Barcelona's City Image as a Tourist Destination in the Chinese Market

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In the Chinese Market

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ABSTRACT

Acknowledging the increasing popularity of Chinese visitors in Barcelona, Spain, this thesis explores Barcelona's image as a tourist destination, namely in terms of tourist destination image (TDI), in the Chinese tourist market. We explore this topic thorough a number of angles including the influences of Chinese visitors' profile and travel motivations on Barcelona's image as a tourist destination in the their eyes; the relationships between Barcelona's cognitive image, affective image and overall TDI; comparison between Barcelona's TDI before the visitation, namely in Barcelona Pre-TDI, and Barcelona's TDI after the visitation, namely in Barcelona Post-TDI, with the aim of catching and adapting the emerging Asia market.

Theoretically, the thesis aims to contribute towards the amplification of theoretical framework of TDI formation, especially in the particular theoretical framework of Barcelona's TDI in Chinese tourists' eyes. The thesis has expanded the concept of TDI formation by combining the static formation of TDI and the stage theories of TDI to run through the entire formation process of Barcelona's image before and after the actual visitation, which is a time-space dynamic structure. Apart from supporting the concepts that other scholars have identified regarding TDI with an attempt to link the tourist gaze and liminal experiences in the image formation, this research also proposes and develops a path model of the formation of Barcelona's TDI in Chinese tourists' eyes, among which a neglected but critically important concept of "emotional state" (affective evaluation to the tourist destination) has been developed and examined with emphasis.

The author works with a combination of qualitative and quantitative research methods using adapted grounded theory approach, with the addition of semi-structured in-depth interviews are applied. Based on the data obtained from the qualitative research, the initial measurement categories are obtained with the usage of *Atlas.ti 7*, while the questionnaire survey is analyzed using *SPSS 22* analysis software.

The findings suggest that gender, travel patterns, living place, marital status, professions

and travel times are the characteristics that influence Chinese visitors' view of Barcelona's cognitive image. In particular, Chinese visitors' main reason for travelling to Barcelona is to have a ¨Cultural Experience¨, followed by a ¨Search for Natural Beauty¨, ¨Relaxation¨, and ¨Prestige and Networking¨. The visitors motivated by cultural experience are most satisfied with the cultural resources and the historical atmosphere around *Barrio Gótico*, and the visitors motivated by prestige and networking for travelling Barcelona are most satisfied with Barcelona's scenic hot spots, including shopping points. Both of the motivations have a positive and significant relationship with the affection dimension; visitors' motivation for relaxation and the search for natural beauty also significantly affects Barcelona's overalll TDI favorably. The cognitive dimensions of social and natural environment and the affective component have a significant influence on the city's overall image in Chinese tourists' eyes as well. Furthermore, there were shifts between Barcelona's Pre and Post-TDI.

According to the results of our study, we observe that another influence involves Chinese visitors' adherence to ¨face-work¨ on their visitation to Barcelona, including their travel motivations, decision-making and travel behavior, since face acts as an important norm that most Chinese people follow when they interact with others. It is also a key concept for understanding the Chinese mind and behavior. The findings will improve tourist offers for the eastern tourism market in Barcelona.

RESUMEN

En relación a la creciente popularidad de los visitantes chinos en Barcelona (España). Esta tesis explora la imagen de Barcelona como destino turístico, en inglés, *Tourist Destination Image* (TDI), en base al mercado turístico chino. Exploramos este tema desde distintos ángulos, incluyendo las influencias de los perfiles de los visitantes chinos y sus motivaciones para viajar en relación a la imagen de Barcelona como destino turístico; las relaciones entre la imagen cognitiva de Barcelona, su imagen afectiva y su TDI general; la comparación entre la TDI de Barcelona previa a su visita (Pre-TDI), y su TDI de Barcelona después de su visita (Post-TDI). Este trabajo tiene como objetivo principal captar y adaptar las prioridades del mercado emergente chino.

La tesis pretende contribuir a la ampliación del marco teórico de la formación de TDI en general, y también en el marco teórico particular de TDI de Barcelona a los ojos de los turistas chinos. La tesis ha expandido el concepto de formación de TDI combinando la formación estática de TDI y las teorías de los escenarios de TDI para ejecutar todo el proceso de formación de la imagen de Barcelona antes y después de la visita, siendo esta una estructura dinámica espacio-temporal. Además de apoyar los conceptos que otros académicos han identificado con respecto a TDI con un intento de vincular la mirada turística (*tourist gaze*) y las experiencias liminales (*liminal experiences*) en la formación de la imagen. La investigación también propone y desarrolla un *path model* (un modelo de trayecto) de la formación de TDI de Barcelona a los ojos de los turistas chinos, entre los cuales se ha desarrollado y examinado con énfasis un concepto poco trabajado, pero de gran importancia, como es el *emotional state* (evaluación afectiva del destino turístico).

Metodológicamente, hemos trabajado con una combinación de métodos de investigación cualitativos y cuantitativos utilizando un enfoque adaptado de la teoría fundamentada, con la inclusión de entrevistas en profundidad semiestructuradas. En

base a los datos obtenidos de la investigación cualitativa, las categorías de medición iniciales se obtienen con el uso del programa *Atlas.ti 7*, mientras que el cuestionario se analiza utilizando el programa de análisis *SPSS 22*.

Los hallazgos sugieren que el género, el patrón de viaje, el lugar de residencia, el estado civil, la profesión y el número de visitas al destino son las características que influyen en la visión de los visitantes chinos sobre la imagen cognitiva de Barcelona. En particular, la principal razón de los visitantes chinos para viajar a Barcelona es tener una "Experiencia cultural", seguida de una "Búsqueda en relación a la belleza natural", "El relax" y "El prestigio de la ciudad y el *networking* que pueden hacer entre ellos los componentes del grupo". Los visitantes motivados por la experiencia cultural están más satisfechos con los recursos culturales y el ambiente histórico que rodea el Barrio Gótico, y los visitantes motivados por el prestigio y *networking* para viajar a Barcelona están más satisfechos con los puntos turísticos de Barcelona, incluyendo los lugares para poder hacer compras. Ambas motivaciones tienen una relación positiva y significativa con la dimensión afectiva. La motivación de los visitantes para la relajación y la búsqueda de belleza natural también afecta significativamente y favorablemente a la TDI general de Barcelona. Las dimensiones cognitivas del entorno social y natural y el componente afectivo también tienen una influencia significativa en la imagen general de la ciudad a los ojos de los turistas chinos. Además, han habido cambios entre el Pre y Post-TDI de Barcelona.

De acuerdo con los resultados de nuestro estudio, observamos que existe una influencia de reputación (*face-work*) de los visitantes chinos en su visita a Barcelona, incluidos sus motivos para el viaje, toma de decisiones y comportamiento durante el viaje, ya que su reputación actúa como un valor añadido importante que la mayoría de los chinos expresan al interactuar entre ellos. También es un concepto clave para comprender la mente y el comportamiento de los chinos. Los resultados ayudaran a mejorar las ofertas turísticas para el mercado del turismo oriental en Barcelona.

Acknowledgement

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List of abbreviations

ADS: Approved Destination Status

AFF: Affective attribute

AFO: Acquisitive Face Orientation

BCN Pre-TDI: Barcelona's tourist destination image before the visitation

BCN Post-TDI: Barcelona's tourist destination image after the visitation

CCT: China Comfort Travel Group

COG: Cognitive attribute(s)

COG1: factor of Social & Natural Environment of COG

COG2: factor of Service & Information of COG

COG3: factor of Atmosphere of COG

COG4: factor of Tourism Hot Spots of COG

COG5: factor of Cultural Resources of COG

ETOA: European Tour Operators Association

ETOA: Outbound Tour Operators Association

FIT: Free Independent Tourist

GT: Grounded Theory

IATA: International Air Transport Association

IRTS: International Recommendations for Tourism Statistics

IUOTO: International Union of Official Travel Organization

KMO: Kaiser-Meyer-Olkin

KOL: Key Opinion Leader

M: Mean number

MOT: Motivation

MOT1: factor of Cultural experience of MOT

MOT2: factor of Relaxation of MOT

MOT3: factor of Prestige & networking of MOT

MOT4: factor of Search for Natural Beauty of MOT

MS: Marital Status

OTDI: Overall Tourist Destination Image

OTOA: Outbound Tour Operators Association

PFO: Protective Face Orientation

Pre-TDI: Tourist Destination Image before the actual visitation

Post-TDI: Tourist Destination Image after the actual visitation

QR: Qualitative Research

SEM: Specialist Evaluation Method

SIG: Significance number

TB: Times to Barcelona

TIC: Travel Industry Council

TDI: Tourist Destination Image

TP: Travel Patter

UGC: User Generated Content

VCE: Viajes China España, S.L

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CHAPTER 1. INTRODUCTION

1.1 Background, Topic development and Justification for the research

Background

The main objective of the research is investigating and analyzing the principal reasons of the growth of Chinese Tourism in Barcelona.

Filled by its growing middle class and rising spending power, China is experiencing a travel boom and the Chinese are hungry to travel abroad like never before. However, demand for China's foreign travel is still very young: in 2012 close to 60% of Chinese outbound travelers were travelling for the first time; at present, a little over 70% of China's outbound travel is still within Asia, so their major touristic destinations do not involve Europe. Nevertheless, Europe still ranks high on the wish list of Chinese travelers (¨Annual Report of China Outbound Tourism Development¨, 2013). As Chinese travel is maturing, especially the market for international travel, the more they learn about Europe, the more likely it will be a potential market for China's Outbound Tourism in the future.

As for Barcelona, although it is a very mature tourist destination with rich tourism resources and historical culture, many Chinese people do not know about it until they happen to visit it. For many Chinese people, Barcelona is just famous for the Football Club, FC Barcelona, which is even much more famous than Barcelona-native architect, Gaudí. Therefore, it is very necessary to get Chinese to become more aware about Barcelona and its Tourism.

Topic development

The development of government policies in Chinese Tourism is a very long process. Before 1978 the control of the mobility of the Chinese people had been a major

concern of the Chinese government until the China Open Door Policy was implemented in 1978. In mid-1997 the ¨Provisional Regulations on the Management of Outbound Travel by Chinese Citizens at Their Own Expense¨ came into force, therefore, before 1997 the Chinese only could travel by Business Tourism (using the public money to travel abroad), which is called ¨Invisible Tourism¨; after 1997 they can travel outside at their own expense, which we call ¨Visible Tourism¨. During this process Chinese people's tourism culture has changed a lot and that also influences their selection.

Among the people traveling abroad due to the Chinese outbound tourism boom, we can observe three major outbound travelers groups: the rich, senior citizens and students. We can also observe that nowadays, the trend of Chinese outbound tourism is already materializing with the development of new tourism products, ranging from more mainstream tourist offerings to more specific focus and niche travels (from visiting global landmarks to looking for more in-depth travel experiences) (Xiang, 2013; Xie & Li, 2009; Zhang, 2013). Furthermore, according to many surveys about the consumption structure of Chinese tourists, their highest expenditure is always on shopping, more than any other category, even more than accommodation, because they have the custom of giving gifts to their relatives and friends. On top of this, many of them tend to choose the high-end brands when selecting presents, which is how they spend more money on shopping than accommodation (Arlt, 2007; ¨Annual Report of China Outbound Tourism Development¨, 2013; Andreu, Claver & Quer, 2014). Moreover, the ¨Determinants factors for Chinese travelers when selecting tourist destinations¨ are: Population characteristics of the destination country, information channels, attractions information and price.

In regard to the actual situation of Chinese tourists in Barcelona, there is little information documented by the main authorities that collect such data, including the China Tourism Academy, the China Outbound Tourism Institute and the *Barcelona Turisme*'s Statistic or achievement. We refer to available statistics through surveys

and interviews with Chinese tourists, field-related experts and travel practitioners.

Justification for the research

From the theoretical aspect, the research of image around specific tourist destination has become to be one of the most abundant themes in the tourism industry since the 1970s. In particular, the Tourist Destination Image (TDI) has become a popular topic in tourism research (Kim, McDercher, & Lee, 2009). Until now, different perspectives of TDI have been studied, such as the formation process of TDI, its static and dynamic natures of image formation, and its measurement, as well as its various impacts on consumer behavior theories and destination marketing strategies (Ferreira, 2014). Before 2000, most TDI studies' dimension focused on physical or functional characteristics (e.g. price, climate, types of accommodation) that are directly observable or measurable (Jenkins, 1999), and few studies attempted to include the less tangible components of TDI of the difficult-to-measure psychological characteristics (e.g. atmosphere of the destination, friendliness of the local people, notoriety or beauty of the landscape) (Echtner & Ritchie, 1991). Since 2000 until now, more studies have been done on the intangible components of TDI. However, very little in-depth work has been carried out into the relationship between Barcelona as a tourist destination and the Chinese market.

However, there are still slight lack of studies on the dynamic nature of TDI formation. In this study, the principal framework of the theoretical context is based on the dynamic nature of TDI, applying the "Theory on stages of destination image" defined by Gunn (1972).

1.2 Research Objectives and Hypothesis

Our main objective is to

Analyze if the Tourist Destination Image of Barcelona that Chinese tourists perceive is similar to the original image projected by the city of Barcelona and to study the characteristics of the image of Barcelona in China.

We have the following two focused points: Investigate and analyze the image of Barcelona in China, from the point of view of the comparison between the images before and after visiting Barcelona; analyze Chinese tourists' motivations of visiting Barcelona. In addition, the objective of the thesis is also oriented to contribute from the information obtained to improve tourism offers for the eastern tourism market in Barcelona.

Hypothesis and corresponding objectives

The first hypothesis is, in the next decade, Barcelona will become even more well-known as a tourist destination by more people for its culture, history and gastronomy, instead of its traditional attraction such as the sun and the beach, and the globally famous football team FC Barcelona - Barça.

The first objective is analyzing and briefly summarizing Barcelona's history, culture and gastronomy, and also Barcelona's real general image according to authoritative and academic literature.

The second hypothesis directly comes from the first. However, in recent years, Spain, and Barcelona have had relatively little promotion and diffusion in China's tourism market, so that Chinese tourists have a lack of knowledge and a lack of an Organic Image of Barcelona. They tend to only know Barcelona through an accumulation of mental images before researching it as a tourist destination.

In this way, **a second objective** is researching and surveying to what extent Chinese tourists know about Barcelona and what organic image they have on Barcelona in

recent years.

The third hypothesis is, there is a modification between Chinese tourists' Organic Image of Barcelona and their Induced Image of Barcelona, the image they have developed after researching Barcelona prior to the decision to travel (BCN PRE -TDI).

So **a third objective** is surveying and analyzing if Chinese tourists have modified their image of Barcelona after researching it and, if they have, to what extent of modification they have between the Barcelona organic image and the Barcelona's Pre-TDI

The fourth hypothesis is, there is a modification between Chinese tourists' induced image of Barcelona (BCN PRE-TDI) and their modified-induced image of Barcelona, the image they will have after visiting Barcelona (BCN POST -TDI).

The fourth objective is, surveying and analyzing if Chinese tourists have modified their image of Barcelona after visiting it and, if they have, to what extent of modification they have between the Barcelona PRE -TDI and the POST -TDI.

The fifth hypothesis is, Barcelona, as one of the top tourist destinations in Europe, and economic commercial center in Spain, will be one of the best choices for Chinese tourists to travel.

Therefore, **a fifth objective** is investigating and analyzing the reasons/motivations for Chinese tourists to visit Barcelona, as well as their satisfaction also tourism loyalty.

<u>Specific Hypothesis and corresponding objectives</u>

- Chinese visitors' sociodemographic characteristics (age, gender, travel pattern, education level, income level, Living place, marital status, professions and travel

times) significantly influence the cognitive/perceptual evaluation and affective evaluation of Barcelona's TDI.

- The corresponding objective is, analyzing the influence of the Chinese visitors' sociodemographic characteristics on the cognitive/perceptual and affective image of Barcelona using the statistic analytic software SPSS 22 (see Chapter Two, 2.3.4.2, the detailed method) with the data obtained from interviews and questionnaires.

- Chinese visitors' cognitive/perceptual evaluation of Barcelona's TDI significantly influence Barcelona's overall TDI.

- Chinese visitors' affective evaluation of Barcelona's TDI significantly influence Barcelona's overall TDI.

- Regarding the last two hypothesis, the corresponding specific objective is analyzing the relationship between cognitive/perceptual and affective components with Barcelona's overall TDI using the statistic analytic software SPSS 22 with the data obtained from interviews and questionnaires.

1.3 Structure of the Thesis

Based on research content and research ideas, this thesis is organized in seven sequential chapters. Besides the Introduction of the Thesis (the present **Chapter 1**), which concerns the background of the theme, topic development, justification for the research and the objectives, both general and specific, we try to contribute in this research as much information as possible that will lead us to the validation (or invalidation) of the hypothesis made. The rest of chapters are organized as below:

Chapter 2. Methodology.

The methodology includes parts of the study's technological itinerary, study process, study methods and study tools. Regarding the methodological approaches, namely

the combination of theoretical and empirical analysis, and of qualitative and quantitative research methods, the use of mixed methods in tourism is emphasized, as well as their principles and features. In this chapter, the specific method of qualitative research, Grounded Theory, is described, namely the justification of using G.T., the classification of G.T., scope of application of G.T., and the specific operation of G.T. to the study. Moreover, the research techniques and tools are described as well.

Chapter 3. Literature review and theoretical framework

The literature review presents the combing of the concept of TDI in previous studies, and some research problems that appeared previously. Then, the theoretical framework is developed along three sections. These start with the basic concepts related to our research, Tourism, Image and TDI. The next section, within Chapter 3, concerns the theoretical context of our particular case, that we indicate on the basis of the literature review. We then detail the research question, "To what extent is there a difference between the Barcelona Pre-TDI and Post-TDI". The last section is dedicated to the path model of TDI examining before and after actual visitation, including the determinants of components of image used in pre/post-visit Barcelona's TDI in China and main tourist information sources that Chinese visitors use. Within this section, Barcelona's TDI in China's tourist market is analyzed from with comprehensive consideration of Gunn's (1972) dynamic formation of TDI, Baloglu and McCleary's (1999) path model of the determinants of destination image before actual visitation and the global conclusion of previous scholars' representative sets of dimensions and attributes of cognitive and affective component of image used in TDI research.

Chapter 4. Barcelona Authentic Tourist Image, Historical Epithets and Contemporary Tourism Actions

In this part, we explore the general Barcelona TDI in the eyes of the world and its evolution, briefly introducing briefly Barcelona's history from the year of 718 with

emphasis on art and architecture and Barcelona's image in Forasters' eyes, and stating the traits Barcelona should have and Barcelona's Contemporary Tourism Model.

The reason why we briefly state Barcelona's cultural and historical context is, because in the studies of TDI, the cultural and historical considerations of the target destination are very important as well. TDI is produced by the local culture, that allows power relations and historical context to be incorporated into the analysis of TDI.

Chapter 5. Qualitative Research and Construction of Measurement of Barcelona's TDI in Chinese Visitors' Eyes

In this chapter, we obtain the initial relational structure of the components of Barcelona's image in Chinese visitors' eyes based on the 4 phases, which are requirements of the Grounded Theory methodology: 1. Generation of the Research questions which explains how the research questions come out with focus on the actual situation of Chinese tourism in Spain, with special attention to Barcelona and the bilateral relations between two countries; 2. Data Collection which explains the interview process in details including the preparation process and the profiles of the important interviewees; 3. Data Processing which concerns the way we code the data obtained from the interviews with the qualitative data analysis and research software, *Atlas.ti*; 4. Construction of Theory which deals with the initial constituent components of Barcelona's image in Chinese visitors' eyes based on all the information obtained form the literature review, interviews and data from the coding.

Chapter 6. Quantitative Research of Components of Barcelona Tourist Destination Image in China

In this chapter, based on the literature review in Chapter 3 and qualitative analysis in Chapter 4, the scale indicators of Barcelona's TDI in Chinese visitors' eyes are generated and continuously we construct questions of measurement, followed by a pre-test sample of the questionnaire. After the purification of items and correction of

the scale, we have a formal questionnaire. 370 valid questionnaires are received after the formal survey.

This chapter presents the main results concerning the empirical application of the questionnaire instrument to pre/post-visit. These results lead the research to the main findings regarding the visitors' sociodemographic characteristics, travel motivations, perceptional/cognitive and affective TDIs, overall TDIs, Pre-TDI, Post-TDI, and the differences and modification between the TDIs of these two stages. The relationship between components of Barcelona's TDI is analyzed as well with the data collected.

Chapter 7. Conclusions

Chapter 7 outlines the main research conclusions based on the most relevant and key findings in order to achieve the aims presented in the first chapter: learning about Chinese visitors' impression on Barcelona to attract and to adapt to the emerging Asian market.

CHAPTER 2. METHODOLOGY

Introduction

The aim of the present chapter is to discuss and present the methodology adopted, the research framework and the method used to attain the research objectives. The methodological approach is specifically selected from the fields of TDI. This chapter is divided into four sections: study phases, principles and features of the study's methodology, specific methods and research techniques and tools. The first consists of a literature review, in-depth interviews, the construction of the theoretical framework, a questionnaire survey and a survey data analysis. The second section justifies the application of theoretical analysis and the combination of qualitative and quantitative methods. The third concerns Grounded Theory (GT) which we specifically use for our study, including the justification of using GT, its classification, characteristics, scope of application and specific operations of GT to our study. The last section deals with the techniques and tools of qualitative and quantitative methods used in our study.

The methodological options in this research study consider the practicality and appropriation for answering the questions we want to investigate. Regarding the various research approaches, the main considerations concerning the use of mixed methods of qualitative and quantitative and the use of GT are respectively discussed in Section 2.2.2 and Section 2.3.1. Section 2.2.2 more particularly justifies the research methods adopted with the considerations of the literature review. Then the detailed phases of the mixed methods to our study is explained. Section 2.3.1 presents the justification of the use of GT: it is the most scientific methodology of qualitative research and, is the most suitable method for the theoretical construction in social science research (Denzin and Lincoln, 2005), and is one of four qualitative designs frequently used in the human and social sciences.

2.1 Study Phases

Our study process can be divided principally in the following 5 parts:

1. Literature review

Literature review can provide a theoretical basis to the study hypothesis and the construction of the theoretical model. Moreover, it is an important information resource of the classic grounded theory analysis. Resources of our literature review principally proceed from: 1) international literature and China's literature related to our study's theme, including yearbooks of tourism academies and institutions; 2) literary works relevant to our study's theory; 3) non-academic information online. We have reviewed research contents and trends of Tourism Destination Image (TDI) of international academic areas. This thesis's literature review approximately consists of 5 parts: 1) the concept of TDI; 2) research on TDI perception; 3) research on TDI formation; 4) research on TDI evolution; 5) research on TDI measurement.

2. In-depth interview

With an objective of discovering Chinese tourists' perceptions and opinions to Barcelona TDI, we have conducted semi-structured in-depth interviews to gather and code data, and build an initial theoretical model, and afterwards determine the study model consulting experts' advice and thus form a prediction questionnaire. At the end, we obtained 25 interviews in total for the qualitative research (see 5.2 Data collection for detailed information of the process of getting samplings)[1].

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[1] Considering the coherence of the thesis content, we explain the details of the process of selecting and obtaining samples in Chapter 5. Qualitative Research and Construction of Measurement of Barcelona's TDI in Chinese Visitors' Eyes.

3. Construction of theoretical framework

Through these two phases above, we construct our study's theoretical framework relevant to Barcelona TDI in Chinese tourism market. According to relevant theory and research results, we re-indicate our hypothesis for this study.

4. Questionnaire survey

Our study's questionnaire design and survey is divided by two phases: 1) determining the questionnaire modifying items formed from the qualitative research, through small sample test, we purify measuring dimensions and modify measuring items; 2) based on the 1st phase, determining the final questionnaire, and gathering data by big sample test to verify hypothesis and demonstrate relations in general between Barcelona's Pre-TDI (the Barcelona's TDI in Chinese tourists' eyes when they have not visited the place) and Barcelona's Post-TDI (the BCN TDI in Chinese tourists' eyes when they have visited the place), and Barcelona's TDI in China and China's tourism in BCN. Furthermore, detailed description in particular on every component of Barcelona TDI in China. To ensure the content validity of the questionnaire, our scale is revised based on the expert validity assessment. As for scoring the questionnaire, Likert's five-level ranking scale is adopted, ranging from ¨strongly agree¨ to ¨strongly disagree¨ at two ends, which respectively correspond with 5 points, 4 points, 3 points, 2 points and 1 point. The specific steps are shown below:

- Definition of values associated to Barcelona TDI: This step involved the adaptation of the TDI measurement scale in previous studies to the specific study of Barcelona's TDI in China.

- The sample subject is only one segment: those tourists who have visited Barcelona. The survey is divided into two parts: Barcelona's Pre-TDI and Post-TDI. Therefore, we choose the tourists that have visited Barcelona, so that they can answer the questions not only of Pre-TDI, but also of Post-TDI.

- Selection of places to realize the survey. In this step, a set of well-known places

in Barcelona was chosen, like hot scenic spots (Sagrada Familia, Paseo Gracia, Casa, La Roca Village), Chinese restaurants that receive Chinese tourists (Figure 1).

403 questionnaires were collected, and after removing a number of invalid ones, finally 370 valid questionnaires were obtained (see 6.2 Formal Survey and 6.3 Sample Overview for detailed information of the samplings)[2].

Figure 1. Locations of questionnaire survey in Barcelona

A: Restaurant, Son Hao

B: Restaurant, Shuang Shengyuan

C: Restaurant, Cuina Deu

D: Restaurant, Qi Xin

E: Restaurant, Zi Zhulin

F: Shopping street: Paseo de Gracia

G: Airport: El Prat

H: Outlet: La Roca Village (East of Barcelona)
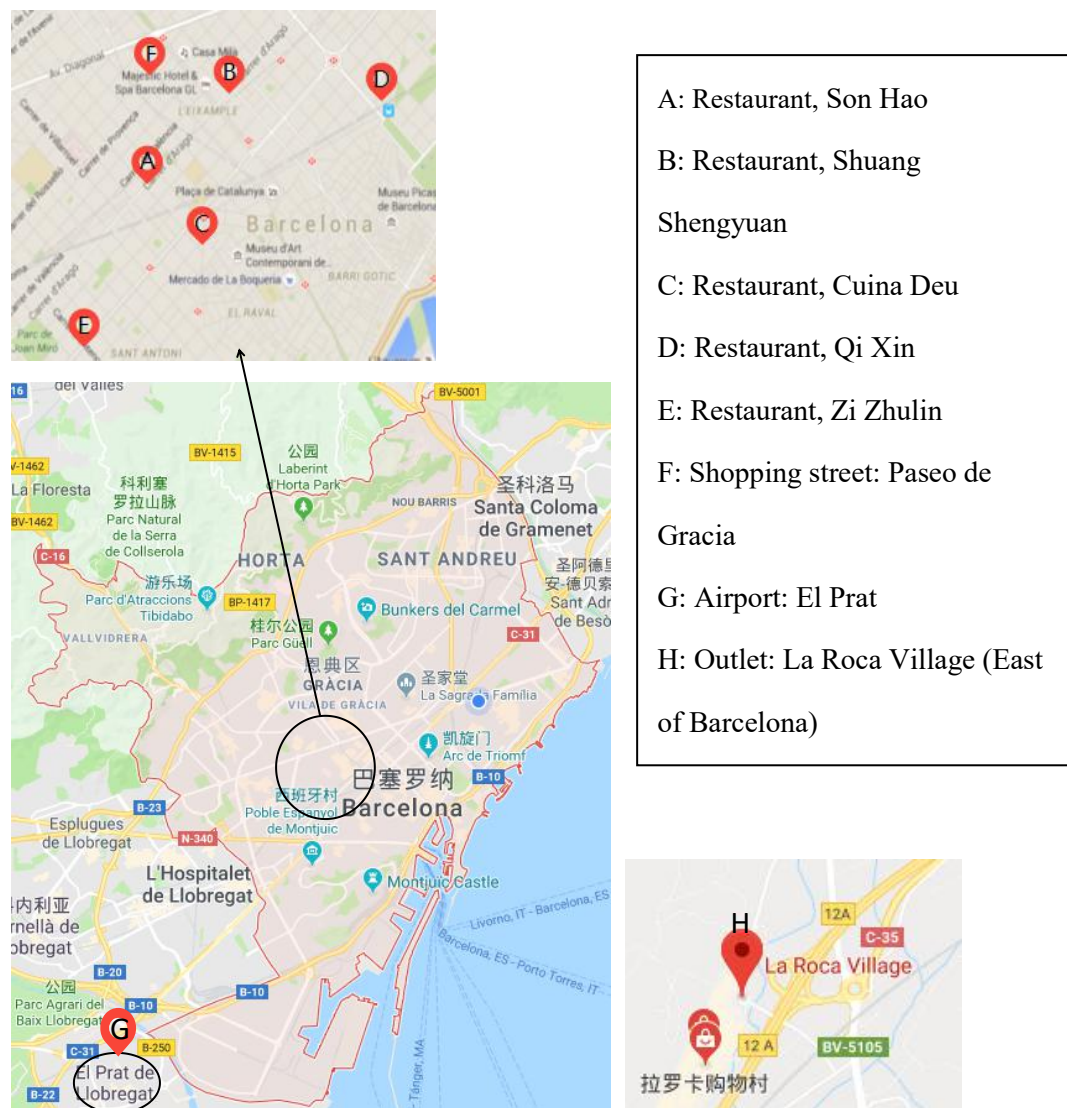
Source: author's own elaboration

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[2] Considering the coherence of the thesis content, we explain the survey process of the quantitative research in the Chapter 6. Quantitative Research of Components of Barcelona's Tourist Destination Image in China.

5. Survey Data Analysis

In this research, simple descriptive statistics, such as the mean, standard deviation and percentage, are applied to the analysis of the demographic attributes of tourists, while a reliability test is adopted to analyze the reliability of the questionnaire items. *Cronbach's alpha* reliability coefficient is employed to analyze the consistency and reliability of the questionnaire results, in which, the greater the *Cronbach's alpha* value, the greater the correlation between each item, and the higher the internal consistency; Exploratory Factor Analysis is used to test the fit of the measurement data obtained from the qualitative research and to reduce the variables for the further data analysis; independent samples T-test, one-way analysis of variance is used to identify whether there is significant difference between each statistical variables of visitors; multiple linear regression is run to identify the relationship between Chinese visitors' motivations and cognitive image, affective image and overall image of Barcelona; Paired-samples T test is applied to identify if there is significant correlation and significant difference between the Barcelona TDI in Chinese tourists' eyes before and after visitation.

2.2 Principles and Features of the Study's Methodology

2.2.1 Combination of Theoretical Analysis and Empirical Analysis

In our study, we combine closely the theoretical and empirical analysis. We analyze conceptions of Tourist Destination Image, its formation and components through the in-depth analysis of the relevant theory and elaboration, and we also construct a preliminary model of structure of Barcelona TDI in Chinese tourists' opinions through qualitative research. However, we still need to obtain data verification to see if the hypothesis deduced from the theory are valid or not. Therefore, we develop measurement scale and analyze Barcelona's TDI in China's Tourist Market through data collection and data processing to verify this study's hypothesis.

2.2.2 Combination of Qualitative Analysis (Humanism) and Quantitative Analysis (Positivism)

"...... Quantitative research also has its own limitations, - it must be combined with qualitative research organically in order to have a deep, comprehensive, accurate and scientific knowledge of the social phenomenon, in order to understand the social phenomenon, and accurately grasp the objective law of social development." (Wu, J., Wu, P. & Su, 2012). "In fact, qualitative and quantitative research have their own advantages and disadvantages, and they are applicable to different researches. They are not excluded, but complementary to each other." (Huang, 2012). In the same way, we want to obtain a deep, comprehensive, accurate and scientific understanding of ¨the image of Barcelona city in the minds of Chinese tourists¨, and eventually we chose a combination of quantitative and qualitative research methods. ¨Within academic geography this is best illustrated by the traditional linking of positivism with quantitative methods, and more recent epistemological perspectives such as humanism and postmodernism with qualitative methods¨ (Philip, 1998).

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In the first phase of our study, we apply the qualitative research to acquire the holistic understanding of the study question, reviewing literature and studying relevant research and adapted grounded theory to construct the theoretical model. The selection of qualitative research for the exploratory research is based on the considerations of the status of the topic, - by now the research of Barcelona's Image from Chinese tourists' eyes has not been sufficiently studied -, and research purposes. In the second phase we adopt questionnaire survey to obtain data, using related statistic analysis software to analyze the components and the verification of our study's hypothesis.

2.3 Specific Methods of the study

2.3.1 Grounded Theory (GT)

1) Justification of using GT

In this thesis, we used GT from numerous qualitative methods for three reasons:

Firstly, GT provides a scientific methodology for qualitative research. It is systematic and standardized method grounded in empirical data that offers a rigorous analytic process. It overcomes the problem that is hard to trace the research process and even can achieve repeated testing to a considerable degree which makes the method have high reliability.

Secondly, GT is the most suitable method for theoretical construction in social science research (Denzin & Lincoln, 2005). As a general research methodology of social science, GT is applicable in various fields of social science research. In recent years, GT has become popular with more interest and attention in the field of tourism geography.

Thirdly, our case is specifically about Barcelona's TDI in the Chinese market, which has not been sufficiently studied in the previous research, and lacks a specific theoretical framework and path model. Therefore, the author considers the operation of adapted GT to our study is still necessary[3].

GT was developed by Barney Glaser and Anselm Strauss in 1967, who believed that theory could emerge through qualitative data analysis (Corbin & Strauss, 1990). GT is one of four qualitative designs frequently used in the human and social sciences; the other designs are ethnographic studies, case studies, and phenomenological studies.

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[3] See 2.3.1 Grounded theory 5) Specific operations of GT to the study, "Adapted GT approach and organically combined to the research".

The major difference between grounded theory and the other designs is the emphasis on theory development (Denzin and Lincoln, 2005). Rather than reviewing previous literature, developing a hypothesis and then testing it, the GT process starts with data collection, gradually building up categories and forming a theory, before linking that theory to previous literature at the end. GT does not set out to test an existing pre-defined hypothesis, but instead has the aim of developing new theory (Hook, 2015).

The reason why GT becomes the new theory paradigm, which is different from deductive research methods, is because GT has gotten rid of the traditional theoretical research, the deductive steps of first putting forward the point of view followed by an argument, which in a certain extent can avoid the embarrassing situation of deductive method, -conclusion appears before the study- (Huang, 2012). Specifically, there is no theoretical hypothesis prior to the initiation of the study with GT, instead, researchers use approaches of participant observation, non-structural interview, etc. to obtain data, and then on the basis of collected data, the theory is abstracted and lifted, which is a bottom-up method of theory construction (Zhu, 2010). In other words, on the basis of systematical data and document collection, seek the nuclear concept to reflect the social phenomenon, and then through the relation between these concepts, a relevant social theory is constructed. GT must be supported by empirical evidence; however, its main features are not in its experience, but in the new concepts and ideas abstracted from empirical facts (Chen, 1999).

2) Classification of GT

According to Huang's (2012) doctoral thesis, the author concludes and classifies GT under three genres:

- Classic GT.

  The classic genre refers to the GT method proposed by Glaser and Strauss early in 1967, whose representative work is *The Discovery of Grounded*

Theory. This book emphasizes not to elaborate preconceived questions, categories and hypothesis to force to choose data and formulate theory, but lets them naturally emerge by the social rules implied in the data (Glaser & Stauss, 1967).

● Procedural GT

It refers to the GT method proposed by Corbin and Strauss in 1990, and its representative work is *The Basics of Qualitative Research: Grounded Theory Procedures and Techniques.* This book puts forward some new concepts and methods, such as Dimensionalizing, Axial Coding and Conditional Matrix.

● Constructivist GT

The constructivist genre is a method system proposed in 1995 by Charmaz, a student of Strauss. Charmz considers that GT must continue to develop from the positivism source and take the constructivist approach to GT to make it more detailed and more reflective.

Here is the Genealogy of GT below:

Figure 2. Genealogy of GT
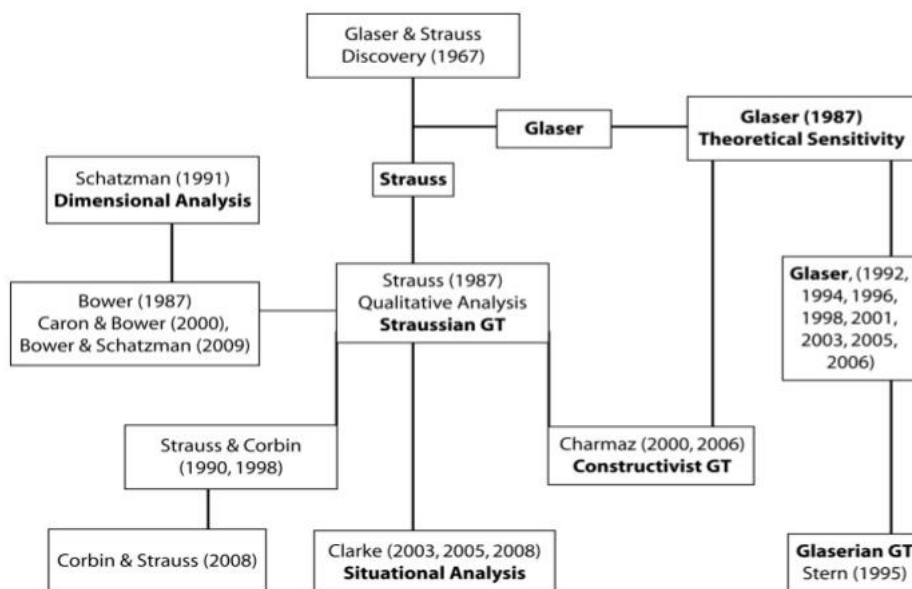
Source: reprinted from Genealogy of Grounded Theory: Major Milestones, by Morse, Stern, Corbin, Bower, Charmaz and Clarke, 2009, pp. 17

Objectivist genre is more and more widely used, however, in recent years many scholars pointed out that objectivist genre of GT research method is over-procedural and over-formulaic, which is easy to preconceive constructed hypothesis, and contrary to the fundamental principles of GT. It is also the biggest divergence between these two genres. In view of this, we select the classic GT as our research method.

3) Characteristics of GT

The GT research is a dynamic and constantly adjusting process. According to Glaser's viewpoint, the research steps can be divided into four stages: generation of research questions, theoretical sampling, data collection and processing and theory construction. Compared with other genres, the classic GT research method has three distinct characteristics:

- The research process accompanied with constant comparative method. GT is also known as ¨the constant comparative method¨ (Glaser & Strauss, 1967). ¨Constant comparison¨ throughout the research process, and is also the core approach that all the genres of GT should follow. The constant comparative method is used by the researcher to develop concepts from the data by coding and analyzing at the same time (Taylor & Bogdan, 1998). Constant comparative methodology incorporates four stages: ¨1. Comparing incidents applicable to each category; 2. Integrating categories and their properties; 3. Delimiting the theory; 4. Writing the theory¨ (Glaser & Strauss, 1967).

- Throughout the four stages of the constant comparative method, the researcher continually sorts through the data collection, analyzes and codes the information, and reinforces theory generation through the process of theoretical sampling until the theoretical saturation (Kolb, 2012; Huang, 2012).

- The data collection is infinitely abundant. Glaser (2001) considers that everything is data, that any document involved in the research object can be used as data to constantly compare. It means that range of the object of data analysis and the material of theoretical construction expands to the limitation, including the objective material that researchers obtains in the research process, such as those respondents' viewpoints, personal experience, interview records, and audio and video data, and also literature collection and memos.

4) Scope of application of GT

GT follows the scientific principle of using both of induction and deduction, which is a scientific methodology of qualitative research (Figure 3).

First, in the regard of scope of application, GT research method can be widely used in the field of social science research. As Glaser (2001) indicated, the purpose of GT is to construct theory through the research on the social process and the social subject, which is different from the static descriptive research on social unit. Obviously, in this thesis, the problem that we study exists in the process of forming the pre-image of Barcelona to post-image of Barcelona, similar to ¨social process¨ mentioned by Glaser, which is suitable for using the GT method to our study. Because of the GT research method, the highly qualitative research is highly scientific and normative, and the research results can also lay a solid foundation for the further development of the theory.

Figure 3. Logic of Inquiry in GT
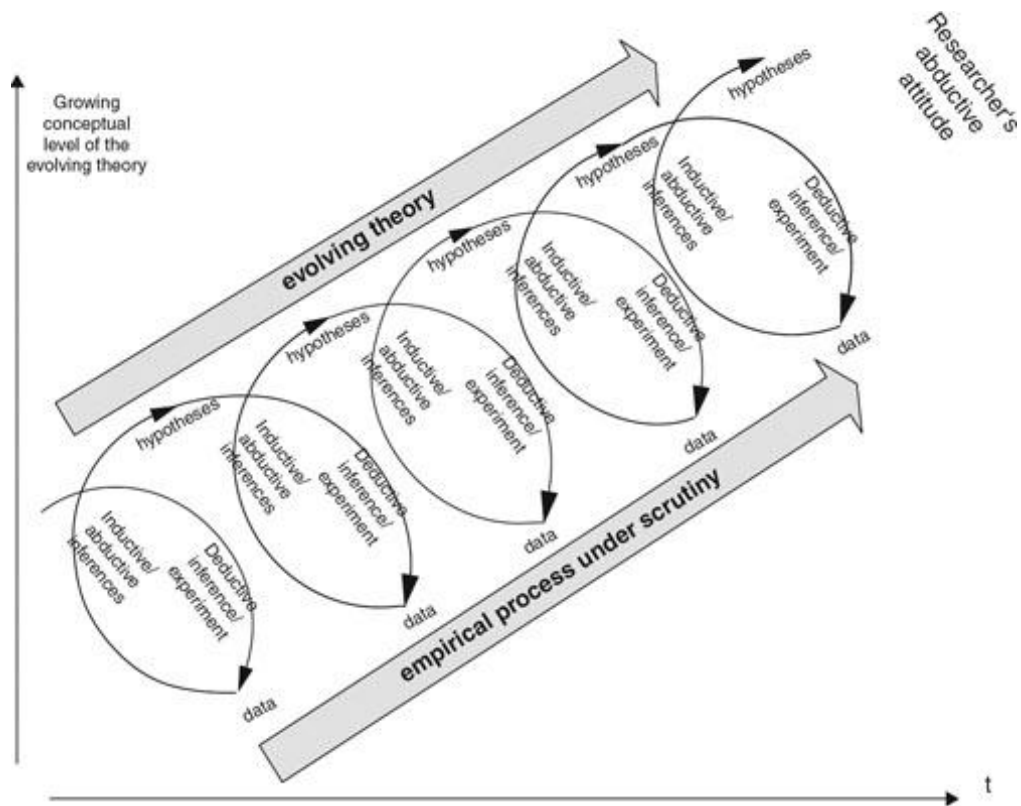
Source: reprinted from ¨Research as Pragmatic Problem-solving: The Pragmatist Roots of Empirically-grounded Theorizing¨, by Strübing, 2007

As shown in figure 3, "abduction, as something between deduction and induction refers to a selective and creative process in which the researcher carefully investigates how far empirical "facts" (data) agree with theory or hypothesis and how far they call for modifications of it." Peirce (1958), the American pragmatist philosopher, first introduced the concept of *Abduction*. The general idea of abduction is to discover new concepts, ideas or explanations by finding surprising events, which cannot be routinely explained by pre-existing knowledge (Thornberg, 2012). Specifically, it is to select or invent a theoretical hypothesis that explains a particular segment or set of data better than any other candidate hypothesis, ¨where the adoption of the hypothesis is not as being true or verified or confirmed, but as being a worthy candidate for further investigation¨ (Douven, 2011). Furthermore, using the abductive reasoning constantly moves back and forward between data and

pre-existing knowledge or theories by literature review and, makes comparisons and interpretations to discover new concepts.

5) Specific operations of GT to the study

- Classic GT coding

    In regards to research procedure, the classic GT's coding process is divided into two steps: open coding and selective coding. However, the procedural GT is divided into three steps: open coding, axial coding and selective coding. In this thesis we advocate using the classic GT's coding process, because the procedural genre is over standardized, which artificially makes researchers turn from theoretical construction to simple searching for the relation between concepts and categories, rather than making more rich theoretical contributions with a wide-open posture.

- Not clinging to line by line coding

    According to the classic GT, we should code the original data line by line. This paper argues that the technical requirements do not have to be over rigid, because at times in an interview record a line of data hardly can express a complete meaning, and even sometimes multiple lines of data can conceptualize. Sometimes it is possible to discover multiple concepts from only one line of data. Therefore, if we are too rigidly adhere to line by line coding, it will be contrary to the principle of seeking truth from facts.

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The Adapted GT approach and organically combined to the research

    We did not fully use GT as a guideline. This means that we did not strictly follow its steps to do the research; rather we only partly adopted the method steps that

suit our case because in the previous research, the path model of TDI formation has been relatively developed, except in area of affective image formation, we did not need to create the path model and the theoretical framework completely from the bottom to the top.

How did we apply adapted GT approach for our study? What stages we did not follow? At the data collection stage of GT, the full implementation of GT requires the researcher to move back and forth between data collection and data analysis. In our case, we did a ¨one-round¨ 25 semi-structured interviews and directly went into the coding process. During the data analysis process, we did not return to the field to collect further data, only coded with the original data.

- Ongoing literature review throughout the study

  Glaser (1998) argues that the answer to which literature is relevant unknown prior to the study, so by delaying a literature review until the end of the study time is useful to prevent researcher from reading the wrong literature. However, at least various objections can be raised against his argument according to previous scholars' conclusions. Thornberg (2012) indicates that a substantive field is in fact identified even if it is unfocused and fuzzy in the beginning, and this starting point can be related to what ethnographers call ¨foreshadowed problems¨, which are open for further elaboration, clarification and reformulation during fieldwork and analysis (Hammersley & Atkinson, 2007). Therefore, scholars should investigate the pre-existing knowledge in the substantive field to enhance their theoretical sensitivity, to be more sensitive to data, and make the study theme more concrete. Furthermore, Thornberg (2012) also argues that delaying literature review ¨makes it impossible for researcher to conduct studies in their own areas of expertise which appears odd and counter-intuitive¨. And only for pragmatic or strategic reasons like preparing proposals for the purpose of receiving funding for project, researchers also have to begin theorizing and reading literature before the data collection and analysis.

For another reason, which has been mentioned above: we used an adapted GT to our specific case, abbreviating the cycling process of data collection and data analysis and coding. The ongoing literature review throughout the study is very useful to develop our path model of Barcelona's city image as a destination from the Chinese tourists' eyes.

Therefore, in this paper we agree with Thornberg's (2012) viewpoint, is preferable an ongoing literature review throughout the study, based on theoretical sampling.

According to the above viewpoint of literature review, we first set out to conduct a review of studies on TDI and Barcelona's TDI in China, to determine that the question that we decide to research is not found in the existing literature. In the process of reading the previous papers, we have found abundant articles about Barcelona's city image, but few about its TDI, not to mention detailed Barcelona's TDI in China (although there indeed are some master thesis about general China's tourism in Barcelona). Therefore, we decided to study with the classic GT method. With the deepening of the study theme, finally we comb the literature review of TDI and Barcelona's TDI, but in the process of redacting, we do declarative adjustment for logical considerations.

2.4 Research techniques and tools

In the process of qualitative and quantitative analysis, we respectively use the following research techniques:

2.4.1 Techniques and Tools of Qualitative Method

- Participant observation and unstructured observation
  Participant observation is a process where the researcher can observe a setting

to fully participating in the setting to collect data (Glesne & Peshkin, 1992). The main purpose for participant observation is the gain thorough understanding of the research setting and the participants in the study. Often participant observation is used in conjunction with interviewing to collect data in the participant's words (Bogdan & Biklen, 2006). We applied unstructured observation as the devise to collect of primary market research data, and we entered the field with some general ideas of what might be salient, but not of what specifically will be observed, so the observation is holistic, unstructured, and unfocused (Lynne, 2008).

In our case, we contacted tour-operators of the travel agency, GEG Travel Ltd., to reserve one-day package tour, then the author traveled Barcelona with the tour group as a visitor, talked with the group visitors as one of the group members, took notes about visitors' reactions to every scenic spot when we traveled around the city, and recorded the personal thoughts and feelings about the target group. The author traveled with the package tour several times, roughly knowing about the operation mode of group tours in Barcelona for Chinese visitors, and visitors' general reactions to the organized trip, to the scenic spots and to the city. The author briefly interviewed one of the tourism operators from the travel agency mentioned before, in order to obtain more information about the Chinese tourism market in Barcelona and more suitable contacts for the further interviews. We categorized information gathered through the field survey and the brief interview, finding common themes.

- Semi-structured in-depth interview

In Grounded Theory, in-depth interview is the most commonly used method, and we obtain new research questions, conceptions and categories, etc., through interviews with travel retailers, travel agencies and visitors. During these interviews, we applied *participant observations* and *unstructured observations*, meaning that even though with the outline drawn up in advance, we still

maintained a posture of participants and listen to concern of the theme that the interviewee is discussing, and encourage them to express their true thoughts.

- Textual analysis

Text analysis is the main method of data analysis while processing applying Grounded Theory. Text analysis in this paper uses paragragh-by-paragraph Coding[4], which means paragragh-by-paragragh conceptualization, categorization, and encoding to text information or data followed by a progression of the basis concept onto the core area. We try doing open coding process using the qualitative software *Atlas.ti 7*, and adjunctively doing selective coding using mind manager software.

- Survey methodology

The main purposes of survey method are to describe certain aspects or characteristics of population and/or to test hypotheses about the nature of relationships within a population. Mail survey, telephone survey and personal interview are three principal categories, and in our case, messages via email to the interviewees in order to inform them of the general topic of the interview, prior to conducting a conducted personal interview (a face-to-face interview of the respondent). Additionally, we also apply online surveys and on-site survey, specifically by distributing questionnaires through the most popular social medias, such as Facebook, *Wechat* (Chinese version of whatsapp, but with more functionalities, such as Moments where the users can post), El Prat airport in Barcelona, *la Roca Village*, *Passeig de Gracia*, various Chinese restaurants (see Chapter 6 Quantitative Research, 6.2 Formal Survey, for more detailed information).

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[4] The reason why we used paragraph-by paragraph coding instead of line-by-line coding, we have explained it in the previous section: 5) specific operations of GT to the study.

2.4.2 Techniques and Tools of Quantitative Method

- Factor Analysis

  Factor analysis in one of multivariate methods, which can reduce a large number of variables into fewer number of factors. This study applies *SPSS 22* as the analysis software in which, first of all, we conduct the Principal Components Analysis of Exploratory Factor Analysis with the aim of reducing their dimensions from 44 to 35 dimensions and identifying the determinant factors (see the Chapter 6 Quantitative Research, 6.4.1, for detailed information).

- Independent sample T test

  The Independent Sample T test has the aim of determining whether there is a statistically significant difference between the means of different factors. In our study, we perform the independent sample T test to Chinese visitors' gender and their travel patterns on the set of factors of Cognitive attribute, and gender on the factors of affective evaluation.

- One-way analysis of variance (ANOVA)

  ANOVA is run with the purpose of testing for significant differences between two or more sample means, which is done by analyzing the variances. In our research, ANOVA was run to determine the difference between socio-demographic characteristics of Chinese visitors and the set of factors of affective attributes, and to consider the differences between their socio-demographic characteristics and the factors of cognitive attributes (see Chapter 6. Quantitative Research, 6.4.3 One-way analysis of variance, for more information).

- Multiple linear regression analysis

  The general purpose of multiple linear regression is to model the relationship between several independent or predictor variables and a dependent or criterion variable. The specific purpose of our case is to examine the relationship between Chinese visitors' motivations, cognitive images and their affective image of Barcelona, as well as the relationships between their cognitive image and overall image of Barcelona, and that of the affective image and the overall image (see

Chapter 6 Quantitative Research 6.4.4 for more information).

● Paired-samples T test

This statistical procedure is used to determine whether the mean difference between two sets of observations is zero. In our study, we conduct the paired-samples T test to compare Barcelona overall image in Chinese visitors' eyes before visitation and after visitation (see Chapter 6 Quantitative Research 6.4.5 for more information).

Conclusions

Table 1. Methodological Framework

Study objectives	Study channels	Study phases	Study methods (software)
Dimensions/ elements of Evaluation of Barcelona's TDI in China	Theoretical analysis Qualitative analysis	Study's background Study's contents Study's methodology Literature review In-depth interviews Theoretical framework	Grounded theory (*Atlas.ti*)
Fitting degree Barcelona's TDI in China	Quantitative analysis	Initial questionnaire and pretest Final questionnaire survey Relation between socio-demographic characteristics and cognitive/ perceptual and affective image Relation between cognitive/perceptual and affective image and overall image Relation between Pre-TDI and Post-TDI in China Conclusions of the study	Factor analysis (*SPSS 22*)

Source: author's own elaboration

With the research objectives as global orientation, the methods chosen and their adaption to the case study of Chinese visitors' TDI assessment of Barcelona enabled the construction of a methodology that could support the fieldwork and subsequent data analysis. The research framework represented in table 1, describes the methodological process and the key methods:

● Semi-structured interviews to the stakeholders is to identify the key questions regarding the Chinese market, destination management, image, the destination promotion manners in the target market, and communication channels; to receive inputs to the subsequent questionnaire design; questionnaires to the Chinese tourists travelling to Barcelona to identify the visitants' socio-demographic characteristics, travel motivations, satisfactions and their impressions on the destination.

● Apart from the primary data, we also look over the official reports or yearbooks of tourism academies and institutions at regional, national and international level to identify the key questions about the Barcelona's TDI.

Despite the common difficulties and costs of time costs of the research fieldwork (see Chapter 7.3 Limitations) at the airport, the *Paseo de Gracia* and the Chinese restaurants, as well as the technical difficulties and the time difference issue of doing interviews and questionnaire surveys with the Chinese tourism practitioners by Wechat, the research made the necessary efforts to maintain objectivity in the criteria (Ferreira, 2014). Therefore, in order to collect accurate data inputs to the image-evaluation model, the design of the semi-structured interviews and the questionnaires obeyed careful structure.

Finally, the data analysis was conducted and the use of different methods were considered, including descriptive methods, textual analysis, factor analysis, principal component analysis, independent sample t-test, one-way ANOVA test, post hoc test and multiple linear regression, in order to obtain significant results and findings, which will be explained in detail in the chapter of Quantitative Research.

CHAPTER 3. THEORETICAL FRAMEWORK

Introduction

This chapter aims to introduce the literature review, explain the core concepts of our study with particular focus on the concept of TDI, set out the theoretical framework which underpins this research and also set out the conceptual framework and the path model of determinants of Barcelona's TDI in Chinese tourists' eyes.

The literature review provides the concept of image in the context of tourism destination with focus on the TDI formation and TDI measurement, a review of the cases of Spain (Catalonia/Barcelona), a comparative study of TDI perception and research problems.

The part of core concepts applied in our study consists of the concepts of Tourism, Image and TDI formation. The theoretical framework is explained within three parts: Organic Image - Induced Image; Induced image - Induced-modified image; the stage of Induced-modified image. Within the theoretical framework of our study, we apply various theories and concepts related to TDI, -the theories of gaze and of liminality, the concepts of flaneur and choraster, and of nothingness and somethingness-, and with supplement of several concepts, -experiences of liminoid, communitas and flow, cultural hybridity, involvement theory and McDonaldization-, to better underpin our research.

The last part is the conceptual framework particularly for our research, Barcelona's TDI in China, in which we display the determinants of the formation of Barcelona TDI in China's market and, according to the literature review, the path model of Barcelona's TDI before and after the actual visitation are showed as well.

3.1 LITERATURE REVIEW

3.1.1 Research History Review

Since the 1970s, Hunt (1971), Mayo (1973) and Gunn (1972) began to do the research on TDI. The research of image around specific tourist destination became to be one of the most abundant themes in the tourism industry, and the TDI has become a popular topic in the literature review of tourism research (Kim 2009).

In 1971 Hunt (1971) from Colorado State University wrote the doctoral dissertation, "Image as a factor in Tourism Development" with the aim of exploring the meaning of the image factor of a developing destination, which is considered to be the pioneer of the TDI research. Hunt believes that Image is a purely subjective impression that people hold on non-residence outside, works on the brain formed by the stream of consciousness: TDI and the enter degree of infrastructure, tourism is the decisive factor in the decision-making process.

Lynch (1960), Gunn (1972), Markin (1974), Relph (1976), Crompton (1977), whose literature on TDI research has played a certain role. As a Chinese investigator in Spain, we should pay special attention that in West, research on "Place", "Place Recognition" and "Place Identify" is an important part of human geography, urban planning and landscape science. Therefore, these two monographs, *The Image of the City* (Lynch, 1960) and *Place and Placeness* (Relph, 1976), are considered as the early literature of research on TDI.

Since the 1980s, scholars have paid gradual strengthening of emphasis on the TDI research, which has entered a gradually increasing prosperous stage. Stabler (1988), Telisman (1989), Chon (1991), Echtner and Ritchie (1993) all have gave detailed explication for the importance of the TDI research, and they generally considered that TDI influences tourists' subjective perception, subsequent behavior and destination choice. Pike (2002) reviewed 142 papers related to TDI since 1973 to 2000 and did a

comparative analysis. Visibly, from the 1970s to now, at the international level research on TDI has acquired a continuous development.

3.1.2 Main content of previous research

The research achievement of TDI focuses on TDI's concept, perception, formation, evolution, marketing, measurement and other aspects of study.

3.1.2.1 Concept of TDI

Respect to the expression of the academic term of "Tourism Destination Image" in the research, incipient scholars used "Destination Image". The origin of TDI research began at 1970s (Hunt, 1971), and went through an important attempt in the concept of integration in the 1980s. However, definition of the concept of TDI is still the first choice for research in the field (Baloglu & McCleary, 1999). So far, researchers have not yet formed a consensus in the definition and concept of TDI, and each one put their points of view from different perspectives. On the definition, the the concept of TDI, scholars use terms such as impressions, ideas, trust, perception, expectation or mental character to describe a destination's image (Table 2).

Table 2. Review of TDI's concepts

Scholars	Year	Concepts
Hunt	1971	Impressions that a person or persons hold about a state in which they do not reside
Markin	1974	A tourism image is ¨our own personalized, internalized and conceptualizing understanding of what we know¨
Lawson，Bond- Bovy	1977	An expression of Knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place
Crompton	1979	An image may be defined as the sum of beliefs, ideas, and impressions that a person has of a destination

Assael	1984	Destination defined as ¨the overall perception of the destination that is formed by processing information from various sources over time¨
Phelps	1986	Perception or impression of places visited.
Moutinho	1987	Destination image is based on the tourists' individual attitudes of destination's attribute perception and feelings.
Embacher，Buttle	1989	¨Ideas or perceptions held individually or collectively about a destination by people¨
Fakeye and Crompton	1991	Image is the mental construct developed by a potential tourist on the basis of a few selected impressions among the flood of total impressions
Echtner and Ritche	1991	The perceptions of individual destination attributes and the holistic impression made by the destination
Gartner	1993	Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative
Milman, Pizam	1995	Visual and mental impressions held by general public about the place, product and experience of the destination.
Parenteau	1995	Is a favorable or unfavorable prejudice that the audience and distributors have of the product or destination
Baloglu and McCleary	1999	An individual's mental representation of knowledge, feelings, and global impressions about a destination
Tapachai and Waryszak	2000	Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values
Bigné, Sánchez and Sánchez	2001	The subjective interpretation of reality made by the tourist
Kim and Richardson	2003	Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time

Source: Own elaboration from various papers

Recalling the definition of TDI in the last 30 years, the following conclusions can be drawn:

1) Most researchers define the TDI as the sum of the individual's overall understanding and impressions of a place;

2) No matter what differences in the expression of definition, the understandings of the nature of TDI's concept are basically the same, which is: TDI research belongs to the field of cognitive psychology, and TDI is the overall understanding and evaluation of the destination;

3) Previous scholars' definitions of TDI basically followed the method in the 1970s, defining from the perspective of subject (destination).

3.1.2.2 Review of research on TDI Perception

Since the beginning of the 1990s, many scholars have begun to study TDI's content and its management strategy from the perspective of perception. Research results include theoretical research, case studies and comparative studies.

1) Theory review of TDI Perception

Learning travelers's perceptions of TDI is an important basis of TDI's planning, and only with the in-depth investigation and analysis of travelers' perceptions we can design an attractive TDI for the destination. Scholars have discussed the characteristics, significance and types of image perception. Image perception consists of attributes of complexity, multiplicity, relativistic and dynamic. TDI must contain the elements of ideas, actions, and strategies (Baloglu & McCleary, 1999; Bigne, Sancez, & Sanchez, 2001; Chi, & Qu, 2008).

Gartner (1991) and Chon (1990) have paid special emphasis on the importance of TDI on travel decision. Since tourism products cannot be tried before the travel, subjective judgment of tourism products will be more than the objective judgment, and potential tourists' perception of a never-been place is limited, it is difficult to obtain objective information about the aspect of characteristics, so TDI perception plays an important role in the revaluation of tourism destinations (Lee & Crompton,1992;

Gensch, 1978).

Previous studies have confirmed the theoretical and practical significance of the TDI study, and different types of TDI research is to evaluate the changes and differences between potential and on-site travelers, before and after the travel (Grosspietsch, 2004), before and after event (Kim & Morrison, 2005), and expected and real image (Botha et al., 1999). There is a closed relationship between TDI perception and travelers, or potential travelers' behavior motivation, tourism decision-making, feelings of service quality and satisfaction level (Goodrich, 1977; Lee & Pearce, 2002; Phelps, 1986; Calantone, Di Benetton, Hakam, & Bojanic, 1989; Echtner & Ritchie, 1993；Milman & Pizam, 1995）.

2) Cases study of TDI Perception

Tourists, as the subject of TDI Perception, have been the main object of the TDI Perception research. These research achievements focus on a specific tourist destination, generally divided into two categories: one category targets the reflection of a TDI's actual situation, and the other is aimed at a TDI's change and difference to analyze (Zang & Huang 2007).

In the studies of TDI perception, most objects of study are limited to countries. Some researchers studied Denmark, Jordan, Turkey, Rwanda, Zimbabwe, Canada, Russia and other countries' tourism image. The results indicate that images of Denmark held by visitors may deter visitation for cultural tourism and that, when visiting for other reasons, tourists may not seek out cultural tourism experiences, as these do not form part of the opportunity set traditionally promoted by Denmark to its visitors (Andersen, Prentice & Guerin, 1997). A generally positive image of Jordan emerged among all visitors, but service and hospitality issues appear to challenge its tourism industry (Schneider & Sönmez, 1999). The perceptual/cognitive, affective and overall image of

Turkey showed variations due to US travelers' familiarity level with the destination, the higher the familiarity, the more positive the image (Baloglu & McCleary, 1999). There are several important differences between the perception of visitors and tour operators, thereby indicating that the latter project inadequate or even negative images of the country (Grosspietsch, 2004).

Review of Cases of Country Image

Respect to the pre-trip and post-trip perception of tourists about a country as a tourist destination, Chaudhary (2000) observed that India is rated highly for its rich art forms and cultural heritage, however, irritants like cheating, begging, unhygienic conditions, lack of safety dampen the spirits of tourists.

If Zimbabwe can overcome its problems of political instability then Zimbabwe would have a high potential for tourism development (Nyaruwata, 1986).

Canada offers great potential as an incentive travel destination, however, Canada's image and its tourism product benefits need to be clearly defined and projected in order to be able to compete better with other long-haul incentive travel destination (Witt, 1992)

Russia's image in the industry of US is unclear, as US tour operators are narrowly positioning Russia as mainly being a historic and cultural destination, with a relatively tight geographic emphasis on the western portion of the country. Technically and content-wise, the Russian websites require the greatest improvements. They tend to be loaded with information and not particularly well targeted to specific countries of visitor origin or market segments by travel interests (Stepchenkova & Morrison, 2006).

According to the "The Image of Spain in China" (Noya, 2007), at that time, when Spain achieves a presence usually through some topical events. Spanish football and bullfighting are regularly on television and the Chinese press, and only the bullfighting

and football have great visibility in the Chinese media. This report is intended to help strengthen the presence of Spain in China.

