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# Getting to know Chinese tourists

Qikai Sun

**Grau de Turisme**

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DNI de Qikai Sun: Y5635917-B

Treball tutelat per Maturana Bis, Francisco José  
Departament de Economia Aplicada

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# Getting to know Chinese tourists

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## **Abstract**

**【ABSTRACT】** The rapid rise of China's tourism market has attracted more and more international attention and adequate academic research. In order to attract the Chinese tourist market and offer tourism product, it is necessary to understand the Chinese culture and its influence on Chinese tourists' behavior. According to the study, the most important characteristics include the emphasis on safety, high travel consumption, dependence on internet, collectivism, special daily habits and uncivilized behaviors.

**【KEYWORDS】** Chinese tourists; China; Tourism;

## **Introduction**

The rapid growth and large scale of Chinese tourism market in these years has attracted big attention of the tourism industry and academic researchers (Li, 2017). In the international tourism market, outbound tourism in China occupies an important position. According to Annual Development Report on China's Outbound Tourism (2017), the outbound tourism of Chinese citizens exceeded 130 million last year, most of them traveling for sightseeing and leisure vacation. China maintains the status of the world's largest outbound tourist source country. These tourists spent more than 115 billion US dollars in total, shopping occupied 45% of the entire tourist expenditure (Annual Development Report on China's Outbound Tourism 2017). There is no doubt that the tourism industry of the destination countries cannot ignore the Chinese market.

International tourism activity, involving people's transnational (regional) flow and cross-cultural communication, and tourists from remote areas often have the characteristics of not being understood by the residents. Different market segments have different behavioral characteristics because of their cultural values. Obviously Chinese tourists can have behaviors and characteristics that are not common on western travelers. Chinese culture has given its people a basic and unique identity all over the world, and has influenced their behavior deeply (Zhang, 2008). The Greater China region (including Mainland China, Hong Kong, Taiwan and Macao) is currently the third most researched in terms of international cross-cultural tourism research area (Li, 2014). This article attempts to identify several typical features of Chinese tourists through those previous studies of Chinese culture and the Chinese tourists, with the aim of providing help to the tourism activities that aim to Chinese market.

## **Literature review**

### **1. Study of Chinese culture**

The study of Chinese outbound tourists started since 1983, when Chinese mainland citizens were finally allowed to visit Hong Kong and Macau thanks to the Reform and Opening-up policy. These years, with the rapid growth of Chinese outbound tourists is observed, the research in this field has increased a lot.

For a thorough understanding of the Chinese tourist and their behavior characteristics, an insight into Chinese culture must be gained. It is necessary to make the concept of "Chinese" and "Chinese culture" clear before the Chinese tourist character is tackled. According to Fan (2007), "Chinese culture gives the Chinese people their basic identity. These core values are unique and consistent, shaped by a tradition of four thousand years of history and maintained by the same language". It is possible to identify certain core cultural values for Chinese people, no matter where they live. In fact, the concept of Chinese is nowadays mostly referring to "Ethnic Chinese", includes those Chinese people living abroad and don't have a PRC citizenship. In this paper, Chinese people from PRC are the main objects. For mainland China, or PRC, there are three major dimensions that define their core cultural value: traditional culture, communist ideology and western values.

There are many theories and models are built as tools or frameworks in order to measure, analyze and assess a national culture, and its impact to the tourist behaviors. Some of them are in cross-cultural perspective, like Hofstede's cultural dimensions theory, which is proposed in his book "Culture's Consequences: International Differences in Work-related Values" in 1980; some of them are specialized in researching and analyzing Chinese culture or the elements of it, such as "Chinese Tourists and Confucianism" points out that Chinese tourists heavily influenced by the values of Confucianism, the travelers placed much emphasis on maintaining not only the correct and appropriate behavior, which included paying due respect to one's superior, but also practicing forbearance conforming to the interests of a wider group rather than individual desires. (Anna Kwek and Young-Sook Lee, 2010).

