# Article information:

Reconfiguring Chinese cultural values and their tourism implications - ScienceDirect  
<https://www-sciencedirect-com.ezproxy1.lib.asu.edu/science/article/pii/S0261517715300467>

# Article summary:

1. This study identifies 40 contemporary Chinese cultural values, including instrumental, terminal, and interpersonal values.

2. Modern terminal values such as convenience, indulgence, leisure, liberation, self-interest, and ostentation are found to be associated with travel behaviors.

3. The study confirms the trend of Chinese culture towards individualism and materialism.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Reconfiguring Chinese cultural values and their tourism implications" provides a timely update on the current values system in China and its potential impact on tourism. The study identifies 40 Chinese value items, which are classified as instrumental, terminal, and interpersonal. However, the article has some potential biases and limitations that need to be considered.

One of the main limitations of the study is that it relies on focus group discussions with residents in Beijing and Guangzhou, which may not represent the entire population of China. Moreover, the sample size is not mentioned in the article, making it difficult to assess its representativeness. Additionally, the study does not provide any statistical analysis or validation of the identified value items.

Another limitation is that the study focuses mainly on modern Chinese values and their relationship with travel behaviors while neglecting traditional Chinese values. Although some traditional values are mentioned in the article, they are not given equal weight as modern values. This bias may reflect a broader trend in contemporary Chinese society towards individualism and materialism.

Furthermore, the article does not explore counterarguments or alternative perspectives on Chinese cultural values. For example, it does not consider how different regions or ethnic groups within China may have distinct cultural values that affect their travel behaviors differently.

The article also has some promotional content that may undermine its objectivity. For instance, it suggests that understanding Chinese tourist behaviors based on their cultural values would be further restricted by a lack of current depiction of prevailing Chinese cultural values in China. This claim seems to promote future research rather than providing an unbiased assessment of existing knowledge.

In conclusion, while this article provides valuable insights into contemporary Chinese cultural values and their potential impact on tourism, it has some limitations and biases that need to be considered when interpreting its findings. Future research should aim to address these limitations by using more representative samples and exploring alternative perspectives on Chinese cultural values.

# Topics for further research:

* Traditional Chinese values and their impact on tourism
* Regional and ethnic variations in Chinese cultural values
* Critiques of individualism and materialism in contemporary Chinese society
* Statistical analysis of Chinese cultural values and travel behaviors
* Alternative perspectives on Chinese cultural values and their implications for tourism
* Cultural values and tourism in other East Asian countries

# Report location:

<https://www.fullpicture.app/item/c02bff58699dc5d837823a3ea045671e>