Universidad Zaragoza

FACULTAD DE EMPRESA Y GESTIÓN PÚBLICA

Máster en Dirección y Planificación de Turismo

The Image of China as a Tourist Destination and its Market in Spain

Hao Zhang

Huesca, January, 18th, 2013

Content I

Content II

ABSTRACT

The aim of this work is to explore the potential of China as a tourist destination, study the formation of the destination image of the nation and investigate how China's destination image can influence the behavior of Spanish potential tourists. First, the variety of resources in China is reviewed, then the factors which have an influence toward the image are investigated and later, the influence of the cognitive image toward the tourists' intentions is explored. Based on the former theories and proposed hypotheses, implications of this work are widely discussed in the conclusion.

Key Words

Destination image; Cognitive image; Behavioral intentions; Recommendation

1. INTRODUCTION

The importance of the Tourism Destination Image (TDI) is universally acknowledged, because it affects the individual's subjective perception, consequent behavior and destination choice. The topic of the TDI has been researched continuously in tourism study (Chon 1990, 1992; Echtner and Ritchie 1991; Stabler 1988).

Hunt (1975) was one of the first authors demonstrating its importance in increasing the number of tourists visiting destinations. Today there is a general consensus about the significance of the position of the image in the process of decision making, and choice (Baloglu and McCleary 1999a; Chen and Kerstetter 1999; Goodrich 1978; Hunt 1975; Milman and Pizan 1995; Woodside and Lysonsky 1989). These most recent studies try to consider image as a concept formed by the potential tourists' interpretation of two closely interrelated components: cognitive evaluations referring to the individual's own knowledge and beliefs about the object (an evaluation of the perceived attributes of the object), and affective appraisals relating to an individual's feelings towards the object (Beerli and Martin, 2004).

From a theoretical point of view, it is generally agreed that the cognitive component is an antecedent of the affective component and those evaluative responses of the potential tourists stem from their knowledge of the objects (Russel and Pratt, 1980). In addition, the combination of these two factors produces an overall image relating to the positive, or negative, evaluation of the certain product. In the aspect of tourism, some authors (Baloglu and McCleary, 1999) showed that these cognitive and affective evaluations have a direct influence on the overall image.

Since this work aims to analyze the perceptions of the group of people who have not visited China yet, this work will be focused on the cognitive image because this is the image which forms firstly in the mind of the potential tourists. Therefore, before a tourist visits a destination, he or she may hold a preliminary cognitive image towards such destination. And this cognitive dimension of the TDI may have an influence on a

potential tourist's behaviors and attitudes. Thus the cognitive TDI will be the focus of this study.

Although there already exist numerous researches about the TDI, its antecedent factors, and its influence on potential travelers' decisions, these researches usually focus on a certain tourist destination (a specific zone, district or city). The aim of this work is more ambitious and it will try to understand TDI's formation and TDI's influences among the Spanish travelers who focus on a whole nation, China, as a tourist destination. This contributes to previous literature because: (1) very few studies has analyzed the TDI concentrating on the country level (specifically in such a big country as China), and (2) to the best of my knowledge, no study has analyzed the TDI of China in the Spanish market. General and specific objectives of this work are detailed below.

1.1. OBJECTIVES

Generally speaking, the purpose of this work is to identify the formation of the TDI of China and propose a theoretical model with the most important determinants and the consequences of the cognitive image of the nation. Specifically, we can divide this general objective in several sub-objectives:

1. The first goal of this work is to identify all the dimensions that can form the TDI of China in the mind of the potential tourists.

2. The second goal is to determine the main factors that affect the formation of the TDI. Practically speaking, these antecedents can be divided in information sources (such as the influence of the family members and friends, the influence of the medias, the influence of Internet recommendations, etc.), former experience, and socio-demographic characteristics (age, gender, income, education, etc.). Former experience in the destination helps to develop more precise perceptions about it. But with the absence of previous experience, the tourist can even develop an image of a given destination base on the information he or she obtains from different sources. Finally, people might also differ in their perceptions due

to their personal factors and socio-demographic characteristics.

3. The third goal is to identify how the TDI influences travelers' choices and behaviors. After the formation of the TDI, as the behaviors of the customers might be changed by it, the most important consequences should be studied. Specifically, based on the in-depth literature review undertaken, the intentions to go and the intentions to recommend a given destination are selected as potential outcomes of the TDI.

Finally, it is important to know that the aim of this work is to analyze all these objectives in the Spanish market. And these objectives will be translated into several hypotheses through the revision of the literature. As China is barely known to Spain, the results of this research might help the Chinese government and tourist firms develop some specific actions to improve the TDI of China in Spain.

1.2. STRUCTURE

The work will be divided into four additional sections to the introduction. In the following section, there will have a review of the literature related to the TDI. The literature has identified several dimensions that conform to the TDI. Specifically, since this work focuses on a new destination, this section helps identify the most relevant dimensions to measure the TDI and define them in the case of China. After reviewing and defining the concept of the TDI, the main determinants and consequences of the TDI of China will be proposed in the next section. To be precise, some hypotheses will be put forward based on sound reasoning from both consumers' behavior and tourism literature. Afterwards, a methodology section will develop the measurement of the TDI of China, and explain the process that would be needed to collect data and conduct the empirical research to contrast the proposed hypotheses. Finally, the main conclusions, implications and limitations of this theoretical work will be discussed.

1.3. METHODOLOGY

The methodology employed in this work has based on the review of relevant literature on the TDI and travelers' behavior. After identifying the most important works on these topics and with the grand help of these references, it's possible for the writer to review the concept of the TDI, depict the main elements that compose China as a destination, and propose the main determinants and the consequences of the TDI.

In order to develop the work, many different references have been consulted. Specifically, these references can be structure in three blocks related to the following aspects:

- The TDI (for example: A Model of Destination Image Formation (Baloglu and McCleary, 1999a/b))

- The tourism (for example: The role of destination image in tourism: A review and discussion (Chon, 1990))

- The customers' behaviors (for example: Consumer behavior in tourism (Moutinho, 1987))

Finally, for the sake of completeness, some institutional (Law of the People's Republic of China on Control of the Entry and exit of Aliens) and general (Official web page of the CNTA) sources are used to better illustrate the situation of China.

2. LITERATURE REVIEW

2.1. TOURIST DESTINATION IMAGE

The TDI, according to Crompton (1979) and Fakeye and Crompton (1991), is defined as an individual's mental representation of knowledge (beliefs), feelings and overall perception of a particular destination.

Ashworth and Goodall (1988); Bigne and Sanchez (2001); Cooper, Fletcher, Gilbert and Wanhill (1993); Lee, Lee and Lee (2005) and Mansfeld (1992) said that it plays two important roles in behaviors: the first is to influence the destination choice decision-making process and the second is to condition the after-decision-making behaviors including participation (on-site experience), evaluation (satisfaction) and future behavioral intentions (intention to revisit and willingness to recommend) (Chen and Tsai, 2006).

Mazanec and Schweiger (1981) and Fakeye and Crompton (1991) have pointed out that the TDI is a concept widely used in the empirical context, but is loosely defined and lacking a solid conceptual structure. And Moutinho (1987); Gartner (1993); Baloglu and Brinberg (1997); Walmsley and Young (1998); Baloglu and McCleary (1999a) and Baloglu and McCleary (1999b) tend to consider that the image is formed by the reasoned and the emotional interpretation of the consumer and as the consequence of two closely interrelated components: (1) the perceptive/cognitive evaluations, which refer to the individual's own knowledge and beliefs about the object and (2) affective appraisals, which refer to the individual's feelings towards the object.

From a cognitive point of view, Stabler (1988) considered that the TDI is assessed on a set of attributes that correspond to the resources or attractions that a tourist destination has. In the tourism context, and according to Lew (1987), those attractions are the elements of a destination that attract tourists, such as scenery to be seen,

activities to take part in, and experiences to remember.

On the other hand, "from a theoretical point of view, the literature shows consensus about the cognitive component being an antecedent of the affective component and about the evaluative responses of the consumers stemming from their knowledge of the objects (Holbrook, 1978; Russel and Pratt, 1980; Anand, Holbrook and Stephens, 1988; Stern and Krakover, 1993)"(Royo, 2009). In addition, the combination of these two components of image becomes to a conclusion, image that refers to the positive, or negative, evaluation of the product or brand. When it's in the context of tourism, Baloglu and McCleary (1999a) and Baloglu and McCleary (1999b) and Stern and Krakover (1993) show empirically that the perceptual/cognitive evaluations has a direct influence on the overall image, and also that the former, through the latter, have an indirect influence on that image.

When the authors are studying the dimensions that form the image of the destination, little consensus exists about the dimensions forming the TDI. Table 1 shows some of the most relevant papers that have explored the dimensionality of the cognitive TDI.

Table 1-- Dimensionality of the Destination Image

Authors	Destination	Dimensions of the Cognitive TDI
Alhemoud and Armstrong (1996)	General	Nature Culture Historic Artificial
Luque, del Barrio, Ibáñez and Rodríguez (2011)	Granada	Weather Culture Historic Environment Tourist infrastructure
Royo and Serarols (2005)	General	Stay Food Shopping
Chen and Tsai (2006)	General	Nature Safety Environment
Litvin and Ling (1999)	Bintan (India)	Leisure Transportation Infrastructure
Baloglu and Mangaloglu (1999)	General	Nature Climate Cultural Atmosphere

As can be observed, the factor of Nature and Cultural appeared with the biggest frequency, which means these two factors are the most important ones, no matter it is a

generally speaking or is detailed to a certain destination. And those factors as Environment Culture and Historic are also important to the image of a destination. Except these factors, there exist some particular factors which may affect a certain destination but not all the tourist destinations. For example, the factor of Leisure may affect the image of Bintan (India) because of the specific characteristics of this destination, but it's not a factor which may exert a significant influence on other destinations' image.

The image of the tourist destination plays a very important role in the promotion of the certain destination, affecting the individual's subjective perception and consequent behavior and destination choice (Chon 1990, 1992; Echtner and Ritchie 1991; Stabler 1988; Telisman-Kosuta 1989). This importance has led to a growing body of research on the TDI. And the image has been proven to be a factor in tourists' decision process and destination selection behavior (Gunn, 1972; Gartner, 1993; Goodrich, 1978; Woodside and Lysonski, 1989; Um and Crompton, 1990). Also, by the reason of the image could be the first view for the potential tourists in the future.

However, we will never know how the image of a certain destination is until we do a measurement. So, those aspects that have a certain relation with the image of China will be introduced in the following section. This work will also try to develop a measure in order to assess the cognitive image of China. In this way, we could know which factors are the most important ones and contribute to explain why those potential tourists are attracted by China.

2.2. COGNITIVE IMAGE DIMENSIONS

2.2.1. DIMENSIONALITY

Generally speaking, while there is little consensus about the dimensionality of the TDI, and every author employ different dimensions to measure it depending on the

destination, there is certain agreement on some particular dimensions. In other words, TDI is evaluated upon certain recognized factors that will be depicted in this section.

First, we come to the Natural Resources. This dimension is widely used to measure the image of a tourist destination. In the studies of Alhemoud and Armstrong (1996), Chen and Tsai (2006), they have mentioned this point. These resources include the weather, the beaches (the length of the beach, the quality of the seawater, the sandy o rocky beaches, overcrowding of the beaches), the richness of the scenery, the protected nature reserves, the lakes, the mountains and etc. As we all know, the scenery may leave the tourists a first impression. Or may be the reason they go to the certain destination, for mountain-climbing, for the 4S tour[1], for the adventure tour and etc. It's to say, the natural resource is the most important attract of the whole destination. And it also contains the Natural Environment which includes the beauty of the scenery, the beauty of the cities and towns, the cleanliness, the air and noise pollution, the traffic congestion and etc. This factor becomes more and more important during the stay of the tourist, as Chen and Tsai (2006) had mentioned this factor in their study, it may affect the satisfaction of the tourist. That's to say, keep the destination in good order and clean may affect the total image of the destination.

