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**Estudio sobre las características de comportamiento de los turistas chinos en**  
**España**

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## **ABSTRACT OF THE THESIS**

Tourism is vital in the Spanish economy, and the number of outgoing Chinese tourists are continuously increasing every year. However, Spain's potential as a tourist destination and the number of outgoing Chinese tourist visiting the country does not align. Although more than half of Chinese tourists travel to Europe, they are not particularly interested in the “sol y playa” tourism of Spain.

In an effort to understand the discrepancy between the efforts of Spain as a tourist destination and the number of Chinese tourists visiting the country, this study focused on characterizing the the travel behavior of Chinese tourists to Spain and understanding the behavioral motivation that primarily affects Chinese tourists. In this study, a questionnaire survey was designed to investigate the impact of various factors on Chinese tourists' image perceptions and the main factors that influence the choice of destination namely: push factor (motivations), pull factors (attractions), internal moderators (personal characteristics), and external moderators (media influence). After analyzing the data with SPSS software, the main results are discussed. The project ends with a series of recommendations for both research and management, together with limitations and future research lines.

**Keywords:** Outgoing tourism, Motivations, Push and Pull factors, Media-Induced Tourism, Internal Moderators



## **RESUMEN**

El turismo es vital en la economía española, y el número de turistas chinos salientes aumenta continuamente cada año. Sin embargo, el potencial de España como destino turístico y el número de turistas chinos salientes que visitan el país no se alinean. Aunque más de la mitad de los turistas chinos viajan a Europa, no están particularmente interesados en el turismo de “sol y playa” de España.

En un esfuerzo por comprender la discrepancia entre los esfuerzos de España como destino turístico y la cantidad de turistas chinos que visitan el país, para este estudio se diseñó una encuesta por cuestionario para investigar el impacto de varios factores: factor de empuje, factor de atracción, moderador interno, medios destinados y análisis de datos SPSS. Comenta los principales resultados y establece recomendaciones para la investigación y la gestión.

Palabras clave: Turismo exterior, Motivaciones, Factores de empuje y atracción, turismo inducido por los medios de comunicación, Moderadores interno.

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## **CHAPTER I**

### **1 INTRODUCTION**

The tourism industry plays a critical role in the national economy. It has made a profound influence on a wide range of economic resources, and Spain was recently recognized as the most competitive country in world tourism according to the World Economic Forum (Lockhart, 2019). This is also supported by the latest “Travel and Tourism Competitiveness Report” where Spain ranked first among 140 countries (Calderwood & Soshkin, 2019).

Based on the National Statistics Institute of Spain (INE), the country received 82.6 million international visitors in 2018, an increase of 1.1% compared to last year (Salvatierra, 2019). Spain’s tourism revenue increased by 142 million euros as well, which represented 11.8 % of its GDP (Exceltur, 2019). Although tourism plays an essential role in the Spanish economy, it still faces some weaknesses and threats from other EU countries.

The Spanish tourism market is relatively dependent on other European countries such as the United Kingdom, France, and Germany which accounts for more than 50% of international tourists. According to the General guidelines of the Sustainable Tourism Strategy of Spain 2030 (Spanish Ministry of Tourism, 2019), the country’s inbound tourism is mainly dependent on the “sun and beach” type of tourism. However, this might not be in line with the purpose of the largest tourist group in the world.

China is a significant outbound tourism market in the world since the number of Chinese

tourists increases every year. It is the largest exporter of tourists with the largest product consumption and spending habits compared to other countries. In 2018, the number of outbound tourists in China reached 149.72 million, an increase of 14.7% over the same period of the previous year, and nearly 14 million of them went to Europe (Ma, 2018) – mainly to buy luxury goods (Hotel.com & Ipsos, 2017).

However, despite the increase in Chinese tourists, Spain only receives a minimal percentage of the group where in 2017, only 513,725 Chinese tourists visited Spain (Porrás, 2019). This figure contrasts with those of other related countries in Europe such as France that welcomed 2.1 million Chinese tourists in 2017 (Faure, 2018) and Italy that accepted nearly 1.4 million (Li, 2019).

Tourism is vital in the Spanish economy, but its potential as a tourist destination and the increasing number of outgoing Chinese tourist does not align. Although more than half of Chinese tourists travel to Europe, they are not particularly interested in the “sol y playa” tourism of Spain.

In light of this evidence, this dissertation addresses the question of why Chinese tourists are not traveling to Spain despite its efforts and potential.

## **1.1 Objectives**

Taking a consumer behaviour’s perspective, this Final Master’s Degree Project aims to analyze the factors that influence Chinese tourism behaviour and how this potential target group perceives Spanish’s tourism offer. By adopting a demand-supply approach, we hope to

offer a complete picture of the phenomenon under consideration. This general goal can develop in the following specific objectives:

- SPECIFIC GOAL 1: Analyze the pull and push factors that influence Chinese tourism behavior. Previous literature has consistently found both internal and external influences on consumer behavior (Keating & Kriz, 2008). The internal forces include demographic, psychological, and economic factors, while the external influences include cultural, social, and marketing incentives factors.
- SPECIFIC GOAL 2: Examine which types of media and forms of communication can influence Chinese tourism behavior. Mass media, such as Social Media, the Internet, reality shows, films and series, and printed media, plays a pivotal role in accelerating the revitalization of tourism in modern society and the generalization of tourism (Park, 2015). By understanding their influence on tourism behavior, Spanish companies will be able to use the mix of media as a marketing tool to promote their touristic offers effectively.
- SPECIFIC GOAL 3: Explore how the Spanish touristic offer adapts or fits with the internal, external, and media factors that influence Chinese tourism behavior. As a result of this comparison, a strategic analysis of Spain as a destination country for China will develop through a summary of the strengths, weaknesses, opportunities, and threats (SWOT).

## **1.2 Structure**

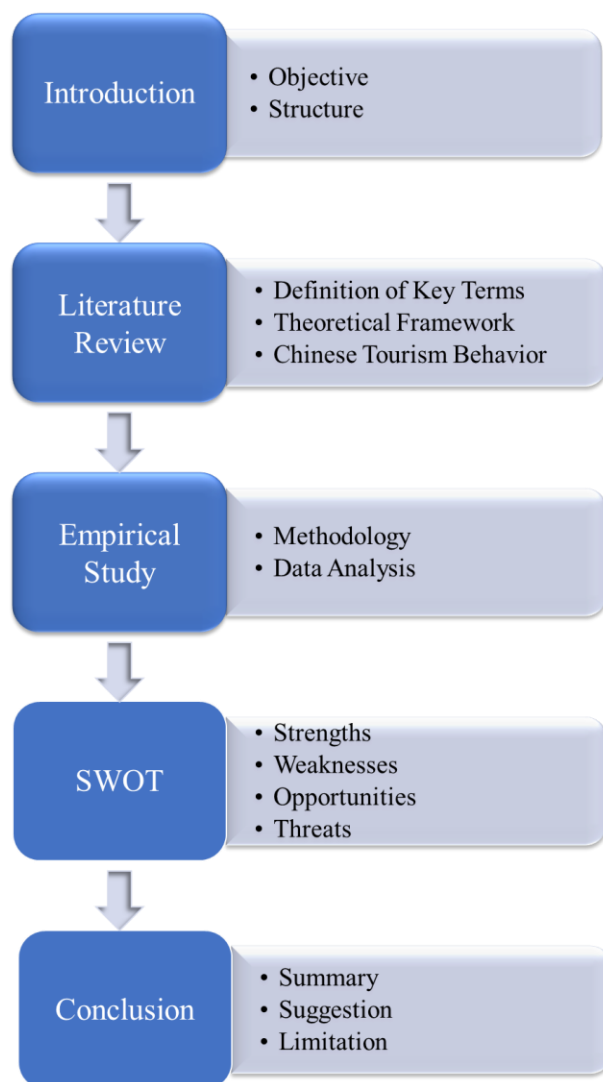
This dissertation is divided into five parts (Figure 1): introduction, literature review, empirical study, analysis of the Spain offers (by means of a SWOT analysis), and conclusions.



From the background introduction, we know that Spain's tourism competitiveness is high, and the Chinese inbound tourism market is the largest in the world, yet it is still difficult for Spain to attract Chinese tourists. Spain's tourism competitiveness is very low compared to other European countries for the Chinese market.

The purpose of this study is to understand which major factors contribute to the motivation of Chinese tourists to travel to Spain.

Figure 1. Main Structure of Dissertation



By reviewing previous research on tourism behaviour and relying on the theoretical framework for destination choice of Keating and Kriz (2008), the paper will define the push

and pull factors and the internal and external moderator. This will be combined with a literature review on the characteristics of Chinese tourists' behaviour. These factors were used to survey 300 respondents through questionnaires, where the collected results were analysed using SPSS to directly relate the variables. Based on these results and the SWOT summary of Spain's current travel market situation, this paper aims to suggest solutions that can attract more Chinese tourists to travel to Spain.

## **CHAPTER II**

### **2 LITERATURE REVIEW**

#### **2.1 Definition of Key Terms**

##### **2.1.1 Tourism**

In 1963, the United Nations International Tourism Conference initiated by the International Union of Official Tourism Organizations the World Tourism Organization (WTO), proposed the word “visitor” or a tourist traveler who leaves the country where they permanently reside to visit another country without the purpose of earning money (United Nations Conference on International Travel and Tourism, & United Nations [UN], 1963).

In this conference, they defined two types of travelers:

- \* “Tourist”: temporary visitors who spend more than 24 hours in another country just to visit with an interest in activities of leisure, business, family, mission or conference;
- \* “Excursionists”: or short visitors, including cruise tourists, who stay at the destination of the tour within 24 hours and do not stay overnight.

In 1993, the United Nations (UN) and the WTO jointly released the report of “Recommendations on Tourism Statistics” to further define tourism: travelling and staying in another place for the activities of leisure, business and others, not related to the events in the local area and no more than one year (United Nations & World Tourism Organization [UNWTO], 1994). At the same time, they restated the two concepts of tourist: over-night visitors and same-day visitors.

In 2008, UNWTO released the latest definition of tourism: “tourism is a social, cultural and economic phenomenon associated with the movement of people to the new places other than their regular place of residence, with delight as the ordinary motivation” (World Tourism Organization, 2010).

Based on this definition of tourism, a generally accepted description of visitors is “a person who leaves a familiar environment for leisure, business, or other purposes, to go to a new place for a while, with no more than a year of activity” (Canada Federal Provincial Territorial Ministers of Culture and Heritage, 2012).

### **2.1.2 History of Tourism**

Tourism has a rich history of at least 2,000 years. The wealthy citizens in ancient Rome decided to spend the summer away from the city and then travel to the countryside and coastal areas. In the Middle Ages, as the interest in pilgrimage became more and more intense, the act of tourism began to be called “hāligdæg” (A Brief History of Tourism, n.d.). The organizer has arranged the travel basics and eating places for the trip, and as can be seen from Chaucer's Canterbury Tales, many pilgrims are keen to entertain and visit the Holy Land (A Brief History of Tourism, n.d.).

The emergence and evolution of tourism depend on the geographical areas around the world which are divided into Europe, North America, Central America & the Caribbean and South American, Africa, Australasia and the Pacific Rim, Asia, and the Middle East (Horner & Swarbrooke, 2016).

In Europe, the evolution of tourism history relies on two essential factors that prompted

people to start more extensive and regular tourism: spa and culture (Towner & Wall, 1991).

The earliest example of European tourism dates back to the ancient Greek civilization of 776 BC, which happened because of religion.

In the Roman Empire era, a different type of tourism took place where the Romans haunted for thermal waters and grand spectacles, similar theatres, and coliseums. Due to the development of trade, they also influenced economic success, which then created the upper class (Horner & Swarbrooke, 2016).

When it comes to the history of modern European tourism, although the activity is deemed expensive, those who can afford it began to visit the spas and seaside towns of European countries during the mid-18<sup>th</sup> century. In the 1960s, more and more people began to have disposable income, which prompted the development of mass tourism. (Towner & Wall, 1991).

In the 19th century, before the arrival of the colonists, locals in the United States and Canada began to operate on the American continent. Their movement is also due to religious devotion (Horner & Swarbrooke, 2016). With the arrival of the immigration era, the North American tourism culture became greatly influenced by the Europeans where the words "spas and seaside resorts" emerged.

Until the mid-1990s, parks and wilderness areas also began to receive widespread attention in North America. Since many of North America's tourism industries involve scenic spots and relatively desolate regions, it became attractive to students who were interested in tourism (Towner & Wall, 1991).

For Australasia and the Pacific Rim, the tourism situation can be very similar to North

America. Before the arrival of the colonists in Australia and New Zealand, they had a tiny population made up of indigenous people, the most famous of which were the Maori. In the 1960s, tourism in this region began to improve, and in 1965, there were 161,692 outbound tourists. After ten years, outbound tourists increased to 911,815 – almost 8 times more than the first year (Horner & Swarbrooke, 2016).

In the African region, nature tourism plays a crucial part. In the 19th century, the word “safari” surfaced which means looking for animals in the wild, and this represented the African tourism culture (Sarmiento & Rink, 2015).

In the early years of tourism in the Middle East, thanks to the cultural heritage of ancient civilizations, the Babylonian culture was able to provide many other ancient civilizations tourism products (Hillingdon, 2012). Unfortunately, the region has experienced violent conflicts, wars, and terrorist attacks that have significantly weakened tourism. However, today, the Middle East's share of the global tourism market is still estimated to be only about 4%. (Wazerah, Hamimi, & Shaharuddin, 2018).

In the early days, in Asia's international tourism market, Thailand received 2 million international visitors in 1986 because of the low price of Thai resorts and the quality of the beaches, and this attracted a large number of European tourists. On the contrary, tourists from Japan opted to travel to other countries and regions. In 1986, 5.5 million Japanese tourists went to other countries for vacation. (Horner & Swarbrooke, 2016)

In China, travel as a social act existed even in ancient times. In 22 B.C., China has already begun "tourism activities" where the first person to travel is a Phoenician of the maritime nation.

In the history of classical Chinese tourism, the main behaviors of tourism were: emperor parade, diplomatic envoys, visited other countries, and scholar travel (Wang, 2011).

- \* Emperor parade: Qin Shihuang (260-210 B.C.), the emperor of the first unified state of China, held the first "emperor parade" in Chinese history, which laid the foundation for China's tourism history.
- \* Diplomatic envoys: the first Western Region of Zhangsai (164-114 B.C.) became the farthest tourism spot in China which included the famous diplomatic activity: passing through the "Silk Road."
- \* Scholar travel: Sima Qian (145-90 B.C.), a renowned historian and writer in the Western Han Dynasty became the first representative of the bachelor's study tour.

From 1840 to 1949, China's modern tourism was closely linked to the colonial aggression of European imperialism. After the establishment of the People's Republic of China, the country's modern tourism era enters the third stage.

- \* Between 1979 and the mid-1980s, tourism was mainly based on inbound tourism.
- \* In 1980, the State Council of China officially approved the establishment of the China Youth Travel Agency, which was the first travel agency enterprise established after China's reform and opening (Chen & Wang, 2019).
- \* The mid-1980s to 1997 marked the stage of parallel development of inbound tourism and domestic tourism.
- \* In October 1990, the China National Tourism Administration allowed Chinese citizens to visit relatives in Singapore, Malaysia, and Thailand. Where these countries became the

"first destinations" for Chinese outbound tourism (Chen & Wang, 2019).

- \* 1997-present: focused more on inbound tourism, domestic tourism, and outbound tourism.

These years saw an increase in citizens who participate in private travel abroad (Easy view, 2019). At the same time, China inbound tourism market opens a new cheaper:

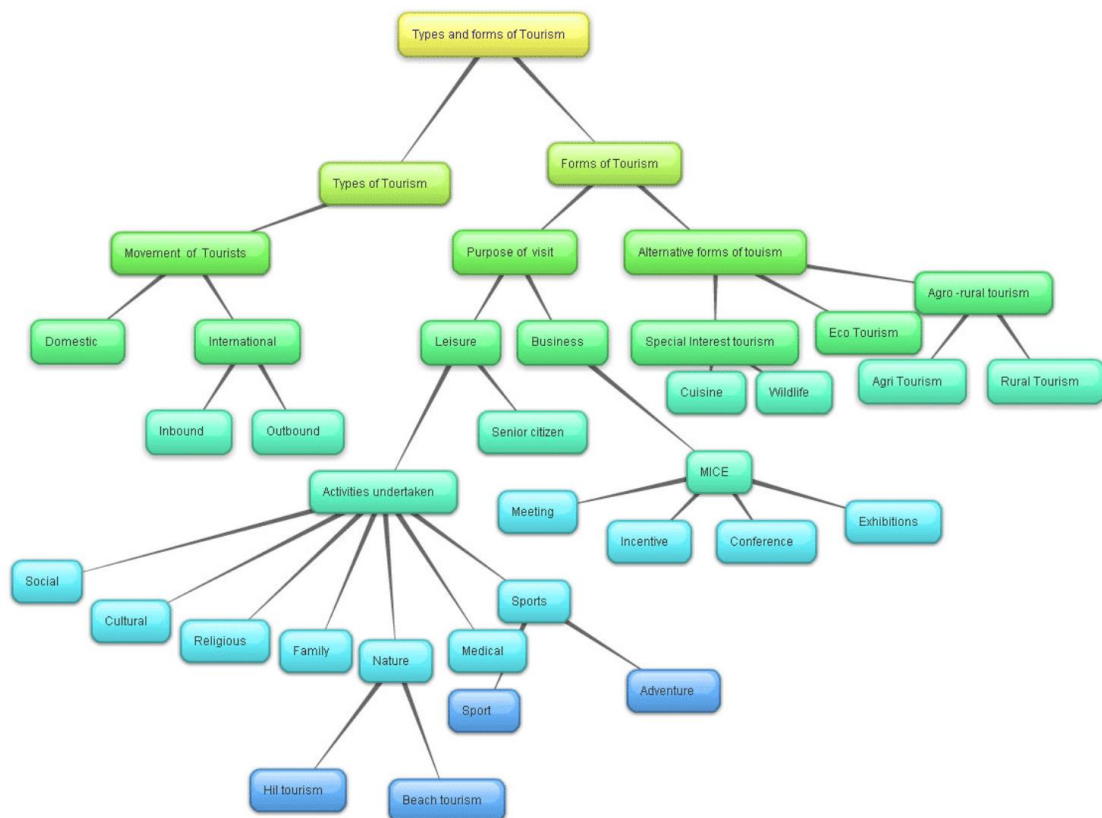
- Exploration period (1997-2004): In 2003, several soldiers and civilians in mainland China were allowed to travel to the Hong Kong Special Administrative Region of China and the Macao Special Administrative Region of China through free travel;
- Market Launcher (2004-2010): In 2004, according to WTO requirements, the number of Chinese citizens' outbound travel destinations increased to 35 countries.
- High-speed development period (2010-2020): In 2012, UNWTO announced that China's overseas travel expenses reached US\$102 billion, ranking first in the world, and China became the world's largest source of outbound tourists. In 2018, in the "China-Europe Tourism Year", Serbia, Bosnia and Herzegovina, and Belarus opened a visa-free policy for Chinese tourists, increasing the pace of Chinese tourists' outbound travel. According to the China Tourism Market Report released by the Ministry of Culture and Tourism in 2018, the number of Chinese tourists reached 5.529 million in 2018, while the number of Chinese outbound tourists reached 149.72 million (Xin Hua Net, 2019). In 2018, the total tourism revenue was 5.97 trillion yuan (590 hundred billion USD). (China



### 2.1.3 Different Types of Tourism

Tourism can take a wide variety of forms and types, and Image 1 graphically shows this. This is based on the National Institute of Open Schooling (n.d.) which is under the Human Resources Development Department of the Government of India.