Hofstede (1980) has proposed a theory of cultural dimensions, this author set 4 basic dimensions in order to classify the difference between cultures, which are power distance, uncertainty avoidance, individualism and masculinity. According to Hofstede, due to Mao's anti-individualistic, pro-collectivistic ethos is deeply rooted in the mainland Chinese tradition; as for the other three dimensions, Hofstede only took example of Chinese people in Hong Kong, Taiwan and Singapore, and made a conclusion that they have high power distance index, medium uncertainty avoidance index and medium masculinity.

In other words, Chinese people consider that the status symbol is very important, the privileges of the superiors are considered to be right; superiors tend to have medium control and instructions to their subordinates; and they also emphasize happiness while pursuing money and power.

There are other theories of cross-culture differences. Edward T. Hall (1983) put forward 4 dimensions to distinguish cultural differences: context (high context, low context), space, time and information flow. In the low context culture, the communication between individuals is more used by direct language, but in the high context culture, people use more non-direct and implicit communication. Most Asian countries belong to high context culture. Inkeles & Levinson (1969) summed up the 3 dimensions of the national character: the relationship with authority, the concept of self (especially the relationship between individual and society, the concept of the masculinity of the individual) and the way of handling the conflict. In 1961, Kluchohn and Strodtbec proposed 5 cultural dimensions based on the values of five kinds of relationships: man orientation, relationship to the environment, activity orientation, time orientation and interpersonal relationship orientation. The characteristics of Chinese culture shows similarity with Hofstede's conclusion. However, both of them are relatively less-used in researching tourist behaviors.

Chinese value survey (CVS) is a Chinese cultural value system developed by Bond et al. derived from a cultural survey specifically aimed at Chinese cultural values, which was constructed and administered to university students in 22 countries around the world. Bond points out that in order to comprehend Chinese tourism behavior better, we need to strengthen the empirical research on Chinese cultural structure. Researchers obtained 40 values of Chinese people, with the measurement of factor ecological analysis, those values were divided into 4 dimensions of cultural value: Integration, Confucian work dynamism, human-heartedness and moral discipline. According to the CVS, Chinese people tends to integrate themselves to a group; their motivation of working related to

Confucianism; they value “Ren” a lot that they tends to be harmless; restrain themselves with the internal moral discipline.

Mok and Defranco (1999) proposed a conception framework of main Chinese cultural values, include respect for authority, independence, “face”, group orientation, harmony and external attribution. They also mentioned the implications of these cultural values on travel and tourism marketing.

The conception of “face” started to be known by the international world after a study of Hu (1944), in her analysis report, the most widely adopted idea of face is that she divided the universal concept of “face” into two categories: “face”, or “mianzi”, and “lian”. She proposed that they are different concepts. “Mianzi” is the prestige gained by individuals through visible achievements and boasts. “Lian” is the respect of a group of people with moral reputation, although both represents the respect from group for individuals, but the standards that they are based on, are different (Hu, 1944) Zhai (1999) proposed that “face” is a kind of psychology and behavior that can be perceived by others because of the image type of individuals.

“Mian zi” explains Chinese tourists’ crazy shopping behavior, they would like to buy foreign prestige goods to show their social status and financial power. It effects their reaction of facing serving problems as well, for instance Chinese tourists try to avoid arguments in public area, and replace the tourism server instead.

## **2. Cross-cultural tourism aspects**

### **1. Culture and tourism motivation**

The tourist motivation of tourists in the European and American countries has been studied, but the research on the motivation of the Asian tourists (except for the Japanese tourists) is relatively small.

Tourism motivations varies a lot due to cultural difference. Researchers has proved that the measurement approach of tourism motivation which are based on the culture of USA can also be used cross-cultural. Lee (2000) investigated the factors that motivated people to attend an international event, the Kyongju World Cultural Expo, and explored whether motivations differed between Caucasian and Asian visitors. He found that the motivation items and scales measured in North America and Europe can also be applied to Asian countries.

