Chinese tourists' perception of destination, travel motivation, value pursuit, and their connections

PhD Thesis written by

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Abstract

Tourism consumption has become increasingly common among Chinese people, as a result of the economic growth and the development of life quality in China. Since 1983 when Chinese international tourism started to open to the public, the Chinese outbound travel market kept flourishing. In 2014, China became the world's largest outbound tourism market, being the country of origin with the highest tourist departures and expenditure. Chinese tourists turn to be an important part of international tourism, and more researchers and tourism practitioners are interested in better understanding people from this emerging market. The knowledge regarding how Chinese tourists perceive tourism destinations and what motivates them to travel to different places is direct and essential.

The current mixed-method study aims at identifying the Chinese tourists' perceived attributes of tourism attractions, their travel motivations, and value pursuit, and exploring and testing the cognitive structure regarding travel motivations in the outbound travel context. Practically, Barcelona was used as the destination for this study. The exploratory sequential design is followed, as a quantitative study is conducted after a qualitative study phase. The photo-elicitation interview technique was used for qualitative data collection. Qualitative results include the lists of perceived attributes, travel motivations, and personal values, which were obtained with inductive and deductive content analysis. Inductive analysis ensured that the information uncovered by previous literature but mentioned by respondents is identified properly, while deductive analysis made the most of widely accepted definitions and well-determined items at attribute, motivation, and value levels. Th quantitative study phase aims at generating more generalizable and objective results. A questionnaire designed based on qualitative results works as the quantitative data collection instrument. The statistical

analysis produced quantitative results that were finally integrated with qualitative results to provide unbiased and also context-rich findings, thus offering deeper insights for the research question.

The current study updated the lists of perceived destination attributes, travel motivations, and personal values in China's outbound travel context. New China-specific items include "Daka (打卡)" at the motivation level, and "Mianzi (面子)", "Filial piety (孝顺)", "Devotion to children(望子成龙)" at the personal value level. Although, the China-specific items were then found to be low-positioned in the obtained importance rankings of perceived attributes, travel motivations, and personal values. The Chinese tourists' motivational cognitive structures were constructed and presented with hierarchical value maps, where the items at attribute, motivation, and value levels are linked by important connections. Moreover, the influence of socio-demographic characteristics on the rankings of and connections among the attribute, motivation, and value items was determined.

The current study brings both qualitative and quantitative research approaches together to enhance the integrity of findings. A qualitative stage provided contextual understanding coupling with generalizable findings uncovered through a quantitative stage. The research demonstrated a method applicable to different tourism destinations and tourists from different origins adapting the varying social and cultural contexts. The research findings enriched travel motivation literature by taking into account not only the concepts in perceived attributes, travel motivations, and personal values but also the connections among the items at these three levels with different degrees of abstraction. Based on the results, practical implications for the marketing and management of destinations, including but not limited to Barcelona, were discussed.

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1 Introduction

China has witnessed a rapid development in the recent decades. The China's gross domestic product (GDP) has increased almost 19 time from USD 734.52 billion in 1995 to USD 13891.88 billion in 2018 (price revised based on the 4th economic census 2018). As described in modernization theory (Inglehart, 2020; Inglehart & Baker, 2000) that as a country modernizes, people's focus shifts from materialist needs to postmaterialist needs such as satisfaction with one's quality of life. Tourism consumption has become more common for Chinese consumers.

International tourism was once restricted in China until 1983. The outbound tourism from mainland China started from allowing visiting relatives in the two Special Administrative Region of China, namely Hong Kong and Macao. In 1987, one-day border tour to a bordering city, Sinuiju, in the Democratic People's Republic of Korea was permitted. The China's Approved Destination Status (ADS) list, which include the destinations that Chinese tourists can go, got longer and longer. Till the end of 2014, Chinese citizens could choose from 150 international destinations according to China National Tourism Administration. Nowadays, we can now find footprints of Chinese tourists all over the world. Due to the increasing disposable income, outbound travel is becoming a popular consuming choice for more Chinese tourists instead of a privilege by the elite (Huang & Hsu, 2005). In 2014, China overtook the USA as the world's largest outbound tourism market, for being both the country of origin sending most tourists and the world's top spender (UNWTO).

Spain has its reputation as an important tourism destination all over the world. In 2018, Spain welcomed 82.8 million International tourist arrivals with the International tourism receipts of USD 81.5 billion, making it the 2nd most popular country of destination (data from UNWTO, World Tourism Barometer, 2019). Tourism industry is

an important contributor to the Spain economy. In 2018, it generated 12.3% of total Spanish GDP, and created 12.7% of total number of jobs (data from Spanish National Institute of Statistics). The city that receives the most international tourists in Spain is Barcelona, recording 9.09 million international arrivals in 2018. According to Mastercard Global Destination Cities Index (2019) Barcelona is the sixth most visited citing all over Europe.

However, it may be hard to say that Spain, and Barcelona are very successful destinations in the Chinese outbound tourism market. Spain was added into the China's Approved Destination Status (ADS) list in 2004, in 14 years, the number of Chinese tourists visiting Spain has reached 646,368 in 2018. Chinese tourists overtook only 0.78% of total international visitors to Spain (data from Spanish National Institute of Statistics). When it comes to Barcelona, we can refer to data of overnight stays in hotels from Barcelona tourism activity report, 2018. Available data has listed the top 21 countries of origin of international tourists for the year 2018. China is not in the list, meaning that the number of Chinese tourists is fewer than Luxembourgish. The Chinese tourists contribute not even 0.1% of total number of the overnight tourists, which is less than 7,830. If we compare the total number of Chinese outbound tourists at about 150 million in 2018, among whom 3.83% (about 5.745 million) visited destinations in Europe, we may say that there is great potential for Barcelona to attract Chinese tourists for visitation.

To attract a target market, it is essential to have a deep understanding of the potential consumers there. Potential visitors' perceptions play a key role in forming future behavioral intentions (Lennon et al., 2001; Sönmez & Sirakaya, 2002; Yüksel & Yüksel, 2001). The competition of destinations is actually among the image of destinations held by potential travelers. Destination managers and marketers need to understand how tourists perceive their destinations (Baloglu & McCleary, 1999b). And the factors in the tourists' perceptions that uniquely motivate travelers to a specific location should be de

focus of destination management and marketing.

A desire or motivation to travel is the starting point of the decision making of a tourist (Caber & Albayrak, 2016; Crompton & McKay, 1997). Travel motivation has been agreed to be an essential factor in behavioral intentions and purchase behaviors (Afonso et al., 2018; Fan et al., 2019; Hwang, 2016; Wang et al., 2019). The knowledge regarding travel motivation can benefit marketers in significant and positive ways (Uysal & Hagan, 1993), and it can help tourism practitioners to effectively develop marketing plans and delivering the required level of service (Prebensen et al., 2010) For different segments of tourists, understanding their travel motivations allows practitioners to offer more personalized services and memorable experiences (Huang & Hsu, 2009).

The travel motivation studies initially started from the basis of the general motivation studies. Based on Maslow's hierarchy model (Maslow, 1943, 1954, 1962, 1964), Pearce (1988) focused on the tourism field and proposed the travel career ladder (TCL) which was then further modified into the travel career pattern (TCP) (Pearce & Lee, 2005). The widely accepted and utilized push-pull model classifies travel motivations as push factors and pull factors, distinguishing the subject motivations of tourists that push them to travel from the attractiveness of destinations that pulls the tourists to a specific destination/resort.

In recent years, travel motivation studies increasingly involve the personal values of tourists (e.g. Fu et al., 2015; Jiang et al., 2015; Li & Cai, 2012; Watkins & Gnoth, 2011; Wu et al., 2020) because they are the basis on which the attitudes, cognition, emotions, and behavior evolve (Hills, 2002). Personal values serve as powerful explanations of, and influences on, human behavior (Dichter, 1984; Homer & Kahle, 1988; Munson, 1984). Samuel Seongseop Kim and Bruce Prideaux (2005) suggest that the studies in the field require an understanding of the personal values that underpin travel

motivations.

The development of outbound travel motivation research in China flourishes after the year 2005. Many studies have made their contribution in enriching the travel motivation literature of the Chinese outbound market (e.g. Hsu et al., 2007, 2010; Huang & Hsu, 2009; Jang & Wu, 2006; Jiang et al., 2015; Jiang, Scott, & Ding, 2019; Johanson, 2008; Kim & Prideaux, 2005; Li & Cai, 2012; Zhang & Peng, 2014).

The travel motivations studies use a variety of different models including push and pull model, grounded theory approach, expectancy theory, expectation, motivation, and attitude model, and the variables concern travel-related characteristics, expectation, attitude, past experience and perceived constraint, etc. However, most of the variables are based on the findings in Western travel motivation studies, which would cause the issue of ignoring the cultural background of the study population. Babbie (2020) suggests that the results from the studies where respondents are "forced" to make their choices from the motivational items from a small group of interviewees or previous research may misrepresent attitude, orientations, circumstances, and experiences. Tse (2015) argues that the knowledge produced without examining the deeply rooted cultural values is to some extent fragmented and context-confined.

Takes into consideration the mentioned issues, the current study stands on a Chinese emic perspective and uses Barcelona as the travel destination to study the preferred perceived attributes of products/services that offer "means" for Chinese outbound tourists/potential outbound tourist to satisfy their travel motivations, and to further reinforce the important values.

The general objective of the current study is to identify the attributes of tourism attractions perceived by Chinese tourists, their travel motivations, and value pursuit, and to explore and test the cognitive structure regarding outbound travel motivation

consisting of the connections among perceived attributes, travel motivation, and personal values.

Eight specific objectives are planned as follow.

1. To identify the attributes that Chinese tourists perceive when encountering different tourist destination attractions.

2. To identify the list of travel motivations of Chinese tourists that are related to the attributes of tourism attraction which influence their visit intention.

3. To identify the values that Chinese tourists pursue by traveling abroad.

4. To identify the connections among perceived attributes of tourism attractions, travel motivations and values.

5. To test the connections among perceived attributes of tourism attraction, travel motivations and values.

6. To obtain the importance ranking of attributes, travel motivations, and personal values among Chinese tourists.

7. To compare the preferences of attributes, travel motivations, and personal values among Chinese tourists with different characteristics.

8. To provide insights for tourism practitioners to better understand Chinese tourists.

The current study is designed to have a qualitative and a quantitative study phase. We expect to achieve the first four objectives with the qualitative stage. Then in the second quantitative study phase, we aim to meet the objectives 5 - 7. Finally, the last objective will be achieved after integrating the results from both qualitative and quantitative

phases.

The current mixed-method study takes advantage of an exploratory sequential design. The first qualitative study phase collects the statements made by respondents from China, based on which the attribute, motivation, and value items are extracted. The rich-in-context results from this phase allows our study population to "express themselves with motivational statements" (Pearce & Lee, 2005, p.229). The subsequent quantitative study phase relies on statistical analysis to confirm, extend, and validate the findings from the previous phase regarding not only the respondents' preference on tourism destination attractions but also the underlying travel motivations and value pursuit. The integration of both research methods delivers in-depth and generalizable results. The study method can be used to study populations from varied origins for different tourism destinations, to investigate their perceived destination attributes, related travel motivations, personal values, and the cognitive structure constructed by the connections among items at the three levels.

Practically, the study findings show from the tourists' perspective what they prefer when traveling abroad, and the reasons behind the preferences. There is a Chinese saying "知其然，知其所以然" (to know not only how a phenomenon is like, but also the reasons that cause this). Based on historical data, practitioners could know which attractions in the destination are chosen by more Chinese outbound tourists. The current study provides the findings about motivations at more abstract levels and help explaining why Chinese tourists have made such choices. Equipped with such knowledge, tourism practitioners (especially those in Barcelona) can better understand and predict the behaviors of tourists from the Chinese market. The understanding can certainly benefit their work on optimizing or designing their products/services, and developing marketing and management strategy for the Chinese market.

The thesis is organized in seven chapters. The literature review in Chapter 2 review and discuss the concepts and theories that direct the development of the conceptual framework for the current research study. Starting from the studies on personal values, we move to less abstract levels regarding motivations in the tourism context, and the tourism destination attributes. The section also presents how extant studies look into the connections among items from the attribute, travel motivation, and personal value level. The review also involves the discussion of both qualitative and quantitative approaches that helps the current study in development and formation of study methods.

The next methodology section (Chapter 3) firstly presents and discusses the underlying research philosophies that guide the current study. It is then introduced the mixed methodology that provides the basis for our study methods development. Research design, study process, study methods, and study tools regarding both the qualitative and quantitative study phases are presented. Finally, we discuss the integration and interpretation of the results from both phases.

Research background is introduced in the study context section (Chapter 4). The information involves Chinese outbound tourism market, tourism industry in Spain and Barcelona, and the connections between Spain and Barcelona as tourism destination and the Chinese market.

In Chapter 5, we respectively present the study results from the qualitative phase and the quantitative phase. The qualitative results are from the qualitative analysis on data collected from interviews. The results include a list of tourism destination attributes, a list of travel motivations, a list of personal values, initial results about the connections among items from three levels, and the representative and authentic descriptions from the respondents on the items and connections. Quantitative results show the connections among three level obtained from the analysis on a larger and more representative sample. The connections are shown with hierarchical value maps (HVMs) and more

detailed implication matrices. In addition, it is presented the preference rankings of attributes, motivations, and value by Chinese outbound/potential outbound tourism.

The integrated results are then presented and discussed in Chapter 6. The integration enables two research methods to compensate each other. The most shared means-end chains (MECs) concentrate the most essential connections among popular items among Chinese outbound/potential outbound tourists. Richer and more detailed information is not neglected. The motivational cognitive structures related to each personal value are discussed. The influence of characteristics on Chinese tourists' travel motivation and value pursuit are shown.

Finally, the Chapter 7 wraps up the current study and presents theoretical contributions and practical implications. The limitations of the current study are discussed, and future research directions are pointed out.

2 Literature Review

2.1 Introduction

The current study have the objective to look into how Chinese outbound tourists/potential outbound tourists recognize a tourism destination, the travel motivations that guide their selection of preferred attributes in a destination, the personal values that guide the motivations, as well as the connections among these items. This literature review chapter evaluates the concepts and theories that direct the development of the conceptual framework for the research study. The review involves the discussion of both qualitative and quantitative approaches that helps the current study in development and formation of study methods.

The following literature review chapter is structured with four sections. From a higher level of abstraction, the first section discusses upon the topic of personal values. We then move to travel motivations in the second section, followed by the tourism destination attributes section. These three sections discuss, evaluate and clarify the relevant key concepts, which provide basis for the development of the study. Then, the section regarding the discussion of theories that deal with the connections among personal values, travel motivations, and destination attributes is presented, to understand how previous research have looked into this research question.

2.2 Personal values

As internationalization and globalization become our widely known present situation, people are keener to understand the behaviors and underlying reasons coming from different cultures. Not only for the nature of our human curiosity but also in a practical

sense, to serve better communication and interaction.

Culture inherits from generation to generation (Barnouw, 1985), represents the ideas, customs, ways of living of a group of people. Culture identifies the uniqueness of the social unit, its values and beliefs (Leavitt & Bahrami, 1988). Hofstede (1980) suggested culture as "the collective programming of the mind which distinguishes the members of one human group from another" and it determines how a human group response to the environment. Culture plays an essential role in consumer behavior (Adler & Graham, 1989; Hofstede, 1980), its influence on tourist decision-making has also been well documented by varies studies. (Correia et al., 2011; Correia & Crouch, 2004; Frías et al., 2012; Jackson, 2001).

However, culture as a complex concept that characterize a group of people (Pizam et al., 1997), still remains controversial how we can describe and measure it comprehensively. While values, usually a core and essential component in culture, is widely used as an important concept to signify culture in marketing practice (Sojka & Tansuhaj, 1995). In tourism context values often represent culture as the determinant of tourists' decision-making processes (Li & Cai, 2012). Legoherel et al. (2009) suggested that different cultural groups perform different behaviors results from the different values that they hold. A central concept as it is and with its generally accepted explaining power for human activities (e.g. Henry, 1976; Kahle, 1983; Kamakura & Novak, 1992; Lessig, 1975; Madrigal & Kahle, 1994; Munson, 1984; Vinson et al., 1977), values have attracted attentions from many disciplines including philosophy, education, political science, economics, anthropology psychology and sociology. Values are relatively stable, they are resistant to change (Hofstede et al., 2005), which was agreed in the study of Li & Cai (2012) on Chinese outbound tourists that "values remain evident when an individual is at home or travelling abroad".

2.2.1 Defining values

In our daily context, we very often refer value to its economic sense, the value of material object or service, which depend on the needs for the object or service acknowledged by economic theory. To clarify, the value of interest in our study is more closely related to value theory field, which focuses on the establishment of intrinsic worth of abstract objects. The concept of "values" is informed by a range of disciplines, including anthropology, philosophy, sociology and psychology (Vinson et al., 1977).

Philosophers view values from a subjective perspective, considered an individual's subjective reaction to objects or surroundings. Perry (1926) holds that values are expressed as the state of interests which is stimulated by an object, while Eaton (1930) suggests that values represent the feeling of pleasure or desire in relation to the individual's apprehension of an object.

From social psychological point of view, values are a type of social cognition to help individuals to understand their interpersonal relations, values are learned or acquired and become inherent desires that root in culture, they are convertible to suit different circumstances and remain relatively stable to serve as the standard or criteria of behavior (Williams Jr, 1968). Generally, values are defined as closely hold, abstract beliefs centrally located within one's belief system (Lessig, 1975). In line with this definition, (Schwartz & Bilsky, 1987) suggests that values are culturally learned cognitive representations of universal human requirements, which include biological needs, desire for social interaction, social institutional demands on the individual. Michael (2013) proposed that "a value is belief that some condition is preferable to its opposite".

Rokeach (1972) considers values the central beliefs of the individual, causally related to attitudes, all attitudes are value expressive; values work as a standard or criterion for

guiding action and for developing and maintaining attitude toward relevant objects and situations, for justifying actions and attitudes; and also a standard employed to influence some others. Value presents the overall picture of the most central cognitive structure of the individual, it is also suggested that values are more useful than attitudes in understanding motives and behavior. He believes that values can be categorized into belief regarding to mode of conduct and end-state of existence, and he has provided examples of the different forms that two categories of values take: "I believe that such-and-such a mode of conduct is personally and socially preferable in all situations with respect to all objects" and "I believe that such-and-such an end-state of existence is personally and socially worth striving for". Consistent to idea of categorizing values, five years later, Rokeach (1973) further developed his theoretical framework of values. He suggested five assumptions about the nature of human values:

"(1) the total number of values that a person possesses is relatively small; (2) all men everywhere possess the same values to different degrees; (3) values are organized into value systems; (4) the antecedents of human values can be traced to culture, society and its institutions, and personality; (5) the consequences of human values will be manifested in virtually all phenomena that social scientists might consider worth investigating and understanding."

Guided by the assumptions, he defines value "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence" (Rokeach, 1973). Values regarding to the mode of conduct are instrumental value while preferable end-state of existence as terminal values. His definition intendedly excluded terms as "ought",

"should", and "desirable" that cause ambiguity and the word "preferable" has been further clarified that is a predicate adjective that specifies that something is personal or socially preferable to something else. Two categories of values are clearly separated, in line with the distinction recognized by some philosophers (Hilliard, 1950; Lovejoy, 1950), anthropologists (Kluckhohn, 1951; Kluckhohn & Strodtbeck, 1961) and psychologists (English & English, 1958). Rokeach further proposed that values are ordered along a continuum of relative importance, forming value system. It is worth noting that Rokeach's contribution is widely recognized and accepted in values and behavioral research.

There is another stream of values categorization. Miller (1976) in his study about customer satisfaction measurement, suggests distinguishing external values and internal values would enable us to determine substitutable aspect of tourism. External values are object oriented, based on knowledge of specific object like a goal, experience or situation, these values are symbolized by an object that is not substitutable (Prentice, 1987). Opposite to object oriented, internal values are drive oriented. Pushed by inner desire, then individual associate with outside objects, internal values are directed towards classes of objects instead of a specific irreplaceable object (Gnoth, 1997). Li & Cai (2012) gave an example for internal values that "to satisfy the need for relaxation, a person can either take a vacation or watch TV at home", but no example for external value was given.

However, we would think it more appropriate to define Miller's concept "external values" as motivations or attitudes which is related to specific object, behind the specific motivation or attitude, more centric and general values could be identified. If the so-called "external values" are applicable depending only on irreplaceable object in very limited number of conditions, they may serve barely as values of our discussion. So, we consider values referring only to Mille's "internal values" (Miller, 1976).

Having reviewed the definitions provided, we may be able to say that the literature agree that values are "central hold concepts or beliefs about end-states or modes of behavior that transcends specific situations, values are ordered by importance and the relative importance of multiple values guides selection or evaluation among alternatives". This definition will be adapted in the current study.

2.2.2 Value and behavior

Howard's value theory believes that an individual evaluates the perceived "fit" between choice alternatives and what he or she considers appropriate or what he or she wishes from life (Howard, 1977). That is to say, our behaviors, like making choice among alternatives, is the reflection of our needs, which is determined in part by values. Values define a relationship between a cognizing subject and the object of the subject's apprehension (Alicke, 1983), they are conceptualized as a causal influence on behavior (Parsons & Shils, 1951; Rosenberg, 1956; Tolman, 1951).

Values are generic and abstract ideals of an individual, which is not constrained by any specific object or situation (Rokeach, 1968). Values are considered as central determinants of attitudes and behaviors when individuals interact with the world (Madrigal & Kahle, 1994; Perkins & Reynolds, 1988; Reynolds & Gutman, 1984; Theodorson & Theodorson, 1969). Taking advantage of stability and centrality and, values are widely agreed to serve as better predictors of an individual's behavior compared to attitudes (Homer & Kahle, 1988; Parsons & Shils, 1951; Rosenberg, 1956; Tolman, 1951).

Marketing scholars agree that values govern lifestyle and serves to provide explanation of various aspects which define a lifestyle (Muller, 1991). Munson (1984) and Dichter

(1984) suggested that values are useful in examining consumers' motives. Boote (1975), Henry (1976), Kahle (1984), Lessig (1975), Vinson et al. (1977) and many others uses personal values to better understand consumer motivations. Values as important and efficient variables are considered a means to segment and differentiate customers (Dhalla & Mahatoo, 1976; Madrigal & Kahle, 1994; Mehmetoglu et al., 2010; Muller, 1991; Pitts & Woodside, 1986).