Image 1. Types and forms of tourism



Refence: (National Institute of Open Schooling, n.d)

It first talks about different types of tourism, the basis on the tourism destination, and tourism types which is divided into domestic tourism and international tourism based on the definitions provided by the WTO (2010).

- \* Domestic tourism: Travel from the country of residence to any destination within the state or travel where the residents stay within the territory of their country (WTO, 2018). This is the foundation of tourism development in a country.
- \* International tourism: including outbound tourism activities of national residents or inbound tourism activities of foreign residents in the territory (WTO, 2018). This is considered to be an extension and expansion of local tourism.
- \* Inbound tourism: a visitor to another country where they do not reside. Due to the political and historical background of the country, China's outbound tourism refers to the tourism activities of Chinese citizens across national borders and certain specific boundaries to other countries or specific administrative regions. For instance, foreign tourists from the Hong Kong Special Administrative Region and the Macau Special Administrative Region tourists traveling to mainland China. (WTO, 2018).
- \* Outbound tourism: Outbound tourism refers to the tourism activities of a country's residents across national borders to another country (WTO, 2018). For example, mainland Chinese tourists traveling to the Hong Kong Special Administrative Region of China and the Macau Special Administrative Region of China.

Appendix A shows a detailed description of each type of tourism according to UNWTO.

Next, we distinguish the form of tourism according to the purpose of the tourist. This is divided into leisure tourism, business tourism, alternative tourism, special interest tourism, eco-tourism, and agro-rural tourism. It must be noted however that business travel trips are often considered the opposite of leisure travel.

- \* Leisure tourism: Leisure travel's main purpose is to take vacations from everyday life or a spontaneous travel behavior of tourists. Visitors can get rid of their daily stress by experiencing changes in climate and location, learning new things, enjoying pleasant scenery, or learning more about the culture of their destination. (National Institute of Open Schooling, n.d). Based on Image 1, leisure travel carries different modes of travel: social, cultural, religion, family, nature (hill & beach), medical, sport, or adventure.
- \* Business tourism: Business travelers take business as their primary objective and leave their routine place of residence to conduct business activities. Activities usually include negotiations, conferences, exhibitions, scientific and cultural exchanges, and the accompanying activities of accommodation, catering, transportation, sightseeing, leisure, and communication. (WTO, 2018)

#### **2.1.4 Cultural Tourism Behavior**

According to the findings of the “Tourism and Culture Survey 2015” carried out by UNWTO, 40% of the international tourist visits are for cultural tourism, which is interpreted as a traveler who participates in cultural tours or activities during their stay (WTO, 2018). In this study, cultural tourism consumption regards the behavioral intention of consuming cultural commodities in the context of chief consumption-decision (Prentice, 2007). Crompton (1979) pointed out that the destination image is a physical concept, including the sum of tourists' creeds, doctrines, and hypotheses of the destination.

Furthermore, destination images are found to play a vital role in affect travel behavior and destination selection (Baloglu, 1997). Because of this, cultural tourism has become an essential

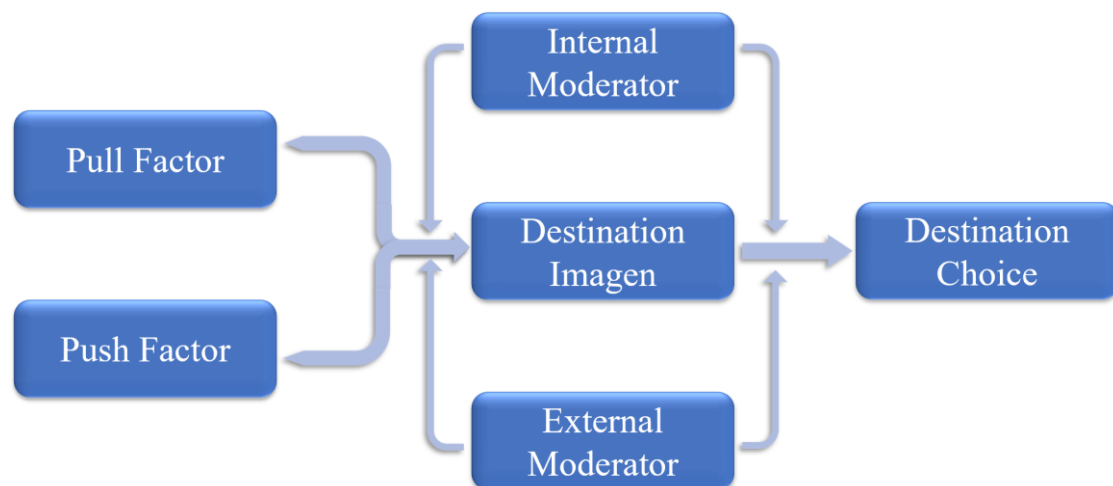
marketing tool for the tourism industry (Kim & Richardson, 2003). According to Pike and Ryan (2014), the emotional elements of the destination image of the visitors influence their consumption decisions (Pike & Ryan, 2004).

## 2.2 Theoretical Framework

In view of the research goal of this project which is to analyze why Chinese tourists do not choose Spain as their destination, the theoretical model proposed by Keating and Kriz (2018) is followed.

In the model (Figure 2), destination choice is a function of destination image, which is affected by the push and pull factors. Several variables, internal and external to the tourist, can moderate the relationships between push-pull factors, destination image, and destination choice.

Figure 2. Theoretical framework for destination choice



Reference: Keating and Kriz (2018)

\* **Push factor:** the thrust establishes the principle of tourism motivation and is the driving force of tourism (Keating & Kriz, 2008). Iso-Ahola (1982) viewed the innate, instinctive, genetic expansion ability, and the desire interviews promote the fundamental

source of tourism behavior.

- \* **Pull factor:** reflecting the destination's ability to attract visitors and the characteristics of the attractions that can represent relevant tourism products in the area. This includes tangible resources that can be understood as: natural resources, infrastructure, and tourist attractions. Another pull factor is the traveler's views and expectations, such as expectations novelty, benefit expectation, and marketing image (Uysal & Jurowski, 1994).
- \* **Internal moderator:** Through destination image perception and access, internal moderators can be defined as the internally generated decision-making drive, consisting of the socioeconomic, cultural, and demographic characteristics of individual visitors (Zhang & Lam, 1999).
- \* **External moderator:** Specific external drivers, through the social networks and marketing messages that unique visitors can affect perceptions of destination images and actual decisions to access specific destinations (Keating & Kriz, 2008).
- \* **Tourism image:** destination image is the determining factor of tourist behavior, representing a visitor's attitude and relative appeal to a particular travel destination, consisting of beliefs, ideas, and impressions. (Crompton, 1979)
- \* **Destination choice:** the tourism behavior-decision outcome of tourism, its process and the assessment of the destination property, and its perceived utility value (Sirakaya, Sheppard, & McLellan, 1997).

Uysal and Hagan (1973) define the logical relationship between these factors that tourists visit because they are 'pulled' by external and 'pushed' by internal coercion. That is, these

energies explain the motivational variables that drive self-destination choices and that they are attracted by the destination image.

### **2.2.1 Push Factors**

Uysal and Hagan (1993) demonstrated the push factors as a psychological element and social agent. Social groups are associated with the community social-economy, cultural, and demographic character of individual tourists. The mental component aims for personal values, motivations, and personality.

Crompton (1979) distinguished vacationists' seven push factors: an escape from a sensed natural environment, self-exploration and evaluation, leisure, prestige, regression, enrichment of relationship relationships, and social synergy. With the further study of Keating and Kriz (2008), it considered that people travel on account of their internal forces push them and pulled by the external divers of destination attractions. The psychological factor is the driving factor and social demographic classified to the internal moderator.

Next, it mainly analyzes three main psychological factors: value, motivation, and personality.

#### **2.2.1.1 Motivations**

Tourism motivation is a multidimensional concept that explains the decision-making of tourists (McCabe, 2000). The motivation of tourists is closely related to the competitive advantage and image of the destination (Bashar & Ahmad, 2010), Gnoth's (1997) process model of motivation, and the proposed expected itinerary. The original concept is expressed as

an impulsive, emotional character organizing individual decisions and actions. This distinguishes explicitly between motive and motivation, thinking that purpose is the persistence of tourists and has a cyclical regularity (behavioral approach), while the motivation represents object-specific preferences (cognitive methods) (Gnoth, 1997).

Motivation stems from the term “incentives”, which was introduced to the field of psychology by Woodworth (1918). The temptation of these promises motivates travelers to seek these symbols and act or stimulate interest in specific ways. Motivation then is the intrinsic driving factor of behavior (Gnoth, 1997).

Liu (1999) believes that foreign travel motivation research can be traced back to the 1930s, where they first studied tourism motivation, pointing out that tourism motivation can be divided into four categories: economic, physical, spiritual and psychological motivation.

Xie (2014) believed that tourism motivation is triggered by tourism needs. Tourism motivation as a source of internal motivation directly regulates tourism behavior and social concepts and norms will have an impact on tourism motivation.

Uysal, Gahan, and Martin (1993) conducted research in South Carolina's festivals, summarizing 24 travel motives and dividing them into five dimensions, namely escape motivation, motivation for excitement, novel motives for events, social motivation, and family and motives. Compared with unmarried people, the family and motives of married people are more significant; compared with tourists of other ages, the novelty motivation of older people is more significant.

Travel motivation has the following essential characteristics (Chen, 2006): objectivity,

selectivity, relevance, fluctuating, and evolution. Crompton's (1979) research suggests that tourists' motivations include six aspects: examining culture, novelty, returning, restoring balance, social interactions of acquaintances, external social interactions, and promoting family relationships.

Snepenger et al. (2006) on the other hand, investigated the validity of Iso-Ahola's (1982) motivation theory. They concluded that the four-factor structure is a vital internality of tourism behavior, but there is a difference in motivation between tourism and leisure experiences.

In the study of the relationship between tourism motivation and destination image, the results of Baloglu (1997) showed that the three dimensions of cognitive image are personality, attraction, and value. Cognitive image is determined by tourism motivation where knowledge and relaxation or evasion motivation positively affects the three dimensions of cognitive image.

#### ***2.2.1.2 Values***

Value is a strong belief that makes individuals and societies prefer a particular behavior or purpose. It resides at the core of personality and cognitive structure and becomes the determining force of most human attitudes (Rokeach, 1973).

Value is an abstract concept. Schwartz and Bilsky (1990) surveyed that value can be used to describe all consumer attitudes and behavioral orientations in the meaning of consumer behavior research. As a basis for market segmentation, they can even be used to predict future consumption trends (Schwartz & Bilsky, 1990). Personal values are the core of their beliefs and cannot easily be affected by changes in situational factors.



"Consumer values" directly present the preferences, choices, and behaviors of consumer activities. Its formation receives the influence of personal values. Under the control of consumer values, consumer behavior is the means and method of a particular value.

Cultural values shape people's needs and behaviors. Tourists with different cultural values will show more significant differences in decision-making, consumption, and evaluation behavior. Some researchers believe that its impact on the behavior of people of different ages is the same, and even its effect on tourism behavior exceeds the effect of demographic variables. (Hsu, Woodside, & Marshall, 2013).

The Hofstede model (2011) research on "Dimensionalizing Cultures" published four dimensions that reveal the differences between cultures: Power Distance Index, Individualism and Collectivism Index, Uncertainty Avoidance Index, and Masculinity and Femininity Index. In Hofstede's early survey sample about the cultural differences between Singapore, Hong Kong, and Taiwan, the result that the power distance value is the highest, the individualism value is the lowest, the uncertainty avoidance index indicator is moderate, and the masculinity indicator value is reasonable (Hofstede, 1997).

### ***2.2.1.3 Personality***

Based on this research, it can be concluded that the central values of Chinese cultural values are personality is a unique and enduring pattern of thoughts, emotions, and behaviors that express the ability of people to adapt to the changing conditions of life (Stokburger-Sauer, 2011).

In the travel environment, travel personality is a type of character associated with travel activities (Gretzel, Mitsche, Hwang & Fesenmaier, 2004). The most widely accepted personality measure is called the “Big Five” model or the “Five People Model” (John, 1990) which incorporates extroversion, emotional stability, helpfulness, responsibility, and openness to experience, all of which are the basis of personality.

In tourism, personality is the determinant of traveler motivation, perception, and behavior (Swarbrooke & Horner, 2004). The most studied personality traits are seeking perception in the context of entertainment and adventure experiences (Lepp & Gibson, 2008). Personality focuses on specific characteristics such as risk or extroversion, neuroticism (Faullant, Matzler & Mooradian, 2011).

### **2.2.2 Pull factors**

The pull factors emerge from the attraction of the destination perceived by the traveler, incorporates tangible resources, and the perceptions and expectations of travelers, such as novelty, revenue expectations, and market image of destinations (Uysal & Jurowski, 1994). More researchers have recognized that pull factors render a consequence of the features and attractions of a tourist destination (Pan & Ryan, 2007).

Pull factors can also be explained with visual resources such as the beach, the recreational facility, and the cultural resources and attractiveness of the tourist site (Pan & Ryan, 2007). The association with the attractions of the destinations and the attractions and characteristics that make people want to visit a particular destination include natural resources, infrastructures, leisure activities, shopping, atmosphere, the hospitality of the population, and many more.

As a result of the literature review (Palacio & Martín-Santana, 2004), different attractions can be divided into nine categories: natural attractions, general infrastructure, tourism infrastructure, leisure and recreation, art, history and culture, politics and economics, the environment and social issues, and atmospherics.

Bashar and Ahmad (2010) pointed out that heritage, natural attractions, food and local culture are also considered essential pull factors since they received a high average, while shopping, nightlife and entertainment are located in the lower range. The following crucial pull factors can be described as convenient access and affordable (Bashar & Ahmad, 2010).

#### ***2.2.2.1 Natural Resources***

Natural resources are the foundation of our quality of life. These resources include raw materials such as fuels, minerals and metals, soil, water, air, biomass, and ecosystems (Eurostat, n.d.). The environment is a singular, unitary certainty formed of various factors which are associated with everyone. The definition of the environment encompasses the natural resources as a substance and a whole, whose quality distinctly changes, if not marks, the attributes of life for humanity (Goio, Raffaelli, & Notaro, 2006).

The success of tourism depends heavily on the natural environment and a wide range of natural resources, including water, energy, wildlife, food and landscape (Tourism & Natural Resources, n.d.). Natural attraction involves a variety of elements, such as oceans, lakes, mountains, beaches, climate, wildlife, rivers, etc. (World Tourism, n.d.). The mass tourism approach provides activities for visitors who are interested in wildlife bases, beaches, and

commercial purposes. (World Tourism, n.d.)

#### ***2.2.2.2 Hospitality***

The hospitality department consists of accommodation organizations, catering organizations, and community attitudes upon tourists. Therefore, it is subdivided into sub-sectors such as accommodation, consumption (catering), and entertainment. (World Tourism, n.d.):

- \* Lodging includes hotels, apartments, campsites, Bandas, cabins, hotels, villas, resorts, hotels and treehouses.
- \* The gourmet service includes a fast-food restaurant, vending shops, restaurants, and practical catering. Operational catering provides meals at the venue and transports them for consumption at weddings, conferences, hospitals, schools, etc.
- \* The entertainment sub-sector includes arrangements that provide music, discos, clubs, traditional entertainment music, and many more.

Asian and Western tourists have shown differences in the quality of service in Malaysian hotels. Prices have helped to increase the overall satisfaction of Asian tourists while European tourists are more concerned with safety factors (Poon & Teng Low, 2005). Reisinger and Turner (2002) also found that Asian tourists showed vague and high-standard service perception characteristics in terms of satisfaction and dissatisfaction.

### **2.2.2.3 Attractions**

Asian tourists tend to have high service expectations and low achievement, and service evaluation is more demanding. This is attributed to the following points: first, Asian culture has a collectivist orientation and Asian tourists expect better care and hospitality. Second, Asian culture comes with high power distance characteristics, Asian tourists think they have more power than the service provider (Manrai & Manrai, 2011).

Heung, Qu and Chu (2001) presented that destinations includes natural and man-made characteristics, such as climate, beaches, landscapes, hotels, mountains, traffic, historical, and cultural buildings, can identify tourist segments and those attractions that can be tailored to the preferences of visitors and to meet the different demands (Heung, Qu, & Chu, 2001). Cha et al. (1995) researched that Japanese were motivated by two crucial pull factors of knowledge and adventure traveling.

World tourism (n.d) indicates 3 types of attractions of tourism: Natural Attractions, Cultural Attractions, and Special Attractions.

- \* Natural Attractions: public facilities provided by nature, such as oceans, lakes, mountains, beaches, climate, wildlife, rivers, etc.
- \* Cultural Attractions: cultural attractions are secondary elements of tourism. This includes the lifestyles of indigenous communities in specific areas (natural environments) that are not affected by high levels of modernization. Cultural elements include rural, remote areas, architecture, costumes, art, handicrafts, beliefs, religion, language, local cuisine and more (World Tourism, n.d.).

