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The Status Quo and Countermeasures of Chinese Residents' Outbound Tourism Behavior

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Chinese outbound tourism; tourism behavior; consumption concept; tourism motivation.

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Abstract

【 ABSTRACT 】 The scale of China's outbound travel is getting bigger and bigger, and the research on the behavior of Chinese tourists around the world is becoming more and more important. This paper sorts out the ethical behaviors, consumption behaviors, cultural behaviors and travel motives of Chinese outbound tourists at domestic and abroad. From the perspective of tourism organizers, the questionnaires and interviews are used to investigate the behavior characteristics of Chinese tourists in Balearic Islands, Spain. It was found that a large part of the Chinese tourists in the Balearic Islands came from the young middle class in Zhejiang Province, and the main purpose of them was visiting relatives and friends. They travel less frequently in Europe each year and stay in the island for a shorter period of time. Most people get travel information through the Internet or relatives and friends. The preference ways to travel are free or semi-free. Their average level of consumption is higher, and they prefer to buy luxury goods in the Balearic Islands than in other European cities. They rarely choose airbnb, they like Chinese food and local specialty restaurants. Group visitors want more free time and more professional guide services.

【 KEYWORDS 】 Chinese outbound tourism; tourism behavior; consumption concept; tourism motivation

1. Introduction

With the development of China's economic, globalization, the rise of incomes of residents and the significantly improvement of the level of cultural education, the limits for outbound tourism policies are less. More and more people regard the outbound tourism as an affordable lifestyle of leisure and entertainment. The large-scale outbound travel market will continue to maintain a stable and medium-speed growth for a period of time and continue to invigorate the global market. It was believed that Chinese tourists generally have the characteristics of high consumption and are keen for group travel, which can increase tourism income and bring economic growth to the local area. Therefore, some destinations in Europe now start to move their eyes to Asia. As a result of it, researches on Chinese tourists' behavior will become a meaningful topic.

Balearic Islands (Spain), as a popular beach destination for Europeans, has attracted 13.69 million tourists in 2017, but it has not yet been popular to Chinese outbound tourists. According to statistics, China has become the country with the largest increase in the number of foreign tourists visiting Spain in 2018. The number of Chinese tourists will be huge, and the natural scenery and cultural landscape of destinations for inbound tourism of Spain vary greatly. As a result of it, more and more Chinese tourists choose Spain as their tourist destination now. Studying Chinese tourists' choices of different destinations and tourism behaviors at different destinations can provide marketing decision-making reference for destinations in Spain.

At present, the research on the behavior of Chinese outbound tourists in China and other countries is mainly carried out along with the research on the development of China's outbound tourism. There is a lack of subdivision in the research object and content.

Based on the above reasons, combined with the objective factors, my topic is The Status Quo and Countermeasures of Chinese Residents' Outbound Tourism Behavior. The survey is conducted through the use of questionnaires and plate structure interviews for the target groups. And the analysis of the data can help to study the behavior of this group.

Specifically, the objectives that we propose in this work would be the following:

a. Providing some help for the study of the behavior of Chinese outbound tourists.

b. Providing some help for the related tourism organization's marketing decisions.

2. Literature review

After having the topic of “ The Status Quo and Countermeasures of Chinese Residents' Outbound Tourism Behavior , I searched the relevant literatures in the databases of China Knowledge Network, Baidu Library, Wanfang Data, Google Scholar, etc., and also I read some related books in the school library. By studying Chinese outbound tourism, I have a comprehensive understanding for the research history and current situation of Chinese outbound tourists.

China's outbound travel began in the 1980s, when the state opened up mainland residents to visit Hong Kong and Macao in the policy. Before that, China did not have the phenomenon of outbound travel in the general sense. After that, the state has successively opened up policies for traveling to neighboring countries such as Southeast Asia. As the policy becomes more and more open, from the original the application for passports is strict and now changing to the on-demand application. China's outbound travel has increasingly changed from policy-driven to market-driven. And as the income level of residents continues to increase, more and more Chinese people regard outbound travel as an affordable way of recreation. In 2011, China became the world's largest source of tourists, and in 2012 it became the world's largest outbound consumer. In stark contrast to this, China's current passport holding rate is less than 10%, which indicates that there is still much room for growth in China's outbound travel market.

At present, foreign research on the behavior of Chinese outbound tourists is mainly about the study of consumer behavior, so that tourism destinations can choose marketing strategies according to the consumption characteristics of Chinese tourists, which has a strong practical significance. In recent years, with the increasing number of Chinese tourists, foreign scholars have gradually increased their research on Chinese culture and institutions. Scholars believe that Confucian culture, communism and market economy jointly affect the behavior of Chinese outbound tourists. At the same time, due to the domestic mainstream media's report on the uncivilized phenomenon of Chinese tourists overseas, the domestic research on the behavior of Chinese outbound tourists is focused on the uncivilized phenomenon of tourists traveling abroad. In addition, many Chinese scholars have studied Chinese outbound tourists' traveling motives.

In general, there are very few literatures on the tourism behavior of Chinese tourists in Balearic Islands in Spain both in domestic and abroad, and the research on the behavior of Chinese outbound tourists is mainly reflected in tourism consumption behavior, travel behavior norms, tourism cultural behavior, travel ethics, travel motivation and some other aspects. I have chosen to summarize and summarize from different angles at China and abroad.

2.1 Relevant foreign research on the behavior of Chinese outbound tourists.

a) Motives for travel by Chinese outbound tourists

Foreign scholars' research on the motivation of Chinese outbound tourists is expected to be applied to the destination marketing concept. Sparks and Pan (2009) argued that mainly social relationships and perceived paradigm factors drive Chinese tourists overseas. Travel destinations, unlike Western tourists, attitude factors have little effect on the motivation of Chinese tourists. This is because Western tourists are influenced by individual liberalism and Chinese tourists have a stronger concept of collectivism. In addition, the cost-effectiveness and distance of tourist destinations are also factors that are considered by Chinese outbound tourists. Whether the destination is “branded” also greatly affects Chinese tourists' perception of their senses. Cheng and Foley's (2017) shows that the motivations of Chinese outbound tourists of different ages also have great differences. Young Chinese tourists are affected by the one-child policy and the rapid urbanization process in China, and their fathers have their own distinct characteristics in terms of values. Their behavior is closer to Western individualism and more willing to open up new tourist routes. When choosing a destination, they are less influenced by relatives and friends, but more listen to the opinions of the mass media.

b) Cultural behavior of Chinese outbound tourists.

It is generally believed that traditional culture, Confucian culture and communist culture have jointly influenced the cultural behavior of Chinese outbound tourists. Among them, food culture as a part of traditional culture has a great influence on the behavior of Chinese outbound tourists. Lin (2018) show that when Chinese outbound tourists dining overseas, unlike western tourists who like to try local specialties, Chinese tourists prefer to eat at destinations' Chinese restaurants. Some Chinese tourists think that Spanish dishes contain some unfamiliar ingredients and the taste is rather strange. Spanish dishes include appetizers, the main dishes and dessert, as compared to Chinese traditional cuisine, Chinese tourists generally think they have a shorter meal time. Some cold foods in Spanish cuisine also conflict with the food culture of Chinese tourists who enjoy hot food more.

c) Consumer behavior of Chinese outbound tourists.

Scholars believe that with the development of China's outbound tourism, the consumption behavior of Chinese tourists will become more rational after 2020, and young tourists who pursue cost-effectiveness will become the main force. Huang (2015) explained that Chinese tourists still regard shopping as an important activity for outbound travel, but with the continuous expansion of the

outbound travel market, tourists are concerning about the quality of consumption now. And the pursuit of cost performance is getting more and more fine.

2.2 Relevant domestic research on the behavior of Chinese outbound tourists.

a) Motives for travel by Chinese outbound tourists.

Travel motivation can be divided into two types: inner demand and external stimulus. The former is “thrust” and the latter is “pull”. Bo (2008) pointed out that the six factors of residents' motivation for outbound travel are: social relations, leisure relaxation, seeking excitement, destination traits, personal preference, comfort and convenience. There are significant differences in gender, region, age group, education, occupation, and monthly income. Ningning (2018) emphasized that the motivations of outbound tourists of different ages are very different. When considering the pursuit of value, this subculture group is compared with the elders. They show a big difference. Due to differences in growth environment, life experience, and income sources, the post-90s pursued hedonism and acted more self-centered. They pursue free travel and are less interested in group tours. They expect to have more in-depth exchanges with the residents of the tourist destinations. They pursue adventure and excitement. For example, the Spanish Bullfighting Festival and sea surfing activities are favored by Chinese tourists after the 90s.

b) The ethical behavior of Chinese outbound tourists.

