

YEAR 2014-2015

BACHELOR IN TOURISM AND HOSPITALITY MANAGEMENT

SUBJECT: Undergraduate Dissertation

SEMESTER: 8

TITLE OF ASSIGNMENT: Chinese tourism and its effects on the Hospitality
Industry in Barcelona

Student Names	Gemma Janeiro & Marta Salat
Students ID no.	16933 & 16663
E-mail addresses (HTSI)	gemma.janeiro@alutsi.url.edu marta.salat@alutsi.url.edu
Lecturer	Esther Binkhorst
Lecturer E-mail address (HTSI)	esther.binkhorst@tsi.url.edu

ACKNOWLEDGEMENTS

To begin with, we would like to express our sincere gratitude to our supervisor and tutor Dr. Esther Binkhorst for sharing expertise and for her sincere and valuable guidance as well as the advices given through the whole process of the research.

We would also like to be thankful to our friends Ms. Shun Luo and Ms. Silvia Xia for their translations to the Chinese language and their support and availability. Simultaneously, we are also grateful to Ms. Kate Hart, English support coordinator, for her corrections and English language support.

Furthermore, we want to express our sincere thanks to Dr. Zaida Rodrigo, director of graduate studies and research, for her monitoring during the realization of the undergraduate dissertation proposal, to Mr. Francesc Teixidó, coordinator of information systems, for the technical advises given, and to Ms. Gisela Domínguez, first year's coordinator, for providing us with some contacts in Casa Asia. Moreover, we would like to express our sincere thanks to all the teachers and professionals from HTSI School of Tourism and Hospitality Management Sant Ignasi, for their collaboration and participation in our undergraduate dissertation, making it possible.

Last but not least, we would like to thank our families and relatives for their unceasing encouragement and support.

Barcelona, April 2015

Gemma Janeiro and Marta Salat

ABSTRACT

The **purpose** of this study is to find out the effects of the development of China and its increasing outbound tourism on the hospitality industry in Barcelona. In addition, it is aimed to collect data regarding Chinese tourists' opinions in order to provide recommendations on how the city should adapt its products and services to satisfy Chinese tourists' expectations, and to become an attractive destination for this new target.

The opening of China to the world and the increasing amount of its outbound tourism, considering the size of the country's population, means a massive movement of people that together with the Chinese travelling preferences, will have an important impact on the products and services that those destinations receiving Chinese tourists should offer. Consequently, major touristic cities like Barcelona have to be adapted and well positioned to receive this new type of tourists in order to reach their expectations and satisfy their needs and wants.

The analysis of the different **methods** applied to this field of study follows a positivism research philosophy. This research is structured, formal and detailed. Large samples of data collection are applied through using instruments such as questionnaires. In addition, throughout this dissertation project, knowledge is constructed by using a deductive research approach as already known information is used.

By analysing the data that has been collected, it is shown that some of the moments of truth that Chinese tourists go through when visiting Barcelona are not matching their previous expectations. Therefore, the analysis of the research samples leads to the main conclusion that many aspects of the city and its products and services should be adapted to satisfy Chinese tourist's needs and wants in order to provide better experiences and consequently, be more attractive to this new and increasingly important market.

TABLE OF CONTENTS

LIST OF TABLES, FIGURES AND ABBREVIATIONS	iv
LIST OF TABLES	v
LIST OF FIGURES.....	vi
LIST OF ABBREVIATIONS	vii
CHAPTER 1. INTRODUCTION.....	1
1.1 Background of the study.....	2
1.3 Aim and objectives	3
1.3.1 Aim of the research	3
1.3.2 Objectives of the research.....	4
CHAPTER 2. A STATE OF THE ART OF CHINESE TOURISTS IN BARCELONA.....	5
2.1 The Tourism and Hospitality industry	6
2.1.1 Definitions of Tourism	6
2.1.2 Definitions of Hospitality	7
2.1.3 Tourism and Hospitality.....	7
2.1.4 Definitions of Tourist Motivation	8
2.1.5 Definitions of Tourist Satisfaction.....	10
2.1.6 Moments of truth	11
2.2 Tourism development of China.....	12
2.2.1 Historical evolution of Chinese tourism.....	12
2.2.2 Chinese outbound tourism to Barcelona.....	13
2.3 Barcelona as an inbound market	15
2.3.1 Typologies of Chinese tourists in Barcelona	15
2.3.2 Purpose and motivations.....	17

2.3.3	The perception of Spain in China	18
2.3.4	Adapting to the Chinese market	22
CHAPTER 3. METHODOLOGY		24
3.1	Introduction	25
3.2	Research philosophy.....	25
3.3	Research methods.....	26
3.4	Research setting and sample	27
3.5	Data analysis	30
CHAPTER 4. FINDINGS AND DISCUSSION		31
4.1	Introduction	32
4.2	Findings based on questionnaires.....	32
CHAPTER 5. CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS		41
5.1	Conclusions	42
5.2	Limitations	43
5.3	Recommendations	45
6. REFERENCES		48
7. APPENDICES		56

LIST OF TABLES, FIGURES AND ABBREVIATIONS

LIST OF TABLES

TABLE 1: ADAPTATION LEVEL OF THE TOURISM SECTOR IN BARCELONA ACCORDING TO THE CHINESE TOURISTS OF THIS SAMPLE	35
TABLE 2: EXPECTATION AND ACTUAL EXPERIENCE IN BARCELONA BY THE RESPONDENTS OF THIS STUDY	36
TABLE 3: SATISFACTION BEFORE AND AFTER THE ACTUAL EXPERIENCE IN BARCELONA BY THE CHINESE TOURISTS OF THIS RESEARCH SAMPLE	39
TABLE 4: ASPECTS THAT SHOULD BE BETTER ADAPTED TO THE CHINESE MARKET IN BARCELONA ACCORDING TO THE RESPONDENTS OF THIS STUDY	39

LIST OF FIGURES

FIGURE 1: LEVELS OF NEEDS IN THE MASLOW HIERARCHY	9
FIGURE 2: PHASES OF THE MOMENTS OF TRUTH.....	11
FIGURE 3: CHANGES IN CHINESE OUTBOUND TOURISM	14
FIGURE 4: TYPOLOGIES OF NEW CHINESE TOURIST IN EUROPE FROM 2017	16
FIGURE 5: MOST IMPORTANT FACTORS WHEN CHOOSING THE NEXT INTERNATIONAL HOLIDAY DESTINATION FOR CHINESE TOURISTS	17
FIGURE 6: CHINESE TRAVEL PURPOSES FOR TRIPS ABROAD (IN %).....	18
FIGURE 7: FIRST ASSOCIATIONS OF SPAIN BY CHINESE TOURISTS	19
FIGURE 8: MUSIC ASSOCIATIONS OF SPAIN BY CHINESE TOURISTS	20
FIGURE 9: OPINIONS ABOUT SPAIN BY CHINESE TOURISTS (IN %).....	21
FIGURE 10: MOST RATED ASPECTS ABOUT SPAIN BY CHINESE TOURISTS ON A 0-10 SCALE.....	21
FIGURE 11: RANGE AGE OF CHINESE TOURISTS WHO TRAVEL TO BARCELONA IN THIS STUDY (IN %)	32
FIGURE 12: TOTAL TIMES THAT THE RESPONDENTS OF THIS STUDY HAVE BEEN IN BARCELONA (IN %)	32
FIGURE 13: TOTAL DAYS THAT CHINESE TOURISTS OF THIS STUDY STAY IN BARCELONA	33
FIGURE 14: MAIN REASON WHY CHINESE TOURISTS OF THIS RESEARCH SAMPLE VISIT BARCELONA.....	33
FIGURE 15: MAJOR FACTORS FOR CHOOSING BARCELONA BY THE RESPONDENTS OF THIS STUDY	33
FIGURE 16: DECISIVE REASON FOR CHOOSING BARCELONA BY CHINESE TOURISTS OF THIS RESEARCH SAMPLE..	34

LIST OF ABBREVIATIONS

A		
ADS	Escuela Superior de Administración y Dirección de Empresas.....22	
Approved Destination Status	13	
C		
CITM	UNWTO	
China International Travel Monitor	15	
CTA	United Nations World Tourism Organization.....	
Chinese Tourism Academy.....	13, 18, 19	
D		
DZT	USA	
Die Deutsche Zentrale für Tourismus ..	United States of America	
E		
ESADE	USD	
	American Dollar	
	U	
	W	
	WTO	
	World Tourism Organization.....	

CHAPTER 1. INTRODUCTION

1.1 Background of the study

Nowadays according to the World Population Statistics (2013), China's population is over 1354 million, the largest of any country in the world. China has been achieving an impressive rate of development of its economy. The fact that China continues growing is presuming changes in society as much as economic, cultural and political. Since 1978 when the country opened its doors to the outside world, China has become from a closed country in which tourism was virtually unknown to a major player in the international tourism market (Hanqin Zhang Qiu & Terry Lam, 2004). At present time, China is on the spotlight of developed countries since the 80s decade of the XXI century when indeed, began to play an important role to the world. Currently, it is the fourth power in the world and in terms of tourism; the country has also had a valuable development.

The growth of the economy of China has allowed that its middle class population could cover its basic needs and could enjoy increasingly the pleasure of travelling abroad (Appendix 6), which referring to a population of over 1354 million means a massive movement of people that, together with the Chinese travelling preferences will have an important impact on the way of travelling and on the products and services that destinations like Barcelona should offer. Moreover, as the Spanish government official in the Spain-China Forum in Barcelona mentioned in the China Times (2011), in the next 10 years, China will become the first source country of tourists for Spain. Consequently, major touristic cities like Barcelona have to be well positioned to receive this new type of tourists in order to reach their expectations and satisfy their needs and wants.

However, it is fundamental to facilitate the access of Chinese tourist to the city of Barcelona. As the Spanish Secretary of State stressed in the China Times (2011), it is crucial to streamline the issuance of visa procedures for Chinese to access the country. Furthermore, it is also essential that the government makes an agreement with the main airlines to encourage them to increase the amount of direct air links between the two countries so the access to Barcelona is higher and the destination becomes more attractive and of easier access than other surrounding cities (Appendix 6). Additionally, as Mesquida (General Secretary of Tourism and Internal Trade) noticed in the China Times (2011), in Barcelona there is a need for progress in other areas such as on the lack of online advertising, Chinese speaking tour guides and

proper signage in hotels and restaurants in order to facilitate communication between locals and tourists and therefore, provide a better, personalized and memorable service.

Along this study, an analysis of the recent Chinese development and how it has had a noticeable impact on the tourism industry in Barcelona has been done. Afterwards, a framework of outbound Chinese tourists expectations when travelling to Barcelona has been developed to later examine if the moments of truth that this clientele goes through when acquiring a service or product in Barcelona are positive or negative. After having this information, the next step followed was to evaluate if the tourism industry should adapt its services in order to satisfy Chinese requirements and expectations. At the end of the study some recommendations are provided for a better destination adaptation to those cross cultural management issues with Chinese tourism.

We are interested in this topic because we consider that the development of China and its effects on the hospitality industry in Barcelona is a very relevant topic of major importance at the moment. Due to the fact that Chinese outbound tourism is a new trend that is beginning to affect western countries, Barcelona is not prepared for the arrival of Chinese tourists and there are huge issues that hamper the satisfaction of this new type of clientele such as language barriers, the ignorance of the Chinese habits and culture, and so on. Barcelona is now positioned as one of the main touristic cities in the world and is a very attractive destination for Chinese tourists. Consequently, the tourism industry has become one of the main sources of economic income for the city. For this reason, planning and managing touristic flows is of extreme importance to attract this new target.

For all the reasons mentioned above, we consider that the elaboration of studies and investigations focused on the Chinese market is crucial in order to be more aware of their needs and expectations and make Barcelona become more competitive and attractive for Chinese tourists.

1.3 Aim and objectives

1.3.1 Aim of the research

The overall aim of this study is to find out the different effects of the touristic development of China in the tourism industry in Barcelona and to figure out how this industry

should adapt its services and products so Chinese expectations can be satisfied in order to provide an attractive destination to this new type of clientele and to increase the amount of tourist stemming from diverse areas of China. Therefore, the following objectives have been formulated.

1.3.2 Objectives of the research

1. Undertake a literature review in order to analyse the development of tourism in China and how this development together with its opening to the world is a main touristic issue worldwide.
2. To find out what expectations Chinese tourists have about Barcelona.
3. To analyse the moments of truth that Chinese tourists experience in Barcelona.
4. To evaluate the Chinese tourism experience in Barcelona and to investigate Chinese tourist's suggestions for improvement in order to adapt its services to satisfy their expectations, needs and preferences.
5. To provide recommendations to adapt the tourism industry in Barcelona to the Chinese market.

Coming up next, it is going to be explained the state of the art of Chinese tourist in Barcelona where the most relevant definitions of tourism, hospitality, tourism motivation and satisfaction, and moments of truth are going to be introduced, as well as information about the development of China. Furthermore, in this chapter Barcelona is going to be analysed as an inbound market through examining the typologies of Chinese tourists in the Catalan Capital, their purpose and motivations and the perception of Spain in China. Furthermore, it is going to be explained the importance that has that Barcelona adapts to the Chinese market.

In addition, the methodology is going to be presented in order to analyse which are the different research philosophies, which of this methods have been employed in this research study and how have they been applied and sampled.

The findings are going to be analysed in order to provide conclusions, recommendations and explain which have been the major limitations along this research process so future investigators can bear them in mind.

CHAPTER 2. A STATE OF THE ART OF CHINESE TOURISTS IN BARCELONA

2.1 The Tourism and Hospitality industry

2.1.1 Definitions of Tourism

During the past years the concept of *tourism* has been perceived in many different ways.

Firstly, the decade of 1930 constituted a key phase in the development of tourism because the policy of paid holidays gained around 1925 became even more widespread over all Europe by the late 1930s (Dann and Parrinello, 2009:25-28). Then, Robert Glücksmann, the founder of the Institute of Tourism Research (Berlin, 1929) cited in Dann and Parrinello (2009:29), defined tourism in 1935 as “the sum of the relationships between a person who finds himself only temporarily at the place of his sojourn and the people of that place”.

Secondly, during the decades of 1960 and 1970, tourism experts from outside Europe appeared with their works (Vukonic, 1988:13). For instance, Salah Wahab from Egypt cited in Panosso Netto (2009:45), stated in 1977 that tourism is “a human international activity that serves as a mean of communication and as a link of interaction between people, inside a country or even beyond its geographical demarcations. It involves the temporary displacement of people from one region to another, country or even continent, with the objective of satisfying necessities and not the realization of a remunerated activity”. Additionally, Neil Leiper (1979:404), an influential tourism scholar, defined the phenomenon as “the system involving the discretionary travel and temporary stay of persons away from their usual place of residence for one or more nights, excepting tours made for the primary purpose of earning remunerations from points en route. The elements of the system are tourists, generating regions, transit routes, destination regions and the tourist industry”. A few years later, Butler and Wall (1985:292) emphasized the importance of a multi-disciplinary approach in the study of tourism when they stated that the components of tourism “need to be examined not only together, but also in a much broader context of the other aspects of the global environment”.

Finally, the World Tourism Organization (WTO) recently known as the United Nations World Tourism Organization (UNWTO), in order to overcome the critics and the issue of the meaning, created a specific definition for tourism in 1995. The WTO described the phenomenon as “the activities of persons travelling to, and staying in places outside their

usual environment for not more than one consecutive year for leisure, business and other purposes” (1995:1).

2.1.2 Definitions of Hospitality

The term *hospitality* has two wide approaches: the semantic and the evidential (Lashley & Morrison, 2000:135).

On the one hand, the semantic approach is based on definitions from dictionaries to hospitality academics involved in university research. For instance, the Collins Concise English Dictionary Plus, defines hospitality as “kindness in welcoming strangers or guests” (1989:604). In addition, Tideman’s (1983:1) perceives the hospitality term from an economic side as he describes hospitality as “the method of production by which the needs of the proposed guest are satisfied to the utmost and at a price that the guest feels the product is worth paying”. Pfeifer (1983:191) states that hospitality consists on “offering food, beverage and lodging or, in other words, offering the basic needs for the person who is away from home”. On the other hand, the evidential approach derives from theoretical and conceptual literature, which defines hospitality within the “real world” of evidence (Lashley & Morrison, 2000:135).

In addition, Pantelidis (2014:3) agreed with Brotherton’s (1999) statement describing the hospitality industry as a “comprised of commercial organizations that specialize in providing accommodation and/or, food, and/or drink, through a voluntary human exchange, which is contemporaneous in nature, and undertaken to enhance the mutual well being of the parties involved.” One year later, Brotherton and Wood enhanced to the term that “hospitality is an activity entered into on a voluntary basis by the parties involved. It consists of a combination of tangible and intangible elements, the precise proportion of each varying according to the specifics of different hospitality exchange situations”, cited in Pantelidis (2014:3). Consequently, it is appreciable that the hospitality meaning is also developing along the years such as the tourism meaning is.

2.1.3 Tourism and Hospitality

It is commonly thought that *tourism* and *hospitality* terms could be synonyms. However, the terminologies have different meanings to consider; According to Bushwell and Williams (2003) “Tourism involves the movement of people while hospitality is concerned with overnight stays” (Brotherton & Wood, 2008:104). Additionally, Brotherton (2002) exposes that

hospitality can be distinguished from tourism, travel and leisure because it can exist without them, while tourism cannot exist without travel.

Moreover, although hospitality and tourism have different meanings this does not mean that they are completely the opposite; both terms are connected in some areas and, therefore, can exchange information. According to Chen and Groves (1999) tourism is focused on the impact of marketing studies as well as in economic, environmental and social impact studies. On the other hand, hospitality, is concerned with service, marketing and management of travel, hotels, commercial recreation and other leisure business (Brotherton and Wood, 2008:104).

To conclude, tourism and hospitality terms are being perceived in different ways as time passes. However, none of the terminologies are better than the other ones, they all have an essential role that permit to understand better which is the impact that tourists have in the country of destination.

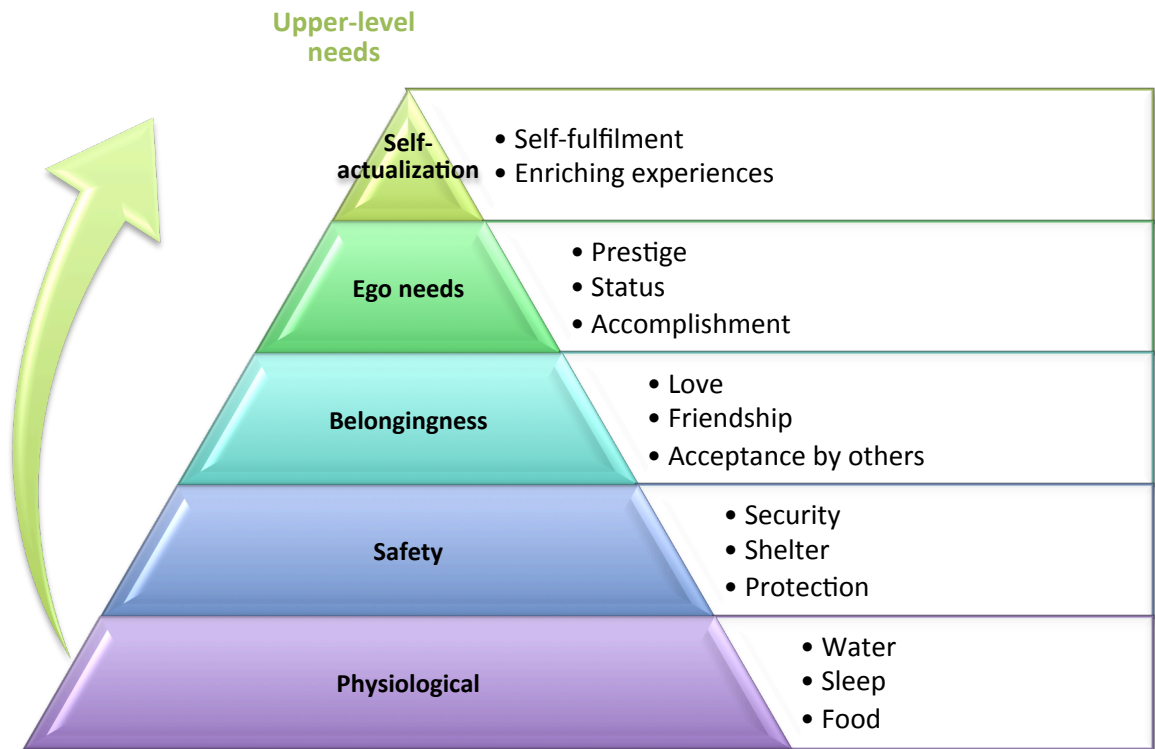
2.1.4 Definitions of Tourist Motivation

The definitions of *motivation* are countless, but to give an overview of the concept, motivation could be described as the actions, which are fulfilled to comprehend why and how individuals make decisions in order to choose a particular destination (Kim Liên, 2010). Thus, understanding tourists' behaviour could be the key of being successful in their expectations and, subsequently, in their final satisfaction (Marshall, 2006). Furthermore, motivation refers to the processes that causes people to behave as they do. According to Solomon *et al.*, (1999:90) "motivation occurs when a need is aroused. Once a need has been activated, a state of tension exists which drives the consumer to attempt to reduce or eliminate the need".