- \* Special attractions: includes artificially built environments such as museums, recreation centers, aquariums, sports fields, theme parks, casinos and gambling centers, zoos, and orphanages. They add value to culture and natural attractions. Hotels and campsites can also be classified here.

#### ***2.2.2.4 Transport***

Prideaux (2000) pointed out the vital role of the transportation system in the development of destinations. Transportation is an essential factor affecting destination development and market development. Khadaroo and Boopen (2007) analyzed the impact of transport infrastructure on tourism flows. The transport sector is a dynamic element of tourism and involves a wide range of modes of transport, such as travel infrastructures like ports and airports. It is also a tourism product and service and an essential part of the tourist experience. Its quality standards are Reliability, Affordability, Convenience, Variety, Comfort etc. (World Tourism, n.d.).

Special Attractions include infrastructure such as buildings, railways, theme parks, monuments, supply systems, telephone supply and sewage systems, and other transportation facilities like roads. Together they determine the state of the visitor and they promote the satisfaction of culture and natural resources or attractions (World Tourism, n.d.).

Li, Lai, Harrill, Kline, & Wang (2011) found that Chinese tourists are most eager for amenities that are suitable for Chinese tastes and diets. The study found that Chinese tourists want to taste local food and want to find food that is familiar to their hometown. Chinese people's eating habits include a variety of vegetables, little or no milk, and salty rather than

sweet food. Western restaurants offering local cuisine in line with this description may have a better chance of winning Chinese tourists (Li, Lai, Harrill, Kline, & Wang, 2011).

### **2.2.3 Internal Moderator**

Uysal and Hagan (1993) indicated that the internal moderator promotes the traveler's motivations, which means that the push factor is not necessary for the internal moderator. The social demographic is the primary internal moderator, which has always been the independent variables of psychology (Furaiji, Latuszyńska, & Wawrzyniak, 2012).

As early as 1975, the tourism function of the Government of Canada proposed that in the tourism analysis study, eight indicators including age, gender, education level, employment situation, occupation, annual income, family composition, and composition of traveling groups should be used (Canada Federal Provincial Territorial Ministers of Culture and Heritage., 2012). Zhang and Lam (1999) found that social demographic factors act as intrinsic promoters of tourism motivation, and there is a significant relationship between them. Nicolau and Más (2005) indicated that social-demographic factor affecting tourism participation in decision-making include disposable income, home population, education, urban size, and vacation preferences. They also concluded that income has a significant positive impact on travel willingness (Nicolau & Más, 2005).

On the other hand, Weaver et al. (1994) discovered that age is a significant demographic factor that influence destination choice. Young people query relaxation and affordable areas, while more adult people seek encouragement and security place. In the same analysis, it also showed that tourists under 45-year-old tend to be novelty-seeking (Weaver, McCleary, Lapisto,

& Damonte, 1994).

Collins and Tisdell (2002) found that gender is a major factor influencing travel demand. For example, women can make more purchases than men when they are on vacation, showing that gender and age directly affects tourism consumption. (Armenski, Zakić, & Dragin, 2009).

#### **2.2.4 External Moderator**

Crompton (1990) hints that the social networking and political environment of the traveler's country and marketing communications are essential external moderators that can influence the attractiveness of the destination. Howard and Sheth's model (1969) believed that the push factor and the pull factor are the stimuli of purchase, and the destination information through various channels evokes external drive.

Information marketing is a common external moderator (Priya, 2019). The information available to potential travelers on destination choice falls into two categories: formal and informal. Official sources of information include traditional promotion methods: travel agencies, travel brochures, travel magazines, guidebooks and maps. They also rely on social media to promote destinations including social media applications, reality shows, films, and TV shows. Relatively formal sources of information and informal sources of information refer to recommendations from others or impressions of a particular destination (Zou, 2012).

The informal information includes recommendation or impressions from relatives and friends, or other social groups, provide information and evaluation of destinations based on their travel experience and long-term accumulated knowledge of past travel. Although this kind of information is distorted in varying degrees due to personal factors, it has a strong



comprehensive and emotional factor, and has become one of the sources that potential tourists are increasingly dependent on in the selection process (Zou, 2012).

The media plays an important role in the dissemination of tourism information (Park, 2005). It can influence the choice of tourism consumers by promoting the image of tourism destinations and tourism products. Potential tourists can find their favorite through various media. Therefore, when the media becomes the biggest reliant of the image of the tourist destination, then the maximum use of various media for tourism information dissemination services will be an extremely important tourism marketing tool (Yan, 2007).

Based on a report by Expedia.com (2017), it was pointed out that social media sites, including Facebook, continue to develop search capabilities for the data contained in their websites and mobile applications, which may evolve into alternative research and subscription resources for travelers in the future, resulting in more competition. It is worth noting that Facebook has launched a travel dynamic advertising product to expand its influence in the travel market (EXPEDIA, INC., 2017).

Tooke and Baker (1996) studied the impact of four British TV plays on the number of tourists in related destinations. The statistical data shows that after the TV show played, the number of tourists in relevant tourist destinations has significantly increased (Tooke & Baker, 1996).

Riley and van Doren (1992) showed that film and television can help prospective tourists generate a certain sense of tourism destination through empathy for the goal mentioned in the knowledge of the movie and the emotional cognition which can create tourism motivation and ultimately, promote tourism behavior.

Reality shows have become a very important part of TV shows (Mark, 2003). China has as many as 385 Internet-based programs in 2018, among which the Travel Reality Show is one of the important themes. The “Women’s Romantic Travel” represents the China Travel Reality Show, during the three months of the show, social media WeiBo (similar to Instagram) has exceeded 4.59 billion readers (Xinhua Net, 2018). The travel reality show has set off a wave of enthusiasm in China, and the era of China Travel Reality has arrived.

Mage and Aruan (2017) showed that the destination explored from the reality show, the viewer gives a higher or more positive rating to the Attractions of the destination. Audiences prefer destinations to viewers who don't watch reality shows. Besides, after watching the reality show, the audience is more familiar with the lifestyle, culture, and scenery of the destination. Eventually, they have a higher willingness to visit the destination.

Oliver (1999) states that loyalty is a construct that can be conceptualized by several perspectives. Cronin and Tayler (1992), Homburg and Giering (2001) measure the construct “future behavioral intention” by using two indicators: the intention of repurchase and the intention to provide positive recommendations. In tourism research, a similar approach is adopted, and tourist loyalty intention is represented in terms of the intention to revisit the destination and the willingness to recommend it to friends and relatives (Oppermann, 2000; Bigné et al., 2001; Chen and Gusoy, 2001; Cai et al., 2003; Niininen et al., 2004; Petrick, 2004). Therefore, the two indicators “revisiting intention” and “willingness to recommend” are used as measures of destination loyalty intention.

The report of online travel agency Expedia (2017) indicated that there are many factors

that influence the travel schedule of visitors, such as product recommendations, social media images, travel information sites, and more. However, “online travel agencies” and “recommendations of friends and family” are external dominant factors that influence destination choices (EXPEDIA, INC., 2017).

### **2.2.5 Destination Image**

Since Mayo introduced the concept of tourist destination image in the early 1970s, researchers and scholars have come to different understandings of the meaning of term depending on their respective perspectives (Wang & Liu, 2010). Gunn (1972) revealed that destination image can be divided into three categories: original image, induced image, and composite image. Original Image refers to the impression of the destination formed by an individual through educational or non-commercial marketing methods through public media, literature, and other information sources. Induced Image refers to the image produced by the destination's conscious advertising and promotion, while Compound Image refers to a more comprehensive destination image formed by tourists after travelling to the destination through their own experience and previous knowledge.

### **2.2.6 Destination Choice**

The model proposed by Wahab, Grampon, and Rothfield (1976) describes the purchase decision of tourists as a nine-stage process and it points out that almost all decisions must go through the same process and steps whether it is immediate or long-term. According to the model, the purchase behavior of tourists is regarded as an activity after conscious planning and

rational thinking.

Schmoll (1977) regards the decision-making of tourists as the result of a significant process involving multiple consecutive stages. It talks about how the purchase behavior is influenced by tourism stimuli, individual and social factors, external variables, and the characteristics of tourism service providers.

According to the study of Luo and Yao (2006), the factors influencing Chinese tourists' destination choice can be divided into seven categories: destination attraction factors, destination perception factors, safety and situation factors, group factors, motivation and experience factors, personal economic factors, and destinations tourism support factors.

Destination tourism attraction can be further divided into 5 categories: destination service attraction, destination cultural life attraction, destination activity attraction, destination atmosphere attraction, and destination landscape attraction. The impact of destination choice is positively correlated.

## **2.3 Characterization of the Chinese Tourism Behavior**

After defining the key concepts and establishing the theoretical framework which is followed in this dissertation, this section tries to offer an overview of the Chinese tourism behavior. The goal is to characterize the Chinese tourism outgoing market according to push and pull factors, as well as to internal and external moderators (Keating & Kriz, 2008).

### **2.3.1 Characterization of Chinese Travel Experience**

Travel experience is also an important factor in determining the destination image and choice (Wang, Wu, & Wang, 2018). Using the five dimensions (length of stay, mode of travel,

travel companions, travel time, and tourism revisit intention), we can understand the behavior of Chinese outbound travelers.

According to the report of China International Travel Mart (2017), it was revealed that Chinese tourists want to use a trip to visit multiple cities. More than 80% of the respondents said that they would not stay in one city only when they traveled, and Chinese tourists even said they no longer like to revisit the place. (Hotel.com & Ipsos, 2017)

Chinese tourists born in the 1960s and 1980s usually choose to travel with their families; but Chinese tourists born in the 1970s and 1980s are more inclined to take their children, while Chinese tourists born in the 1960s tend to be with their partners or spouses. tourism. On the other hand, in addition to traveling with friends, Chinese tourists born in the 1990s prefer to travel alone or with their parents. (Hotel.com & Ipsos, 2017)

Self-guided tourism is still the most popular way for Chinese tourists to travel, especially for millennials, because they are more proficient in English, and they want a more liberal and flexible travel experience. For older tourists, there are still some people who prefer to travel with the group. Millennials will choose more diverse travel experiences, including themed tours, eco-tours, backpacking tours and private luxury tours, and many more (Hotel.com & Ipsos, 2017).

In the European cities that Chinese tourists want to visit in the next 12 months, Paris rates the highest at 18%; London, Athens, Vienna, Berlin, Mira, Rome, Munich, Amsterdam and Geneva are ranked rank 2nd to 10th respectively. Unfortunately, no Spanish city were included in the top 10 (Hotel.com & Ipsos, 2017).

From the perspective of the development of China's overseas travel, it is increasingly characterized by “consumer upgrades and quality tourism”. At present, the number of free travelers in China continue to climb, and there are many tourism products that upgrade custom travel and experience destinations. Compared to team travel, free travel has greater potential. Therefore, it is very necessary for Chinese tourists to realize that Spain has more tourism resources and products (Yue, 2018).

### **2.3.2 Characterization of Push Factor: Motivations**

Zhang (1999) believes that the driving factors for mainland Chinese tourists to travel to Hong Kong in China are mainly knowledge, status and promotion of people's relations, high-tech image, consumption and accessibility are the main factors.

Zhang & Peng's (2014) survey discovered that the most important motivations for Chinese tourists to travel to foreign destinations are “rest and relaxation”, “experience different things” and “increase my knowledge and experience”. Online travel agency Ctrip.com (2018) published a 2018 study on Chinese tourism behavior characteristics, which indicated that visitors pay more attention to the experience of travel and emotional interaction with family.

With the increase in the number of outbound tourists in China, Wong and Lau (2001) used Chinese cultural values to analyze the outbound tourism behavior of Hong Kong tourists, extracting social harmony, Confucian work motivation, personal happiness and moral principles in the construction of cultural values, and then using typical correlations.

Reisinger's (2002) analysis which showed cultural differences between China and Australia, discovered that Chinese tourists and Australian hosts differ in their cultural values

such as self-fulfillment, response and courtesy, interaction, understanding, emotional release and social responsibility.

Looking at the relationship between higher level education and motive, most Chinese college students are more concerned with self-development and self-realization motivation, respect motivation, cultural motivation, and natural motivation. They pay less attention to “leisure and relaxation”, “leaving daily life”, “reviewing family life”, “visiting relatives and friends”, “seeking excitement and excitement”, and “alleviating pressure on work or study” (Sheng, 2009).

### **2.3.3 Characterization of Pull Factors**

Zheng et al.’s (2010) study on the motivation of Chinese tourists to travel abroad based on the "push-pull" theory demonstrated that the pull factor’s dimension is related to the internal moderator’s dimension, which clearly indicates that accommodation, attractions, environment, transportation, and amenities can improve the Chinese tourist motivation.

It has also been found that tasting local cuisine and sightseeing is an important driving force for Chinese outbound travelers (Law, Garrett, & Nye, 2004). Kim, Guo, and Agrusa (2005) shows that for long-distance travel, there is an emphasis on the importance of safety, beautiful sceneries, and well-equipped tourist facilities for Chinese travelers. Other destination attractions that are considered important include: shopping, dining, city tours, historical attractions, entertainment and theme parks, national parks, and casino/gambling institutions (Cai, You, & Joseph, 2001).

Hoare, Butcher, and O’Brien (2011) investigated that Chinese tourist behavior are closely

related to core values of giving face, trust, and harmony through the Chinese tourists' dining experience. They pay more attention to table manners and language. When accepting services within the group, they hope to be given face. Respondents felt that it was dangerous to accept food recommendations from "in-service staff" because of the fear that "in-group service personnel" overseas would be overpriced. The trust of the respondents was based on the sincerity, truth, and ability of the employees. Wong and Lau (2001) confirmed that Hong Kong citizens like to participate in self-funded activities, taste local food, and take photos.

According to a study by Hotel.com (2017) 25% of respondents believe that the hotel's free Internet access facilities are very important, 19% of respondents value the hotel's restaurants and the taste of the restaurant, and 16% of the respondents believe that the hotel staff's warm service showing that good professionalism is very important to these tourists as well, while 9% of respondents believe that the hotel's entertainment facilities are also an important part of their decision.

Among the external factors that Chinese tourists consider when choosing a destination, 14% think that the safety of the destination is very important, 12% are attracted by historical and cultural attractions, and 7% think that the local food culture is the destination. Only 6% of the respondents feel that the price/performance ratio and getting a fresh cultural experience is more important.

#### **2.3.4 Characterization of Internal Moderators**

Demographic factors consist of gender, income, nationality, age, household size and family size. Cai et al. (2001) found that in terms of long-distance travel, their social-



demographics character was middle-class, middle-aged, and highly educated compared to other travelers. With the rapid growth of China's economy and the increasing market competition in the tourism industry, the prices of travel products such as group tours, air tickets, hotels, etc. are getting cheaper than 10 years ago (Guo, Kim, & Timothy, 2007).

According to Lin, Mao, and Song (2015), there are differences in the social demographic factors of Chinese tourists' consumption behaviors such as age, income, education level, emotional state, and gender. The study found that the 48-year-old group spent the most on the purchase of tourism products as compared to the rest of the age groups. The relationship between the rest of the age groups and tourism consumption levels showed a hump-like shape, the younger the age group, the lower the consumption level, and vice versa. At higher income levels, households' tourism expenditures increased more, indicating that the elasticity of income determines tourists' consumption. As the level of education increases, tourism expenditures increased accordingly.

From the perspective of gender and consumer spending in different travel modes, women spend more on group travel, while men start spending more on self-tour as they reach the middle age range (Lin, Mao, & Song, 2015).

Zou (2012) revealed that different sources of information are not as important to different travelers. Studies have shown that people who attained a higher level of education tend to choose more sources of information. Hotel.com (2017) revealed that different attributes such as gender, age, education level, and annual income directly affect the relationship between thrust and tension, and the relationship between factors varies according to group differences.

Tourists with lower education levels pay more attention to the environmental atmosphere of the tourist destination, convenient transportation, and other friendly and hospitable indicators. Therefore, managers should focus on providing perfect facilities, convenient transportation, and excellent service (Hotel.com & Ipsos, 2017).

### **2.3.5 Characterization of External Moderators**

The Internet and smartphones have brought enormous potential to the industry and are now growing at an unprecedented rate. When planning a trip, visitors will refer to the online price comparison websites, and most of them will also log in to the online travel agent's website via mobile phone or computer to book their trips (Hotel.com & Ipsos, 2017).

The impact of the Internet on Chinese outbound travel has become increasingly prominent. Mobile internet has been greatly popularized in China (Sun, 2018). With the official submission of “Internet +” in the Chinese government work report, tourism has also entered the era of “Internet +”. Chinese tourists will collect the required tourist information from various channels, aiming at all aspects and understanding of the destination information from multiple angles.

According to WTCF report (2018), more than 67% of tourists search for travel tips through social media applications, query destination information, share travel experiences, and contact each other to recommend travel destinations. There is no doubt that the role of the Internet and mobile technologies on Chinese’ outgoing tourism is rapidly growing (WTCF & Ipsos, 2018).

## **CHAPTER III**

### **3 EMPIRICAL STUDY OF THE CHINESE TOURISM BEHAVIOR**

This dissertation takes Spain as a destination and focuses on the role of the image of the Spanish destinations in influencing the behavioral intentions of Chinese tourists. This chapter develops an empirical study of the Chinese tourists' behavior focusing on Spain and other European countries as the destination. The next sections introduce the research methods and data analysis.

#### **3.1 Methodology**

The study consisted of a questionnaire. The design, which can be found in appendix B, consisted of three main parts:

- \* The first part was aimed at identifying categories of respondents: those who had been to Spain, those who have traveled to other European countries, and those who have never traveled to Europe (Spain or other countries).
- \* The second part investigated the travel behavior and the main variables considered in the research framework: push factors (motivations), pull factors (attitude towards the destination attractions), internal moderator (socio-demographic) and external moderator (marketing communications, information from family and friends).
- \* Finally, the third part gathered information about the destination image of all the respondents as well as socio-demographic data to account for the influence of the internal

factors.

In the second part, the questions were designed for respondents who have already traveled to Spain or Europe. First, several questions were made in order to characterize the travel: length of travel, mode of travel, travel companions, and travel time, use of information from sources, and revisiting intentions. Questions were adopted from previous studies (Zhang & Peng, 2014) (Appendix B).