Domestic research on the ethical behavior of Chinese outbound tourists is mainly reflected in the study of the uncivilized phenomenon of tourists. Chunxi (2017) discussed the reasons for the frequent uncivilization of Chinese tourists by questionnaire survey. He believes that the uncivilized behavior of Chinese tourists is mainly due to the lack of understanding of local social norms and customs, as well as lower personal education level. In addition, he pointed out that the social environment in which Chinese outbound tourists are located is not bound by its effective laws and regulations. In view of the above reasons, in order to improve the ethical behavior of Chinese outbound tourists, the paper believes that publicity and education should be strengthened. Travel agencies and tour guides must regulate their own behaviors, as well as pre-trip training for tourists to understand their destinations faster. The truth is that for uncivilized tourists, they should strengthen their self-supervision.

Hongliang (2017) found that the individual's behavioral attitude is the direct driving force of tourism behavior norms and ethics, subjective norms, perceived behavior control, and ethics. And local attachment is only an indirect factor. Therefore, it can be expected that with the improvement of the level of education in the intergenerational period, the uncivilized behavior of Chinese outbound tourists will naturally decrease in the future.

c) Consumer behavior of Chinese outbound tourists.

Since China became the world's largest export consumer in 2012, the number of Chinese tourists spending overseas is still growing at a high rate. Yujie and Xuhong (2016) found that outbound shopping has gradually become a major motivation for people to travel abroad. Among the reasons why Chinese tourists travel abroad in 2015, 53.6% listed their shopping as main purpose. Due to the increasing number of countries that have visa-free or implementation visa policies for Chinese tourists in recent years, many unique tourist routes have been developed and promoted, it also expands the lower prices of some international brands overseas for China's steady growth of the domestic middle class.

Driven by the combination of those factors, Chinese tourists have become the synonymous with high-consumer groups in the overseas tourist destination market. Sujie and Shanhong (2005) argued that the consumption expenditure of Chinese outbound tourists exceeds the consumption level of tourists from some developed countries, many of which are non-essential consumption expenditures. More emphasis on the symbolic meaning of consumption is an important aspect of showing off consumption. This is because China is in the process of historical development from the era of economic growth. It is a kind of compensation psychology behind the display of consumption. In addition, China's unique human society has also promoted this kind of consumption. It is worth mentioning that the consumption behavior of Chinese outbound tourists has obvious regional differences and intergenerational differences. In European countries such as Spain, Chinese tourists are very keen on luxury brands such as LV, Channel, Rolex and so on.

In summary, the research on the behavior of Chinese outbound tourists at domestic and abroad needs to be more detailed and specific. Many studies on tourist behavior are conducted along with outbound travel research, and research on subculture groups and regional differences is still relatively vacant. However, with the continuous expansion of China's outbound travel, destination marketing is in need of theoretical research support, and many niche markets also hope to seize this opportunity to expand the share of Chinese outbound tourists. Therefore, the investigation and study of the behavior of Chinese tourists in the Balearic Islands of Spain can make up this gap. My research is based on this, and through semi-structured interviews and questionnaires, I hope that this article can be applied to the Spanish Balearic Islands and provides a certain reference.

3. Objectives

3.1 Theoretical objective

At present, the research on Chinese outbound tourism in China and other countries is mainly focuses on the policies and economic impact, and there are few studies on tourists' behavior. And those Chinese literature is too concentrated on the study of uncivilized behavior of Chinese tourists. So, there are not enough researches on other behaviors of China outbound tourists. Both in China and other countries' literatures currently just have a little research on tourists' subcultures or subdivided outbound tourists' behaviors. In addition, the Chinese tourists in the Balearic Islands' behavior research is relatively vacant. As a result of it, this article could supply a help for researching outbound Chinese tourists' behaviour.

3.2 Realistic objective

At present, the prospect of China's outbound travel market is hot, and more and more young Chinese tourists will regard outbound travel as an affordable choice of leisure and entertainment. For many global tourist destinations, attracting Chinese tourists can usher in new development opportunities, and research on Chinese tourists' behavior will help tourism destinations better combine tourism resources.

Balearic Islands is a famous leisure and holiday destination in Europe. However, it faces some risks because of the European debt crisis and the slow economic growth of the countries such as the UK, the competition in Turkey and other tourists destinations. Chinese tourists are preferred to travel to Europe than other destinations around Europe, so attracting more Chinese tourists will also help reducing the risk of economic downturn in Balearic Islands.

In order to increase the understanding of the behavior of outbound tourists, my topic is the investigation and study of the behavior of Chinese outbound tourists in the Balearic Islands of Spain.

4. Methods

4.1 Method of research

(1) Literature analysis method:

Document analysis refers to the analysis method of the research object by analyzing the collected literature and analyzing the nature and condition of the research object. Although there are very few documents and studies on the behavior of Chinese tourists in the Balearic Islands of Spain, there are already some international origins about the origin of Chinese outbound tourism, and the development of Chinese outbound tourism. So I looked through a lot of literature, summarized and summarized the above contents, found some commonalities, and laid the foundation for my own research.

(2) Semi-structured interview method:

Semi-structured interviews refer to informal interviews conducted in accordance with a thick outline of interviews. This method has only a rough basic requirement for the conditions of the interviewee, the questions to be asked, and so on. The best way to understand the behavior of tourists is to communicate. It is possible to obtain first-hand survey data through flexible questions and responses, which can help me to realistically propose the characteristics and problems of Chinese tourists in Balearic Islands, Spain.

(3) Qualitative analysis method:

Qualitative research methods refer to a method or angle of studying things according to the social phenomena or the attributes of things and the contradictions in motion, and the inherent presupposition of objects. After a large number of theoretical and practical foundations, it is necessary to use the qualitative analysis method to explore the essence through the understanding and observation of the representation. Using induction and deduction, analysis and synthesis, abstraction and generalization, and based on a large number of facts and life experience materials, a qualitative understanding of potential reasons and motivations is obtained, and summarization is summarized in a textual description.

(4) Investigation method:

The investigation method is a research method that indirectly understands the psychological activities of the participants through various channels. It is a research method for the purpose of envisioning, making plans and collecting all aspects of a research object more comprehensively, and making analysis and synthesis to obtain a certain conclusion. I will use survey methods such as questionnaires and semi-structured interviews to collect questions about travel consumption behavior, travel behavior norms, tourism cultural behaviors, travel ethics, etc. of tourists in Balearic Islands, Spain, in a written or oral question. The survey items are compiled into tables, distributed to the research subjects, asked to fill in the answers, and then recycled, statistical and research.

5. Investigation and Analysis of Chinese Tourist Behavior in Balearic Islands

Why do Chinese tourists choose to visit the Balearic Islands, what kind of transportation they prefer in the Balearic Islands, where they will go shopping, and which products they like to buy, all of those questions require a data survey to arrive a clear conclusion. Subjective feelings such as impressions and experiences of Chinese tourists visiting the Balearic Islands can be obtained through semi-structured interviews. Questionnaire survey is a survey method for collecting data in a wide range of scientific research. The investigators will issue the questionnaires designed in advance to the sample objects and get the results. Semi-structured interviews generally have only a general outline of the questions to be asked, which can facilitate the smoother communication between the interviewers and the interviewees, thus obtaining phenomena that are sometimes difficult to observe in the questionnaire survey. In order to analyze the behavior of Chinese tourists in the Balearic Islands, this paper uses a questionnaire method and a semi-structured interview method.

5.1 Survey design

(1) The main purpose of this survey is to analyze the behavior of Chinese tourists in the Balearic Islands of Spain and draw conclusions.

(2) The questionnaire for this study is basically divided into three parts:

The first part is the personal information part of the respondent, including gender, age, region, occupation, annual income, and education. This part of the survey is a multiple choice question.