### **2. Travel decision and information collection behavior**

The influence of cultural distance and risk avoidance on tourists' decision-making behavior has been studied in the field of tourism. Cultural distance reflects the difference between the two cultures. The research results of the influence of tourism on cultural distance are mainly reflected in the following two aspects:

(1) the tourists with similar cultural background (short cultural distance) are more likely to show similar characteristics of decision-making and consumption. For example, compared with Asian tourists, the behaviors from tourists different EU countries show more similar characteristics.

(2) the cultural distance between the host country and the source country will affect the decision-making behavior of tourists. For example, the American scholar John C. Crofts (2000) surveyed 302 Native Americans on their first trip, found that the longer the cultural distance between the source country and the host country, the more likely will the tourists be to reduce the risk in the travel

behavior; if the cultural distance is shorter, the tourists are more inclined to free and independent travel parties.

Seong-Seop Kim (2003) has found that tourists from USA and Australian travel to Korea mainly seek to experience different cultures, and they prefer tourism resources that can reflect historical and cultural characteristics; while Chinese and Hong Kong tourists will travel abroad for escaping from real life, enjoying different touristic resources and showing identity, and they and Japanese tourists prefer tourism resources such as leisure shopping.

### **3. The interaction between tourists and local citizens**

The exchanges between international tourists and host residents are two-way. Their differences in race, culture and social features will affect the attitude and behavior of the tourists as well as the local communities. According to the theory of Contact Hypothesis (Gordon W. Allport 1954), for groups with different cultural backgrounds, the interaction between people can produce both positive and negative results.

If the cultural differences between the two countries are complementary, the intercultural tourists and the host are more likely to produce active communication activities. If in contrast, they will have difficulties, and the emergence of cultural shock (Cultural Shock) appears.

For example, Yvette Reisinger and Lindsay W. Turner (2003) set up a tourist satisfaction model for intercultural tourists, and a comparative study of Australian residents and Asian tourists (Indonesia, Japan, Korea, China and Thailand), found that 2 variables of cultural values: social behavior norms and social contacts have a significant impact on satisfaction of tourists. They also found that Chinese tourists and Australian residents prefer different ways of communication: Chinese tourists prefer to be invited to the home to establish closer ties with local residents.

Generally speaking, Chinese tourists have less contact with local residents, most of them are face-to-face with tourism service providers. If Chinese tourists feel that their hosts take care of them, they will tend to take repeat trips.

### **4. Destination image**

The value difference of each culture can cause the cognitive differences of destinations.

Chen & Kerstetter (1999) studied the perceived image of American international students in the rural areas of Pennsylvania, and found that students from Southeast Asia have a higher assessment of tourism infrastructure than those from East Asia and Europe. The assessment of the rural atmosphere by the students from Southeast Asia is higher than that of Canadian, East Asian and European students; the East Asian students has a lower assessment of a comfortable natural scene than that of Latin American, central and South Asian and Southeast Asian students.

### **5. Tourists' perceived service quality and satisfaction**

Cultural differences will affect the tourism experience of international tourists. The expectations and criteria of tourist services of different cultural backgrounds are various. Even if when they received the same tourism activities and services, their perceived service quality and satisfaction may also have great differences.

Some scholars studied the evaluation of service quality intercultural tourists based on the national culture dimension of Hofstede mentioned above. John C. Crotts and Ron Erdmann (2000) sampled tourists who travel to USA from Japan

(as behalf of the high-level patriarchal society), Britain and Germany (as patriarchal society), Brazil and Taiwan (as low-level patriarchal society) as the 3 category of comparison object. They found that national culture has a significant impact on tourists' loyalty to flights and airports. The scores of Japanese tourists in terms of quality of service and loyalty are significantly lower than those of Brazil/Taiwan. Then they believe that, compared with the femininity society, the masculinity society has a higher desire for achievement, the sense of competition and material pursuit, and less awareness to the feelings of others. This might be the main reason that why the members of the masculine society are more severe and rate the evaluation of service quality with lower marks.

