ISCTE Business School
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CHINESE OUTBOUND TOURISTS:

Profile and Perceptions of Portugal

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Resumo

O objetivo deste estudo é disponibilizar informação mais aprofundada sobre o perfil da futura geração de turistas Chineses e explorar as suas percepções sobre Portugal enquanto destino turístico. A procura dos turistas Chineses por viagens no estrangeiro bem como as suas preferências devem ser do conhecimento dos agentes da indústria do turismo para que possam corresponder às expectativas deste mercado.

A análise de factores como as políticas implementadas pelo governo no âmbito do turismo emissor contribuirão para melhor compreender o desenvolvimento do turismo da China. A consciência e perceção de Portugal enquanto destino turístico entre a futura geração de turistas Chineses constituem questões importantes a serem estudadas.

Este estudo evidencia o tipo de turista Chinês e as tendências da futura geração de turistas, pois com o aumento médio dos vencimentos, a globalização e um novo estilo de vida estão a aparecer novos grupos de turistas.

A pesquisa através de um questionário a alunos de licenciaturas e mestrados evidencia as características e tendências do turismo para o estrangeiro na perspectiva deste nicho da nova geração de turistas. Este questionário apresenta os resultados do estudo que determina os atributos que são considerados mais importantes na experiência global dos turistas Chineses que poderão vir a viajar para Portugal.

Palavras-Chave

Turismo Emissor da Republica Popular da China, Imagem do Destino, Tipos de Turista, características do Perfil do Turista Chinês

Abstract

The aim of this study is to provide an in depth insight into the tourist profile of the future Chinese generation and to explore its perceptions of Portugal as a tourism destination. As the demand for outbound travel in China increases, interests about tourism activities should be known by the agents of tourism industry, so that the expectations of these tourists can be met.

The analyses of factors such as government policies concerning outbound travel in the tourism industry, will largely contribute to better understand the development of Chinese tourism activity. The awareness and perception of Portugal as a tourism destination amongst Chinese future tourists is one of the important aspects to be studied.

This study outlines the type of Chinese tourist and the trends with new groups of tourists appearing. This is becoming a reality due to the increase of average income, globalization and a new lifestyle.

A survey questionnaire distributed amongst undergraduate and post-graduate students will highlight the characteristics and trends emerging in outbound tourism according to their opinions and perceptions. This survey presents the findings that determine the critical factors to the overall experience of Chinese tourists that would travel to Portugal in the future.

Keywords

People Republic of China Outbound Tourism, Image Destination, Types of Tourist, Characteristics of Chinese Tourist Profile

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Table of Contents

Index of Figures

Index of Tables

List of Abbreviations and Acronyms

ADS – Approved Destination Status

BLCU – Beijing Language and Culture University

CAAC – Civil Aviation Administration of China

CNTA – China National Tourism Administration

CTA – China Tourism Association

GDP - Growth Domestic Product

FIT – For Individual Travel

IVS – Individual Visit Scheme

JTA – Japan Tourism Agency

MICE – Meetings, Incentives, Congress and Events

PRC – People’s Republic of China

PENT – National Strategic Plan for Tourism

PSB – Public Security Bureau

RMB – Renminbi

SAR – Special Administrative Regions (Hong Kong and Macao)

UNWTO – United Nations World Tourism Organization

WTC – World Council of Travel

WTO – World Tourism Organization

WTTC – World Travel & Tourism Council

Executive Summary

The aim of present dissertation is to provide an in depth insight into the tourist profile of the future Chinese generation and to explore its perceptions of Portugal as a tourism destination. The research questions to be answered are: How is the future generation of Chinese tourist's profile like?; What are the perceptions of future Chinese tourists about Portugal?

Since the opening of China in the Post Cultural Revolution, Tourism Industry started to have some of the Government attention and more recently it became a priority sector in China, being possible travel not only for official and business purposes, but also for leisure. For its huge dimension and demography, China is very heterogeneous and under the influence of Confucianism and Daoism the society is underlined.

China has transitioned from a planned economy to a market economy and with its membership with the World Tourism Organization improvements in service quality are increasingly evident. Economically due to China's reform policy and opening of the economy, has achieved an open and dynamic economic system, which permits the collection of capital, technology and experience. This growth enables families to obtain better employment and incomes and as a consequence to lead a more comfortable life. In consequence there is an accelerated growth of the Tourism Industry and of the Chinese tourist expenditure.

Europe continues to be one of the favorite destinations for Chinese tourist long-haul travel. Studies by the European Travel Commission (2011) highlight that France, Italy, Austria, Switzerland and Turkey are the European countries most frequently visited by Chinese tourists. The main tourists generating regions in China are those with higher income levels like Beijing, Northeastern China, Shanghai and the Coastal Provinces of Zhejiang and Jiangsu, and Guangdong Province (Hu & Graff; 2008).

Mainland China's outbound tourism is controlled by the Chinese Government, who organizes plans and implements controls according to the socialist market economy model. Its control has effects on long-haul outbound tourism and separate public holidays

increase domestic and cross border tourism, which favors Hong Kong and Macao Special Administrative Regions.

Sparks and Pan (2008) claim the emerging of a new generation of Chinese tourists, young and more adventurous people with less than thirty years old and single, who are expected to become the major market of outbound Chinese travel. According to Kairos (2012) study, besides the rising of new tourists groups with new and different characteristics desiring deep travels, the major group will continue to be the traditionalists (also designated Chart or Mass tourist according to Cooper and Cohen, or psycocentric tourists in the perspective of Plog) with 70% estimated trips abroad China. For individual travel (FIT) travelers are big spenders and they mark the trends to the traditionalist travelers, visiting different destinations not frequented by Chinese tourists.

In terms of Chinese tourist profile trends indicate new emerging groups of tourist’s, mainly individual travelers with preference for deeper trips, preparing and exploring by their own the travels and destinations. This group is smaller than the traditionalist group but wealthier (Huang; 2006). They usually opt for the best price, convenience and identity concerns associated to the time convenience and value added to the trip. Especially the prices have a huge impact on deciding for individual or group travelling. COTRI (2011) statistics reveal preference for travel planning by travel agencies which service online is also growing.

Regarding the growing interest in the Chinese tourism market, it is critical to understand the issues that influence Chinese tourist’s behavior, perceptions and attitudes towards their chosen destinations. In recent years there were many actions that took place in the Mainland China outbound tourism market. The Western countries started to promote initiatives to please the Chinese tourists and one of the weapons more used to achieve large percentages of Chinese population is the internet and in case of tourism, many blogs are used (European Travel Commission; 2011). Chatting and tourists sharing opinions allow understand the image Chinese have of travel destinations. In the case of Europe the frustrating images travelling to Europe are mainly related to high prices, insufficient services and inconveniences. The delights that build the image of Europe are the cleanliness and environmental protection, preservation, history and culture, helpful and friendly people.

In order to answer the research questions a survey questionnaire was taken in three of the best universities in China: Peking University, Beijing Language and Culture University and the University of Electric Science and Technology in Chengdu. 350 undergraduate and post graduate students were asked to fill out the questionnaire which was auto-administered in Beijing universities and sent by email to the university in Chengdu. The student's sample was chosen by convenience due to the frequency at both universities in Beijing where is easier to establish contacts, and also to the existent contacts between professors in the university at Chengdu.

Data and conclusions from survey questionnaires allow answer the first research question about the future generation of Chinese tourist's profile and in what concerns the type of tourist, the psicocentric and centric middle aged tourists will be the majority. These tourists are traveling in groups like the called traditionalist group of tourists that aim to see the most famous destinations and cover as many countries as possible on their travel to Europe. Besides, many other groups of travelers are emerging, desiring to have more flexibility and time to decide their own activities and planning their program of travel, especially with time to relax. Individual travelers with preference for deeper trips and adventure are becoming a reality among Chinese people but will remain a minority, although they are wealthier than traditionalists.

To the second research question about the future Chinese tourist perceptions about Portugal, results allow to conclude that Portugal is perceived as having good services to receive Chinese tourists and answers to their needs and expectations. The ease of travel to Portugal and of applying for visa is also considered a reality. The preferred time to travel to Portugal is spring and summer season and travel duration is mainly between five to fifteen days, considering that only a very few percentage desires to travel only to Portugal as the only deeper destination visit.

Chapter 1 – Introduction

Recently the world has witnessed the rise of China to that of the world's second largest economy. Popular opinion recognizes China's enormous economic growth which in recent years has far outstripped many other nations and has developed into one of the worlds' most prosperous economies. Nathan (2009) observes that due to the immense size of the Chinese market and their high level of demand for products that in the future suppliers may attempt to respond to the Chinese markets tastes and preferences. China as one of the world's largest economies is quickly developing one of the world's major tourist-generating countries. China currently generates more tourism than any other country in Asia.

This trend may be the result of an increase in disposable income within China and the Chinese government's recent more relaxed attitude towards leisure travel by its nationals, as well as increased access to paid holidays and more work flexibility. Travelling abroad and possessing luxury commodities within China are highly social regarded. Increasingly the Chinese people endeavor to travel abroad to obtain cultural and worldly knowledge and understanding and to be recognized as having such.

The World Tourism Organization's Tourism Vision 2020 Report announces a substantial increase in recent years of Chinese arrivals throughout the world and forecasts 100 million outbound trips by Chinese citizens by 2020 if not before (WTO;1998). In the early 1990s consumers from Mainland China were granted permission to travel abroad for the purpose of leisure travel, the twenty five years following this saw huge growth of China's outbound market, this coincided with increasing disposable income which has been forecasted to reach 22,605 million renminbi by 2025, a rate of 8% growth (Farrell *et al.;* 2006).

The growing number of outbound tourists from Mainland China, as well as the increase in spending by international travelers abroad has caught the attention of tourism operators and marketeers who see China as a key source market. Obtaining an understanding of the perceptions and expectations of the future generation of Chinese tourist is integral to countries such as Portugal, once these perceptions and expectations are identified steps towards correctly targeting and catering for this market can be taken. So, the aim of this study is to identify the characteristics and perceptions of the future generation Chinese tourist and relate these back to Portugal.

Due to the current economic climate within Portugal and the increased number of Chinese undertaking business within Portugal the opportunity to better present and advertise Portugal as a tourist destination for the Chinese is evident. The Institute of Tourism of Portugal has classified the Chinese outbound market as a diversification market due to the opportunity for added value that this market represents. This value would be generated from the likelihood that the Chinese would travel at alternate times to the current target market and desire not only the current products and services but also different others.

This dissertation will be divided into chapters, each focusing on a different area of analysis. The first Chapter introduces the objective of this research. The second chapter presents an overview of PRC including history, demographics, culture and economic prosperity. The third chapter is and in depth analysis and overview of the tourism industry worldwide with particular focus on the Chinese tourism sector. It also provides an overview of the flows of tourism both within China and worldwide, further elaborating on the policies instated by the Chinese government within the tourism sector including the implemented policies and controls. Chapter four is focused on the Chinese tourist profile including characteristics, classification and trends. The fifth chapter analyses the perceptions of the Chinese people on tourism destinations abroad, and how these are impacted upon by marketing campaigns run by these countries. Are also discussed the current perceptions the Chinese tourist has of Europe as a tourism destination and presented a deeper understanding about Portugal as a tourism destination. In chapter six and seven the chosen research method and analysis of the data from the questionnaires are presented.

Part I – Theoretical Framework

Chapter 2 – Overview of the People's Republic of China (PRC)

By the end of the 1970s China was showing signs of overcoming its' contentious political and social state. China current challenge lies in the successful coexistence of an increasingly free market economy and a Communist come Socialist repressive regime (Smith; 2009).

2.1. Historic Landmarks and the Tourism Sector

The PRC's recent history includes the Cultural Revolution which occurred between 1966 and 1976. This period was characterized by poor morale and isolation from the rest of the world (Trigo; 2003). The 1960's were also difficult due to the collapse of the Soviet Union.

The gradual opening of China's economy began in 1978 courtesy of reforms implemented by then in charge Deng Xiao Ping. Here arose the opportunity for private investment in the tourism sector (Trigo; 2003). The reforms continued and between 1986 and 1991 it was decided that development of the tourism sector was important as it helped to attract foreign currency. Post 1992 was characterized by increased consideration and importance of the tourism sector this was reflected in the quinquennium plans, specifically the 9th and the 12th. These plans highlighted the tourism sector as a priority sector and recommended further opening of the sector to foreign investment and encouraged Chinese nationals to undertake leisure tourism to specified international destinations. (Aceves; 2011).

2.2. Demography and Population Control

China is the third largest country in the world following only after Russia and Canada. China has a surface of 9.640.821 kilometers, has 14,000 kilometers of coastline and boarders fourteen other countries. Due to China's size and heterogeneity, for ease of administration it is divided into provinces and special administrative regions. China is forecasted to reach 1.465.000.000 people by 2050. This forecast is largely courtesy of the one child per couple government policy that placed restrictions on birth control since 1979. China has a population density of approximately 137 people per square meter. China possesses vast dichotomies in lifestyle and income levels between the 43% of residents occupying large cities like Shanghai, Beijing or Tianjin, and 58% who reside in the rural areas (Farrell et al.; 2006).

2.3. Cultural Issues and Values

China's values and culture are based on Confucius (551 - 479 B.C.) philosophy. According to Yau (2000) Confucius' thoughts are set as a political ideology, which emphasizes personal and governmental morality, operating as a hierarchical structure of ethical obligations for family and social relationships, sincerity and justice. Confucianism originated about two thousand years ago and continues to underlie the structure of society in China. Characteristics such as filial piety, acceptance of hierarchy, emphasis on increasing modernity and education are principal values to Confucianism. Confucianism commands five virtues, these are; love and benevolence "ren", righteousness "yi", propriety of rites "li", wisdom "zhi", and sincerity and trustworthiness "xin" (Chan, Ko & Yu, 2000). By self-cultivation, the accomplishment of these virtues is reflected in relationships between sovereign and subordinates, father and son, husband and wife, brothers (from elder to younger) and friends (Trigo, 2003).

Confucianism plays an integral role in Chinese culture as it endeavors to achieve stability, harmony and happiness in day to day life. Kwek & Lee (2007) points out that a better understanding and knowledge of this culture is essential to better understanding Chinese tourists. In Nisbett's (2003) opinion, Western countries think and perceive things in a different way to their Eastern counterparts. Hall (1976) more deeply examines this perspective and states that people from Eastern and Western cultures communicate in different ways.

Hall believes that the citizens of Western countries express themselves in a direct and explicit manner in contrast to those in Eastern countries where the communication is implicit. This indicates that to a person of Eastern origin, the way something is said can be just as significant as what is said. China's society is a collective society in which the group is valued, Western society in contrast values individualism (Triandis, 1990). Due to globalization and the gradual opening of China interest from the Western countries in Eastern culture, in particular Confucianism is increasing. Shun and Wong (2004) argued that the increase in interest from Western countries can be explained by the success of East Asia economies, by the political structure of these countries and by Confucian philosophy, this is seen as an alternative to Western morality.

2.4. Economic Growth and Prosperity

According to recent articles published in economic newspapers and specialized magazines, China's economic growth is considered to be one of the biggest worldwide.
The magazine China Hoy of December 2011 states that the first decade of the 21st century has been the decade of greatest development within China. China's membership in the World Trade Organization in 2001 has contributed to China's economic growth and integration with other countries' economies. Due to China's reform policy and opening of the economy, China has achieved an open and dynamic economic system, which permits the collection of capital, technology and experience. China is the biggest exporter and the

second biggest importer of goods at a global level, as well as the third largest importer and fourth largest exporter of services. This explains why China’s contribution to global economies has exceeded 50% in both 2009 and 2010 which has helped global economies to weather the Global Financial Crisis and to recover (Wu; 2011).

This mentioned growth enables families to obtain better employment and incomes and as a consequence to lead a more comfortable life. The ability to purchase and access both international products and brands in conjunction with increased opportunities to take part in cultural interactions are increasingly impacting on Chinese people’s perception of one an others social status. As mentioned by Zhu (2012) in the China Daily newspaper; the upper sector of Chinese middle-class families whose annual incomes average between $15.000 and $30.000 may choose to cut down on daily necessities in order to be able to afford luxury goods. Mackinsey’s predictions show that there will be approximately 76.000.000 middle-class families in China by 2015 and these families situated in urban areas will possess 22.6 trillion in disposable income by 2025.

