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# CHINESE TOURISTS' ATTITUDES TOWARD BARCELONA AS A TOURIST DESTINATION



An Independent Study Submitted in Partial Fulfillment of the  
Requirements  
for the Degree of Master of Arts in European Studies  
Inter-Department of European Studies  
GRADUATE SCHOOL  
Chulalongkorn University  
Academic Year 2022  
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สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต  
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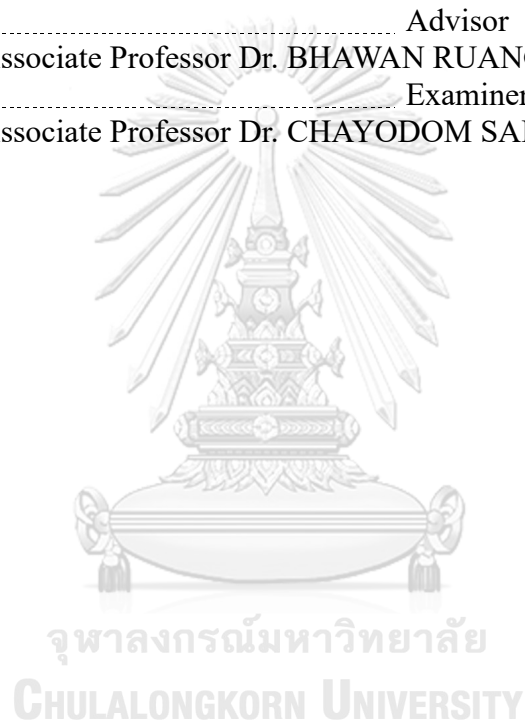
Independent Study Title	CHINESE TOURISTS' ATTITUDES TOWARD BARCELONA AS A TOURIST DESTINATION
By	Miss Yishen Liu
Field of Study	European Studies
Thesis Advisor	Associate Professor Dr. BHAWAN RUANGSILP

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Accepted by the GRADUATE SCHOOL, Chulalongkorn University in  
Partial Fulfillment of the Requirement for the Master of Arts

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สาขาวิชา ยุโรปศึกษา  
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ลายมือชื่อนิสิต .....  
ลายมือชื่อ อ.ที่ปรึกษาหลัก .....

# # 6584010520 : MAJOR EUROPEAN STUDIES

KEYWORD: Chinese tourist, Barcelona (Spain), Attractions accessibility,  
Accommodation, Facilities, Motivation, Satisfaction, Tourism

Yishen Liu : CHINESE TOURISTS' ATTITUDES TOWARD BARCELONA AS  
A TOURIST DESTINATION. Advisor: Assoc. Prof. Dr. BHAWAN RUANGSILP

As China's economy grows and quality of life improves, tourism consumption is becoming increasingly common among the Chinese population, and Chinese outbound tourism is growing at a phenomenal rate. China is the largest exporter of outbound tourism in Asia and the world, with 169 million outbound tourists in 2019. Chinese tourists have become an important part of international tourism, attracting the research interest of a growing number of academics and industry practitioners. Destinations around the world hope to attract attention from this important source market. Therefore it is important to understand the relationships between Chinese tourists and tourist destinations.

As one of the most popular tourist countries in Europe, Spain has also become popular with Chinese tourists in recent years. This research takes Barcelona, which is one of the most beloved Spanish destinations of Chinese tourists, as its main object of study. It aims to study the attitudes of Chinese tourists toward Barcelona as a tourist destination before and after the visit. It also wants to discuss the travel motivation and influencing factors of Chinese tourists visiting Barcelona. Lastly, it will analyze the views of Chinese tourists on the quality, value, and satisfaction of Barcelona after their visit. This research attempts to provide suggestions on how to create and increase the intention of Chinese tourists to visit Barcelona.

The research was conducted using an online questionnaire with a sample of 50 Chinese people of all genders and ages, visiting Barcelona for the first time or revisiting the city, including Chinese people studying, working and living in Europe and Chinese tourists travelling to Barcelona from China. Specific research questions were set according to the main components of the tourism system: attractions, accessibility, accommodation, and facilities.

จุฬาลงกรณ์มหาวิทยาลัย  
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Field of Study: European Studies  
Academic Year: 2022

Student's Signature .....  
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Yishen Liu

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# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

Tourism brings many benefits to national economies, including job creation, foreign exchange earnings and income generation, and facilitates cultural exchange between countries, creating opportunities for people to experience different cultures, traditions and lifestyles. In both Western and non-Western sections of the world, the last quarter century has seen dramatic historical events, great technological advancements, and far-reaching social and cultural transformations, and the nature of tourism and its interaction with society has altered substantially (Cohen, E. and S. A. Cohen 2012).

These changes are related to political liberalization and the quick transition from a planned to a market economy in China (Cai, L. A., M. Li and B. J. Knutson 2008). China has experienced significant growth in recent decades, with its GDP nearly tripling from US\$734.5 billion in 1995 to US\$18 trillion in 2022 (according to figures issued by China's National Bureau of Statistics in 2023). As a country's income and living standards rise, so does the importance placed on leisure and travel, and travel spending is becoming more common for Chinese consumers.

Mainland outbound travel in China began by allowing people to visit relatives in the two Special Administrative Regions of Hong Kong and Macau. Ordinary Chinese consumers were not permitted to travel outside the mainland to other regions and countries for leisure purposes until the early 1990s. Today we see Chinese tourists all over the world. Due to the increase in disposable income, outbound travel is becoming more of a spending choice for Chinese tourists rather than a 'privilege' for the elite. With 169 million departures in 2019, China is the world's largest outbound tourism market in terms of arrivals and spending (UNWTO). Destination countries all over the world are now looking to China as a key source market.

Spain is known as an important tourist destination in the world. In 2022 Spain received 71.6 million international visitors, up 129.5% year-on-year, generating revenues of 87.1 billion euros, up 49.4% year-on-year, surpassing France's 57.9 billion euros and making it the number one country in Europe in terms of international tourism revenues (according to data published by the Spanish National Statistics Institute). Tourism is a major pillar of the Spanish economy. According to figures published by the Spanish National Institute of Statistics, about 3 million people were working in the tourism sector in Spain in 2022, a 13.8% rise over the same period last year, and tourism accounted for 13.3% of total employment in Spain. The city that receives the most international visitors in Spain is Barcelona, with more than 5.4 million international visitors in 2022 (according to data published by the Spanish National Statistics Institute).

There are many reasons for the success of Spain's tourism industry. Its stunning coastline stretches over 4,000 kilometers and offers visitors the opportunity to soak up the sun on some of Europe's most beautiful beaches, with many coming to enjoy its sunny beaches and warm climate. Spain is also home to some of the world's most iconic landmarks, including the famous Sagrada Familia in Barcelona.

However, it is difficult to argue that Spain, Barcelona is a very successful destination in the Chinese outbound tourism market. 2019 saw over 700,000 Chinese nationals visiting Spain, representing just 0.78% of all international visitors to Spain (data from the Instituto de Estadística of the Spanish National Institute of Statistics). Referring to the hotel overnight stay data in the Barcelona Tourism Activity Report 2019, the available data lists the top 22 countries of origin for international visitors in 2019 and China is not included in the list, which means that there are fewer Chinese visitors than Luxembourg visitors. The number of Chinese visitors represents less than 0.1% of the total number of overnight visitors, less than 3,163. When comparing the total number of Chinese outbound tourists in 2019 to around 300 million, of which around 5.9 million (according to data published by the China Tourism Research Institute) travelled to Europe, it can be said that Barcelona has a huge potential to attract Chinese tourists.

## 1.2 Research Objectives

The objectives of this study are:

- To study the attitudes of Chinese tourists towards Barcelona as a tourist destination before and after their visit
- To analyze the travel motivation and influencing factors of Chinese tourists visiting Barcelona
- To study the views of Chinese tourists on the quality, value, and satisfaction of Barcelona after their visit, and provide suggestions on how to create and increase the intention of Chinese tourists to visit Barcelona

## 1.3 Importance of Research

Tourism is an industry that is growing rapidly in many countries around the world. It is a vital industry that contributes significantly to a country's economy. Tourism development involves a variety of players, including governments, the commercial sector, and local communities.

It is critical to obtain a thorough grasp of the present market's consumer base to attract the target market. Managers and marketers of international tourism in Barcelona need to understand how Chinese tourists perceive their destination, what factors or motivations in Chinese tourists' perceptions motivate them to visit Barcelona, and Chinese tourists' perceptions in terms of quality, value and satisfaction before and after their trip to Barcelona. With the above issues in mind, this study examines the attitudes of Chinese tourists towards Barcelona as a destination, using Chinese tourists as the main research subject, and further explores Chinese tourists' motivations for visiting Barcelona and the factors that influence them.

## 1.4 Research questions

The questions of this study are:

- What are the attitudes of Chinese tourists toward Barcelona as a tourist destination before and after their visit?
- What are the major influencing factors for Chinese tourists travelling to Barcelona?
- What are the opinions of Chinese tourists towards Barcelona after visiting?

## 1.5 Methodology

This study is based on both quantitative and qualitative analysis to enhance the integrity of the findings. The research was carried out using an online questionnaire with a sample of 50 Chinese people of different genders and ages, visiting Barcelona for the first time or revisiting the city, including Chinese people studying, working and living in Europe and Chinese tourists travelling to Barcelona from China. Specific research questions were set according to the components of the tourism system, for example, attractions (natural or man-made), accessibility (air transport or land transport), accommodation (hotels or youth hostels, etc.), and facilities (additional services or activities).

## 1.6 Definitions

- Travel motivation

"A need or desire that inspires behavior and directs it toward a goal" is how motivation is defined. Travel motivation is a set of needs that drive a person to participate in a certain tourist activity.

- Components of a tourism system

The four key components of a tourism system are attractiveness, accessibility, accommodation and facilities.

- Attraction

Tourism activity starts with the attractions. At a place or destination there has to be some attraction only then people or tourists will visit that area. Attractions are of two types: Natural Attractions like lakes, rivers, mountains, etc. and Man-made attractions like monuments, museums, shopping areas, etc. The ultimate motive of any tourist is to experience the attraction, though accessibility and accommodation also partake in this phenomenon.

- Accessibility

Accessibility or otherwise said as transportation is an essential component of tourism system as it creates linkage between market source and destination. If there are attractions then those has to be visited by the tourists. Transportation is not a target usually but a mandate for the conduct of tour. But in some cases, transport can also

become an attraction, for example, tourist trains run by IRCTC like Maharajas' Express, Royal Rajasthan on wheels, etc.

- Accommodation

Accommodation is one of the most crucial aspects of a destination. Any tourist choosing to visit any destination would firstly look for accommodation suited to his/her needs. It should provide him/her food and beverage services, resting facilities, etc. up to his satisfaction level. Accommodation units itself act as tourist attractions for a large number of people.

- Facilities

Every tourist travelling to a new destination desires world-class facilities and services. To fulfil their demand huge efforts are made by the industry. High-quality facilities are an important aid to every tourist destination or center. For a coastal resort, services like swimming, boating, yachting, surf-riding and other amenities like recreation, dancing and other entertainment and amusement services are very essential for every tourist destination.





## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The aim of this study is to explore how Chinese outbound tourists perceive Barcelona as a tourist destination before and after their visit. The focus is on the travel motivations and their influences that lead visitors to choose this destination, as well as the perceptions of Chinese tourists of Barcelona after their visit in terms of quality, value and satisfaction. Finally, recommendations are made based on how to create and increase Chinese tourists' visits to Barcelona. This literature review chapter assesses the concepts, theories and current status that guided the study. A review of the discussions involving qualitative and quantitative methods contributes to the development of the current research and the formation of the methodology.