Secondly, the Infrastructures. It's consisted of two parts; one is general infrastructure which includes the airports and ports, the private and public transport facilities, the Development of health services, the Development of commercial infrastructures and etc. Such authors as Litvin and Ling (1999) had used it in their study. These resources are important because they truly connect the tourist and the destination. Without roads, the scenery will never be discovered; without the transportation, the tourists will never reach the destinations; without the commercial infrastructures, the tourist will not consume in the destination. The other is the Tourist Infrastructure. Including the hotel and self-catering accommodation, the bars, discotheques and clubs, the ease of access to destination, the tourist centers, the network of tourist information and etc. Luque, Del Barrio, Ibáñez and Rodríguez (2011) have mentioned the factor in

---

1 4S tour: Tour of sun sea sand and sex

their study. As the tourist will stay a certain period of time in the destination, these resources' importance is understood. Tourists need a place to go through the nights or they may need place to play during the nights—the night life. So, hotels, bars, clubs are required in a tourist destination. They may attract the tourists to increase their consuming in the destination. It's welcomed by the local government.

Thirdly, the Tourist Leisure and Recreation. These resources include the theme parks, the entertainment and sports activities, the zoos, the adventure activities, the casinos, the night life, the shopping and etc. As Litvin and Ling (1999) mentioned in their work, tourists are fond of spend some money on leisure. To do sports, to play the adventures, that needed the destination to provide the proper facilities. There are some successful examples, Macau, Las Vegas and etc. Tourists go there without the intention of visit the monuments, but to spend their leisure time. And in the same time, they offered the tourist infrastructures to let them stay. So, these two aspects are closely related. Nobody can ignore them.

Forthly, the Culture, History and Art. They are formed by the museums, historical buildings, monuments, the festival, the handicraft, the gastronomy, the customs and ways of life and etc. Such authors as Alhemoud and Armstrong (1996), Baloglu and Mangaloglu (1999) had mentioned it in their study. As every destination has its own history, it's obvious that it may be the most attractive factor to an open-minded tourist who likes to know the every type of culture.

Fifthly, the Political and economic factors. It's consist by the political stability, the political tendencies, the safety, the prices and etc. This factor is not as familiar as the others, but as there could be a nation with different policy, this factor is also important in some aspects. When we come to China, as it's a communist country, its policy is different to the other country. From this point of view, it shows its importance.

The last but not the least, the Social Environment. It includes the hospitality and friendliness of the local residents, the quality of life, the language barriers and etc. Such authors as Chen and Tsai (2006) considered it an important factor of the image of the destination. In the position of a tourist, we can tell, if we are treated friendly by the local people, the level of the satisfaction will surely rise, and the image of the destination will

be better. Furthermore, it's a work before the reception, and it can be easily changed. In order to make the image of the destination better, this factor will play an important role. Besides, there is a factor so-called the Atmosphere of the Place which could be affected by the Social Environment. It includes the place with fame and reputation, the exotic place, the mystic place, the relaxing place, the attractive or interesting place and etc. Such authors as Litvin and Ling (1999) mentioned it in their work. There are many tourists, especially the youth, like the new things, such as adventures, mysteries, may attracted by those kinds of objectives. In order to enrich the content of the image, the atmosphere is indispensible.

Because China is a nation which the Europeans do not know well but are interested in, as to offer a clear image of the destination, it is interesting to explore how potential tourist's formed-image on China determine its interest in this country and, eventually, its intention to visit it and to make favorable comments about it. In order to properly conceptualize and capture China's image, in the following section, this country will be described according to the relevant dimensions that compose the cognitive TDI and that have been mentioned above.

2.2.2.   The Image of China as Tourist Destination

2.2.2.1.   *General Introduction of China*[2]

China, officially the People's Republic of China (PRC), covers approximately 9.6 million square kilometers, is located in the East Asia, to the north of the Pacific. The terrain of western China is elevated, with the Himalaya, Karakoram, Pamir and Tian Shan mountain ranges separating China from South and Central Asia. The world's apex, Mount Everest (8,848 m), lies on the China–Nepal border, and the world's second-highest point, K2 (8,611 m), is also situated in China, on its border with Pakistan. The country's has a lowest point and also is the world's third-lowest point, Lake Ayding (−154 m), is located in the Turpan Depression. The Yangtze River, the third-longest and Yellow River, the sixth-longest in the world, have their sources in the Tibetan Plateau and continue to the eastern seaboard. It has about 18 thousand kilometers of coast, with almost 7,600 islands. It contains 4 municipalities directly under the central government, 23 provinces, 5 autonomous regions and 2 Special Administrative Region. It's a country with 56 ethnic groups.

Figure 1 – the map of China and the political distribution

Picture from: image1.baidu.com

China's climate is mainly dominated by dry seasons and wet monsoons, which lead to a pronounced temperature differences between winter and summer. And it has three characteristics: an obvious representation of the monsoon, an obvious representation of the Continental climate and the multiple type of the climate. It has 6 different types.

---

2 http://baike.baidu.com/view/1256.htm

And as is mentioned in the Chapter 2.1, the image of a destination is very important. It includes many different aspects. Now I will introduce those resources that China obtains by the following aspects.

2.2.2.2. Natural Resources

China has a great amount of the natural resources. It's a very important factor which attracts a great amount of tourists. I'm presenting this factor for its great content. First of all, China has many kinds of landforms, including mountainous regions, plateaus, basins, plains, deserts and etc.

There is the Five Sacred Mountains which is very famous: the Mount Tai, the Mount Heng, the Mount Hua, the Mount Heng and the Mount Song. These five mountains attract a lot of tourists to pay their visit every year. Especially the Mount Hua, the last year, its quantity of the tourists had almost breakthrough 2 million[3]. In addition, the Mount Huang is very famous, for its Pinus taiwanensis and Cloud Sea, either.
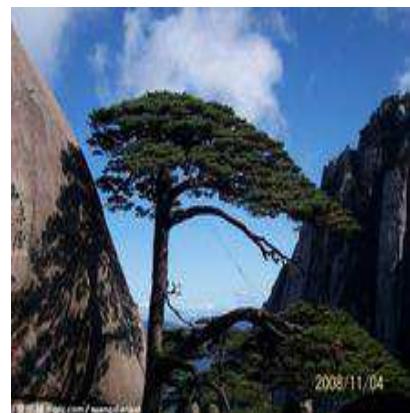
Figure 2 – the Pinus taiwanensis

Picture from: image2.baidu.com

The most famous mountain in China is the Mount Everest. It's the earth's highest mountain, with a peak at 8,848 meters above sea level[4]. It is located in the Mahalangur section of the Himalayas. The highest mountain on the earth attracts many well-experienced mountaineers as well as capable climbers.

---

3 http://www.weinan.gov.cn/structure/xwzx/bdyw/content_337957_1.htm
4 http://baike.baidu.com/view/2322.htm

Figure 3 – the view of River Li (Guilin)

Besides those mountains, China has many resources of water, rivers and lakes. And with the difference of the altitude, there are falls. With the branches, the tourist companies offer rafting, hydro speed and many kinds of activities. And there has a saying "the mountain and the water in Guilin top the world", which describes the beautiful scenery in Guilin, Guangxi Zhuang Autonomous Region. And China has a great territory of sea as well. The Bo Sea, the South Sea, the East Sea and etc. The Hainan Province has already developed a series of activities in the sea taking the advantage of surrounding by the South Sea.

Picture from: image3.baidu.com

 Furthermore, Tibet with its Tibetan Plateau is known to all. The landscape of this part of China is totally different from the others. Because it's more open and wide, there are much more wild animals in this zone.

When we talk about the weather, as China covers a great surface, it changes from place to place. Some are dry and have sufficient hours of sunshine, such as Lhasa, San Ya; some places are wet, like the south-east part of China; some are cold, such as the northern part of China and etc. And also depends on the season, so there's not much to say.

Another great advantage of China is its flora and fauna. China has more than hundred thousand of flora and fauna and more than 400 kinds of rare species or endangered species thanks to the variety climate and great surface, which attracts a lot of people who are interested in biology to pay

Figure 4 - Pandas

19

their visit[5].

Picture from: image4.baidu.com

2.2.2.3. Infrastructure

- General Infrastructure

During a tour, the transportation could have a great affect on its quality. It's one of the most important factors of the satisfactory of a trip. So this point has been selected as an introduction.

China has 34 provinces, direct-controlled municipality or autonomous region. In order to facilitate the transportation between them, the government has planned a great blueprint of the net of the highways. And until the end of the year 2010, China already had a total of 74,000 kilometers of the express highway, and the total length of the highway had reached 39,840,000 kilometers. With this achievement, China occupies the world's 2nd place, just after the

Figure 5 – the net of the express highway of China

United States of America. According to the blueprint, there will be a net called "7918" connecting the whole nation with a less-than-2-hours'-distence to reach an express highway.[6]

Picture from: image5.baidu.com

---

5 http://wenda.tianya.cn/wenda/thread?tid=23b19ccc24326f2a
6 http://baike.baidu.com/view/309173.htm

Until the end of the year 2011, the number of the airport has reached 180 (exclude those in Hong Kong, Macao and Taiwan). And in the year of 2011, they have transported more than 6 hundred million tourists.[7]

In the recent years, China is developing its tourist over the sea and the river. In order to bring more tourists to travel to China, some famous ships which in the aim to spend a vacation on it begin to establish its cooperation with some big ports of China.

- Tourist Infrastructure

With the development of the economy, China has arrived at a high level of the hotels, except Taiwan, China has 660 five-star hotels and distributed in all provincial administrative area.[8] Other types of stays also exist all over the country. As the gastronomy is an advantage in the TDI of China, restaurants can be seen everywhere in the cities, towns, points of views, etc. When we go to the tourists' destinations, normally there are information centers in the scenery zones. It mignt be hard to find them in some cities, but tourists can look for the police or civil guards all around the city instead.

---

[7] http://www.caac.gov.cn/I1/K3/201203/t20120321_47038.html
[8] http://forum.home.news.cn/thread/99397611/1.html

2.2.2.4. Tourist leisure and recreation

Besides the planned itinerary, the portentous tourists are always interested in other entertainments, such as the theme parks, the water parks in summer, the adventure activities, the places that they can play in the nights, the casinos and the shopping. And as a country with a great volume of commercials, it's an advantage of the image of the nation.

With the increase of the volume of the foreign tourists, China is becoming more and more concerned about its development. A lot of cities in China had built or begin to build theme parks and water parks with bigger facilities and greater surface. And it's said that the world's biggest Disneyland will be constructed in Shanghai. Until now, China has already had more than 10 world-classed amusement grounds.

Figure 6 – the Happy Valley in Shanghai

Picture from: image6.baidu.com

Then, when we come to the night life, China has a lot of activities, either. Though China doesn't have a culture of the bars as the foreign countries, there are still things one can do during the nights.

Firstly, the most famous sight point in the night in China is in Hong Kong. The tourists can travel over the sea to have a view of the Victoria Harbor on a ferryboat in a city with its lights turned on all night. Or they can have a great tour of the local gastronomy in those narrow streets.

Figure 7 – the night view of the Victoria Harbor in Hong Kong

Not only in Hong Kong, but also in Shanghai, the tourists can have a nice trip over the Huangpu River in the ferryboat, to see the night view of the Bund. To the west of this stretch of the road stand some 52 buildings of various Western classical and modern styles which are the main feature of the Bund, to the east, stand a lot of skyscrapers, such as the Oriental Pearl TV Tower, the Jin Mao Tower, the Shanghai World Financial Center and etc. [9]

Figure 8 – the night view of the Bund in Shanghai

Picture from: image7.baidu.com   image8.baidu.com

Besides the night tours, in Hangzhou, Zhejiang Province and Yangshuo, Guilin, Guangxi Zhuang Autonomous Region have two shows based on the resources of the West Lake and the Li River. The performance of the West Lake named "Impression West Lake". And the one of the Li River named "Impression Liu Sanjie".