Mackinsey study of the rise of the urban Chinese middle-class highlights the perception that in less than thirty years China will turn the extreme poverty into a rapid income growth. Prior to the 1980s China was heavily restricted and extremely poor. The reforms implemented, especially those aiming to improve labor productivity, the value of industries, and improve education levels; in conjunction with China joining the World Trade Organization have enabled 62 million Chinese citizens to be lifted out of poverty within just one generation (Farrell; 2006). The Blue Book of China's Tourism Economy’s Report (no. 4) stated there were approximately 70 million Chinese outbound tourists in 2011. This represents a rise of 22% per year and outbound tourist expenditure reached $ 69 billion, an increase of 25%. These results show the accelerated growth of this industry that is forecasted to reach 78.4 million outbound tourists in 2012, an increase of 12% and expenditure is forecasted to reach $80 billion, a 16% growth (China Tourism Academy; 2012).

Chapter 3 –Overview of Tourism Industry Worldwide and Chinese Market

Tourism industry is gradually being recognized for its important role in the world economy. New trends and consumer appetites for new destinations worldwide have long been on the rise in the tourism industry.

3.1. Tourism Flows Worldwide

Over the last few years the world has experienced many events that have changed the path of tourist flows worldwide, in some cases even slowing tourism down. Examples of this include the earthquake and tsunami in Japan in 2011 and its resulting nuclear crisis, the oil crisis, the economic crisis in 2008, the 2005 terrorist attacks in Indonesia and the 2004 tsunami, the terrorist attacks on the World Trade Center in 2001, and the gulf war in 1991.

According to recent information from the United Nations World Tourism Organization (UNWTO) tourism achieved the 4th position on ranking exports worldwide achieving significant revenue from it. The year of 2010 was marked by 935 million tourist arrivals worldwide. This represents a recovering from the effects of the 2008 crisis which reflected in decreased number of tourists (42 million arrivals) in 2009 (World Tourism Barometer; 2011). Stress the Special performance for Asia-Pacific region which increase year by year reached 20% (COTRI; 2011a).

In 2011 international tourist arrivals grew approximately 4% reaching 980 million, 41 million more than in 2010. Europe had the best performance and results with an increase of 6% in the number of arrivals and in 2011 surpassed half a billion tourist arrivals mark. Forecasts to 2012 mention a moderate growth with an increase of just 2% to 4% in arrivals regarding the one billion mark. This is due to economic uncertainties and the implementation of austerity measures (World Tourism Barometer; 2012).
It is forecasted that by 2020 there will be 1.6 billion tourists, 378 million of whom will be considered long-haul travelers. The continent of Europe currently has the highest number of tourists, contributing 52% to arrivals worldwide, approximately 559 million tourists. Tourists visiting Europe prefer to visit countries such as France, Spain and the UK.

Tourism is of increasing importance to the continent of Asia. In 2009 Asia controlled 6.4% of all tourism revenues and in 2010 achieved 204 million tourist arrivals (WTO Tourism Highlights; 2010). Arrivals in Asia and Pacific increased to the fourth place in the worldwide ranking concerning the money spent on outbound travelling, which is translated in 44 billion dollars (World Tourism Barometer; 2010). In the context of Asia and Pacific destinations, China rises as an emergent country for the tourism industry not only in the income and domestic market, but also in outbound tourism market.

3.2. Chinese Tourism Market

The Chinese tourism market is becoming extremely important to Asia. China possesses an enormous population and with increasing levels of income and prosperity more Chinese nationals are developing an appetite for travelling. Chinese culture identifies travelling as a way of learning as well attaching social status to those who undertake it, due to this international travel is becoming more frequent. China is located amongst many other countries and shares borders with many of them, as a consequence of this China benefits from intra-regional and cross border tourism flows. Equally Chinese tourists mainly visit countries in close proximity to China such as SAR and Taiwan, not only for leisure and business but also to visit family and friends.

Many Asian tourists are nervous travelling to Western countries wherein security measures have increased and new visa requirements have been implemented, as a consequence the promotion of short haul trips to less expensive intraregional destinations within Asia has increased (Winter *et al*. 2008).

3.3. Policies Applied by the Chinese Government in the Tourism Sector

Mainland China’s outbound tourism is controlled by the Chinese Government, who organizes plans and implements controls as well as managing the development of the sector (CNTA, 2001). China National Tourism Administration (CNTA) is the official division controlling the tourism sector. Other important institutions are the Public Security Bureau (PSB) entrusted with issuing passports; the Civil Aviation

Administration of China (CAAC) whom supervises aviation and issues air travel tickets and the China Tourism Association (CTA), a semi-governmental organization that joins the major players in the travel trade and has direct contact with its foreign counterparts.

3.3.1. The Implications of Government Control

There is a Central Administration appointed by the government whom run the tourism industry in Mainland China according to the socialist market economy model. This body is entrusted with drafting and implementing development plans for tourism within China and creating laws and regulations to prevent capital outflows (Amaro, Leão & Dias 2004).

As China is operated as a Socialist economy this has many direct implications on the tourism sector. The government has the power to direct financial incentives into specific areas with the sector. They provide the funds for promotion, infrastructure, training and education of industry leaders and potential participants in the tourism industry and international expansion of tourism operators. The government has control over state-owned enterprises operating within this sector and also acts as a coordinator and regulator (Zhang *et al*., 1999). China considers the Special Administrative Regions (SAR) (Macau and Hong Kong) as well as Taiwan as outbound travel therefore it is important to keep this in mind when analyzing statistics as the large numbers of Chinese outbound travelers travelling the short distances between Taiwan, Macau and Hong Kong are classified as international travellers. This is also true in the reverse, positively skewing China’s inbound international tourist statistics (Guo *et al*., 2006). The main implication of this is that when analyzing data the numbers of international tourists exiting Mainland China are huge, however in reality these figures include tourists travelling to SAR areas.

The free time available to Chinese nationals to undertake vacations is one of the fundamental considerations surrounding the ability to travel the amount of free time granted to the Chinese people is under governmental control. The right to access between 5 and 15 paid holidays was introduced in 1999, unfortunately this is only a reality for some professions in some areas, government jobs are an example of those who receiver this concession and people working in rural areas are an example of those who most likely do not.

The European Travel Commission (2011) also mentions that in 2008 China a government policy that to date is one of the most important effects on long-haul outbound tourism, this policy was the division of the May Labor Day (May Day Golden Week) holiday week into three separate public holidays. This decision left only two opportunities in the year for travelling long-haul destinations: the Chinese New Year (Spring Festival, usually depending the lunar calendar in January or February) and the National Day (in the first week of October). There are two other periods of time during which the Chinese tend to take holidays, these are the school holidays between July and August and peak season for business travel between May and October.

In 2011 the State Council declared annually the 19th of May to be “China Tourism Day” (CNTA; 2011), in contrast to the remainder of the world whom celebrate this day on the 27th September. The implementation of this special day demonstrates the increasing amounts of attention that the government is giving to tourism. The government hopes that by increasing the attention given to tourism that the tourism industry will be better equip to cater for tourists, economic growth will be promoted within the industry and demand will increase.

3.3.2. Start Opening Outbound Tourism

China’s post 1980s recent history related to tourism has seen many changes and a huge evolution, particularly in the area of increased flexibility within policies set by the Chinese government. Prior to the 1980s citizens of Mainland China were unable to travel abroad for any reason other than official and authorized business travel. Since 1983 permission was first given to Chinese nationals to travel from specified cities to Hong Kong and Macau for the purpose of visiting friends and relatives. This marked the beginning of outbound tourism in China and this environment and its restrictions remained until the 1990’s, post 1990s saw the restriction on maximum one day tours lifted and increased to eight days and the number of countries Chinese were permitted to travel to increased (Qu & Lam, 1997), these countries include Singapore, Malaysia, Thailand, Russia, Mongolia and the Philippines.

In 1995 the amount of leisure time available to Chinese residents increased due to the State Councils approval of national holidays and festival days. The late 1990s have seen the Chinese government prioritize aggressively developing inbound tourism, actively developing domestic tourism and also developing outbound tourism (CNTA; 2009). 1997 was a milestone year in the outbound tourism industry of China. For the first time, CNTA and the Ministry of Public Security approve legislation known as the Provisional Regulation on Self-Supported Outbound Travel. Private leisure travel began at that time under the Approved Destination Status (ADS) (see 3.3.3 chapter) allowing travel by Chinese citizens for leisure purposes at their own expense.

In 2005 CNTA adopted a new strategy which prioritized vigorously developing inbound tourism, upgrading domestic tourism and promoting the outbound tourism development. The exemption on taxes stimulated the tourism shopping and acted as a wider opening for outbound tourism (CNTA; 2009).

3.3.3. Approved Destination Status

ADS (Approved Destination Status) demonstrated that the Chinese people needed government consent to travel internationally and could not travel to countries without it. ADS are bilateral agreements between the Chinese Government and some countries that want to settle down in China to promote their tourism destination (WTO; 2003). The main objectives of ADS are to control the mobility of Chinese tourists and protect national tourism. The incoming ADS country should also generate and increase reciprocally outbound tourists to China to equilibrate arrival numbers and expenditures of tourists between the two countries (CNTA; 2006).

The authorization to undertake outbound tourism to the Special Administrative Regions of Hong Kong and Macau in 1983-1984 enabled the Chinese to obtain a passport and apply for tourist visas to approved ADS destinations (Arita; 2009). In 2003 Hong Kong and Macau were approved under the individual visit scheme (IVS) which enabled Chinese nationals to visit these two destinations as solo travellers, without the requirement of joining a tour group, this change largely contributed to the rise of outbound tourism from China (Hong Kong Tourism Board; 2004).

By 2004 more than thirty four countries had ADS approval; twenty six from Europe and eight from Africa (Chen, 2004). By the conclusion of 2005 Mainland Chinese were permitted to visit 85 ADS destinations for tourism purposes. Only five years later, by March 2010 the number of countries with ADS reached 137 countries (European Travel Commission; 2011). Tour operators within China have permission to promote travel to only destinations that are currently classified as ADS. They are allowed to promote packages for at least five travelers with pre-determined itineraries, including one authorized tour group escort and one bilingual guide. Anyway Bailey (2000) stresses that there were destinations without ADS to which travel agencies arranged the business visa. Applying for a visa within China is a very complicated process what explains why many independent travellers seek services from travel agencies. Agencies are able to acquire visas for individuals via consulates and due to this are largely able to avoid the intrusive and arbitrary requirements.

To prevent absconding travel agencies are required to post bonds to the government as a guarantee that tourists will return to China. This makes bonds transit to travellers, to whom is required renminbi (RMB) amounts between 50.000 RMB to 200.000 RMB. During the travel the escort often retains all passengers' passports as a method of precaution (European Travel Commission; 2011).

Portugal acquired ADS in 2004 along with most of the other ADS approved European countries, however it never appears among the Chinese travelers' destination preferences.

Any country that currently has or wishes to obtain ADS and receives or wishes to receive Chinese tourists is greatly dependent on the Chinese governments' influences. These influences are evident in the criteria required of countries striving to achieve ADS so that they are able to receive Chinese tourists. The destination country should have *guanxi* (good relations) with China and its political system; be attractive and respond to the Chinese tourist's needs; guarantee safety and fair treatment of Chinese tourists and be easily accessible with available transportation options (Guo *et al*., 2006).

The increase in awareness of the importance of the tourism industry and the recent rising efforts of the Chinese Government to adapt policies and provide incentives for citizens to travel to and from China are huge steps towards this industry's successful future worldwide.

3.3.4. Stimulus from Outside

The opportunities for tourism development are rising as the restrictions on travel are decreasing. The WTO is encouraging the government of Mainland China to reduce restrictions, particularly on foreign companies operating tourism businesses in China.

Cross-border travel has had fewer formalities and barriers since Mainland China integrated into the WTO in 2001. According to the studies of Timothy (2001) and Yu (1997) in the past many people chose to travel to areas such as Hong Kong and Macao, simply to avoid the restrictions of the Mainland Chinese and Taiwanese Governments. Lew *et al.* (2003) also indicates that the competition effects increased by travelling costs reductions, elimination of protectionism policies, upgrading communication, information and financial facilities.

Gao (2002) mentions the initiatives taken by Chinese Government to improve tourism business:

- in 2003 the limitation on foreign capital permitted in stock shares of joint ventures was reduced;
- easing constraints on branches of foreign travel agencies;
- reduction of registration capital amount to joint venture travel agencies - WTO rules;
- increase permission to travel agencies in Mainland China organize outbound travel;
- reform governmental outbound travel policies: abolish the requirement of invitations for other purposes than business;
- introduction by CNTA of a licensing system for outbound travel services provided by Mainland Chinese travel agencies which goal is protecting consumer's.

Esteves (2011) adds that in 2009 the Chinese Government declared tourism to be a strategic pillar to the Chinese economy and in 2011 joined the Global Leaders for Tourism campaign of WTO, World Council of Travel (WCT) and WTTC (World Travel and Tourism Council). The initiatives taken by the Chinese Government with the aim of improving tourism services have contributed to the growth of outbound travel by the people of Mainland China.

3.3.5. Spatial and Temporal Travel Patterns Controlled

Although the Chinese traveler is currently has the permission to travel to many different locations, they are still to a certain extent, under the control of Chinese Government. Examples of this control can be found in the fixed itineraries that are available to the Chinese tourist and the requirement of a tour guide to lead groups of travellers (Weiler and Yu; 2007).

Often reasons such as having fewer concerns related to preparing travel visas and the use by tour groups of schedules and programs are cited by the Chinese as reasons for undertaking tours, however, for most Chinese travelers there's little choice. Chinese tourists are generally relatively inexperienced travellers and so tend to accept this type of mediated travel experience.

3.3.5.1. Tour Guides Role

Tour guides play a very important role in the tourist's travels experience. The tour guide is viewed as the main vehicle to get the information they need and especially to communicate with locals. Sometimes the tour guide is the only local people tourists interact with (Bruner; 2005).

To Markwell (2001) the tourists understand of the destination by affective and cognitive access depends deeply on written communication through guidebooks, signs and exhibits. For Jennings and Weiler (2006) the verbal communication is one of the most important instruments in mediating the tourist's experience. Salazar (2008) in his studies concerning Asian tour guides and tourist's expectations of the services provided by their guide conclude that Asian tourists depend on their tour guides to feel safe.

One of the contrasts identified between Chinese and Western tourists is that structural factors are more important for Chinese tourists than the cultural elements. Western tourists evaluate guides on the quality of their explanatory comments while Chinese tourists expect their guide to be entertaining and organized in conjunction with treating them as guests and giving them their undivided attention. Due to the aforementioned reasons being a tour guide for Chinese outbound tourists requires further preparation.

3.4. Development of Chinese Outbound Tourism

Due to SARs' classification as an outbound tourism area, the tourists travelling from Mainland China to SAR are considered outbound tourists, as long as they are staying for at least one night (Yanhang; 2009).

The emergence of outbound tourism in Mainland China commenced with travel for official and business purposes and later developed into self-supported travel for leisure purposes. Leisure travel has developed in popularity and in 2000 the number of tourists traveling for leisure purposes surpassed that of business tourists: business tourism peaked in 1998 courtesy of favorable policies for business travel to Europe and the USA (Guo *et al.;* 2007).

China has transitioned from a planned economy to a market economy and with its membership with the World Tourism Organization increased competition and improvements in service quality are increasingly evident (Zhang *et al.;* 2000). As restrictions on outbound travel are reduced, competition between travel agencies is increasing. The Chinese tourists' preference for visiting a minimum of two or three countries in one sitting has forced travel agents to adapt international packaged tours. Tours are increasingly offering value for money for travel spanning short periods of time including for multiple destinations.

According to the World Tourism Organization (2003) forecasts, China was expected to reach 100 million outbound tourists by 2020 but it is believed nowadays these numbers will be reached before that time. Aceves (2011) states that in 2010 Chinese outbound tourists numbered 57.4 million. The Chinese Government's policies concerning regulating, maintaining and developing outbound tourism have been based on a normative environment and for that reason the tourism development is in a certain way dependent on travel facilitation policies (World Tourism Barometer; 2012).

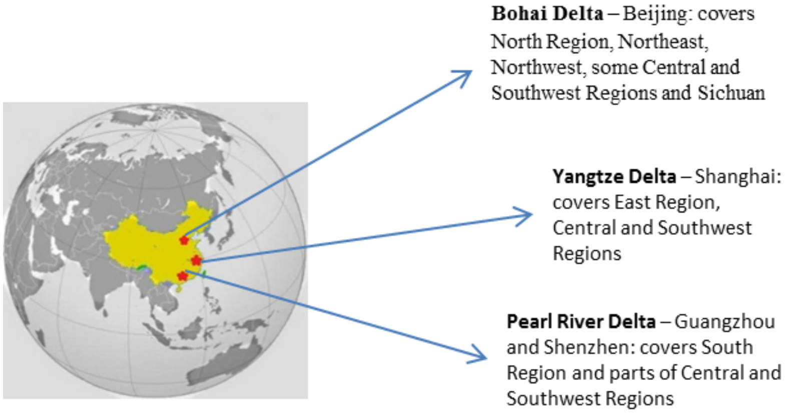
3.4.1. Main Outbound Regions and Provinces

Mainland Chinese regions situated on international borders such as Yunnan, Heilongjiang, Guangxi, Inner Mongolia and Liaoning have seen increasing flows of tourists seeking activities such as business, leisure, shopping and gambling. These short overland holidays provide a cheaper option that that of airplane travels.