In 1943, the psychologist Abraham Maslow introduced an influential approach to motivation based on the hierarchy of needs often displayed in the shape of a pyramid, renowned as Maslow's hierarchy of needs, in which "one must first satisfy basic needs before progressing up the ladder" (Solomon *et al.*, 1999:99). Hence, the most basic needs such as the necessity of food, water or sleep are located on the base of the pyramid, while the most complex needs such as the self-fulfilment or enriching experiences are found at the top of it (Figure 1). Thus, as people complete their lower-level needs on the pyramid they move to

other advanced necessities such as the psychological and social needs, leaving behind the motivation of satisfying their primary necessities.

Figure 1: Levels of needs in the Maslow hierarchy



Lower-level needs

Source: Solomon *et al.*, (1999)

According to Maslow (1943) when a necessity has been fulfilled, individuals will start searching for another need, want or goal because they are not conformists but demanding (SimplyPsychology, 2007). Furthermore, other authors like Juergen Gnoth (1997) perceived a divergence between motive and motivation terminologies and stated that “the distinction between motives and motivations is important because it allows the categorization of the energy that moves people to act (motives) and, on the other hand, allows these motives to be expressed differently by different individuals” (1997:288).

Regarding travel motivations, Prebensen (2007) stated that individuals’ perceptions and values are determinant factors for choosing a particularly holiday destination (once they have a keen interest on travelling) among several opportunities that the marketplace offers to

them; while other authors such as Pearce, Morrison and Rutledge (1998) identified tourist motivation as “the global integrating network of biological and cultural forces which gives value and direction to travel choices, behaviours and experiences” (Hanafiah, 2010:48).

Finally, Ray (2013:27) exposed that the only possible way in which individuals prefer one destination instead of another consists in bearing in mind at least one of the six essential factors that Swarbrooke and Horner (1999) described as the six principal influences for travelling which include physical, emotional, personal, personal development, status and cultural influences. Thus, individuals fulfil their motivations.

2.1.5 Definitions of Tourist Satisfaction

Satisfaction is a concept that was defined by many authors such as Maslow (1954) with his theory related to personal satisfaction at work, or Herzberg (1959:70) when he described in his theory the five factors that are key for satisfaction at work: “achievement, recognition, the work itself, responsibility and advancement”. Moreover, Girish Prayag (2009:839) in his study described one of the most cited definitions about satisfaction within the tourism industry is that “satisfaction is the degree to which one believes that an experience evokes positive feelings”, which was defined by Rust and Oliver (1994). On the other hand, Hunt (1993:459) disputes that “satisfaction is not the pleasurable of the experience, it is the evaluation rendered that the experience was at least as good as it was supposed to be”. A few years later, Yüksel & Yüksel (2001:108) exposed that customers that satisfy their final perceptions can highly exceeded their initial expectations. Additionally, in relation to the measurement of satisfaction, Prayag (2009:839) agreed with the statement of Um, Chon & Ro (2006) that exposes that the satisfaction could be evaluated and measured by tourists not only with the experience lived, but also in terms of the treatment and service acquired during their stay.

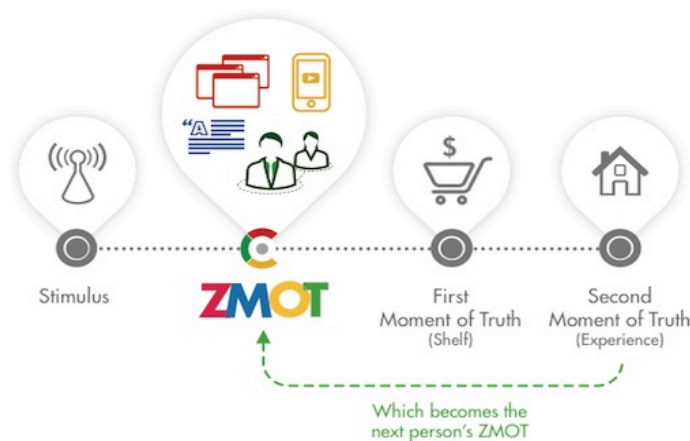
Furthermore, based on *overall satisfaction* and *satisfaction* Spreng *et al.*, (1996) states that there are dissimilarities between both concepts and, for this reason, it is important to make a differentiation between them. Prayag (2008:209) reaffirms the statement of (Andreassen, 1995) emphasizing that “overall satisfaction is a broader concept, which includes an evaluation of the accumulated experiences of visitor’s expectation, purchase, and consumption experiences” and he also agreed (Fornell, 1992) that an “overall satisfaction is a holistic impression after the purchase and consumption of a holiday”.

2.1.6 Moments of truth

The concept *moment of truth* starts when guests or customers perceive directly the quality service delivered by the employee of the company. Lovelock (2002:15) stated that a moment of truth is “a point in service delivery where customers interact with service employees or self-service equipment and the outcome may affect perceptions of the service quality”. Moreover, Kotler (2003:353) defines that a great or awful result for a guest will be provided by the care of the employee, the anticipation of the needs and the polite behaviour of the staff in the moment of truth. Thus, this “moment of truth” is the decisive instant that will determine the quality of the service that the guest is experiencing with the treatment of the employee.

To understand the whole process of the customer experience, Brian Solis in *What’s the Future of Business* (2013) classifies “Four Moments of Truth” based on discovery, exploration, consumption and finally, shared engagement.

Figure 2: Phases of the Moments of Truth



Source: Soler, (2011)

The first phase of the moments of truth is called “the Zero Moment of Truth” (discovery). That stage begins when customers or guests are disappointed for a non-satisfied need and are looking for a solution. Consequently, this period of time corresponds to the moment in which guests are searching for alternatives that could fulfil their needs. Continuously, the second stage of the moments of truth starts by the time customers or guests have interest in the company and they interact directly with the employees or with the

product or service that the company is offering. The second stage is called “the first moment of truth” (exploration). Moreover, the third stage of the customer experience or “the Second moment of truth” (Consumption) is the longest one because customers are experiencing the option that they were searching at the Zero Moment of Truth. Subsequently, in this stage customers are engaged with the product or service that the company is offering. It is also the phase where the company tests the service that is being delivered to the guests and thus, how it will influence in the final evaluation of the guests’ experience. Finally, the last moment of the process of the customer experience is known as “the Ultimate Moment of Truth” (shared experience). At this stage, guests share their experience with other people; for instance, family or friends. Therefore, it is essential that the guests’ product or service is unique in order to engage more customers and to create a link with those who are sharing their positive feedback with the community (Araujo, 2013:22-23).

In conclusion, to provide a deeper understanding of this study, the most relevant definitions of tourism, hospitality, motivation, satisfaction and moments of truth given by several experts on the field, have been explained in order to provide some background information about the analysis of the study.

2.2 Tourism development of China

2.2.1 Historical evolution of Chinese tourism

Since 1978 the economic and political opening of China has been a huge surprise due to its magnitude, speed, and also for its global repercussion. This is not only economical but also for the implications that the development of a country with such a large population can have on the tourism and hospitality industries worldwide, leading to noteworthy challenges in these sectors.

In the Chinese literature and history, travelling outside the Chinese empire was not very common. It was not until 1911, with the fall of the Qing dynasty and the proclamation of the Republic, that reforming movements took control of the State and began to promote formative travelling in Japan, USA and some European superpowers. However, this tendency came to an end due to the Chinese civil war and the Sino-Japanese war (Zhang, Pine y Zhang, 2000).

Since the proclamation of the Chinese Popular Republic in 1949, Chinese outbound travelling, even inside the Soviet Block, was very controlled by the State and the Chinese population needed a special approval and had to go through bureaucratic procedures in order to get permission to travel (Arlt, 2006). Furthermore, the Maoist regime used to consider outbound travelling a high-class symbol and an unnecessary luxury, as well as a destabilizing symbol for the State (Zhang, 1989).

In 1983, after the inclusion of China as a member of the United Nations World Tourism Organization (UNWTO), those Chinese citizens who had any type of ties with relatives living abroad were allowed to cross the border with Hong Kong and Macao. However, the tragic incidents in Tiananmen in 1989, delayed the opening of outbound tourism in the communist regime. Afterwards, in 1992 the number of authorized destinations increased including countries like Thailand, Malaysia, Singapore and the Philippines. Moreover, in 1995 a new phase in the history of outbound Chinese tourism developed with the introduction of the new Approved Destination Status (ADS) which was modified in 1997 in order to regulate outbound travelling. With this new system, travelling was recognized for the first time as legal private trips outside the governmental control. The ADS system is based on a bilateral agreement between China and a foreign destination. With this agreement both countries allow Chinese citizens to visit the destination country as a touristic group. In addition, this agreement allows the speeding up of the bureaucratic processes of obtaining a visa or the currency exchange (Keating and Kris, 2008).

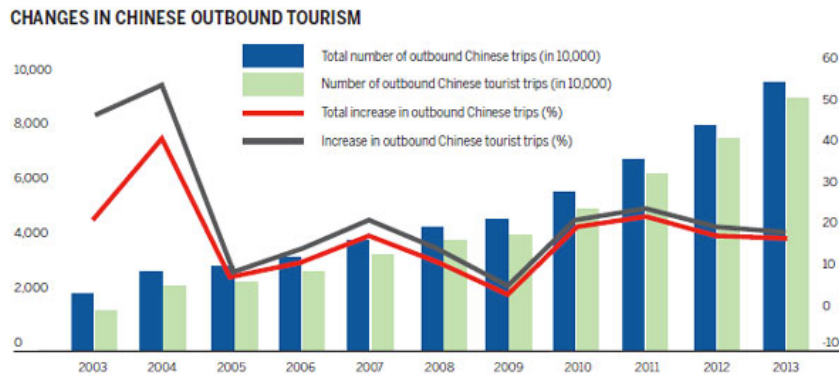
From 1999 to 2010, a total of 141 destinations of 110 different countries have obtained the ADS status. Spain, together with the vast majority of countries in the EU obtained it in 2004 (CTA, 2011), which opened many opportunities for Spain to attract Chinese travellers. In addition, the ADS status allowed these visitors to go to different European countries with only one visa.

2.2.2 Chinese outbound tourism to Barcelona

One of the many consequences of the opening of China has been the importance of tourism in the Chinese economy and consequently, the increase on Chinese outbound tourism that many destinations like Barcelona are experiencing. According to the UNWTO, in 2015 approximately 100 million Chinese tourists will travel to foreign destinations. As it is shown in Figure 2, Chinese outbound tourism has been increasing considerably since 2003. This statistics

will rise year after year and this massive movement of people will position China at the top of all the touristic rankings worldwide. It is believed that China will become, in a few years, the main emitting touristic market in the world.

Figure 3: Changes in Chinese outbound tourism



Source: China Internet Watch (2014)

Since tourism is one of Spain’s main economic sources of income, it is important that this industry makes a change on the way of approaching this new type of segmentation in order to adapt to their demand and offer a satisfying experience. There is an increasing competence among destinations to attract new and better touristic segments and markets, especially those with high per-capita expenditures (Appendix 5). The Chinese touristic market represents a very attractive segment that has these characteristics. In addition, the increase of Chinese tourism in Barcelona is an opportunity for the city to avoid seasonality on the demand and to diversify the touristic offer. A reason why this happens is that Chinese vacations and holidays coincide with periods of scarce occupancy in Barcelona (e.g. Chinese New Year).

According to the observed trends, it can be affirmed that in the next few years, both, the Chinese government and the majority of touristic destinations worldwide will grant more facilities for Chinese citizens to travel to foreign countries by making it easier to obtain a visa (Zhang, 2011).

Moreover, to improve the touristic competitiveness, it is fundamental to create new strategies and touristic products to adapt the supplies and the destinations to this new and with great potential touristic market.

2.3 Barcelona as an inbound market

2.3.1 Typologies of Chinese tourists in Barcelona

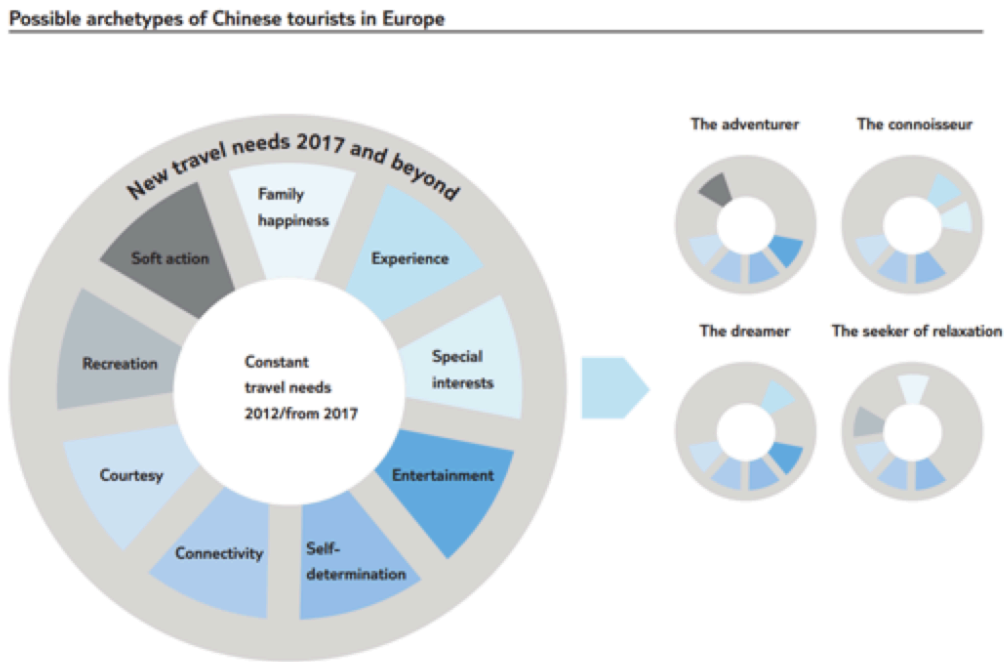
There is not a lot of information available about Chinese tourist in Barcelona. For this reason in this study the data obtained in Europe is taken into consideration.

Cohen (1972) designed a typology of tourists based on four distinctive roles: the organized mass tourist, the individual mass tourist, the explorer and the drifter. Nowadays, Chinese tourists can generally be considered as the organized mass tourist proposed by Cohen (1972) because Chinese tourist that come to Barcelona are still travelling in a package holiday with a tour guide (they often visit eight countries in ten days) and with a previous itinerary done by a tour operator. Furthermore, Chinese tourists make few decisions about their holiday because they remain encapsulated in an “environmental bubble” (Ryan, 2001).

Nevertheless, Chinese tourist are increasingly tending to travel more individually or in small groups because they are gaining more self-confidence due to the increased amount of their travelling habits, the political changes and globalisation. Thus, they stay more nights in a particular place and visit three or four destinations instead of eight countries in ten days, which is what they are currently doing, (TUI AG and Z_punkt GmbH, 2012). Moreover, in a sample realized in 2012 by the CITM (Chinese International Travel Monitor), report commissioned by Hotels.com™, which in its third edition examined the growth of the Chinese market tourism and its impact on the global travel industry; 67% of Chinese tourists revealed that their preferences changed regarding to their previous generations. According to Chinese International Travel Monitor (2014) year after year, there is an increased desire of realizing customized trips rather than travelling as a group while doing pre-organized trips.

The typologies of new Chinese tourists in Europe are focused on four categories (Figure 3): the adventurer, the connoisseur, the dreamer and the seeker of relaxation, which all together share three basic needs of courtesy, connectivity and self-determination.

Figure 4: Typologies of new Chinese tourist in Europe from 2017



Source: TUI AG and Z_punkt GmbH (2012)

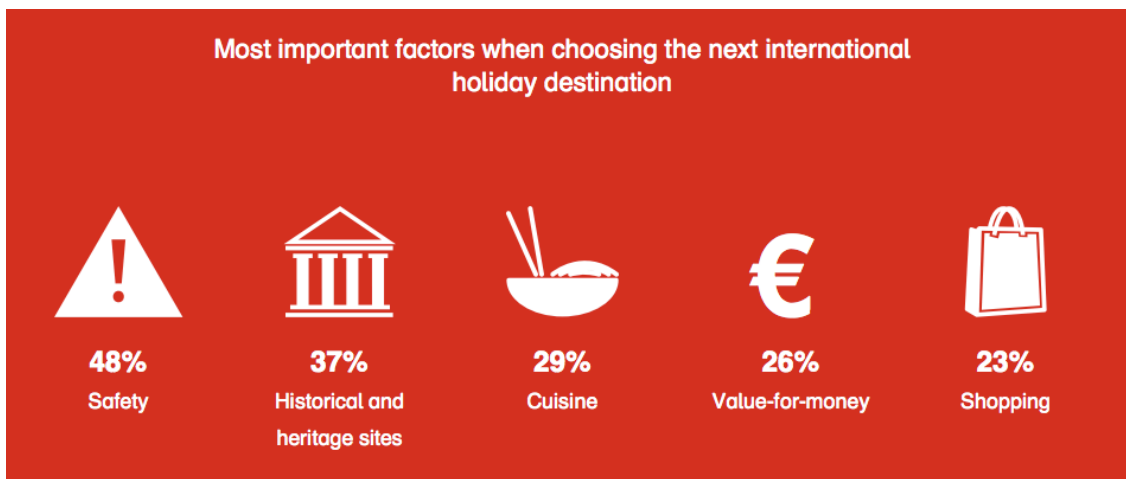
Firstly, the young middle class Chinese tourists, who are mainly searching for adventure in exotic destinations and for unforgettable experiences, are characterized as the adventurer. Additionally, the adventurers are also interested in European traditions but, in the long term, they pay more attention to places that offer adventure and enjoyment. Young Chinese are also strongly influenced by Chinese patterns in their social behaviour and their values (TUI AG and Z_punkt GmbH, 2012). These Chinese adventurers are considered as brave, open-minded and free-spirited (TUI AG and Z_punkt GmbH, 2012) and they usually share their experiences by digital channels to the community (Figure 19). Secondly, the connoisseur tourists, generally, are determined as older and economically wealthier Chinese, who seek the European culture in order to enrich their own knowledge and gain deeper insights. Hence, the reason for their trip is to have new adventures and insights through their experience in the destination (TUI AG and Z_punkt GmbH, 2012). Thirdly, the Chinese dreamers are targeted as Chinese middle class young members who have a musician, actor or a sport player idol in Europe and who are interested in trailing their track in the continent. For this reason, their main objective when travelling consists on the pursuing and fulfilment of their personal dream. Fourthly, seekers of relaxation are that middle and upper-middle class Chinese tourists,

who increasingly seek to escape from pollution, overcrowded conditions and social controls in those populated urban areas of China on a trip to Europe. Chinese seekers of relaxation particularly follow the European ideas of wellbeing and romanticism (TUI AG and Z_punkt GmbH, 2012).

2.3.2 Purpose and motivations

Chinese tourists take a large variety of factors into consideration before travelling abroad. Most of these factors are essential for them to conclude if the destination could be worth enough to be visited. Some of these factors are security, cleanliness, ease of the visa application process, value for money, local events and weather, according to the Chinese International Travel Monitor (2014).

Figure 5: Most important factors when choosing the next international holiday destination for Chinese tourists

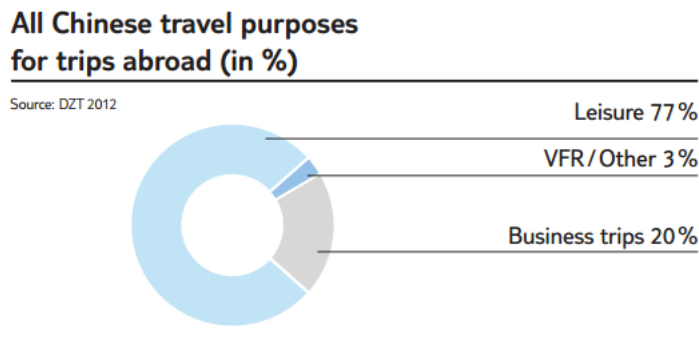


Source: Chinese International Travel Monitor (2014)

Safety is the most important factor that Chinese tourists take into account when choosing a destination. A total of 59% of the respondents exposed that possible hazards would be a drawback when choosing where to travel. In addition, political issues in the destination would also be a determinant factor to cancel their trip according to the 46% of the respondents (Chinese International Travel Monitor, 2014). The second factor with a 37% of the answers is related to the existence of historical and heritages sites followed by cuisine with a 29%, value-for-money (26%) and shopping (23%).