Ma (2013) considers that the image of Spain, the promotion of Spanish culture and tourism are rare in China. Many Chinese learn Spanish from the Latin American market, and it is even not to say those who do not learn Spanish.

Review of Cases of Image of Spain in China

According to the "An assessment of Plan China" (Fanjul & Rovetta, 2005), Spain, in a negligible extent, has been and remains absent from China.

Otero (2008) indicates that little image of Spain which is detected in China is a stereotypical image, dominated by the bullfighting, sport and tourism image. Two out of three Chinese are unable to mention a Spanish historical or fictional character. Besides, Li (2014) considers that social networks are configured with a new system of information and entertainment, which takes elements, multimedia resources, thus facilitating the process of building image of country. The image displayed in the social network Weibo China is relatively positive, especially for the effect of its rich culture and history, with the football.

Review of Cases of Image of Islands/States/Provinces/Cities

In addition to countries, there are also image perception researchs on islands, states, provinces and cities.

Majorca and other Mediterranean beach holiday destinations have reached the maturity stage of product life-cycle and are about to go into decline. Therefore, the public sector bodies must improve the resorts' environment and infrastructure, and control further development (Morgan, 1991).

The assessment of the image of Menorca, Spain shows that the package-holiday

product itself is more important than the destination because of the vague place information given in brochures; also, that unexpected deviations between reality and preconceived images have negligible effect on holiday enjoyment (Phelps, 1986).

In order to better understand legislators' perceptions of tourism and enhance communication between legislators and tourism practitioners, McGehee et al., (2006) reviewed North Carolina legislators' knowledge of and attitudes toward the tourism industry in both 1990 and 2003. The findings indicate that legislators report a more positive attitude toward the economic importance of tourism in 2003 than in 1990, but still have limited knowledge of the tourism industry. In response to these findings, possible strategies are suggested to improve legislators' knowledge base, image, and attitudes of tourism with the goal of achieving strengthened legislative support for tourism.

Espelt and Benito (2005) study the image emitted of a cultural destination, in the case city of Girona, Spain. Findings show that a sequence of images appear with roots a Romantic perception to the more complex visualization of post-modern period.

Review of Cases of Image of Catalonia and Barcelona
Nogué and Vicente (2004) analyze the relevant role of landscape in the creation of national identity in Catalonia, from a historical and contemporary perspective.

Chuanyi Lin (2011) indicates that Barcelona is not yet Chinese tourists' preferential tourist destination, either has not made significant efforts to build the city image for Chinese tourists compared to Italy, France, Britain, etc. However, Barcelona coincides with the Chinese imaginary ¨European City¨, which is cultural, exotic, lively and romantic, if the city project these attributes appealingly, there will be a boom of Chinese outbound tourism in Barcelona.

Albareda (2013) research Barcelona's TDI from the perspective of the sector of

restoration: the article aims at discussing how to adapt the tourist sector of Barcelona to Chinese tourists and creating the plan of promotion of sector of cuisine particularly for Chinese travelers.

Palou (2009, 2011) discusses the theme from another perspective in the last years: among the boom of tourism in Barcelona, Spain, and an overriding advantage of the city's art-nouveau heritage (*modernisme*), as the city's brand image, in the processes used by the city -destination to attract economic, cultural and symbolic capital-, the sector has been criticized and rejected by some citizen, that identify tourism as direct responsible for some lacks and city problems.

3) Comparative study of TDI Perception

Each TDI has its own unique character, meanwhile, there is a certain similarity between different TDIs. Some scholars have made research on to what degree TDIs show similarities and differences?

Baloglu and Love (2005) assesse and compare 583 association meeting planners' structured (cognitive, affective, and global impression) and unstructured (open-response elicitation) perceptions as well as behavioral intentions for five major US convention cities: Las Vegas, Chicago, Dallas, Atlanta and Orlando, and observed that these planners have different perceptions.

TDI Perception changes along with nationality, education level, ages and occupation, and major international festival can change TDI in a short time, so tourists form Japan, mainland China and United States have more positive TDI of South Korea after the World Cup (Lee, Lee & Lee, 2005)

Baloglu and Mangaloglu (2001) also examine structured (scale items) and

unstructured (open-ended) images of selected Mediterranean destinations (Turkey, Egypt, Greece and Italy) as perceived by US-based travel intermediaries. The findings indicated that tour operators and travel agents promoting these destinations have differentiated images of the four destinations.

Bonn, Joseph and Dai (2005) identify significant differences in the rating of two categories of destination atmospherics and destination service when comparing three groups of visitors to Florida, US: 1) Florida (in-state) residents; 2) US domestic (non-Florida) visitors; and 3) international visitor.

3.1.2.3 Review of Research on TDI Formation

Since tourism decision-making is attributed to TDI, many scholars have attempted to explain TDI formation types and its influencing factors. There is abundant methods of researching TDI formation, but there is one research in common, which is tourists' "Image Perception". Among a lot of research achievements of influencing factors of TDI formation, papers about information accounted for the majority and achieved remarkable results (Um & Crompton, 1990; Gitelson & Crompton, 1984; Mansfeld, 1992; Gartner, 1993).

1) TDI Formation Typology

Gunn (1972, 1988) summarizes tourists and potential tourists' TDI as Organic Image and Induced Image. Organic image is rooted in non-touristic and noncommercial information sources such as news reports and books, while induced images are driven by commercial information sources such as advertising or marketer-controlled information.

Fakeye and Crompton (1991) further summarize the TDI formed by tourists and

potential tourists as organic image, induced image and compound image, which is, in addition to the front two categories, after field trip tourists form a more comprehensive compound image combining with their previous knowledge and experiences.

In the study of TDI perception changes, Gartner and Hunt (1987) indicate that the complex image formed by organic and induced images determines TDI perception changes in non-residents and tourists.

The majority of studies regarding to TDI formation have been based on the concept of either two or three main components of TDI: cognitive, affective and conative (Baloglu & McCleary, 1999; Gartner, 1993; Kim and Yoon, 2003; Schneider & Sonmez, 1999; Tasci, Gartner & Cavusgil, 2007). Cognitive components, which are the sum of what is acknowledged about a destination (e.g. Organic or induced image), affect the components that represent one's feeling toward a destination (e.g. Pleasure, displeasure, or neutral). Conative is the likelihood of trip intention toward visiting a destination within a certain period that emerges from cognitive and affective images.

Gunn (1988) identifies seven stages, wherein the destination image formation is changing: 1) the accumulation of mental images about vacation experiences (i.e. Organic image); 2) the modification of those images by further information (i.e. Induced image); 3) the decision to take a vacation trip; 4) travel to the destination; 5) participation at the destination; 6) return home, and 7) modification of image based on vacation experience (i.e. Actual firsthand experience). Following Gunn's labeling of image, Gartner suggeste a continuum consisting of eight separate image formation agents that each influences the TDI both in combination with each other and independently.

One of the most influential studies of TDI is Echtner and Ritchie's (1991, 1993) study, in which they suggeste that TDI construction consists of three dimensions: attribute-holistic, functional-psychological, and common-unique. Mackay and

Fesenmaier (1997) considers that TDI attributes consist of Activity, Familiarity, Holiday and Atmosphere. Bonn and Joseph (2005) suggest that TDI attributes include Atmosphere and Service. Chen and Uysal (2002) propose the TDI attributes as Activity and Attractions. Lee et al., (2005) consider that the perceptual attributes of TDI consist of attraction, comfort, price and exotic atmosphere.

2) Impact Factors of TDI Formation

During the process of the TDI Formation, TDI is influenced by abundant factors, concluding as Information factor and Tourists' Personal factor (Baloglu & McCleary, 1999). Phelps (1986) defines the TDI of the primary information built after the visit to the destination and the TDI of the secondary image is seen as the image built before the visit to the destination. Um and Crompton (1990) divided information into three categories: indicative information (on-site tourism), symbolic information (promotion information such as tourist advertising) and social information (face-to-face-interaction with people).

Hsieh et al., (1993) divide information into 4 categories: 1) public phrase (informal interpersonal communication); 2) brochure or manual; 3) tourism agency (formal interpersonal communication); 4) summarized information (area company, book, library, advertising, club organization, tourism company)

Gitelson and Crompton (1984) suggest that type of information consist of internal (tourism experience)and external (tourism agency, travel bureau, friend and relative).

Mansfeld (1992) indicates that information includes formal (commercial environment) and informal (social environment). The formal information sources consist of tourism agency, promotion brochure, tour-guide manual, TV program, newspaper and magazine; the informal information source includes friend, relative and impression

and comments of social community.

Relevant studies indicate that Word-of-mouth and advertisement have media degree direct effect on perceptual/cognitive TDI, while it has not yet been confirmed the relationship between professional advice and books/movies/news, and perceptual/cognitive TDI (Baloglu & McCleary, 1999).

Beerli and Martin (2004) analyze the influence of information sources on TDI formation, and the research results show: primary information sources influence the post-visit image of a destination, whose influence level depends on tourists' visiting times, staying time and participation level, etc.; secondary information sources do not have a significant correlation with perceptual/cognitive image. The results of long time research show that for on-site tourists, tourist experiences play a greater role than various information sources; for potential tourists, information sources are more useful. Among them, word-of-mouth, especially of friends or relatives, plays a greater role, and has a greater negative promotional effect (Beerli & Martín, 2004).

A survey questionnaire of first-time travelers to South Korea revealed a positive change in attitude to factors such as safety and scenery, as a result of the touristic experience. From this we can observe that tourism experience has positive influence on TDI and touristic perception (Chon, 1991).

Trauer and Ryan (2005) indicate that intimacies of participants in tourism also influence the post-TDI.

Furthermore, Mayo and Jarvis (1981) consider that differences of aspects of scenery, climate and transport between different destinations also influence perceptual/cognitive TDI. McGehee et al. (2006) suggest that visuals from tourism brochures is a predictor of a TDI, whose attractiveness, uniqueness and structure are the dimensions that influence a TDI formation. Espelt and Benito (2005) indicate that tourism brochure also has influence on

TDI, whose tourism relevant information influence positively pre-TDI formation. Yüksel and Akgül (2007) argue that postcard can stimulate the traveler's positive affect to a destination, and then have effect to the destination decision-making.

There are also researchers that study the influence of Internet Web and tourism agency on the pre-TDI. The results show that compared with obtaining information purely from tourism agency, getting information from tourism agency at the same time from Internet will have negative impact to pre-TDI, whose degree depends on the tourist's experience level of using internet (Chen, 2001).

Regarding to tourists' personal component, their psychological characteristics (e.g. values, motivation and personality.) and social characteristics (e.g. age, education level, social class and lifestyle, etc.) are two important aspects. Martin and Rodríguez (2008) get the conclusion through his study, travelers' some psychological factors, such as motivation and cultural context values, have significant impact on their pre-TDI.

Baloglu's (1999) study shows that, age and education level not only influence travelers' perceptual/cognitive TDI, but also their affective TDI; while tourism motivation only influence their affective TDI.

Beerli (2004) gets the conclusion through the research on tourists in Lanzarote, Spain, which is almost the same with Baloglu's (1999), tourists' motivation influence affective TDI; accumulated touristic experience has a significant relationship with perceptual/cognitive and affective TDI; socio-demographic characteristics also have impact on perceptual and affective TDI.

Chen and Kerstetter (1999) figure out that TDI depends mainly on tourists and potential tourists' behavior and socio-demographic and other statistical variables.

Cultural differences of aspects of attitude, behavior and social class will affect perception of TDI (Lewis, 1991; Mayo and Jarvis 1981). Under the attraction of destination and under the influence of tourist source countries, different cultural backgrounds and tourists from different countries will have different tourism satisfaction: tourists that have lower income, lower educational levels, lower social class and elderly tourists have low expectations on TDI perception. They would consider taking holidays abroad is extravagant consumption, and thus they have a higher tourist satisfaction.

3.1.2.4 Review of Research on TDI Evolution

1) Internal Factors

Seasons replacement will cause the nature of resources of the destination changed, and trigger seasonal tourism demand, which causes seasonal variations of TDI perception, but this change is related to tourists' nationality, educational level, age and their profession (Kim and Morrison, 2005)

2) External Factors

Kim and Richardson (2003) argue that popular movies as the representative of popular culture will affect tourists' perception, awareness and intention to visit, but they cannot enhance people's familiarity with the destination depicted in these movies; news and popular culture (e.g. movies, TV and literature) are reflected in our daily life, and they have a high mart penetration, so their description of a destination can dramatically alter the TDI even in a short time. Frost (2006) indicates that the influence of history film on TDI is gradual not mutational.

Mercille (2005) indicates that influence of various medias (movies, travel guides and magazines) on TDI is between strong and unsure, because every traveler's cultural

and social context must be taken into account. Sönmez (1998) argues that political troubles, such as terrorism, war, regional tumult, etc., will have negative impact on TDI. Araña and León (2008) consider that 9.11 terrorist attacks caused negative impact on travelers' decision-making, and the TDI changed, in addition, although the destination has experienced the strong negative impact of terrorist attacks on the TDI's attraction, the influence of terrorist attacks on the destination will upgrade.

3.1.2.5 Review of TDI Measurement

After the TDI is projected onto market, it is still needed to examine travelers' perceptions and acceptances to the related information, and to take corrective action based on the actual situation, in order to achieve the target of coincidence between travelers' "TDI perception" and "TD projected image", which makes the measurement and evaluation of TDI become particularly important.

1) TDI Measurement Philosophy

According to Kim et al's (2009) paper, TDI perception changes along with time, and it is susceptible to the defects of measurement frequency. Most of the studies' surveys on TDI measurement were conducted only once, some were on Site (Kim and Agrusa, 2005; Martin and Rodríguez, 2008), some were before the travel (Lin, et al, 2008), and some were conducted after the travel (Castro, et al 2007). Compared with the actual TDI, it is very easy to be limited if we conduct surveys about travelers' ideal or expected TDI before their travel. Meanwhile, it is also very easy to lead to inaccurate answers with the forgetting of touristic experiences after the travel (Li & Petrick, 2008). Thus, the future studies should consider setting a plurality of investigation time points, especially the survey time point of affective TDI is very pivotal. In addition, as travelers' TDI perception changes as time goes by, in order to overcome the problems accompanied by the measuring times and frequency, a plurality of survey times will become very necessary.

2) Research Methods of TDI Measurement

The research literature of TDI measurement methods has occupied a certain property in the research area of TDI. Measurement and assessment of TDI principally analyze two attributes of destination: Designated Attribute of Perception or Cognition; Evaluative Attribute related to Affection.

Echtner and Ritchie (1991) indicate Structured survey and Unstructured/Open-ended survey of measuring TDI. In order to measure the TDI accurately, combination of these two methods is necessary. Scholars use a large number of multivariate statistical analysis method when doing TDI measurement. Among them, Factor Analysis is the most common method (Fakeye & Crompton 1991), and Multidimensional Scaling Analysis is also used to evaluation of multi-destination positioning (Goodrich, 1977). In addition, there are also Discriminant Analysis (Scott, Schewe & Frederick, 1978), Correspondence Analysis (Calantone, Di Benetton, Hakam & Bojanic, 1989); Cluster Analysis (Embacher & Buttle, 1989), Neuronetwork (Mazanec, 1995) and Variance Analysis (ANOVA) (Chaudhary, 2000).

3.1.3 Research problems

From the origins of TDI research until today, the research area has constantly expanded, research methods have gradually increased and it has achieved certain results, but there are still many problems.

3.1.3.1 TDI Theory is not mature enough

TDI research has formed its academic foundation, but there are still conceptual confusion, thin theoretical system and lack of depth of content and other problems. Regarding to theoretical research, most of the research results learned from other disciplines' theories to explain the problems encountered in the field of TDI, which

means that TDI still has not been formed by its own specific theoretical system. In addition, it also still has many differences of opinions over some basic theoretical issues, such as the Concept of TDI, Formation of TDI, Perception of TDI, etc., so that deeper development of TDI theory has been limited.

3.1.3.2 Quality of empirical research results should be improved

Regarding to the empirical research, Chinese scholars tend to conduct the constructive design of TDI from the perspective of tourism resources; while, Western scholars analyze and study the TDI from the perspective of travelers. Respect to Chinese and Western scholars' different viewpoints, Chinese scholars tend to focus on the demand level and quantitative method; on the other hand, Western scholars tend to emphasize on quantitative method. Therefore, Chinese empirical research results lack the support of market research data, while Western empirical research results are easy to have loopholes, because of lack of the defect of research design. These negative factors will directly affect the operability of TDI planning.

3.1.3.3 Measurement method is not perfect

We must find the weaknesses and shortcomings of a TDI through measurement and analysis. Currently, we use methods of questionnaires or index system to measure a TDI. However, it is very difficult to do comparative analysis between the obtained results because of the lack of a uniform standards of TDI measurement. Design of questionnaire, selection of focused point, method of investigation, survey site and survey time vary with different target respondents, and the selection of measuring index, establishment of index system, weight of each indicator is not reasonable, so that the results cannot reflect the reality objectively. At the same time, most existing studies measured only once, so the results are influenced by surveyors or respondents inevitably as well.

3.1.3.4 Lack of dynamic analysis research of TDI

TDI-building is a long-time process. We need to strengthen the research on issues of comprehensive analysis of TDI, making recommendations and improving TDI according to the suggestions, and whether the TDI has been improved or not. It is indispensable to conduct a long period of ¨before and after follow-up survey¨ of TDI, to sum up experience and then propose further measure suggestions. However, current empirical research results are mostly from once-surveys, and there are few dynamic and long-term analysis.

3.1.3.5 Lack of comparative research on TDI

Currently, research on TDI is mainly for a single destination, and lack comparative study with competitive destinations. In the future, comparative study of TDI should be strengthened. Firstly, we must pay attention to the contrast between competitive destinations to find their comparative advantages and their own characteristics by comparing, in order to develop unique tourism product; Secondly, we also must take into account the differences of different tourist groups' perceptions of the same Destination Image, in order to develop a unique selling point of products for different market segments, so that we can avoid the similar phenomenon of TDI planning.

3.2 BASIC / CORE CONCEPTS and THEORETICAL FRAMEWORK

3.2.1 Basic Concepts

3.2.1.1 Tourism

There is no single definition of *Tourism* that is universally accepted. WTO, Madrid, Spain, specialized agency of the United Nations, defines *tourism* as

> ¨*Activities of persons traveling to and staying in places outside their usual*

*environment for not more than one consecutive year for leisure, business and
other purposes not related to the exercise of an activity remunerated from
within the place visited. ¨*

Herman V. Schullard (1910) define Tourism as "the sum total of operators, mainly of
an economic nature which directly relate to the entry, stay and movement of
foreigners inside and outside a certain country, city or region." (Singh, 2008). Hunziker
and Krapf (1942) define Tourism as ¨the totality of the relationship and phenomenon
arising from the travel and stay of strangers, provided that the stay does not imply the
establishment of a permanent residence and is not connected with a remunerative
activities¨.

Above definition was then accepted by International Association of Scientific Experts
in Tourism (AIEST) as below. Which is also widely accepted in China:

*¨The sum of phenomena and relationships arising from travel and stay of
non-residents in so far as they do not lead to permanent residence and are not
connected with any earning activity¨*

The International Union of Official Travel Organization (IUOTO) broadened the
concept to include various forms business and vocational travel as well. Jafari (1977)
states

*¨Tourism is study of man away from his usual Living place, of the industry which
responds to his needs and of the impacts that both he and the industry have on the
host-socio cultural economic and physical environments¨*

Wanhill (1988) defines Tourism as the temporary, movement of people to destinations
outside their normal places of work and residence and the activities undertaken during
the time spent at those destinations.

In our case, we are more inclined to apply the concept of tourism stated by Jafari, emphasizing the socio-cultural economic and physical environments of the destination, because the principal topic of our study is tourist destination of Barcelona from Chinese tourists' eyes, which is relatively focused on the theme of interculturality, and the concept that Jafari argued, besides tourism, includes a wider area.

Tourism VS Travel & Tourist VS Traveler VS Visitor

Tourism refers to the activity of visitors, and Travel refers to the activity of travelers. So, what are the definitions of the terms *visitor* and *tourist* that is used very often as well.

¨Visitor¨ was newly adopted in Rome Conference on Tourism in 1963, which defines a tourist as ¨any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited¨. According to IRTS, UNWTO, a visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country or place visited.

The term, *tourist,* is defined as temporary visitor staying at least 24 hours in the country visited and the purpose of whose journey can be classified under one of the following purposes: business, leisure or other personal purpose.

Therefore, as the definitions stated above, we can make clear that tourism is a subset of travel and, visitors are a subset of travelers. These distinctions are crucial for the compilation of data on flows of travelers and visitors and for the credibility of tourism statistics (IRTS, UNWTO). Additionally, in some cases, the travel is a more purposeful journey, whereas the term *tourism* is used to imply a shallow interest in the cultures or locations visited (Edensor, 1998). However, the terms *tourism* and *travel* are sometimes used interchangeably. In the context of our study, travel has a similar

definition to tourism, because the visiting to Barcelona of our target public, Chinese tourists, is not only focused on any specific purpose, but a visiting in general meaning.

Furthermore, the concept of tourism is applied and combined to other themes such as geography, history, management, marketing, sociology, psychology, political science, economics, etc. The topic of our study is TDI which belongs to geography, history sociology and psychology, so in the following paragraphs we will explain each concept and how to apply them to our research.

3.2.1.2 Image

According to the *Collins English Dictionary*, *image* as a noun has these following basic meanings:

1)   A representation or likeness of a person or thing, especially in sculpture

2)   An optically formed reproduction of an object, such as on formed by a lens or mirror

3)   A person or thing that resembles another closely; double or copy

4)   A mental representation or picture; idea produced by the imagination

5)   The personality presented to the public by a person, organization, etc.

6)   The pattern of light that is focused on to the retina of the eye

7)   Psychologically the mental experience of something that is not immediately present to the senses, often involving memory

8)   A personification of a specified quality

9)   A mental picture or association of ideas evoked in a literary work, especially in poetry

10) A figure of speech, such as a simile or metaphor

Oxford Dictionaries has directly summarized the meanings of *image* as (consulting date: Aug. 2016): 1) A representation of the external form of a person or thing in art; 2) The general impression that a person, organization or product presents to the public;

3) A simile or metaphor

Cambridge Dictionary has summarized these meanings as follows: 1) Physical picture: any picture, especially on formed by a mirror or a lens; 2) Mental picture: A picture in your mind or an idea of how some or something is; The way that something or someone is thought of by other people; A mental picture or idea that forms in a reader's or listener's mind from the words that they read or hear especially in literary work.

In summary, *image,* apart from a physical and mental picture, is also a unity of concretion and abstract, and of substance and spirit.

1) Perception

In philosophy, psychology, and the cognitive sciences, *Perception* is the process of attaining awareness or understanding of sensory information.

Sensation is the reflection of certain properties of objects during their immediate action on a sense organ, the conversion of excitation into a fact of consciousness (Spirkin, 1983). The model division of sensations is based on the specific features of the influence they reflect: touch, vision, hearing, vibration, temperature, smell, taste, and so on.

Consequently, a perception is the unity of the various properties of the object in question, is an integral image directly reflecting the object or objects influencing the sense organs, their properties and relations.

Perception is used to explain, predict, and describe the responses of people to objects (individuals, events, social problems, social groups). Mayo and Jarvis (1981) defined *perception* as ¨the process by which people select, organize, and interpret

information to form a meaningful picture of the world¨ (Figure 4).

Figure 4. Model of Perception
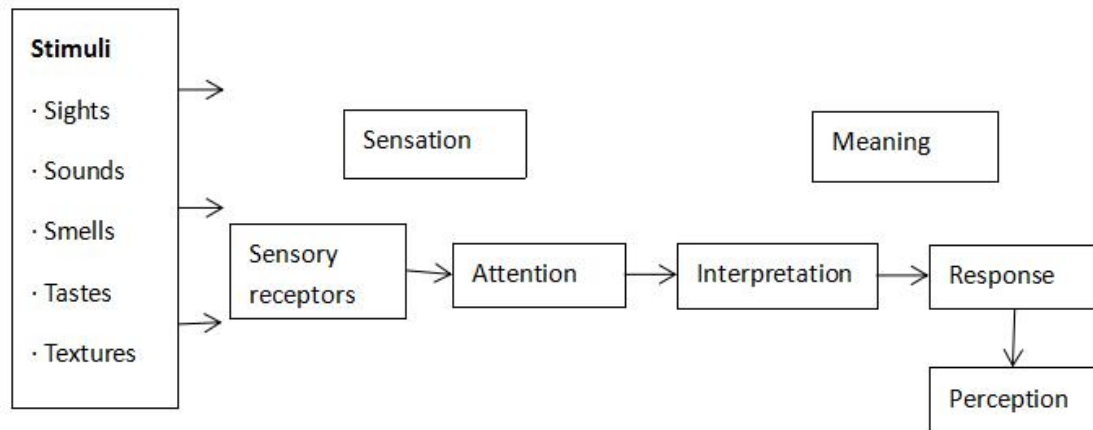
Source: author's own elaboration based on several articles.

For any individual, *perception* is latent and only when an individual is stimulated and is perceived, the *perception* can be manifested in the individual's language and behavior (Knight, Gutzwiller, 1995).

In view of that each person's psychological structure is different, their perceptions of things with same characteristics are also very different. On the one hand, the same information may be given different interpretations by different target audiences, or even because of differences in time and purpose the same information and same target audiences would be given different interpretations; on the other hand, as a result of the intertwining of senses, the destination will form a positive and negative image at different initial attitudes and expectations. Gartner (1986) argues that each person associates an object with an analogue in a defined cognitive structure to form an image of perception. It is also argued that for an innocent destination, tourists are usually perceived from the attributes of the other areas that they have just visited.

Image is based on the information processing of human brain, which forms an inner conviction and impression, the image of the source and the role of perception.

Cognition refers to the individual's acquisition and application of knowledge; it is the process whereby we assimilate and organize information about events and relationships, so that we may be commonly said to 'know' about the world (John, 1994). People first acquire sensory information from the senses, and then form sensations. From the cognition of the senses, people begin to form a kind of holistic perception of various attributes and characteristics of perceived objects. Then, based on sensory and perceptual, we have the form of image of the object of perception in the memory, and the image in turn will enhance people's perception of specific things and impressions.

2) City image

Kevin Lynch (1960) first argues that the city images are referable to **physical** forms, can conveniently be classified into five types of elements: paths, edges, districts, nodes and landmarks. Another distinction could be made between concrete, sensuously vivid images, and those which were highly **abstract,** generalized, and void of sensuous content. Thus, the mental picture of a building might be vivid, involving its shape, color, texture, and detail, or be relatively abstract.

The image of the city reflects the characteristics and styles of the whole city. The image of the city, based on the functional positioning of the city, shape its historical tradition, city sign, economic pillar, cultural accumulation, public demeanor and ecological environment, as the appearance that can be felt and the connotation that can be understood. Our study will use Cheng's (2011) concept of ¨city image¨: the city image is the public's evaluations of the general, abstract and conceptual knowledge to the city; is a comprehensive manifestation of a city's inner historical background and external characteristics, and represents a reality supported by the individual or collective's intentions.

The city image can be summarized as the hardware image and software image (Go &

Zhang, 1997). The hardware image refers to a city's subject-symbolic-characteristics, with intuition, such as city's layout, streets, buildings, various types of decoration, logo, traffic, environment, infrastructure, residential buildings, commercial areas, etc., that are the city's shape. Meanwhile, the software image refers to the organic overall image composed of people and objects, such as social order, economic environment, public relations, urban culture, people's mental outlook, cultural accomplishment, service level, professional ethics, living standards, living habits, etc., which is the connotation of the city.

3) Tourist Destination Image (TDI)

This research focuses on the process of destination image formation, one of the least studied areas in this field of research (Beerli and Martín, 2004). As Baloglu and McCleary (1999) and Mackay and Fesenmaier (1997) point out, there have been very few empirical studies aimed at analyzing which forces influence an individual's image of a given destination, and there is a little research into those which influence the formation and the structure of this image, and still there are alternative views both on the definition of this image and its components. However, many researchers agree that the analysis of destination image has made a significant contribution to a greater understanding of tourist behavior, and the significance of the role played by image in the process of decision-making, and, by extension, choice, is very important and essential (Hunt 1975; Milman and Pizan 1995; Chen and Kerstetter 1999).

Conceptualization of TDI

Although the definitions are interpreted differently, these lead to the conceptualization of how tourists perceive the destination and evaluate its attractiveness or attributes at the destination (Fakeye and Crompton, 1991; Cooper, Fletcher, Gilbert, Shepherd and Wanhill, 1998; Rashid and Ismail 2008).

Table 3. Selected Definitions of TDI

Hunt (1971)	
	Impressions that a person or persons hold about a state in which they do not reside
Lawson and Bond-Bovy (1977)	
	An expression of Knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place
Crompton (1979)	
	An image may be defined as the sum of beliefs, ideas, and impressions that a person has of a destination
Chon (1990)	
	Result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about a destination
Echtner and Ritchie (1991)	
	The perceptions of individual destination attributes and the holistic impression made by the destination
Crompton and Fakeye (1991)	
	Image is the mental construct developed by a potential tourist on the basis of a few selected impressions among the flood of total impressions
Gartner (1993)	
	Destination images are developed by three hierarchically interrelated components: cognitive, affective , and conative
Parenteau (1995)	
	Is a favorable or unfavorable prejudice that the audience and distributors have of the product or destination
Baloglu and McCleary (1999)	
	An individual's mental representation of knowledge, feelings, and global impressions about a destination
Tapachai and Waryszak (2000)	
	Perceptions or impressions of a destination held by tourists with repect to the expected benefit or consumption values
Bigné, Sánchez and Sánchez (2001)	
	The subjective interpretation of reality made by the tourist
Kim and Richardson (2003)	
	Totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time
Prayag (2008) and Cheng (2011)	
	TDI refers to a city's exterior and interior public's evaluation of the overall, abstract and general knowledge and evaluation of the city's external landscape characteristics and inherent historical and cultural heritage.

Source: Own elaboration from various articles

As Table 3 shows, the image tourists have of a destination could be influenced by objective knowledge and information, also by subjective factors like prejudices, imagination and emotional thoughts of an individual or group about a particular location. The latest guidelines for Tourism admit that the development of TDI is based on the tourists' rationality and emotionality, and as the result of the combination of two main components or dimensions (Gartner, 1993; Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999; Lopes, 2011). Therefore, its ambiguous, subjective and immaterial nature, and its large number of elements and attributes make it complicated to define and no consensus has been reached about this yet (Lopes, 2011).

In our study, the combination of the concept of TDI indicated by Cheng (2011) and Prayag (2008) which is more convenient to our study focused on the pre-image and post-image of a city, will be applied: TDI refers to a city's exterior and interior public's evaluation of the overall, abstract and general knowledge and evaluation of the city's external landscape characteristics and inherent historical and cultural heritage, which is a rational synthesis of historical impression, realistic perception and future belief of the tourist destination, formed by processing and assimilating information derived from diverse sources at different periods. The TDI, as characteristics of a tourism product, and comprehensive quality level, its essence is the reputation showed and formed by the destination tourism history, realistic development and many other functions, and is also a reflection of the overall quality of the destination tourism sector.

From the **visual** point of view, TDI is a logo of the city, can be explained as highlighting simplifications of huge associations and pieces of information which are interlinked with the place, and hence the city should achieve the purpose that its tourism image is quickly identified and recognized through its unique logo and graphic symbol (Cheng, 2011). From the **connotation** angle, TDI is a comprehensive reflection of the overall level of the urban tourism and individual characteristics. From

the view of **city tourism,** TDI is the general term of the characteristics of city tourism products and services, which is different from others. It is a summary of comprehensive connotation of city tourism with certain fame and reputation. From the public's point of view, TDI is the experience and evaluation of the city tourism products, service quality and overall strength.

TDI Formation

In this topic two approaches to the destination image formation process are considered: *static* and *dynamic* (Gallarza, 2002; Baloglu and McCleary, 1999; Jekins, 1999). The first one is the study of the relationship between image and tourist behavior such as satisfaction (Chon 1990) and destination choice (Hunt 1975). As noticed by Baloglu and McCleary, the second approach has had less success. In this regard, numerous researchers across fields and disciplines agree that image is mainly caused or formed by two major forces: external stimulus factors (e.g. Information sources and previous tourist experience) and personal factors (social and psychological characteristics of the perceiver, e.g. Values, motivations, and level of education) (Garnter 1993; Stern and Krakover 1993; Jekins, 1999; Fang, et al., 2008). According to these two froces, Baloglu and McCleary (1999a) presented a general framework of TDI formation developed from previous literature (see Figure 1).

Furthermore, researchers in several disciplines and fields agree that the components of TDI should be subdivided into *perceptual/cognitive* component reflecting evaluations of the perceived attributes of the destination, and *affective* component echoing tourists' feelings towards the destination (Stern and Krakover 1993; Baloglu and Brinberg 1997; Baloglu and McCleary 1999; Hong et al., 2006). However, a variety of alternative dimensional patterns reflecting destination image have also been reported (Leisen, 2001; Stylos and Andronikidis, 2013). For example, Gartner (1994) suggested that the overall tourism destination image comprises three elements, namely, the cognitive, affective, and the conative. Collectively, the three major components of image formation manifest what one recognizes about the destination

(i.e. cognition), how one feels about what is recognized (i.e. affect) and how one behaves in relation to cognitive and affective stimuli (i.e. conation) (Tasci et al., 2007). In this respect, many studies conceptualized TDI as a construct comprising the two interrelated components that are mentioned before.

- **Perceptual/cognitive image**

The perceptual/cognitive image is derived basically from a wide spectrum of information sources (Echtner and Ritchie, 1991). The information is then selected, organized and interpreted as what the individual is perceived (Solomon, Bamossy and Askegaard, 2002). This process which is called perception is a process of mental development that constructed an image based on several impressions from those information sources (Rashid and Ismail, 2008). Balogllu and McCleary (1999) indicated that the perceptual/cognitive evaluations refer to the beliefs or knowledge about a destination's attributes; Garnter (1993) proposed that the cognitive component is the sum of beliefs and knowledge of attributes of the object or product; Hanyu (1993) suggested that cognitive quality refers to the appraisal of physical features of environments; Genereux, Ward and Russel (1983) suggested that the cognitive component is the knowledge about the place's objective attributes.

Above all, we can conclude that perceptual/cognitive image refers to perceptions and beliefs that tourists have of objective attributes of environments, or the process of appraisal of a TDI, which is more inclined to physical features of destinations (Fang, 2008).

Figure 5. A General Framework of TDI Formation
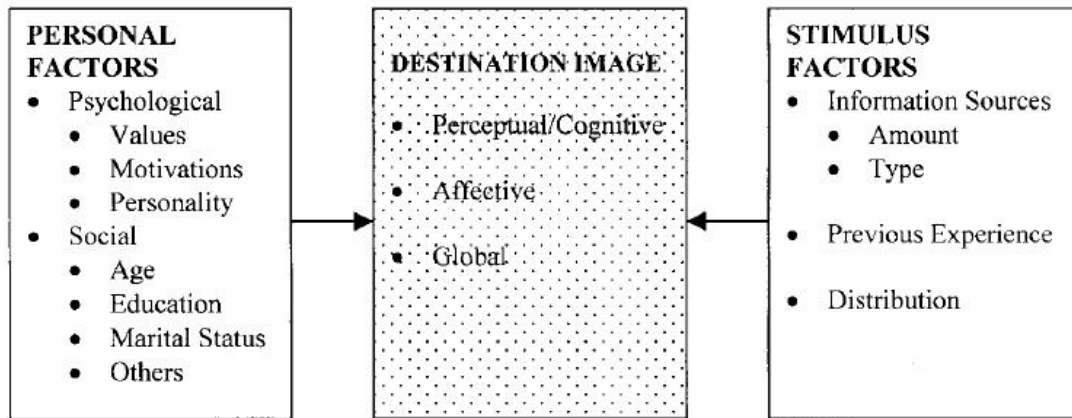
Source: adapted from Baloglu and McCleary 1999a

Researchers utilized alternative scales comprising different attributes in an effort to establish valid measures of TDI. Lee et al. (2005) criticize the lack of homogeneity of the attributes utilized in examining cognitive destination image as idiosyncratically defined according to corresponding study contexts (Stylos and Andronikidis, 2013).

Table 4 concludes some representative sets of cognitive factors and items, that were used in previous studies. As Table 4 shows, previous studies before 2007 created set of factors that have a similar grouping of variables and referring to the nature of tourism destination. However, the last study of Stylos and Andronikidis (2013) corresponds to tourists' involvement with the tourism destination. Furthermore, it is worth emphasizing that in addition to the two factors of TDI, Martín and Bosque (2007) also analyze the relationship between psychological factors and perceived image of a tourist destination, although various previous studies had mentioned the psychological forces that motivate an individual traveler (Chon 1990; Echtner and Ritchie 1993; Baloglu and McCleary 1999), there is a lack of detailed view and in-depth investigation on this aspect. Martín and Bosque indicate that TDI should be considered as a multi-dimensional phenomenon that includes not only beliefs or knowledge about the place's attributes, but also the individual's feelings toward the tourist destination. Moreover, the research study of Lee and Xie (2011) links the

cognitive image to destination personality, which in turn affects tourist's behavioral intentions towards the destination. This study is investigated from the perspective of destination branding. In addition, unlike prior research, the study of Riera, et al. (2015) adds web platforms factors and thereby moves beyond the influences of traditional, offline sources of information.

Table 4. Dimensions / Factors and attributes / items of cognitive component of image used in TDI research

Author(s)	Dimensions/factors	Attributes/items
Baloglu and McCleary (1999)	Quality of experience	· Standard Hygiene and cleanliness · Quality of infrastructure · Personal safety · Good nightlife and entertainment · Suitable accommodations · Appealing local food · Great beaches/water sports · Interesting and friendly people
	Attractions	· Interesting cultural attractions · Interesting historical attractions · Beautiful scenery/natural attractions
	Value/Environment	· Good value for money · Unpolluted/unspoiled environment · Good climate
Beerli and Martín (2004)	Natural and cultural resources	· Great variety of fauna and flora · Places of historical or cultural interest · Wealth and beauty of landscape · Unusual ways of life and customs · Interesting cultural activities
	General, tourist and leisure infrastructures	· Shopping facilities · Good night-life · Varied gastronomy · Opportunities for sports activities · Well-developed general infrastructures · Good infrastructure of hotels and apartments
	Atmosphere	· Luxury · Fashionable · Exotic · A good name and reputation

		· A good quality of life
	Social setting and environment	· Offers personal safety
		· Clean
		· Hospitable, friendly people
	Sun and sand	· Good beaches
		· Good weather
Chen and Tsai (2007)	Destination Brand	· Offers personal safety
		· A good quality of life
		· Clean
		· A good name and reputation
		· Hospitable and friendly people
	Entertainment	· Good night life
		· A good shopping place
		· Varied gastronomy
		· Exotic
	Nature and culture	· Great variety of fauna and flora
		· Spectacular landscape
		· Unusual ways of life and customs
	Sun and sand	· Good weather
		· Good beaches
Martín and Bosque (2007)[5]	Infrastructures and socioeconomic environment	· Easy accessibility
		· Shopping facilities
		· Accommodation quality
		· Good value for money
		· Safety
	Atmosphere	· Peaceful / tranquil
		· Appropriate to rest and relaxing destination
	Natural environment	· Variety of fauna and flora
		· Beautiful landscapes
		· Beautiful natural parks
	Affective image[6]	· Arousing destination
		· Exciting destination
	Cultural environment	· A lot of cultural attractions
		· Interesting cultural activities
		· Nice to learn about local customs
Lee and Xie (2011)[7]	Natural environment	· Beauty of lakes
		· Charm of mountains
		· Overall scenic beauty

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[5] In the study of Martín and Bosque (2008), psychological motivations were measured on the basis of the literature review and qualitative research.

[6] This research study has emphasis on psychological motivations on affective image, so its measurement consists of ¨affective image¨.

[7] The study of Lee and Xie link the product theory, four-facet cognitive destination image, presented by Dibb, Simkin and Bradley (1996) to Destination Personality

	Built environment	· Local infrastructure · Variety of cultural activities · Economic development · Local transportation
	Socially responsible environment	· Rights and freedom · Energy conserving · Environmental awareness of local residents · Control of emissions
	Local people	· Honesty and trustworthiness of local people · Local people's willingness to help tourists · Friendliness and courteousness of local people
Stylos and Andronikid is (2013)	Must-be conditions[8]	· Availability of hotels · Relaxing/avoidance of daily routine · Appealing local food · Safe place to travel · Easily accessible from permanent residence · Family-oriented destination · Good value for money · Satisfactory customer care on behalf of various professionals
	Attractive conditions[9]	· Good quality of infrastructure · Standard hygiene and cleanliness · Political stability · Good reputation · Unpolluted/unspoiled natural environment · Implementation of policies towards sustainability and environmental protection
	Appealing activities[10]	· Various shopping opportunities · Interesting cultural/historical attractions/events · Good facilities for sports training · Nice opportunities for biking/fishing/hunting/climbing/wine-t

---

[8] Must-be conditions: are those that in the eyes of tourists are basic when they consider a destination.

[9] Attractive conditions: are those that are expected to provide satisfaction to tourists and could include among others.

[10] Appealing activities: are those that could form a basis for differentiation for a specific destination.

		ourism
	Natural environment	· Good climate · Great beaches · Beautiful landscape
Riera et, al. (2015)	Induced information sources[11]	· Official tourist information sources of organizations promoting the destination · Suppliers (transport, accommodation, complementary offers) · Intermediaries (travel agencies and tour operators) · Media specializing in tourism · Media specializing in areas of thematic interest (sports, wines, potholing, cinema)
	Induced, Autonomous information sources[12]	· Travel guides · Documentaries · Advertising
	Opinion Leaders[13]	· Opinion leaders
	Destination, Intermediary and Media Web	· Official web pages of tourist information · Unofficial web pages of tourist information · Web pages of intermediaries
	User Generated Content (UGC) Web[14]	· Blogs specializing in tourism · General social networks · Social networks specializing in tourism · Portals for hospitality travels

Source: Own elaboration from various articles

Before 2000, most TDI studies' dimensions focus on physical or *functional* characteristics that are directly observable or measurable (Jekins, 1999). Few studies attempt to include the less tangible components of destination image of the

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[11] Induced information sources consist of information issued by marketing organizations, suppliers, and intermediaries, including reports and articles about the destination (Riera et,al. 2015).

[12] Advertising for the destination joined the autonomous sources factor, along with documentaries and guides (Riera et,al. 2015).

[13] The opinion leaders factor reflects famous people who speak about the destination (Riera et, al. 2015)

[14] The UGC Web factor, formed by UGC, comprises web pages whose information is generated by users; in principle, it does not come from induced or autonomous sources, and therefore, they represent organic sources that are not controlled by the tourist destination (Riera et,al. 2015).

difficult-to-measure *psychological* characteristics, such as the atmosphere or romance of the setting (Echtner and Ritchie, 1991). The common/unique dimension of destination image presented by Echtner and Ritchie (1991) (Figure 2) is also often overlooked. This is surprising because much of tourism has to do with going somewhere unique or at least different to one's everyday surroundings (Jekins, 1999). However, since 2000, as Table 4 shows, like Beerli and Martín (2004), and Martín and Bosque (2007), attempted to consider these difficult-to-measure *psychological* factors as one of the components of TDI formation, and since then, the model of TDI, which should be envisioned in three dimensions, -attribute/holistic, functional/psychological and common/unique-, has gradually paid attention to investigation again.

Figure 6. The components of destination image

FUNCTIONAL
CHARACTERISTICS

COMMON

ATTRIBUTES

HOLISTIC
(Imagery)

UNIQUE

PSYCHOLOGICAL
CHARACTERISTICS
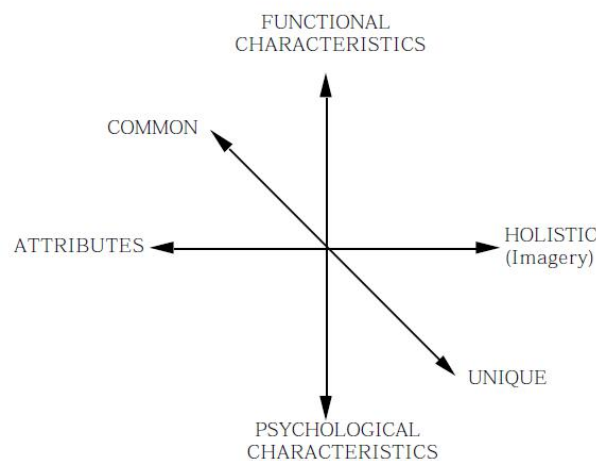
Source: adapted from Echtner and Ritchie 1991

Echtner and Ritchie (1991) examine the methodologies used to measure destination image, and recognize that the majority of these researchers are conceptualizing destination image in terms of lists of attributes, and not in terms of holistic impressions. Because there had very recently been some mention in the tourism literature of the importance of the holistic component of destination image, and the fact is also that so, they conceptualized destination image from the two aspects, -attribute-based component, and a holistic component-, and they applied the notion of functional and psychological characteristics of image of retailed store, as suggested by Martineau

(1958), to destination images as a basis. Based on these, they also indicated that the range from those based on 'common' functional (e.g. Price, climate, types of accommodation) and psychological (e.g. Friendliness of the local people, notoriety or beauty of the landscape) traits to those based more 'unique' features, events (unique functional attributes consist of the icons and special events that form part of a destination image, such as the 1992 Olympic Games in Barcelona or the yearly World Mobile Conference in Barcelona), feelings or auras (unique psychological attributes include feelings associated with places of religious pilgrimage or places associated with some historic event. One example is the aura of the Vatican, which is special to that particular location and its associated set of values. However, many destinations may be distinguished by special atmospheres. For example, Paris may be perceived as being romantic, Mexico as slow paced, Nepal as mystic) had been largely overlooked in previous research too.

In other words, a complete operationalisation involves measuring both attributes and holistic impressions. Each of these components should be measured in terms of functional and psychological characteristics. Furthermore, in the process of measuring destination image, consideration should be given not only to traits common but also to those unique features (Echtner and Ritchie, 1993).

The model of three dimensions of TDI formation has been widely recognized by scholars (Chen and Kerstetter, 1999; O'leary and Deegan, 2005; Obenour, Lengfelder and Groves, 2005). However, it is worth noting that this Model presented by Echtner and Ritchie (1993) only can deepen the understanding for attributes of tourism destination, but cannot be utilized directly to generate scales for measurement, and thus few scholars apply the Model the empirical destination research (Fang, Yodmanee and Muzaffer, 2008).

- **Affective image and overall image / Relationships between cognitive image, affective image and overall image**

The affective image is represented by individual's feelings toward the tourist destination (Chen and Uysal, 2002; Kim and Richardson, 2003; Gallarza, 2008). Unfortunately, the majority of image studies treat destination image as a cognitive evaluation. Only few studies employ both cognitive and affective components in understanding the overall image of a destination (Qu, et al., 2011 ; Baloglu and McCleary, 1999; Hosany, et al., 2007; Mackay and Fesenmaier, 2000; Uysal, et al., 2000). The separate treatment of cognitive and affective components is necessary to examine their unique effects on consumers' attitude structure and future behaviors (Qu, et al., 2010; Baloglu and Mangaloglu, 2001; Russel and Snodgrass, 1987; Russel, Ward, and Pratt, 1981).

Figure 7. 4 Bipolar scale of Affective Evaluations
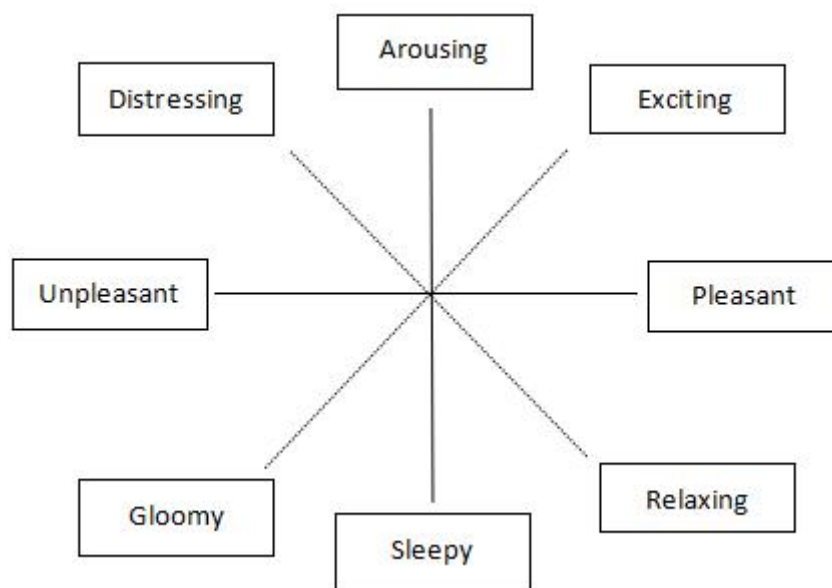
Source: adapted from Baloglu and Brinberg, 1997

Various researchers (Gartner 1989; Baloglu and McCleary, 1999) provide a review of the research and empirical evidence which shows that the cognitive and affective elements are interrelated, and that affect is largely dependent on cognition. Other studies support these findings (Beerli and Martin 2004; Stern and Krakover, 1993;

Agapito, Valle and Mendes, 2013). Fang, et al. (2008) indicate that the effect of direct influence from cognitive image to overall image is 0.26, whereas the effect of indirect influence from cognitive image to overall image is 0.63, which are consistent with those of Baloglu and McCleary (1999). Therefore, according to the literature review, we can conclude (Figure 8) that:

- The cognitive image influences the affective image of a destination
- The cognitive image significantly influences the overall image of a destination
- The affective image significantly influences the overall image of a destination
- The affective image plays a catalytic role between the cognitive image and the overall image

Figure 8. Relationship between cognitive image,

affective image and overall image

Source: author's own elaboration

The Dynamic Nature of Image Formation

In the initial development stage of constructing a theoretical framework, seven-stage theory, presented by Gunn (1972), is a good interpretation of the dynamic feature. Gunn was the first to distinguish between image formation agents by suggesting that images are formed through induced and organic agents.

The theory involves a constant building and modification of images, which are conceived as being made up of *organic* or naive non-tourist information about destination, *induced* or promoted information, and *modified induced* images (see Figure 9), which are the result of personal experience of the destination (Jekins, 1999).

Induced images are created through information received from external sources such as destination advertising (Gartner 1993; Pritchard & Morgan, 1998). On the other hand, organic images are formed from past experiences and unbiased sources of information such as news reports, movies and newspapers.

Following Gunn's labeling of image, Gartner distinguishes 'induced' agents into four types. 'Overt induced I' consists of traditional forms of advertising from the destination such as brochures, radio and television, whereas 'overt induced II' is information from, for instance, tour operators not directly associated with the specific destination. 'Covert induced I' consists of e.g. testimonies from celebrities and satisfied customer. Finally, 'covert induced II' is dependent endorsement through travel writing. Gartner (1993) introduces 'autonomous' agents such as documentaries, movies, independent news stories and news articles. Whereas the 'induced' agents usually convey positive TDI, and the 'autonomous' sources sometimes provide neutral or even negative images.

Stage theory also implies that the images held by potential visitors, non-visitors and returned visitors will differ (Gunn, 1972), from which we can see that there are different factors influencing TDI, and the image is not static but changes, depending essentially on two variables: time and space (Gallarza, et al., 2002). The influence of time on image is relatively logical as its formation is a process. The influence of the space variable on image formation involves its subjective character (affects where respondents are) and the circumstantiality of the image formation process (Gallarza, et al., 2002). Hunt (1975) and Scott et al. (1978) show that TDI formation is determined partly by distance from the destination, because people are more likely to have visited the destinations near their homes and to have been exposed to information about them through the media and from friends and relatives. Crompton (1979) also studies the influence of the geographical location of subjects with respect to the destination studied. Telisman (1989) affirms the positive correlation between the consumer's physical distance from the destination and his/her level of perception of it.

The greater the distance, the greater the distortion of reality, and the shorter the distance, the greater the meaning of the details.

There has been also development of the image of a tourist destination in the dynamic way. Fakeye and Crompton (1991) expand the theory, presented by Gunn (1972) and come out with complex image which is resulting from the actual contact and experience with the area (Rashid and Ismail, 2008). Tocquer and Zins (2004) study the perceptual influences on tourists with regard to a particular destination, and proposed four stages of development: vague and unrealistic image, distortion of the image, improved image, and resulting image.

Figure 9. Stages of destination image

1. Accumulation of mental images of place through life.	ORGANIC IMAGE
2. Modification of images through researching prior to the decision to travel.	INDUCED IMAGE
3. The decision to travel based on image efficiency, anticipated experience but kept within time, money and other constrains.	
4. Travel to attraction may condition the image (for example roadsigns, landscape, guides)	
5. Participation or experience at the destination, the activities, accommodation and other services all influence the image.	MODIFIED-INDUCED IMAGE
6. Return travel allows reflection and evaluation, including discussing experiences with fellow travelers.	
7. New accumulation occurs after the visit because the process is circular, the end image may be the same or different to the original one.	

Source: adapted from Gun, 1972

3.2.2 Theoretical Context and Core Concepts

3.2.2.1 Brief Introduction of the Theoretical Framework

The context of the research and question is illustrated in Figure 10 and discussed below.

Figure 10. Theoretical context of the research
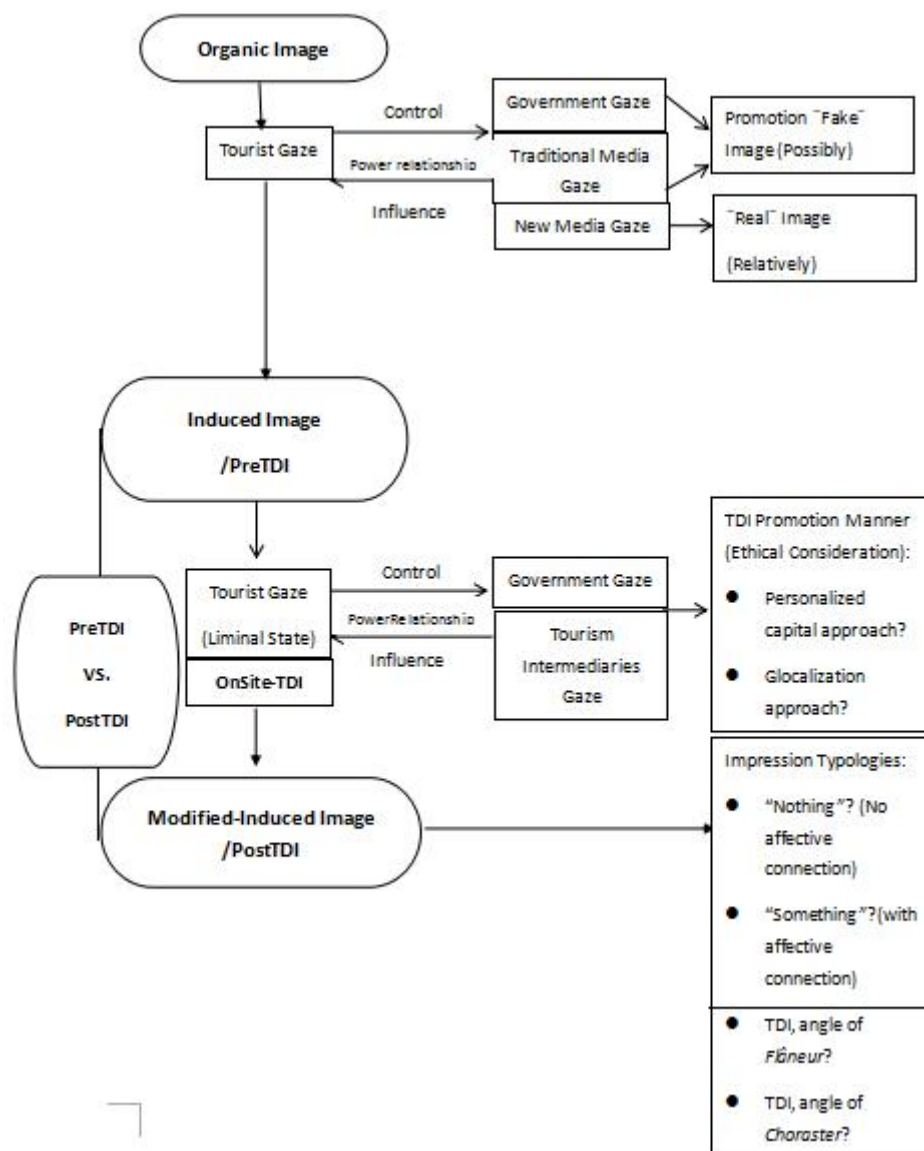
Source: author's own elaboration

The research question, to what extent is there a difference between the Barcelona Pre-TDI and Post-TDI, encapsulated in the box labeled ¨PreTDI vs. PostTDI¨. Given

the comparison between Pre-TDI and Post-TDI, meaning that the image is not static but changes depending on time and space (Gallarza, 2002), its influences on image are relatively logical, as it is a comparison between the beginning and the end of an experience. The principal framework of the theoretical context is based upon the dynamic nature of TDI, applying the ¨**Theory on stages of destination image**¨ defined by Gunn (1972).

This theory involves a constant building and modification of images, which are conceived as being made up of organic (naive non-tourist) information about destination, induced (promoted) information, and modified induced images. In our research, we consider **Induced Image** and **Modified-Induced Image** respectively as **Pre-TDI** and **Post-TDI**.

Ryan (2010) provides an overview of the theoretical approaches to the nature of tourism experiences from which we apply some of them to our own instance. We also add several other theoretical approaches and concepts in order to assist in understanding the global conceptual context: the theories of destination image, that we conceptualize with emphasis on its static nature, -perceptual/cognitive image, affective image and overall image-, and dynamic nature, -stage theories of destination image- (Gun 1972). In our case, we apply the phases of organic image, induced image (Pre-TDI), on-site TDI, and modified-induced TDI (Post-TDI); the theory of gaze with emphasis on ¨power¨, supplemented with concepts of *flaneur* and *choraster;* theories of liminality and liminoid with concepts of *communitas, flow,* continuum of typologies of tourist experience, culture hybridity and involvement theory*,* and ¨Nothingness¨ and ¨Somethingness¨ theories with concepts of ¨Globalization¨ and ¨Glocalization¨ and comparison between ¨Glocalization¨ and ¨personalized capital¨ (Ritzer, 2004; Ritzer, 2006).

Our focus will be **on the ¨power¨ of tourism gaze and theories of liminality,** that are throughout the entire theoretical framework. Taking the tourism gaze as the starting

point in the theory and practice can help us figure out the TDI formation and its influencing factors. *Gaze* itself is an action, but the TDI formation is a concept of time and space, so besides the theory of tourism gaze, we also introduce the theory of *liminality* which is a concept of time and space as another entry point of our theoretical framework. Afterwards, the different TDI promotion approaches (*glocalization* or *globalization*) of destination's tourism-related organizations, which lead to different results of the TDI in tourists' eyes, will be introduced and explained as well. In the following sections, the distribution of interpretation of the concepts involved in the conceptual context is shown in the table 5.

Table 5. Distribution of interpretation of the concepts involved in the conceptual context

Conceptual Context		
Part 1	**Part 2**	**Part 3**
Tourism Gaze	Liminality	Glocalization – Something Globalization – Nothing Falneur – Choraster

Source: author's own elaboration

3.2.2.2 Core Concepts of Part 1 of Theoretical Framework

In this section, we are explaining the theoretical framework according to the different Barcelona's TDI phases: organic image, induced image (Pre-TDI) and modified-induced image (Post-TDI) with emphasis on the core concepts applied in it.

PART 1

Figure 11. Part 1 of the theoretical context of the research
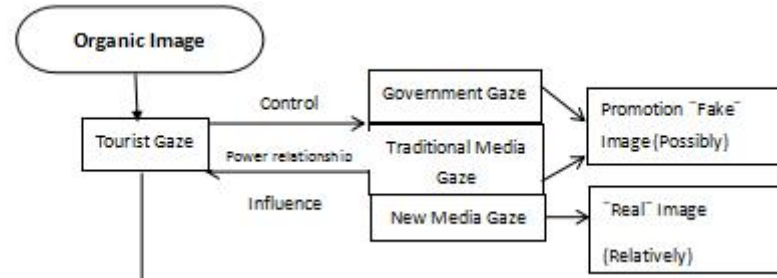
Source: author's own elaboration

In the **organic image** phase, the tourists are strongly influenced by their own internal factors, such as personality, age, education, etc., and also external factors such as socio-demographics. **From organic image to induced image,** the TDI is in the process of being recreated through information received from external sources such as destination government and media advertising. During this process, tourists and the destination government and media are "gazers" to the destination as the "gazee". **The tourist gaze** (gaze from the tourists) looks like its own, but it is completed and shaped through the social production system of the destination, behind which is a symbol of **"power"**. Visitors go to "see" the destination, and in fact, the "seeing" is a force to the location, which combines and abstracts their needs, motivations and behaviors, resulting in "pressure" or "thrust" that has a certain dominance of development and change to the tourist destination.

On the other hand, the government gaze to the destination is the main thrust of the destination's development, and the government has absolute right to speak from beginning to end. Today's tourist destination has strong man-made planning and publicity, and the government planning, advocacy and tourism bureaus, and the publicity of travel agencies are institutional factors for destination tourism. To a certain extent the government and the media gazes are controlled by the tourist gaze (necessities, motivations, preferences and expectations) resulting in the possible

"fake" destination image, as Ryan (2010) argued that profit motivated organizations to construct the experiences in order to satisfy target tourists' necessities. As Hall (1994) notes, gaze research is work on power relationships in tourism and for Urry (1990, 2000), gazes are specifically framed and induced images are generated by promotional organizations as attempts to shape persuasive "gazes" to be adopted by potential visitors.

There are especially cases where an individual who **does not have an organic image** is exposed to campaigns that incite purchase of certain locations (Casas and Silverio, 2015). We can say that this kind of tourists directly have an induced image of the destination through the external information or the image which would be called induced image. This becomes internalized as an organic image with regard to the destination (Bignami, 2002). Hence marketing activities have great significance, especially with regard to the uptake of niches that have not already formed an image of the destination (Casas and Silverio, 2015). We focus on this topic in a part of our study target.

However, Wang (1999, 2000) argues that while place may be constructed, and be facsimiles of the original, there remains an experiential authenticity— while there may be little historic or cultural integrity to a place—tourists can still genuinely enjoy social interaction, have fun, reinforce their social bonds including those of family, or indeed perhaps have a moment of catharsis.

Tourists believe more the information from **new media** and **self-media** (in the context of China, such as *Weibo*, -Chinese version of Twitter-, Wechat). Since the 21st century, because of the emerge of new media and self-media, people spread the destination with a large number of on-site photos, videos symbols, and personal tourist experience, and potential tourists are more willing to believe the relatively "real", "objective" and "aging" information rather than the possibly "fake" destination image promoted by the local government. And this phenomenon leads actual potential

tourists, especially young people, to have a relatively higher expectation than the traditional tourists, so a "sight sacralization" trip (MacCannell, 1999), is not enough. Therefore, marketing messages possibly modify their organic image and form a new image, -Induced Image-, prior to the travel.

In the following part, we will explain the main theoretical concepts applied in the stage of "organic image-the induced image".

1) Theory of gaze

Conceptualization of Gaze

Freud was the person who early turned the concept of gaze to the individual. He proposed a narcissistic complex based on ancient Greek myths, of which the most profound is the way in which gaze has become a form of narcissism. The beautiful juvenile is deeply attracted by the reflection of himself in the water. This image will undoubtedly play a vital role in the later theory, the mirror theory, proposed by Lacan. In **Sartre**'s view, others' gaze is often separated from the eyes, and gaze is one of the possible view or opinion of others. For Sartre, the "gaze" of others seems to be the starting point for "thinking and reflecting" on me and a pair of hands that retrieve "me" from nothingness. Sartre believes that, the sense of shame created by the gaze of others enables the subject to recognize himself. **Lacan**'s theory directly challenges the tradition of "Cogito ergo sum" that has existed since Descartes to Sartre's existentialism. He reveals the disintegration of the subject, provides a set of the most systematic theory of gaze and opens the door to postmodersim. He also proposed t**he mirror theory,** that analyse the formation of the Ego through the phenomenon/reaction/behavior of a baby when looking in the mirror. The gaze that Lacan indicates emphasizes on the ¨seeing¨ and ¨being seen¨ as a way of self-identity, which is an internal psychological process of departure from the subject and return and change the subject, and this process is greatly influenced by others. **Foucault** (1977) argues that gaze is power, and what others' gaze brings is not cognition of the

subject, but a discipline, which is the oppression of power. Furthermore, ¨gaze¨ is an important national governing technology, and plays an significant role in the power network of modern capitalist society. Of course, "gaze" has been more escalated to "surveillance" and "monitoring" in the heavy topics discussed by Foucault such as power rule, cultural and ideological soft power oppression.