Main cities like Beijing and Shanghai have rising population affording middle and upper class income, so have greater propensity for travel abroad (Timothy; 2001). Recent statistics show rising the number of tourists also from Guangdong, Fujian and Zhejiang Provinces.

Studies by the European Travel Commission (2011) highlight that France, Italy, Austria, Switzerland and Turkey are the European countries most frequently visited by Chinese tourists. In terms of Asian countries destinations Singapore, Thailand and Vietnam down in the ranking and countries like South Korea, Japan, Malaysia and Indonesia have now the preferences of Chinese tourists. In what concerns the origin of Mainland Chinese tourists the division of China in three markets for outbound travel is suggested (see figure no. 1).

Figure no. 1: Chinese Tourists Generating Regions



Source: European Travel Commission 2011

Chapter 4 – Chinese Tourist Profile

Chinese culture is one of the most important characteristics to differentiate the people of China from others in the world due to the influences of Confucianism and Daoism.

4.1. Different Tourists, Different Needs

Hofstede (2001) defines China as masculine, collective, as having high-power distance and a long-term oriented society. Other more recent perspectives emphasize Chinese people as less confident and more pessimistic than their counterparts in other countries and also as being more family oriented and possessing more conservative attitudes particularly in relation to gender roles.

Sun *et al.* (2004) refers them as impulsive buyers who gravitate towards recognized brand names, easily influenced by their group members and being afraid of losing face. They prefer to maintain routine lifestyles and take minimal risks. As aforementioned Chinese culture is built upon and influenced by Confucianism and Buddhist way of thinking and values Hsu (1981) in contrast American and Western cultures which are derived from Christian, Roman and Greek religions (Mingxia *et al.;*2006).

Other differences that deserve analysis beyond the cultural specificities of each nation are the individual needs that differ independently the origin, background, the surrounding society and culture. In a Richards and Wilson (2003) study about youth and student travel, it was demonstrated that due to high levels of education this group of travelers tend to be very heterogeneous and possess not only different motivations but also different attitudes. This group is rich in time more so than money and therefore tend to prepare their travels in advance to nonconventional places and seek experiences and social interaction.

Middle aged Chinese about fifty years old are another interesting travel group to discuss. What are the motivations and the aspirations of this group of people in relation to tourism? Are they very different? Why? Guo *et al.* (2004) found some explanations that in part explain the lower participation in tourism and travelling, especially abroad, of this middle aged group. This generation of Chinese was born in the 1940s and has lived through China's less glorious moments. In Western countries people between the ages of 50 and 65 constitute an increasing market for travel and tourism with higher wealth, but in China there is a lack of suitable products to this market segment (Zhang *et al.*; 2003).

Chinese people are accustomed to saving their money and are unpracticed in spending it on leisure and non-essential goods (Zhang; 2000). Xu and Chen (2001) discuss different reasons such as the early retirement of Chinese people and the difficulty of surviving on pensions ranging from just 200 to 2000 renminbi per. A lack of physic strength is also mentioned as a reason for choosing not to undertake long-haul travel Wang (2001).

Chinese tourist destinations and market can't be viewed as a whole due to its huge dimension and varied demography. Marketeers, governments and tourism agents should segment their niche markets. In the next topic the types of tourists and the characteristics of Chinese tourists in particular will be observed.

4.1.1. Types of Tourist

The characterization of different types of tourists is very useful to segment and identify each expectation concerning the type of travel, preferences and motivations. Also the sociocultural impact of the tourist and the need for new experiences combined with familiarity. Three authors will be mentioned to highlight and explain these three main ideas defining the types of tourist.

Cohen has been considered an expert in the classification of tourist type since the 1970s. Cooper *et al.* (2007) based on Cohen classification identifies four types of tourists that are categorized as follows:

- Mass tourists – traveling on package tours with tour guide, expect maintain their environment, feeling protected and safe. No contact with locals.
- Independent mass tourists – the same as mass tourists on package tours, however look for more flexibility and have a desire to make their own choices.
- Explorer – organizes the travel in an independent way, avoiding the usual itineraries, seeks comfortable accommodation and convenient means of transport.
- Hiker - organizes travel alone, avoids any contact with travel agents. Has a desire to be immersed in local culture and to integrate with the locals.

At the psychographic level Plog (2002) classify the tourists in three different groups according to their motivations and preferences. Cunha (1997) based on Plogs classification describes as follows:

- Psychocentric – passive, is inhibited and anxious, focus is on themselves, tends to choose destinations already known.
- Centric – prefer vogue destinations to have fun, pleasure, relaxation, entertainment.
- Allocentric – is the curious traveler, has a desire for adventure and the passion for unknown destinations drives motivations. Looks for activities with locals and the freedom to create their own itineraries.

Cooper *et al.* (2007) lists six types of tourists, which are based on Smith 1980s and 1990s studies which focuses on the sociological relations between visitors and visited. The types of tourists are:

- Charter – travels in huge groups of other tourists with standardized preferences; the choice of destination has minimal relevance.
- Mass – also travels in large groups of other tourists, frequently visits Europe or North America but flows are seasonal. Has medium to high income. Expects Western facilities as well as bilingual guides.
- Mass Independent – travels in smaller groups, desires good facilities such as air conditioning and heating, but will survive if they don't exist and see it as all part of the experience.
- Non Standard – is not as wealthy as the elite tourist but tries to add something extra to the standard trip. Can adapt to local conditions for few days.
- Elite – does not undertake the typical itineraries and look for having pleasure moments. Uses tourist facilities and can easily adapt to local facilities.
- Explorer – adventurous explorer whom easily acclimatizes to the local conditions and is self-sufficient. Takes laptop computer, de-hydrated food and walkie-talkies.

The findings of Kairos (2012) show the escalating number of groups of people that share emotions, passions and a sense of shared experience in their blogs and on the Internet. This study identifies five main groups of travelers concerning travels to Europe (see figure no. 2):

- Traditionalist group – is the largest group and consists of mainly group travelers. When travelling to Europe they place more importance on the recognition of social status and bringing luxury branded products brought in Europe back to China. Favorite destinations are: France, England, Spain, Greece, Switzerland and Germany.

- Wenyi group – romantic and idealistic "young white-collar Chinese". Working for multinationals, private companies or studying in Europe. Travel alone carrying notebook, mp3 player, laptop or iPad. They have no schedule and are spontaneous. This group considers studying in Europe highly desirable as travel to these destinations isn't subject to visa restrictions. Favorite destinations are: Czech Republic, Scandinavia and Iceland.

- Experienced-Centered Travelers – travels by themself, desires experiences as an added value to the trip and enjoys the travel planning process. This group is divided in three sub-groups, explorers, inter-generational and sunset travelers.

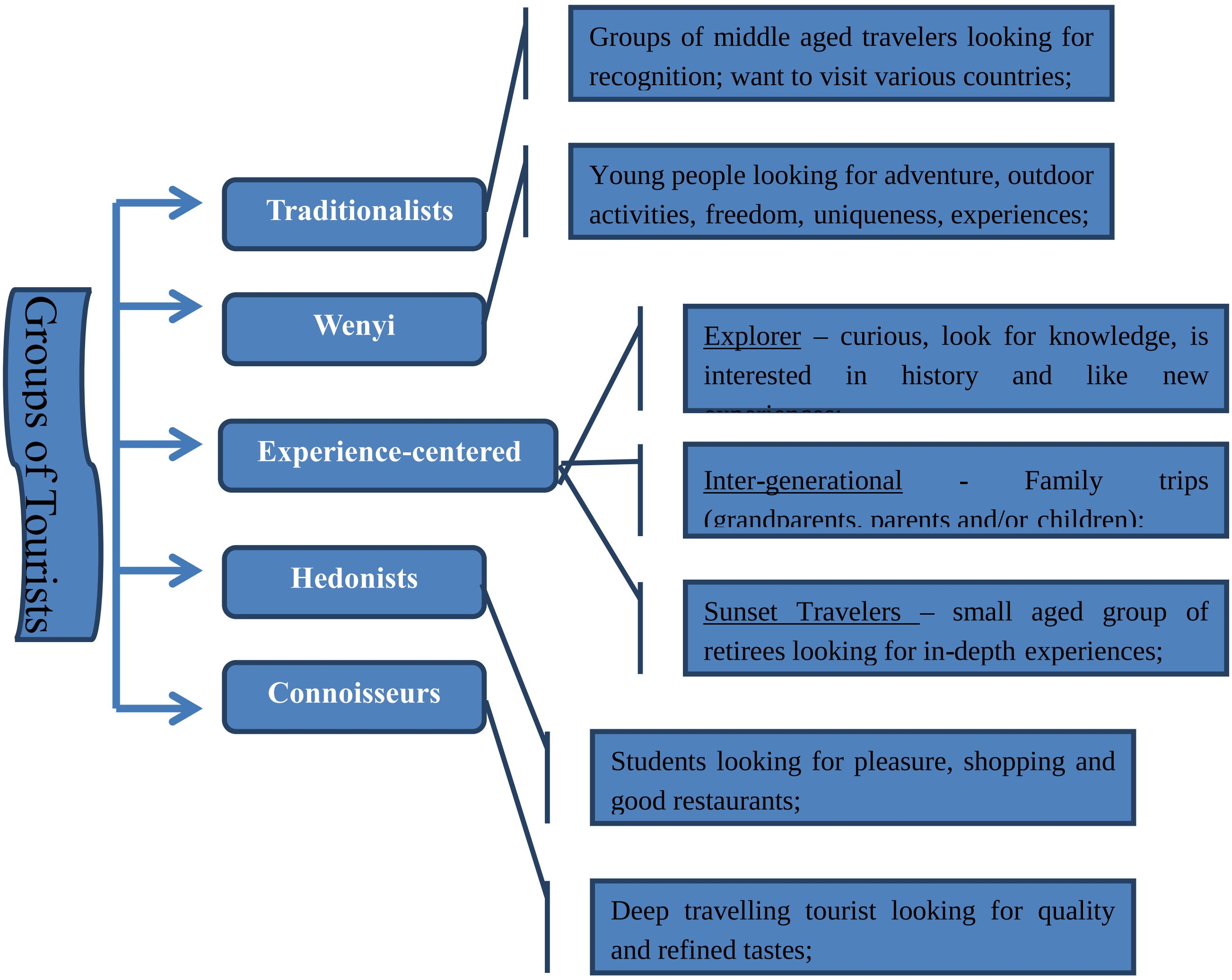
    - Explorers: are used to backpacking and road trips;
    - Inter-generational: young urban Chinese that didn't have the chance to travel abroad independently and decide to take the family to Europe. Prefer cars as means of transportation and share information about their travel in blogs.
    - Sunset travelers – a new generation of ageing population affording growing incomes. They look for independent in-depth travel packages and interaction with locals.

- Hedonists – smallest group of overseas travelers, rich kids spending their parents 'money. Favorite destinations are Paris, Switzerland and Italy.

- Connoisseurs – has knowledge about the places visited, has ample money but minimal time and prefers to visit multiple places on one trip and has the flexibility to return at a later date if enjoying the holiday. Usually travels in small groups such as a partner, family or by themselves.

Aside from the emergence of new groups with different characteristics, the biggest group of travelers will continue to be the traditionalists whom represent approximately 70% of outbound tourists from China. This group wishes to go sightseeing, participate in cheap luxury shopping and take photographs of their travels. For individual travel (FIT) travelers are big spenders and considered an important group to Europe, they mark the trends to the traditionalist travelers, visiting destinations not frequented by other Chinese tourists.

Figure no 2: Main Traveler Groups to Europe



Source: Kairos, Future on Behalf of European Travel Commission – "The Chinese Traveler's Mind", January 2012

Sparks and Pan (2008) discuss the emergence of a new group of Chinese tourists; young people under the age of thirty and single. They are more adventurous and like to explore new places and have new experiences. They are expected to become the biggest market of outbound Chinese travel. In the next topic the Chinese tourist profile will be further analyzed, differences between the groups and their special characteristics will be discussed.

4.2. Chinese Tourist Profile Specificities and Trends

According to Chinese values and culture there are different ways to experience travelling. This chapter will identify the particular characteristics of Chinese tourists employing references and opinions from the most recent studies related to these definitions. The utilization of older studies will also be employed n an effort to achieve working comparisons.

4.2.1. Tourist Profile Trends

Chinese tourists prefer to travel in groups rather than individually (Huang; 2006). The trends identified have indicated that emerging groups of tourists, particularly individual travelers have a preference for deeper traveling, preparing their trips and exploring their chosen destinations on their own. This group is smaller than the traditionalist group but wealthier.

The growing levels of income allow high expenditure in tourism activities. This is also reflected within the Chinese tourism industry in the observation that middle class Chinese are increasingly developing a desire to travel as undertaking travels abroad becomes a possibility to them.

4.2.2. Generating Sources

The tourists generating regions in China are in all cases, those with higher income levels like Beijing, Northeastern China, Shanghai and the Coastal Provinces of Zhejiang and Jiangsu, and Guangdong Province as well as its surrounding Provinces (Hu & Graff; 2008).

In what concerns the particular region of Beijing as a generating source, the tourists are mainly professionals, administrators, government officials or retired people with high education levels and 20% afford high income, while 80% afford medium or upper medium income (Henan & Wei; 2012).

The official visits are more frequent in Beijing as it is the political center. The author refers also to Shanghai and Guangdong as examples that tourists from Shanghai are trendier and internationally oriented, being also shrewder and cautious on prices. Guangdong tourists can spend more than those from Shanghai but expected to receive a better service.

4.2.3. Tourist Destinations

Table 1 reflects the most popular destinations for Chinese tourists in Europe in 2010. If compared their preferences worldwide the ranking of European countries lies below Asian countries (see table 2). In 2010 and 2011 preferences for outbound travel were predominately in Asia, mainly Hong Kong, Puji Island, Singapore, Bali, Bangkok, Seoul and Cambodia. When undertaking long-haul travel the Chinese peoples’ preferences lie in Europe, the US, Australia and Canada (Henan & Wei; 2012).

Table 1: Top-Ten European Destinations for Chinese Outbound Tourism in 2010

Ranking	Country	Visits no.
1	Russia	710.900
2	France	567.294
3	Germany	510.611
4	Switzerland	286.420
5	Austria	182.282
6	Italy	148.000
7	Netherlands	126.000
8	UK	108.037
9	Spain	102.000
10	Belgium	79.908

Source: China Outbound Tourism Research Institute (COTRI), 2011

Table 2: Top 25 Worldwide Destinations for Chinese Outbound Tourism in 2010

Ranking	Country	Visits no.
1	Hong Kong (SAR)	23.099.000
2	Macao (SAR)	16.121.000
3	Japan	1.968.900
4	South Korea	1.968.800
5	Taiwan	1.661.900
6	Vietnam	1.211.000
7	Malaysia	1.130.261
8	USA	1.077.600
9	Thailand	1.014.700
10	Singapore	825.800
11	Russia	710.900
12	France	567.294
13	Germany	510.611
14	Indonesia	470.000
15	Australia	454.000
16	Switzerland	286.420
17	Canada	194.979
18	Mongolia	193.730
19	Philippine	187.446
20	Austria	182.282
21	Cambodia	177.636
22	Laos	161.854
23	United Arab Emirates	156.000
24	Italy	149.000
25	New Zealand	120.000

Source: China Outbound Tourism Research Institute (COTRI), 2011

4.2.4. High Expenditure & Shopping

China is the leading tourist source country in terms of travel spending with 38% growth in 2011 (World Tourism Barometer; 2012). The increasing demand for non-essential goods namely luxury commodities is accelerating in urban Mainland China, this increase in demand is correlated with increasing economic growth and higher levels of disposable income; these changes are a result of the reforms and policies adopted in 1978 and throughout the 1980's.

Due to the one-child per couple policy, families tend to be smaller, younger people are living alone in their own houses, most without children and "empty nester" couples are on the rise. Due to the disproportion in China of 114 males per 100 females the single male household is also increasing (Farrell; 2006).

China Luxury Summits program manager Zhao said to the China Daily Journal that China's luxury market is currently the second largest worldwide and is predicted to overtake Japan and claim first place by 2015 (Jia; 2011). The new trends and interests of wealthy people in China extend beyond clothes and jewelry or a branded bag; they strive for private jets, yachts and sport cars. Shopping and consumer experience are also changing more influence is put on after-sale service and the manner in which the salesperson acts throughout the transaction (Jia; 2011).