The second part is the main part of the questionnaire. By asking questions about the frequency of outbound travel, the amount of expenses that can be accepted for outbound travel, and so on, there I can get a macroscopic understanding of the outbound travel picture of those respondents. On this basis, I investigated the behaviors of Chinese tourists in the Balearic Islands in Spain, and set up targeted and relevant issues, and asked some referent questions about preferred accommodation, travel choices, dining ways, sites and consumption of them. Finally, in order to understand the attitude of Chinese tourists to the reception organization, some questions about the guide were set.

The third part are some open questions. I set up those questions related to the personal experience of the visitor. Those questions can be set up in conjunction with the next semi-structured interviews, as well as surveys of visitors who are unwilling to spend too much time filling out the questionnaire.

(3) The outline of the semi-structured interview of this study: ask the tourists their attitudes to some reports of uncivilized tourism behaviors of Chinese outbound tourists; ask tourists their suggestions to current public outbound travel

mode in China; ask tourists about their expectation individually of their outbound travel; ask visitors what places to visit in Balearic Islands; ask visitors about their impressions for the Balearic Islands.

(4) Find the target respondent. Due to there are only a small number of Chinese tourists visited Balearic Islands, it is difficult to find relevant respondents through online channels. Therefore, I searched for respondents by the help of local Chinese travel agencies and some overseas Chinese who working in this area for some years, then I go to airports and cruise ships.

5.2 Sample analysis

I have conducted questionnaires and data collection in the Balearic Islands through the assistance of local Chinese. I removed 29 invalid questionnaires, including incomplete answers, random answers and other invalid questionnaires, and I received 297 valid questionnaires.

Sample analysis:

Sample		Value	Proportion
Gender	Male	160	53.87%
	Female	137	46.13%
Age	Less than 18	22	7.41%
	18-22	23	7.74%
	22-28	84	28.28%
	28-34	134	45.12%
	34-54	21	7.07%
	More than 55	13	4.38%
Education	Below high school	33	11.11%
	Bachelor	236	79.46%
	Graduate or above	28	9.43%
Job	Government employee	28	9.43%
	Corporate employee	59	19.87%
	Teachers, doctors, researchers, etc.	66	22.22%
	students	62	20.88%
	Retired staff	25	8.42%
	Self-employed/private business owner	23	7.74%
	Others	34	11.45%
Income	Less than 30000 yuan	58	19.53%
	30000-80000 yuan	90	30.3%
	80000-150000 yuan	112	37.71%
	More than 150000 yuan	37	12.46%

According to this table, the number of males in this interview was 160, accounting for 53.87% of all respondents, and women accounting for 46.13%. There is no significant difference. Among all respondents, young people aged 28 to 34 accounted for the most, reaching 45.12%, followed by young people aged 22 to 28, accounting for 28.28%, and the remaining age groups accounted for less than 10%. According to the result, it can be seen that the tourists visiting Balearic Islands are mainly after the 85s and 95s between the ages of 22 and 34 who have just achieved economic independence. Up to 79.46% of the respondents have a bachelor's degree, and the number of respondents with postgraduate degrees and high school and below is very small, indicating that

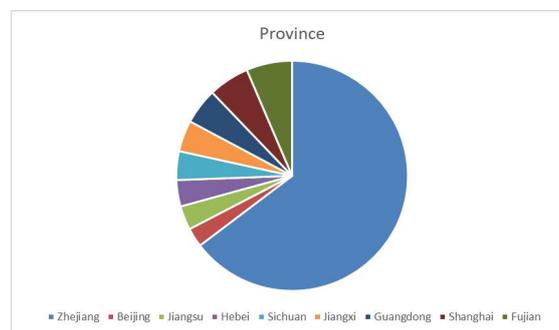
Chinese tourists visiting the Balearic Islands are generally highly educated. Most of the respondents' occupations belong to the public service establishment, and there are few self-employed households. Some of them are Chinese nationality students including overseas students. Respondents' annual income is mostly higher than 30,000 yuan, among which the respondents with the highest was income between 80,000 and 150,000 yuan, we can find that most of the Chinese tourists visiting the Balearic Islands belong to the middle class.

5.3 Analysis of results

When analyzing the results of the questionnaire survey, I will use the materials collected in the semi-structured interviews to analyze the reasons behind the data of the survey results. I will use the combination of charts and texts to analyze.

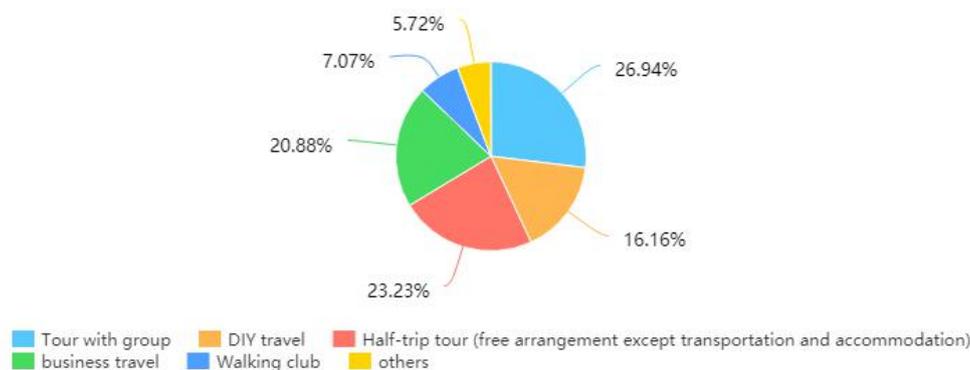
5.3.1 Basic Survey of Chinese Tourists' Outbound Travel in Balearic Islands

Province survey of Chinese tourists in the Balearic Islands:



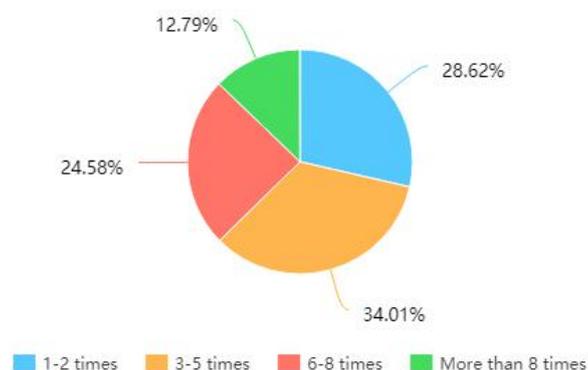
Judging from the survey results, Zhejiang is the largest tourist province, and the rest are Shanghai, Beijing, Guangdong, Jiangxi, Sichuan, Hebei, and Jiangsu. One of the biggest reasons for the largest number of tourists' income from Zhejiang is that more than 90% of the overseas Chinese in the island are from Zhejiang.

Survey of Chinese tourists' methods using to travel for Balearic Islands:



According to the table, the proportion of tourism with group tours is up to 26.94%, which indicates that although the share of the group tour in the outbound tour is growing slowly, it is still the most popular way for tourists to travel. Many interviewed tourists said that the reason why they chose to travel with the group is that they do not familiar with the destinations in Spain, also they feel it is more convenient to have a tour guide. And they hope that they can travel freely and play more deeply next time. The share of semi-group tours and free travelers are both exceeding 15%, which reflects the development trend of China's outbound travel organization model, not only for tourists in Spain, but also for Chinese tourists from all over the world. The number of tourists choosing business travel in the survey reached 20.88%, mainly because Spain is a bridgehead for Chinese companies to enter the EU countries. Because Spain's tax and policies are more friendly to foreign companies, some companies that are expanding overseas markets, such as Huawei, will choose to send employees to investigate the market in Europe. In addition, business activities between overseas Chinese are also included.