After that, the questionnaire asked about external factors, push factors and pull factors. Specifically, respondents answered a question in which they rated the degree of stimulation (from 1 = “not at all” to 7 = “very much”) of different external sources that will make them decide if they will make the trip including travel reality show, film, social media, and recommendation from relatives and friends.

The push factors consisted of a series of motivations (Chen & Tsai, 2007): shopping, resting and relaxing, visiting a new place, gaining a new perspective on life, experiencing something different, and inspecting an area for future immigration or study (Appendix B). The seven-point scale was used to measure the respondents’ motivations (from 1 = “it did not motivate me at all” to 7 = “it motivated me very much”).

The pull factors comprised of the respondent’s perceptions (from 1 = “evil” to 7 = “very good”) about several attractions of the destination (Chen & Tsai, 2007), including nature recourse, characteristics, accommodation, transport, and amenity. The option of nature recourse involved weather and beach because Spain is famous for that specific tourism factor. The section about accommodation is made up of the price of housing, vibrant activities, offered

food and beverage, the service level of employees, and safety around the accommodation region.

The question of attractions in the destination, contained natural resources (e.g. Playa de las Catedrales), cultural resource (e.g. Semana Santa festival), and special building resources (e.g. Sagrada Familia). When it comes to the section of transport, the judgment of respondents was gauged around accessibility, internal transport, and parking facility. The last section was amenities which included food and beverage provision, general infrastructure, travel information, signs, and indicators.

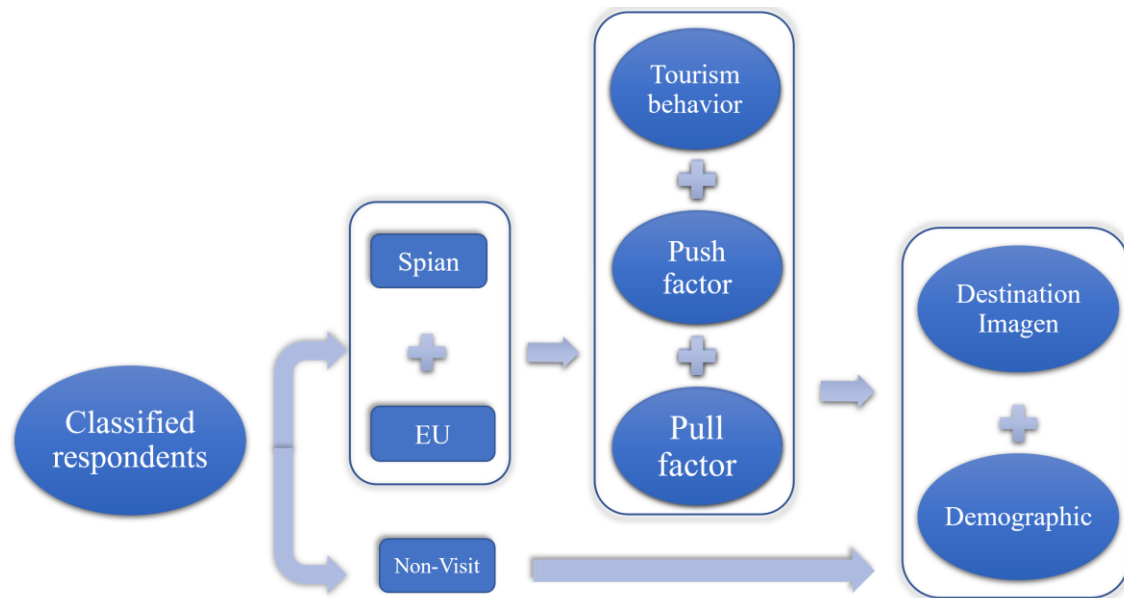
Finally, the respondents were asked about their revisiting intentions with a specific question: Will you go to Spain in the future? (from 1 = “not likely at all” to 7 = “very likely”).

The third part of the questionnaire was addressed to all the respondents, regardless of whether they had traveled to Spain, Europe or none of these countries. Questions included information about the attractiveness and importance of different factors when choosing a touristic destination (Zhang & Peng, 2014) (Appendix B). Finally, socio-demographic information (gender, marital status, age, annual income, and the education level) of the respondents was obtained.

It can be clearly seen from Figure 3 that the logical relationship of the questionnaire firstly distinguishes the respondents into three categories, the respondents who have been to Spain, the respondents from other European countries and those who have not traveled to Europe. Respondents who have been to Spain and other European countries will be asked about their travel habits (tourism behavior), internal and external tourism factors, and then jump to the last

part to complete the rest of the questionnaire. On the other hand, for those who have not visited Spain or other European countries, they immediately jumped to the third part, which asked them about destination image and their socio-demographic information.

Figure 3. Logic of questionnaire



The questionnaire was created using China’s online questionnaire software TenCent, which is similar to Google Forms, and was sent and spread through China’s mainstream social media platform WeChat, which is similar to WhatsApp. Thus, study used a non-probabilistic sampling method. Specifically, it obtained a convenience sample by sending the online survey to researcher’s friends, relatives, and colleagues and this created a snowball effect where the questionnaire was further sent to other people. The questionnaire reached a total of 2,190 people where 723 of them opened the page, however, only 282 people completed the whole questionnaire.

## 3.2 Data Analysis

### 3.2.1 Characteristics of the Sample

The total number of respondents was 282. Among them, 122 respondents had been to Spain; 59 respondents had been to other European countries including Western European countries (France, Italy, Germany, Greece and UK) ( $n = 43$ ), Eastern European countries (Czech Republic, Serbia, Croatia, Romania, Lithuania and Estonia) ( $n = 16$ ), and other European countries ( $n = 18$ ). There were 101 respondents who had not traveled to Europe. Table 1 shows the socio-demographic profile of the total sample, as well as those pertaining to each of the three segments identified.

In terms of gender distribution, the number of females is higher compared to the males. Over 29.5% of males have visited Spain, while 63.9% of females have visited the country – more than twice that of men. In terms of age, respondents aged 18 to 30 accounted for the mainstream, followed by 31 to 45 years old. The proportion of these two groups was about 80% of the total (Table 1). Regarding marital status, the proportion of respondents who were married was about 50%. Especially among the respondents who have been to Spain, the total number of respondents who were married or had a partner reached 78%. When it comes to the respondent's educational level, the respondents' qualifications were above junior college, especially those who had been to Spain (Table 1). Finally, in terms of annual income, more than 30% of the respondents' annual income ranged from 80,000 to 150,000 yuan (middle-class income), another 30% of the sample had an annual income between 80,000 and 200,000 yuan (high-income people), especially those who have been to Spain which accounted for 34.4%,

and the number of people who had been to other EU countries reached 44.7% (Table 1).

Table 1. - Sociodemographic profile of respondents

<b>Variable</b>		<b>Total</b>	<b>Spain</b>	<b>EU</b>	<b>Non- Visited</b>
<b>Gender</b>	Male	35.1%	29.5%	40.7%	38.6%
	Female	58.9%	63.9%	49.2%	58.4%
	Not specified	6.0%	6.6%	10.2%	3.0%
<b>Age</b>	18-30	51.1%	44.3%	42.4%	64.4%
	31-45	27.7%	33.6%	32.2%	17.8%
	46-65	17.4%	18.0%	22.0%	13.9%
	65+	3.9%	4.1%	3.4%	4.0%
<b>Civil status</b>	Single	27.0%	21.1%	25.5%	34.8%
	With partner	20.6%	25.7%	15.7%	17.4%
	Married	50.8%	52.3%	56.9%	45.7%
	Divorced	1.6%	0.9%	2.0%	2.2%
<b>Education level</b>	Middle school	1.4%	0.8%	0.0%	3.0%
	High school	11.0%	10.7%	3.4%	15.8%
	Diploma	22.0%	20.5%	23.7%	22.8%
	Bachelor	43.6%	36.1%	50.8%	48.5%
	Master	22.0%	32.0%	22.0%	9.9%
<b>Annual income (¥)</b>	< 30,000	13.3%	13.3%	6.4%	16.9%
	30,001- 80,000	19.0%	14.4%	8.5%	29.2%
	80,001- 150,000	31.0%	31.1%	34.0%	29.2%
	150,001-800,000	31.4%	34.4%	44.7%	21.3%
	800,001- 2,000,000	2.7%	2.2%	6.4%	1.1%
	> 2,000,000	2.7%	4.4%	0.0 %	2.2%
<b>Total respondents</b>		282	122	59	101

In general, the portraits of respondents who had been to Spain were women, married, aged between 18 and 45, and whose income level is above the middle class. Their education level is generally above the bachelor's degree. The portraits of the respondents of other European countries, were mainly women, married, aged around 30 to 45 years old, high-income groups, whose education level is mostly a bachelor's degree. For those who has been to Europe. The overall profile were women, aged between 18 and 30, undergraduate, and with a middle-class



income.

### 3.2.2 Tourist Behavior

First, the data concerning the characteristics of the trip depending on the destination (Spain vs. other countries in Europe) will be described. The length of the stay, the mode of travel, travel companions and travel time will follow. Table 2 shows the cross-tabulated data of the 181 valid responses.

Table 2. - Cross-tabulation of tourism behavior

Variable of tourism behavior		Destination		
		Total	Spain	EU
<b>Length of stay</b>	Less than 5 days	9.9%	13.1%	3.4%
	6-10 days	39.2%	43.4%	30.5%
	11-15 days	32.0%	22.1%	52.5%
	more than 16 days	18.8%	21.3%	13.6%
<b>Mode of travel</b>	Group tour	34.3%	35.2%	32.2%
	Self-guided tour	50.8%	52.5%	47.5%
	Tailored tour	14.9%	12.3%	20.3%
<b>Travel companions</b>	Alone	10.5%	11.5%	8.5%
	Couple	20.4%	21.3%	18.6%
	Family	24.3%	26.2%	20.3%
	Friends	39.8%	38.5%	42.4%
	Others	5.0%	2.5%	10.2%
<b>Travel time</b>	Spring festival	9.9%	9.8%	10.2%
	National day	10.5%	9.8%	11.9%
	Short-term	6.1%	6.6%	5.1%
	Summer	18.8%	21.3%	13.6%
	Other	54.7%	52.5%	59.3%

First, it can be observed that, in general, the duration of the trip lasted between 6 and 15 days. The chi-square test revealed an association between the duration of the trip and the destination visited ( $\chi^2_{(3)} = 18.228$ ,  $p = 0.000$ ), see Appendix C, Chart a. Thus, we reject the hypothesis of independence and conclude that the length of stay and destination variables are

related. Looking at the standardized corrected residuals (Appendix C, Chart a), we can see that short trips (less than 5 days) are more frequent in trips to Spain than to other countries in Europe; however, longer trips (between 11 and 15 days) are more frequent in trips to Europe than in trips to Spain (see Table 2).

It appears that Chinese tourists spend less time visiting Spain than other European countries, which may have important implications for travel managers. However, these results may be explained by the characteristics of the sample: the respondents who had traveled to Spain were people who had studied in the UK or other European countries, so they might have taken the trip during their holidays in these countries. In these cases, the time spent in their trip could be shorter than if the trip was planned from China.

In the same way, when the travel time was between 11 to 15 days, the proportion of respondents who traveled to Europe accounts for 52.2%, while the proportion of respondents to Spain accounted for 22.1%. The main reason is similar, mainly because of the respondents who have studied in Spain and other European countries, so they will not stay for a particularly long time. Due to the logical setting, if you have not been to Spain, but other European countries, then their main population is still ordinary tourists from China, not tourists who have lived in Europe for a long time (see Table 2).

From the perspective of mode of tourism, the great majority of respondents chose the self-guided tour, followed by the group tour. Especially for those who have been to Spain, 52% choose self-guided tours, 35.2% choose to travel with groups, and only 12.3% choose tailored tourism (see Table 2). The chi-square test did not reveal association between the mode of travel

and the destination visited ( $\chi^2_{(2)} = 2.028, p = 0.363$ ), (see Appendix C, Chart a).

The travel companion analysis revealed that respondents preferred to travel with friends (39.8%), followed by families and couples (see Table 2). The chi-square test did not show association between this travel characteristic and the destination chosen ( $\chi^2_{(4)} = 5.950, p = 0.203$ ), (see Appendix C, Chart a).

Finally, it is worth mentioning that most of the respondents preferred to travel to Europe on out-of-season holidays (54.7%), maybe to reduce travel expenses, and 18.8% chose to travel during the summer vacation (Table 2). Again, there was no difference depending on the destination ( $\chi^2_{(4)} = 1.917, p = 0.751$ ), (see Appendix C, Chart a).

Second, we analyze the information sources used to plan the trip. The information sources considered were official websites of destinations and tourism products, on-line travel agencies, review sites, physical agencies, and friends and relatives. Table 3 indicates the cross-tabulated data of information sources and destinations.

Table 3. Cross-tabulated data of information sources and destination

Variable information source	Destination		
	Total	Spain	EU
Official websites	36.5%	37.7%	33.9%
On-line travel agency	49.2%	50.0%	47.5%
Review sites	11.5%	13.6%	12.2%
Physical agency	16.4%	18.6%	17.1%
Form friends and relatives	10.7%	11.9%	11.0%

The chi-square test did not reveal association between the duration of the trip and the destination visited ( $\chi^2_{(2)} = 1.953, p = 0.377$ ) (Appendix C, Chart b), so there were no differences between the visitors to Spain and those to other European countries. Around half of the

respondents obtained information from online travel agencies (OTA). China's OTA websites are very mature, with an online rate of 31.5% in 2017 and an online ticket booking market with OTA accounting for 80% (CTA & CTBD, 2018). The physical counterpart (physical travel agencies) were barely used by the respondents (Table 3).

The second information sources used by the surveyed participants were the official websites of the tourism products (around 40%), such as the official website of the airline, the official website of the hotel, or the official website of the attraction tickets (Table 3). Finally, it can be pointed out that interpersonal sources (review sites, advice from friends and relatives) were scarcely used as information sources. It can be seen that this result is consistent with the Chinese International Travel Monitor[CITM]research report (hotel.com 2017), and more and more tourists like to buy travel products online. However, 10.7% of the respondents chose to look for their friends' or relatives' opinions to plan their trips. Zou (2012) stated that although this kind of information is distorted to varying degrees due to personal factors, it has a strong comprehensive and emotional color, and has become one of the sources of potential tourists in the selection process. In other words, the information recommended by friends is the most useful for tourists.

Finally, the last question of this section asked the participants about their revisiting intentions. Three alternatives were provided for the participants to choose: "sure, definitely travel again", "not sure, maybe travel to the other European country", "no, will not travel again". Table 4 shows the cross-tabulated data where most respondents were willing to travel again (60.8%). The results of other European countries were slightly higher than those of Spain

(Table 4).

When it comes to the tourism revisit intention, Hotel.com & Ipsos (2017) indicated that more and more young Chinese people are eager to explore destinations they have never visited, instead of repeating destinations they have already visited. For respondents who have traveled to other European countries but have not traveled to Spain, we included a question about their willingness to visit Spain (from 1 = very unlikely, to 7 = very likely), obtaining a very favorable answer ( $M = 6.19$ ,  $SD = 1.17$ ). 59.8% of respondents who have been to Spain want to travel to Spain again, and 62.7% of respondents hope to travel to Spain in the future. Only 3.4% of respondents who have been to Spain do not want to travel to Spain again in the future, while 1.7% of respondents who have been to other European countries will not travel to Spain in the future.

Table 4. Crosstabulation of travel intention

Revisiting Intentions	Destination		
	Total	Spain	EU
<b>Yes</b>	60.8%	59.8%	62.7%
<b>Not sure</b>	39.3%	33.9%	37.6%
<b>No</b>	0.8%	3.4%	1.7%

It can be seen that when it comes to the respondents that have already traveled to Spain and the respondents who have not been to Spain, Spain is still very popular with Chinese tourists.

As the destination image of Spain is promoted through various channels, in the future, Chinese tourists will have more inbounds to travel to Spain. It is believed that they will soon be able to break through the Spanish government's target and receive an average of 1 million

Chinese residents.

### 3.2.3 Analysis of Push Factors: Motivations

This part studies the push factors, which focuses on tourists' motivations. According to the literature reviews, the motivations included: experiencing something different, inspecting, gaining a new perspective on life, visiting a new place, fulfilling my dreams, prestige and status, enjoying the convenience of travel, increasing knowledge and experience, shopping, and others (Snepenger et al. ,2006). According to the characteristics of the Chinese market, the questionnaire asked about seven motivational factors: rest and relaxation, visiting a new place, experiencing different thing, increase my knowledge and experience, shopping, football, and other factors. The descriptive statistics appear in Table 5. Descriptive statistics were carried out in order to examine whether the mean values were significantly above or below the middle point of the scale (4) (see Appendix C, Chart c).

Table 5. Descriptive statistics of push factors

<b>Factors</b>	<b>Total</b>		<b>Spain</b>		<b>EU</b>	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
<b>Rest and relaxion</b>	5.44	1.661	5.20	1.794	5.93	1.216
<b>Visiting a new place</b>	5.81	1.349	5.75	1.406	5.95	1.224
<b>Experiencing something different</b>	5.28	1.637	5.11	1.705	5.64	1.436
<b>Increase my knowledge and experience</b>	3.96	2.302	3.84	2.321	4.19	2.263
<b>Shopping</b>	4.56	2.242	4.33	2.294	5.03	2.068
<b>Football</b>	3.75	2.223	3.64	2.220	3.98	2.232
<b>Others</b>	4.34	2.281	4.09	2.275	4.86	2.224

The results of the one sample T tests showed that most of the travel motivations were important: relaxation and rest, visiting a new place, experiencing something different, and shopping; only inspecting a place for future immigration or study, and football, were not

significantly different from the middle point of the scale (Appendix C, Chart c). Therefore, it appears that relaxation and rest, visiting and experiencing something, and shopping are the main motivations for Chinese tourists to travel; inspecting a place for future immigration or study, and football, are secondary motivational factors.

The Table 5 also shows the comparison of the mean values between Chinese visitors to Spain versus the other countries in Europe. In this way, independent samples T tests were conducted to test the significance of the differences (Appendix C, Chart c). The analysis revealed significant differences for relaxation and rest, increasing knowledge, and shopping. These three motivations were more important for visitors to Europe than for visitors to Spain (Table 5). The rest of the tests were not significant (see Appendix C, Chart c).