What's more, in Guangzhou (Guangdong Province), Hangzhou (Zhejiang Province), there has several famous bars. And in Shanghai, there are more popular bars for the reason of the fame of the city. As there are much more foreigners, the bars in Shanghai are also better than them in any other city.

---

[9] http://baike.baidu.com/view/5181.htm

2.2.2.5. *Culture and Historical Resources*

Once again, it is obvious that the 5000-year-long history had left China a great volume of historical resources. Beijing and Xi'an are the two most important cities according to their time being a capital city of a dynasty. As a result, many historic buildings are located in these cities.

In Beijing, there are the Great Wall (built in the Ming Dynasty and the Qing Dynasty), the Summer Palace, the Forbidden City, the Temple of Heaven, the Palace Museum and etc. It's easy to say, no one could miss these places for their being magnificent.

Figure 12 – the Great Wall

Picture from: http://pic18.nipic.com/20120115/8121700_020310230000_2.jpg

In Xi'an, there are the Ancient Chang'An County City, the so-called "the Eighth Wonder of the World"—the Qin Shi Huang's Buried Sculpture Legion, 72 emperors' mausoleum, the Wall of the Xi'an city and etc.

What's more, the Baima Temple, the Lingyin Temple, the Shaolin Temple, the Tashilhunpo Monastery, are the most famous temples of China.

And the Potala Palace, which is located in Lhasa, Tibet Autonomous Region, is also very famous to the world. And the Mogao Caves, also known as the Caves of the Thousand Buddhas, along with the Longmen Grottoes and Yungang Grottoes, are the three famous ancient Buddhist sculptural sites of China.[10]
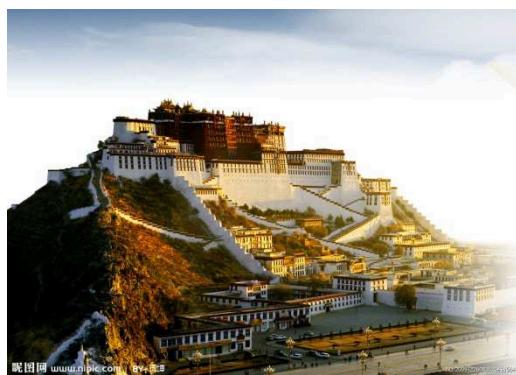
Figure 13 – the Potala Palace

Picture from: image13.baidu.com

---

[10] http://baike.baidu.com/view/1663.htm

At the end of the year 2011, China already had more than 25 UNESCO World Heritage Sites. Except the Great Wall and some most famous ones, there also have the Mountain Resort and its Outlying Temples (Chengde), the Ancient Building Complex in the Wudang Mountains, the Ancient city of Pingyao, the Classical Gardens of Suzhou and etc.[11]

Furthermore, China has its own religion. The most famous ones are the Buddhism and the Taoism. Buddhism[12] is a religion and philosophy indigenous to the Indian subcontinent and encompasses a variety of traditions, beliefs, and practices largely based on teachings attributed to Siddhartha Gautama, who is commonly known as the Buddha. Taoism[13] is a philosophy and religious tradition that emphasizes living in harmony with the Tao. And the theories of yin-yang and the Five Phases are becoming more and more popular to the public.

Within the cultural factors, two outstanding aspects should be highlighted in the following paragraphs since they are related to specific and prominent features of China's cultural resources. These have to do with ethical (i.e. local festivals and tribal traditions) and gastronomic (i.e. diverse and ancient cooking traditions) resources.

-   Ethical Resources

With the 5000-year-long history and 56 races, China has a great quantity of different kind of culture. Almost every race has its own culture. As a result, there have appeared many kinds of local festivals, local customs and local forms of performances.

First of all, it has more than 360 kinds of traditional Chinese theatre. The most famous one is the Peking Opera. It combines music, vocal performance, mime, dance and acrobatics. There also exist the Yue Opera, the Shangdong Kuaishu, the Huai Opera

---

[11] http://zhidao.baidu.com/question/2990508.html
[12] http://baike.baidu.com/view/4696.htm
[13] http://baike.baidu.com/view/6683.htm

and etc. Almost every zone has its own type of opera[14].

Figure 9 – the Tibetans

Figure 10 – the race of dragon boat on the day of Duanwu Festival

Figure 11 – the traditional dance of the Dai people

When we come to those local festivals, the Chinese have a lot. Such as the Songkran of the Dai people, the Naadam of the Mongols, the Torch Festival of the Bai people and the Yi people, the Duanwu Festival, the Mid-Autumn Festival of the Han people and etc.[15]

Picture from: image9.baidu.com

image10.baidu.com   image11.baidu.com

- Gastronomy Resources

Covering a great surface of the land, and determined by different climates, China is a country with a luxuriant culture of the gastronomy. And has 8 different but most famous styles of cooking. They're the Yue, the Chuan, the Lu, the Su, the Min, the Zhe, the Xiang and the Hui.[16]

These styles come into begin by the reason of the geography, the climate and the local customs.

For example, in the north part of the nation, there're much more cows and sheep, so the people there cook with these things. On the other hand, the coast zones have

---

[14] http://baike.baidu.com/view/43208.htm#7
[15] http://baike.baidu.com/view/20424.htm
[16] http://baike.baidu.com/view/703014.htm

much more fishes or sea foods; as a result, they have more plates with these.

Furthermore, as it's colder in the northern part, people there cook with a strong flavor, the Lu is a represent. Nevertheless, in the southeast part, as the climate is more moderate, the plates are sweet and light, like the Yue, the Su, the Zhe, the Min. In addition, as it's more humid in the southwest part, such as Sichuan Province, and lack of insolation, the style of cooking, the Chuan, the Xiang, in that zone is spicier, in order to clear damp.

Figure 14 – the gastronomies

Picture from:

http://img1.blog.eastmoney.com/ce/celery_pan/201110/20111011224718740.jpg

Another difference is the method of cooking. In the northern zones, like the Lu, people are good at quick-fry, roast; in the east part, the Su, the Zhe ,the Hui are good at steam, stew, braise; in the southwest part, the Chuan is good at stir-fry; and in the southern zones, the Yue, the Min are good at fry, bake.

In one word, the Chinese gastronomy is very attractive to the tourist.

2.2.2.6. Political and economic factors

Since the reform and opening policy in 1970s, China becomes more and more popular to all kinds of foreigner tourists, such as the MICE (meeting, incentive, conference, exhibition), the "3L" (landscape, leisure, learning), the "4S" (sun, sea, sand, sex), the tour of health, the tour looking for the nature and etc.

In order to facilitate the come and go for the foreigners, in the year of 1986, China carried out the "Law of the People's Republic of China on Control of the Entry and exit of Aliens" (APPENDIX 1)[17] [18]. In this law, included 8 chapters of General Provisions, Entry into the Country, Residence, Travel, Exit from the Country, Administrative Organs, Penalties and Supplementary Provisions. It explained everything needed when entering the nation.

2.2.2.7. Social Environment

In this point, there usually offers information about the hospitality of the local, the quality of life, or if it's a mystic place, relaxing place, attractive or interesting place or etc. As the potential tourists may know about those places like Tibet, Dunhuang, or the zones along the Road of Silk, thus, it will emphasis the development of the language-studying in the nation.

The teaching of the foreign language in China began in the Ming Dynasty. The main foreign languages are Germany, Japanese, Russian and English[19]. With the reform and opening policy, more and more universities begin to establish careers of foreign languages, such as French, Italian, Spanish, Finnish, Greek and etc. Due to the importance of Spanish, it's becoming the second-most important language just after English. More young people begin to study Spanish in the university. That means, there

---

[17] http://wenda.tianya.cn/wenda/thread?tid=58ae7db06000b90d
[18] http://yy.china-b.com/hyfl/521069.html
[19] http://baike.baidu.com/view/469099.htm

won't have a problem of the language barrier between the tourists and the local public.

Until now, all the dimensions that form the TDI of China have been introduced. But with the existed difference between the other researches over a tourist destination, it is very interesting for the investigators and the professionals to study the processes of the formation of the tourist image of a certain destination and the consequences of this TDI. Consequently, in the following section, a short review of the identified literature will be performed, and then, the determinants and the consequences of the TDI will be explained. This will conduct us to propose differenre hipotheses that reflect the antecedents and consequences of China´'s TDI.

3. INFLUENCE OF THE COGNITIVE IMAGE ON THE POTENCIAL TRAVELLERS' BEHAVIOUR

3.1 INTRODUCTION

After reviewing the literature, specifically, the main antecedents and consequences of cognitive image will be introduced in this section. As antecedents, the different information sources a traveler has may help to shape the cognitive image about a tourist destination; additionally, the personal characteristics and experiences of the travelers may influence their image of a destination. Finally, this project aims to explore how image might affect to behavioral intentions that might benefit the destination: intention to go and intention to recommend. The basic conceptual framework is shown in Figure 15.