2.2.3   The inventory and measurement of values

Having discussed what are values, the centrality of values and their powerful influence on human, it seems very promising to leverage values to resolve motivation or behavior related problems. However, before doing so, two questions need to be answered: what the values are and how values could be measured.

Early in 1955, aimed at studying authoritarianism in personality, Webster et al. (1955) developed an "F" scale including 26 items of values classified into 13 groups. This scale is applied in politics study more commonly. Scott (1965) delivered a relatively complex measurement of a person's values, it covers intellectualism, kindness, social skills, physical development, status, creativity and independence, 66 items are included in Scott's Personal Values Scales.

The Value Profile is an inventory of values developed by Bales & Couch (1969) for interpersonal relations research. 143 items representing values positions yielded four factors, which are acceptance of authority, need-determined expression vs. value-determined restraint, equalitarianism and individualism.

Rokeach (1973) proposed Rokeach Value Survey (RVS), which was widely accepted and used in empirical studies since the 1980s. Consistent to his definition about values,

the inventory of values he proposed are in two categories, 18 terminal values and 18 instrumental values are listed in table 1. For measurement, the RVS takes the value system as a whole and requires respondents to order the value items within every group according to their relative importance. The number of 18 of items for both categories was decided both to ensure the comprehensiveness and to not burden respondents when ordering items.

Table 1. Rokeach Value Items

Terminal values	Instrumental values
A comfortable life (a prosperous life)	Ambitious (hard-working, aspiring)
An exciting life (a stimulating active life)	Broadminded (open-minded)
A sense of accomplishment (lasting contribution)	Capable (competent, effective)
A world at peace (beauty of nature and the arts)	Cheerful (lighthearted, joyful)
Equality (brotherhood, equal opportunity for all)	Courageous (standing up for your beliefs)
Family security (taking care of loved ones)	Forgiving (willing wo pardon others)
Freedom (independence, free choice)	Helpful (working for the welfare of others)
Inner harmony (freedom from inner conflict)	Honest (sincere, truthful)
Mature love (sexual and spiritual intimacy)	Imaginative (daring, creative)
National security (protection from attack)	Independent (self-reliant, self-sufficient)
Pleasure (an enjoyable, leisurely life)	Intellectual (intelligent, reflective)
Salvation (saved, eternal life)	Logical (consistent, rational)
Self-respect (self-esteem)	Obedient (dutiful, respectful)
Social recognition (respect, admiration)	Polite (courteous, well-mannered)
True friendship (close companionship)	Responsible (dependable, reliable)
Wisdom (a mature understanding of life)	Self-controlled (restrained, self-disciplined)

Source: Rokeach (1973)

The RVS has been one of the most popular measurement tools for values-related studies since the 1980s, it remains very influential nowadays. Pitts & Woodside (1983) applied Rokeach value scale and have shown that values directly influence how product attributes are evaluated by consumers during their purchase decision-making. They

have further demonstrated values "to be related to differences in choice criteria and to actual behavior" (Pitts & Woodside, 1986).

Despite of its contribution to value studies, the RVS was not free of criticism, having a too big number of items in a survey for ordering was one among the most concerned deficiencies (Beatty et al., 1985; Madrigal & Kahle, 1994). A more economic and efficient approach for value measurement is the List of Values (LOV) introduced in the studies of Kahle (1983) and Kahle & Kennedy (1988). Only nine personal values are comprised in the LOV, namely self-respect, sense of accomplishment, being well respected, security, excitement, warm relationship with others, sense of belonging, fun and enjoyment in life, and self-fulfillment. Being more economic would inevitably lead to loss of information, nine value items in the LOV derived mainly from the list of terminal values of the RVS, learning also from Maslow's hierarchy of needs. There is no relevance to instrumental values. It is a less ambitious but practical value measurement aimed at market segmentation purpose, as Kahle & Kennedy (1988) stated that it will help to understand the nature of the consumers that one wants to reach. The LOV became one of the predominant instruments particularly in non-psychological value researches. An empirical study in tourism fields by Madrigal & Kahle (1994) applied the LOV scale, it was suggested and tested that a knowledge of personal values should be considered together with tourists' demographics and needs, as well as destination's attribution to identify meaningful segment profiles.

Another widely used value measuring instrument by social and cross-cultural psychologists for studying personal values was initially proposed by Shalom H. Schwartz, called the Schwartz Value Survey (SVS, Schwartz, 1992). The initial inventory of values of the SVS include 10 values consist of 57 items, among which 30 items describe potentially desirable end-states in noun form and 27 items describe potentially desirable ways of acting in adjective form. Each one of 57 items is the expression of an aspect of the motivational goal of one value. Schwartz explained that

this followed Rokeach's (1973) idea of distinguishing ends values and means values, but he also suggested that this distinction has no substantive importance (Schwartz, 1992). With analyses with samples from 67 countries, 46 value items were found to have nearly equivalent meaning across cultures (Schwartz, 2003). Table 2 presents the definitions of values and the items included, which was provided in study of Schwartz (2003).

Schwartz (2003) proposed a circular structure of dynamic relations among 10 values (Figure 1) based on the assumption that the actions in pursuit of any value would be congruent with some more values while conflict with others. One of the examples to justify the assumption that he provided is:

"Pursuing novelty and change (stimulation values) is likely to undermine preserving time-honored customs (tradition values). In contrast, pursuing tradition values is congruent with pursuing conformity values." (Schwartz, 2003)

The arrangement of the values in a circle represents a motivational continuum, the closer any two values, the more similar their underlying motivations while the more distant, the more antagonistic their motivations.

Table 2. The SVS definition of value orientations and single values

Value Orientation	Definition	Value Items
Power	Social status and prestige, control or dominance over people and resources.	Social power, authority, wealth, preserving my public image
Achievement	Personal success through demonstrating competence according to social standards.	Successful, capable, ambitious, influential
Hedonism	Pleasure and sensuous gratification for oneself.	Pleasure, enjoying life, self-indulgence
Stimulation	Excitement, novelty, and challenge in life.	Daring, a varied life, an exciting life
Self-direction	Independent thought and action-choosing, creating, exploring.	Creativity, freedom, independent, curious, choosing own goals
Universalism	Understanding, appreciation, tolerance and protection for the welfare of all people and for nature.	Broadminded, wisdom, social justice, equality, a world at peace, a world of beauty, unity with nature, protecting the environment
Benevolence	Preservation and enhancement of the welfare of people with whom one is frequent personal contact.	Helpful, honest, forgiving, loyal, responsible
Tradition	Respect, commitment and acceptance of the customs and ideas that tradition culture or religion provide the self.	Humble, accepting my portion in life, devout, respect for tradition, moderate
Conformity	Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectation or norms.	Politeness, obedient, self-discipline, honoring parents and elders
Security	Safety, harmony and stability of society, of relationships, and of self.	Family security, national security, social order, clean, reciprocation of favors

Source: Schwartz (2003)

Figure 1. Theoretical model of relations among ten motivational types of value
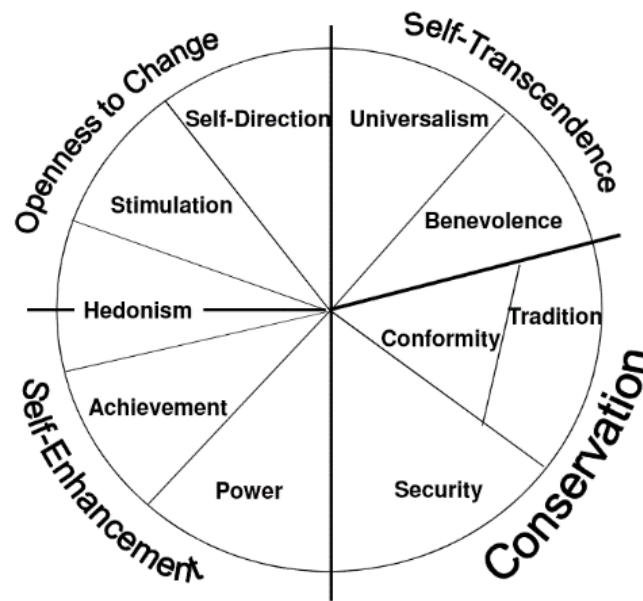
Source: reprinted from Schwartz (2003)

Regarding to measurement, instead of using Rokeach's approach, which askes respondents to order values according to their relative importance, the SVS requires participants to rate each item on a 9-point scale labeled 7 (of supreme importance), 6 (very important), 5, 4, 3 (important), 2, 1, 0 (not important) and -1 (opposed to my values). The scale is nonsymmetrical, stretched at the upper end "in order to map the way people think about values, as revealed in pre-tests" (Schwartz, 2005a). By averaging the ratings of items included in each value, the score for the value can be obtained.

Schwartz has also proposed a simplified alternative to the SVS, named the Portrait Values Questionnaire (PVQ, Schwartz, 2005b). Short portraits of different people are provided to respondents, and they are required to answer: "How much like you is this person?" in order to measure values of those who are not as good in "abstract, context-free thinking".

2.2.4 The use of values in consumer behavior studies

In consumer behavior research field, value-based studies are common. It is widely accepted that values help to better understand consumes. Vinson et al. (1977) concluded that values are consistent with consumer's preference for products or services. Lessig (1975) found highly significant relationship between consumer's values and his brand preference. Pitts & Woodside (1983) connected personal values to the attributes of brand and product that are perceived by the customers. Values are directly linked to customer choice criteria by Howard (1977), he showed that consumers with similar values would have similar choice criteria and final behaviors. Because of the good explanatory power, values function well in segmentation practice in marketing activities, Vinson & Munson (1976) suggested that values can be used to determine market segments, where consumers have need for similar product benefits, because values indicate underlying consumer motivations. Henry (1976) confirmed that values are useful short-term predictors and market segmentation variables. It is proposed by Dhalla & Mahatoo (1976) and Howard (1977) that values can enrich the segment description and can be used to substitute personal traits, lifestyle and other socioeconomic variables for segmentation use. Holman (1984) developed value-based consumer typology as a means to form groups.

In tourism field, values are well accepted to be used as segmentation variables, proven in studies of Ekinci & Chen (2001), McCleary & Choi (1999), Pitts & Woodside (1986), and Pizam & Calantone (1987), that travel behavior is significantly associated with a person's values. In more specific contexts, Boote (1981) revealed that dinner can be segmented according to their values, Muller (1991) found out that segments of Americans to Toronto share similar personal value profile; Crotts & van Rekom (1999) used values to identify visit motivations to fine art museums, Lin & Wang (2012)

discovered the effects of perceived values on souvenir-repurchasing intention while tourism destination selection is connected to personal value by Madrigal & Kahle (1994) as well as Watkins & Gnoth (2011).

2.2.5 Values in China's context

These aforementioned research on values are mostly based on the Western context with a Western paradigm. The values of a person are well separated from the cultural environment where he/she situate in. They are reasonable results of a logical and rational thinking in the individualism society (Hofstede, 1980) where the importance of individuals is well stressed. Translating and adapting the value study instrument developed in the West is a common practice, but to understand more in-depth Chinese tourists, we should avoid omission of culture-specific aspects caused by the adaption of "foreign" instrument (Cheung et al., 2001; Yiu et al., 2001). Especially in China, where collectivism culture is commonly shared, values that influence their behavior are different from those in individualism culture.

With the rapid change of social and economic environment since the founding of New China in 1959 and the reform and opening-up in 1978 as well as the process of internationalization and globalization, similar transforming that has happened in Hong Kong can be observed, an inevitable change in the values of Chinese people (Shively & Shively, 1972). However, it may be long before we could possibly say that Chinese values have been substituted by the Western ones. Following the commonly agreed definition of values that they are central hold concepts or beliefs about end-states or behaviors that transcends specific situations, they are ordered by importance and the relative importance of multiple values guides selection or evaluation among alternatives. Some China-specific values can be identified.

The values of Chinese people could be traced back to several sources including Confucianism, Taoism, Buddhism as well as the agricultural culture that has determined the lifestyle of most Chinese. Remains of domesticated millet have been found in northern China at Xinglonggou, Yuezhang, Dadiwan, Cishan, and Peiligang sites which cover a period over 6250-5050 BCE (Liu & Chen, 2012). Although it still lacks sound evidence for when China has entered agricultural culture and started living a settled life, it should be safe to say that agricultural lifestyle has influenced Chinese for hundreds of if not thousands of years. Different from nomadic civilization, mainly depending on agriculture as source of life signifies that Chinese people tended to settle in the same location. They had higher chance to get along with the same group of people and deal with the same environment for most of the time in their life which rendered the relationship between individuals and the connection between human and nature became an essential component. The relationships or connections (between people and people, people and nature) are recognized as an objective existence and essential component of life, consequently, apart from the values of individual person based on Western value studies, in Chinese context, there is an expansion of beliefs about the end-states or behaviors that transcends specific situations, which guides selection or evaluation among alternatives when dealing with the relationships or connections.

Confucianism is the most influential and widespread school of thought in China (Pun et al., 2000). Confucianism was developed from the teachings of the Chinese philosopher Confucius (551 - 479 BC), it places the collective interests before personal interests, being considered essential in maintaining social orders, it confirms the needs of the ruling class which is the most important reason why Confucianism was widely promoted. Its influence on ways of thinking and behaving of Chinese individuals is mainly in form of a set of principles in dealing with interpersonal relationships. Its ideology is not only passed down in families from generation to generation but also taught in Chinese education by introducing central ideas of the Analects of Confucius

in Chinese subject. The most important principles are Ren(仁), Yi(义), Li(礼), Zhi(智), Xin(信). Ren primarily deals with how people relate to each other. "Ren has been translated variously as humaneness, humanity, love, goodness, benevolence, man-to-man-ness, human-heartedness, kindness etc." (Yao & Yao, 2000). To correspond to the Western value studies, Ren can be considered as the end-state that Chinese aim to achieve when dealing with relationships. Lu (1983) explains that Ren connotes human acts such as "tolerance, forgiveness, deference, filial obedience (to parents), faithfulness (to master), wisdom, honesty…". Ren is regarded as the thread running through all other principles that to be considered as the modes of conduct. Yi is the rightness that exists in man's relationship with others, it signifies that an individual behaves in accordance to Li when dealing with friendships. While Li is rendered as "propriety", is a system of conventional norms, yielding the concept of an internalized code of civility that defined proper human conduct, it is codified in another Confucian classic called the Liji ("Record of Rites"). Zhi represents wisdom, through which the doctrines of Ren, Yi, Li and Xin can be practiced and enacted (Tamney & Chiang, 2002). Xin is expressed as the credibility and sincerity of an individual.

The principles guide the selection or evaluation of interpersonal behaviors through the "Five Cardinal Relationships" (五伦 or wulun), which are between ruler and subject, between parents and offspring, between husband and wife, among siblings and among friends. These five kinds of relationships ultimately form the social and political structure of the state (Tamney & Chiang, 2002; Yao & Yao, 2000).

Taoism is both philosophical and religious tradition of Chinese origin, whose roots go back to the 4th century BCE. Tao Te Ching (道德经) and other works provided a focus for Taoist thinking. Taoism became very influential during the Tang dynasty (618 – 907 CE) and continued during the Song dynasty (960 – 1279 CE) after the chaotic Five Dynasties and Ten Kingdoms (907 – 960 CE) period.

Taoism guides the relationship of human and the nature. Tao (道), "the way" by literal meaning, is defined as the natural order of the universe. Taoism emphasizes the need to maintain harmonious relationship with the Tao by following its central but ambiguous concept of Wu wei (无为). Taoism believes that when someone exerts their will against the world in a manner that is out of the way (Tao) with the cycles of change, they may disrupt that harmony and unintended consequences may more likely result rather than the willed outcome. Three treasures (三宝) of Taoism that can be considered the preferred modes of behaviors, which are Ci (慈, compassion), Jian (俭, moderation) and Bugan wei tianxia xian (不敢为天下先, humility). Taoism differs from Confucianism by not emphasizing rigid rituals and social order but is similar in the sense that it is a teaching about the various disciplines for achieving "perfection" by becoming one with the unplanned rhythms of the universe called "Tao" (Woodhead et al., 2016).

Buddhism has shaped Chinese culture in various areas since the first century CE, when it is generally believed to spread into China through missionaries from India. After entering China, Buddhism blended with early Taoism and Chinese traditional esoteric arts (Xinjiang et al., 2004). Common beliefs in Chinese Buddhism include the existence of gods, ghosts and hell realm; the karmic retribution, cause-effect relationship in ethics; and the rebirth (reincarnation) according to one's karma.

Rebirth can occur in six realms of existence, heavenly, demi-god, human which are three good realms and animal, hungry ghosts, hellish, the three evil realms (Buswell Robert, 2004). Karma plays its role during the endless cycle of suffering and rebirth for each being. Good, skillful deeds and bad, unskillful deeds produce "seeds" (the causes) in the unconscious receptacle that mature (effect) later either in this life or in a subsequent rebirth (Harvey, 2012; Kasulis, 2006). The ultimate spiritual goal of Buddhism is Nirvana, which means liberation from rebirth, liberation from the cycle of existence (Conze, 2013). For a vast majority of Buddhists, however, Nirvana is too

distant, their primary focus has been to seek and accumulate merit through good deeds, donations to monks and various Buddhist rituals in order to gain better rebirths rather than Nirvana (Coogan & Coogan, 1998; Trainor, 2004).

These thinking have been interacting with each other and shaped Chinese culture, the values from different schools of thought or religions influence not only their believers but further to more people not through the religions themselves but the Chinese culture. For example, "good deeds come back to help you, and bad deeds come back to haunt you" (善有善报，恶有恶报) which partially represents the concept of Karma in Buddhism, has become a common saying in Chinese, which influence also those who are not Buddhists.

An early systematic study about China-specific values was conducted by consulting a group of Chinese social scientists (Chinese Culture Connection, 1987). An inventory of 40 Chinese cultural values was developed and by means of factor analysis, they were further categorized into four dimensions: integration, human heartedness, Confucian work dynamism, and moral discipline. A few years later, Fan (2000) re-examined and amended the 40 values and added 31 values intending to reflect a more comprehensive picture of Chinese culture, he then grouped total 71 core values under eight categories instead of four, which are national traits, interpersonal relations, family (social) orientation, work attitude, business philosophy, personal traits, time orientation and relationship with nature. Considering the evolution of cultural values, Hsu & Huang (2016) provided a timely updated on the current values system in China and reduced the number of value items back to 40, among which only 20 are similar to those identified by Chinese Culture Connection (1987) and Fan (2000). The list of values proposed by Hsu and Huang is developed through discussion in four focus groups in Beijing and Guangzhou, we cannot say that the value excluded in Hsu and Huang's value list are no more important in China, but the new items is definitely a beneficial complement to Chinese value inventory. The lists of values from the Chinese Culture

Connection (1987), Fan (2000), Hsu & Huang (2016) are listed in table 3.

It can be noticed that many items correspond to the sources discussed earlier in this section. For instance, filial piety, kindness, trustworthiness are some central beliefs of Confucianism; harmony between man and nature, unity of Yin and Yang are Taoism concepts while Yuan, bearing hardships, fatalism/karma (believing in one's own fate) are clear influence of Buddhism on Chinese cultural values.

Table 3. Chinese Cultural Values

40 Chinese Cultural Values from Chinese Cultural Connection (1987)		31 Extended Chinese Cultural Values from Fan (2000)		40 Chinese Cultural Values Reconfigured by Hsu and Huang (2016)	
孝（服从父母，尊敬父母，尊崇祖先，赡养父母）	Filial piety (Obedience to parents, respect for parents, honoring of ancestors, financial support for parents)	吃苦	Bearing hardships	乐观自信	Confidence
勤劳	Industry (Working hard)	人治而非法治	Governing by leaders instead of by law	具竞争力	Competitiveness and competence
容忍	Tolerance of others	平等/平均主义	Equality/egalitarianism	遵纪守法	Respect for legal practices
随和	Harmony with others	礼	Li/Propriety	为他人着想	Being considerate of others
谦虚	Humbleness	性本善	People being primarily good	安于现状	Complacency
忠于上司	Loyalty to superiors	亲情关系	Kinship	道德修养	Courtesy and morality
礼仪	Observation of rites and social rituals	尊老	Veneration for the old	务实	Down-to-earth
礼尚往来	Reciprocation of greetings, favors, and gifts	服从官方	Deference to authority	诚信	Honesty

仁爱（恕，人情）	Kindness (Forgiveness, compassion)	从众	Conformity/group orientation	勤奋、拼搏	Industry (working hard)
学识（教育）	Knowledge (Education)	归属感	A sense of belonging	友善	Kindness
团结	Solidarity with others	达成一致/妥协	Reaching consensus or compromise	适可而止	Moderation
中庸之道	Moderation, following the middle way	避免冲突	Avoiding confrontation	规划	Planning
修养	Self-cultivation	集体主义	Collectivism	尊重历史	Respect for history
尊卑有序	Hierarchical relationships by status and observing this order	敬业	Commitment	自律	Self-discipline
正义感	Sense of righteousness	不以牟利为目的	Not guided by profit	责任感	Sense of obligation
恩威并施	Benevolent authority	关系	Guanxi (personal connection or networking)	节俭	Thrift
不重竞争	Non-competitiveness	重义轻利	Attaching importance to long-lasting relationship not gains	便利	Convenience
稳重	Personal steadiness and stability	不取不义之财	Morality	安逸	Easy and comfortable
廉洁	Resistance to corruption	德	Te (virtue, moral standard)	名利	Fame and fortune
爱国	Patriotism	才智	Wisdom/resourcefulness	时尚	Fashion

诚恳	Sincerity	慎独	Being gentleman anytime	享乐	Indulgence
清高	Keeping oneself disinterested and pure	对家庭（国家）的责任感	Obligation for one's family and nation	休闲	Leisure
俭	Thrift (saving)	务实	Pragmatic/to suit a situation	个性/独立/自由	Liberation
耐力（毅力）	Persistence (Perseverance)	着眼过去	Past-time oriented	活在当下	Live in the moment
耐心	Patience	承前启后	Continuity/time viewed as circular rather than linear	攀比/炫富	Ostentation
报恩与报仇	Repayment of both the good and the evil that another person has caused you	从长计议	Taking a long-range view	生活品质	Quality of life
文化优越感	A sense of cultural superiority	道	Tao (the way)	私利	Self-interest
适应环境	Adaptability	听天由命	Fatalism/karma (believing in one's own fate)	崇洋	Worship foreign culture
小心（慎）	Prudence (Carefulness)	缘	Yuan	健康	Health
信用	Trustworthiness	天人合一	Harmony between man and nature	开阔视野/新奇	Horizon broadening/Novelty
知耻	Having a sense of shame	阴阳和谐	Unity of Yin and Yang	文化/教育	Knowledge and education
有礼貌	Courtesy			安稳	Stability and security

安分守己	Contentedness with one's position in life	抱团	Collectivism
保守	Being conservative	妥协	Compromise
要面子	Protecting your face	从众	Conformity
知己之交	A close, intimate friend	望子成龙	Devotion to children
贞洁	Chastity in women	亲情	Family orientation/kinship
寡欲	Having few desires	孝/尊老	Filial piety
尊敬传统	Respect for tradition	友情	Friendship
财富	Wealth	和谐	Harmony

Source: author's own elaboration based on various articles

Yau (1988) indicated that China cultural values can be used as an effective basis for market segmentation. He adapted the classification proposed by Kluckhohn & Strodtbeck (1961), which classifies Chinese values in man-to-nature orientation, man-to-himself orientation, relational orientation, time orientation, and personal activity orientation. By every category potential marketing implication was given. Davies et al., (1995), Gilbert & Tsao (2000) found the essential role Chinese cultural values play in Chinese business operation relationships. More effects of Chinese values on customer behaviors were empirically analyzed, Chan & Lin (1992) tested the effects of values on consumer decision processes, Le Claire (1993) linked values to Chinese complaints behavior, and Becker & Murrmann (1999) showed the influence of values on customer expectations.