The tourist gaze theory

"Gaze", as a concrete way of watching, implies the strength of the gaze subject and the powerlessness and passivity of the gaze object, in the field of literature and art, aesthetics and the field of tourism.

In 1992, **John Urry,** British sociologist, proposed the theory of **"the tourist gaze", which is essentially about how tourism as a leisure activity and an industry is formed according to "the exercise and decisions of the gaze."** (Urry, 1992; Larsen, 2014). Today, "the tourist gaze" has become an important theoretical tool for tourism research.

So, what is the tourist gaze? According to the newest edition of *the tourist gaze 3.0* (Urry and Larsen 2011), ¨Gazes organize the encounters of visitors with the ¨other¨, providing some sense of competence, pleasure and structure to those experiences¨, and additionally in this version they also added the concept as ¨performative, embodies practices, highlighting how each gaze depends upon practices and material relations as upon discourses and signs¨ rather than only focusing on the visual experiences, and through the ¨the tourist gaze¨, tourism is portrayed as a ¨way of seeing¨. Tourists encounter a log of fragmentary **external stimuli** and **active searches** while traveling, but only part of the information can become tourists' experience source, no matter the attraction or choice is from an initiative or a passive, which obviously marks that tourists' minds and powers have the process of selecting and concentrating on a specific object. This is exactly the basic connotation of **Focus** and **Attention**, as well as the author's point of view that the theory of the tourist gaze

should have. Gaze, in the context of tourism, does not exclude the "power of eyes" "male gaze", but also affectionate gaze, hateful contempt, shy peeping, etc; not only the moment of seeing, but also from "hearing", "smelling", "tasting", "touching" and "feeling". It encompasses the visual or physical, active or passive, individual or collective, superior or inferior, self-restraint or indulgence, etc. **But the end result is the traveler's attention to the other in the Liminal Space** (see the concept explanation in 3.2.2.3 (1)). It is worth noting that this understanding is not the author's own opinion. Li (2015) directly points out that "Gaze is a Focus, the tourist gaze is Focus behavior in the traveling process". At the same time, we should also realize that there is a clear lack of academic definition of the term of "focus" which is already an interdisciplinary field of research.

Power of gaze

- **The Tourist's gaze to destination / The Government's gaze to destination**

We explore   Barcelona TDI in Chinese tourists' eyes from different angles, based on the theory of tourist gaze, as one of the theories applied in this research: the government, locals, media and enterprises joining the tourism activities and its relationship with the city image and social construction.

The tourist gaze, as a metaphor in the field of modern tourism, is given a romantic, personal, and self-subjective color, and appears to be autonomous and self-private, but is completed and shaped by a **social production system of the tourist destination**, behind which is the symbol of **power**.

- **Power of the tourist's gaze to the destination**

Visitors to "see" the host, in fact, is the force to the "local", the combination of tourism demand, tourism motivation and tourism behavior abstractly generating "pressure" and "thrust", which has some degree of dominance on the development of tourist

destinations. Therefore, the tourist gaze is the symbolization, socialization and inequality of "one side to the other" (Figure 12).

Figure 12. The tourist's gaze to the social production system
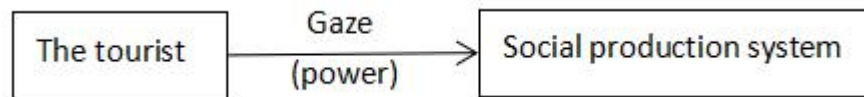
Source: author's own elaboration

Nowadays, tourism gaze theory has been widely used and expanded into a conceptual system. In addition to "the tourist gaze", there are also "the host gaze", "the local gaze", "the mutual gaze", "the expert gaze", "the invisible gaze, "the gaze interaction" and so on.

● **Power of the government's gaze to the destination**

Tourism activities include many forms, of which large-scale activities, modern festivals are an important part, and its development began in the early 90s of last century, and etiquette and effects brought by the subsequent "word-of-mouth" effect to the tourism industry of the city has also brought abundant economic benefits. The government gaze is the main thrust of modern festivals and large-scale activities to be generated and developed. The government has the absolute right to speak from beginning to end. Using this economic "weapon" and government "tools" to promote the city, this activity can be used as the outside's understanding of the local "image window" and a "city card". The follow-up effect of the Barcelona Olympic Games in 1992 to the city is a very good representation of this phenomenon.

The **city image**, which itself is a symbolic dynamic network, and its construction require social approval. In today's internet age, governments, residents, tourists, medias, companies and other markets and cultures in urban events, individuals and communities, traditions and modernities together shape and form the rational expectations of the city image. Among them, **the government and the media have a**

greater right to speak, with power to shape and dominate our perception of the city image.

- **The relationship between the powers of the tourist gaze and government gaze and local traditional media gaze**

The tourist gaze to the destination to some extent controls the government gaze and the local traditional media gaze, whereas the city image shaped by the government and the local traditional media contractually influences the tourist's organic image generating the induced image.

Administrative ownership lies between the landscape generation and government planning and policy. Market ownership depends between business, landscape and visitors. The planning of the city is certainly the power of the government departments, but when the planning hooks to tourists, due to attract tourists, then the intention of tourists on this planning generates the power effect. The so-called power of gaze, in this case, is based on tourists' rights. Here, the elements of the city, including its history and culture, when they are linked and integrated with tourism, the gaze effect has relative decision-making, which depends on the gazer's identify, cultural background, preferences, etc, generating the mutual gazes between the government gaze and the tourist gaze on the destination. The intermediary is stakeholders and tourism operators. The tourism gaze can be regarded as a kind of market exchange, cultural association, cultural exchange and even telepathy of custom integration through the existing historical experience implied in people's mind through the acquisition and export of cultural elements selected by the mutual gaze.

The so-called **power relationship** is also **a two-way interaction.** The tourist gaze, although has amendments to the tourist attractions, which is based on pleasure for the purpose of the tourism process embodied in the force of acts. However, at the same time, the exotic, through the tourist gaze, adds new elements that can amend their past experience based on the original model established by their internal cultural

accumulation. These elements, through the tourist gaze, will form a new understanding of humanistic reason in the traveler's psychological and ideological accumulation. Here, a scholar-traveler's gaze and a non-scholar-traveler-s gaze may lie in two poles of consciousness and unconsciousness of the desire for knowledge. However, even though the former treats rationally and the latter is only to please one's own soul, this is only the state of mind before and after the gaze. The stream of consciousness flows in the same way on the relation that the elements of landscape culture form consciousness by the gaze. Therefore, tourists are virtually quietly changed by the host culture, meaning that the host culture has invisible power to tourists.

Thus, we can suggest **the continues effect of gaze on stream of consciousness**. This function starts from the gazing on the landscape and the meant purpose of tourism pleasure, through the unconscious absorption of landscape and humanistic elements, the image updates the natural frequency formed by original humanistic information to form a new cultural connotation. Here, power is an interactive media that interacts with the powers of subject and object. The interaction comes from the tension of the demands of individual demands and the interactive experience of the generated consciousness. We say that the landscape internalizes and reflects the local social humanity and natural ecosystems, but the landscape developers, tourism operators and tourists are all conscious people with different cultural customs. Hence, the behavior of gaze is nutrient absorption of constantly changing human spirit with clear cultural intentions and correction of natural frequency.

<u>The productive nature of the tourist gaze</u>

In addition, at Foucault's (1977) perspective, for social development and human progress, power means not only repression but also production; gaze is one of the key components of the role that power plays. Therefore, gaze is also inspiring, promoted and productive. Urry's "the tourist gaze" is actually a metaphorical notion, that is not only the action of gaze itself, but also the result integrated and abstracted by tourism desire, motivation and

behavior, representing the tourist's force on the tourist attractions and local residents. Thus, we consider that tourism gaze, as a power, essentially is productive, and objectively is significant to social productivity and human progress. Production is the production of tourism industry, and social production means that tourism can promote the development of the whole society (the influence of cultural exchange and interaction leads to the progress and dissimilation of the social ethos of tourists and host, and the enrichment of elements, and additionally the tourist's perception of the city image is shaped and governed by the power.) the connotation of the tourists and the host's gaze has their own culture and customs.

The Meaning of the Tourist Gaze on TDI

The theoretical significance and realistic value of Tourism Gaze can be considered as the central link in the formation of tourist destination image and the way to realize it. A withstanding logical relationship established between gaze and performance, vision and the body that also extends to other senses. The vision dominated by social discourse is considered as the central and path between tourists and tourist attractions. Gaze, still starts from vision, and the object is its socialized factors. Of course, the concept of gaze is not limited to see and be seen, and in fact, the effects and results after gazing can be almost played arbitrarily, which is exactly the reason why the theory of gaze has been extended widely. Gaze, as a method, is prescriptive, but the effect after gazing is ever-changing and open to the world. **Taking the tourism gaze as the starting point in theory and practice can help us figure out the TDI Formation and its influencing factors.**

The tourist's experience cannot always be derived from the obvious visible signs or symbols of the tourist object that can be gazed, but needs to be continuously and actively constructed by the tourist, which requires an active "intention" of gaze in the tourist's perception, imagination, expectation, desire and emotion to improve and enhance their travel experience.

As we start to travel, our thoughts and attitudes begin to be unusually under some tension and pull, becoming more sensitive, enthusiastic and active, and at the same time we also seem to have brought a pair of ideologically travel glasses, faithlessly concerning about what we usually do not pay attention to. For instance, just getting on the road, we find that the usual road passing through today (including houses, street trees, pedestrians coming and going), and the sunshine or moonlight shining on the street, have a new meaning and color - We let the eyes drifting out of the car window, even find some things that we turn a blind eye to usually.

Thus, we can observe that the tourism gaze has the function of dissimilation, and the tourist only can experience through gaze. Actually this dissimilation is the sense-giving act itself. Weber, in his social action theory, indicates that behavior should be defined by meaning, while tourism gaze assumes the mission of providing the object for the tourist to seek pleasure experiences. Our research focus, Chinese tourists, who are in the "anti-structured[15]" context (see the explanation in the section of *Communitas*),may have a different mindset perhaps due to the function of "alienation", thus Chinese tourists have an unique vision to visit Barcelona.

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[15] Structure: in our study, structure refers to people's political, economic, legal position constituted by the hierarchical identity system. Anti-structure is an equal social situation. See the section of *Communitas.*

3.2.2.3 Core Concepts of Part 2 of Theoretical Framework

Figure 13. Part 2 of the theoretical framework of the research
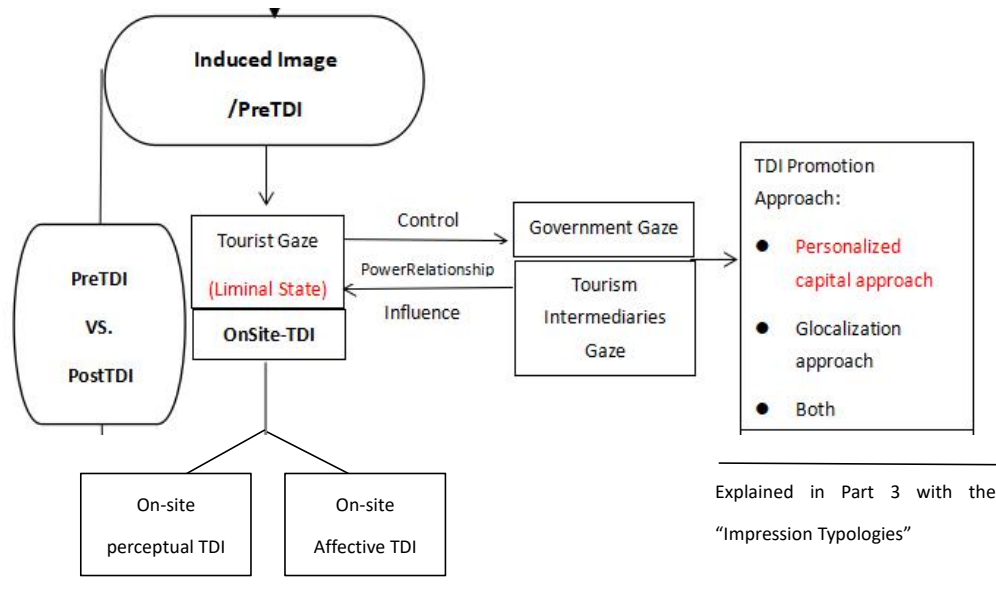
Source: author's own elaboration

In this section, we are explaining the second part of our conceptual context: from induced image (Pre-TDI) to modified-induced image (Post-TDI), from the main concepts of liminal state, the power relationship between promotional organizations and tourists' gaze, and the influence of TDI promotion approach on TDI from tourists' eyes.

From the induced image stage to modified-induced image stage, where tourists are in an anti-structured liminal stage of tourist experience, they affectively might have deviated TDI. According to Ryan (2010, 2011), at the heart of TDI creation lies the tourist experience that shapes TDI formation, authenticity, perceptions, meanings and constructions of place. During this process, TDI would be conditioned/recreated by the on-site attractions, roadsigns, landscape, guides, and also the activities, accommodation and other services during the tourist experience at the destination. All the recreated image process is finished during visitor's on-site experience, which is in

a **liminal state**, -liminal time and place (space)-, where visitors are in an "Anti-structure", -detached from social and institutionalized statuses-. To some extent it can be expanded into a "Utopian" state (Turner, 1979), where they can find ideal politico-administrative structures to have a flow-break. During the *Flow* state and a "utopian" model of society, because of the "loss of self" (3rd feature of *Flow*, such as highly exciting mood), the tourists might affectingly have a deviated or even a "wrong" impression on Barcelona TDI and thus they also might have a perceptual TDI that has deflection of the real image.

Additionally, during the recreated image process, the **power relationship** between the tourist gaze and the government gaze still exists, and the force of the tourists' gaze to the destination including their expectations for the TDI is even stronger than the power in the process of ¨organic image to induced image¨ of phase 1. Hence, theoretically, in order to satisfy the tourists' needs, necessaries and to reach their expectation for the TDI, the on-site trip should be well organized. Thus in this stage the tourism intermediaries gaze is added which is of great importance for the formation of the modified-induced image.

Different trip approaches organized by tourism intermediaries lead to different results of the TDI in tourists' eyes. The city image in their eyes will be modified by many things on site, meaning that the organization of the trip is one of the most important impact factors. The tourists will evaluate the city image according to see if the trip satisfies them and if the destination that they see on the trip is similar to what they expected before the visitation.

Along with the *Globalization* trend, the penetration of the principles of efficiency and rationality into the tourism sector has led to a trend in the patterning of the tourist trip which has promoted the diffusion of *Nothingness* in the field of cultural exchanges. Many of today's tourism products are typical products of the principle of rationality. The planning of the tourism trip follows the principle of ¨standardization¨ and efficiency

priority. For the Chinese tourists' style of "money-rich and time-poor" (MercoPress, 2018), the trip is defaultly organized as visiting the tourist hot spots (*Sagrada Familia, Park Güell, las Ramblas, Paseo de Gracia y la Roca Village,* etc.) and going shopping at luxury stores. Before the trip, the majority of the tourists have no comments on the itinerary, but during/after the trip they complain about the too-intensive itinerary. Furthermore, during the trip, especially the bus-tour, the tourists are swept past various hot spots or perhaps they hardly have enough time to scratch the surface of the city because they only have time to glance over things hurriedly. These tourist routes seem to highlight local culture and promote local characteristics, but these tourism products are composed by the cultural elements that have been hollowed out (so-called "local characteristics"), and the "local characteristics" are still operated and promoted in a patterning way, and behind it is still the capital logic of *Personalized Capital*, -globalization of nothing- (Ritzer, 2006). In addition, for the tourists, the destination is only a place of "nothing": a relatively timeless, dehumanized and generic and place lacking in distinctive substance including local ties. George Ritzer (2003, 2006) argues that because the destination is on a place of ¨nothing¨, in the end we have nothing to do only go shopping.

On the other hand, the tourists will have a relatively more authentic TDI during a trip of *Glocalization* of *Something*, which is not like the trip of *nothing* that has such a high degree of mobility. The attractions with *something* (see Part 3, concept of *nothing* and *something*) related to the destination is stable, reflecting the local historical and cultural characteristics, and is rooted in the deep local relationship during the slow formation process. These concepts of *something (glocalization)* and *nothing (globalization/personalized capital)* will be further explained in ¨Impression Typologies¨ of Part 3.

1) Theory of Liminality and the derived concepts

1.1) Contextualization of theory of liminality

The term 'liminality' was derived from the Latin word 'limen' which means threshold. It was first introduced by Van Gennep, the French anthropologist, in 1909 in his writing about three stages of transitional rites:

- The separation where the person is detached from one's natural environment;

- The transition (liminality) stage describing the ambiguous state of the being;

- The reintegration after the person has pass through the threshold and return of society.

The liminal experience occurs in liminal time and place (space) of transition when a person withdraws from the normal modes of social action (Tuner, 1969). Turner (1974) stated that 'in this gap between ordered worlds almost anything may happen'. In this stage of **'between and betwixt'**, a person goes through mental transitions when norms are suspended and be free from conceptual blocks (Adam, 2001). In the transition stage, it is said that an individual belongs in a phase of being physically and spatially between the ordinary and non-ordinary (Gennep, 1960). If we apply the "social structure" as a model to describe the society, then we must consider the period of the marginal or the "threshold" as an **"interstructural"** situation.

An **experience** consists of time and space, so does the liminal experience. It can be easily understood the **liminal time**, which is the time of transformation, such as midnight, sunrise, sunset, or even noon; solstices, equinoxes and the beginning of the year, etc. The **liminal space**, is actually the activity space formed through people's social practice. It is the space hybridized by cultures, which is also a space of operation of ideology. Microscopically, since the liminality emphasized on a living experience of life, which is the experience of people in a particular space-time, the liminal space is dynamically formed in the changing context. Spatiality is no longer a fixed, ontological attribute, but a characteristic of forming, emerging social

relationships.

Turner criticizes and inherits Gennep's ideas and rejects his relatively simple and stereotyped and organic analogical approach to think of society, emphasizing the transitional nature of rituals and the dynamics of social relations. He focuses his research on the threshold of the ceremony, pointing out:

- Liminality is "a time and place of withdrawal from normal modes of social action"
- "Liminal state" refers to a transition between two things or states, or a transition in the exchange process

Obviously, people in a liminal state have two different **transition states**:

- The change of their mindsets and their normal states, which is **state of existence**
- People challenge the existing social structure, social norms or social roles in a symbolic way, which is **symbolic status**

1.2) Theory of Liminality in tourism

In our case, the tourists, are visually and physically in the destination, however, they don't mentally integrate into the local culture. Therefore, we say that they are in the liminal space, with Barcelona, as our target object in this case. Following the theory of liminality, a person in liminality (traveler) does not form a part of the new culture. Because of this, it releases them from being inhibited by any cultural blocks. Liminal experiences also eliminate emotional blocks as a person in the liminal stage is detached from the judgment of people and the fear of failure and embarrassment. However, the liminal experience lowers these normal life worries and stress from social status. Turner (1978) described the liminal experience of a person being detached from social and institutionalized statuses as *"Anti-structure".* The temporary equal society enables the people in the liminal situation to interact with one another without any social boundaries and in a homogenised status. Turner (1969) identified the ***communitas*** (see the explanation in the section of *communitas*) the bonding and experiences shared by those who are in the liminal state.

The theory of liminality emphasizes on the ritual of collective participation, but we do not usually have ceremonies or rituals in our daily life, and Victor Turner coined the term liminoid (see the next section) to refer to experiences that have characteristics of liminal experiences but optional and do not involve a resolution of personal crisis (Turner 1979), meaning that it occurs more frequently in our daily life.

1.3) **Liminoid experiences**

Liminoid refers to an activity or experience linked with a liminal or a transitional period through a ritual. In a broader sense, liminoid refers to situations beyond or outside of the daily lives.

The **commonalities** between liminality and liminoid are transitional, homogeneous, equal, non-status differences, anonymity, uniforms, sexual restraint (or openness) and *communitas* (see the concept explanation in later section). However, the **differences between liminal and liminoid** lie in:

- the liminal is a obligatory (mandatory) transitional ceremony of collective participation, emphasizing the unity of machinery (unconsciousness), which has the collective meaning;
- liminoid is a break from normality and an entertainment experience, which is voluntary and optional, and does not include personal crisis or changes in status, emphasizing the individual's participation in recreational activities in society and having a special symbolic character (Lett, 1983).

In short, liminal theory might be applied to a puberty, conception, marriage, parenthood and death (Gennep, 1960), while a concert or a tourist experience might be regarded as liminoid. The liminal is an aspect of social or religious ritual, whereas the liminoid is a break or even an "escape" from the society or daily routine, part of "play" or "playing", which are the words examined by Turner before he explain the notion of "liminoid" properly.

1.4) **Liminality,** *Liminoid, Communitas* **and** *Flow* **in Tourist Experience and in the Study**

Liminality

When looking at tourists from the perspective of theory of liminality, we can consider that, when tourists visit a destination, they are usually perceived as a person engaged in transitions from the ordinary to the extraordinary, and then back again to the ordinary - the stages marked by different formalities, ceremonies, and roles (Turner, 1969, 1974, 1982; Ryan, 2010), which is exactly the stages of liminal status.

This liminality separates participants from their daily lives and permits immersion in a extraordinary hyper-real life. Tourist experience remove travelers from their everyday lives and place into a liminal and themed experience, although it is not so encapsulated like a ritual or a themed activity, it is still an intense experience, socially and physically confined, but is totally different from their ordinary life. It isolates participants, not only from their regular, everyday life, but it creates a hyper-real experience with which participants engage. Liminality can also be related to physically 'being away' where a person goes through spatial transition (Relph, 1981), which can be also exactly applied to the tourist experience that at least needs a different place.

Figure 14. The Ritual/Tourism Model
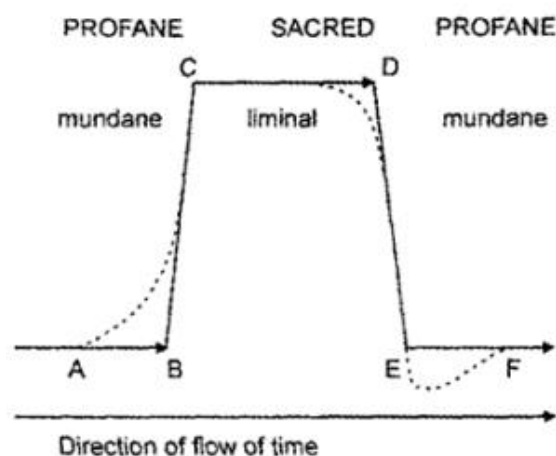
Source: Discussion on tourist experience under the view of "communitas" anthropology. Zhao (2008)

According to Graburn, tourism might be divided into three phases "profane (pre-travel) - sacred (travel process) - profane (post-travel)", whose structure coincides with the the structure of liminal, "before liminal - liminal period - after liminal" (Figure 14).

In the figure, Graburn interprets the tourism process, C-D, as "sacred" and "liminal", while the pre-travel and post travel, A-B and E-F, are "mundane" and "profane" and "mundane", meaning that the tourist is considered as sacred ritual, and daily life is looked as ordinary and tedious as profane, and this is the tourist "**anti-structure**" feature (Figure 14).

Cohen considers that in the tourist experience, besides the liminal experience, there are also other typologies of tourist experience (Cohen, 1979). Before explaining the typologies of the tourist experience, we need to mention that Cohen explores the tourist experience based on two points:

1. The place and the significance of tourism in a modern person's life

2. The Individual has different relations with "centre"[16], meaning that the individuals has different needs to "centre", so there are different modes of experience.

These two factors work together to make tourism have different meanings to different people, thus taking different attitudes and behaviors, and therefore travelers can have the unique tourist experience.

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[16] "Centre": the individual's 'spiritual' centre, whether religious or cultural. The centre which for the individual symbolized ultimate meaning (Cohen, 1979).

Figure 15. Continuum of Typologies of Tourist Experience
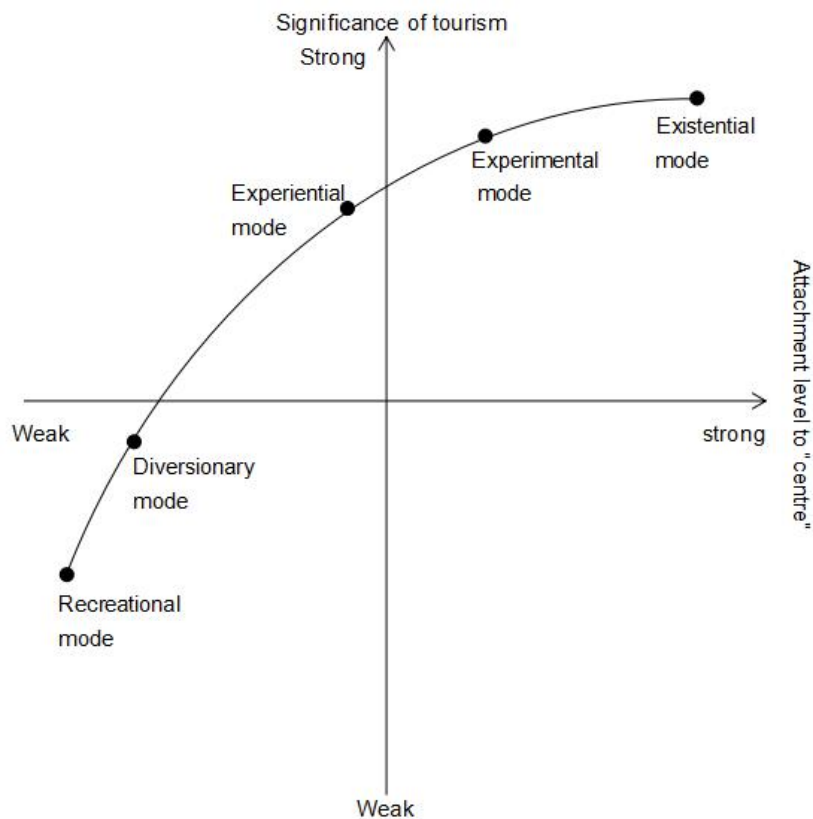
Source: author's elaboration based on the theory of Cohen (1979, 1988)

Based on the points mentioned above, Cohen distinguishes five main modes of touristic experiences: **the recreational mode, the diversionary mode, the experiential mode, the experimental mode and the existential mode**. In addition, Cohen puts the five main modes on **continuum** (Figure 15). One end of the continuum represents the recreational experience of the mass tourists, and the other end is the existential-mode tourist's sacred experience (liminal experience). From recreation to pilgrimage, the significance of tourism to tourists increases, and tourists' "attachment level" to the "centre" also gradually changed from weak to strong.

"**Recreational mode**" of tourist experience is the easiest to achieve, such tourists only need pleasure from the experience; the tourists of "**diversionary mode**" want to experience to complete their mental repair. These two modes of tourists do not require authenticity, so they could easily achieve the purpose of their traveling, and **"real**

stage" is also the most possibly to be "approved" by both modes of tourists. **For the other three types of tourists,** the **authenticity** of the tourist experience is the key of the significance of travel, and the authenticity is the prerequisite for the realization of the experience. In Cohen's paper of 1979, he already says that "Boorstin bemoans the disappearance of the traveller of old, who was in search of authentic experiences, and despises the shallow modern mass tourist, savoring '**pseudo-events**'" (Cohen 1979), from which we can observe that the search for Authenticity has never stopped.

In addition to these five modes of tourist experience, Cohen believes that there is also tourist experience of the humanist, namely, the dualistic and the polycentric. Such people will simultaneously convert to two or more spiritual "centres", each of which might enlighten them with equally true inspiration, meaning that not only a particular "centre" stimulates their scared-like experiences. However, the existence of such tourists is actually a counterattack to the viewpoint of "alienation", which shows that modern people travel, look for and eventually attach themselves to other spiritual "centre" not because they feel apart from the social and cultural "centres".

However, sometimes when tourists first contact the new culture of the tourist destination, in the recreational stage or the diversionary stage, for the ¨fresh¨ tourists, ¨the experience of understanding other cultures is 'more like grasping a proverb, catching an illusion, seeing a joke... than it is like achieving communion'¨ (Geertz 1973), that perhaps ¨**culture shock**¨[17] occurs and an experience of ¨**cultural hybridity**¨. Bhabha (1994) conceptualizes ¨cultural hybridity¨ from the viewpoint of post-colonial space and the citizens in this Third Space have to experience some gains and losses of syncretism across iconic matters of ¨difference¨, ¨the Self¨ and ¨otherness¨. To Bhabha's account, cultural hybridity is ¨that liminal space or interstitial passage between fixed identifications which entertains 'difference' without

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[17] Culture shock: is an experience a person may have when one moves to a cultural environment which is different from one's own, or it is also the personal disorientation a person may feel when experiencing an unfamiliar way of life due to immigration or a visit to a new country. Four phases of ¨culture shock¨ are: honeymoon, negotiation, adjustment and adaptation.

an assumed or imposed hierarchy (*communitas*) - an expanded or ex-centric site of experience and empowerment¨ (Bhahba 1994). Keith (1998) argues that within the discourse of international tourism, locals/natives become a traditional object of desire, and are readily positioned as exotic, primitive and immutable objects of longing. Previous researchers also coin out a theory that aims to explain the degrees to which the visitor becomes involved and the extent to which this involvement is enduring or situational, which is **involvement theory**. Andrews et al. (1990) argued that involvement consists of three main properties: **intensity, direction,** and **persistence**, which decides how individuals respond to external stimuli (Huang et, al 2010). **Involvement intensity** refers to ¨"the degree of arousal or preparedness of the involved consumer with respect to the goal-related object¨ (Andrews, et al 1990). **Involvement direction** means ¨the target object or problem that causes the stimulus¨ (Huang et, al. 2010), and **involvement persistence** means the duration of involvement intensity. Hence, tourists would have different levels of involvement due to the type of destination (intensity), personal needs (direction) and the periods of the visiting (persistence).

In the era of increasing demands of experience, people have more and more opportunities to experience, and scholars who study tourism encounter more types of experiences, that perhaps are out of Cohen's continuum. Authenticity of experience could only determine or affect part of the experience of tourists. In fact, objective factors such as tour guides' attitudes, service attitude, reception facilities and accommodation conditions could also become important factors affecting the tourist experience. On the tourist experience, more scholars from different cultural backgrounds are needed.

Graburn (1983) considers that people have the need to transform their experiences, and rituals might help to fulfill that need. However, the ritual seems to be "unattainable" with its restraint. Tourism, with its "contrasting" charm, has become a popular ceremony aimed at pursuing fresh experiences through modern

transportation, accommodation facilities, natural and cultural landscapes, resulting in a relative "opposition" between the tourism world and the secular world, thus giving the tourist the **"liminoid"** experience coined by Turner.

Communitas

Tuner (1974) believes that the liminal is closely linked to the concept of *communitas*. *Communitas* is more generated in a liminal experience, referring to the opposite of the strucrure, ***anti-structure***. The so-called structure refers to the people's political, economic, legal position constituted by the hierarchical identity system, while the *Communitas* refers to "an unmediated relationship between historical, idiosyncratic, concrete individuals". The people, in a particular time and space stripped of this hierarchical identity, thus entering a state of equal relations, can be called people in *communitas*.

In tourist scenarios, tourists' expectations and behaviors of seeking compensation and reversing eventually "create" a travel experience similar to the "communitas" experience.

Barcelona, as a liminal space, no matter tourists in a guided tourist group or independent tourists, they all can have quick but intense friendships, a manifestation of *communitas. I*n our case, among Chinese tourists from different cities in the same tourists group they can communicate and get friendship rapidly and, for the independent tourists, they can communicate with local people, like *Anti-structure* characteristic of *communitas*. Lodge (1977) noted in his *Small World,* 'Intensity of experience is what we're looking for, I think. We know we won't find it at home any more, but there's always the hope that we'll find it abroad'.

What does *communitas* experience mean to travelers?

The authors consider that first, when tourists are dumped into natural landscape and are culturally shocked by human civilization, the experience generated is unspeakable. As Dilthey (1985) argues, experiences need to be understood, and the intermediary between the understanding and the experience is the experiencer's expression. At this moment, there is nothing more than the comfortable feeling of "great minds think alike" or feeling like "soulmates", meaning that tourists do not need to express - they only need   share their stories or previous experiences to understand each other, and in that way we consider that they have their own "language". As a result, the aesthetic pleasure in the tourist experience and the *communitas* experience complement each other. We say that aesthetic experience has become the basis for the existence of a *communitas* experience.

Second, when tourists go out for a travel, they generally want to experience the "new, extraordinary and special" tourist object. This is just the tourism context, that is reversal of the social environment where the tourists come from. In addition, in this tourism context, the tourists' behavior also reverse to different extents correspondingly, such as the reversal behavior of the "continuum" enumerated by Graburn (1983) (Table 5). These behaviors are generally only recognized and appreciated in tourism situations. Apart from tourism practitioners, tourists are most likely to appreciate with each other. Coincidentally they choose to travel this way, share the same tourism situation, have the common aesthetic, pleasure and other experiences that lead to some kind of **"interlinked"** emotion and mood, this is the *communitas* experience.

Table 6. Continuum of ¨structure¨ and ¨anti-structure¨

Dimension	Continua (Polarity and Inversions, with examples)
Environment	1. Winter vs. Summer: travel to the tropics and S, Hemisphere 2. Cold/darkness vs. Warmth/sun: ¨North-South¨ travel 3. Crowds vs. Isolation: wilderness, rurality; open space 4. Modernity vs. History: often involving the ¨opposite¨ urbanism 5. Home vs. Elsewhere: the ¨trip¨ or reverse for itinerant workers
Class/Lifestyle	1. Thrift vs. Self indulgence: ¨aristocratic¨ pretension, gourmet cuisine 2. Affluence vs. Simplicity: slumming, mixing with ¨the folks¨ 3. Business-of-living vs. Education: museums, special programs 4. Superficiality vs. Self-enlightenment: EST, etc
¨Civilization¨	1. Urbanism vs. Nature: ¨Club Med-type¨, beaches, wilderness 2. Security vs. Risk: climbing, rafting, trekking 3. Fast pace vs. Slow pace: avoiding distractions and demands 4. Secular vs. Sacred: religious pilgrimages, ¨sacredness¨ of nature
Formality	1. Rigid daily schedule vs. Flexibility: rising, going out, going to bed 2. Rigid meal times vs. Flexibility: snacks, etc. 3. Formal/distant social relations vs. Informality: *communitas* 4. Formal clothing vs. Informal/beachwear/nudity: somberness, flamboyance 5. Sexual restriction vs. License: celibacy, marital, interracial
Health and Person	Gluttony vs. Diet: fat farms and camps Stress vs. Tranquility: mental relaxation or hobbies Sloth vs. Exercise: sports, backpacking, walking Aging vs. Rejuvenation: baths, spas, cures Isolation vs. Sociability: visiting or making friends; seeing family (Dann 1977)

Source: Graburn (1983), ¨The anthropology of tourism¨

All these sound great, while, Turner also states that " **the more the *same* they become socially, the less they find themselves to be individually"**, and "**yet *communitas* does not represent the erasure of structural norms from the consciousness of those participating in it; rather its own style, in a given community**" (Turner 1979). In the *communitas* status, we can see more of homogeneity and less of heterogeneity. It sounds like all the "victims" (some kind of tourists, especially the tourists who travel with the purpose of healing) from the structural society escape their stressful daily life, or release their emotional **catharsis**

(the *Shirley Valentine* syndrome[18]), and gather together to heal mutually by traveling together and sharing their touristic stories. Their purpose is searching for the like-minded people but with special hobbies and tastes (perhaps they think if the other "victim" has the same hobby or taste with his or hers, the person is already special, because they all think that they are special themselves), meaning that tourists are searching for a **special homogeneous group.** In this case, the "special" refers to the group that is heterogeneous from the normal society, because they are searching for an anti-structure from the structural society, and the "homogeneous" refers to the membership of the "victims" who have similar tastes, hobbies, and experiences or feelings about the structural society. Thus, the mentioned special homogeneous group is a given community with its own norms and style. This kind of group is a **spontaneous normative ideological communitas**, and to some extent it can be expanded into a **"utopian"** model of society (Turner, 1979), where they can find ideal politico-administrative structures to have a *flow-break*. In order to maintain the relationships of the spontaneous communitas, "grace" is their "law", because they are the exception of the structural society, where law is applied.

Flow

The "flow experience" is often regarded as the best experience in tourism. *Flow* is the state of concentration and engagement that can be achieved when completing a task that challenges one's skills (Csikszentmihalyi 1996) and people are happiest when they are in this state and nothing else seems to matter (Csikszentmihalyi 1990). Flow theory is the best-known theory of Csikszentmihalyi. In order to be engaged in a state of flow, various **conditions** must be met. **First,** the activity must be challenging but one must also possess great skill. **Second,** the task has to be active and engaging. **Third,** the activity has to have clear parameters for success. **Finally,** the motivation

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[18] The *Shirley Valentine* syndrome: *Shirley Valentine* is an award-winning 1989 British romantic comedy-drama film, which told the story of a middle-aged Liverpool housewife stuck in a rut who found new life, and a new love, in Greece. This is a metaphor for a form of travel, and tourism may well effect "long-lasting changes" in individual's lives (Ryan, 2010)

for the activity must be intrinsic, or coming from within. All the conditions result in the following **features** of the flow experience: **1**. the integration of behavior and consciousness; **2**. the integration mentioned before might be generated from a high degree of concerning about a stimulus field; **3**. loss of self; **4.** a person in the state of flow can arbitrarily and easily control their own behavior and the surrounding environment; **5**. the state of flow usually contains expectation consistent with demands and behavior, and provides clear and definite feedback to the actors. In other words, the actor clearly knows that such a state will bring himself / herself what kind of result. **6.** Flow is "own purpose", meaning that it does not seem to need any other result or feedback than its own purpose (Csikszentmihalyi 1975). We can say that all the characteristics of flow state are linked with the second condition mentioned above, the task has to be active and engaging. For instance, it is possible to lose track of time and feel joy when watching a movie or taking a shower, but if the actor's plan was traveling which was failed, then the brain is coasting on the travel rather than being fully engaged in the status quo.

In our case, the on-site and post BCN TDI for Chinese tourists might be affected by their highly exciting mood at the moment, meaning that the component of *flow* leads the image be over-positively affected or the tourists would have a "wrong" impression of Barcelona TDI.

Regarding to the **relationship between *communitas* and *flow,*** *communitas* contains at least more or less four characteristics of *flow,* 1. 2. 3. 6., but the flow mood in *communitas* is often unexpected, and there is no mindset of desire nor any well-though-out plan.

1.5) Impact of Experiences of Liminality (liminoid), communitas, flow and New Medias on Barcelona's TDI in Chinese tourists' eyes

Tourists might perceive a relatively unrealistic city image under the liminoid status where they are in over-*flow* status (the third feature of flow status, loss of self), or in

well-designed and distorted experiences where they would see a city image that has a certain distance from the original city image.

Purely exploring TDI does not make sense as we need to focus on the relationship between TDI and human perception and how TDI can better mobilize people's perception. Besides the adjustment of TDI itself, the author thinks that it would be more meaningful to start with the physiological mechanism of people's perception, which is the reason why the author introduced the concept of liminality. **The liminal is the entrance to cognition, and the subtle changes in human perception.**

From the perspective of the tourist destination government, the city image is "alienated" and "deified" due to the third kind of gaze (the city image is exaggeratedly beautified as a performance monitor by promoting the city tourism resources). Following Boorstin's (1964) **"pseudo-event" theory**, the tourist experience is well-designed and distorted, so some destinations with obvious artificial and commercial atmospheres are more than pseudo-events. In addition, if we introduce the "front stage" and "back stage" theater theory, coined by Goffman (1969), into the context of travel (MacCannell, 2013), we will find that in order to ensure the authenticity and credibility of the front stage performance, the enclosed and mysterious backstage must be ensured as well, so tourists will have been unable to tell what is "real", or will have become part of the pseudo-stage and the deification.

However the **emerging new media** and new media gaze and self-media gaze in the 21st century could have a negative impact on the city image shaped by local government, local travel agents and traditional media. After the emergence of new media and self-media (such as blogs, Weibo-Chinese version of twitter, Wechat, Podcast, forum), people spread word out about the destination by means of a large number of on-site photos, video symbols and other modern means. This can be what potential tourists feel as "reality", "objectivity" and "timeliness", as they are more willing to trust the personal experiences of others than the information from

organizations. New media and self-media have become an important carrier of interaction between people, not only because of the changes in the information path, but also the "authenticity" of the information from them that makes people think that they could get a relatively more or less "real" city image from new media.

Therefore, nowadays tourists, by scrolling and browsing the latest information from new media and self-media, can see a relatively more "real" city image of the destination than earlier tourists. Additionally, in the modern consumption society, tourism is a "consumption of unproductive time" for tourists, meaning that they need more rational consumption, but at the same time also need to satisfy their various needs. Therefore, the decision-making would be very cautious.

3.2.2.4 Core Concepts of Part 3 of Theoretical Framework

Figure 16. Part 3 of the theoretical context of the research
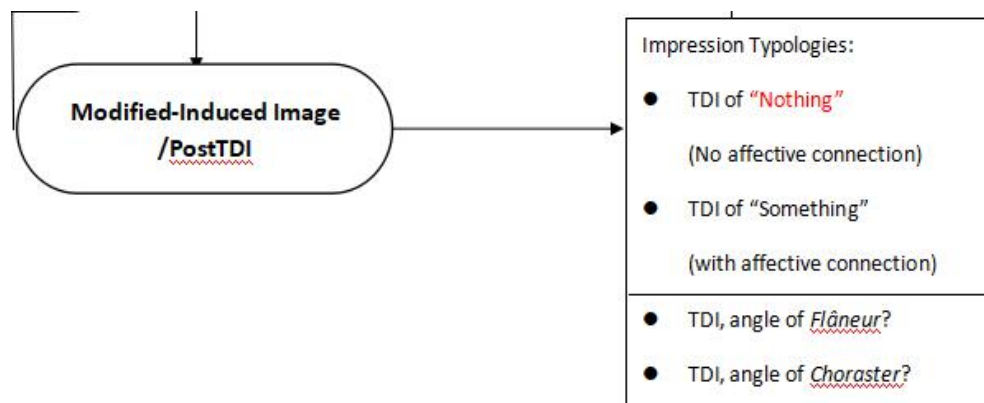
Words in red are the parts that might lead deviation of the real image
Source: author's own elaboration

At the stage of modified-induced image, which takes place after visitation, because of the different TDI promotion approaches and the different on-site trips, the tourists have distinct types of impressions on the city image. The TDI of˙ *Something* (*glocalization*) and the TDI of *Nothing* (*globalization*), respectively describe an experience with and without the local ties and human relations. Glocalization type of

TDI promotion is rooted in the deep local human relationship with a strong emotional connection. But the stakeholders are not sufficiently concerned about the affective connection and communication with clients when the Globalization type of TDI promotion approach is used. Especially for many Chinese tourists, they still stay in the first-time-outbound trip phase. The stakeholders organize a very tight trip schedule which is a few days of multi-country-group tour, with more sitting-on-the-bus time, shopping time and visiting scenic spots time over. In this kind of tourism atmosphere and conditions, we even don't need to make mention of experiencing *something* nor the affective connection with the destination. Given that they indeed visit and travel the city with the gaze of *flaneurs*, not of *choraster*.

Continually, from different angles, there are different typologies of TDI as well. In the tourism sector, the angles of Flâneur and of Choraster respectively represent the masculine concept (as a stroller, the travel is more for pure leisure and sightseeing) and feminized concept (as an experiencer, the travel more refers to an interaction with the destination and the local people, so that they have the TDI more related to their subjective meaning but also with deeper thoughts).

1) Nothing (globalization) vs. something (glocalization)

1.1) Conceptualizations of terms

Nothing here, refers to empty forms that are centrally conceived and controlled and relatively devoid of distinctive content. However, **something** is defined here as (largely) full forms that are indigenously conceived and controlled and relatively rich in distinctive content (Ritzer, 2011).

In an era where everyone is shouting ¨internationalization¨ and ¨globalization¨, George Ritzer, author of *McDonalidization of Society,* with the sociological point of view and his own unique opinions, asks if the result of globalization is only *nothingness*?

This so-called ¨rational¨ mode of operation, that business circles in all countries have already been used to, has succeeded in expanding the market and at the same time has made it more and more simplistic and also has lost its original uniqueness in the pursuit of maximum profit and minimum cost. Therefore, in Ritzer's opinion, globalization has not brought a pluralistic and open world. On the contrary, in the consumption, cultural and even political system, the whole world has become like McDonald's with only ¨a meal¨, ¨two meals¨, ¨Fanta¨ or ¨Coke¨ and other several options lack of characteristics. McDonald's also introduce different meals all over the world, such as rice hamburgers or melons, however, the logic behind is the same, - mass production of the same things, pursuit of profits-, which is exactly the concept of *personalized capital* (see the definition in later section of ¨personalized capital¨).

Thus, what is ***McDonaldization***? This concept was first introduced by Ritzer in his book, *McDonaldization of Society* (2011). According to Ritzer (2011), it means a phenomenon that occurs when society, its institutions, and its organizations are adapted to have the same characteristics that are found in fast food chains, which include the following **factors**:

· Efficiency: the optimal method for accomplishing a task

· Calculability: objective should be quantifiable (e.g. sales) rather than subjective (e.g. taste)

· Predictability: standardized and uniform services

· Control: standardized and uniform employees

· Irrational rationality: this efficient method denies the basic humanity, the human reason, of the people who work within or are served by them

McDonaldization has infiltrated all areas of society and there has been a social McDonaldization of society. McDonaldization is the reconceptualization of rationalization, referring to the process of the shift from traditional thinking to rational thinking and scientific management. Weber (1905) uses a bureaucratic system to

indicate the direction of the social change, while Ritzer (2011) argues that fast-food restaurants are more representative of contemporary models.

It is worth mentioning that *nothing* in McDonalization does not mean physically empty, or meaningless, but simplification, standardization of commodity, performance, service or space (Ritzer 2011). In addition, Nietzsche's positive *nihilism* (from the Latin *nihil,* nothing) is to create a new value for all revaluations, based on skepticism, which has nothing to do with Ritzer's "nothingness"

As the standardized, simplified commodities are spread all over the world, the way people look at the world and people's worldly values are also more and more similar. For instance, in many cities, on the streets, the young girls carry exactly the same leather bags of the same luxury brand, such as Chanel, Prada, Louis Vuitton, etc.; Australia, South Africa, Saudi Arabia's tycoons are driving the S-series Mercedes cars. Ritzer (2011) stated "Unconsciously, people's view of things are becoming more and more similar, even the internationally renowned cable news media such as CNN is the accomplice of 'global McDonaldization' . In order to gain a bigger market for news, news media frequently please the vast majority of viewers with less thought and opinion and simpler statements of events".

In pursuit of economic growth all over the world, the world has become more and more simplified, and behind an array of commodities, the constant consumption logic has led the global values, information, education, and even cultures a lack of the space for change and reflection. Toyota (2010) considers that the over one-way globalization has led people to change from a unique individual (***somebody***) to an anonymous public (***nobody***). Therefore, although everyone understands the importance of "internationalization" and "globalization", blindly accepting it and lacking a reflection of a "globalization" of society have created a city full of Starbucks and fewer hand-ground-baked coffee shops; a Korean celebrity can cause commotion but no young people are interested in local opera; everyone is in a hurry to learn English

to "squeeze" into foreign investors and merchants, but few people are willing to know more about the history and culture of their own country.

Thus, the *something* concept is coined out with **glocalization***,* which obviously is a portmanteau of *globalization* and *localization,* means the simultaneity - the co-presence - of both universalizing and particularizing tendencies (Robertson, 1997) and describes the tempering effects of local conditions on global pressures (Mendis, 2007).

Glocalization vs. Personalized capital

Here we need to add another concept, **Personalized capital**, which is considering the "local characteristics" as promotional chips to increase the market share. It looks like the opposite to the "nothing" products' flow direction, but essentially it is still one of the products of "nothingness of globalization". **Glocalization** is very similar to "Personalized capital", as both emphasize "local characteristics" and "heterogeneity". However, "nothing products" have high degree of mobility, no emotional / affective connection, and no regional and time characteristics, meaning that the "nothingness" replaces human service, whose penetration of interpersonal relationships probably increase the lack of emotion and affection. For instance, the global spread of popular music or television dramas from South Korea and Latin America are counter-flow from the flow direction as the end product operated by commercial and cultural institutions, but they precisely reflect the mainstream ideology such as consumerism, and replicate the standardization and patternization of western multinational corporations in their operations. Hence, it is part of a top-down globalization.

The "local characteristics" embodied in these cultural products are made up of abstract cultural elements hollowed out of their traditional ethnic values. Its "heterogeneity" is more of a marketing strategy or, in other words, an increase of its value in the global cultural market. Behind the rise of such regional cultural products is

the **capital logic** driven by **personalized capital** and the consuming culture appealing to human instinctual desires.

In our case, Barcelona, as a tourist destination, in order to attract more tourists, especially Asian tourists, promote the city image with its historical and cultural buildings, such as Gaudi's architectural works, that are the city's "local characteristics" and "differences", as the focus of publicity, which obviously is a marketing strategy. The author considers that, such strategy indeed can reflect the local characteristics and uniqueness, but the features have been commercialized and marketized, making the traveler hurry mentally in the visiting process and unable to feel the city spirit tranquilly, because accomplishing these "local characteristics" has become a "must do" list -to visit them and check them out and a cursory tourist experience-.

Personalized capital, as a product of ¨nothingness¨, emphasizes the local characteristics, but the phenomenon of considering this as a promotional chips to increase the market share possibly means that the stakeholders are not sufficiently concerned about the **affective connection** and communication with clients. Its promotional ¨local characteristic¨ is a combination of abstract cultural elements whose traditional national values are emptied (nothingness). However, **Glocalization** is more connected with *something*, and because it is not highly liquid as the "nothingness" product, the *something* related to the location (in this thesis the location refers to Barcelona) is stable, and in the process of its historical and cultural formation *Glocalization* is rooted in the deep local human relationship with a strong emotional connection. Given that, the author considers that **the significant different point of "Personalized capital" and "Glocalization" is if there is "affective" link.**

1.2) How to achieve the "affective connection" of Glocalization between travelers and tourist destination avoiding "personalized capital"?

We consider Affection as Local ties and human relations of the five continua to distinguish nothing from something (Ritzer, 2002). In our case, the Local Ties refer to

the ties to the local community of the destination and the Human Relations mostly refer to the relationship and communication between the tour guide and the tourists. Affection is the custom style of specific context. To some extent, people created localization (Steele, 1981) and festivals, and the former local traditional festivals or historic buildings are closely linked with local residents, given that they have historic heritage and cultural background. The initial meaning of tourism is for non-native residents to experience the historic context, in addition to the intuitive visual appreciation, but also to **understand the meaning behind it and feel the affective connection between this scenic spot or festival with local people, which is a real experience.**

However, many Chinese tourists today still stay in the first-time-outbound-trip phase, so the majority of the stakeholders use the "local features" as their promotional chips to attract foreign travelers. Their purpose is not so "humanized", so there appear to be cursory and stepping-on-spots-style tours. For instance, when it comes to European travel, the vast majority of Chinese travelers choose a few days of multi-country-group tours, more sitting-on-the-bus time and more shopping time over, time for visiting scenic spots. In short, their vacation is on a very tight schedule, and in this kind of tourism atmosphere and conditions, even if tourists want to sufficiently feel and experience 'something', it is quite difficult. Not to mention the "affective connection". Of course, the above statement does not appear in all travel agencies.

1.3) Nothing and something in tourism and in our study

Nowadays, even Tomlinson (1999), who is very friendly to globalization, is aware of the "isolation" of culture in today's transnational travels: from standardized airport terminals to standardized five-star hotels then to tourist attractions, souvenir shops especially open to tourists, then back to the airport terminal, through all the process, it is seldom possible for tourists to experience truly cultural differences between the destination city and their home city or country (Tomlinson, 1999). Abundant group-travels in Barcelona organized by China's travel agencies (in Barcelona and in

China mainland) are typical "nothingness", causing the Barcelona image in Chinese tourists' eyes to be far away from the authentic image, because sometimes tour guides do not really care about tourists' needs, just hurry to finish the tight schedule.

Due to the influence of globalization, nothingness has the tendency of spreading to the world, in other words, there is a growing tendency for "something" to become "nothing". it is very common in our daily lives: the younger generation is used to drink bottled fruit juices instead of locally grown fruit. "Are all consumers fools in judgement?" (Ritzer, 2011). The author considers that as the nothingness has been becoming the most common choice, the opportunity to choose the "something" is becoming fewer. In our case, many Chinese elderly tourists choose the group-tour because they are unable to travel independently in the modern society with so many *nothing* products, although they know that there are a bunch of disadvantages with group-tours, there is no solution.

As the expansion, globalization has often been detached from any nation-state and transformed into a "hollow" form that can be adapted to almost any geographical area, thus triumphing over "something" and gaining global diffusion through endless self-replication. Barcelona, as a tourists city, is promoting its city image through advertising, television programs, exhibitions and various events to develop a market for potential tourists. However, at the same time, it should maintain "local characteristics" (Li, 2009), and also avoid being driven completely by "personalized capital" (Yang, 2004), in other words, **the "local characteristics" promoted are a combination of abstract cultural elements emptied of their traditional ethnic values, and the "difference" is more of a marketing strategy**, whose purpose is to increase its value and share in the global market. But it is indeed difficult to find the balance point between these two ends.

Furthermore, the reason why nothingness is so popular, also because of its efficient feature. As the rapid development of modern society, everything pursues high

efficiency, which leads to the emergence of *McDonaldization*. The online school is an extreme example of nothingness. The pursuit of efficiency and lack of interpersonal communication in the teaching process make "education" completely represent the tool rationality, and in this process, what has been lost is the emotional/affective connection between members and members' **identity sense** of the school.

Cultural diversity is really nothing more than "the poet's illusion" (Yang, 2004), and glocalization is a necessary stage rather than an adverse exemplification or resistance force in the growing globalization process.

1.4) **The reasons why *Nothing* and *McDonalization* are trendies in modern society and their positive sides**

Nothingness is a unifying act without personality, characteristic, selfness, or time (history) nor space (region) to satisfy human needs. The author considers that nothingness is a long-standing trend of mankind since ancient times. **The exchange of goods and the merger of clan communes themselves are the ways in which cultural intercommunication weakens the local *somethingness* (local culture).**

There is a growing tendency for *something* to become *nothing*-- it is very natural, and this transformation itself is a *something,* as it is the transaction content of product-exchange in ancient times, which is exactly the nature of human beings' **need tension** in every region. People are in need, and their own production is unable to meet the entire content of needs, so they need to exchange. When some kind of transaction way or *something* can quickly meet the basic daily needs of people, then in this way *something* becomes *nothing* of *McDonaldization*.

However, *nothing* is more than just the consumption field. M*cDonaldization* has become very common in education, health care, politics and media culture, and in a

sense, these are the ubiquitous consumption of mankind today.

In Europe, since the 15th century, not only countries and governments increasingly centralized, but also all cultural elements have been "exported" to other parts of the world with the development and expansion of politics and economy. These elements, so-called *something,* were developed independently in their own regions in the early days. Because they have been increasingly powerful, actually due to more general needs and efficient marketing forms and means, these cultures have gone global. This tendency, at least currently, at least is not yet over. The *McDonaldization* method is only a quick way to make every *something* universal and normal in the world. Human cultures, *something,* are intercommunicating in such exchanges, that may have polished some of the original *something*'s features, but created a new *something.*

2) Flâneur and Choraster in Tourism and in Our Case

The subject of the Gaze, the tourist, conceptualized as *flaneur* or *choraster,* has been a long-standing discourse and discuss for previous researchers.

2.1) Flâneur

Flâneur, French noun, means "stroller", "lounger", "saunterer" or "loafer". The flâneur was a literary type from 19th century France, and this word carried a set of rich associations: the man of leisure, the idler, the urban explorer, casual wanderer, observer and reporter of street-life in the modern city. It was Walter Benjamin, drawing on the poetry of Carles Baudelaire, who made this figure the object of scholarly interest in the 20th century, as an emblematic archetype of urban, modern experience in Paris(Shaya, 2004). For Benjamin, the poems record the ambulatory gaze that the Flâneur directs on Paris (Friedberg, 1991). According to Baudelaire, the model of the flaneur is a male ideal, because women could not freely move and view the urban landscape, and the flaneur seems to observe for his own pleasure and understanding, even simply for the sake of observing, but not to further someone else's commercial

interests (Leeper, n.d.). Hence, in tourism field, the application of the concept of flaneur is always connected with gender theme and poststructural feminist theories (deconstruction) when the male bias is critiqued in the conceptualization of the tourist as *flaneur*. On the other hand, the concept of *Choraster* is considered as a feminized conceptualization, a second dimension added to the one dimensional perspective which predominates in long-standing sociological analyses of the tourist phenomenon (Wearing & Wearing, 1996).

2.2) Choraster

Before explaining c*horaster,* we first mention *chora*, (also *Khôra,* from ancient Greek), territory of the ancient Greek city-state (a type of small independent country consisting of a single city and its dependent territories). Then this term has also been used by Plato to designate a space or an interval. In Plato's account, *chora* is between being and becoming or the "space in which place is made possible", the *forms* were originally held: it has **maternal overtones** and contains many of the characteristics which masculinist knowledge has expelled. The most early usage of recent interest of this term was that Jacques Derrida wrote a text with the title of *Khôra,* using the deconstructionist approach (Derrida 1993). Rather than being the object of the stroller's gaze, the concept of chora suggests a space occupied and given meaning by the people who made use of the space, and the space **gives birth to the living experiences of human beings** (Wearing & Wearing, 1996). ¨It is a space that evades all characterization including the disconcerting logic of identity, of hierarchy of being, the regulation of order...¨ (Grosz, 1995).

If we look the term *chora* from the viewpoint of tourism, this concept could open the way for tourist destinations to be seen and developed as spaces in which people interact, spaces that take their meaning from the people who occupy them, both the tourist and the host. ¨The street defined by urban planning is the place which becomes transformed into space by the people who use it¨ (Cohen, 1988), so ¨space

is practiced place¨ (De Certeau, 1988).

Therefore, the tourists then can be considered as a *choraster*, the one who make use of, be given birth and interacts with the *chora*, including the host peoples. From the perspective of the choraster tourists, *chora* allows for *chorasters* to construct their own meaning in relation to the self, identity and subjectivity in a process which is ongoing and changing. The shift from the basic conceptualization of the tourist as itinerant gazer to that of interacting person points to a shift also from tourist destination as **place** to a more interactive **space** (Wearing and Wearing, 1996).

2.3) Concepts of flaneur and choraster in our case

In recent research, majority of researchers conceptualize tourists as *chorasters* rather than as *flaneurs*, because tourists in modern society value a lot experience, and the interaction with the tourist destination, with other tourists and also with representatives of the host community. Wearing and Wearing (1996) consider that the interactive dimension of the use of chora destination suggests that the concept of ¨social value¨ in this space may be of greater analytic value than that **of ¨image¨ associated with the gaze of the *flaneur* tourists**. **However, in our case,** majority of Chinese tourists still in the first-time-outbound-tourism phase, and if they have a trip of "nothing" (for example, intensive schedule trip), they indeed visit and travel the city with the characteristics of *flaneurs.*

The analysis of gender in the concepts of *flaneur* and *choraster* has been a long-standing tendency that rethink ethnicity and class, and new work on sexualities, age, nationality and corporal experience in tourism encounters (Swain, 2002; Phillimore and Goodson, 2004). The following table distinguishes the masculine and feminized concepts of tourism in *flaneur* and *choraster.* Therefore, TDI is changing through different travelling experiences.

Table 7. Masculine and feminized concepts of tourism

	Masculine concepts	Feminized concepts
The Tourist	Flaneur	Choraster
	Sightseer	Embodied Self
The Tourist Destination	Destination	Chora
	Place	Space
	Object	Interaction
	Image	Social Value
Tourism	Activity	Experience
	Visit	Process

Source: Refocussing the tourist experience (Wearing and Wearing 1996)

3.3 Conceptual Framework of Barcelona Image in China

3.3.1 Determinants and path model of Barcelona's TDI in China

In our effort to analyze the image of Barcelona in China's tourist market, we review principally three models with the focus on the combination of static and dynamic nature of the formation of TDI: Gunn's (1972) dynamic formation of TDI, which consists of original, induced and complex image; Baloglu and McCleary's (1999) path model of the determinants of destination image before actual visitation, with its focus on the static nature; and global conclusion of previous scholars' representative sets of dimensions/factors and attributes/items of cognitive and affective component of image used in TDI research, which would be more convenient to measure Barcelona's TDI in China. In our study, we divide the dynamic formation of TDI into two principle phases: 1º phase, pre-visit image formation and 2º phase, post-visit image formation. We combine the *path model of the determinants of destination image before actual visitation* with the 1º phase, and furthermore we apply the sets of factors and items, that is used in Riera et, al.'s (2015) study with special consideration of the influence of information online on Barcelona's TDI, into the 1º phase to measure and analyze the image of Barcelona in China (table 8); we apply the conclusion of the representative sets of factors and items of image used in TDI research into the 2º phase (table 9). The selection of the attributes used in designing a scale, listed in table 8 and table 10,

has relied on the characteristics of attractions of Barcelona as a destination, and on its positioning, which means Barcelona as a brand what its positioning is.

Various web platforms influence consumers' formation of images of a tourist destination (Riera, 2015). In turn, the Internet has become a primary source of tourist information (Buhalis, 1998; Pan and Fesenmaier, 2006), especially as virtual experiences continue to shift from the search for and consumption of information to the creation of information, connections, and exchanges. Tourists share online knowledge and information, as well as emotions and experiential moments (Jacobsen and Munar, 2012; Riera, 2015). Other consumers perceive such information as more likely to provide reliable information than the content posted by tourism organizations, which ultimately could challenge the capacity of destination branding to tailor and frame the image of the destination (Munar, 2011; Riera, 2015). Our study is not focused on the ¨type of information sources ¨ and the ¨variety (amount) of information sources¨, which will be considered as the research in the future.

Table 8. Determinants of pre-visit Barcelona TDI in China

Determinants of Cognitive Evaluation	Determinants of Cognitive and Affective Evaluation	Determinants of Affective Evaluation
· Variety (amount) of information sources · Type of information sources (See Table 1)	(Travelers' characteristics) · Age · Education · Gender · Income level	· Socio-psychological travel motivations
1º phase: Process of pre-visit image formation		

Original image:
    · Accumulation of mental images of a place through life
Induced image:
    · Modification of images through researching prior to the decision to travel;
    · The decision to travel based on image efficiency, anticipated experience but kept within time, money and other constraints		

Source: Own elaboration based on several papers

TABLE 9. Information sources scale

Induced information sources	· Official tourist information sources of organizations promoting the destination[19] · Suppliers (transport, accommodation, complementary offers) · Intermediaries (travel agencies and tour operators)[20] · Media specializing in tourism[21] · Media specializing in areas of thematic interest (sports, wines, potholing, cinema)[22]
Induced, Autonomous information source	· Travel guides · Documentaries · Advertising
Key Opinion Leaders (KOL)	· KOL
Destination, Intermediary and Media Web	· Official web pages of tourist information · Unofficial web pages of tourist information · Web pages of intermediaries
User Generated Content (UGC) Web	· Blogs specializing in tourism · General social networks · Social networks specializing in tourism · Portals for hospitality travels

Source: Own elaboration based on several papers

TABLE 10. Dimensions / factors and attributes / items of components of image used in the research of post-visit Barcelona's TDI in China

Dimensions/factors	Attributes/ítems
Attractions	· Cultural/historical/artist attractions · Natural attractions/Sun and beach · Shopping points
Social Environment	· Personal safety · Good weather · Local people's honesty, friendliness, courteousness, willingness to help tourists · Service quality · Travel-related information

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[19] Some official tourism institutions that have influence in China: China National Tourism Administration (CNTA), Catalonia Tourism Board (CTB) in Peking

[20] Chinese influential offline tourism agencies: Chinese International Travel Service (CITS), Chinese Youth Travel Service (CYTS); Chinese influential online tourism agencies: Ctrip, Lvmama, Mafengwo Self-service Traveling, etc. (mentioned later)

[21] Chinese famous tourism channel: *Tourism Channel*

[22] Media specializing in areas of Spanish thematic interest: FC Barcelona (FCB), Spanish movies, Spanish wines, etc.