## **Special performance of Chinese tourists**

Compare with western tourists, due to the variation of culture that noted above, there is no doubt that Chinese tourists have relatively different performance and preference while traveling. Therefore, in order to improve Chinese tourists' traveling experience, to attract their attention and increase loyalty, it is essential to understand their possible performance or behavior well. This study proposed 7 aspects of Chinese tourists' performance and expectations.

### **1. Travel Motivation**

Tourism motivation is the psychological tendency to guide and maintain individual tourism activities, and is the driving force of tourism activities (ADCHARIYA, 2013). It leads tourists to choose tourist destination, determines the travel budget, the plan, and also influences tourism behavior till the end.

Some study has used the theory of push and pull (Dann, 1977) to analyze the travel motivation of Chinese tourists. This theory holds that tourists' activities are explained by the combined action of push and pull. Push is generated by internal psychological factors, while pulling force arises from the attribute of destination.

Among studies of Chinese tourist's tourism motivation to different destination, the "push" power shows a convergence, that "I want to travel to a country I've never been to", "I want to see something new and exciting" and "I want to experience a new lifestyle" appears most frequently. For a long period, Chinese people were unfamiliar with the outside world due to political factors. Recently, although their living standards have improved, the unalterable life and growing stress make some of them want to get rid of real life and see something really different. Exotic culture and new experiences became their good choices.

The "pull" element of different destinations varies a little bit more, and shows a difference with western tourists. For instance, RF Tawil (2013) studied the tourism motivation of Chinese tourists to Jordan, it showed the main three pull factors are: (1) "Safety and Security", (2) "Weather", and (3) "Cultural and historical places"; Adchariya (2013) studied about their tourism motivation to Thailand, the result showed that the most relevant elements are "good images", "safety" and "visa policy", and so on. Among these studies, the relatively frequent factors of destination's pull power are: "Safety", "Historical site", less people concern about "cost-efficiency", these are the elements that Chinese tourists concern most.



Why is safety so important to Chinese tourists? It's mainly due to the common safety problem of China's tourists abroad recent years, including not only the traditional tourist safety problems which have aroused wide attention, such as the ship accidents in Malaysia in 2017, Thai bus crash in 2018, the explosion of Egyptian hot air balloon in 2013, etc., but also the non-traditional tourist safety problems, such as terrorist attacks in Europe recent years, which have brought great psychological impact (Song.et. al, 2018). These series of frequent safety incidents are serious threats to the personal, property and information security of Chinese tourists abroad.

Furthermore, due to the existence of Great Firewall (in China), the Chinese Internet is virtually isolated from the outside world, and almost all news and reports are censored. Medias deliberately pass the awareness of the danger in abroad and the safety of domestic environment. The propaganda has enhanced people's confidence of security situation in China. These can be two reasons that lead to the risk awareness of foreign countries.

## **2. Travel consumption**

In 2017, the whole consumption of Chinese outbound tourists reached 115 billion dollars (National Bureau of Tourism of China, 2017). The common impression of the Chinese outbound tourists was "intensive sightseeing and crazy shopping" (Zhao and Sun, 2015). Because of the unreasonable tax system, the price of luxury goods in China is 60 - 70% higher than that of the United States and France (Qiu, 2016). The reason behind this is that China's tariffs, value-added tax and excise taxes remain high. Another reason is the frequent domestic food safety problems caused people trust more on foreign products. It's been reported extensively that Chinese people buying milk powder abroad for their babies (Xinhua News, 2015).

Today, Chinese tourists spend 25% of total travel expenses on shopping (National Bureau of Tourism of China, 2017). There are three major motivations for Chinese tourists to shopping at destinations: purchase gifts for friends and relatives; take advantage of unique products (special souvenirs or high-quality products) and price differences; make good use of travel time (Xu, Y, McGehee, N. G., 2012).