Chinese tourists shop for their families, friends and relatives as well as themselves. Shopping represents 58.3% of the Chinese tourist's total expenditure abroad (Project Team; 2003). Some reasons for this high percentage can be highlighted. Trigo (2003) highlights the cultural culture of gift-giving that exists in China as the most important factor because people endeavor to offer fashionable presents from famous brands to their loved ones. Another reason mentioned by Park (2000) is the fact that many people receive monetary gifts when embarking on their travels, especially if it is their first time abroad. In consequence they have a moral obligation to purchase prestigious gifts to give to the people who helped to finance the travel. The fact that many luxury products are cheaper abroad is also one of the reasons identified to justify this attitude of Chinese tourists. According to European Travel Commission Studies (2011) when selecting souvenirs the Chinese top preferences are antiques, arts and crafts, apparel and personal products, electronic products and food items; 32% of Chinese travelers search for luxury and branded goods.

4.3. Characteristics of Chinese Outbound Tourists

4.3.1. Demographics

Cai *et al*. (2001) classified Chinese travelers whom travel to long-haul destinations as being middle-class and middle-aged, as well as of above the average educational level. More recently other analysis shows that males constitute the majority of travelers abroad especially to long-haul destinations. The exception is Hong Kong where women surpassed males in the number of visits by 29% in 2009 (Henan and Wei; 2012).

Britain is another example of a location that predominately males travel to, only one third of Chinese tourists to this location are female. Age is another important factor, 36% of outbound travellers were between 20 and 29 years old, 29% were 30-39 year olds, 16% were 40-44 year old sand 19% were more than 45 years old. This demonstrates that the average age of Chinese outbound travellers to Europe is about 35-60 years old (European Travel Commission; 2011). Predominate age group undertaking long-haul travel was identified by Henan and Wei (2012) as 45-54 year olds.

4.3.2. Occupation and Income

The European Travel Commission (2011) studies mention that 80% of outbound travellers are employed in the private sector, 20% within the government and 1% are self-employed entrepreneurs. Of these, 45% were managers, 33% were non-management staff, 16% professionals and technicians and about 5% were other occupations.

A different approach employed by Henan and Wei (2012), highlights the differences between short and long-haul destinations. The majority of outbound Chinese travellers choose short-haul destinations like Hong Kong, approximately 69% are professionals and 14% are housewives. Long-haul destinations are predominately undertaken by businessmen, managers, officials, teachers and students.

The above authors highlight that the per capita disposable income of urban households (19,109 Yuan) and rural households (5,919 Yuan) in 2010. This showcases the huge differences that exist in China in terms of average income and the reason for the majority of outbound tourists originating from big cities such as Beijing, Shanghai, Guangzhou or the Coastal Regions who have benefited from the economic and industrial improvements over recent years.

Shanghai has the highest disposable income comprising of 31,838 Yuan in 2010. In the same year Beijing per capita urban household reached 29,073 Yuan.

4.3.3. Travel Planning and Information Sources

When deciding to travel abroad, Chinese travellers take in consideration many aspects that may influence their choice about the destination. One of the major aspects is the scarcity for time which demands efficient management of the travel plans.

The Chinese tourist believes that Europe is extremely far away and due to the complicated visa process and due to this often their first emotional connection isn't enough for them to choose a European destination over others (Kairos; 2012).

Chinese outbound travellers also compare prices. They look for routes, means of transportation, hotels and attractions in the various considered destinations. They usually opt for the best price, convenience and value added to the trip. Price is the largest consideration when deciding on a destination both for individual and group travellers. COTRI (2011) statistics reveal preferences for travel planning by travel agencies with online services is also growing.

The European Travel Commission (2011) states that Chinese outbound travellers usually book their travels one to two months in advance and the tendency is to increase late bookings, especially in what concerns accommodation and facilities. This situation is dependent on the type of visa that is required and the time it takes to obtain it.

The largest travel agencies are often the choice to make the international travel arrangements even to MICE purposes. The fact is that Chinese travellers in general don't have international credit cards making international bookings impossible for FIT and for business travellers. In Mainland China, Hong Kong and Macau the scenario is the opposite, gradually Chinese travellers book their air travel and hotels on the internet (see in table 3 the more frequently used websites). This is one factor impacting on the increased and short-haul tourism within SAR.

Table 3: Internet most commonly used websites, blogs and purchase portals by Chinese travelers

Information Support	URL's	Type of Information
Travel Information Search Engines	Qiongyong Net (go2eu.com)	All aspects of overseas travel
	China Travel Net (51yala.com)	Largest online portal for travel in China
	Mango City (mangocity.com)	Tourism eBusiness platform
	Ctrip Travel (ctrip.com)	Leading online travel booking service
General Travel Information Websites	Sina Travel (travel.sina.com.cn)	Travel section of the Sina portal
	Sohu Travel (travel.sohu.com)	Travel section of the Sohu portal
	Travel DV (travelweekly-china.com)	Travel industry news
	Travel Weekly (tripdv.com)	Travel information and photos
	BBS/Online forum 8262 (bbs.8264.com)	Top-rated forum for backpackers
	Qingyou Net BBS (go2eu.com/bbs)	Popular forum for travel abroad
	Tianya Outdoor (bbs.outdoors.com.cn/)	A forum for outdoor travellers
	Xout (bbs.xout.com)	A forum for hikers and active travellers
	Portals Sina Travel Blogs (blog.sina.com.cn/travel)	Part of the popular Sina blog portal
	Sohu Travel Blogs (blog.sohu.com/travel)	Part of the Sohu blog portal
	QQ Travel Blogs (blog.qq.com/travel)	Part of the QQ blog portal
	17U Travel Blogs (17u.com/blog/)	Dedicated travel blog portal
	Youyu Travel Blogs (yoyv.com/space/)	Blogs for hobbyists “to share their journeys”
Travel Microblog Portals	Sina Weibo (weibo.sina.com.cn)	First and most popular microblog platform
	Tencent Weibo (t.qq.com)	Second largest microblog platform
Travel Group Purchase Sites	Lashou Tuangou (lashou.com)	China’s top group buying site
	Lü Mama Tuangou (lvmama.com/tuangou)	Dedicated travel group buy
	Haoyiding Tuangou (365h.com)	Offers tour packages and other products

Source: Kairos, Future on Behalf of European Travel Commission – “The Chinese Traveler's Mind”, January 2012

Based on MasterCard's' Master Index survey from the second half of 2008, the European Travel Commission (2011) summarizes that the Internet is the most popular information source for Chinese travellers with 82% of private travellers looking for information online.

Tour operators are in second place constituting 77% of demand and worth of mouth is the third most popular method of seeking information contributing 59%. Newspapers and Magazines related with travel and lifestyle themes are chosen by 43% of travellers who look for travel and destinations information and 46% use travel guides, books and brochures.

Advertising is only used by 27%, cinema and television just 22% and only 4% use travel promotions and fairs to get information.

As demonstrated prior in the topic related to the tour guides role, travel agents generally have senior managers highly educated but staff in front office have less preparation. The consequence of this is that a lower standard of information and occasionally the wrong information is given to tourists.

Well translated brochures and promotional materials are so important in this market because 43% use brochures and trust more in published information than others opinions.

Henan and Wei (2012) refer to the television (about 300 channels) as an important information source for Chinese people. China's 300 radio stations are also important as the large number of drivers on the roads in China favor this source. It is also important to note that many of the 10.000 magazines in China have travel content. The most important ones are present at table 4.

Table 4: Most important tourism magazines in China

Travel Magazines	Travel and Leisure
	World Traveler
	Ctrip Magazine
	National Geographic Traveler
	Travelling Scope
	City Tourism
	Traveler
	Voyage
	Tourism Magazine
	Global Travel
	Euro Travel
	Air Travel
	China Travel News
	Travel Weekly China
	TTN China
	TTG China

Source: European Travel Commission Market Insights: China, January 2011

4.3.4. Travel purposes

Chinese people are increasingly travelling abroad. In 1988 the restrictions permitted travelling abroad only for business and visiting relatives. These restrictions have been lifted and the Chinese tourists can travel for many reasons including visiting family, spending romantic time with a loved one, or just because they want to experience unique attributes of a certain destination.

4.3.4.1.Travel for Learning

The idea of travelling is very important in the Chinese culture, as the Chinese poet Li Bai says it is better to travel ten thousand miles than to read ten thousand books (Jang *et al*. 2003). It is a cultural and educational need that allows contact with other cultures and economies around the world. It is valued and gives a lot of recognition.

Nowadays young people desire to travel abroad to study, be in contact with new economically developed environments and bring new experiences home that they can use in their daily and professional life. The growing number of young Chinese studying abroad allows their families to visit them frequently with the purpose of visiting friends and relatives. UK is a good example of the huge number of Chinese students that portrays this situation (Huang; 2006).

4.3.4.2.Travel for Pleasure

Travelling for pleasure saw its first rising in the 1990s, just after relaxation of government policies commenced. Increases in travel began to occur post the China Travel Abroad campaign, and many tourists began to participate in travel abroad (Lim & Wang; 2005).

Those travels are characterized by tourists travelling in groups as private travels, but also comprised the individuals, for individual travel (FIT). FIT tourists are usually more adventurous and experienced travellers and therefore plan, schedule and ask for their visa directly from the embassies rather than using an agent. Independent travellers need to obtain a special visa that is not included in the ADS requirements, the embassy decides to reject or issue it (Hu & Graff; 2008).

Travels for relaxation purposes are becoming more common, especially among tourists from big cities in China such as Beijing and Shanghai where the stress and the pressure of the city motivate people to look for quiet places for holidays with more flexible itineraries with more free time (Chow & Murphy; 2007). Travelling for special sports events and honeymoons is also on the rise.

Kairos (2012) study identifies new themes for travel in the Chinese blogs, they are:

- Travel for authenticity and simplicity, generally to a small town for the purpose of escaping the pressures of a large city
- In depth independent travel to spend more time at a destination, experience the culture, experiment with food and enjoy the arts and entertainment
- Shopping for luxury items are important abroad courtesy of the increased social status it brings, many stores are adapting to Chinese demand
- Honeymoon travels are become a status symbol and newlyweds are a growing segment market, particularly to destinations within Europe such as Greece, Italy, France and Turkey
- Backpackers are setting the trends on travels

4.3.4.3.Business & Official Travel

Official travel is reserved for government entities and for people invited for official purpose who possess special passports and authorization from Chinese government (Hu & Graff; 2008). Meetings, incentives, congress and events (MICE) in a globalized world and the Chinese investment in economies such as Africa and North America have given rise to new opportunities to this segment of travelling (Henan & Wei; 2012). To respond to the growing needs of this emergent market, some travel agencies have developed special services to cater to business travel demand (Hu & Graff; 2008).

According to the study of the European Travel Commission (2011) leisure travel is the most common purpose but business, MICE and FIT travels are becoming more attractive markets. As business professionals and executives tend to have some leisure time included in their business trips they will become a more important market.

4.3.5. Travel patterns

Chinese travelers have a preference for packaged trips. They value the safety and convenience offered to them in these packages. These packages generally consist of five or more people where the tourist can avoid constraints with language barriers and deal better with a strange environment. Having a guide, escort and interpreters, as well as the fact that this type of travel is cheaper than undertaking individual travel remains the main driving factor (Henan & Wei; 2012).

These tour groups are usually composed of 30-40 people and are usually more restricted in contrast, the individual or independent traveler FIT encounters more difficulties and often the planning process can be difficult, especially when applying for a visa (European Travel Commission; 2011a). Data mentioned from the above study in 2009 shows Chinese travelling to Britain were 32% single travellers, 25% as couples and of them 14% had children, 7% were with friends and only 8% with family. About 18% were with business colleagues and only 10% taking part of a tour group. Taking children to travel Europe is uncommon however this does occur occasionally.

4.3.5.1.Seasonality, Frequency of Travel and Length of Trip

The seasonality of Chinese travellers is dependent on their region of origin in China and destination abroad. The general peak seasons are the Spring Festival and the golden holidays in China, and then, depending on the seasonality of the destination chosen. As the facilities to travel abroad increase, the Chinese tourists are not just for their first trip and are becoming more experienced travellers (Henan & Wei; 2012).

Concerning the length of stay, it also differs according to the destination and the purpose of travel, but for long-haul trips the highest average was 13 nights in Britain in 2009 (Henan & Wei; 2012). This can be explained with the large number of students and their family visits, as well as business professional's visits. As Britain doesn't belong to the Schengen area, the length of stay tends to be higher because it is visited in a single destination tour.

European countries in Schengen areas are often chosen to multi-destination travel, in which one week is sometimes enough for travelers to visit six to eight countries. European Travel Commission (2011a) points 2.1 nights spent in Germany, 2.0 in France, 1.8 in Czech Republic, 1.6 in Italy, Belgium and Netherlands and 1.5 in Switzerland. Although the first travellers to Europe with ADS tend to go in multi-destination travels, the trend is the growing choice for smaller number of destinations in each trip. Concerning Beijing outbound flows of travellers, they prefer in general the fourth quarter of the year to travel, but to visit Europe their preference peak is in the third quarter of the year. Europe is considered the second continent welcoming Chinese tourists and their preferences fall on the multi-cultural history, and that's why they desire to maximize their travel to Europe, visiting as much as they can, especially in their first visit. They want to visit at least three countries and the most popular destinations are France, Italy, Germany and UK (Hu & Graff; 2008).

4.3.5.2.Accommodation

Chinese tourists became very conscious and price sensitivity. Although the desire of luxury shopping, what is considered important for their recognition when coming back home with international brand presents to their family and friends, there is a concern to spend in the right things. Accommodation, food and transportation are the main areas where Chinese tourists try to save money (Kairos; 2012). Information from this study blogs confirms some Chinese tourists cook their own food, as the much appreciated noodles (they can be bought at supermarkets and they just need to add hot water), or ask for hotels with breakfast and meals included. Another tendency is look for free entertainment and visits. There are already blogs and guides from worldwide cities and also European cities like Paris and Barcelona mentioning the free attractions entrance.

European Travel Commission (2011) refers the fact that China improved a lot its accommodation conditions building new hotels to answer the growing demand in China, and it makes European hotels seem old. They are perceived as poorly maintained places with unsatisfactory levels of service and small rooms. Another important issue is the lack of basic stuff that is essential to Chinese tourists in accommodation like sewing kits, slippers, toothpaste, toothbrush, comb, kettles and green tea in the room. Also the existence of Chinese restaurants is essential. Henan and Wei (2012) mention that the majority of Chinese prefer Chinese food when travelling abroad and this represents a very important issue for them. In what concerns accommodation those authors mention that most Chinese staying longer rent rooms or stay with family and friends. If they are in shorter trips, one third stay in four-star hotels and only ten percent select five star- hotels.

When looking at a different segment of the business professionals travellers the scenery is four-star hotels get 53% of the preferences, the three-star medium priced hotels 31% and international five-star hotels only 12% (European Travel Commission; 2011). Even the business segment does not have a major preference for five-star accommodation. COTRI (2011) identifies the preferences for four-star hotels and three-star hotels.

4.3.6. Leisure Activities and Attractions

Looking back some years, the studies about the Chinese outbound tourist's consumer behavior focused in several activities which were the preference of this market. Du and Zhang (2003) studied those preferences and concluded that 47.1% had preferences for sightseeing, 18.3% enjoyed participating in entertainment activities, 13.1% wanted to experience adventure activities and 17.6% would like to have local lifestyle experiences. But these numbers shouldn't be observed as static because many factors may influence the preferences of travellers, such as background, family and friend's opinions, their origin, the type of destination chosen to spend holidays.

More recent research analyzed in European Travel Commission (2011) studies shows that Chinese outbound travellers in general have preferences for city holidays 40%, beach holidays about 30% and touring trips 23%. When regarded in particular, the private travellers preferences go to main activities described are sightseeing and scenic spots 84%, 82% shopping, 52% choose entertainment, 41% prefer visit historical sites like museums and art centers, 25% opted for beach resort and 38% recreation and rest. The main attractions, especially for the first time travellers to Europe are places such as Versailles, the Louvre, the Eiffel Tower, the Colosseum and the Buckingham Palace. Those places enable them to take many pictures to show their friends and relatives they have been there and this gives them recognition and value added to their travel. In this study are also referred aspects related to different activities like go out at night to pubs and bars and also socializing with locals but are mentioned as activities Chinese leisure travellers don't like as much. They are considered fewer actives when compared to business travellers that are more easily interested in taking part in leisure and sport activities.

Henan and Wei (2012) identify the main attractions in Britain as the visits to museums, churches and the exploring the modern industrialization of the Western world. In Paris, the main attractions are the galleries of ancient and modern arts. In general shopping is mentioned as being one of the most popular activities apart from the destination chosen worldwide.