The components of the literature review that follow are organized into three parts. The first part looks at the tourism industry at a more macro level, its composition, development and related elements. The second section examines the present state of the Chinese outbound tourism market, including an assessment of the current state of Chinese outbound tourism as well as the recent state of Chinese tourists in Spain (Barcelona). The third segment examines the current state of the tourism market in Spain (Barcelona), as well as the country's overall status and the influx of Chinese tourists.

#### **2.2 Tourism**

Tourism has become an essential pillar of the global economy and an important component of many countries' balance of payments in recent years, generally increasing faster than other sectors. Tourism creates jobs and revenue, and it is a vital component in the development of many towns.

Tourism development affects people's lives in several economic, socio-cultural, and environmental ways, some of which are more beneficial than others (Lee, 2013). As a result, several countries are participating in and promoting sustainable tourist development (Gursoy, Chi, & Dyer, 2010). Understanding tourists' viewpoints can aid in the formulation of policies that minimize any negative effects while maximizing the benefits of tourism growth, supporting community development and better tourism support (Prayag, Hosany, Nunkoo, & Alders, 2013).

A previous study has indicated that the three key aspects engaged in the tourism development exchange process are economic, socio-cultural, and environmental impacts (Jurowski, C. and D. Gursoy, 2004). This is also consistent with the triple-bottom-line approach to impacts that is widely utilized in the literature on sustainable tourism development (Andersson, T. D. and E. Lundberg, 2013). Furthermore, it is acknowledged that tourism can have both positive and negative effects on local communities in terms of these areas of trade (Andriotis, K., & Vaughan, R. D., 2003). Tourism, for example, may create job possibilities and raise living standards, but it may also raise living costs (Nunkoo, R. and H. Ramkissoon, 2012). Tourism development promotes cultural interchange and leisure activities, but it may also increase crime rates (Ap, J., & Crompton, J. L., 1998). Tourism is frequently blamed for pollution, noise, and traffic congestion (Látková, P., & Vogt, C. A., 2012). However, by improving the aesthetic of the place and enhancing ecological and cultural conservation, it may have a positive environmental impact (Ko, D.-W. and W. P. Stewart, 2002).

## **2.3 Outbound tourism in China**

### **2.3.1 Overview of China's outbound tourism market**

Despite the fact that outbound tourism in China is still in its early stages, the nation is rapidly establishing itself as an important of overseas tourism, gaining international attention (Pan, B., MacLaurin, T., & Crotts, J. C., 2007). Although differences in location and income polarization, the Chinese people's overall standard of living

continues to rise and their disposable income has skyrocketed. In politics, the nation's relaxation of travel regulations enabled people to visit other countries (Cai, L. A., M. Li, and B. J. Knutson, 2008).

Tourism has been critical to the country's social and cultural transformation into contemporary China. Tourism consumption is a cultural and social trend that can be used to define Chinese domestic and outbound tourism (Wang, N., 2004). Services and goods are now consumed for cultural and social reasons in addition to financial ones. In this regard, Chinese outbound travel is 'the largest form that can be utilized to demonstrate Chinese urban tourism consumerism' (Wang, N., 2004).

Investigate the main barriers to Chinese citizens travelling outside of China, as well as their destination preferences. According to the report, the main constraint is the difficulty in getting entrance visas. The top three reasons for Chinese tourists when selecting a destination were "friendly relations between the two countries," "family and friends living there," and "knowing people who have been there or are from there." The top five benefits sought by Chinese outbound tourists are "visiting famous attractions", "visiting friends and relatives", "seeing how the locals live", and "enjoying locals for the health factor". Popularity, cultural distinctions, museums and art galleries, and historical significance were the top five most appreciated attraction elements (destination attributes) (Zhou, L., B. King, and L. Turner, 1998).

China is one of Europe's major prospective markets (UNWTO), and with the increasing number of Chinese tourists in Western locations forming the current paradigm of international tourism, venues aim to attract these new visitors and learn about this new market. The key attraction for first-time tourists to European places such as Spain is a vast array of cultural and material legacy. The excellent climate, beaches, and sunny weather are most appealing to second and third-time tourists to Spain, followed by the material heritage, Spanish culture, and lifestyle (Lojo, A., and M. Li, 2018).

### **2.3.2 The Development of China's Outbound Tourism**

The Chinese government began to allow the Chinese public to travel abroad for leisure purposes in the early 1990s by establishing the Approved Destination Status (ADS) system, and in 1997, the Chinese government officially revised its tourism policy by promulgating the Interim Regulations on Self-Guided Outbound Tourism (Arlt, W., 2006). To date, Chinese people have access to 150 international tourism destinations (data from the Central People's Government of the People's Republic of China's official website, <https://www.gov.cn/>).

Due to the nation's rapid prosperity, increase in personal wealth, and relaxation of government limitations on travel, China's created interest in overseas tourism has outpaced the growth of the country's national economy, inbound and domestic tourism, and even all other Asian and developed countries. In 1995, there were only 4.52 million outbound tourists in China, with a total expenditure of in 2000, the number of outbound tourism visits climbed to 10.47 million, with a total expenditure of US\$13.1 billion. Even though SARS ravaged the world in 2003, the total number of outbound visitors from China increased by 21.8% (National Bureau of Statistics of China, 2004). Despite the worldwide economic crisis, outbound travel from China increased by 4% in 2009, with roughly 47.66 million outbound journeys (statistics from the China National Travel Administration, 2010). China overtook the United States as the leading source market for outbound tourism in 2012, with 83.18 million outbound trips and US\$102 billion in tourism spending. According to UNWTO figures, there were more than 149.72 million outbound journeys and a record US\$277.3 billion in tourism spending in 2018.

Despite the present global economic slump, China's economy remains in decent shape overall. Although the current scale of outbound tourism in China is significant in terms of its share of the overall population, the development of outbound tourism in China is still in its early stages but has significant growth potential (Lim, C., and Y. Wang, 2008). As a result, China could become an even more important target market for global destination marketing organizations (DMOs).

### **2.3.3 Expectations of Chinese outbound tourists**

While Chinese outbound travelers share a lot of the same basic needs and objectives as other tourists, they have higher expectations for facilities and service levels. Recognizing these demands may help Western service companies serve this market more effectively and serve as the foundation for all marketing efforts. The study of key factors impacting Chinese tourists' travel experiences and service assessments indirectly addresses the issue of service standards.

Because of the convenience and affordability, Chinese leisure visitors prefer to travel in groups. According to research findings, scenic beauty, safety, famous sites, distinct cultures, and service in hotels and restaurants are the major rewards Chinese tourists want in a pleasant vacation. The satisfaction of Chinese tourists varies by gender, educational background, and travel group (Yu, X., and B. Weiler, 2001).

A large number of Chinese tourists were highly satisfied with the destination lodging, the attitude of locals toward Chinese tourists, and their overall travel experience overseas, based on the results of a survey conducted on the buying patterns of Chinese outbound tourists. They were unsatisfied, however, with the cuisine supplied at the destination (Guo, Y., S. Seongseop Kim, and D. J. Timothy, 2007). The service expectations of Chinese visitors differ depending on the purpose of their vacation. Chinese tourists demand dependable, welcoming services and suitable facilities, similar to those provided by standard Chinese hotels. The expectations of Chinese tourists for restaurant services are heavily impacted by their previous experiences in domestic eateries. There are three patterns of expectations for outbound tourism among mainland Chinese tourists: entertainment, variety seeking, and affordable pricing (Wang, Y., M. Royo Vela, and K. Tyler, 2008).

Finally, because of social and economic differences, Chinese travelers may have unique travel expectations, preferences, and requirements that Western marketers do not fully comprehend.

## **2.4 Current tourism market situation in Spain (Barcelona)**

### **2.4.1 The tourist market in Spain (Barcelona)**

In terms of the number of international tourists every year, Spain ranks near the top of the list when compared to other European countries. Barcelona is a popular tourist destination around the world. It is a coastal city with a good climate, located in northeastern Spain. Barcelona attracted about 12 million tourists in 2019, a 5% rise over the previous year, including approximately 33 million overnight visits (5.6% growth) (Tian, M., G. Cànoves, Y. Chu, J. Font-Garolera, and J. M. Prat Forga, 2021). Barcelona, as a tourist city, is addressing the issue of excessive tourism through a greater range of approaches. Barcelona has always aimed for a sustainable tourism economy that addresses environmental, cultural diversity, and social responsibility concerns. Responsible tourism is the use of tourism to improve the environment in which people live and to provide better locations for people to visit (Marine-Roig, E., and S. Anton Clavé, 2015).

Barcelona was dubbed "sun, sand, and sex" during the close of the twentieth century, attracting a large number of tourists drawn to sun and sand destinations, but the majority of these visitors were Westerners. and the number of overnight visitors grew. More than half of Catalonia's tourism demand is accounted for by the sunny beach tourism model. CAVA wine (méthode champenoise) is also produced in large quantities on large vineyards. Barcelona is also known for its tangible legacy and natural beauty, and it is home to a prominent monastery (Montserrat) that attracts both tourists and locals.

The key attraction factors for the city (Gaudi's prominent physical heritage and urban environment) were discovered in the image of tourists in Barcelona and its environs, as well as considerably different attraction factors for its surroundings (Datzira-Masip, Jordi & Poluzzi, Alessio., 2014).

### 2.4.2 The Chinese tourist market in Spain (Barcelona)

Outbound travel in China is expanding rapidly, fueled by a burgeoning middle class and rising purchasing power. In 2019, 155 million outbound travels from China were made. 6.3 million Chinese tourists visited Central/Eastern Europe in the same year, while only 869,000 visited Spain, contributing €1.675 million to Spanish tourism (Tian, M., and G. Cànoves, 2020).

The Spanish tourism industry has long desired to attract Chinese tourists. The Spanish government released the "China Tourism Plan" in 2011 (Tian, M., G. Cànoves, Y. Chu, J. Font-Garolera, and J. M. Prat Forga, 2021). One of the initiatives targets is to attract one million Chinese tourists every year after 2020. However, Spain's efforts to lure Chinese tourists have been largely unsuccessful.

Some Chinese tourists say they avoid visiting Spain because visas are difficult to obtain. Although Schengen member nations have uniform visa procedures, individual countries have additional criteria and processing timeframes. Changes to the Schengen visa rules went into effect in February 2020, including shorter visa processing timeframes and the acceptance of electronic applications. These reforms may help Spain attract Chinese tourists, but finding the correct image positioning in the Chinese market will be critical.

Barcelona, or Spain in general, is recognized among Western countries for its sun and beach tourism; yet, this area of Barcelona does not appeal to East Asian tourists. To find the right placement in the Chinese market, one needs to understand how the Chinese background in culture influences their perception of the Western city.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This study will be based on quantitative and qualitative analysis, utilizing an online questionnaire, to analyze the views of Chinese tourists regarding traveling to Barcelona in order to generate and increase the goal of Chinese tourists to go to Barcelona. It will delve deeper into the travel motivations of Chinese tourists visiting Barcelona and the factors that impact them, as well as Chinese tourists' opinions of Barcelona in terms of worth, value, and satisfaction following their visit.

#### **3.2 Research Design**

##### **3.2.1 How to measure the attitudes of the Chinese tourists**

I will explore the views of Chinese tourists regarding Barcelona as a tourist destination in terms of industry sections, reasons for traveling, and satisfaction with the experience.

Based on the components of tourism, I will analyse Chinese tourists' satisfaction with and suggestions for attractions, transport, accommodation and facilities in Barcelona as a destination, and further explore the reasons why Chinese tourists are attracted to Barcelona, so as to discover their motivations for travelling.

##### **3.2.2 Components of the tourism industry**

The basic responsibility of tourism is to serve tourists. Its achievement is contingent on every industry working together well. This partnership between tourist service providers is expected to result in a positive experience for each individual guest. The tourism sector is organized into four key sectors: (a) attractiveness (b) accessibility (c) accommodation and (d) facilities.