However, this situation has been changing these years. According to Annual Development Report on China's Outbound Tourism (2017), 52.2% travelers of the total sample were actually traveling outbound for the first time, 20.6% of them were for second time, 12.5% of the third time, which shows that most tourists have a low outbound travel frequency. It is to say, that most Chinese outbound tourists don't travel outbound frequently. This fact leads to the result that, today, for most Chinese outbound tourists, traveling abroad is a major consumption decision. It is mainly because of the change of the structure of Chinese tourists. Traveling abroad is not a privilege only for the rich minority recently, young middle-class have more chances to go out. Apparently, their consumption capability is not that high, so they would behave more rational.

Due to this fact, Chinese outbound tourists' tourism activities show more diversified pattern. They start to value more leisure and experience, the local culture and heritage as well. The top priority of consumer spending remains to be shopping, but the food and beverage and sightseeing. It indicates the maturity of consumer psychology in China's outbound market.

Although the shopping expenditure has decreased slightly, it is observed that last year, the average daily consumption of Chinese outbound tourists has increased 8%, from \$414 in 2016 to \$446 in 2017 (Investigation report on Chinese tourists' outbound Tourism, 2017), and it still tends to growth.

### **3. High Dependence on the Internet**

China has more than 750 million Internet users (CNNIC, 2017), and most of them have had little experience with leisure travel, they seek out online travel sites for recommendation, information, and reservations (BCG, 2011). More than half of the tourists regard online information as their most reliable source of travel plans (BCG, 2011). In general, Chinese tourists will not only inquire about the information on the destination site and the travel agency, such as Ctrip and TripAdvisor, but also refer to the evaluation of the tourists who have been to the destination, that is, the content produced by the other users.

For example, many people use online forums such as “QiongYou” ([www.qyer.com](http://www.qyer.com)), “MaFengWo” ([www.mafengwo.cn](http://www.mafengwo.cn)) and other online forums to inquire about travel and tourism in destination countries of Europe, North America, Japan, South Korea, Southeast Asia among others. Others continue to pay attention to the celebrities on blog and Sina Weibo.

It's not that easy for most small enterprises to spread an online marketing campaign Chinese market. As mentioned above, the Chinese internet environment is almost isolated from the outside world, most Chinese people don't use Facebook, Instagram, YouTube, and even Google, no one will notice how much budget do you spend on them. Therefore, in order to attract Chinese tourists with online marketing, it is necessary to use some Chinese channel as a marketing strategy. The “Chinese channel” include but is not limited to: Baidu (the monopolistic search engine), Weibo, WeChat, TuNiu and QiongYou (popular forums for travelers) and so on. With proper marketing activities through these channel, setting an ideal tourism destination image can be achieved.

There are already foreign destination organizations showing a quick adaption of the new marketing environment of the Internet era, and making full use of new technologies and new media to carry out social media marketing for Chinese tourists. In this aspect, the New Zealand National Tourism Administration's “Opinion Leaders Program” is worth reference (Shao, 2011). This project is a long-term promotion project of the New Zealand Tourism Administration, which invited influential opinion leaders on China's Internet, such as Wang Shi, the real estate and mountaineering celebrity; Hong Huang, famous media professional; the chairman of Huayi Brothers Media Corporation Wang Zhongjun and so on, to take a free trip to New Zealand, and asked them to share their traveling experience with the public. Through this method, they are conducting the “Word of Mouth” marketing via Sina Weibo, which is one of the most popular social media in China.

On the other hand, the high dependence on the internet means internet connection is a basic requirement for Chinese tourists, almost all of them (98%) stay in touch with their family and friends during their travel, usually through the Wi-Fi of hotels and public areas, and that is why hotel Wi-Fi and Internet facilities are at top of the needed hotel services for Chinese tourists (Hotels.com, 2017).

Almost all Chinese tourists take various kinds of electronic equipment when traveling, so that they can keep in touch with their friends and family members

and record their travels. The most important use of electronic mobile devices for Chinese tourists is to maintain contact (74%), which is also related to their collectivism.