Figure 15 - Antecedents and consequences of the cognitive image

INFORMATION SOURCES

◆FAMILY, FRIENDS

◆INTERNET

◆TOUR OPERATORS

◆GOVERNMENT NOTICES

COGNITIVE
IMAGE

PERSONAL FACTORS

◆AGE

◆GENDER

◆INCOME

◆EDUCATION

COGNITIVE
IMAGE

INTENTION
TO GO

INTENTION
TO RECOMMEND
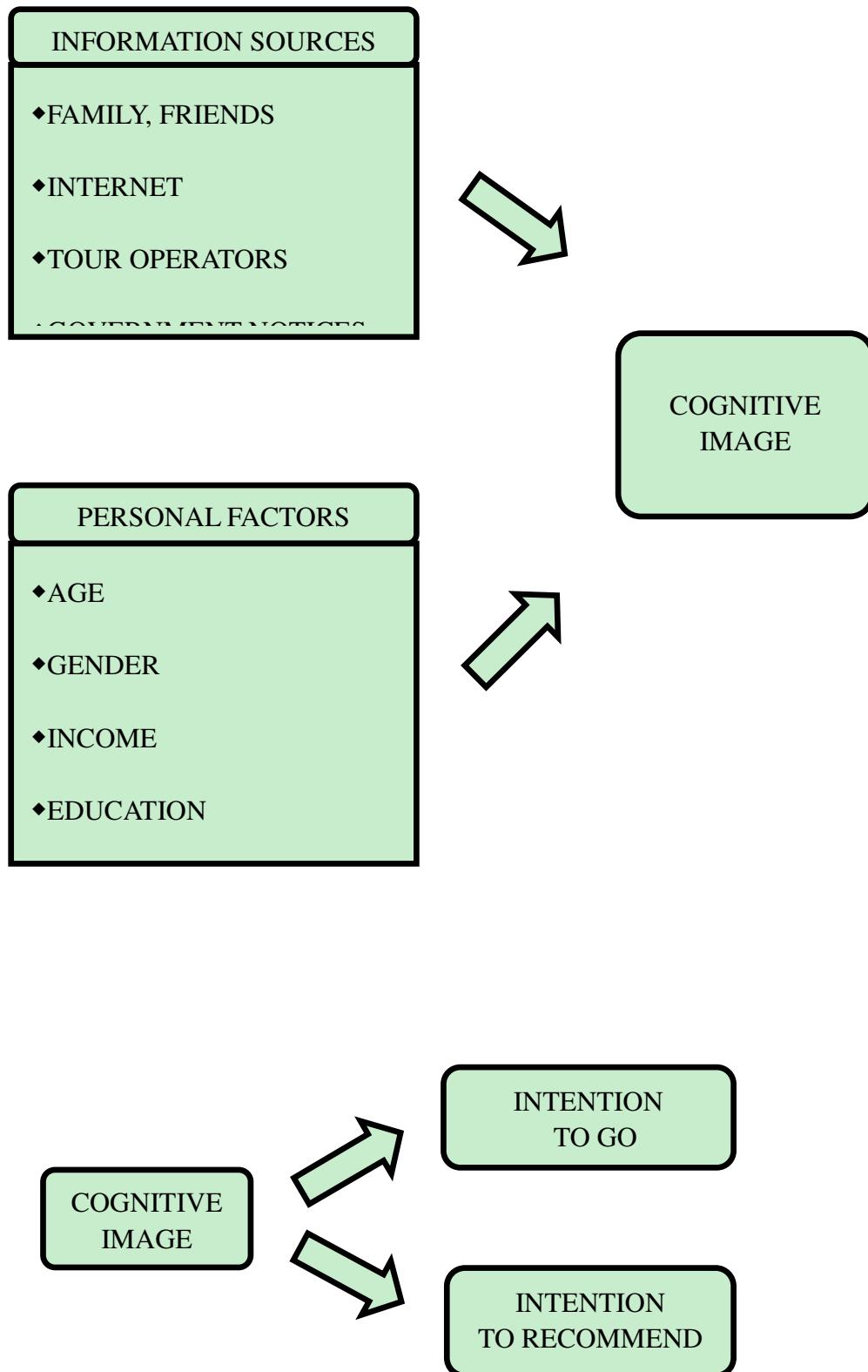
3.2 DETERMINANTS OF THE COGNITIVE IMAGE

3.2.1   The influence of family members and friends

As we lived in a world with a complex relationship, the most of the tourist destinations which we knew were said by our own ways, such as the family members, the friends, the colleagues, even sometimes by the passers-by (Gartner, 1993). When there's a get-together, the members may talk about the trips they have made. Then they may have an effect on the potential tourists. And some families may have a custom of having a travel every year; they might have more influence to their family and their friends. This is almost the same in the case of the friends. Friends' words may have a great influence on the potential tourist. According to Gartner (1993), family members and the friends are one of the nine secondary sources of information that exist, they thus may give information about the destination either after request or voluntarily. So, the decision to go or not could be influenced greatly by these kind of individuals. When the potential tourist heard that the certain destination was very well, they will produce a strong motion to have a tour in that certain place. And he/she might encourage the people around to go together. In this way, they are improving the image of the certain destination. But obviously, if the tourist which has been to the certain destination brings out a negative impression of the certain place, by the reason of the bad service, uncomforted room, unreasonable price or any other reason, although the potential ones have decided to go, there will be a negative emotion during the trip (Gartner, 1993). And as a result, he/she can't enjoy the tour, and also bring a negative evaluation back. And this will turn into a vicious circle. In Gunn's work (Gunn, 1972), he has already noticed the importance of the family members and the friends. That's the so-called "organic component".

In brief, this factor is a very important one due to its great effect on the image of the tourist destination. And that bring forward the first hypothesis.

H1: The recommendations from family members and friends will determine the cognitive image of the tourist destination.

3.2.2   The influence of the medias

As we all know, the Internet is becoming more and more popular and more and more important, either, in human's life. Moreover, news coverage and media can provide substantial information about a place and are likely to have high credibility and market penetration without the perceived bias of promotional material (Murphy, 1999; Schneider and Sonmez, 1999). Gartner (1993) also argues that 'induced images' such as brochures, are the least credible image formation agents. As we have mentioned before, these evaluations and comments in the medias can have a great effect in the tourist memory, and even can affect the quality of the whole trip.

In the same way, when the potential tourists have read something about his ideal destination, it makes sense. For example, the viewpoints mentioned in the tourist guides, even those restaurants, will receive a bigger volume of tourists than those are not. Or when there is a heavy accident in the certain destination, such as earthquakes, car accident, accidents of security, could greatly affect the decision of a certain individual negatively.[20]

Thus, when a destination becomes more and more popular, the Medias will look for the reason that makes the destination famous. In this way, the Medias will do a research favoring the destination. And after its report, the destination may benefit from it, and receive a bigger number of tourists.

20
http://www.msnbc.msn.com/id/42154541/ns/travel-news/t/japans-earthquake-radiation-threats-take-toll-tourism/

A potential tourist also can know about a destination through the movies. A great amount of researches have been done over the affection of the films toward the tourist destination (Beeton, 2001; Chan, 2007; Connell, 2005a, 2005b; Hudson and Ritchie, 2006a, 2006b; Iwashita, 2006; Kim, Agrusa, Lee, and Chon, 2007; OlsbergjSPI, 2007; O'Neill, Butts, and Busby, 2005; Riley, Baker, and Van Doren, 1998; Tooke and Baker, 1996). According to them, the film tourism is an influence very important to the potential tourist. They estimate the tourists to travel to the cities or nations in the films. Such as the movie "Mission Impossible", in which some scenery was taken in Shanghai. The beautiful scenery gave the audience a great impression, which did lead the potential tourists to look for the real view, which has brought them to Shanghai, and then China. According to the works of Beeton and Mintel (Beeton, 2005; Mintel, 2003), the screens do effect on visitor numbers and to film-related destinations.

Besides, through the Medias, the potential travelers can know the actions or tendencies of the destination's government, which also may influence the image of the destination. For example, many Chinese cities are developing the direct-flight projects[21], or they are facilitating the entry of the aliens based on the new policies of the Chinese government. So there exists an increase of the volume of foreign tourists in the recent years according to some statistic reports.[22]

Besides the ways through the Internet and the newspapers or magazines, the advertisements of the agencies are also affective (Dolores, Miguel and J. Alberto, 2008).

Tour operators and travel agents have been treated as formal sources (Goodall, 1988), formal interpersonal sources (Hsiesh and O'Leary, 1993), external formal sources (Gitelson and Crompton, 1983), commercial sources (Mill and Morrison, 1985) and professional sources (Baloglu, 1997a). Travel intermediaries such as tour operators and travel agents can be considered as a formal as well as social (personal) information source due to their promotional and consultative efforts. In that respect, they contribute to formation of induced images of the travelers in the active information search process (Gartner, 1993; Gartner and Bachri, 1994). Particularly, when we're talking about the

---

21 http://zj.sina.com.cn/finance/news/consumer/31/2012/0328/15125.html
22 http://wenku.baidu.com/view/02b369d85022aaea998f0f02.html

international destinations, the role of travel intermediaries in promoting and creating images of the tourist destinations raises because the international travelers are more willing to use travel intermediaries during their destination decision. Therefore, the images held by travel intermediaries about a destination are equally important as those held by the travelers. "As noted by McLellan and Foushee (1983), TDIs influence travel intermediaries such as tour operators as well as their clients. Tourist destinations aim their partial marketing efforts at travel intermediaries which, in turn, project an image to the general population and their clients (Bitner and Booms, 1982)" (Seyhmus Baloglu, Mehmet Mangaloglu(1999)).

Thus, the following hypotheses are progressed:

H2: The evaluation of the Medias (television, radio, newspapers, books (travel guides), magazines) will determine the image of the destination.

H3: The news or notices given out by the Chinese government will determine the image of the destination.

H4: The programs or movies about the certain destination will determine the image of the destination.

H5: The tour operators will determine the image of the destination.

3.2.3   The influence of the Internet recommendations

Once a tourist has had a trip to a certain destination, he or she will certainly make a comment about his/her experience to the people around him. That means, as aforementioned, the certain tourist's family members and friends will receive messages from a relative or a friend and will hold a new image of such certain destination. Similarly, he/she may also write his trip in his/her blog, in his/her Facebook or in those tour webs. Some works have confirmed that the Internet has recently become another important source of tourism destination information (Guttentag, 2010; Pan and Fesenmaier, 2006; Steen Jacobsen and Munar, 2012). With this, we come to our focus—the recommendation. In Frias' work (2006), the Internet was compared to the

travel agencies in order to evaluate their influence. And at the end, it was proved the influence is moderated by the degree of the tourist's message involvement and Internet experience, so Internet recommendations may also affect tourists' perceptions and behaviors. In other words, the Internet has drastically transformed the distribution and marketing of tourism products (Buhalis and Spada, 2000), and information consumption patterns have been reshaped.

If the tourist had received a great experience of the trip, he might recommend the place to other people he knows or not, in this way, the image of the destination becomes better, as been commented positively. And for sure, it will attract more people. In turn, unfortunately, if the tourist gives out a negative evaluation, the image of this certain destination becomes worse. This may cause a loss of tourists. (Vermeulen and Seegers, 2009)

As some tourists are recommending the destination in every means, by mouth, through the Internet, which is becoming a prominent medium in tourism marketing (O'Connor and Murphy, 2004; Oh, Kim, and Shin, 2004) and so on, the people who notice these evaluations will receive a message through these words, positive or negative. This will change the existed image of the certain destination, to a better or worse one correspondingly. For example, the number of tourists in the Great Wall is always very big and according to the evaluations on the Internet, the Great Wall has always had a positive rate. Therefore, some of these tourists may have been attracted by the positive online rating. .[23]

Furthermore, not only the recommendation will affect the TDI, but also the latter will affect on the former, this effect will be introduced in chapter 3.3. Now, a new hypothesis can be put forward:

H6: The recommendations from internet will determine the image of the destination.

---

[23]http://www.tripadvisor.com/Attraction_Review-g294212-d325811-Reviews-Great_Wall_at_Mutianyu-Beijing.html

3.2.4   The influence of the personal factors

Besides the factors of family, Medias, an individual's personal factors also affect the formation of an image, "as Um and Crompton (1990) state, beliefs about the attributes of a destination are formed by individuals being exposed to external stimuli, but the nature of those beliefs will vary depending on the internal factors of the individuals." (Beerli, 2004)

Men may like the adventures and the exciting things more than women; they might have a better impression on those destinations with more activities. Women may like doing shopping, so the quantity of commercial centers a destination has may totally change the point of view of those tourists. The elders like culture more than activities, the factor of culture and history may attract them to have a tour. And the income of a family also determined the distance and the length of a trip (Xie and Bao, 2006).

Everything that relates to a given tourist may affect the image of a certain destination. Most of the process of the decision-making for choosing the destination (Stabler, 1988; Um and Crompton, 1990; and Woodside and Lysonsky, 1989) show that the personal characteristics, such as gender, age, incoming, and education, even social class, are internal factors that affects perceptions of places. And several authors (Baloglu, 1997; Baloglu and McCleary, 1999a; Calantone, Di Benetton, Hakam and Bojanic, 1989; Chen and Kerstetter, 1999; Stern and Krakover, 1993; and Walmsley and Jenkins, 1993) have found some differences in the image depending on gender, age, level of education, occupation, income and etc.

Furthermore, the former experience can affect the image of the destination as well. As Schreyer, Lime and Williams (1984) suggested, present situations are usually taken for comparison with the past experiences, because of the connection between information coming from past experiences and the subjective interpretation of a leisure tour. From the tourist's point of view, the past experience may be more important than information obtained from external sources (Mazursky 1989).

For example, results from a previous survey about a touristic route in Huesca[24] (Aragon, Spain) with culture, sports and gastronomy, show that elder people like cultural tours more than sport tours. As well, with more annual income, people are concerned more in the quality of the stay during the trip. With less annual income, people are more sensible to the prices and many other differences between consumers depending on personal characteristics were obtained.

To sum up, tourist destination image might change depending on the characteristic of the potential tourist. As a result, the following hypotheses are proposed:

H7: The gender of the potential tourist will determine the image of the destination.

H8: The age of the potential tourist will determine the image of the destination.

H9: The income of the potential tourist will determine the image of the destination.

H10: The level of education of the potential tourist will determine the image of the destination.

H11: the former experience of the potential tourist will determine the image of the destination.

