbound and even participating in solo traveling. Chinese International Travel Monitor (CITM) published in July 2014; 'approximately two-thirds of the Chinese consumers prefer to travel independently, up five percentage points on 2013. The higher disposable income of China's fast emerging middle class, the growing public knowledge of Western cultures, and the increasing number of direct flights to foreign cities have all contributed to the boom of the country's independent outbound travel'. This image is seen in many other countries in Asia. Despite several factors included, this discussion implies that a fundamental shift in the nature of socio-cultural and values in Asian society's changes have taken place in the nature of tourism in this region. From the analysis, it is observed that the current social norms in Asia for traveling are far different from that of the earlier traditional social norms.

TABLE IX. UPCOMING OF FEMALE TRAVELERS IN ASIA

Table Head	Traveler's Gender Identity			
	Total	China & Japan	India	Others
	40.91	17.05	15.91	7.95

Sample Survey Tables Q-1 (split).

#### D. Asian Traditions, Colonial Rules & Individualistic Mindset Changes

##### 1) Asian Colonial Rules and Mindset for Traveling

Since ancient period, Asian people are traditionally hospitable and welcome strangers as they had long rich cultural influences of the Chinese and Indian civilisations over 1500 years from 500 BC to 1000 AD (Barton: 20). The age of colonialism began about 1500, following the European discoveries of a sea route around Africa's southern coast (1488) and of America (1492). The seven colonial powers in Southeast Asia were Portugal, Spain, the Netherlands, Great Britain, France, the United States and lastly Japan during World War-II beginning with the defeated Muslim naval forces in 1509 and seized Malacca in 1511 (Barton: 20). In South Asia, the invaders were mainly the French & English. The colonial rule demoralises individual freedom and freethinking attitudes over long years, set backed to backwardness of the regional economic development as because of colonial dominated rules all over people and territories. The colonial rules act on three major motives, to expand territory, seek mercantilist profits, import cheap raw materials and extract precious metals. Despite around 400 years' colonial domination, Southeast & South Asia are exposed to different civilisations, cultures and religions for thousands of years of animism of Buddhism, Taoism, Confucianism, Hinduism and Islam. Buddhism and Taoism favour a more holistic and dialectical

way of thinking about the world, humans, and transcendence (Clobert, M., Saroglou, V., Hwang, K.-K., & Soong, W.-L.:26). Basically, the four major elements of Asians namely culture, trade, religion, and struggle have played an important role in the restoration of state formation of present Southeast, South and East Asian countries and set up their past glorious prospect. Modern Asian countries emerge from their rich history, diverse cultures as well as their social transformation from their western colonial struggle as well as their anti-ethic values. The oldest civilisation and longest history of humankind have transformed Asian people to be more realistic towards the future. The survey results present such an attitude of Asian habitants that is a liberal mindset for their colonisers' world (Table X).

##### 2) Asian Humanistic Liberal Attitude for Traveling

To examine the mental impression of the present Asian travelers regarding their colonisers' world, questions were asked whether they like their coloniser countries or not. The survey results show that 67.05% travelers like the coloniser country while 32.95% expressed their disliking. Further questions were asked them to judge their level of liking. It is observed that 53.41% respondents informed that they have some liking to their coloniser countries, 13.64% liked them much, whereas 32.95% hate the colonisers. It indicates that a major portion of tourists is meliorated in humanistic thinking of the present reality. A large portion of the tourists from ex-colonies and their outlooks has been changed towards their former colonial powers and is taking part more in traveling outside of their counties. Even they are willing to see the coloniser-roots visiting them. A significant portion of Asian tourists is always willing to get new experiences from developed world (other than Asia). It is 23.86% while 7.95% respondents having desire for visiting their coloniser country in Asia.

TABLE X. TRAVELER'S MENTAL ATTITUDE TO COLONISER WORLD

Table Head	Asian Travelers Liking to Visit Coloniser World		Level of Traveler's Liking to Visit Coloniser Country			
	Yes	No	Total	Some	much	Hate
100	67.05	32.95	100	53.41	13.64	32.95

Sample Survey Tables Q-15.