Atmosphere	· Happy
	· Relaxing
	· Exciting
	· Curious
	· Cosmopolitan city
2º phase: Process of post-visit image formation	

Induced image:

· Travel to attraction (for example road-signs, landscape, guides)

Modified-induced image:

· Participation or experience at the destination, the activities, accommodation and other services

· Return travel and discussing experiences with fellow travelers

· New accumulation

Source: author's own elaboration based on several papers

Figure 17. Path Model of the Determinants of TDI BEFORE and AFTER Actual Visitation to Barcelona

| PreTDI | On-site TDI | Post-TDI |
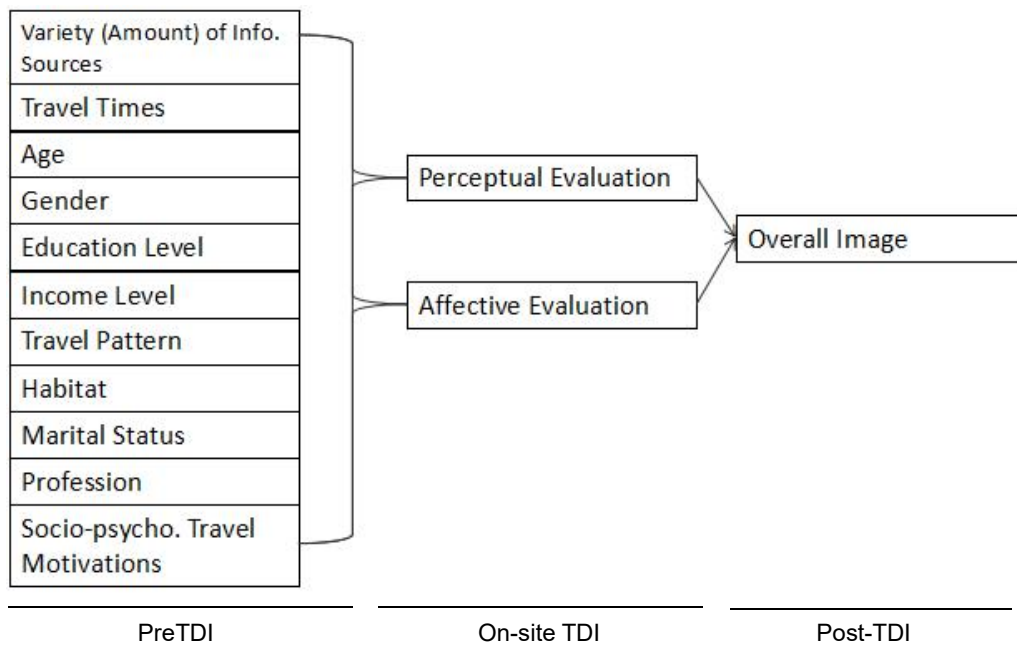
Note: big parentheses and straight lines from Exogenous to Endogenous Variables denote the Paths (Effects) that are hypothesized to examine the Overall Pattern of the model. (based on Baloglu and McCleary, 2004)

CONCLUSIONS

The literature review provides the previous research process of the study on tourist destination image, which is an essential part in understanding the main TDI concepts. Additionally, we conduct a comparative study of TDI perception, and some research problems in this area are also argued. Continually, within the second part of this chapter, basic concepts applied in our study and the theoretical framework that underpins our research are provided. In the final part, we apply the theories and concepts explained in our particular case, Barcelona TDI in China's tourist market, and conduct the measurement and the path model of determinants of Barcelona TDI in Chinese tourists' eyes.

Within the theoretical framework of our research, the particular focus on the two principal theories, -tourism gaze and liminal experience-, are used to support the integral research system. Our study is about the Barcelona image as a tourist destination in the Chinese tourists' eyes before and after visitation, so, apart from the static formation of TDI (perceptual/cognitive image and affective image form the overall city image), the stage theories of TDI (seven phases form the city image from the viewpoint of time) is also applied to our case to run through the entire formation process of Barcelona image before and after the actual visitation, which is a time-space dynamic structure. Furthermore, the tourism gaze, a concept of action execution with time concept, and the liminal experience, a space concept containing the consideration of time concept, combined with the concept of static and dynamic formation of TDI mentioned above, perfectly support the overall theoretical framework.

In phase 1, organic image phase, the Pre/TDI from tourists' eyes is influenced by, besides their own internal factors, also strongly influenced by external sources. Hence, the force of destination's government *gaze* and media's *gaze* to the tourists are significantly strong. During phase 2, from induced image to modified-induced image,

where tourists are in a *liminal state*, a *communitas* and *Anti-structure* state, tourists might have a deviated TDI. In the same phase, the force of tourists' gaze to the tourist destination and to the local tourism-related organizations, is even stronger than it in phase 1. So, in order to satisfy tourists' necessaries and reach their expectations, the tourist experience is quite ¨well-designed¨ and distorted with obvious artificial and commercial atmosphere. It even distorts the authentic TDI. In phase 3, the modified/induced image phase (Post-TDI), *Globalization* type of TDI promotion approach or on-site trip lead to a *nothing* TDI; conversely, *glocalization* type makes tourists to have a *something* TDI. This also influences tourists' angle of gaze to the destination.

Within the last part of this chapter, according to the literature review, we propose the measurement of the Barcelona image in China's market and the path model of the image's determinants combined with the stage theories of TDI. In the next chapter, we will propose a modified-measurement according to the data collected from the semi-structured interviews.

CHAPTER 4. BARCELONA AUTHENTIC TOURIST IMAGE HISTORICAL EPITHETS AND CONTEMPORARY TOURISM ACTIONS

Introduction

● **Justification of the brief introduction of Barcelona's culture**

TDI Research approaches indirectly from environmental psychology via behavioral geography like mental maps choices set as well as several quantitative data analysis techniques (Gould, P. and White, R., 1974; Crompton, J. and Ankomah, P., 1993) have been subject to criticism because of conspicuous neglect of cultural considerations.

A large number of destination image studies assume that image formation can be understood by looking at the images produced by destinations and/or independent media, and then examining how these images are transmitted to and received by potential tourists. However, Smith (2005) stated that it would be too simplistic to only do research on the distinction between the ¨images held by individuals and those projected by places¨. Moreover, a large number of TDI is not sent deliberately neither received consciously by tourists. Furthermore, TDI research involves recognizing the 'intersubjectivity' of destination images, or the shared character of experiences and meaning, not only the individual consumer with 'little or no consideration of social image (Selby, M., 2004), because TDI is produced by the local culture, that allows power relations and historical context to be incorporated into analyses of TDI, and it is considered to be located at the social level rather than as private or cognitively constructed representations (Phillips, 1993). Therefore, in our case, Barcelona's Image, as a tourist destination, we also need to state briefly its cultural and historical context that contributes to the analysis of the overall Barcelona TDI.

- **Structure of this chapter**

In this chapter, we will introduce briefly Barcelona's history from the year of 718, when Moors invaded in Barcelona, until the current day. We start with the civilization of the Moors because it directly lead to the subsequent Christian reconquest. Furthermore, we introduce the history with emphasis on Barcelona's art and architecture combined with its years and major historical deeds.

The second part of this chapter is Barcelona's image in Forasters' eyes, divided in the three parts of "Nicknames", "City promotional slogan and actions by municipal government" and "City image by Tourist Guide Books", which also correspond to the major historical deeds' years.

At the end of this chapter, we will state the "Traits Barcelona TDI should have", and also the "Barcelona Contemporary Tourism Model" and we will give a Future Outlook of the Barcelona city image combined with its tourism strategy, "Barcelona Tourism Strategy".

4.1 Barcelona's General Image

4.1.1 Real Barcelona (history/ art/ architecture)

Brief history of Barcelona, Catalonia and the Kingdom of Aragon

Geographically, Barcelona is the capital of the province of Catalonia, which extends from the French border south along the Mediterranean coast. The northern part of its generally rocky shoreline is known as the Costa Brava, and here the foothills of the Pyrenees flow down to the Mediterranean Sea.

Historically, Barcelona has been by Greeks, Carthaginians, Romans, Visigoths, Moors, French, and finally the Knights of Catalonia whose descendants populate it until now.

The Civilized Moors and the Christian Reconquest

The Moors occupied Barcelona for 167 years, but unlike the major cities of Sevilla and Cordoba, they left little in Barcelona to remember then by. When the Moors invaded the Iberian Peninsula, the Visigoth kingdom was divided into hundreds of small countries, and when the Spanish Visigoth kingdom fell to the Moors, some of the Christian leaders declared their territories independent kingdoms, and the regrouped, formed alliances, and initiated a holly war to drive the Moors out of Spain.

However, when the Reconquest lasted seven hundred years, the relations between Christians and Moors evolved considerably, especially the close friendship between Christian and Moorish leaders.

The relation between France and Catalonia

The Reconquest made Spain quite unrest and constituted a golden opportunity for the French knights to take Barcelona, and in 801 they indeed did, but returned intermittently until they had captured the Spanish Mediterranean coastal plain. Catalonia remained part of the French Empire until 874 when it was taken over by Wilfred, the first Count of Barcelona, but there are still a lot of traces can be discovered that the French influence remains strong even today: Catalan is very similar to French, because it is almost pure Old French.

The Kingdom of Aragon

As Spain was reclaimed from the Moors, a Christian kingdom called Aragon appeared on Catalonia's western border and then the Count of Barcelona married the princess of Aragon. The Kingdom of Aragon and Catalonia were merged, but the two nations retained very different cultures, languages, laws and customs.

The discovery of America

On the October 12th in 1492, Columbus discovered the Americas and claimed it all in the name of Spain. When Columbus returned from his first voyage, the King and

Queen were in residence in Barcelona; it was in the Plaza del Rey of that city that Columbus first displayed to the royal couple hist exotic Indians, strange birds, and minuscule lumps of gold. He reached Barcelona on 15 March 1493, and the *Monument a Colom* commemorates his arrival.

The Ensanche

After experienced a lot of things, like the Old Walled City, a walled seaport city until the middle of the nineteenth century, it suffered countless problems because of overcrowding: whole districts were afflicted by diseases, epidemics intermittently and there seemed to be an epidemic of psychological problems as well. Therefore, realizing that Barcelona indeed needed a practical plan for expansion, the minister in Madrid delegated Cerda, an architect, to design it. In the end, the area called *L'Eixample* in Catalan, or *El Ensanche* in Spanish, meaning the widening, was completed.

The Catalan's personality traits, the Industrial Revolution

Before we talk about the Industrial Revolution, it is necessary to mention the Catalan's personality traits, which are being very hard working, very ¨tightfisted¨ with money and are money savers in the good way, because of these traits they had a joking nickname as the Jews of Spain (Teetor, 1992). Therefore, the Catalans quickly saw the advantages of the industrial revolution, machinery combined with the systematic utilization of labor. As we all know, the period of the industrial revolution was a high-strength-working-period, but the Catalans loved work and admired those who were good at it, which is unlike the traditional Castilian mindset.

By 1850, finally Barcelona was the center of international trade and a vibrant industrial complex. From the special period, we also can observe the Catalan's another very impressive but little-known trait, that most of their industries were started by self-made men, which means, the Catalan achievers were hardly ever from the upper classes. Another interesting fact is that they frequently brought their second generations,

especially daughters into management positions within their companies (Teetor, 1992). Furthermore, those wealthy industrialists and families who built public places with the fin of improving public places at that moment, did it by their tradition of private spending without governmental support, which can also reflect Catalan's self-improvement trait.

The International Exhibitions of 1888 and 1929

The first real world fair was held in London in 1851, and the Barcelona International Exhibition of 1888 was perhaps the world's most impressive fair up to that time (Teetor, 1992). One of the quite interesting traits that can reflect Catalan's self-made-men character was the accommodations for the royalty. Royalty's accommodations situations were totally inadequate, such as Spanish royal family were said to have slept on military cots set up in a walled off room at the city hall.

Even though, Barcelona still held the mega event very well, and forty years later, they held another International Exhibition in Barcelona, which was totally advanced: changed fairground venue, redesigned fairground appearance, and nearly free-rein finance. Needlessly to say, the accommodations for royalty were absolutely renewed as well. Therefore, the Barcelona Exhibition of 1929 was a milestone in the history of all the Universal Exhibition.

The Spanish Civil War of 1936-1939

The Spanish Civil War was an armed conflict between the Republicans and Nationalists led by General Francisco Franco. The war was a struggle between leftist revolution and rightist counter-revolution (Payne, 2012). In early 1939, the Nationalists won, and Franco ruled over all of Spain until his death in 1975.

Regarding the influence of the Spanish Civil War on Barcelona, at the beginning, the Anarchists took over complete control of the city. With the euphoria of a carnival , the

social traditions of the past were overthrown: Marriage was ridiculed and free love proclaimed the official government policy. Nearly all churches were burned, only five escaped destruction: the cathedral, the parish churches of La Merced, San Selver, and San Philip Neri, and the monastery of Pedralbes. Then the Communists in Barcelona were eventually able to control the Anarchists. However, due to the mismanagement by the Communists, in Barcelona life became extremely difficult: a city with shortage of everything, especially of food, which led a constant malnutrition undermined the people's health.

The Tourist Invasion

Ten years after World War II, American people and Northern European people afforded travel vacations, and Spain was one of their favorite destinations, due to its thousand of miles of ocean front an a delightfully sunny climate. In addition to that, geographically, Barcelona was close enough to Paris and Frankfort where were easy to get by car.

Naturally, the international tourist invasion led to an economic boom and Spain's standard of living grew at an astronomical rate, whilst Catalonia did not miss the opportunity of the economic miracle either.

The Terrorist Problem

Catalonia was the centre of a separatist movement from the 17th century and the Catalan separatism reemerged in the 19th century. On October 27, the Catalan parliament voted to declare independence from Spain. Stating that he had been left with "no alternative," Rajoy responded by asking members of the Spanish Senate to approve the invocation of Article 155 of the Spanish constitution, empowering the central government to take control of Catalonia's police, finances, and publicly owned media (Sastre, & Rubio, 2017; ¨Los letrados del Parlament¨, 2017; Torregrosa, 2017).

In addition, the whole terrorist attack context around Southern Europe (the terrorist

attack on August 2017 in Barcelona, the year after the attack in France) impact Chinese tourists' travel in Barcelona but does not impact gravely their decision-making (see Chapter 5.4.1, section "social environment").

The Universal forum of Cultures of 2004

The forum dragged to the conclusion, the difficulties of defining its content, of articulating a coherent and descriptive message about what was actually.

Over-dimension of the project (extension of the enclosure, duration, number of activities), recognized by the same organization. It contributed to an indefinition that would end up multiplying as a consequence of a communication policy that did not take into account the factors (production routines) of media information about the event.

The main lesson that could surely be drawn from the experience of the Forum is that in the knowledge society it can not be improvised and that cultural projects demand much or more attention and planning than the redevelopment of a neighborhood (for example, the Besòs) or the engineering of large infrastructures (such as the construction of a sewage treatment plant). The complex ideas can arise initially from a brainstorming session, but the final definition and the application require a specific plan of creativity and development (Moragas, 2016).

Art and Exotic Architecture

Looking through the history of Barcelona, we can observe that its development of art and architecture have been very prominent. We will list a short outline of art and architecture of Barcelona. As Teetor said (1992) ¨It is almost impossible to put dates on the beginnings or endings of specific Spanish artistic styles¨, because frequently they overlapped by several hundred years like even some towns have Romanesque architects that were completing and simultaneously a Renaissance palace was starting as well. However, no style did "ever dominate the individualistic Spaniards"

(Teetor 1992). During the occupation by the Carthaginian, Roman, and Visigothic civilizations, the building remained from these periods are almost in ruins or covered by relatively modern buildings. From 12th century to 13th century, during the Christian reconquest of Catalonia from the Moors, many new churches, convents and palaces were constructed by the commission of the Christian kings. During the dominance of Madrid and the Castilians, from 15th century to 17th century, there was almost a blank of construction in Catalonia and consequently little development of architecture design, and eventually it was changed by the Industrial Revolution. Due to that, we are not especially introducing the Italian Renaissance, Baroque and Rococo styles from Italy, that just happened during the strong Castilian occupation in Catalonia, and these art styles mainly influenced Spain (the Castilian) in general.

Culturally, Spain and Italy have always been very close, perhaps because of the Vatican connection, the easy accessibility of travel and the similar language. However, Barcelona always has similar culture, art and architecture styles, apparently because of the history mentioned before.

Our study focuses on Barcelona actual image, so we will start the outline from ninth century when northern Spain was flowed by Romanesque.

Romanesque (Ninth to Fifteenth Centuries)

The Romanesque style was imported from France to Spain through Catalonia, but it was born in northern Italy. This style dominated the northern Spain perhaps because the Moors principally retreated southward and had few traced in northern Spain. The Romanesque style mainly reflected on fortifications, palaces, churches and monasteries and it dominated nearly majority of the constructions in Spain.

Meanwhile, Catalonia had a prosperity of Romanesque painting and the finest collection of Romanesque art in the world is in the Barcelona Museum of Catalan Art.

Gothic (thirteenth and fourteenth centuries)

This style was a French import as well, but not as the Romanesque style, the Gothic style was never overwhelmingly dominated the constructions in Spain so great Gothic buildings are limited. In Barcelona, the Santa Maria del Mar is perhaps is one of the best instants.

Modernist, post-modernist movements (Nineteenth-twentieth Century)

By the end of the nineteenth century, because of the profitable industries, as we mentioned in the "REAL BARCELONA", a large amount of wealthy Barcelona families were building public places, great palaces, concert halls etc., to improve the city, which is similar to the so-called 'civic boosterism', but they did it with their tradition of private spending. Furthermore, the Catalan businessmen became the patrons of local painters and architects with good commissions. As a result, Barcelona not only became an art and architecture center, also developed an artistic movement, "Modernist" movement, which was called Art Nouveau in France, Moderne Styl in Austria, and Modernismo in Spain. The Modernist style was unconventional, heavily influenced by nature, trees, vines, rocks, animals Additionally, its materials for surface decoration were unusual as well to reflect the traits of Nature, like smooth curve line and colorful mosaic, that we can obviously see them from Gaudi's works. The Catalan capitalists were very adventurous as well, because they highly finance experimental architectural styles with visionary artists and as a result, Barcelona has become the architectural center for a very unique type of design that attracted international tourists and professionals in this sector to see these monuments.

In addition to that, paralleling the artistic sector developed with high rate as well. The Impressionist painters of the Catalan School[23] received training from Paris and they were clearly influenced by what they saw on their frequent visits to Paris. However,

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[23] The Catalan School: was founded by Ferrer Bassa, the most progressive branch of 14th and 15th century Spanish painting. The distinctive historical development of Catalonia, its local artistic traditions, and its close commercial contacts with France, Italy, and the Low Countries lay behind the flourishing of the Catalan school of painting. [online]: https://encyclopedia2.thefreedictionary.com/Catalan+School [24 Pct. 2017]

they are not as well known outside of Spain as the ultramodern Catalan painters that followed then, such as Pablo Picasso, Joan Miro and Salvador Dali, who all went to France to study as well and constituted a major force in Modern Art worldly. Due to the Gaudí's world fame, in Barcelona there have been appearing a number of internationalist architects, whose architectural styles also emphasize on surface decorations, using hanging plants, and unusual shapes with the pursuing of nature. Their characteristics have earned them commissions for major buildings in London Tokyo, New York, Dallas, and Los Angeles.

4.1.2 Barcelona's Image in *Forasters*' Eyes

This part consists of three sections, Barcelona's epithets, the city's Promotional slogans and actions, and the image reflected by tourist guide books.

4.1.2.1 Barcelona's epithets

Archive of Courtesy (*Archivo de Cortesía*): 17th century

At the beginning of the 17th century, Miquel de Cervantes located in Barcelona, as everyone knows, a long episode of the second part of *Don Quijote de la Mancha*, which evokes the city as a <archive of courtesy> (*y, así, me pasé de claro a Barcelona, archivo de la cortesía, alberque de los extranjeros, hospital de los pobres, patria de los valientes, venganza de los ofendidos y correspondencia grata de firmes amistades, y en sitio y en belleza, única[24]*):

The formula of the courtesy file - despite being rhetorical and a little abstract - made fortune and has not stopped being used to the present time, with clear preponderance in those times (long eras). Barcelona is the only city that appears in the Quijote described with precision since knight and squire arrive to the city and discover the

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[24] The author's translation: I went to Barcelona without stopping, directly, file of the courtesy, shelter of the foreigners, hospital of the poor, home of the brave, revenge of the offended and pleasant correspondence of firm friendships, and in place and in beauty, unique.

sea.

The Factory of Spain (*La fàbrica d'Espanya*): 19th century

With the industrialization of the 19th century, Catalonia will often be evoked as <the factory of Spain> (*la fàbrica d'Espanya*), and in some way, the same name could be said referring to Barcelona, whose profile showed, with perspective, a forest of chimneys. *La Maquinista* in 1855 and *Ferrería Barcelonesa* (*Macosa*) in 1857 were daughters of an industrial culture that had in the enterprising bourgeoisie and in the combative and organized working class.

Mud City (la Ciutat del Fang): 20th century

At beginning of the 20th century, the magazine *L'Esquella de la Torraja* speaks and jokes about <mud city>, and thus the expression <Can Fanga> (mud city), which has come to our days to refer to Barcelona and the Barcelonins (*Fanguers* or *Can Fanga*), especially -with a clear tone of contempt- for the Catalans outside the capital. Because, at that time the asphalt was not yet known, and sand was the only pavement of the street and sidewalk. When it rained, it was very usual that the city "got muddy" and the people who were walking around dirty the legs of their pants with mud.

Paris of the South (*París del Sud*) / Cosmopolitan industrial city: 2nd half of the 19th century

During the Industrial Revolution, especially the second half of the 19th century, Barcelona was the centre of economic and cultural drive in Spain, however, it had <Paris of the South> as epithet. A walk through the *Eixample* helps to understand that the ¨Paris of the South¨ was not just an abstract idea. Barcelona looks like two drops of water in a provincial city of an industrial department.

In 1888, Barcelona celebrated its Universal Exposition, with that it wanted to acquire a city situated in the map of Industrial Europe with a character more cosmopolitan, so that it could attract more visitors.

'The city of three sins', 'the city of booms': 19th century and early 20th century

However, also just during the Industrial revolution, along with the high rate of productivity, Barcelona also experienced series of strikes, riots and bomb attacks, etc., because of population congestion, poor conditions that led to a huge stress for the city. In 1842, a massive riot destroyed more than 400 buildings in the city. Two more general strikes occurred in 1855 and 1856. Various bad epithets such as 'the city of three sins' and 'the city of booms', with a sordid mixture of prostitution, depravity and corruption (Palou, 2016), attached to Barcelona because of its turbulent political history (about from 1808 when Napoleo's brother, Jose Bonaparte, became king of Spain, to 1873, when the first republicanism was realized, Barcelona experienced a wide range of economic and social changes) that are hard to reconcile with its reputation as a tourist destination.

"The culture of forgetting": 1939-1975

During the Spanish Civil War and Franco's subsequent dictatorship, a large amount of public buildings constructed during the Catalan Renaissance (1878-1926) were destroyed during this period, so that Barcelona as a Catalan cultural identity detracted from the city's physical and external image.

"Gray Barcelona¨: 1950s-1970s

During the period of democratic reform, Barcelona known as Gray Barcelona (*La Barcelona Grisa*), became a symbol of everything middling (*simbol de tota mitjana*)

Brandcelona, Farsalona, Karcelona* o *Bar$elona

Over the last few years, the crisis and some of the changes in the general tertiarisation service have also led to the emergence of some literally nicknames as: ¨Brandcelona¨, ¨Farsalona¨, ¨Karcelona¨ o ¨Bar$elona¨

4.1.2.2 More recent city names and City Promotional Re-Imaging Slogans and Actions (19th and 20th centuries)

Nowadays, a city image is considered as an easy and pleasant way to consume the meaning and coherent representation of the city, so that many post-industrial cities have presented appropriate images, increasing budgets, to tourist markets by promotional activities, not only to extol the virtues of the city, but also to re-image or reinvent it. Some researchers call this type of actions as 'city re-imaging' (Hubbard, 1996; Smith, 2005).

Additionally, in order to build the tourist destination image and disassociate from the links with industry, political unrest image, obviously successfully, Barcelona has entered a 'the culture of forgetting' period, and also its Catalan versus Spanish versus European identity confuse a large number of foreigners as well as some local young generations.

'Society for the Attraction of Foreigners': at the beginning of the 20th century

Along with the International Exposition of 1929, Barcelona city intended to have a new image of a cosmopolitan city such as 'Society for the Attraction of Foreigners' to address its problematic image before and also to attract international tourists.

¨City of fairs and congresses¨ / ¨Bar Cel Ona¨ / ¨The city of prodigies¨: 1986
"Barcelona, get beautiful": 1985
After the Civil War and the times of the postwar period, Barcelona will be for years of <City of Fairs and Congresses> (in Spanish: *Ciudad de Ferias y Congresos*).

According to Jaume Subirana's chapter (2016), perhaps until the dawn of the eighties, emerged the crumbling <Bar Cel Ona> (separates of the ¨Barcelona¨)**,** a festive destination for happy seaside years before the public investments on the occasion of the Olympic Games opened the seafront and allowed the locals to rediscover that their city had beaches that could be reached by metro or bus.

It is the years in which Eduardo Mendoza's novel retrospectively impels the Modernist era by talking about <the city of prodigies> (*la ciutat dels prodigis*, the book, in Spanish, is of 1986) and in which the City Council activates the rehabilitation companion <Barcelona, get beautiful> (in Catalan: *Barcelona, posa't guapa*), a successful, popular and long-lived initiative started at the end of 1985 (Palou, 2016).

"Barcelona makes yourself beautiful"/¨Barcelona¨/¨Sorcerer Gypsy¨ /¨Barcelona is powerful¨/ ¨New Barcelona¨: Around 1982-1997 (Olympic Games of 1992)

Before the International mega event was celebrated, Barcelona experienced a transition to a post-industrial city as major tourist destination was led by the mayor, Pasqual Maragall i Mira (period in office from 1982 to 1997), who initiated and managed the colossal revitalization project, ¨Barcelona Model¨, this project was born in 1986 when Barcelona was designated as host of the Olympic Games of 1992. During that period, the Barcelona government activated the rehabilitation campaign, known as ¨Barcelona Make Yourself Beautiful¨ (in Catalan: *Barcelona Posa't Guapa*).

And it is also the moment in which the city will know the great moment of international echo and promotion that were the Olympic Games of 1992. A moment, however, that there is no specific reason or label for the name of the city, surely because it is the Its own name, Barcelona, which is used without other additions. This was the case with the previous song that would eventually be one of the informal hymns of the Games, <Barcelona>. If he proposes a motive <Sorcerer Gypsy> (in Spanish: *Gitana hechicera*, referring to the city) the Catalan rumba, which also points to the idea of a city with strength and attractiveness, parallel to <power> (Barcelona it is powerful ...)

(in Spanish: *Barcelona es poderosa*) that without too many arguments was attributed to him. Some researchers say that the Olympic Games of 1992 represented the transition of the city to the ¨New Barcelona¨. Maragall focused on two policy components for the city: urban infrastructure and preservation of patrimonial buildings.

Civic boosterism of the Olympic Games of 1992

The 1992 Olympic Games is provided the civic boosterism: some public places, buildings and architecture emphasizing identity, actions or polices which are designed to promote a particular town (Burslem, Canada) in relation to its competitor (¨The Arnold Bennett Blog¨, 2013)[25]. Civic boosters proceed toward the goal being to create a better city through the means more emphasized urban growth and development also enhanced better life for residents (Susan, 1989). Normally, particular public places like parks or playgrounds are deemed as representations of civic boosterism, but in our case, the mega event is supposed to promote the Barcelona city, and Maragall used this manner to promote Catalan identity and build a new international image. This kind of political doctrine was known as *Maragallisme.* Furthermore, the 1992 Olympic Games have fundamentally reinvigorated Barcelona's image as well.

In addition to the above mentioned promotional slogans indicated by the Barcelona government for imaging and reimaging of the city, as Fava concluded (2012), around 1992 Olympic Games, these following images lead to a reflection about how the preparations for the 1992 Olympic: From quality to quantity, from reconstruction to ¨urban marketing¨; from public space to infrastructure; from interstitial to structural urban planning ; from the city to the metropolis; from the industrial city to the post-Fordist city (Piera, 1992).

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[25] Civic boosterism represented by Hanley Park at Burslem, Canada was described by the England novelist, Arnold Bennett (1867-1931). He thought this park is a first-rate example of "civic boosterism, and things like town halls, public baths and public parks are typical examples of civic boosterism. [online]: http://earnoldbennett.blogspot.com.es/2013/09/on-civic-boosterism.html [23 Oct. 2017]

¨The best store in the world¨ / ¨Barcelona is a dynamic, creative and open city, with a wide range of culture offers and business opportunities throughout Europe, including the commercial and associative offer. ¨: At the turn of the 21st century

After the Olympic celebration, already almost at the turn of the twenty-first century, the municipal government will enlighten the Catalan city with promotional slogans such as <the best store in the world> (in Catalan: *La millor botiga del món*), ¨Barcelona is a dynamic, creative and open city, with a wide range of culture offers and business opportunities throughout Europe, including the commercial and associative offer.¨ (in Catalan: *Barcelona és una ciutat dinàmica, creativa i oberta, amb una àmplia oferta cultural i empresarial reconeguda a tot Europa, entre la qual destaca l'oferta comercial i associativa*), underlining the importance, attractiveness and diversity of the city's commerce. Since then, the trade understood as an asset related to the emerging boom of international tourism that has now reached phenomenon dimensions.

Vicky Cristina Barcelona / Sun, Sand and Sex / Gaudi / Barça / Mediterranean / Mobile Congress / Smart Festival

After the Olympic Games, Barcelona city still has kept having different nicknames and labels. Obviously, the most effective promotion during last years was the movie directed by Woody Allen, *Vicky Cristina Barcelona*. This movie, is not only famous around Europe and America, also around at least China. Additionally, after experiencing some mega events, which attracted a plenty of *forasters* and still keeps attracting them, there is the risk of associating Barcelona with another brand as ***Sun, Sand and Sex*** or *Sun, Sand, Sex and Sangria.* In principle, everyone wants to avoid that because of the Mafia and safety issue. Accordingly, the city has been looking for another brand, and so far, we think Barcelona is Gaudi or Barça or the Mediterranean or the Mobile Congress or a smart festival. However, some researchers still think that somehow the Olympic Games and Maragallisme began to be part of a past without real heirs (Palou, 2016).

The Barcelona city's tourism model also creates a citizen-little-participatory city, who only seeks recreational bait, which hopes that the City Council will celebrate a festival at every moment (New Year's Eve, Summer, Easter ...). The advertising campaigns of the City Council on the banners are often addressed to this citizen: the city that falls in love, the charming city, etc.

4.1.2.3 Barcelona's image in tourist guide books

Before the International Exposition of 1888, the tourist guide books were with more of statistic data and extensive historical and artistic descriptions. However, since the 1888, because of the Universal Exposition, the guides were increasingly useful, with less description of Barcelona's history, because they wanted to avoid the extreme of details and descriptive insufficiency, which can fit more into didactic works, that the main mission of the tourist guide books of this series is to guide the traveler. Additionally, the tourist guide books also were targeted to the foreigners (in Catalan: *forasters*) first time for the Universal Exposition, so the highlight of the guides were on the lookout for recreation and consumption. The Society of Attraction of Forasters (in Catalan: *Societat d'Atracció de Forasters*), created in 1908, contributed a lot to the publication of tourist guide books and brochures.

In 1929, with the celebration of the International Exposition, Barcelona was promoted as a Mediterranean, cosmopolitan and modern city through the guide books with pictures, photos and maps of avenues, Boqueria, passeig de Gràcia or the plaça de Catalunya, aimed to show a more monumental city.

During the 1960s to 1970s, there appeared new political movements and cultural boiling because of the post war period and the Franco era. Accordingly, the new guide wanted to show not only visitors but also local people a different manner to know

about the city, such as offer some chronicles of personal styles like Tísner, *Guia inútil de Barcelona* 1967 and Josep M. Espinàs, *Això també és Barcelona* 1965, as well as through contributing historic and artistic data of quality, such as Alexandre Cirici, *Barcelona pam a pam* 1971, which is interesting that since 1888, the tourist guide books changed their manner from contribution of cultural and historic description to the more useful and practical method until the 1960s and 1970s, they returned to the old manner.

At the moment of the International Exposition of 1992, the Barcelona's image was converted to a city of tourist attractions.

Speaking of today's guides (about the last twenty years), they are more like a mixture of characters of all the guide books during the last two centuries: present the set of monuments for visiting, their timetables, prices and itineraries for enjoying the best during their limited available time, as well as with some general data of practical types, such as maps and a fair number of photos. Besides, a diversification in thematic guides was produced while obey to satisfy the specific public's preferences and interests so that the specific tourists can consult thematic routes, such as Modernism, or restaurant routes, bars routes, etc., to know about and discover the city by themselves.

Furthermore, according to "The image of Barcelona through tourist guides. What cities do we show?" (in Spanish: *La imagen de Barcelona a través de las guías turísticas. ¿Qué ciudades mostramos?* Raul, 2008), which has done a detailed analysis of the Barcelona's image by researching six important and influential printed Barcelona tourist guides in English, -*Lonely Planet Barcelona City Guide, The Rough Guide to Barcelona, DK Eyewitness Travel Top10 Barcelona y TimeOut Barcelona*, edited and printed in London (United Kingdom)-, in the recent tourist guide books, the mentions to Gaudí (66 mentions in the previous tourist guides) in the guides are impressive, of which they speak more than any attractions in Barcelona, and *Sagrada*

Familia appears 28 times and the Picasso Museum, 19 times.

Additionally, according to these tourist guides, we can observe that those buildings, architectures designed by Gaudí also are the most mentioned attractions, such as Sagrada Familia, which is also the most visited place (*Barcelona Turisme, 2016*). Therefore, for Barcelona, Gaudí and his works are still one of the most attractive scenic spots for Chinese visitors (see Chapter 5 Qualitative Research 5.4.1, section of Attractions).

Nowadays, we are experiencing a digital, virtual, internet era and with the facilities of high technological transports, so the promotion method is also experiencing a qualitative change. The tourism applications in mobile phones, and of a bunch of tourism blogs, channels of videos and photos where tourists can leave comments and give recommendations or suggestions for those potential tourists, are more competitive, more visual and more practical type of tourist guide, also a promotion for the city image.

4.1.3 Some thoughts and Barcelona's Tourism Actions

4.1.3.1 The traits Barcelona image should have

Barcelona must bet on talent, in the conviction that talent is innovation, quality, uniqueness, history, culture.

Barcelona does not have to pay attention either to going to look for new contingents of visitors like to protect the city of its speculative soul. Make a city and not a stage. Renouncing easy things to seek innovation and knowledge. The development must be based on other values to engage tourism of the future, which will not be of pure consumption, but of coexistence and learning.

4.1.3.2 Barcelona contemporary tourism model

Barcelona's city tourism model exhibits abundant factors, which were worked on during the following stages:

- 1984-1987. Strategic reflection. Drawing up of the Barcelona 2000 Strategic Plan, led by the City Council and to which the private sector mad a considerable contribution.

- 1987-1992. Re-invention of the city. New tourism products were created such as culture, gastronomy, sport, sailing, cruise liners, health, leisure.

- 1992. Exploitation of the 1992 Olympic Games.

- 1994. Set-up of a powerful institution for promoting the city - *Turisme Barcelona*, The Barcelona Tourist Board. The Board turned the fame gained by Barcelona during The Olympic Games into tourist numbers.

- 2007-2011. The *Programa d'Actuació Municipal* (PAM) agreed to draw up a Strategic Tourism Plan. Thus, it established the agreement with the sectors involved and the promotion of tourism that would enhance the balance between residents and tourists. Since mid-2008, the Office of the Strategic Plan has conducted the process of tourism and city reflection

- 2010-2015. The Barcelona Tourist Board released *Pla Estratègic de Turisme 2010-2015* with the principals' objectives active the new geographical and symbolic dimensions of Barcelona; Ensure the tourist sustainability of *Ciutat Vella* and improve the uses of the territory and the quality of the neighbors' lives. In short, develop the new tourist model of Barcelona characterized especially by a greater deconcentration and diversity of the offer.

- 2015-2017. Sum up the last five year that the specialization of Barcelona in the economy of the visitor or the disruption of new ways of relating to the environment facilitated by the advance of technological media will be fundamental aspect to rethink the city and, establish the Pla Estratègic de Turisme 2020.

- 2017-2020. Implementation of the *Pla Estratègic de Turisme 2020* with the principal objectives as build new sustainable future scenarios to ensure that the generation of wealth derived from tourism activities does not put into play the future of the destination as an object of desire, meaning that we should ensure a better social return of economic activities, turning tourism into a gear level to activate other economic activities but not extractive.

CONCLUSIONS

Table 11. Historical Timeline of Barcelona's City Image

THE REAL BARCELONA		BARCELON IMAGE IN *FORASTERS'* EYES	BARCELONA PROMOTIONAL IMAGE	
Years **Mega events**	**Art and architecture**	**Epithets**	**City Promotion**	**Tourist guides**
718: The civilized moors The Christian reconquest	Romanesque from Italy: 9th - 15th century			
1300: The Kingdom of Aragon	Gothic from France: 13th - 15th century			
1492: The discovery of America	Renaissance from Italy			
1800s: The Ensanche The Industrial Revolution		¨La ciutat del fang¨ ¨Can fanga¨ ¨la fàbrica d'Espanya¨ ¨Un bosc de Xemeneies¨		
1888: The Universal Exposition	Modernism: 19th - 20th century	¨Paris del Sud¨ ¨Una bruta ciutat¨		¨Cosmopolitan and Modern Barcelona¨ ¨A city with more monuments¨
1929: The Universal Exposition			Society for the Attraction of Foreigners'	
1936-1939: The Spanish Civil War. World War II		¨Una ciutat dels prodigis¨ ¨Barcelona, posa't guapa¨		
1950s: The tourist invasion		¨Gray Barcelona¨		
1960s - 1970s: New political movements Cultural boiling		¨The culture of forgetting¨		A historic and artistic city
1992: The Olympic Games International invasion of tourism			¨Gitana nechicera¨ ¨Barcelona Poderosa¨ ¨Ciutat de Ferias y Congresos¨	A city of tourist attractions
2000s until now Expansion and Mass of Tourism The virtual internet era	Post modernist and International 20th century	¨Brancelona¨ ¨Frasalona¨ ¨Karcelona¨ ¨Bar$elona¨	Re-imaging period of Barcelona: ¨La millor botiga del món¨ ¨Barcelona és una ciutat dinàmica creativa i oberta¨	Promotion of thematic routes (literature, modernism, etc.)

Source: own elaboration according to *Strolling through Barcelona* (Teetor 1992); *Història del turisme a la ciutat de Barcelona* (Palou, coord. 2016); *Barcelona, ciutat simbolica* (Moragas, 2016) and *Conceptualizing City Image Change: The 'Re-Imaging' of Barcelona* (Smith, 2006)

Speaking of Catalan history, it is important to note that the historical relation between France and Catalonia that explains the strong French influence on Catalonia. This can be evidenced by the Catalan language, which is almost pure old French.

During the historical timeline of Catalonia (table 11), the industrial revolution was a very important time and also a significant turning point when the city transformed and boosted: there was the 1888 World Exhibition, emerging modernist architecture and architects (Lluís Domènech in Montaner, Antoni Gaudí, and Jospe Puig i Cadafalch), economic development with new industrial bourgeoisie, who had a high purchasing power and increased cultural interests (one of the most popular representatives: Eusebi Güell). Additionally, through the industrial revolution, the Catalan characteristics of hard working, self-made and self-improvement had been reflected.

During the industrial revolution, Barcelona got abundant epithets from the outside world, such as the "Factory of Spain", "Mud City", "Paris of the South", "the City of three Sins", "the City of Booms", etc. However, along with the International Exposition of 1929, the Catalan government carried out "City re-imaging" actions in order to disassociate the link with industry and political unrest images mentioned above and to have a new image of a cosmopolitan city, and one of the city promotional re-imaging slogans was "society for the attraction of foreigners". And the tourist guide books at that moment promoted the city as "Mediterranean", "Cosmopolitan", "Modern", and "Monumental" city.

During the Spanish Civil War and Franco period, the nicknames of "the Culture of Forgetting" and "Gray Barcelona" were denominated because of the massive destruction of public buildings constructed during the Catalan Renaissance (1878-1926). After Franco's dictatorship and the last thirty years, in the *forasters'* eyes, Barcelona has been craving for economic development and communication with the outside world: as a result, the derogatory epithets of "Brandcelona", "Farsalona",

"Karcelona" and "Bar$lona" appeared. Meanwhile, the names of "City of Fairs and Congresses", "Bar Cel Ona", "the city of Prodigies" and "Barcelona, Get Beautiful" were given to the city by the local government.

Referring to the "City re-imaging" actions, during the 1992 Olympic Games, "Barcelona makes yourself beautiful", "Sorcerer Gypsy", "Barcelona is Powerful" and "New Barcelona" had been gradually appearing as city promotional slogans. The tourist guide books labeled the city as "a city of tourist attractions" to attract more foreigners. Continually, with the influence of the 1992 Olympic Games on the city's tourism sector and economic development, and almost at the turn of the 21st century, the municipal government enlightened the city with the slogans such as "the best store in the world". More recently, the labels as "Sun, Sand and Sex", "Gaudí", ¨Barça¨, ¨Mobile Congress¨, "Smart Festival" have appeared.

Regarding the important tourism actions in Barcelona during the last 30 years, it has become a process of tourism development to a better consideration for a sustainable tourism future.

Since 1987, the Barcelona tourism model focused on the new tourist inventions of culture, gastronomy, sport, etc., the host of the 1992 Olympic Games, the set-up of Turisme Barcelona two years later, and the Barcelona Tourist Board in order to promote the city, which took good advantage of the fame gained by the Olympic Games in order to promote to the tourism sector. Then in 2007, there was a turning point in the tourism model where the Barcelona Tourist Board began to think about the negative impact brought by tourism to the city and to the city residents, so the conviviality between residents and tourists has began to be more valued and enhanced.

From 2010 to 2015, with the aim of deconcentrating on the city of Barcelona and to develop a sustainable tourist future, the strategy of diversifying of the tourist offers

was released by the Barcelona Tourist Board. During 2015-2017, emphasis on the environment with advance of technological media became the focus. Pla Estratègic de Turisme 2020 indicates that a better social return of economic activities from tourism should be valued, meaning that the destination is not an object of wealth desire.

CHAPTER 5. QUALITATIVE RESEARCH AND CONSTRUCTION OF MEASUREMENT OF BARCELONA'S TDI IN CHINESE VISITORS' EYES

Introduction

Based on the Grounded Theory (GT) that was explained in Chapter 2, the qualitative research in this chapter is divided into the following 4 phases according to the requirements of GT's methodology:

- Generation of the research questions

- Data collection

- Data processing

- Construction of theory

In the first part on the generation of the research questions, we explain how the research questions come out with focus on the actual situation of Chinese tourism in Spain, with special attention to Barcelona and bilateral relations between the two countries.

Data collection applied in this chapter is divided into six sections. The first section (5.2.1) deals with the introductions of the research samples, which are two samples of tour groups and three samples of interviewees of Chinese travel agencies in Barcelona. The second section (5.2.2) concerns the profiles and characteristics of the tour groups that we followed and the third section (5.2.3) explains the design of interview outline for the interviewees. Section 5.2.4 explains the appointment making process with emphasis on the usage of *Wechat*; section 5.2.5 deals with the preparation of interviews with details. The last section of data collection (5.2.6) concerns the in-depth interview, and detailed method during the interviews.

Data processing concerns the way we code the data obtained from the interviews, based on GT, with *Atlas.ti* and suggestions of related-field experts to get the following

initial categories of the measurement: "variety (amount) of information sources", "travel motivations", "attractions", "social environment", "atmosphere", "affective evaluation", comparison between "Pre-TDI" and "Post-TDI" and "Overall TDI".

The last part (5.4) deals with the analysis of theoretical components which consists of two sections: section 5.4.1 describes the detailed observation of the constituent elements mentioned before with reference of the interviews notes; section 5.4.2 provides the initial construction of the theoretical structure (path model of the research).

5.1 Generation of the research questions

The interest of this thesis derives from the phenomenon of the constant increase of Chinese tourists in Spain (2017: 718.000; 2016: 580.000) and the government's new tourism strategy of promoting cultural and heritage attractions to Asian tourists instead of the sun and the beach to European tourists (*2018: Año del Turismo Cultural*, 2018). Hence, our research target is focused on the Chinese tourists in Barcelona as the author is native Chinese, which can help the process and quality of the research. The number of Chinese tourists in Spain as a whole is still much lower than the tourists from many other countries, and additionally, if comparing it with the total number of Chinese outbound tourists in 2017, 129 million, the number of Chinese tourists who visit Spain still has a lot of room to grow. Hence, attracting more Chinese tourists to Barcelona, Spain, would help to improve the tourist strategy of Barcelona, by more promotion of cultural resources. Then, the question of "How to attract Chinese tourists?" arises very naturally and the Barcelona's city image from the Chinese tourists' eyes is the key starting point of the question.

Furthermore, the author of the thesis has been living and studying in Barcelona for almost 9 years. A part from her student role, she also lives here as a tourist. Along

with the constant increase of the Chinese tourists in Spain and Barcelona, the author has been very interested in investigating this topic: figuring out the reason why Chinese tourists choose Barcelona as their destination; the impressions they have on the city before and after their visitations. The author also wants to let the Chinese tourists know what actually Barcelona's city image is.

However, at this moment we were still not sure of the concrete research question, so we continued to explore for a concrete research question and research scale by examining these four aspects: 1. the tourist destination image related literature; 2. the history of the formation and changes of images of Barcelona and Spain and its related literature as well; 3. area-related experts and travel agency staff; 4. Spain-China and Barcelona-China related news

From the literature review and discussion with the area-related experts and workers, we observed that within the existing achievements, there are few studies on Barcelona city image in China's tourist market. In other words, the studies which combine Barcelona with China as the target subject is almost an unresearched area, especially in terms of the Barcelona city image in China. Additionally, 2018 is the 45th anniversary of Spain-China diplomacy, and meanwhile the dealings and culture communication between Spain and China are also becoming more frequent. Furthermore, during the last several years, Barcelona has established several institutions, organizations and branch offices in Shanghai, such as the Catalan Institute of China, Shanghai Gaudí Cultural Development Co., Ltd., which aim to promote Catalan culture in China. In the academic field, there is lack of research on Barcelona's image in China's tourist market, whereas Spanish culture and Catalan culture are silently penetrating into China.

All the contents mentioned above formed our initial research question. With the further research, our research question is continuously developing and we are obtaining new observations throughout the entire research process.

5.2 Data collection

The data collection in this thesis followed the phases of the normative classic GT. First, we started with the fieldwork that we signed up two tour-groups to visit Barcelona city with the tour-guide. During the visit, we observed the tourists' behavior, such as their reactions to the tourism attractions, satisfaction level to the tour-guide and also to the entire trip and besides, we chatted with them as the role of a tourist as well to further know about their thoughts especially on the trip and on Barcelona to obtain the basic information to start our qualitative research (all of the information we will explain in detail in section 5.2.2). Secondly, we selected various tourists of the two groups as interviewees for our further interviews, and some other candidates of our interviewees were recommended by the personal of the targeted tourism agency. Thirdly, we started the interviews through the prepared outlines, appointments and the modifications of the notes to improve the quality of the data collection.

5.2.1 Confirmation of research samples

We followed totally with 2 tour-groups and had 25 interviews for the qualitative research. Regarding the interviews, in this section we display 3 samples of the total 25 interviews as models. For the fieldwork, we followed the groups from China Comfort Travel Group Co., Ltd and Geg Travel Ltd., and besides that, our research respectively take the tourism operator from Viajes China España, S.L in Barcelona (afterwards labeled as ¨Interview sample 1¨), co-founder of Beijing Youth Travel Service, Co., Ltd. (afterwards labeled as ¨Interview sample 2¨) and tourism receptive from Nextel travel (afterwards labeled as ¨Interview sample 3¨) as our research sample models, whose aim is to ensure the reliability and validity of the research, because the different-angle method can help to eliminate prejudice generated by only one source.

Tour groups

Sample 1: Shanghai New Comfort International Travel Co., Ltd,

Shanghai New Comfort International Travel Co., Ltd was founded in 2001, and is affiliated with China Comfort Travel Group Co., Ltd (CCT), (the former China Travel Service), which was established in 1984, and is one of the largest travel services in China. Relying on CCT's advantage, the company's line of business includes providing travel services with license of doing outbound tour, inbound tour, domestic tour, MICE and corporate travel and resources for traveling and, which was established in 1984.

Sample 2: GEG Travel Ltd.

GEG Travel Ltd., was founded in 1988 in Rotterdam, the Netherlands, which is currently Europe's largest, longest standing and the most well established organization wholly owned by Chinese. It is now offering European land travel services for tourism industry peers globally and business organizations. GEG Travel carries out a global business and has been successfully serving numerous Chinese travelers from the world with offices in the following 14 cities: Rotterdam, Paris, London, Frankfurt, Rome, Budapest, Hongkong, Shanghai, Beijing, Tianjin, Chengdu, Guangzhou, Ho Chi Minh and Taiwan. GEG Travel is members of European Tour Operators Association (ETOA), Approved Destination Status (ADS), UK Inbound, Hong Kong Travel Industry Council (TIC), Hong Kong Outbound Tour Operators Association (OTOA).

GEG Travel first founded group-bus-tours around Europe, called GoEuGo. The target audience of GoEuGo is not only tourists from mainland China, but also those from Hongkong, Macao, Taiwan and, Chinese students around Europe and also originally Chinese but with foreign nationalities. GoEuGo offers five tour lines, covering a total of

15 countries and 50 cities, and each line of travel takes tourists to visit several European countries by bus for seven days.

In addition, the characteristics of GoEuGo are: tourists can freely choose the day to start the trip with the group and the day they leave the group, and can even choose one of the 50 cities to follow and exit the group; tourists can combine the five lines freely to create the most suitable line for themselves; the lines guarantee departures every day without being affected by the number of tourists.

Interviews

Sample 1. Viajes China España, S.L, tourism operator

Viajes China España, S.L (VCE) founded in 1996 in Barcelona, is an international travel agency authorized by the Spanish National Tourist Board and officially authorized by the International Air Transport Association (IATA). At the same time, VCE is also a member of the Spanish Tourism Federation, the Spanish Union Travel Association, the Commonwealth Travel Association, the European Union Tourism Association, Cordova Tourism Association.

The company's main business includes: more than 12 tourist destinations covering Europe's tourism, flight and hotel reservations, as well as business visits, trade show planning, professional training, auctions and other professional services.

Table 12. Information of Viajes China España

Target clients	Individual groups
Trip characteristics	Step-on-tour-guide trip
Cooperating company	Cooperate with travel agencies in China

Source: author's own elaboration

As table 12 shows, the majority of the target clients of the travel agency are tourists of

individual groups which are organized by the agencies in China and they have cooperation relationship.

Sample 2. Beijing Youth Travel Service Co., Ltd., Co-founder

Beijing Young was founded in 2014 in Barcelona with aims of providing travel services. In order to provide the most comprehensive tourism information, they design different travel products for the current tourism market and plan trips in China and also outside of China (especially Europe) to meet the needs of different customers. Furthermore, business travels, holiday meetings, incentive travel and other projects are customized for the clients.

Table 13. Information of the Beijing Youth Travel Service

Target clients	● Chinese tourists that live in China ● Immigrates in Barcelona or Europe ● Chinese students that live in Barcelona or Europe
Trip characteristics	● Individual groups ● Business groups ● Official business groups
Cooperating company	This agency does not have steady partner companies. Travelers find the travel agencies by internet, friends or relatives.

Source: own elaboration

Table 13 shows that this agency also has different segments of its target clients: Chinese tourists in China and Chinese tourists in Europe. Additionally, it has different cost-level travel groups: relatively low-cost individual group and high-cost (official) business groups. The difference from the previous agency is that this agency does not have any partner companies in China nor in Europe, as it is an emerging company. However, it has a good reputation that many clients find it by internet, or from friends and relatives' recommendations.

Sample 3. Nextel Travel. Tourism receptive

Nextel is a Wholesale Travel Agency founded in April 1995 and belonging to the Marfil Empresarial Group, a Family Office with more than 30 years of business management

experience.

Their service vocation focuses on quality stays and specialisation in a range of the experiential products generating market demand: Thermal Spa, Health and Wellness; Tourism; Charm Hotel Getaways; Ski Tourism; Wine and Culinary Tourism; Adventure and Leisure Tourism.

As table 14 shows, the majority of the travel groups in this travel agency are high-end groups, and Chinese tourists is one of its target clients. This company does not only offer normal travel itinerary, they also offer wellness and event service. Additionally, this agency has several cooperating agencies in Beijing, Shanghai, which can facilitate a lot to organize travel groups in China.

Table 14. Information of Nextel Travel

Target clients	- Chinese tourists that live in China - International tourists
Trip characteristics	- High-end custom group - Business trip group - Official business trip group - High-end individual group
Cooperating company	Cooperate with Chinese travel agencies in Beijing, Shanghai.

Source: author's own elaboration

In summary, we have followed 2 tour-groups and interviewed 25 persons in total, in which there are 3 tourism practitioners, 12 tourists in China and 10 tourists in Barcelona. To ensure the validity reliability of the research, during the process of the target sampling of interviewees, we follow the requirements as below:

- The interviewees have rich experience of tourism consultation and all the three tourism operators that we interviewed visited Barcelona as tourists when they just got to the city, so, apart from responding as tourism operators, they also launched ideas from the angle of tourists, meaning that we interviewed three tourism operators but actually we got answers from many different perspectives of distinct

roles.

● The interviewees are extroverted, and are willing to express their ideas and opinions. The respondents who participated in the symposium were relatively lively characters and all quite cooperative with our interviews, with strong language expression skills and could derive other innovative ideas from our questions.

5.2.2 Tour Groups

Group 1 of Shanghai New CCT

Table 15. Information of package tour group 1

Dates of Barcelona trip	5 and 6 April 2015
Dates of itinerary of the group	Departure date: 1 April 2015 Return date: 9 April 2015
Itinerary of Barcelona one-day trip	Day 1: Paseo de Gracia - Pl. Catalunya - La Rambla - La Boquería - Pl.Colón Day 2: Sagrada Familia (1 hora) - Park Güell (1 hora) - La Roca Village (4 hs 20 mins)
Itinerary of this group for southern European trip	Lisboa - Évora - Madrid - Toledo - Barcelona - Valencia - Sevilla - Ronda – Granada
Tourist guides	Guide 1: International titular tourist guide in Shanghai, who is in charge of accompanying the tour-group throughout the total journey of the southern European trip. Guide 2: Guide 2 from Taiwan, lives in Lisbon, and is in charge of hosting the group in Lisbon, and accompany the group during the trip in Portugal and Spain, and is responsible for explaining the tourism attractions, except for Park Güell and Sagrada Familia. Guide 3: Catalan official tourist guide, who is in charge of the explanation in Park Güell for the guided-tour.

Source: author's own elaboration

Table 16. Profile and characteristics of the tourists of Group 1

Number of tourists	40
Average age The greatest age The youngest age	60 76 22
Habitual residence	Shanghai
Male-female ratio	3:2 approx.
Characteristics of the tourists	Female tourists have relatively more outbound tourism experience and have relatively high requirements for tourist guide

Source: author's own elaboration

As Table 15 and Table 16 show, we followed the bus-tour-group of 40 tourists at the second day (6 April 2015) of their Barcelona trip. The itinerary of their first day in Barcelona was taking walk around the following tourism hot spots: *Paseo de Gracia - Pl. Catalunya - La Rambla - La Boquería - Pl.Colón*. The tour-guide did not take the tourists to enter Casa Milá nor Casa Batlló. When the group walked around Paseo de Gracia, they took a look of the buildings outside. Thus, the first Barcelona trip was a "walking day". At the second day, that we followed the group to visit Barcelona, firstly we went to Sagrada Familia. The tourists who would like to enter to visit needed to self-book online in advance. Afterwards, Guide 2 accompanied them, but inside the Sagrada Familia the tourists visited with the audio-guides that the stuff gave them at the reception point; the tourists who would not like to enter, walked around the Sagrada Familia for one hour as free time. The travel agency of China had booked tickets for the group to visit Park Güell, and had arranged a Catalonia official tourist guide for the group, because according to the current regulations in force (article 65.1 of the Tourism Act of Catalonia), guided tours of Park Güell can only be conducted by official tourist guides qualified by the Catalan Autonomous Government and the teachers that accompany groups of students (Park Güell website). In the afternoon, right after visiting Park Güell, we directly went to La Roca Village by the group bus. Female tourists between around 40 and 60 years old were very willing to go shopping at La Roca Village and in order to save time they had dinner at 15.30 on the way to

the shopping center in the bus (Appendix 1).

Group 2 of GEG Travel

Table 17. Information of package tour group 2

Date and time of itinerary of Barcelona	Date: 11 April 2015 Start time: 12.30 a.m. Finish time: 19.00 p.m.
Itinerary of Barcelona for one day	La Rambla (1 hora) - Sagrada Familia (1 h 15 mins) - Camp Nou (30 mins) - Estadio Olímpico en Montjuïc (20 mins) - Pl. Colón (10 mins) - Pl. Catalunya (1 hora) - AC Hotel en Sant Cugat
Itinerary of Line yellow for 7 days	Madrid - Zaragoza - Barcelona - Valencia - Alicante - Granada - Málaga - Sevilla - Lisboa - Toledo - Madrid

Source: author's own elaboration

Table 18. Profile and characteristics of the tourists of Group 2

Average age	35-40 approx.
Habitual residence	T1: Shanghai T2: Europe T3: United Kingdoms
Marital status	1/3 are couples
Number of tourists	30
Male-female ratio	1:1 approx.
Characteristics of the tourists	General characteristics: A. Relatively more outbound tourism experience B. High requirements for the tourist guide to avoid the ¨cheat people out of money¨ behavior which is deeply rooted in Chinese tourists' minds C. Tired trip in Barcelona for the group due to the bunch of cities of Line yellow that they have visited before arriving Barcelona Characteristics of middle-aged male tourists A. More knowledge about the modernist architecture B. More curiosity of Barcelona building styles C. Preference of comparing Barcelona buildings styles and those in China Characteristics of middle-aged female tourists A. Very concerned about the trip schedule Characteristics of young tourists A. Relatively more confidence on tourist guide B. Relatively less knowledge about Barcelona culture and history C. More interest in FC Barcelona

Note: T1: type 1; T2: type 2; T3: type 3

Source: author's own elaboration

As table 17 and table 18 show, we followed the bus-tour-group of 30 tourists of average age from around 35 to 40 years old for one entire day in Barcelona on 11 April 2015, and the itinerary of the day in Barcelona is visiting the following tourism hot spots: *La Rambla* (1 hora[26]) - *Sagrada Familia* (1 h 15 mins) - *Camp Nou* (30 mins) - *Estadio Olímpico en Montjuïc* (20 mins) - *Pl. Colón* (10 mins) - *Pl. Catalunya* (1 hora) - AC Hotel en *Sant Cugat*, with one titular international guide[27] who born in Guangdong, and now live in Netherlands. We start the day at 12h30 a.m[28], and finish the day in Barcelona at 19h p.m. The itinerary of the group that we followed was Line yellow[29] for 7 days covering the following cities: Madrid - Zaragoza - Barcelona - Valencia - Alicante - Granada - Málaga - Sevilla - Lisboa - Toledo - Madrid

Regarding the origins of the tourists of this bus-tour-group, basically there are three types: 1. various middle-aged couples are from Shanghai, and they are very willing to travel out of China after they retire (T1); 2. the remaining middle-aged tourists are from Hongkong and Guangdong, but currently they live in Europe (T2); 3. the rest are Chinese students in United Kingdoms, and majority of them are from northern China (T3).

For the tourists of this group, the impression of Barcelona is neutral. Positively, among the tourism hot spots of the itinerary of Barcelona, the tourists are mostly interested in the modernist architectures, *Sagrada Familia* and the religion history behind the architecture and also the more than 100 years of construction that Chinese tourists are very curious about. Additionally, the botanical landscape on the way to the castle on the top of Montjuïc and the Mediterranean landscape on the way back. Gastronomically, obviously Chinese tourists are craving for the seafood and the T3

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[26] All the visiting durations are noted by the author when following the group.
[27] This travel agency does not offer a tourist guide of Catalonia to accompany the group in Park Güell.
[28] This group arrived in Barcelona from Zaragoza in the morning of that day, that's why we started the itinerary at noon
[29] GoEuGo has 5 lines of travel, respectively they are red line (Holland - Belgium - France - Luxembourg - Germany), Green line (France - Monaco - Italy - Vatican - Switzerland), Blue line (Germany - Switzerland - Czech - Austria - Hungary - Slovakia), yellow line (Spain - Portugal) and purple line (United Kingdom - Scotland)

tourists were very interested in hanging out all the group together to the beach and having seafood. Negatively, the most impressive thing that they had heard before visiting Barcelona were that there are many pickpockets and thieves in the city center and the tour-guide also sad that that is why tourists naturally have an impression like that even they do not encounter any thieve at the end of the trip. Additionally, T1 tourists complain about the insufficient time of visiting *Barrio Gótico* and they feel very tired after visiting many cities before getting to Barcelona (Appendix 2).

5.2.3 Design of interview outline

The design of the interview outline and the conversation skills of interview are important parts of the semi-structured interviews method. Preparing an interview outline in advance will guide the direction of the interview in a planned way and ensure the purpose of the interview. This study designed interview outlines before we got it started. At the end of the interview outline, we collected some basic information about some of the interviewees (after obtaining consent), such as occupation, travel experience, age, education status, family annual income and so on.

5.2.4 Making appointment

Making appointment is an indispensable part of the data collection of GT research. Appointments can make interviewees know about the purpose and topic of the interview in advance, promote them to conclude and comb the components of formation of Barcelona's city image in China's tourist market, and also ensure that interviewers can obtain maximum information during the limited time. Furthermore, making appointments give the interviewee a "professional" first impression that enhance interviewee's willingness to cooperate.

We made appointments with the tourism operator of *Viajes China España S.L* in July 2016, and in August 2016 we made appointments with the co-founder of Beijing Youth

and the tourism receptive of Nextel Travel. Afterwards we further contacted them by *Wechat* to introduce our research objective and also advice them in advance about the topic of the interview. Continually, we sent emails with the attachment of the interview outline to the respondents so that they have time to prepare the questions before the interview. After the interview, they recommended us some more suitable interviewee-candidates for further and more in-depth information, and then we continued to make appointments with the recommended-interviewees. The study used face-to-face interviewing method.

5.2.5 Preparation of interviews

Basically, we had interviews in the respondents' working reception area or the place that we had agreed with (coffee shop, restaurants or bakery). Every interview lasted around 1 hour and to ensure the complete content of the response and the accuracy of the post-analysis, we recorded the entire process of the interviews after respondents' permissions. During the interview with the tourism operator of *Viajes China España S.L*, we had an assistant to make note of the interview process so that the interviewer could totally concentrate on the the conversation with the respondent. Besides, before every interview, the author (the same interviewer) also did an interview skills self-preparation.

5.2.6 In-depth interviews

Since the research focus on the semi-structured interview method, the duration of each interview takes about one to one and a half hour. It is particularly important to obtain the support and cooperation of the interviewees. In terms of travel agencies, we mainly seek the contacts of the author and then we localize on the specific more suitable stuff to participate in our interviews. We invite respondents layer by layer in this manner to form our samples.