---

[24] The survey was done by Ramon, Carlos, Wei and Hao for a class of "Creation of a tourist product" of the Master in direction of planning and management of tourism. It's called "RUTA POR LOS CASTILLOS DE LOS MALLOS--Senderismo, BTT, Cultura y Gastronomía".

3.3 CONSECUENCES OF THE COGNITIVE IMAGE

3.3.1   Toward the intention to go

The image of a tourist destination is important because it can affect in an individual's attitude and intention whether to go or not to go to a certain place. The intention here also means the degree of the interest in the certain destination of the potential tourist. Travelers' intentions may be the result of their perceptions from previous travel experiences (Horng, Liu, Chou and Tsai, 2012). However, tourists' behavior is also conditioned by their image of the destination (Beerli and Martin, 2004a).

When the potential tourist gets a positive image of the destination by every means, such as by family, by friends, through the Internet and etc., he may have an intention to go. On the contrary, of course, he/she will reduce his/her interest and wish. That means, the TDI among the potential tourists is considered as a basic and principal role (Horng, Liu, Chou and Tsai, 2012).

In their work, Horng, Liu, Chou and Tsai have hypothesized that the relationship between TDI and travel intentions is positive, and better TDI will positively associate with tourist travel intentions. And Yoon and Uysal (2005) hypothesized that tourists may feel loyalty toward a particular destination and may express an intention to visit the destination, either. Nevertheless, more authors proved that destinations with stronger positive TDIs have a higher probability of being included in the tourist's selection process, or being chosen in their plan (Alhemoud and Armstrong, 1996; Echtner and Ritchie, 1991; Johnson and Thomas, 1992; Telisman- Kosuta, 1989).

Obviously, the intention occupies an important part in the individual's decision, the more intention one has, the more possible he would go for a trip. As Lee et al. (2005) said, individuals having a favorable TDI would perceive their on-site experiences (i.e. trip quality) positively, which in turn would lead to greater satisfaction levels and

behavioral intention (intention to go). At the same time, the study of Nicoletta and Servidio (2012) confirmed that the tourist image affects the intention to go to the destination of the potential tourist. Some studies showed that the influence of the TDI begins at the stage of choosing the tourism destination (Baloglu and McCleary, 1999a, 1999b; Johnson and Thomas, 1992).

Not only the aforementioned researches, but also other authors have observed the influence of the existed TDI on the choice of the destination in decision-making models (Baloglu, 1999; Crompton and Ankomah, 1993; Gartner, 1989; Goodall, 1988; Kent, 1990; Mathieson and Wall, 1982; Moutinho, 1987; Schmoll, 1977; Stabler, 1990).

Based on all these comments, the following hypothesis will be related with the image of the destination and its effect toward the intention to go to the destination. H12: The better/worse the image of the destination is, the more/less intention to go to the destination the tourist has.

3.3.2   Toward the intention to recommend

After knowing about China, the potential tourists may form a more complete image in their mind. After that, he/she forms an intention to recommend the destination. In this work, that means when they are talking about the potential destination for the next tour, they may recommend China to others (Choong-Ki Lee, Yong-Ki Lee and BongKoo Lee, 2005).

There is a general agreement that the image affects the future behavior of consumers among researchers (Bigne et al., 2001; de Ruyter et al., 1996; Chen and Gursoy, 2001; Osman, 1993; Prendergast and Man, 2002). In the very beginning, the variable 'intention to recommend it' has been used as indicator of consumer behavior (Boulding, Kalra, Staelin and Zeithaml, 1993; Cronin and Taylor, 1992; Parasuraman, Berry and Zeithaml, 1991), then some other studies focus on the intention to recommend or positive word of mouth communication (de Ruyter, Wetzels and Bloemer, 1996; Zeithaml, Berry and Parasuraman, 1996), and others have argued that the TDI can

condition after-decision making behavior (Ashworth and Goodall 1988; Mansfeld 1992), evaluation (satisfaction) and future behavioral intentions (intention to recommend). And in the marketing literature, a study can be found that link image with behavior (Court and Lupton, 1997). All these researches finally have confirmed that the effect from the TDI toward the intention to recommend surely existed. From the study of Bigné et al (2001), they found that the TDI was a direct antecedent of the intention to recommend. Later, the work of Barroso, Martin and Martin (2005) also assured that the TDI does have effects on those potential tourists' intentions to recommend it to friends and family members. And Chen and Tsai (2006) proved that destination image appears to have the most important effect on the intention to recommend. More researches have ensured the importance, or the influence that TDI have, toward the Intention to recommend.

Taking into account all these considerations, the last hypothesis of this work is proposed:

H13: The better/worse the image of the destination is, the more/less the intention to recommend the tourist has.

To sum up, Figure 16 helps illustrate the relationships between image, its antecedent factors and its consequences.

Figure 16 - Relationship between cognitive image, its antecedent factors and its consequences.
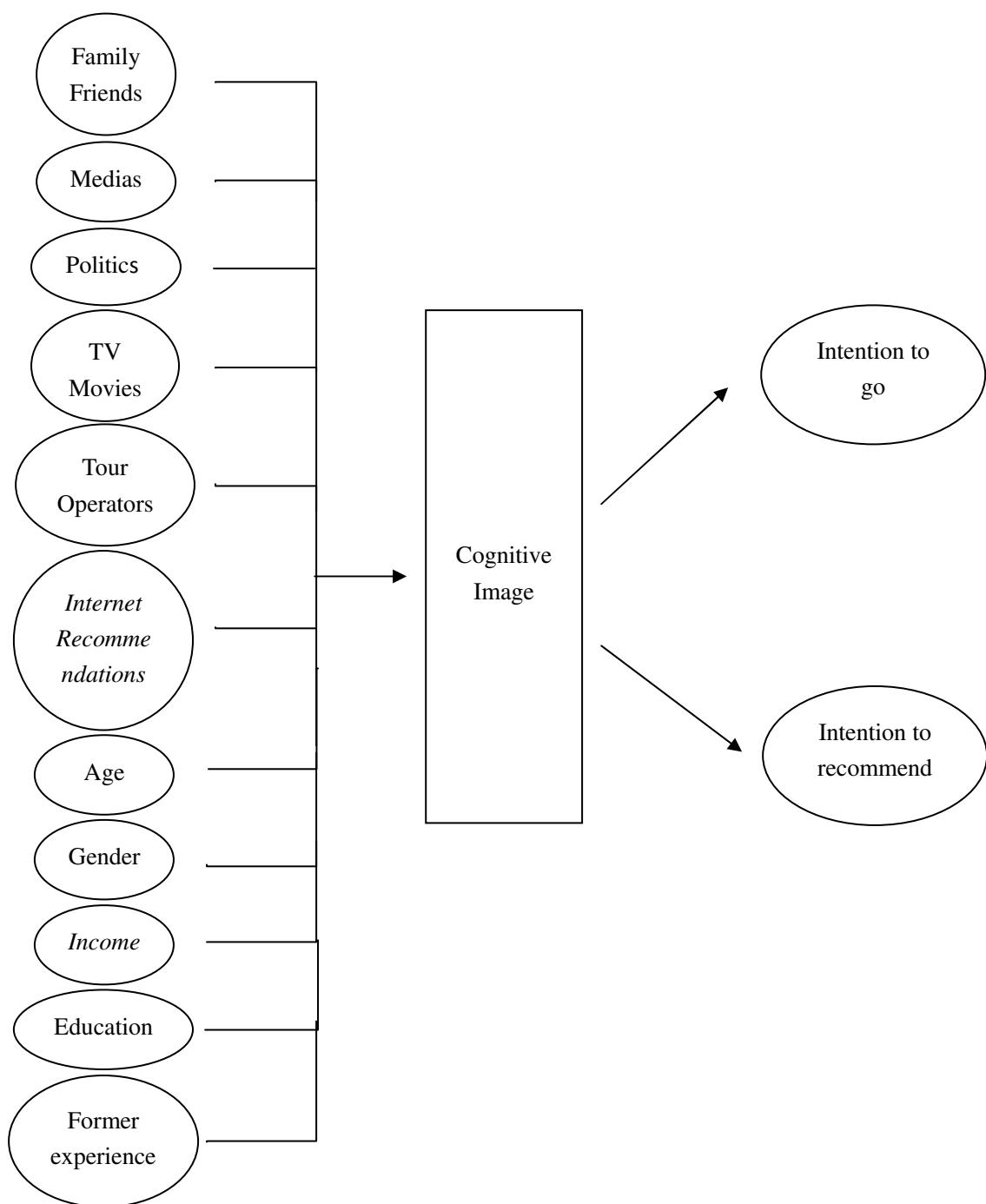
That is to say, although we have a wonderful blueprint of the tourist industry, we can't ignore that there do exist several factors that affect the decision of a certain individual. As it is shown in the figure, family members and friends, Medias, Internet recommendations, age, gender, annual income, level of education and former experience may have an influence toward the TDI and act as determinants. Anyone of them can determine the cognitive image. When the TDI is formed, its influence will be produced. It may affect the potential tourists in their behavior (intention to go, intention to recommend).

4. METHODOLODY

When we finished reviewing the resources of a tourist destination, we have to make a measurement over it; therefore we should use attributes and points in our investigations in order to know the interviewees' opinion (TDI) of a destination. Given the lack of time and resources, in this section it is depicted the general actions to be performed in order to contrast the hypotheses proposed in previous section. Therefore it is explained how this research could be developed in terms of population, sample's choice, variables measurement, etc. Besides, based on an exhaustive literature review concerning the concept of TDI, a measurement scale to measure China's TDI is proposed.

4.1 POPULATION AND SAMPLES

In order to prove the hypotheses, a quantitative approach would be developed. Specifically, this research would employ a survey based on a questionnaire. The population of this study covers all the Spanish potential tourists that could be interested into considering China as a future vacation destination. However, given the difficulties to access to the whole population and the impossibility to obtain a complete census of the population, it would be necessary to focus this study on a representative sample. Therefore, about 300 Spanish or people who lived in Spain would be needed to take part in the research.

Regarding data collection, two complementary procedures would be followed. First, a "snow-ball" technique would be followed delivering the surveys to part of the sample and recovering them back two months later. Second, the study would also employ online resources to disseminate the questionnaire towards the sample. Therefore, emails would be sent and the questionnaire would be also uploaded on the internet with Google docs. We would encourage friends and relatives not only to participate in the

study, but also to ask other friend to do it so. Therefore, the scope of the study is national since we expect to obtain questionnaires form different geographical regions in Spain.

4.2 VARIABLE MEASUREMENT

After determined the population of the investigation, it's time to decide the methods of the questionnaire. Basically, the survey would include different types of scales that would allow us to measure all the concepts, notions, perceptions and variables included in this study. Specifically, the following types of scales would be incorporated:

1. Ordinal scales: these are among the most commonly used measuring procedures, by listing the options one by one which have a relationship of big/better and small/worse between every contiguous two of them (Baloglu and Brinberg, 1997; Gartner, 1989 and Mackay and Fesenmaier, 1997).

2. Nominal scales: by listing the options without order or comparability, "for the application of correspondence analysis (Calantone, Di Benetto, Hakam, and Bojanic, 1989)". Ordinal and Nominal scales would be primarily employed to measure the interviewee's personal features (i.e. age, occupation, education level, former experience, etc.).

3. Likert or semantic differential scales (Beerli and Martín, 2004; Bigné and Sánchez, 2001; Crompton, 1979; Echtner and Ritchie, 1993): For example, we would use a Likert scale, which is a rated scale, to assess the level of agreement or disagreement with certain sentences (i.e. to measure China's different dimensions of TDI, determinants and consecuences).

To develop a measure for the cognitive TDI of China, it is necessary to focus on those important aspects for China that were described in section 2 and that are presented again in the following figure (Figure 17).