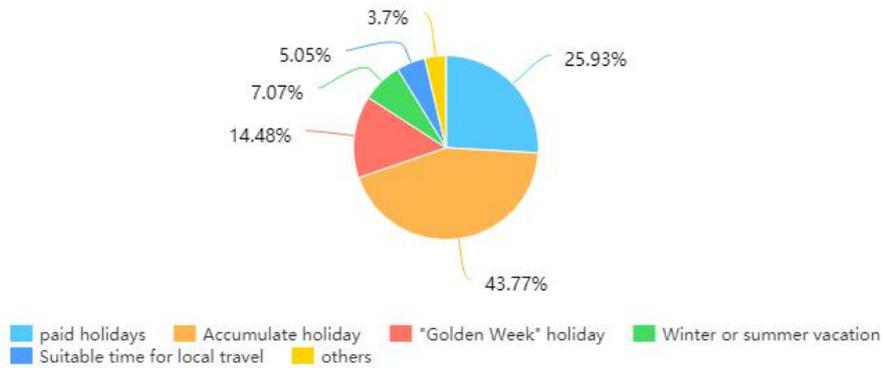
Survey of Chinese tourists' travel frequency:



It can be seen from the table that the number of Chinese tourists in the Balearic Islands is usually less than 8 times. Most people travel 3 to 5 times a year, and most of those destinations are Southeast Asian countries such as

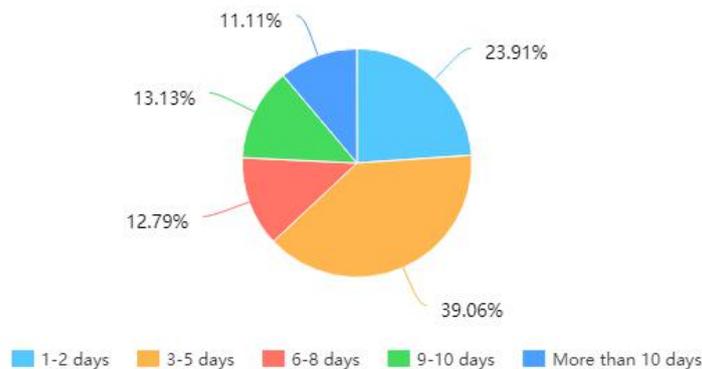
Thailand and Vietnam, or East Asian countries such as South Korea and Japan. In the interview, it was found that most Chinese tourists visit Europe less than three times a year.

Balearic Islands' Chinese tourists travel time survey:



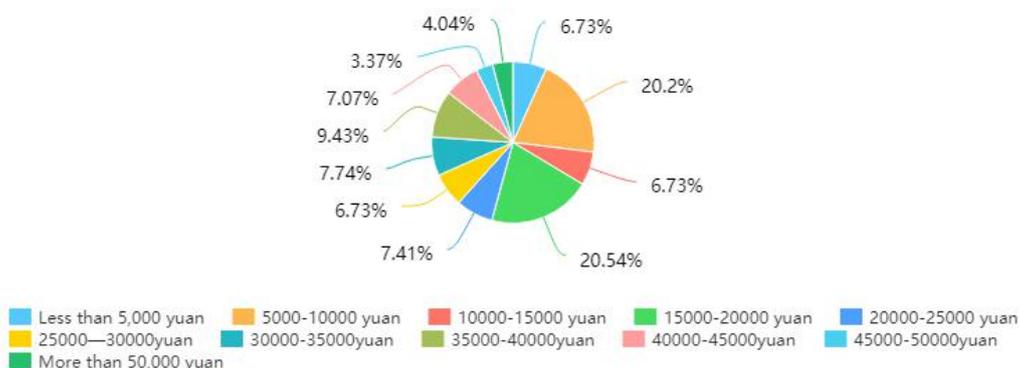
According to the results of the questionnaire, most Chinese tourists who choose to travel abroad are using the accumulated free holidays. Generally, outbound travel takes a long time, and in this way, more time for enjoy can be obtained. The 7-day holiday of Golden Week is also favored by Chinese outbound tourists. It can be concluded that time is an important factor restricting outbound travel. Especially between China and Europe, it takes a long time to travel to the Spanish Balearic Islands.

Survey of how long did Chinese tourists staying in one destination:



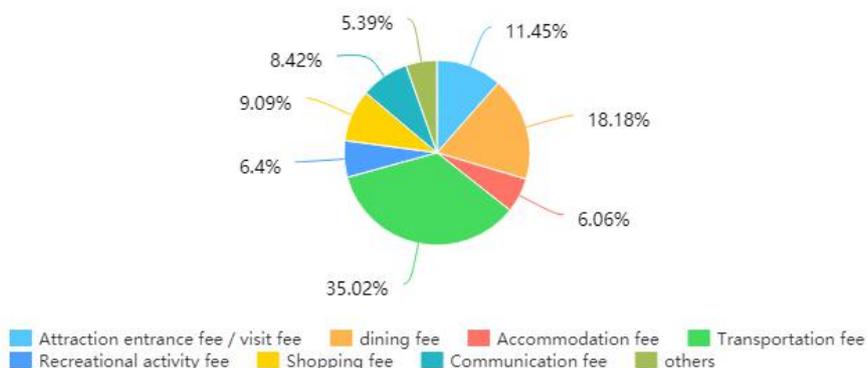
From the survey results, it can be found that in general, Chinese tourists stay in the same destination for a short period of time, and most tourists stay less than five days. Although the Balearic Islands are a holiday-oriented tourist destination, unlike Western tourists who enjoy more than ten days of vacation life, Chinese tourists generally choose to travel to some "landmark-style attractions" for a tour experience. This also reflects the fact that Chinese outbound tourists have not yet formed a long-term holiday and leisure boom.

Survey of Chinese tourists' travel expenses:



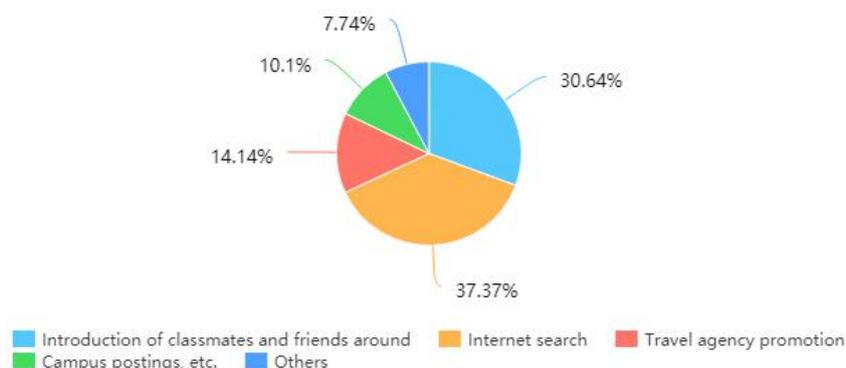
From the survey results, it can be concluded that the total cost of tourism for most Chinese outbound tourists ranges from 5,000 to 20,000, of which 5000 to 10,000 and 15,000 to 20,000 are the largest. It can be seen that the total cost of outbound travel is significantly higher than that of domestic tourism.

Survey of Chinese tourists' consumption in the Balearic Islands of Spain:



From the survey results, the biggest cost for Chinese tourists visiting the Balearic Islands is the transportation fee, which is about 35%, which is mainly related to the higher price of international flights. Food and beverage and attraction tickets are also major items for visitors. This is because the cost of European restaurants is higher than that of China, which gives the tourists a certain amount of cost pressure. The communication fee is also costly due to international roaming and tourists' requirements for the network.

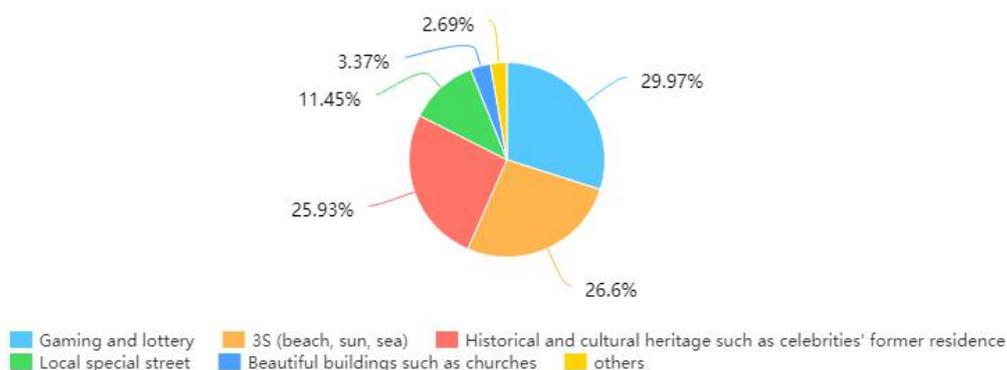
Channel survey of Chinese outbound tourists to obtain tourism information:



According to the survey, most tourists are searching for relevant destinations through online search. This part of the visitors accounted for 37.37%. This is because with the popularity of mobile App such as Douban and Weibo, many tourists enjoy sharing their travel experience online, and providing private guides for visitors who have not yet been to the destination. That is to say, the relevant information about the destination will become more and more transparent with the satisfaction evaluation of the tourists. The number of visitors who obtain relevant information through the recommendation of family members, classmates or friends is also high, accounting for about 30%. The proportion of tourists who obtain travel information through travel agency promotion is only about 14%. For travel agencies and destination promoters, paying attention to the destination image of the network platform and improving service quality are the starting points for future business development. About 10% of tourists are tourist information obtained through campus advertisements.