According to the Chinese International Travel Monitor (2014) the major travel motivations for Chinese tourists when travelling are the European continent and shopping. Especially, an example of relevant places for Chinese tourists include where the Chinese revolutionary and statesman Deng Xiaoping's (1904-1997) lived, which causes more curiosity among Chinese tourist than those places with a beautiful European landscape, culture or history. Moreover, the great reputation of Europe perceived in China, is the main reason that encourages Chinese tourists to travel to this destination. Furthermore, it is important to take into consideration that shopping is an essential factor to bear in mind since "the amount of Chinese travellers not only has grown surprisingly fast during the last twelve years (it grew by seventy-three million people from 2000 to 2012) but also, China has been categorized as the largest country spender in international tourism worldwide, with a spending record of USD 102 billion in international tourism in 2012" (UNWTO, 2013) followed by the USA and Germany (both spent around USD 84 billion in 2012).

Figure 6: Chinese travel purposes for trips abroad (in %)



Source: DZT (2012)

Finally, it is noticeable that the main purpose of most Chinese tourists when travelling abroad is predominantly for leisure with a 77% followed by corporate with a 20%, according to DZT (2012).

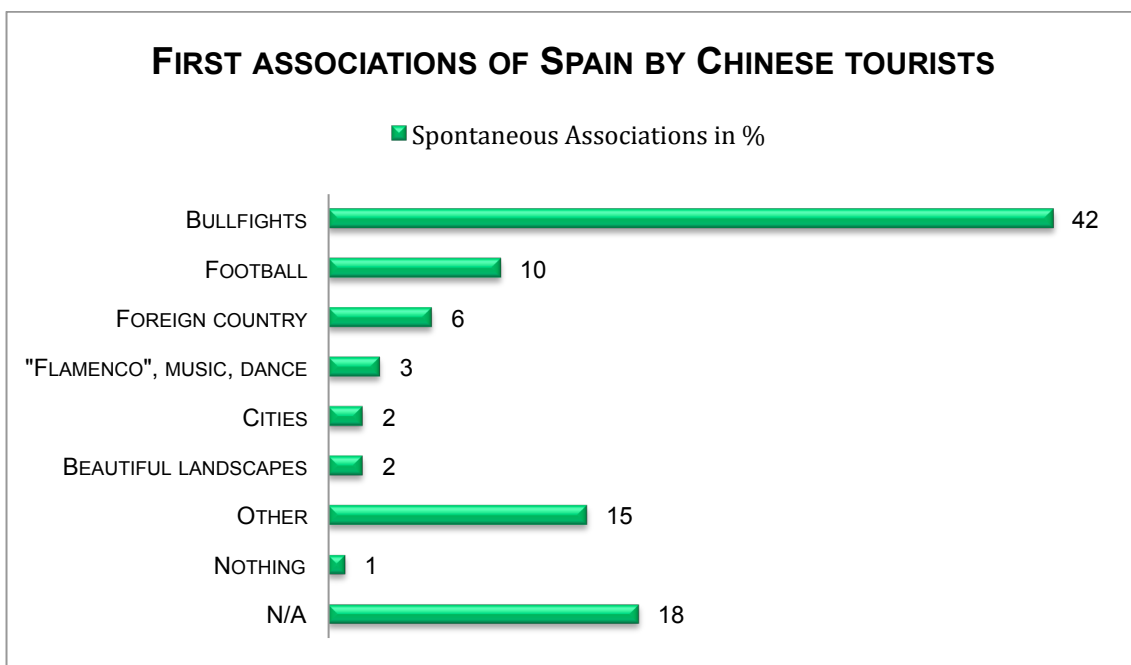
2.3.3 The perception of Spain in China

Nowadays, Chinese tourists are taken very much into consideration in destinations like Spain when laying out new touristic strategies because they represent an important competitive market and mean a considerable economic income for the country. Therefore,

knowing the image that Spain has in the Chinese market is essential for establishing new strategies in order to be able to attract and satisfy Chinese tourists. In less than 10 years, there will be an average of 100 million outbound Chinese tourists per year. According to the UNWTO, China will become the most important source market in the world and consequently, it will be fundamental to bear this new market in mind when doing tourist approaches and promotions. The following data is based on Spain due to the fact that there is only few information about the image perceptions of Barcelona in China.

The old stereotypes about Spain are out of sync with reality. Spain is seen as a country of little more than flamenco, bullfights, “fiestas (parties) and siestas”. A study published by the Elcano Royal Institute: “The image of Spain in China” (2008) provides data of how Spain is perceived by the Chinese population.

Figure 7: First associations of Spain by Chinese tourists



Source: Elcano Royal Institute (2008)

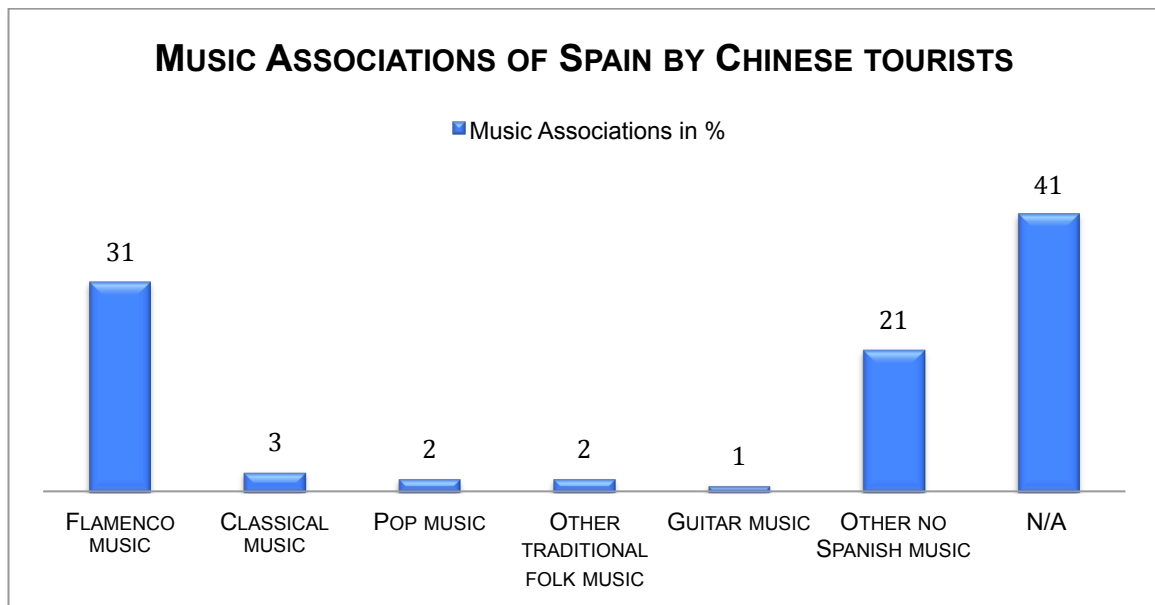
According to this study, the first things that are associated with Spain are bulls with a 42% and football with a 10%, followed by flamenco music and dances, with a 3% and its cities with a 2%. Associations with beauty and landscapes also mean a 2%. Other associations such as culture, monuments, architecture, wine, beach, food, tourism and a linkage to Europe

would represent 1% of the image of the country. Moreover, Spain is also perceived as a romantic and a good country with a friendly and enthusiastic population.

Spaniards who are identified as icons of the country would be the old King Juan Carlos the I, the current King Felipe the VI, the president of the Government, Franco, Plácido Domingo and Cervantes.

According to the music association, the vast majority relates Spain with flamenco with a 31%, followed by small percentages related to classical music (3%), pop music (2%), and guitar popular music (1%).

Figure 8: Music associations of Spain by Chinese tourists

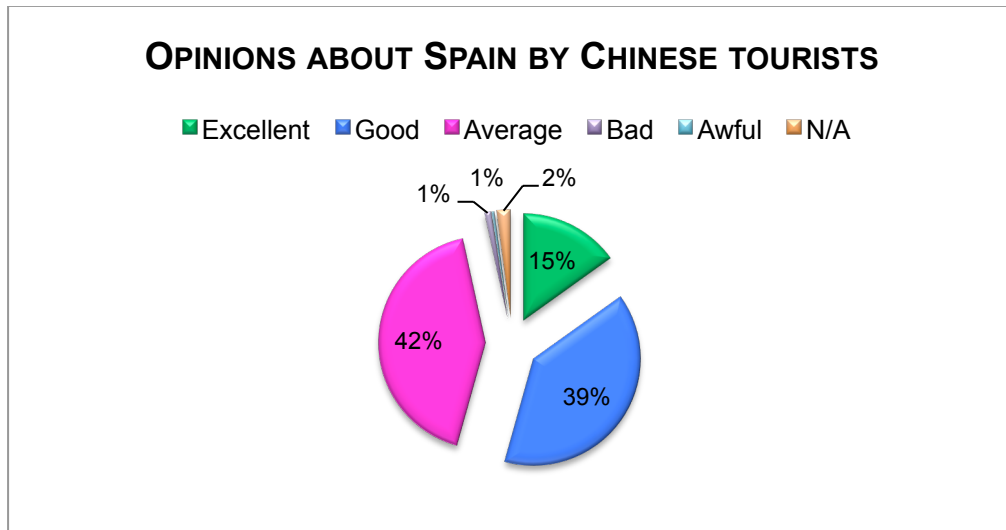


Source: Elcano Royal Institute (2008)

In addition, among the associations related to landscapes, 11% of the survey respondents mentioned sun and beach, 6% mountains and architecture and 3% the Spanish cities.

According to the general evaluation of Spain as a country, the vast majority (54%) of the survey respondents affirmed that they had a good or an excellent opinion about the country. On the other hand, 42% of the respondents have a neutral opinion about Spain and only 1% have a negative opinion of the country.

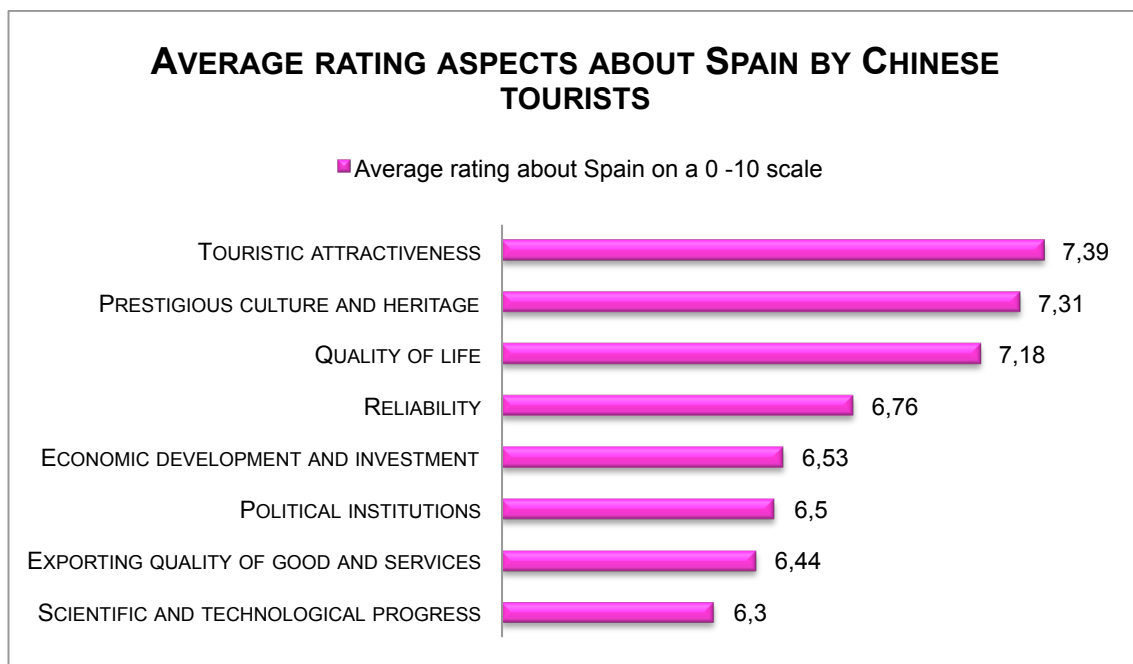
Figure 9: Opinions about Spain by Chinese tourists (in %)



Source: Elcano Royal Institute (2008)

Among the most valued aspects of Spain were emphasized the country’s touristic attractiveness with an average of 7.39, followed by its prestigious culture with a 7.31, and the country’s quality of life with a 7.18.

Figure 10: Most rated aspects about Spain by Chinese tourists on a 0-10 scale



Source: Elcano Royal Institute (2008)

According to the Elcano Royal Institute (2008), from the point of view of potential Chinese travellers, Spain is viewed in surveys as 'hot' (creative, passionate and not very serious). Flamenco, bullfighting and parties are the predominant images that mark Spain. Those are fine for the tourism industry as they benefit the flourishing tourism that plays a vital role in the economy (generating around 12% of GDP and employing roughly 1 out of 10 people). However, Spain also needs a more serious image in order to boost exports and make the country known for other achievements and not just as a fun playground. Yet, it is not easy for Spain to change its image and improve the perception of the nation brand.

2.3.4 Adapting to the Chinese market

In order to make Barcelona a potential tourism destination for Chinese tourists it is important to bear in mind which are the Chinese needs and wants, so the offered facilities can be adapted to their necessities and culture.

One of the strategies that favour the flow of tourists between both countries is the "Chinese Friendly" brand, which has been developed by some cities to appeal to this public, a good initiative, according to the Chinese minister of tourism Mr. Shao Qiwei. The strategy to better adapt to Chinese tourism was proposed by the president of the China Marketing Centre organization and professor at ESADE & Beijing University, the Spaniard Mr. Manu Sánchez Monasterio. According to the minister, adapting to this new market implies tailoring certain services to the needs of Chinese clients and showing cultural sensibility. Furthermore, he also said that there is a need of increasing the number of tourist guides who speak Chinese, hotels with TV channels from the Asian country, and a cuisine that is better adapted to the Asian palate in order to attract tourism from the Chinese source market. Marta Blanco, the general director of the Spanish Tourist Board, complained about the lack of direct flights from China to Spain. She remarked that there are only four direct connections a week, while countries such as France and Germany enjoy over 60 a week. She also mentioned that there are often delays in visa applications, as well as a lack of offers from major travel agents.

Examples of offering a more personalized service and showing Chinese cultural awareness would be offering Chinese hotel guests rooms on the 8th floor or containing the number 8 when possible (it is a sign of good luck for Chinese people), and not giving them rooms with the number 4 (means bad luck and death) due to the fact that Chinese people are very superstitious. In addition, staff could learn the basics of Mandarin and Chinese employees

could be hired to help smooth customer relations. Furthermore, presence on Chinese social networking sites such as Weibo would also be essential. Touristic information, restaurant menus and pamphlets should be translated to Chinese in order to be able to target this clientele. Furthermore, schedules in shops, restaurants and other services should be adapted to the Chinese timetable so Chinese tourist do not have to change their routine. In addition, some facilities should be added to satisfy this clientele such as kettles in rooms, sleepers and low-cost calls to China. Moreover, avoiding sharp shapes and mirrors in front of the bed and following some feng-shui ideals are small details that make Chinese tourists feel more comfortable (Appendix 6).

To be able to adapt the city of Barcelona to Chinese tourism, it is important to bear in mind things such as the different typologies of tourists and their purpose and motivations so the city can be adapted to their necessities. In addition, the perception of Spain in China is fundamental in order to create action plans to fulfil the advertisement gaps and to attract de desired target. In order to know Chinese tourists' necessities, in the following chapter it is explained the different sampling methods that are applied to obtain the necessary information.

CHAPTER 3. METHODOLOGY

3.1 Introduction

In this chapter an overview of the research design and the data collection techniques applied are presented. Moreover, the aim and objectives established together with the research philosophy used to find out how the development of China is affecting the Hospitality Industry in Barcelona are analysed. This research has been carried out in order to provide further knowledge about Chinese expectations and moments of truth when travelling to Barcelona. Furthermore, useful information is given for those professionals and academics from the Hospitality Industry that could be interested in investigating how Barcelona should adapt its products and services in order to satisfy this increasing market.

3.2 Research philosophy

In order to define the appropriate research philosophies applied, it is very important to understand the different existing research approaches and philosophies.

To begin with, there are two main research philosophies that are positivism and phenomenology. Positivism promotes a more objective interpretation of reality, based on hard data from surveys and experiments, while phenomenology is concerned with methods that examine people and their social behaviour (Gill and Johnson, 1997). Positivism has been more commonly associated with scientific research, while phenomenology has its roots in the social sciences (Veal, 2006).

Secondly, two research approaches can be applied: deduction and induction. Deduction is the “human process of going from one thing to another such as moving from the known to the unknown” (Spangler, 1986: 101). Therefore, by taking a deductive approach, there is a clear theoretical position prior to the collection of data. A deductive approach helps to better describe and explain the pattern of relationships and interactions between the variables that are been looked at. On the other hand, the induction approach is “a process whereby from sensible singulars, perceived by the senses, one arrives at universal concepts and principles held by the intellect” (Johnson- Laird and Byrne, 1991:16).

Finally, quantitative research aims to determine how one thing (a variable) affects another in a population, by quantifying the relationships between variables. There are two main research designs within this category: descriptive and experimental. In a descriptive

study, the primary goal is to assess a sample at one specific point in time without attempting to change its behaviour or the conditions in which it exists. On the other hand, in an experimental study, the primary goal is to test hypotheses under conditions that you impose on the sample. In addition, qualitative research aims to develop an understanding of the context in which phenomena and behaviours take place. It focuses mainly on experiences and emotions and is designed to be probing in nature, thus encouraging informants to introduce concepts of importance from their perspective, rather than adhering to areas that have been pre-determined by the researcher. Due to the personal and contextual dimensions of these data, conclusions drawn from such research designs cannot be generalized (Altinay, 2008:75).

To sum up, the positivist philosophy is usually associated with deduction and quantitative research. On the other hand, the phenomenological philosophy is usually associated with induction and qualitative research (Altinay, 2008:75). Coming up next, in the research methods, it is going to be explained which methodology has been applied to this research study.

3.3 Research methods

The analysis of the different methods applied to this field of study follows a positivism research philosophy. Along this research, a brief contact is made with Chinese tourists and the analysed cases are external and objective. Concepts are operationalized so they can be measured. In this positivism research philosophy, a wide coverage of the range of situations is provided, instead of looking at the changing process over time. By using a positivism philosophy, there is clarity about what is to be investigated and therefore, data collection is fast and economical. In addition, a more objective interpretation of reality is promoted, using hard data from surveys and focusing on facts. This research is structured, formal and detailed. Large samples of data collection through 100 surveys are applied through using instruments such as questionnaires. These samples are taken at different places in Barcelona where a great number of Chinese tourists are found such as: La Casa Batlló, La Pedrera, La Sagrada Familia, Paseo de Gracia, Las Ramblas and the Barcelona Football Club shop. In these tourist attractions different types of tourists are found so different budgets, motivations and ages can be included in the sample.

In addition, throughout this dissertation project, knowledge is gathered by using a deductive research approach. By taking a deductive approach it is possible to use already

known information and move to what cannot be seen directly. Currently, there are already some theoretical positions shown along the literature review chapter. Therefore, through using a deductive approach a better description and explanation of the pattern of relationships and interactions between the variables analysed can be described.

Furthermore, this project will follow a quantitative research to determine how one variable affects another in a population through quantifying the relationship between variables. In this case, it would be how Chinese tourism affects the hospitality industry in Barcelona. To quantify the relationship between these two variables, statistical methods such as relative frequencies and difference between means are applied. Within this category (quantitative) there are two main research designs: descriptive and experimental. A descriptive study is used to the primary goal of assessing a sample at one specific point in time without attempting to change its behaviour or the conditions in which it exists. An important issue that should be born in mind when planning the analysis of the different methods that are applied to this field of study is the difference of cultures. Asians and Europeans have different ways of working, thinking and acting. Moreover, quantitative data is applied due to language limitations. By considering the general low English level of the Chinese population and our lack of Chinese-language understanding and talking, to carry out a qualitative research would represent a major problem when analysing the data collected. Furthermore, this is also the reason why closed questionnaires are used in order to collect the data. Questionnaires are translated to Chinese (Appendix 2), letting us the opportunity of comparing the answers with the English version of the questionnaires. Therefore, considering these important issues the methods mentioned above should be the most adequate ones to carry out this research.

