

## Chinese Travelers' Outbound Intentions to Visit Short-and-Long Haul Destinations: The Impact of Cultural Distance

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**Abstract :** Culture has long been recognized as a possible reason to influence travelers' decisions, which explains why travelers in different countries make distinct decisions. Cultural distance is a concept illustrating how much difference there is between travelers' home culture and that of the destination, but the research in distinguishing short-and-long haul travel destinations is limited. This study explored the research gap by examining the impact of cultural distance on Chinese travelers' intentions to visit short-haul and long-haul destinations, respectively. Six cultural distance measurements, including five measurements calculated from secondary database (Kogut & Singh, Developed Kogut & Singh, Euclidean distance Index (EDI), world value survey index (WVS), social axioms measurement (SAM)) and perceived cultural distance (PCD) collected from the primary survey. Of the six measurements, culture distance has the opposite impact on Chinese outbound travelers' intentions in the short-haul and long haul. For short-haul travel, travelers' intentions for traveling can be positive influenced by cultural distance; a possible reason is that travelers' novelty-seeking satisfaction is greater than the strangeness obtained from overseas regions. For long-haul travel, travelers' intentions for traveling can be negative influenced by cultural distance, a possible explanation is that travelers' uncertainty, risk, and language concerns of farther destinations.

**Keywords :** cultural distance, intention, outbound travel, short-long haul

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