5.3.2 Chinese tourists' perception of the Balearic Islands

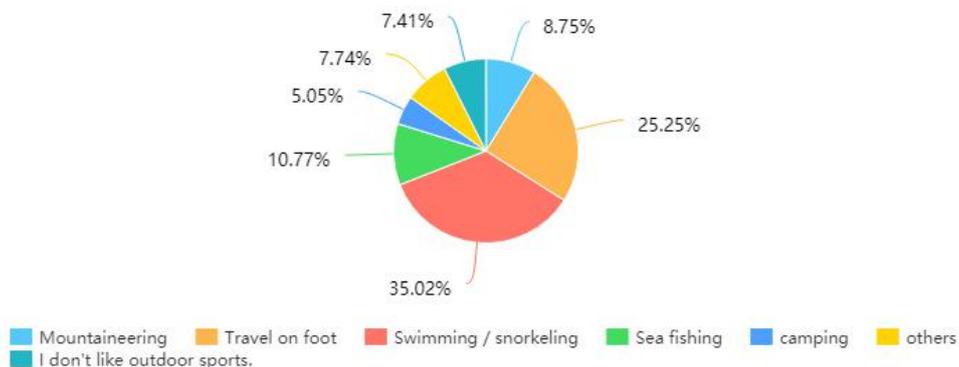
Survey of the most attractive attractions in the Balearic Islands:



According to the survey, the most popular attractions to the Chinese in Balearic Islands is the gaming venue. There are many small casinos on the

streets of the Palma city in the Balearic Islands, which are very attractive to Chinese tourists who are not allowed to open gambling businesses in mainland China. Following is the most representative 3S (beach, sun and sea) leisure resorts in the Balearic Islands, the island has a number of beautiful sandy beaches, the sea water quality is very good for swimming, most beach visitors can be reached by public transport. In addition, some historical and cultural heritage sites such as the former residence of Chopin also attracted many Chinese tourists. Characteristic small streets such as the Inca Market have also attracted some Chinese tourists who are pursuing exotic customs. Buildings on the island, such as the Palma Church, are less attractive to tourists.

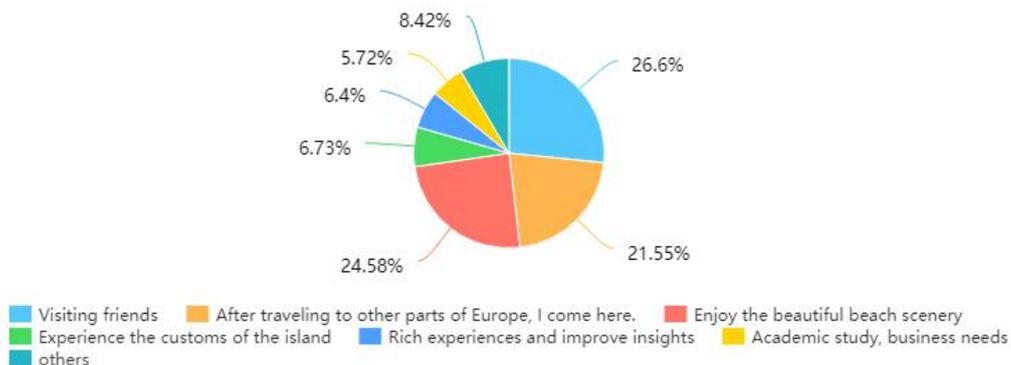
Survey of Chinese tourists' outdoor sports in the Balearic Islands:



According to the survey, the most popular outdoor sports activities in the Balearic Islands are swimming and snorkeling, which accounts for about 35% of the total number. This is also the most important outdoor sports activity for foreign tourists in the Balearic Islands. Secondly, the item of walking is also very popular among Chinese tourists, accounting for 25%. The rest of the sport, such as sea fishing and mountaineering, is also loved by a small number of Chinese tourists.

5.3.3 Motivation of Chinese tourists in the Balearic Islands

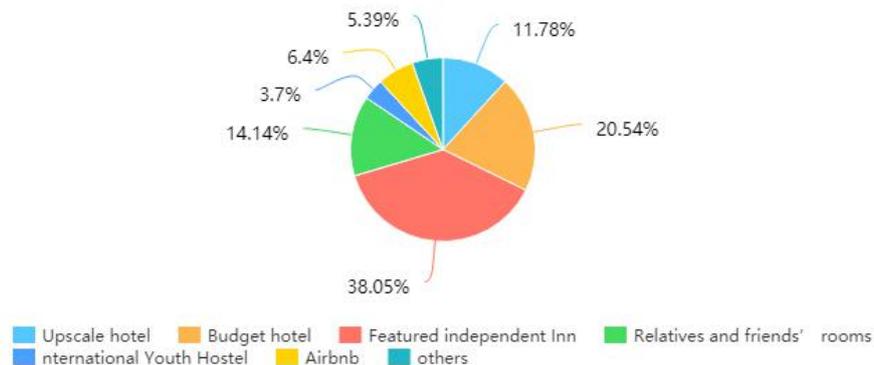
Survey of Chinese tourists' motivation in the Balearic Islands:



In the survey results on the purpose of travel, it was found that visiting relatives and friends accounted for the most, reaching 26.6%. There are a large number of overseas Chinese from Zhejiang in Balearic Islands of Spain. The reason why this one is relatively high is due to the close exchanges between other overseas Chinese and domestic relatives and friends who trade with them. In addition, since the questionnaire was launched with the assistance of Zhejiang overseas Chinese, the survey results have certain limitations. Visitors who enjoy the sea view account for 24.58%, because the Balearic Islands are located in the Mediterranean Sea and have unique marine tourism resources. There are also many tourists who travel to other major European countries and come to the Balearic Islands after it. Most of them come to the island by planes in Madrid and Barcelona. On the one hand, this is due to the lack of direct flights from the Balearic Islands to major domestic first-tier cities in China. Chinese tourists are objectively unable to travel directly to the Balearic Islands. On another hand, this also shows that the current Balearic Islands are less well-known in China.

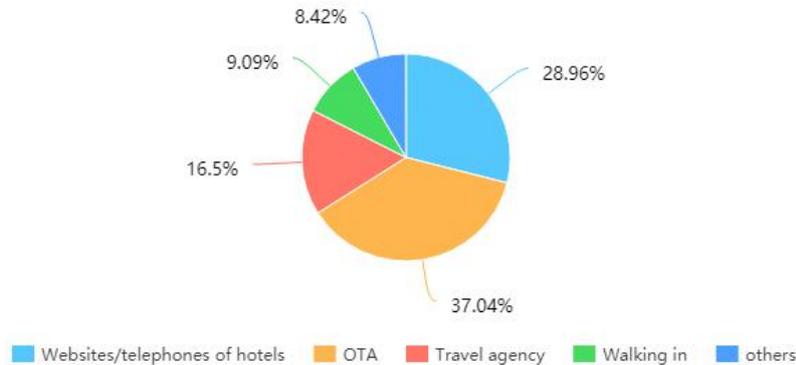
5.3.4 Accommodation of Chinese tourists in the Balearic Islands

Survey of Chinese tourists' accommodation in Balearic Islands:



According to the survey, the number of tourists who choose private small hotels and the economic hotels account for the largest proportion, the ratio between the two is about 1:1. Private hotels in the Balearic Islands are the most cost-effective option for visitors to book a sea view, and the economic hotel is also a popular choice for Chinese tourists. Unlike other cities, in the Balearic Islands, Airbnb's development has been hampered by vested interests, so the proportion of visitors who choose B&B or International Youth Hostel is minimal. Some tourists choose to stay in relatives and friends' home to reduce the cost.