##### 3) Asian Knowledge-Thirst and Travel Participation

The present Asian people have become thirst for knowledge since ancient period due to the impact of culture and religion. After 1500 A.D. though the process has been hampered, but not been stopped as these elements always favoured them to attain in progress. Asian countries and cultures play an increasingly influential role both in international affairs and in local communities. Presently, Asians are participating in the widening circles of global forums, participating more in different types of co-curricular activities of global dialogues and studying abroad and gaining experiences through bilingualism, ethnic diversity, world social media, international resource management, immigration and building civil society. The cultural scenario that youths have inherited since early and deeply impressed in their mind, is characterised by psychological, cultural and socio-economic

development, which is now being uncovered gradually with the global impacts of interactions and individualistic thinking. Mostly Asian youths could realise that traveling means gaining knowledge by observing things being a part of the environment. It gives a different perspective to one's thought process, which induces people to go out of home and take part in traveling to share knowledge and enrich them to be more confident in the competitive world for existence. The rapid growth and economic changes of Asia are conducive more to change in the mindset of generations to advance on their own thinking and freedom. It is well disposed in their individualistic traveling participation, which is seen in the survey results that 43.18% travelers came out as single traveler leaving of their families behind while in group (17.05%) or family traveling (13.64%) is seen much lower compared to single traveling. This is encouraging motivation for tourism in Asia, which may gradually increase among outbound tourists.

TABLE XI. TRAVELERS' TRAVELING TYPE

Table Head	Asian Travelers Traveling Type					
	Single	Group	Family	Life-partner	Neighbour	Friend /colleague
100	43.18	17.05	13.64	14.77	2.27	9.09

Sample Survey Tables Q-2.

## VI. NATIONALISM AND TRAVELING PERCEPTION

### A. Nationalism and Colonial Influences

#### 1) Asian National Consensus-Built and Tourism

Nationalism is a belief or ideology or sharing a common sense of identity, which is rooted in civilisation, culture and tradition and they promote people to constitute a potential nation. Asians being inherently egalitarian and nationalism has as one of its central cultural consequences. As many invaders have ruled over most of the Asians, innumerable historic relics and ruins of ancient civilisations remain widespread all over Asia. These heritages have foundational history and they made people realise gradually over years by the colonial behaviour and built perceptions of unfair treatment done by invaders. Afterwards gaining independence, the heritage of the people that passed down to the next generations has made them realise the weakness of their own and inspired them to be competitive. It is blissful that the geographical, social and structural characteristics were by-and-large favourable and the demographic changes following the lesson learnt from the World War II worked in favour to most of Asian countries through undertaking proper economic policies and strategy that were conducive to gain the present sustained growth. It is the vital strength of East, Southeast and South Asian countries to propel towards the present individualistic evaluation. Although the influence of colonialism becomes even more problematical, due to social & cultural prejudices and racial discrimination that were part of its underlying ideology, may still have a little impact on the tourists' individualism as well as the families' perceptions. In fact, "the colonised peoples are the last to awaken to national consciousness (Memmi 1990:)" A sense of national identity allows individuals to "recognise" themselves and others and to understand their place or status within the contemporary world order (Smith 1991:17). Moreover, present

generations have learnt to be brave when they have to be and not to be worried about tomorrow (Hannau 1977: 5-6) due to their present individualistic sense. The history of the days of colonialism, have provided the images of tourism Industry with the necessary images for promoting the people as a tourist destination. Therefore, it is "not a coincidence that colonised peoples is the last to awaken to national consciousness (Memmi 1990:16)" of Asian peoples.

#### 2) Generations Traveling Motivation to Source-root

Now-a-days, the cultural scenarios that youth have inherited are characterised by psychological, cultural and economic dependence, and are preparing themselves to share knowledge about colonisers and their societies more and feel aspiration for social mobility, which is increasing with the gradual increase of the economic solvency of peoples in the regions. The history of the days of colonialism are providing generations to necessary images of the colonisers for promoting the country people for selecting tourist destinations according to their own choice. As the colonial 'visitors' are carried with them their own cultural and national identities, images of their own political, economic and national ideals and as a result, their minds are based on an understanding of their world, rather than that of the countries they will visit. This image may influence gradually to create traveling motivation to generations to visit the source-root country for their long period domination during colonies. During the World War-II, Japanese soldiers occupied China. Despite colonial rule, the total number of 2,011,800 Chinese arrived in Japan during January-October 2013, which is 80.3% increase from 1.42 million in 2012 (JNTO 2013). Although some psychological effects of colonialism remain problematical for the Colonial era, it is no more exists physically now. The prejudices and racial discrimination that were part of its underlying ideology in the past, may still have an impact on the tourists' minds and the locals' perceptions of each other. On the other hand, European travelers did not only have economic relations with Southeast Asians but also imposed their political and in some cases, cultural domination over Southeast Asian peoples and territories. Despite, earlier European colonialism is considered a large chunk of Southeast Asian history, which is now turned into important sources of Asian tourism and providing both images and prospective glory for future advancement of people in this region because the 'majority of former colonial territories belong to today's developing world or Third World (Memmi (1990)'. Travelers' fascination to western world or coloniser country is depicted in Table X as is seen from the survey results.