#### (a) Attractions

Attractiveness refers primarily to the attractions of tourism activity. Attractions are the most powerful tourist components, and they may make or ruin a destination. There are two types of attraction:

- Nature creates natural attractions such as lakes, rivers, and mountains.
- Monuments, museums, shopping malls, churches, temples, casinos, and other created by humans activities are examples.

#### (b) Accessibility

Accessibility, or transportation, makes up a major component of tourism. If tourists could not travel from one site to another in a timely and effective manner, tourism would cease to exist. This is made feasible via transportation. There are three main types of transport:

- Air travel, which is divided into domestic (or national) and international flights. Tourists are able to travel by either private or public transportation.
- Ocean-going cruises, ferries and hovercraft, passenger and cargo ships, river cruises, houseboats, and yacht rentals are all examples of water transportation.
- Travelling overland can be accomplished by train or road, with the latter providing automobile, coach (or bus), and camping options. As a consequence of these developments, the hospitality and dining sector has reacted by building motels and hotels, roadside cafés and restaurants along traffic routes which profit from the ease of accessibility.

#### (c) Accommodation

The tourism sector includes a variety of hospitality facilities that can be categorized as service (including food) or self-catering. Examples include hotels, bed and breakfast inns (B&Bs), tourist lodges, and other types of service accommodation. Campgrounds and vacation rentals of cottages, flats, and chalets are examples of self-catering accommodations. Hotels are the most important and well-known providers of overnight accommodations for visitors and business vacationers. They could also be an important part of a package vacation. While location is often seen as the most important part of an accommodation unit's profitability, other aspects such as price and facilities are also regarded as important in the hospitality business, and price can be an issue for many vacationers. Main types of accommodation:

- Hotel chains and brands

The expansion of mass tourism has resulted in the establishment of huge hotel chains and firms in the hospitality sector. In continental Europe, for example, AccorHotels capitalized on the sector's inadequacies by launching the super budget chains.

- Alliances

To counteract the global power of large hotel chains, many small hotels around the world commonly form consortia. The Best Western Hotels & Resorts and the Inter-Continental Hotel Group are two instances of multinational companies.

- Bed and Breakfast Inns (B&Bs)

Visitors may want to mix with the locals. They may have a deep affinity with the culture of the destination.

- Farmhouse lodgings and agritourism

Farmhouse lodgings have long been popular in European countries with a strong agricultural history. Ireland and Denmark, for example, work with international tour operators and large ferry firms to offer inexpensive farm holidays to the global market.

- Caravaning and camping

Camping is one of the most popular outdoor recreational activities for many people. Caravans and other recreational vehicles are another popular and convenient way to camp.

- Second houses and time-share lodging

Second residences can be used seasonally, recreationally, or on an as-needed basis. A second home can also be defined as a residence that is owned or rented on a long-term basis.

- Educational accommodation

Universities and other higher education institutions may rent out rooms to students during the summer. London, Oxford, Cambridge, and Scotland are examples of university towns.

- The Airbnb shared accommodation model

The economy based on sharing is a type of social and financial activity that frequently incorporates sharing between individuals through internet markets. Airbnb is an excellent example of a digital marketplace where people can rent or lease out their home.

#### (d) Facilities

Most individuals want to have fun, be amused, and participate in activities while on vacation. In this situation, they will need knowledge about the destination's additional amenities, such as events and attractions. Shopping, dining, and internet access are also essential elements of the tourist experience. Commercial centers, translators,

financial services, and communication resources may also be required at the point of departure.

Main types:

- Tourism publications and online content

Tourists want to know everything they can about their location both before and after they visit. Language, currency, climate, amenities, transportation, hotels, and attractions ought to be mentioned in this literature. Tourists cannot see, touch, or experience the tourism product in advance. As a result, keeping such content accessible is vital to the achievement of a tourist attraction.

- Public services and facilities

The infrastructure of a location is rarely designed with tourists in mind, but it should provide the amenities and services that tourists require. If a location has tourism potential, its infrastructure must be ready to accommodate future development because of an influx of tourists.

- Financial services

Tourists demand financial services in order to support their travel plans. Tourists may also require security and financial services.

- Food and drink

The intake of food and beverages is a significant component of the vacation experience for many tourists. Eating out is an enjoyable pastime for many tourists.

- Entertainment

Cinemas, nightclubs, theatres, plays and shows fall within this category. Attending these events is frequently done solely to pass the time rather than as part of a planned agenda.

### 3.2.3 Travel Motivations

Table 1 Potential motives for travelling

Category	Motivations
Physical	Refreshment of the human being and mind for health objectives; taking part in activities; pleasure (or fun); excitement; passion; shopping and entertainment; and so on.
Cultural	Curiosity about other nations, others, and locations; a fascination with music, art, traditions, and building; interest in historical sites (remains, monuments, and cathedrals); and so on.
Personal	Visiting friends and family members; meeting new individuals and seeking relationships; seeking fresh perspectives in a variety of settings; escaping one's own long-term social environment (desire for change); personal excitement of travel; visiting destinations and individuals for spiritual reasons (including pilgrimages); and other activities.
Prestige and status	Pursuit of a hobby; further education and knowledge; pursuit of business connections and career goals; conferences and meetings; ego growth and physical pleasure; fashion, keeping up with others, and so on.

Source: Gjerald (2005)

Tourism has a tremendous interest in finding out what makes people want to go. What motivates people to take part in a particular tourist activity and choose one location above another one?

Extrinsic or intrinsic factors can motivate people to travel (Gjerald, O., 2005). Extrinsic travel intentions are frequently affected by the desire to escape the demands and living conditions of the visitor's home society. As a result, the need to travel may stem from a personal opposition to work. Individual travel intrinsic reasons, on the other hand, may arise from deeply entrenched psychological demands, such as the

need for self-esteem or camaraderie. Tourist motivation is impacted by a variety of economic, social, socioeconomic, and psychological variables that are specific to each tourist and change as time passes (Wang, N., 1999).

### **3.2.4 Tourist satisfaction**

Tourist satisfaction with a vacation location is a vague term that has mostly gone unstudied and unutilized (Swan, J. E., and L. J. Combs, 1976). There is no definition of contentment (everyone knows what it is) and no measurement tool is provided. The executive is supposed to encourage contentment, but he is not provided much guidance regarding how to do so (Engledow, J. L., 1977).

To address these problems, some scholars have suggested a framework built around aspiration level with philosophy. Satisfaction is the result of a person combining two factors: "his desire and his view of the result." The buyer will be pleased if the good or service performs as promised; if its efficiency falls short of expectations, the purchaser will be disappointed (Engledow, J. L., 1977)."

Tourism products and services are a particular category of general products and services. From this vantage point, tourist pleasure can be defined as follows: Tourist satisfaction results from the interaction of a tourist's reality at an attraction or region with his expectations of that location. When a tourist's weighted combination of experiences creates a feeling of satisfaction in comparison to his expectations, he is satisfied; he is not yet content when his experience produces a feeling of dislike in comparison to his expectations.

Based on this criterion, a statistical analysis identified the eight most important elements impacting tourism satisfaction (Pizam, A., Y. Neumann, and A. Reichel, 1978):

- Beach, a factor that includes the cleanliness of beachside services, parking availability, and beachside parking availability.
- Cost, which includes the cost of the vacation, the overall price of products and services, and the standard of products and amenities in regard to pricing.

- Hospitality is a factor that comprises residents' willingness to assist guests, staff's willingness to assist visitors, staff's overall friendliness, staff's civility to visitors, and residents' courtesy to tourists.
- Food and beverage facilities, such as the access to eateries, cafeterias, and the bars, in addition to the level of the food and beverage businesses and the level of service provided by the eating and drinking enterprises.
- Catering facilities, which include the variety of eateries, coffee shops, and bars, the standard of food businesses, and the level of the goods offered by catering establishments.
- This factor includes the amenities provided by hotels and lodges as well as the standard of the amenities provided by hotels and lodges.
- This factor includes both the availability of campsites and the quality of campground facilities.
- This aspect covers aesthetic and natural features as well as environmental quality.
- The level of commercialization is a single factor.

The above factors are not intended to be universal; rather, they may differ depending on the destination's location, amenities, tourist attractions, landscape formation, weather, and so on. Tourism practitioners and scholars can delicately examine and repair overall happiness and discontent by outlining the primary factors of tourist satisfaction.

### **3.3 Population and Sample Size**

The sample of subjects for this study was 50 Chinese people of all genders and ages who visited Barcelona for the first time or repeatedly, including Chinese people studying, working and living in Europe and Chinese tourists travelling to Barcelona from China.

### **3.4 Data Collecting Method**

The research questionnaire was set up according to the components of the tourism system, such as attractions (natural or man-made), accessibility (air transport or land transport), accommodation (hotels or youth hostels, etc.), and facilities (additional services or activities). The various perspectives of the tourism system are analyzed independently to understand Chinese tourists' attitudes toward Barcelona as a place to visit, and the amount of people with similar views is counted in the process to determine the selection and motivational factors of Chinese tourists.

### 3.5 Data Analysis

All information collected using the research questionnaire will be categorized according to the composition of the tourism system. The content of the survey collection provides information in five areas. The first section deals with the personal attributes of the respondents, targeting the gender, age and whether or not this respondent has travelled to Barcelona. The second section deals with visitors' motivations for travelling, and the factors that influence them, including their expectations of Barcelona as a tourist destination. The third section deals with the Chinese tourists' perceptions of Barcelona as a tourist destination in terms of quality, value and satisfaction after visiting the city. The fourth section deals with visitor suggestions on how Barcelona could improve its tourism component in order to attract Chinese tourists to visit or revisit Barcelona. The fifth section deals with the willingness of tourists who have visited Barcelona to return.

The statistical findings of the preceding analysis of quantitative information are utilized to further study the ideas of Chinese outbound visitors while choosing target attractions, as well as the issues that most affect Chinese tourists throughout their trip. As a result, Barcelona will be able to better target the interests of Chinese tourists, bolstering the destination's marketing strategy.

## **CHAPTER 4**

### **RESEARCH ANALYSIS AND FINDINGS**

The goal of this research is to conduct an in-depth survey of a sample group using constructed research questions to determine Chinese tourists' attitudes toward Barcelona as a tourist destination, in order to determine the motivations that influence Chinese tourists to visit Barcelona and the factors that influence them, and to further determine how Barcelona will increase and create more Chinese tourists.

The sample group was 50 Chinese tourists who had visited Barcelona, spanning the age range of 15 to 65 years old, with an almost equal proportion of men and women, all of whom had visited Barcelona one or more times, including Chinese students studying in Europe and Chinese people living in China.

In this chapter, I will analyze and evaluate the answers of the respondents to the questions in the questionnaire. The analysis and evaluation are divided into five parts with specific questions as follows.