Concerning Chinese value-based studies in tourism, Hoare & Butcher (2008) focused on two specific Chinese values of "face" and "harmony", to determine their effect on customer satisfaction and loyalty in hospitality industry. Tsang (2011) studied the influences of Chinese values on the attitude or behavior of service of service employees in providing service. A list of 40 contemporary Chinese values was identified by Hsu & Huang (2016) and they attempted to explore links between values and travel behaviors including travel motivation, travel mode and destination choice. Li & Cai (2012) investigated the effects of values on travel motivation and behavioral intention, they pointed out a set of significant values that exert influence over tourist behaviors including face, harmony, guanxi, respect for authority and yuan.

2.3 Travel motivations

Motivation is defined as willingness to do something, or something that causes such willingness by Cambridge Academic Content Dictionary. We act or react to the world

based on some reasons regardless whether we are aware or not. Motivation has been conceptualized as "a dynamic process of internal psychological factors (needs and wants) that generate a state of tension or disequilibrium within individuals." (Crompton & McKay, 1997). Researchers in tourism field agree that motivation is the critical driving force that energizes and generates people's behaviour (Crompton, 1979b; Hsu & Huang, 2008; Mansfeld, 1992). Schmoll (1977) included motivations in his model as one determinant of travel decision process, Moscardo et al. (1996) proposed that motivation (included in traveller/socio-psychological variable) affect both their perceived image of destination and destination choice. An understanding of travel motivation is essential to understand tourist behaviour (Cooper, 2008).

However, it may not be a simple task to identify travel motivations comprehensively. As internal factors that arouse, direct and integrate a person's behaviour, travel motivation take the form of a set of needs and attitudes that predispose a person to act in a specific touristic goal-directed way, the great variety of human needs and attitudes, as well as the methodological difficulty in determining the factors should be taken into consideration when conducting travel motivation studies (Hagan & Uysal, 1991).

Challenging but meaningful as travel motivation research is, lots of effort resulting in fruitful work by many scholars should be recognized (Crompton, 1979b; Dann, 1977, 1981; Hsu & Lam, 2003; Jang & Liping, 2002; McIntosh et al., 1995; Pearce, 1988; Pearce, 2011; Pearce & Lee, 2005; Zhang & Lam, 1999). Before introducing travel motivations, we would mention a widely accepted and cited motivation models that greatly influenced travel motivation theory development.

2.3.1 Maslow's hierarchy model

Maslow proposed and developed a hierarchy model of needs (Maslow, 1943, 1954, 1962, 1964), five motivational needs are included in a pyramid given hierarchical rankings. The lowest level of motivation is physiological, including aspects like air, food, drink, shelter, warmth, sex, sleep, etc. Maslow considers motivation at this level being innate, while other four higher levels of motivation are acquired. The hierarchical structure is shown in figure 2, from bottom to top higher levels are safety (protection from elements, security, order, law, limits, stability, etc.), social (belongingness and love, being part of a group, family, affection, relationships, etc.), esteem (self-esteem, achievement, mastery, independence, status, dominance, prestige, managerial responsibility, etc.) and self-actualization (realizing personal potential, self-fulfillment, seeking personal growth and peak experiences). Maslow believes that when lower level of motivation can be satisfied, it will no longer have motivating effect and one would move to next level. He argued that self-actualization is the motivation that human should aspire to, but when in a situation where none of five levels of motivation is satisfied, the lowest physiological needs will dominate behaviors.

Figure 2. Maslow's hierarchy model
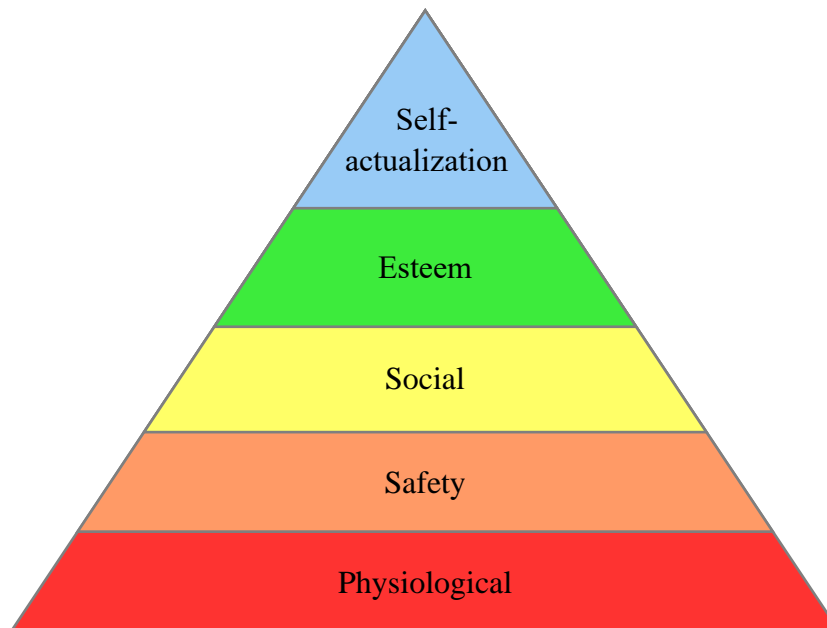
Source: author's own elaboration based on Maslow (1964)

Maslow's hierarchy model is widely cited, we may say it is the best-known motivation theory, and the reason for its success may be simplicity in structure and intuitiveness (Cooper, 2008). However, some defects should also be noted. An example of famous artist, Van Gough, is enough to falsify Maslow's hierarchy of needs. Although leading a poor life in material, we cannot deny that Van Gough has achieved self-actualization. Regarding to five specific levels, the reason why they are selected or why they are ranked as so are not justified by the author (Cooper, 2008). And the question "to which extent a level is satisfied when one is ready to move to the next?" remains not answered by Maslow. Hofstede (1984), Gambrel & Cianci (2003) suggested that Maslow's model which based on the US middle class values where individualism is stressed may not fit societies where collectivist culture is more popular like China. It may still take more effort to improve the theory, Maslow did provide a simple and understandable hierarchical framework in which we can easily categorize motivations. It is in line with

our intuition when people are less concerned with lower level of needs, they tend to become interested in needs in higher level.

2.3.2 TCL and TCP

Travel motivation is considered a subset of wider human motivation (Pearce, 2011), in the light of Maslow's hierarchy, Pearce (1988) developed a travel career ladder (TCL) framework. Five ladders of travel motivations are specified (Figure 3), within each ladder Pearce recognizes travel motivation to be self-directed or other-directed. Maslow's idea is retained that lower levels of motivation most be satisfied before tourists move to higher ladders. Pearce also holds that lower-level motivations are included in higher-level ones and people tend to ascend the ladders as they become more experienced in travelling. That is, a tourist who travel with relationship needs would also include the two lower ladders namely safety needs and physiological needs, but he/she is still not concerned with self-esteem/development needs or fulfilment needs. For instance, a white collar who is tired of actually interpersonal relationship (say with college, flat mates) and decides to make a trip, when he is motivated to reduce anxiety about others in his daily life at the third level, lower levels of needs for security or for escape should also be satisfied regardless he/she have intendedly considered about these aspects or not.

Figure 3. Pearce travel career ladder (TCL) framework
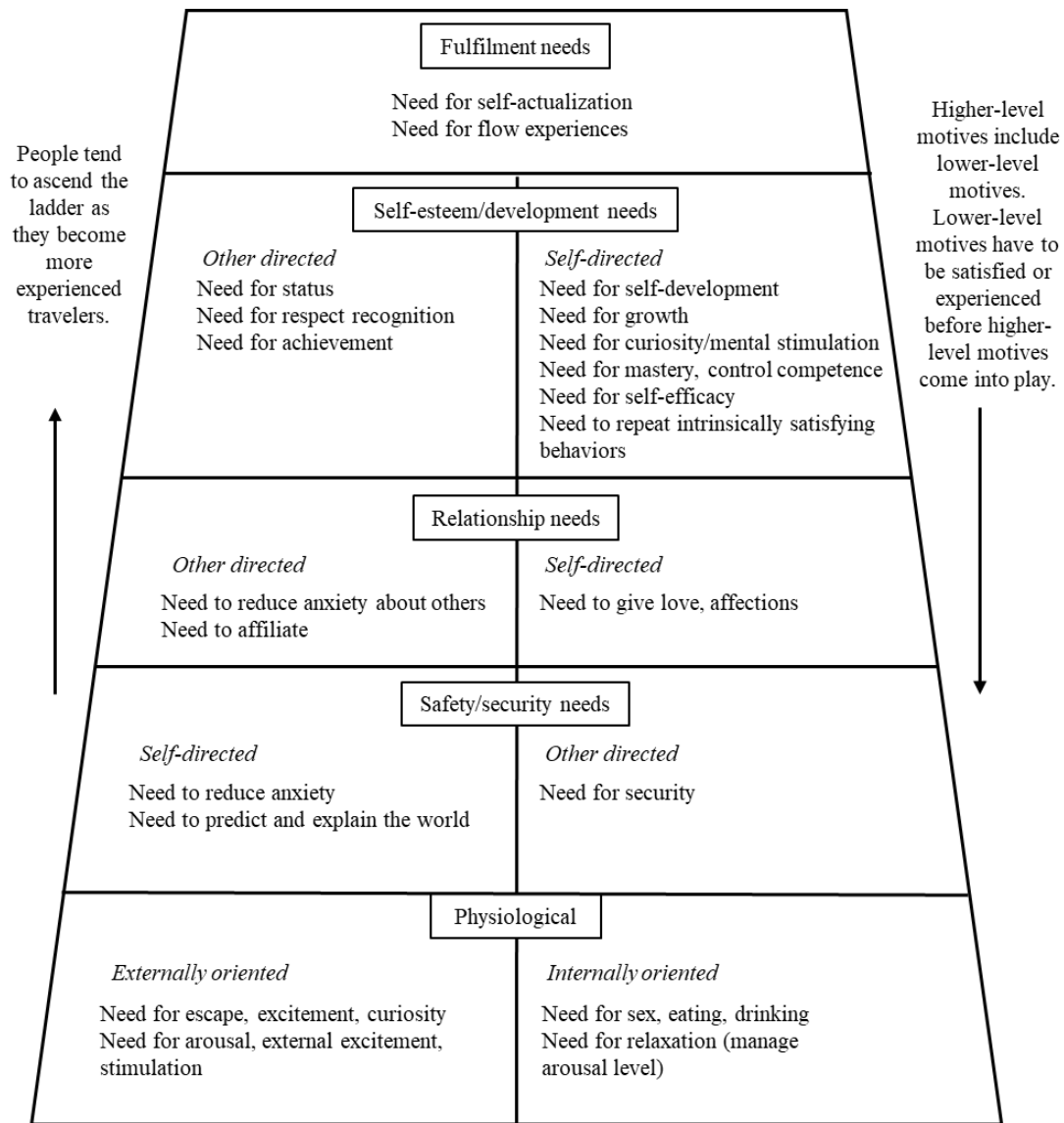
Source: reprinted from Pearce (1988)

Pearce's travel career ladder makes it possible to recognize that motivation could be various and dynamic, motivation in most cases is not one-dimensional and it could change according to people's travel experience (career) or different destinations. TCL is frequently cited and applied in commercial consultant report. However, there are some questions of validity regarding to the idea that travelers progress up the ladder

proposed by the theory (Ryan, 1998).

A further modification and development from travel career ladder to travel career pattern aim at tackling into this issue. The travel career pattern (TCP) of Pearce and Lee (2005) reduced the hierarchical focus of the TCL and recognized that travel motivation is dynamic and multi-levelled. The concept of travel career is still central to the TCP, as is the idea that travelers will have changing motivational patterns during those travel careers. Pearce & Lee (2005) identified fourteen motivation factors, in the order of importance, they are (1) novelty, (2) escape/relax, (3) relationship (strengthen), (4) autonomy, (5) nature, (6) self-development (host-site involvement), (7) stimulation, (8) self-development (personal development), (9) relationship (security), (10) self-actualization, (11) isolation, (12) nostalgia, (13) romance, and (14) recognition, they represent a 14-dimensional space of travel motivation.

2.3.3   Push-pull model

Push-pull model is a widely accepted and used model by many researchers in travel motivation studies (e.g. Crompton, 1979; Dann, 1977, 1981; Hanqin & Lam, 1999; Hsu & Lam, 2003; Jang & Liping, 2002). The model categorizes factors that motivate tourism behaviors into push factors and pull factors. Push factors refer to the subject motivations of tourists that predispose them to travel, for example the desire to escape, these factors are considered important in initiating travel desire that pushes them away from home. While pull factors are generated by destinations/resorts that tourists would travel to, these factors refer to the attractiveness of destinations (cultural attractions, natural landscape etc.) that pulls the tourists to a specific destination/resort, they are more commonly used in explaining destination selection decisions.

Dann (1977) favored push factors arguing that the "actual decision of visiting a destination is consequent on his prior need for travel" and looked at a more elementary and causally prior need than that for the specific selection of destination. He took sociological approach to tourism motivation to build his theory based on anomie (desire to transcend the feeling of isolation obtained in everyday life) and ego-enhancement (need to have one's ego enhanced or boosted from time to time), which are both considered as push factors.

Crompton (1979) proposed socio-psychological motives as push factors of pleasure vacationers while cultural motives as pull factors. Based on an analysis of 39 unstructured interviews, he identified seven socio-psychological motives and two cultural motives. They are escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction for socio-psychological motives; novelty and education for cultural motives.

2.3.4 Plog's model

In 1974, Stanley Plog developed a theory proposing that tourists distribute within the range of two extremes, which are "allocentric" and "psychocentric". Allocentric tourists, also called the wanderers, are motivated to travel/discover new destinations seeking for new experiences and adventure in a wide range of activities. They rarely return to the same place. Psychocentric tourists instead, are more conservative in making travel-related decisions, they would choose familiar destinations and would usually take return trips, that's why they are often called the repeaters.

Figure 4. Plog's psychographic model
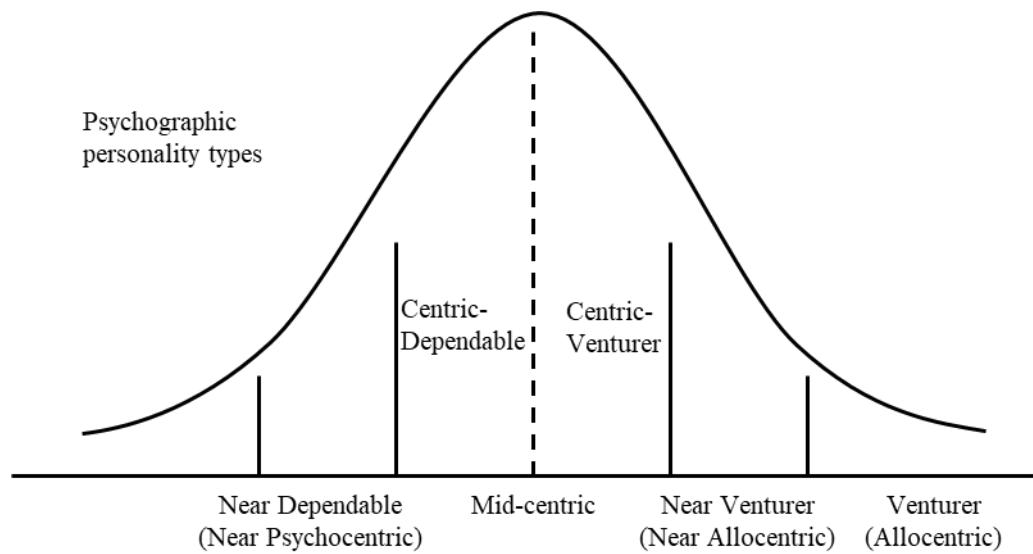
Source: reprinted from Plog (2001)

If presented with graph, having allocentric and psychocentric tourists allocated at two ends of a one-dimensional axis, the density distribution of tourists would show the shape of bell curve (Figure 4). Mid-centric tourists who swing between the two types count for the highest proportion, going from middle towards two extremes, the percentage of corresponding tourists would decrease. We may observe very few tourists who are purely allocentric or psychocentric. Plog's allocentric-psychocentric model focus more on the actual behaviors and characteristics of tourists, the model undoubtedly has provided a useful tool for tourism marketing practitioners to understand and predict tourists, but specific motivations of tourists are not discussed. It may not be the best model to answer the question "why tourists behave in this way".

2.3.5   McIntosh, Goeldner and Ritchie

McIntosh, Goeldner and Ritchie (1995) proposed another classification method, dividing travel motivations into four categories: physical motivators, cultural motivators, interpersonal motivators and status and prestige motivators. Physical motivators are related to refreshment of body and mind, health purposed, sport and pleasure, these motivators are linked to tension reduction; cultural motivators are identified by the desire to see and know more about other cultures, to find out the lifestyle, music, art folklore, dance etc. of a country; interpersonal motivators include the desire to meet new people, visit friend or relatives, and to seek new experiences while lastly status and prestige motivators refer to desire for continuation of education, for recognition and attention from others to boost personal ego.

Different from push-pull model, where motivation factors are classified according to their "generators", this classification method blurs the boundary but looks at travel motivations according to the entire trip. For instance, cultural motivators include the desire of tourists to discover new culture but also the culture provided in destinations, considering both what tourists want and what they can actually get from destinations altogether, which are classified in two categories based on push-pull model. It may be of better interest of psychologists but not serve greatly to tourism practice only to understand what the inner desire of tourists is.

As we recognized the complexity of travel motivations and admit it being not an easy task to build a comprehensive model, we would point out that the effort contributed in this field is not only limited to the models presented above. Iso-Ahola (1980, 1982) developed seeking-escaping tourism motivation model, he considers any leisure tourists to derive satisfaction by seeking or escaping, which is affected by personal and

interpersonal factors; Witt & Wright (1992) expectancy theory of travel motivation recognizes the large variety of reasons for travel among people, tourists' action is decided by their expectancy regarding to value or attractiveness of corresponding consequence; Fodness (1994) proposed functional theory that the reason people undertake leisure travel is that the vacation serves to meet psychological functions for an individual.

Till now, the models mentioned share the commonality that they base on sociological or psychology theory, having the goal to understand, explain and predict human behaviours. Apart from travel motivation studies with psychology background, it may be beneficial learning from tourism practitioners who works in market investigation.

The most common and standard question for travel motivation included in tourism survey is to know the general categories, we take one example from Japan Tourism Agency, tourists are asked the main purpose to visit Japan in Consumption Trend Survey for Foreigners Visiting Japan. Shown in figure 5, thirteen options are listed in question C4, among which five are work-related.

Figure 5. Travel purpose section in Japan Tourism Agency Consumption Trend Survey for Foreigners Visiting Japan

Source: reprinted from "Consumption Trend Survey for Foreigners Visiting Japan", (https://www.mlit.go.jp/kankocho/siryou/toukei/syouhityousa.html)

While there are surveys more interested in understanding the specific reasons why tourists are attracted. Especially tourism destinations in a smaller scale would conduct surveys to understand why they attract visitors. In a study of visitor profile and satisfaction in Albury city, Australia in 2013, Tourism Research Australia introduced 16 items to understand tourism attractiveness of Albury by which tourists are motivated to visit, listed in table 4.

The second column of table 4 lists motivations from Travel Activities and Motivation Survey by Statistics Canada in 2006. With more attention paid on tourists' subjective

motivations that drive them to travel, these fifteen motivations can be seem as "push"

factors if we follow the classification method of push-pull model.