In Europe's Eurozone, the price of all luxury goods is the same, but they differ due to each EU countries' tax rebate rates for goods. For example, Spain's tax rebate rate is between 10.4% and 15.7% of the purchase amount, and there is no minimum consumption requirement (Upon, n.d.). However, the tax rebate rate in France is 12% of the purchase price and requires a minimum consumption of at least 175.01 Euro per order (Upon, n.d.). So, for Chinese tourists with very high purchasing power, Chinese tourists who spend 2,500 euros in Spain can get more returns and lower prices when buying luxury goods (Ze, 2018).

The motivation of increasing knowledge and experience, as well as attending football matches, had a lower impact on respondents' behavior. But the most surprising thing is that the value of football motivation is the lowest, because the Spanish Football League is very famous in the world, there are also a lot of La Liga fans in China. On the Chinese social communion

application Weibo, Real Madrid Football Club has 8 million fans, Barcelona Club has 6.5 million fans (Weibo, 2019), the number of fans is quite large, but due to language barriers, high travel costs, and less holidays, the proportion fans who are willing to visit Spain for football purposes is very low.

### **3.2.4 Analysis of Pull Factors: Destination Attractions**

According to Zheng et al. (2010), Chinese tourists are prompted by five pull elements involving attractions of the destination: nature atmosphere, accommodation, attractions, transportation, and amenity.

The satisfaction of tourists or their comprehensive pleasure level and the external travel factors of the respondents determine which external factors are relevant to the tourist destinations. This choice is very important (Zhang, Lu, Cai, & Huang, 2011). So that, from the form of the problem, we analyze the satisfaction of the respondents who have traveled to Europe to the destination using these five dimensions.

Table 6 shows the descriptive data. As we can observe, the mean of all the pull factors are higher than 5, showing that pull factors are very important for attracting Chinese tourists. The highest mean is special attractions, especially for respondents who have been to Spain (Table 6). Spain is known for its many landmarks, such as the many special buildings from Gaudi: Barcelona's Sagrada Familia, Casa Batlló, Casa Mila, attracting millions of visitors every year. The distinctive culture attractions also attract Chinese tourists to experience it for themselves, such as the Florence town, Júzcar town, Semana Santa festival, where they can see displays of rare treasures. Respondents who have visited other European countries considered that these



cultural attractions are also very important (Table 6).

Table 6. Descriptive statistics of pull factor

Factors		Total		Spain		EU	
		Mean	S.D.	Mean	S.D.	Mean	S.D.
Nature atmosphere	Weather	5.77	1.303	5.77	1.284	5.78	1.353
	Beaches	5.63	1.321	5.55	1.312	5.80	1.336
Accommodation	Price	5.36	1.361	5.32	1.287	5.44	1.512
	Activities	5.14	1.452	5.07	1.436	5.29	1.486
	Food	5.09	1.376	4.88	1.412	5.53	1.194
	Service	5.48	1.223	5.38	1.215	5.68	1.224
	Safety	5.63	1.274	5.49	1.338	5.92	1.087
Attractions	Nature Attractions	5.88	1.261	5.84	1.252	5.97	1.286
	Culture Attractions	5.97	1.181	5.89	1.175	6.12	1.190
	Special Attractions	6.06	1.187	6.10	1.172	5.98	1.225
Transport	Accessibility	5.21	1.418	5.16	1.297	5.32	1.645
	Inter-transport	5.06	1.415	4.90	1.375	5.39	1.451
	Parking	5.08	1.497	4.85	1.476	5.54	1.442
Amenity	Gourmet	5.25	1.337	5.31	1.197	5.12	1.588
	Infrastructure	5.29	1.235	5.21	1.197	5.46	1.304
	Information	5.37	1.113	5.30	1.115	5.51	1.104
	Sign	5.09	1.437	5.04	1.440	5.20	1.436

Natural attractions were also important for the respondents. The parks in Europe are completely different from Chinese parks. European parks have many natural resources as well as a picnic culture, which are novel and attractive to Chinese tourists (Table 6).

It is worth noting that the beach and the weather are two pull factors. Although the beaches in Spain have a high reputation in Europe, they are not so attractive to Chinese tourists. The respondents who had been to Spain gave the beach a mean of 5.55, which is in fact, slightly lower than the mean for other European countries (Table 6).

As with the previous analysis, the answers for the total sample was examined, as well as for the differences between the pull factor and destinations. It was revealed that all external

factors are significantly above the middle point of the scale, and several differences were identified depending on the destination (see Appendix C, Chart d). Specifically, the results of the independent samples T tests were significant for food (Appendix C, Chart d), meaning that food was more attractive for the rest of the European countries than Spain. In the eyes of the Chinese, French cuisine is more well-known. The Le Cordon Bleu International School in Paris is considered to be a world-renowned culinary and hospitality management school (Le Cordon Bleu, n.d.), so respondents to other European countries are more attracted to food. At this point it is necessary to note that China's food market economy, is growing at a rapid rate (Gourmap, 2018).

As the traditional fashion industry takes a downturn, the rapid growth of the food economy has made a big splash. More and more Chinese tourists are attracted by the different flavors of European food culture such that destination cuisine is a very important pull factor that attracts Chinese tourists (Li, Lai, Harrill, Kline, & Wang, 2011).

The test was also significant for safety of accommodation, being higher in EU than Spain (see Appendix C, Chart d). Kim, Guo, and Agrusa (2005) investigated that for long-distance travel, Chinese tourists emphasize the importance of safety. In many commercial streets, thefts occur to Chinese tourists, because they are often more likely to be victimized because sometimes, they buy luxury goods with eye-catching bags that that makes it attractive to thieves. This will greatly reduce the tourist's satisfaction with travel (Yang, 2019).

The factor of internal transportation was also significantly different among destinations (see Appendix C, Chart d). Again, it received a higher score for visitors to Europe than for

visitors for Spain (Table 6). The report by Hotel.com (2010) demonstrated that internal transport is one of the important indicators for Chinese tourists when choosing their destination. Chinese tourists prefer to travel to multiple cities in one trip, the convenience of transportation connecting each city is very important. The rest of the tests yielded non-significant results (Appendix C, Chart d).

Combining T-tests and descriptive statistics of pull factors, attractions, natural resources, local cuisine, convenient transit traffic, parking facilities, and safe urban environment, are the main external factor affecting destination choice. Hotel price and service are slightly less important, but still with high scores; other external factors, such as transportation facilities and amenities have the least impact on Chinese tourists' choice of destination.

### **3.2.5 Analysis of External Moderators: Media Influence**

Zou (2012) reveals that the methods of promoting information influences the tourism decision intention through 4 main channels: social media application (such as WhatsApp and Instagram), travel reality shows, films or TV shows, and recommendation or impression from relatives and friends.

As we can observe in the Table 7, from a general perspective, the recommendation of relatives and friends is the most important external moderator. This indicates that for many respondents, their main external motivation was influenced by the recommendation of friends and family. This is in line with Zou's theory that states (2012, 28-34), "although the recommendation of a friend is very emotional, this factor will become an important external promoter once accepted by potential travelers."

Table 7. Descriptive statistics of external moderators in travel experience

External moderate	Total		Spain		E.U.	
	Mean	S.D.	Mean	S.D.	Mean	S. D
<b>Reality Show</b>	3.64	2.183	3.34	2.123	4.27	2.188
<b>Films</b>	3.82	2.131	3.59	2.108	4.29	2.118
<b>Social Media</b>	4.45	2.026	4.36	1.975	4.63	2.133
<b>Advice from relatives and friends</b>	4.88	2.001	4.80	2.039	5.05	1.925
<b>others</b>	4.45	2.227	4.18	2.282	5.00	2.017

Next, Table 7 shows that the use of social media ranked second whereas the media-induced tourism (films and reality shows) were the least used to decide a destination. In this way, the results of the one sample T tests showed that social information (from friends and relatives, and social media) were significantly more influential; however, reality shows had significantly little effect, and the film effect was medium (Appendix C, Chart e).

After comparing different official European social media accounts on Weibo, a Chinese social application, it can be seen that the number of fans of the Spanish National Tourist Office is 311,000, while the number of fans of the Finnish National Tourism Administration reached 440,000. Based on the discussion on tourism related to social media destination countries, the “Spanish Tourism” post volume is 162,000, with 270 million readings, “Italian Tourism” has a post volume of 196,000, with 330 million readings, “France Tourism” has a post volume of 211,000 with a reading volume of 330 million as well. From this, it can be concluded that Spain is not a popular destination for Chinese tourists in social media.

Although the influence of films and reality shows was relatively scarce, significant differences were found between respondents who visited Spain and those who visited the rest

of Europe (Table 7). Specifically, the media-induced tourism was significantly more relevant for Europe's visitors than for Spain's visitors (Appendix C, Chart e).

On a recent Chinese Travel Reality Show, it can be noticed that the show did not go to Spain, but instead to central European countries such as Switzerland and Italy. The chances of the travel reality show going to Spain is very low, however, the respondents who went to Spain are not affected by the reality show or films. Overall, the results show that social media applications and recommendation of good impression from relatives and friends are the external moderators to pull tourist decision. On the contrary, the reality shows, and movies rank low as external promoters and they cannot influence the decisions and intentions of Chinese tourists.

### **3.2.6 Analysis of Internal Moderators**

#### ***3.2.6.1 Attractiveness of Resources in General***

Finally, the last part of the analysis focuses on the internal moderators: gender, age, civil status, education level and income. Given that all the respondents (visitors to Spain, to other EU countries, and non-visitors) answered these questions, we analyzed the influences of these internal characteristics on the attractiveness and importance of different attractions and resources of tourism destination image and choice (see Appendix C, Chart f).

The main attractions involved 4 factors: culture attractions (historical and cultural factors such as museums, food, folk custom, religion, and sports); natural resource attractions factors (weather, beach, rural), social attractions (friendliness of the locals, high quality of life and

others can reflect social links), and ambiance attractions (fashion, exoticism, entertainment and a fun atmosphere) (Kzak,2002).

Table 8 shows the results for all respondents, as well as for the three groups (visitors to Spain, visitor to the rest of Europe, and non-visitors). For the total sample, it can be observed that all the attractions were highly positive, significantly above the middle point of the scale (Appendix C, chart f). Atmosphere attractions received that highest score, followed by nature, culture and social. Hotel.com (2017) showed that young people in China, especially millennials, pay great attention to the hotel's entertainment facilities and regard entertainment and interesting atmosphere as their main considerations.

Table 8. Descriptive statistics of attractiveness of resources in general

<b>Attractiveness</b>	<b>Total</b>		<b>Spain</b>		<b>EU</b>		<b>Non-visit</b>	
	Mean	S. D	Mean	S. D	Mean	S. D	Mean	S. D
<b>Culture</b>	5.80	1.382	5.95	1.051	6.07	1.143	5.47	1.758
<b>Nature</b>	5.95	1.233	5.97	1.090	6.08	0.915	5.85	1.526
<b>Social</b>	5.75	1.253	5.76	1.164	5.93	1.015	5.62	1.462
<b>Atmosphere</b>	6.02	1.157	5.95	1.082	6.17	0.931	6.02	1.349
<b>Respondent</b>	281		122		59		101	

Looking at the concrete case of Spain, the respondents gave cultural, natural, and atmosphere attractions similar scores, and social attractions were slightly less attractive (Table 8). Based on this, it can be concluded that Spain's resources are still very competitive, especially for young Chinese tourists.

In general, the mean difference of these four attractions factors are similar between the three groups. The results of the independent samples T test confirmed the lack of significance of the differences, except for the general interest in cultural resources (Appendix C, Chart f).

Specifically, looking at the descriptive data (Table 8), we can observe that respondents who have not visited any of the European countries have less interest in culture than the rest of respondents. The rest of the variables were not affected ( $ps > 0.320$ ).

Another set of questions asked the respondents about the importance of several factors of a destination, creating a measure of destination image: natural environment, culturally different, quality of local transportation system, quality of accommodation, and infrastructure facilities (Lam & Zhang, 1999; Zhang & Peng, 2014) (see Appendix B, question 29). Table 9 shows the descriptive data.

Table 9. Most Important factor influence behavior decision

Variable	Total		Spain		Europe		Non-visit	
	Mean	S. D	Mean	S. D	Mean	S. D	Mean	S. D
<b>Quality of accommodation</b>	5.88	1.236	5.96	1.090	6.00	0.982	5.73	1.503
<b>Natural environment</b>	6.11	1.090	6.16	0.921	6.19	0.900	6.00	1.350
<b>Culturally different</b>	5.95	1.198	6.03	1.099	5.97	1.033	5.84	1.390
<b>Quality of transportation</b>	5.96	1.204	5.94	1.118	5.81	1.252	6.06	1.287
<b>Infrastructure facilities</b>	5.83	1.142	6.06	1.099	5.78	1.084	5.98	1.220
<b>N. Respondents</b>	282		122		59		101	

Overall, and in line with the previous findings, all the factors were perceived as significantly important (Appendix C, Chart g). Natural environment was the most important factor that affects the respondent's behavior choice. In Chinese primary school textbooks, many natural scenes in Europe (such as the Venice Water Town) are introduced, and this makes many children yearn for these destinations at an early age. This is in line with the report of by Hotel.com (2017) where more and more young people choose to travel to Europe because they want to be surrounded by different natural sceneries. The analysis also revealed a lack of

significant differences between the three groups of respondents (Appendix C, Chart g). Overall, natural environment is the most important factor affecting Chinese tourists. Tourists are expecting very high values for different natural and cultural landscapes in Europe. The quality of the hotel and the different cultural characteristics are a medium-important factor for Chinese tourists; while the quality of transportation systems and public facilities are the third most important factor. It must be noted however that the mean values do not differ by more than 0.4.

The following analyses focus on the rest of internal moderators: gender, age, civil status, education, and income.

#### ***3.2.6.2 Gender Differences***

In the effective sample, there were 99 men and 166 women. Table 10 shows the descriptive data for men and women regarding the attractiveness of cultural attractions, nature attractions, social attractions and the importance of accommodation quality, natural environment, culturally different, transport quality and infrastructure facility. Overall, there were no significant differences between the two groups of respondents (all T tests for independent samples were non-significant;  $p > 0.097$ ; Appendix C, Chart h).

From the perspective of the mean value, men are more demanding on transport quality, while women are more demanding on the natural atmosphere. For men, the second most important thing is the natural scenery followed by the attractiveness of the atmosphere. For women, the second most important is the transport quality followed by cultural attractions.



Table 10. Difference in gender and pull factors

	<b>Male</b>		<b>Female</b>	
	Mean	S.D.	Mean	S.D.
<b>Attractiveness of culture</b>	5.73	1.346	5.92	1.355
<b>Attractiveness of nature</b>	6.04	1.245	5.97	1.178
<b>Attractiveness of social</b>	5.79	1.215	5.76	1.271
<b>Attractiveness of atmosphere</b>	5.96	1.087	6.11	1.171
<b>Importance of accommodation quality</b>	5.88	1.280	5.95	1.159
<b>Importance of natural environment</b>	6.03	1.106	6.19	1.054
<b>Importance of culturally different</b>	5.84	1.176	6.08	1.112
<b>Importance of transport quality</b>	6.05	1.173	6.02	1.115
<b>Importance of infrastructure facilities</b>	5.83	1.069	5.89	1.103
<b>N. respondents</b>	99		166	

It can be seen that women prefer natural and cultural attractions, while men prefer transportation and nature. These results are in line with previous studies showing that men and women are different in their motives for choosing destinations because they have different ways of thinking (Armenski, Zakić, & Dragin, 2009; Collins & Tisdell, 2002).

### 3.2.6.3 Age Differences

According to the survey of Hotel.com (2017), when it comes to millennials, they tend to pay more attention to entertainment, special cultural similarities, and differences. On the other hand, for middle-aged tourists, their income is generally more objective, and they may be more inclined to have a relaxed motivation. For elderly tourists, they tend to be motivated more by health care, social interaction, family harmony, and entertainment (Su, 2014). Because they present completely different characteristics, the respondents were divided into two categories: respondents who are less than 30 years old and respondents over 30 years old. Among the 282 respondents surveyed, the proportion of respondents aged 18 to 30 accounted for 51.1% ( $n =$

144), and the number of respondents over 30 years old accounted for 48.9% (n = 127).

Based on the results of both groups presented in Table 11, for respondents less than 30 years old, the three factors of attractiveness of nature, importance of culturally different, and attractiveness of atmosphere are also important factors in stimulating their choice of destination. For the middle-aged and elderly groups, in addition to natural resources being an important factor, they also care about the quality of accommodation and cultural similarities and differences. It can be stated that the characteristics of the choice of motivation for the younger and older groups are quite different. However, the results of the independent samples T test were not significant (Appendix Chart i). Overall, the younger tourists prefer entertainment and a fun atmosphere because they go out mainly because they are interested in different cultural attractions compared to what they have in their hometown. The middle-aged and elderly groups prefer a more relaxed atmosphere, and so they care more about providing high-quality hotel facilities.

Table 11. Difference between age and pull moderators

	< 30		> 30	
	Mean	S. D	Mean	S. D
<b>Attractiveness of culture</b>	5.72	1.397	5.91	1.314
<b>Attractiveness of nature</b>	5.86	1.198	6.12	1.138
<b>Attractiveness of social</b>	5.74	1.200	5.85	1.189
<b>Attractiveness of atmosphere</b>	5.99	1.200	6.09	1.050
<b>Importance of accommodation quality</b>	5.81	1.190	6.03	1.189
<b>Importance of natural environment</b>	6.04	1.054	6.24	1.058
<b>Importance of culturally different</b>	5.83	1.248	6.17	1.001
<b>Importance of transport quality</b>	5.88	1.140	6.10	1.140
<b>Importance of infrastructure facilities</b>	5.78	1.154	5.98	0.947
<b>N. respondents</b>	144		127	

### 3.2.6.4 Civil Status Differences

According to the WTOF (2017) report, most married Chinese tourists tend to travel with their families with a main purpose of relaxing. In the survey, the percentage of respondents who are divorced is 1.6%, so it was decided to exclude these participants and split the rest into three groups: single, couples, and married (Table 12).

In addition to the importance of the natural environment for all the respondents, it can be seen that singles are more inclined to attractions of atmosphere, since they prefer a more interesting atmosphere.