### B. Decision-making Matters and Travel Perception

#### 1) Self Realisation and Motivation Towards Travel

Due to some changes in the socio-economic development of Asia, changes in their living standards, self-realisation, individualism, demographic life-cycles and increasing the influential role of western communities, gradually a change has been taking place in the Asians' traveling motivation and their traveling perception. Even changes are being observed in Asian social values, cultural characteristics and traditional norms. Widely social and inter-personal connections, participation in different types of co-curricular activities of global dialogues, studying abroad and gaining experiences through bilingualism,



ethnic diversity, world social media, international resource management, immigration and building civil society are also influential factors that influence persons' behaviour, desire for self-realisation, perception and motivation towards travel. Actually, cultural features and economic development of some Asian countries, especially people of Southeast, South and East regions are being induced more aspiration for traveling outside country with growing their economic ability to undertake tourism from the senses of their growing more self-realisation, self-perception and self-motivation.

## 2) Socio-Structural Impacts on Decision -Making

As societies modernise, significant changes in traditional culture and social norms occur. In recent years western ideas have been challenged many traditional practices in Southeast and East-Asian countries (Inglehart & Baker, 2000). Although Asians inherit deep-rooted cultural influences and exhibit them in their daily lives, and form predetermined factors in their travel perception and decision-making, a change has been observed among young Asian travelers. Asian societies are collectivists and opposed to individualism since early and tourists are more emotionally attached to groups and uninterested in adventure-seeking (Pizam & Sussmann, 1995). In recent years, Asians especially young generations are willing more to travel independently instead of the organised tours of previous decades (Balaz & Mitsutake 1998). The survey results reveal a picture of transformation clearly. The continuous influence of global interactions with Westerns, increasing the level of living standards, technological development and desire for sharing experiences of outer world, their society & culture and sightseeing, the Asians tourists' travel pattern and behaviour with many social manners are disappearing. Now-a-days Asians collectivistic social & cultural values of traveling are transforming to be more individualistic and growing the sense of independence to gain experiences. It reveals that the perceptions, values and attitudes of young Asian generation are exhibiting their attitudes towards the practical life of human desires for knowing & seeing the world as their own intention and their own judgment views. In the survey results, the travelers express their own intention of individualistic mode for traveling. It is found that the best mode of Asian travelers is to 'know more about Asia', which 34.09% respondents support, followed by 10.23% respondents who are willing to gain more experiences with Asian different cultural values. The second highest mode of Asian travelers is 18.18% who give more emphasis on traveling the famous tourist places. The interesting traveling desires of Asian couple are honeymoon & enjoying leisure found respectively 7.95% and 6.82%. These motives have entered into Asian culture from western traditional world due to changes of economic and social lifestyles in Asia. Asian socio-economic lifestyle patterns in societies are affected much by the western colonial rules and the long period association with their own culture and culture locally. This admixture of both cultures has influenced jointly to create a combined image of Asian tourism, choice of destinations and decision-making matters. Actually, Asian sustainable economic development, changes sharply in traditional Asian socio-structural characteristics and psychological consideration of mindset are collectively responsible and acted upon Asian people for tourism decision-making and growing their traveling perceptions indirectly to

visit their colonial roots by whom once they were dominated under their colonial legacies.

TABLE XII. ASIAN TRAVELERS' THE BEST MODE OF TRAVELING

Table Head	Respondent's Best Mode of Outbound Traveling						
	Know More Asia	See Something Especial	Economy Traveling	Participatory	Sight Seeing	Gain Cultural Experience	Honey Moon
100	34.09	1.14	5.68	0.0	6.82	10.23	7.95

Continued.....

Business/ StudyTours	Meet Relatives	Availing Opportunity Tours	Gainin/Raising Status	Enjoy Leisure	Visiting Famous Tour Spots
3.41	3.41	2.27	0.0	6.82	18.18

Sample Survey Tables Q-11.

## VII. ASIAN OUTBOUND TRAVELING MODE AND MARKETING FACTORS

### A. Socio-Economic Transformation for Tour Budgets

As discussed earlier that the present tour ability that has been achieved by Asian peoples, which is resulted from gradual economic and social transformation in Asian societies over years. On the other hand, the impact of colonialism has acted upon the contemporary tourist's image among peoples of industrialised and developing countries in Asia, particularly the majority of tourists emanate from the affluent such as those in Asian countries depending on the contemporary tourist applies. Although overall traveling mindset of tourists depends on many other affecting factors of consideration in respect to geographical, landscape, social, culture, political, immigration rules and so on, the basic influencing factor of tourism reduction or expansion is the country's economic growth. Asian emerging markets are China, India, Malaysia, Thailand, Indonesia, Philippines, and Vietnam. On the other hand, the developed economies are Japan, South Korea, Taiwan, Hong Kong and Singapore. To examine the level of tourists' expenditure budgets for marketing plan especially for shopping and food only, questions were asked to the respondents. From the survey results, it is found that 29.55% tourists planned to expend money for marketing below 20% of their total travel budgets whereas, 38.64% respondents were willing to expend for marketing (includes shopping & food only) within 21-30% money of their total travel budgets, followed by 20.45% within the ranges between 31-40%. Only 11.36% tourists wanted to expend money for marketing above 40% of their total budgets. It implies that tourists' budgets for marketing of Asian peoples are not much significant level of expenditures compared to the westerners.