Table 4. Tourists travel motivations used in tourism surveys

| Tourism Research Australia | Statistics Canada |
Albury Visitor Profile and Satisfaction 2013	Travel Activities and Motivation Survey 2006
A place to spend time with family & friends	To see or do something new and different
Explore the river or Lake Hume	To seek solitude and isolation
Good shopping	To gain knowledge of history, other cultures or other places
Visit great dining, pubs and clubs	To enrich your perspective on life
A chance to discover or learn something new	To get a break from your day-to-day environment
Nature based experiences	To stimulate your mind/be intellectually challenged
Something the kids would enjoy	To relax and relieve stress
Food and wine experiences	To have a life with no fixed schedule (to do what I want, when I want)
Enjoyable nightlife and entertainment	To keep family ties alive
Relaxation and rejuvenation	To renew personal connections with people (other than family)
An opportunity to tour around and explore	To have stories to share back at home/to have something interesting to talk about
An opportunity to experience Australia's history	
An adventure	To enrich your relationship with your spouse/partner/children
Experience Albury's Heritage	To create lasting memories
An opportunity to experience arts or culture	To be challenged physically/ to feel physically energized
Luxury and indulgence	To be pampered
Source: Albury - Visitor Profile and Satisfaction Report, Tourism Research Australia, https://www.tra.gov.au/data-and-research/	Source: Travel Activities and Motivation Survey, Statistics Canada, http://www.mtc.gov.on.ca/en/research/travel_activities/2006%20TAMS-questionnaire_Canada_English.pdf/

Tourism practitioners are more interested in tourists and tourism activities within a

limited destination, putting a limitation to travel motivation research may point out an interesting way to inquire a deeper understanding of travel motivations. In the following section, we would discuss the travel motivation studies with limitation added to cultural background of tourists.

2.3.6 Travel motivation in Chinese Context

Hofstede (1984) criticized Maslow's hierarchy of needs for ignoring the cultural background, he pointed out that in a collectivism culture like China, hierarchy of needs will differ from Maslow's original model which was developed in an individualism cultural background. Kim & Lee (2000) provided evidence in tourism sector by comparing Anglo-American and Japanese tourists (who shares similar collective culture with Chinese tourists), distinctive differences in travel motivation were noticed and they attempted to explain the role of individualism-collectivism cultural characteristics in creating the differences. We may want to take a closer look if we wish to have a better understanding about Chinese travel motivations.

A mainstream research direction is to identify the set of Chinese tourists' travel motivations. Classified in a broad way, Xiang (2013) conclude that Chinese outbound tourists are motivated by sightseeing, leisure/holiday and business; Corigliano (2011) identified Chinese young tourists' motivations to Italy are leisure, business, visiting friends or relatives and attending events.

Targeted on Chinese outbound tourists travelling to the US, Li et al. (2009) distinguished six motivation factors (relaxation/escape, prestige, knowledge, job fulfillment, entertainment, and novelty) and segmented tourists by these factors. By means of focus group interviews, Huang & Hsu (2005) identified mainland Chinese

tourists' motivations to visit Hong Kong are shopping, to obtain knowledge, curiosity, and to enhance family relations. Kau & Lim (2005) suggested that Chinese tourists would travel to Singapore for prestige/knowledge, escape/relax, adventure/excitement, exploration, pleasure seeking/sightseeing or enhance family/social relationships. Kim & Prideaux (2005) grouped 17 specific motivation items into five "dimensions" (enjoying various tourist resources, culture and history, escaping from everyday routine, socialization, social status), they were also able to prove that tourists from different groups (America, Australia, Japan, China mainland and China Hong Kong) would differ regarding to their motivation dimensions to travel to Korea.

More researches base themselves on push-pull model. Zhang & Lam (1999), Hsu & Lam (2003) and Li et al. (2011) explored Mainland Chinese traveler's motivations of visiting Hong Kong, although not completely identical, some push factors (knowledge) and pull factors (shopping) are shared in three studies. Similar studies are conducted also for different destinations including Canada (Lu, 2011), North Korea (Li & Ryan, 2015) and Cairn, Australia (Zhang & Peng, 2014).

Another research direction focuses at examining the relationships between travel motivation and tourism-related factors. Ryan & Mo (2002) found out that satisfaction level of Chinese visitors to New Zealand is related to the importance given to different travel motivations. Huang & Hsu (2009) tested that travel motivations, together with past experience, perceived constraint and attitude have effect on mainland Chinese visitors' intention to revisit Hong Kong. Not limited to these, researchers also seek to understand relationships like travel motivation and future travel intention (Johanson, 2008) as well as travel motivation and IT usage (Wang et al., 2017).

A third research direction concerns how travel motivations are influenced. Lu et al. (2016) suggested that Chinese senior outbound tourists' present-time perspective and future-time perspective are directly related to travel motivations, which further mediate travel intentions. Hua & Yoo (2011) investigated the travel motivations of potential Chinese travelers to the US, five factors are identified which are ego enhancement, international exposure, communication opportunities, financial incentives, and destination stimuli, furthermore, they found significant relationship between travel motivations and sociodemographic factors. Li & Cai (2012) agreed that culture is one of the underlying determinants of consumer behavior, they highlighted personal values in their study on Chinese outbound tourists, personal values (internal and external values) are shown to have significantly positive effect on travel motivation by means of factor analysis followed by structural equation modeling (SEM). Another study that investigates the relationship between Chinese culture and travel motivations was conducted by Fu et al. (2017), through the lenses of Confucianism, they developed 9-factor Chinese tourist motivations scale, they are family togetherness, harmony with nature, relationship/guanxi, face/mianzi, self-development, material fulfillment, escape and retreat, children's learning, and exploration and discovery. We can notice some similarities when compare it to travel motivation models developed in western cultural background like self-development, escape and retreat, but more obvious are the different items like relationship/guanxi or face/mianzi, which are unique in the specific Chinese culture context.

2.4 Attributes of tourism destinations

Destination image is a popular research topic in tourism studies because it plays an important role in understanding tourist decision-making and subsequent travel behaviors (Baloglu & McCleary, 1999a), and it has high practical importance for

destination management, marketing, and branding (Stepchenkova & Mills, 2010).

Table 5. Definitions of destination image

Author/s	Definition
Hunt (1972)	Impressions that a person or persons hold about a state in which they do not reside
Lawson and Baud-Bovy (1977)	An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place
Crompton (1979a)	The sum of beliefs, ideas, and impressions that a person has of a destination
Embacher and Buttle (1989)	Ideas or conceptions held individually or collectively of the destination under investigation
Echtner and Ritchie (1991)	The perceptions of individual destination attributes and the holistic impression made by the destination
Gartner (1994) (1996)	Destination images are developed by three hierarchically interrelated components: cognitive, affective, and conative
Baloglu and McCleary (1999b)	An individual's mental representation of knowledge, feelings, and global impressions about a destination
Murphy et al. (2000)	A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception
Bigné et al. (2001)	The subjective interpretation of reality made by the tourist
Kim & Richardson (2003)	A totality of impressions, beliefs, ideas, expectations, and feelings accumulated toward a place over time

Source: Zhang et al. (2014)

Multiple researchers have given definitions of destination image (See table 5). It can be noticed that destination image is a relatively broad concept. Echtner and Ritchie (1991) initially proposed an approach to consider the destination image in attribute-holistic, functional-psychological, and common-unique continuums. Hongmei Zhang et al. (2014) summarized the three continuums as follow:

"The attribute-holistic continuum denotes the perceptions of destination attributes as well as holistic impressions of the place. The functional-psychological continuum represents the distinction between directly measurable, functional components of a destination and intangible, psychological characteristics. The third continuum is indicative of both generic, common features and unique characteristics of the place." (p.215)

A more commonly used perspective in destination image studies consider the image composed of three components, namely cognitive image, affective image, and conative image. The cognitive component is a tourist's subjective knowledge and beliefs of the destination attributes; the affective image refers to how a tourist feel about the destination; and the conative image deals with how cognitive and affective image influences and predicts tourists' buying behavior (Gartner, 1994). Theoretically, the cognitive image is generally agreed as an antecedent of the affective image (Anand et al., 1988; Beerli & Martín, 2004; Stern & Krakover, 2010).

Regarding the formation of destination image, "numerous researchers across fields and disciplines agree that image is mainly caused or formed by two major forces: stimulus factors and personal factors" (Baloglu & McCleary, 1999, p.870). The stimulus factors include the tourists' information sources, previous experiences, while the personal factors can be psychological or social, involving values, motivations, personality, and age, education, etc.

One of the main focuses of the current study is on the tourists' perception of destinations, the most relevant aspect of destination image would be the cognitive image, which is also equivalently called perceptual image. The cognitive/perceptual image refers to the knowledge and beliefs that come from the subjective understandings about a destination.

However, destinations are complex, and we may need to "break it down to smaller pieces" to make it researchable. Numerous studies have proposed varied lists of aspects/dimensions/attributes that are relevant for tourists to assess tourism destinations.

Table 6 compares several lists of attributes in previous destination studies. An early example can be an travel motivation analysis by Pyo et al. (1989), who list 38 attraction attributes in destination. In the study by Baloglu and McCleary (1999b) where the images of four Mediterranean destinations among the US international pleasure travelers is examined, they consider a list of 14 attributes within the range of perceptual/cognitive image, and these attributes of destinations come from the guidebooks and brochures of the destinations. The attributes can also derive from other qualitative research methods, in addition to 37 attributes from the previous literature, Chen and Kerstetter (1999) identify 8 attributes from focus group interviews and 3 from their pilot study stage. Although some studies have made the attempt to provide a comprehensive summary of attributes (e.g. Beerli & Martín, 2004, Table 7), the list can always be expanded because for different destinations, tourists from different origins, or different travel purposes, the attributes that matter in studies would not be the same. A study on New Zealand (Pike & Ryan, 2004) would use distinct list of attribute compared to one that focus on Hong Kong shopping trips (Hung et al., 2021).

Table 6. Lists of destination attributes from studies with different focuses

Study	Attribute	Study focus
Pyo et al. 1989	Visiting big cities, Exploring wilderness areas, Being by the ocean, Visiting natural parks, Swimming, Sunbathing, Being close to mountains, Having predictable weather, Being by a lake, Dining at a variety of restaurants, Dining at elegant, sophisticated restaurants, Staying in first-class hotels, Having budget accommodations, Shopping, Going to nightclubs or discos, Gambling, Going to live concerts/live theatre, Visiting small towns and villages, Attending ethnic festivals/events, Visiting museums and galleries, Taking rides (at amusement parks), Shopping for arts/crafts of the area, Hiking or backpacking, Indoor activities such as reading and cards, Attending sports events, Playing golf, Playing tennis, Deep-sea fishing, Fresh-water fishing, Going to car or motorcycle races, Going to the racetrack, Walking or strolling about, Sampling the local cuisine, Taking guided tours, Going to zoo or wildlife exhibits, Viewing science exhibits, Seeing wildlife I don't usually see, Going out to bars or pubs	Correlation analysis between attraction attributes and motivations
Baloglu and McCleary, 1999	Good value for money, Beautiful scenery/natural attractions, Good climate, Interesting cultural attractions, Suitable accommodations, Appealing local food (cuisine), Great beaches/water sports, Quality of infrastructure, Personal safety, Interesting historical attractions, Unpolluted/unspoiled environment, Good nightlife and entertainment, Standard hygiene and cleanliness, Interesting and friendly people	Image of four Mediterranean destinations for US international pleasure travelers
Chen and Kerstetter, 1999	**Modified Image Attributes** Fairs and exhibits, Family oriented, Good opportunity for adventure, Good opportunity to increase knowledge, Many places of interest to visit, Attractive scenery, Beautiful parks, Beautiful greenery, Plentiful cultural and historical sites, Plentiful wilderness activities/parks, A wide variety of outdoor activities, Prices are low, Very accessible, A wide variety of accommodations, A wide variety of restaurants, Good local infrastructure, Good local transportation, High standard of living, Good opportunities for local tours, A wide variety of types of foods, Good shopping centers/facilities, Friendly people, Ample local information, Good service, Quality service, Unique culture/customs, Easy to communicate, Lack of traffic congestion, Relaxing atmosphere, A wide variety of recreation activities, Lack of crime/safe, Lack of commercialization, Good	Destination image of rural Pennsylvania for international students

climate/weather, Local standards of cleanliness are high, A variety of good bars, Good nightlife possibilities, Lots of things to do in the evening

Added from Focus Group

Many farms, Lots of open space, Good variety of handicrafts/local crafts, Technologically advanced, Simple lifestyle, Homogeneous population, Older population, Traditional "home cooking"

Added from Pilot Study

Peaceful/tranquil, Fresh air, Quiet

Pike and Ryan, 2004	Suitable accommodation, Good value for money, A comfortable drive from home, Natural scenic beauty, Good cafes/restaurants, Good weather, Lots to see and do, Good ocean beaches, Friendly locals, Places for swimming or boating, Not too touristy, Hot pool bathing, Places for walking/tramping, Shopping, Wineries, Adventure activities, Fishing, Close to other holiday destinations, Snow sports, Maori culture experiences	Positioning of five tourism destinations in New Zealand
Hung and Petrick, 2012	Patient service providers, Friendly service providers, Respectful service providers, Helpful service providers, Customized in-store service, Destination cleanliness, Reasonable population control to avoid crowding, Good air quality, Lower prices for luxury products compared to other destinations, Low travel costs to the destination, Low local costs, Tax refund policies, Exchange rate of the destination's currency, Travel distance to the destination, Convenience of transportation in the destination, Ease of customs procedures, Authentic luxury products, Having a mechanism for ensuring reliable sources of luxury products, Reliable post-purchase service, Hospitality of local residents, Friendly local residents, Political stances of local residents, Abundant natural resources in the destination, Rich culture, history, or art-related resources, Having theme parks, Rich entertainment, Providing a wide range of luxury brands, Providing a wide range of products apart from luxury products, New product releases, Limited editions, Centralized shopping area	Chinese tourists luxury shopping in Hong Kong

Source: author's own elaboration based on various articles

Table 7. Summarized list of attributes by Beerli and Martín (2004)

Natural Resources	General Infrastructure	Tourist Infrastructure
Weather	Development and quality of roads, airports and ports	Hotel and self-catering accommodation
Temperature	Private and public transport facilities	Number of beds
Rainfall	Development of health services	Categories
Humidity	Development of telecommunications	Quality
Hours of sunshine	Development of commercial infrastructures	Restaurants
Beaches	Extent of building development	Number
Quality of seawater		Categories
Sandy or rocky beaches		Quality
Length of the beaches		Bars, discotheques and clubs
Overcrowding of beaches		Ease of access to destination
Wealth of countryside		Excursions at the destination
Protected nature reserves		Tourist centers
Lakes, mountains, deserts, etc.		Network of tourist information
Variety and uniqueness of flora and fauna		

Tourist Leisure and Recreation	Culture, History and Art Theme	Political and Economic Factors
Theme parks	Museums historical buildings, monuments, etc.	Political stability
Entertainment and sports activities	Festival, concerts, etc.	Political tendencies
Golf, fishing, hunting, skiing, scuba diving, etc.	Handicraft	Economic development
Water parks	Gastronomy	Safety

Zoos	Folklore	Crime rate
Trekking	Religion	Terrorist attacks
Adventure activities	Customs and ways of life	Prices
Casinos		
Night life		
Shopping		

Natural Environment	**Social Environment**	**Atmosphere of the Place**
Beauty of the scenery	Hospitality and friendliness of the local residents	Luxurious
Attractiveness of the cities and towns	Underprivilege and poverty	Fashionable
Cleanliness	Quality of life	Place with a good reputation
Overcrowding	Language barriers	Family-oriented destination
Air and noise pollution		Exotic
Traffic congestion		Mystic
		Relaxing
		Stressful
		Fun, enjoyable
		Pleasant
		Boring
		Attractive or interesting

Source: Beerli and Martín (2004)

The attributes refer to the positive/negative characteristics of the destinations. The specific characteristics are the basis by which tourists consider and evaluate a particular destination. It may be comprehensive to merge all the lists of attributes and remove duplicate items. But it needs to be taken into account that not all attributes apply to a certain destination being studied. Most destination do not have all the attributes in the list by Beerli and Martín (2004), it can be a waste of time and effort for researchers and research respondents to use such a "comprehensive" list of attributes. It may be a wise choice to base on the extant literature and also focus on the specific destination, to develop a correspondent and appropriate list of attributes for the specific destination that a study is interested in.

2.5 Connections among personal values, travel motivations and perceived attributes of tourism destinations

The objective of the study is to understand how Chinese oubound tourists/potential outbound tourists perceive tourist destiantions, the underlying motivations for destination selection, the guiding personal values and the links among them. The previous sections have discussed the personal values, travel motivations, and perceived attributes respectively. And in this section, we will review how the connections among the personal values, travel motivaions, and perceived attributes can be determined.

Researchers started to examine the relationship between attributes of destinations and the motivations of tourists in the 1990s. Multivariate analyses were adapted by researchers as the main approach to understand the relationships among the factors. An early work by Pyo et al. (1989) examined the correlations between 38 attraction attributes and 22 travel motivations, the attribute and motivation pairs that they identified provided a basis for market segmentation. With the same canonical

correlation approach, Baloglu and Uysal (1996), Oh et al. (1995) examined the correlations between attributes and motivations among German and Australian leisure tourists respectively. A study that combined factor analysis and regression approach can also be noticed. Uysal and Jurowski (1994) firstly identified four dimensions of push factors (motivations) from 26 items and four pull factors (attributes) from 29 items. They then ran a regression analysis to test the relationships among the factors. These studies provided insights into the sitatistically significant correlations among the attributes of tourism destinations and the motivations of tourists, however, the questions how and why the concepts/items/factors are related remain unexplained. Moreover, the studies stop at motivation level but failed to reach the more abstract personal value level. Therefore, some later studies turn to means-end approach to tackle into the mentioned issues.

2.5.1 Introduction to means-end chain (MEC)

Theoretical basis

Means-end chain theory provides the possiblity to analyze the connections between concepts from different levels. Based on the early recognitions by psychologists (Tolman, 1932) and economists (Abbott, 1955) that consumers do not buy product for the product's sake, but for what the product can do for them it is proposed that consumers purchase products/services because of the benefits and meanings that they offer, and not because of their attributes (Kolar, 2007). Purchase/usage is motivated by the perceived potentiality that products/services have, to satisfy the desires of consumers (Olson & Reynolds, 2001). This provides the original idea for means-end chain (MEC) theory that the attributes of products/services offer "means" for consumers to obtain benefits/consequences, to further reinforce the important values

(the "ends") (Gutman, 1982).

From the perspective of consumer decision-making, consumers evaluate the meanings that products/services have to them when making consumption decisions (Gutman, 1982). The means-end chain attempts to provide the cognitive structure of consumers regarding the evaluation of meanings, based on Expectancy Value Theory (Fischbein & Ajzen, 1975; Rosenberg, 1956), which proposes that consumers' evaluation depends on the expected performance of products/services regarding the underlying motives, and on the value attached to each motive.

What is the MEC

MEC is a practical method to study the motivations driving consumers' buying behavior which is derived from how the consumer cognitively relates the product to himself. It is defined "a model that seeks to explain how a product or service selection facilitates the achievement of desired end states" (Gutman, 1982).

MEC relates products/services to consumers by describing the relationship between the perceived attributes of products/services, the perceived consequences/benefits resulting from consumption, and values of consumers. It describes the links between consumers' knowledge about more concrete attributes ("means") with the knowledge about more personal relevant and abstract consequences and values ("ends") (Ter Hofstede et al., 1998; Zanoli & Naspetti, 2002). And the links result in the consumers' subjective perception of products/services (Gutman, 1982; Howard, 1977; Young & Feigin, 1975).

When making consumption decisions, consumers will evaluate the attributes of products/services cognitively in terms of the consequences accruing from the use of products/services, and the subsequent instrumentality in achieving important personal

values (Gutman, 1997). The decision to consume a product therefore originates from the expected benefits the products/services convey to the consumer and the expectation of achieving individual goals.

The complex cognitive activities of consumers generate complex choice structures for products/services. MEC incorporates benefits/consequences and values and reveals the multi-level nature of cognitive choice structure (Pitts et al., 1991).

A hierarchical cognitive structure is proposed to organize the cognitive knowledges of consumers which is composed of three levels of abstractions, namely attributes, consequences/benefits, and values from low to high. The higher the level of abstraction, the stronger and more direct they are connected to the consumers themselves. The lower levels are the means by which the higher levels of abstraction are achieved.

Attributes are the distinct characteristics of the products/services, they can refer to physical or abstract aspects depending on the way the products/services are perceived (Gutman, 1997).

Consequences/benefits refer to what the products/services provides to the consumer at the functional or psychosocial perspectives. The consequences, also termed as benefits (Gutman, 1997) involve any physiological or psychological results that accrue directly or indirectly on the consumer from the consumption behavior.

Values are intangible, the highest-order elements in MEC. They represent the centrally held, most basic and fundamental needs and goals that consumers pursue with their individual behaviors (Vinson et al., 1977). Parks and Guay (2009) conclude that values are "learned beliefs that serve as guiding principles about how individuals ought to behave". Values are classified as instrumental and terminal; the values related to modes

of conduct are called instrumental values, while those related to end states of existence are called terminal values (Rokeach, 1973).

Attributes lead to consequences, which produce value satisfaction. The decision to consume products/services with specific attributes is primarily motivated by the immediate consequences (Batra & Ahtola, 1991), while the consequences that a consumer seeks from the product are shaped by the consumers' values. Walker and Olson (1991) subdivide attributes, consequences/benefits and values into six levels; they suggest that the physical attributes, abstract attributes, and functional consequences represent the product-knowledge of consumers while the psychosocial consequences, instrumental values, and terminal values represent the self-knowledge of consumers. However, the more commonly used is the three-level MEC model integrated by some researchers (Mulvey et al., 1994; Olson & Thomas, 1983; Walker & Olson, 1991).

Apart from the elements in the hierarchical cognitive structure, MEC involves the links between the levels of products/services attributes, consequences/benefits provided by the attributes, and values reinforced by the consequences/benefits (Gutman, 1982). Zanoli & Naspetti (2002) suggested that in MEC models, links are more imporatant than the single elements. The links show the cognitive representation of the connections between the knowledge about products/services and about the consumers themselves. With the links, the MEC provides an effective and convenient way to conceptualize the basic patterns of connections between the features of products/services and personal meanings for consumers, thus revealing the underlying reasons why certain attributes or consequences are desired (Reynolds and Gutman, 1988) and consumers' cognitive "ladder of motives" (Bagozzi et al., 2003, p. 918) .

Purposes of MEC studies

MEC has the objective to understand and explain consumer behaviors (Aurifeille & Valette-Florence, 1995; Peter & Olson, 1987; Pieters et al., 1995; Valette-Florence & Rapacchi, 1991), which originate from the personal relevance that consumers ascribe to products (Gutman, 1982, 1997). As is know that consumer behavior study is a cornerstone of marketing, the MEC is widely used in marketing research to explore the psychological factors that drive products/services consumption (Jiang et al., 2015).