In order to make the interview data consistent, the research applies a combination of structured interview and semi-structured interview to meticulously and thoroughly explore the issues and complete the data collection. In order to ensure the accurate collection of interview data, the author consults the interviewees before each interview, and very fortunately, all 25 interviewees who participated in the study agreed to record. After each interview, the author did the interview notes collation work according to the recording content.

After each interview, the interviewer and the interview assistant promptly summarized and reflected on relationship establishment, the atmosphere construction, the topic guidance, the time control and the skill application in the interview to determine the direction of the next sample and to improve the quality of the next interview. The interviewer and the assistant summarized the interview content within 3 days after the interview and confirmed the information with the respondent via *Wechat*.

During the research process, we wrote research memos while coding the data and recorded our theoretical considerations on the research issues, totaling approximately 30.000 Chinese characters (the memo to interview sample 1 is translated to English in Appendix 4; see Appendix 5 and Appendix 6 for memos to interview sample 2 and sample 3 in Chinese).

5.3 Data processing

This study follows the data processing procedures of classical GT to complete open coding and selective coding. Coding is the core procedure to build the theory, which functions to extract topics from a large amount of qualitative data.

First, we started with open coding. To ensure the validity of the study, when each interview record was confirmed, we used qualitative data analysis software *Atlas.ti* to

perform substantial data encoding and make research notes. Figure 18 is the screen capture of open coding of Sample 1.

The data coding standard of this study principally was generated from the data collection process. In keeping theoretical sensitivity in line with the research questions, as well as concrete words, phrases and regularity and some incidents that were worth noting for some reason, we established the standard for the data coding. The factors involved in the impression of Barcelona, motivations to travel Barcelona, satisfaction of the service and of the overall trip, the difference of the impression between the before and after visiting Barcelona are all listed as our coding object. Through the open coding to the obtained data, we obtained a total of 120 primary data, 90 secondary data, 50 tertiary data and 20 forth level data.

Continually, selective code was conducted. This study performs selective coding to figure out the core variable that includes all the data, based on the TDI theory, including its formation and the stage theory. We mainly followed two principles when performing selective coding: First, the combination of comprehensiveness and hierarchy: due to the complexity of the contents of Chinese tourists' impressions of Barcelona, the selective coding cannot be too tedious. Therefore, we performed the selective coding with as much coverage as possible. At the same time, the hierarchy of the structure could be reflected as well; Second, the combination of theory and application: in order to reflect the characteristics of Barcelona city image in Chinese tourists' eyes based on the categories, the selected variables can better reflect this feature and specifically be applied for the Chinese tourists as the research target. In the end, we have obtained the core categories of Variety (amount) of Information Sources, Type of Information Sources, Travel Motivations, Attractions, Social Environment, Atmosphere, Affective Evaluation, Comparison between Pre-TDI and Post-TDI and Overall TDI.

Finally, we sought advice from tourism-related experts. We discussed with two

tour-operators about the initial categories obtained through the selective coding for their opinions and advice and finally completed the model modification, adjusting the previous seven core categories to six categories: Variety (amount) of Information Sources, Travel Motivations, Attractions, Social Environment, Atmosphere, Affective Evaluation, Comparison between Pre-TDI and Post-TDI¨ and Overall TDI.

Figure 18. Selected open coding with Atlas.ti

1.1 BCN, as a TD, is popular in China? — BCN'S FAME IN CHINA

Not really popular. — Not really popular.

Most of them come to BCN only for business trip. If they come here purely for travel, most of them visit other European countries and by the way come to Spain and Barcelona. If for Business trip, they would use the free time to travel around Barcelona also "by the way". — BUSINESS trip / business trip BTW travel around Bcn

● How they feel about BCN after visit? Do they wanna re-travel here? — DESIRE TO REVISIT? / POST BCN IMAGE / revisit for SHOPPING

Not very much. Hmm... Go shopping not bad.

● Go shopping at Barcelona is better than in Paris?

Cheaper than Paris. Because cosmetic products in Paris are little more expensive than those in BCN. — cheaper COMESTIC products in BCN than in Paris

1.2 Do Chinese tourists know about BCN before-visit? Or they come here with no idea? — BEFORE VISIT BCN WITH NO IDEA

No idea (directly come here to travel).

● If like what you've said, how do they know the city? Or while traveling they know the city gradually by the way?? — know abt BCN by travel

Yes, almost all of the tourists that book the tourist package of BCN through our agency. Before coming here they have no idea. But about those of independent traveler, I have no idea.

● Does your agency have semi-self-service tourists, who book airplane tickets and hotels by agency, and organize the routes by themselves? — SEMI-SELF-SERVICE TRAVEL by travel agency in China

This type of tourists book through travel agencies in China, not here. We don't have this type of service (or product).

source: author's own elaboration

5.4 Analysis of theoretical components and structure

5.4.1 Observation of the constituent elements

This study, from the perspective of the Chinese tourists, organically combines the adapted GT approach, and abstracts new concepts and categories from the records of in-depth interviews and refers to Baloglu and McCleary's (1999) model (quality of experience, attractions, value/environment), Martin and Bosque's (2007) model (infrastructures and socioeconomic environment, atmosphere, natural environment, affective image and cultural environment) and Riera et al.'s (2015) model (induced information sources, induced/autonomous information sources, opinion leaders, destination/intermediary/media web, user generate content web). Based on this, new data collection and analysis is carried out until the theory is saturated. This chapter abstracts four dimensions of Barcelona's city image from the Chinese tourists' eyes: attractions, social environment, atmosphere and affective evaluation.

Through the research paradigm of GT, we observe that the Barcelona tourist destination image mainly involves the following categories:

● Variety (Amount) of information sources

The information about the destination obtained before the visitation will influence a lot visitors' gaze to the destination, which is called pre-gaze. Tourism gaze is the product of social construction based on differences. Visitors have been pursuing ¨extraordinary¨ experiences outside of everyday routine, choosing places where they can provide ¨extraordinary¨ experiences. Visitors' choices for ¨places¨ are often influenced by differences in magazines, news (online or offline), advertising, literary works, films and television, and other non-tourism

factors. Film and television tourism research shows that film and television works stimulate people's tourism needs, construct symbols of tourists' gaze, and stimulate tourists to go to different places to collect these tourist symbols. In the same way, travel guides, information online also induce the construction of tourists' gaze (pre-gaze). In the tourism experience, pre-gaze restricts tourists' feeling to the on-site scene consciously or unconsciously. On the other hand, this pre-gaze constantly contrasts and interacts with the current landscape, thus shaping the current visual experience. In fact, tourists are very dependent on pre-gaze.

Information sources is also one of the most important factors for the travel decision-making and travel preparation. Apart from the traditional travel information sources, such as tour-guide books, brochures, the Internet has become the most preferred information source by approximately 50% of the travelers (Ingvar, LIis, & Sigrid, 2007). Nowadays, the combination of Internet with other sources of brochures, guidebooks, travel agencies and "from mouth to mouth" of friends and relatives is one of the trendiest, and highly effective way to search for the travel information.

Particularly, for Chinese tourists, the increased access to travel information is empowering Chinese travelers and is also one of the top three factors behind the continued growth of China's booming travel trade (Koh, 2017). Additionally, in China, social media outlets differ substantially from the ones in Western countries and China has its own version of every major global social network such as Twitter (China's version: Weibo) and Youtube (China's version: Youku, AiQiYi.). At the same time, China has the world's largest and most active social media market with approximately 300 million people that use social media, ranging from blogs to microblogs (the so-called Weibo), from social networking sites to online communities (Chiu, Ip, and Silverman, 2012; Shi, 2015) and 72% of Chinese people traveling overseas use travel websites, blogs, social media apps to plan their trip (Koh, 2017). Therefore, it is significantly important for the tourism operators to enter the China's social media market to promote the destination image for Chinese tourists, and at least let Chinese

people know more about the city besides only hearing of the city name.

Furthermore, the travel Key Opinion Leaders (KOL) online are considered as opinion influencers on social media platform for many Chinese people, so Travel KOLs are key in influencing Chinese millennial tourists. Many young Chinese have an inherent distrust of travel agents, because many Chinese travel agents are known for choosing activities and recommending destinations based on kickbacks, not because they are actually worth visiting. However, travel KOLs are seen as trustworthy sources of information, as they will often include detailed and candid information and photos in their travel guides (Travel KOLs are key, n.d.).

Continually, for the group-tour visitors, majority of them know about Barcelona through the travel agencies, so it is very important what the agents recommend to the visitors and how they describe the city. Sometimes they get information through friends or relatives as well. For instances:

Sample 3[30]

Many elder tourists do not search for travel information before their trips. A majority of them are more likely to listen to recommendations from travel agencies in China while most young people search for information online. Usually, they search for information on Baidu (the Chinese version of Google) for this information rather than our official Wechat account or our official website. In China, Qtrip and Qyer are also popular and famous, but the travelers that contact us don't usually search for information by themselves.

Surprisingly, not so many Chinese tourists are interested in the cities and tourist

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[30] All the referenced conversations from the interviews are translated from Mandarin to English.

attractions where social influencers, celebrities or entertainment TV shows have been. In the past few years, there have been a few Chinese entertainment TV shows coming to Barcelona. Originally I thought it would have an impact, but in the end it does not. Visitors are generally more impressed with the country Spain itself, but they do not have such deep impressions about a particular place.

Sample 5

I can say that basically, the image of Barcelona that our clients have is provided by the agency in China. Because we want to form a tour-group, we have to introduce Spain to them. So we can say that their impression on the city before visiting Barcelona is likely given by us. Of course, it also depends on what type of customer they are. If it is a high-end leisure group, they may decide to come just by listening to the agency's introduction about Barcelona, so perhaps they do not do much research on Barcelona before coming.

It's true. Habitually they get information from domestic³¹ travel agencies. Of course, they also do some basic research by themselves through the official website of Chinese travel agencies. But since they contact us for European travel, they   do not do any extensive research by themselves.

Our clients tell their needs and necessities to the domestic agencies and the agencies in China contact us and plan a travel route that suits the clients. Throughout the entire planning process, they are all in close contact with us.

Our clients do not follow a lot the social influencers nor entertainment TV shows,

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³¹ Domestic: In our thesis, refers to "Chinese".

such as "Sisters Over Flowers"[32], which is one of the most popular shows in China recently. Many of our clients come to Barcelona for business trips[33], meaning that when they finish their business work in Barcelona they travel around the city. For them, it is impossible to search for any travel information before coming here so all the information that they get is from our agency.

If a couple comes to Barcelona, the wife perhaps follows the particular places where the celebrities or social influencers have been, but it also depends on their ages. The elder women do not care about it.

Sample 1

2.1 Does your travel agency have your own online information platform offering Barcelona information?
Of course we have our own online platform offering Barcelona information, but this platform is only responsible for promotion, diffusion and advertising so it does not offer tourist products. But for those tourists in China, we also provide our agency's information to those agencies that we collaborate with and they put it on their own website. Right now, we have collaborated with Tufeng (Chinese characters: 途风) from Chendu, and Tuniu (Chinese characters: 途牛).

According to the interview memos, we can observe that the group-tour visitors prefer to obtain tourist information about the destination from the travel agency where they would buy the tour package. However, many young Chinese people choose independent approach of travel, and they obtain the information online, from the mouth-to-mouth information, influencers or KOL on Weibo (Chinese version of twitter).

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[32] ¨Sisters Over Flowers¨: in Chinese: 花样姐姐; in pinyin: *huāyàng jiějiě*. This Chinese travel-reality TV show features eight Chinese celebrities as they go on an outbound backpacking trip.
[33] The reason why tourists of business trip is one of our study's targets is because this kind of clients also take a few days from their business trip to visit the city.

● Travel motivations

Potential tourists interpret the information obtained before the visitation, and their interpretation of the tourist information reflects their travel motivations to the destination. In other words, the tourist information forms the induced image, which is the angle of the tourist pre-gaze. These elements reflect tourists' decision-making, as the path showed in the following relation chart:

Obtained tourist information → Induced image → decision-making
Obtained tourist information → travel motivations → decision-making
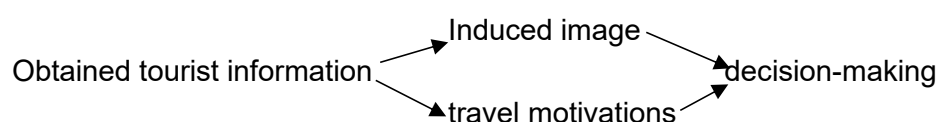
According to the findings of previous research studies, the main travel motivations in general are resting and relaxation, enriching and learning experiences, personal values and social experiences, maintaining social contacts, status and prestige, culture, business, etc. According to the results of Zhang and Peng's (2014) surveys, the most important motivation for Chinese tourists to travel abroad are ¨resting and relaxing¨, ¨experiencing something different¨ and ¨increasing my knowledge and experience¨, in which the ¨something different¨ and ¨increasing my knowledge¨ mostly refer to the *foreign culture*. But, here we need to explain more about the understanding of the motivation of seeking ¨foreign culture¨. Western tourists tend to start their initial experiences in Western countries and then travel to Asian countries and as people accumulate travel experience, the motivation of seeking cultural experiences becomes stronger. For Chinese tourists, the motivation of visiting a Western country is also probably for the Western culture, but **here the meaning of "culture" more inclines towards cultural scenic spots rather than cultural atmosphere of the city**, in other words, Chinese tourists visit a Western country to accomplish the "check list of tourist hot spots", which is to certain extent related to the KOL online mentioned above, more than to feel the local culture or to have a cultural experience.

Additionally, *shopping* has been one of the most important motivations for many Chinese girls to travel abroad as well. For the Chinese male tourists, they also need to go shopping for their friends, colleagues and relatives when traveling abroad because of Chinese gift giving custom (see Chapter 7.2, discussions).

Another quite important reason why Chinese tourists visit Barcelona is that the southern travel itinerary organized and provided by travel agencies in China includes Barcelona, or for Business travelers, they have no choice.

> *Sample 9*
>
> *According to my observation, I think the order of Chinese tourists' motivations of visiting Barcelona is: shopping, cultural attractions, natural landscape. However, the business-trip group is an exception. They come to Barcelona without choice, so visiting natural landscapes or cultural attractions makes them feel relaxed.*
>
> *In summary, relatively low prices of luxury brand products (compared to those in Mainland China) and leisure are their first motivations for their visit, followed by rich shopping resources, good weather, a good place to visit with friends and relatives, and improving social status and having topics to chat about when going back to China, and then experiencing exotic culture, knowing about historical architectures and heritage, occidental lifestyle and atmosphere, and the ocean and beach.*
>
> *Sample 6*
>
> *Comparing shopping with experiencing foreign culture, shopping is their first motivation to visit Barcelona.*
>
> *I would score the following motivations like this (from 1 to 5, 1 is the lowest and 5 is*

the highest):

- *Knowing about other cultures: 2*

- *Feeling the local culture: 3*

- *Abundant shopping resources: 3*

- *Cheaper luxury goods prices: 4 (compared with those in China)*

- *Networking: 3. a lot of clients of the Mobile World Conference come to Barcelona for networking.*

- *Improving social status: 1.[34] Paris, France is more recognizable, but Barcelona is relatively regular.*

- *Leisure: 4.*

- *A good place to travel with relatives and friends: 4*

- *Quiet and safe: 2*

- *Good weather: 4. they hear about it from their friends or relatives before visiting Barcelona.*

- *Good natural landscape: 3*

Therefore, we can observe that besides the most basic and normal travel motivation, leisure, shopping and cultural experience seeking are Chinese tourists' top travel motivations. Regarding the motivation of shopping, compared to Mainland China, there are relatively economic luxury brand products in Barcelona, which attracts many Chinese people a lot. Because of Chinese gift-giving custom, these economic high-level products are very good choices to give to relatives and friends as gift.

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[34] Improving social status: every time if we mention the "Improving social status", the interviewees cannot understand it very well what does it mean, so we need to explain like: Chinese tourists choose Barcelona to travel because it is a relatively popular and good reputation city, when they come back to China they could tell their friends or relatives that they have been to Barcelona as a good reputation.

● Attractions

"The selection of the attributes used in designing a scale[35] will depend largely on the attractions of each destination..." (Beerli and Martin, 2004). According to the report of Statista about "Leading travel destinations of Chinese in 2011 and 2016" (by number of tourists), among the top 10 destinations, only one European country, which is France at the tenth place of the ranking. The reason why France, especially Paris, has been frequently the most popular destination for people all over the world is its tourism attractions integrated into its unique and special city image and the romantic, historic, cultural. artist, and sometimes vintage atmosphere, or, in other words, an atmosphere which you can easily fall in love with, and this type of city image has been rooted in so many people's minds. Forming a city image for foreigners, its tourism attractions is one of the most important components, especially for the tourists whose major motivation of traveling the destination is exploring its attractions with a relatively more intensive itinerary. The feeling and the atmosphere that the attractions transmit to the tourists are also one of the key factors.

Lacan believes that power is not absolute. Gaze can be derived not only from people but also from an object. For instance, when tourists walk on the street, surrounding houses, streetscapes and other scenery are also gazing at them, relatively speaking, they are also defining who you are. Different scenes transmit different power, and different tourists receive different power as well. Another instance, if the tourists walk into the Sagrada Familia, the colorful design in the church makes the tourists feel pleasant, but makes the Chinese tourists feel more curious.

Similarly, the tourists' gaze also has force to the destination's attractions. This force leads to the destination's tourism practitioners adapt attractions to the target tourists. Given that, the adjusted attractions equally influence the tourists' gaze. So, we can observe that the

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[35] Here the ¨scale¨ refers to tourism destination image measurement scale.

attractions are the intermediaries of the power relationship between the tourists' gaze and the destination's tourism-related organizations (see the following relation chart).

Figure 19. Chart of the relation between Tourist Gaze, Government Gaze and Attractions of the destination
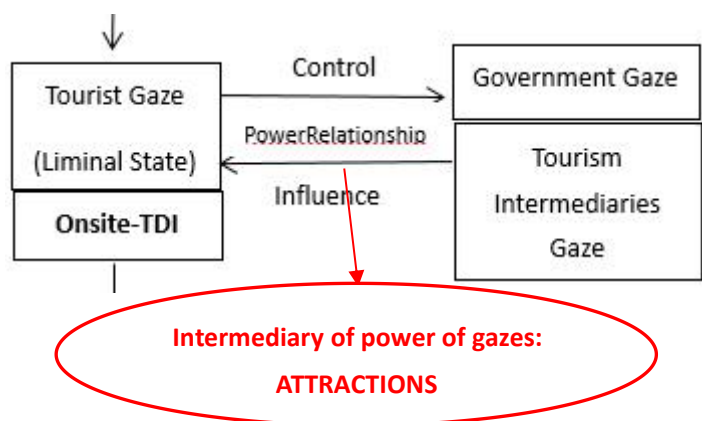
Source: author's own elaboration

In our case, first, we need to explain clearly that for the Chinese tourists who first time visit Barcelona with tour-groups, almost majority of the tour-routes and the scenic attractions are selected by the tourist agents, because before the tourists come to the city, perhaps they only know about the Barça football team (male tourists) or Sagrada Familia, or some of them even have no idea about the city (Sample 1).

According to the interviews with the tour-operators, majority of them have noted that for the Chinese tourists traveling Barcelona, whatever what kind of tourists are (i.e. high/low spending power), **shopping can be regarded almost as the most important activity** (Sample 1), because the luxury products in Barcelona are cheap compared with those in China and there are relatively more luxury brands and resources here than those in China as well (Sample 2 and Sample 3). Hence, in Barcelona, the *La Roca Village* and *Passeig de Gracia* are the must-visit shopping spots included in the tourist route, and the Chinese tourists take a whole day to go shopping, in other words, they spend half of the day in *La*

Roca Village and half of the day along the *Passeig de Gracia.* For instances:

Sample 20:

Of course SHOPPING is very IMPORTANT! Besides the products that they want and staff's service attitudes, they also care about [products being] TAX FREE!

Sample 25:

Normally, Chinese tourists spend four or five hours on shopping at La Roca Village. They also go shopping along Passieg de Gracia around four hours. In short, almost one entire day of shopping.

Sample 2:

Our clients go shopping at La Roca Village and also Passeig de Gracia, where they relatively walk more along the area of luxury brands. If it is a FIT group, our tour bus will bring them there for a couple of hours as free time to go shopping; high-end customers have their cars to take them to any luxury store that they want.

Besides shopping, they are also interested in the city's history and culture, but for them shopping is still the most important thing during the trip.

There are different types of clients:

- *FIT group: massive tourists, low costs. They are most interested in shopping, followed by culture and history, and have the lowest interest in natural landscape.*
- *Business group: they prefer leisure and tend to visit natural scenery because they want to totally relax after business meetings.*
- *High-end customization: they usually incline towards culture and history.*

In summary, the majority of the customers are mostly interested in shopping.

In addition to shopping spots, the cultural attractions in Barcelona are one of the most attractive scenic spots for Chinese tourists, and among the numerous cultural attractions, the modernist architectures and some other architectural works, Sagrada Familia and Park Guell, designed by Gaudi are undoubtedly the top 1 scenic spot, where they would apply for official tour-guides accredited by *Generalitat de Catalunya* when visiting. Secondly, Casa Mila and Casa Batllo are also the most recommended Gaudi's architecture for Chinese tourists. In addition to these spots, Barrio Gotico, la Rambla, la Boqueria, Puerto Viejo, Plaza Catalunya, etc., are also selectively visited depending on how many days the tourists stay in Barcelona.

Sample 2

We actively recommend the Sagrada Familia and Park Güell, because they are Gaudi's architectural works, and also are famous around the world. Depending on the travel route, we also recommend the Casa Milà and Casa Batlló.

Business group or official business groups normally come to Barcelona and will not go any other cities.

Small family groups and FIT groups come on the Southern European travel itinerary, meaning that if is a 7-day group, they stay at Barcelona 3 days at maximum, so we also pick the attractions selectively, but they definitely visit Sagrada Familia and Park Güell.

After visiting Barcelona, the Sagrada Familia and Park Güell are the favorites of Chinese tourists, but also because we automatically put these two attractions in the tour route.

They do not like the beach so much. When summer time, they may go to the   beach,

but not to sunbath. They prefer have a walk or feel the atmosphere. And of course, during the winter time, they prefer to go to the beach even less.

Generally, if it is a tour-group, we would buy tickets of Casa Milà or Casa Batlló for them.

Does the visitation to Park Güell need a Catalonia official tour-guide to explain for the tourists?
We request for a Catalonia official tour-guide for the visit to the Sagrada Familia. But in Park Güell we do not request for the official tour-guide as much as in the Sagrada Familia.

Yes. We know that in the Sagrada Familia, there is an audio-guide in Chinese, but many people still prefer a Chinese tour-guide. The majority of the tourists that visit Barcelona through our agency are elder people or for business, official business trip. For the elder people, a Chinese tour-guide facilitate them to understand the explanation of the Sagrada Familia; for the business people or official groups, after the conferences or other related-jobs in Barcelona, they do not have sufficient energy nor enthusiasm to listen carefully to the audio-guide, and they still prefer a Chinese tour-guide particularly for the Sagrada Familia.

However, there is an exception that for the elders, who believe in Buddha would no visit churches in Barcelona, except for Sagrada Familia, because it is in the "Must visit" list.
Interestingly, the elders who would not visit churches in Barcelona because of their beliefs in Buddhism. But the Sagrada Familia is on the ¨Must visit¨ list.

Sample 1:

Almost all of Europe has the tradition of believing in God, but many Chinese tourists that come here believe in Buddhism, so many of them say that they would not visit a Catholic church, unless it is very famous and very worthy, like the Sagrada Familia.

(The author's question: But I thought that many people visited here for cultural tourism, no?)
It is indeed cultural tourism, but it's not necessary or obligatory to visit churches, no? There are many types of cultural tourism, like visiting the Roman Ruins. Normally, it's the elders, regardless of gender, that are the people with religious beliefs and thus don't enter the churches.

Normally they only visit the Sagrada Familia, but they would not enter the cathedral in the Gothic District, which they only take some photos of from the outside.

In summary, if we rank a list of the scenic spots or tourist activities in Barcelona that Chinese tourists are most interested in, it would be like this below:

1. Shopping spots (*La Roca Village* and *Passeig de Gracia*)
2. Gaudi's architectures (Sagrada Familia, Park Guell, Casa Mila and Casa Batllo)
3. Cultural and historical attractions (*Barrio Gotico*, *la Rambla*, etc.)
4. Montjuic and 1992 Olympic Games stadium, *Camp Nou*
5. Natural landscape (Sun and beach).

Sample 4:
In general, the majority of them are interested in shopping unless they come particularly for educational tourism[36], followed by the humanities, and then maybe

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[36] According to the interviewee's explanation, "educational tourism" comes in a wide variety of formats, such as meetings

natural scenery. But this is also related to the average age of the group.

● Social environment

According to the literature review, the ¨social environment¨ is one of the basic factors that form the tourist destination image. Structural equation modeling suggests that socially responsible environment and local people positively affect destination personality (Lee and Xie 2011). Beerli and Martin (2004) categorize the attributes into nine dimensions including the ¨social environment¨. Dibb, Simkin and Bradley's (1996) product theory indicates that ¨socially responsible environment¨ and ¨local people¨ are two of the images that cognitive destination image has been split across. In Lee and Xie's (2011) study, their hypothesis has been also supported that socially responsible environment is the direct input of the centric destination personalities of sophistication.

Our environment and spaces around us shape the tourists' mood and thinking. Different environment shapes different mood and thinking, that inflects their impression of the destination and makes them to shape different TDI in their eyes. The special resonant emotion generated in the tourists' *communitas* during the tourist liminal process is one of the important factors affecting the TDI from the eyes of the tourists. If we understand the social environment of the tourist destination from the perspective of liminal time and space, in the liminal state of the tourist destination, different social environment causes tourists to have different tourism emotions and mood. The city image from their eyes will be different under the different mood as well. From the perspective of a vertical time, the liminality is divided into three periods: pre-liminal, liminal and post-liminal (Gennep, 1960). The subject is stripped from the original social structure (pre-liminal) and comes to a new social structure. After the liminal, the subject obtains a relatively stable state and re-aggregates into the society (post-liminal). In the liminal tourism process. The subject still cannot adapt to the new context. It is actually an anti-structure state, -*communitas*-, which is a time and space different from

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or conventions that have an educational component . Often educational tourism is called by other names, such as career enhancement, job development or self -actualization experiences (Tourism Tidbits Archive, 2010)

the normal structure. In this time and space, people's mood, emotions and thinking are freed from the constraints of the original social structure, and exchange and blend with natural, instinctive emotions and common ethnic cognition. Visiting the tourist destination is this kind of time and space. the special liminal state formed by the local social environment makes the tourists to strip from their emotions in the original social state, and generate a new emotion, which influences the TDI from their eyes.

In our case, based on the information obtained from the literature review and interviews with tourism-related experts or professionals, we finally have concluded these following initial attributes of ¨social environment¨ specifically for Chinese tourists: personal safety, friendly local people, service quality, travel-related information and good weather.

Among the attributes mentioned above, the ¨personal safety¨ is relatively the most important item for Chinese potential tourists. The independence issue in Catalonia since 2017 does not influence so much on the Barcelona city image in Chinese's eyes, but this issue does make Chinese tourists more afraid about the safety issue in Barcelona when they are visiting the city.

>
> *Sample 15*
> *Personal Safety*
> *This is also very IMPORTANT! You also can imagine that.*
>
> *Sample 13:*
> *No matter what kind of tour-group, personal safety is important.*
> *Before coming to Barcelona, they do not know the bad reputation of security here.*
> *Some of the Chinese tourists think that the Catalan independence movement would impact a little bit on the personal safety.*

The Catalan independence movement only makes them feel afraid of the security, but they would still come to Barcelona. After coming, they have not encountered thefts.

Additionally, the ¨service quality¨ is also one of the most important items that Chinese tourists value a lot while traveling. In general, Chinese tourists are quite satisfied with the service quality of shopping points in Barcelona, because almost every single luxury store has Chinese stuff that totally resolves the issue of language barriers and besides of that, if Chinese tourists come with the tour-group, the tour-guide also provides shopping information to facilitate the shopping process (Appendix 6. Memo of Sample 3.). However, nowadays in China, the service industry is booming and the service quality is relatively in a high level (also depending on the tourists' consumption level), so certain Chinese tourists consider that the service quality in Barcelona is relatively in a regular level compared to the quality in China, such as the cleanliness in hotels or the restaurant serving speed.

Sample 12

In fact, China's service industry has done a good job. As long as the economic strength is high, various services can be enjoyed and the quality is high. Therefore, they think that the service industry here is generally regular, especially the speed of serving food and the cleanliness of the hotel. They feel that the cost performance is relatively low.

Sample 2

High-end custom groups demand high quality of hotel services.

Regarding the ¨good weather¨, before visiting Barcelona, majority of Chinese tourists do not know about Barcelona's good weather,
but after the visiting, they are impressed with the blue sky, bright sunshine and the good

weather, and some of them **even want to immigrate to Barcelona in the future**. In addition to the good weather, various Chinese tourists are willing to immigrate to Barcelona after retire also due to the **slow life** here

Sample 6

They have a slow life rhythm, and they come out for a drink from time to time. Although Barcelona has been a more fast-paced for life in Spain, it is still relatively slow and relaxing for Chinese. That is why after visiting Barcelona, they have ideas to invest or immigrate to Barcelona after retirement.

And the ¨local people's attitude towards tourists¨ is also a "bonus" for Chinese tourists to evaluate the city image, and majority of Chinese tourists consider that Catalan people are passionate, hospitable and sweet, because when they are having meal in the restaurants, sometimes the waiters chat a few words with them.

Sample 1

Well, about the "local people's attitude towards tourists", if you travel with a guided-group organized by an agency, it is very difficult to talk with local people, because it is already an all-in-on service package, unless you buy something in a local store. In that case, the tour guide won't follow you, and only at that time you can talk with local people.
But if you're traveling alone, you may find that while you are buying something, the waiter might only speaks Catalan with you which would be very weird and awkward (but of course it is exaggerated only speaking in Catalan and happened very little here) ³⁷.

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³⁷ The brackets in all the Samples of interviews refer to the author's additional explanations or complete the content of the

Sample 8

Referring to friendly local people, they cannot talk with local people very often.

Sample 20

They feel that Spanish people are very enthusiastic, passionate, and sweet. The waitresses sometimes chat with Chinese tourists.

Therefore, we can observe that many Chinese tourists know about the information of the destination's social environment by the travel agencies or the tour guides. When the tourists are in the destination, they are satisfied with the service quality of the shopping points, especial the luxury stores, because the sufficient Chinese stuff that avoid the communication obstacle. However, they are not quite satisfied with the speed of serving in restaurants or hotels. in addition, the Chinese tourists are quite impressed of the good weather of Barcelona and kind and sweet local people's attitude to them.

- Atmosphere

  As the literature review of Chapter 3 indicates that the "city atmosphere" is also one of the most important factors that influence tourist destination image. Some previous researchers put the "atmosphere" in the attribute of "social/travel environment" (Chi, Qing and Qu, 2008), but in our study we divide them into two attributes of cognitive image because our interviewees tended to use adjective words to express their feeling about the city atmosphere, and these adjective words are relatively more abstract (i.e., curious, pleasant, restful, comfortable), whereas the words that the participants used to describe the city's social environment are specific things (i.e., personal safety, service quality, etc.). Hence, in order to facilitate the measurement for the city image, these are two attributes in the measurement scale of the cognitive image in our study.

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interviews.

In the liminal tourism, the tourists are probably in a flow state of *communitas*, that influences tourists' mood a lot, so that they perceive different atmosphere of the destination as well. However, the gaze of the atmosphere generated by the attractions and social environment of the tourist destination will also bring different feelings to the tourists. For instance, the ancient mysterious atmosphere created by the ancient Roman ruins in the Ciutat Vella will impress the visitors. This impression will greatly influence the city image that is constantly changing in the tourists' minds.

In my case, based on the data and information obtained from the interviews we finally get the following items of the attribute of "atmosphere": pleasant, relaxing, exciting, curious and cosmopolitan. Majority of the Chinese tourists consider that the city atmosphere of Barcelona is relaxing, because they come to the city for leisure and relaxation as well, and even a business group, at the end of the trip they also require an easy trip. However, sometimes they may not feel relaxed during the trip (see the next section of "affective evaluation"). Additionally, they also feel that Barcelona is a low life rhythm city that even let them generate the idea of immigration. Furthermore, some Chinese tourists also think that   Barcelona is attractive because of the modernist architecture along the *Passeig de Gracia* and the *Barrio Gótico*.

> *Sample 10*
> *A majority of them feel that the city atmosphere has made them feel relaxed, and of course because they come here originally for relaxation and leisure. Even the business groups require an easy trip (around the city after the busy work).*
> *There are also tourists that feel excited and curious because of the city's cultural and historical architecture.*

- Affective evaluation

The affective component refers to the evaluation stage, concerning the feelings that the individual associates with the place of visit (Baloglu and Brinberg, 1997; Beerli and Martin, 2004).

As mentioned previously, the city atmosphere directly influences tourists' affective evaluation to the TDI. According to the interview, abundant tourism-related experts indicate that certain Chinese tourists feel relaxed during the trip, because many of them travel for leisure and relaxation. However, for those tour-groups of 30-40 tourists, normally they have a two-or-three-day-intensive itinerary in Barcelona, so even they travel with the aim to relax, in the end they would feel very exhausted because of the too-tight schedule.

Additionally, certain tour-operators also mention "curious" and "excited" because of the special style of architecture compared to those in China. "Pleasant" is mentioned frequently as well. A tour-operator indicates "comfortable", meaning that after the all trip around Barcelona, Chinese tourists feel very comfortable in overall, and it also leads them want to immigrate to Barcelona as well, although before visiting Barcelona, they even do not know anything about the city not to mention immigration. For instance:

> *Sample 2*
> *The majority of Chinese tourists think that the city is relaxing.*
>
> *They also find it comfortable. They think that it would be good to live here and is a good immigrant country. No one comes here for immigration, but after the visitation, some tourists want to **invest** or **immigrate.***
>
> *Some clients feel that this city is exciting and curious. They feel excited because of*

the impressive modernist architecture.

Sample 3

They feel pleasure and curious during the Barcelona trip.

They do not feel so relaxed, because they visit many tourist attractions during the trip and the travel is inherently tiring[38].

For those businesspersons, they have been to Barcelona several times, so they like more relaxing entertainment activities, meaning that in general, they would have a drink or prefer to go to a club after the conferences or work in Barcelona.

● Comparison between Pre-TDI and Post-TDI¨

According to the literature review, there are various researches identified TDI to types of original image, reduced image and complex image based on the before and after the visitation to the destination. However, few studies emphasized the specific dimensions of comparing the transformation of the three types of TDI in different stages (Lin, et al., 2013). For our study, based on the qualitative research, we obtained four keywords that for Chinese tourists can represent the image of the destination, Barcelona, which are Gaudi, 1992 Olympic Games, good weather and paradise of shopping.

After the interviews with the experts and tour-operators, we can almost immediately conclude that for the tour-group visitors, the difference of Barcelona city image between before and after visitation is from knowing nothing about the city to a deep impression.

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[38] Many of this travel agency's target clients are FIT groups or elder tourists, so there are relatively more compact 2-or-3-day trips.

Sample 3

First of all, they do not know so much about Gaudi nor his architecture before coming here. About the Barça football team, perhaps only boys know Messi. Many people think that the luxury products in Barcelona are much cheaper than those in China, and they have no idea about the good weather in Barcelona. But after visiting here, all of the tourists are impressed by the weather.

After visiting Barcelona, the most impressive things are:

1. The Sagrada Familia
2. The price of goods
3. The good weather

- Overall image

Here we apply the concept of synecdochical image. First of all, we explain the definition of synecdoche: according to the Oxford English Dictionary, a synecdoche is a figure of speech in which a term for a part of something refers to the whole of something or vice versa. A synecdoche is a class of metonymy, often by means of either mentioning a part for the whole or conversely the whole for one of its parts . This is an indirect mode of expression. Several previous researchers have attempted to analyse how synecdoche is used to construct urban space, and have also explored the link between tourist images and synecdoche (Smith, 2006). In our tourist life, indeed, for many Chinese men Barcelona is represented by **Barça**, but for the European visitors Barcelona is often imaged by sun and beach. For some middle-aged Chinese visitors, **Gaudí** is the representative of Barcelona. Additionally, images of events may also be 'transferred' to represent a destination (Brown, et al. 2002). For instant, for many of the 50-to-60-year-old Chinese visitors, **1992 Olympic Games** in Barcelona could represent the image of Barcelona. However, according to the interviews with the Chinese tourism experts, many visitors consider the ¨**good weather**¨ as the synecdochical image of

Barcelona.

5.4.2 Construction of the path model

**Figure 20. Initial relation chart of components of Barcelona's TDI in Chinese tourists'
eyes**

Attractions	· Cultural/historical/artist atts. · Natural atts./Sun & Beach · Shopping Points

Social Environment	· Personal Safety · Good Weather · Friendly Local People · Serviece Quality · Travel-related Information

Atmosphere	· Happy · Relaxing · Exciting · Curious · Cosmopolitan city

Perceptual Evaluation

Overall Image

Affective Evaluation:

· Relaxed
· Curious
· Excited
· Pleasant
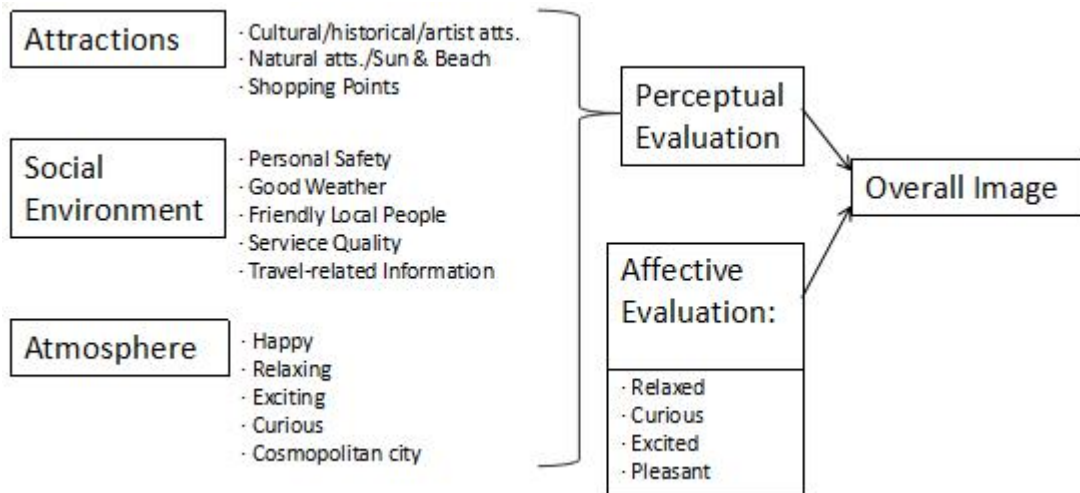
Note: "atts" refers to "attractions"
Source: author's own elaboration

Figure 21. Path model of determinants of Barcelona's TDI in China

Variety (Amount) of Info. Sources
Travel Times
Age
Gender
Education Level
Income Level
Travel Pattern
Habitat
Marital Status
Profession
Socio-psycho. Travel Motivations

Perceptual Evaluation

Affective Evaluation

Overall Image
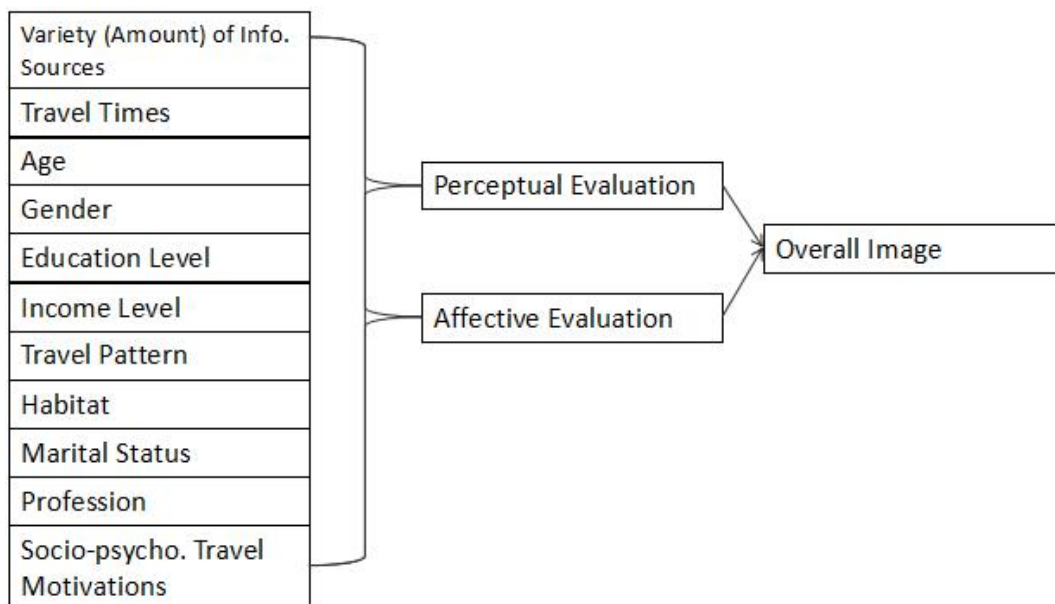
Source: author's own elaboration

Table 19. Relationship between Conceptual Context and Path Model

CONCEPTUAL CONTEXT	RELATION	STUDY'S PATH MODEL	
Organic image ↓ (Tourist gaze) ↓ Induced image	1. Influence 2. Generate	Amount (variety) of information Travel motivations	Perceptual Evaluation
(Tourist gaze) (Liminal state) ↓ Modified-induced image	3. Force influence 4. influence 5. Influence 6. Generate	Attractions Social environment Atmosphere	
		Relaxed Curious Excited Pleasant	Affective Evaluation

Source: author's own elaboration

Based on the model of formation of tourist destination image according to the literature review (Beerli and Martin 2004; Baloglu and McCleary 1999), and also qualitative research, we observed that the formation of Barcelona's image in Chinese tourists' eyes has the following components: Perceptual Evaluation including Attraction, Social Environment and Atmosphere, among which the Attraction consists of Cultural / Historical / Artist Attractions, Natural Attractions / Sun and Beach and Shopping Points, Social Environment includes Personal Safety, Good Weather, Friendly Local People, Service Quality and Travel-Related Information, Atmosphere involves Happy, Relaxing, Exciting, Curious and Cosmopolitan city; Affective Evaluation includes Relaxed, Curious, Excited and Pleasant (Figure 21).

As depicted in figure 21, the perceptual evaluation and affective evaluation (endogenous variables) are intervening variables between exogenous variables (demographic characteristics of Chinese tourists) and ultimately the independent variable (overall image). The model path of determinants of tourism destination indicated by Baloglu and McCleary (1999) involves a "variety (amount) of information sources", "type of information sources", "age", "education" and "socio-psychological travel motivation" as exogenous variables, and in our case, a part of these, we add "gender", "income level", "travel pattern", "Living place", "marital status", and "profession" to get a more comprehensive formation path of Barcelona image in Chinese tourists' eyes.

The relationship between the conceptual context and the path model of our study is mutually influential (Table 19). In the process of the organic image to the induced image (the formation of tourists' Pre-TDI), the tourist information offered by the destination's tourism-related organizations influences the TDI that tourists perceive, similarly, the induced TDI that potential tourists have after researching the destination generates their travel motivations to visit the destination. During the second phase, from the induced TDI to the modified-induced TDI (Post-TDI), which is in the liminal tourism state, the components of attractions, social environment and atmosphere can be considered as the intermediaries of the power relationship between the Chinese tourists' gaze and the destination's tourism-related organization's gaze, which means that the tourists' gaze has force to the destination's attractions and the social environment. This force leads to the destination's tourism practitioners partly adapt attractions and the social environment to the tourists. In addition, the overall city atmosphere formed by the first two elements greatly influence the tourists' moods and gaze so that reshape the TDI from their eyes, which is the so called "modified-induced image" (Post-TDI).

It is worth mentioning that according to the information obtained by the interviews we observe that "travel pattern" (tour-group travel or independent traveler) is a quite important item that

influences Chinese's impression of Barcelona. Nowadays, normally there are two types of ¨tour-groups¨: large-scale individual groups of 30 - 40 tourists and small-scale high-end customized group of 2-8 tourists. The individual group has two types: 1. the group is formed in China (normally in Beijing or Shanghai) and organized by the travel agency in China as well, and is formed by the tourists from different Chinese cities; 2. the group is formed in Europe, at the stops of the different travel itineraries (see the section 4.2.2 footnote 5) organized by the Chinese travel agencies in Europe that work in collaboration with the Chinese agency in Barcelona, and the Chinese participants are residents in China, or immigrants or students in Europe. The high-end customized groups are generally organized by the Chinese agencies in Barcelona, and normally formed by a 3-member-family, small business group or small company travel group of 5-8 persons.

Referring to the "sociophychological travel motivations", we have concluded the following categories: cultural experiences, relaxation, prestige and networking, and search for natural beauty, among which the "prestige and networking" is a very interesting part. Recently the concept of "face need" in China's academic field is emerging. Among the segments of Chinese tourists in Barcelona, businesspersons are some of the most important segments from the perspective of the quantity of the tourists and the economic reasons, such as the annual World Mobile Congress. "Chinese businesspersons are extremely sensitive to protecting and enhancing face" (Cardon, & Scott, 2003), so we can observe that ¨prestige and networking¨ have a special significance for the Chinese tourists in Barcelona. Face refers to a person's "public self-image", and it is an evaluation of a person regarding his or her status within a social structure (Brown and Levinson, 1987; Earley, 1997).

The Chinese conceptualization of face is much more complex than that of Westerners and is viewed as an essential component of communication (Cardon, and Scott, 2003), that is related to the cultural background of Chinese sensitivity to face. *Confucian legacy* has influenced Chinese society for thousands of years and the Confucianism focuses on the

morality and ideals of human relationships. There are five key relationships in Confucianism, which are 1. ruler and subject; 2. father and son; 3. elder brother and younger brother; 4 husband and wife; 5. friend and friend, Only the relationship between friend has no authority, which is better explained as a "relational position" (Chinese pinyin[39]: *renlun*). No matter what kind of relationship, "one's ability to achieve a harmonious relationship with others is the greatest spiritual accomplishment of one's life" (Chang, and Holt, 1994, p105). In order to achieve the harmonious relationship, the propriety or etiquette (*li*), proper emotion (*renqing*) and the mentioned relational position (*renlun*) should be governed very well. Subsequently, face (*mianzi*) is a goal and a means to achieve the ideal personhood (Chang and Holt, 1991; Jia, 2001; Cardon, and Scott, 2003).

Furthermore, ¨it is better to **give** than to receive. ¨ (Ginkel, 2004). Sometimes, an individual can demand another's respect or subservience if our status in society allows it, and if the ¨another¨ protect the individual's ¨face¨ (**face-giving**), the harmonious relationship would be maintained very well. The ¨face-giving¨ is one of **facework**, which refers to a set of communicative behaviors that people use to regulate their social dignity and to support or challenge the other's social dignity. According to Chinese historical customs, **gift-giving** is one of the most popular ways to for the ¨facework¨, and functions as a prevalent social custom in China in all areas of life, such as in family and in relationships of business collaborators. ¨For Chinese, gift giving is a natural dynamic of any relationship: a relationship is valued and is a means of expressing respect and honor for the other person¨ (Steidlmeier, 1999) and exchanging gifts is a good rule of thumb.

Based on all that has been stated above, one of the most important motivations to travel in Barcelona is going shopping to give gift to their relatives, friends and colleagues.

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[39] Pinyin: is the officially recognized romanization system for transliterating Chinese characters into the Latin alphabet in the People's Republic of China.

CONCLUSIONS

The purpose of this chapter was to obtain initial categories of measurement of Barcelona's image in Chinese tourists' eyes and construct the initial theoretical structure through the qualitative research based on GT.

According to the contents of the interviews, we observe that there are the following main types of Chinese tourists in Barcelona:

a. individual group (30-50 persons);

b. business group (5-10 persons);

c. high-end customized group (2-5 persons)

The Chinese tourists of **individual groups** have a tight tourism schedule and intensive itinerary (2-3 days) of going shopping and sightseeing due to the relatively lower cost of the travel and a large amount of visitors. The tourists from this type of group are more interested in going shopping, followed by cultural sightseeing. Their Barcelona itinerary is generally combined with itineraries in other southern European countries, such as France and Portugal, and with their travel itinerary lasting about 8 to 10 days, among which the tourists stay in Barcelona for 2 or 3 days.

The tourists from type b (**business group**) have a different aim when visiting Barcelona. The aim is to attend congresses or meetings for their jobs, so their 3 to 5-day trip in Barcelona is divided into a work part and after-work-leisure part. One of the most important international congresses in Barcelona for Asian businesspersons is the annual World Mobile Congress, whose attendants normally come to Barcelona every single year, so this kind of visitors have distinct travel desires from the tourists of the individual groups, whose principal aims of the trip are relaxation and leisure. After the intensive work part, the businesspersons are tired (but for the first-time travelers the sightseeing is still very necessary), so they prefer

entertainment and relaxing activities rather than sightseeing. However, the going shopping is still the "must do" activity for them.

The type c (**high-end customized group**) tourists are more interested in niche tourism activities, such as gastronomy, golf, cultural routes, etc. This kind of small group would stay in Barcelona 3 to5 days, meaning that the forth or fifth day they would visit Barcelona surrounding towns like *Sitges* or *Girona*.

However, no matter what type of tourism group, the most important travel activity for the Chinese tourists is still shopping. It is worth mentioning the Chinese custom of **gift giving** for the "**facework**" since ancient times because of the Confucian legacy rooted in China's history and culture, which also generates some of Chinese tourists' motivations to travel Barcelona, prestige and networking to maintain or create relationships with people as we previously mentioned in this chapter (end of 5.4.2 construction of the path model).

Based on all the information obtained from the literature review, interviews, data from the coding of *Atlas.ti*, and tourism-related experts' opinions and suggestions, we finally conclude the following initial constituent components of Barcelona's image in Chinese tourists' eyes:

- Perceptual evaluation: attractions, social environment and atmosphere
- Affective evaluation: excited, curious, pleasant and relaxed
- Comparison between Pre-TDI and Post-TDI: Gaudi's architecture, Barça football team, Shopping paradise and Good weather
- Overall image

CHAPTER 6. QUANTITATIVE RESEARCH OF COMPONENTS OF BARCELONA'S

TOURIST DESTINATION IMAGE IN CHINA

Introduction

In view of the fact that there is no universal scale for Barcelona TDI in Chinese tourists' eyes, this study constructs the content of the scale based on the qualitative research, and combines the existing literature review to generate the scale indicators. This is a "bottom - up" approach to develop measurement for projects. Subsequently, a small sample is pre-measured to purify the items and produce a formal questionnaire, followed by a large-scale survey to conduct exploratory factor analysis of the data. In the end the relationship between components of Barcelona TDI will be analyzed.

6.1 Questionnaire Formation and Measurement Instruments

6.1.1 Method of Development of Scale

Emic and etic are technical terms, coined by Linguist Kenneth Pike (1954), and originally derived from the suffixes of the word "phonemic" and "phonetic". The tools developed for describing linguistic behaviors could be adapted to the description of any human social behavior (Pike, 1967). Therefore, from the perspective of anthropology and tourism, an emic view is a focus on the intrinsic cultural distinctions, gets at how people within one culture think, perceive, and know more about their world, considered as an "insider"'s perspective - seeing the world through the "eyes" of the researched, but its main disadvantage is not conducive to the study of cross-cultural comparison. On the other hand, an etic view is an "outsider" looking in, based on observations made from the researcher that are assumed to be applied across cultures, and the biggest drawback of this method is the existence of cultural suspicion.

Applying these two approaches to the discipline of tourism and management, we observe that the majority of tourism research has been from the emic perspective which is also a trendier way in recent academic area. However, in our case, the object of the study is Chinese visitors in Barcelona, meaning that our target group is people from Asian culture in the European field, and the researcher is a native Chinese who has stayed in Barcelona for a long time and knows well about Barcelona and Catalonia culture. Thus, we build the questionnaire from the view of the combination of emic and etic methods but mainly from the emic view to deeply know more about Chinese tourists and the etic method is supplemented to know about target group from the perspective of the destination culture, -Barcelona culture-.

6.1.2 Measurement Items

In this study, specialist evaluation method (SEM) is used to evaluate the content validity of the surveyed items. One tourism market operator, one tourism destination management expert and one travel route designer are invited to comment on the measurements that result from the qualitative research. Three aspects are mainly considered for the evaluation: the first is to confirm the representativeness of each measurement item; the second is to check whether the measurement item corresponds to the concept definition, that is, the measurement covers the theoretical boundary of the object under the study; the third is to check if the proportion of the distribution of the measurement item reflects the importance of the various components of the concept of the study.

In order to further confirm the content validity of the surveyed items, we invited 10 Chinese travelers to try filling the questionnaire with 58 questions, and asked them for their opinions and suggestions on the questionnaire on site. According to their feedback, we made some

amendment to the expression of various measurement items. Based on the conclusion of the qualitative research and drawing on the research achievements made abroad, the author determined the components of Barcelona tourism destination image and the final measurement scale targeted to Chinese tourists that have visited Barcelona or on site for quantitative data collection and research. The specific measurement items are shown in Table 20.

Table 20. Measurement scale items of the questionnaire and theoretical references

Categories	Code	Items	References
1 Cognitive evaluations: Social and natural environment	COGSE	1 Service quality 2 Good weather 3 Friendly local people 4 Personal safety 5 Travel information 6 Mandarin information 7 Shopping service 8 Accommodation service	Beerli and Martin (2004) Beerli and Martin (2004) Baloglu and McClear (1999a) Lee and Xie (2011) Chen and Tsai (2006) Baloglu and McClear (1999) Riera et, al. (2015) Obtained by QR Obtained by QR Riera et, al. (2015)
2 Cognitive evaluations: Atmosphere	COGATM	9 Exciting 10 Happy 11 Curious 12 Relaxing city 13 Cosmopolitan city	Obtained by QR Obtained by QR Obtained by QR Martin and Bosque (2007) Obtained by QR
3 Cognitive evaluations: Attractions	COGATT	14 1992 Olympic Games stadium 15 Camp Nou of Barça 16 Shopping points 17 Cultural attractions 18 Heritage attractions 19 Sun and beach 20 Gaudi architecture	Obtained by QR Obtained by QR Chen and Tsai (2006) Baloglu and McCleary (1999) Obtained by QR Chen and Tsai (2006) Obtained by QR
4 Motivation Knowledge	MOTKN	21 Exotic knowledge 22 Occidental knowledge 23 Heritage	Tawil and Al Tamimi (2013) Obtained by QR Tawil and Al Tmimi (2013) Sparks and Pan (2009)

5 Motivation Prestige	MOTPRES	24 Experience	Vuuren ans Slabbert (2011)
		25 Good shopping resources	Obtained by QR
		26 Social networking	Vuuren ans Slabbert (2011) Correia, Valle and Moço (2005)
		27 Increase social level	Vuuren ans Slabbert (2011)
6 Motivation Relaxation	MOTREL	28 Leisure	Obtained by QR
		29 Good place to travel with friends and relatives	Stylos and Andronikidis (2013)
		30 Safe and quiet	
		31 Good weather	Obtained by QR
		32 Sun and beach	
		33 Good nature	
7 Affective evaluations	AFF	34 My feeling about BCN is Pleasant	Baloglu and Brinberg, 1997
		35 My feeling about BCN is Excited	Baloglu and Brinberg, 1997
		36 My feeling about BCN is Relaxed	Baloglu and Brinberg, 1997
		37 My feeling about BCN is Curious	Obtained by qualitative QR
8 Comparison between Pre and Post TDI	PRE-POST	38 Before first visiting BCN, I thought its city image would be Gaudi and his architecture. 39 After visiting BCN, I still think its city image is Gaudi and his architecture. 40 Before first visiting BCN, I thought its city image would be Barça 41 After visiting BCN, I still think its city image is Barça. 42 Before first visiting BCN, I thought the city would be a paradise for shopping 43 After visiting BCN, I still think it is a shopping paradise 44 Before first visiting BCN, I thought its city image would be good weather 45 After visiting BCN, I still think its city image is good weather	Obtained by QR
9 Overall TDI	OTDI	46 After visiting BCN, I think the overall image of the city is Rich heritage 47 After visiting BCN, I think the overall image of the city is High service quality 48 After visiting BCN, I think the overall image of the city is Kind local people 49 After visiting BCN, I think the overall image of the city is Cosmopolitan atmosphere	Obtained by QR

Note: * QR: Qualitative research; Source: author's own elaboration

The measurement in the table above basically contains all aspects of TDI formation except for the profile of the respondents. Measurement items are introduced as follows:

1. Social and natural environment

For Chinese tourists, the social environment is quite important, such as personal safety, the service for shopping, accommodation and information for traveling including if they have Mandarin explanation of touirsm hot spots and Mandarin translation of road signs. Additionally, for FITs, friendly local people would be an important item considered.

Regarding the natural environment, Chinese tourists would value a lot good weather, because they are willing to travel and escape from the pollution in several cities in China. Barcelona is a tourist destination famous of not only the culture and architecture, but also the sun and beach, so a good weather would also be an important measurement item.

2. Atmosphere

It is worth mentioning that, after the semi-structured interviews with tourism-related experts and the feedback of the 10 Chinese travelers mentioned previously, we made amendment to the factor of Atmosphere, which in our case, refers to the feeling that Barcelona gives to Chinese tourists by the trip, and the feeling combines the atmosphere of the destination and of the trip or the tourist route organized by tourism agencies. Therefore, the items of the factor of atmosphere combines the atmosphere of the city (relaxing city and cosmopolitan city) also of the trip (happy, exciting and curious).

3. Attractions

To visit a destination, there is no doubt that tourist attractions of the city are one of the most important components as well. Attractions can reflect image of the city and travelers can feel the spirit of the city by the attractions. In our case, the hot spots in Barcelona that we used as elements of Attractions of Barcelona according to the Ranking of Barcelona tourist hot spots are (Alexander, n.d.): Basilica of Sagrada Familia, Gothic Quarter, Les Rambles, Parc Güell (Gaudi's surrealist park), Casa Mila, Casa Batlló, Montjuic. All of them are cultural and historical resources. Besides, the tourism agencies that receive Chinese tourists make tourism routes including Camp Nou, la Roca Village, so we consider every single tourist hot spot as a measurement items in our survey. We consider the specific cultural tourist attractions as cultural attractions and heritage attractions, such as Gothic Quater and el Raval, and we consider all the architecture that Gaudi designed as a separated item, "Gaudi architecture".

4. Motivation - knowledge

Absorbing knowledge and feeling exotic culture is one of Chinese tourists' most important motivations to travel abroad. Barcelona's sun and beach is doubtless very popular for the European market, because of their typical sunlust reasons in summer time. However, for Chinese tourists this component would belong to the part of good weather, as Asian people do not really have the hobby of sunbath nor getting tanned. Therefore, Barcelona's iconic figure, Gaudí, and his architecture works inscribed on the World Heritage List by UNESCO are one of Chinese travelers' tourist motivations.

5. Motivation - prestige

Speaking of prestige, we should take in account the concept of "Chinese face" (see Chapter 7.2.1 for more discussion on it). Face is the principle core that governs the Chinese people's social life (King, 2006). And the concept of face is formed by two parts: 1. Prestige of an individual enjoys because of their moral cultivation. Applied to tourist motivations, tourists' face view is divided into two dimensions: acquisitive face orientation (AFO), which is striving for prestige and protective face orientation (PFO), protect the reputation (Chen, 2006; Chou, 1996). In this study, we discuss the Chinese tourists' motivation of the prestige of the destination from the perspective of AFO. The case of Barcelona, as a tourist destination, has a good prestige of cosmopolitan city, strong artistic atmosphere like many modern artists born or lived in this city, and thick cultural and historical atmosphere. Additionally, besides Paris, Barcelona has a prestige of luxury products shopping place as well. Combing these, for a Chinese, if he or she has the opportunity of having a tourist experience in this city, it would help he or she increase the social level, satisfy the "face-want". Moreover, for this kind of tourists, the travelers that have opportunity of traveling the city are worth socializing.

6. Relaxation

One of the tourist motivations and the most basic one is escaping from the daily routine and relaxing (Saayman, & Saayman, 2006), so doubtless this measurement item is the basic but important that cannot be ignored. Tourists experience the inherent need to relax when traveling. Thus, a safe and quiet place is naturally combined with the motivation of relaxation so that tourists can forget about the pressures of their everyday environment. Chinese tourists also value some additional components such as good weather, good nature and if it is a good place to travel with friends and relatives.

7. Affective evaluation

Affective image is another component of a statistic formation of TDI besides the component of cognitive image. Affective image refers to ¨the emotions that the destination evokes in the tourist¨ (Sanz, Museros, & Abril, 2016), in other words, tourists' feelings about a destination. In this sense, if the destination is relaxing for the visitor, we can equally consider that the visitor feels relaxed traveling around this city. In this study, we applied the four semantic differentials scales, developed by Russell and Pratt (1980) and firstly applied by Baloglu and McCleary (1999), that contains the following dimensions: relaxing/distressing, arousing/sleepy, exciting/gloomy and pleasant/unpleasant. We modified the translation of ¨arousing¨ to ¨curious¨, because after doing various experiments with respondents and interviews with tourists and with tourism-related professionals, we got the suggestions that it would be better to change the ¨arousing¨ to ¨curious¨ that makes respondents easier to understand and especially we would translate it to Chinese.

8. Comparison between Pre-TDI and Post-TDI of Barcelona

Through 25 semi-structured interviews with tourism-related experts and practitioners, we collected the information and data of the ¨pre¨ and ¨post¨ image of Barcelona in Chinese tourists' eyes based on semiology that we coded through *ATLAS.ti* and obtained the following dimensions of Barcelona image: Gaudi and his architecture, football team Barça, a good shopping city and good weather.

9. Overall image of Barcelona

Regarding overall image of Barcelona, we also obtained the key words through semi-structured interviews and *ATLAS.ti* and then the following comments of Barcelona overall image were obtained: rich heritage, high service quality, kind local people and

cosmopolitan atmosphere.

6.1.3 Measurement instruments

After the measurement items were produced, this study developed the questionnaire of "Barcelona's image as a tourist destination in China's tourist market". The questionnaire consists of four major components: the first part is the basic personal information, including age, gender, educational level, income level, travel times to Barcelona, travel patterns, place of residence, marital status and profession; the second part is a travel motivation survey of a total of 16 questions; the third section is a travel satisfaction survey of 13 questions; the forth section is a survey about the image of Barcelona of a total of 18 questions; the last question is to confirm the year when the respondent visited Barcelona. So, in total the survey had 59 questions.

On the measurement of the questionnaire, this study uses the Likert Scale 5. According to the measured degree of compliance, from "strongly disagree" to "strongly agree", were given respectively a score of 1 to 5 (see the questionnaire in Appendix 8). Furthermore, we conduct exploratory factor analysis on the data obtained from the survey and determine the quantitative model of the components of Barcelona's TDI in China's tourist market for the further quantitative research.

6.2 Formal Survey

The survey selected Chinese tourists' traveling peak season, Labor Holiday in May 2016. In order to improve the quality of the sample, the target group of the questionnaire should meet the two requirements: 1. have visited Barcelona. At the beginning of the questionnaire we already stated that if you continue with the following questions you must meet the requirement of having visited Barcelona; 2. at the end of the questionnaire, we also attached

a question as "How many times have you visited Barcelona (including this time if you are in Barcelona right now)" for the further comparison analysis with *SPSS 22.*

A good measurement scale must pass the reliability test and the validity test. Simply speaking, reliability refers to the stability of the measurement results and internal consistency, and validity is the accuracy of the measurement results. This study distributed questionnaires to Facebook, Wechat, El Prat airport in Barcelona, la Roca Village, Passeig de Gracia (most popular commercial pedestrian street in the city center), outside the Chinese restaurants in Barcelona (see figure 1 in Chapter 2), and was targeted at the Chinese tourists who had traveled or were traveling in Barcelona. Finally, 403 questionnaires were collected, and we removed a number of ones with blank questions. In the rest of the questionnaires, if the missing value of each variable is less than 10% of the total number of the results (Petrovics, 2012), we use SPSS 22 to add the missing value and finally obtained 370 valid questionnaires for research.