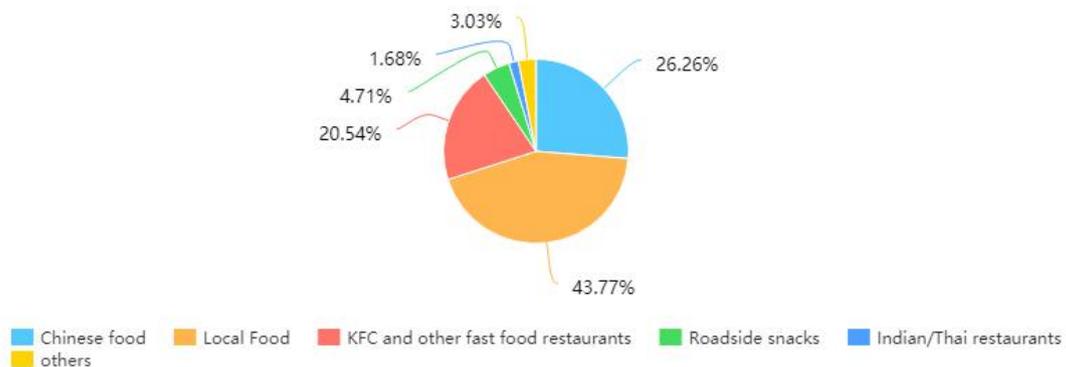
Source survey of accommodation:



It can be seen from the chart that Chinese tourists like to book accommodation through the OTA platform. There are also a large number of tourists who choose webpages or telephone reservations to have a room. This part of the visitors think that if you book in a larger chain hotel, you can have the best price directly on the official website. There are also some tourists just walk in the hotel.

5.3.5 Diet of Chinese tourists in the Balearic Islands

Survey of Chinese tourists' dining choices in the Balearic Islands:

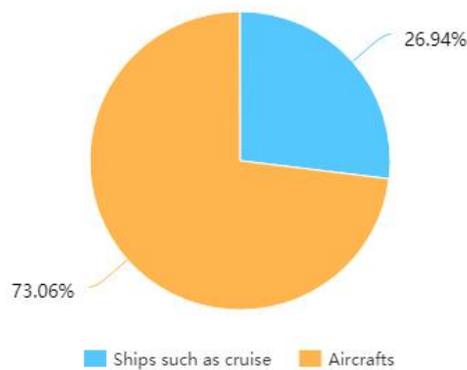


According to the survey results, nearly half of the Chinese tourists would like to choose the famous gourmet restaurants on the local list, such as Spanish ham, Tapas, and paella. Those diets have been welcomed by Chinese tourists. There are also some Chinese tourists choosing Chinese food, accounting for about 27%. This is related to the traditional Chinese food culture. Some tourists who come to Europe are difficult to adapt to local diet. Visitors who choose global chain restaurants such as KFC have reached about 20%. In interviews, many tourists have chosen such global fast-food restaurants mainly because

they are familiar with those brands and it can help them reduce food expenses. Only a small number of tourists choose Indian or Thai restaurants.

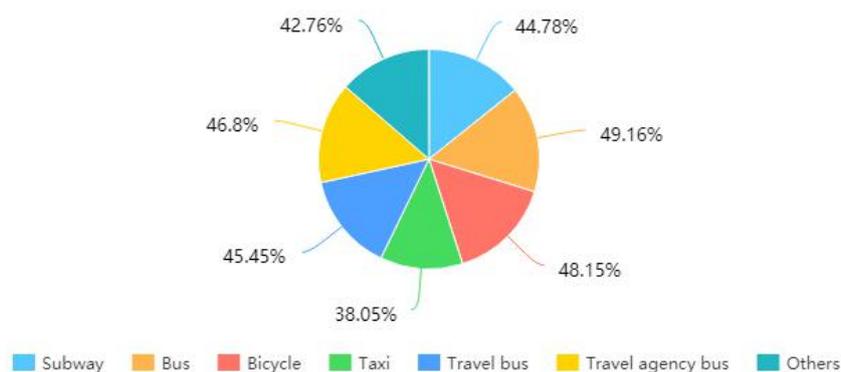
5.3.6 Traffic for Chinese tourists in the Balearic Islands

Survey of traffic patterns of Chinese tourists coming to the Balearic Islands:



As can be seen from the table, most of the tourists travel to the Balearic Islands by plane. This is because the island has a developed air transport industry and the Balearic Islands Airport is also one of the largest airports in Spain. Most of the tourists who come to the Balearic Islands by sea are through cruise ships. The Balearic Islands have excellent coastlines and are the supply points for many international cruise lines in the Mediterranean.

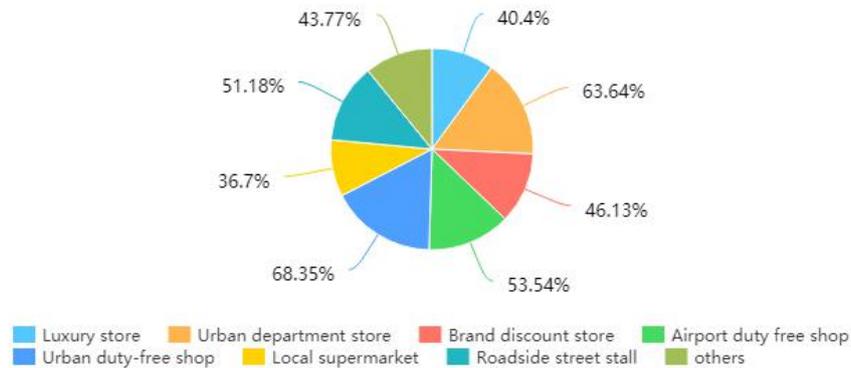
Survey of traffic patterns when Chinese tourists visiting the Balearic Islands:



This is a multiple-choice question. From the results, various modes of transportation such as subway, bus, bicycle, taxi, travel bus and travel agency bus are all chosen by tourists. The number of tourists who choose taxis is slightly less, which is related to the failure of Uber's promotion in the Balearic Islands to cause expensive taxi use on the island.

5.3.7 Consumer behavior of Chinese tourists in the Balearic Islands

Survey of Chinese tourists shopping places in the Balearic Islands:



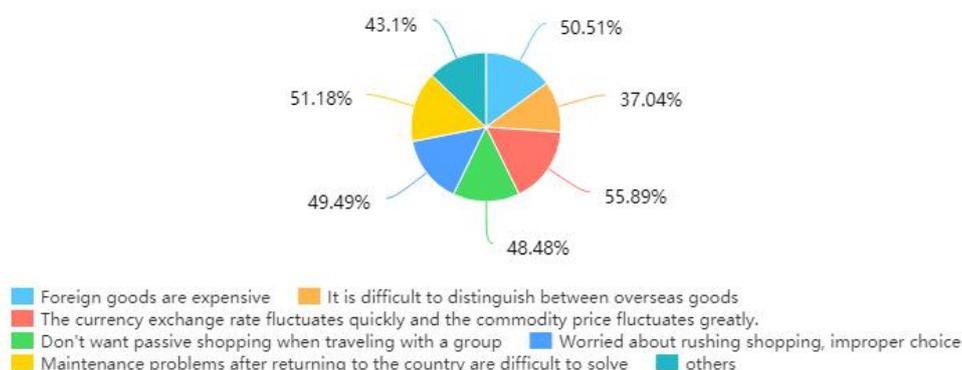
This is a multiple-choice question. From the questionnaire survey, it is found that about 70% of tourists are used to shopping in duty-free shops in the city or in the airport. These duty-free shops are usually the first to be visited after tourists board the island. Those venues are the most common place sale some famous brands and other supplies of makeup and skin care, plus the tax rebate offer, attracting a great number of tourists go shopping.

Due to its advantageous geographical location, urban department stores attracting many tourists with a more comprehensive variety of goods. Those venues are usually located at the city center where visitors can see at a glance. In addition, 50% of tourists have purchased goods at roadside stalls. There is a strong roadside culture in Spain, which usually sells some local representative art products and special flavor foods.

The luxury boutiques of the Balearic Islands have also been loved by tourists, and about 40% of tourists have been there. It is understood that compared to international metropolises such as Barcelona and Madrid, some limited editions or explosions of brands such as Louis Vuitton and Rolex are relatively easy to purchase on the island.