3.4 Research setting and sample

The selected data collection techniques are questionnaires that have been carried out face-to-face with randomly selected Chinese tourists, without taking into account their age (they only had to be over 18 years old) or gender. As Altinay (2008:120) states “questionnaires are one of the most popular methods of collecting data among hospitality and tourism researchers. Questionnaires are very effective in systematically collecting information from a large number of people, at a low cost, in order to produce summaries and quantitative descriptions”. Questionnaires are a particularly useful data collection technique when knowing

exactly what to ask, when having to ask a lot of people, and when asking standard questions that everybody is able to understand and respond to.

Therefore, in order to obtain information from a sample of respondents, a pre-determined and structured set of 10 multiple-choice questions has been addressed to 100 Chinese tourists found in the main touristic spots of Barcelona and in those places that Chinese tourist frequent the most, such as La Casa Batlló, La Pedrera, La Sagrada Familia, Paseo de Gracia, Las Ramblas and the Barcelona Football Club shop. As questionnaires are a direct and real source of information that allows immediate data collection and the avoidance of the delayed caused by the lack of involvement from the respondents, it was thought that closed questionnaires were the best option due to language, time and culture limitations. As Altinay (2008:99) mentions, the literature offers a wide range of possibilities regarding sample sizes as well as formulas for estimating optimal sample sizes. Therefore, each study should consider which is the most appropriate quantity in order to represent the estimated target of the sample. In this study, it is been thought that, although 100 questionnaire is not a representative sample due to the large amount of tourists that come to Barcelona, considering obstacles such as time constraints as well as low accessibility to the desired target, this sample would be of a reasonable amount in order to obtain an overall opinion of the Chinese population that is travelling to the Catalan capital. As the questionnaires were answered by randomly selected Chinese tourist in a paper format, afterwards the answers had to be copied in Google forms in order to have all the answers together and obtain the final statistics (Appendix 3).

At the beginning, it was thought to take advantage of the realization of the celebration of the Mobile World Congress in the Catalan capital and the considerable increase of Chinese tourist that arrived to Barcelona when this event took place. However, it was considered that the results would be distorted and would not represent the prototype of Chinese tourist that Barcelona receives during the rest of the year. Therefore, the sample was taken during four different days. The first day that the sample was taken was Thursday, March 19th from 10.00 am to 2.30 pm in the area of Las Ramblas and Paseo de Gracia mainly focusing on the entrances of La Casa Batlló, La Pedrera and the Barcelona Football Club shop. That first day we realized that the best hours to approach Chinese tourist are from 11.30 am to 1.30 pm due to the fact that it is not too early in the morning and it is before lunch time so most of the tourist go around the city centre and visit the main tourists attractions. Chinese tourists were

approached around the streets and at the queues of the main heritage buildings. In addition, we unsuccessfully tried to talk to Chinese tour guides to see if they could ask their group to complete the questionnaires. However, they tended to walk away or ignore us. Moreover, we tried to walk into several Chinese touristic buses in order to be able to obtain a higher amount of samples in less time, but it had also no success as the tour guides and drivers would not allow us. Furthermore, the second day that the samples were carried out was Thursday, March 26th from 11.00 am to 2.00 pm in La Sagrada Familia and its surroundings. Even if a few answers were obtained, we realized that the area of Paseo de Gracia had a higher flow of Chinese tourists. Therefore, due to the observed amount of Chinese tourists, the other days chosen to carry out the questionnaires took place in the same area of Paseo de Gracia. The dates were Tuesday, March 31st and Wednesday, April the 1st. Both dates comprise the Easter holidays so a different typology of Chinese tourist could be sampled widening up the results of the research. Due to time limitations the samples could not be taken during the whole year and this may be reflected on the obtained answers.

As Saunders *et al.*, (2007) stated, data collection through questionnaires can be categorized in opinions, behaviours and attributes. In our research, the questionnaires that have been used can be classified in all three types of data collection as they include questions regarding Chinese tourists' personal opinion such as how respondents feel about Barcelona and its adaptation to Chinese tourism, and if they consider that their expectations about the city are being satisfied during their stay. Moreover, questions concerning behaviours and attitudes are also included in the questionnaires. These questions are related to what respondents do or what their intentions are. In our research the questions associated to this category would be the amount of times that they have been to Barcelona, the amount of days that they are staying in the city, the reasons why they are in Barcelona, and why they would choose to come to this city. On the other hand, questions related to attributes such as the age of the respondents are asked in order to know the characteristics of the tourists that are answering the questionnaires (Appendix 1 and Appendix 2).

Furthermore, another data collection technique that was tried to be applied was closed interviews (Appendix 4). We got in contact with Casa Asia, which is an institution located in Barcelona, that was created with the intention to strengthen the knowledge and dialogue about Asia in Spain. When contacting them they gave us access to Miss Yuan Gao's email address. Miss Gao is a lecturer in conferences about Chinese commercial culture and

worked in China Consulting Group. After having her email address the written interview in Appendix 4 was sent to her but, unfortunately, we did not receive any response. In addition, the same interview was sent to Miss Irma Wang who is the General Manager of Nuba travel agency in Shanghai. Nuba is a Spanish travel agency located in Shanghai that specializes in very personalized trips to Spain. We considered that her opinion was of extreme relevance because she has been a Chinese tourist herself in Barcelona a few times but as well, she has organized and created a wide range of trips for Chinese residents to Spain which means that she has received many feedbacks from the travel agency's clients and as well, she could have given us her personal opinion as an expert on the area. However, no response has been received from her neither.

3.5 Data analysis

The main data collection technique that has been applied is closed questionnaires. Questionnaires were translated from English (Appendix 1) to Chinese (Appendix 2) to later be answered by 100 randomly selected Chinese tourists. After compiling all the responses, the answers were copied from the Chinese written questionnaires fulfilled by the different respondents to an English electronic format realized in Google forms.

By putting all the information in Google forms, the program directly made the different statistics (Figures 1-15 and Tables 1-4) and an Excel table (Appendix 3) with the results' compilation, facilitating the data analysis and the comparison of the different answers obtained. The obtained answers are presented and analysed in the following chapter (Findings).

CHAPTER 4. FINDINGS AND DISCUSSION

4.1 Introduction

In this chapter the results of the data analysis are presented. The data was collected and subsequently processed in order to answer to the aim and objectives described in chapter 1 (section 1.3 Aim and objectives) of this dissertation. The instrument for collecting the data were questionnaires completed by a sample of a 100 Chinese tourists randomly selected in Barcelona’s most touristic places such as Paseo de Gracia, Barcelona Football Club shop, Las Ramblas and La Sagrada Familia. Those samples were carried out from March 19th, 2015 to April 1st, 2015.

4.2 Findings based on questionnaires

The analysis of the answers of the research questions formulated on the questionnaires will provide a larger knowledge to the reader about the effects of Chinese tourists on the Hospitality Industry in Barcelona. Most of the figures show the percentage out of 100 responses. However, there have been some questionnaires in which respondents only answered to what they considered the most important choice so the answers are out of a few less than 100 questionnaires depending on the question. Nevertheless, the overall result of Chinese tourists’ opinions has not been affected by the lack of these few answers.

Figure 11: Range age of Chinese tourists who travel to Barcelona in this study (in %)

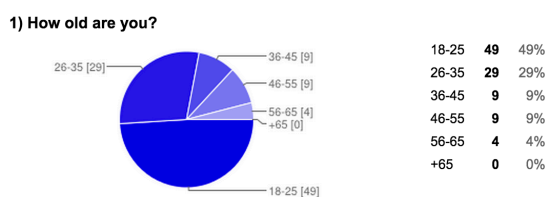
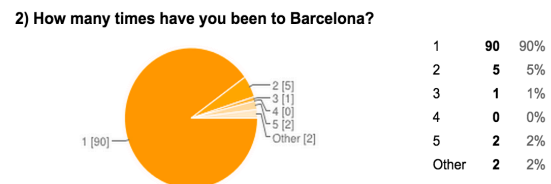


Figure 12: Total times that the respondents of this study have been in Barcelona (in %)



Most of the Chinese tourists who travel to Barcelona are young adults aged less than 35 years old. Nevertheless, the youngest (adults on the age boundary between 18 and 25 years old) are who stand out above all the Chinese tourists, representing 49% of the total sample. In contrast, only 4% of the respondents were adults who’s age comprises between 56 and 65 years old (Figure 11). Furthermore, 90% of the interviewees hold up that they were visiting Barcelona for the first time (Figure 12).

Figure 13: Total days that Chinese tourists of this study stay in Barcelona

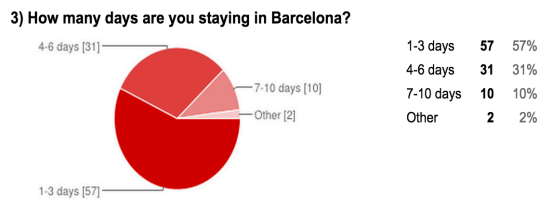
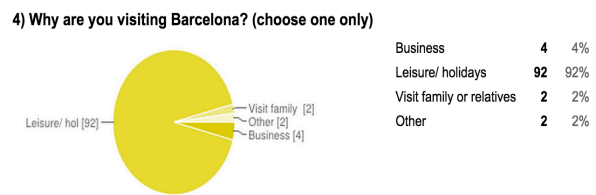


Figure 14: Main reason why Chinese tourists of this research sample visit Barcelona



The Chinese tourists of the research sample hardly spend more than a week in the capital of Catalonia. A considerable volume of the respondents (57%) spend between 1 and 3 days in the city, followed by a 31% of the total sample, who stay in Barcelona between 4 and 6 days (Figure 13). The reason of this fact is, basically, because Chinese tourists usually use the opportunity to travel to other European Countries such as France, Germany, Italy, Switzerland or Austria (Appendix 5). In addition, it is undeniable that leisure and holidays are the main reasons why Chinese tourists visit Barcelona with an impact of a 92% of the total sample (Figure 14). However, there is an existing presence of Chinese business tourists who are visiting the capital of Catalonia for business purposes. For instance, attending surgery congresses or meetings. The influence of that target in the city is extremely low as it only represents a 2% of the total sample.

Figure 15: Major factors for choosing Barcelona by the respondents of this study

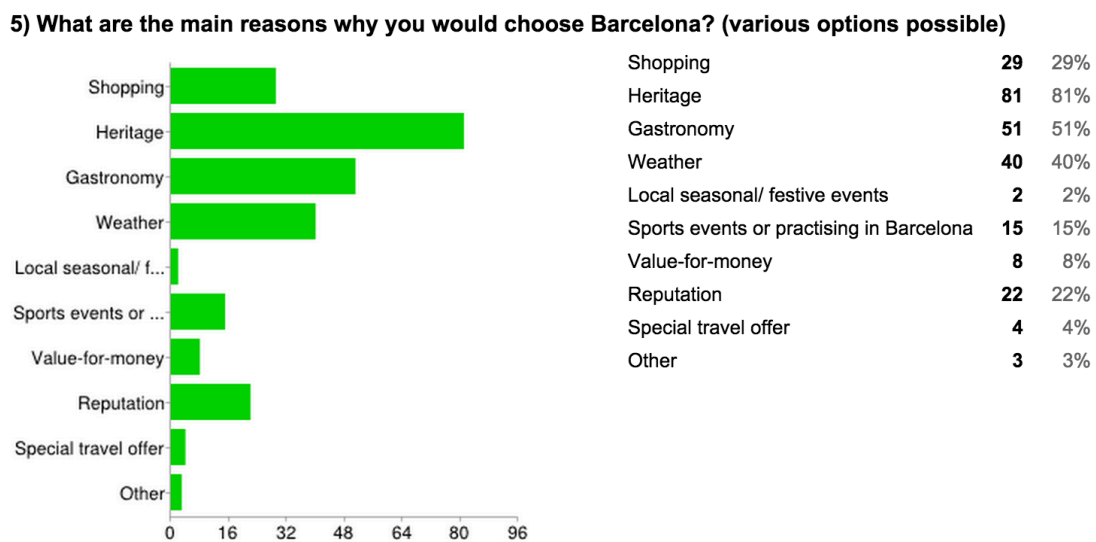
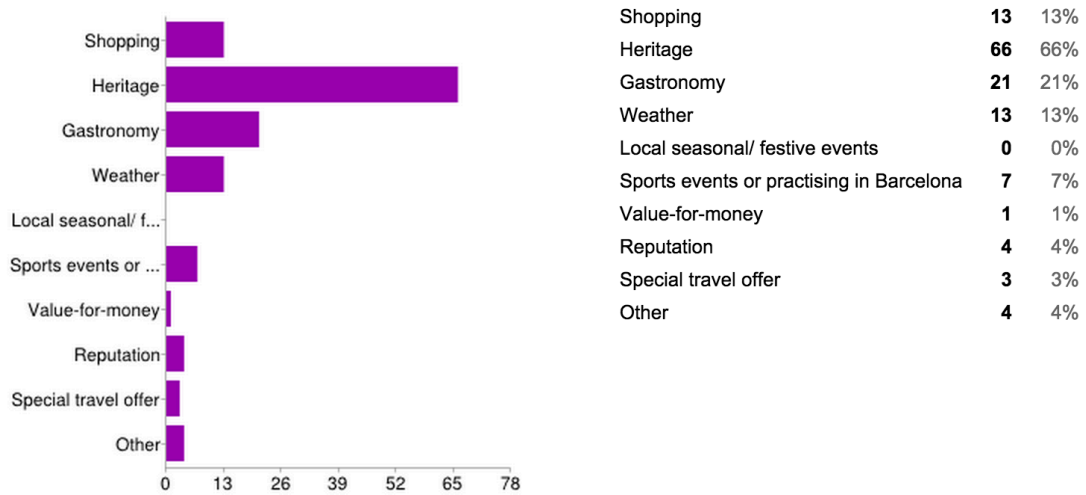


Figure 16: Decisive reason for choosing Barcelona by Chinese tourists of this research sample

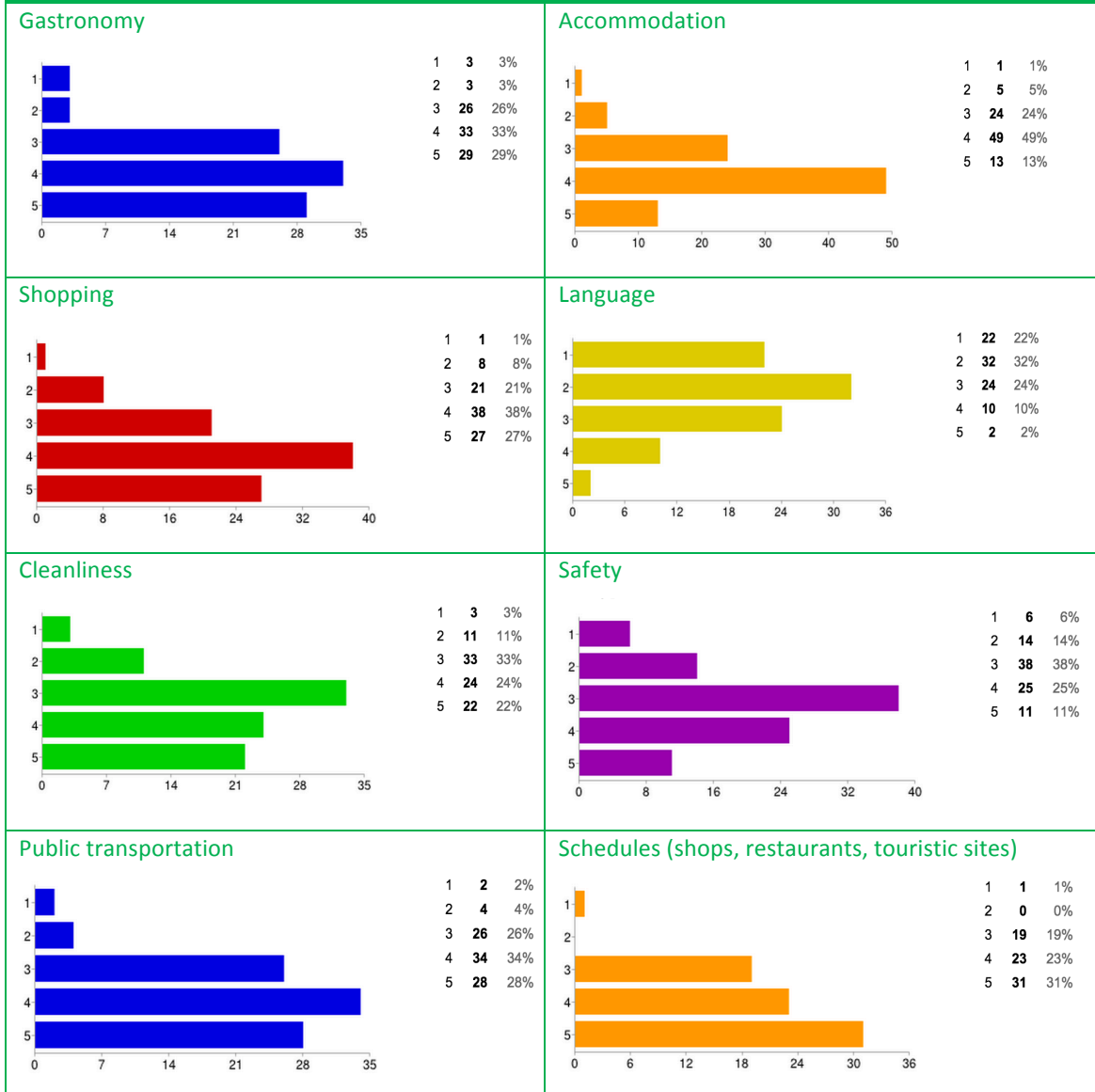
6) Indicate the most important or decisive reason why you have chosen Barcelona



The main reason why the respondents of this study visit the city is to contemplate the heritage of Barcelona with a 66% of the total of the sample. However, other important aspects that Chinese tourists bear in mind are gastronomy (21%), weather (13%), shopping (13%) and the reputation of the city (4%) (Figure 16). It is surprising that weather is the third reason why respondents visit Barcelona due to the fact that in China, for cultural reasons, being tanned is not well seen and therefore, they usually protect their skin from the sun with globes, umbrellas, hats and so on. Likewise, it was expected that the main reason why Chinese tourists choose Barcelona as a destination (as the answers collected in the 5th question demonstrates) is for its heritage (66% of the total sample) (Figure 16).