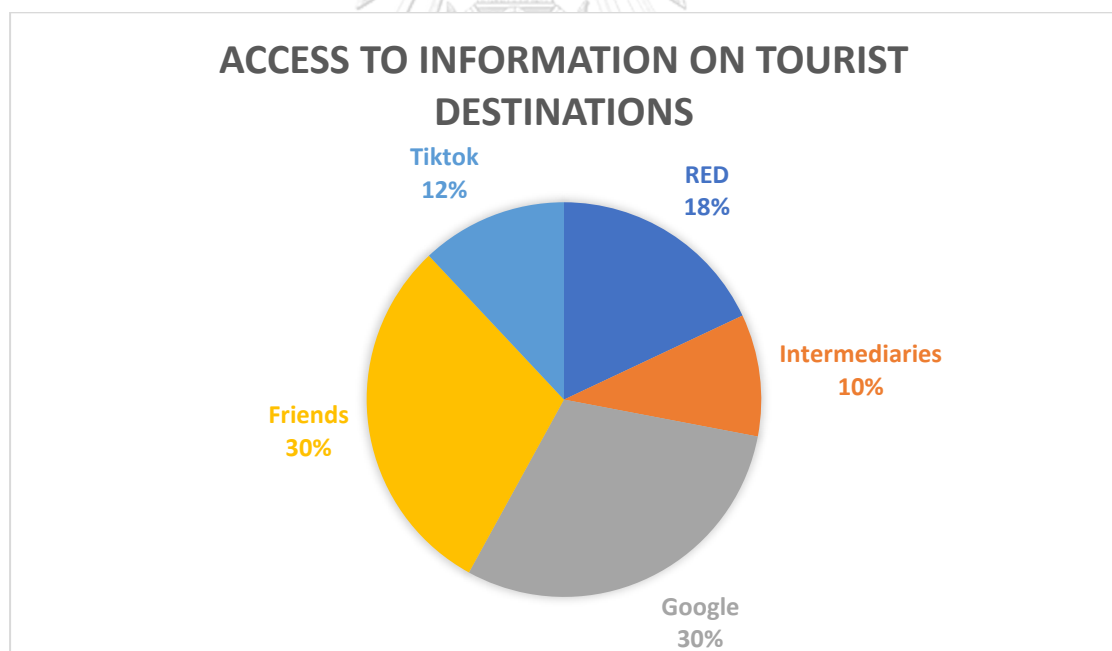
- (a) Part I: Preparation of Chinese tourists before travelling to Barcelona
  - Question 1: From which channel(s) do the respondents obtain information on Barcelona?
  - Question 2: Which season do they choose to travel to Barcelona, and why?
- (b) Part II: Motivation and influencing factors of Chinese tourists to visit Barcelona (focusing on the components of tourism: attraction, accommodation, transportation, and facilities)
  - Question 3: What do the respondents expect from tourist attractions in Barcelona?
  - Question 4: What do they expect from the convenience of tourism and transportation in Barcelona?
  - Question 5: What do they expect from accommodation in Barcelona?
  - Question 6: What do they expect from other facilities and services in Barcelona?
- (c) Part III: Chinese tourists' perceptions of quality, value and satisfaction with the components of Barcelona's tourism
  - Question 7: Which tourist attractions are visited by Chinese tourists in Barcelona?
  - Question 8: Which types of accommodation are chosen by Chinese tourists in Barcelona?
  - Question 9: Which means of transportation are chosen by Chinese tourists when travelling in Barcelona?
  - Question 10: Which food are the choices of Chinese tourists when travelling in Barcelona?



- Question 11: Which shopping choices do Chinese tourists make when travelling in Barcelona?
- Question 12: How do Chinese tourists perceive Barcelona's components of tourism in terms of quality?
- Question 13: How do Chinese tourists perceive Barcelona's components of tourism in terms of value?
- Question 14: Are Chinese tourists satisfied with the components of tourism in Barcelona?
- (d) Part IV: Suggestions from Chinese tourists for improving Barcelona's components of tourism.
- Question 15: What are Chinese tourists' suggestions for Barcelona's tourist facilities?
- (e) Part V: Willingness of Chinese tourists to revisit Barcelona.
- Question 16: What are the reasons of Chinese tourists to revisit Barcelona?

#### 4.4.1 Part I Preparation of Chinese tourists before travelling to Barcelona

Figure 1 Channels for Chinese tourists to obtain tourism destination information before heading to Barcelona



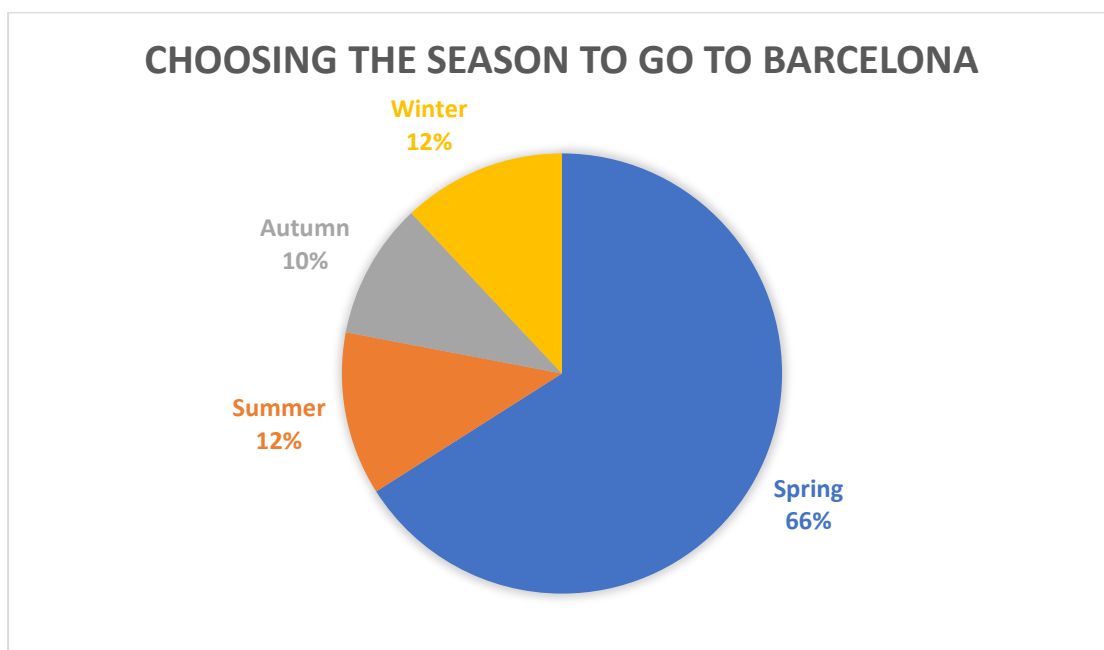
Source: author's own elaboration based on research

According to the research data, before travelling to their destination, Chinese tourists get most of their knowledge about Barcelona from the Internet. 60% of Chinese tourists chose to use RED (a mainland Chinese media), TikTok, and Google to learn

about Barcelona's attractions, transport, food, accommodation, shopping and environment in advance. 30% of Chinese tourists choose to ask friends who have been to Barcelona or lived in Europe to lead them on a tour. 10% of Chinese tourists also chose to look for Barcelona tours before their departure, using a paid-for tour package, which is also more convenient and less time-consuming.

According to the research, due to the development of the Internet and its application in the tourism industry, Chinese tourists' itineraries and travel tips for Barcelona have gradually shown the trend of diversified network development, and have gradually taken the initiative during the travel period, with more tourists willing to choose the free trip, and the monopoly of the tourism intermediary has relatively weakened. The Internet is leading to the "de-mediation" and "re-mediation" of tourism channels. However, despite the rapid development of the Internet and the increasing power of network information, overall, China's Internet development is still in the process of change, the security of online transactions, the excessive amount of information on the Internet and its authenticity, etc., also bring a certain degree of pressure on the choice of tourists, the Internet can not completely replace the travel agency and other intermediary institutions. Therefore, in this sense, the process of "de-intermediation" and "re-intermediation" of tourism destinations by the Internet is still in progress.

Figure 2 When do Chinese tourists choose to visit Barcelona?



Source: author's own elaboration based on research

Unique climatic conditions are one of the advantages of tourism in Barcelona, and climatic elements have an important impact on Chinese tourists' travelling decisions and travelling needs. According to the research data, 66% of Chinese tourists choose to travel to Barcelona in spring, as the temperature in Barcelona in spring is suitable and sunny, but not particularly hot, which is very suitable for leisure hiking, going to the beach to swim and surf, and it is also a good time to enjoy flowers. 12% of Chinese tourists choose to visit Barcelona in the summer, as some Chinese tourists enjoy going to the beach and the sea in hot weather, where the sea temperature is more comfortable. Barcelona in the summer is full of "dopamine" and many local European tourists come to Barcelona for their holidays, which makes the crowds of people happy. 10% of older Chinese tourists come to Barcelona in autumn, when it is not as hot as in summer, and older people are less adaptable to weather conditions that are far from the region where they live, and therefore prefer to travel at around 25 degrees Celsius. Barcelona's winters are around 10 degrees, and although it occasionally rains and snows, it is not particularly cold. With 12% of Chinese tourists wanting to experience European Christmas and New Year events, and with relatively fewer tourists in winter, there are no queues to get to the attractions, making it more suitable for a relaxing trip

away from the crowds. Secondly the markets in Barcelona are full of wild mushrooms in winter, attracting some food lovers.

The development of tourism in Barcelona relies on the basis and advantages of its sun, sand, sea and unique climate resources. Therefore, the climate factor has a great influence on Barcelona's tourism decision-making and demand, and it is also increasingly becoming the focus of Chinese tourists who choose to travel to Barcelona. Through the research on Chinese tourists, it is found that the core attraction of Barcelona tourism lies in its climatic advantages and coastal characteristics. Barcelona is a European tropical coastal tourist resort, with high visibility at home and abroad, attracting not only many Chinese tourists living in Europe, but also many tourists living in China and wanting to travel to Europe. The climate of Barcelona in spring is not only a resource that supports tourism activities, but also an important tourist attraction in itself. As a result, Chinese tourists are very sensitive to climate change in Barcelona and tend to consider climate as an important factor when making travel decisions, preferring temperatures around 22-28 degrees Celsius. Therefore, Barcelona's tourism managers must further understand the climate scientifically, take the initiative to adapt to the climate, make rational use of the climate, make efforts to protect the climate, and fully explore and use the climate as a resource for the tourism industry, so as to attract more Chinese tourists to Barcelona.

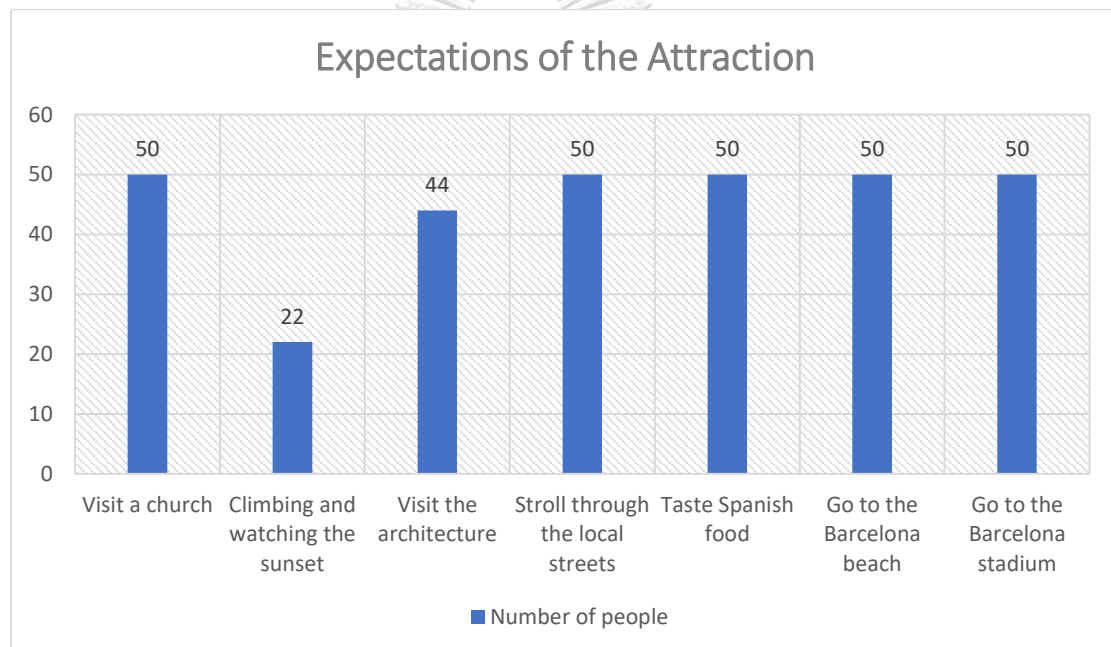
#### **4.4.2 Part II Motivation and influencing factors of Chinese tourists to visit Barcelona**

Tourism motivation is the reason why tourists want to visit a tourist destination, which is expressed as their expectations of the destination. The questions set out in the research report were good at guiding the respondents to think about and express their motivations for travelling, such as "What do you expect from the attractions in Barcelona? Why?"