#### **4. Collectivism**

Chinese tourists like to travel in groups, it's very common to see Chinese tour team abroad, especially those elder travelers. It is not only due to the , Chinese tourists still have the favor of group tours, especially in the second, third and fourth tier cities and regions (Ctrip, 2017). In 2017, among millions of outbound tourists via Ctrip, for example, 44% of them chose to travel with tour groups, and most of them are elder travelers. The younger generation tends to buy tour package in advance and travel with companions (Ctrip, 2017).

This might be relevant on the sight of the risk awareness that has been mentioned above, but mostly determined by their collectivism. According to Hofstede (1980), due to Mao's anti-individualistic policy, pro-collectivistic ethos is deeply rooted in the mainland Chinese tradition. Although Mao has passed away for decades, this kind of thought still remains in the mind of people who has experienced that period. Today, it's still possible to see critiques of individualism on Chinese mass media, which mainly thanks to the anti-western culture propaganda from the party.

From an earlier historical point of view, the so-called collective culture in China is actually a blood-tie culture, which is maintained by the ethical framework of Confucianism. Its rule is also a way of family-governed system: the whole society consist of units of family, with the guidance of father or the husband, and the country is seen as a larger family, that the monarch is like the father that has the obligation to care for the whole nation, to encourage them to comply with the "family law" or in another word, the filial piety (Lin, 1935).

As a reflect to tourism behavior, the collectivism effects more on elder travelers. From an example study of Hong Kong tourists, respondents were more likely to comply with their primary reference group's (i.e., family and friends/relatives in that study) opinions than their secondary reference group's (i.e., travel agents) views regarding visiting Hong Kong (Hsu, C. H. et al, 2006). That is to say, Chinese tourists concern more about companions, their tourism activities can be easily affected by them. In addition, when they travel abroad, buying gifts or souvenirs for elders, children and friends is almost an obligation (X Li et. al, 2011).

#### **5. Dinning and accommodation expectations**

Non-like western tourists, due to cultural and social-economic differences, Chinese tourists may have specific travel expectations, preferences and requirements that are not common and well understood in western markets. For instance, it is not difficult to find cases that Chinese tourists complaining that the payment way is unfriendly to them: in China, Ali Pay and WeChat Pay have been a popular paying approach. Today, both of them are accepted pretty much everywhere you go. According to their annual reports (2017), Ali Pay has 520 millions of users while the platform of WeChat Pay, WeChat, has 889 millions of active users. However, they don't seem to be doing very well extending oversea markets. Although Union pay card, which is the most used card payment in China,

is also used in most countries around the world, it's almost guaranteed that if a restaurant or hotel abroad supports the payment of Ali Pay ,WeChat Pay, the favorable reviews from Chinese tourists will get boosted, because they feel the special treatment.

According to Chinese Visitor Satisfaction report (Tourism Research Australia, 2017), Chinese visitor would like to have following special when they are in a hotel or any accommodation places: kettles; Chinese or herbal tea sachets; toothbrush and toothpaste; disposable slippers; disposable razors and shaving cream; minibar cup noodles with disposable chopsticks; cable / satellite Chinese TV channels and so on. All of them are pretty common in a Chinese hotel. As mentioned above, the rate of Chinese tourists that are traveling outbound for first time is 52.2%, which means almost half of Chinese outbound tourists won't expect foreign hotels don't provide these "standard items" especially like disposable slippers and toothbrush if they don't pay a lot attention before traveling, they might get disappointed. And they probably won't complain about it to the manager due to the factor of "Face" and the language barrier, but it's very likely for them to give the hotel a low-rated comment on websites. In a study of Chinese outbound tourists' expectation, this aspect has been proved: one respondent in Hangzhou said, "They do not offer one-use toiletries such as slippers and toothpaste. If you do not bring your toothbrush, you will not be able to brush your teeth." "Stuff (toiletries) for taking showers is a basic requirement," a respondent in Shenyang commented (X Li et. al, 2011).