Table 21. Sample source of the survey

Questionnaire distribution location	Questionnaire copies number (valid)	Percentage
El Prat airport	10	2.70%
Passeig de Gracia	35	9.46%
Chinese restaurants	12	3.24%
La Roca Village	8	2.16%
WeChat	305	82.43%
Total	370	100%

Source: author's own elaboration

Majority of the questionnaires that we obtained from la Roca Village, Passeig de Gracia, and el Prat airport were visitors over 40 years old, whereas most of the results collected from Wechat were young people under 35 years old. In the end, Wechat, as the main source of the survey is based on the following three considerations:

- <u>Authenticity of the data obtained</u>

  Tourists focus on the process of the traveling when they are at the destination, and at that time if we interrupt them to do the questionnaire, there would be several results: visitors may refuse to do the survey; they do the survey but the quality is poor.

- <u>Young tourists are the leaders in the future tourism market and FIT emerging market</u>

  Contemporary Chinese young people have a strong motivation to travel, although they lack the support of economic sources, they often use short-trips on weekends and holidays without any lack of tourism experience. According to a study of Boston Consulting Group and TripAdvisor in 2013, from 2012 to 2030, young affluents (ages 18 to 30) and small groups of families and friends (ages 30 to 45, also traveling without an organized tour group) of the outbound leisure market will grow fastest (Tnooz 2013). These two segments are exactly the main user groups of Wechat. Soon, they will become leaders in the China's domestic and outbound travel market. With their perspective, the research on Barcelona destination image is of great strategic significance to the image management of the destination.

- <u>Convenience of accessibility to data</u>

  By the author's extensive contacts of Wechat, communication channels between the author and many Wechat users' groups were given full play, and the administrators of the groups were entrusted with the collection of the questionnaires in accordance with the requirements of the survey, which provides a guarantee for the recovery of the questionnaire.

6.3 Sample Overview

An overview of the questionnaire sample is shown in Table 22:

Table 22. Sociodemographic and Travel-Related Characteristics of the Survey

Variables	Categories	n	%
Gender	Male	119	32.2
	Female	251	67.8
Age (years)	18-29	217	58.6
	30-39	74	20.0
	40-49	28	7.6
	50-59	32	8.6
	60 and more	19	5.1
Living place	Beijing	25	6.8
	Shanghai	101	27.3
	Guangdong	16	4.3
	Hongkong	3	.8
	Taiwan	11	3.0
	Others	214	57.8
Travelling pattern	Independent	310	83.8
	Group	60	16.2
Times to Europe	1st	121	32.7
	2nd	63	17.0
	3rd or more	186	50.3
Times to Spain	1st	251	67.8
	2nd	39	10.5
	3rd or more	80	21.6
Times to Barcelona	1st	273	73.8
	2nd	42	11.4
	3rd or more	55	14.9
Marital status	Married	156	42.2
	Widowed	2	.5
	Divorced	8	2.2
	In relationship	65	17.6
	Single	139	37.6
Education	High school	14	3.8
	Professional school	21	5.7
	University	145	39.2
	Master or higher	178	48.1
	No answer	12	3.2
Profession	Public official	15	4.1
	Freelancer	34	9.2
	Company employee	185	50.0
	Student	87	23.5
	Housewife	5	1.4

	Retirement	40	10.8
	unemployment	4	1.1
Income (RMB)	<3000	78	21.1
	3000-6000	95	25.7
	6000-9000	65	17.6
	>9000	132	35.7

Source: author's own elaboration

As can be observed in Table 22, the sample of 370 valid questionnaires analyzed was composed of a big difference of percentage of men and women (119 men, 32.3% and 251 women, 67.8%, respectively). In addition, the majority of the respondents were young people, between 18 and 29 years of age (217 visitors, 58.6%) and between 30 and 39 years of age (74 visitors, 20%). Moreover, we have got 101 visitors from Shanghai (27.3%), 25 visitors from Beijing (6.8%), 16 visitors from Guangdong (4.3%), 11 visitors from Taiwan (3%) and 3 visitors from Hongkong (0.8%). Regarding the travelling form, majority of the Chinese visitors in Barcelona were independent tourists (310 independent visitors out of the total 370 respondents, 83.8%), which is formed mostly by young people as we observe when launching papers, and comparatively, most group-visitors were more than 50 years old. It is worth mentioning the comparison between the sections of "Times to Europe", "Times to Spain" and "Times to Barcelona": obviously and logically, the proportion of "3rd time to Europe" is the largest (50.3%, 286 visitors out of 370 respondents), followed by the "3rd time to Spain" (21.6%, 80 visitors) and continually the "3rd time to Barcelona" (14.9%, 55 visitors). However, there are 67.8 per cent of visitors that are first time to travel to Spain, that is much higher than the proportion of "1st to Europe" (32.7%), meaning that most abundant Chinese visitor travel around Europe but perhaps their first "must visit destination" does not include Spain nor Barcelona, which would be their second or third destination to visit. Furthermore, we list all the largest proportions of each item from the ¨Sociodemographic and Travel-related characteristics of the survey¨ below Table 23, and we can conclude an incomplete characteristic of our survey: high education and income levels of young Shanghai independent female travelers with about three times European travel experiences first time to

visit Spain and Barcelona city, and many of them are married.

Table 23. Most frequency characteristics of the respondents

Categories	Proportions (%)
Female	67.8
18-29 years	58.6
Shanghai	27.3
Independent travelers	83.8
3rd time to Europe	50.3
1st time to Spain	67.8
1st time to Barcelona	73.8
Married	42.2
Master or higher education level	48.1
Company employee	50.0
>9000 RMB of salaries	35.7

Source: author's own elaboration

6.4 Analysis of Components of Barcelona's TDI

The main purpose of factor analysis is to condense a large number of variables into fewer variables to obtain the structural validity of the scale test. Factor analysis can be divided into **Exploratory Factor Analysis (EFA)** and Confirmatory Factor Analysis (CFA). EFA does not assume the relationship between the factors and the measurement items in advance. Potential public factors are obtained based on the data analysis results and judgment criteria, where the measurement items are purified by EFA. CFA is used to test the fit of the actual measurement data to the theoretical framework, which is to test the validity of the theoretical model. In our study, we use EFA to reduce the variables for the further data analysis with *SPSS 22.*

Table 24. Reliability Analysis

FACTORS º	Cronbach's Alpha
COG	0.847
AFF	0.873
MOT	0.851
OVTDI	0.753
PRETDI / POSTTDI	0.824

Source: author's own elaboration

º Note: COG: Cognitive evaluations; AFF: Affective evaluations; MOT: Motivations; OVTDI: Overall Tourist Destination Image; PRETDI/POSTTDI: Pre-Tourist Destination Image / Post-Tourist Destination Image

A reliability test was conducted in order to test the internal consistency of each item that constitutes the factor (Petrovics, 2012). Before conducting EFA, we did a reliability test to confirm the internal consistency of the items. Cronbach's Alpha coefficient obtained were 0.847 for cognitive evaluations of TDI, 0.873 for affective elements, 0.851 for motivations, and overall TDI and preTDI/postTDI respectively had 0.753 and 0.824 (Table 24). These values lead to the conclusion that majority of the obtained data have a very high level of internal consistency.

6.4.1 Exploratory Factor Analysis

<u>KMO and Bartlett's test of sphericity</u>

Given the closeness of many of the TDI attributes, and to provide more meaningful analysis, in every group of attributes, an Exploratory Factor Analysis (EFA) (FA) was conducted, with Principal Components Analysis (PCA) and varimax rotation. It has the aim of reducing their dimensions and identifying the determinant factors. At the same time, the reliability of the scales was analyzed by means of Cronbach's alpha coefficient. Before conducting EFA we need to confirm that the following data meet the conditions to do the test: Kaiser-Meyer-Olkin

(KMO) Measure of Sampling Adequacy and Bartlett's test of sphericity with its significance level. KMO test is a measure of how suited the collected data is for FA. the statistic is a measure of proportion of variance in our variables that might be caused by underlying factors. The following values on the results are for reference: 0.00 to 0.49 unacceptable; 0.50 to 0.59 miserable; 0.60 to 0.69 mediocre; 0.70 to 0.79 middling; 0.80 to 0.89 meritorious and 0.90 to 1.00 marvelous. Moreover, Bartlett's test of sphericity tests the hypothesis that the correlation matrix is an identity matrix, which would indicate that our variables are unrelated and therefore unsuitable for structure detection, so small values less than 0.05 of the significance level means that a FA may be useful with the collected data.

Table 25. Principal Component Analysis of Cognitive Evaluations

Items	Factors*					Cronbach's Alpha
	COG1	COG2	COG3	COG4	COG5	
Cosmopolitan city	0.714	---	---	---	---	0.781
Service quality	0.659	---	---	---	---	
Good weather	0.645	---	---	---	---	
Friendly local people	0.643	---	---	---	---	
Relaxing	---	---	---	---	---	
Personal safety	---	---	---	---	---	
Travel information	---	0.785	---	---	---	0.589
Mandarin service	---	0.704	---	---	---	
Shopping service	---	---	---	---	---	
Accommodation service	---	---	---	---	---	
Exciting	---	---	0.856	---	---	0.829
Happy	---	---	0.831	---	---	
Curious and Fresh	---	---	0.806	---	---	
Olympic games hot spots	---	---	---	0.765	---	0.699
Camp Nou (Barça)	---	---	---	0.725	---	
Shopping points	---	---	---	0.631	---	
Heritage architecture	---	---	---	---	0.713	0.591
Cultural attractions	---	---	---	---	0.661	
Nature / Sun and Beach	---	---	---	---		
Gaudi Architecture	---	---	---	---		
KMO: 0.846; Bartlett: 2568.849; Significance: 0.000						

Source: author's own elaboration; *Note: COG1: Natural and social environment; COG2: Service and information; COG3: Atmosphere; COG4: Hot spots; COG5: Cultural resources

The first PCA, as table 25 shows, was applied to the cognitive evaluations of Barcelona TDI. The Kaiser-Meyer-Olkin (KMO) measure of sampling was 0.846, which means this group of attributes was very suitable for PCA, and Bartlett's test of sphericity is significant (P-value<=0.000).

The first factor was labeled 'COG1' (natural and social environment), as it consists of different kinds of social environment such as cosmopolitan city, service quality, good weather and friendly local people. The second factor, COG2 (service and information), includes items related to travel information and Mandarin information. Factor three, COG3 (atmosphere), relates to feelings of travel status such as exciting, happy and curious and fresh. The fourth factor, labeled as COG4 (hot spots), contains attributes related to Olympic games hot spots, Camp Nou (Barça) and shopping points. The final factor five, COG5 (cultural resources), relates to Barcelona's heritage architecture and its cultural attractions. Among the original items that we collected from interviews and literature review, 'relaxing', 'personal safety', 'shopping service', 'accommodation service', 'nature/sun and beach' and 'Gaudí architecture' that did not correlate with any other variables at any level were omitted. Additionally, the results of Cronbach's alpha coefficient of every factor respectively are 0.781, 0.589, 0.829, 0.699 and 0.591, among which 0.589 and 0.591 reported on factor 2 and 5 are low. This could be a consequence of these two factors comprising only two items and Croncha's alpha being sensitive to the number of items in a scale. Moreover, factor 1 mixes items related to both the natural and social environment (see Table 10, 'Dimensions / Factors and attributes / items of cognitive component of image used in TDI research', in Chapter 3. Theoretical framework).

Table 26. Principal Component Analysis of Affective Evaluations

Items	Factor	Cronbach's
	AFF*	Alpha
Exciting – gloomy	0.879	0.873
Relaxing - distressing	0.869	
Pleasant - unpleasant	0.850	
Curious – sleepy	0.815	
KMO: 0.831 Bartlett: 742.975 Significance: 0.000		

Source: author's own elaboration

*Note: AFF: affective evaluations of Barcelona TDI.

The second PCA analysis (Table 26) was conducted over the affective attributes of the Barcelona TDI. Firstly, KMO test value was 0.831 so the group of items was very suitable for FA, and then Bartlett test of sphericity was significant so FA is useful for our data. Cronbach's alpha value was 0.873, which was in a very high level.

In this case, one factor, labeled 'AFF', was generated including items related to exciting - gloomy, relaxing - distressing, pleasant - unpleasant and curious - sleepy. We obtained this measurement scale of affective evaluation based on the figure 7. ¨Bipolar scale of affective evaluations¨ in Chapter 3, however, we modified the 'arousing' to 'curious' that was explained previously in this chapter.

Thirdly, as Table 27 shows, KMO test result was 0.846 and Bartlett test was significant which means that this group of attributes was suitable for FA as well.

The PCA was applied to the attributes of Chinese tourists' motivations to travel and generated four factors which were labeled 'MOT1', 'MOT2', 'MOT3' and 'MOT4'. The factor MOT1 consists of items related to cultural experience: to have more experiences, to feel exotic atmosphere, to know more about occidental culture, to know more about Spain's heritage

and to know more about occidental leisure culture. The second factor relates to relaxation, considers attributes such as: many good shopping resources, good city to travel with friends and safe and quiet. MOT3 includes items related to prestige and networking: to have more social networking, to improve social level and to visit friends or relatives. And finally, MOT4, 'search for natural beauty', considers attributes of 'good weather', 'sun and beach' and 'good natural resources'.

Table 27. Principal Component Analysis of Motivations

Items	Factors°				Cronbach's Alpha
	MOT1	MOT2	MOT3	MOT4	
To have more experiences	0.758	---	---	---	0.780
To feel exotic atmosphere	0.736	---	---	---	
To know more about Occidental culture	0.724	---	---	---	
To know more about Spain's heritage	0.613	---	---	---	
To know more about occidental leisure culture	0.604	---	---	---	
Many good shopping resources	---	0.805	---	---	0.711
Good city to travel with friends and relatives	---	0.659	---	---	
Safe and quiet	---	0.608	---	---	
To know more about Spain's culture	---	---	---	---	
To have more social networking	---	---	0.776	---	0.715
To improve social level	---	---	0.771	---	/0.721ª
To visit friends/relatives	---	---	0.619	---	
To go shopping	---	---	---	---	
Good weather	---	---	---	0.744	0.688
Sun and beach	---	---	---	0.690	
Good natural resources	---	---	---	0.632	
KMO: 0.846 Bartlett: 2568.849 Significance: 0.000					

Source: author's own elaboration; ° Note: MOT1: Cultural experience; MOT2: Relaxation; MOT3: Prestige and networking; MOT4: Search for natural beauty; ª Note: according to the item-total statistics of Cronbach's Alpha of SPSS, if we cancel the item of ¨to visit friends/ relatives¨, we will get a higher Cronbach's Alpha, 0.721

Regarding Cronbach's alpha, we obtained the results of these four groups of attributes as respectively 0.780, 0.711, 0.715 and 0.688. However, we obtained a new Cronbach's alpha value of 0.721 of the third group of attributes by omitting the attribute of 'to visit friends/relatives' because according to the results of reliability analysis, if the the mentioned item is deleted, a higher Cronbach's alpha will be obtained. Moreover, as mentioned in Chapter 3 theoretical framework, the attribute of 'visit friends/relatives' pertain to the group of 'Family togetherness, roots and ethnic', so in the end we had the final factor 3 related to prestige and networking with two attributes of 'to have more social networking' and 'to improve social level'.

Table 28. Principal Component Analysis of Overall TDI

Items	Factor	Cronbach's Alpha	
	OTDI*		
Cosmopolitan city	0.829	0.780	0.753
Friendly local people	0.829		
High service quality	0.774		
Rich heritage	---	---	
KMO: 0.745 Bartlett: 367.400 Significance: 0.000			

Source: author's own elaboration; *Note: OTDI: overall tourist destination image

Table 29. Communalities

Factors	Initial	Extraction
Overal ITDI Rich Heritage	1.000	.330
Overall TDI High Service Quality	1.000	.599
Overall ITDI Friendly Local People	1.000	.687
Overall TDI Cosmopolitan	1.000	.688

Source: author's own elaboration

Note: Extraction Method: Principal Component Analysis.

Regarding the PCA of overall TDI, as the Table 28 shows, the KMO measure of sampling was 0.745, and Bartlett test value was significant, which means that this group of attributes is also suitable for EFA. Continually, in this case, the only factor, labeled 'OTDI', was obtained by omitting one attribute, -rich heritage-, which did not correlate with any other variables. The results of Cronbach test obtained was 0.780 without the attribute deleted.

However, in this case, as table 29 shows, considering of the too low extraction of the item of "Rich heritage", which means that canceling this item to get one factor of OTDI as what *SPSS* did will loose too much information from the original items, and the item of "Rich heritage", for Barcelona as a tourist destination with long history, is a very important variable. For this reason, in our case we will include this item to the only Factor of OTDI and the Cronbach test result obtained of this group of items was 0.753.

Therefore, after EFA of cognitive evaluations, affective evaluations, attributes of motivations and overall destination image we obtained the final factors as below in Table 28: social and natural environment, labeled as COG1, service and information, labeled as COG2, atmosphere, labeled as COG3, tourism hot spots, labeled as COG4 and cultural resources, COG5; in regard with motivations, we obtained four factors, that respectively are cultural experience (MOT1), relaxation (MOT2), prestige and networking (MOT3) and search for natural beauty (MOT4); the final two factor are affective evaluation (AFF) and overall tourist destination image (OTDI).

Table 30. Factors of Barcelona's TDI Model after PCA

Factors	Codes	Items
1 Cognitive evaluation 1: Social and natural environment	COG1	1 Cosmopolitan city 2 Service quality 3 Good weather 4 Friendly local people
2 Cognitive evaluation 2: Service and information	COG2	5 Travel information 6 Mandarin information
3 Cognitive evaluation 3: Atmosphere	COG3	7 Exciting 8 Happy 9 Curious
4 Cognitive evaluation 4: Tourism hot spots	COG4	10 Olympic Games Barcelona 1992 stadium 11 Camp Nou of Barça 12 Shopping points
5 Cognitive evaluation 5: Cultural resources	COG5	13 Cultural resources 14 Heritage resources
6 Motivation 1: Cultural experience	MOT1	15 To have more experiences 16 To fell exotic atmosphere 17 To know more about Occidental culture 18 To know more about Spain's heritage 19 To know more about Occidental leisure culture
7 Motivation 2: Relaxation	MOT2	20 Many good shopping resources 21 Good city to travel with friends and relatives 22 Safe and quiet
8 Motivation 3: Prestige and networking	MOT3	23 To have more social networking 24 To improve social level 25 To visit friends/relatives
9 Motivation 4: Search for natural beauty	MOT4	26 Good weather 27 Sun and beach 28 Good natural resources
10 Affective evaluation	AFF	29 Affective evaluation
11 Overall tourist destination image	OTDI	30 Barcelona overall tourist destination image

Source: author's own elaboration

6.4.2 Independent Sample T test

For the purpose of determining whether there is a statistically significant difference between the means in gender and the set of factors of Cognitive attributes, table 31 performs independent sample T test to examine the difference of impact of Chinese tourists' gender on the set of factors of COG1, COG2, COG3, COG4 and COG5. Before conducting the test, we calculated an mean of each cognitive factor, which was a necessary transformation for all the following tests with SPSS.

Table 31. Independent Sample T Test of COGs and Gender

Factors	Male (mean)	Female (mean)	T	Sig.	Conclusions
COG1	4.0756	3.9761	1.402	0.162	No significant influence
COG2	3.7185	3.8167	-1.026	0.306	No significant influence
COG3	4.2549	4.2364	0.256	0.798	No significant influence
COG4	3.0980	3.1607	-0.643	0.521	No significant influence
COG5	4.4118	4.4064	0.086	0.932	No significant influence

Source: author's own elaboration

Table 31 indicates that there is no significant impact causing difference in cognitive attributes of Barcelona TDI in Chinese tourists' eyes, meaning regardless of whether a male tourist or a female tourist, their cognition of Barcelona's environment, service and information, atmosphere, tourist hot spots and cultural resources is not significantly different.

Table 32. Independent Sample T Test of Travel Pattern and COGs

Factors	Independent (mean)	Group (mean)	T	Sig.	Conclusions
COG1	4.0774	3.6500	4.891	**0.000***	Significant influence
COG2	3.8161	36250	1.952	0.053	No significant influence
COG3	4.3258	3.8111	5.880	**0.000***	Significant influence
COG4	3.1817	2.9278	2.738	**0.007***	Significant influence
COG5	4.4145	4.3750	0.496	0.620	No significant influence

Source: author's own elaboration

*Notes: the mean difference is significant at or less than the 0.05 level. Significant values are in bold.

As the table 32 shows, the significance values were 0.000 in the top row, third row and the forth row, meaning that these results for the respective two groups were statistically different, and the results for the second row and the bottom row were relatively the same. If we analyze these results in this specific case, the relation between Chinese independent / group tourists and the cognitive attributes, we can conclude that there are statistically significant differences between the mean numbers of the cognitive attributes of natural and social environment, of tourism atmosphere, and of hot spots for Chinese independent tourists and group tourists.

Since the table revealed that generally the mean for the independent tourists' condition was greater than the mean for the group tourists condition. The results point out that respondents in the independent condition were significantly more satisfied with Barcelona's natural and social environment, atmosphere and its tourist hot spots than the respondents in the group condition.

Although no significant differences can be perceived in the cognitive attributes of service and information, and cultural resources for independent and group tourists, data allow us to observe that independent Chinese tourists generally rate higher than group tourists.

Table 33. Independent Sample T Test of AFF and Gender and Travel Pattern

Factor	Male (mean)	Female (mean)	T	Sig.	Independent (mean)	Group (mean)	T	Sig.
AFF*	4.24	4.22	0.366	0.715	4.32	3.73	6.904	**0.000****

Source: author's own elaboration

*Notes: AFF: exciting/gloomy, relaxing/distressing, pleasant/unpleasant, curious/sleepy.

**Notes: the mean difference is significant at or less than the 0.05 level. Significant values are in bold.

Table 33, on affective attributes of Barcelona TDI, shows that there is no significant difference of mean number for Chinese male tourists and female tourists, and both groups valued very high all the affective attributes, but male tourists generally rated a little bit higher than female

tourists.

Compared with the condition group of Chinese male and female tourists, the group of independent and group tourists have a fiercely significant difference of mean number on affective attributes of Barcelona TDI (Sig. Value was 0.000). Data show that independent tourists value higher (mean number was 4.32) than group tourists (mean number was 3.73). Therefore, the data of independent sample t test of AFF allow us to observe that generally Chinese independent tourists value higher on affective attributes of Barcelona TDI, which means that **normally independent tourists had relatively better mood and less complain than tourists in group when visiting the city.** In addition, according to the tourists' profile of our survey and results of interviews with tourism-related professionals, we can observe that in recent years there is independent travel trend because of abundance of complains about group tourism: tourist routes organized by agencies are too intensive; tourist guides have obvious intention to take visitors to certain shopping points that have collaboration with the agencies.

Table 34. Frequencies, means and standard deviations (SD) of Barcelona's affective image on four semantic differential scales

Dimensions of AFF TDI	(1)	(2)	(3)	(4)	(5)	N	Mean (SD)
Stressful (1) Relaxing (5)	0 0%	10 2.7%	57 15.4%	173 46.8%	130 35.1%	370	4.14 (0.771)
Unpleasant (1) Pleasant (5)	1 0.3%	1 0.3%	22 5.9%	198 53.5%	148 40%	370	4.33 (0.623)
Sleepy (1) Curious (5)	1 0.3%	9 2.4%	55 14.9%	178 48.1%	127 34.3%	370	4.14 (0.772)
Boring (1) Exciting (5)	0 0%	2 0.5%	70 18.9%	167 45.1%	131 35.4%	370	4.15 (0.737)

Source: author's own elaboration

Figure 22. A polar graph for affective evaluation of Barcelona's TDI
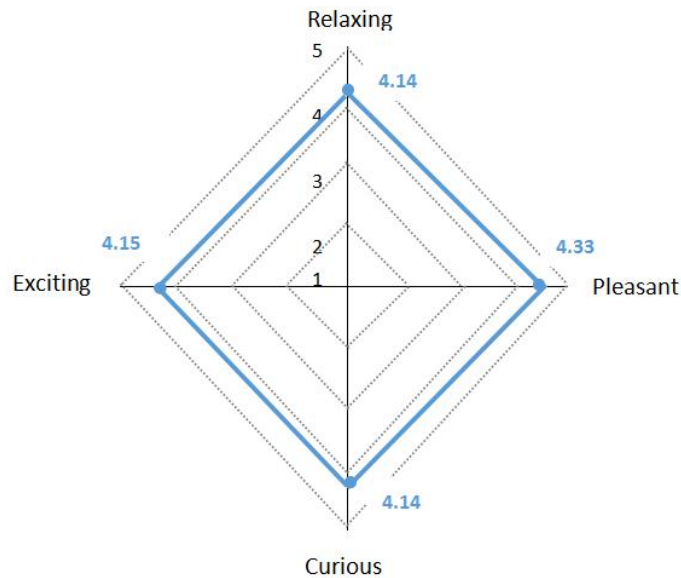
Source: author's own elaboration

Barcelona is perceived as a pleasant (M: 4.33) and exciting (M: 4.15) destination according to the results of the survey for the Chinese tourists (Table 32), but it is perceived as a relaxing and curious city as well whose means are all 4.14 that are quite high and close to the mean of "Exciting/boring". Therefore, we can conclude that the affective image of Barcelona in Chinese tourists' eyes is very positive. Mean scores of the four semantic differential scales are shown in a polar graph as well (Figure 22).

6.4.3 One-way analysis of variance and Post hoc test

Table 35. One-way ANOVA Test of Cognitive Attributes and Socio-demographic characteristics of respondents

Factors	Age		Education level		Income level		Living place		Marital status		Profession		Travel times	
	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.
COG1	0.239	0.788	0.016	0.984	1.690	0.169	5.096	**0.000***	0.195	0.941	3.158	**0.005***	1.513	0.222
COG2	0.498	0.608	0.153	0.858	0.279	0.841	1.026	0.402	0.554	0.6906	0.823	0.553	2.033	0.132
COG3	0.064	0.938	0.834	0.435	0.917	0.433	2.299	**0.045***	2.171	0.072**	3.406	**0.003***	2.236	0.108**
COG4	0.871	0.419	0.954	0.386	2.183	0.090**	1.915	0.091	1.025	0.394	1.514	0.172	0.205	0.815
COG5	0.373	0.689	0.386	0.680	1.452	0.227	1.906	0.093	1.022	0.396	1.371	0.225	0.534	0.587

Source: author's own elaboration

*Note: the mean difference is significant at or less than the 0.05 level. Significant values are in bold.

**Note: the mean difference is not statistically significant, but significant differences obtained in some specific groups by post hoc test .

Table 36. One-way ANOVA Test of AFF and Socio-demographic Characteristics of Respondents

Factor	Age		Education level		Income level		Living place		Marital status		Profession		Travel times	
	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.
AFF	0.044	0.957	0.528	0.590	1.634	0.181	2.378	**0.038***	2.698	**0.031***	4.572	**0.000***	3.139	**0.045***

Source: author's own elaboration

*Note: the mean difference is significant at or less than the 0.05 level. Significant values are in bold.

Table 37. Post Hoc Test of Tourists' Socio-demographic Characteristics and Cognitive Attributes

Dependent variable	Income** 1 (Mean)	Income 2 (Mean)	Income Sig.*	Living place 1 (mean)	Living place 2 (mean)	Living place Sig.*	MS** 1 (Mean)	MS 2 (Mean)	MS Sig.*	TB **1 (Mean)	TB 2 (Mean)	TB Sig.*
COG1	---	---	---	Beijing (3.9100)	Shanghai (4.2327)	**0.021**	---	---	---	---	---	---
				Shanghai (4.2327)	Others (3.8867)	**0.000**						
				Taiwan (4.3182)	Others (3.8867)	**0.025**						
COG2	---	---	---	Beijing (3.4400)	Shanghai (3.8564)	**0.031**	---	---	---	---	---	---
COG3	---	---	---	Shanghai (4.4026)	Others (4.1573)	**0.002**	Married (4.1709)	In relationship (4.4000)	**0.017**	1st (4.2112)	3rd /more (4.4121)	**0.036**
							Divorced (3.8750)	In relationship (4.4000)	**0.030**			
COG4	3000-6000 (3.3053)	>9000 (3.0177)	**0.015**	Shanghai (3.2739)	Others (3.0452)	**0.030**	---	---	---	---	---	---
COG5	<3000 (4.5128)	6000-9000 (4.3231)	**0.045**	Beijing (4.2000)	Shanghai (4.5248)	**0.010**	---	---	---	---	---	---
				Shanghai (4.5248)	Others (4.3715)	**0.024**	---	---	---	---	---	---

Source: author's own elaboration

* the mean difference is significant at or less than the 0.05 level. Significant values are in bold.

** income level (RMB); MS: Marital Status; TB: Times to Barcelona

Table 38. Post Hoc Test of Tourists' Socio-demographic Characteristics and AFF

Dependent variable	Place of residence1 (mean)	Place of residence2 (mean)	Place of residence **Sig.***	MS** 1 (Mean)	MS 2 (Mean)	MS **Sig.***	TB **1 (Mean)	TB 2 (Mean)	TB **Sig.***
AFF	Shanghai (4.39)	Others (4.14)	**0.002**	In Relationship (4.40)	Married (4.13)	**0.004**	1ST time (4.19)	3rd /more (4.43)	**0.013**
					Divorced (3.91)	**0.040**			

Source: author's own elaboration

As Table 35 shows, we can see that there was a statistically significant difference between distinct living place on factors of COG1 and COG3, and also statistically significant difference between professions on factors of COG1 and COG3 as determined by one-way analysis of variance (ANOVA) (Group of Living place: $F_{(2.26)}$ = 5.096, P = 0.000; $F_{(1.52)}$ = 2.299, p = 0.045. Group of profession: $F_{(1.78)}$ =3.158, P = 0.005; $F_{(1.85)}$ = 3.406, P = 0.003).

Regarding the impact socio-demographic characteristics of participants on affective attributes, the data of table 36 allows us to see that distinct living place, marital status, profession and travel times to Barcelona of respondents statistically differently impact on affective evaluation of Barcelona city image by one-way ANOVA (Living place: $F_{(5,364)}$ = 2.378, p = 0.038; Marital status: $F_{(4,365)}$=2.698, p = 0.031; Profession: $F_{(6,363)}$ = 4.572, p = 0.000; Travel times: $F_{(2,367)}$ = 3.139, p = 0.045)

A post hoc test (Table 37) revealed that the satisfaction with Barcelona's natural and social environment was statistically different between people from dissimilar places[40]: tourists from Shanghai (mean±std. Deviation: 4.23±0.57) rated Barcelona's natural and social environment (COG1) statistically significantly higher than people from Beijing (3.91±0.58, p-value = 0.021), and tourists from Shanghai rated COG1 statistically significantly higher than people from other cities[41] (3.89±0.62, p = 0.000). However, people from Taiwan (4.32±0.99) rated highest, and statistically significantly higher than people from other cities (p = 0.025). Moreover, people from Shanghai (3.86±0.84) also rated Barcelona tourist service and information (COG2) statistically significantly higher than people from Beijing (3.44±0.95, p = 0.031). Furthermore, regarding COG3 (atmosphere), COG4 (tourist hot spots), and COG5 (cultural resources), people from Shanghai had statistically significantly higher satisfaction with

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[40] In our survey, the question was 'Where is your living place?', which cannot completely represent where the respondents come from. However, a city, where a person live for a long time, could impact even change this person's thoughts, mindset, aesthetics, etc. A city has its own spirit, culture and personality that have subtle influence on the residents that live in this city. Therefore, we say that a person, who live in a city for long can partly represent this city's culture as well.

[41] In this case, 'other cities' means cities except for Beijing, Shanghai, Guangzhou, Hong Kong, Taiwan.

than people from other cities. Among all the scores that the tourists from Shanghai rated, the score of COG5 was the highest (mean: 4.5248), which is logical for Asian tourists, because compared with taking sunbath and going to beach, Chinese tourists prefer to visit cultural hot spots to know more about the city's culture and history. Then the second high score rated by the visitors from Shanghai was COG3 (4.4026), followed by COG1 (4.2327), COG2 (3.8564) and COG4 (3.2739).

Additionally, as table 37 shows, we can see that the frequency of the statistically significant greater mean number of score rated by people from Shanghai than people from other cities is highest, which appears among COG1, COG3, COG4 and COG5. The results point out that **tourists from Shanghai** do have higher satisfaction with cognitive image of Barcelona compared with people from other cities in China. Comparing people from all the different cities, we can observe that majority of people have almost the same order of satisfaction with cognitive attributes: COG5, COG3, COG1, COG2, COG4 (from high to low mean number order), except for people from Hongkong, who rated COG3 (atmosphere) highest. The results suggest that for the majority of Chinese tourists, the order of satisfaction with Barcelona's cognitive image is cultural resources, atmosphere, natural and social environment, service and information and tourist hot spots, meaning that Chinese tourists do enjoy a lot Barcelona's **cultural resources** and also are satisfied with the tourist atmosphere. For them the natural and social environment is neutral, but perhaps the tourist information and services still have room of improvement. The lowest score of cognitive attributes is **tourist hot spots,** which would be our future research: if the tourist hot spots such as Camp Nou, Shopping points and Olympic Games spots do not attract Chinese tourists? Don't they reach their expectations on the hot spots? Aren't Chinese tourists satisfied with the service there (as the score of service and information was the second lowest)?

Table 39. Post Hoc Test of Profession and AFF

Dependent variable	Profession 1 (Mean)	Profession 2 (Mean)	Sig.*
AFF	Company employee (4.34)	Public official (3.87)	**0.006**
		Retirement (3.83)	**0.000**
	Retirement (3.83)	Freelancer (4.25)	**0.005**
		Student (4.21)	**0.002**
		Housewife (4.45)	**0.040**

Source: author's own elaboration

Table 40. Post Hoc Test of Profession and Cognitive Attributes

Dependent variable	Profession 1 (Mean)	Profession 2 (Mean)	Sig.*
COG1	Housewife (4.50000)	Public official (3.8167)	**0.036**
		Unemployment (3.5000)	**0.018**
	Retirement (3.7000)	Freelancer (4.0956)	**0.007**
		Company employee (4.649)	**0.001**
		Student (4.0230)	**0.007**
		Housewife (4.5000)	**0.008**
COG3	Company employee (4.3532)	Public official (3.9556)	**0.020**
	Retirement (3.9167)	Freelancer (4.2451)	**0.027**
		Company employee (4.3532)	**0.000**
		Student (4.1992)	**0.021**
COG4	Unemployment (2.4167)	Freelancer (3.3235)	**0.050**
		Housewife (3.7333)	**0.025**
COG5	Unemployment (3.8750)	Company employee (4.4622)	**0.040**

Source: author's own elaboration

* The mean difference is significant at the 0.05 level. Significant values are in bold.

Regarding the post hoc test for cognitive attributes and distinct **professions**, the data shows that the satisfaction with Barcelona's cognitive image was statistically different between specific groups of distinct professions: with regard to **COG1**, housewife (Mean±Std. Deviation: 4.5±0.77) rated higher than public official (3.82±0.49) and unemployment (3.5±0.54) (p-values: 0.036 vs. 0.02); retirement (3.7±0.56) rated lower than freelancer (4.10±0.62), company employee (4.06±0.64), student (4.02±0.64) and housewife (4.5±0.77) (p-values: 0.007, 0.001, 0.007, 0.008); on **COG3**, company employee (4.35±0.63) rated statistically significantly greater than

public official (3.96±0.86, p-value: 0.020), but retirement (3.92±0.55) generally rated lower than majority of other professions, freelancer (4.25±0.66, p-value: 0.027), company employee (4.35±0.63, p-value: 0.000) and student (4.2±0.64, p-value: 0.021); with regard to **COG4**, unemployment (2.42±0.57) rated statistically significantly lower than freelancer (3.32±0.81, p-value: 0.05) and housewife (3.73±0.96, p-value: 0.025), and additionally, unemployment (3.88±0.85) rated **COG5** lower than company employee (4.46±0.5, p-value: 0.04).

According to the results of post hoc test of cognitive attributes and professions, we can observe that in overall retirement and unemployment rated statistically significantly lower than Chinese tourists of many other professions, while company employee, freelancer and housewife generally rated higher than Chinese tourists of other professions. Furthermore, mean of every profession allows us to see that majority of the professions' order of satisfaction with cognitive image is cultural resources, atmosphere, natural and social environment, service and information and tourist hot spots, which is same with the satisfaction order of the group of Living place, except for unemployment who are mostly satisfied with Barcelona's tourist atmosphere, followed by service and information, but the most disappointing cognitive image for them is still the tourist hot spots. Therefore, we can conclude that regardless of the Chinese tourists' profession or where they are from, the most dissatisfying cognitive attributes is Barcelona's **tourist hot spots** (attractions): Camp nou, Olympic Games playground and shopping points.

In addition, in this case, the mean differences between distinct income levels on factor income levels on factor of COG4, marital status on factor of COG3 and different travel times to Barcelona on factor of COG3 were not statistically different, but the data of post hoc tests (Table 37) allow us to observe that significant difference were obtained in some specific groups. It is worth mentioning that on COG3 (atmosphere) the Chinese tourists that have visited Barcelona more than twice (4.41±0.59) statistically significantly valued higher than the tourists that never visited Barcelona (4.21±0.66,

p-value: 0.036), which is very worth for us deeply considering that among the total respondent (370), there were **273** 1st-time tourists, **42** 2nd-time tourists and **55** 3rd-time tourists, and the 55 tourists highlight the city's atmosphere rather than tourist attractions or hot spots. Nowadays there have been more and more Chinese outbound tourists that already visited Europe and what they value now is the atmosphere of the city and an in-depth tourism.

Regarding the impact of sociodemographic characteristics of Chinese tourists on affective evaluation of Barcelona city image. The post hoc test revealed that tourists from Shanghai (M±SD: 4.39±0.594) rated affective attribute statistically significantly higher than tourists from other cities (M±SD: 4.14±0.665). Among the 370 participants, people from HongKong rated highest (M±SD: 4.58±0.52), followed by people from Taiwan (M±SD: 4.41±0.727), Shanghai (M±SD: 4.39±0.594), Guangdong (M±SD: 4.22±0.7), Beijing (M±SD: 4.19±0.609), and tourists from other cities rated the affective attribute lowest (M±SD: 4.14±0.665). tourists from Hongkong and from Taiwan rated higher than the tourists from Shanghai, but those from Shanghai rated statistically significantly higher than people from other cities, because of the quantity of the participants (Shanghai: 101 participants; Hongkong: 3 participants; Taiwan: 11 participants).

People of distinct marital status impact on their traveling mood as well. According to the results of the post hoc test, Chinese tourists in relationship generally rated higher than other travelers: tourists in relationship (M±SD: 4.4±0.637) rated statistically significantly higher than married (M±SD: 4.13±0.688) and divorced travelers (M±SD: 3.91±0.352).

It is very worth mentioning that tourists with or without Barcelona traveling experience have very different mood (affective evaluation) when they are on site. Chinese third-time visitors (M±SD: 4.43±0.591) rated statistically significantly higher than first-time visitors (M±SD: 4.19±0.662). Some interviewees told us that many free

independent travelers (FIT) are repeat visitors, and majority of first-time visitors choose group-tour travel, meaning that the first-time visitors who chose group-tour travel perhaps have relatively down mood when visiting compared with repeat visitors who are FIT, which can provide some suggestions and ideas for travel planners and travel agencies.

On participants' different professions, Chinese tourists of retirement (M±SD: 3.83±0.587) rated statistically significantly lower than travelers of many other professions, such as freelancer (M±SD: 4.25±0.683), student (M±SD: 4.21±0.632), housewife (M±SD: 4.45±0.512) and company employee (M±SD: 4.34±0.620), that rated statistically significantly higher than public official (M±SD: 3.87±0.839).

All the mean numbers of the socio-demographic characteristics to the cognitive and affective evaluation are referenced as the tables below (Table 41 - Table 51).

Table 41. Mean and SD of COGs and Age

		N	Mean	Std. Deviation
COG1	18-29	217	3.9896	.60825
	30-39	74	4.0236	.77545
	40 and more	79	4.0443	.58254
	Total	370	4.0081	.63859
COG2	18-29	217	3.7880	.86936
	30-39	74	3.7095	.89904
	40 and more	79	3.8481	.80206
	Total	370	3.7851	.86040
COG3	18-29	217	4.2473	.60839
	30-39	74	4.2523	.77991
	40 and more	79	4.2194	.62677
	Total	370	4.2423	.64822
COG4	18-29	217	3.1275	.87761
	30-39	74	3.2523	.94250
	40 and more	79	3.0717	.80005
	Total	370	3.1405	.87493
COG5	18-29	217	4.3917	.57415
	30-39	74	4.4054	.56542
	40 and more	79	4.4557	.53822
	Total	370	4.4081	.56400

Table 42. Mean and SD of COGs and education level

		N	Mean	Std. Deviation
COG1	University	145	4.0138	.63313
	Master, PhD or PostPhD	178	4.0070	.65172
	Others	47	3.9947	.61787
	Total	370	4.0081	.63859
COG2	University	145	3.8000	.79582
	Master, PhD or PostPhD	178	3.7612	.88171
	Others	47	3.8298	.97956
	Total	370	3.7851	.86040
COG3	University	145	4.2943	.66144
	Master, PhD or PostPhD	178	4.2172	.63503
	Others	47	4.1773	.65883
	Total	370	4.2423	.64822
COG4	University	145	3.2184	.90128
	Master, PhD or PostPhD	178	3.0861	.87230
	Others	47	3.1064	.79887
	Total	370	3.1405	.87493
COG5	University	145	4.4276	.53026
	Master, PhD or PostPhD	178	4.3820	.57255
	Others	47	4.4468	.63617
	Total	370	4.4081	.56400

Table 43. Mean and SD of COGs and income level

		N	Mean	Std. Deviation
COG1	< 3000	78	4.0641	.77127
	3000 - 6000	95	4.1000	.52390
	6000 - 9000	65	3.9038	.66393
	> 9000	132	3.9602	.60911
	Total	370	4.0081	.63859
COG2	< 3000	78	3.7821	.96561
	3000 - 6000	95	3.8053	.85457
	6000 - 9000	65	3.7000	.65431
	> 9000	132	3.8144	.89401
	Total	370	3.7851	.86040
COG3	< 3000	78	4.2607	.72603

		N	Mean	Std. Deviation
	3000 - 6000	95	4.2912	.57989
	6000 - 9000	65	4.2974	.60988
	> 9000	132	4.1692	.66475
	Total	370	4.2423	.64822
COG4	< 3000	78	3.1923	.95576
	3000 - 6000	95	3.3053	.86249
	6000 - 9000	65	3.0872	.91340
	> 9000	132	3.0177	.80004
	Total	370	3.1405	.87493
COG5	< 3000	78	4.5128	.58651
	3000 - 6000	95	4.3842	.52821
	6000 - 9000	65	4.3231	.63388
	> 9000	132	4.4053	.53550
	Total	370	4.4081	.56400

Source: author's own elaboration

Table 44. MEAN and SD OF COGs and living place

		N	Mean	Std. Deviation
COG1	Beijing	25	3.9100	.58131
	Shanghai	101	4.2327	.57474
	Guangdong	16	4.1406	.68294
	Hongkong	3	4.0833	.80364
	Taiwan	11	4.3182	.98800
	Others	214	3.8867	.61834
	Total	370	4.0081	.63859
COG2	Beijing	25	3.4400	.95000
	Shanghai	101	3.8564	.84361
	Guangdong	16	3.8750	1.04083
	Hongkong	3	4.0000	.86603
	Taiwan	11	3.7273	.71985
	Others	214	3.7850	.84923
	Total	370	3.7851	.86040
COG3	Beijing	25	4.2000	.60093
	Shanghai	101	4.4026	.61881
	Guangdong	16	4.2708	.69088
	Hongkong	3	4.5556	.50918
	Taiwan	11	4.3939	.74264
	Others	214	4.1573	.65056
	Total	370	4.2423	.64822
COG4	Beijing	25	3.0667	.83887
	Shanghai	101	3.2739	.85816
	Guangdong	16	3.3333	.79815

			Mean	Std. Deviation
	Hongkong	3	3.8889	1.01835
	Taiwan	11	3.4545	1.27604
	Others	214	3.0452	.85795
	Total	370	3.1405	.87493
COG5	Beijing	25	4.2000	.50000
	Shanghai	101	4.5248	.49181
	Guangdong	16	4.3750	.64550
	Hongkong	3	4.5000	.50000
	Taiwan	11	4.5455	.35032
	Others	214	4.3715	.59818
	Total	370	4.4081	.56400

Source: author's own elaboration

Table 45. Mean and SD of COGs and marital status

		N	Mean	Std. Deviation
COG1	Married	156	3.9936	.67737
	Widowed	2	4.3750	.88388
	Divorced	8	4.0000	.37796
	In Relationship	65	4.0077	.58291
	Single	139	4.0198	.63422
	Total	370	4.0081	.63859
COG2	Married	156	3.7724	.82958
	Widowed	2	4.0000	1.41421
	Divorced	8	4.1250	.79057
	In Relationship	65	3.7000	.88300
	Single	139	3.8165	.88699
	Total	370	3.7851	.86040
COG3	Married	156	4.1709	.67254
	Widowed	2	4.3333	.47140
	Divorced	8	3.8750	.35355
	In Relationship	65	4.4000	.65670
	Single	139	4.2686	.61761
	Total	370	4.2423	.64822
COG4	Married	156	3.1603	.83771
	Widowed	2	3.5000	1.17851
	Divorced	8	3.6667	.73463
	In Relationship	65	3.0462	.95902
	Single	139	3.1271	.87862
	Total	370	3.1405	.87493
COG5	Married	156	4.4359	.56431
	Widowed	2	5.0000	.00000
	Divorced	8	4.3750	.51755

		N	Mean	Std. Deviation
	In Relationship	65	4.3231	.56893
	Single	139	4.4101	.56547
	Total	370	4.4081	.56400

Source: author's own elaboration

Table 46. MEAN and SD OF COGs and PROFESSION

		N	Mean	Std. Deviation
COG1	Public Official	15	3.8167	.48612
	Freelancer	34	4.0956	.62163
	Company employee	185	4.0649	.64415
	Student	87	4.0230	.63980
	Housewife	5	4.5000	.77055
	Retirement	40	3.7000	.55816
	Unemployment	4	3.5000	.54006
	Total	370	4.0081	.63859
COG2	Public Official	15	3.7333	.67788
	Freelancer	34	3.8824	.96184
	Company employee	185	3.7919	.90511
	Student	87	3.7299	.79535
	Housewife	5	4.5000	.86603
	Retirement	40	3.7000	.72324
	Unemployment	4	4.0000	1.15470
	Total	370	3.7851	.86040
COG3	Public Official	15	3.9556	.86251
	Freelancer	34	4.2451	.66317
	Company employee	185	4.3532	.62571
	Student	87	4.1992	.64391
	Housewife	5	4.4667	.50553
	Retirement	40	3.9167	.54824
	Unemployment	4	4.0833	.68718
	Total	370	4.2423	.64822
COG4	Public Official	15	3.0000	.97590
	Freelancer	34	3.3235	.81023
	Company employee	185	3.1856	.91077
	Student	87	3.0421	.88747
	Housewife	5	3.7333	.95452
	Retirement	40	3.0417	.63240
	Unemployment	4	2.4167	.56928
	Total	370	3.1405	.87493
COG5	Public Official	15	4.4333	.67788
	Freelancer	34	4.3235	.60154
	Company employee	185	4.4622	.49856
	Student	87	4.3333	.64098

	Housewife	5	4.6000	.54772
	Retirement	40	4.4125	.55340
	Unemployment	4	3.8750	.85391
	Total	370	4.4081	.56400

Source: author's own elaboration

Table 47. MEAN and SD OF COGS and TRAVELING TIMES

		N	Mean	Std. Deviation
COG1	1st	273	3.9817	.62399
	2nd	42	4.0000	.69843
	3rd or more	55	4.1455	.65738
	Total	370	4.0081	.63859
COG2	1st	273	3.7326	.82020
	2nd	42	3.8929	.91422
	3rd or more	55	3.9636	.99002
	Total	370	3.7851	.86040
COG3	1st	273	4.2112	.65846
	2nd	42	4.2222	.62758
	3rd or more	55	4.4121	.59478
	Total	370	4.2423	.64822
COG4	1st	273	3.1392	.88709
	2nd	42	3.0794	.81254
	3rd or more	55	3.1939	.87181
	Total	370	3.1405	.87493
COG5	1st	273	4.3901	.57906
	2nd	42	4.4524	.49151
	3rd or more	55	4.4636	.54309
	Total	370	4.4081	.56400

Source: author's own elaboration

Table 48. MEAN and SD OF AFF and living place

	N	Mean	Std. Deviation
Beijing	25	4.19	.609
Shanghai	101	4.39	.594
Guangdong	16	4.22	.700
Hongkong	3	4.58	.520
Taiwan	11	4.41	.727
Others	214	4.14	.665
Total	370	4.23	.651

Source: author's own elaboration

Table 49. MEAN and SD of AFF and MARITAL STATUS

	N	Mean	Std. Deviation
Married	156	4.13	.688
Widowed	2	4.25	.354
Divorced	8	3.91	.352
In Relationship	65	4.40	.637
Single	139	4.27	.612
Total	370	4.23	.651

Source: author's own elaboration

Table 50. MEAN and SD of AFF and PROFESSION

	N	Mean	Std. Deviation
Public Official	15	3.87	.839
Freelancer	34	4.25	.683
Company employee	185	4.34	.620
Student	87	4.21	.632
Housewife	5	4.45	.512
Retirement	40	3.83	.587
Unemployment	4	4.06	.515
Total	370	4.23	.651

Source: author's own elaboration

Table 51. MEAN and SD OF AFF and TRAVEL TIMES

	N	Mean	Std. Deviation
1st	273	4.19	.662
2nd	42	4.20	.623
3rd or more	55	4.43	.591
Total	370	4.23	.651

Source: author's own elaboration

6.4.4 Linear Regression Analysis

Before conducting the multiple Regression, we run the following data to measure if a regression analysis meets all the analytical criteria: Adjusted R Square, DW, VIF, Zresidual, Histogram, scatterplot and normal p-p plot.

Adjusted R square indicates how well terms fit a curve or line, and if more useless variables are added to the model, adjusted R square will decrease, and if more useful variables are added adjusted R square will increase. Normally if adjusted R square is greater than 0.6, this linear equation is a good fit to the raw data. Additionally, in general, if time-series data is run by regression, the coefficient of determination would be higher, and if cross-sectional data is run by regression, coefficient of determination would be much lower (Petrovics, 2012).

In addition, variance inflation factor (VIF) is the ratio of variance in a model with multiple terms, divided by the variance of a model with one term alone. It measures how much the variance of an estimated regression coefficient increases if the predictors are correlated. If VIF is lower than 10, there is no multicollinearity between the independent variables. If there is a strong co-linear two independent variables, we can regard it as the same independent variable. Therefore, in our case, VIF is less than 10, meaning that there is no such possibility.

Continually, the Durbin Watson (DW) is to determine whether there is autocorrelation (serial correlation) between the data. If there is autocorrelation, then our regression will be pseudo regression, and the results will not be judged again. If DW value is lower than 2, the model may have positive autocorrelation, and if DW coefficient is more than 2, the model may have negative autocorrelation (Petrovics, 2012).

Furthermore, before conducting the regression test, the standardized residual is needed to confirm with. The standardized residual is a measure of the strength of the difference between observed and expected values. It is a measure of how significant our cells are to the chi-square value. If the absolute value of the standardized residual is greater than 2 then we consider that the residual is too large (Petrovics, 2012). In addition, we can also further confirm if the model is within the residual range with Histogram, scatterplot and normal p-p plot.

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Table 52. MEAN and SD of MOTs

	Mean	Std. Deviation
MOT1	4.43	.512
MOT2	3.63	.714
MOT3	3.42	.908
MOT4	4.07	.610

Source: author's own elaboration

As table 52 shows, majority of Chinese tourists have strong motivation to have cultural experience when visiting Barcelona (M: 4.43), and followed by "search for natural beauty" (M: 4.07). "Relaxation" (M: 3.63) and "prestige & networking" (M: 3.42) have similar means.

Table 53. Multiple linear regression of MOTs and COG1

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.224	0.317		10.166	0.000		
MOT1	0.071	0.072	0.057	0.978	0.329	0.790	1.266
MOT2	0.074	0.057	0.082	1.287	0.199	0.649	1.540
MOT3	0.061	0.042	0.087	1.473	0.142	0.760	1.315
MOT4	- 0.002	0.065	-0.02	- 0.027	0.978	0.692	1.445
Adjusted R Square: 0.019, R Square:							
Durbin Watson (DW): 1.792							
F-Value (4,365)=2.822, p-value=0.025							
Dependent variable: COG1							

Source: author's own elaboration

For the general purpose of explicating and explaining the dynamics underlying a particular construct by indicating which variables in combination might be more strongly associated with it, and for the specific purpose of our case of examining the relationship between Chinese tourists' motivations and cognitive image and also their affective image of Barcelona, multiple regression was run by SPSS 22.

As Table 53 shows, and also according to Histogram, scatterplot and normal p-p plot run by the test, we can confirm that this model meets multiple regression test criteria except for the adjusted R square, which was 0.019. In our case, because of the large sample size, a nearly 10% adjusted R square is acceptable (Petrovics, 2012). In addition, a lower adjusted R square does not mean that the model is useless, but the point is to see if there is a small but reliable relationship. Furthermore, preliminary analyses were performed to ensure that there was no violation of the assumption of normality, linearity and multicollinearity.

The first multiple regression was run to predict Barcelona's cognitive image of natural and social environment (COG1) from Chinese tourists' distinct motivations (MOT1: cultural experience, MOT2: relaxation, MOT3: prestige and networking, MOT4: search for natural beauty). These variables statistically significantly predicted COG1, $F_{(4,365)}=2.822$, $P=0.025$, R-squared=0.030. However, no variables added statistically significantly to the prediction.

Table 54. Multiple linear regression of MOTs and COG2

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.302	0.430		7.670	0.000		
MOT1	0.020	0.098	0.012	0.204	0.839	0.790	1.266
MOT2	0.040	0.078	0.033	0.520	0.604	0.649	1.540
MOT3	0.102	0.056	0.108	1.812	0.071	0.760	1.315
MOT4	-0.025	0.088	-0.018	-0.284	0.777	0.692	1.445
Adjusted R Square: 0.005							
R Square: 0.015							
Durbin Watson (DW): 1.751							
F (4,365)=1.436, p=0.222							
Dependent variable: COG2							

Source: author's own elaboration

The second multiple regression test was run and according to the ANOVA results, we observe that the p-value was 0.222, which means this model of motivations and Barcelona's cognitive image (service and information) was not effective.

Table 55. Multiple linear regression of MOTs and COG3

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.485	0.312		7.973	0.000		41.266
MOT1	0.247	0.071	0.195	3.464	**0.001***	0.790	1.540
MOT2	0.054	0.056	0.059	0.952	0.342	0.649	1.315
MOT3	0.057	0.041	0.080	1.399	0.163	0.760	1.445
MOT4	0.067	0.064	0.063	1.053	0.293	0.692	
Adjusted R Square: 0.080							
Durbin Watson (DW): 1.807							
G-value (4,365) = 9.067, P-value: 0.000							
Dependent variable: COG3							

Source: author's own elaboration

Continually, as table 55 shows, the adjusted R square of the third regression test was 0.080, near to 0.10, which is acceptable as mentioned before. The DW value was lower than 2 so our model was in positive autocorrelation. In addition, the VIF values were lower than 10, indicating that there is no multicollinearity between the independent variables. Regarding the standardized residual, among 370 results, only 11 absolute value of standardized residual were greater than 2, meaning that the residual of the model was very small. Continually, according to the Histogram, scatterplot and normal p-p plot run by the test, we can confirm that this model meets multiple regression test criteria.

A multiple linear regression was calculated to predict COG3 based on MOT1, MOT2, MOT3 and MOT4. A significant regression equation was found ($F_{(4,365)} = 2.822$, $P < 0.05$), with an R-squared of 0.090. Participants' predicted COG3 is equal to 2.485 + 0.0247 (MOT1) + 0.054 (MOT2) + 0.057 (MOT3) + 0.067 (MOT4), where MOTs are coded as 1 = strongly disagree, 2=agree, 3=neutral, 4=agree and 5=strongly agree.

Among the predictors, only MOT1 (Beta = 0.20, t (365) = 3.46, p < 0.05) was significant predictors of COG3 (atmosphere), indicating if Chinese tourists visit Barcelona with the aim of having more cultural experience, they would be very satisfied with the atmosphere in Barcelona.

Table 56. Multiple linear regression of MOTs and COG4

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.967	0.437		6.787	0.000		
MOT1	-0.041	0.100	-0.024	-0.406	0.685	0.790	1.266
MOT2	0.069	0.079	0.056	0.869	0.385	0.649	1.540
MOT3	0.118	0.057	0.123	2.063	**0.040**	0.760	1.315
MOT4	-0.074	0.090	-0.052	-0.826	0.409	0.692	1.445
Adjusted R Square: 0.07, R Square: 0.018							
Durbin Watson (DW): 1.950							
F (4,365): 1.657, p =0.159							
Dependent variable: COG4							

Source: author's own elaboration

Table 57. Correlations of MOTs and COG4

		COG4	MotKnow	MotRelax	MotPrest	MotEnt
Pearson Correlation	COG4	1.000	.025	.071	.121	.007
	MOT1	.025	1.000	.328	.388	.334
	MOT2	.071	.328	1.000	.406	.526
	MOT3	.121	.388	.406	1.000	.301
	MOT4	.007	.334	.526	.301	1.000
Sig. (1-tailed)	COG4	.	.316	.087	.010	.447
	MOT1	.316	.	.000	.000	.000
	MOT2	.087	.000	.	.000	.000
	MOT3	.010	.000	.000	.	.000
	MOT4	.447	.000	.000	.000	.
N	COG4	370	370	370	370	370
	MOT1	370	370	370	370	370
	MOT2	370	370	370	370	370
	MOT3	370	370	370	370	370
	MOT4	370	370	370	370	370

Source: author's own elaboration

In the multiple regression of COG4 and motivations, according to the results of the multiple linear regression (Table 56), the relationship between COG4 and all motivations is not statistically significant (F (4,365): 1.657, P>0.05), so we applied stepwise screening method. According to correlation test (Table 55), we observed that only MOT3 and COG4 have statistically significant positive correlation (r (368) = 0.121, p < 0.05). Continually, we gradually entered other independent variables but no one met the criteria, therefore, in the end we obtained the model of regression of MOT3 (prestige) and COG4 as the table shows below (Table 58).

Table 58. Multiple linear regression of MOT3 and COG4

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.743	0.176		15.547	0.000		
MOT3	0.116	0.050	0.121	2.333	**0.020***	1.000	1.000
Adjusted R Square: 0.012, R Square: 0.015							
Durbin Watson (DW): 1.942							
F (1,368): 5.443, p = 0.020							
Dependent variable: COG4							

*The relationship is significant at the 0.05 level. Significant values are in bold.

Source: author's own elaboration

As Table 58 shows the adjusted R square of the forth regression test was 0.015, because of the large size of our sample, the model is considered as acceptable as mentioned before. The DW value was lower than 2 so our model was in positive autocorrelation.

A linear regression was calculated to predict COG4 based on MOT3 (prestige). A significant regression equation was found (F (1,368) = 5.443, P < 0.05), with an R-squared of 0.015. Participants' predicted COG4 is equal to 2.743 + 0.116 (MOT3), where MOT3 is coded as 1 = strongly disagree, 2=agree, 3=neutral, 4=agree and

5=strongly agree. MOT3 (Beta = 0.116, t (368) = 2.33, p < 0.05) was significant predictor of COG4 (tourist hot spots).

Table 59. Multiple linear regression of MOTs and COG5

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.961	0.271		10.935	0.000		
MOT1	0.334	0.062	0.303	5.408	**0.000***	0.790	1.266
MOT2	0.050	0.049	0.064	1.032	0.303	0.649	1.540
MOT3	-0.014	0.036	-0.023	-0.396	0.693	0.760	1.315
MOT4	-0.042	0.055	-0.045	-0.759	0.448	0.692	1.445
Adjusted R Square: 0.083, R Square: 0.093							
Durbin Watson (DW): 1.975							
F (3,365): 9.381, p-value: 0.000							
Dependent variable: COG5							

*The relationship is significant at the 0.05 level. Significant values are in bold.

Source: author's own elaboration

The data of table 59, fifth regression test, allows us to see that the adjusted R square, DW and VIF values meet the test criteria, and additionally according to the standardized residual and the Histogram, scatterplot and normal p-p plot, we can observe that the test was also in residual range.

A multiple linear regression was calculated to predict COG5 based on MOT1, MOT2, MOT3 and MOT4. A significant regression equation was found (F (4,365) = 9.381, P < 0.05), with an R-squared of 0.093. Participants' predicted COG5 is equal to 2.961 + 0.334 (MOT1) + 0.050   (MOT2) - 0.014 (MOT3) - 0.042 (MOT4), where MOTs are coded as 1 = strongly disagree, 2=agree, 3=neutral, 4=agree and 5=strongly agree. Among the predictors, only MOT1 (Beta = 0.334, t (365) = 5.408, p < 0.05) was significant predictors of COG5 (cultural resources).

Table 60. Multiple linear regression of MOTs and AFF

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.440	0.312		7.820	0.000		
MOT1	0.235	0.071	0.185	3.306	**0.001***	0.790	1.266
MOT2	0.043	0.056	0.047	0.766	0.444	0.649	1.540
MOT3	0.082	0.041	0.114	1.995	**0.047***	0.760	1.315
MOT4	0.075	0.064	0.070	1.179	0.239	0.692	1.445
Adjusted R Square: 0.088, R Square: 0.098							
Durbin Watson (DW): 1.738							
F (4, 365): 9.889, p-value: 0.000							
Dependent variable: AFF(exciting/gloomy, relaxing/distressing, pleasant/unpleasant, curious/sleepy)							

* The relationship is significant at the 0.05 level. Significant values are in bold.

Source: author's own elaboration

The data of table 60 allow us to see that the adjusted R square of the sixth regression test was 0.088, near to 0.10, which in our case is also acceptable. The DW value was lower than 2, and all the VIF values of MOTs were lower than 10, so there is no multicollinearity between the independent variables. In addition the standardized residual, among 370 results only 13 absolute value of standardized residual were greater than 2, which means that the model was in residual range. Also according to the Histogram, scatterplot and normal p-p plot run by the test, we can confirm that this model meets multiple regression test criteria.

A multiple linear regression was calculated to predict AFF based on MOT1, MOT2, MOT3 and MOT4. A significant regression equation was found (F (4,365) = 9.889, P < 0.05), with an R-squared of 0.098. Participants' predicted AFF is equal to 2.440 + 0.235 (MOT1) + 0.043 (MOT2) + 0.082 (MOT3) + 0.075 (MOT4), where MOTs are coded as 1 = strongly disagree, 2=agree, 3=neutral, 4=agree and 5=strongly agree. Among the predictors, MOT1 (Beta = 0.185, t (365) = 3.306, p < 0.05) and MOT3 (Beta = 0.114, t (365) = 1.995) were significant predictors of AFF. Furthermore, according to the Beta values of the significant predictors we can observe that MOT1 (cultural experience, Beta = 0.185) has greater impact on AFF than MOT3 (prestige,

Beta = 0.114).

Table 61. Multiple linear regression of MOTs and OTDI

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.355	0.294		11.400	0.000		
MOT1	0.055	0.067	0.047	0.824	0.411	0.790	1.266
MOT2	0.131	0.053	0.156	2.464	**0.014***	0.649	1.540
MOT3	0.078	0.039	0.118	2.018	**0.044***	0.760	1.315
MOT4	-0.072	0.060	-0.073	-1.188	0.235	0.692	1.445
Adjusted R Square: 0.040, R Square: 0.050							
Durbin Watson (DW): 1.942							
F (4, 365): 4.850, P: 0.001							
Dependent variable: OTDI							

*The relationship is significant at the 0.05 level. Significant values are in bold.