Table 12. Difference between civil status and pull moderators

	<b>Single</b>		<b>With partner</b>		<b>Married</b>	
	Mean	S. D	Mean	S. D	Mean	S. D
<b>Attractiveness of culture</b>	5.84	1.410	5.71	1.273	5.91	1.331
<b>Attractiveness of nature</b>	5.93	1.189	5.90	1.159	6.05	1.273
<b>Attractiveness of social</b>	5.87	1.132	5.62	1.157	5.78	1.328
<b>Attractiveness of atmosphere</b>	6.16	1.101	5.77	1.237	6.06	1.155
<b>Importance of accommodation quality</b>	5.81	1.175	5.71	1.177	6.06	1.241
<b>Importance of natural environment</b>	6.09	0.973	6.08	1.026	6.19	1.142
<b>Importance of culturally different</b>	5.82	1.292	5.89	1.096	6.11	1.110
<b>Importance of transport quality</b>	5.88	1.044	5.88	1.044	6.13	1.226
<b>Importance of infrastructure facilities</b>	5.79	1.087	5.77	.9623	6.00	1.057
<b>N. respondents</b>	68		52		128	

In Table 12, it can also be seen that the couples' group also value the importance of natural environment. On top of this, more and more honeymooners prefer to travel to Europe to experience European culture. This includes the Mediterranean islands of Europe such as Santorini which was included in the top 10 honeymoon destinations among Chinese tourists

(REF). They are also influenced by the importance of culturally different and importance of transport quality. It can be seen that group who are couples care more about the quality of travel and different culture attractions.

From the married group, it can be seen that they usually travel with family. The importance of accommodation quality and importance of transport quality are very important for them when deciding on a destination (Table 12). Because they tend to bring children or their parents to the trip, the convenience of transportation and a comfortable accommodation will improve the quality of their travel.

Nevertheless, the independent samples T test did not show significant differences between groups (see Appendix C, Chart j). Overall, the attractions of natural resources or the importance of natural environment greatly affect the tourists' destination choice. On top of this, the single group is also attracted interesting atmospheres and culture, while the couples and married group tend to be more concerned with the quality of accommodation and transportation.

#### ***3.2.6.5 Educational Level Differences***

For the educational level, we divided the respondent group into three groups: diploma, bachelors, and masters. Tourists who finished middle school, high school, diploma courses are classified as diploma, and there was a total of 93 respondents. The results also yielded 123 respondents who finished bachelors, or 43,6% of all respondents, while there was a total of 62 respondents with a master's degree or higher.

Based on Table 13, it can be seen that, apart from the overall importance of natural

environment, the diploma respondents were also influenced by the atmosphere. Next, accommodation quality and culturally different are considered to be the second most important elements that affect their destination choice. This is supported by Hotel.com (2017) who revealed that low-education tourists pay more attention to the environmental atmosphere of the tourist destination.

From the perspective of the bachelor's group, nature attractions or natural environment are more important factors when it comes to their destination choice. Therefore, according to their higher education level, they tend to value culture and atmosphere more as well. For the respondents with master's qualifications, the general mean is lower than for the other two groups. For them, the natural environment is also the most important factor. Culture attractions has the second highest mean value (Table 13). However, and in line with the previous internal moderators, the differences between the three levels of education were not significant (Appendix C, Chart k).

Table 13. Difference between education level and pull moderators

	<b>DIPLOMA</b>		<b>BACHELOR</b>		<b>MASTER</b>	
	Mean	S. D	Mean	S. D	Mean	S. D
<b>Attractiveness of culture</b>	5.71	1.464	5.82	1.312	5.97	1.280
<b>Attractiveness of nature</b>	6.05	1.164	5.95	1.130	5.86	1.389
<b>Attractiveness of social</b>	5.75	1.286	5.71	1.165	5.86	1.266
<b>Attractiveness of atmosphere</b>	6.13	0.981	6.02	1.109	5.94	1.329
<b>Importance of accommodation quality</b>	6.10	0.990	5.78	1.258	5.82	1.361
<b>Importance of natural environment</b>	6.31	0.834	6.02	1.145	6.07	1.114
<b>Importance of culturally different</b>	6.07	1.114	5.94	1.143	5.89	1.282
<b>Importance of transport quality</b>	6.00	1.216	5.98	1.297	5.92	1.226
<b>Importance of infrastructure facilities</b>	5.97	1.165	5.76	1.0190	5.82	1.195
<b>N. respondents</b>	93		123		62	

### 3.2.6.6 Income Differences

In terms of income, we divided the respondents into three groups: low-income people (with an annual income below 150,000 yuan, or below to 21,317 dollars), middle class (with an annual income between 150,000 and 800,000, or between to 21,218 dollars to 113,694 dollars), and high-income groups (with an annual income of more than 800,000, or more than 113,695 dollars). The survey yielded 93 low-income respondents, 123 middle-income respondents, and 62 high-income respondents. The descriptive data is shown in Table 14.

Table 14. difference between income and pull moderators

	<b>Low</b>		<b>Medium</b>		<b>High</b>	
	Mean	S. D	Mean	S. D	Mean	S. D
<b>Attractiveness of culture</b>	5.71	1.464	5.82	1.312	5.97	1.280
<b>Attractiveness of nature</b>	6.05	1.164	5.95	1.130	5.86	1.389
<b>Attractiveness of social</b>	5.75	1.283	5.71	1.165	5.86	1.266
<b>Attractiveness of atmosphere</b>	6.13	0.981	6.02	1.109	5.94	1.329
<b>Importance of accommodation quality</b>	6.10	0.990	5.78	1.258	5.82	1.361
<b>Importance of natural environment</b>	6.31	0.834	6.02	1.145	6.07	1.114
<b>Importance of culturally different</b>	6.04	1.122	5.94	1.143	5.89	1.282
<b>Importance of transport quality</b>	6.00	1.216	5.98	1.075	5.92	1.297
<b>Importance of infrastructure facilities</b>	5.97	1.165	5.76	1.019	5.82	1.195
<b>N. respondents</b>	93		123		62	

The low-income group reported higher mean values than the other groups. They prefer the natural environment and atmosphere attractions, which means that they prefer natural scenery and interesting atmospheres. Similarly, cultural factors and quality of accommodation are also their considerations. For them, they do not care about social attraction to the same extent, such as friendliness of the locals, high quality of life, and others that can reflect social

links.

For middle-income respondents, attractiveness of atmosphere and natural environment are very important. This result is very similar to the low-income group. For high-income respondents, they care more about the quality of travel, as well as a variety of attractions, including cultural attractions, natural attractions, interesting cultural atmosphere, as well as the quality of accommodation. Due to the very small proportion of high-income groups and their usual busy schedule, they tend to prefer leisure travel so they can enjoy a variety of attractions and a comfortable tourist environment on the same trip.

The result of the independent samples T test between pull factors and the income level was not significant (Appendix C, Chart 1). Overall, the difference between incomes is not that great. For all the groups, the natural environment and atmosphere are the most important factors. However, culturally different is important for low-income respondents, while transport quality is important for middle- and high-income groups of respondents. Low-income groups also tend to focus on spiritual satisfaction, while middle- and high-income groups have more material and spiritual satisfaction. In other words, money limits the shopping power and consumption levels of low-income people.

## **CHAPTER IV**

### **4 ANALYSIS OF THE SPANISH OFFER**

This chapter aims to analyze how the Spanish offer adapts or fits with these factors in order to know what Spain is doing well and what they are doing wrong on the basis of the general guidelines of the country's sustainable tourism strategy for 2030 (Spanish Ministry of Tourism, 2019). This analysis, which will take into account the results of the survey, is summarized into a SWOT analysis to understand the current situation of the tourism market in Spain.

A SWOT analysis is a situational analysis method that is based on the competitive internal and external environment and situation. This consists of the internal strengths and weaknesses as well as the external opportunities and threats that are closely related to the research object. This is then utilized in a matrix-type survey where the results are analyzed to match various factors with each other. The conclusions yielded in this type of analysis are usually decision-making-based in nature (Schooley, 2019).

#### **4.1 Strengths**

From travel intention (Table 4), 59.8% of the respondents who have been to Spain said that they would travel to Spain again. Moreover, 62.7% of those who have not been to Spain but have visited other European countries, chose to visit Spain in the future. This is in line with the Spanish Ministry of Tourism's report (2019) that said that the high-quality of travel services



and high number international tourists resulted to more than 80% of repeat holiday tourists to Spain.

When it comes to attractions (Table 6), tourists who have been to Spain like special attractions, including museums, recreation centers, aquariums, sports fields, theme parks, casinos and gambling centers, zoos, and orphanages (World Tourism, n.d.). Spain's special attraction is very rich, and this includes destinations such as the Museo del Prado, Casa Mila, and Park Guell. So compared to other countries, Spain is very competitive in this regard.

For all respondents, natural environment and natural resources were the most important factors affecting their destination decisions (Table 8). Spain is the leader in the number of Blue Flag beaches and ranks second in the world in terms of declared cultural heritage sites protected by UNESCO. Compared with other Nordic countries, Spain has a warmer climate due to its geographical location, Spain occupies a dominant position in the natural market in Europe (Spanish Ministry of Tourism, 2019).

Compared to the higher prices of commodities in other EU countries, Spanish prices are closer to that of the Chinese people. This can attract more Chinese tourists to Spain to enjoy a good and cheap travel experience (Spanish Ministry of Tourism, 2019).

## **4.2 Weaknesses**

For Chinese tourists, the security of the tourist environment is one of the factors affecting their choice of destination (Table 6). Many thefts of Chinese tourists have occurred in several commercial areas in the country. In response to this, based on a report by ABC News (2019),

the Madrid government promises police patrols and video surveillance to reduce bad behavior.

According the Table 5, Chinese tourist are not especially interested in football culture. “La Liga” has less influence than in other European countries in the Chinese market because respondents who have visited other European countries are more attractive to football than those who have traveled to Spain.

The travel reality shows do not have much influence on Chinese tourists’ choice of destination as well (Table 7). Although there are many travel reality shows in China that are filmed in Spain, these programs will not greatly increase China's motivation to travel to Spain.

Another weakness that has not been addressed includes Chinese travelers that are having trouble with visas. The French consulate has a turnaround time of 24-48-hour for visas while the Spanish visa has a turnaround time of 15 working days. On top of this, the French visa provides longer travel time than the Spanish visa.

Language barriers also pose a problem, because the official language of the country is not English. So even though many tourists want to experience the local customs, it is still difficult to communicate with residents (Spanish Ministry of Tourism, 2019).

### **4.3 Opportunities**

The Spanish diet is more popular with the Chinese (Table 6). Compared with cold food in other EU countries, Spain's colorful food culture is closer to the appetite of Chinese tourists. Gourmet travel is a new trend in China, so Spain can seize this opportunity to promote a unique food culture and attract more Chinese tourists who love food to travel to the country.

Most respondents consider the fun atmosphere to be one of the key attractions (Table 8). Spanish locals are warm and hospitable, and the enthusiastic service attitude and professionalism of service industry practitioners can make Chinese tourists feel good about their trip. Spain also has its own rich history and culture which can be seen through festivals representing the local culture in various regions. This can be an opportunity for Chinese tourists who want to learn more about the local culture and feel the festival atmosphere.

The increase in international and national demand, the improvement of connectivity, and the diversification of the tourist markets who prefer alternative products to “sol y playa” can be an attractive opportunity for Spain who can definitely improve its position in the as a tourist destination for Chinese tourists.

#### **4.4 Threats**

In terms of shopping factors, more respondents went to other European countries to buy luxury goods, such as Italy, France, and Switzerland (Table 6) because consumption of travel services in Spain is seasonal. Although Chinese tourists are the main consumers of Spanish luxury goods and high-end brands (Hosteltur Economía, 2018), and Spanish tax refunds are more attractive. Based on the researchers shopping experience, airports in France and Italy have far more luxury stores compared to those of Spain. Tax refund procedures are also cumbersome which can make it difficult to attract Chinese tourists to shop in the country.

When it comes to the promotion on China’s social media, the promotion of Spanish tourism is far less than that of some small Nordic countries such as Finland and other European

countries like France and Italy.

There is also an increase in the number of European countries who are opening up convenient visa policies. There are also more direct flights from China to European cities like Prague and Vienna, and even smaller cities such as Nice and Manchester (Chen C. , 2018). However, the number of direct flights between China and Spain has not increased significantly in recent years (Xu, 2018), which can force group of tourists to other countries, which can pose a threat to Spain.

## **CHAPTER V**

### **5 CONCLUSION**

#### **5.1 Summary**

China now plays a significant role as the world's largest exporter of tourists with the largest product consumption and spending habits; and many of them are going to European countries mainly to buy luxury goods. On the other hand, Spain received more than 82.6 million international visitors in 2018 alone. It was recently recognized as the most competitive country in world tourism, and it also ranked first among 140 countries in the latest "Travel and Tourism Competitiveness Report." Yet, in 2017, only 513,725 Chinese tourists were recorded to have visited Spain despite its efforts in improving its tourism. These numbers show a large discrepancy between the Spanish offer and the demands from Chinese tourists, and this has led the researcher to carry out the dissertation to try to understand the unbalances happening between the two countries.

The goals of this paper is to analyze the pull and push factors that influence Chinese tourism behavior, to examine which types of communication and media can influence Chinese tourism behavior, to explore how the Spanish touristic offer adapts or fits with the internal and external moderators, and to examine which media factors that influence Chinese tourism behavior.

Then, by referring to the studies of previous scholars, the paper defined key terms including the definition of tourism, tourism history, tourism type and form, and the definition

of cultural tourism.

Next, the dissertation followed Keating and Kriz's (2018) theoretical framework for destination choice, including the five dimensions of pulls factor, push factors, internal moderators, external moderators, and their influences on destination image and destination choice. This framework has been used to understand, define, and characterize Chinese tourism behavior.

These five variables have been used to screen out which specific factors influence the decision-making of Chinese tourists through an online survey. The results have been processed using SPSS and analyzed to see the impact of different variables on destination selection.

Finally, the dissertation looked at the main influencing factors of Chinese tourism through research and provided a SWOT analysis of the Spanish tourism market. It commented on the strengths and weaknesses of the current market situation and pointed out opportunities for and threats against Spanish tourism in order to increase its competitiveness with other European country.

## **5.2 Main Results and Suggestion**

According to the results of this survey, most of the tourists are women who travel to Spain. They are 18 to 45 years old from the young and middle-aged groups, are mostly married, finished a higher level of education, and has a middle-class income.

From their travel behavior or their travel preferences, they travel between 6 and 10 days, they prefer self- guided travel as well as traveling with good friends, followed by traveling with

family. Few of them choose to travel alone and they prefer to travel to Spain on non-statutory holidays.

Based on the channels of information they use, they prefer emerging media, such as online travel agencies and official websites, and the recommendations of friends and family around them cannot be ignored as well. The respondents who have traveled to Spain are also more satisfied because most of the respondents who have traveled to Spain are willing to travel to Spain again.

Their main motivation for going to Spain is relaxing and rest, experiencing something different, and shopping. They are often attracted by natural attractions and special attractions. They are very concerned about local Spanish cuisine, and a good gourmet restaurant experience will affect their overall travel satisfaction. Compared to the service level of hotels, they care more about the safety of the tourism sector and are cautious about theft during their travels.

Based on the five social-demographic dimensions of gender, age, civil status, education level, and income, it can be concluded that different variable conditions result to different travel motivations.

Male groups prefer natural attractions and transportation comfort, while female groups prefer natural and cultural attractions. Younger people prefer to have a more fun atmosphere and convenient transportation, while middle-aged and older people prefer cultural and natural attractions. Single tourists are more affected by the atmosphere and culture, while couples or married respondents prefer to visit cultural attractions or natural attractions; however, respondents who are married and travelling with families have higher transportation

requirements.

Respondents with diplomas are affected by the atmosphere and the quality of accommodation while respondents with bachelor's degrees are more affected by the atmosphere. Meanwhile, those with masters' degrees or higher prefer cultural and natural attractions.

Low-income people like cultural travel, while middle- and high-income people care more about the quality of transportation, but they are all attracted by cultural and natural attractions.

To attract the new outbound tourism market, Spain faces competition from traditionally popular tourist countries like France and Italy, but they also cannot ignore other emerging European countries such as Slovakia, Czech Republic.

According to the market segmentation of Chinese tourists, Spain must also adapt to channels of information for a more precise marketing strategy using the social media platforms that are widely used in China such as WeChat and Weibo.

For example, for a 30-year-old married woman, the cultural characteristics of Andalusia can be recommended. This will strengthen the promotion of the advantages of traditional Spanish tourism, natural factors, special attraction, and emphasize the low cost of travel in Spain. This can also be done by conducting joint promotions with airlines and hotels, as well as issuing special discounts or small gift rebates for Chinese tourists.

The Spanish National Tourism Administration can increase its promotion efforts in China in other ways as well. One example would be to find Chinese stars with a huge middle-aged fan base and make them tourism ambassadors. This is currently being done by the Finnish



Tourism Administration which then amped up the popularity of Finland in China.

### **5.3 Limitations and Recommendation for Future Research**

There are some restrictions on the interviewee population. The people surveyed are mainly the friends, relatives, and classmates of the researcher. Therefore, due to geographical and industry restrictions, most of the respondents belong to the East China region. Because China is very large and there are some differences in cultural concepts and economic levels in different regions, the results of this study does not represent Chinese population. There are also respondents who are simply classmates traveling in Spain whose answers may be subjective and different from those who are residents in China.

Future research may repeat this study among different groups, which can compare different regions, occupations, incomes, and more. It would be more constructive to provide sufficient sample sizes for each age group or divide them into more groups.

In addition, the factors that mainly influence the tourism behavior of tourists in the ancient times may be further divided in the results. In the analysis stage, more complicated methods may be used to conduct a cross-analysis to explore more differences between motivation factors and demographic characteristics.

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## APPENDIX A

### Tourism Vocabulary Definition

World Tourism Organization



#### Understanding Tourism: Basic Glossary (\*)

The glossary has been made possible thanks to the international community's work on defining a new conceptual framework for measuring and analysing tourism economics; an effort that lasted almost three years (2005/2007). The international consensus that followed, in the form of United Nations approved International Recommendations, establishes the concepts, definitions, classifications and the basic set of data and indicators that should be part of any national System of Tourism Statistics.

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called *visitors* (which may be either *tourists* or *excursionists*; residents or non-residents) and tourism has to do with their activities, some of which imply *tourism expenditure*.