Figure 17 – Measurements of the Cognitive TDI

Infrastructures		Natural Resources
Leisure and Recreation	**China's Cognitive TDI**	Social Environment
Culture, History and Art		Politics and Economies
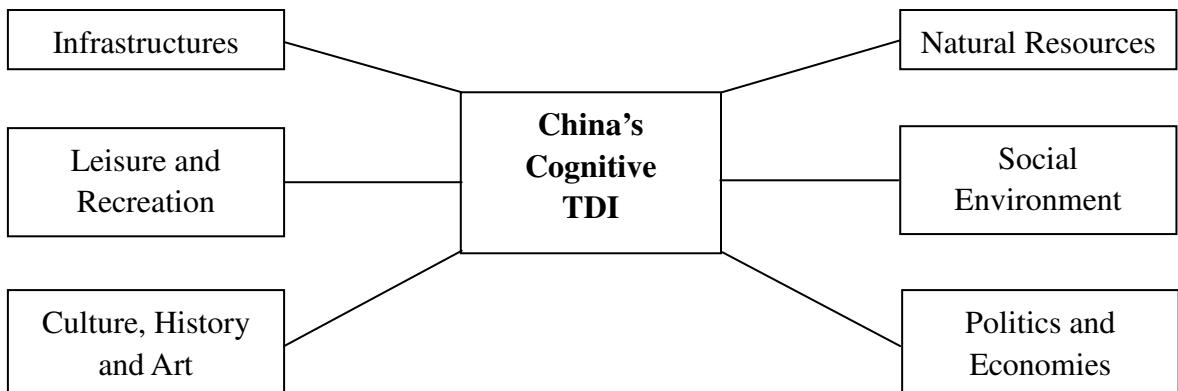
As regards to the questionnaire structure, it would include several parts. Part 1 will focus on the aspects that build up the TDI, including the following dimensions: general information, natural resources, leisure facilities, cultural resources, historical resources, general infrastructures, tourist infrastructures and etc. Based on an exhaustive literature review, a multidimensional approach is designed in order to capture the nature of China's TDI. Thus, every dimension will be measured using a Likert scale (including several items borrowed from previous literature and adapted to the specific context of China (as can be seen in Table 2). And every item will be measured between 1 and 7 (where 1 represents total disagreement and 7 represents total agreement to the statement).

Table 2-Proposed scale to measure China's TDI

Dimensions	Items	Source
Natural Resources	1. China has beautiful scenery and natural attractions. 2. China is unpolluted and has an unspoiled environment. 3. China has attractive cities and towns. 4. China has plenty beaches and sun. 5. China has a good climate.	Litvin and Ling (2001) Baloglu and Mangaloglu (1999); etc.
Infrastructure	1. China has commercial infrastructures. 2. Roads, airports and ports have a great quality in China. 3. Several parking is available downtown in China. 4. It's easy to access to the destination in China. 5. China has plenty of hotels and self-catering accommodations. 6. China has sufficient Tourist centers. 7. China has sufficient Restaurants.	Chia and Qub (2006) Martin Oppermann (1996) Luque, del Barrio, Ibáñez and Rodríguez (2011); etc.
Leisure and Recreation	1. China has good nightlife and entertainment. 2. China has sufficient theme parks. 3. China has plenty sports activities. 4. China has sufficient shopping and malls.	Litvin and Ling (1999) Prebensen (2005); etc.

Dimensions	Items	Source
Culture, History and Art	1. China has a different culture. 2. China is a nation with cultural attractiveness. 3. China has monumental diversity. 4. China has its own folklore. *5. China has great amount of ethnic resources.* 6. China is a place where good quality local gastronomy can be tasted.	Royo (2009) Alhemoud and Armstrong (1996); etc.
Politics and Economies	1. China has economic development. 2. China has political stability. 3. China has high living standards. 4. China is a place without terrorist attacks. 5. China has a low price level.	Nina K. P.(2006) Beerli and Martin (2004); etc.
Social Environment	1. China offers a good quality of Service. 2. China is a restful/relaxing place. 3. China has interesting and friendly people. 4. China offers sufficient personal safety. 5. Chinese people are friendly toward the tourists. *6. China has a great develop in the foreign-language management.*	Royo (2009) Beerli and Martin (2004); etc.

Note: The italic represents an ad-hoc item (own elaboration)

Part 2 will be focused on the factors which affect the TDI. For example, according to the potential tourists, which will be the most important factors? The Family? The Internet? The movies? The level of education? Etc. Part 3 will be focused on the consequences of TDI: intention to go and intention to recommend. Items included in part 2 and part 3 would be evaluated with 7 point Likert scales adapted from previous

works. Part 4 will focus on the personal information such as age, gender, level of education, annual income, the potential tourists' origin and etc.

4.3 ANALYSES

After doing the survey, all the questionnaires would be collected. The program SPSS would be used to analyze the collected data. Taking into account the variables used in the investigation, data would be analyzed with correlations (when analyzing two interval scales), mean differences (when analyzing a dichotomous variable and an interval scale) ANOVAs (when analyzing an ordinal or nominal variable and an interval scale), etc.

When analyzing the data with correlation, the relationship between two scales can be known. Such as the relationship between the total tourist TDI (score from 1 to 7) and the intention to go (score from 1 to 7), or the one between the quality of the view of the destination (score from 1 to 7) and the intention to recommend (score from 1 to 7), etc.

When analyzing the data with mean differences, the relationship between a nominal question with two answers only and a scale can be know. Such as the relationship between gender and the quality of the gastronomy resources (score from 1 to 7), and etc.

When analyzing the data with ANOVAs, the relationship between an ordinal question with more than two answers and a scale can be know. Such as the relationship between the age (18-35, 36-50, 51-65 and more than 66) and the interest in the cultural tour (score from 1 to 7), or the one between the annual income of the interviewee (less than 2000, 2001-5000, 5001-10000 and more than 10000) and the intention to go (score from 1 to 7), etc.

5. Conclusions

As it is mentioned before, China, as a developing country which is more open every time and owned a very great amount of touristic resources, attracts thousands of tourists with different aims. For this reason, understanding the cognitive image of China is especially relevant. It's the first-hand information the tourists can obtain and can leave an impression to the tourists. Specifically, this study presented three specific objectives: to explore China's cognitive TDI dimensionality; to identify the main factors that affect the formation of the TDI; and to study how the TDI influences travelers' choices and behaviors.

As regards to the first objective, when we come to an image of a touristic destination, the TDI, there are a lot of conditions which can influent it. In the case of China, six dimensions have been identified as prominent dimensions of the cognitive TDI. These are natural resources; infrastructures (generally and those for the tourists); leisure and recreation; culture, history and art (highlighting the ethnic resources and the gastronomy); politics and economy and social environment. Between them, based on a wide literature review, the family members, the friends, the Medias, the politics, the TV programs and movies, the recommendations from the Internet, and the personal factors (such as age, gender, level of incomes, level of educations and former experience) have been identified as key determinants affecting TDI's formations. Combining with their own characteristics, the potential tourists firstly form a TDI in their mind. After the certain TDI is formed, it will bring to some consequences, which can be explicated to the intention to go to the destination and the intention to recommend the destinations to others. Therefore, the three objectives have been confirmed from a theoretical perspective.

Unfortunately, with the limit of time, the proposed hypotheses cannot be confirmed empirically. But if I did the work practically, results may arise several implications for practice. First, it would be possible to evaluate which dimension of cognitive TDI is the

most relevant one in consumers mind. This would help the Chinese government and tourist firms to highlight the aspects related to relevant dimensions and to catch the signal of the tourism and follow the tendency, make it a key point to develop, to popularize. For example, if the cultural dimension appears to be the most important one, it would be a good idea to design a touristic route including the most historic cities such as Beijing or Xi'an and develop a promotional campaign to popularize these places, so we can give tourists a product that meets their needs and demands.

Secondly, results may help determine which are the most relevant information sources affecting the TDI. This would help managers in the promotional campaign of China. In other words, if Internet recommendations affect a lot the TDI of China, it would be a good idea to manage the brand of China in the social media. We might take the advantage of using the gradually mature resources of the Internet. As well, if travel intermediaries appear to be very relevant, it would be useful to give them the proper information about China so that they could be able to transmit this information to the potential tourist later. These are just two examples of how results may help the development of promotional campaigns about China.

Moreover, results from a practical study would help us to know which kind of tourist is the most interested in China: as an example, they could be the ones between 36 and 50 with a medium-high level education and a medium annual incoming. In other words, it could be possible to conduct market segmentation, see what part of the image is more important for each segment of tourists, and offer them touristic products adapted to their specific requirements.

Finally, and most important, results from the empirical study would serve to confirm the effect of cognitive TDI on tourist behavioral intentions. This is the most important part, because if TDI has an effect on behavior, the previous actions proposed would be very effective.

At the end, I am strongly looking forward to put the research into action because I would have the chance to confirm all the hypotheses in this work with the data collected and propose interesting managerial implications. However, this work would be still open as it is possible to widen the scope of the investigation with future research lines.

For example, it would be interesting to analyze the cognitive image of the tourists after visiting China, the affective image after their visit, or how the Big Five personality traits (openness, conscientiousness, extraversion, agreeableness, neuroticism) affect the TDI.

6. References

Alhemoud, A.M. and Armstrong, E.G. (1996). "Image of tourism attractions in Kuwait". Journal of Travel Research, Spring, 76–80

Anand, P, Holbrook, M and Stephens, D (1988). "The Formation of Affective Judgments: The Cognitive–Affective Model versus the Independence Hypothesis". Journal of Consumer Research, 15 (1988), pp. 386–391

Ashworth, G. and Goodall, B. (1988). "Tourist images: Marketing considerations". In B. Goodall, G. and Ashworth (Eds.), Marketing in the tourism industry. The promotion of destination regions, Croom Helm, London (1988), pp. 213–238.

Baloglu, S (1997). "The Relationship between Destination Images and Sociodemographic and Trip Characteristics of International Travelers". Journal of Vacation Marketing, 3 (1997), pp. 221–233

Baloglu, S. (1999). "A path-analytical model of visitation intention involving information sources, socio-psychological motivations and destination images". In A. Woodside,G. I. Crouch, J. A. Mazanec, M. Oppermann, and L. Sakai (Eds.), Consumer psychology oftourism, hospitality and leisure (pp. 63–90). CAB International.

Baloglu, S. and Brinberg, D (1997). "Affective Images of Tourism Destination". Journal of Travel Research, 35 (4) (1997), pp. 11–15

Baloglu, Seyhmus and Mangaloglu, Mehmet (1999). "Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents". Tourism Management 22 (2001) 1}9

Baloglu, S. and McCleary, K. (1999a). "A Model of Destination Image Formation". Annals of Tourism Research, 26 (1999), pp. 868–897

Baloglu, S. and McCleary, K. (1999b). "U.S. International Pleasure Travelers' Images of Four Mediterranean Destinations: A comparison of Visitors and Nonvisitors". Journal of Travel Research, 38 (1999), pp. 114–129

Beeton, S. (2001). "Smiling for the camera: the influence of film audiences on a budget tourism destination". Tourism, Culture and Communication, 3, 15–25.

Beeton, S. (2005). "Film-induced tourism". Clevedon: Channel View Publications.

Beerli, A. and Martin, J.D. (2004). "Factors influencing destination image". Annals of Tourism Research, 31 (3) (2004), pp. 657–681

Bigne, J., Sanchez M. and Sanchez J. (2001). "Tourism image, evaluation variables and after purchase behavior: Inter-relationships". Tourism Management, 22 (6) (2001), pp. 607–616

Bitner, M.J. and Booms, B.H. (1982). "Trends in Travel and Tourism Marketing: The Changing Structure of Distribution Channels". Journal of Travel Research, Vol.20 (4), pp.39-45

Boulding, W., Kalra, A., Staelin, R., and Zeithaml, V. A. (1993). "A dynamic process model of service quality: from expectations to behavioral intentions". Journal of Marketing Research, 30, 7–27.