Kairos (2012) synthesizes the main attraction locations preferred by Chinese outbound travellers in European countries are in France with 21 attractions, in England 18 attractions, in Italy 14 attractions and in Germany and Russia with 9 attractions each; The descriptions of some of these places which are discussed by Chinese travellers on blogs coincide with those already mentioned by previous authors, but some more are added: Notre Dame de Paris, Louvre, Seine, Alps, University of Cambridge, Amsterdam Red-light District and the Aegean Sea.

To sum up, main attractions are historical monuments, museums and palaces, churches, and also streets. In general other types of attractions can be specified as small towns like Eze in France, European related figures like Mozart’s residence, academic institutions like Moscow State University, and iconic attractions like the Mercedes-Benz Museum. As mentioned before, the influencing aspects towards traveler behavior are also reflected on the decision about what type of attractions to choose. Regarding one study of Chow and Murphy (2007) about the travel activities of Chinese outbound tourist’s preferences, it’s possible to identify new issues not mentioned before.

One of the more interesting aspects is to perceive that tourists from different regions in China have different expectations about travel activities. Tourists from Beijing and Shanghai prefer eating out more; take on sightseeing and participating in culture and heritage activities more than those from Guangdong. These tourists from Guangdong, for being more familiarized to the West thanks to its location next to Hong Kong prefer shopping activities. This research also focuses the importance of dinning and eating out and points the gourmet food as very important for Chinese market. But other studies show the expectations are very high, one of the negative conclusions identified by Project Team study was the tourist’s general opinion about the food they ate abroad in the visited destinations.

From this topic it’s important to retain that China is a very heterogeneous and a big country that cannot be seen as a whole. Travellers should be segmented and treated individually since each niche sub-market has difference needs and preferences.

Chapter 5 – Chinese Perceptions about European Tourism Destinations and Portugal

Regarding the growing interest in the Chinese tourism market, it is critical to understand the issues that influence Chinese tourist's behavior, perceptions and attitudes towards their chosen destinations. It is considered by Kotier and Keller (2006) that the first step to sell any product to a customer is understood his needs and preferences. The values play here an essential role as they are too rooted in Chinese Culture through the Confucianism and Taoism, as already shown in chapter two.

5.1. Tourism Destination Image

Nowadays the competitiveness in the tourism industry is increasing faster, so each destination desires to be connected to their segmented markets in a very effective way and have their destination image being perceived by the tourists in the best possible manner. Pizam (1999) suggests that the understanding of the different images of a destination from potential tourists could be a good way to enable better strategies planning. According to Echtner (2003) the visual issue is very important to the creation of the tourist's destination images and so, these images can influence decision-making in relation to the destination of choice. Thus, Hospers (2007) adds two concepts, the place of marketing which image is taken from outside, the outside-in approach. The second concept is the branding place concerning the management of the way wants to be seen in inside-out way.

In such idea, Jenkins (1999) explains that there are two types of components communicated by images that motivate tourists towards a destination: the functional attributes (measurable characteristics like attractions, facilities and entertainment) and the psychological attributes (more difficult to measure because of its intangibility, like atmosphere and safety). That in the perspective of Pike and Ryan (2004) is essentially translated by cognitive perceptions (knowledge about the destination) and affective perceptions (individual feelings). The same opinion is shared by Baloglu and McClearly (1999) about the influence of tourist's socio psychological and socio demographic characteristics. For Echtner and Ritchie (2003) the tourism dimension image should be measured taking into consideration all mentioned factors. In that way, destination images can influence the tourist's perception of the destination and the way tourists see and experience the destination and its attractions. Due to its unique cultural background, Chinese tourist's behavior may be different from other tourists around the world.

5.1.2. Difference between Projected and Perceived Images

As explained before, the culture and the values of the Chinese society have a preponderant mission and reflect the way people interact with each other. This interaction is in many ways different from that one of Western countries.

In terms of tourism destination image, it is of the major importance to the destination marketeers to understand how tourists see, experience and interpret the meaning of place and images (Urry, 2002).The author acknowledges that the place constitutes one ideal for the tourist to construct before traveling, according to fantasies and dreaming aspects he expects to achieve when on holiday. *"Much of the tourists experience is in his head and not in "real" world, leading to the structuring of perception as an important factor in attracting tourists"* (Pender; 1999:75).

The image of a tourism destination has a higher power in communicating with the potential tourist. There are two types of images for tourism destinations, the ones perceived by potential tourists with basis on various information sources, and those provided by tourism sector agents (Andreu, Bigne & Cooper, 2000). Tourism is very visual and uses especially the images provided by marketing platforms and materials, which are critical representations of the place and the product. As so, tourists can create one expectation and start identifying themselves with the destiny, by imagining what they will find in the destination. (MacKay & Fesenmaier; 1997); (Mordue; 1999).

5.1.3. Marketing Materials and Image Communication of Outbound Tourism Destinations in China

As already mentioned, the way of communicating with potential tourists is becoming one issue of major importance in the perspective of capturing their attention in a different manner from the competition destinations. Meethan (1996) stresses that the distinctiveness of the destination images must be presented and supported by characteristics of destination's historic, social, architectural and behavioral dimensions. These together can drive the tourist's attention, what constitutes the main purpose of destination marketeers. According to Urry's (2002) there is a huge desire of tourists seeking new experiences and to see different things from their quotidian. The marketing materials show a growing will for experiencing new types of activities like sport activities, but also participate in the perceived lifestyle of the destination (Kwek & Lee, 2007). In the same year of 2007 in Mainland China the marketing materials used just reflected and promoted attractions and cultural experiences.

In the case of Chinese market, the tourism consumption relies and depends very much on travel agents. This situation leads to only one channel of communication between the tourist and the destination, which happen trough the travel agents. In this context for destination marketeers one of the ways to better diffuses the message that reaches the tourist, is to familiarize, educate and update the travel agents that are in contact with tourists.

In 2004 Beerli and Martin had found that the information provided through travel agents had a vital influence in the conception of the tourist destination image. At that time, the travel agents were considered believable and also one dependable source of information, that's why the projection of the tourism destination should be presented in a way as to match the reality of the destination.

Bigne *et al.* (2001) emphasize that organizations which promote tourist destinations must understand the aspects that influence the tourist's choice. Like this, the projected images correspond to consumer's socio-psychological motivations. The familiarization programs can play a role of incentive to travel agent staff and constitute a good help for them to plan the itinerary tours. Advantages can be also taken from one designed innovative and interesting itinerary taking in consideration the tourism competitive industry.

The study of Kwek and Lee (2007) explores one case of Chinese tourism markets to Queensland regarding Confucius values presence in the marketing materials designed for these markets. It shows the huge importance of the way message is disseminated trough marketing materials. In this case, two photos are used to promote the same product but with different manners of enjoying it. The first example is one picture focusing on family time on the beach. It is taken from the back and relies on the family attention, avoiding the surround scenery and others. In Chinese culture the family is placed above everything else and plays an important role in marketing communication. The detail in the photo of the positioning of their bodies with their heads to be about the children shows strong kinship ties. This can arouse subconscious feelings the consequence can be the preference of the tourist to this promoted destination.

The second example is one picture taken from a public exposure of the body on the beach. This scenery in the Chinese culture and society is not acceptable and rarely seen in Mainland China from domestic tourists. Argyle (1986) explains that between the woman virtues, there is the modesty and the avoidance of physical contact between people in interpersonal relationship. Andrea and Overfield (1994) remember that the chastity is one of the virtues of a woman and despite the adaptations to modernity. This is one of the values that still resilient to change. From this study the marketeers can be more sensitive and aware to simple aspects and avoid generalizing and overlooking the cultural assets.

5.1.4. Marketing Factors to Attract Chinese Outbound Tourism

With the growing of Chinese outbound tourism year by year, many tourism destinations desire to achieve their part in this market and attract Chinese tourists to enjoy and consume their travel experiences.

Mossberg and Kleppe (2005:501) argue that *"the tourists are attracted by the country, region or city due to the combination and variety of attractions, events and services they have to offer*". Recently many creative ideas have started to be implemented to awake the Chinese tourist's attention and provide them the desired services to make them choose their destinations and feel comfortable with them. One of the best ways to promote them is satisfying tourist's needs and exceed their expectations, as Chinese tourists seek for information from family and friends, word of mouth gains a huge importance.

As seen in the chapter three, the existence of ADS allows to market destination products in Mainland China. Likewise tourism marketer, also politic, diplomatic and economic relations can be a great vehicle to link and improve the Chinese outbound tourism market to the tourism destination.

Guo *et al.* (2007) mentions some examples that were developed in some countries. Australia invested renminbi (RMB) 500,000 per year in travel exhibitions and providing marketer training courses. At the time of the 2002 FIFA World Cup in Japan and South Korea, the South Korean travel companies launched their activities associated with this event. Singapore actions include free visas, develop adapted tourism products to the Chinese tourist specific needs, offer Mainland Chinese travel information service and allow Chinese tourists to buy products in their own currency (RMB), if have passport.

In recent years there were more actions that took place in the Mainland China outbound tourism market. The Western countries started to promote initiatives to please the Chinese tourists and one of the weapons more used to achieve large percentages of Chinese population is the internet and in case of tourism, many blogs are used (European Travel Commission; 2011).

This is the case of online campaigns from countries that decided to interact with micro bloggers and study their preferences through simple opinions, posted travel stories or by offering trips in campaigns and competitions based in travel issues. Examples that already promoted these activities are New Zealand Tourism, Spain, Egypt, Nepal, Tibet, Britain, and others. In the specific case of Spain, the available budget of 800.000 euros now amounting to three million in 2020 will allow increase flights with China and adapt the offer to Chinese demand, promoting the attractiveness of the country under the slogans of sports and food (Esteves; 2011a).

And then also the results allow achieve high percentages of adherence and constitute promotion to the countries and destinations involved because even more and more tourists look for references and opinions on internet. The brands, interested in the Chinese tourist income quickly decided to follow the tendency and surpass all efforts to attract this market. They are some of the examples mentioned in the next topic.

5.1.4.1. Examples of Marketing Strategies Adopted to Attract Chinese Tourists Market

As already focused, the Chinese tourists are becoming a very attractive market because of their high income and pretensions to spend it on travelling. The lifestyle of many Chinese is changing and they look for different things to experience, to see and to buy for their own. That’s why the retail area is so interested in promoting and providing the best service to these new consumers of massive brands and luxury products.

Many enterprises, retailers, governments and tourism destinations entities are working hard to attract the Chinese tourism market. The example of this interest can be showed by

Burberry, an international and well-known brand that has recovered in demand for luxury goods because of its customers Chinese shoppers and tourists. Burberry's year profits raised 39% to 343 million euros (CET, 2011). Special services and packages are also provided for Chinese tourists. In London the New West End Company which manages an agency of luxury goods retailers introduced the initiative of encouraging Chinese tourists to spend more in the city's luxury shopping district. Their idea is presented to Chinese tourists with professional knowledge of luxury goods and also a stay package deal at five-star hotels in London (Chang, 2010).

Other commonly adopted strategies are the construction of a consistent image internationally, setting up stores located in popular spots for tourists in huge markets. This was the case of Cartier which opened a flagship store in Hong Kong in November 2010 and is now opening at Ion Orchard, very close to its original flagship at Takashimaya (Business Times, 2012). Airports and hotels are also considered places of major importance concerning last minute purchases. The luxury brand Louis Vuitton has several stores in five star and business hotels such as Four Seasons Hotel, Mandarin Oriental Hotel and Wynn in Macau. The French luxury new megastore at the Incheon airport, Korea, is a fine example of the growing importance of airports as a good place to purchase luxury goods, especially to Chinese consumers (CNNGo Staff, 2011).

One of the most used marketing strategies is setting up tourism offices in China and offer Chinese language tourism websites. This has been already implemented by countries like Thailand, Singapore, Malaysia and Australia. Japan, who is closer to China, went further and signed through the Japan Tourism Agency (JTA) one memorandum of cooperation on serving Chinese tourists visiting their country with china union pay. This has a card which provides more convenient, efficient, secure and better ways to Chinese tourists to make service payments when visiting Japan (China Union Pay, 2010).

5.2. Image of Europe as a Tourism Destination

Chinese outbound tourism market is very sensitive to political and safety considerations. Recent situations in Europe can lead to changes in the Chinese tourist's behavior. The security issue is very important for them and robbery situations as succeeded to a Chinese family in Paris were not good publicity to tourism in France.

The European Travel Commission (2011) recent studies refer all the connections to China and Chinese culture the best attractive reason for them to visit determined place. They want to see authenticity but feel like at home and have services adapted to their needs. One of the examples is the food that some of them like to try but the majority prefers their own food variety. The arts and the culture seem also very important in their emotional feeling with the destination. That justifies the frequent call for Chinese pop stars to promote and be the face of the promotional campaigns of foreign tourism destinations in China.

Based in the same conclusions of the previous studies, the aspects that had a good impact and contributed to a positive image of Europe are mentioned. The frustrating images travelling to Europe are mainly related to high prices, insufficient services and inconveniences see figure no. 3. The results presented are based on internet searches and blogs results from chatting and tourists sharing opinions.

The delights that build the image of Europe destinations are the existence of clean and peaceful cities where the sky is blue; the preservation of historic attractions that are well maintained; the environmental protection, clean, beautiful and not crowded environment; existence of a rich cultural past; high level of cultural sophistication; friendly; helpful people; having convenient public transports with on time schedules, advanced train system and good roads to drive; delicious and safe food they would like to try.

Figure no. 3: Negative and Frustrating Image of Europe

Source: European Travel Commission, 2011

Due to the Euro Zone debt crisis, consequent fiscal authority and financial market stress, Europe is facing incoming slow. Tourism Economics predicts a decline of 1% to 2012 and just 0.8% of growth in visits to European countries (European Travel Commission; 2012). Efforts to innovate and welcome more tourists must be made.

5.3. Image of Portugal as a Tourism Destination

Portugal is nowadays a tourism destination recognized by its diversity and quality in terms of products, infrastructures and services accounting to positive rankings in the global market of the tourism industry. The tourism is considered one of the most important activities of the Portuguese economy. It contributes to the creation of jobs and brings returns on the investment.

Data from Bank of Portugal show the progress of revenue generated by tourism with a profit of 4 728 million euros in 2009 (INE; 2010). According with the National Strategic Plan for Tourism (PENT) a SWOT analysis to the Portuguese tourism considers criteria as follows in table 5.

The above mentioned strengths (table 5) are mainly related to issues like the good climate and sun exposure all year, the security image of Portugal, its hospitality and culture. The weaknesses represent the most difficulties faced by agents in the sector as mentioned in the PENT document. Opportunities are based on references to the new trends in international demand, where Portugal can be competitive. Threats result mainly from a high seasonal demand associated with loss of international market share, driven by the emergence of new destinations very competitive in terms of price.

The author Castro *et al*. (2007) in his studies about destination's image and tourist's behavior reflects opinions about the image of Portugal perceived as a Sun and Sea destination. It is described as being part of a set of Mediterranean countries such as Spain, Greece, Turkey and Cyprus. And in terms of sources, the main tourists to Portugal come from Spain, United Kingdom, Germany, France, Italy and Netherlands, countries with which presents yet a huge dependence.

In terms of making-decision criteria, Portugal is related as a safety place, with warm and hospitality people and is considered a value for money destination.

Table 5: Tourism in Portugal SWOT Analysis

Strengths	**Weaknesses**
- Climate and light; - Security; - Authenticity modern; - History, culture and tradition; - Hospitality; - Concentrated diversity; - Quality and competitiveness.	- Accessibility; - High seasonality; - Gaps in infrastructure; - Poor modernization of business management; - Marketing; - Fragmentation of supply; - High number of poorly qualified workers; - Performance with a high level of individualism business.
Opportunities -Sector for global expansion; - Increased spending to stay in expense of the trip; - Developing enhanced by low cost; -Increased number of short trips; -Search by Golf practice; - Demand for traditional products; - Trend of senior tourism short break; - Looking for diverse experiences.	**Threats** -Loss of market share in international competitiveness; -High seasonality; -High regional concentration; -High concentration of markets.

Source: Plano Estratégico Nacional do Turismo, 2007

5.3.1. Demand for Portugal as a Tourism Destination

In what concerns the demand for tourism in Portugal, recent information from Banco de Portugal (2010) refers the increase of passengers for the last decade with exception to 2009, when the global crisis affected the arrivals in almost 1%. In 2010 the recovering ascended to 9% growing, to which contributed the low cost segment accounting an increase of 15% and a 36% maximum in the total number of arrived passengers.