Compared to cluster analysis or factor analysis, the MEC has the advantage of distinguishing lower-order functional and psychosocial motives, and higher-order motives encompassing several of the former (Mooradian & Olver, 1996). It is allowed to uncover underlying motivations distinct from the surface reasons and to identify long-term behavioral goal with higher-order value elements, which are relatively more stable. Therefore, the application of MEC is considered to be advantageous in tourism motivation research (Jiang et al., 2015) as Uysal & Hagan (1993) point out that tourist motivation is not a simple short-term process, and the need for understanding personal values in travel motivations has also been noted (Kim & Prideaux, 2005). Researchers in tourism field suggest that the MEC theory has the advantage of identifying new variables during interviews (Jiang et al., 2015); probing what is most appropriate to many respondents (Jewell & Crotts, 2002); allowing researchers to examine the interrelationship among motivation items (McIntosh & Thyne, 2005); and exploring the deeper reasons at the value level behind the superficial motivations (McDonald et al., 2008).

2.5.2 Methods in MEC studies

The data used for MEC to analyze consumer behavior can be collected by qualitative or quantitative techniques developed and refined in exsiting studies. The laddering is especially associated to MEC theory; it is originally developed by (Hinkle, 1965) in clinical psychology to model individuals' belief structure in a simple and systematic way while establishing a person's superordinate personal constructs (Bannister & Mair, 1968; Veludo-de-Oliveira et al., 2006). No wonder that (Wansink, 2000) suggests laddering as uncovering insights of interviewees' lives that are not apparent to even themselves like psychologists do.

The application of laddering in consumer behavior studies is based on the personal construct theory (Kelly, 1955) to develop an understanding of how consumers translate product attributes into meaningful associations with respect to themselves (Bourne & Jenkins, 2005; Gutman, 1982), with the purpose to reveal people's motives for choosing a particular good (Russell et al., 2004). The laddering technique is effective to elicit hierarchical constructs, and it is of great use in academic and applied consumer research (e.g. Botschen et al., 1999; Cohen & Warlop, 1995; Dibley & Baker, 2001; Grunert & Grunert, 1995; Herrmann et al., 2000; Lin, 2002; Vriens & Hofstede, 2000; Wansink, 2000, 2003), and it has been applied successfully in the field of tourism (e.g. Jansen-Verbeke & Van Rekom, 1996; Jiang et al., 2019; Klenosky et al., 1998; Klenosky, 2002; Mort & Rose, 2004; Ter Hofstede et al., 1998; Thyne, 2001; Watkins & Gnoth, 2011; Zhang & Peng, 2014).

Data collected with qualitative or quantitative approach are analyzed to produce hierarchical value maps (HVMs) to present the study results. In MEC models, links and connections are more important than single elements(Zanoli & Naspetti, 2002). The HVM is a graphical presentation of the linckages among the attributes, consequences/benefits, and values.

2.5.3 Applied work of MEC

MEC theory is useful in providing insights to consumer cognitive activeties in marketing research and practice, and it has relevant and potential application to study tourist behavior (McIntosh & Thyne, 2005). The MEC has been used in various tourism studies regarding accommodation choice (Mattila, 1999; Thyne & Lawson, 2001), green space use (López-Mosquera & Sánchez, 2011), selection of particular destination (Klenosky et al., 1993), tourist behaviors of museum and heritage visitors (Crotts & van Rekom, 1999; Frauman et al., 1998; Jansen-Verbeke & Van Rekom, 1996; McIntosh & Prentice, 1999; Thyne, 2001) and nature-based visitors (Frauman & Cunningham, 2001; Klenosky et al., 1998). In China's context, Jiang et al. (2015, 2019) explore the travel motivation of Chinese outbound tourists.

3 Methodology

3.1 Research philosophy

All researches have their philosophical view, it is important to discuss research philosophy because it provides the foundation for conducting research (Creswell & Clark, 2017). Research philosophies, also referred to as research worldviews or paradigms, Guba (1990, p. 17) concluded that a paradigm is "a basic set of beliefs that guides action, whether of the everyday garden variety or action taken in connection with a disciplined inquiry". Paradigm provides the guidelines for scientists to answer the questions of "what should be studied?", "how should research be undertaken?" and "how should results be interpreted?" (Bryman, 2016). It is important to discuss about research philosophy because it enables researchers to decide which approach should be adopted and why, which is derived from research questions (Saunders et al., 2009). Research philosophy presents important assumptions which explains about the researcher's view regarding the world, which then determines research strategy and the methods of that strategy.

Tourism research, due to its multidisciplinary nature, has borrowed paradigms from various social disciplines such as economics, sociology, psychology, geography, anthropology, marketing and history (Jafari & Brent Ritchie, 1981; Jennings, 2001). (Jennings, 2001) identified a set of philosophical stances that can guide tourism research, including positivism, postpositivism, interpretivism, constructivism and pragmatism. Research philosophies differ with each other in ontology (the nature of reality), epistemology (how we gain knowledge), axiology (the role values play in research) and methodology (the process of conducting research) (Creswell, 2013; Lincoln et al., 2011; Mertens & Tarsilla, 2015). The most relevant philosophy assumptions to our study are constructivism, postpositivism and pragmatism, which

will be discussed in the following section.

3.1.1 Constructivism

Constructivism is a typical qualitative research paradigm. According to constructivism, there is no objective reality/absolute truth, or the objective physical world exists but is beyond the access of human endeavor. The knowledge does not come through the sense alone, so it believes that researchers should get close to that being researched and involve subjectivity (Sarantakos, 2012, p. 37). The assumptions of constructivism have determined that the values come into play when people interact with world and emerge meanings, which unavoidably induces bias. Constructivists follow inductive methodology, meanings and knowledge of the investigated phenomena are constructed starting from the research participants to patterns, theories and interpretations (Teddlie & Tashakkori, 2009). (Denzin, 2012) pointed out that research following this assumption is shaped "from the bottom up", researchers start from individual perspectives to broad patterns and to broad understandings. Therefore, it often works to generate new theories.

3.1.2 Postpositivism

Postpositivism on the other hand, works deductively, which guides theory verification. It encompasses the positivism paradigm in social research context (Creswell, 2009). It is assumed that critical reality exists, but we can only incompletely understand it (Guba, 1990). Values should not influence the generation of knowledge, thus requiring researchers to keep distant and impartial to what is researched in order to produce

unbiased results (Creswell, 2013). Postpositivism researchers claim for knowledge based on cause-effect thinking, though the observations and measures of a set of focused interrelate variables to continually test and refine theories (Slife & Williams, 1995).

3.1.3 Pragmatism

As is described above, constructivism and postpositivism hold mutually exclusive ontological, epistemological and axiological assumptions. An inevitable and essential question has risen, "whether methods can be mixed or not?" Those who believe that qualitative methods are necessarily based on naturalistic research philosophies and quantitative methods are necessarily based on positivistic research philosophies (Hanson et al., 2005) argue that mixing methods is simply not feasible because research philosophies would clash (Smith, 1983; Smith & Heshusius, 1986). While others argue that paradigms are comparable and can be use collectively (Denzin, 2012; Tashakkori & Teddlie, 2003) to overcome the shortcomings of each other. With the objective of contributing to greater understanding of research question, it is assumed that "all paradigms (research philosophies) have something to offer" (Teddlie & Tashakkori, 2009). This objective-focused research philosophy, named pragmatism, provides epistemological justification for the use of mixed methods (Christ, 2013).

According to pragmatism, various research philosophies are not considered to be incompatible but can still remain separate. The inductive and deductive methods are not considered as two distinct approaches, but they form the two ends of an axis, along which any research can find its position. Pragmatism provides a philosophy that supports the integration of different research philosophies and enable the coexistence of quantitative and qualitative research methods, based on the objective to offer the best

opportunities for answering research questions (Johnson & Onwuegbuzie, 2004).

3.1.4 Research philosophy of the current study

As we have discussed the importance of research philosophy and several research philosophies, the following section discusses the paradigms that underpin the current study.

Mixed methods research approach is adopted in this investigation to take advantage of the strength of both qualitative and quantitative approaches to help explain research question (Leech & Onwuegbuzie, 2010). For explaining philosophical assumptions of mixed methods research, Creswell and Clark (2011) proposed three stances: one "best" worldview for mixed methods, which can be pragmatism or transformative paradigm; dialectical perspective for using multiple worldviews in mixed methods, which emphasizes using multiple worldviews to contribute to new and different insights; and worldviews related to the study context and type of mixed methods design. The research philosophy of current research would follow the third stance.

This mixed methods doctoral investigation takes exploratory-sequential design which starts qualitatively and followed by a quantitative study phase (which will be further discussed in the next sections). During the first qualitative phase, constructivism principles underpins the study so that multiple perspectives can be valued and understanding in more depth could be obtained. It guides the understanding about the research question from social and historical constructions which enables theory generation. As the research moves to the second quantitative phase, underpinning research philosophy would shift to postpositivism to guide the need for identifying and measuring variables and statistical relationships, thus providing generalizable results.

Theory verification is planned to conduct under postpositivist assumption through empirical measurements. Multiple philosophies are used and shift from one to anther in different stages of research. At the final integration part where we provide interpretation to the two sets of connected results, the major objective is to offer better understanding regarding research question, we would not reject assumptions of either research philosophy. Overall, the dominating paradigm that guide the doctoral investigation is pragmatism.

3.2 Mixed methodology

3.2.1   Mixed methods

Definition of mixed methods research was given by Johnson et al. (2007) as "the type of research in which a researcher or tram of researchers combines elements of qualitative and quantitative research approaches for the broad purpose of breadth and depth of understanding and corroboration".

Mixed methods research is intuitive for many researchers because it is in line with the way how we collect information and make sense of the world (Creswell & Clark, 2017). Quantitative studies lack the contexts and words of participants while qualitative studies often meet the problem that findings based on views of limited number of participants may not permit generalizing. "A call for increased sophistication of evidence leads to the collection of both quantitative and qualitative data" (Creswell & Clark, 2017). Mixed methods could take advantage of the strengths of both quantitative and qualitative methods to compensate each other, multiple forms of evidence allow to produce more credible, comprehensive and practically useful findings.

The use of mixed methods could trace back to a study published in 1959, Campbell and Fiske (1959) combined multiple quantitative methods. It was when scholars started to show interest in using more than one method in a study. Mixed methods were used without articulating defensible rationales regarding the mixing of quantitative and qualitative data (Greene et al., 1989). It was then discussed that conducting mixed methods research is not simply combining different methods. One of essential problems needed to be clarified is paradigm problem, which was under intensely debate during the 1980s. At the same period, mixed methods witnessed rapid development. The reasons and procedures for combining quantitative and qualitative research were identified (see Brewer & Hunter, 1989; Bryman, 2003; Greene et al., 1989). In the 1990s, a few scholars identified a typology for types of mixed methods designs (Creswell, 2016; Morgan, 1998; Morse, 1991). Entering the new century, mixed methods research continued its development, it was positioned as a new methodology and is now accepted and promoted in many social sciences, especially in the areas of applied social research and evaluation (Bazeley et al., 2008). In 2006, a study by (Bryman, 2006) identified 16 rationales for conducting mixed method research, which was organized by Harrison and Reilly (2011) into table 8. Creswell and Clark (2011, 2017), Teddlie and Tashakkori (2009) then provided comprehensive guides for designing and conducting mixed methods studies, which greatly contributed in the promotion of the use of mixed methods. With the aim of creating both generalizable and in-depth understanding about the research question, mixed methods approach is adopted in current investigation.

Table 8. Rationale for mixed methods research and design type

Rational	Description	Design type
Triangulation	Quantitative and qualitative combined to triangulate findings to be mutually corroborated	Concurrent
Offset	Combining strands offsets their weaknesses to draw on the strengths of both	Concurrent
Completeness	Bringing together a more comprehensive account if both quantitative and qualitative research is employed	Exploratory, explanatory, or concurrent
Process	Quantitative provides an account of structures in social life but qualitative provides sense of process	Exploratory or explanatory
Different research questions	Quantitative and qualitative each answers different research questions	Concurrent
Explanation	One is used to help explain findings generated by the other	Explanatory
Unexpected results	When one strand generates surprising results that can be understood by employing the other	Explanatory or embedded
Instrument development	Qualitative is employed to develop questionnaire and scale items	Exploratory
Sampling	One approach is used to facilitate the sampling of respondents or cases	Exploratory or explanatory
Credibility	Employing both approaches enhances the integrity of findings	Exploratory, explanatory, or concurrent
Context	Qualitative providing contextual understanding coupled with either generalizable, externally valid findings or broad relationships among variables uncovered through a survey	Exploratory or explanatory
Illustration	Qualitative to illustrate quantitative findings (putting "meat on the bones" of "dry" quantitative findings)	Explanatory

Utility	Among articles with an applied focus, the combining the two approaches will be more useful to practitioners and others	Exploratory, explanatory, concurrent, or embedded
Confirm and discover	This entails using qualitative data to generate hypotheses and using quantitative research to test them within a single project	Exploratory
Diversity of view	Combining researchers' and participants' perspectives through quantitative and qualitative research, respectively, and uncovering relationships between variables through quantitative research while also revealing meanings among research participants through qualitative research	Concurrent or embedded

Source: Harrison and Reilly (2011)

This doctoral investigation takes a mixed methods design, to tackle into the research question based on both inductive and deductive reasoning. Mixed methods approach is appropriate for the research for several reasons. Firstly, a qualitative research phase is necessary for research instrument development, the results from qualitative phase is expected to provide questionnaire items for quantitative research phase. Secondly, the qualitative stage provides sense of process and increases completeness for the study, quantitative results without the contextual understanding about the research question in social sciences would be less comprehensive. Thirdly, within the same study, the hypotheses generated by the qualitative phase can then be tested by the quantitative phase which would render the result to be generalizable. Lastly, by applying both qualitative and quantitative methods, findings could be integrated so as to increases credibility, while integrated findings will also be more practically useful to practitioners or others who are interested in the topic.

3.2.2   Qualitative methods

Conducting mixed methods study requires logical combination of different research methods, under the premise of well performing both qualitative and quantitative research parts. Before the section discussing about the mixing of methods. The following sections will discuss about qualitative research method and quantitative method respectively.

Qualitative studies are designed to understand how individuals or group ascribe to social or human problems and are means to study the behaviors of people and their social relations (Flick, 2007). Qualitative research could work both inductively to generate no pre-existing conceptual framework or deductively to test such a framework. But both forms of studies involve the collection, recording, organizing, analyzing and

interpretation of qualitative data.

Diverse qualitative data collection techniques are available at researchers' disposal, including but not limit to observation, interview, personal experience, artefact, cultural text and production, visual text and case study. The qualitative data collection process of the current study has the aim to collect data on how Chinese outbound/potential outbound tourists recognize different tourist attractions, and how they are attracted by preferred attractions from the perspective of travel motivation and value pursuit. Qualitative interview is a suitable option for this stage of data collection. It has already been agreed to be functional in tourist behavior research (e.g. Mason et al., 2010; Pizam, 1987; Prayag & Ryan, 2011; Ruddell, 2011). Qualitative interviews are flexible, personal and exploratory (Guba & Lincoln, 1981). It allows real-time questioning so that researcher could ask for further clarification and more detail information (Tashakkori & Teddlie, 2003). In the qualitative data collection phase, the questions for gathering motivation and value items would be based on the first answers made by participants. In addition, every one-to-one interview gives chance for personal subjective opinions to be expressed. Perceptions, motivations and values are subjective and personal to individuals, they differ much among participants, it would not be a successful data collection for our study if space was not created for these to be conveyed. The exploratory characteristic of interview allows the uncovering of new knowledge. Although there exist many studies regarding personal value and travel motivation field, specific content could still differ among cultural backgrounds, actual circumstances and would evolve with time (Hsu & Huang, 2016), and there lack the studies regarding the connections among them. Without the limitation (for example that introduced by questionnaires), interviews provide possibility for discovery in greater depth (Ruddell, 2011).

Adopting the means-end chain theory, the exploratory qualitative phase requires the "soft laddering" data collection technique. It is an in-depth interviewing technique that

allows the researcher to dig below consumers' knowledge about the perceived products/services attributes, consequences to their underlying beliefs about value satisfactions (Peter & Olson, 2005), and to determine the links between them (Reynolds & Gutman, 1988). The in-depth interview allows the researcher to control over the questioning and provides participants with enough reign for rich descriptions (Lin & Tu, 2012).

The goal of the qualitative data collection in a MEC study is to identify the elements at consequences/benefits and values level; and following the hierarchical structure of MEC to determine sets of ladders across the range of attributes, consequences, and values (Grunert & Grunert, 1995; Thomas J Reynolds & Gutman, 1988; Wagner, 2007).

It starts from the elicitation of salient attributes of products/services that the interviewee perceives (Grunert & Grunert, 1995; Olson & Reynolds, 2001; Thomas J Reynolds & Gutman, 1988). Some eliciting techniques include repertory grid, stimulus grouping, direct elicitation, triadic sorting, free-sorting, ranking, etc. (Bech-Larsen & Nielsen, 1999; Steenkamp & Van Trijp, 1997). Then based on the important attributes identified from this phase, the research guides the interviewee to "climb up the ladders" by keep asking "why is that important to you?". The question is repeated until the level of values is used or respondents are unable to provide further information (Allen, 2001; Klenosky & Saunders, 2007).

However, the in-depth soft laddering interview is very time-consuming, expensive, labor intensive, and requires highly trained interviewers. The interview also induces burden on interviewees, the quality of data may be affected by respondent fatigue and boredom (Steenkamp & Van Trijp, 1996). It is not suitable to collect data from large sample, as it was not designed to be used for massive data collection at the first place. The quantitative data cleection methods in MEC studies will be presented in the next section. But before that, qualitative data analysis methods should be firstly discussed.

With different purposes, also depending on the types of data available for research, we have a number of techniques available for processing qualitative data and conducting qualitative analysis. For example, grounded theory, narrative, analytic induction, and discourse analysis are commonly used inductive techniques while for deductive studies, content analysis and semiotics are often applied (content analysis is also sometimes used for inductive purpose).

Grounded theory is an approach that allows researchers to move from data to theory. Grounded in the data, as its name tells, it allows theories to be generated or elaborated and modified initially from data (Strauss & Corbin, 1994) rather that rely on pre-existing theories. The approach was originally developed by Barney Glaser and Anselm Strauss in their research in sociology and was firstly proposed in their publication of The Discovery of Grounded Theory (Glaser & Strauss, 1967). The approach provided the possibility to open up a space for developing new, contextualized theories. Grounded theory can be referred to as the theory emerged from the research, product of the study that provides an explanatory framework to understand the research question. Here it is discussed as a research method, grounded theory guides the progressive identification and integration of categories of meaning from data, specifically about how to identify categories, how to link categories and how to establish relationships among them. When conducting grounded theory method studies, started from collected data, the researcher codes to identify categories. Constantly moving back and forth is necessary to identify the similarities and difference among categories. During this constant comparative analysis, theoretical sensitivity moves the researcher from a descriptive to an analytic level. Ideally, the research could arrive at theoretical saturation, the point when no new categories can be identified and no more instances of variation for existing categories emerges.

Content analysis is also a commonly used qualitative analysis approach, which is defined as "the use of replicable and valid method for making specific inferences from

text to other state or properties of its source" (Krippendorff, 1980). Through systematic classification process of coding and identifying themes or patterns, content analysis aims to generate subjective interpretation of content "to provide knowledge and understanding of the phenomenon under study" (Downe-Wamboldt, 1992). Unlike grounded theory as an inductive qualitative research method, it is possible to apply content analysis inductively or deductively. Inductive use of the approach is named conventional content analysis, often used in the circumstance when existing literature could provide very limited knowledge about a phenomenon. The main activity of conventional content analysis is to identify the categories and names for categories from the data, so this kind of content analysis is also described as inductive category development by (Mayring, 2014). During data analysis, researchers should formulate criteria of definition for categories based on research objectives, the formulation process often involves multiple revisions to eventually produce the final set of categories and their definitions which are reliable. When conducting conventional content analysis, researchers avoid categories already determined (Kondracki et al., 2002), instead they immerse themselves in the data to derive codes, to sort codes into categories, so that new insights could emerge. This approach has the advantage of "gaining direct information from study participants without imposing preconceived categories or theoretical perspectives" (Hsieh & Shannon, 2005). However, it was pointed out that the analysis procedures make the theoretical relationship between concepts difficult to infer from findings, resulting in the limitation in theory development and description of the lived experience (Hsieh & Shannon, 2005).

When prior research about a phenomenon exists, researchers could make use of content analysis deductively, named directed content analysis, with the goal to validate or extend existing theory. Following naming method of (Mayring, 2014), it is called deductive category application. Directed content analysis is directed by the existing theory, based on previous studies, key concepts or variables can be identified as initial

coding categories. Operational category definitions and rules for category distinguishing are also determined by existing studies. When text lays out of the range of predetermined codes, new code could be given. The findings from this type of analysis can provide supporting and non-supporting evidence for a theory (Hsieh & Shannon, 2005). The advantage of this approach is to support or extend existing theory, but it is limited because of the strong bias introduced by previous studies.

Content analysis does not look for themes, but since categories are identified in a systematic and replicable manner (Bryman, 2016), it partially keeps the advantage from quantitative analysis. When categories are formalized by researchers with the interest of research question, comparison among categories could be facilitated.

The qualitative phase of current investigation is to have primary understand Chinese outbound/potential outbound tourists' recognition about preferred tourist attractions, relevant visit motivations, guiding personal values and the connections among them. The results that we expect to obtain after this phase is a list of attributes that are perceived by Chinese outbound/potential outbound tourists regarding tourist attractions, a list of travel motivations that are relevant to tourists' preferences about attractions, a list of personal values that guide the travel motivations and key connections among perceived attributes, travel motivations and personal values.

Since there are already theories for the definition and identification regarding attributes, motivations and values that can work as basis to guide the current qualitative study, the deductive content analysis approach will be applied. However, we should by no means reject the expansion of the current theory and the existing inventory of attributes, motivations, and values. New concepts and connections not covered by existing literature can emerge from data with inductive content analysis approach. Both approaches need to be applied with the objective of gaining preliminary knowledge regarding the research question and to develop instrument for the next phase of

quantitative study.