Buhalis, D., and Spada, A. (2000). "Destination management systems: Criteria for success—an exploratory research". Information Technology and Tourism, 3(1), 41–58.

Barroso, C. Martin, E. y Martin, D. (2005). "The influence of market heterogeneity on the relationship between a destination's image and tourists' future behavior". Tourism Management 28 (2007) 175–187

Calantone, R., C. Di Benetton, A. Hakam, and D. Bojanic (1989). "Multiple Multinational Tourism Positioning Using Correspondence Analysis". Journal of Travel Research 28(2):25–32

Chan, B. (2007). "Film-induced tourism in Asia: a case study of Korean TV drama and female viewers' motivation to visit Korea". Tourism, Culture and Communication, 7(3), 207–224.

Chen, J.S. and Gursoy, D., (2001). "An investigation of tourists' destination loyalty and preferences". International Journal of Contemporary Hospitality management 13 (2), 79–85.

Chen, P and Kerstetter D (1999). "International Students' Image of Rural Pennsylvania as a Travel Destination". Journal of Travel Research, 37 (1999), pp. 256–266

Ching-Fu Chen, DungChun Tsai (2006). "How destination image and evaluative factors affect behavioral intentions?". http://dx.doi.org/10.1016/j.tourman.2006.07.007

Chon, K.S. (1990). "The role of destination image in tourism: A review and discussion". Tourist Review, 45 (1990), pp. 12–19

Christina Geng-Qing Chia and Hailin Qub (2007). "Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach". Tourism Management, Volume 29, Issue 4, August 2008, Pages 624–636

Connell, J. (2005a). "Toddlers, tourism and Tobermory: destination marketing issues and TV-induced tourism". Tourism Management, 26, 763–776.

Connell, J. (2005b). "What's the story in Balamory?: the impacts of a children's TV programme on small tourism enterprises on the Isle of Mull, Scotland". Journal of Sustainable Tourism, 13, 228–255.

Cooper, C., Fletcher, J., Gilbert, D. and Wanhill S. (1993). "Tourism: Principles and practice". Pitman Publishing, UK (1993)

Crompton, J. (1979). "An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon the image". Journal of Travel Research, 17 (4) (1979), pp. 18–23

Crompton, J. L., and Ankomah, P. K. (1993). "Choice set propositions in destination decisions". Annals of Tourism Research, 20, 461–476.

Cronin, J. J., and Taylor, S. A. (1992). "Measuring service quality: a reexamination and extension". Journal of Marketing, 56, 55–68.

Court, B., and Lupton, R. A. (1997). "Customer portfolio development: modelling destination adopters, inactives and rejecters". Journal of Travel Research, 36(1), 35–43.

de Ruyter, K., Wetzels, M., and Bloemer, J. (1996). "On the relationship between perceived service quality and behavioural intentions". Proceedings of the 25th European marketing academy conference (pp. 273–292). Budapest.

Echtner, C.M. and Ritchie, J.R.B. (1991). "The meaning and measurement of destination image". The Journal of Tourism Studies, 2 (2) (1991), pp. 2–12

Echtner, C and Ritchie J (1993). "The Measurement of Destination Image: An Empirical Assessment". Journal of Travel Research, 31 (4) (1993), pp. 3–13

Fakeye, P and Crompton J (1991). "Image Differences between Prospective, First-Time, and Repeat Visitors to the Lower Rio Grande Valley". Journal of Travel Research, 30 (2) (1991), pp. 10–16

Frías, M. D., Rodríguez, M. A., and Castañeda, A. J. (2008). "Internet vs. travel agencies on pre-visit destination image formation: An information processing view." Tourism Management, 29, 163–179

Gartner, W. C. (1989). "Tourism image: attribute measurement of state tourism products using multidimensional scaling techniques". Journal of Travel Research, 28(2), 16–20.

Gartner, W (1993). "Image Formation Process". M Uysal, D Fesenmaier (Eds.), Communication and Channel Systems in Tourism Marketing, Haworth Press, New York (1993), pp. 191–215

Gartner, W.C. and Bachri, T. (1994). "Tour Operator´s Role in the Tourism Distribution System: An Indonesian Case Study". Journal of International Consumer Marketing, Vol.6 (3-4), pp.161-179

Gartner, W and Hunt J (1987). "An Analysis of State Image Change over a Twelve-Year Period (1971–1983)". Journal of Travel Research, 26 (2) (1987), pp. 15–19

Gitelson, R. J., Crompton, J. L. (1983). "Insights into the repeat vacation phenomenon". Annals of Tourism Research, 11, 199e217

Goodall, B. (1988). "How tourists choose their holidays: An analytical framework". B. Goodall, G. Ashworth (Eds.), Marketing in the tourism industry: The promotion of destination regions, Routledge, London (1988), pp. 1–17

Goodall, B. and Ashworth, G. (Eds.), Marketing in the tourism industry—the promotion of destination regions, Routledge, London (1988), pp. 133–159

Goodrich, J (1978). "A New Approach to Image Analysis through Multidimensional Scaling". Journal of Travel Research, 16 (1978), pp. 3–7

Gunn, C. (1972). "Vacationscape. Designing Tourist Regions". Washington DC: Taylor and Francis/University of Texas.

Guttentag, D. A. (2010). "Virtual reality: Applications and implications for tourism". Tourism Management, 31, 637–651.

Holbrook, M (1978). "Beyond Attitude Structure: Toward the Informational Determinants of Attitude". Journal of Marketing Research, 15 (1978), pp. 545–556

Horng,Jeou-Shyan, Liu, Chih-Hsing, Chou, Hsin-Yu and Tsai, Chang-Yen (2012)."Understanding the impact of culinary brand equity and destination familiarity on travel intentions". Tourism Management 33 (2012) 815-824

Hsiesh, S. y O´Leary, J.T. (1993). "Communication Channels to Segment Pleasure Travelers". New York: Haworth Press.

Hudson, S., and Ritchie, J. R. B. (2006a). "Promoting destinations via film tourism: an empirical identification of supporting marketing initiatives". Journal of Travel Research, 44, 387–396.

Hudson, S., and Ritchie, J. R. B. (2006b). "Film tourism and destination marketing: the case of Captain Corelli's Mandolin". Journal of Vacation Marketing, 12(3), 256–268.

Hunt, J. (1975). "Image as a factor in tourism development". Journal of Travel Research, 13 (3) (1975), pp. 1–7

Iwashita, C. (2006). "Media representation of the UK as a destination for Japanese tourists". Tourist Studies, 6(1), 59–77.

Johnson, P., and Thomas, B. (1992). "The analysis of choice and demand in tourism". In P. Johnson, and B. Thomas (Eds.), Choice and demand in tourism (pp. 1–12).

Lee, C., Y. Lee, and B. Lee (2005). "Korea's Destination Image Formed by the 2002 World Cup". Annals of Tourism Research 32:839–858.

Lee, Choong-Ki, Yoon, Yoo-Shik, and Lee, Seung-Kon (2005). "Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ". Tourism Management 28 (2007) 204–214

Lew, A.A (1987). "A framework of tourist attraction research". Annals of Tourism Research, 14 (1987), pp. 553–575

Litvin, S.W. and Ling, S.N.S. (2001). "The Destination Attribute Management Model: An Empirical Application to Bintan, Indonesia". Tourism Management, Vol.22, pp.481-492.

Luque Martínez,Teodoro, Del Barrio García,Salvador, Ibáñez Zapata, José Ángel and Rodríguez Molina, Miguel Ángel (2011). "La Modelización De La Imagen De Granada Desde La Perspectiva De Los Líderes De Opinión Externos". Scholar.google.es

Kent, P. (1990). "People, places and priorities: opportunity sets and consumer's holiday choice". In G. Ashworth, and B. Goodall (Eds.), Marketing tourism places (pp. 42–62).

Kim, S. S., Agrusa, J., Lee, H., and Chon, K. (2007). "Effects of Korean TV dramas on the flow of Japanese tourists". Tourism Management, 28(5), 1340–1353.

Mackay, K. and Fesenmaier, D. (1997). "Pictorial Element of Destination in Image Formation". Annals of Tourism Research, 24 (1997), pp. 537–565

Mansfeld, Y. (1992). "From Motivation to Actual Travel". Annals of Tourism Research, 19 (1992), pp. 399–419

Martin Oppermann (1996). " Convention destination images: analysis of association meeting planners' perceptions". Tourism Management, Vol. 17, No. 3, pp. 175-182.

Mathieson, A. and Wall, G. (1982). "Tourism: Economic, physical and social impacts". London: Longman.

Mazanec, J. and Schweiger, G. (1981). "Improved Marketing Efficiency through Multiproduct Brand Names? An Empirical Investigation of Image Transfer". European Research, 9 (1981), pp. 32–44

Mazursky, D. (1989). "Past Experience and Future Tourism Decisions". Annals of Tourism Research, 16 (1989), pp. 333–344

McLellan, R.W. and Foushee, K.D. (1983). "Negative Images of the United States as expressed by Tour Operators from Other Countries". Journal of Travel Research, Vol.22 (1), pp.2-5

Mill, R.C. and Morrison, A.M. (1992). "The Tourism System: An Introductory Text. Englewood Cliffs". NJ: Prentice–Hall.

Milman, A. and Pizam, A. (1995). "The role of awareness and familiarity with a destination: The Central Florida Case". Journal of Travel Research, 33 (3) (1989), pp. 21–27

Moutinho, L.   (1987). "Consumer behavior in tourism". European Journal of Marketing, 21 (1987), pp. 5–44

Murphy, L . (1999). "Australia's image as a holiday destination — Perceptions of backpacker visitors". Journal of Travel and Tourism Marketing , Vol. 8 , No. 3 , pp. 21 – 45 .

Nina K. P. (2006). "Exploring tourists' images of a distant destination". Tourist Management, Volume 28, Issue 3, June 2007, Pages 747–756

O'Connor, P. and Murphy, J. (2004). "Research on information technology in the hospitality industry". Hospitality Management, 23, 473–484.

Oh, H., Kim, B.-Y., and Shin, J.-H. (2004). "Hospitality and tourism marketing: Recent developments in research and future directions". Hospitality Management, 23, 425–447.

Olsbergj SPI. (2007). "How film and TV programmes promote tourism in the UK". London: Film Council.

O'Neill, K., Butts, S., and Busby, G. (2005). "The Corellification of Cephallonian tourism". Anatolia, 16(2), 207–226.

Osman, M.Z., (1993). "A conceptual model of retail image influences on loyalty patronage behavior". The International Review of Retail, Distribution and Consumer Research 31, 149–166.

Pan, B. and Fesenmaier, D. R. (2006). "Online information search. Vacation planning process". Annals of Tourism Research, 33, 809–832.

Prendergast, G., Man, H.W., (2002). "The influence of store image on store loyalty in Hong Kong's quick service restaurant industry". Journal of Foodservice Business Research 5 (1), 45–59.

Raffaella Nicoletta, Rocco Servidio (2012). "Tourists' opinions and their selection of tourism destination images: An affective and motivational evaluation". Tourism Management Perspectives 4 (2012) 19–27

Reilly, M.D. (1990). "Free elicitation of descriptive adjectives for tourism image assessment". Journal of Travel Research, 28 (1990), pp. 21–26

Riley, R., Baker, D. and Van Doren, C. (1998). "Movie-induced tourism". Annals of Tourism Research, 25, 919–935.

Royo Vela, Marcelo (2009). "Rural-cultural excursion conceptualization: A local tourism marketing management model based on tourist destination image measurement". Tourism Management, Volume 30, Issue 3, June 2009, Pages 419–428

Royo Vela, Marcelo and Serarols Tarres, Christina (2005). "El turismo rural-cultural: Un modelo de gestion del marketing turistico a nivel local basado en la medida de la imagen del destino". Cuadernos de Turismo, no 16, (2005), pp. 197-222

Russel, J., and G. Pratt(1980). "A Description of Affective Quality Attributed to Environment". Journal of Personality and Social Psychology 38:311–322

Schmoll, G. A. (1977). "Tourism promotion". London: Tourism International Press.