Source: author's own elaboration

As Table 61 shows, and according to Histogram, scatterplot and normal p-p plot run by the test, we can confirm that this model meets multiple regression test criteria. And the data of residual test let us to know that there were 11 absolute values of standardized residual greater than 2 which was very small, so the model was acceptable.

The seventh multiple regression was run to predict Barcelona's OTDI (overall tourist destination image) from Chinese tourists' distinct motivations (MOTs). These variables statistically significantly predicted OTDI, $F(4,365)=4.850$, $P < 0.05$, R-squared = 0.050. However, no variables added statistically significantly to the prediction. Participants' predicted OTDI is equal to 3.355 + 0.055 (MOT1) + 0.131 (MOT2) + 0.078 (MOT3) - 0.072 (MOT4), where MOTs are coded as 1 = strongly disagree, 2=agree, 3=neutral, 4=agree and 5=strongly agree. Among the predictors, **MOT2** (Beta = 0.156, t (365) = 2.464, $p < 0.05$) and **MOT3** (Beta = 0.118, t (365) = 2.018) were significant predictors of OTDI. Furthermore, according to the Beta values of the significant predictors we can observe that **MOT2** (relaxation, Beta = 0.156) has **greater impact on OTDI than**

MOT3 (prestige, Beta = 0.118).

Table 62. Multiple linear regression of COGs and OTDI

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.404	0.286		8.401	0.000		
COG1	0.288	0.058	0.307	4.995	**0.000***	0.622	1.606
COG2	-0.057	0.036	-0.081	-1.587	0.113	0.898	1.113
COG3	0.061	0.048	0.066	1.255	0.210	0.862	1.160
COG4	0.029	0.037	0.042	0.774	0.439	0.803	1.245
COG5	0.081	0.057	0.076	1.423	0.156	0.818	1.222
Adjusted R Square: 0.130, R Square: 0.142							
Durbin Watson (DW): 1.837							
F (5, 364): 12.010, P: 0.000							
Dependent variable: OTDI							

*The relationship is significant at the 0.05 level. Significant values are in bold.

Source: author's own elaboration

Continually, as table 62 shows the adjusted R square of the eighth regression test was 0.130, which is acceptable as mentioned before. The DW value was lower than 2 so our model was in positive autocorrelation. In addition, the VIF values of COGs were lower than 10 which means that there is no multicollinearity between the independent variables. Regarding the standardized residual, among 370 results only 15 absolute value of standardized residual were greater than 2, which means that the residual of the model was very small. Also, according to the Histogram, scatterplot and normal p-p plot run by the test, we can confirm that this model meets multiple regression test criteria.

A multiple linear regression was calculated to predict OTDI based on COG1 (natural and social environment), COG2 (service and information), COG3 (atmosphere), COG4 (hot spots) and COG5 (cultural resources). A significant regression equation was found ($F_{(5, 364)}$ = 12.010, $P < 0.05$), with an R-squared of 0.142. Participants' predicted OTDI is equal to 2.404 + 0.288 (COG1) - 0.057 (COG2) + 0.061 (COG3) +

0.029 (COG4) + 0.081 (COG5), where COGs are coded as 1 = strongly disagree, 2=agree, 3=neutral, 4=agree and 5=strongly agree. Among the predictors, only **COG1** (Beta = 0.307, t (364) = 4.995, p < 0.05) was significant predictors of OTDI.

Table 63. Linear regression of AFF and OTDI

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.252	0.201		16.214	0.000		
AFF	0.189	0.047	0.206	4.028	**0.000***	1.000	1.000
Adjusted R Square: 0.040, R Square: 0.042							
Durbin Watson (DW): 1.919							
F (1, 368): 16.227, p: 0.000							
Dependent variable: OTDI							

*The relationship is significant at the 0.05 level. Significant values are in bold.

Source: author's own elaboration

The regression test of AFF and OTDI was calculated and as the table shows this model also meets multiple regression test criteria. The test was run to predict Barcelona's OTDI from Chinese tourists' affective attributes (AFF). These variables statistically significantly predicted OTDI, F (1, 368) = 16.227, P < 0.05, R-squared = 0.042. Respondents ' predicted OTDI is equal to 3.252 + 0.189 (AFF), where AFF was coded as 1 = strongly disagree, 2=agree, 3=neutral, 4=agree and 5=strongly agree. The **AFF** (Beta = 0.206, t (368) = 4.028) was significant predictor of OTDI.

6.4.5 Paired-Samples T Test

Table 64. Paired-samples T test of Pre-TDI Barça and Post-TDI Barça

Variables	Paired samples statistics	Paired samples correlations		Paired samples test		Normal distribution	
	Mean	Correlation	Sig.	T	Sig.(2-tailed)	Skewness	kurtosis
Pre-TDI Barça	3.66	0.627	**0.000***	6.665	**0.000****		
Post-TDI Barça	3.32					0.36	-0.14

*The correlation is significant at the 0.05 level. Significant values are in bold.

**The difference is significant at the 0.05 level. Significant values are in bold.

Source: author's own elaboration

The first paired-samples t-test was conducted to compare Barcelona's image of Barça before visiting Barcelona (Pre-TDI Barça) (M = 3.66, SD =1.125) and after visiting Barcelona (Post-TDI Barça) (M = 3.32, SD = 1.132) conditions. Prior to conducting the analysis, the assumption of normally distributed difference scores was examined. The assumption was considered satisfied, as the skew and kurtosis levels were estimated at 0.36 and -0.14, respectively, which is less than the maximum allowable values for a t-test (i.e., skew <|2.0| and kurtosis < |9.0|) (Posten, 1984). It will also be noted that the correlation between the two conditions was estimated at r = 0.63, p < 0.001, suggesting that the dependent samples t-test is appropriate in this case. The null hypothesis of equal resilience means was rejected, $t(369)$ = 6.67, p<0.01. thus, the Pre-TDI Barça mean was statistically significantly higher than the Post-TDI Barça mean. Cohen's d, which tells us how importance the difference is, was estimated at 0.35 which is small effect based on Cohen's (1992) guidelines. We are 95% confident that the mean score for confidence in Chinese tourists in Barcelona will fall between 3.55 and 3.78 (Loftus and Masson, 1994).

These results suggest that the before and after visitations to Barcelona do have different impact. Specifically, our results suggest that when after visiting Barcelona, the score of Barcelona TDI Barça decreases, indicating that before visiting the city, Chinese tourists had thought that Barcelona city image could be considered as the football team, -Barça-. However, when they finished their trip, they rated a lower score (mean of 3.32) for the Barça image. But they had also significant correlation (0.627).

Table 65. Paired-samples T test of Pre-TDI Gaudi and Post-TDI Gaudi

Variables	Paired samples statistics	Paired samples correlations		Paired samples test		Normal distribution	
	Mean	Correlation	Sig.	T	Sig. (2-tailed)	skewness	kurtosis
Pre-TDI Gaudi	4.27	0.435	**0.000***	-1.245	0.214		
Post-TDI Gaudi	4.33					-0.93	1.80

*The correlation is significant tt the 0.05 level. Significant value is in bold.

Source: author's own elaboration

To test the hypothesis that the Pre-TDI Gaudi (M = 4.27, SD = 0.883) and Post-TDI Gaudi resilience means (M = 4.33, SD = 0.754) were equal, the second paired-samples t-test was performed. Also, prior to conducting the analysis, the assumption of normally distributed difference scores was examined. The assumption was considered satisfied, as the skew and kurtosis levels were estimated at - 0.93 and 1.80, respectively, which is less than the maximum allowable values for a t-test mentioned before(Posten, 1984). It will also be noted that the correlation between the two conditions was estimated at r = 0.435, p < 0.001, suggesting that the dependent samples t-test is appropriate in this case. The null hypothesis of equal resilience means was rejected, t(369) = - 1.245, p>0.05. Thus, the Pre-TDI Barça mean was not statistically significantly different from the Post-TDI Barça mean. Cohen's d, was estimated at - 0.064 which is small effect based on Cohen's (1992) guidelines. We are 95% confident that the mean score for confidence in Chinese tourists in Barcelona will fall between 4.18 and 4.36 (Loftus and Masson, 1994).

These results suggest that the before and after visitations to Barcelona do not have statistically significantly different impact. However, our results of mean suggest that when after visiting Barcelona, the score of Barcelona TDI Gaudi increases, indicating that before visiting the city, Chinese tourists think that Barcelona city image could be considered as architecture designed by Gaudi (M=4.27), and when they finish their trip, they rate a little bit higher score (M=4.33) for the Gaudi image. In addition, they have significant correlation (0.435).

Table 66. Paired-samples T test of Pre-TDI Good Weather and Post-TDI Good Weather

Variables	Paired samples statistics	Paired samples correlations		Paired samples test		Normal distribution	
	Mean	Correlation	Sig.	T	Sig. (2-tailed)	skewness	kurtosis
Pre-TDI Good weather	3.99	0.619	**0.000***	-5.258	**0.000****		
Post-TDI good weather	4.19					-0.75	0.316

*The correlation is significant at the 0.05 level. Significant values are in bold.

**The difference is significant at the 0.05 level. Significant values are in bold.

Source: author's own elaboration

The third paired-samples t-test (table 66) was reformed to compare Barcelona Pre-TDI good weather (M = 3.99, SD =0.84) and Post-TDI good weather (M = 4.19, SD = 0.88) conditions.

The assumption was considered satisfied, as the skew and kurtosis levels were estimated at -0.75 and 0.316, respectively, which is less than the maximum allowable values for a t-test (Posten, 1984). The correlation between the two conditions was estimated at r = 0.62, p < 0.001, suggesting that the dependent samples t-test is appropriate in this case. The null hypothesis of equal resilience means was rejected, t(369) = - 5.258, p<0.001. Thus, the Post-TDI good weather mean was statistically significantly higher than the Pre-TDI good weather mean. Cohen's d, which tells us how importance the difference is, was estimated at - 0.27 which is small effect based on Cohen's (1992) guidelines. We are 95% confident that the mean score for confidence in Chinese tourists in Barcelona will fall between 3.9 and 4.1 (Loftus and Masson, 1994).

These results suggest that the before and after visitations to Barcelona do have different impact. Specifically, our results indicate that when after visiting Barcelona, the score of Barcelona TDI good weather increases, indicating that before visiting the city, Chinese tourists think that Barcelona city image could be considered as good

weather but rated relatively low (M=3.99). However, when they finish their trip, they rated higher (M=4.19) for the good weather image. But they have also significant correlation (0.619).

Table 67. Paired-samples T test of Pre-TDI Shopping and Post-TDI Shopping

Variables	Paired samples statistics	Paired samples correlations		Paired samples test		Normal distribution	
	Mean	Correlation	Sig.	T	Sig. (2-tailed)	skewness	kurtosis
Pre-TDI Shopping	3.07	0.699	**0.000***	-1.505	0.133		
Post-TDI Shopping	3.14					0.38	-0.05

*The correlation is significant tt the 0.05 level. Significant value is in bold.

Source: author's own elaboration

Again, before conducting the test, the assumption of normally distributed difference scores was examined. The skew level was estimated at 0.38 and the kurtosis level was estimated at - 0.05, so according to the maximum allowable values for a t-test the assumption meets the criteria. The correlation between the two conditions was estimated at r = 0.70, p < 0.001, suggesting that the dependent t-test is appropriate in this case.

The fourth paired-samples t-test was conducted to compare Barcelona Pre-TDI shopping and Post-TDI Shopping conditions. In this case, there was no sifnificant difference in the scores for Pre-TDI Shopping (M=3.07, SD=1.23) and Post-TDI Shopping (M=3.14, SD=1.17); t (369)= - 1.51, p > 0.01.

The results suggest that there is no statistically significant difference between BCN Pre-TDI Shopping and Post-TDI Shopping. According to the mean box we can observe that after traveling Barcelona (M=3.14), Chinese tourists think that the city image could be relatively better considered as a famous shopping place than before visiting Barcelona (M=3.07). However, the general mean of BCN TDI Shopping was low, and the Cohen's *d* = -0.078, which was small, so we can consider that 'a famous

shopping place' is not very suitable for Barcelona city image.

However, according to our interviews prior to the survey, the interviewees indicated that comparing Barcelona and Paris, certain quantity of Chinese prefer Barcelona for going shopping because sometimes there are more low-cost or discounted luxury products in Barcelona such as *La Roca Village Outlet*, but Barcelona still does not have the prestige of a luxury products shopping place.

Conclusions

The results demonstrate that visitors are not quite balanced between the genders (119 male visitors, 251 female visitors), a fact that is justified by the characteristics of Chinese female outbound visitors: traveling at a younger age; preferring independent travel; relative high spending power (People.cn, 2018). Majority of the respondents are young-aged (18-29 years old; 58.6%) and 30-to-39-year-old visitors account for 20%, and have high education level (university, Mater or higher level). Out of the total 370 respondents, there are 310 independent visitors (83.8%), which is formed mostly by young people. The rest group/visitors are more than 50 years old. Most of the surveyed tourists are on their first trip to Spain (67.8%) and to Barcelona (73.8%), even though more than half of the respondents already traveled to Europe three or more times.
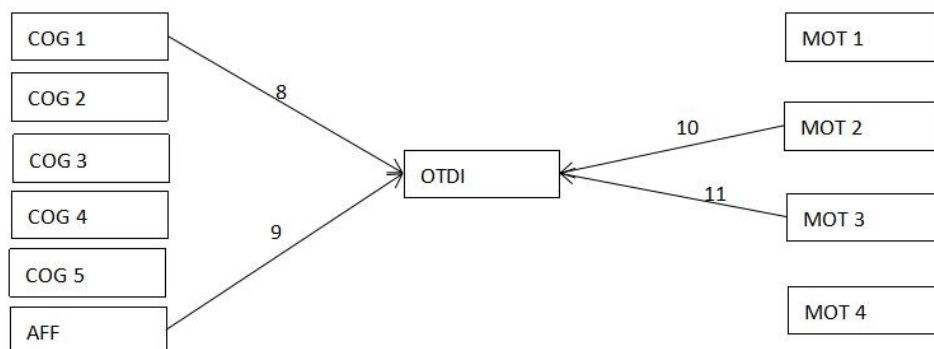
Figure 23. Model of Relationship between Chinese tourists' Sociodemographic Characteristics, COGs and MOTs
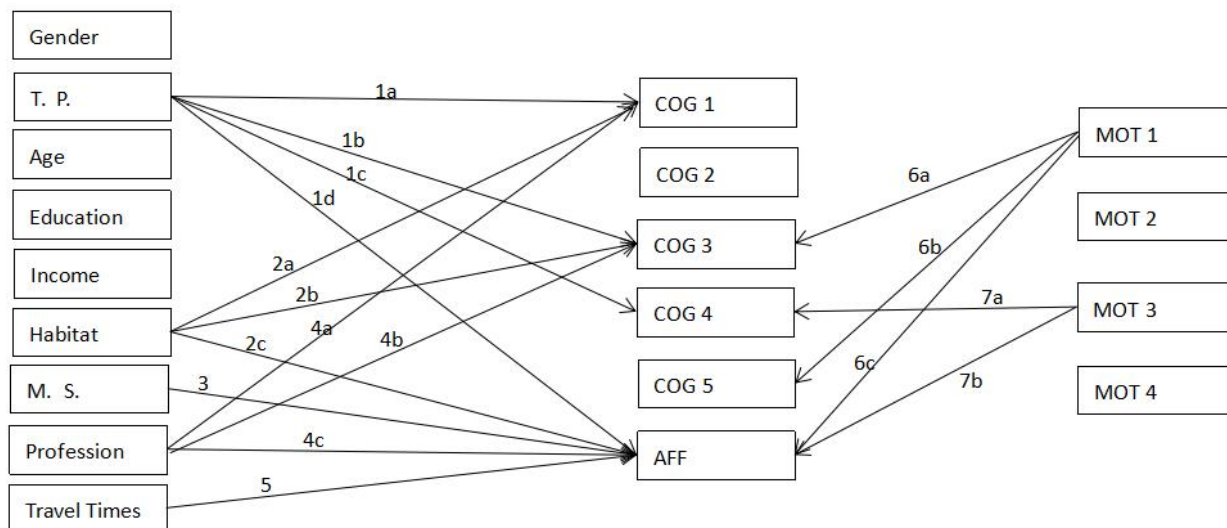
Note: ⟶ relationship path is significant

Source: author's own elaboration

Figure 24. Model of Relationship between COGs, AFF, MOTs and OTDI

Note: ⟶ relationship path is significant

Source: author's own elaboration

Table 68. Test statistically significant results of Barcelona's TDI model

| Codes	Relations of Variables	P-value	Path relationship	Dif. Beta
1a	Travel pattern > COG1 Natural and Social Environment	0.000	Significant M difference	---
1b	Travel pattern > COG3 Atmosphere	0.000	Significant M difference	---
1c	Travel pattern > COG4 Tourism Hot Spots	0.007	Significant M difference	---
1d	Travel pattern > Affective Image	0.000	Significant M difference	---
2a	Living place > COG1 Natural and Social Environment	0.000	Significant M difference	---
2b	Living place > COG3 Atmosphere	0.045	Significant M difference	---
2c	Living place > Affective Image	0.038	Significant M difference	---
3	Marital Status > Affective Image	0.031	Significant M difference	---
4a	Profession > COG1 Natural and Social Environment	0.005	Significant M difference	---
4b	Profession > COG3 Atmosphere	0.003	Significant M difference	---
4c	Profession > Affective Image	0.000	Significant M difference	---
5	Travel Times > Affective Image	0.045	Significant M difference	---
6a	MOT1 Cultural Experience > COG 3 Atmosphere	0.001	Positive significance	0.195
6b	MOT1 Cultural Experience > COG5 Cultural Resources	0.000	Positive significance	0.303
6c	MOT1 Cultural Experience > Affective Image	0.001	Positive significance	0.185
7a	MOT3 Prestige and Networking > COG4 Tourism Hot Spots	0.020	Positive significance	0.121
7b	MOT3 Prestige and Networking > Affective Image	0.047	Positive significance	0.114
8	COG1 > Overall Tourist Destination Image	0.000	Positive significance	0.307
9	Affective image > Overall Tourist Destination Image	0.000	Positive significance	0.206
10	MOT2 Relaxation > Overall Tourist Destination Image	0.014	Positive significance	0.156
11	MOT3 Prestige and Networking > Overall Tourist Destination Image	0.044	Positive significance	0.118

Source: author's own elaboration

Table 69. Statistical method applied

Relations of Variables	Statistical Method
Travel pattern > COG1 Natural and Social Environment	Independent Sample T Test
Travel pattern > COG3 Atmosphere	Independent Sample T Test
Travel pattern > COG4 Tourism Hot Spots	Independent Sample T Test
Travel pattern > Affective Image	Independent Sample T Test
Living place > COG1 Natural and Social Environment	One-way ANOVA Test
Living place > COG3 Atmosphere	One-way ANOVA Test
Living place > Affective Image	One-way ANOVA Test
Marital Status > Affective Image	One-way ANOVA Test
Profession > COG1 Natural and Social Environment	One-way ANOVA Test
Profession > COG3 Atmosphere	One-way ANOVA Test
Profession > Affective Image	One-way ANOVA Test
Travel Times > Affective Image	One-way ANOVA Test
MOT1 Cultural Experience > COG 3 Atmosphere	Multiple linear regression
MOT1 Cultural Experience > COG5 Cultural Resources	Multiple linear regression
MOT1 Cultural Experience > Affective Image	Multiple linear regression
MOT3 Prestige and Networking > COG4 Tourism Hot Spots	Multiple linear regression
MOT3 Prestige and Networking > Affective Image	Multiple linear regression
COG1 > Overall Tourist Destination Image	Multiple linear regression
Affective image > Overall Tourist Destination Image	Multiple linear regression
MOT2 Relaxation > Overall Tourist Destination Image	Multiple linear regression
MOT3 Prestige and Networking > Overall Tourist Destination Image	Multiple linear regression
PreTDIBarça <> PostTDIBarça	Paired-samples T test
PreTDIGoodWeather <> PostTDIGoodWeather	Paired-samples T test

Source: author's own elaboration

Figure 25. Framework of comparison between Barcelona's PreTDI and PostTDI

Sig: 0.000

PreTDIBarça   ⟷   PostTDIBarça
(M: 3.66)   (M:N3.32)

Sig: 0.000

PreTDIGoodWeather ⟷ PostTDIGoodWeather
(M: 3.99)   (M: 4.19)
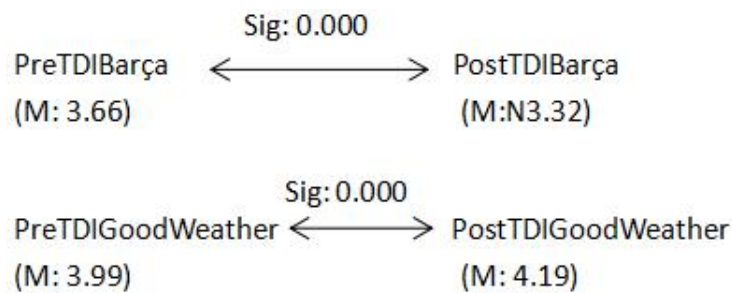
Note: ⟷ significant mean difference

Source: author's own elaboration

In this study, 11 factors were obtained by EFA with PCA: 5 factors of cognitive evaluations, 4 factors of motivations, 1 affective factor and 1 factor of overall TDI.

The Independent Sample T test of Chinese tourists' gender and travel pattern shows that there are significant differences between independent tourism and group-tourism on the cognition of Barcelona's social and natural environment, atmosphere and tourism hot spots. In other words, respondents in the independent condition were significantly more satisfied with the mentioned Barcelona's cognitive attributes than the respondents in the group condition, as previously discussed. Generally, Chinese independent tourists value higher on affective attributes of Barcelona TDI. The study results suggest that **normally independent tourists had relatively better mood and less complain than tourists in group when visiting the city.** However, we did not find a significant difference between male and female tourists cognitive nor affective factors (Figure23, Table 68).

ANOVA shows that with the exception of age, education and income level, Chinese tourists' distinct living places, marital status, professions and travel times have significant differences with cognitive and affective factors of Barcelona TDI model. The significant differences include distinct living place in China on cognition of Barcelona's social and natural environment and, atmosphere as well as the affective image of Barcelona; distinct marital status have significantly different affective evaluation on Barcelona; professions have significant difference on cognitive

dimension of social and natural environment, atmosphere and the affective dimension; travel times generate significant difference only on affective dimension (Figure 23, Table 68).

Linear regression analysis shows that motivation of cultural experience favors significantly the affects cognitive dimension of atmosphere and cultural resources, and also affective dimension, indicating that Chinese tourists definitely enjoy the cultural and historical atmosphere of the destination, which also has a significant influence on their traveling moods. The motivation of prestige and social networking has a positive and significant relationship with the cognitive dimension of Barcelona's tourist hot spots and with affective dimension as well. The motivation of relaxation and search for natural beauty favors significantly the affects of Barcelona's overall TDI, meaning that Chinese tourists decide to travel to Barcelona mostly for relaxing in nature and this critically effects the overall city image in their mind. Regarding the relationship between cognitive and affective components with Barcelona overall TDI, only the cognition of social and natural environment and affective components have significant influence on Barcelona's overall image in Chinese tourists' eyes (Figure 23, Table 68).

Referring to the comparison between Barcelona Pre-TDI and Post-TDI, according to the results of paired-samples T test, we can observe that before visiting Barcelona the majority of Chinese tourists do think that the football team FC Barcelona could represent Barcelona as its city image, which is a stereotypical image of Barcelona, whereas once visiting the city, this idea changes. On this issue, we consulted tourism-related experts who explained, this phenomenon probably is caused by having a high expectation of Camp Nou and FC Barcelona, especially for Barça fans, if they cannot catch the opportunity to watch a football game in Camp Nou when they are in Barcelona, they would be very disappointed. Additionally, Chinese tourists also have a high expectation of Barcelona' s long reputable good weather, and after visiting the city they admit that if they could describe Barcelona in one way would be by the good weather (Figure 25).

CHAPTER 7. CONCLUSIONS

Introduction

The initial research questions, outlined in Chapter One, were born out of the author's personal and theoretical curiosity as to the reasons of the growth in Chinese Tourism in Barcelona in recent years and whether the Barcelona's TDI projected by the city is similar to the TDI in Chinese tourists' eyes. We have two focused points: the comparison between the images before and after the visitation; the travel motivations for Chinese tourists to visit Barcelona as a destination.

This study is based on the post-positivist paradigm method and mixed qualitative and quantitative methodologies. We closely combined the theoretical and empirical analysis to achieve the research objectives.

To begin, we started the research with qualitative methods based on Grounded Theory, following the phases of confirmation of the generation of the research questions, collection of data, data processing and construction of theory in order to acquire a holistic understanding of the study question by reviewing literature and studying relevant research to construct the theoretical framework. We analyzed conceptions of Tourist Destination Image, its formation and components through an in-depth analysis of the relevant theory and elaboration. From here, we utilized the software *Atlas.ti* with the information obtained from semi-structured interviews and participant observations to construct the preliminary measurement scale of Barcelona's image in Chinese visitors' eyes.

Secondly, in terms of quantitative methodology, we obtained data through both on-line surveys, using channels such as Wechat, and off-line surveys(passing questionnaires around la Roca Village, tourist hot spots and Chinese restaurants that host to Chinese visitors in Barcelona). The majority of the questionnaires were collected via Wechat.

Afterwards, after Principal Component Analysis with statistic analysis software *SPSS 22*, we obtained the final model of the principal factors of the Tourist Destination Image of Barcelona as below: Cognitive evaluations of 1. social and natural environment; 2. service and information; 3. atmosphere; 4. tourism hot spots; 5. cultural resources; Affective evaluation with items of exciting-gloomy, relaxing-distressing, pleasant-unpleasant and curious-sleepy; Motivation evaluations of 1. cultural experience; 2. relaxation; 3. prestige and networking; 4. search for natural beauty; Overall tourist destination image evaluation. We analyzed the relationship between the factors of Barcelona's cognitive, affective images and overall image in China and the comparison of its Preimage and Postimage using *SPSS 22*.

Reviewing existing research relating to TDI, tourism motivation and tourism experience revealed a number of areas for investigation. Additionally, we supplemented and extended the theoretical framework and applied it to our case study of Chinese visitors in Barcelona. Besides the basic points of TDI formation (static and dynamic natures), TDI measurement and its attributes as indicators, as well as visitors' satisfaction with the destination are key points that affect the change of TDI before and after the visitation to the destination, which help us understand the difference/distance between Pre-TDI and Post-TDI in Chinese tourists' eyes. Furthermore, the tourism experience has been conceptualized in various ways in theories such as the theory of Liminality (Turner, 1974) and the derived concepts of *communitas* (Turner, 1974) and of *flow* (Csikszentmihalyi, 1990); Tourism Gaze (Urry, 1992) and its derived concept of ¨power¨ (Foucault, 1992) ; Involvement Theory (Andrews, & Shimp, 1990); some emerging concepts of *Mcdonalization* (Ritzer, 2011) and Glocalization (Robertson, 1997), which have all been applied to the theoretical framework of TDI formation, which is based on the dynamic formation theory, seven-stage theory (Gunn, 1972). Motivation was acknowledged in the qualitative research as a major factor in destination decision-making and travel behavior. The interview data also leads to the *facework* in China's cultural background*,* that

determines the visitors' travel behavior, which will be explained and concluded in detail in the section of Discussions.

Furthermore, the research determines the overall TDI of Barcelona that perceive Chinese visitors perceive and how TDI differs between pre/post-visit. The main outputs highlight the importance of the Chinese visitors' motivations and of satisfactions on the visitation, as well as image modification, and the influential factors of TDI.

The aims of this final chapter are to respond to the hypothesis coined out at the beginning of the study with findings of the research, to address the key contributions to theories of TDI, to discuss the main findings of the research and to present the limitations and recommendations for future research.

7.1 Research Findings

This section presents the main findings obtained, considering the assumptions and objectives described in Chapter 1 and 3 related to research developments during the process of conceptualization and data analysis.

Our main objective is to

Analyze if the Tourist Destination Image (TDI) of Barcelona that Chinese tourists perceive is similar to the original image projected by the city of Barcelona and to study the characteristics of the image of Barcelona in China.

We have the following two focused points: Investigate and analyze the image of Barcelona in China, from the point of view of the comparison between the images before and after visiting Barcelona; analyze Chinese tourists' motivations of visiting

Barcelona. In addition, the objective of the thesis is also oriented to contribute from the information obtained to improve tourism offers for the eastern tourism market in Barcelona.

7.1.1 Conclusions of hypothesis and correspondent objectives

● The first hypothesis is,

In the next decade, Barcelona will become even more well-known as a tourist destination by more people for its culture, history and gastronomy, instead of its traditional attraction such as the sun and the beach, and the globally famous football team FC Barcelona - Barça.
The first objective is analyzing and resuming briefly the Barcelona's history, culture and gastronomy, and also Barcelona's real general image according to authoritative and academic literature.

● This hypothesis has been half confirmed. Starting in the mid-fifties and all the 1960s, the so-called boom of mass tourism of Barcelona turned the Mediterranean coast into the Europeans' favorite pool (Palou, 2009). The sun and beach have been one of the most preferred tourism activities in Barcelona for the Europeans until now. According to the literature review on the history of Barcelona and on the city image in foreigners' eyes, we can observe that since 1987, the Barcelona tourism model focused on the new inventions of culture, gastronomy and sport. Then, since the 1992 Olympic Games, Barcelona has largely promoted its tourist attractions to attract more tourists and to develop its tourism sector. At the turn of the 21st century, the city has focused on its promotion with the slogan of ¨the best store in the world¨ to develop shopping-tourism. At the same time, huge sporting events and the long-benefit from the glamorous reputation of FC Barcelona put the city under the spotlight (Andrew Smith 2005). Nowadays, continuing with the strategy of

shopping-tourism and the reputation of the football club, Barcelona also continues to be known for its cultural services and attractions: it has a unique historic and monumental heritage; it is equipped with outstanding cultural facilities and dynamics (Palou, 2011). Therefore, we conclude that Barcelona's traditional attractions of the sun and beach and sport tourism still continue to be one of the most attractive tourism activities, but its culture, history, gastronomy and architecture are also becoming the main magnets for its tourism and a key factor for attracting and producing economic capital. In short, Barcelona is a city of varied options of tourism activities.

- The second hypothesis directly comes from the first.

However, in recent years, Spain, and Barcelona have had relatively little promotion and diffusion in China's tourism market, so that Chinese tourists have a lack of knowledge and a lack of an Organic Image of Barcelona. They tend to only know Barcelona through an accumulation of mental images before researching it as a tourist destination.
In this way, a second objective is researching and surveying to what extent Chinese tourists know about Barcelona and what organic image they have on Barcelona in recent years.
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- This hypothesis has been confirmed. According to the interviews, we observe that the majority of the Chinese tourists in Barcelona are group-tour visitors, and the majority of them knew a little about the city before their visitation, and even some visitors ¨did not pay attention to Barcelona before making the decision to visit the city¨ ¨because there are few news or promotion of Spain in China. Only recently it has begun to appear in the news because of emigration in Spain¨[42]. For general Chinese visitors, their organic image of Barcelona is almost nothing more than

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[42] Notes are from the interviews.

the football club (FC Barcelona), flamenco and bullfighting[43].

- *The third hypothesis is,*

    There is a modification between Chinese tourists' Organic Image of Barcelona and their Induced Image of Barcelona, the image they have developed after researching Barcelona prior to the decision to travel (BCN PRE -TDI).
    So a third objective is surveying and analyzing if Chinese tourists have modified their image of Barcelona after researching it and, if they have, to what extent of modification they have between the Barcelona organic image and the BCN PRE-TDI

- This hypothesis has also been half confirmed. Regarding this question, we did interviews with staff in travel agencies, so we can only obtain the information of group-tour visitors, not of FITs. According to the interviews, the Chinese visitors' induced image of the city is mostly made of what the travel agency describe and promote the city as to them, and the result of the second-stage-image is that: 1. Barcelona has an architectural genius, Gaudi, whose buildings are really colorful; 2. Barcelona has a great weather and a very blue sky that is very rare in Beijing and Shanghai; 3. at the *Paseo de Gracia* street and outlet village (*La Roca Village*) there are many luxury brands that are much cheaper than those in China. Therefore, in general, from Chinese visitors' organic image to their induced image of Barcelona, there is a big gap.

- The fourth hypothesis is,

    There is a modification between Chinese tourists' induced image of Barcelona (BCN PRE-TDI) and their modified-induced image of Barcelona, the image they will have after visiting Barcelona (BCN POST -TDI).

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[43] Bullfighting: many of Chinese visitors still do not know that bullfighting is prohibited in Barcelona, and they are lack of the knowledge of the identity of Barcelona.

The fourth objective is, surveying and analyzing if Chinese tourists have modified their image of Barcelona after visiting it and, if they have, to what extent of modification they have between the Barcelona PRE -TDI and the POST -TDI.

- This hypothesis has been completely confirmed, that before visiting Barcelona, the majority of Chinese tourists do think that FC Barcelona could represent the city as its image, whereas after the visitation they change their perspective. According to the interviews with the tourism-related workers, we observe that during the trip Chinese visitors are conscious that Barcelona is a city of history and culture. Furthermore, the results of our quantitative research also shows that before the visitation, Chinese tourists also think that Barcelona's city image could be considered as good weather but rated relatively low (M=3.99), whereas when they finish their trip, they rate it higher (M=4.19) for the image of good weather. Combined with the notes of our interviews, we observe that the visitors hear of Barcelona's good weather from the travel agencies in China and then they confirm it during the trip. Good weather can be one of the attractive keys for the Chinese tourists because of perennial pollution in some first-tier cities[44].

Referring to the comparison between Barcelona PreTDI and PostTDI, we can observe that before visiting Barcelona, the majority of Chinese tourists think that the football team Barça could represent Barcelona as its city image, whereas after vising the city they change their perspective. On this issue, we consulted tourism-related experts and they said this phenomenon is probably caused by having high expectations for Camp Nou and Barça, especially for Barça fans. If they cannot catch the opportunity to watch a football game in Camp Nou when they are in Barcelona, they are very disappointed. Additionally, Chinese tourists also have high expectations for Barcelona's long-known reputation for its good

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[44] Chinese first-tier cities: China's first-tier cities usually refer to Beijing, Shanghai, Guangzhou, and Shenzhen which make ¨The Big 4¨. Second-tier cities include Tianjin, Chongqing, Chengdu, Wuhan, and Xiamen. It is frequently referred to by various media publications for purposes including commerce, transportation, tourism, education, and more. The government does not recognize an official list of the tier system (Hinsdale, 2017; Hu, Y. J., 2017).

weather, and after visiting the city they agree that if they were to select one thing to describe Barcelona it would be good weather.

- The fifth hypothesis is,

Barcelona, as one of the top tourist destinations in Europe, and economic commercial center in Spain, will be one of the best choices for Chinese tourists to travel.
Therefore, a fifth objective is investigating and analyzing the reasons for Chinese tourists to visit Barcelona, as well as their satisfaction also tourism loyalty.

- Regarding Chinese tourists' motivations (cultural experience, relaxation, prestige and networking and search for natural beauty. See Table 28 in Chapter 6) to travel to Barcelona, we observe that the motivation of cultural experience and of prestige and social networking respectively affect the image of atmosphere and cultural resources and, the image of Barcelona's tourism hot spots. Both of the motivations have a positive and significant relationship with affective dimension. Additionally, visitors' motivation of relaxation and search for natural beauty also favorably significantly affects Barcelona's overall TDI, meaning that Chinese tourists decide to travel Barcelona mostly to relax in nature. This critically affects the overall city image in their mind.

Chinese tourists also enjoy the cultural and historical atmosphere of the destination which has significant influence on their travelling moods as well. Different from the results of the relationship between sociodemographic characteristics and Barcelona's tourism hot spots, the motivation of prestige and social networking has a positive and significant relationship with tourist attractions and with the affective dimension as well, involving the concept of the influence of ¨face work¨ on TDI.

7.1.2 Conclusions of Specific Hypothesis

• *Chinese visitors' sociodemographic characteristics (age, gender, travel pattern, education level, income level, Living place, marital status, professions and travel times) significantly influence the cognitive/perceptual evaluation and affective evaluation of Barcelona's TDI.*

• Regarding Barcelona's cognitive attributes (COG1: social and natural environment, -cosmopolitan city, service quality, good weather and friendly local people-; COG 2: service and information, -travel information and Mandarin informaiton-; COG3: atmosphere, -exciting, happy and curious-; COG4: tourism hot spots, -Camp Nou of Barça and shopping points-; COG5: cultural resources, -cultural and heritage resources-) and its affective attributes (exciting-gloomy, relaxing-distressing, pleasant-unpleasant, curious-sleepy), the quantitative research shows that Chinese visitors' travel pattern significantly influences COG1, COG3, COG4 and affective image (that independent visitors were significantly more satisfied with Barcelona's cognitive attributes and also value affective attributes higher than the visitors in group)45; their Living place significantly influences COG1, COG3 and Barcelona's affective image (Tourists from Shanghai do have higher satisfaction with cognitive and affective image of Barcelona compared with people from other cities in China. For the majority of Chinese tourists, the order of satisfaction with Barcelona's cognitive image is cultural resources, atmosphere, natural and social environment, service and information and tourist hot spots. Regardless of the Chinese tourists' profession or where they are from, the most dissatisfying cognitive attributes is Barcelona's tourist hot spots, (-Camp Nou, Olympic Games playground and shopping points-); their marital status significantly influences affective image; their profession significantly influences COG1 COG3 and affective image; their travel times significantly influences the affective image. On the Cognitive attribute of atmosphere, the Chinese tourists that have visited Barcelona more than twice
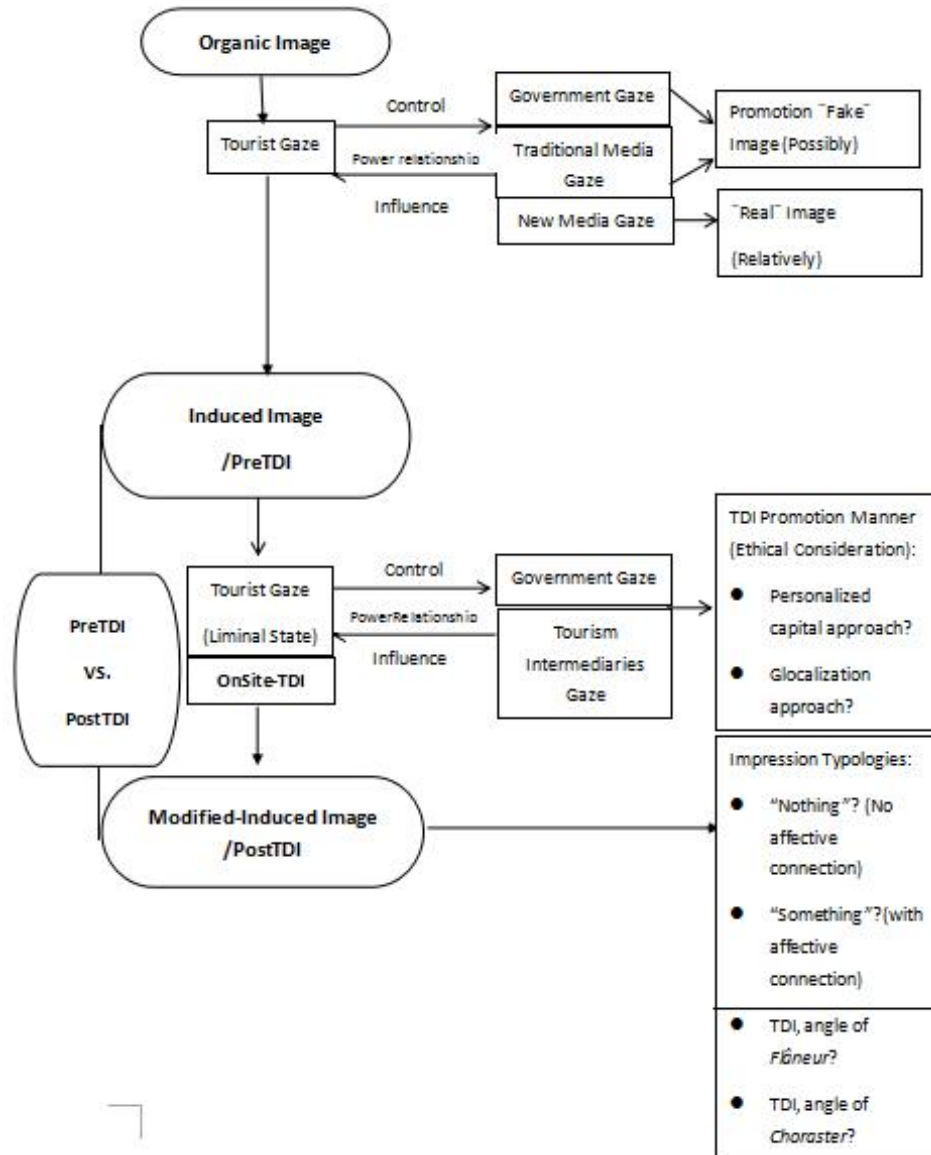
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45 Independent tourists valued Affective attribute: M = 4.32; In-group tourists valued Affective attribute: M = 3.73

statistically significantly valued higher (M = 4.41) than the tourists that never visited Barcelona (M = 4.21), which is very important to note considering that among the total respondent (370), there were 273 1st-time tourists, 42 2nd-time tourists and 55 3rd-time tourists. Compared to the 1st-time and 2nd-time tourists, the 3rd-time tourists highlight the city's atmosphere rather than tourist attractions or hot spots. Nowadays there have been more and more Chinese outbound tourists that have already visited Europe and what they value now is the atmosphere of the city and an in-depth style of tourism. The traveling experience also influences the affective attribute of Barcelona's TDI. Chinese third-time visitors have much better mood on site than first-time visitors. According to the interviews, many repeat visitors are FITs, and a majority of first-time visitors choose group-tour travel, meaning that the first-visitors (M = 4.19) who mostly chose group-tour travel rated lower on the affective attribute of Barcelona's TDI than the 3rd-time visitors (M = 4.43) who mostly are FITs, which can provide some suggestions and ideas for travel planners and travel agencies.

- *Chinese visitors' cognitive/perceptual evaluation of Barcelona's TDI significantly influence Barcelona's overall TDI.*

- *Chinese visitors' affective evaluation of Barcelona's TDI significantly influence Barcelona's overall TDI.*

- Regarding the relationships between cognitive and affective components with Barcelona's overall TDI, only the cognition of social and natural environment and the affective component have significant influence on Barcelona overall image in Chinese tourists' eyes.

7.1.3 Main contributions of the theoretical framework amplification

Figure 26. Theoretical context of the research (previously refereed as Figure 10)

Note: Previously referred as Figure 10 in Chapter 3.

Source: author's own elaboration

This work contributes to the amplification of theoretical framework of the formation of Tourist Destination Image (application of concepts of Tourist Gaze and of Liminality to the framework of TDI formation), especially in the particular theoretical framework of Barcelona's TDI in Chinese tourists' eyes. The mentioned TDI is analyzed in a mix way of static formation (composed of perceptual/cognitive, affective and overall TDI) and dynamic formation (the formation process consists of the seven stages of

composing the final overall image, -organic image, induced image to modified-induced image-, coined by Gun, 1972). Furthermore, two principal theories, -liminal experience and tourism gaze-, are used to support the theoretical framework. TDI formation is a concept of time and space, so besides the theory of Tourism Gaze, we also introduce the theory of liminality (time and space) as another entry point of our theoretical framework. The tourism gaze, a concept of action execution with time concept[46], and the liminal experience[47], a space concept containing the consideration of time concept, combined with the concepts of static and dynamic formations of TDI, perfectly support the overall theoretical framework.

In our study, the Chinese tourists, are visually and physically in the destination, however, they do not mentally integrate into the local culture, even still carry the cultural values from home society, although they are away from home country and literally visiting the destination, which can be reflected through their behavior of shopping luxury brand gifts for relatives, friends and colleagues.

When tourists are in the liminal experience, sometimes they could be in the *communitas* and *flow* status, meaning that when tourists are dumped into natural landscape and are culturally impressed by human civilization of the destination, even reach the high *flow* status (highly exciting mood, the 3rd feature of *flow*) and they are very willing to share or communicate their feeling with others. At this moment, there is nothing more than the comfortable feeling of ¨great minds think alike¨ or feeling like ¨soulmate¨ (that tourists with common aesthetic and pleasure do not need to express themselves, they already understand with each other). Chatting and sharing their current feeling happily with companions and the ¨interlinked¨ emotion and mood between each other is the beauty of *flow* status in the *communitas* experience.

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[46] Tourism Gaze: "Gaze organize the encounters of visitors with the 'other', providing some sense of competence, pleasure and structure to those experiences" (Urry and Larsen, 2011). See 3.2.2.2 Core Concepts of Part 1 of Theoretical Framework for the entire content of the theoretical framework.

[47] Liminal experience: it occurs in liminal time and place (space) of transition when a person withdraws from the normal modes of social action (Turner, 1969). In this stage of "between and betwixt", an individual belongs in a phase of being physically and spatially between the ordinary and non-ordinary (Gennep, 1960; Adam, 2001). See 3.2.3 Core Concepts of Part 2 of Theoretical Framework for the entire content of the theoretical framework.

During the liminal experience, the theoretical significance and realistic value of Tourism Gaze is considered as the central link in the TDI formation. A withstanding logical relationship established between gaze and performance, vision and the body that also extend to other senses. The vision dominated by social discourse is considered as the central and path between tourists and tourist attractions. Gaze, still starts from vision, and the object is its socialized factor. Gaze, as a method, is prescriptive, but the effect after gazing is ever-changing and open to the world. So, taking the Tourism Gaze as the starting point in the theoretical framework of our particular case of Barcelona's TDI in Chinese tourists' eyes and practice can help us figure out the TDI formation and its influencing factors.

The tourist gaze looks like its own, but it is completed and shaped through the social production system of the destination, and in fact, the ¨seeing¨ is a force to the location, which combines and abstracts their needs, motivations and behaviors, resulting in ¨pressure¨ or ¨thrust¨ that has a certain dominance of development and change to the tourist destination.

On the other hand, the government gaze to the destination is the main trust of the destination's development, and the government has absolute right to speak from beginning to end. There is a third side, which is the media gaze, including the gaze of traditional media and the emerging new media. The traditional media generally has more mainstream voice, spreading the government's thinking. So, to a certain extent, the government and the media gazes are controlled by the tourist gaze (necessities, motivations, preferences and expectations) resulting in the possible ¨fake¨ TDI. Ryan (2010) argued that profit motivated organizations to construct the experiences in order to satisfy target tourists' necessities.

However, the power of new media is in a quite different way. The new media gaze and self-media gaze could have a negative impact on the TDI shaped by local government,

travel agencies and traditional media. Tourists spread word out about the destination by means of on-site photos and videos, which can be what potential tourists feel as ¨reality¨, ¨objectivity¨ and ¨timeliness¨, as they are more willing to trust the personal experiences of others than the information from organizations. Hence, the power of this side is relatively opposite to the power of the gazes of local government, travel agencies and traditional media. As Hall (1994) notes, gaze research is work on power relationships in tourism.

Therefore, sometimes tourists might perceive a relatively unrealistic city image under the liminoid status (¨escape¨ from daily life and routine and an entertainment experience, which is voluntary and optional), where they are in high *flow* status , or, as Boorstin's (1964) ¨pseudo-event¨ theory coins, in well designed and distorted experiences where they would see a city image that has a certain distance from the original city image, or even have become part of the pseudo-stage and deification. So, it is easy to understand why tourists prefer to trust a more "real" city image of the destination by scrolling and browsing the latest information from new media and self-media, especially we are now in a modern consumption society, meaning that tourism is a "consumption of unproductive time", so the decision-making is very cautious.

7.2 Discussions

According to the data obtained from the interviews, we figured out that a likely potential influential factor of Chinese visitors' motivation is the *facework*, that significantly effects their travel behavior during the visitation in Barcelona. This is not only a phenomenon nor only a recent trend attributed to Chinese society, but also a reflection of the history and culture. Therefore, the author finds that it is worth specifically discussing the impact of the *facework* on the Chinese visitors' travel behavior during their trip in Barcelona.

7.2.1 The influence of Chinese visitors' Face work on their visitation to Barcelona

The Chinese saying that a person needs face like a tree needs bark indicates the importance of face to participate in Chinese society (Cardon and Scott, 2003; Ho, 1976). Face acts as an important norm that most Chinese people follow in their interactions with others (Bond, 1996; Gao, Huang and Brown, 2017). It is a key concept for understanding the Chinese mind and behavior (Wu, 2004; Zhai, 2010; Gao, Huang and Brown, 2017). Arthur (1890) has said that in the Dynasty Qing in China ¨Once rightly apprehended, ¨face¨ will be found to be in itself a key to the combination lock of many of the most important characteristics of the Chinese. ¨

The concept of Face work is applied to many aspects: the individual's own reputation, maintenance of friendship, family-ship and work partnership. It also can be represented in their travels. There are hundreds of phrases and abundant terms in Chinese related to face that demonstrates the complex nature of face and face-related behavior (Cardon and Scott, 2003). In this section, we explain some of the most important terms to conclude and discuss the reasons for Chinese visitors' tourism decision-making, motivations of traveling to Barcelona, their behavior during the trip, and the influence on their impression of Barcelona (see 6.1.2 Measurement Items, 5. Motivation-prestige, for the explanation of the addition of this concept to the study).

Face-saving (*aimianzi*) and Face-need/face-gaining (*yaomianzi*),
The concept of face recognizes an individual's social position and prestige as well as the projection of one's self-image within one's social network, ¨public self-image¨ (Gao,Huang and Brown, 2017; Hui and Bond, 2009; Kwek and Lee, 2015; Cardon and Scott, 2003). Thus, face-saving is considered as a natural thing since getting recognition and praise from others is a basic social need and a psychological appeal (Zheng, 2012). There is an instance a little bit exaggerated of ancient China that was written at the end of the chapter of Face of Arthur's

(1890) book *Chinese Characteristics* ¨magistrate who, as a special favour, was allowed to be beheaded in his robes of office in order to save his face.¨

Furthermore, from ancient times till now Chinese people are always sensitive to face issues. Arthur (1890) argues the strongly dramatic Chinese instinct must be taken account of. Upon any irrelevant issue, any Chinese throws himself/herself into theatrical attitudes to get more attention and ¨grandstand¨. When the issue is resolved, he/she can finally ¨get off stage¨ with ¨face¨. Confucianism encourages the Chinese to value face for largely moral reasons (Gao, Huang and Brown, 2017; Chang and Holt, 1991). However, nowadays, Chinese people are encouraged to focus on facework or not only moral overtones but also for instrumental reasons, such as obtaining relatively high social status, power, prestige, favor (*renqing*), mutual obligations, reciprocity (*bao*) and influence in *guanxi* (Hwang, 1987). It can also be considered as one of an expression of politness, which is a ritual of technicalities, not as the indices of a state of mind or of heart. It has been likened to an **air-cushion** There is nothing in it, but it eases the jolts wonderfully (Arthur, 1890).

Face-building (*zuomianzi*) and face-borrowing (*jiemianzi*)

If a person has a certain social status and is respected, we say that he has gained face. In order to gain face, building a good image (face-building) is very useful. Face-building refers to the actions or behavior with the aim of gaining face.

The results of Kim, Guan and Park's study (2012) show that cultural norms significantly determine the perception of the situation. Despite that Chinese tourists are in a liminal state when traveling with temporary relief from the constraints and controls of the home environment (Turner, 1987), the findings of Gao, Huang and Brown's (2017) study suggests that cultural values and social relations in the home society exert influence on tourist behaviors even though tourists are physically away from home.

The Chinese conceptualization of face is much more complex than that of Westerners (Cardon and Scott, 2003). It is never of facts, but always of form. ¨Chinese and Occidentals must agree to disagree¨, because the ¨face¨is beyond the ¨intellectual¨ apprehension of Occidentals, who are constantly forgetting the theatrical element (getting attention), and often thinking on the facts/realities (Arthur, 1890). When traveling, we attach great importance to the commemoration of taking photos. Sometimes we see that Westerners only take pictures of the landscape without themselves or even not taking pictures at all. We will feel strange because in our opinion, how can we prove that we have been there if people are not inside the photo? Therefore, there are some phenomena in overseas travel: the more countries the tour route passes through, the more popular it is, such as tours that last several days and go through lots of countries in Europe. They also prefer more "glancing over things hurriedly" than paying attention to the history of humanities. The selected attractions must be famous or well-known by Chinese. For instance, in our study: Sagrada Familia, Park Güell and Les Rambles. Additionally, these well-known attractions and making Chinese tourists have more face, meaning that they borrow the reputation of the tourist destination and of its attractions to gain and build a more glorious face, which is a classic instance of Chinese tourists.

This phenomena is also reflected in shopping. In order to get face (*huode mianzi*), consumers are willing to spend more money for branded products, and are willing to buy fashionable and novel products. People often attract the attention of the public and enjoy the appreciation of the society (face-concerning and face-need/face-gaining) by consuming tangible and symbolic luxury goods. Face-need has a significant impact on the purchase of luxury goods in conspicuous advertising. In China, due to the motivation of face-need, the ¨show off¨ motivation has become a key factor of driving the growth of luxury consumption. Chinese consumers hope to make a breakthrough in the crowd through the use of well-known luxury goods, so that their personal status can be improved.

Face-having (*youmianzi*) and face-giving (*geimianzi*)

Face is mutual in nature (Cardon and Scott, 2003). As the ¨face¨ of social honor, it just like a medal, that you can "gain", "contend", "get" or¨lose¨. It also can be "given" or "given away" like a gift. Face in the Western world is referred to as positive self-image and is used by individuals to manage impression (Zhai, 2010). However, In China, because of the blood traditions, it is far from being a personal matter for a person to win "face". When a person has gained face, he cannot forget to report to his/her family because he/she has gained face and so do his/her parents. The individual's face is extended from family to all acquaintances. Therefore, our face is often related to relatives and acquaintances.

Chinese politeness often assumes the shape of a gift. To offer a person a handsome present is to give him/her face. This, as already remarked, gives the recipient ¨face¨ (Arthur, 1890), and explains why Chinese tourists are scrambling to buy gifts and bring them back to China. The behavior of giving gifts to colleagues follows in the same sense. Common phrases such as the face of the Chinese people (*zhongguoren de mianzi*), the face of a family (*jialiren de mianzi*), the face of a company (*gongsi de mianzi*) or the face of a school (*xuexiao de mianzi*) are indicators of this (Cardon & Scott, 2003). Groups maintain a status or reputation and individuals are concerned about not only their individual face but also the face of their groups (Jia, 2001; Cardon and Scott, 2003)

Furthermore, the image of a Chinese person is mainly defined by the people he/she knows. Therefore, we participate as a collectivistic culture, that is, a part from protecting our own sense of respect (self-face), we also pay great attention to maintain the other individual's (other-face) sense of dignity and respect in an interaction (Fletcher, 2018). Human relationships, friendships and feelings between people are the bonds of social interaction, which are not essential, but are crucial. Giving face is one manner to maintain our relationships, especially with friends and colleagues, because it ¨means doing something to enhance someone else's

reputation or prestige¨ (Seligman, 1989, p. 50). In order for it to function successfully in the Chinese society, "gift-giving" is essential, and can be reflected in the decision-making and behavior during the trip. Chinese tourists spend over 50% of the total expenditure on shopping (Qi, 2014) and shopping for gifts forms and important part of this activity (Gao, Huang and Brown, 2017; Qi, 2014; Jiang, Scott and Ding, 2014).

Therefore, gift purchasing, especially for others, is one of the most important parts of the tourist activity. Chinese consumers perceive products from foreign countries, especially developed countries, as being of high quality, well designed, and associated with modernity and prestige. For most Chinese people, branded gifts from developed countries carry symbolic values (Zhou and Hui, 2003). The high price associated with brands signals luxury, prestige and a socially of well-off status (Anderson and He, 1998). Consumers with high face awareness tend to pursue and buy publicly visible products or branded products to show their wealth to other consumers and will pay more attention to expressing their social status, reputation and self-image (Shi, Fan and Ye, 2012; Belk,1988).

As the ¨face¨ of social honor, the ¨face¨ is the content of social interaction. Everyone wants to be recognized and appreciated by others, but everyone likewise knows that others also want to be recognized and appreciated by others, so they form an intricate face-game. Giving face through buying gifts to maintain friendship is the bond of social interaction. If this bond is broken, then social interaction will be unsustainable. Face-consumption is a motivational process, during which an individual strives to promote, maintain and preserve his/her face through consuming products, while also respecting others' faces.

7.3 Research Limitations and Future Research

As in any research, the present work has some limitations and there are some new developments that could be investigated. The questionnaire's administrative process was quite time-consuming due to access restrictions while at the airport the waiting area. We had access to the check-in area, but habitually the tourists are busy with procedures and often unwilling to respond our questionnaires, so we preferred to have access to the waiting area of the airport, which is after the security checkpoint and where the tourists are more relaxed while waiting to board. However, the airport did not permit us to enter the waiting area.

Therefore, from the airport and la Roca Village we only obtained around 20 valid questionnaires. The majority of the responses are obtained through Wechat, from where many of the respondents are young people. In total, we obtained 403 questionnaires, of which 370 were valid questionnaires.

Furthermore, in-depth interviews were not easy to conduct due to the difficulty of some interviewees expressing their opinions and being prone to focus on stereotypes. Moreover, sometimes there is large amounts of data and scattered information to be collected, and is difficult to be collected, making it further difficult to be coded.

Thirdly, another limitation is that in our measurement of Barcelona's city image as a tourist destination from the Chinese tourists' eyes, the ¨Type of tourist information¨ and ¨Amount of tourist information¨ were not considered. Further investigations could consider these two attributes.

Lastly, we applied an adapted GT approach to our study, specifically at the process of data collection. In other words, we did not move back and forth between data collection and data analysis, we only coded the data obtained from the one-round 25 interviews. Therefore, we relatively had less theoretical sensitivity and theoretical

saturation during the coding process, as well as less opportunity to leave the confines

of the original data set to broaden and refine the analysis (Mheducation, n.d.)

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APPENDIX 1. MEMOS TO FIELDWORK 1 (SPANISH)

GRUPO 1.

Datos de Grupo 1:

Salida del grupo: Shanghái

Fecha de salida: 1/4/2015

Fecha de volver: 9/4/2015

Itinerario:

Lisboa - Évora - Madrid - Toledo - Barcelona - Valencia - Sevilla - Ronda - Granada

Guía 1:

Nació en Shanghái, tiene 50+ años, y es un guía internacional titular, pero no puede explicar atracciones a los turistas en Park Güell y Sagrada Familia, donde hay que explicarlas guías de turismo de Catalunya. Guía 1 se encargó de acompañar el grupo durante todo el trayecto de este viaje

Guía 2:

Es un guía de 40+ años, que vive en Lisboa, pero nació en Taiwan. Guía 2 acogió el grupo en Lisboa, y acompañó el grupo durante el trayecto en Portugal y España, y se encargó de explicar las atracciones, excepto Park Güell y Sagrada Familia

Guía 3:

Es una guía de turismo de Catalunya, que se encargó de explicar Park Güell. En Sagrada Famila hay audioguía en chino, por eso la agencia de viaje no disponió guías de turismo de Catalunya para el grupo allí

Número de turistas: 30

Edad media del grupo: 60 años (lo dijo el guía)

La más mayor: 75 años

Los más jovenes: 20-25 años, una pareja

De dónde son: Todos los turistas del grupo chino son de Shanghái

Proporción entre hombres y mujeres: más mujeres menos hombres

Las características de las mujeres del grupo: Las de 50 años más o menos tienen experiencia de viajar hacia el exterior, por eso siempre tenían muchas comentarios y

sugerencias sobre Guía 2

5/4/2015

Itinerario:

Paseio de Gracia[48] - Pl. Catalunya - La Rambla - La Boquería - Pl.Colón, un día de pasear

6/4/2015

Itinerario:

Sagrada Familia (1 hora) - Park Güell (1 hora) - La Roca Village (4 hs 20 mins)

Sagrada Familia:

Los turistas que querrían entrar para visitar, necesitaban auto-reservar por internet con antelación, y Guía 2 los acompañó, pero los turistas visitaron con audioguía; los que no querrían entrar pasearon alrededor de la Sagrada Familia

Park Güell:

La agencia de viaje de China había reservado billites para el grupo, y había dispuesto una guía de turismo de Catalunya para los turistas. Una hora de visita a Park Güell, media hora de explicación y media hora de tiempo libre.[49]

La Roca Village:

Reacciones de turistas:

Las mujeres dentro de 40 y 60 años más o menos tenían montón de ganas de compras, e incluso para ahorrar el tiempo de compras en La Roca Village y no necesitar cenar allí, acabaron sus cenas en autocar a las solo 15.30 en el camino del Park Güell a La Roca Village.

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[48] He encontrado una ley de que los guías de agencias de viajes de China no llevan a turistas a entrar en Casa Milá ni Casa Batlló, solo les llevan a pasear por la calle mirando las apariencias de Casas

[49] No podía entrar en el Park Güell por eso no vi sus reacciones cuando visitaban el Park.

APPENDIX 2. MEMO TO FIELDWORK 2 (SPANISH)

GRUPO 2

La agencia de viajes:

Geg Travel Ltd. es subsidiaria de European and American Tour Ltd. de 25 años, que fue establecido en Rotterdam por dos Hongkongnese con nacionalidad de Holanda y es la más antigua agencia de viajes china de forma acompañante en la más gran escala en Europa.

La Geg Travel primero fundó un tourgroup de autocar circulante por Europa, llamado GoEuGo. El público objetivo de GoEuGo no solo son los turistas de parte continental de China, sino también los de Hongkong, Macao, Taiwán, y estudiantes chinos en Europa y la gente china con nacionalidad extranjera. GoEuGo ofrece cinco líneas de viajes, que cubren en total 15 países y 50 ciudades, y cada línea de viajes lleva a turistas a visitar varios países europeos con autocar durante siete días.

Además, las caraterísticas de GoEuGo son: turistas pueden elegir libremente el día de seguir con el grupo y el día de salir del grupo, y incluso pueden elegir una de las 50 ciudades para seguir y salir; turistas pueden combinar las cinco líneas libremente para crear la línea más adecuada para ellos mismos; las líneas garantiza salidas todos los días sin ser afectadas por la cantidad de turistas, etc.

Itinerario de Línea amarilla[50] durante 7 días[51]:

Madrid - Zaragoza - Barcelona - Valencia - Alicante - Granada - Málaga - Sevilla - Lisboa - Toledo - Madrid

Itinerario del día en Barcelona (12h30[52] - 19h):

La Rambla (1 hora) - Sagrada Familia (1 h 15 mins) - Camp Nou (30 mins) - Estadio Olímpico en Montjuïc (20 mins) - Pl. Colón (10 mins) - Pl. Catalunya (1 hora) - AC Hotel en Sant Cugat

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[50] GoEuGo tiene 5 líneas de viajes, respectivamente son línea roja (Holanda - Bélgica - Francia - Luxemburgo - Alemania), Línea verde (Francia - Mónaco - Italia - Vaticano - Suiza), Línea azul (Alemania - Suiza - Checo - Austria - Hungría - Eslovaquia), línea amarilla (España - Portugal) y Línea lila (Reino Unido - Escocia)

[51] Solo seguí con el grupo el día en Barcelona.

[52] Este grupo llegó a Barcelona desde Zaragona por la mañana de ese día, por eso empezamos el itinerario s mediodía

El día en Barcelona: 11/4/2015

Guía[53]:

Nació en Cantón, actualmente vive en Holanda. guía internacional. Es un guía internacional titular.