According to the methods in the MEC theory framework, the qualitative data collected from interviews will be transcribed, and then analyzed to code the elements according to certain criteria (grounded theory and content analysis); then the relationships between elements that come from the attribute, consequence/benefit, and value levels are recorded to produce individual and overall implication matrices; based on the overall implication matrix, the hierarchical value map(s) can be created (Gengler & Reynolds, 1995; Lin & Tu, 2012; Veludo-de-Oliveira et al., 2006).

3.2.3   Quantitative methods

Quantitative studies deal in numbers, logic, and an objective stance. Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon (Babbie, 2020). The use of standardized data collection and statistical analysis commonly focus on deduction, confirmation, theory/hypothesis testing, explanation, and prediction. Compared to qualitative research, quantitative studies have the advantage of being able to study larger sample, because quantitative data collection and analysis are relatively quicker and less effortful, especially with the help of statistical software. Research findings from qualitative study can be generalized with quantitative research based on random samples of sufficient size. As the standardized data collection and analysis can be replicated, it is also possible to further generalize the research findings to different populations by conducting study on different samples. Moreover, quantitative studies allow greater

objectivity and accuracy of results, the effect of researchers is relatively small as prescribed procedures are used to ensure validity and reliability.

Quantitative research involves multiple stages including data collection, data analysis, and data interpretation. As is mentioned, the quantitative research, if not using pre-existing statistical data, data can be collected by means of polls, questionnaires, or surveys. It is important for a quantitative study to collect data from a sample that is representative of the study population as a whole. Probability sampling methods are mainly used in quantitative studies. They include various types like simple random sampling, systematic sampling, stratified sampling, cluster sampling. The central objective is that every member of the population has a chance of being selected. With specific selected sampling method, researchers also need to determine the sample size. Generally speaking, the larger the sample size, the more accurate and confident can researcher be when making inferences about the whole study population. However, a sample of bigger size induces more time, money, and effort spent on data collection and analysis.

Tow most commonly used quantitative data analysis methods are descriptive analysis and inferential analysis. Descriptive analysis helps researchers to find absolute numbers to summarize individual variable to find patterns, the numbers including mean, median, mode, frequency, percentage, range of the set of quantitative data. Inferential analysis is more complex that show the relationship between multiple variables. It enables researchers to identify relationships and to make predictions. Some examples for inferential analysis are correlation analysis, regression analysis, and analysis of variance.

In the current study, both the descriptive and inferential data analysis methods will be used. As the current study is developed following means-end chain theory, we will discuss the specific quantitative data collection and analysis methods within the main

MEC study framework.

As was discussed in the last section, the qualitative data collection method in MEC studies is named soft laddering. However, this technique has the limitation of being time-consuming, expensive, labor intensive, and requiring highly trained interviewers. It is not designed for massive data collection at the first place. In order to overcome the limitations, some quantitative approaches are proposed.

Vanden Abeele (1992) proposes a technique that provides complete ladders from attributes, consequences/benefits to values with explicitly described laddering statements; respondents are required to rate on the credibility of statements. However, the ladders are defined a priori, and only limited number of ladders are to be rated. Grunert (1997) considers the relationships between motivational elements at the aggregate level. Respondents are required to rate a few product profiles introducing several characteristics; the collected data is estimated with structural equation model to quantify MEC. Nevertheless, how the estimates relate to the actual strength of links remain questioned.

More commonly applied technique is the "hard laddering". For example the structured questionnaire used by Botschen & Thelen (1998), Pieters et al. (1995), Pierre Valette-Florence et al. (2000), Walker & Olson (1991), and the "Association Pattern Technique" (APT) proposed by Hofstede et al. (1998).

The hard laddering questionnaire lists predetermined attributes of products/services, and requires respondent to choose the most important attributes, then to build complete MEC starting with each attribute. Botschen & Thelen (1998) concluded that hard laddering gives similar results to soft laddering. However, the hard laddering questionnaire does not permit respondents to choose more than one consequence/benefit for each attribute, or more than one value for each

consequence/benefit as a consumer may normally do in a soft laddering interview (Russell et al., 2004). An alternative version was proposed to resolve this problem (see figure 6 below).

Figure 6. Hard laddering survey that permits multiple chains starting from each attribute
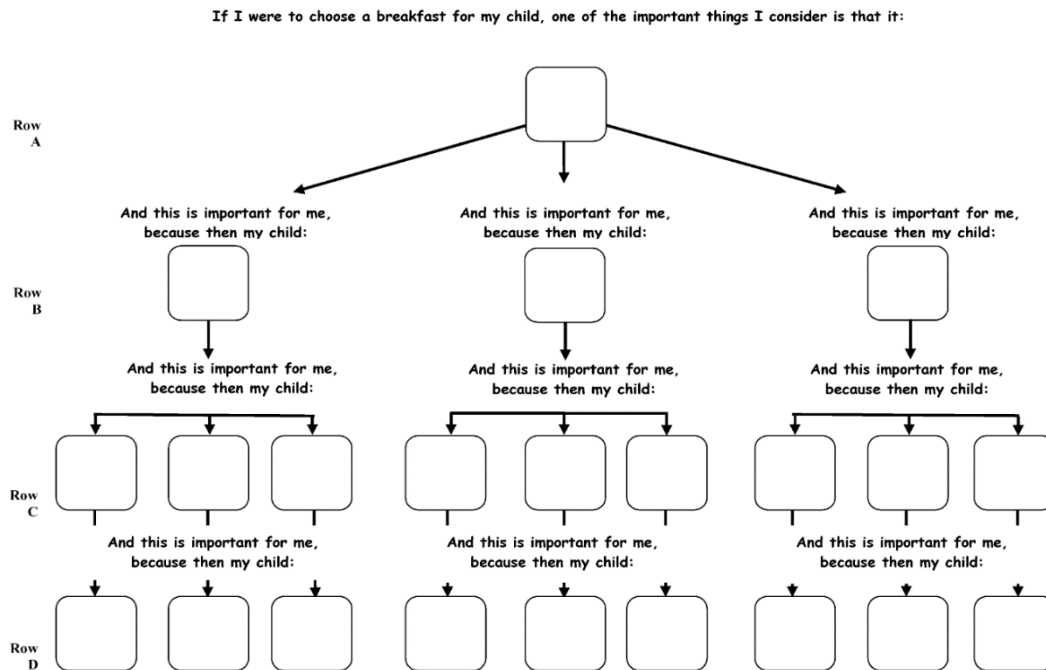
Source: reprinted from Russell et al. (2004)

The association pattern technique (APT) is in line with the contention in means-end chain theory that link between the consequences and the values concerns the self of the consumer and is independent of the product involved (Walker & Olson, 1991); it assumes the independence between attribute-consequence/benefit link and

consequence/benefit-value link, and the fixed-format matrices measures attribute-consequence, consequence-value links separately. The independence between the links at different levels is empirically tested by Ter Hofstede et al., 1998.

Figure 7. Example of association pattern technique (ATP) survey. (a) The APT AC-matrix for beef. (b) The APT CV-matrix for beef
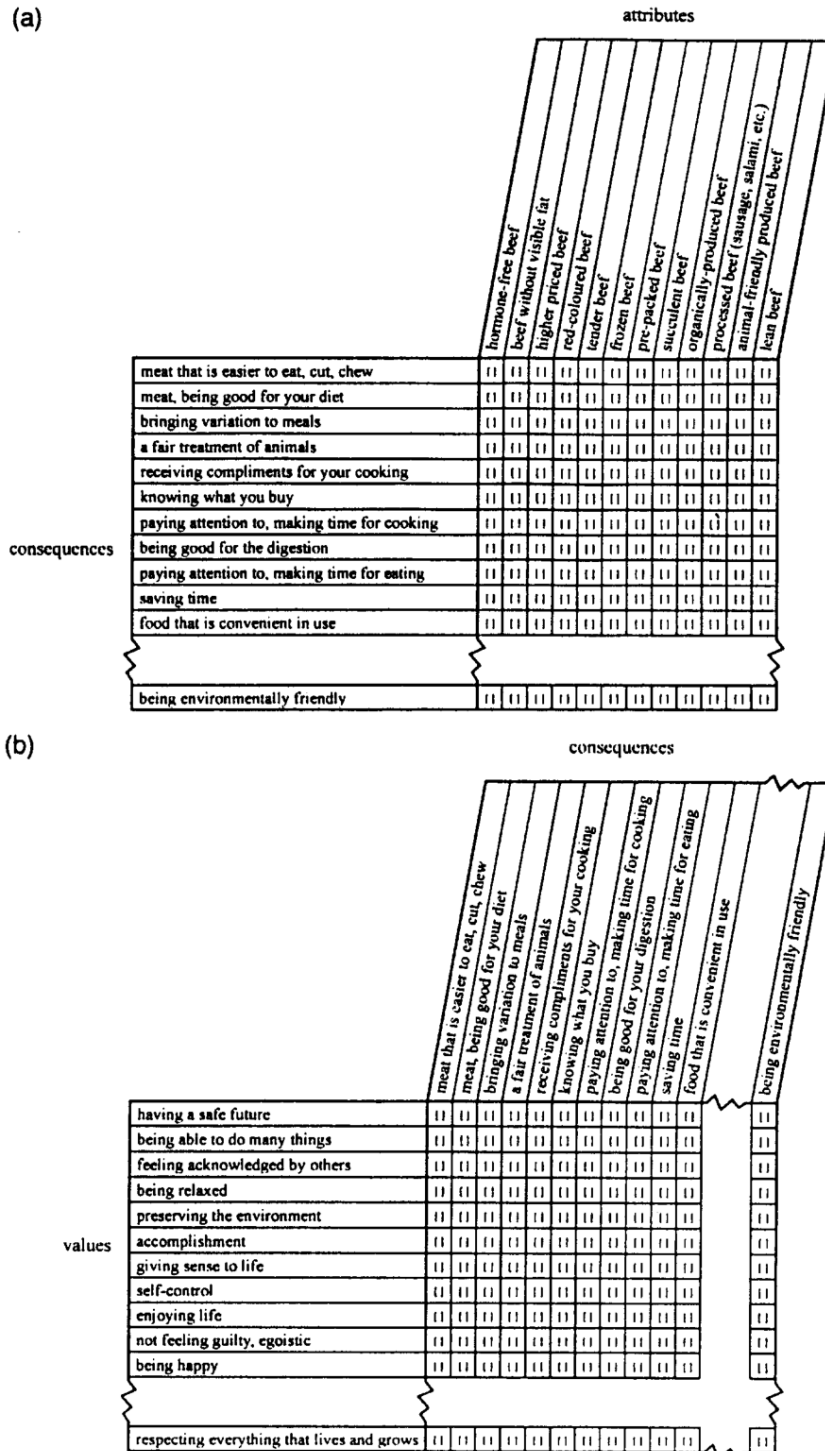
Source: reprinted from Ter Hofstede et al. (1998)

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The association pattern technique (APT) is inspired by Gutman (1982). Please see an example of figure 7 from Ter Hofstede et al. (1998). It utilizes the matrices that take the form of two a priori lists in rows and columns, respondents are asked to indicate which attributes (consequences/benefits) they believe lead to each consequence/benefit (value).

It is a significantly cheaper and faster data collection method, but Ter Hofstede et al. (1998) point out in their own study that APT is a simplified representation of the means-end chains network by merely considering links between concepts at adjoining levels, which may be alleviated by adding extra A-A, C-C and V-V matrices, containing the same concepts in the rows as in the columns. However, the additional matrices will again introduce burden on respondents and possibly influence the quality of data.

Built upon the APT, there exist some adjusted versions of data collection methods. Computerized testing of psychological and organizational questionnaires and tests is becoming more common (Merten & Ruch, 1996; Schmitz et al., 1999) and results have indicated similarities in the two methods (Russell et al., 2004). Computerization of the APT offers an even cheaper, faster and more convenient method than pencil-and-paper versions. One way is to present the matrices with a priori lists of attributes, consequences/benefits, and values in screen and requires respondents to check the boxes (Russell et al., 2004). The other way is to show a pair of attribute-consequence/benefit or consequence/benefit-value at a time and to ask the respondent to determine if the attribute(consequence/benefit) leads to the consequence/benefit(value) or not. The process repeats until all pairs are evaluated by respondents.

"Verbal interview" (Miles & Huberman, 1994, pp. 239–244) is a more interactive way

to conduct APT; cards with different attributes, consequences/benefits, and values depicted are provided, colors are used to distinguish the levels of elements. One attribute at a time, respondents are asked to select consequences/benefits associated to the attribute. When all attribute-consequence/benefit links being selected, the respondents start to identify consequence/benefit-value links. The researcher would have better control over the data quality as the data collection take place during the constant interaction with respondents, however it is a more costly method compared to questionnaire.

The mentioned quantitative data collection methods for MEC are selected over soft laddering by studies that have the need for quicker and cheaper method, they also places less pressure on the respondent (Grunert & Grunert, 1995) and is more suitable when working with large samples (more than 50 subjects) (Russell et al., 2004).

Although, Botschen & Thelen (1998) and Langbroek & De Beuckelaer (2007) tested that different qualitative and quantiative data collection methods gives similar results, the quantitative methods have the disadvantages of including limited number of attributes, consequences/benefits, and values, and they need to be identified before the data collection. Quantitative methods are not suitable for studies about which researchers have few knowledges and that need exploratory work. Therefore, quantitative data collection and analysis are sometimes conducted together with qualitative study, which function as a forerunner to provide information for quantitative data collection (Nunkoo & Ramkissoon, 2009).

The quantitative data collected with hard laddering will be cleaned and organized. The data includes the number of occurrences of each option (attributes, consequences, and values) chosen by the respondents, as well as the number of connections among the options. By means of descriptive methods, frequencies of options being selected can be analyzed.

The number of connections are summarized in implication matrices (Thomas J Reynolds & Gutman, 1988). The matrices straightforwardly display how many times each element leads to other elements. Please see table 9 as an example of implication matrix. The column on the left are the lower-level items and the row on the top are the higher-level items. For instance, 8A is connected nine times to 5C, and six time to 15C.

Table 9. Implication matrix example

Attributes	Consequences																
	1C	2C	3C	4C	5C	6C	7C	8C	9C	10C	11C	12C	13C	14C	15C	16C	17C
1A	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	5	2
2A	0	0	0	1	0	0	0	0	0	0	0	0	0	0	13	1	10
3A	0	0	0	0	0	0	0	0	0	0	0	1	1	0	9	0	0
4A	0	0	0	0	0	0	2	0	0	0	0	0	0	1	1	0	1
5A	0	0	8	0	3	0	1	2	1	0	0	0	0	0	6	2	4
6A	0	0	0	0	0	1	1	0	0	0	0	0	4	0	0	0	0
7A	8	0	0	5	0	0	0	1	0	1	0	0	0	5	0	7	2
8A	0	0	0	0	9	0	0	0	0	0	1	0	0	3	6	3	1
9A	0	0	0	0	7	0	0	0	0	0	0	0	0	7	1	14	4
10A	0	1	1	1	1	1	0	0	0	0	0	0	0	6	5	10	30
11A	0	5	0	0	1	0	0	2	1	0	0	0	0	4	3	33	31

Source: author's own elaboration

The next step will be constructing the hierarchical value map (HVM). Reynolds & Gutman (1988) suggest that "a HVM is gradually built up by connecting all the chains that are formed by considering the linkages in the large matrix of relations among elements" (p. 23). The items will be arranged at different levels, and with the frequencies of connections in the implication matrix, the lines can be drawn among the items at adjacent levels. However, there are often many connections among the items, a HVM with all connections drawn will too messy to express any valid information. The most typical approach is to set a cutoff level, and then map out all the connections who are above the cutoff. Researchers often try to map several HVMs with multiple

cutoffs, so that they can evaluate different solutions and to choose the one with most informative and stable sets of relationships.

The "cutoff level" to be decided before creating the HVMs would indicate the number of connections that ceases on the map (Leppard et al., 2004). A higher cutoff level sets a higher threshold for the connections to be involved in the map, allowing fewer connections with high frequencies to be mapped, thus producing a simpler HVM; while lower cutoff level would involve more connections thus generating more complex HVM. Simpler HVM with fewer connections emphasizes the most crucial linkages, and also eases the interpretation of results; however, more complex HVM keeps more relevant information with more potentiality in providing implications, although the difficulty in information interpretation increases. Previous MEC studies emphasized the importance of the selection of a good cutoff level, which offers the solution of combining the maximum amount of information with the greatest ease of interpretation (Audenaert & Steenkamp, 1997b). The cutoff level is commonly set an absolute number. Only the connections with the frequencies higher than the number are drawn in the HVM. Leppard et al. (2004) suggest a top-down cutoff approach. Taking HVM of the Top 4 for illustration, the researcher ranks the frequencies of connections between each two adjacent levels, and the four connections with the highest number of connections will be selected and drawn on the map. Figure 8 shows a HVM of the Top 4. We can notice four links between each two adjacent levels.

Figure 8. Example HVM of the Top 4 connections
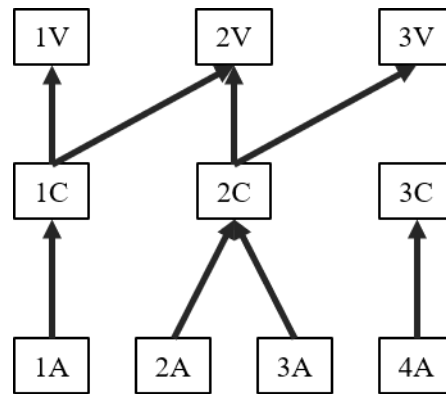
Source: author's own elaboration

As the HVMs are constructed, the main chains in the HVMs will be explained and discussed. Common MEC studies stop at this stage. However, as was mentioned that different individuals with different characteristics can consider the importance of values and travel motivations differently. The Chi-Square test, as one of inferential analysis methods, is applicable to check the interdependence of two or more variable, in the case of the current study, the interdependence between characteristics of respondents and their choice of values, motivations, and preferred attributes.

3.2.4   How methods are mixed in the current study

Classified according to how research procedures are designed in terms of timing, weighting, mixing and theorizing of different methods, Creswell (2009) proposed three basic models of mixed methods design:

Convergent parallel mixed methods deign implies the roughly simultaneous collection of both qualitative and quantitative data. Information collected from both sides are

integrated, the overall results obtained by merging quantitative and qualitative data provide a comprehensive analysis of the research problem.

Explanatory-sequential mixed methods design starts with quantitative study, quantitative results will then be further explained with a next phase of qualitative study. The purpose of this design is to develop a strong explanation by explaining the quantitative results with qualitative data.

Exploratory-sequential mixed methods design also appears in a sequential form reversing the order from explanatory sequential design. The researcher first conducts qualitative research to explore the views of participants, often with the aim of specifying variables or developing instruments for the subsequent quantitative study. Research with this design could develop a contextually appropriate feature by initial qualitative exploring followed by quantitative generalizing.

This doctoral study has the interest of provide better understanding about Chinese outbound/potential outbound tourists in respect of their recognition about their preferred tourist attractions, relevant visit motivations and guiding personal values. It is expected to conduct a qualitative study to provide in-depth understandings embedded in contexts, and then to confirm and generalize the results by means of a quantitative study. We plan to first qualitatively explore with a small sample and then to determine if the qualitative findings are generalizable to a large sample. Therefore, the exploratory-sequential design is identified as the adequate approach. The first phase of the study will be a qualitative exploration of what attributes of tourist attractions Chinese outbound/potential outbound tourists subjectively perceive, what motivations are related to the attributes, what personal values guide the motivations and how attributes, motivations and values are connected among them. In the first phase, soft-laddering technique in MEC studies will be used for qualitative data collection. And the collected qualitative data will be analyzed under the grounded theory and context

analysis framework. From this initial exploration, the qualitative findings are expected to provide variables as questionnaire items and to develop quantitative data collection instrument that can be used for the next quantitative phase.

Then in the planned quantitative phase, based on the findings from the previous qualitative phase, a survey will be designed as an instrument for hard laddering data collection technique for the quantitative phase. The survey is planned to be conducted in a sample with a larger number of participants in China. Descriptive statistics and inferential analysis will be performed on the collected quantitative data to confirm if the results are generalizable among Chinese outbound/potential outbound tourists. And to determine if there are differences between respondents with different characteristics.

Having obtained both the qualitative and quantitative results, it is possible for us to integrate them and to provide more extensive explanation to our research question. For integration, the results from qualitative phase will provide contextually rich information to enrich the generalizable quantitative results. We attempt to provide the sense of the phenomenon qualitatively for the structures of personal values, travel motivations, and destination attributes from quantitative results. The combination of both results will also be more useful to practitioners in the applied field.

3.3 Research design

3.3.1 Qualitative study phase

Previously in this chapter, research philosophy and mixed methods design was discussed. The following sections present the first qualitative phase of the exploratory-sequential designed study. Starting from the purpose of qualitative study, it is then

described the design of qualitative data collection, organizing and analysis, as well as the practical process of conducting the qualitative study phase.

Purpose

The qualitative research phase aims at obtaining an initial understanding about Chinese outbound/potential outbound tourists' recognition about different tourist attractions, relevant travel motivations to the selection of attractions and values that guide the motivations.

Particularly, the purpose of the qualitative research phase is twofold. Firstly, this phase is to explore the list of attraction attributes that are important for Chinese tourists, the list of motivations that are related to the attributes of tourist attractions and the list of values that Chinese tourists would pursue during tourism activities. With the relatively exhaustive collection of items at attribute, motivation and value level, the results of qualitative research phase could provide questionnaire items for survey development for quantitative research stage. Secondly, it is intended to identify important connections (shown with HVM) among attributes, motivations, and values with qualitative analysis, to allow us to have an initial understanding of how Chinese outbound tourists/potential outbound tourists think when considering destination attraction selection.

Qualitative data collection methods

Semi-structured interviews with visual research technique, photo-elicitation were used in the qualitative data collection to gain information about Chinese outbound/potential

outbound tourists' recognition about tourist attractions, visit motivations and guiding personal values. Photo-elicitation technique was applied to trigger the semi-structured interviews. By collecting instant answers with semi-structured interview method, we could explore the participants' experiences and perceptions regarding outbound travelling.