As such, tourism has implications on the economy, on the natural and built environment, on the local population at the destination and on the tourists themselves. Due to these multiple impacts, the wide range and variety of production factors required to produce those goods and services acquired by visitors, and the wide spectrum of stakeholders involved or affected by tourism, there is a need for a holistic approach to tourism development, management and monitoring. This approach is strongly recommended in order to formulate and implement national and local tourism policies as well as the necessary international agreements or other processes in respect of tourism.

<b>Business visitor</b>	A <i>business visitor</i> is a <i>visitor</i> whose main purpose for a tourism trip corresponds to the <i>business and professional</i> category.
<b>Country of reference</b>	<p>The <i>country of reference</i> refers to the country for which the measurement is done.</p> <p>As a general observation, it should be noted that in the <i>International Recommendations 2008</i>:</p> <p>(a) The term "country" can be transposed to a different geographical level using the term "place" instead (either a region, municipality or other subnational geographic location);</p> <p>(b) The term "long-term" is used as the equivalent of a year or more and "short-term" as less than a year.</p>
<b>Country of residence</b>	The <i>country of residence</i> of a household is determined according to the <i>centre of predominant economic interest</i> of its members. If a person resides (or intends to reside) for more than one year in a given country and has there his/her <i>centre of economic interest</i> (for example, where the predominant amount of time is spent), he/she is considered as a <i>resident</i> of this country.
<b>Destination (main destination) of a trip</b>	The <i>main destination of a tourism trip</i> is defined as the place visited that is central to the decision to take the trip. See also <i>purpose of a tourism trip</i> .
<b>Domestic tourism</b>	Comprises the activities of a resident <i>visitor</i> within the country of reference, either as part of a <i>domestic tourism trip</i> or part of an <i>outbound tourism trip</i> .
<b>Economic analysis</b>	Tourism generates directly and indirectly an increase in economic activity in the places visited (and beyond), mainly due to demand for goods and services that need

\* This Annex includes some key concepts and the corresponding definitions as conveyed in the *International Recommendations for Tourism Statistics 2008 (IRTS 2008)*, <http://statistics.unwto.org/en/content/conceptual-framework-tourism-statistics-international-recommendations-tourism-statistics-2008>. While some of them focus exclusively on the economic measurement of tourism, others (like the key concepts of visitors –including tourists and excursionists–, trip, usual environment, forms of tourism, etc.) are also applicable to other areas of analysis and research.

	<p>to be produced and provided.</p> <p>In the <i>economic analysis</i> of tourism, one may distinguish between tourism's 'economic contribution' which refers to the direct effect of tourism and is measurable by means of the TSA, and tourism's 'economic impact' which is a much broader concept encapsulating the direct, indirect and induced effects of tourism and which must be estimated by applying models.</p>
<b>Employment in tourism industries</b>	<p>Economic impact studies aim to quantify economic benefits, that is, the net increase in the wealth of residents resulting from tourism, measured in monetary terms, over and above the levels that would prevail in its absence.</p> <p><i>Employment in tourism industries</i> may be measured as a count of the persons employed in <i>tourism industries</i> in any of their jobs, as a count of the persons employed in <i>tourism industries</i> in their main job, as a count of the jobs in <i>tourism industries</i>, or as full-time equivalent figures.</p>
<b>Excursionist (or same-day visitor)</b>	<p>A <i>visitor (domestic, inbound or outbound)</i> is classified as a <i>same-day visitor (or excursionist)</i> if his/her <i>trip</i> does not include an overnight stay.</p>
<b>Forms of tourism</b>	<p>There are three basic forms of tourism: <i>domestic tourism</i>, <i>inbound tourism</i>, and <i>outbound tourism</i>. These can be combined in various ways to derive the following additional forms of tourism: <i>internal tourism</i>, <i>national tourism</i> and <i>international tourism</i>.</p>
<b>Inbound tourism</b>	<p>Comprises the <i>activities</i> of a non-resident <i>visitor</i> within the country of reference on an <i>inbound tourism trip</i>.</p>
<b>Internal tourism</b>	<p><i>Internal tourism</i> comprises <i>domestic tourism</i> plus <i>inbound tourism</i>, that is to say, the <i>activities</i> of <i>resident</i> and <i>non-resident visitors</i> within the <i>country of reference</i> as part of <i>domestic</i> or <i>international tourism trips</i>.</p>
<b>International tourism</b>	<p><i>International tourism</i> comprises <i>inbound tourism</i> plus <i>outbound tourism</i>, that is to say, the <i>activities</i> of <i>resident visitors</i> outside the <i>country of reference</i>, either as part of <i>domestic</i> or <i>outbound tourism trips</i> and the <i>activities</i> of <i>non-resident visitors</i> within the <i>country of reference</i> on <i>inbound tourism trips</i>.</p>
<b>Meetings industry</b>	<p>To highlight purposes relevant to the <i>meetings industry</i>, if a trip's main purpose is business/professional, it can be further subdivided into "attending meetings, conferences or congresses, trade fairs and exhibitions" and "other business and professional purposes".</p>
<b>MICE</b>	<p>The term <i>meetings industry</i> is preferred by the International Congress and Convention Association (ICCA), Meeting Professionals International (MPI) and Reed Travel over the acronym <i>MICE</i> (Meetings, Incentives, Conferences and Exhibitions) which does not recognize the industrial nature of such activities.</p>
<b>National tourism</b>	<p>See <i>meetings industry</i>.</p> <p><i>National tourism</i> comprises <i>domestic tourism</i> plus <i>outbound tourism</i>, that is to say, the <i>activities</i> of <i>resident visitors</i> within and outside the <i>country of reference</i>, either as part of <i>domestic</i> or <i>outbound tourism trips</i>.</p>
<b>Outbound tourism</b>	<p>Comprises the <i>activities</i> of a resident <i>visitor</i> outside the country of reference, either as part of an <i>outbound tourism trip</i> or as part of a <i>domestic tourism trip</i>.</p>
<b>Place of usual residence</b>	<p>The <i>place of usual residence</i> is the geographical place where the enumerated person usually resides, and is defined by the location of his/her principal dwelling (Principles and recommendations for population and housing censuses of the United Nations, ¶¶2.20 to 2.24).</p>
<b>Purpose of a tourism trip (main)</b>	<p>The <i>main purpose</i> of a <i>tourism trip</i> is defined as the purpose in the absence of which the <i>trip</i> would not have taken place. Classification of <i>tourism trips</i> according to the <i>main purpose</i> refers to nine categories: this typology allows the identification of different subsets of <i>visitors</i> (business visitors, transit visitors, etc).</p>



See also *destination of a tourism trip*

**Tourism expenditure** *Tourism expenditure* refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips.

**Tourism industries** *Tourism industries* (also referred to as *tourism activities*) are the activities that typically produce *tourism characteristic products*.  
*Tourism characteristic products* are those that satisfy one or both of the following criteria:

- (a) *Tourism expenditure* on the product (either good or service) should represent a significant share of total *tourism expenditure* (share-of-expenditure/demand condition);
- (b) *Tourism expenditure* on the product should represent a significant share of the supply of the product in the economy (share-of-supply condition). This criterion implies that the supply of a *tourism characteristic product* would cease to exist in meaningful quantity in the absence of visitors.

**List of categories of tourism characteristic products and tourism industries**

Products	Industries
1. Accommodation services for visitors	1. Accommodation for visitors
2. Food and beverage serving services	2. Food and beverage serving activities
3. Railway passenger transport services	3. Railway passenger transport
4. Road passenger transport services	4. Road passenger transport
5. Water passenger transport services	5. Water passenger transport
6. Air passenger transport services	6. Air passenger transport
7. Transport equipment rental services	7. Transport equipment rental
8. Travel agencies and other reservation services	8. Travel agencies and other reservation services activities
9. Cultural services	9. Cultural activities
10. Sports and recreational services	10. Sports and recreational activities
11. Country-specific tourism characteristic goods	11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic services	12. Other country-specific tourism characteristic activities

**Tourism Satellite Account (TSA)** The *Tourism Satellite Account* (described in the *Tourism Satellite Account: Recommended Methodological Framework 2008*) is, besides the *International Recommendations for Tourism Statistics 2008*, the second international recommendation on tourism statistics that has been developed in a framework of consistency with the System of National Accounts. Both recommendations are mutually consistent and provide the conceptual framework for measuring and analyzing tourism as an economic activity.

As a statistical tool for the economic accounting of tourism, the TSA can be seen as a set of 10 summary tables, each with their underlying data and representing a different aspect of the economic data relative to tourism: inbound, domestic tourism and outbound tourism expenditure, internal tourism expenditure, production accounts of tourism industries, the Gross Value Added (GVA) and Gross Domestic Product (GDP) attributable to tourism demand, employment, investment, government consumption, and non-monetary indicators.

**Tourism sector** The tourism sector, as contemplated in the TSA, is the cluster of production units in different industries that provide consumption goods and services demanded by visitors. Such industries are called *tourism industries* because visitor acquisition represents such a significant share of their supply that, in the absence of visitors, their production of these would cease to exist in meaningful quantity.

**Tourist (or** A *visitor* (domestic, inbound or outbound) is classified as a *tourist* (or overnight

#### Understanding Tourism: Basic Glossary

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<b>overnight visitor)</b>	<i>visitor</i> ), if his/her <i>trip</i> includes an overnight stay.
<b>Travel / tourism</b>	<i>Travel</i> refers to the activity of travellers. A traveller is someone who moves between different geographic locations, for any purpose and any duration. The visitor is a particular type of traveller and consequently tourism is a subset of travel.
<b>Travel party</b>	A <i>travel party</i> is defined as <i>visitors</i> travelling together on a <i>trip</i> and whose expenditures are pooled.
<b>Trip</b>	A <i>trip</i> refers to the travel by a person from the time of departure from his/her usual residence until he/she returns: it thus refers to a round trip. Trips taken by visitors are tourism trips.
<b>Usual environment</b>	The <i>usual environment</i> of an individual, a key concept in <i>tourism</i> , is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines.
<b>Vacation home</b>	A <i>vacation home</i> (sometimes also designated as a holiday home) is a secondary dwelling that is visited by the members of the household mostly for purposes of recreation, vacation or any other form of leisure.
<b>Visit</b>	A <i>trip</i> is made up of visits to different places. The term <i>tourism visit</i> refers to a stay in a place visited during a <i>tourism trip</i> .
<b>Visitor</b>	A <i>visitor</i> is a traveller taking a <i>trip</i> to a main destination outside his/her <i>usual environment</i> , for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A <i>visitor</i> ( <i>domestic, inbound</i> or <i>outbound</i> ) is classified as a <i>tourist</i> (or <i>overnight visitor</i> ), if his/her <i>trip</i> includes an overnight stay, or as a same-day <i>visitor</i> (or <i>excursionist</i> ) otherwise.

## APPENDIX B

### Questionnaire: English vision

## Section 1: classified respondents

- 1. Have you been to Spain in the past 5 years?**
  - a. Yes ----jump to the section 1
  - b. No
- 2. Have you been to the others Europe countries?**



- a. West EU, include France、Italy、Germany and UK  
jump to the section 2—section 3---section 4
- b. East EU--- Serbia & Slovakia & Czech Republic and other small European countries  
jump to the section 2—section 3---section 4
- c. No  
jump to the section 4



**Section 2:** ask respondents who travelled to Spain

**3. How many days have you traveled in last travel to Spain? including the time on transport?**

- a. Less than 5 days
- b. 6-10 days
- c. 11-15 days
- d. more than 16 days

**4. Based on last experience of Spain, what the model of travel?**

- a. Group tour
- b. Self-guided tour (aspect of transportation, accommodation and other travel products, all purchased by yourself)
- c. Tailored tour (Customize your travel needs with travel agencies)

**5. The last trip to Spain, who did you choose to travel with??**

- a. Alone
- b. Couple
- c. Family with children or parents
- d. Friends
- e. Others

**6. The last trip to Spain, when did you travel to Spain?**

- a. Spring Festival holiday / winter vacation
- b. National Day holidays
- c. Short-term public holidays (New Year's Day, Qingming Festival, Dragon Boat Festival, May Day,
- d. Summer vacation
- e. Other non-statutory holidays

7. What reason stimulated you want to travel to Spain?

	I never used it → I used it a lot						
	1	2	3	4	5	6	7
Internet & Communication advertising							
Film (Such as the Harry Potter movie, which has made many movie fans go to the UK for filming.)							
Social media. (see good-looking destination photos through Instagram & twitter.)							
Travel reality show							
advice from other people such as friends or relatives							
others							

8. During your last trip to Spain, which way did you buy travel products?

- ☐ From Accommodation flight tike& Attraction tickets office website
- ☐ Form on-line travel agency (tom coke, go euro)
- ☐ Form travel review app website (trip advisor)
- ☐ Form physical travel agency (carrefour travel agency)
- ☐ From

9. In the last travel of Spain, what was your travel motivation?

	Not at all → Most effective						
	1	2	3	4	5	6	7
Sense of accomplishment							
Shopping							
Prestige and status							
Resting and relaxing							
Visiting a new place							
Experiencing something different							
Football							

10. How do you feel about the weather and beaches in the last travel of Spain?

	Very bad		→			very good	
	1	2	3	4	5	6	7
Weather							
Beaches							

11. How do you feel about the accommodation in the last travel of Spain?

	Very bad→Very good						
	1	2	3	4	5	6	7
Price of accommodation							
Rich activities							
Food and beverage of accommodation							
Services of accommodation workers							
Safety of activities offered by the accommodation							

**12. How do you feel about the Attractions in the last travel of Spain?**

	Very bad→Very good						
	1	2	3	4	5	6	7
Natural attraction (park and beach)							
Culture attraction (Prado Museum)							
Special attraction (Holy Family Cathedral)							

**13. How do you feel about the Transport in the last travel of Spain?**

	Very bad			→	very good		
	1	2	3	4	5	6	7
Accessibility							
Internal transport							
Parking facilities and space							

**14. How do you feel about the Amenity in the last travel of Spain?**

	Very bad			→	Very good		
	1	2	3	4	5	6	7
Food and beverage provision							
General infrastructure							
Travel information							
Signs and indicators							

**15. Will you travel to Spain (again) in the future?**

- Yes, I will travel definitely to Spain
- Not sure, maybe I will travel to other countries of E.U.
- No, I will not travel to any E.U. country again.

**Section 3:** ask for the respondents who travelled to other EU country

**16. How many days have you traveled in last travel country? including the time on transport?**

- a. Less than 5 days
- b. 6-10 days
- c. 11-15 days
- d. more than 16 days

**17. Based on last experience of the last travel country, what the model of travel?**

- a. Group tour
- b. Self-guided tour (aspect of transportation, accommodation and other travel products, all purchased by yourself)
- c. Tailored tour (Customize your travel needs with travel agencies)

**18. The last trip to the last travel country, who did you choose to travel with??**

- a. Alone
- b. Couple
- c. Family with children or parents
- d. Friends
- e. Others

**19. The last trip to the last travel country, when did you travel to the last travel country?**

- a. Spring Festival holiday / winter vacation
- b. National Day holidays
- c. Short-term public holidays (New Year's Day, Qingming Festival, Dragon Boat Festival, May Day,
- d. Summer vacation
- e. Other non-statutory holidays

**20. What reason stimulated you want to travel to EU?**

	I never used it → I used it a lot						
	1	2	3	4	5	6	7
Internet & Communication advertising							
Film (Such as the Harry Potter movie, which has made many movie fans go to the UK for filming.)							
Social media. (see good-looking destination photos through Instagram & twitter.)							
Travel reality show							
advice from other people such as friends or relatives							
others							

**21. In the last travel experience, what was your travel motivation?**

	I never used it → I used it a lot						
	1	2	3	4	5	6	7
Sense of accomplishment							
Shopping							
Prestige and status							
Resting and relaxing							
Visiting a new place							
Experiencing something different							
Football							

**22. How do you feel about the weather and beaches in the last travel country?**

	Very bad			→			very good	
	1	2	3	4	5	6	7	
Weather								
Beaches								

**23. How do you feel about the accommodation in the last travel country?**

	Very bad			→			Very good	
	1	2	3	4	5	6	7	
Price of accommodation								
Prices of activities								
Food and beverage of accommodation								
Services of accommodation workers								
Safety of activities offered by the accommodation								

**24. How do you feel about the Attractions in the last travel country?**

	Very bad			→	Very good		
	1	2	3	4	5	6	7
Natural attraction (park and beach)							
Culture attraction (Prado Museum)							
Special attraction (Holy Family Cathedral)							

**25. How do you feel about the Transport in the last travel country?**

	Very bad			→	Very good		
	1	2	3	4	5	6	7
Accessibility							
Internal transport							
Parking facilities and space							

**26. How do you feel about the Amenity in the last travel country?**

	Very bad			→	Very good		
	1	2	3	4	5	6	7
Food and beverage provision							
General infrastructure							
Travel information							
Signs and indicators							

**27. Will you travel to this country again in the future?**

- Yes, I will travel definitely to travel THIS country again.
- Not sure, maybe I will travel to other countries of E.U.
- No, I will not travel to any E.U. country again

**28. Will you be willing to travel to Spain in the future?**

	Not likely at all			→	Very likely		
	1	2	3	4	5	6	7
Spain							

**Section 4:** ask for total respondents

**28. In general, as a tourist, which tourism resources do you think are more attractive to you?**

	Not attractive at all→ Very attractive						
	1	2	3	4	5	6	7
Art, history and culture --Museums, festivals, craft, gastronomy, folklore, religion and sports							
Natural resources-- Weather, beaches, countryside, variety of flora and fauna							
Social-- Friendliness of locals, visible poverty, quality of life, language barriers							
Atmosphere-- Luxurious, fashionable, exclusive, exotic, mystic, relaxing, fun and interesting							

**29. In general, as a tourist, how important are the following aspects of the destination?**

	Not important at all→				extremely important		
	1	2	3	4	5	6	7
Accommodation							
Natural attractions							
Cultural attraction							
transportation							
Infrastructure facilities							

**30. What is your GENDER? (Please circle)**

- a. Male
- b. Female
- c. Prefer not to say

**31. YOU ARE: (Please circle)**

- a. Single
- b. Married
- c. Divorced

- d. With Partner
- e. Other

**32. What is your AGE range? (Please circle)**

- a. Less than 18 years old
- b. 18 ~ 30
- c. 31~45
- d. 46~65
- e. more than 65 years old