In terms of market sources, the highest contribution to this scenario of recovering was held by traditional markets such as United Kingdom and the new emergent markets Brazil and Angola with a rising increase of 60% in 2010. Alvarenga & Carvalho (2007) had already referred one important niche on Western societies as being the retiree's baby boomers that have money and time to spend travelling, and we are still in that generation.

The preference of Chinese outbound tourists for multi-countries visits in Europe, most of them travelling unmonitored across the countries frontiers, makes the statistics and the control of number of visits imprecise. Portugal is already seen as one of the countries that does not appear amongst the highest Chinese travel preferences in terms of first choice destination in Europe. In consequence its visits are a complement to other destinations visit and the issuing of passports and visas are usually obtained in the country where the tourist flies to, where is expected to spend more time or where has more facilitations achieving the visa process done. The available annual numbers of arrivals to European countries from China mentions that to Portugal they are aggregated in a scale between 25.000 and 50.000 arrivals. In this study the major receiving countries are France with a 500.000 to 1.000.000 arrivals, followed by Germany and Italy with 250.000 to 500.000 annual arrivals (European Travel Commission; 2011).

In what concerns number of nights spent by Chinese tourists in national official hotel, between 1999 and 2001 there was a slight increase, as in 1999 Chinese tourists were 7.477, in 2000 they were more 723 and in 2001 accounted more 1.631 Chinese tourists, making a total of 9.831 Chinese tourists in 2001 (WTO; 2003a). In 2005 they were 0.15% of the total foreign tourists, which total is 34.7 million and corresponding to an average length of stay of 2.1 days (INE & Banco de Portugal; 2008). Besides the yet reduced number of nights that Chinese tourists nights spend in Portugal, the revenue from their expenses spent in Portugal in 2010 refers to 6.5 million euros and this makes China the 32º source of touristic revenue to Portugal (AICEP Portugal Global; 2011).

Portugal has no direct flight connections with China and this is considered one of the biggest barriers to the development of this emerging tourist market. China and Europe are connected by 471 weekly direct scheduled flights from the mainly airports in China and

Hong Kong. In 2010 there were twenty one airports in Europe with flights from China that were increasing their seat capacity (European Travel Commission; 2011).

According to Lusa Agency (2010) the Portuguese airline TAP already has the license that allows operations in three routes flights, two to Beijing that includes Lisbon – Beijing – Lisbon, Porto – Beijing – Porto and finally one route to Shanghai, Lisbon – Shanghai – Lisbon. The existence of real plans in terms of licenses to start operating flights to and from China is a good sign for the market, so the awareness to study these two outbound tourism markets in terms of touristic demand is very important at this time when all the efforts must be made to capture these tourists (Correia; 2010).

The efforts to meet the Chinese tourist’s needs and expectations should be incentivized to the creation of the basic conditions to welcome this emergent market. The existence of infrastructures and services adapted to their preferences, the existence of information in Chinese, (TAP, Publituris magazine and Institute of Tourism of Portugal) are some examples to be followed.

Part II – Empirical Study

Chapter 6 – Presentation and Analysis of Results

6.1. Research Questions and Methodology

The aim of this study is to understand the characteristics and preferences of Mainland Chinese future generation of travelers' and their perceptions about Portugal as a tourism destination, answering two questions: What is the profile of future generation of Chinese tourist's like? What are the perceptions of future Chinese tourists about Portugal?

Data and materials applied in this study were collected from an extensive review of Mainland China's tourism statistics and tourism literature. Surveys were taken to obtain quantitative information by questionnaires administered to Mainland Chinese undergraduate and post graduate students. The contact with local population in Mainland China helped to achieve deeper results. The survey questionnaire used was designed originally in English (see annex no. 2), and then it was translated into Chinese language Mandarin (see annex no. 3) before being administered from February to March 2012. It uses a decisions list which objective is to identify the respondent's characteristics. The respondent classified according to a five position scale from 1 to 5, the degree of importance of each question: level 1 is nothing important, level 2 not so important, level 3 with some importance, level 4 with importance and level 5 very important.

6.2. Sample and Data Analysis

In order to ensure comparable samples, undergraduate and post graduate students were used as respondents in this research. Students also had the non-negligible advantage of being conveniently accessible to the research.

A total of 350 graduate and post graduate students in Peking University, Beijing Language and Culture University in Beijing (BLCU) and the University of Electric Science and Technology of China in Chengdu were employed and asked to fill out the questionnaire. Chinese students population is very large so a student's sample by convenience was chosen from the above mentioned tree universities. The reason to explain this decision was due to the frequency of both universities in Beijing where is easier to establish contacts and also the existence of contacts between professors in the university at Chengdu. In Beijing universities the questionnaires were auto-administered and in Chengdu they were sent by email.

The final sample is composed of 261valid questionnaires, 27 invalids and 62 not returned. The Chinese sample was recruited through classes break and campus-wide places for rest like canteen and coffee shops where questionnaires were distributed. It was a convenience sample, not just representative of the population of college students.

To analyze the data, the descriptive statistics was the first choice because of its understanding and easily assimilation. The measures of central tendency provide clear and objective responses. Excel and SPSS programs were used to obtain the results. Next section presents the results from the empirical study and the information collected. Data analysis and conclusions are based on the previously mentioned group of student's questionnaires answers.

6.3. Sample Description

The third part of the questionnaire includes the main basic information about the respondent's.

As expected respondents age is mostly between 18 and 25 years old (76%) and there are more females (58.4%) than males (41.2%) responses (see figure no. 4 and 5).

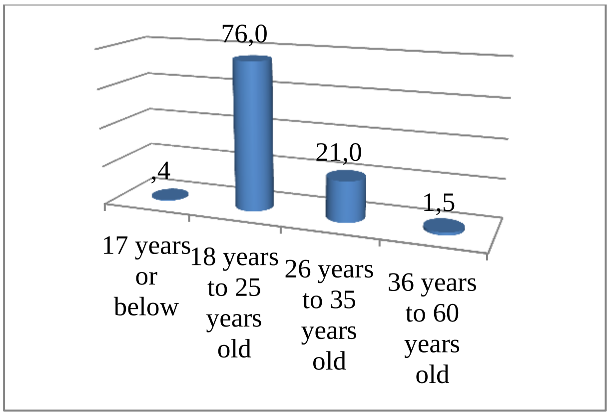


Figure no. 4: Age (%)

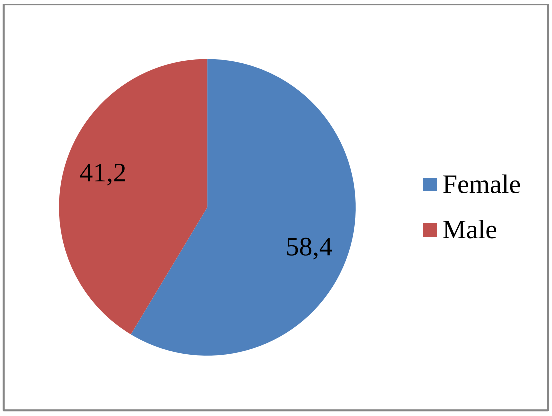


Figure no. 5: Gender (%)

Concerning their degree the majority (57.1%) are undergraduate students and a relevant part (37.5%) are post graduates (see figure no. 6).

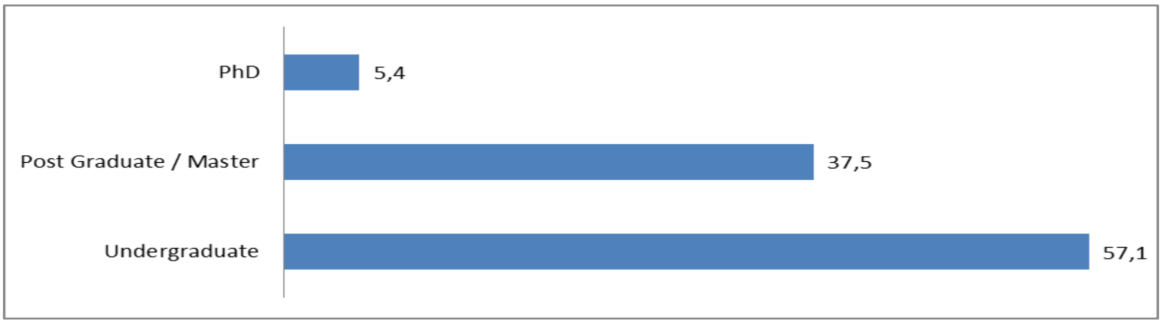


Figure no. 6: Degree (%)

The majority (37.3%) study economy, management or finance, then (23.1%) study translation and education, and all the other areas present a weigh of less than 10% (see figure no. 7).

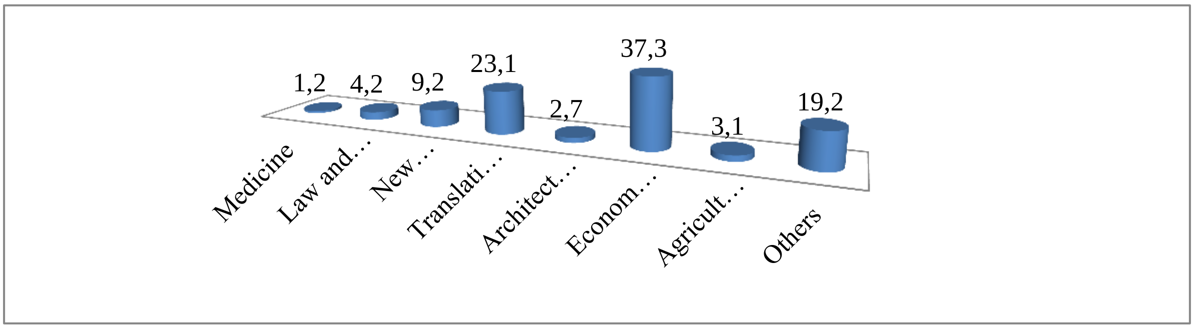


Figure no. 7: Area of Study (%)

The students expected income for the next two years tends to the middle lower level with 33.9% expecting to receive between 2000 RMB and 5000 RMB. To be stressed is the fact that few percentages expect higher incomes above 10000 RMB (see figure no. 8). In China the beginning of careers for degree holders is characterized by lower income that later start growing with the accumulation of experience.

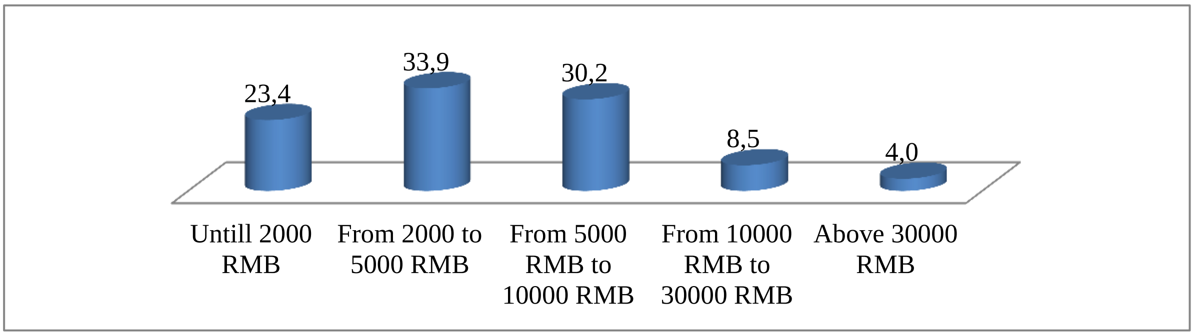


Figure no. 8: Expected Income (%)

Taking into consideration the expectation of the majority in achieving low salaries, it is understandable the demand for lower categories accommodation, savings in transportation and food. When visiting abroad usually the transportation between the two continents is one of the highest costs during the whole travel.

When asked about previous travel to Portugal, only 2.7% of the respondents have already been to Portugal.

6.4. Chinese Tourist Profile

6.4.1. Sources of Information and Type of Travel

The main purpose of the first part of the questionnaire is to understand how the travel is prepared and which critical factors influence deciding to travel abroad.

Questions related to the collection of information reveal that three main sources (internet and blogs, TV, movies and newspapers and finally relatives and friends recommendations) are important or very important to the majority of respondents (see figure no. 9). Information from internet and blogs has a growing importance confidence among Chinese tourists. Besides travel type or organization they also look for information about the destination and from other tourist's opinions.

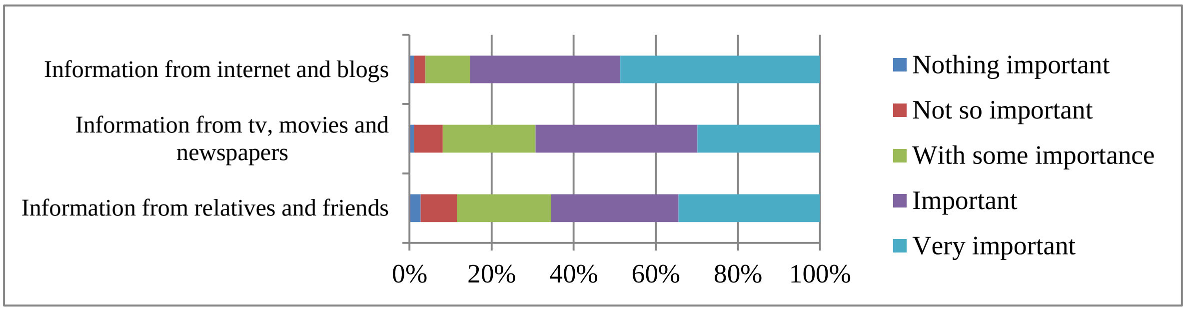


Figure no. 9: Sources of Information

When wondering about the preference for travel type, the results show individual deeper travel to one destination is becoming more important 32% than multi-destination group travel packages 27%. Only for 2% the individual travel is nothing important against 9% to multi-destination travel (see figure no. 10). The change of patterns of consumption in the type of travels as observed before in the literature review can be considered.

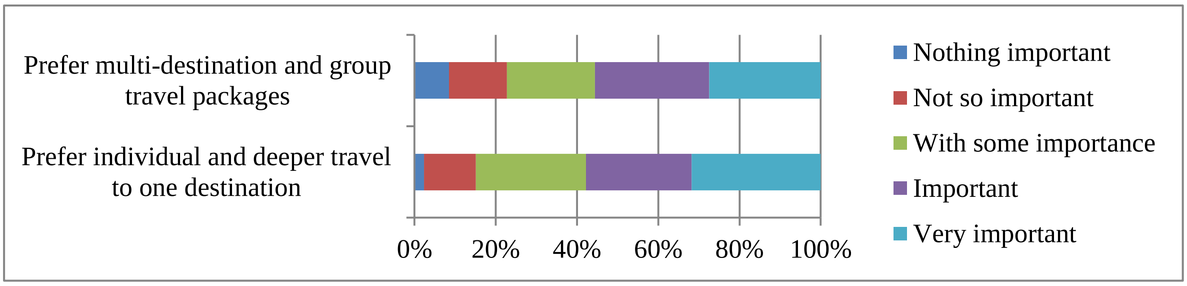


Figure no. 10: Travel Type Preference

If analyzing the relation among preferred travel types, the conclusions show a moderate negative relationship, i.e., a moderate tendency to those who give more importance to individual travel to deeper destinations, give less importance to travel to multi-destination group travel packages (Pearson = - 0,427).

It is still possible to conclude there is no relation between the source of information and the preference for determined destination (see table 6 and 7 and annex no.1). There is no relation between the search of information in internet and blogs and the preference for travel to one deeper destination. Whatever the importance given to the information research, the importance average of only one deeper destination is similar ranging from 4.3 to nothing important and 3.5 to important in a scale from 1 (nothing important) to 5 (very important).

Results show no relation between the search of information on TV, movies and newspapers and the preference for travel to one deeper destination, whatever the importance given to the information research is, the average importance of only one deeper destination is similar ranging from 3.0 to nothing important and 3.8 to important in a scale from 1 (nothing important) to 5 (very important).

There is no relation between the search of information from relatives and friends and the preference for travel to one deeper destination since, whatever the importance given to the information research, the average importance of only one deeper destination is similar ranging from 3.1 to nothing important and 4.0 to important in a scale from 1 (nothing important) to 5 (very important).