There is a clear contrast in the motivations of Chinese visitors visiting Barcelona in the setting of a collectivist culture such as China's, which differs from the

individualism of Europe, America, Japan, and Korea. Sightseeing, leisure/holiday, business, and visiting loved ones are the most common reasons for Chinese tourists to visit Barcelona. Further categorized according to the tourism system, four driving dimensions (motivational factors) were identified: attractions, accessibility, accommodation and other amenities and services, each of which examines what Chinese tourists expect from travelling to Barcelona and what motivates them to come. These studies provide insights into the correlation between the current state of tourism in Barcelona and the motivations of Chinese tourists.

Figure 3 Chinese tourists' expectations for tourist attractions in Barcelona



Source: author's own elaboration based on research

According to the research data on Chinese tourists' expectations of Barcelona's attractions, all Chinese tourists are looking forward to visiting the famous local churches, which Gaudi created like in a fairy tale, very amazing; all Chinese tourists are looking forward to strolling through the local streets and experiencing the local culture; all Chinese tourists are looking forward to foods of Spain, and tasting the local food is an All Chinese tourists look forward to going to the beach and experiencing the sunshine of Barcelona's sandy beaches, which is one of the most distinctive elements of Barcelona's tourism industry; all Chinese tourists look forward

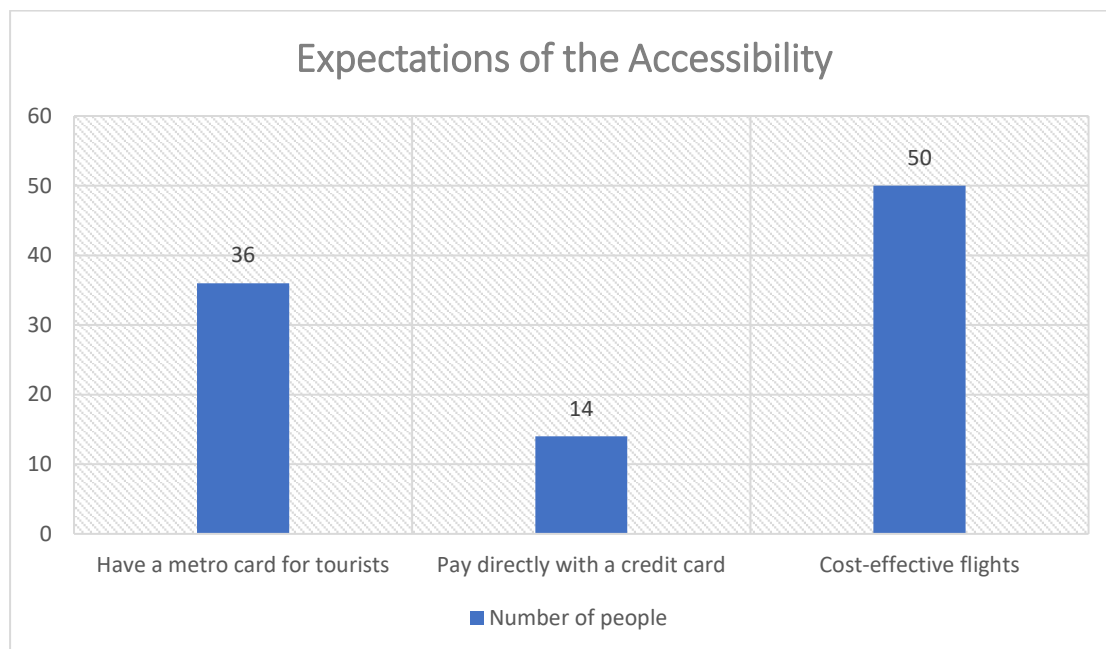
to going to the Barcelona Stadium, which is a world-famous stadium that is hard to ignore for both fans and non-fans. More Chinese tourists also look forward to visiting Gaudi's famous architectural works. Apart from the most famous churches, Gaudi had many other famous architectural designs to experience the art of genius. A small number of Chinese tourists are looking forward to experiencing climbing the local mountains and enjoying the sunsets, most of them are couples who will feel romantic and fun in the process.

Barcelona's tourist attractions are a key aspect of the city's tourism economy, attracting visitors from all over the world. The tourist attractions that matter most to Chinese tourists include natural wonders, historical sites, churches and stadiums that offer unique and unforgettable experiences for Chinese tourists.

These attractions not only have a cultural impact on Chinese tourists, but also a social impact. They provide Chinese tourists with an opportunity to learn about the history, traditions and customs of Spain, and promote an appreciation and understanding of different cultures and lifestyles. They also have a psychological impact on Chinese tourists, especially on first-time visitors to Barcelona, and they can create feelings of awe, wonder and excitement about a new culture, which can be a source of inspiration and motivation.

It can be concluded that one of the key reasons for Chinese tourists to visit Barcelona is to feel and experience the city's culture and art. These attractions shape the visiting experience and provide cultural, social, and psychological benefits to Chinese tourists. As a result, by continuing to invest intelligently in these places, Barcelona may attract more Chinese tourists and contribute to the tourism industry's long-term development.

Figure 4 Chinese tourists' expectations for the convenience of tourism and transportation in Barcelona



Source: author's own elaboration based on research

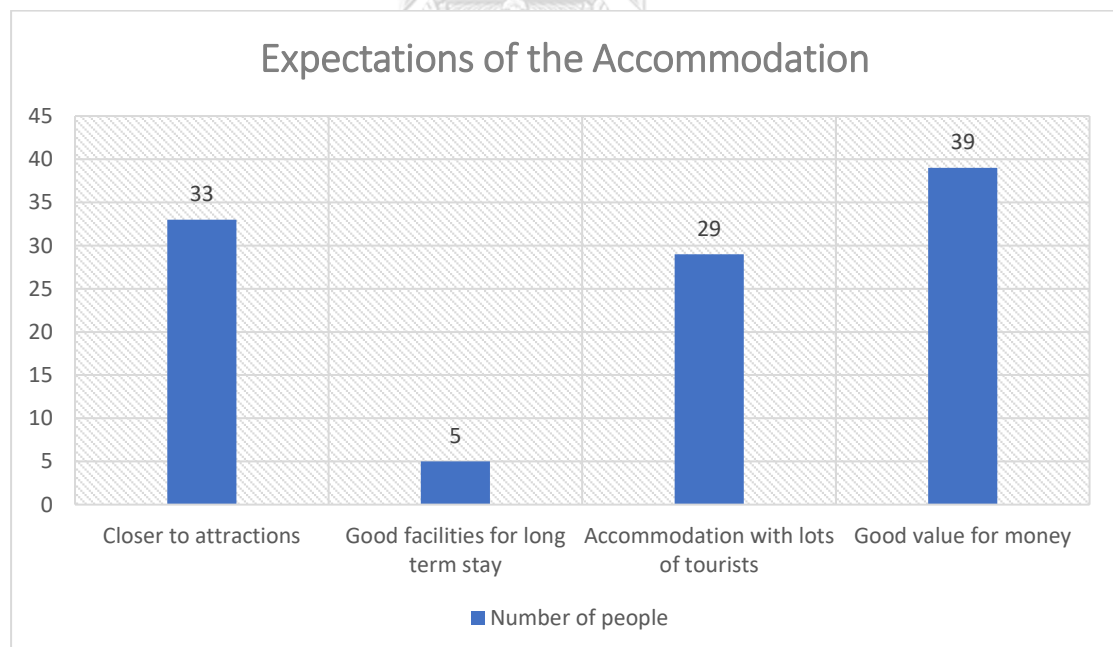
According to a research investigation into Chinese tourists' demands about accessibility to Barcelona, all Chinese tourists demand less expensive flights and the ability to take more than one piece of luggage. Some of the Chinese tourists are Chinese students in Europe, who have limited funds and prefer less expensive flights. Some Chinese tourists are flying from China to Europe, which is a potential deterrent to travelling to Barcelona as the route is longer and more expensive. Most Chinese tourists expect Barcelona to offer a metro card for tourists. It is convenient for passengers who only need to buy one metro card but can use it multiple times. A few Chinese tourists also expect local taxis to accept credit card payments, bringing convenience to tourists who fail to exchange cash in time.

One of the key factors that Chinese tourists consider when choosing a destination is accessibility. The accessibility of accessing Barcelona is a significant factor in determining the standard of tourism, especially in regard to intra-city and inter-country means of transportation, with air and road (private automobile) transportation dominating.

The development of transport in Barcelona has brought more choices and comparisons for Chinese tourists travelling in the city, with the option of the metro "10 times card" for multiple use at a better price, the possibility of paying for taxis with a credit card, and the low-cost European airlines guaranteeing a service at a lower price for tourists. All of this proves that Barcelona has shifted its focus from tourist transport planning and supply to the demand side of tourist transport. More from the perspective of tourists' decision-making, considering tourists' travelling patterns and travelling costs, which can help tourism managers' marketing strategy development. Sometimes the transport itself has certain characteristics of a tourist attraction.

The different modes of transport in Barcelona not only give Chinese tourists more convenient and fast travelling options, but also satisfy Chinese tourists who care a lot about reducing the cost of travelling transport, which becomes one of the motives driving Chinese tourists to travel to Barcelona.

Figure 5 Chinese tourists' expectations of accommodation in Barcelona



Source: author's own elaboration based on research

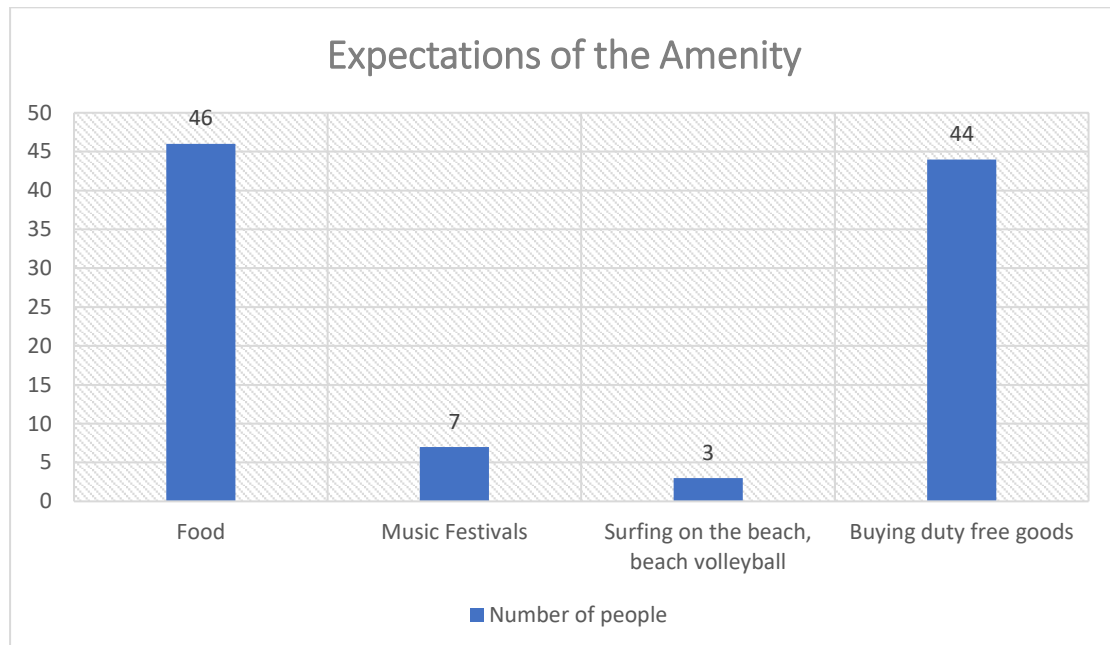
According to the research data on Chinese tourists' expectations of accommodation in Barcelona, most Chinese tourists expect the cost of accommodation not to be too high,



so that it is convenient for more international students in Europe to visit, and the majority of Chinese tourists travelling to Barcelona are international students. Most of the Chinese tourists in Barcelona are international students. A large number of Chinese tourists expect accommodation to be closer to the sights and attractions, so as to reduce the fatigue of travelling. Some Chinese tourists expect a community-based accommodation, where they can meet more visitors to Barcelona and interact with different cultures. A very small number of Chinese tourists look for accommodation that is well-equipped for long-term stays.