Table 1: Adaptation level of the tourism sector in Barcelona according to the Chinese tourists of this sample

7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level)

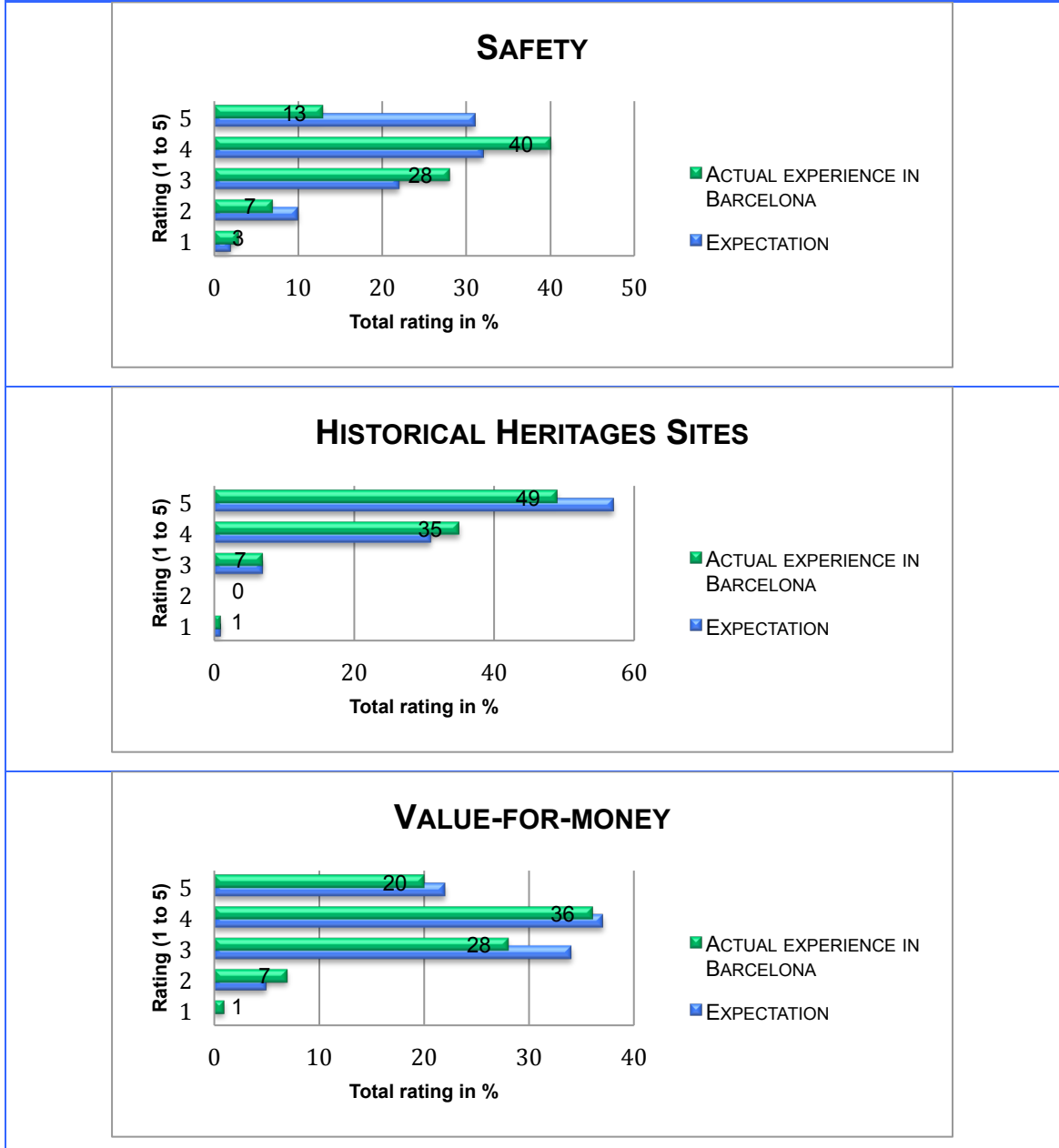


Respondents to the current study were asked to consider the adaptation level of the tourism sector in Barcelona to Chinese tourists. As a result, the highest adaptation level was perceived in shops, restaurants and touristic sites with a 31% of the total sample, followed by gastronomy (29%), public transportation (28%), shopping (27%), cleanliness (22%), accommodation (13%), safety (11%) and finally, language was positioned in the last place with

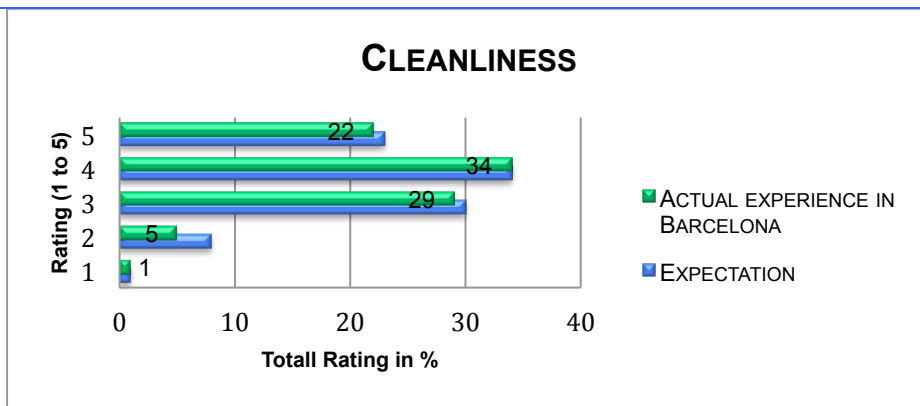
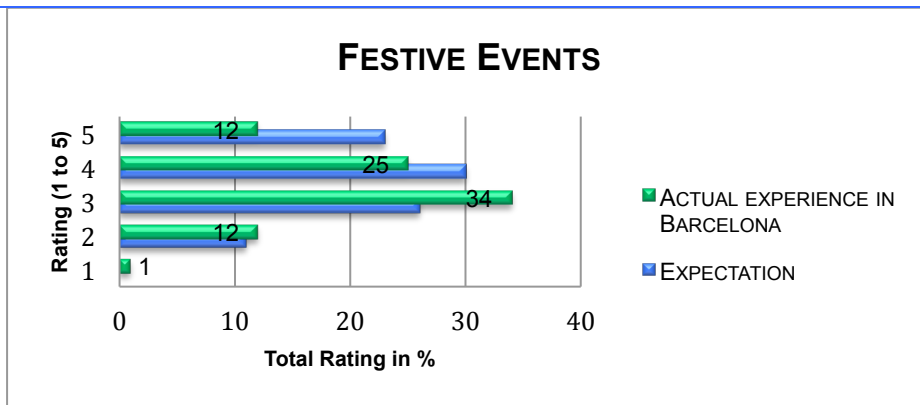
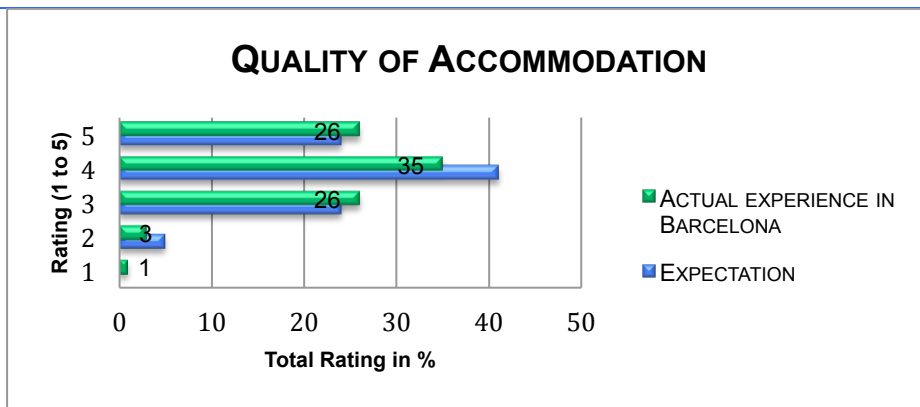
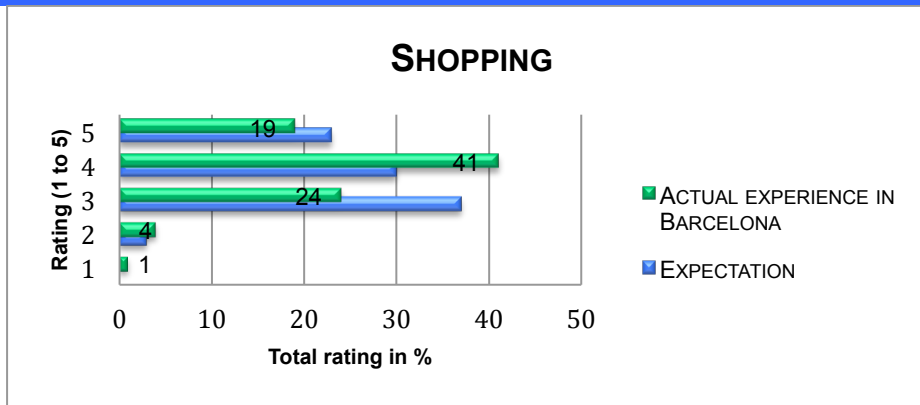
2% of the total sample (Table 1). The reason why Chinese tourists state that language is situated in the ultimate place according to Barcelona’s infrastructure and services is because of the lack of people who speak Chinese in the city.

Table 2: Expectation and actual experience in Barcelona by the respondents of this study

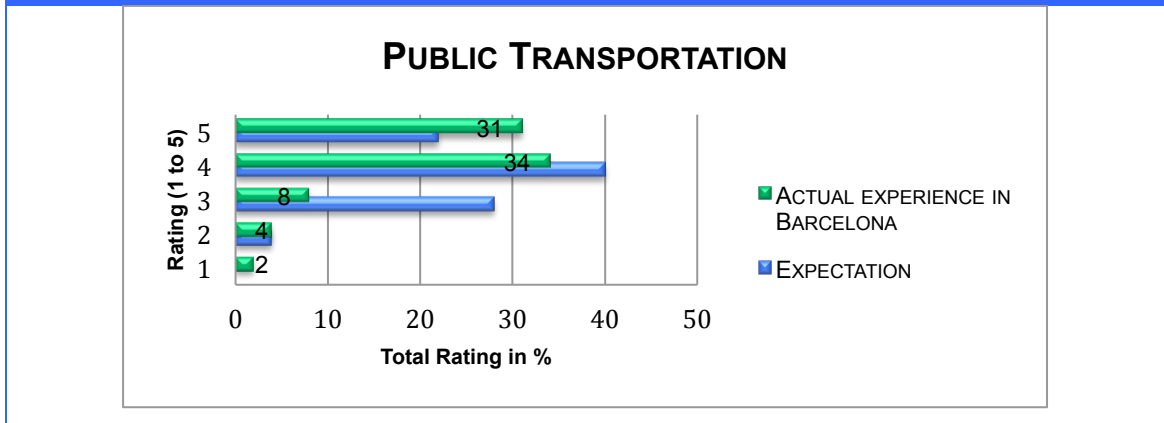
8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest)



8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest)



8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest)



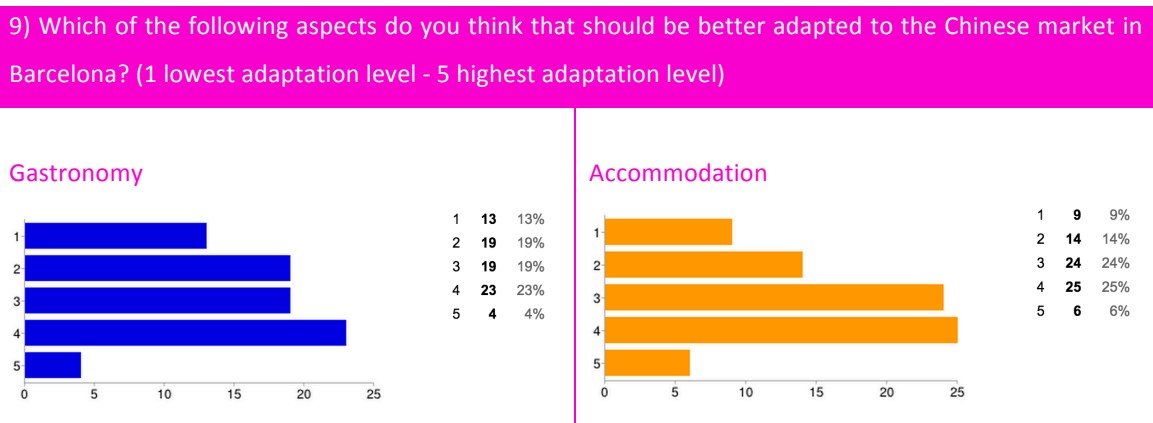
In addition, when comparing the expectations that Chinese tourists had before coming to Barcelona, to the actual experience that they have in the city during their stay, some differences were appreciated (Table 3). The highest expectations were based in historical and heritages sites (57%), followed by safety (31%), quality of accommodation (24%), shopping (23%), festive events (23%), cleanliness (23%), value-for-money (22%) and public transport (22%). On the other hand, the highest satisfaction levels in the actual experience in Barcelona were headed with historical and heritages sites (49%), public transportation (31%), quality of accommodation (26%), cleanliness (22%), value-for-money (20%), shopping (19%), safety (13%) and festive events (12%). Thus, it is appreciable that historical and heritages sites have dropped 8 points from Chinese tourists' expectations to their moments of truth, but are still the most highly appreciable assets in their actual experience in Barcelona. Furthermore, public transportation also had a great impact positioning itself as the second most valuable asset with a 31%, which means 9 points higher than their expectation. The quality of accommodation remained constant in the third place but also increased 2 points from the previous expectation, positioning itself with a 26%. In contrast, the most astonishing result is the enormous drop on safety with 18 points less than in their expectation. Subsequently, safety has been disappointing for most of the respondents, positioned in the penultimate place with a 13%, followed by festive events (12%), which also have dropped 11 points from their expectations (Table 2 and Table 3).

Table 3: Satisfaction before and after the actual experience in Barcelona by the Chinese tourists of this research sample

Expectation		Actual experience in Barcelona	
Historical and heritages sites	57%	Historical and heritages sites	49%
Safety	31%	Public transportation	31%
Quality of accommodation	24%	Quality of accommodation	26%
Shopping	23%	Cleanliness	22%
Festive events	23%	Value-for-money	20%
Cleanliness	23%	Shopping	19%
Value-for-money	22%	Safety	13%
Public transportation	22%	Festive events	12%

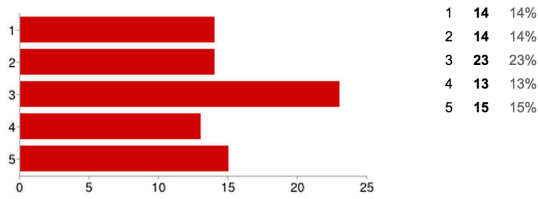
According to several respondents, the cost of the entrance in some of Gaudi’s most important buildings such as La Pedrera and La Casa Batlló were considered too expensive compared to other European cities that they had visited right before. Therefore, historical and heritage sites together with the value-for-money has suffered a decrease in the actual experience in Barcelona in comparison to the expectations that they had. Moreover, Chinese tourists state that safety is crucial when travelling to a destination and thus, due to several robberies that some respondents experienced during their stay in Barcelona, the ratings about safety have been negatively affected.

Table 4: Aspects that should be better adapted to the Chinese market in Barcelona according to the respondents of this study

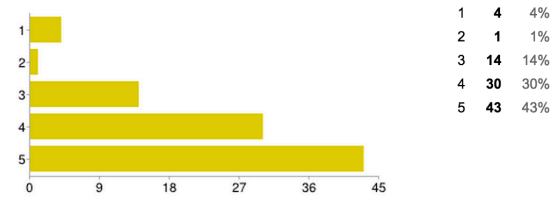


9) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? (1 lowest adaptation level - 5 highest adaptation level)

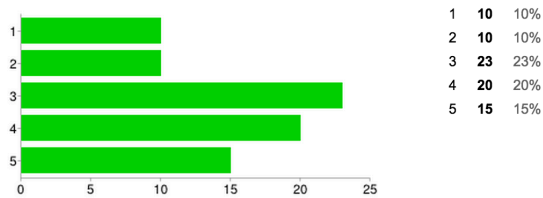
Shopping



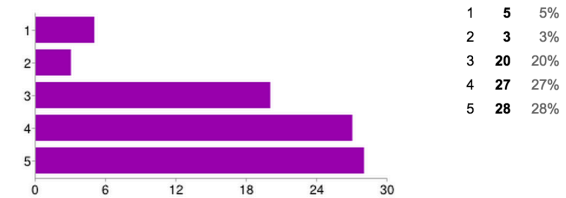
Language



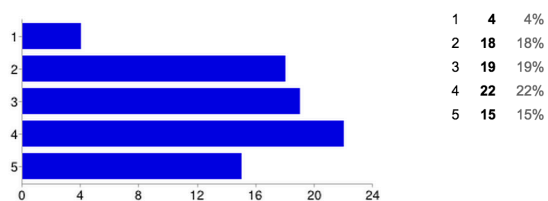
Cleanliness



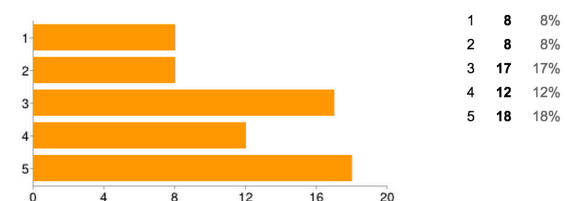
Safety



Public transportation



Schedules (shops, restaurants, touristic sites)



Finally, the main aspect that should be better adapted to the Chinese market in Barcelona is undoubtedly the Chinese language with a 43%. Additionally, other aspects that Chinese tourists consider that should be adapted in Barcelona are safety (28%), schedules (18%), public transportation (15%), cleanliness (15%), shopping (15%), accommodation (6%) and gastronomy (4%) (Table 4). Consequently, it is shown that Chinese tourists give more value to the intangible assets rather than the tangible ones. As an evidence of this, language has been remarked as the principal asset that should be adapted in Barcelona in order to offer a better service, followed by the concern of reinforcing the security in the city. On the other hand, tangible assets such as accommodation and gastronomy are being categorized as the ones in less need of adaptation with only a 6% and 4% respectively.

CHAPTER 5. CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS

5.1 Conclusions

In this chapter, the main objectives of the study are concluded through taking into consideration the literature review and the findings obtained with the data collection.

According to the first objective, through undertaking the literature review, it has been possible to analyse the recent development of China and the country's opening to the world. According to the UNWTO, in 2015 approximately 100 million Chinese tourists will travel to foreign destinations. In addition, as Mr. Monasterio mentioned in the e-Achinar conference that took place on the 7th of May, out of this amount of tourists, 300,000 will be visiting Spain. Moreover, Mr. Monasterio affirmed that 60% of the Chinese tourists that visit Spain go to Barcelona. Subsequently, although it could seem that this is an enormous volume of Chinese tourists coming to the city, it represents less than 1% of the total amount of Chinese tourists travelling abroad. Therefore, this fact confirms the major importance that this new market segmentation has in touristic cities like Barcelona and how a better adaptation to the Chinese tourists' necessities could mean a huge movement of inbound tourists to the Catalan capital. Furthermore, Chinese tourists are still travelling in big groups as described by Cohen (1972) because they currently travel by purchasing pre-organized holiday packages with a tour guide. However, as Mr. Grötsch (CEO of Chinese Friendly) mentioned in the e-Achinar conference, in the near future, they will tend to travel more individually or in smaller groups and consequently, this is a fact that should be born in mind when adapting the city to this new market segment.

The second objective of the study has been to find out what expectations Chinese tourists have about Barcelona. According to the two main factors that were highlighted in the study made in the Chinese International Travel Monitor (2014) described in Chapter 2, and to the primary data obtained, it is determined that Chinese tourists had higher expectations about tangible assets such as historical and heritage sites, rather than about the intangible ones. However, when evaluating the third objective of analysing the moments of truth that Chinese tourist experience in Barcelona, it can be concluded that when comparing their expectations to their actual experiences, safety and Chinese language are the intangible aspects that Barcelona needs to pay more attention to.

Hence, according to the fourth objective of evaluating the tourism experience in Barcelona and Chinese tourists' suggestions for improvement, it has been determined that the

majority of the respondents consider that both, safety and Chinese language, should be tackled in order to provide a more suitable service and consequently, have a better experience in Barcelona. Subsequently, Chinese tourists' motivations in Barcelona are reflected in the second stage of the ladder of the Maslow's hierarchy Pyramid (1943) in chapter 2, which might be explained by the fact that most of the Chinese tourists of this research sample do not feel as secure as they expected before travelling to Barcelona. Consequently, they cannot progress up in the third level of the Maslow's Pyramid and neither their experience in the city can be as stated by Hunt (1993) in section 2.1.5 *Definition on Tourists Satisfaction*.

Finally, regarding the fifth objective, by analysing the literature review and the obtained data, it can be concluded that some recommendations should be drawn for institutions as they play a major role in promoting the city and providing basic services that would make Chinese tourists feel more comfortable. In addition, one way of attracting this potential Chinese market to Barcelona, would be what the Chinese minister of tourism Mr. Shao Qiwei proposed of tailoring certain services to the Chinese tourists and, hence, showing cultural sensibility. Therefore, a deeper understanding is needed of Chinese culture by employees in the hospitality industry and people directly or indirectly in contact with Chinese tourists during their stay in Barcelona.

5.2 Limitations

Several factors have limited the research results of which the lack of time, language constraints, cultural differences and the low accessibility to the desired market are the most important to be mentioned. Consequently, the accuracy of the research might have been affected as a result of these limitations.

As a consequence of the limited amount of time available, only 100 questionnaires were collected in order to investigate the Chinese tourists' opinions. In addition, the questionnaires could not be collected during the whole year so they were collected in a period of two weeks. This short period of time may bias the results. Luckily in those two weeks, different weather conditions, days of the week and even festivity days were included, as the Easter holidays took place during that period. Therefore, different typologies of Chinese tourist were included in the sampled (business, tourism, young students on holidays, old people, and so on). Moreover, we realized that the weather conditions could represent a big facility to obtain more answers when it was sunny as well as a big withdraw when referring to rain or

wind, in this case, due to bad weather conditions some of the sampling sessions had to be cancelled.