Número de turistas: 30

Edad media: 35 - 40 aproximadamente

Proporción entre hombres y mujeres: 1:1 aproximadamente

¿De dónde son?:
- Tipo 1: Unas parejas de edad mediana son de Shanghái, y ellos tienen muchas ganas de viajar hacia fuera de China después de jubilarse;
- Tipo 2: El resto de turistas de edad mediana son de Hongkong o Cantón, pero actualmente viven en Europa;
- Tipo 3: El resto son estudiantes chinos en Reinos Unidos, y la mayoría de ellos son del norte de China

La imagen y la impresión de la ciudad de Barcelona que tienen todos los turistas de Grupo 2:
- Hay muchos carteristas y ladrones en el centro de la ciudad (muchos guías dicen así por eso turistas naturalmente tienen impresión así)

Las reacciones de ver atracciones de la ciudad de Barcelona de todos los turistas de Grupo 2:
- Tenían mucho interés de arquitectura de Barcelona. Cuando estaban en el autocar, miraron las casas y edificios a lo largo del camino
- Tienen mucha curiosidad por la Sagrada Familia y la religión, y su estilo y su más

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[53] Esta agencia de viajes no ofrece un guía de turismo de Catalunya para acompañar el grupo en Park Güell.

de un centenar de años de duración de construcción admiran a todos los turistas chinos

- Cuando subimos al Montjuïc con autocar, les gustaban mucho el paisaje en el camino, sobre todo la visita panorámica de la ciudad; cuando bajamos también les gustaban el paisaje de Meditarráneo

- Tenían mucho interés de comer maríscos en restaurantes costeros

- Les sorprendieron el gran flujo de personas en Pl. Catanlunya

Las reacciones de ver atracciones de Tipo 1:

- Las mujeres de Tipo 1 quejaron que el guía no les llevaron a visitar el Barrio Gótico

Las reacciones de ver atracciones de Tipo 2:

- Unos turistas de Tipo 2 vinieron de Inglaterra, y cuando estaban en Montjuïc, dijeron que en Inglaterra habían muchos paisajes similares y incluso mejor que aquí

Las reacciones de ver atracciones de Tipo 3:

- Tenían mucho interés de la salida por la noche (el guía lleva a turistas a la playa para cenar maríscos en restaurantes allí)

Las características de Grupo 2:

- Tienen experiencia de viajar hacia fuera de China

- Tienen confianzas muy bajas en el guía, y la imagen de baja calidad y ¨cheat people out of money¨ está demasiado profundamente arraigada en la mente de casi todos los turistas chinos;

- La mayoría de Grupo 2 estaban un poco cansados, ya que habían visitado muchas ciudades con la Línea amarila

Las características de hombres de Tipo 1 (HTipo 1) y Tipo 2 (HTipo 2):

- Ya tenían ideas generales y comprensión profunda de las atracciones, sobre todo la Sagrada Familia y Gaudí, antes de visitarlas, y tenían muchas ganas de hablar sobre sus ideas;

- Tienen más curiosidades y más preguntas por las atracciones que los otros;

- Acostumbran a hacer comparación entre los estilos de arquitecturas de Barcelona y los de China, así como planificación de la ciudad, climas, medio ambiente, culturas, etc.

Las características de mujeres de Tipo 1 (MTipo1):

- Tienen más quejas del guía y del horario del itinerario que los otros

Las características de Tipo 3:

- Relativamente a las MTipo 1, tienen más confianza en el guía

- Relativamente a los HTipo 1, conocían menos sobre la cultura de Barcelona, sin embargo, tenían más interés de FC Barcelona y compraron más souvenirs en en la tienda de Camp Nou

APPENDIX 3. INTERVIEW OUTLINE (CHINESE)

你们旅行社叫什么？
你们旅行社接待的客户来自哪里？
如果来自中国的话，一般是什么类型的客户？

1. PreTDI PostTDI

1.1 巴塞罗那作为旅游目的地城市，在中国市场受欢迎吗？

1.2 来巴塞罗那旅游之前，游客对这座城市的印象有哪些？例如代表性的东西，像高迪，

巴萨球队，购物的地点，好天气，景点多？

1.3 来之后认为巴塞哪个景点或很有特征的东西能代表巴塞的形象？

（天气好，人们生活得挺舒适的）

2. Information

2.1 据你了解，来巴塞前，客户一般从哪里获取旅游信息？

2.2 你们旅行社的网页，他们会用来查信息吗？还是完全交给你们办？

2.3 从游客要求逛的地方景点来看，你觉得有没有那种国内微博什么网红或明星推荐过

某地，他们就也想来踩点这种现象？(key influencer)

（商务来，顺便玩一玩，不太跟随大流，受众高）

3. Attractions

3.1 现在巴塞罗那的什么景点在中国旅游市场较受欢迎？

3.2 你们旅行社的线路是怎么样的？会安排哪些景点？

3.3 什么类型的旅游景点他们比较喜欢？例如，文化历史类？自然景观？像阳光沙滩？

还是购物他们更喜欢？

是不是文化，历史古迹类的景点中国游客去的比较多？例如以下这些景点：
1992 年奥林匹克运动场地
诺坎普球场
购物点
文化景点
古迹
太阳沙滩
高迪建筑

4. 社会自然环境

4.1 游客对社会环境在乎么？例如治安，当地人是否友善，服务质量，旅游信息翻译信息是否到位？对以下这几项这些他们评价如何？

4.2 服务质量

4.3 天气好

4.4 当地人友善

4.5 人身安全

4.6 旅游信息

4.7 中文信息

4.8 购物服务

4.9 住宿服务

5. 氛围

5.1 他们觉得这个城市氛围如何？用形容词来表达的话？给人感觉开心？轻松？兴奋？好奇？是一个国际都市的感觉么？还有其它形容词么？

兴奋

开心

好奇

令人放松的城市

国际都市

6. 旅游动机

6.1 中国客户的旅游动机更多的是了解当地文化还是购物？为了了解当地文化的话，更多的是踩文化景点？还是感受当地文化？

6.2 还有什么其它的旅游动机吗？

了解异域文化
西方文化
文化遗产
体验
购物资源多
社交
提高社会地位
休闲
是一个很好的跟家人和朋友一起旅游的目的地
安全安静
天气好
太阳沙滩
自然环境好

7. 感情情绪

游客在旅游过程中感到好奇，兴奋，愉快，轻松？

APPENDIX 4. INTERVIEW MEMO TO TOURISM PRACTITIONER SAMPLE 1

1.1

BCN, as a TD, is popular in China?

Not really popular.

Most of them come to BCN only for business trip. If they come here purely for travel, most of them visit other European countries and by the way come to Spain and Barcelona. If for Business trip, they would use the free time to travel around Barcelona also ¨by the way¨.

How do they feel about BCN after visit? Do they wanna re-travel here?

Not very much. Hmm... Go shopping not bad.

Go shopping at Barcelona is better than in Paris?

Cheaper than Paris. Because cosmetic products in Paris are little more expensive than those in BCN.

1.2

Interviewer: Do Chinese tourists know about BCN before-visit? Or they come here with no idea?

Interviewee: No idea (directly come here to travel).

Interviewer: If it is like what you've said, how do they know the city? Or while traveling they know the city gradually by the way?

Interviewee: Yes, almost all of the tourists that book the tourist package of BCN through our agency. Before coming here they have no idea. But about those of independent traveler, I have no idea.

Interviewer: Does your agency have semi-self-service tourists, who book airplane tickets and hotels by agency, and organize the routes by themselves?

Interviewee: This type of tourists book through travel agencies in China, not here. We don't have this type of service (or product).

Interviewer: Apart of business trip, what other types of clients do you have?

Interviewee: Private clients. A group of a family.

Interviewer: In other words, not private clients, those normal tourists that wanna visit BCN by travel agency have to book by agencies in China? Do you have collaboration with them?

Interviewee: Yep. We have.

Interviewer: So you only provide tourist guides?

Interviewee: Yep.

1.3

Interviewer: Recently, what tourists attractions are popular and famous in China's tourist market? What tourist routes of BCN tourism related staff mostly launch?

Interviewee: Most of them come here for shopping as the first & most important motivation. On attractions, Parck Guell and Sagragra Familia, are those must-visit-attractions. Paseo gracia, because they can not only go shopping but also visit Casa Mila and Casa Batllo.

Interviewer: In other words, these places are your most-lauched-routes for clients?

Interviewee: If a travel agency from China wanna organize a group of Chinese tourists to BCN they also only book Park Guell and Sagrada Familia for them.

2.1

Interviewer: Do your travel agency has your own online information platform offering Barcelona information?

Interviewee: Of course we have. Our own travel agency has one, but this platform

only does the promotion, diffusion and advertising job, does not offer tourist products there. But for those tourists in China, we also provide our agency´s information to those agencies that we have collaboration and they put it to their own website. Right now we have collaborated with Tufeng (Chinese characters: 途风) from Chendu, and of Tuniu (Chinese characters: 途牛), we are talking with them about the corporation issue.

2.2

Interviewer: Is its click-through rate (CTR) high?

Interviewee: It cannot be seen. It can be seen in our own Wechat public account, but Wechat only works for Chinese in BCN, those tourists in China only browse websites.

2.3

Interviewer: Private clients of your agency, most of them already have searched about BCN before coming to your agency? Or your organize the route totally they only follow you?

Interviewee: Normally, they only give us a general information that they want, like the stay-in-bcn-days. For example, ¨we stay in Spain about 10 days, 2 days in BCN, 3 days in Madrid, and we also wanna visit Andalucia.¨ They would not give us those very details like which church they wanna visit. Since they pay the money they won't do the detail job.

Interviewer: It means that, most Chinese tourists are still on the phase of step-on-tour-guide trip, no? These days traveling in this city, the other days in another city?

Interviewee: I don't think it is a step-on-tour-guide trip.

Interviewer: Your agency normally provides more of step-on-tour-guide trip or more of deepen-trip? For example, ski trip.

Interviewee: It depends on clients. Normally we provide more of particular sight and

iconic attractions. According to travelers´ ages, hobbies. Young people prefer going shopping, we would arrange a plan of shopping, perhaps half day of pure shopping.

Interviewer: The private clients also have many young people?

Interviewee: Of course! Like a young couple. If they do not have children, they will come here to visit.

Interviewer: Which type of Private Clients is more?

Interviewee: A family with children.

Interviewer: Overseas students?

Interviewee: They don't have enough money.

3.1

Interviewer: After trip, what are Chinese tourists most impressed with Barcelona? Like dirty, disordering, locals people, climate, attractions, gastronomy?

Interviewee: Of course the very good climate. Good environment, good air, good climate, cheap luxury products. Whatever with which reason they visit Barcelona, they will buy something in the end, (as a present for their relatives or friends) like watch.

Interviewer: Where they do shopping mostly? Paseo Gracia or Outlet?

Interviewee: They won´t go to Outlet. Most of them go to Paseo Gracia and the Corte Ingles.

Interviewer: Why do they not go to Outlet? Because most products there are out seasonal products?

Interviewee: Because it is too far away from the Barcelona city.

Interviewer: So the most impression that they have is the good climate? No feeling with the colorful works of Gaudi? Like Sagrada Familia?

Interviewee: What feeling do these works have? I have visited the Eiffel Tower, but I

did not have feeling with it at all. Totally forgotten now. I only remember what delicious culinary food there are. If I do not learn architecture I would be very difficult to have some feeling with those types of attractions, no?

3.2

Interviewer: What aspects perhaps affect the Image of Barcelona that Chinese tourists have? Like climate, attractions or service attitude?

Interviewee: Indeed climate. If it rains a lot who wanna go out. The service attitude also has influence. But we cannot say that complaining is merely complaining. The thing is that, Spanish people treat people differently. For example, today if you walk around the Paseo Gracia with very elegant and luxury cloth, and then you visit the Chanel shop, those waiters would treat you very warmly. But if you wear very normally today, those waiters only open the door for you, and then nobody would follow you in the shop. Actually they also very recognize and distinct people.

However, Chinese people do not act in this way, rich people also wear normally. But I think every country do the same way.

Interviewer: How about restaurants?

Interviewee: Some people prefer eating typical dishes, so they would prefer having meal at some small local restaurants rather than those famous popular restaurants already listed in Lonely Planet. Waiters of big restaurants can speak English, but if the clients wanna patronize small local restaurants or bars, communication would be a problem.

Interviewer: Private Clients have interpreter no?

Interviewee: The tour guide, so they would not run into the problem. But those totally self-service traveler they would encounter this stuff.

Interviewer: Recently your clients prefer local dishes or still Chinese food? Or it also depends on the generations?

Interviewee: It depends on how long they would stay here. If they stay for 10 days, I think they would only try local food once or twice. Mostly they could not be used to eating food here.

How long time Private Clients stay here? 4 or 5 days?

Yes, but not 4 or 5 days only at one city, also included cities nearby.

3.3

What impression do Chinese tourists have on Barcelona? Too long time for queue? Too crowded?

Of course.

Too mass is certainly a problem. And the high price of tickets.

Be stolen?

Of course!!! It happens too many times!!

Where? Those attractions points?

Yep. You know what, actually our bus cannot park around those attractions, which is illegal. Unless we apply for a Public Service stamp for the bus, but it is really difficult to get one. Our bus cannot park there, so it is also very difficult to take care of clients' belongings, that causes them to be stolen easily.

Where is the hotel for clients?

Many sites. Suburbs, like Sant Cugat, it is cheaper there.

4.1

What motivations/ reasons they have to visit Barcelona?

Business trip or for Visa.

What is the reason that they choose Barcelona?

Metropolis.

What other Spanish cities can they know?

It is impossible for them that first time being at Spain they already know city like Cuenca, if they know it definitely they have googled a lot about Spain. So no doubt they would visit Madrid and Barcelona first. It also explains that most of them are not deepen-trip travelers.

Would they visit here for football?

Yep. But it is very difficult to get the timing of the football game when they get here.

And they also come here only because of the European trip route that you have mentioned before, no? The BTW-trip.

Yep. If you come to South France, you would by the way visit Barcelona. Most of them come here for this reason, the btw route. Generally, those that have never came out from China, they would not choose Spain as their first country to visit, and in Europe, Spain definitely is not the number 1 of Top 10. They prefer visiting France, Italy, German and Switzerland. Those tourists that have been in Europe and had good impression on it would visit Spain, or for the reason of low budget.

In other words, those tourists visiting Spain already have outbound tourism experience?

Perhaps, and also the budget or economic problem.

4.2

After visiting BCN, what overall image of here they have? Positive or negative in general?

If they are not stolen, everything here would be positive. However, once stolen... You know... Before, a CCTV female anchor came to BCN with a luxury branded handbag, and then her handbag was grabbed, included her thousands of euros in it, and the

handbag itself was also very expensive. Many Asian girls always have the habit of traveling with a very expensive branded handbag, so foreigners see them as their targets.

VERIFICATION OF POST TDI FACTORS IN SURVEY QUESTIONS

Interviewer: In the survey I want list these following factors, do you think that they make sense for the Chinese tourists to answer these questions?

First is ATT01 Cultural Historical and Artist Attractions

Interviewee: Almost all the Europe has the tradition of believing in God, but many Chinese tourists that came here believed in Buddha, so many of them once came here clarified that they would not visit Catholic church, unless it is very famous and very worthy, such as Sagrada Familia, or they would not visit.

Interviewer: But I thought many people visit here for a culture tourism, no?

Interviewee: It is indeed a culture tourism, but not necessary or obligatory to visit church, no? There are many types of culture tourism, like visiting Roman Ruins. People with religious belief would not visit church, normally are elders, both males and females. Normally they only visit Sagrada Familia, but like the Cathedral in Gothic District they would not enter, only watch it and take some photos outside.

Second one is ATT02 Sun & Beach

Interviewer: Some young people would go to beach, but people come here for business trip, middle aged people, would not go there.

Interviewer: How about Private clients?

Interviewee: We would take them to Sitges, because the quality of Beach in Barceloneta is really... (bad).

Interviewer: So would they put on bikini to have sunbath?

Interviewee: Nope. Only take a walk and have a look how is the beach here and have

a sunbath with normal cloth for feeling the atmosphere. After all we have a big difference between two cultures that we would not expose our abdomen in the public.

Interviewer: The third one is ATT03 Gastronomy

Interviewee: It is quite IMPORTANT! Tourists, not those for business trip, those that only come here for travel, one of whose travel purposes is eating well and living well, even if they don't live so well, at least they would have a taste of the local cuisine.

Interviewer: ATT04 Shopping point

Interviewee: Of course very IMPORTANT!

Interviewer: So principally Chinese tourists only care about if there are the products that they want, and then the service attitude, no?

Interviewee: Hmm, and the TAX FREE! Also very important! The Ms. Dong Wenhua, whose assistant almost did a bad job of the tax rebate stuff, almost cried! Haha, just joking.

Interviewer: SE01 Personal Safety

Interviewee: This is also very IMPORTANT! You also can imagine that.

Interviewer: They would pay attention to local people's quality of life? Their dressing? Or would have some comments on local people?

Interviewee: No doubts, (they said that) old ladies (of Barcelona) have very thick make up. You tell me in which country old ladies there go out with a very thick make up especially eyes make up??

Interviewer: SE02 Quality of Life of Local People

Interviewee: When Chinese tourists visit Gothic quarter they feel that local people are very poor and have economic problem. How should I explain to you. If Chinese tourists really wanna feel the local life, the local culture or cultural heritage, they would

prefer kind of murcia, seviila, ronda, granada ... These small cities small town, rather than the metropolis like Barcelona, but for shopping they would come here, Barcelona. Some cities in Andalucia are really antique, but Barcelona is too modern.

Interviewer: So they wouldn't care about their quality of life?

Interviewee: They visit here for traveling! Who care about their quality of life! But if we look back to those occidental people, for example, they would pay much attention on other people's dressing up, and then they would have a stereotype on them. Also the same with visiting the luxury branded shop, the waiters treat you according to your dressing up.

It is right. Actually it is not good. For example, there was a Chinese star that visited Barcelona and she just wore very normally nothing very luxury with high brand. When she entered in a luxury branded shop, no waiters noticed her, either treated her as a client.

SE03 Hygiene

Regular, not bad. But Las Ramblas is not good.

SE04 Local people's attitude to tourists

If you travel with a group guided by an agency, it is very difficult to contact with local people, because it is already an all-in-on service package, unless you buy something, in that case the tourist guide won't follow you, and only at that time you can contact with local people.

But if in self-service travel, you will figure out that while you are buying something and the waiter only speaks Catalan with you, it would be very weird and awkward. (But of course only speaking in Catalan it is too over and happened a little here.)

ATM01 02 03 Major purpose of Chinese tourist coming here is relaxing? Or night life? Or a quiet atmosphere?

RELAX!!! TOTALLY!! Very few Chinese people come here for night life, either nobody

of private clients come here for it. But if young people, probably.

What about Integrating into the local life? Like local eating habits? Local eating schedule?

Our tourists have to eat with their schedule or no restaurants open...

But what if someone wanna try the local cuisine?

It is also a very BIG problem!

You can imagine: I wanna feel your local life, so I have to have lunch at 14.00, but I cannot help that at 12.00 already feel very hungry, and at that time no local restaurants open... So I have no choice only go to Chinese restaurant in the end. It is very contradictory.

However, in France it is different. At 12.00, restaurants there open, but the local people also eat at 13.00 or 14.00.

They open earlier for tourists? Or they normally open that time?

They were so. There are so many Chinese in Paris, and I felt it. But in Barcelona it's not like that, the restaurants here won't open until the time to eat. But for Chinese it would be very hard. Especially, they just get here and so difficult to change the eating time so quickly. So at 12.00 they already fell hungry and you wanna them to wait until 14.00 to eat? Impossible! So they only can go to Chinese restaurants to have lunch. So you tell me how they can feel the local cuisine?!

What's more, having dinner at 20.00 is unimaginable, because we, Chinese people, say that we should eat less at night. You know what, how many groups let us call to the local restaurants to ask if they could open at 19.00?? But all the restaurants could not do that, so in the end those Chinese tourists only could go to Chinese restaurants! Who wanna eat a lot at night then go back to sleep?? I mean Chinese people.

One more point, lunch for Chinese people is very important that we would eat a lot and abundant food at that meal, but here in Barcelona it seems like that they eat more for dinner, so it is contradictory again.

So it seems that eating is a big problem?

Yep! Those times to eat is really...(complicated) The conflict of time to eat is quite big!

APPENDIX 5. INTERVIEW MEMO TO TOURISM PRACTITIONER SAMPLE 2 (CHINESE)

你们接待到的客户，国内哪些城市的比较多？
都有，温州上海北京东北。

他们怎么找到你们旅行社的？
1. 有游客自己网上搜到我们或是通过朋友找到我们
2. 找到国内旅行社，国内旅行社找到我们（不是长期合作的旅行社，临时合作的）[54]

什么类型的旅游多？
1. 商务游 10 多人，4 人 5 人
2. 公务游：4 人 5 人
3. 家庭游 10 多人，4 人 5 人 （经济实力较好）
4. 散拼团 30 到 40 来人
5. 学校夏令营 30 到 40 来人

城市形象及参观前和参观后形象的对比

来巴塞旅游之前，中国游客脑海中的巴塞罗那的城市形象是怎样的？巴萨球队，高迪建筑，购物便宜，天气好？
1. 首先高迪建筑不是，首先高迪可能只有对欧洲重要，对中国人而言，没有这么大知名度。
2. 巴萨球队，可能男生知道梅西
3. 斗牛，有人知道的
4. 购物：很多奢侈品比中国便宜
5. 天气：没概念，年轻人可能会做功课好一些。出行前领队说一下而已。但来了之后都会感叹天气真的很好。
来巴塞罗那的话，一般已经是第二次第三次来欧洲了，**第一次的话就是意大利，法国这种。**
（作者认为，此旅行社有年纪偏大的游客，所以来前对巴塞概念了解不多）

你们旅行社年龄段怎样？
年纪大的偏多，消费能力也相对高一些。

来参观巴塞之后，对其印象最深的是什么？
1. 高迪圣家堂，很震撼
2. 对于物价很感慨。出境游的都是经济实力较高的，或是一线城市，国内物价并不低，所以觉得巴塞的物价真的比较低，超市啊这些，但是餐厅酒店有时候还是觉得有些贵。

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[54]括号里的内容：作者的解释

3. 天气印象深。天气很好

旅游信息

客户来之前，哪里获得信息较多？还是就听旅行社的介绍？
自己搜信息的不多，听旅行社的较多（年纪偏大游客）。
年轻人的话自己做一些功课。

他们会看你们的微信公众号吗？
较少

旅行社官网？
较少少看

如果通过网上搜信息，他们一般通过什么网？
百度。一般来咨询我们的旅游产品的客户，不会去穷游，携程查信息，查信息较仔细的都是自助游的年轻人（此团年长的相对多一些）

那一般通过什么渠道获得信息？
旅行社，朋友亲戚介绍

他们提出来想去的景点，找你们安排行程，还是都由你们安排行程？
先问客人有没有特别想去的地方，我们就安排进去。
完全没概念的，就都由我们来安排行程。

国内微博网红号效应，或者综艺节目效应，游客会因这些追风吗？
不多。这几年国内综艺节目来这里的还是不少的，本来以为会有影响，但是发现并没有。
游客只是普遍对西班牙这个国家有更深的印象，但是不会对具体的城市有特别的印象。
（城市或国家在中国电视节目上的出镜率高了，中国人对这个城市或国家就有了普遍的印象而已）。
除此之外，年长的多，所以不太会追网红效应的风。

旅游景点

逛完后，什么景点最受欢迎？
圣家堂，桂尔公园最受欢迎（也因为旅行社自动把这两个列入行程中）。
之后就是米拉之家，巴特洛之家，哥特区，拉罕布拉大街，加泰罗尼亚广场。

海滩呢？
没有这么感兴趣。
夏天的时候，游客会相对地对海边更感兴趣，但是冬天的话，就不会去了。

如果游客参观米拉之家或巴特洛之家，旅行社会事先买好票吗？还是得游客自己买？
一般来说，如果是一个旅行大团的话，我们都会事先买好票的。

在桂尔公园参观的时候，你们会请加泰罗尼亚官方导游为游客解说吗？
一般是去圣家堂的时候我们会配一位官导。

但是在圣家堂有中文解释，他们还要官导？
有人不愿意听中文解释，嫌麻烦。来这里的年纪大的多，还有公务商务游， 他们的旅游动机并非**是为了解巴塞罗那**，热忱没有这么大。他们就看一下，拍个照就好了。所以讲解这一部分还好。都还在*旅游的初级阶段*。

旅游路线出现最多的景点？
圣家堂，桂尔公园，米拉之家，巴特洛之家，哥特区，拉罕布拉大街，诺坎普球场，奥特莱斯。
奥特莱斯：逛 **4** 到 **5** 个小时

一般特别要**购物**的旅行团，我们会留两个下午让他们购物：一个下午在奥特莱斯，一个下午在感恩街。

一般来巴塞旅游的会待几天？
两三天。

旅游路线会包括其它国家吗？
西葡，南法，西班牙南部。

根据您的描述，中国游客对巴塞文化类景点热诚不大。那他们还会去逛吗？
我很少碰到有游客要去博物馆的。

购物和自然景观更倾向于哪个？
购物。

天气重要么？
天气重要的。他们很少在国内看到像这里的蓝天白云。来巴塞罗那旅游后，有游客都有要住这里，养老的想法。都是有一定经济实力的人，所以来了之后会想到投资移民，就业，小孩过来读书一类的。

以下这些景点，贵社会带游客去么？
９２年奥林匹克运动会场地：必踩点
诺坎普：有
文化类景点：有
阳光沙滩：在巴塞停留久的，如三天的会去

<u>社会环境自然环境</u>

游客对治安重视吗？
重视，但是被偷的不多。

游客对当地人友善这个因素在乎吗？
在乎。他们会觉得西班牙人很**热情**，餐厅服务员都会跟他们闲聊几句。**觉得西班牙人挺可爱的。**

服务质量呢？
其实中国的服务业做得不错，只要经济实力高，就可以享受到各种服务，而且质量也不低，所以他们反而觉得这里的服务业一般：如**上菜速度**，酒店的清洁程度，他们会觉得**性价比不高**了。跟中国对比的话。

游客对旅游信息，翻译等要求高吗？
还好，主要看导游。翻译和旅游信息更多针对自助游游客了。

<u>城市氛围</u>

放松，生活节奏很慢，人们都不紧不慢的，时不时出来喝一杯的感觉。虽然巴塞罗那在西班牙可能已经算是生活节奏快的了，但是对中国人来说还是相对较慢的，中国游客感到很轻松。所以有投资移民的想法。

<u>旅游动机</u>

游客对购物更感兴趣还是对文化游感兴趣？
购物。

有第二次来巴塞的吗？
有，商务展会的团。

那来了好几次的展会的人，会再去哪里？
喝酒，会比较接近这里人的生活了，看当地人业余干什么了。吃喝较多了。

来了几次的游客，对巴塞印象如何？
不错的。

以下几项旅游动机,请 1 到 5 打分（1 为很不同意。5 为很同意）
了解异地文化：2
感受当地文化：3
购物资源多：4
购物价格低：4 （跟国内对比）

社交：商务团公务团的话，5；一般旅行团的话，2

提高社会地位（觉得巴塞是不错的城市，我如果旅游完回国就能跟国内的人说我来过巴塞了，会较有面子）：1（法国巴黎还较有辨识度，但是巴塞罗那的话，其实还好）

休闲：4

是个不错的跟亲戚朋友旅游的地方：4

安静安全：2

天气好：4（国内的朋友亲戚旅行团口口相传得知）

自然风光好：3

客人在这里旅行过程中的心情，你形容词来形容的话：

愉快

好奇

放松呢？

还行，因为很多人出来会看很多景点，旅行本来就是很累的事情（这个旅行社的受众面较多是年长散拼团，所以紧凑的 2 天或 3 天行程较多，跟 ｎｅｘｔｅｌ　ｔｒａｖｅｌ 不一样）

那**商务游**的话，来过几次了，也较多钱，所以多一些放松的娱乐活动。一般去喝酒，吃饭，　ｃｌｕｂ，会所。

APPENDIX 6. INTERVIEW MEMO TO TOURISM PRACTITIONER SAMPLE 3 (CHINESE)

15 March 2018 interview with Zhe Dong, Nextel Travel http://www.nextel.travel/es/home/

（）：作者讲的话
（）：作者在采访后输入时对被采访者一些回答的想法和反思

采访人：你们只接待中国人还是外国人也接待？
被采访人：主要分两部分，一部分是酒店的预约，这个部分中国人外国人都可以的；还有一个就是专门的中国的团，来西班牙，或西班牙葡萄牙，或西班牙到法国，但是西班牙葡萄牙更多。

采访人：如果是中国客户的话，一般来自哪些地区比较多？
被采访人：我们社跟北京的有合作，我们是地接社，就需要国内的旅行社组织人出来，我们提供当地的服务，所以就是有国内相关的旅行社跟我们合作。
例如，如果跟北京合作，你们一般接到的游客是哪里的？北京肯定比较多，还有青岛的比较多。如果是上海的旅行社，会苏州的也不少，也有香港的。

采访人：接待的客户一般什么类型的比较多？比如说是散客，家庭小团？还是商务图案的较多？还是说散拼团？还是说都差不多？
被采访人：其实商务团较多，但是更多的是公务团，例如市领导来西班牙相关部门访问交流，也有高级团。总的来说我们公司针对的客户是中上等的经济消费的，较低端的不多。高级的话商务的，家庭的都有，家庭团三口一家啊，住酒店都要住五星里最好的。

采访人：那就是说，先是国内旅行社给他们安排好计划，然后再把计划给你们？
被采访人：是他们安排计划的同时就来问我们的意见了。他们策划旅行路线的同时我们都有跟进的。

采访人：来之前和来之后对于巴塞罗那城市印象反差大不大？巴塞罗那对于中国客户来说受不受欢迎？
被采访人：我们不是做西葡团嘛，然后西班牙为主，然后马德里巴塞罗那就肯定都经过的，再加上南部 sevilla, granada，尤其还跟节日有关，夏天四月五月的时候南部就是必去的，只要来西班牙，除非是非常商务的要去特定的地方，否则一般情况下马德里和巴塞罗那就都是必经的旅游城市。

采访人：来巴塞罗那之前他们应该去过欧洲其它的国家？
被采访人：我们是地接社，没有直接接触到客户，我们使跟组团社（国内的旅行社）进行交流，最多是他们的问题，我们立马解决，我们都是从国内的旅行社给我们的反馈我们才知道情况的。

采访人：这样的话，那我如果想问游客来之前对巴塞的印象，比如说高迪的建筑有没有

听说过？

被采访人：这种肯定是听说过的，我们会天天跟进导游，导游肯定会说怎么样，所以我们也是知道一些的。

采访人：那你是否了解他们来之前对巴塞的印象？例如高迪？巴萨球队？购物多或者较便宜？天气好？空气好？景点有名？例如高迪的建筑作品。

被采访人：大部分我们的客户他们了解到的西班牙的状态，是国内旅行社提供给他们的。就因为我们要攒这个团，所以我们就要介绍西班牙给他们，所以他们对巴塞罗那的印象很有可能是我们宣传出去的。当然也得看是什么类型的客户。如果休闲高级类的游客，他们可能听一下介绍就来了，也许他们就不会做更多的功课了，但也有人可能会做更多的功课。

采访人：那就是说并非是想好要来西班牙才找国内的旅行社，是国内的旅行社可能有些宣传，说西班牙挺好的，游客再选择西班牙？

被采访人：是这个意思。但也有专门要来西班牙的。
例如公司说我们就是要来西葡，一般游客的话，来到国内旅行社就问，工作人员就说，我们现在有欧洲的这几个线路，你们自己选一下。我们就是推荐一下。所以客人的旅游目的地很多是我们推荐出去的，他们只是对目的地有个大致的概念，例如我们想去欧洲，具体哪个地方未必很清楚。也有，游客告诉们他们去过哪些地方，其它的我们再推荐一下。

采访人：如果推荐巴塞罗那的话，会推荐什么景点？

被采访人：高迪，巴萨，购物，天气好

采访人：游客来了以后对巴塞罗那的印象有没有改变？失望？或是感觉不错？

被采访人：这得看客户的体验了，不好说，不同的路线感受不一样。例如，路线轻松的，会感受得更好，但如果特别满的话，他们也没多少时间去品味这件事情。但排得很满，也是客户自己要求的。
排的满的，一般是散拼团，例如一个团，40个人，来自不同的地方的，这种类型的，人多，所以行程会非常的满，满的话，也是以购物为主。这种类型的团，我们公司不多。

采访人：来巴塞旅游，印象最深的是什么？

被采访人：天气好。人们的生活挺舒适的。因为来的高端团嘛，所以一般要求住得好，吃的好，所以要感受当地的美食（高经济消费游客，会较多要求感受当地文化当地生活方式），还有米其林，所以他们比较喜欢慢慢悠悠的，按照自己的节奏走的话，那会感受更多一些，会比较满意的。

旅游信息

采访人：关于旅游信息来源的。

被采访人：对，差不多就是从国内旅行社了解到的。当然也有自己找的。（因为这个旅行社的受众面是比较高端的，所以他们可能不太会自助游，所以并不会自己较多地搜信

息）。

采访人：那如果他们要搜的话，会看国内旅行社的网站吗？
被采访人：会的。

采访人：除此之外的话，他们就完全听国内旅行社。说出他们的需求，国内旅行社再跟你们接洽，再规划一个适合他们的旅游路线？
被采访人：对的。

采访人：国内微博网红号，或是明星说到的一些景点，或是有名的综艺节目，类似"爸爸去哪儿"这一类的，游客会不会较追明星风？明星去过的，我也想去？
被采访人：我们，这类的客户不多。我们很多客户是来商务游，然后顺便玩一玩，来就是玩儿的，你们介绍一下（不太追这种风的）。有种可能是夫妻类的，那男的就不太管事儿的，那就是老婆管，老婆有可能会被这种明星风影响到的，那就看这个老婆的年龄段是多少了。

旅游景点

采访人：你们会主动推荐哪些景点？
被采访人：圣家堂，桂尔公园是必去的。因为是高迪的建筑，也是世界有名的。其他的话，会推荐米拉之家，巴特洛之家，视行程而定。因为一般情况下，我们的客人没有只来巴塞罗那的，除非是商务公务的，否则不会只来巴塞罗那。
（商务，公务：只来巴塞罗那）
（小型家庭团，散拼团：南欧路线）
所以，如果一个 7 天团，在巴塞最多待 3 天，所以我们也选择性地挑景点，但是圣家堂和桂尔公园肯定会去。

采访人：米拉之家和巴特洛之家谁预定？
被采访人：一般我们预定。我们报价就我们定，也有较 diy 的游客，很多都自己订好了，他们只是要一辆车，要一个陪同导游，这种类型的就自己定了。

采访人：桂尔公园进去参观，需要讲解的话，你们找加泰罗尼亚官方导游吗？
被采访人：这种也视情况而定。官导非常贵，如果人数非常少的团，就不合算了。但如果经济实力很高，另当别论了。

采访人：除了这些景点，还会带到哪些景点？
被采访人：哥特区，拉罕布拉大街，boqueria 市场，大教堂，哥伦布广场，逛一逛。

采访人：有没有碰到信佛的，不愿意去教堂的？
被采访人：我们客户中没有。

采访人：参观完后，他们对什么类型的景点感觉比较好？文化历史类的？自然景观？海洋沙滩？天气好？购物选择多？

被采访人：整体说，除非是教育意义类的休闲旅游（较针对文化旅游），大部分还是会对购物最感兴趣的。其次是人文，自然风光呢一般。这也跟受众的年龄层有关。
（感兴趣的层次：购物，文化自然景观）

采访人：你们客户的年龄层多少？
被采访人：35 以上。太老年的就便宜的拼团，但这类的不多。

采访人：对沙滩，他们感兴趣么？观光一下，不是指下去晒太阳。
被采访人：不多。如果真想去海边的话，会去附近的小镇 sitges，并不太在巴塞罗那的沙滩。还有对古镇感兴趣的，就是 girona。除了购物以外，对历史文化还是感兴趣的，但购物还是很重要的。
采访人：这么说，有两种类型：
散拼团：人多成本低，他们对 shopping 最感兴趣，对人文就其次，自然兴趣最低；
商务团：就更想休闲，倾向于看自然风光，因为他们在开会出差后，不想再用脑子听讲解了；
高端定制：相对倾向人文旅游。
总结：大部分的客户，都是购物第一。

采访人：以下这些景点，你们带游客参观的多不多？

采访人：92 年奥林匹克运动会场地？
被采访人：会去，因为要去 montjuic，所以奥林匹克场馆也去。

采访人：诺坎普球场？
被采访人：频率没有 montjuic 多，但也有客人要求去，男性偏多，40 岁以上，也有要求看比赛。

购物点？
奥特莱斯，感恩步行街，我们的客户较走奢侈品牌的部分. 散拼团的话，就把游客放在那里一段自由时间，自己逛。高级定制的，就是有专车导游跟随，所以他们要去哪，我就停在哪儿。

文化景点？
哥特区，哥伦布广场，旧港。

海洋沙滩？
不太去。如果有要求，就直接去 sitges.一般有这种要求的，也是高级团。

高迪建筑？
肯定去的。圣家堂，桂尔公园，米拉之家，巴特洛之家。有时候是建筑爱好团（例如，建筑事务所），也会去桂尔宫殿.

社会自然环境

对社会环境很在乎吗？例如，治安？
无论哪种团，治安都重要。

有没有来之前就听说巴塞治安不好？
那倒没有，但是闹独立，会有影响，警惕些（讲到这里，加一句，有些采访是闹独立之后，再采访的，因为政治动态频繁，再做些采访更好地跟进游客动态）。

闹独立对于他们选择来不来这里的影响大吗？
只是担心安不安全，另外都没太大影响。

当地人友善在乎吗？
不太接触得到
接触到了，也在乎的

服务质量？
在乎的。高端定制团对酒店服务质量要求很高的。

旅游信息，翻译服务？
旅行团的导游都包了这一块。

对酒店质量，服务满意度如何？
一般来说都是不错的。酒店都是四星级以上的，即使散拼团也是。

购物服务质量满意度？
奢侈品店几乎都有中国服务员，质量都可以的，加上导游经验丰富，会帮忙参考购物，总体都不错。

以下几项，感觉如何？：

服务质量：不错
天气：没问题，2月份下了几场雨，对他们心情的影响也不大。也有客人会再想回来看看，阳光下的巴塞罗那是怎样的。
当地人友善：还可以，接触到的频率不高

有因为闹独立，会觉得这里的人较激进？
没有。单纯担心安全问题，人身安全问题，其它没什么。
来之后，被偷现象也几乎没有。

旅游信息翻译感觉如何？
还可以。都有导游，没翻译无所谓。

购物服务？
满意度可以的，没问题。

酒店服务？
满意度可以的。

总体满意度都不错。但要注意，抱怨不多，因为大部分是高端客户，就是散拼团也是高端的，钱花出去了，服务自然就好了。

你们的导游怎么分配的？
大的散拼团：国内旅行社会再派导游过来，这里再一个导游，一共俩。
高级定制小团：国内不再派导游，他们自己坐飞机到巴塞罗那跟这里的导游会合。

对导游的抱怨多吗？
还好，也看游客性格和当时心情了。有时，购物的过程中，觉得能买到更便宜的，感觉导游没解释清楚（购物真的很重要）。

城市旅游氛围

城市让我觉得：
兴奋
开心
好奇
放松

被采访人：大部分都是觉得城市让我感到放松，因为大部分冲着休闲来的。即使商务团，最后也要求轻松的行程。
也有客人兴奋，好奇的。兴奋因为觉得城市人文历史建筑风格，让人觉得兴奋好奇。

觉得巴塞罗那这个城市国际化么？
还好。

来巴塞罗那旅游的一般待几天？
最多三天。商务的话，只来巴塞的，会待多一些。
高档体验，私人飞机，热气球，高尔夫，多待几天的。

旅游动机

次序：购物，文化，自然景观

特例：商务团，不得不来这里，自然景观，文化，轻松的。

综合来看，以下的理由的可能性，1 可能性最低，5 可能性最高：

国外异域风情，国外文化：3
历史文化遗产建筑，景点：3
西方生活氛围：3
购物资源多：4
购物价格便宜：5（相对中国）
社交，增加人脉：1，主要为自己的休闲（作者认为，因为较多的小型高级定制，目的就是休闲，并非社交，但商务游是有可能的）
提高社会地位：对散拼团，回国有谈资4；小型高级定制团，2
休闲：5
不错的跟朋友亲戚旅游的地方：4
安静，安全：3
天气好：4
海洋沙滩：3
自然环境好：2

旅游时的心情

愉悦
兴奋
好奇
放松:倾向最大

被采访人：舒适，他们也有觉得。他们觉得住这里也不错，是个不错的移民国家。没有以移民为动机来旅游的，但是来旅游后有想投资或移民的。

APPENDIX 7. INTERVIEW MEMO TO VISITOR SAMPLE 1. (IN CHINESE)

1. 你来巴塞罗那之前对巴塞罗那了解多不多？
不多。来之前只知道比较国际化，有高迪。

2. 气候好不好知不知道？
气候知道的，就是比较温和。

3. 西班牙除了巴塞罗那，你还知道哪些城市？
马德里，萨拉曼卡，还有南部的那一片，但具体哪个城市不清楚。

4. 来之前对巴塞罗那哪些景点你是了解的？比如说这里有圣家堂，你来之前有没有想过这个景点是必须要去的？
我知道有圣家堂啊，巴特洛之家啊，但是你说完全一定要进去的话，因为票价比较贵嘛，所以一定要进去的心也没有，因为光从外观看已经很漂亮了，因为都很有特点。桂尔公园也是很不错的，而且当时我来旅游的时候那里还是免费的，所以这个可能是要去看的。

5. 所以你是偏向于自己旅游，不太会去找旅行社的对哇？
对。因为旅行社的话行程太赶了对于我来说，一个景点一个景点地赶着参观就没有自己的时间再去多看一看。

6. 那就是说来之前你比较感兴趣的景点大部分是高迪的景点？
对。还有海边那一块，它不是有很多奇怪的标志性建筑物嘛，就比如说那三个箱子。（你来之前就知道了？）因为来之前我不小心看到图片了，所以我会对这些奇怪地形状地东西感兴趣。

（你选择巴塞罗那地理由是什么？就是说有什么比较吸引你？）
1 是，是国外，2 是气候比较舒服，所以你去旅游地时候不至于会因为天气而去受罪嘛。还有就是，高迪我是蛮敢兴趣的。

（你一般从哪里搜巴塞罗那的信息的？你是 Online 比较多还是 offline 比较多？比如说 Lonely planet 这些导游书）
我是无意间发现了一本来巴塞罗那旅游的类似导游的书，一本小的很方便携带的，之后感兴趣了我就是网上看的比较多了，穷游啊这些的。

（就是说线下会先提起你的兴趣，但真的要仔细搜索的话就是 online 搜了）
就是有那个信息基础，然后再扩大面积。

（还有没有其它渠道？比如说身边的朋友啊亲戚啊之前来过的跟你提到过巴塞罗那）
可能也就一个朋友跟我提到过，其它也都没去过，他们可能也是在图片上看到的，然后我们聊天的时候就会提到"欸巴塞罗那那个地方确实不错"。其它再多的对于旅游方面的帮助就没有了。你要说的话，是确定要来巴塞罗那之后，关注的会比较多，所以才注意到，比如说央视的八台会介绍世界各地的旅游，有一些巴塞罗那的东西，我现在有印

象的是当时有过桂尔公园的介绍的，（那是什么时候的事情？）12 年 13 年左右吧。（你决定要过来了，你开始关注身边有哪些关于巴塞罗那的信息？）对，其实还不少信息，就是你有了这个概念，你会发现欸身边还是有很多这个方面的信息的......但是我身边的朋友们，女孩儿比较多吧，他们还是更多地关注到法国意大利这方面的，所以这两个国家的信息还是比较多的，那你说西班牙的话，一提到西班牙大部分人第一反映都是斗牛，其实还是认知不够，对西班牙整个国家的了解不够，西班牙也没有什么电影。我觉得法国和意大利最重要的就是浪漫式的爱情电影比较多，（还有买东西）特别是大品牌的奢侈品牌比较多都是意大利法国的，（还有时装周啊）对。

（刚才都是讲旅游之前的，现在是旅游完之后，你觉得巴塞罗那最突出的形象是什么？比如说高迪？）
我觉得可以，高迪可以（其它没有了？足球呢？）其实我不太了解足球，但如果比较了解的话，我觉得足球是可以作为它的形象的，然后还有 montjuic 上的奥林匹克场馆什么的，其实也可以代表它的形象的，知道的人也不会特别去看，大场馆也都是体育场馆，也没有什么的，（你想象一下，如果要你把巴塞罗那推销给中国游客的话，让你选择巴塞的其中一个景点来强推的话，你会选择哪个景点来推广？比如说圣家堂，桂尔公园，米拉之家巴特罗之家，还有文化方面的，哥特区，你觉得中国人会对哪个景点比较感兴趣？）
如果是强推给中国人的话，我觉得我会强推天气，阳光，海滩，畅快地呼吸新鲜空气，（你觉得他们会..比如说外国人你说阳光沙滩，他们第一反应就是去海边晒太阳，那你说跟中国人说这个阳光气候好，他们真的会特地去海边晒太阳吗？）我觉得不会特地去，但是他们会往那边走一走啊，我觉得如果是强推天气的话，那会比较强推针对给大家庭的那种，孩子和老人都可以随便玩儿，但如果只是单纯的情侣的话，（就是说强推天气的话，中国游客可以的好的天气环境去别的景点旅游，不一定说好的太阳我就只是去海边晒太阳了，因为毕竟还是来旅游的）对，毕竟还是向多看看外国人的生活啊，街道啊，（所以基本的景点还是要踩到的）（你来了以后有去海边晒太阳吗？）我是有的。（你有穿比基尼晒吗？）穿泳衣晒，因为我那时候要学游泳，所以我觉得穿比基尼穿下海不方便，所以我穿的是连体泳衣，（我估计中国游客里可能年轻人比较可以接受穿比基尼去海边晒太阳，老年人可能就不太行）中老年人也不是说完全不可以去晒太阳，但你说穿比基尼的话可能就不太行了，

（只是从巴塞罗那的景点来说哦，比如说桂尔公园啊，或者圣家堂，你觉得什么景点最能代表巴塞罗那的形象？比若说我现在也是要强推巴塞罗那，以某个景点作为城市的 logo，你觉得哪个景点的照片库作为它的 Logo 最好？）
我觉得特点上来讲是圣家堂，但是如果从画面角度来看的话桂尔公园的那个瓷砖长凳颜色比较漂亮，因为我觉得如果是网站上的话，最重要的是吸引眼球嘛，因为大部分人也都不了解这个地方嘛，颜色就比较吸引人，就有兴趣点进去看。但如果你说专指文化上来说的话，圣家堂就比较好（圣家堂里面也挺色彩的）对的，里面还挺好看的，但我以前看的网上的照片的话，我觉得还是桂尔公园的照片更吸引我。

（现在这么多景点你逛下来，哪个景点最让你满意？满意的意思就是指与你预期的契合度比较高）
我觉得高迪的这些都可以。都还不错，我只有巴特罗之家没有进去，但我也看过网上的图片，内观也挺好的，无论是外观还是内观.

APPENDIX 8. QUESTIONNAIRE (ENGLISH VERSION).

ANONYMOUS SURVEY –   PHD STUDENTS – AUTONOMOUS UNIVERSITY OF BARCELONA

Gender:
Male ◯
Female ◯

Age:
18-29 ◯
30-39 ◯
40-49 ◯
50-59 ◯
≥60 ◯

Living place:
Beijing ◯
Shanghai ◯
Guangdong ◯
Hong Kong ◯
Taiwan ◯
Other ◯

How do you travel?
Independently ◯
Agency group ◯

Nº trips to Europe
First time ◯
Second time ◯
Third or more ◯

Nº trips to Spain
First time ◯
Second time ◯
Third or more ◯

Nº trips to Barcelona
First time ◯
Second time ◯
Third or more ◯

Education:
High School ◯
Professional D. ◯
University degree ◯
Postgraduate ◯

Employment:
Civil servant ◯
Self Employed ◯
Salary man ◯
Student ◯
Housewife ◯

Monthly income:
<3000 Yuan ◯
3000-6000 Yuan ◯
6000-9000 Yuan ◯
>9000 Yuan ◯

PLEASE, RESPOND ALL OF THE FOLLOWING SENTENCES CHOSING AN OPTION FROM 1 TO 5

1. Strongly disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree   ?. I don't know

Example: Sentence: I enjoyed this travel   1   2   3   ✗   5   ?

MOTIVATIONS BEFORE THE TRAVEL

1.	I want to visit a new place and new sceneries	1	2	3	4	5	?
2.	I expect rest and relax	1	2	3	4	5	?
3.	I want to Increase knowledge and experiences	1	2	3	4	5	?
4.	I expect to experience the Western culture	1	2	3	4	5	?
5.	I expect to socialize	1	2	3	4	5	?

6.	I expect to do shopping	1	2	3	4	5	?
7.	I expect to visit friends or relatives in the destination	1	2	3	4	5	?
8.	I want to acquire prestige and status	1	2	3	4	5	?
9.	I chose this destination because its monumental heritage and architecture	1	2	3	4	5	?
10.	I chose this destination because its ideal climate and environment	1	2	3	4	5	?
11.	I chose this destination because the Spanish culture and lifestyle	1	2	3	4	5	?
12.	I chose this destination because it is suitable to travel with family and friends	1	2	3	4	5	?
13.	I chose this destination because its shopping facilities	1	2	3	4	5	?
14.	I chose this destination because it is a peaceful and safe place	1	2	3	4	5	?
15.	I chose this destination because the natural and green spaces	1	2	3	4	5	?
16.	I chose this destination because the sun and beach	1	2	3	4	5	?

SATISFACTION AFTER THE TRAVEL

1	The travel has provided experiences of beautiful scenery	1	2	3	4	5	?
2.	The travel was filled with historical and cultural legacy	1	2	3	4	5	?
3.	The travel was comfortable and safe	1	2	3	4	5	?
4.	The travel was relaxed	1	2	3	4	5	?
5.	The travel was more valuable than its cost	1	2	3	4	5	?
6.	I am satisfied with the services in Chinese language	1	2	3	4	5	?
7.	I am satisfied with the accessible tourist information	1	2	3	4	5	?
8.	I am satisfied with the accommodation services	1	2	3	4	5	?
9.	I am satisfied with the shopping services	1	2	3	4	5	?
10.	I am overall satisfied with the travel	1	2	3	4	5	?
11.	I will visit again Spain	1	2	3	4	5	?
12.	I will visit again Barcelona	1	2	3	4	5	?
13.	I will recommend this travel	1	2	3	4	5	?
14.	In my next travel I will travel without organized group	1	2	3	3	5	?

ABOUT BARCELONA

1.	My feeling about Barcelona is happy	1	2	3	4	5	?
2.	My feeling about Barcelona is excited	1	2	3	4	5	?
3.	My feeling about Barcelona is relaxed	1	2	3	4	5	?
4.	My feeling about Barcelona is curious	1	2	3	4	5	?

5.	Before the travel my image of Barcelona was Gaudí and architecture	1	2	3	4	5		?
6.	Before the travel my image of Barcelona was the FC Barcelona	1	2	3	4	5		?
7.	Before the travel my image of Barcelona was the Olympics games	1	2	3	4	5		?
8.	Before the travel I thought Barcelona is a good place for Shopping	1	2	3	4	5		?
9.	Before the travel my image was Blue sky and good climate	1	2	3	4	5		?
10.	After the travel the my image of Barcelona is Gaudí and architecture	1	2	3	4	5		?
11.	After the travel the my image of Barcelona is FC Barcelona	1	2	3	4	5		?
12.	After the travel the my image of Barcelona is Olympics games	1	2	3	4	5		?
13.	After the travel I think Barcelona is a good place for Shopping	1	2	3	4	5		?
14.	After the travel the my image is Blue sky and good climate	1	2	3	4	5		?
15.	My overall image of Barcelona now is cultural heritage and architecture	1	2	3	4	5		?
16.	My overall image of Barcelona now is quality of service	1	2	3	4	5		?
17.	My overall image of Barcelona now is local people	1	2	3	4	5		?
18.	My overall image of Barcelona now is cosmopolitan atmosphere	1	2	3	4	5		?

THANK YOU VERY MUCH

匿名调查问卷 – 博士研究项目 – 巴塞罗那自治大学

性别：
男 ◯
女 ◯

年龄：
18-29 ◯
30-39 ◯
40-49 ◯
50-59 ◯
≥60 ◯

现居住地：
北京 ◯
上海 ◯
广东 ◯
香港 ◯
台湾 ◯
其它 ◯

旅行方式：
自助游 ◯
跟团游 ◯

旅欧洲次数：
第一次 ◯
第二次 ◯
第三次或以上 ◯

旅西班牙次数：
第一次 ◯
第二次 ◯
第三次或以上 ◯

旅巴塞罗那次数：
第一次 ◯
第二次 ◯
第三次或以上 ◯

学历：
高中 ◯
大专 ◯
大学 ◯
硕士或以上 ◯

身份：
公务员 ◯
自由职业者 ◯
上班族 ◯
学生 ◯
家庭主妇 ◯
退休 ◯
失业 ◯

月收入（元）：
<3000 ◯
3000-6000 ◯
6000-9000 ◯
>9000 ◯

请在以下每题的¨1¨到¨5¨或¨?¨中勾选一项

1. 非常不同意　　2. 不同意　　3. 一般　　4. 同意　　5. 非常同意　　?. 不知道

例如：　我满意这次旅行。　1　✓2　3　4　5

旅游动机

		1	2	3	4	5	?
1.	我希望欣赏异国风景	1	2	3	4	5	?
2.	我希望休闲、放松	1	2	3	4	5	?
3.	我希望增长知识、丰富经历	1	2	3	4	5	?
4.	我希望感受西方文化	1	2	3	4	5	?
5.	我希望拓展社交面	1	2	3	4	5	?

6.	我想购物	1	2	3	4	5	?
7.	我想去旅游地探亲访友	1	2	3	4	5	?
8.	我想提高社会层次	1	2	3	4	5	?
9.	我选择此旅游地是因为 这里有丰富的文化古迹 和 建筑	1	2	3	4	5	?
10.	我选择此旅游地是因为 这里气候宜人	1	2	3	4	5	?
11.	我选择此旅游地是因为 喜欢西班牙文化	1	2	3	4	5	?
12.	我选择此旅游地是因为 这里非常适合与家人朋友同游	1	2	3	4	5	?
13.	我选择此旅游地是因为 这里购物方便、货源丰富	1	2	3	4	5	?
14.	我选择此旅游地是因为 这里是平静安全的地方	1	2	3	4	5	?
15.	我选择此旅游地是因为 这里自然环境、绿化好	1	2	3	4	5	?
16.	我选择此旅游地是因为 喜欢这里的阳光沙滩	1	2	3	4	5	?

旅游满意度

1	此次旅行 让我体验到了美丽的异国风景	1	2	3	4	5	?
2.	此次旅行 我游览了许多历史文化古迹	1	2	3	4	5	?
3.	此次旅行 安全舒适	1	2	3	4	5	?
4.	此次旅行 让人感到轻松	1	2	3	4	5	?
5.	此次旅行 物超所值	1	2	3	4	5	?
6.	我满意此次旅行的 中文服务	1	2	3	4	5	?
7.	我满意此次旅行的 旅游信息	1	2	3	4	5	?
8.	我满意此次旅行的 住宿服务	1	2	3	4	5	?
9.	我满意此次旅行的 购物服务	1	2	3	4	5	?
10.	我对此次旅游整体都满意	1	2	3	4	5	?
11.	我会再来西班牙旅游	1	2	3	4	5	?
12.	我会再来巴塞罗那旅游	1	2	3	4	5	?
13.	我会推荐此次旅游行程	1	2	3	4	5	?

关于巴塞罗那

1.	此次巴塞罗那旅游体验让我感到 愉快	1	2	3	4	5	?
2.	此次巴塞罗那旅游体验让我感到 兴奋	1	2	3	4	5	?

3.	此次巴塞罗那旅游体验让我感到 轻松	1	2	3	4	5	?
4.	此次巴塞罗那（简写"巴"）旅游体验让我感到 好奇新鲜	1	2	3	4	5	?
5.	第一次旅巴 前 我认为其城市形象代表是 高迪及其独特建筑	1	2	3	4	5	?
6.	第一次旅巴 前 我认为其城市形象代表是 巴萨球队	1	2	3	4	5	?
7.	第一次旅巴 前 我认为其城市形象代表是 92 年巴塞奥运会	1	2	3	4	5	?
8.	第一次旅巴 前 我认为其城市形象代表是 购物胜地	1	2	3	4	5	?
9.	第一次旅巴 前 我认为其城市形象代表是 蓝天白云好气候	1	2	3	4	5	?
10.	旅巴 后 我认为其城市形象代表是 高迪及其独特的建筑	1	2	3	4	5	?
11.	旅巴 后 我认为其城市形象代表是 巴萨球队	1	2	3	4	5	?
12.	旅巴 后 我认为其城市形象代表是 1992 年巴塞罗那奥运会	1	2	3	4	5	?
13.	旅巴 后 我认为其城市形象是 购物胜地	1	2	3	4	5	?
14.	旅巴 后 我认为其城市形象是 蓝天白云好气候	1	2	3	4	5	?
15.	旅巴 后 我认为其整体城市形象是 丰富的文化遗产和建筑	1	2	3	4	5	?
16.	旅巴 后 我认为其整体城市形象是 服务质量高	1	2	3	4	5	?
17.	旅巴 后 我认为其整体城市形象是 当地人友善	1	2	3	4	5	?
18.	旅巴 后 我认为其整体城市形象是 国际化氛围	1	2	3	4	5	?

非常感谢！

匿名調查問卷　–　博士研究專案　–　巴賽隆納自治大學

性別：男　　○
　　　女　　○

年齡：18–29　○
　　　30–39　○
　　　40–49　○
　　　50–59　○
　　　≥60　　○

現居住地：
　　北京　○
　　上海　○
　　廣東　○
　　香港　○
　　臺灣　○
　　其他　○

旅行方式：
　　自助遊　○
　　跟團遊　○

旅歐洲次數：
　　這是第一次　○
　　這是第二次　○
　　第三次或以上　○

旅西班牙次數：
　　這是第一次　○
　　這是第二次　○
　　第三次或以上　○

旅巴賽隆納次數：
　　這是第一次　○
　　這是第二次　○
　　第三次或以上　○

婚戀狀態：
　　已婚　　○
　　喪偶　　○
　　戀愛中　○
　　單身　　○

學歷：
　　高中　　　○
　　大專　　　○
　　大學　　　○
　　碩士或以上　○

身份：
　　公務員　　○
　　自由職業者　○
　　上班族　　○
　　學生　　　○
　　家庭主婦　○
　　退休　　　○
　　失业　　　○

月收入（元）：
　　不願作答　○
　　<3000　　○
　　3000–6000　○
　　6000–9000　○
　　>9000　　○

請在以下每題的¨1¨到¨5¨或¨?¨中勾選一項

1. 非常不同意　　2. 不同意　　3. 一般　　4. 同意　　5. 非常同意　　?. 不知道

例如：我满意这次旅行。　1　\2/　3　4　5

旅遊動機

		1	2	3	4	5	?
1.	我希望欣賞異國風景	1	2	3	4	5	?
2.	我希望休閒、放鬆	1	2	3	4	5	?

3.	我希望增長知識、豐富經歷	1	2	3	4	5		?
4.	我希望感受西方文化	1	2	3	4	5		?
5.	我希望拓展社交面	1	2	3	4	5		?
6.	我想購物	1	2	3	4	5		?
7.	我想去旅遊地探親訪友	1	2	3	4	5		?
8.	我想提高社會層次	1	2	3	4	5		?
9.	我選擇此旅遊地是因為 這裏有豐富的文化古跡 和 建築	1	2	3	4	5		?
10.	我選擇此旅遊地是因為 這裏氣候宜人	1	2	3	4	5		?
11.	我選擇此旅遊地是因為 喜歡西班牙文化	1	2	3	4	5		?
12.	我選擇此旅遊地是因為 這裏非常適合與家人朋友同遊	1	2	3	4	5		?
13.	我選擇此旅遊地是因為 這裏購物方便、貨源豐富	1	2	3	4	5		?
14.	我選擇此旅遊地是因為 這裏是平靜安全的地方	1	2	3	4	5		?
15.	我選擇此旅遊地是因為 這裏自然環境、綠化好	1	2	3	4	5		?
16.	我選擇此旅遊地是因為 喜歡這裏的陽光沙灘	1	2	3	4	5		?

旅遊滿意度

1	此次旅行 讓我體驗到了美麗的異國風景	1	2	3	4	5		?
2.	此次旅行 我遊覽了許多歷史文化古跡	1	2	3	4	5		?
3.	此次旅行 安全舒適	1	2	3	4	5		?
4.	此次旅行 讓人感到輕鬆	1	2	3	4	5		?
5.	此次旅行 物超所值	1	2	3	4	5		?
6.	我滿意此次旅行的 中文服務	1	2	3	4	5		?
7.	我滿意此次旅行的 旅遊資訊	1	2	3	4	5		?
8.	我滿意此次旅行的 住宿服務	1	2	3	4	5		?
9.	我滿意此次旅行的 購物服務	1	2	3	4	5		?
10.	我對此次旅遊整體都滿意	1	2	3	4	5		?
11.	我會再來西班牙旅遊	1	2	3	4	5		?
12.	我會再來巴賽隆納旅遊	1	2	3	4	5		?
13.	我會推薦此次旅遊行程	1	2	3	4	5		?

關於巴賽隆納

1.	此次巴賽隆納旅遊體驗讓我感到 愉快	1	2	3	4	5	?
2.	此次巴賽隆納旅遊體驗讓我感到 興奮	1	2	3	4	5	?
3.	此次巴賽隆納旅遊體驗讓我感到 輕鬆	1	2	3	4	5	?
4.	此次巴賽隆納（簡寫"巴"）旅遊體驗讓我感到 好奇新鮮	1	2	3	4	5	?
5.	第一次旅巴 前 我認為其城市形象代表是 高迪及其獨特建築	1	2	3	4	5	?
6.	旅巴 後 對其印象是 高迪及其獨特的建築	1	2	3	4	5	?
7.	第一次旅巴 前 我認為其城市形象代表是 巴薩球隊	1	2	3	4	5	?
8.	旅巴 後 對其印象是 巴薩球隊	1	2	3	4	5	?
9.	第一次旅巴 前 我認為其城市形象代表是 92 年巴塞奧運會	1	2	3	4	5	?
10.	旅巴 後 對其印象是 1992 年巴賽隆納奧運會	1	2	3	4	5	?
11.	第一次旅巴 前 我認為其城市形象代表是 購物勝地	1	2	3	4	5	?
12.	旅巴 後 對其印象是 購物勝地	1	2	3	4	5	?
13.	第一次旅巴 前 我認為其城市形象代表是 藍天白雲好氣候	1	2	3	4	5	?
14.	旅巴 後 對其印象是 藍天白雲好氣候	1	2	3	4	5	?
15.	旅巴 後 我認為其整體城市形象是 豐富的文化遺產和建築	1	2	3	4	5	?
16.	旅巴 後 我認為其整體城市形象是 服務品質高	1	2	3	4	5	?
17.	旅巴 後 我認為其整體城市形象是 當地人友善	1	2	3	4	5	?
18.	旅巴 後 我認為其整體城市形象是 國際化氛圍	1	2	3	4	5	?

非常感謝！

APPENDIX 11. EXPLANATION OF QUESTIONNAIRE FOR THE RESPONDENTS VIA FACEBOOK AND MESSENGER

In English:

Dear friends!

Could you please answer this anonymous survey of only 4 pages around 5 mins (you can choose simplified or traditional Chinese) for our investigation group, and also one part of my project? The results will be used only for Autonomous University of Barcelona.

This survey is designed to study Chinese Mainland, Hong Kong, Macao and Taiwan's Tourist Experience in Spain (Barcelona). If you have traveled around Spain (Barcelona) during last 3 years, please fill in the questionnaire. Your answer will provide great help to our research!

I would be very grateful if you could forward the survey!

Thanks a loooooot guys!!

In Traditional Chinese:

大家好！

希望您能夠花 5 分鐘時間完成一份簡單的 4 頁匿名問卷調查（問卷右上角可選擇簡體字或繁體字），結果只為巴賽隆納自治大學的研究所用。

此問卷調查是關於中國大陸及香港、澳門和臺灣遊客的西班牙（巴賽隆納）旅遊體驗。

如果您在近三年去西班牙或巴賽隆納休閒旅遊過（跟團或自助遊，排除西班牙留學和出差），非常希望您能夠做一下這份問卷，您的調查結果將為我們的研究提供很大幫助！

如果您能幫忙轉發給親朋好友，我們也將不勝感激！

真的非常感謝大家！