As for food and beverage, many Chinese consider the exotic food as one of the tourism purposes (China National Tourism Administration, 2017), that means they would like to try local foods as a special experience. However, because of the huge difference between Chinese cuisine and western cuisine, the food preference of them still varies a lot with that of western tourists.

For instance, Chinese people have a collectivist orientation as a cultural value, it also affects the Chinese food culture. As a matter of the fact, when Chinese people have a meal together, they would like to share their foods. It means that all the food will be shared by each of them, and the opinion of everyone is equally important when ordering food. Imagine if there is one man who hates fish, probably there won't be any fish latter on the table. It is observed that, even in a small group, and every Chinese order a menu for himself/herself, they would like to share their foods, particularly happens a lot with elder tourists (Bian, 2005).

Also, what should not be ignored is the Chinese tourists' special preferences for the food itself. For instance, most Chinese people are used to take in warm and cooked food when they are having meals. It's mainly explained by the Traditional Chinese Medicine theory and the Yin and Yang theory, nowadays it's almost a "common sense" in China, the majority believe in it, that's why most of them won't take a lot of salad and would like to order a cup of tea before and after a meal. It's strange that the Traditional Chinese Medicine theory also doesn't suggest to eat too much spicy food or drink alcohol, but the spirits take-in ratio of the Chinese citizen is relatively high (WHO,2010).

## **6. Seek to be respected**

The history of modern China is a history full of humiliation, which is in sharp contrast with what it has known as the "5000 years of brilliant history". This

situation has caused psychological contusion and heavy pressure to both common people and the social elites, making it easy for the Chinese people to tend to extremes emotionally and behavioral - from arrogance to extremely inferiority and blindly exclusivity (Lin,1935).

On tourism sector, when Chinese tourists travel abroad, they prefer a higher level of service to cope with the language barrier and strange culture. In Europe and America, a number of destination hotels, favored by Chinese tourists, are unable to provide services specially for Chinese tourists (BCG, 2011). If a restaurant offers menu with a Chinese version, waiters with Mandarin language, or supports any Chinese payments, the Chinese tourists will highly tend to perceive it as a satisfying experience. Not only because these services really help them, but also of that they feel they are respected, on the other words, it saved their "face".

The concept of "face" is closely linked to their deeper psychological needs of ego and self-esteem, and when "face" is violated, customers will feel embarrassed, humiliated or ashamed (Ho, 1976). In this case, when Chinese tourist meet problem with the tourism service or product, they will expect a solution that can help "keep face". When they are at the wrong side, Chinese people don't want to lose their face; however, on the other hand, they wouldn't like to cause others to lose "face", which might be perceived as an aggressive behavior. In fact, giving "face" to others may be seen as an "act of consideration" (Yao, 1994). That is to say, Chinese people don't want anyone to lose face when facing service failure, they are always willing to compromise as the act of "giving face". When facing Chinese tourists, as the saying goes: a kind and gentle manner brings in money.

## **7. Uncivilized behaviors**

In September 2013, the New York Times listed Chinese tourists as "the most unpleasant tourists"; and the European Hotel industry ranked the Chinese tourists the third from the global ranking of the worst tourists (Expedia.co.uk, 2007). Chinese tourists are very noisy, they attempt to jump the queue, destroy cultural sites and spit everywhere, smoke in non-smoking area, take-off shoes and socks in public area (Zhang, 2006).

It's hard to relate "the most unpleasant tourists" with a nation that has such a special "face" culture that noted above. But it's widely acknowledged on the international community that Chinese tourists are actually uncivilized overall. These uncivilized behaviors of Chinese outbound tourists have been complained criticized a lot (Zhang, 2006). What's the reason behind? According to Liu, the Chinese anomie appears mainly in two situations, one is when releasing stress and relaxing in leisure time, the other one is when out of the group or environment that they are familiar with (Liu, 2013). Tourism, as a new consumption way, contains both of these two situations. Therefore, there will always be some anomie behaviors in the process of travelling. The causes of uncivilized behavior include not only the personal factors of tourists, but also the factors such as the social system, cultural education and social traditions.