Accommodation is an important part of the overall travelling experience. In fact, Chinese tourists' preferences and behaviors in accommodation choices are largely influenced by the purpose of the trip. Tourists will choose accommodation that meets their needs based on personal preferences. Business tourists are more concerned about whether the accommodation facilities are functioning properly, while leisure tourists are more concerned about the location of the accommodation and whether they can make more friends. Both are concerned about the price of accommodation. Understanding the behaviors and preferences of Chinese tourists can help Barcelona tourism managers to develop strategic plans to improve the quality of service to Chinese tourists through resource allocation and marketing strategies.

Figure 6 Chinese tourists' expectations of other facilities and services in Barcelona



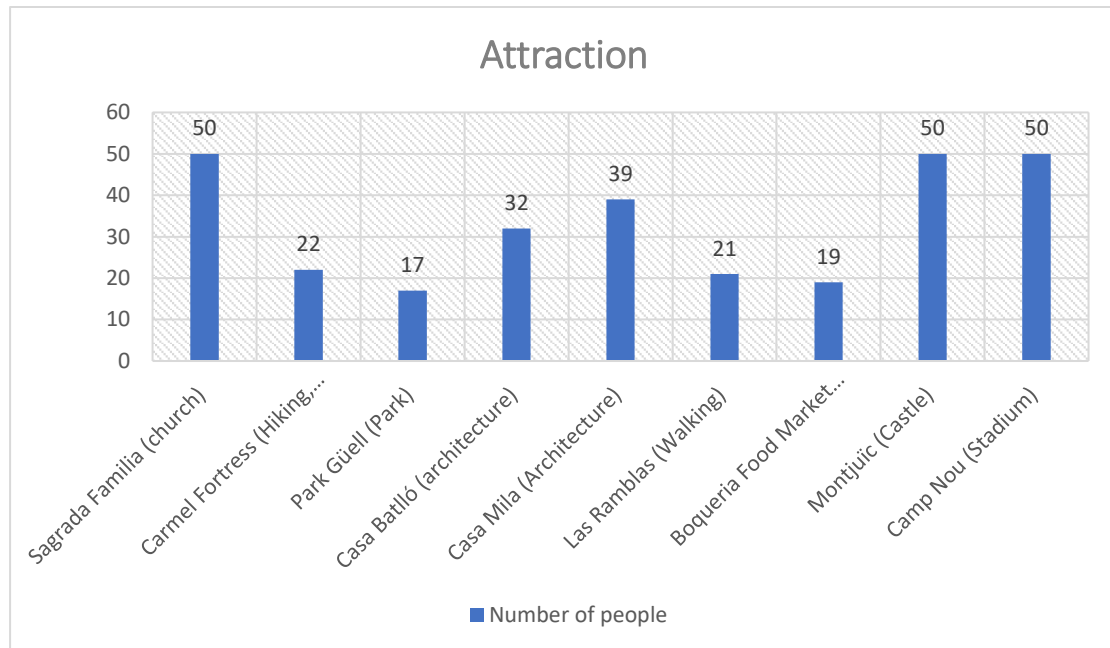
Source: author's own elaboration based on research

According to research data on Chinese tourists' expectations of Barcelona's amenities, the majority of Chinese tourists look forward to savouring the local Spanish cuisine, as well as purchasing local duty-free goods. Chinese tourists generally prefer to buy gifts and souvenirs for family and friends, and local Spanish brands are a favourite purchase for Chinese tourists, offering better value for money than buying elsewhere. A few Chinese tourists look forward to attending local summer music festivals and experiencing the European music scene. A few Chinese tourists also look forward to surfing on the beach, where Barcelona's waters are said to be crystal clear and beach volleyball can be played.

Barcelona's urban amenities or services are also important factors that influence its tourism industry. Apart from the essential elements of travelling, local facilities also have a very important supporting role. Many Chinese tourists enquire about local events or festivals before they come to travel, especially those who have friends in Barcelona and are more willing to enter the circle of locals and experience real local life. These events are also a great attraction for Chinese tourists as an aid to tourism.

#### 4.4.3 Part III: Chinese tourists' perceptions of quality, value and satisfaction with the components of Barcelona's tourism

Figure 7 Tourist attractions visited by Chinese tourists in Barcelona



Source: author's own elaboration based on research

Based on the statistics of attractions visited by Chinese tourists in Barcelona, the preference of Chinese tourists towards different attractions in Barcelona and the reasons for this are derived.

- (a) Sagrada Familia, the most famous church in Barcelona and the first choice of attractions for Chinese tourists visiting Barcelona
- (b) Bunkers del Carmel, the best place to watch the sunset in Barcelona, many couples would like to come here for holidays or anniversaries, romantic and comfortable.
- (c) Park Güell, one of Gaudi's creations, with an entrance square where you can also photograph the Sagrada Familia in the distance, and a variety of wildlife in the park.
- (d) Casa Bartolo, also one of Gaudi's works and a World Heritage Site, where Chinese tourists have a great willingness to appreciate different cultures and arts.
- (e) Casa Milà, one of the last private residences designed by Gaudi, also a World Heritage Site.

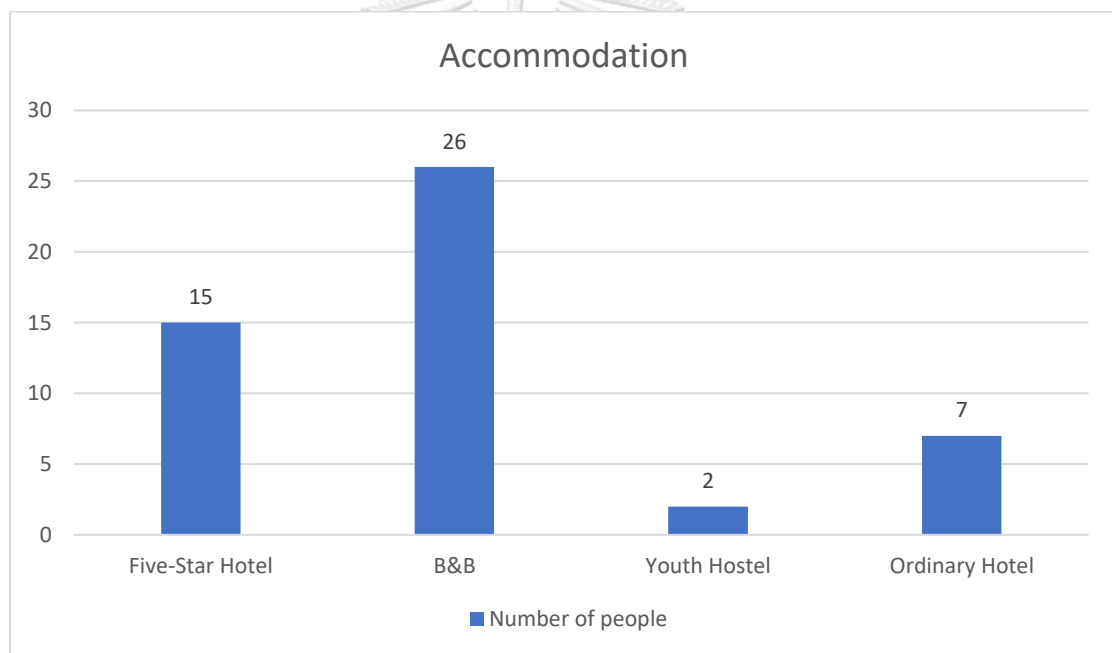
(f) Las Ramblas, one of the most classic pedestrianized streets in Barcelona's old town, with many roadside handicrafts popular with Chinese tourists.

(g) Boqueria Gourmet Market, a famous food court on the pedestrian street, has many Spanish tapas, which is very helpful for Chinese tourists to get a quick understanding of Spanish cuisine.

(h) Montjuïc Hill, overlooking the panoramic view of Barcelona, is a good place to take photos.

(i) Camp Nou Stadium, the home stadium of Barcelona, the largest stadium in Spain and Europe, attracts many Chinese fans to visit.

Figure 8 Types of accommodation chosen by Chinese tourists in Barcelona



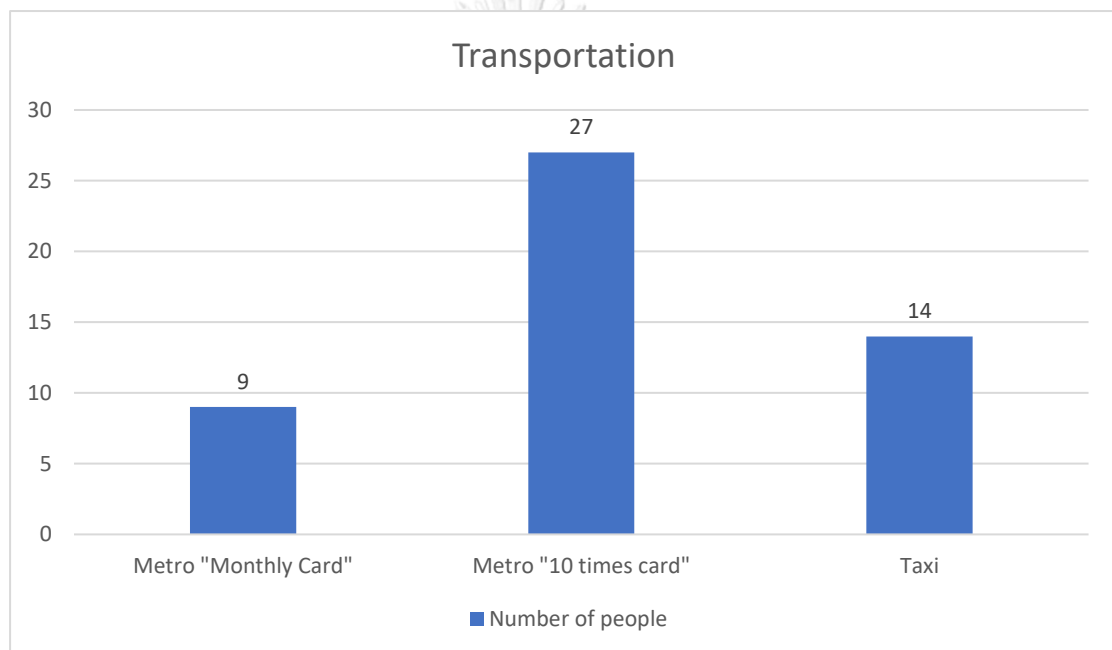
Source: author's own elaboration based on research

Based on the statistics of the types of accommodation chosen by Chinese tourists in Barcelona, it is concluded that Chinese tourists prefer different accommodations in Barcelona and why.

(a) Five-star hotels, with spacious and clean rooms, outdoor swimming pools, hotel spas and close to attractions.

- (b) B&Bs, staying in a local's home is the best way to learn about local food and living conditions. By booking a whole house, you can have more than one room, perfect for a group of people to stay together, with all the indoor facilities.
- (c) Youth hostels, suitable for short-term holidays, good value for money and 24-hour service.
- (d) General hostels, preferred by most tourists, where you can meet young people from different countries.