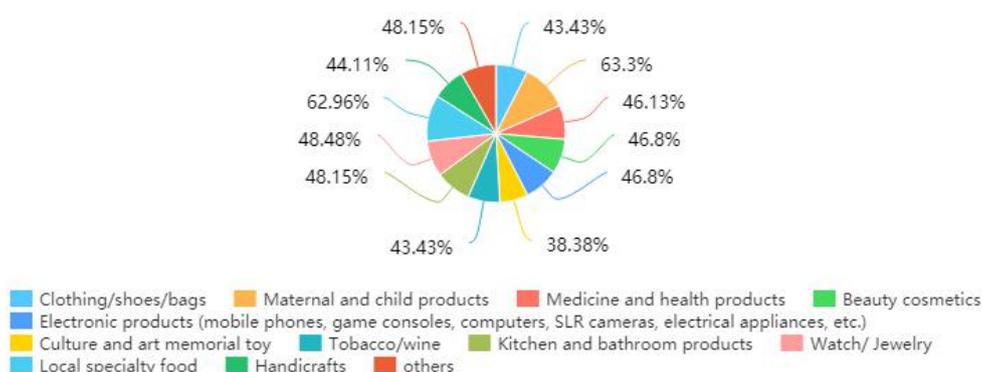
About 36% of the tourists who choose to shop in the local supermarket, and nearly half of the tourists have shopped in brand discount stores, most of which are located in discounted villages in the Balearic Islands. In addition, there are some tourists who have shopped in some specialty shops.

Survey of Chinese tourists' concerns about overseas shopping in the Balearic Islands of Spain:



This is a multiple-choice question. According to the survey results, in addition there are a little tourists who are worried that foreign goods are difficult to distinguish between true and false, other options have all been chosen over 45%. It can be seen that tourists' concerns about outbound shopping are divided into two parts. The first part is subjective. Some tourists worried that shopping choices are too fast, they don't want to buy unwanted products, and they don't want to be forced to buy things when travel with guides. The second part is objective. For example, the exchange rate fluctuates greatly and it is worried that it will suffer losses. Some foreign goods are not covered by global guarantee. It is difficult to obtain benefits after problems happens; some overseas goods are expensive and difficult to bear.

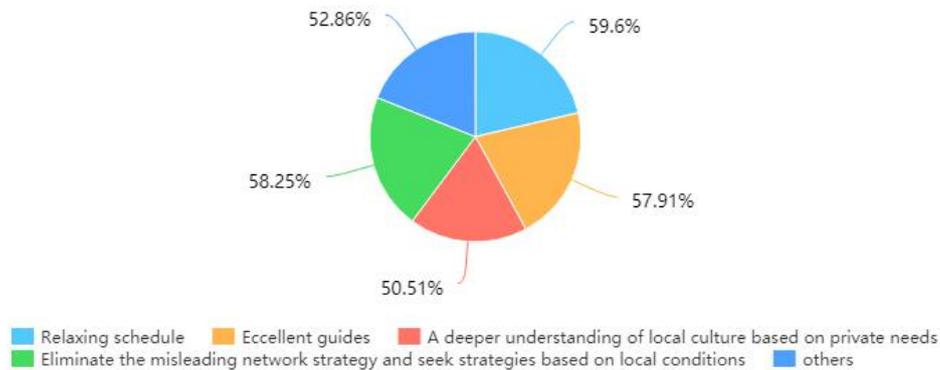
Survey of products purchased by Chinese tourists in the Balearic Islands of Spain:



This is a multiple-choice question. From the survey results, the most popular ones are local specialty foods, maternal and child products. Electronic products and anime are the most unpopular. The remaining products such as shoe bags, cosmetics also have over 45% of tourists choose to buy.

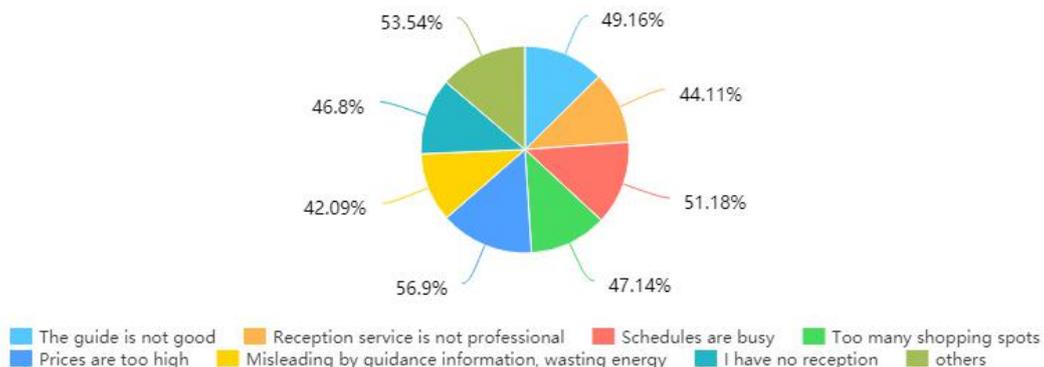
5.3.8 Views of Chinese tourists on the tourist reception in the Balearic Islands

Survey of Chinese tourists' expectations of local tourist reception in the Balearic Islands of:



This is a multiple-choice question. From the survey results, all the options are above 50%, all of which are expected by tourists. When traveling with the group, the tourists are expected to be freer to arrange the itinerary. Visitors hope that the tour guides will not follow the instructions, but will be able to arrange explanations according to their own private needs, and hope that the differentiated explanations can excuse themselves from the misleading of the network strategy.

A survey of Chinese tourists in the Balearic Islands on the problems of tourist reception:



This is a multiple-choice question. As you can see from the chart, almost all options have about half of the visitors. This means that for the tourism organization, it is necessary to take care of the tourists' demand for shopping when organizing the itinerary, not to arrange too many shopping spots, and to leave enough time for visitors; for the tour guides, it is necessary to have skilled and professional explanation skills, to understand the local customs, the needs of visitors, and be able to maintain a stable mood in the service.

5.4 Conclusion

Based on the data analysis of the questionnaire and semi-structured interviews, it can be known that the Chinese tourists in the Balearic Islands are mainly young people with higher education and higher income in Zhejiang Province. They mainly use paid or Accumulating holidays to visit the Balearic Islands, most of them are with more stable careers such as state-owned employees. Through these analyses, it can be more targeted when organizing travel promotion.

Due to the large transportation expenses and travel time restrictions, tourists travel to Europe are less frequently than other Asian country every year. The Balearic Islands are generally their destination for visiting relatives and friends or transiting in Europe. As a result, Chinese tourists have generally shorter stays in the Balearic Islands. This means that when planning a tourism product, multiple cities should be selected as a common destination for a single trip. Most of the tourists obtained tourist information through the Internet or relatives and friends. Only a small number of tourists are introduced to the destination through traditional travel agencies, which reflects the importance of Internet in promotion.

Most of the tourists come to the island through free or semi-free travel, even those who choose to travel with the group also said they would prefer to freely arrange the trip next time. This means that in the future, some packaged products for transportation and accommodation without guides will be favored by more tourists. The cost of tourists traveling is about 15,000 RMB, which shows that the Balearic group is a cost-effective destination for Chinese outbound travel. In terms of shopping choices, the island's luxury boutiques are more attractive than other European cities. Visitors' shopping range is not significantly different from that of other European destinations. Cosmetics, jewelry, watches and bags are the most popular products. Therefore, group travel products can focus on these items when arranging purchases. Unlike other destinations, Chinese tourists in the Balearic Islands rarely choose Airbnb. In terms of dietary choices, it is similar to Chinese tourists in other destinations, preferring local specialties and Chinese food. Tourists' expectations and dissatisfaction with tourism organizations are similar to those of other destinations, and they hope to have more free time.

In general, Chinese tourists in the Balearic Islands have the characteristics of Internalization, high consumption, free travel hobbies. Unlike Chinese tourists in other destinations in Europe, Chinese tourists in the Balearic Islands have a shorter stay, and a great amount of tourists visiting relatives and friends, with Zhejiang province being the main source of tourists.