3.3.1.1.1 Semi-structured interview

Semi-structured interview was used to for qualitative data collection with the aim of gathering information on how participants recognize the tourist attractions, by what motivation they are driven to be attracted by their preferred attributes and then what are the related personal values that guide the motivations.

As is discussed that qualitative interviews, which are flexible, personal and exploratory (Guba & Lincoln, 1981), provide us suitable tool for qualitative data collection. Specifically, four groups of qualitative interviews are recognized: informal interviewing, unstructured interviewing, semi-structured interviewing and structured interviewing (Bernard, 2013). They differ according to the levels of structure addressed to the interviews. The more structured, in interview is more focused on a particular subject to uncover specific information at deeper level, while less structured interview grasp data in a broader sense. As the objective of this phase is to understand Chinese outbound/potential outbound tourists' recognition about tourist attractions, relevant travel motivations and guiding values, it would be more efficient to introduce some limitation to interviews. On the other hand, the perception about a place, motivations and values are subjective and are expected to vary from person to person. The higher diversity of answers is preferred for our study. It would not be a good idea to follow a rigid template of questions instead of facilitating non-identical responses from participants. Therefore, semi-structured interview is the most appropriate qualitative data collection instrument.

The interviews would start from asking participants to describe the attractions that attract them, to generate answers at attribute level, which will work as the starting point of the interview. The next steps will be exploring related motivations and values. For this form of interview, we apply laddering technique which is associated with the means-end chain theory. It is a theory based on the expectancy-value theory and has previously used in studies to understand consumer behavior (Jiang et al., 2015). Laddering technique seeks to uncover higher order linkages between specific attributes, the consequences or benefits derived from the attributes, and personal values. In our study, the use of laddering technique helps to uncover the motivations related to attributes of tourist attractions, personal values that guide motivations and the linkages among them which are considered to represent cognitive networks that exist in an individual's memory (Gutman, 1991).

Semi-structured interviews with the application of laddering technique is decided as the appropriate instrument for our qualitative data collection. However, before the section that present qualitative data collection practice, it is necessary to talk about the use of photographs in research. Photographs will play an important role in our qualitative data collection, which works as the trigger that initiate interviews.

3.3.1.1.2 Visual research methods and photo-elicitation

Visual research methods are employed in increasing number of qualitative studies in a wide range of disciplines, including sociology, psychology, anthropology, geography, cultural studies, education, communication, etc. Compared to traditional research methods, visual methods are argued to have the following advantages:

(a) They promote the establishment of the relationship among researchers and participants.

(b) They work as adjuncts to communication, which ensures that conversations among

researchers and participants would happen based on a common, or at least partially common understanding.

(c) They facilitate communications, by encouraging additional ways of thinking and stimulating abstract thinking, visual methods helps to create richer and deeper knowledge.

(d) They facilitate discussions on subconscious and tacit knowledge since visuals evokes deeper part of human consciousness than words do.

(e) They can be used on almost any population. Visuals provide possibility to reach the participants who are difficult to reach with traditional methods like homeless people or people with low level of literacy.

(f) They encourage reflection, visuals can facilitate critical reflections because they better recall the memories and feelings of participants.

Techniques used in visual research methods include but are not limited to photovoice (autophotography), photo-elicitation, visual ethnography and photo questionnaires. While in tourism research, one of the most commonly used visual research method is photo-elicitation.

The technique named at the first time as photo-elicitation was in a paper published in 1957 by the photographer and researcher John Collier (1957), about experiments of using photographs in anthropology research. After around 30 years, Harper offered definitions and research strategies for photo-elicitation as well as other three research methods that use photographs in standard research techniques for visual sociology.

Based on the simple idea of inserting photographs into research interview, photo-elicitation is to use photographs to generate verbal discussion. Harper (2002) pointed

out that "the parts of the brain that process visual information are evolutionarily older than the parts that process verbal information", when stimulating our brain with photos, compared to using text only, we would utilize more of the brain's capacity and consequently increase the possibility to generate richer thoughts and discussions.

Visual images presented to participants is descried as a "can opener" by Cederholm (2004), starting from which the trust among researchers and participants develops. Anchored in a visual image that is understood/partially understood, interviews could happen with less difficulty compared to traditional interview techniques (Harper, 2002).

Photo-elicitation is not simply a launcher of interview, but also a technique that could produce more and different kind of information. Visuals evoke deeper parts of human consciousness, to facilitate discussions on feelings and memories, it was found that emotions elicited with visuals can differ from or add to traditional verbal methods of interviewing (Harper, 2002).

Furthermore, visuals help to overcome the fatigue and repetition of conventional interviews. Collier with other researchers at Cornell University's multi-disciplinary research team interviewed the same families both with photo-elicitation and non-photo techniques, it was found out that photos sharpened the participants' memory and reduced the areas of misunderstand in addition to generating longer and more comprehensive interviews (Collier, 1957). With deep and interesting talk generated from photos, the joint effort made by researchers and participants produces collaborative outcome (Glaw et al., 2017).

In addition, this method allows more insights and viewpoints that are not necessarily only shown in photos and it could add additional validity to the study by allowing triangulation between different information sources (Bignante, 2010).

Photo-elicitation technique has been used in tourism research to investigate various

topics like exploring/examining tourist experiences (Caton & Santos, 2007; Cederholm, 2004; Loeffler, 2004; Matteucci, 2013; Pachmayer & Andereck, 2017; Scarles, 2010; Westwood, 2007; Willson & McIntosh, 2010; Zuev & Picard, 2015), assessing perceptions of destination (Cahyanto et al., 2013; Croes et al., 2013; Hillman et al., 2018; Kerstetter & Bricker, 2009; Nyaupane et al., 2014; Wu & Pearce, 2018, 2014) or exploring the use of photographs by tourism practitioners (Joyner et al., 2018).

Apart from the main advantages that photo-elicitation has, which are (a) facilitating rapport between researcher and participant, (b) triggering participant's memories and (c) stimulating the articulation of ideas (Harper, 2002; Scarles, 2010), a few more reasons why this technique is adopted in the study are discussed below.

Firstly, photos and videos are nowadays commonly used in tourism industry, offline we see photographs of destinations, tourist attractions, tourism facilities on flyers, leaflets, brochures or posters; while through online channels, not only photos but also videos that proposed by destination/attraction/facility management as well as those generated by users could spread. With photo-elicitation technique, by showing photos to participants during interviews, we could simulate the situation where visitors/potential visitors see the photos.

Secondly, photographs are straight forward for participants and they prod latent memories and recollections (Cronin & Gale, 1996), even a participant has no idea what the place shown on the photograph is, he/she could associate the image with concepts that already exist in his/her cognition, thus discussion could still happen.

Thirdly, the interviews start with exploring the perception of participants on the tourist attractions, without the first description of what participants view about the attractions, following discussion would have no basis. The stage of exploring the perceptions of participant is the moment "when words fail". Verbal/textual description doesn't present

destinations or attractions as good as photographs. Verbal/textual description can be suggestive, it is subjective to researcher's (or writer of the description's) perception.

Fourthly, the photographs used for interviews are gathered and selected by the researcher because it is cost-effective and less time-consuming compared to other visual methods. The researcher could have control on good-quality photographs which are suitable for the purpose of study (Ray & Smith, 2011). Furthermore, a same set of photographs used for different participants would make it possible to compare perceptions of different participants and to produce a more consistent result.

Lastly, it is also possible to use videos as elicitors to evoke discussions. Compared to using videos, however, showing photographs is more time efficient. In addition, photographs allow participants to observe repeatedly during the interview, with constant visual stimulation, participants can potentially bring forth more information.

Nevertheless, it cannot be denied that there exist disadvantages of using photo-elicitation technique, Ray and Smith (2011) pointed out that researcher could miss important features or overemphasize others when selecting the set of photographs used for interviews. In this study, we attempt to overcome the disadvantage by formulate a series of criteria that guide the photo selection process, which will be discussed in the following section.

Qualitative data collection practice

3.3.1.1.3 Photo preparation

Photos of tourist attractions in Barcelona were selected as elicitors in interview. Before the selection of photos, 4 criteria were formulated to ensure the quality of the collection

of photos used for interviews, the criteria are:

1. Photos should represent relatively important tourist attractions.

2. The collection of photos should not be limited to too few aspects of Barcelona.

3. The number of photos should not be too big to avoid confusion for interviewees.

4. The attraction should be well represented by photos, in the way that tourism practitioners in Barcelona should be able to identify the attractions with photographs.

The most visited places of interest in Barcelona city and in Destination Barcelona in 2017 with numbers of visits are listed at the first place (Table 10). Based on the first criterion, the photos of 10 top visited places in Barcelona City and 3 top visited places in Destination Barcelona are initially included in the collection.

Table 10. Number of visits of tourist attractions in Barcelona

Barcelona City	N. of visits	Destination of Barcelona (Exclude Barcelona city)	N. of visits
Basílica de la Sagrada Família	4,527,427	La Roca Village	4,600,000
Park Güell	3,120,733	Monestir de Montserrat	2,727,537
Museu FC Barcelona	1,848,198	Viladecans The Style Outlets	2,600,000
L'Aquàrium de Barcelona	1,626,193	Circuit de Barcelona - Catalunya	565,550
Poble Espanyol de Barcelona	1,299,386	Canal Olímpic de Catalunya de Castelldefels	220,000
El Born Centre Cultural	1,190,762	Món Sant Benet	188,168
Casa Batlló	1,136,000	Parc Natural del Montseny	146,057
Museu Picasso	1,046,190	Espais Naturals del Delta del Llobregat	143,566
La Pedrera	972,508	Museu de la Ciència i la Tècnica (MNACTEC) - Seu Terrassa	129,327
Museu d'Història de Barcelona. MUHBA	926,184	Catalunya en miniatura	126,567

Source: Barcelona tourism activity report 2017

Guided by criterion 2, more photos that represent different aspects are included, for example the Platja de la Barceloneta (Barceloneta beach), Plaça d'Espanya, Mercat de Sant Josep - la Boqueria, la Rambla, interior of Catedral de Barcelona, Parc de la Ciutadella, Calçots con salsa romesco (local food) and local bars (around la Raval area). These aspects are important attractive factors for tourists, but for which collecting the number of visits are not possible.

To avoid confusion and not to cause much difficulty for interviewees in photo selection, following criterion 3. Some photos are excluded from the collection, reducing repetitiveness of the attributes represented. Photos of Casa Batlló and la Pedrera are excluded for the reason that they are also works of Antoni Gaudí. They are similar to Basílica de la Sagrada Família and Park Güell but relatively less visited. Photo of Museu d'Història de Barcelona (MUHBA) is excluded for it being similar to el Born Centre Cultural as historical attraction and the function as a museum overlapping with Museu Picasso. In order not to show shopping villages repeatedly, photo of Viladecans The Style Outlets is eliminated.

The selected photographs are then ordered randomly and marked with numbers on the bottom right. The collection of selected photos and the sources are shown in table 11.

The collection of photographs is presented to 10 tourism practitioners in Barcelona, including 2 tour guides, 4 hotel front desks, 1 tourism information point staff, 1 travel agency staff and 1 hotel lobby manager, as well as 5 local residents who reside in Barcelona for more than 5 years. They are all able to identify all places with each photo in the collection, expect four of them were not sure which exact cathedral is shown by photograph 1 (Interior of Catedral de Barcelona), although they were certain that the photo presents the interior of a cathedral, and 7 were not sure where the bars on photo 15 were located. It is important to point out that on photo 11, the Chinese translation of Museu Picasso is written so that participants will not be lost in translation.

Table 11. Photos and sources

No.	Tourism attractions	Sources	License
1	Interior of Catedral de Barcelona	Jorge Lascar, own work	Creative Common, 3.0
2	Park de la Ciutadella	Bernard Gagnon, own work	Creative Common, 3.0
3	Park Güell	Essetefano, https://www.panoramio.com/photo	Creative Common, 3.0
4	Camp Nou	Ayman.antar7, own work	Creative Common, 4.0
5	Platja de la Barceloneta	Ronny Siegel, own work	Creative Common, 4.0
6	Plaça d'Espanya	Canaan, own work	Creative Common, 4.0
7	Poble Espanyol de Barcelona	Poble Espanyol de Barcelona, own work	Creative Common, 4.0
8	Basílica de la Sagrada Família	C messier, own work	Creative Common, 4.0
9	L'Aquàrium de Barcelona	Paul Hermans, own work	Creative Common, 3.0
10	El Born Centre Cultural	Jorge Franganillo, own work	Creative Common, 2.0
11	Museu Picasso de Barcelona	1997, own work	Creative Common, 3.0
12	La Rambla	JT Curses, own work	Creative Common, 4.0
13	La Roca Village	Jorge Franganillo, own work	Creative Common, 2.0
14	Mercat de Sant Josep - la Boqueria	Alain Rouiller, Barcelona Mercat Boqueria 13	Creative Common, 2.0
15	Bars at el Raval	Jorge Franganillo, own work	Creative Common, 2.0
16	Calçots con salsa Romesco	Txapulín, https://www.flickr.com/photos	Creative Common, 2.0
17	Monestir de Montserrat	Gyrofrog, own work	Attribution-ShareAlike, 2.5 Generic

Source: author's own elaboration

3.3.1.1.4 Sample

The study population of this exploratory stage is Chinese outbound/potential outbound tourists, with the aim of obtaining relatively diverse items of perceived attributes of tourist attractions, relevant travel motivations and guiding values. Qualitative research requires information-rich participants, and people who have outbound travel experience are more likely to have a clearer idea of their motivation for travel to the next destination (Jiang et al., 2015). Purposive sampling was used to identify respondents. Moreover, as is widely accepted that age, gender and education level are influential factors to personality (Feingold, 1994; Kogan, 1990; Maccoby & Jacklin, 1974; Ryff & Essex, 1992; Vassend & Skrondal, 1995) it is assumed that they would have impact on the perceptions of attributes, related travel motivation and values that guide motivations. A sample with higher diversity in terms of their socio-demographic characteristics is preferred.

Snowballing sampling method was used to recruit participants. As a snowball rolls down a hill, it becomes larger by gathering more snow. Snowballing sampling works just alike, the researcher first identifies participants who closely meet the profile needed by the study, then the participants recruit others who also meet desired profile, the process could continue till the point when enough participants are found. It is a nonprobability approach to sampling design which was developed by Coleman (1958) and Goodman (1961) as a means for studying the structure of social networks. It is a particularly useful method for sampling hard-to-reach or hidden population (Heckathorn, 2011), moreover it is a low-cost and efficient method. The desired profile of participants is that he/she should be over 18 years old (born before 2001) and before the interview, he/she had outbound travel experience or has plan to travel abroad within a year, which ensures that participants would have certain level of understanding about outbound tourism.

Started from the July of 2019, with criteria-based snowballing sampling, the researcher interviewed 27 participants. In order to gain knowledge from more diverse perspectives, participants are purposively chosen to distribute among different age groups and genders, as it has been proven that personal values, motivations differ among people with different demographic characteristics (Table 12). Only participants had had outbound travel experience or had plan to travel abroad within a year were invited for interviews, so that it could be ensured that they have certain level of understanding about outbound travel.

Table 12. Distribution of interviewees

Year of birth		1960-1969		1970-1979		1980-1989		1990-1999	
Gender		Male	Female	Male	Female	Male	Female	Male	Female
N. Of interviewees		3	3	3	3	3	4	5	3

Source: author's own elaboration

3.3.1.1.5 Interview

Before interviews, participants were informed of research content, method and purpose, it was made clear regarding the time duration and form of interview. Participants was informed that the interview would be audio recorded to be analyzed and they could voluntarily decide to participate or not. Interviews could start only after informed consent had been obtained.

During the interview, laddering technique was applied. Laddering technique employed

in means-end chin studies is an in-depth interview method, aiming to explore "higher order linkages between specific attributes, the consequences or benefits that derive from those attributes and personal values" (Madrigal & Kahle, 1994). The length of a laddering interview typically ranges between 45 minutes and 2 hours (Reynolds et al., 2001), and Wansink (2003) summarizes the main elements that should be prioritized and avoided in a laddering interview (Table 13):

Table 13. Suggestions for conducting a laddering interview

Facilitation techniques	Actions to avoid
Ask questions that would reveal personal reasons	Don't rush
Ask questions that cause a person think and respond with a sentence, not yes/no	Don't ask questions that can be answered in one word
Ask "Why?"	Don't force the interviewee to answer the question in a certain way
Question a person's reasons for their responses	Don't expect to get to a value in three questions
Allow the questioning to flow, even if the questions are not directly related	Don't assume that a person means something other than what they say
Ask questions that give the interviewee free reign to answer the questions as they see fit	Don't force the issue. Some of the consequences may not lead to where you want to go. Change topics and start again
Watch the person's face as they answer the question and listen to the tone in their voice	

Source: Wansink (2003)

In our study, starting from attributes of tourist attractions, which are relatively apparent and easy to answer, the researcher together with participants would "climb up" to more abstract "ladders", which are motivation and value levels. Not only the lists of attributes, motivations and values can be collected when climbing up the ladders, the linkages among attribute, motivation and value items can also be uncovered. These linkages represent the cognitive networks that exist in an individual's memory (Gutman, 1991).

In practical, the participants were firstly asked to observe the full collection of photos, participants could observe the photos as long as they wanted without time limit, until they could decide to select 3 to 5 which attracted them the most. Based on each photo selected, the researcher asked participants to describe what attributes attracted them. Attribute items described by participants would work as starting points for the following discussion. Then starting from each described attribute, the researcher would ask "您为什么会被……（受访者提到的属性条目）所吸引呢?" (Why are you attracted by … (the mentioned attribute) ?) to generate discussions at motivation level to collect answer about relevant visit motivation. When participants were not able to inform more motivation items, the interview would move to the highest ladder at value level. In order to move to personal value level from motivation level, the question was initially designed as "是什么让您产生了……的动机呢?" (What drives you to have the motivation of …?) However, during the interview, participants often answer the question by returning to attribute level rather than giving answers at a more abstract value level. Discussions at value level is not as straightforward as the discussions at previous attribute and motivation levels, probable reasons are that a) value is an abstract concept that we do not talk about so often in daily life; b) we are indeed affected by the values that we believe to be important, but we are too used to them that it becomes hard to describe them specifically. The researcher then added supplementary explanations "从您主观角度出发，指导……动机产生的会是什么原因呢？这应该是在您生活的不同方面都指导您做出决策的，您认为比较重要的价值。" (From your subjective

point of view, what is the reason that lead to the motivation of ...? This should be a value that you think is important which guides your decision-making in different aspects of your life.) The researcher also intendedly distributed more time to the value discussion part, relatively satisfactory results were obtained. The interviews averaged around 1 hour and 10 minutes. After interviews, audios were transcribed word by word for analysis.

After certain time of analysis, when it was discovered that the researcher failed to collect some desired information, the interviewees would be contacted to arrange a second interview with the aim of gathering supplementary information

Qualitative data analysis methods

In previous section, several qualitative methods were discussed, content analysis (both inductive and deductive) is selected as the fittest method for our qualitative research phase.

One broadly accepted design of content analysis, evidenced by the high citation impact, was proposed by Elo & Kyngäs (2008). The authors outlined the analysis processes for both inductive and deductive content analysis, to be applied in different situations.

"Inductive content analysis is used in cases where there are no previous studies dealing with the phenomenon or when it is fragmented. A deductive approach is useful if the general aim was to test a previous theory in a different situation or to compare categories at different time periods." (Elo & Kyngäs, 2008).

Three phases are proposed for both inductive and deductive content analysis, namely preparation phase, organizing phase, and reporting the analyzing process and the results.

Inductive and deductive approaches differ from each other in the organizing phase. See figure 9.

Figure 9. Preparation, organizing and resulting phases in the content analysis process
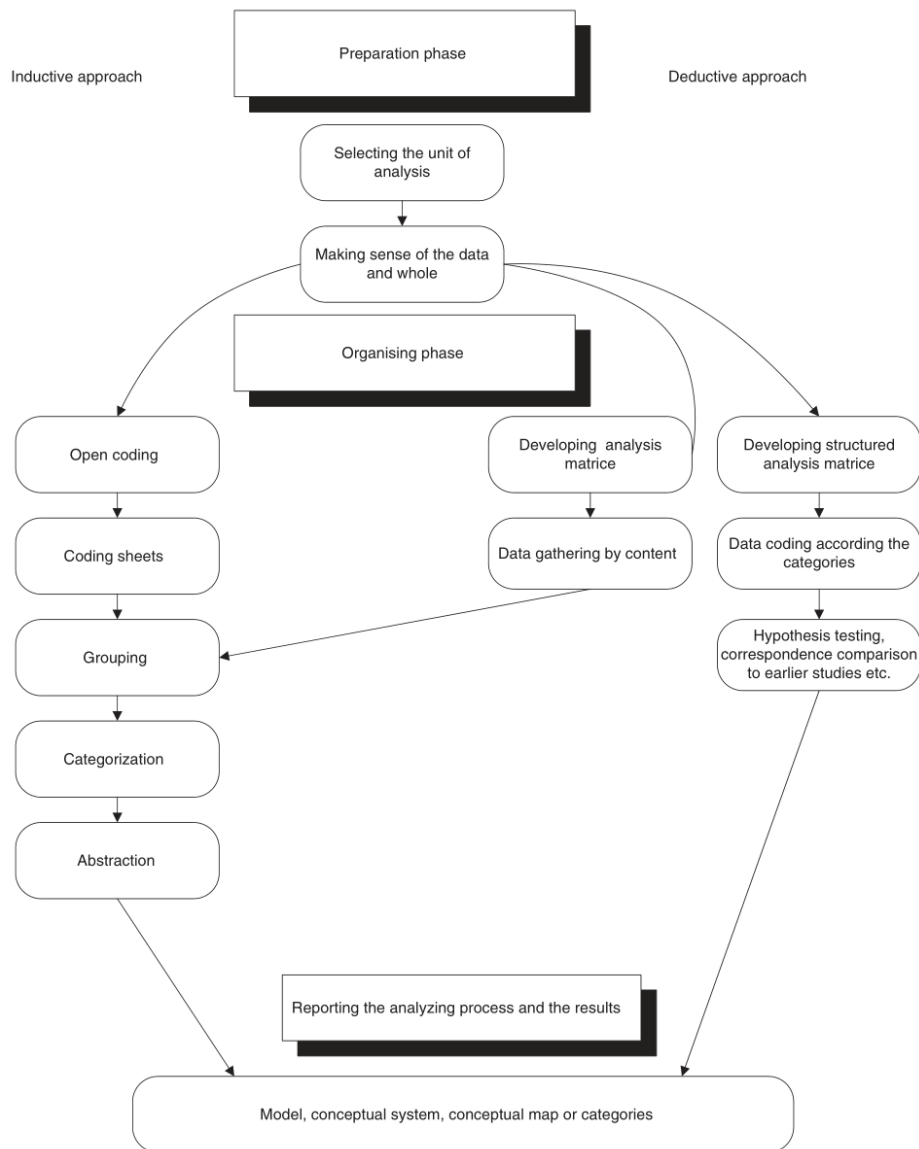
Source: reprinted from Elo and Kyngäs (2008)

For the common preparation phase, the researcher should select the unit of analysis,

which provides context for meaning units. Then it is needed to make sense of the data by going through the data several times to learn "what is going on" (Morse & Field, 1995) and obtain a sense of whole (Burnard, 1991; Tesch, 2013). Sometimes this is also referred as data familiarization (Braun & Clarke, 2006).