Figure 9 Chinese tourists' transport choices when travelling in Barcelona



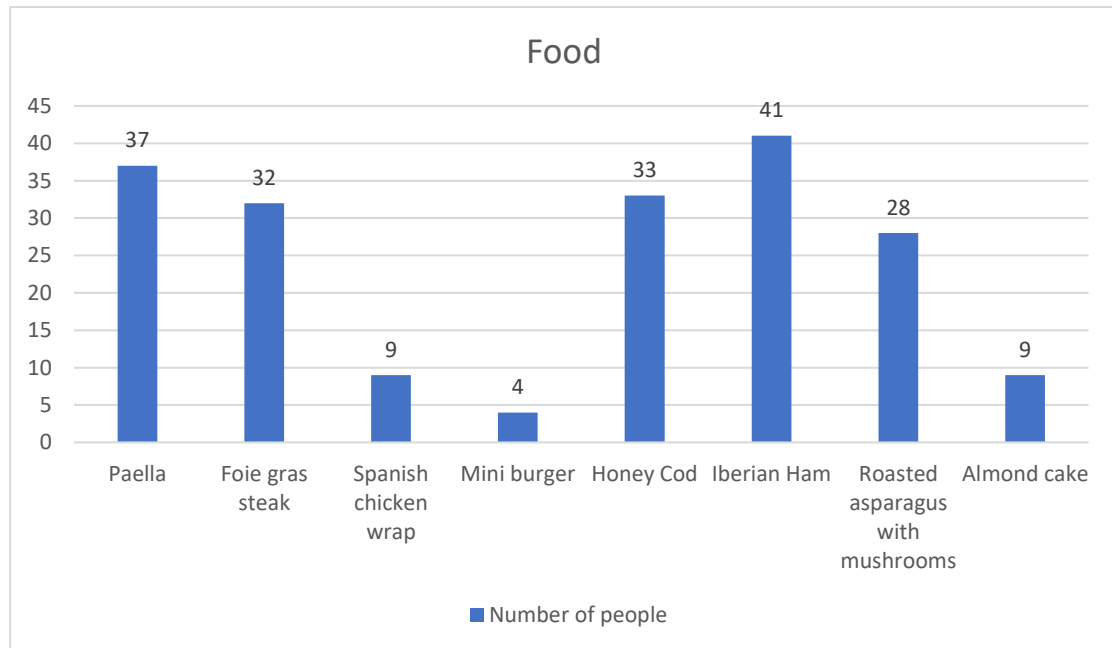
Source: author's own elaboration based on research

Based on the statistics of the transport modes chosen by Chinese tourists in Barcelona, the degree of preference and the reasons why Chinese tourists prefer different modes of transport in Barcelona are derived.

- (a) The Barcelona Public Transport Monthly Pass card, which can be used for all metro and bus services. The value of the monthly pass lies in the fact that it can usually be used for journeys of more than 5 days and coincides with the half-price monthly pass campaign.
- (b) The Barcelona Public Transport 10-trip card, which can be used on metro and bus services and is suitable for short journeys of up to 3 days, making it more affordable.

(c) Taxi, for short journeys in the city for three or four people, saves on taxi fares and taxis support Visa payments.

Figure 10 Chinese tourists' choice of food when travelling in Barcelona



Source: author's own elaboration based on research

Based on the statistics of Chinese tourists' choices of food and restaurants in Barcelona, the extent and reasons why Chinese tourists like Barcelona's food and restaurants are derived.

- (a) Carrer d'Aribau, a restaurant that does particularly authentic Spanish tapas.
- (b) Vinitius, one of the most famous Spanish tapas restaurants in the area, recommended by many.
- (c) Can Culleretes, a centuries-old Spanish restaurant, one of the oldest, serving traditional Catalan cuisine.
- (d) Casa Amalia, a restaurant famous for its rabbit, which is cooked exceptionally well.
- (e) Oria, a one-star Michelin restaurant with a wide range of dishes at modest prices.
- (f) Xorus, a restaurant with a very smoky flavours and specialities such as octopus and chow mein.

- (g) Madre Taberna Moderna, the highest rated restaurant around the Sagrada Familia, a top choice after a visit, with excellent service.
- (h) Cerveseria Catalana, recommended by locals, good prices, good flavours and quick service.
- (i) Bosc Palerm, the most authentic paella in Spain.
- (j) JonCake, said to be the best Basque cake.
- (k) Ombu Cafe, delicious coffee and cocoa nibs.

Figure 11 Chinese tourists' shopping choices when travelling in Barcelona



Source: author's own elaboration based on research

Based on the statistics of Chinese tourists' shopping in Barcelona, it is concluded that Chinese tourists prefer Barcelona goods and the reasons.

- (a) Electronics, which are cheaper in Barcelona.
- (b) Luxury goods, the tax rebate rate is particularly high.
- (c) Local clothing FMCG brands, more variety and better value for money.
- (d) Straw shoes, a Spanish specialty that many tourists buy.
- (e) Souvenir coins, to keep as a souvenir.

Table 2 Attitude in terms of quality

How do Chinese tourists (respondents) perceive the components of tourism in terms of quality?

	Good quality (Number of people)	Poor quality (Number of people)	Reason
Attraction	50		Every building and natural feature can be experienced with local character.
Accommodation	40	10	The accommodation and facilities were good. --- Rooms were a little small and rooms were cleaned perfunctorily.
Transportation	50		Taxis were clean and tidy. ---The underground was a bit poor and the air circulation was not good.
Amenities:			
Restaurants	39	11	The local food was freshly taken. ---Individual food items were not cooked.
Shopping	50		The quality of the local products purchased were good.

Source: author's own elaboration based on research



Table 3 Attitude in terms of value

How do Chinese tourists (the researched) perceive the components of tourism in terms of value, and are they worth the money spent by Chinese tourists?

	Worth (Number of people)	Not worth (Number of people)	Reason
Attraction	50		Every attraction is interesting, the views are great, the architecture is very fine and distinctive, and it is worth coming.
Accommodation	50		There is a spa in the hotel, the service is very good, the local residence is very characteristic of the door market a lot of friends, worth coming.
Transportation	50		The metro card for tourists is particularly useful and worth buying.
Amenities:			
Restaurants	39	11	The local food is delicious, the restaurant service and ambience are excellent, the location is convenient in the city centre and worth the visit. --- There are individual restaurants that are crowded and require queuing, but the food is not amazing and not worth coming in comparison.
Shopping	50		The local goods are good value for money and it is always worth coming for the right items.

Source: author's own elaboration based on research

Table 4 Attitude in terms of satisfaction

Are Chinese tourists (respondents) satisfied with the components of tourism in Barcelona?

	Satisfied (Number of people)	Not satisfied (Number of people)	Reason
Attraction	50		Same reasons as above
Accommodation	40	10	
Transportation	50		
Amenities:			
Restaurants	39	11	
Shopping	50		

Source: author's own elaboration based on research

#### 4.4.4 Part IV Suggestions from Chinese tourists for improving Barcelona's components of tourism

Table 5 Chinese tourists' suggestions for Barcelona's tourist facilities

<b>Accommodation</b>	Most hotels are overpriced and could offer some discounts for long-term bookings.
	Although there are many private houses, more communities could be created to allow better communication between the proprietor of the accommodations and tourists.
<b>Transportation</b>	Many airlines have problems with over-selling, so expect reasonable seating arrangements.
	There is generally poor air circulation in the metro stations, so I hope the plumbing can be improved.
<b>Amenities: Restaurants</b>	I would like to improve the dishes for tourists from different countries, or ask them how much they want cooked.
<b>Attraction</b>	No suggestions, very satisfied.
<b>Shopping</b>	No suggestions, very satisfied.

Source: author's own elaboration based on research

#### 4.4.5 Part V Willingness of Chinese tourists to revisit Barcelona

All researched Chinese tourists chose reasons to visit Barcelona here, which are summarized below.

Table 6 Reason for revisiting

Reason	Barcelona's clean and tidy streets, the sunshine that falls on the streets at dusk makes people relax and reduce their stress, and sunny places always make people feel happy.
	Could have climbed Caramel Mountain again with my partner and watched the sunset.
	I miss the orange sunset on the beach in Barcelona.
	The people and the environment in Barcelona are very free and tolerant, and I would like to experience more of that.
	Barcelona has a vibrant mix of modernity and tradition.
	I have lived in Barcelona for many years and have had many happy times. The parks and squares have witnessed my laughter and craziness and I would love to come back.
	The climate in Barcelona is very pleasant, not only for travelling but also for long term living, I would like to settle here.
	This city is full of culture and art, a breeding ground for many artistic talents, and I want to return here to study and exchange ideas.

## **CHAPTER 5**

### **CONCLUSIONS**

This individual study examines Chinese tourists' attitudes towards travel destinations, including travel motivation and travel satisfaction (value, quality). Using Barcelona as a travel destination, the research questions were examined using both quantitative and qualitative methods and information gathered from a research questionnaire.

As China's economy continues to grow steadily, people's disposable incomes are increasing, and so is their leisure spending. For international travel, understanding Chinese tourists not only helps to attract and provide products and services to them, but also promotes mutual understanding of different cultures. International tourism has stagnated in the last three years due to the impact of COVID-19, but it is gradually recovering under effective prevention and control. Although the research information collected in this study is from the last one year, which may make the validity of the results short-term, it can help to help travel destinations to understand more about the current situation of Chinese tourists and make the tourism market recover as soon as possible. Managing the relationship between destinations and tourists is an important part of destination marketing and management. This personal study delves deeper into the hearts of Chinese outbound tourists to understand more about which attractions they prefer in their destinations, thus discovering what essential attributes they are attracted to and further understanding why.

The results of this study show that understanding and enjoying the local culture, exploring the wealth of the local heritage, and the availability of transport are the most important concerns of Chinese tourists visiting Barcelona and the motivational factors that attract them to travel. Thus, Chinese tourists are more motivated to travel to learn about local customs and habits and to visit the historical and natural heritage of each country. Although it is true that a certain percentage of Chinese tourists still travelling with group tours, the trend shows that more and more Chinese tourists are inclined to travel freely. This signals to destination managers that it is essential to open up

channels to connect and interact directly with Chinese tourists, and the media channels mentioned in the above analysis should be a key focus.

As a result, destination managers must pay more attention to local culture, including not just heritage but also traditions, festivals, customs, food, and so on. Government departments must also push the establishment of efficient flight connections with China. Only then will they be able to avoid falling behind in their efforts to recruit this prospective market. While more research and analysis of the characteristics and preferences of a market that will become the world's number one tourist powerhouse in the next years will be required, this personal study has helped to make some progress in answering previous issues.



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## APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY

## Topic: Chinese Tourists' Attitudes Toward Barcelona as a Tourist Destination

### Part I: Questions for all respondents

What is your age?

- 0 – 15 years old
- 15 – 30 years old    30
- 30 – 45 years old    9
- 45 – 60 years old    6
- 60+ years old        5

What is your gender?

- Male    29
- Female    21
- Other .....

Have you been to Barcelona?

- No, I have never been to Barcelona.
- Yes, I have been to Barcelona once.    29
- Yes, I have been to Barcelona more than once.    21

How do you find out about the local food, accommodation, transport, shopping and environment? Which specific medium?

RED        9

Intermediaries    5

Google        15

Friends        15

Tiktok        6

At which time of the year would you choose to travel to Barcelona? Why?