**33. What is your HIGHEST level of EDUCATION completed?**

- a. Primary studies
- b. High School
- c. Diploma degree
- d. Bachelor's Degree
- e. Master's Degree
- f. Doctoral Degree

**34. Please select your approximate ANNUAL FAMILY INCOME (please circle)**

- a. US\$ 12,000 or less
- b. US\$12,001 - US\$22,000
- c. US\$22,001 - US\$117,000
- d. US\$117,001~ US\$300,000
- e. More than US\$300,001



## Questionnaire: Chinese version

2019/11/25

中国游客前往西班牙旅游行为研究 - 腾讯问卷

### 中国游客前往西班牙旅游行为研究

您好，我是西班牙萨拉戈萨大学旅游管理专业学生。最近，我正在完成我的研究生毕业论文---中国游客前往西班牙旅游行为动机研究。一共有23个题目，不会占用您太多的时间，感谢您的支持。

1.过去10年中，您去过西班牙吗？ \*

☐ 是

☐ 否

2.在过去10年，您曾经去过欧洲其他国家吗？ [多选题] \*

☐ 传统欧洲旅游热门国家（法国、意大利、希腊、德国和英国）

☐ 东欧小众国家（捷克、塞尔维亚、克罗地亚、罗马尼亚、立陶宛、爱沙尼亚）

☐ 其他欧洲国家（芬兰、葡萄牙、挪威、波兰、摩纳哥等）

☐ 没有

3.您上次在西班牙旅游花费几天？（包括飞行时间） \*

☐ 少于5天

☐ 6~10天

☐ 11~15天

☐ 超过16天

4.你上次选择什么出行方式去西班牙呢？ \*

☐ 跟团游

☐ 自助游（机票、住宿、景点门票、旅游行程全部自己DIY设计）

☐ 定制旅游（将需求告知旅行社，旅行社专门定制您的旅行行程）

[https://wj.qq.com/author\\_print.html?id=4879374](https://wj.qq.com/author_print.html?id=4879374)

1/15

5.您上次和谁一起去西班牙旅游? \*

- ☐ 单独旅行
- ☐ 伴侣 (情侣或者夫妻2人出行)
- ☐ 家人 (孩子或者老人多人出行)
- ☐ 朋友或者同事
- ☐ 其他

6.您上次去西班牙旅行, 是选择什么时间段出行呢? \*

- ☐ 春节
- ☐ 国庆节
- ☐ 小长假 (五一、元旦等3天小长假)
- ☐ 暑假
- ☐ 其他非法定假日

7.您上次去西班牙旅行前, 通过哪些方式购买旅行产品? [多选题] \*

- ☐ 航空公司、酒店、景点官方渠道直接购买
- ☐ 线上旅行社分销网站或者APP (携程、去哪儿等)
- ☐ 通过点评网站或者APP (马蜂窝、猫途鹰等)
- ☐ 线下旅行社实体店 (锦江旅行、凯撒旅行等)
- ☐ 朋友、亲戚帮忙购买

8.您觉得哪些外部因素激发你去西班牙旅游的想法？ \*

量化等级：1=毫无影响 7=完全影响

	1	2	3	4	5	6	7
旅行真人秀（例如：《我最爱的女人们》、《花儿与少年第一季》等热门综艺去西班牙取景，激发我也想去打卡的想法）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
电影、电视剧（例如：《权力的游戏》西班牙Girona取景，非常想去打卡）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
社交软件（例如：看到微信、微博等社交软件一些博主po照，非常吸引我）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
根据亲朋好友的建议（例如：亲戚好友已经去过西班牙，并且留下非常好的印象，非常想去玩）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
购物（退税高，价格更优惠）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
西甲粉丝（皇马、巴萨等西甲俱乐部粉丝）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
其他原因	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9.是哪些内在因素激发您去西班牙旅行的想法呢？ \*

量化等级： 1=毫无影响 7=完全影响

	1	2	3	4	5	6	7
想要去西班牙沙滩度假、放松心情	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
游览没有去过的城市，丰富旅游经历	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
想感受西班牙慢节奏生活方式	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
观察未来移民或学习的地方	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
其他因素	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10.根据您西班牙的旅游经验，您对西班牙的天气和环境感觉满意吗？ \*

量化等级： 1=非常差 7=非常好

	1	2	3	4	5	6	7
天气	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
环境	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11.您觉的西班牙的住宿怎么样？ \*

量化等级：1=非常差 7=非常满意

	1	2	3	4	5	6	7
酒店价格合理	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店提供的配套（健身房、游泳池、酒吧等）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店的餐厅口味	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店员工服务态度	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店环境舒适性和安全性	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12.您觉的西班牙景点给您的印象怎么样？ \*

量化水平：1=非常差；7=非常满意

	1	2	3	4	5	6	7
自然景点（公园、沙滩等）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
文化景点（例如：普拉多博物馆、戈雅博物馆等）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
历史建筑物（例如：圣家大教堂、米拉之家等）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13.您觉的西班牙公共交通怎么样？ \*

量化等级：1=非常差；7=非常好

	1	2	3	4	5	6	7
丰富的公共交通网络性	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
公共交通的中转便利	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
停车场设施	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14.您认为西班牙便利设施如何？ \*

量化等级：1=非常差 7=非常号

	1	2	3	4	5	6	7
随处可见的烟草店（便利店），满足日常便利产品 购买需求	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
基础设施	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
游客中心提供的出行信息	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
城市标志和路牌	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15.您未来还会去西班牙旅行吗？ \*

- ☐ 我一定还会去西班牙旅行
- ☐ 不一定，可能选择欧洲其他国家旅行
- ☐ 不会再来欧洲旅行了

16.您上次欧洲旅行花费多长时间? \*

- ☐ 少于5天
- ☐ 6~10天
- ☐ 11~15天
- ☐ 超过16天

17.您上次和谁一起去欧洲旅游? \*

- ☐ 单独旅行
- ☐ 伴侣 (情侣或者夫妻2人出行)
- ☐ 家庭 (孩子或者老人一同出行)
- ☐ 朋友或者同事
- ☐ 其他

18.上次去欧洲旅行, 是选择什么时间段出行呢? \*

- ☐ 春节
- ☐ 国庆节
- ☐ 小长假 (五一、元旦等3天小长假)
- ☐ 暑假
- ☐ 其他非法定假日

19.你上次选择什么出行方式去欧洲旅行呢? \*

- ☐ 跟团游
- ☐ 自助游 (机票、住宿、景点门票、旅游行程全部自己DIY设计)
- ☐ 定制旅游 (将需求告知旅行社, 旅行社专门定制您的旅行行程)

20.您上次去欧洲旅行前，通过哪些方式购买旅行产品？ [多选题] \*

- ☐ 航空公司、酒店、景点官方网站直接购买
- ☐ 线上旅行社分销网站和APP（携程、去哪儿等）
- ☐ 通过点评网站和APP（马蜂窝、猫途鹰等）
- ☐ 线下旅行社实体店（锦江旅行、凯撒旅行等）
- ☐ 朋友、亲戚帮忙购买

21.您觉得哪些外部因素激发你去欧洲旅游的想法？ \*

量化等级：1=毫无影响 7=完全影响

	1	2	3	4	5	6	7
旅行真人秀（比如：《妻子的浪漫旅行》、《花儿与少年》等热门综艺去欧洲取景，激发我也想去打卡的想法）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
电影、电视剧（比如：我是《哈利波特》电影粉丝，由于电影在英国拍摄，非常想去打卡）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
社交软件（看到微信、微博等社交软件一些博主po照，非常吸引我）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
热爱足球文化（是英超、意甲、法甲球队粉丝）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
根据亲朋好友的建议（亲戚好友已经去旅行过，并且留下非常好的印象，推荐我去玩）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
购物（奢侈品价格非常优惠）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
其他原因	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



22.是哪些内在因素激发您去欧洲旅行的想法呢？ \*

量化等级： 1=毫无影响 7=完全影响

	1	2	3	4	5	6	7
想要去度假、放松心情	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
游览没有去过的城市，丰富旅游经历	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
想感受欧洲国家慢节奏生活方式	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
观察未来移民或学习的地方	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
其他因素	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23.根据您上次欧洲旅行经验，您对该国家天气和环境感觉满意吗？ \*

量化等级： 1=非常差 7=非常好

	1	2	3	4	5	6	7
天气	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
环境	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24.您觉的欧洲旅游景点给您的印象怎么样？ \*

量化水平：1=非常差；7=非常满意

	1	2	3	4	5	6	7
自然景点（公园、沙滩等）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
文化景点（例如卢浮宫、梵蒂冈博物馆等）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
历史建筑物（例如古罗马斗兽场、米兰大教堂等）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25.您认为欧洲国家的交通水平怎么样？ \*

量化等级：1=非常差；7=非常好

	1	2	3	4	5	6	7
丰富的公共交通网络	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
公共交通的中转便利	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
停车场设施	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26.您觉的欧洲国家的住宿水平怎么样？ \*

量化等级：1=非常差 7=非常满意

	1	2	3	4	5	6	7
酒店价格合理	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店提供的设施水平（健身房、游泳池）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店的餐厅和酒吧水平	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店员工服务态度	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店环境舒适和安全	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27.您认为欧洲国家便利设施情况如何？ \*

量化等级：1=非常差 7=非常号

	1	2	3	4	5	6	7
便利店（烟草店）存量和购买商品的方便程度	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
基础设施	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
游客中心提供的出行信息	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
城市标志和路牌	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28.您未来还会去原来旅行过的欧洲国家吗？ \*

- ☐ 会，这些国家值得我再次去旅行
- ☐ 不确定，或许会去其他我没有去过的欧洲国家
- ☐ 不会，我不想去欧洲国家旅行了

29.您将来会去西班牙旅行吗? \*

量化程度: 1=完全不可能 7=非常有可能

	1	2	3	4	5	6	7
未来回去西班牙旅行吗?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30.总体来说, 您认为旅行目的地的哪些因素更吸引游客去旅行? \*

量化等级: 1=完全没有吸引力 7=非常吸引人

	1	2	3	4	5	6	7
历史和文化因素---博物馆, 美食, 民俗, 宗教和体育	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
自然资源因素---天气, 海滩, 乡村	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
社会因素-当地人的友善, 生活质量	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
氛围因素-时尚, 独特, 异国情调, 放松, 娱乐和有趣	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

31.作为游客，旅行目的地哪些方面对你非常重要？ \*

量化等级： 1=不重要 7=非常重要

	1	2	3	4	5	6	7
住宿环境	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
自然景点	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
文化景点	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
交通便利性	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
基础设施	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

32.您的性别是？ \*

- ☐ 男
- ☐ 女
- ☐ 不方便透露

33.请问您有伴侣吗？ \*

- ☐ 单身
- ☐ 恋爱中
- ☐ 已婚
- ☐ 离婚
- ☐ 不方便透露

34.您的年龄是? \*

- ☐ 小于18周岁
- ☐ 18~30周岁
- ☐ 31~45周岁
- ☐ 46~65周岁
- ☐ 超过65周岁
- ☐ 不方便透露

35.到目前为止, 您的最高学历(包括在读)是? \*

- ☐ 初中及以下
- ☐ 高中/中专/技校
- ☐ 大学专科
- ☐ 大学本科
- ☐ 硕士及以上

36.您个人的年收入为? \*

- ☐ 少于3万元人名币
- ☐ 年收入超过3万但不超过8万
- ☐ 年收入超过8万但不超过15万
- ☐ 年收入超过15万, 但不超过80万
- ☐ 年收入超过80万但不超过200万
- ☐ 年收入超过200万
- ☐ 不方便透露

## APPENDIX C

Chart a. T tests of tourism behavior

Variable of tourism behavior	One sample T test		
	T	df	Sig.
Length of stay	18,228 <sup>a</sup>	3	0,000
Mode of travel	2,028 <sup>a</sup>	2	0,363
Travel companions	5,950 <sup>a</sup>	4	0,203
Travel time	1,917 <sup>a</sup>	4	0,751

Chart b. T tests of information sources and destination

Variable of information sources	One sample T test		
	T	df	Sig.
Official websites	0.249 <sup>a</sup>	1	0,618
On-line travel agency	0.013 <sup>a</sup>	1	0,748
Review sites	0.162 <sup>a</sup>	1	0,688
Physical agency	0.142 <sup>a</sup>	1	0,706
Form friends and relatives	0.059 <sup>a</sup>	1	0.808

Chart c. Tests of push factor

Push factor	One sample T test			Independent samples T test		
	T	df	Sig.	T	df	Sig.
Rest and relaxation	11.636	180	0.000	-2.847	179	0.005
Experience different things	18.071	180	0.000	-.950	179	0.343
Increase my knowledge and experience	10.531	180	0.000	-2.089	179	0.038
Inspecting a place for future immigration or study	-0.258	180	0.796	-0.937	179	0.350
Shopping	3.349	180	0.001	-2.003	179	0.047
Football	-1.504	180	0.134	-0.975	179	0.331
Others	2.020	180	0.045	-2.162	179	0.032

Chart d. Tests of pull factor

Type of pull factor	Variables	One sample T test			Independent samples T test		
		T	df	Sig.	T	df	Sig.
Nature	Weather	18.308	180	0.000	-0.044	179	0.965
	Beaches	16.597	180	0.000	-1.182	179	0.239
Accommodation	Price	13.430	180	0.000	-0.559	179	0.577
	Activities	13.430	180	0.000	-0.966	179	0.335
	Food	10.645	180	0.000	-3.040	179	0.003
	Service	16.230	180	0.000	-1.558	179	0.121
	Safety	17.210	180	0.000	-2.116	179	0.036
Attractions	Nature Attractions	20.041	179	0.000	-0.614	178	0.540
	Culture Attractions	22.336	179	0.000	-1.207	178	0.229
	Special Attractions	23.291	179	0.000	0.615	178	0.539
Transportation	Accessibility	11.458	179	0.000	-0.732	178	0.465
	Inter-transport	10.062	179	0.000	-2.200	178	0.029
	Parking	9.662	179	0.000	-2.971	178	0.003
Amenity	Gourmet	12.548	179	0.000	0.920	178	0.359
	Infrastructure	14.003	179	0.000	-1.282	178	0.201
	Information	16.472	179	0.000	-1.195	178	0.234
	Sign	10.221	179	0.000	-0.710	178	0.479



Chart e. Tests of external moderate in tourism destination image and choice

Variables	One sample T test			Independent samples T test		
	T	df	Sig.	T	df	Sig.
Reality Show	-2.213	180	0.028	-2.750	179	0.007
Films	-1.154	179	0.250	-2.092	178	0.038
Social Media	2.972	180	0.003	-0.829	179	0.408
Advice from others	5.944	180	0.000	-0.779	179	0.437
Others	2.703	180	0.008	-2.350	179	0.020

Chart f. Tests of attractiveness for resources in general

Variables	One sample T test			Independent samples T test		
	T	df	Sig.	T	df	Sig.
Culture attractions	21.941	281	0.000	2	4.748	0.009
Nature attractions	26.560	281	0.000	2	0.685	0.505
Social attractions	23.431	281	0.000	2	1.143	0.320
Atmosphere attractions	29.348	281	0.000	2	0.709	0.493

Chart g. Tests of important factor influence behavior decision

Variables	One sample T test			Independent samples T test		
	T	df	Sig.	T	df	Sig.
Quality of accommodation	25.587	281	0.000	1.197	2	0.304
Natural environment	32.519	281	0.000	0.808	2	0.447
Culturally different	27.338	281	0.000	0.709	2	0.493
Quality of transportation	27.297	281	0.000	0.791	2	0.454
Infrastructure facilities	26.854	281	0.000	1.293	2	0.276

Chart h. Test of difference in gender and pull factors

Variables	T	df	Sig.
Attractiveness of culture	-1.098	263	0.273
Attractiveness of nature	0.462	263	0.645
Attractiveness of social	0.182	263	0.856
Attractiveness of atmosphere	-1.028	263	0.305
Importance of accommodation quality	-0.477	263	0.634
Importance of natural environment	-1.149	263	0.251
Importance of culturally different	-1.663	263	0.097
Importance of transport quality	0.225	263	0.822
Importance of infrastructure facilities	-0.413	263	0.680

Chart i. Test of difference in age and pull factors

Variables	T	df	Sig.
Attractiveness of culture	-1.155	269	0.249
Attractiveness of nature	-1.804	269	0.072
Attractiveness of social	-0.786	269	0.433
Attractiveness of atmosphere	-0.786	269	0.432
Importance of accommodation quality	-1.561	269	0.120
Importance of natural environment	-1.568	269	0.118
Importance of culturally different	-2.502	269	0.013
Importance of transport quality	-1.639	269	0.102
Importance of infrastructure facilities	-1.535	269	0.126

Chart j. Tests of difference in civil difference and pull factors

<b>Variables</b>	<b>T</b>	<b>df</b>	<b>Sig.</b>
Attractiveness of culture	0.392	2	0.676
Attractiveness of nature	0.354	2	0.702
Attractiveness of social	0.618	2	0.540
Attractiveness of atmosphere	1.812	2	0.166
Importance of accommodation quality	1.946	2	0.145
Importance of natural environment	0.293	2	0.746
Importance of culturally different	1.589	2	0.206
Importance of transport quality	1.551	2	0.214
Importance of infrastructure facilities	1.336	2	0.265

Chart k. Test of difference in education level and pull factors

<b>Variables</b>	<b>T</b>	<b>df</b>	<b>Sig.</b>
Attractiveness of culture	0.673	2	0.511
Attractiveness of nature	0.673	2	0.511
Attractiveness of social	0.298	2	0.743
Attractiveness of atmosphere	0.588	2	0.556
Importance of accommodation quality	1.986	2	0.139
Importance of natural environment	2.261	2	0.106
Importance of culturally different	0.384	2	0.682
Importance of transport quality	0.089	2	0.915
Importance of infrastructure facilities	0.975	2	0.378

Chart 1. Test of difference in education level and pull factors

<b>Variables</b>	<b>T</b>	<b>df</b>	<b>Sig.</b>
Attractiveness of culture	0.673	2	0.511
Attractiveness of nature	0.673	2	0.511
Attractiveness of social	0.298	2	0.743
Attractiveness of atmosphere	0.588	2	0.556
Importance of accommodation quality	1.986	2	0.139
Importance of natural environment	2.261	2	0.106
Importance of culturally different	0.384	2	0.682
Importance of transport quality	0.089	2	0.915
Importance of infrastructure facilities	0.975	2	0.378