Table 6: Average importance of individual deeper travel according to the level of importance of different sources of information

	Prefer individual deeper travel				
	Nothing important	Not so important	With some importance	Important	Very important
Information from relatives and friends	3.1	3.5	3.6	3.7	4.0
Information from Tv., movies and newspapers	3.0	3.4	3.6	3.8	3.8
Information from internet and blogs	4.3	3.7	4.1	3.5	3.8

Table 7: Average travel multi-destination and group travel packages importance according to the level of importance of different sources of information

	Prefer multi-destination and group travel packages				
	Nothing important	Not so important	With some importance	Important	Very important
Information from relatives and friends	3.6	3.2	3.6	3.5	3.5
Information from Tv., movies and newspapers	3.3	3.0	3.4	3.5	3.8
Information from internet and blogs	3.7	3.1	2.7	3.6	3.7

The analysis of the relation between the search of information and multi-destination results we may conclude that:

There is no relation between the search of information in internet and blogs and the preference for travel to multi-destination since, whatever the importance given to the information research, the average importance of multi-destination is the same with 3.7 to nothing important and 3.7 to important in a scale from 1 (nothing important) to 5 (very important). Results also show that there is no relation between the search of information in TV, movies and newspapers and the preference for travel to multi-destination: whatever the importance given to the information research, the average importance of multi-destination is similar ranging from 3.3 to nothing important and 3.8 to important in a scale from 1 (nothing important) to 5 (very important).

There is also no relation between the search of information from relatives and friends and the preference for travel to multi-destination, whatever the importance given to the information research is, the importance average of multi-destination is similar ranging from 3.6 to nothing important and 3.5 to important in a scale from 1 (nothing important) to 5 (very important).

6.4.2. Travel Preparation and Critical Factors Deciding Destination

In questions specifying advance time to prepare travel, the replies reflect the lower importance or no importance of the options suggested. In this way, the need for six to twelve months to prepare travel is not so important (40%). Also the last minute travel is considered nothing important to 38% of respondents (see figure no. 11).

The reasons to explain this scenario can be the inexistence of low cost airlines as cheap as in Europe or special discounts and the fact that Chinese people even to travel in China by train usually buy tickets in advance (until 12 days) because they are frequently overcrowded and have large numbers of people travelling daily. The conclusion is that the necessary time to prepare travel remains between the two options mentioned and depends on travel motivations.

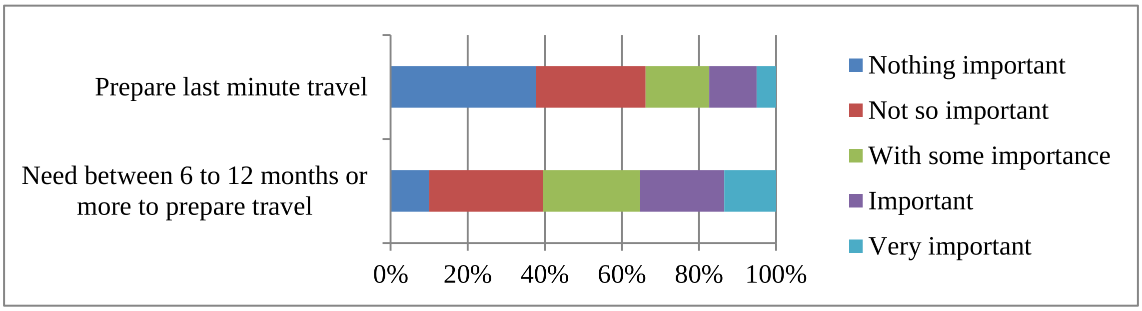


Figure no. 11: Time in advance to prepare travel

When asked about the way of organizing their travel, the respondents expressly avoid the idea of having the travel agents doing everything for them. Only 4% consider this service very important and 8% important while 41% of the respondents consider important having the travel agents support in preparing their travels and those who prefer do it by themselves, (explorer tourists) 37% consider it important (see figure no. 12). These results are in accordance with the trends studied before in the theoretical framework and literature review.

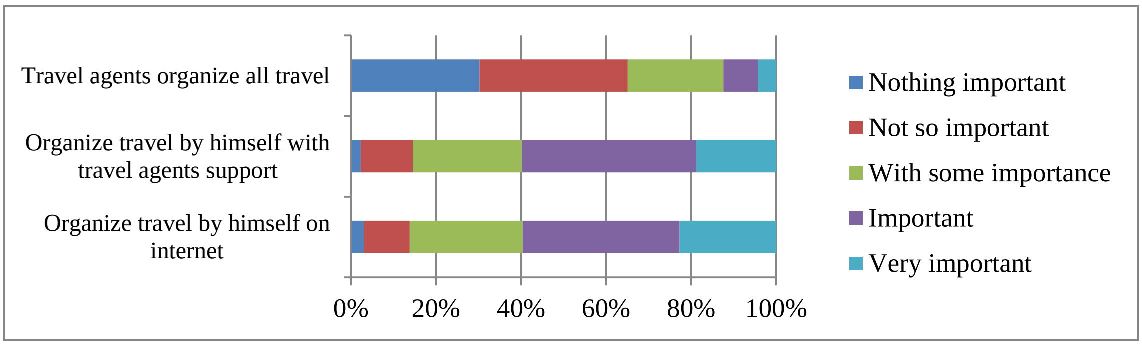


Figure no. 12: Travel organization

The factors mentioned as critical deciding travel destination, (price, relatives and friends recommendations, stability and safety) all obtained highest scores in the important and very important fields.

The price continues to be one of the weigh factors among the price sensitive Chinese consumers, 37% consider it very important issue and 41% important. Relatives and friends recommendations and in consequence the word of mouth dissemination of information consists in credible and believable information that can help deciding for determinate destination instead of others. 42% of respondents consider deciding on friends and relatives recommendations very important and 45% consider it important. Concerning the social stability and safety, the respondents maintain the results showing the high importance of deciding to travel to safe places. Important and very important answers account 39% of the answers each (see figure no. 13).

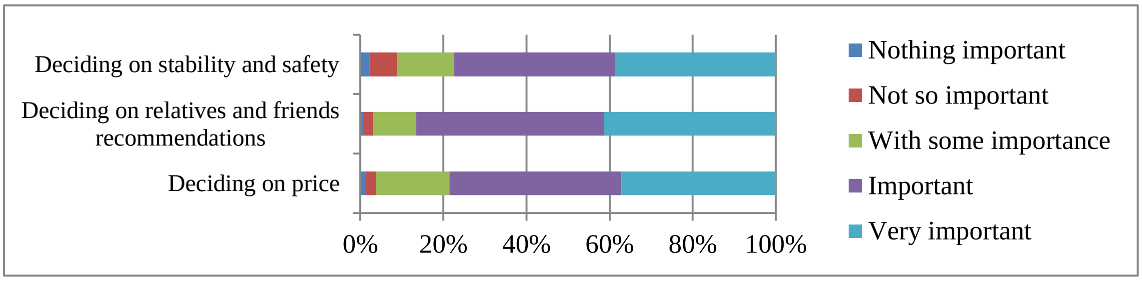


Figure no. 13: Critical factors deciding the destination

6.5. Chinese Future Tourists Perceptions about Portugal as a Tourism Destination

Questionnaire second's part main purpose is figure out the perceptions and expectations of questionnaire respondents about traveling to Portugal.

When asked about their preferences about the type of travelling, more than 80% gives importance travelling with family or in groups (see figure no. 14). This can be explained especially by the family importance in the Chinese culture. The fact of leaving the family behind and stay away is still not so common and the Confucianism and Daoism influences in society play with the family above anything else. The group of tourists that particularly can constitute this segment is the inter-generational group.

About travelling by themselves, only 15% consider it a very important experience. With the same punctuation, 26% view it as important or with some importance issue (see figure no. 14). Here can be included future explorers or connoisseurs as groups of tourists.

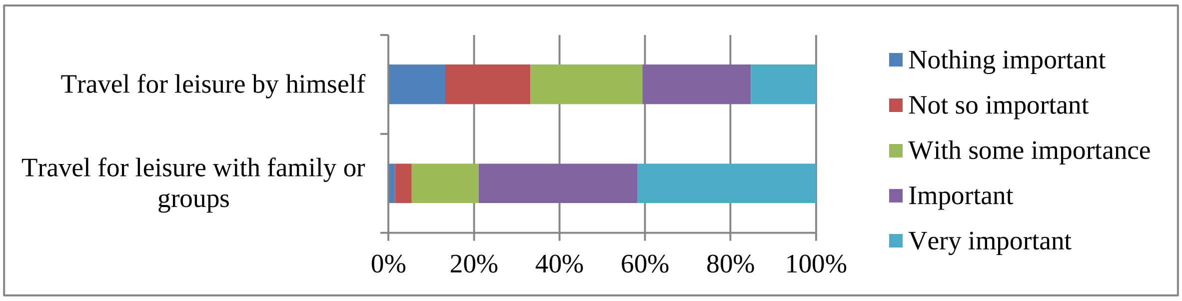


Figure no. 14: Type of Travel

Preferred time of the year to travel to Portugal is clearly the spring and summer (see figure no. 15). Answers accounted 31% as very important and 46% as important and mentioned the fact of long school holidays being in the summer and a higher propensity to travel with family. However, autumn and winter reveal some propensity to travel with 26% of the respondents considering it important. The Chinese long holidays register divided opinions with half of respondents considering it more important and half of respondents consider it less important.

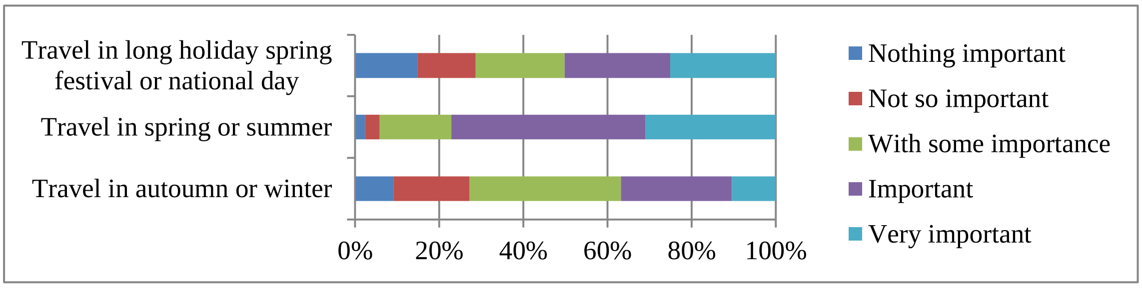


Figure no. 15: Preferred time of the year to travel to Portugal

Conclusions considering the literature review and the studies of different authors, pointed mainly to travels about one week and to visit multiple destinations at once. But when asked about the number of days they would like to spend travelling in Portugal, the respondents attribute most importance to the range to five to fifteen days, 37% consider it very important (see figure no. 16).

Four days to visit Portugal seem not to be sufficient having 24% the respondents saying it's nothing important. The result can be observed taking into consideration that traveling from China for so long destinations for less than a week can be not interesting due to the time spent on travelling. About visiting Portugal for more than fifteen days, the results showed are more scattered. Only 19% consider it very important against 12% which consider it nothing important (see figure no. 16).

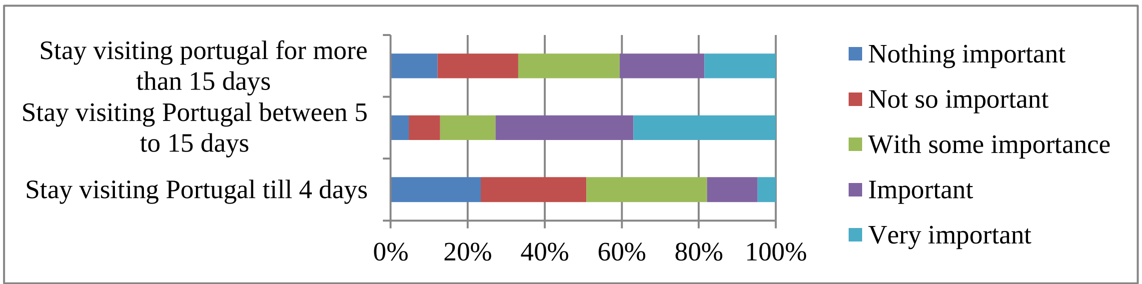


Figure no 16: Number of days to spend visiting Portugal

Interest to visit multi-destinations appears again answering the intention of visiting other countries than just Portugal when in holidays in Europe. In this matter, visiting only Portugal for the majority of respondents 31% is not so important (see figure no. 17).

The set of countries including France, Spain and Italy has the main interest of respondents 29% consider it very important and 39% consider important to complement their travel with those preferable destinations in addition to Portugal. The set of countries including Germany, Switzerland, Northern Countries and UK is also a possible complement to the travels to Portugal and is not far away from the preferences of the above set of countries, 27% considering it very important (see figure no. 17).

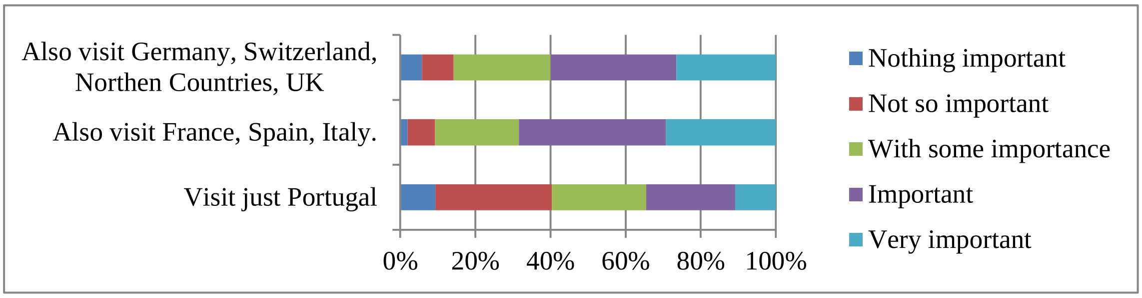


Figure no. 17: Countries to visit when travelling to Europe

Concerning the purpose of travel respondents show more interest in traveling for nature and landscapes sightseeing, 31% considers it very important and to 40% is important. The sightseeing and luxury shopping results do not correspond to the huge interest mentioned by the various authors studied along the literature review, since only 13% of questionnaire respondents attribute huge importance to it. The priority objectives of travelling to Portugal are not for study or research, 27% of respondents consider it has no importance and only 8% considering it very important (see figure no. 18).

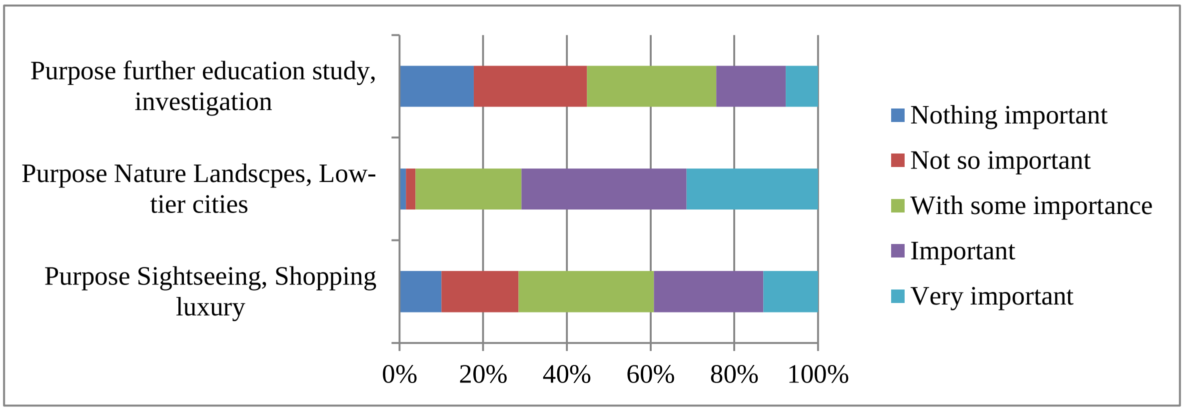


Figure no. 18: Purpose of Travels to Portugal

The travel purpose considers in the questionnaire three types of options concerning travel program. Sun, sea and relax program has the major preference, 54% of respondents consider it very important and 37% important (see figure no. 19). This represents a new trend in the Chinese outbound tourism market.

Usual program of historic and cultural visits maintain high scores and the preference of respondents, (42%). This scenario explains the conclusions that the interest for cultural sightseeing will remain in the future not just among traditionalist groups of tourists. The sports program including activities like golf, surf or hiking reveal average importance with only 18% considering it very important (see figure no. 19).