TABLE XIII. MARKETING\* OF TOTAL TOURISM BUDGET

Table Head	Asian Travelers Budget Limit for Marketing				
	Total	Below 20%	21-30%	31-40%	40%+
100		29.55	38.64	20.45	11.36

\* Marketing includes shopping & food only. Sample Survey Tables Q-14.



## VIII. COMMUNICATION AND TECHNOLOGICAL IMPACTS ON TOURISM

### A. Impacts of Modern Technology on Tourism Decision

Today, innovative technology, mobile communications and the internet play an important role in most people's daily lives and having some significant impacts on tourism and tourism marketing. The accessibility to various emerging communication media and the speed of communication both have changed to not only people's cultural & local living contexts, but also establishes interpersonal relationships. This modern technology favours people, especially young generations to make choice in selecting their tourists' destinations according to their own choice. 'With the growth and development of information and communication technology, relationships, communities and cultures have been dramatically affected, especially as a result of the increasing accessibility and speed of communication platforms (Ko-Hsun Huang and Yi-Shin Deng: 36). However, as people incorporate these emerging technologies into their social interactions, there results a tendency to lose touch with social nuances, cultural values, and the characteristics of traditional societies. It is stated that social activities are inherently embodied in a cultural context. Cultural characteristics of a society should be a key issue in developing interactions, which is direct or indirectly help generation to prioritise the traveling & tourism destinations among hundreds of alternatives while they are economically solvent and mentally prepared for undertaking tours anywhere in the world. From the survey results it is seen that 37.50% respondents have used the modern technology to find out their expected destination and accommodation, followed by 22.73% tourists have used the web adds while 19.32% respondent tourists were depend on personal communication. Only 13.64% tourists have used the tourist guidebooks. The usages of modern technology in availing tourism facility are varied with the available capacity and infrastructure of each country.

TABLE XIV. BEST PROCEDURE TO FIND OUT TOURISM DESTINATION

Table Head	Using Procedure to Find out the Tourism Destination					
	Total	Travel Guides	Divertisement in the Web	Personal Communication	Using Modern Technology	Others
	100	13.64	22.73	19.32	37.50	6.82

Sample Survey Tables Q-13.

## IX. CONCLUSION

Tourism is one of the most important sectors of the economies of Asian countries and it is a major source of foreign exchange earnings in this region. With its diversity of Asia, the region has been enjoying a gradual economic growth over a long period. Many countries of Asia have been experiencing rapid changes in economic development, population growth & urbanisation, social transformation, technological development and share common economic divers. It has broadened the interdependence among the countries in terms of natural resources, finance and trade. As Asia has been traditionally an attractive tourism destination zone for its diversified characteristics, it is going to be a

leading source of outbound travels as well as for international visitors' arrival destination. The prospective tourists marketing opportunities for travel-related businesses could be enlarged through making them more attractive for increasing the living standards of peoples of this continent. To identify the real nature of the socio-cultural characteristics of Asian peoples, its sharp social transformation and to realise their core intentions of tourism for markets expansion globally, more articulated research is necessary. Using the increased economic capabilities of Asian peoples and facilitating more the tourism sectors in this region, the marketing opportunity for traveling to Asia could be expanded undertaking of collective efforts to attract tourists globally. In fact, the growing numbers of Asian tourists will be once the main source of tourism energy worldwide in future for increasing the volume of outbound travelers and upgoing the economic capability with the sense of responsiveness to socio-structural uplifts.

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### Author Profile



Dilip Kumar Bhadra is a Director of Bangladesh Bureau of Statistics and joined in the government service in 1981. He worked under the Ministry of Planning and Ministry of Finance. He joined as Civic Education Specialist under the UNDP in Cambodia. His research interests include socio-economic aspects, poverty, health statistics and tourism and published 51 articles in many periodicals, journals and English Dailies. He received his Masters and Graduated Honours in Economics from University of Rajshahi. He persuaded his thesis in 1989 in Japan. The first part of this research paper was presented in the UNWTO Regional Conference in Japan in 2014. Author can be reached at [karmakardkb@yahoo.com](mailto:karmakardkb@yahoo.com).