6. Conclusions and Research Prospects

China's outbound travel has developed rapidly recent years. In the future, more and more Chinese tourists will appear in many corners of the world, they are promoting the development of the destinations' tourism service industry and bringing foreign exchange income to the local area. Therefore, the behavior research of Chinese tourists at different destinations is getting more and more attention. Based on individual research conditions and interests, this paper studies the behavior of Chinese tourists in the Balearic Islands of Spain.

First of all, the literature review shows the current research progress of Chinese outbound tourists. Based on that study, generally speaking, Chinese tourists are influenced by traditional Chinese culture and socialist values in their overseas behaviors; they show regional differences in their motives for travel. Therefore, it is necessary to study the behaviors of Chinese tourists from different sources of tourists, and divide the source of tourists according to the degree of economic development of their cities; The consumption by Chinese tourists in many destination countries, especially in developed countries, is large. Even tourists who are looking for a price/performance ratio during travel accommodation and eating, they still purchase luxury goods.

Then, through the Baidu Encyclopedia to review the outline design criteria of semi-structured interviews, the principles of questionnaire design, the way of questionnaire distribution, and the channels of contact with target respondents, it is clear that the research in this paper is to understand the behavior of Chinese tourists in the Balearic Islands of Spain by designing a highly targeted questionnaire and an interview outline. Afterwards, a scientific and reasonable questionnaire was formed. In the end, target respondents were defined and questionnaires were given to Chinese tourists in the Balearic Islands of Spain.

After collecting the questionnaires and the materials in the semi-structured interviews, the results of questionnaires were analyzed. In this analysis, I used a chart to show the result and then to explain by texts, and also, I tried to explain the reasons behind the data using the materials in the interview. Based on the analysis results, the behaviors and general characteristics of Chinese tourists in the Balearic Islands were described, and the differences between them with other Chinese destinations in Europe were summarized.

Through the research in this paper, I hope to provide a reference value to the organizers and the receptionists of the Balearic Islands. There are some shortcomings in this survey: First, the sample data is small, and the way to collect data is limited. The results only represent a part of the behavior of Chinese tourists in Balearic Islands. The research in this paper is to understand the behavior of Chinese tourists in Balearic Islands; Second, due to time constraints, this questionnaire is only issued to tourists who boarded the island in April, so the data on Chinese tourists coming to Balearic Islands in other

months is lacking. Third, some of the questions in the questionnaire are misleading, and some of the options are not perfect.

At present, the research on the behavior of Chinese outbound tourists needs to be further subdivided. Although there are many commonalities in Chinese tourists' behavior, in order to provide more reasonable theoretical support for the market segment, it is expected that there will be more in-depth research in this area in the future.

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Annexes A

Example of questionnaire on perceptions

Questionnaire About Chinese Outbound tourists' behavior.

Hello! I am an undergraduate student of UIB Tourism Management. In recent years, with the development of China's economy and the opening of the outbound tourism policy, there are more and more Chinese tourists visit the Balearic Islands in Spain. At the same time, there are few studies on the behavior of Chinese tourists in the Spanish Balearic Islands. Therefore, I will study the behavior of Chinese tourists in the Balearic Islands of Spain in the paper. This questionnaire was produced in order to gain a deeper understanding of Chinese outbound tourists' views on outbound travel. Your opinion will be a huge help in studying the behavior of Chinese outbound tourists. Thank you for taking the time to fill out this questionnaire.

Q1: What method did you use to travel abroad this time?

- Tour with group
- DIY travel
- Half-trip tour (free arrangement except transportation and accommodation)
- Walking club
- business travel
- others

Q2: How often do you travel abroad for one year?

- 1-2 times
- 3-5 times
- 6-8 times
- More than 8 times

Q3: Why did you choose Spain (Balearic Islands) as your travel destination?
What is the motivation for this trip?

- Enjoy the beautiful beach scenery
- Experience the customs of the island
- Rich experiences and improve insights
- After traveling to other parts of Europe, I come here.
- Visiting friends
- Academic study, business needs

others

Q4: What kind of accommodation do you choose for this trip?

Upscale hotel

Budget hotel

Featured independent Inn

International Youth Hostel

Relatives and friends' rooms

Airbnb

Q5: What channel did you use when choosing where to stay in?

Websites of hotels

Telephone reservation

Third-party platform reservations (such as Ctrip, local travel agency)

Walking in

others

Q6: You are more inclined to choose when you are dining locally:

KFC and other fast food restaurants

Local Food

Chinese food

Roadside snacks

Indian/Thai restaurants

other_____

Q7: What time do you like to choose an outbound tour?

paid holidays

Winter vacation

"Golden Week" holiday

Accumulate holiday

Suitable time for local travel

others

Q8: How did you come to the Balearic Islands?

Ships such as cruise

Aircraft

Q9: What kind of transportation did you use during the tour?

Subway

Bus

Bicycle

Taxi

Travel bus

Travel agency bus

Others

Q10: What is the most attractive entertainment option for you in the Balearic Islands?

3S (beach, sun, sea)

Gaming and lottery

Historical and cultural heritage such as celebrities' former residence

Local special street

Beautiful buildings such as churches

others

Q11: What is your favorite outdoor sport in the Balearic Islands?

Travel on foot

Mountaineering

camping

Sea fishing

Swimming / snorkeling

others

I don't like outdoor sports.

Q12: What are your concerns about the local shopping (multiple choices)?

Foreign goods are expensive

It is difficult to distinguish between overseas goods

The currency exchange rate fluctuates quickly and the commodity price fluctuates greatly.

Don't want passive shopping when traveling with a group

- Worried about rushing shopping, improper choice
- Maintenance problems after returning to the country are difficult to solve
- others

Q13: Where do you choose to shop during your trip?

- Luxury store
- Urban department store
- Brand discount store
- Airport duty free shop
- Urban duty-free shop
- Local supermarket
- Roadside street stall
- others

Q14: Which products would you choose to buy?(Multiple choices)

- Clothing/shoes/bags
- Maternal and child products
- Medicine and health products
- Beauty cosmetics
- Electronic products (mobile phones, game consoles, computers, SLR cameras, electrical appliances, etc.)
- Watch
- Jewelry
- Tobacco/wine
- Kitchen and bathroom products
- Handicrafts
- Culture and art memorial
- Local specialty food
- others

Q15: What is your expectation for the tourist reception? (Multiple choice)

- Relaxing schedule
- Excellent guides
- A deeper understanding of local culture based on private needs

Eliminate the misleading network strategy and seek strategies based on local conditions

Q16: What is your main dissatisfaction with this tour reception?

- The guide is not good
- Reception service is not professional
- Schedules are busy
- Too many shopping spots, affecting mood
- Prices are too high
- Misleading by guidance information, wasting energy
- I have no reception
- others

Q17: What is the number of days you plan to stay at your destination?

- 1-2 days
- 3-5 days
- 6-8 days
- 9-10 days
- More than 10 days

Q18: What is the total amount of travel expenses you can accept? (The exchange rate of the euro against the RMB is 1 to 7.)

- Less than 5,000 yuan
- 5000-10000 yuan
- 10000-15000 yuan
- 15000-20000 yuan
- 20000-25000 yuan
- More than 25,000 yuan

Q19: What did you spend the most on?

- Transportation fee
- dining fee
- Accommodation fee
- Attraction entrance fee / visit fee
- Recreational activity fee

Shopping fee

Communication fee

Q20: How did you get the travel information?

Introduction of classmates and friends around

Campus postings, etc.

Travel agency promotion

Internet search

Others

Q21: What is your age?

Less than 18 years old

18-22 years old

22-28 years old

28-34 years old

34-54 years old

More than 55 years old

Q22: What is your gender?

male

Female

Q23: How about your education?

Below high school

Bachelor

Graduate or above

Q24: What is your occupation?

Government employee

Corporate employee

Teachers, doctors, researchers, etc.

Retired staff

student

Self-employed/private business owner

Other (please specify)

Q25: What is your annual income?

Less than 30,000 yuan

30000-80000 yuan

80000-150000 yuan

More than 150,000 yuan

Q26: Which province are you come from?

Q27: What do you think about some reports for uncivilized tourism behaviors of Chinese outbound tourists?

Q28: What is your opinion on the current public outbound travel mode? Do you have any personal expectations for outbound travel?