In addition, some of the language constraints faced, were that the data collection technique was compelled to be quantitative due to the fact that by considering the general low English level of the Chinese population and our lack of Chinese-language understanding and talking, to carry out a qualitative research would represent a major problem when analysing the data collected. Nevertheless, help was needed to translate the questionnaires to Chinese (Appendix 2) and to translate some of the answers obtained because, although they were closed questionnaires, in a few occasions, respondents left some comments in Chinese. In addition, during the data collection process, language issues were a big drawback when approaching Chinese tourists and when trying to communicate with them to obtain further information than what was asked on the questionnaires.

Cultural differences were also a significant limitation when requesting the respondents to answer the questionnaires. Some examples would be when approaching potential respondents; it was very hard to differentiate their exactly country of origin. In addition, there were some situations in which the approached tourists got offended and reacted very rude. Furthermore, most of the respondents reacted scared and showed distrust when filling in the questionnaires and some of them would not even stop walking when approaching them. A reason for this insecurity and lack of proactivity when doing new things could be a result of the Chinese mentality developed as a consequence of the communism role that they were summited during Mao's dictatorship. In addition, another constraint that could be a sign of Chinese cultural insecurity when travelling abroad is the fact that most Chinese tourists usually travel in big groups. This makes approaching them more difficult as they move in big buses that take them from the entrance of a heritage site to the entrance of another touristic attraction, making it harder for us to find potential respondents in the streets. Moreover, as Chinese tourists travel in big groups, it is very common that they follow a guide, and for both cultural differences and language limitations reasons, talking with the Chinese tour guides was quite impossible.

In addition, complicated accessibility to the target has been a significant limitation in applying other data collection techniques. An interview was sent to Miss Gao's and Miss Irma Wang. Miss Gao is a lecturer in conferences about Chinese commercial culture and worked in

China Consulting Group and Miss Irma Wang is the General Manager of Nuba travel agency in Shanghai, but unfortunately, no response was received from neither of them.

As a consequence of these constraints more limited data collection techniques were applied and consequently, the data collection available to be analysed is less accurate. Hence, the analysis of the different suggestions for improvement to adapt the Catalan capital's services and touristic products to satisfy Chinese expectations, needs and preferences is less precise.

5.3 Recommendations

The development of China and its effects on the hospitality industry in Barcelona is a very relevant topic of major importance at the moment. As the Spanish government official in the Spain-China Forum in Barcelona mentioned in the China Times (2011), in the next 10 years, China will become the first source country of tourists for Spain. Consequently, major touristic cities like Barcelona have to be well positioned to receive this new type of tourists in order to reach their expectations and satisfy their needs and wants. Due to the fact that Chinese outbound tourism is a new trend that is beginning to affect western countries, Barcelona is not prepared for the arrival of Chinese tourists and there are big issues that hamper the satisfaction of this new type of clientele. Due to the limitations mentioned above, this research could not have been done more in depth. Therefore, in order to obtain more knowledge about the subject and to provide better answers to the research questions, some recommendations are provided for a greater adaptation to the cross-cultural management issues with Chinese tourism.

Along this research, it has been distinguished that the predominant image of Spain in China is of a country of little more than flamenco, bullfights, "fiestas (parties) and siestas" (Elcano Royal Institute, 2008). According to the primary data described in the literature review and by analysing the results of the questionnaires that have been carried out, the main reason why Chinese tourists come to Barcelona is for leisure purposes (Appendix 3). However, it would be convenient to attract a wider range of Chinese tourists (business tourists) and not only those that come for leisure motives. Therefore, in order to boost exports and make the country known for other achievements it would be recommended to realize a marketing plan applied in China, with different advertising techniques that emphasize a more serious image of the country and improves the perception of the nation brand. Although seasonality is not a big

issue among Chinese tourism, attracting different types of Chinese tourists would also help to have a more regular flow of visitors coming from China during the whole year. In addition, by launching a marketing plan that promotes the city of Barcelona and by bearing in mind that nowadays Chinese tourist increasingly start to travel independently and not as part of a group or through purchasing a travel package (which usually stay only a few nights in Barcelona because in a very limited amount of time they visit a few countries), different aspects of the city must be promoted in order to try to extend the average amount of days that Chinese visitors stay in the Catalan capital.

In addition, one of the main drawbacks for the Chinese market is the lack of direct flights when coming to Spain in general, and to Barcelona in particular. Therefore, it would be advisable that governments and airlines find an agreement in order to implement some direct flights from different major cities in China to Barcelona and the other way around. Moreover, governments should also bear in mind that the difficulties that the Chinese population finds when obtaining their visas when coming to Spain are also a big inconvenient factor that can make Chinese potential tourists change their mind when choosing their next travel destination. Therefore, action should be taken in order to facilitate the visa obtaining process.

Another recommendation would be to continue the research of evaluating the moments of truth that Chinese tourist undergo when purchasing a product or service in Barcelona and to analyse if those moments of truth are similar to the expectations that they had before coming to the Catalan capital. Furthermore, it would be recommendable to develop a framework that investigates their suggestions in order to satisfy their needs and wants. By the disposal of more time and resources (language translators and more access to experts in the area), this framework can be evaluated more in depth with the use of interviews in order to obtain different and more detailed opinions about what products or services should be improved to satisfy and attract more Chinese tourists.

Furthermore, by analysing the collected data, it is been observed that language and safety are the two main factors that Chinese tourists were more disappointed with when travelling to Barcelona. In order to reduce the difference between the expectations and the moments of truth and to adapt Barcelona as an inbound market for Chinese tourism, a study should be undertaken to see what are the different actions that governments and tourism

institutions should implement in order to tackle this issues and make Chinese tourists feel more comfortable and secure when travelling to Barcelona.

Finally, when taking into account the diverse recommendations that have been mentioned, it is important to bear in mind the cultural differences when carrying out the proposed researches and when implementing the different action plans.

6. REFERENCES

- Altinay, L., and Paraskevas, A.(2008) *Planning research in hospitality and tourism*. Oxford: Butterworth-Heinemann.
- Andreassen, T. (1995). Dissatisfaction with public services: The case of public transportation, *Journal of Services Marketing*, 9 (5), 30-41.
- Araujo, C. (2013) 'The Four Moments of Truth in the Customer Experience'. *Moments of Truth: The Future of the Customer Experience*, pp. 22-23. Available at http://www.thinkhdi.com/~media/HDICorp/Files/SupportWorld/Promo/SW_NovDec13_Araujo_Moments.pdf [Accessed 25 February 2015]
- Arlt, W. G. (2006) *China's Outbound Tourism* [Online]. New York: Routledge. Available at [http://books.google.es/books?id=swaAAgAAQBAJ&printsec=frontcover&dq=Arlt,+Wolfgang+%282006%29:+China%E2%80%99s+Outbound+Tourism&hl=es&sa=X&ei=m7I-VZfMCKTR7Qa3l4CoCQ&ved=0CCQQ6AEwAA#v=onepage&q=Arlt%2C%20Wolfgang%20\(2006\)%3A%20China%E2%80%99s%20Outbound%20Tourism&f=false](http://books.google.es/books?id=swaAAgAAQBAJ&printsec=frontcover&dq=Arlt,+Wolfgang+%282006%29:+China%E2%80%99s+Outbound+Tourism&hl=es&sa=X&ei=m7I-VZfMCKTR7Qa3l4CoCQ&ved=0CCQQ6AEwAA#v=onepage&q=Arlt%2C%20Wolfgang%20(2006)%3A%20China%E2%80%99s%20Outbound%20Tourism&f=false) [Accessed 23 March 2015].
- Brotherton, B. (1999) 'Towards a definitive view of the nature of hospitality and hospitality management'. *International Journal of Contemporary Hospitality Management* 11, (4) 165-173. Cited in: Pantelidis, I (2014) *The Routledge Handbook of Hospitality Management*. New York: Routledge, p.3.
- Brotherton, B. and Wood, R. C. (2000) 'Hospitality and Hospitality Management', in Lashley, C. and Morrison, A. ed. *In Search of Hospitality: Theoretical Perspectives and Debates*. Oxford: Butterworth-Heinemann, pp. 134-156. Cited in: Pantelidis, I (2014) *The Routledge Handbook of Hospitality Management*. New York: Routledge, p.3.
- Brotherton, B., and Wood, R. (2008) *The Sage Handbook of Hospitality Management* [Online]. London: Sage Publications. Available at http://books.google.es/books?hl=es&lr=&id=MF6x6G_i9BkC&oi=fnd&pg=PP1&dq=the+sage+handbook+of+hospitality+management&ots=ieV5qlSzwc&sig=XsX4igRhUHfwmNabt-49KPU7lw#v=onepage&q=the%20sage%20handbook%20of%20hospitality%20management&f=false [Accessed 17 February 2015].

Butler, R., and Wall, G. (1985). Introduction: Themes in Research on the Evolution of Tourism. *Annals of Tourism Research*, 12(3), 287-296.

China Internet Watch (2014) *Rise of the China Outbound Tourism* [Online] Available at <http://www.chinainternetwatch.com/8832/outbound-travelers/> [Accessed 11 March 2015]

Chinese International Travel Monitor, (2014) *Chinese International Travel Monitor 2014* [Online] Available at http://press.hotels.com/content/themes/citm/assets/pdf/citm_uk_pdf_2014.pdf [Accessed 10 March 2015]

CTA (2011) *Annual Report of China Outbound Tourism Development 2011*. Tourism Education Press. Beijing.

Dann, G., and Parrinello, G. (2009) *The Sociology of Tourism European Origins and Developments* [Online]. Bingley: Emerald, pp. 25-28. Available at <http://www.docstoc.com/docs/100650817/The-Sociology-of-Tourism---European-Origins-and-Developments#> [Accessed 17 February 2015].

Elcano Royal Institute (2008) *La Imagen de España en China* [Online] Available at http://www.realinstitutoelcano.org/wps/portal/web/rielcano_es/publicacion?WCM_GLOBAL_CONTEXT=%2Felcano%2Felcano_es%2Fpublicaciones%2Fimagen+de+espa_a+en+china [Accessed 22 February 2015]

Elcano Royal Institute (2013) *The distance between Spain's image and the country's reality* [Online] Available at http://www.realinstitutoelcano.org/wps/portal/web/rielcano_en/contenido?WCM_GLOBAL_CONTEXT=/elcano/elcano_es/zonas_es/imagen+de+espana/ari43-2014-chislett-distance-between-spains-image-and-countrys-reality#.VS6xyJSsXgL [Accessed 17 February 2015].

Emerald Insight (2004) *International Journal of Contemporary Management* [Online] Available at <http://www.emeraldinsight.com/doi/abs/10.1108/09596110410516552?journalCode=ijchm#> [Accessed 5 February 2015]

- Fly To Barcelona (2013) *The “Chinese Friendly” tourism brand will triumph in Spain, asserts Beijing* [Online] Available at <http://www.flytobarcelona.org/?p=6559> [Accessed 17 February 2015].
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6-21.
- Gao, Y. (2014) Presented at conference “Chinese Outbound Tourism: un nuevo reto para el sector turístico europeo” by Casa Asia, Barcelona.
- Gill, J., and Johnson, P. (1997) *Research Methods for Managers*. 2nd ed. London: Paul Chapman Publishing.
- Glücksman, R. (1935). *Fremdenverkehrskunde (Tourism Knowledge)*. Bern: Verlag von Stämpfli und Cie, p.3. Cited in: Dann, G., & Parrinello, G.(2009) *The Sociology of Tourism European Origins and Developments*. Bingley: Emerald, p.29.
- Gnoth, J. (1997). Tourism Motivation and Expectation Formation. *Annals of Tourism Research*, 24(2): 283-304.
- Hanafiah, H. (2010) *Malaysian tourists' motivation towards outbound tourism*. Unpublished Dissertation. Malaysia: Universiti Teknologi Mara.
- Hunt, H. K. (1983). Conceptualization and measurement of customer satisfaction and dissatisfaction. Cambridge, MA: Marketing Science Institute.
- Johnson-Laird, P., and Byrne, R.(1991) *Deduction*. Hove: Lawrence Erlbaum.
- Keating, B., and Kriz, A. (2008) 'Outbound Tourism from China: Literature Review and Research Agenda'. *Journal of Hospitality and Tourism Management* 15, (1) 32-41.
- Kim Liên, P. T. (2010) *Tourist Motivation and Activities. A Case Study of Nha Trang, Vietnam*. Unpublished Dissertation. Norway: University of Tromso.
- Kotler, P., Bowen, J. and Makens, J. (2003), *Marketing for hospitality and tourism*, (3rd ed), Prentice-Hall, Upper Saddle River, NJ.

- Latham, K. (2014) *Chinese Outbound Tourism* Interviewed by Casa Asia [TV] 26 November 2014.
- Leiper, N. (1979). The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. *Annals of Tourism Research*, 6(4), 390-407.
- Lovelock, C. and Wright, L. (2002), *Principles of service marketing and management*, (2nd ed), Prentice-Hall, Upper Saddle River, NJ.
- Pantelidis, I. (2014) 'Editorial introduction: An alternative approach to appreciating hospitality management' *The Routledge Handbook of Hospitality Management* [Online], 2-4. Available at http://books.google.es/books?id=cEQsAwwAAQBAJ&pg=PR1&lpg=PR1&dq=The+Routledge+Handbook+of+Hospitality+Management&source=bl&ots=kTPpQ2-H9I&sig=Oqp9ELAx_qYipclHYzZY6if7vtY&hl=es&sa=X&ei=smE5VZDaJlOrOr2ZgPgH&ved=0CDsQ6AEwAw#v=onepage&q=The%20Routledge%20Handbook%20of%20Hospitality%20Management&f=false [Accessed 18 February 2015]
- Prayag, G. (2008) 'Image, Satisfaction and Loyalty - The Case of Cape Town' *Anatolia: An International Journal of Tourism and Hospitality Research* [Online] 19, (2) 205-224. Available at http://www.academia.edu/1103068/Image_Satisfaction_and_Loyalty_The_Case_of_Cape_Town [Accessed 18 February 2015]
- Prayag, G. (2009) 'TOURISTS' EVALUATIONS OF DESTINATION IMAGE, SATISFACTION, AND FUTURE BEHAVIORAL INTENTIONS—THE CASE OF MAURITIUS' *Journal of Travel & Tourism Marketing* [Online] 26, (8) 836 - 853. Available at <http://www.academia.edu/391973/>
- Ray, N. (2013) 'Factors influencing tourists' motivational determinants for promotion of tourism destination: An Empirical assessment on rural tourism with special reference from Kamarpukur, West Bengal', in Khurana, R. and Aggarwal, R. ed. (2013) *Interdisciplinary Perspectives on Business Convergence, Computing and Legality*. United States of America: Business science reference, pp. 27-28.

- Rust, R., and Oliver, R. L. (1994). *Service quality: New directions in theory and practice*. London: Sage Publications.
- Saunders, M., Lewis, P., and Thornhill, A. (2007) *Research Methods for Business Students*. London: Prentice Hall Financial Times.
- SimplyPsychology (2007) *Maslow's Hierarchy of needs* [Online] Available at <http://www.simplypsychology.org/maslow.html> [Accessed 5 March 2015]
- Soler, (2011). *ZMOT and hotel marketing*. [Online] 17 September. Available at <http://www.mirarmedia.com/category/article/> [Accessed 25 February 2015].
- Solomon, *et al.*, (1999) 'Motivation, values and involvement', in Solomon, *et al.*, ed. (2006) *Consumer Behaviour. A European Perspective*. New Jersey: Prentice Hall, pp. 89-135.
- Spangler, M. M. (1986) *Logic: An Aristotelian Approach*. Lanham,MD: University Press of America.
- Spreng, R. A., Mackenzie, S.B., and Olshavsky, R.W. (1996). A re-examination of the determinants of customer satisfaction. *Journal of Marketing*, 60, 15-32.
- The China Times (2011) '*Spain to Encourage More Tourists from China*'. The China Times [Online] 6 July. Available at <http://thechinatimes.com/online/2011/07/266.html> [Accessed 18 February 2015].
- TUI AG and Z_punkt GmbH (2012) *New Chinese tourists in Europe from 2017* [Online] Available at http://www.z-punkt.de/fileadmin/be_user/D_News/D_2012_06_Newsletter/New_Chinese_Tourists_in_Europe_from_2017_en.pdf [Accessed 10 March 2015]
- Um, S., Chon, K., and Ro, Y. H. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141-1158.
- UNWTO (2013) *China - the new number one tourism source market in the world* [Online] Available at <http://media.unwto.org/en/press-release/2013-04-04/china-new-number-one-tourism-source-market-world> [Accessed 11 March 2015]

- Veal, A. J. (2006) *Research Methods for Leisure and Tourism*. 3rd ed. London: Pitman Publishing.
- Vukonic, B. (1988) 'An outline of the history of tourism theory', in Hsu, C. and Gartner, W. ed. (2012) *The Routledge Handbook of Tourism Research*. New York: Routledge, pp. 3-20.
- Wahab, S. (1977) *Introdução à administração do turismo*. São Paulo: Pioneira, p.26. Cited in: Panosso Netto, A. (2009) 'What is Tourism? Definitions, Theoretical Phases and Principles', in Tribe, J. ed. (2009) *Philosophical Issues in Tourism*. UK: Channel View Publications, p. 45.
- World Population Statistics (2013) *China Population 2013* [Online] Available at <http://www.worldpopulationstatistics.com/china-population-2013/> [Accessed 5 February 2015]
- World Tourism Organization. (1995) *Collection of Tourism Expenditure Statistics. Technical Manual No.2* [Online]. World Tourism Organization. Available at <http://pub.unwto.org/WebRoot/Store/Shops/Infoshop/Products/1034/1034-1.pdf> [Accessed 15 February 2015].
- Xinhua (2013) '*Spain should adapt to attract Chinese tourists*'. China Daily [Online] 29 November. Available at http://www.chinadaily.com.cn/business/2013-11/29/content_17140506.htm [Accessed 17 February 2015].
- Yüksel, A., and Yüksel, F. (2001). The expectancy-disconfirmation paradigm: A critique. *Journal of Hospitality & Tourism Research*, 25(2), 107-131.
- Zhang, G. (1989) 'Ten years of Chinese tourism: Profile and assessment' *Tourism Management* [Online] 10, (1) 51-62. Available at <http://www.sciencedirect.com/science/article/pii/0261517789900344> [Accessed 23 March 2015]
- Zhang, G., Pine, R., and Zhang, H. Q. (2000) 'China's international tourism development: present and future'. *International Journal of Contemporary Hospitality Management* 12, (5) 282-290. Available at

<http://elib.tic.edu.vn:8080/dspace/bitstream/123456789/10855/1/CITD120500.PDF>

[Accessed 25 March 2015]

Zhang, G., Song, R. and Deqing, L. (2011) *Green Book of China's Tourism 2011. China's Tourism Development Analysis and Forecast* [Online]. China: COTRI. Available at <http://books.google.es/books?id=ozSZsFihE60C&pg=PR13&lpg=PR13&dq=Analyses+and+Forecasts+on+China+Outbound+Tourism+Development+2010-2011&source=bl&ots=2SSbJnNtpL&sig=-DjbCqJ6yaj6yiroxZINpnmi4Ww&hl=es&sa=X&ei=o7Y-VciZC-uN7Abz2YGyAQ&ved=0CCkQ6AEwAA#v=onepage&q=Analyses%20and%20Forecasts%20on%20China%20Outbound%20Tourism%20Development%202010-2011&f=false> [Accessed 24 March 2015].

7. APPENDICES

Appendix 1. Sample of the questionnaire in English used for the findings in this study

The image shows a questionnaire cover page with a blue and white color scheme. At the top left is the HTSI logo and school name. At the top right is the slogan 'WE ARE HOSPITALITY'. The main title 'Chinese tourism in Barcelona' is centered. Below are four questions with radio button options.

HT SI SCHOOL OF TOURISM & HOSPITALITY MANAGEMENT SANT IGNASI
Ramon Llull University

WE ARE HOSPITALITY

Chinese tourism in Barcelona

1) How old are you?

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- +65

2) How many times have you been to Barcelona?

- 1
- 2
- 3
- 4
- 5
- Other

3) How many days are you staying in Barcelona?