- Spring 33
  - The temperature was optimal and there were no particularly large numbers of travellers.
  - There was plenty of sunshine, but it wasn't particularly hot yet and it was perfect for a relaxing hike.
  - The flowering season is great for enjoying the flowers.
- Summer 6
  - I especially like the summer, when I can go to the beach and the sea in the hot weather.
  - It's the season of most visitors and I love the crowds.
- Autumn 5
  - The temperature is suitable to come and inspect the migration.
- Winter 6
  - It's around 10 degrees in winter and although it rains and snows occasionally, it's not particularly cold and I don't like it too hot.
  - I get to experience European Christmas and New Year events.
  - There are fewer tourists in winter, so you don't have to queue to get to the attractions and it's better for a relaxing trip away from the crowds.
  - The mushroom season is a favourite and in winter Barcelona's markets are covered with wild mushrooms.

**Part II: This part is for both the respondents who intend to visit Barcelona and who have already visited the city.**

**What are/were your travel motivations and the factors influencing them to visit Barcelona? What do/did you expect from Barcelona as a tourist destination?**

**Please consider the following components of tourism.**

### **Attraction**

What do/did you expect from the tourist attractions in Barcelona? What does/did motivate you to visit Barcelona?

- .....
- Looking forward to visiting the famous local church, which Gaudi is said to have created like in a fairy tale and is very stunning. 50
  - Experience climbing the local mountains and soaking up the sunset. 22
  - Looking forward to visiting Gaudi's famous architectural works and experiencing the art of genius. 44
  - Looking forward to wandering the local streets and experiencing the local culture. 50
  - Look forward to tasting Spanish specialities. 50
  - Looking forward to going to the beach and experiencing the sunshine of Barcelona's sandy beaches. 50
  - Looking forward to going to Barca Stadium and experiencing the world famous stadium. 50

### Accessibility

What do/did you expect from Barcelona's (air and land) transportation possibilities?

What does/did motivate you to travel to Barcelona?

.....

- I wish there were metro cards specifically for tourists, so that passengers could easily buy one card and use it several times. 36
- I wish local taxis could take credit cards for tourists who cannot change their cash in time. 14
- I hope that flights are not too expensive and that you can take more than one piece of luggage. 50

### Accommodation

What do/did you expect from the accommodation choices in Barcelona? What does/did motivate you to stay in Barcelona?

.....

- I would like the accommodation to be close to the attractions, so that I can travel around the city every day. 33
- I would like the accommodation to be fully furnished and convenient, so that I can stay for a long time. 5
- I would like to be able to meet more visitors to Barcelona, so that I can interact with different cultures. 29
- I hope that the accommodation is not too expensive and that it is easy for different students to visit. 39

### Amenities

What do/did you expect from services and facilities for tourists in Barcelona? What does/did motivate you to visit Barcelona?

- .....
- Taste the local cuisine and experience the most authentic food in the region.
  - The desire to attend the local summer music festivals and experience the local music scene.
  - I hope to go surfing at the beach, the sea in Barcelona is said to be crystal clear and you can play beach volleyball.
  - I would like to buy local duty free items, which are better value for money than buying in my own country.

#### Explanation: Components of tourism system

- Attraction, for example
  - Natural: landscape, climate, beach
  - Man-made: museums, monuments, historical buildings, parks
- Accessibility, for example
  - Air transportation
  - Land transportation (bus, metro, tram, personal car)
- Accommodation, for example
  - Hotels, youth hostels
- Amenities (= extra services, facilities), for example
  - Sightseeing, sea-bathing, festivals, free city wifi, restaurants, shopping

**Part III: This part is for the respondents who have already visited Barcelona. What are your perceptions of Barcelona as a tourist destination in terms of quality, value and satisfaction after you have visited the city? How were your experiences in Barcelona?**

### **Attractions**

1. Which tourist attractions did you visit in Barcelona?

.....

- Sagrada Familia (Church) 50
- Bunkers del Carmel (Climbing, Sunset) 22
- Park Güell (Park) 17
- Casa Batlló (Architecture) 32
- CASA MILà (Architecture) 39
- Las Ramblas (Pedestrian street) 21
- Boqueria Food Market (Food court) 19
- Montjuïc (Castle) 50
- Camp Nou (Stadium) 50

2. Why did you choose to visit these tourist attractions?

.....

- Sagrada Familia, the most famous church in Barcelona. 50
- Bunkers del Carmel, the perfect place to watch the sunset in Barcelona. 22
- Park Güell, one of Gaudi's works, with a square at the entrance that also allows you to photograph the Sagrada Familia in the distance, and a variety of wildlife kept in the park to watch. 17
- Casa Batlló, one of Gaudi's works and a World Heritage Site. 32
- Casa MILà, the last private house designed by Gaudi, a World Heritage Site. 39
- Las Ramblas, one of the most classic pedestrian streets in the old town, with many handicrafts on the side of the road. 21
- Boqueria Food Market, a famous food court on a pedestrianised street with many Spanish tapas. 19
- Montjuïc, with a panoramic view of Barcelona. 50
- Camp Nou, home of the Barcelona team and the largest stadium in Spain and

Europe. 50

### **Accommodation**

1. In what type of accommodation did you stay in Barcelona?

.....

- Five star hotels 15
- B&B 26
- Youth hostels 2
- Regular hostels 7

2. Why did you choose to stay in this accommodation?

.....

- 5 star hotel, spacious and clean rooms, outdoor pool, hotel has a spa, close to attractions. 15
- B&Bs, staying in a local's home is the best way to get to know the local food and living conditions. Booking a whole house, I can have more than one room which is perfect for a group of people staying together and having all the indoor facilities. 26
- Youth hostels, ideal for short breaks, good value for money and 24 hour service. 2
- Regular hostels, preferred by the most tourists, to meet young people from different countries. 7

### **Accessibility: Transportation**

1. What kind of transportation did you mostly take when travelling in Barcelona?

.....

- Monthly Barcelona Public Transport Card 9
- Barcelona public transport 10-times card 27
- Bolt taxi 14

2. Why did you choose to travel by these means of transportation?

.....

- The monthly Barcelona Public Transport Card, which can be used for all metro and bus services. The monthly pass is valuable because it is usually used for trips of more than five days and it coincides with the monthly pass half-price campaign.



- The Barcelona Public Transport 10-times card, which can be used on the metro and buses, is ideal for short journeys of up to three days and is more economical.
- Bolt taxi, for short trips within the city with three or four people, is a great way to get a taxi and save money, and the taxi supports Visa payments.

3. What type of transport did you take to travel to Barcelona?

- .....
- Spanair Vueling, good choice for students studying in the EU, low prices, good flight experience and you can choose your seat in advance. 11
  - Irish airline Ryanair, preferred by many British students, good value for money and you can take two pieces of luggage on the plane. 10
  - Air China, the airline of choice for flights from China to Barcelona with many routes. 29

### **Amenities: Restaurants**

1. What was your favorite food in Barcelona?

- .....
- Paella 37
  - Foie gras steak 32
  - Spanish chicken tacos 9
  - Mini burgers 4
  - Honey cod 33
  - Iberian ham 41
  - Grilled asparagus with mushrooms 28
  - Almond cake 9

2. What kind of restaurants did you visit in Barcelona?

- .....
- Carrer d'Aribau
  - Vinitius
  - Can Culleretes
  - Casa Amalia
  - Oria
  - Xorus

- Madre Taberna Moderna
- Cerveseria Catalana
- Bosc Palerm
- JonCake
- Ombu Cafe

### 3. Why did you choose these restaurants?

- .....
- Carrer d'Aribau, a restaurant that does particularly authentic Spanish tapas.
  - Vinitius, one of the most famous tapas places in the area, recommended by many people.
  - Can Culleretes, a century-old Spanish restaurant, one of the oldest, with traditional Catalan cuisine.
  - Casa Amalia, this restaurant is famous for its rabbit meat, which is particularly well cooked.
  - Oria, one Michelin star, with a good mix of dishes and not too expensive.
  - Xorus, a very smoky restaurant with octopus and chow mein as specialities.
  - Madre Taberna Moderna, the highest rated restaurant around the Sagrada Familia, a top choice after a tour and great service.
  - Cerveseria Catalana, recommended by locals, good prices, good taste and fast food.
  - Bosc Palerm, the most authentic paella in Spain.
  - JonCake, said to be the best Basque cake.
  - Ombu Cafe, great coffee and cacao.

### **Amenities: Shopping**

#### 1. What did you buy from Barcelona?

- .....
- Electronic goods
  - Luxury goods
  - Local clothing FMCG brands
  - Straw shoes
  - Souvenir coins

#### 2. Why did you buy these items/goods?

- .....
- Electronics, electronics are cheaper in Barcelona.
  - Luxury goods, the tax refund is particularly high.
  - Local clothing FMCG brands, with a wider range and better value for money.
  - Straw shoes, a Spanish specialty that many travellers buy.
  - Souvenir coins, to keep as a souvenir.

**In terms of quality:**

	Good quality	Poor quality	Reason
Attraction	50		Every building and natural feature can be experienced with local character.
Accommodation	40	10	The accommodation and facilities were good. --- Rooms were a little small and rooms were cleaned perfunctorily.
Transportation	50		Taxis were clean and tidy. ---The underground was a bit poor and the air circulation was not good.
Amenities:			
Restaurants	39	11	The local food was freshly taken. --- Individual food items were not cooked.
Shopping	50		The quality of the local products purchased were good.

**In terms of value:**

	Worth	Not worth	Reason
Attraction	50		Every attraction is interesting, the views are great, the architecture is very fine and distinctive, and it is worth coming.
Accommodation	50		There is a spa in the hotel, the service is very good, the local residence is very characteristic of the door market a lot of friends, worth coming.
Transportation	50		The metro card for tourists is particularly useful and worth buying.
Amenities:			
Restaurants	39	11	The local food is delicious, the restaurant service and ambience are excellent, the location is convenient in the city centre and worth the visit. --- There are individual restaurants that are crowded and require queuing, but the food is not amazing and not worth coming in comparison.
Shopping	50		The local goods are good value for money and it is always worth coming for the right items.

**In terms of satisfaction:**

	Satisfied	Not satisfied	Reason
Attraction	50		SAME
Accommodation	40	10	
Transportation	50		
Amenities:			
Restaurants	39	11	
Shopping	50		

**Part IV: This part is for the respondents who have already visited Barcelona.**

Do you have any suggestions how Barcelona can improve its tourist components in order to attract Chinese tourists to visit or revisit Barcelona?

**Attraction**

.....

**Accommodation**

.....

- Most hotels are overpriced and could offer some discounts for long-term bookings.
- Although there are many private houses, more communities could be created to allow better communication between tourists.

**Transportation**

.....

- Many airlines have problems with over-selling, so expect reasonable seating arrangements.
- There is generally poor air circulation in the metro stations, so I hope the plumbing can be improved.

### Amenities: Restaurants

- .....
- I would like to improve the dishes for tourists from different countries, or ask them how much they want cooked.

### Amenities: Shopping

## Part V: This part is for the respondents who have already visited Barcelona.

Do you want to visit Barcelona as a tourist destination again?

- Yes, I would like to visit Barcelona again.
- Why?: .....
- I love the clean streets of Barcelona, the sunlight falling on the streets at dusk is very relaxing and stress relieving, a sunny place is always a happy place. 15
- I would like to climb Caramel Hill again with someone I like to watch the sunset. 2
- I miss the orange sunsets on Barcelona's beaches. 12
- The people and the environment are so liberal and tolerant, would love to experience more of that. 8
- Barcelona has a feeling of modernity mixed with tradition and exudes vibrancy. 3
- I lived here for many years and had many happy times, the parks and squares have seen me laugh and go crazy and I would love to come back. 2
- The climate is very livable, not only for tourism but also for long-term living, and I would like to settle here. 5
- The city is full of culture and art, it is a breeding ground for many artistic talents and I would like to come back here to study and exchange. 3
- No, I don't think that I will visit Barcelona again.
- Why?: .....

Thank you very much for your cooperation!

## VITA

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