## Conclusion

To some extent, Chinese tourists are like the aggregates of contradictions: both conventional and progressiveness is observed; willing to compromise for service failure while having uncivilized behaviors. With their huge market potential, we must have a thorough knowledge of them, or at least their performance.

From the very first part of the formation of destination image, we should pay attention promoting the most attractive features as theory own destination brands image to Chinese market. For instance, it's indispensable to avoid the "dangerous" tag on destination. Besides, notice that the Chinese tourists not only want to visit the famous scenic spots, but also eagerly want to know the culture and life style of the destination, which requires integrating Spanish culture as a selling point.

Conduct marketing campaign and advertising through Chinese online channels, with good use of WOM method. It is far from enough only to establish a destination account only on social media websites, continuous managing and active participation in social media operation and interaction is necessary.

While traveling, Chinese people would not like to change their default daily habits, each small detail that satisfies these habits can boost their experience, for instance, hotel should offer water

public, because they don't want to lose face, a fairly part of them would post these failures or details on internet which can make things worse. Therefore, when facing Chinese guests, observing their countenance and ir kettle, disposable slippers and toothbrush. Information or notes in Chinese as an alternative choice can also make a huge difference to them, it helps keep their "face" in general.

As a destination, consider that Chinese outbound tourists tend to buy souvenirs and gifts for their relatives and friends, setting up some convenient shopping centers can be a wise choice, it helps improve their experience while being profitable.

When service failure happens, a proper way to "keep their face" is equally important with solving the problem. Although Chinese tourists do not complain a lot about failures to server or manager inquiring them about feeling can be an effective method.

Generally, Chinese tourists are not very picky, even easy to handle with. However, they do have a lot of special expectations and performances that differ from western tourists, it requires us to observe more and offer what they like to win their satisfaction and loyalty.

<b>Topic</b>	<b>Conclusion</b>	<b>Practical suggestion for Mallorca</b>
Travel motivation	Value exotic culture and safety most.	With culture as a selling point, pay more attention to the cultural aspects and integrate the Spanish Culture in it. Avoid to form the impression of “unsafe destination”; Relax visa requirements for Chinese tourists.
Travel consumption	High consumption, especially shopping.	Shopping center could support Chinese payments, VAT drawback system will attract their attention; open souvenir shops that fits Chinese tourists’ demands of gift.
High Dependence on the Internet	Get information from online; need internet connection.	Conduct marketing campaign through Chinese online Channel or websites; use Chinese KOLs can be very effective; connect Chinese travel traders to make sure they know you. Improve WIFI facilities.
Collectivism	Travel in groups (especially during public holiday); comply with collective will	Prepare promotions for Chinese public holiday (especially Spring festival, Labor Day and National Day); develop more tourism cultural projects for group/family tourists.
Dinning and accommodation expectation	Have special habits and requirements	Hotels should prepare water kettle, disposable slippers and toothbrush; hot food trumps cold; Chinese signage and translated menu should be used.

Topic	Conclusion	Practical suggestion for Mallorca
Seek to be respected	Tend to spend more for service upgrade; don't want to lose "face"	Observe their countenance and inquire them about the feeling.
Uncivilized behaviors	Chinese tourists are very unpleasant.	Set Chinese signage at public area to remind them and arouse the sense of shame.

Table1: Conclusion and practice advice for Mallorca

## Study limitations

This study is a conclusion of Chinese tourists' performance mainly based on data that published by authority and previous studies. It's lack of empirical research to prove these arguments. Furthermore, due to the constraint of author's knowledge and time, there are still many aspects that are not noted in the study.

With the maturity of Chinese tourists' psychology, the changing structure of outbound tourists, their tourism performance is changing by time. For instance, it's necessary to know how traditional culture works differently on millennium generation. However, currently the studies of Chinese tourists still focus on the discussion of "collectivism" and traditional cultural values, and are less concerned about the contemporary Chinese culture and its changes. These new trends should be observed and studied in the future.

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