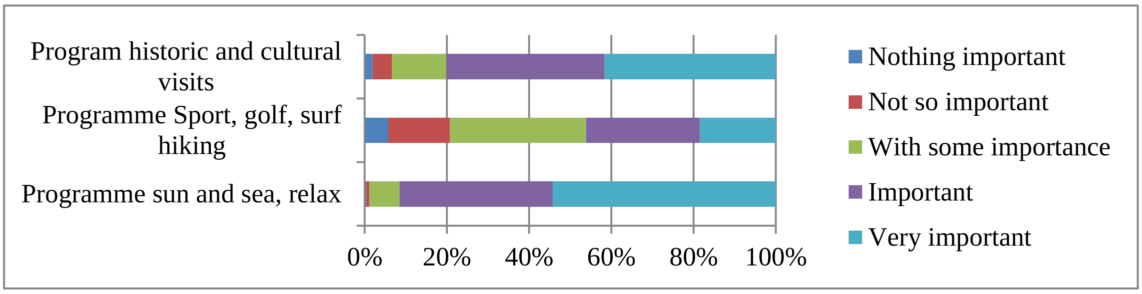


Figure no. 19: Type of program and activities

Accommodation is considered one of the issues where Chinese travelers try to save money. According to the results of this questionnaire, the trend is maintained. The 5 star hotels are not the main choice, with only 7% of respondents considering it very important. Economic and comfortable hotels providing basic sets seem to have better acceptance to 43% of respondents. Staying with family or friends is another option concerning savings in accommodation when travelling abroad when is the case of having someone in the destination to be received. The respondents (31%) consider this issue important (see figure no. 20).

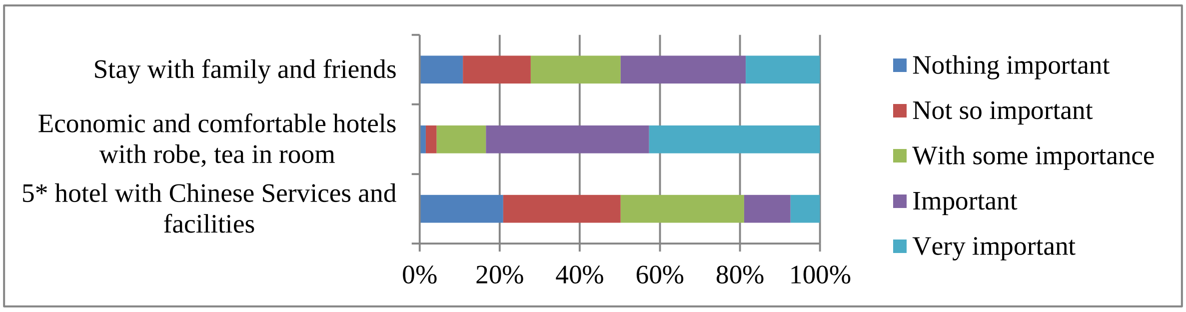


Figure no. 20: Accommodation and related facilities

About meeting Chinese tourist needs, 38% of respondents perceive Portugal as having adapted its services and convenience to Chinese tourists' specificities. Only 2% consider Portugal totally unprepared. Information and publicity of Portugal to the majority is not very frequent and the opposite is only true to 7% of the respondents; 16% have never seen any information or publicity about Portugal. And when asked the intentions to visit Portugal in their travels to Europe, 47% show interest to visit Portugal (see figure no. 21).

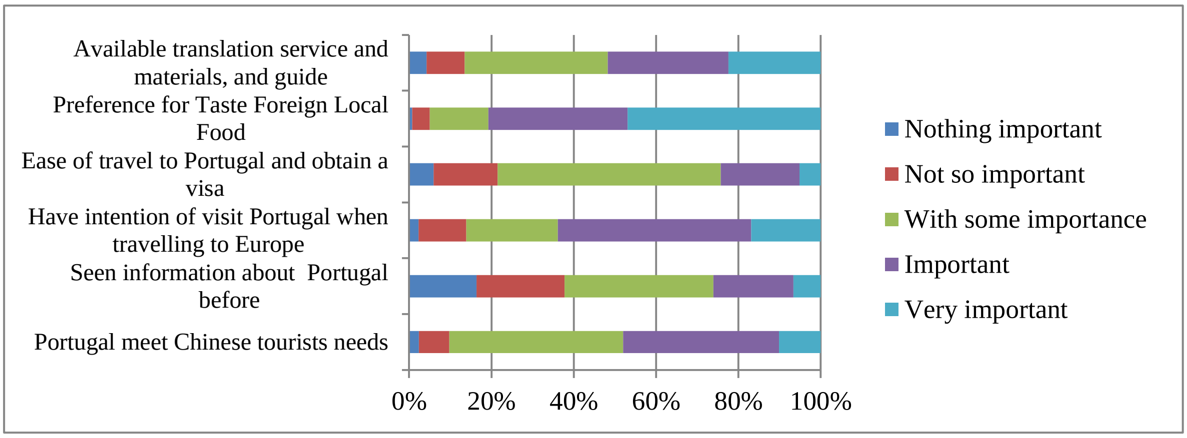


Figure no. 21: Perceptions of Portugal

The bureaucracies to obtain visas and travel abroad are referred by many authors as one of the major barriers for Chinese travelers. Traveling to Portugal and the facility in obtaining a visa are perceived by the majority (54%) as easy (see figure no. 21).

Food and the type of communication used represent one of the concerns when trying to answer Chinese tourists' demands and specificities. Some authors refer high quality of Chinese food as essential to please the segment of Chinese tourists. The answers to the questionnaire (47%) reveal that there exists a huge propensity and preference for tasting foreign food instead of Chinese food when travelling to Portugal. Communication has a very important role in the success of tourists experience when traveling abroad. When asked about the relevance of having translated materials, guides and information in Chinese, to 35% the results show it is relatively important (see figure no. 21).

Chapter 7 – Conclusion

Relating to the literature review of this research to the questionnaires answered by young students, those who will be the next generations of Chinese tourists, finding show that new trends are appearing in the Chinese tourists' profile and demand.

China will continue to be one of the largest emerging tourist markets, especially concerning outgoing tourism. Europe has a long history and culture and this attraction remains one of the most important interests of Chinese tourists. To the growth of outgoing travels much has contributed the opening policies of Chinese Government which is joining important events worldwide to give support to the tourism industry. For being a huge country, touristic Chinese market should be seen in a segmented way and the touristic offer adapted to answer each type of expectations, depending on the emergent regions of outgoing tourists. Marketeers, government and travel agents must be aware of the specificities and expectations of each segments and markets.

Answering the first research question about profile of the future generation of Chinese tourist's, the findings showed that in what concerns the type of tourist, the psicocentric and centric middle aged tourists will be the majority of tourists traveling in groups like the called traditionalist group of tourists that aim to see the most famous destinations and cover as many countries as possible on their travel to Europe. Besides, many other groups of travelers are emerging, desiring to have more flexibility and time to decide their own activities and planning their program of travel, especially with time to relax. Individual travelers with preference for deeper trips and adventure are becoming a reality among Chinese people but will remain a minority, although they are wealthier than traditionalists. The Chinese tourist profile in general is marked by the desire of travel to safe places where can find convenience and value for money experiences, and due to the price sensitivity, try to save money in transport, accommodation and food. The low income expectations can explain this sensitivity on prices. They desire to visit famous places and take social recognition for have being there, buying luxury branded presents or souvenirs to family and friends. Contrary to what is the mentioned by the majority of authors in the literature, shopping is not the most important purpose of travel for the sample of this study who prefers nature scenery and shows a growing trend to having deeper and relaxed sun and sea holidays because of the stress and pressure of big cities.

Answering the second research question about the future Chinese tourist perceptions about Portugal, the results of the questionnaires to the Chinese students surveyed allow to conclude that Portugal is perceived as having good services to receive Chinese tourists and that it answers to their needs and expectations. The ease of travel to Portugal and of applying for visa is also considered a reality. The preferred time to travel to Portugal is spring and summer season and travel duration is mainly between five to fifteen days, considering that only a very few percentage desires to travel only to Portugal as the only deeper destination visit.

The results of this study will not only help governments of ADS countries like Portugal to identify the underlying characteristics of Mainland Chinese outbound tourism, but also help the tourism marketeers, tourism operators and hospitality and tourism services to adapt to these market trends and prepare strategies related to this future emerging market.

A deeper study of the biggest source markets of Chinese outgoing travelers and its specific characteristics could be an added value to define strategies to promote Portugal as a touristic destination in China and attract this emergent market.

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ANNEX

Annex 1: Table with the correlation between information sources and type of travel preference concerning destination

		Prefer individual and deeper travel to one destination	Prefer multi-destination and group travel packages	Information from relatives and friends	Information from tv, movies and newspapers	Information from internet and blogs
Prefer individual and deeper travel to one destination	Pearson Correlation	1	-,427**	,171**	,115	-,032
	Sig. (2-tailed)		,000	,006	,066	,611
	N	258	256	258	258	256
Prefer multi-destination and group travel packages	Pearson Correlation	-,427**	1	,027	,157*	,153*
	Sig. (2-tailed)	,000		,661	,011	,014
	N	256	259	259	259	257
Information from relatives and friends	Pearson Correlation	,171**	,027	1	,209**	-,115
	Sig. (2-tailed)	,006	,661		,001	,064
	N	258	259	261	261	259
Information from tv, movies and newspapers	Pearson Correlation	,115	,157*	,209**	1	,331**
	Sig. (2-tailed)	,066	,011	,001		,000
	N	258	259	261	261	259
Information from internet and blogs	Pearson Correlation	-,032	,153*	-,115	,331**	1
	Sig. (2-tailed)	,611	,014	,064	,000	
	N	256	257	259	259	259

Annex 2: Questionnaire of Outgoing Chinese Tourist Profile

Questionnaire of Outgoing Chinese Tourist Profile

Investigator: Management Master Student of ISCTE Business School in Portugal, Lisbon.

I hope to get information about your interests and preferences when travelling abroad, especially your opinion about Western Europe, Portugal destination.
Imagine you are already a professional asset afforded to travel long haul abroad destinations. Please draw "√"in the following items according to your judgment. We promise to keep your information secret. Your opinion will offer a basic reference for my study. Thanks for your support and help.

Part I – Generic Information		Approve scale				
		++	+	+/-	-	--
Travel Planning						
1	I collect opinions from relatives and friends					
2	I collect information on tv, movie, newspaper, magazine					
3	I collect information from internet and blogs					
4	I prefer individual deeper travel to one country					
5	I'll always visit various countries in the same pack travel					
6	I need 6 to 12 months or more to well prepare my travel					
7	I travel without previous preparation, last minute travel					
8	My travel is entirely organized by myself using internet					
9	I organize my travel with the travel agency support					
10	My travel is organized in all concerns by travel agency					
Critical Factors Deciding the Destination						
11	General price					
12	Relatives and friends' recommendation or place dreamed					
13	Social stability and safety					

Part II - Portugal as Travel Tourism Destination						
Type of Travelling to Portugal		**++**	**+**	**+/-**	**-**	**--**
14	Leisure travel with family, relatives or in groups					
15	Leisure travel alone					
Season for Travel to Portugal						
16	Autumn or Winter					
17	Spring or Summer					
18	Long Holiday (Spring Festival / National Day)					
Number of Days for Travelling to Portugal						
19	Till four days					
20	From five to fifteen days					
21	More than fifteen days					
Possibility of Including Other Countries in your Visit						
22	Visit only Portugal in a deeper way					
23	Visit also countries like France, Spain and Italy					
24	Visit also Germany, Switzerland, Northern countries, UK					
Main Purpose of Travelling to Portugal						
25	City Sightseeing, shopping designed luxury brands					
26	Nature and landscapes sightseeing, lower-tier cities					
27	Further education, study or scientific investigation					
Other Attractions in the Travel Program Activities						
28	Includes sunshine blue sky leisure, beach and total relax					
29	Includes active sport activities like golf, surfing, hiking					
30	Includes historical and cultural visits					
Services & Accommodation Facilities Travelling to Portugal						
31	Magnificent high star hotel, special Chinese services					
32	Clean, comfortable economy hotels (slippers, robe, tea)					
33	Stay with family and friends					

Your Perceptions About Portugal as a Tourism Destination		++	+	+/-	-	--
34	Its facilities can fully meet Chinese tourist's needs.					
35	I´ve seen information and publicity about Portugal before.					
36	I would like to visit Portugal when traveling to Europe.					
37	How easy it is travel to Portugal and apply for a visa.					
38	I have preference in tasting foreign food than Chinese one					
39	How relevant Chinese material, translation guide service					

Part III Basic Information

1 - Your highest degree you are attending is?

A – Undergraduate B – Post Graduate/Master C - PhD

2 - Your area of studies is?

A - Medicine
B - Law, social sciences
C - New technologies
D - Translation, education sciences
E - Architecture, art, design
F - Economy, management, finance
G - Agricultural, natural resource
H - Other

3 - Your monthly income in the next two years could probably be? (RMB)

A - 2000 or below
B - 2000 to 5000
C - 5000 to 10000
D - 10000 to 30000
E - 30000 or above

4 - Your age is?

A - 17 or below B - 18 to 25 C - 26 to 35 D - 36 to 60 E - 61or above

5 - Your gender is?

A – Male B – Female

6 - Have you ever been to Portugal?

A - Yes B – No

Thank you! When travelling to Portugal, hope you have a good journey!

Annex 3: Questionnaire Outbound Tourist Survey

中国游客出境游问卷调查

调研者：葡萄牙里斯本大学商学院管理系研究生。

我希望通过本次调研了解您在出境游时的兴趣和偏好，特别是您对于西欧国家葡萄牙的看法。

假设您已经具备开展出境旅游活动的条件。请根据您的个人判断，在下方空格内划“√”。（从“++”到“--”表示认同程度由高到低）我们将对您所填写的所有信息进行保密。您的意见将对我的学术研究起到非常重要的作用。我对您的支持和帮助深表感谢！

注：“+/”表示一般。

第一部分 一般信息		赞成程度				
		++	+	+/	−	−−
出境游计划						
1	我会通过亲戚朋友获取出境旅游信息					
2	我会通过电视、电影、报纸、杂志获取出境旅游信					
3	我会通过网络、博客获取出境旅游信息					
4	在一次出境游中，我更倾向于参加“一国深度游”					
5	在一次出境游中，我更倾向于参加“多国游”					
6	我需要 6 至 12 个月甚至更多的时间充分准备出境					
7	出境之前不做任何准备，属于“最后一分钟旅行”					
8	我依靠自己通过网络，制定出境游计划					
9	我部分依靠旅行社，制定出境游计划					
10	我完全依靠旅行社，制定出境游计划					
影响出境旅游目的地选择的决定性因素						
11	总体价格					
12	亲朋好友的建议或者一直以来梦想去的地方					
13	社会稳定性和安全性					

第二部分 将葡萄牙作为旅游目的地						
选择去葡萄牙旅行的类型		++	+	+/	-	--
14	和家人、朋友或组团进行的休闲游					
15	自己单独出游的休闲游					
选择去葡萄牙旅行的季节						
16	秋季或者冬季					
17	春季或者夏季					
18	长假期（春节假或者国庆节假）					
选择去葡萄牙旅行的时间长短						
19	4 天或少于 4 天					
20	5 天至 15 天（包含 15 天）					
21	15 天以上					
同时去其他国家旅游的可能性						
22	只进行深度游，游览葡萄牙一国					
23	同时游览法国、西班牙、意大利					
24	同时游览德国、瑞士、英国以及北欧国家					
去葡萄牙旅行的主要目的						
25	城市观光游、奢侈品购物					
26	二线城市自然景观观光游					
27	继续教育或科学研究					
去葡萄牙旅行的其他吸引点						
28	阳光、蓝天、碧水的自然景观休闲					
29	高尔夫球、冲浪、徒步旅行的体育休闲					
30	人文历史文化景观休闲					
去葡萄牙旅行的服务与住宿设施						
31	豪华五星级酒店，提供中国化个性服务					
32	干净舒适的经济型酒店，提供拖鞋、睡衣和茶水					
33	在当地的亲戚或朋友处住宿					

您对葡萄牙作为旅游目的地的看法		++	+	+/	−	−−
34	她的设施完全可能满足中国游客的需要					
35	我之前看到过有关葡萄牙的信息和广告					
36	当我去欧洲时，我希望可以去葡萄牙旅游					
37	葡萄牙的签证申请很方便					
38	在葡萄牙，我希望尝试到异国美食而不是中国菜					
39	那里有中文翻译服务和材料					

第三部分 基本信息

1 您的最高学历是？

A 本科　　B 硕士（研究生）　　C 博士

2 您的专业背景是？

A 医学　　B 法律或社会科学　　C 新兴技术　　D 翻译或教育科学

E 建筑学或艺术设计　　F 经济、管理或财务　　G 农业或自然资源　　H 其他

3 您预计在未来两年的月收入可能是？（人民币）

A 2000 或以下（不包含 2000）　　B 2000 - 5000（不包含 5000）

C 5000 - 10000（不包含 10000）　　D 10000 -30000（不包含 30000）

E 30000 及以上

4 您的年龄是

A 17 及以下　　B 18 -25　　C 26 - 35　　D 36 - 60　　E 61 及以上

5 您的性别是

A 男　　B 女

6 您是否曾经去过葡萄牙？

A 是　　B 否

感谢您的支持 如果有可能 希望您在葡萄牙度过一个完美的旅程