- 1-3 days
- 4-6 days
- 7-10 days
- Other

4) Why are you visiting Barcelona? (choose one only)

- Business
- Leisure/ holidays

- Visit family or relatives
- Other

5) What are the main reasons why you would choose Barcelona? (various options possible)

- Shopping
- Heritage
- Gastronomy
- Weather
- Local seasonal/ festive events
- Sports events or practising in Barcelona
- Value-for-money
- Reputation
- Special travel offer
- Other

6) Indicate the most important or decisive reason why you have chosen Barcelona

- Shopping
- Heritage
- Gastronomy
- Weather
- Local seasonal/ festive events
- Sports events or practising in Barcelona
- Value-for-money
- Reputation
- Special travel offer
- Other

7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level).

	1	2	3	4	5
Gastronomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schedules (shops, restaurants, touristic sites)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest)

Expectation

	1	2	3	4	5
Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical and heritages sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value-for-money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festive events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest)

Actual experience in Barcelona


	1	2	3	4	5
Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical and heritages sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value-for-money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festive events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Public transportation

10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona?

	1	2	3	4	5
Gastronomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schedules (shops, restaurants, touristic sites)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Enviar 100%: has terminado.



 Este contenido no ha sido creado ni aprobado por Google.
[Informar sobre abusos](#) - [Condiciones del servicio](#) - [Otros términos](#)

Appendix 2. Sample of the questionnaire in Chinese used for the findings in this study

中国游客在巴塞罗那

1) 你的年龄多大了?

- 18-25
- 26-35
- 36-45
- 46-55
- 55-65
- +65

2) 您去过巴塞罗那几次?

- 1
- 2
- 3
- 4
- 5
- 其他: 填写

3) 您在巴塞罗那呆了多久?

- 1-3 天
- 4-6 天
- 7-10 天
- 其他: 填写

4) 您为什么选择去巴塞罗那? (选择一个)

- 商业
- 休闲/度假
- 访问家人或者朋友
- 其他: 填写

5) 您选择去巴塞罗那的主要原因是什么? (可选多项)

- 购物
- 文化
- 美食
- 天气
- 节庆活动
- 体育赛事或在巴塞罗那体育活动
- 消费不贵
- 声誉
- 特殊的旅游报价
- 其他: 填写.....

6) 您决定选择去巴塞罗那最重要的原因是以下哪一项 (选择一个)

- 购物
- 文化
- 美食
- 天气
- 节庆活动
- 体育赛事或者在巴塞罗练体育
- 消费不高
- 声誉
- 特殊的旅游报价
- 其他: 填写.....

7) 您认为巴塞罗那旅哪些方面更适应中国游客? 请排列为 1 最低到 5 最高)

在巴塞罗那旅游部门适应中国游客					
美食	1	2	3	4	5
住宿	1	2	3	4	5

在巴塞罗那旅游部门适应中国游客

购物	1	2	3	4	5
语言	1	2	3	4	5
清洁度	1	2	3	4	5
安全	1	2	3	4	5
公共交通	1	2	3	4	5
附表（商店，餐馆，旅游景点）	1	2	3	4	5

8) 在巴塞罗那旅游期间，您对它如何评价？（最低 1 - 5 最高）

	期望					在巴塞罗那的世纪经验				
安全	1	2	3	4	5	1	2	3	4	5
文化	1	2	3	4	5	1	2	3	4	5
廉价	1	2	3	4	5	1	2	3	4	5
购物	1	2	3	4	5	1	2	3	4	5
住宿品□	1	2	3	4	5	1	2	3	4	5
节庆活动	1	2	3	4	5	1	2	3	4	5
清洁度	1	2	3	4	5	1	2	3	4	5
公共交通	1	2	3	4	5	1	2	3	4	5

9) 为了更好的帮助中国游客在巴塞罗那旅游，您认为以下哪些方面有待改进？改进更好地适应中国游客在巴塞罗那

改进更好地适应中国游客在巴塞罗那

美食	1	2	3	4	5
住宿	1	2	3	4	5
购物	1	2	3	4	5
语言	1	2	3	4	5
清洁度	1	2	3	4	5
安全	1	2	3	4	5
公共交通	1	2	3	4	5
附表（商店，餐馆，旅游景点）	1	2	3	4	5

Appendix 3. Results of the questionnaires of the research sample

1) How old are you?	2) How many times have you been to Barcelona?	3) How many days are you staying in Barcelona?	4) Why are you visiting Barcelona? (choose one only)	5) What are the main reasons why you would choose Barcelona? (various options possible)	6) Indicate the most important or decisive reason why you have chosen Barcelona
26-35	1	4-6 days	Leisure/ holidays	Shopping, Heritage, Gastronomy, Value-for-money	Shopping, Heritage, Gastronomy, Value-for-money
36-45	1	1-3 days	Leisure/ holidays	Heritage, Special travel offer	Heritage
26-35	1	1-3 days	Leisure/ holidays	Heritage	Heritage
46-55	5	1-3 days	Other	Shopping	Shopping
46-55	1	1-3 days	Leisure/ holidays	Heritage	Heritage
18-25	1	4-6 days	Leisure/ holidays	Heritage	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy	Heritage, Gastronomy, Weather
46-55	Other	4-6 days	Business	Other	Heritage
26-35	1	1-3 days	Leisure/ holidays	Heritage, Sports events or practising in Barcelona	Heritage, Weather, Sports events or practising in Barcelona
26-35	1	1-3 days	Leisure/ holidays	Heritage, Sports events or practising in Barcelona	Heritage, Special travel offer
56-65	1	1-3 days	Leisure/ holidays	Heritage	Heritage

1) How old are you?	2) How many times have you been to Barcelona?	3) How many days are you staying in Barcelona?	4) Why are you visiting Barcelona? (choose one only)	5) What are the main reasons why you would choose Barcelona? (various options possible)	6) Indicate the most important or decisive reason why you have chosen Barcelona
18-25	1	4-6 days	Leisure/ holidays	Heritage, Gastronomy, Weather, Sports events or practising in Barcelona	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Value-for-money	Heritage
18-25	1	1-3 days	Leisure/ holidays	Shopping, Heritage	Shopping, Gastronomy
18-25	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Sports events or practising in Barcelona	Gastronomy, Sports events or practising in Barcelona
46-55	2	1-3 days	Leisure/ holidays	Heritage, Weather, Sports events or practising in Barcelona	Heritage, Sports events or practising in Barcelona
26-35	1	1-3 days	Leisure/ holidays	Heritage	Heritage
46-55	5	1-3 days	Other	Shopping	Shopping
26-35	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Value-for-money	Gastronomy
26-35	1	1-3 days	Leisure/ holidays	Shopping, Heritage, Gastronomy, Sports events or practising in Barcelona	Heritage
18-25	1	4-6 days	Leisure/ holidays	Heritage, Gastronomy	Heritage
46-55	Other	4-6 days	Leisure/ holidays	Heritage, Weather, Reputation	Heritage
18-25	1	4-6 days	Leisure/ holidays	Heritage, Gastronomy, Weather	Heritage

1) How old are you?	2) How many times have you been to Barcelona?	3) How many days are you staying in Barcelona?	4) Why are you visiting Barcelona? (choose one only)	5) What are the main reasons why you would choose Barcelona? (various options possible)	6) Indicate the most important or decisive reason why you have chosen Barcelona
46-55	1	1-3 days	Business	Value-for-money	Gastronomy, Sports events or practising in Barcelona
26-35	1	4-6 days	Leisure/ holidays	Heritage, Sports events or practising in Barcelona	Heritage
36-45	1	1-3 days	Business	Heritage	Heritage
46-55	1	4-6 days	Leisure/ holidays	Shopping, Heritage	Heritage, Sports events or practising in Barcelona
26-35	1	7-10 days	Leisure/ holidays	Shopping, Heritage, Weather	Shopping
36-45	1	7-10 days	Leisure/ holidays	Weather	Weather
56-65	1	7-10 days	Leisure/ holidays	Gastronomy	Weather
36-45	1	4-6 days	Leisure/ holidays	Special travel offer	Special travel offer
26-35	1	1-3 days	Leisure/ holidays	Shopping, Gastronomy	Shopping
26-35	1	4-6 days	Leisure/ holidays	Shopping, Gastronomy, Local seasonal/ festive events	Gastronomy
36-45	2	4-6 days	Visit family or relatives	Value-for-money	Reputation
26-35	2	7-10 days	Visit family or relatives	Gastronomy, Weather	Heritage, Gastronomy, Weather
18-25	1	Other	Leisure/ holidays	Heritage, Gastronomy, Sports events or practising in Barcelona	Heritage

1) How old are you?	2) How many times have you been to Barcelona?	3) How many days are you staying in Barcelona?	4) Why are you visiting Barcelona? (choose one only)	5) What are the main reasons why you would choose Barcelona? (various options possible)	6) Indicate the most important or decisive reason why you have chosen Barcelona
46-55	3	7-10 days	Leisure/ holidays	Heritage, Weather, Value-for-money	Heritage
26-35	1	4-6 days	Leisure/ holidays	Shopping, Heritage, Gastronomy, Sports events or practising in Barcelona	Shopping
26-35	1	4-6 days	Leisure/ holidays	Shopping, Gastronomy, Weather	Shopping, Heritage, Gastronomy
26-35	2	4-6 days	Leisure/ holidays	Heritage	Gastronomy
26-35	1	7-10 days	Leisure/ holidays	Reputation	Heritage
56-65	1	7-10 days	Leisure/ holidays	Shopping, Heritage, Reputation	Heritage
26-35	1	7-10 days	Leisure/ holidays	Shopping, Heritage, Weather, Reputation	Shopping
18-25	1	7-10 days	Leisure/ holidays	Shopping, Heritage, Gastronomy, Reputation	Weather
18-25	2	4-6 days	Leisure/ holidays	Shopping, Gastronomy, Special travel offer	Gastronomy
18-25	1	7-10 days	Business	Shopping, Heritage, Weather, Value-for-money, Reputation	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Weather	Heritage
56-65	1	4-6 days	Leisure/ holidays	Heritage, Gastronomy, Reputation	Heritage

1) How old are you?	2) How many times have you been to Barcelona?	3) How many days are you staying in Barcelona?	4) Why are you visiting Barcelona? (choose one only)	5) What are the main reasons why you would choose Barcelona? (various options possible)	6) Indicate the most important or decisive reason why you have chosen Barcelona
26-35	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Weather, Reputation	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage	Heritage
26-35	1	4-6 days	Leisure/ holidays	Heritage	Heritage
26-35	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Weather	Other
26-35	1	1-3 days	Leisure/ holidays	Heritage, Weather, Reputation	Heritage
26-35	1	1-3 days	Leisure/ holidays	Heritage	Heritage
26-35	1	Other	Leisure/ holidays	Heritage, Weather, Reputation	Weather
18-25	1	1-3 days	Leisure/ holidays	Heritage, Weather	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Weather	Gastronomy
18-25	1	1-3 days	Leisure/ holidays	Heritage, Weather, Local seasonal/ festive events, Reputation	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage, Weather, Reputation	Reputation
26-35	1	1-3 days	Leisure/ holidays	Shopping, Heritage, Gastronomy, Weather, Sports events or practising in Barcelona	Gastronomy

1) How old are you?	2) How many times have you been to Barcelona?	3) How many days are you staying in Barcelona?	4) Why are you visiting Barcelona? (choose one only)	5) What are the main reasons why you would choose Barcelona? (various options possible)	6) Indicate the most important or decisive reason why you have chosen Barcelona
36-45	1	1-3 days	Leisure/ holidays	Shopping, Heritage, Gastronomy	Shopping, Heritage, Gastronomy
18-25	1	1-3 days	Leisure/ holidays	Shopping, Gastronomy	Shopping
26-35	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Sports events or practising in Barcelona	Heritage
18-25	1	4-6 days	Leisure/ holidays	Shopping, Heritage, Gastronomy, Weather	Heritage
18-25	1	4-6 days	Leisure/ holidays	Heritage	Heritage
18-25	1	1-3 days	Leisure/ holidays	Shopping, Heritage, Gastronomy	Shopping, Heritage, Gastronomy
18-25	1	4-6 days	Leisure/ holidays	Shopping, Heritage, Gastronomy	Heritage, Gastronomy
18-25	1	1-3 days	Leisure/ holidays	Gastronomy, Weather	Heritage, Gastronomy, Weather
18-25	1	4-6 days	Leisure/ holidays	Shopping, Heritage, Gastronomy	Other
18-25	1	1-3 days	Leisure/ holidays	Weather, Other	Other
36-45	1	4-6 days	Leisure/ holidays	Heritage, Gastronomy, Weather, Value-for-money, Reputation	Heritage
36-45	1	4-6 days	Leisure/ holidays	Heritage, Gastronomy	Heritage
18-25	1	4-6 days	Leisure/ holidays	Gastronomy, Weather, Sports events or practising in Barcelona	Sports events or practising in Barcelona

1) How old are you?	2) How many times have you been to Barcelona?	3) How many days are you staying in Barcelona?	4) Why are you visiting Barcelona? (choose one only)	5) What are the main reasons why you would choose Barcelona? (various options possible)	6) Indicate the most important or decisive reason why you have chosen Barcelona
18-25	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Weather	Gastronomy
18-25	1	4-6 days	Leisure/ holidays	Heritage, Gastronomy, Weather, Sports events or practising in Barcelona	Heritage
18-25	1	1-3 days	Leisure/ holidays	Shopping, Heritage, Reputation	Reputation
26-35	1	1-3 days	Leisure/ holidays	Shopping, Heritage, Weather	Weather
18-25	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Weather	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Weather, Reputation	Heritage, Gastronomy, Weather
18-25	1	4-6 days	Leisure/ holidays	Heritage, Gastronomy, Reputation, Special travel offer	Shopping, Weather, Reputation, Special travel offer
18-25	1	4-6 days	Leisure/ holidays	Heritage, Gastronomy, Weather, Sports events or practising in Barcelona	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage, Reputation	Heritage
18-25	1	1-3 days	Leisure/ holidays	Other	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage, Weather	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage, Weather, Reputation	Heritage, Weather, Sports events or practising in Barcelona

1) How old are you?	2) How many times have you been to Barcelona?	3) How many days are you staying in Barcelona?	4) Why are you visiting Barcelona? (choose one only)	5) What are the main reasons why you would choose Barcelona? (various options possible)	6) Indicate the most important or decisive reason why you have chosen Barcelona
18-25	1	1-3 days	Leisure/ holidays	Heritage	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage	Other
18-25	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy	Heritage, Gastronomy
18-25	1	1-3 days	Leisure/ holidays	Shopping, Heritage, Gastronomy	Heritage
18-25	1	1-3 days	Leisure/ holidays	Shopping, Heritage, Gastronomy	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage, Reputation	Heritage
26-35	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Weather, Reputation	Heritage
18-25	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Weather, Reputation	Heritage
18-25	1	4-6 days	Leisure/ holidays	Shopping, Heritage, Gastronomy	Heritage
26-35	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Weather, Reputation	Heritage
26-35	1	1-3 days	Leisure/ holidays	Shopping, Heritage, Weather	Weather
18-25	1	4-6 days	Leisure/ holidays	Heritage, Gastronomy, Weather, Sports events or practising in	Heritage

1) How old are you?	2) How many times have you been to Barcelona?	3) How many days are you staying in Barcelona?	4) Why are you visiting Barcelona? (choose one only)	5) What are the main reasons why you would choose Barcelona? (various options possible)	6) Indicate the most important or decisive reason why you have chosen Barcelona
				Barcelona	
18-25	1	1-3 days	Leisure/ holidays	Heritage, Gastronomy, Weather	Gastronomy
36-45	1	4-6 days	Leisure/ holidays	Heritage, Gastronomy	Heritage

7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Gastronomy]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Accommodation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Shopping]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Language]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Cleanliness]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Safety]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Public transportation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Schedules (shops, restaurants, touristic sites)]
3	4	5	3	4	3	4	
3	3	2	3	2	3	2	3
5	5	2	1	4	4	3	3
		5					
4	4	3		5	3	5	
2	4	5	4	4	2	4	3
5	2	3	2	3	3	4	5
5	4	4	5	5	3		
4	4	3	1	4	5	5	4
3	4	4	1	4	3	1	
3	3	4	3	4	4	3	3
4	4	5	2	3	3	4	5
5	4	5	2	5	3	5	3
4	4	4	2	4	3	4	4

7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Gastronomy]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Accommodation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Shopping]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Language]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Cleanliness]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Safety]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Public transportation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Schedules (shops, restaurants, touristic sites)]
1		1					
			1	2	3	5	
5	4	3	3	4	4	5	
		5					
5	4	3	2	4	2	3	
4	5	4	4	5	5	5	
2	3	4	1	3	3	5	5
	5	5		4	4	5	
5	4	3	1	3	3	4	5
4	2	5		5	4	4	
3	3	2	1	1	1	1	1
		4					
2	3	2	3	2	2	3	4
4	3	5	1	3	3	4	5

7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Gastronomy]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Accommodation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Shopping]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Language]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Cleanliness]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Safety]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Public transportation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Schedules (shops, restaurants, touristic sites)]
	4	5	2		4	4	5
4	3	5	2	3	3	4	5
3	3	3	3	3	3	3	4
5	4	4	3	4	4	4	4
5	4	5	2	3	4	5	5
3	3	3	2	1	2	2	3
4	4	4	3	3	1	5	5
4	4	5	3	4	3	5	4
3	2	5	1	3	2	3	5
5	5	5	3	5	3	5	5
4	3		2	3	4	4	3
5		5		5		5	5
3				5	5	5	4
4	4	5	4	5	5	5	5

7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Gastronomy]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Accommodation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Shopping]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Language]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Cleanliness]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Safety]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Public transportation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Schedules (shops, restaurants, touristic sites)]
4	5	4	4	5	5	5	4
4	5	4	4	5	5	5	4
4	5	5	4	5	5	5	4
5	5	5	4	5	5	5	4
5	4	4	2	5	4	4	4
1	1	2	5	1	1	3	
5	3	4	1	3	3	3	3
3	4	4	1	5	2	3	
3	3	2	1	3	3	3	4
4	4	2	2	4	3	4	5
3	4	3	2	3	3	4	
4	4	3	2	3	3	5	5
3	4		3	3	4	3	3
3	3	4	1	3	4	4	5

7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Gastronomy]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Accommodation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Shopping]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Language]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Cleanliness]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Safety]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Public transportation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Schedules (shops, restaurants, touristic sites)]
3	3	3	1	2	2	3	3
4	4	5	3	4	3	4	
3	3	4	1	4	4	4	4
5	4	4	3	4	1	4	5
5	4	4	3	3	1	3	
4	4	3	3	3	2	3	
4	4	4	2	5	3	5	5
5	4	5	3	5	4	5	
5	5	5	3	3	3	4	4
5	4	2	3	3	3	3	5
5	4	4	1	4	4	4	3
5	5	4	1	3	4	4	5
4	4	4	2	3	4	4	4
4	5	4	3	5	5	3	5

7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Gastronomy]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Accommodation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Shopping]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Language]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Cleanliness]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Safety]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Public transportation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Schedules (shops, restaurants, touristic sites)]
5	5	5	3	2	5	5	5
5	4	5	2	4	4	4	
5	4	4	4	5	5	5	5
4	2	3	3	5	4	5	5
4	3	3	2	2	2	3	5
4	3	4	2		3	2	5
3	3	4	2	4	2	4	3
4	4	4	2	3	3	4	3
3	4	3	1	4	4	5	5
5	4	4	2	3	1	3	4
1							
3	4	5	2	3	3	4	
4	4	4	2	5	2	4	
3	4	3	2	3	3	3	3

7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Gastronomy]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Accommodation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Shopping]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Language]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Cleanliness]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Safety]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Public transportation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Schedules (shops, restaurants, touristic sites)]
4	5	5	1	3	3	4	5
3	4	3	4	2	3	3	
5	4	4	3	3	3	3	4
5	4	4	2	3	2	3	4
4	3	4	3	2	3	2	3
4	4	4	2	2	3	4	3
3	3	3	4	3	3	3	3
3	4	4	2	2	3	3	4
5	3	4	1	3	3	3	3
3	3	4	1	4	4	4	4
4	4	4	2	3	4	4	4
3	4	3	1	4	4	5	5
3	3	4	2	4	2	4	3
4	3	3	2	2	2	3	5

7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Gastronomy]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Accommodation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Shopping]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Language]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Cleanliness]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Safety]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Public transportation]	7) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? Please rank the following infrastructures and services from 1 (lowest adaptation level) to 5 (highest adaptation level). [Schedules (shops, restaurants, touristic sites)]
4	2	3	3	5	4	5	5
5	4	5	2	4	4	4	4