Schneider , I . and Sonmez , S . (1999). "Exploring the touristic image of Jordan". Tourism Management, Vol. 20, pp. 539 – 542 .

Schreyer, R, Lime, D and Williams, D   (1984). "Characterizing the Influence of Past Experience on Recreation Behavior". Journal of Leisure Research, 16 (1984), pp. 34–50

Stabler, M.J. (1988). "The image of destination regions: Theoretical and empirical aspects".

Stabler, M. (1990). The concept of opportunity sets as a methodological framework for the analysis of selling tourism places: the industry view. In G. Ashworth, and B. Goodall (Eds.), Marketing tourism places (pp. 23–41). London: Routledge.

Steen Jacobsen, J. K. and Munar, A. M. (2012). "Tourist information search and destination choice in a digital age". Tourism Management Perspectives, 1, 39–47.

Stern, E and Krakover, S (1993). "The Formation of a Composite Urban Image". Geographical Analysis, 25 (1993), pp. 130–146

Telisman-Kosuta, N. (1989). "Tourist Destination Image". Cambridge: Prentice Hall, pp.557-561.

Tooke, N. and Baker, M. (1996). "Seeing is believing: the effect of film on visitor numbers to screened locations". Tourism Management, 17, 87–94.

Um, S. and Crompton J (1990). "Attitude Determinants in Tourism Destination Choice". Annals of Tourism Research, 17 (1990), pp. 432–448

Vermeulen, I.E. & Seegers, D. (2009). Tried and Tested: The Impact of Online Hotel Reviews on Consumer Consideration. Tourism Management, 30(2): 123-127.

Walmsley, D. and Jenkins, J. (1993). "Appraisive Images of Tourist Areas: Application of Personal Construct". Australian Geographer, 24 (2) (1993), pp. 1–13

Walmsley, D. and Young, M. (1998). "Evaluative Images and Tourism: The Use of Personal Constructs to Describe the Structure of Destination Images". Journal of Travel Research, 36 (3) (1998), pp. 65–69

Woodside, A.G. and Lysonski, S. (1989). "A general model of traveler destination choice". Journal of Travel Research, 27 (4) (1989), pp. 8–14

谢 晖, 保继刚 Xie, Hui and Bao, Jigang (2006). "旅游行为中的性别差异研究". 旅游学刊(Tourism Tribune) ,2006 年第 1 期(1, 2006) ,第 21 卷(Fold 21) ,pp.44 – 49

Yoon, Y., and Uysal, M. (2005). "An examination of the effects of motivation and satisfaction on destination loyalty: a structural model". Tourism Management, 26, 45-56.

Zeithaml, V. A., Berry, L. L., and Parasuraman, A. (1996). "The behavioral consequences of service quality". Journal of Marketing, 60(2), 31–46.

7. Apenndix

APENNDIX I

Law of the People's Republic of China on Control of the Entry and exit of Aliens

Contents

Chapter I General Provisions

Chapter II Entry into the Country

Chapter III Residence

Chapter IV Travel

Chapter V Exit from the Country

Chapter VI Administrative Organs

Chapter VII Penalties

Chapter VIII Supplementary Provisions

Chapter I General Provisions

Article 1

This Law is formulated with a view to safeguarding the sovereignty of the People's Republic of China, maintaining its security and public order and facilitating international exchange. This Law is applicable to aliens entering, leaving and transiting the territory of the People's Republic of China and to those residing and travelling in China.

Article 2

Aliens must obtain the permission of the competent authorities of the Chinese Government in order to enter, transit or reside in China.

Article 3

For entry, exit and transit, aliens must pass through ports open to aliens or other designated ports and must be subject to inspection by the frontier inspection offices. For entry, exit and transit, foreign-owned means of transport must pass through ports open to aliens or other designated ports and must be subject to inspection and supervision by the frontier inspection offices.

Article 4

The Chinese Government shall protect the lawful rights and interests of aliens on Chinese territory. Freedom of the person of aliens is inviolable. No alien may be arrested except with the approval or by decision of a people's procuratorate or by decision of a people's court, and arrest must be made by a public security organ or state security organ.

Article 5

Aliens in China must abide by Chinese laws and may not endanger the state security of China, harm public interests or disrupt public order.

Chapter II Entry into the Country

Article 6

For entry into China, aliens shall apply for visas from Chinese diplomatic missions, consular offices or other resident agencies abroad authorized byhe Ministry of Foreign Affairs. In specific situations aliens may, in compliance with the provisions of the State Council, apply for visas to visa-granting offices at ports designated by the competent authorities of the Chinese Government. The entry of nationals from countries having visa agreements with the Chinese Government shall be handled in accordance with those agreements. In cases where another country has special provisions for Chinese citizens entering and transiting that country, the competent authorities of the Chinese Government may adopt reciprocal measures contingent on the circumstances. Visas are not required for aliens in immediate transit on connected international flights who hold passenger tickets and stay for no more than 24 hours in China entirely within airport boundaries. Anyone desiring to leave the airport temporarily must obtain permission from the frontier inspection office.

Article 7

When applying for various kinds of visas, aliens shall present valid passports and, if necessary, provide pertinent evidence.

Article 8

Aliens who have been invited or hired to work in China shall, when applying for visas, produce evidence of the invitation or employment.

Article 9

Aliens desiring to reside permanently in China shall, when applying for visas, present status-of-residence identification forms. Applicants may obtain such forms from public security organs at the place where they intend to reside.

Article 10

The competent authorities of the Chinese Government shall issue appropriate visas to aliens according to the purposes stated in their entry applications.

Article 11

When an aircraft or a vessel navigating international routes arrives at a Chinese port, the captain or his agent must submit a passenger name list to the frontier inspection office; a foreign aircraft or vessel must also provide a name list of its crew members.

Article 12

Aliens who are considered a possible threat to China's state security and public order shall not be permitted to enter China.

Chapter III Residence

Article 13

For residence in China, aliens must possess identification papers or residence certificates issued by the competent authorizes of the Chinese Government. The term of validity of identification papers or residence certificates shall be determined according to the purposes of entry. Aliens residing in China shall submit their certificates to the local public security organs for examination within the prescribed period of time.

Article 14

Aliens who, in compliance with Chinese laws, find it necessary to establish prolonged

residence in China for the purpose of investing in China or engaging in cooperative projects with Chinese enterprises or institutions in the economic, scientific, technological and cultural fields, or for other purposes, are eligible for prolonged or permanent residence in China upon approval by the competent authorities of the Chinese Government.

Article 15

Aliens who seek asylum for political reasons shall be permitted to reside in China upon approval by the competent authorities of the Chinese Government.

Article 16

Aliens who fail to abide by Chinese laws may have their period of stay in China curtailed or their status of residence in China annulled by the competent authorities of the Chinese Government.

Article 17

For a temporary overnight stay in China, aliens shall complete registration procedures pursuant to the relevant provisions.

Article 18

Aliens holding residence certificates who wish to change their place of residence in China must complete removal formalities pursuant to the relevant provisions.

Article 19

Aliens who have not acquired residence certificates or who are on a study program in China may not seek employment in China without permission of the competent authorities of the Chinese Government.

Chapter IV Travel

Article 20

Aliens who hold valid visas or residence certificates may travel to places open to aliens as designated by the Chinese Government.

Article 21

Aliens desiring to travel to places closed to aliens must apply to local public security organs for travel permits.

Chapter V Exit from the Country

Article 22

For exit from China, aliens shall present their valid passports or other valid certificates.

Article 23

Aliens belonging to any of the following categories shall not be allowed to leave China:

(1) defendants in criminal cases or criminal suspects confirmed by a public security organ, a people's procuratorate or a people's court; (2) persons who, as notified by a people's court, shall be denied exit owing to involvement in unresolved civil cases; and (3) persons who have committed other acts in violation of Chinese law who have not been dealt with and against whom the competent authorities consider it necessary to institute prosecution.

Article 24

Frontier inspection offices shall have the power to stop aliens belonging to any of the following categories from leaving the country and to deal with them according to law:

(1) Holders of invalid exit certificates;

(2) Holders of exit certificates other than their own; and

(3) Holders of forged or altered exit certificates.

Chapter VI Administrative Organs

Article 25

China's diplomatic missions, consular offices and other resident agencies abroad authorized by the Ministry of Foreign Affairs shall be the Chinese Government's agencies abroad to handle aliens' applications for entry and transit. The Ministry of Public Security, its authorized local public security organs, the Ministry of Foreign Affairs and its authorized local foreign affairs departments shall be the Chinese Government's agencies in China to handle aliens' applications for entry, transit, residence and travel.

Article 26

The authorities handling aliens' applications for entry, transit, residence and travel shall

have the power to refuse to issue visas and certificates or to cancel visas and certificates already issued or declare them invalid. The Ministry of Public Security and the Ministry of Foreign Affairs may, when necessary, alter decisions made by their respectively authorized agencies.

Article 27

An alien who enters or resides in China illegally may be detained for examination or be subjected to residential surveillance or deportation by a public security organ at or above the county level.

Article 28

While performing their duties, foreign affairs police of the public security organs at or above the county level shall have the power to examine the passports and other certificates of aliens. When conducting such examinations, the foreign affairs police shall produce their own service certificates, and relevant organizations or individuals shall have the duty to offer them assistance.

Chapter VII Penalties

Article 29

If a person, in violation of the provisions of this Law, enters or leaves China illegally, establishes illegal residence or makes an illegal stopover in China, travels to places closed to aliens without a valid travel document, forges or alters an entry or exit certificate, uses another person's certificate as his own or transfers his certificate, he may be penalized by a public security organ at or above the county level with a warning, a fine or detention for not more than ten days. If the circumstances of the case are serious enough to constitute a crime, criminal responsibility shall be investigated in accordance with the law. If an alien subject to a fine or detention by a public security organ refuses to accept the penalty, he may, within 15 days of receiving notification, appeal to the public security organ at the next higher level, which shall make the final decision; he may also directly file suit in the local people's court.

Article 30

In cases where a person commits any of the acts stated in Article 29 of this Law, if the

circumstances are serious, the Ministry of Public Security may impose a penalty by ordering him to leave the country within a certain time or may expel him from the country.

Chapter VIII Supplementary Provisions

Article 31

For the purposes of this Law the term "alien" means any person not holding Chinese nationality according to the Nationality Law of the People's Republic of China.

Article 32

Transitory entry into and exit from China by aliens who are nationals of a country adjacent to China and who reside in areas bordering on China shall be handled according to any relevant agreements between the two countries or, in the absence of such agreements, according to the relevant provisions of the Chinese Government.

Article 33

The Ministry of Public Security and the Ministry of Foreign Affairs shall, pursuant to this Law, formulate rules for its implementation, which shall go into effect after being submitted to and approved by the State Council.

Article 34

Affairs concerning members of foreign diplomatic missions and consular offices in the People's Republic of China and other aliens who enjoy diplomatic privileges and immunities, after their entry into China, shall be administered in accordance with the relevant provisions of the State Council and its competent departments.

Article 35

This Law shall go into effect on February 1, 1986

FACULTAD DE EMPRESA Y GESTIÓN PÚBLICA

ANEXO II

AUTORIZACIÓN:

D. **(***nombre y apellidos del tutor***) , tutor de D.** (*nombre y apellido del alumno*) **autoriza la presentación del Trabajo Fin de Grado titulado "***TITULO DEL TRABAJO FIN DE GRADO/MÁSTER"***

Lugar, fecha
Fdo.: *Nombre y apellidos del tutor*
Director del Trabajo Fin de Grado

Lugar, fecha
Fdo.: *Nombre y apellidos del estudiante*