8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Safety]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Historical and heritages sites]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Value-for-money]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Shopping]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Quality of accommodation]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Festive events]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Cleanliness]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Public transportation]
2	5	3	5	3	2	4	4
4	4	3	4	3	3	3	2
4	4	3	2	4	4	3	5
		5					
3	5	3	3	4		5	5
3	5	4	4	5	4	3	4
2	4	3	4	2	4	4	3
4	5	4	4	3			3
5	5	4	3	4	5	5	5
3	4	4	3	4	4	4	2
3	4	3	3	3	4	4	3
5	5	4	3	4	2	3	3
5	5	4	4	3	3	2	3
2	5	4	4	3	2	2	3
2	4	4	4	4	3	3	3
	5					2	
5	5	4	4	4	4	4	4
		5					

8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Safety]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Historical and heritages sites]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Value-for-money]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Shopping]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Quality of accommodation]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Festive events]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Cleanliness]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Public transportation]
2	5	5	3	4	3	4	3
4	5	4	5	5	4	4	5
3	5	2	3	3	3	3	3
5							
4	5	4	3	4	3	4	4
4	5	4	5	4	4	4	4
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
1	3	3	3	2	3	3	3
4	5	5	5	4	5	3	4
4	5	5	5	3	4	3	4
4	5	5	5	4	4	3	4
4	4	4	4	4	5	3	4
4	4	4	4	4	4	4	4
4	5	3	5	4	5	5	5
5	3	4		3	5	3	3
5	5	5	5	5	5	5	5
5	4	2	3	4	3	5	4

8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Safety]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Historical and heritages sites]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Value-for-money]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Shopping]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Quality of accommodation]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Festive events]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Cleanliness]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Public transportation]
3	4	5	5	2	4	3	3
5	5	5	5	5	5	5	5
3	4	2	3		2	3	3
5		5			5	5	
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5
5	5	4	4	5	5	5	5
5	5	4	4	5	4	5	5
5	4	5	5	5	4	5	5
4	5	3	4	4	3	4	4
1	1	2	2	2	2	1	4
3	4	3	4	5	5	2	3
5	5	4	5	4	5	4	4
2	4	3	2	3	2	3	3
3	5	4	3	3	4	4	4
5	5	3	3	5	4	4	4
4	5	4	3	5	5	5	4

8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Safety]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Historical and heritages sites]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Value-for-money]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Shopping]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Quality of accommodation]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Festive events]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Cleanliness]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Public transportation]
4	5	2	3	4		3	3
5	5	3	3	4	3	4	3
4	3	3	3	4	4	4	3
2	5	3	3	3	4	3	3
4	4	4	3	3	2	2	2
4	5	4	5	4	4	4	4
2	4	3	4	4	4	3	4
3	3	3	3	4	3	4	4
2	5	3	3	5		5	5
4	5	3	5	4	3	5	5
4	5	4	4	4	3	4	4
3	4	3	4	3	4	4	4
5	5	4	4	4	5	4	4
5	5	4	4	5	5	4	4
5	5	5	5	5	5	5	5
5	4	5	5	5		5	4
4	5	5		3		3	5
4	5	4	3	3	4	3	4

8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Safety]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Historical and heritages sites]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Value-for-money]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Shopping]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Quality of accommodation]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Festive events]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Cleanliness]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Public transportation]
4	4	4	4	4	4	4	4
5	5	4	4	5	3	5	4
4	4	3	3	3	3	4	4
5	5	4	3	3	3	4	5
3	3	3	4	4	2	3	3
4	5	4	3	3	3	3	3
3	4	4	3	4	3	4	4
4	4	4	3	4	2	2	3
4	4	3	3	3	4	4	5
4	5	4	4	4	4	3	4
2	4	5	3	4	5	4	3
4	5	3	3	4	3	3	3
5	5	3	4	4	5	4	4
3	5	3	3	4	3	3	
3	5	3	4	4	4	4	5
3	4	3	4	4	3	4	4
3	4	3	3	2	3	3	3
3	5	3	4	4	4	3	4

8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Safety]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Historical and heritages sites]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Value-for-money]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Shopping]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Quality of accommodation]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Festive events]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Cleanliness]	8) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Public transportation]
3	3	3	3	3	3	3	3
5	5	5	5	5	4	4	4
3	4	3	4	5	5	2	3
4	4	4	3	3	2	2	2
5	4	5	5	5	4	5	4
3	4	4	3	4	3	4	4
3	3	3	4	4	2	3	3
4	4	3	3	3	3	4	4
5	5	4	4	5	3	5	4
4	5	4	3	3	4	3	4

9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Safety]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Historical and heritages sites]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Value-for-money]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Shopping]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Quality of accommodation]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Festive events]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Cleanliness]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Public transportation]
4	5	3	4	5	3	4	4
4	5	3	4	3	3	3	3
4	4	3	2	3	3	2	4
		5					
4	5	3	3	4		5	5
4	5	5	5	3	2	3	3
4	3	4	4	3	4	4	3
5	5	4	3	4	3	4	5
3	4	3	2	3	3	4	1
3	4	4	4	3	4	3	3
3	5	4	3	4	2	4	4
3	4	3	4	5	5	5	5
4	4	4	4	2	2	3	4
3	4	4	4	2	3	3	3
	5					4	5
5	5	4	3	4	4	4	4

9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Safety]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Historical and heritages sites]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Value-for-money]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Shopping]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Quality of accommodation]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Festive events]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Cleanliness]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Public transportation]
3	5	5	3	4	3	4	3
4	5	5	5	5	4	5	5
4	5	5	5	5	3	4	5
3	5	5	5	5		5	5
4	4	3	3	3	3	3	4
1	1	1	1	1	1	1	1
4	3	3	3	4			
2	3	2	3	3	3	3	2
3	5	5	5	4	4	3	5
3	5	5	5	4	5	3	4
3	5	5	5	4	4	3	4
5	4	4	4	5	5	5	4
4	4	4	4	4	4	4	4
4	5	3	5	4	5	4	5
3	4	4		3	5	3	3
1	5	4	4	5	5	3	5
3	4	5	4	4	5	4	5

9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Safety]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Historical and heritages sites]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Value-for-money]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Shopping]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Quality of accommodation]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Festive events]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Cleanliness]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Public transportation]
3	5	5	5	4	4	3	3
3	5	5	5	4	5	5	5
3	3	4	4	4	3	3	2
5	4	5	5	5	4	5	5
4	5	5	4	5	4	5	5
5	5	5	5	5	4	5	5
5	5	4	5	5	5	5	5
5	5	4	5	5	4	5	5
5	5	4	5	5	4	5	5
4	4	2	3	3	3	3	2
2	5	3	4	5	3	4	4
4	4	3	2	3	2	4	3
4	5	4	3	3	4	4	5
3	4	2	3	4	3	3	4
4	5	4	4	5	5	4	5

9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Safety]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Historical and heritages sites]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Value-for-money]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Shopping]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Quality of accommodation]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Festive events]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Cleanliness]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Public transportation]
3	5	2	3	4		3	3
4	4	4	3	3	3	4	3
2	3	3	3	4	2	2	3
3	5	4	4	5	4	5	5
4	5	4	4	4	3	4	4
1	5	5	5	4	4	4	4
2	3	3	3	3	2	4	4
2	5	3	3	5		5	5
4	5	3	5	5	3	5	5
4	4	4	5	4	3	4	4
3	5	5	4	4	3	5	4
4	4	3	4	4	4	5	4
5	5	4	4	5	5	5	5
4	4	4	4	4	4	4	4
5	5	5	4	5		5	5
2	5	5		5		4	5
4	5	4	3	3	3	3	3

9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Safety]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Historical and heritages sites]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Value-for-money]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Shopping]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Quality of accommodation]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Festive events]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Cleanliness]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Public transportation]
5	4	5	4	3	4	3	5
5	4	3	4	3	3	5	5
3	5	4	4	4	3	3	4
3	4	3	4	3	2	2	3
4	4	3	4	3	2	4	4
4	5	2	4	4	3	4	3
4	5	3	4	4	2	4	4
2	4	4	4	5	4	2	3
4	4	4	4	4	4	4	4
3	4	4	4	5	4	3	4
4	4	3	3	4	3	3	4
4	4	4	4	4	3	4	3
4	5	4	5	5	5	5	5
3	5	2	2	5	3	2	4
4	5	3	4	3	4	4	5
3	4	4	4	4	4	3	4
3	4	3	3	2	3	3	3
3	5	3	4	5	3	3	4

9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Safety]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Historical and heritages sites]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Value-for-money]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Shopping]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Quality of accommodation]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Festive events]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Cleanliness]	9) Evaluate how your expectations of Barcelona were satisfied during your actual stay in Barcelona on the following aspects (1 lowest – 5 highest) [Public transportation]
3	3	4	3	3	2	4	4
4	4	3	3	3	3	3	3
4	4	2	3	3	3	3	2
4	5	4	4	4	4	4	4
4	4	4	4	4	4	4	4
4	5	3	4	4	2	4	4
4	4	3	4	3	2	4	4
3	5	4	4	4	3	3	4
5	4	3	4	3	3	5	5
4	5	4	3	3	3	3	3

10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Gastronomy]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Accommodation]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Shopping]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Language]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Cleanliness]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Safety]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Public transportation]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Schedules (shops, restaurants, touristic sites)]
4	4	5	5	5	5	4	
3	4		4	4	3	4	
4	4	5	5	3	4	4	4
		1					
4	4	3	3	5	3	5	
4	3	4	5	3	3	4	4
4	5	4	5	3	5	3	3
					4	5	
4	4	3	1	5	4	5	5
4	4	3	5	2	4	4	5
3	3	3	3	3	3	3	3
2	3	3	4	3	5	3	4
1	2	2	4	3	5	2	5
1	2	2	4	2	2	2	5
4	4	3			3		3
1	1	1	1				
			4				
			5				
					5		

10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Gastronomy]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Accommodation]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Shopping]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Language]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Cleanliness]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Safety]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Public transportation]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Schedules (shops, restaurants, touristic sites)]
4	4	4	4	3	4	4	
4	3	4	5	4	4	2	3
					5		
	4						
3	4	5	5	2	3	3	3
5	5	5	5	5	5	5	5
			4				
2	3	3	3	3	3	3	3
2	3	1	5	3	4	2	1
2	3	1	5	3	5	2	1
1	2	1	5	3	5	2	1
3	4	4	4	5	5	4	5
2	2	2	3	2	4	2	2
1	2	1	5	4	4	1	1
3	4	3	3	5	5	3	4
4	5	5	4	5	4	5	
4	4	5	3	3	3	5	5
1	2	1	5	2	4	3	1
1	1	1	5	1	5	1	1

10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Gastronomy]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Accommodation]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Shopping]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Language]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Cleanliness]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Safety]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Public transportation]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Schedules (shops, restaurants, touristic sites)]
		3	4		3	3	4
			5				5
3			5				
		5					
			4				
			5				
			4				
			4				4
			4		4		
2	3	2	5	1	1	2	2
2	4	5	5	4	4	3	3
4	3	3	5	2	4	2	
4	4	2	5	5	5	5	5
2	3	3	4	3	4	2	2
4	4	4	5	5	5	2	
4	4	5	5	5	5	4	3
4	2	2	5	2	2	4	
4	3	3	2	3	3	3	3
2	3	3	5	4	5	3	3

10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Gastronomy]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Accommodation]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Shopping]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Language]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Cleanliness]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Safety]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Public transportation]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Schedules (shops, restaurants, touristic sites)]
2	2	2	4	3	5	3	
4	3	3	5	4	4	4	5
5	5	5	5	5	5	5	5
2	2	3	4	4	5	3	5
3	3	3	4	2	5	4	4
2	1	3	5	1	3	5	
2	3	1	3	1	4	2	
3	3	2	5	2	3	2	2
			4				
1	1	1	3	1	2	2	2
1	1	1	4	1	1	1	1
			5				
1	1	1	4	1	1	4	1
1	1	1	5	3	5	1	5
2	2	3	4	3	3	3	
5	3	4	4	4	4	5	4
3	4	4	3	1	1	2	3
			4	4			
				4		4	

10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Gastronomy]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Accommodation]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Shopping]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Language]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Cleanliness]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Safety]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Public transportation]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Schedules (shops, restaurants, touristic sites)]
3	4	4	5	3	5	4	4
2	2	2	4	2	3	2	2
1	1	2	1	4	4	5	5
2	4	2	3	5	5	4	3
			4		3		
3	4	5	5	4	5	4	
3	3	4	5	4	3	4	5
4	3	5	5	5	5	5	3
4	2	2	5	3	5	5	
3	2	3	3	4	3	3	
3	3	4	5	4	5	3	3
3	3	2	4	4	4	4	2
3	4	3	3	3	3	3	4
4	5	5	4	5	4	5	5
5	5	5	5	3	4	4	4
3	3	3	5	5	3	4	3
2	4	5	5	4	4	3	3
4	3	3	5	4	4	4	5
2	3	1	3	1	4	2	2

10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Gastronomy]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Accommodation]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Shopping]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Language]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Cleanliness]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Safety]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Public transportation]	10) Which of the following aspects do you think that should be better adapted to the Chinese market in Barcelona? [Schedules (shops, restaurants, touristic sites)]
1	1	2	1	4	4	5	5
3	4	4	5	3	5	4	4
			4	4	4		
3	4	4	3	1	1	2	3
2	2	3	4	3	3	3	

Appendix 4. Sample of the interviews sent to the experts

**HT
SI** SCHOOL
OF TOURISM
& HOSPITALITY
MANAGEMENT
SANT IGNASI
Ramon Llull University

**WE
ARE
HOSPITALITY**

Chinese tourism in Barcelona

1) What reputation does Barcelona have in China?

2) According to the questionnaires we have carried out, we have observed that a high average of Chinese tourists come to Barcelona for 1 to 3 days. Why do you believe that they stay in the city for this number of days (because they are visiting some other places in Spain, Europe or some other reasons)?

3) Why do you think they prefer to visit Barcelona rather than other cities/countries (what other cities do you think that they visit, what are the cities most popular among Chinese tourist)?

4) What do you think the main reason is why Chinese tourists come to Barcelona?

5) Do you consider that the tourism sector in Barcelona is properly adapted to the Chinese tourists? If not, what do you think that should be adapted in order to satisfy this type of tourist (gastronomy, accommodation, shopping, language, cleanliness safety, public transportation and schedules in touristic sites, shops, restaurants, and so on)?

6) Do you think that Chinese tourists that come to Barcelona will come back?

Enviar

Nunca envíes contraseñas a través de Formularios de Google.

100%: has terminado.

Con la tecnología de
 Google Forms

Este contenido no ha sido creado ni aprobado por Google.
[Informar sobre abusos](#) - [Condiciones del servicio](#) - [Otros términos](#)

Appendix 5. Information about Chinese outbound tourism provided by Casa Asia



Source: Gao (2014)

Appendix 6. Interview to Dr. Kevin Latham professor and expert in Chinese tourism



Source: Latham (2014)

The following video has been transcribed in order to provide the interview's information in a written form.

"Chinese Tourist Profile (0':02")

Chinese outbound tourism, well you have to look to some degree to where they are going, ok? If we are talking about Europe, which is perhaps were we are interested in hear

[CHINESE TOURISM AND ITS EFFECTS ON THE HOSPITALITY INDUSTRY IN BARCELONA]

more. Then, most of the tourists that are coming here are relatively wealthy within China, they are relatively well educated, many, if not most of them would have at least one degree of some kind and they are likely to be quite well about the average income. So it is a certainly strong middle class starter of the Chinese society that we are looking at.

The growing Chinese market (0:52'')

It is certainly a developing market and it is a young sector in China. It is really only in the last 10 years that we have seen Chinese outbound tourism developing strongly and inevitably as the market develops, the places that are nearer to China attract Chinese people first. So, the vast majority still go to Hong Kong, Taiwan and Macao which are part of great of China, have a culture familiarity, it is cheaper, it takes less time to get there and so there are a lot of reasons for going there. Then, the next level is to move out to south stations Malaysia, Singapore, Indonesia, Filipinas and some of which are becoming popular tourists' destinations in recent years. Again they are nearer, they are cheaper, less distance to travel and you do not have to worry about Jet lag and this kind of things so there is a certain nature affinity to go to those places. Also where they can find cultural familiarity with lots of Chinese aspects in those areas. If you look at Europe, United States, Australia, you would see that this is the next step because it is further away to travel, it is more expensive so it is inevitable that it is going to take longer for these markets to develop and they are going to be more strict to those that do not have financial means to be able to get there. But as the Chinese economy continues to grow, as the Chinese middle class has become bigger and wealthier and spread out from the major cities to the second, thirty cities, there is quite a potential for that market to grow and even if at the beginning maybe if those tourist will start to go to those more proximal destinations, in the future they are also likely to be potential tourists for the European market, maybe in 10-15 years time.

Europe's Tourist Attractions (3:05'')

What Europe can offer is an enormous amount. In Europe we have an enormous range of culture and historical tourists destinations, a great heritage as Europe as a whole but also individual European countries, which are all potentially available to Chinese tourist and can be made available and will be of interest to Chinese tourist. They are - I would say, if we can say such a thing - naturally curious people, they inquisitive, they value knowledge, they value education so and travel is part of that, a chance to become more knowledgeable and learn

about other places and other people. Obviously, like tourists from anywhere, western European tourist going to Asia often like to have some of the home comforts as well. They like to be able to feel sometimes they can have familiar food and they like to feel that they are staying in a hotel that meets some standards that they would expect to find or makes them feel more like at home. So in a similar way Chinese tourists although they may be open to new experiences and looking for what is different to China in Europe and looking to experience the authentic Europe wherever that might be for different people. They nonetheless, like many other people if they are 10 days without having food that they are familiar with, may start to get tired of it and start to look for to having something that is familiar. Going somewhere to meetings, making places familiar through perhaps Chinese signage in tourist destinations, brochures that explain things in Chinese language as well. These things make it easier for Chinese tourist to appreciate Europe and potentially think about coming back again. Although they may have some increase demands that are perhaps not the same as those that are already prepared for other tourists, there is a potentially appeal to investing in making this adaptations.

How to attract Chinese Tourism (5:27")

One, it is important to know China and Chinese people, obviously, not everyone has got time to go and study in great depth Chinese culture and society and spend lots of time in China, but up to certain level it is relatively straightforward with a little bit of time and money invested and often just time you can understand China better as a country, understand the people better, the range of different kinds of people that there are, the cultural differences from north to south, their lifestyle differences from east to west and so on. The more that people understand, people in the European tourist industries, understand China and Chinese people and their culture and society, the more they are going to be able to cater to and please those tourists and then potentially make them tell their friends and their family to come back for various reasons. So I think that's one thing that could be done.

Another thing, I think is that it is important to have coordinated planning, to coordinate the efforts at the national and local level it is all very well. For instance, a national government trying to make it easier for Chinese people to get tourist visas and to make the procedures easier but then, if those tourists then arrive in that country and they find that there is nothing written in Chinese no one speaks Chinese, they struggle to get around, they

struggle with the food, the hotels are not what they expected then, they are not going to keep coming back. At the same time, there is no point in people at the local level investing their money in translating their documentation into Chinese maybe employing a Chinese speaker, trying to change their menus etc. etc. into adapt to Chinese clientele who then do not come because the tourist agencies in that country are not promoting Spanish or Italian or French or German tourism well enough in China, so it is a matter of coordinating the various different levels and making sure the different offers and adaptations are working in conjunction with each other.

New Media as a key tool (7:59'')

New media is fundamental really for trying to reach out to Chinese travellers now. A recent survey which I was mentioning earlier this morning shows that 85% of Chinese outbound tourists share their photos and their experiences through blogs and so online or through social media of one kind or another that maybe using Chinese versions of, you know, WeChat which is a bit like WhatsApp or using SinaWeibo which is like Tweeter or it could be sending emails or it could be using online photo albums or whatever they might be, but for 85% of outbound tourists, that is 85% of that hundred million where we are at now, that is 85 million people using this as means of reporting what they are doing or what they have done in terms of their travelling. All that information then becoming an important resources for people planning to travel abroad then it is both vital to be able to link into that and to use that as a form of promotion but it is also a great opportunity and need, not necessary, obviously, you can invest in get someone to translate your website into Chinese, to promote your website through social media in China, that would be one thing that you can do, but at the same time, maybe if you are working in a museum you get friendly with Chinese tourists get them to take a photo of you with them in front of the museum or particularly notable exhibit and see if they put it up on white board, do that regularly and if they have a great experience they will say something positive about it, and it is that kind of things that gradually have the potential to attract and make places on the Chinese tourist map" (Latham, 2014).