Moving to the organization phase, inductive and deductive analysis processes are distinguished with each other. The inductive approach is based on data, the researcher should write notes and headings next to meaning units when reading data (open coding), which are later transferred and collected together to coding sheets. The relatively big number of initial codes is then reduced by grouping similar codes and categorizing them into higher order categories (Burnard, 1991; Dey, 2003; Downe-Wamboldt, 1992). Finally, categories will continue for further abstraction if possible, to formulate even more general description of the research topic (Burnard, 1996; Polit & Beck, 2004; Robson & McCartan, 2016).

On the other deductive side, the primary task for organizing phase is to develop structured or unstructured categorization matrix based on existing literature and earlier work on the studied field, including theories, models, mind maps and literature reviews (Hsieh & Shannon, 2005; Polit & Beck, 2004; Sandelowski, 1995). Having developed the matrix, the researcher would be able to apply it to code the data according to categories.

In current research, inductive content analysis needs to be used for two reasons. Firstly, one of our research objectives is to obtain the lists of perceived attributes, travel motivations and personal values in the context of Chinese outbound tourists/potential outbound tourists selecting tourism attractions in Barcelona. Although there exists abundant literature regarding travel motivations or personal values, there can probably

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be uncovered items as the result of different study populations, variance in tourism destination and changes of the times. It will be regrettable if we simply follow existing literature but exclude these new findings. Secondly, not enough knowledge about the rarely studied connections among attributes, motivations, and values could guide our study, which demands exploration grounded in our collected data.

Nevertheless, many scholars have made their contributions in looking into travel motivations and personal values, it will be regrettable if wisdom of predecessors is not taken advantage of. Deductive analysis guided by existing theories and models is also needed for our study. As discussed in literature review section, many travel motivations and personal values were listed out and were given explanations, they will work as references for our analysis. Consequently, both inductive and deductive content analysis approaches are applied in the current study, to analyze transcript of interviews.

For the analysis of natural language of our data, the technique used will be thematic analysis. Thematic analysis is a technique to identify the patterns within data (Braun & Clarke, 2006). It is a relatively straightforward form of qualitative analysis based on the assumption of the use of common-sense (King et al., 2018).

Before we start the section about specific qualitative data analysis practice, it needs to be declared that the researcher had read extensive literature with the topics of tourism attraction attributes, travel motivations and personal values. Thereby, the qualitative analysis performed by the researcher will be influenced by previous literature, especially for items already identified and defined. However, when there are new aspects, they will not be screened out but to emerge new items from the data.

Qualitative data analysis practice

3.3.1.1.5.1   Data preparation

Interviews with 27 interviewees were all audio recorded as voice memos with an iPhone. 27 voice memos were named with the serial number of the interviewee so that each interview can be conveniently recognized. All voice memos are backed up on an iPad, a PC as well as on cloud to ensure data security (Veal, 2017).

Having listened to each voice memo, the researcher transcribed all interviews typing directly into MS word files, which were given same names as corresponding voice memos. During the transcription process, some notes were made when special attention was needed, or new theoretical insights were identified. The transcription process involves the familiarization to the data as the researcher listened and wrote (type) down what was discussed, moreover, analysis has actually started as some insights were identified.

When the transcribing work for all interviews was over, the researcher listened to the voice memos again at the same reading the transcripts to ensure accuracy (Braun & Clarke, 2006). The word files were then converted to PDF format and imported to an application MarginNote 3 on iPad for further analysis. The application provides similar functions as ATLAS.ti, allowing the researcher to highlight words or sentences, to assign codes to the highlighted unites as tags or notes, which can be merged, grouped or regrouped, and linked.

3.3.1.1.5.2   Analysis processes

The primary focus of this qualitative analysis is twofold, one is to identify Chinese

outbound/potential outbound tourists' perceived attributes of tourist attractions, travel motivations and personal values; the other is to gain initial understanding about the interconnections among them. The starting step is to obtain a list of tourist attraction attributes, which is the result of exploring Chinese outbound/potential outbound tourists' subjective perception. The initial identification of items that describe perceived tourist attraction attributes, visit motivations, and personal values, as well as their interrelated connections will mainly base on an inductive approach. When moving to grouping and categorizing them, deductive content analysis approach will come into play, because there exists abundant literature in these two topics respectively, also due to the nature of motivations and values that are not likely to vary tremendously, we expect deductive approach would be very helpful. The inventory of visit motivations and personal values identified by scholars in previous studies will aid grouping and categorizing for our analysis. However, new items at motivation level or value level that is not identified by previous studies will not be ignored but to emerge from the data. Regarding the connections among perceived attributes, motivations and values, few studies have touched the topic, we fail to identify a well-established or widely accepted theory. Therefore, inductive content analysis will be the fitter approach concerning this specific objective, we expect the connections to emerge from the data, so that we could look into how the personal values, travel motivations and preference to perceived attributes of attractions are connected to each other. The processes summarized by Elo and Kyngäs (2008) for qualitative content analysis provide the basis of producing satisfying results of analysis and are widely adapted. The current study is in reference to their processes of analysis with adjustments to better meet our research objectives.

As was presented in figure 9, the content analysis processes by Elo and Kyngäs (2008) divide the whole analysis into three phases, which guide both inductive and deductive content analysis, but two approaches follow different paths of analysis.

The approach for the current qualitative data analysis mainly adapts an inductive

framework from selecting unit of analysis, making sense of data, open coding, coding sheet production, to grouping, categorization and link determination. Deductive analysis approach assists in the steps of grouping and categorization. Figure 10 illustrate the process.

Figure 10. Content analysis process design of the current study
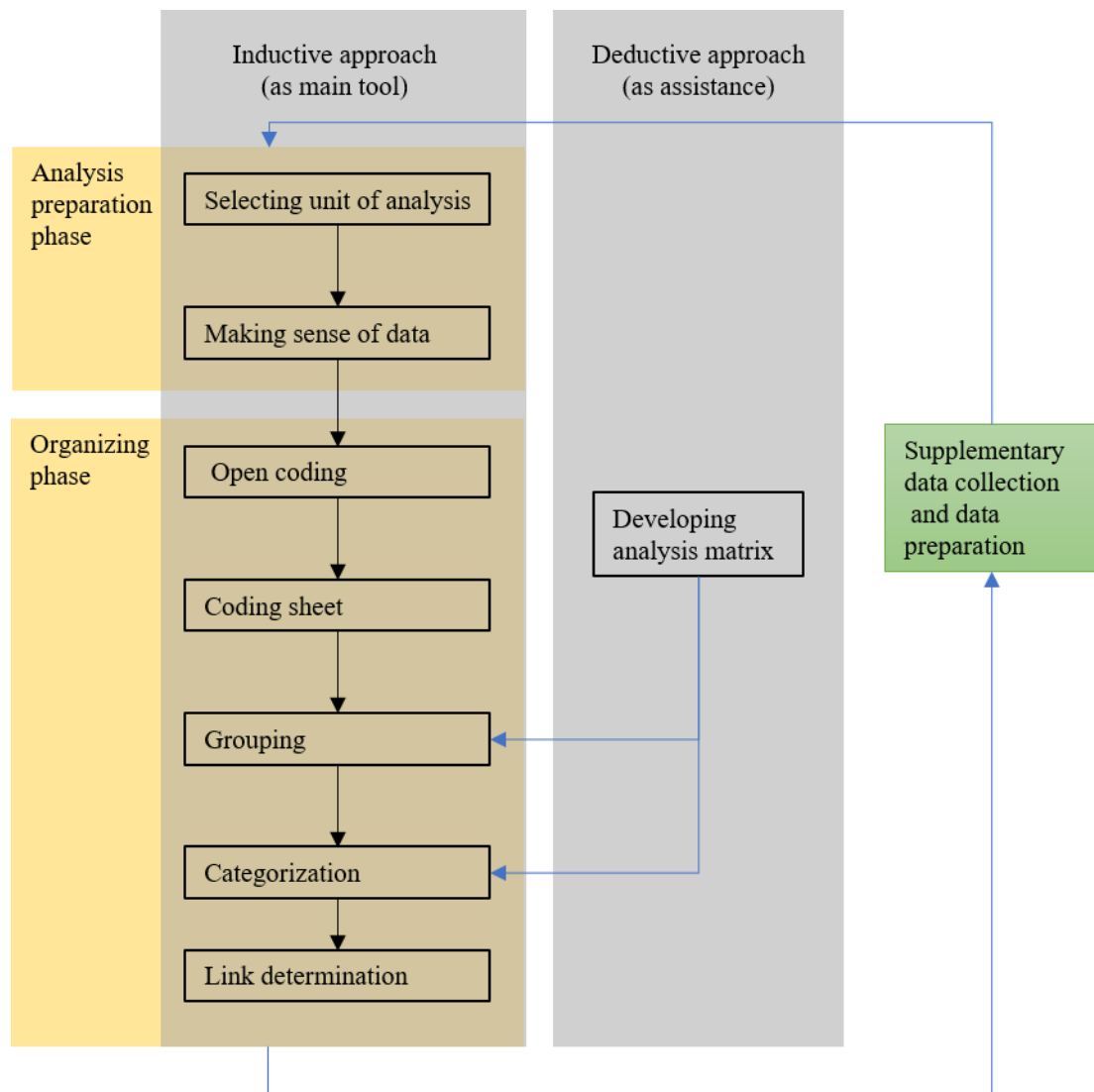
Source: author's own elaboration

The researcher firstly conducts thematic analysis during open coding and coding sheet production, a relatively larger number of codes were generated in the process. When moving to the step of grouping, analysis matrices are introduced for assistance. They are previously developed following existing literature, to guide grouping and categorization steps.

As soon as the grouping and categorizing steps are complete, determined items and categories can be used by the researcher to identify their interconnections by returning to the data. During the identification of connections, it can be noticed if there is any information missing in the data because the researcher failed to collect during the interviews. The researcher can then contact concerned interviewees for supplementary data collection and to perform the data preparation and analysis processes again.

3.3.1.1.5.2.1 Analysis preparation

Two tasks are to be accomplished for analysis preparation phase, one is to select the unit of analysis and the other is to make sense of data in general. Following Graneheim and Lundman (2004) that a suitable unit of analysis should be "large enough to be considered a whole and small enough to be possible to keep in mind as a context for the meaning unit, during the analysis process". Therefore, it was decided that a unit of analysis is a section of interview where the researcher and interviewee discuss about one selected photo. Often three to five sections consist a whole interview with one interviewee, as interviewees were invited to select three to five preferred photos. Then, for the second step to make sense of the data, which is also referred as data familiarization in thematic analysis, the researcher reread the transcribed interviews for several times to obtain a general idea of each unit of analysis. When the steps are

finished, the researcher is ready to move on to open coding.

3.3.1.1.5.2.2 Coding

Thematic analysis technique is employed for open coding. The researcher starts from the beginning to read the transcripts again, meanwhile, meaning units are marked out and notes (initial codes) are written. A meaning unit is a sentence or several sentences that express a complete concept. The process of giving notes to meaning units uses common sense of natural language. The transcripts are written in Chinese, which is mother language of the researcher. In the current study, the researcher does not look into latent information but identifies items within explicit meanings of the data. All aspects relevant to our study are marked out and are given codes. The subsequent step is collecting the notes (initial codes), to transform the codes to a coding sheet.

The steps of open coding and coding sheet preparation are done with an application on iPad, MarginNote 3, as was mentioned in the data preparation section. For open coding, the researcher highlights the meaning units. Associated with each unit, one or more tags or notes can be given. Having finished open coding, the application allows the researcher to check the list of tags/notes in tag interface, which saves substantial amount of time compared to going though all transcripts again to collect all codes. Having accomplished these steps, the initial codes are ready to be grouped and categorized.

3.3.1.1.5.2.3 Grouping and categorization

Deductive content analysis approach gets into the game at this stage. Two matrices are previously developed based on existing literature about travel motivation and personal

values. One guides the grouping of codes that confirm the previously defined tourism attraction attribute, travel motivation, and personal value items (example see table 14, seven initial codes are organized into two groups), the other matrix guides the further abstraction for categorizing the items (example see table 15, six items fall into three categories). For initial codes that fit into the items previously defined in existing literature, they are grouped into correspondent groups. On the condition where codes are considered not fitting in the matrices, newly discovered codes emerge new groups following the inductive way.

Actually, grouping and categorizing are not strictly independent as the deductive analysis matrix guides the analysis. The grouping process is to produce a list of items to be categorized. When the initial codes are grouped according to grouping matrix (table 14), the researcher already knows to which category the groups belong to. However, the newly emerged groups need to be categorized according to categorization matrix (table 15) guided by the definitions of destination attributes, travel motivations, and personal values.

Table 14. Grouping matrix

Groups	To escape from daily life, to refresh mental status, to relieve stress (travel motivation)	Harmonious relationships (personal value)
Initial codes for selection of tourism attraction	To relax and relieve stress To reduce anxiety To escape from daily environment To refresh physical and mental state	Mature love True friendships Harmonious relationships within groups

Source: author's own elaboration

Table 15. Categorization matrix

Categories	Attributes (Descriptions about the attraction)	Motivations (Inner state of a person, or certain needs and wants of the tourists)	Personal value (Central hold concepts or beliefs that transcend specific situations)
Initial codes for selection of tourism attraction	A religious site	To go shopping	Harmonious relationships
	A relaxing place	To be healthy	Peaceful inner world

Source: author's own elaboration

At the end of these analysis steps, the lists of items at attraction attribute level, travel motivation level and personal value level are attained, then the researcher can return to the data, for the determination of links.

3.3.1.1.5.2.4 Link determination and data reviewing

For link determination step, inductive approach is adapted, since it lacks sufficient former knowledge. The lists of items at attribute, motivation and value levels are already obtained from last steps, going back to the data, by analyzing the relations among meaning units, we can identify the links among the items corresponding to the meaning units. With this step of analysis, the links can be extracted from data. At the same time, the researcher can detect if information is missing in the interview (for example, if personal value related to specific motivation is not covered during the interview). The missing aspects in the chain will be recorded and organized, when the link determination process is ended, the research could contact interviewees for supplementary data collection, and to repeat the preparation and analysis of data.

3.3.1.1.5.2.5 Supplementary data collection and data repreparation and reanalysis

At this point, a round of data analysis is finished. For information that is noticed to be

not complete, the researcher contacts interviewees with whom the previous interview was not integral, to appointments for supplementary interview. During a supplementary interview, the researcher reminds the interviewee with the photos that she/he has chosen during the previous interview. The researcher plays the relevant part of recorded interview to remind the interviewee with the context of discussion. No new questions will be asked until it is confirmed that the interviewee has recalled the situation of previous interview and is immersed in the topic again. The same data collection methods are following for the supplementary interviews, they are also audio recorded and backed up for data security. Then the data will go through another round of data preparation and analysis processes following identical methods as described in the earlier sections.

3.3.1.1.5.2.6 Derivation of hierarchical value map (HVM)

As the elements at attribute, motivation, and value levels are coded and categorized, and the links among them are identified, it is possible to further determine the important linkages among the elements. It is now possible to form so-called implication matrices and to derive hierarchical value maps (HVMs) according to the means-end chain theory.

With the attribute, motivation and value items listed in rows and columns, an implication matrix is a table that records the frequencies of links that extracted from the collected data (see table 16 below for illustration). The links identified from interviews will be recorded in individual implication matrices, which are then aggregated to produce an overall implication matrix.

Table 16. Implication matrix for illustration

	1M	2M	3M	4M	1V	2V	3V	4V
1A	5	4	7	3				
2A								
3A		4	2					
4A			2	4				
1M							7	5
2M						3	6	
3M						5	6	4
4M							5	

Source: author's own elaboration

The HVM that summarizes the links across levels of abstraction for all the respondents (Thomas J Reynolds & Gutman, 1988) is a more intuitive graphical presentation created by depicting the different associations among the items based on the aggregate data. The hierarchical level of each element is depicted and the links between the different elements are mapped (Gengler et al., 1995). It is worthy to discuss about the cutoff level for the creation of HVM. There are normally a big number of different links identified from data analysis, a presentation of all items and linkages will be dazzling and is contrary to the purpose of visualizing the results more intuitively. The set of cutoff level is to determine which links are not important enough to be depicted in the HVM; higher cutoff level would result in simpler and easier-to-interpret maps, while lower cutoff level would give more complex maps with less information loss, but the maps are harder to interpret and to produce intuitive implications. Audenaert & Steenkamp (1997) suggest that a good cutoff level is one that selects the solution combining the maximum amount of information with the greatest ease of interpretation. Previous research suggests several heuristics for choosing cutoff levels. One pragmatic way is to determine the level that produces "the most informative and interpretable solution" (Audenaert & Steenkamp, 1997a; Pieters et al., 1995). A second selection of cutoff is chosen based on the sample size and the number of links to seek a "goodness of fit",

two-thirds of all connections are selected to be presented by the HVM (Thomas J Reynolds & Gutman, 1988). A similar heuristic proposed by Pieters et al. (1995) that compare the proportion of "active cells" to the proportion of all connections at a given cutoff. The third approach suggests creating a type of scree plot based on the frequency (or percentage) of connections and various cutoff levels and looking for some kind of "elbow" in the scree. Finally, Leppard et al. (2004) proposes to determine the cutoff level by ranking the links by the frequencies, which define importance of connections, and then to select the most frequent ones.

Once the cutoff level is selected, the essential elements and links can be decided and to be presented with the HVMs. More abstract the elements are, the higher they will be positioned, adjacent elements will be connected with lines; the links with higher frequencies are usually illustrated with thicker lines.

3.3.2　Quantitative study phase

Purpose

Quantitative studies tackle into research problems with the statistical, mathematical, or numerical analysis of quantitative data. As the qualitative phase is expected to provide an initial understanding about Chinese outbound/potential outbound tourists' preference of attributes of different tourist attractions, relevant travel motivations to the selection of attractions, and values that guide the motivations. The quantitative phase of the current study aims at generalizing the findings explored from the qualitative phase. Moreover, we attempt to identify if the characteristics of respondents would influence the selection of important personal values, travel motivations, perceived destination attraction attributes, and the connections among them.

Specifically, the quantitative study aims at constructing HVMs based on quantitative data from a larger sample; it is expected to compare the HVMs among different groups of respondents distinguished with their characteristics; we anticipate to produce the ranked lists of attributes, motivations and values to show the levels of importance of different items among Chinese outbound/potential outbound tourists; it is planned to determine if the characteristics would influence the rankings by comparing the rankings from different groups.

Quantitative data collection

Quantitative data can be collected with interviews, observations, experiments, or surveys. The current study is about the opinions of Chinese outbound/potential outbound tourists, we consider it appropriate to use surveys, because it is possible to gather information that is hard to collect by observing or experimenting. Compared to interviews, the surveys are less time- and money-consuming, thus making it possible to study a larger sample to increase the generalizability of the study results.

This section will present how the survey is design, distributed, and collected. We mentioned that the results from qualitative phase would be used for survey development for the quantitative phase. The survey design took place after the qualitative results were obtained, including the list of 11 attributes of places of interest in tourism destination, the list of 17 travel motivations, and the list of 13 personal values.

At the beginning of the survey, it is clearly stated to the respondents about the purpose of the survey and the use of the collected data. The main body of the survey consists of three parts. The first part aims at collecting information regarding the connections among items from different levels, which will be used to construct the HVMs. The second part have the objective to determine the importance level of items in each level.

It is to provide information about which are the most important personal values, travel motivation, and destination attributes. The third section will collect characteristics of respondents including socio-demographic information and travel experience.

For the first part, hard laddering survey that permits multiple chains starting from each attribute (figure 6 in quantitative methods section) is adopted. But instead of using the pencil-and-paper chart, it is slightly modified to be a computerized version. The same seventeen photos used during the qualitative phase are shown to the respondents. They are asked to select the favorite ones if considering visitation. Then based on each selected photo, respondents are asked to choose the attractive attribute of the place from the predetermined list of attributes. Respondents would further select related travel motivation, and personal values. In order to allow the respondent to choose more than one consequence/benefit for each attribute, or more than one value for each consequence/benefit as a consumer may normally do in a soft laddering interview (Russell et al., 2004), it is clearly stated that respondents can choose a photo/attribute/value repeatedly, in order to construct different chains that share an identical starting item. A respondent by finishing the first section will produce a table including the selected photos and the chain with related higher-level items, an example is shown with table 17. With the first question, it is possible to collect five chains that connect items from four levels, as well as the ranking of places shown with the photos.

Table 17. Information collected from the 1st part of the survey

	Photo	Attribute	Motivation	Value
Choice 1	14	6	1	9
Choice 2	8	1	16	10
Choice 3	8	7	1	1
Choice 4	11	1	16	12
Choice 5	17	8	3	6

Source: author's own elaboration

Common means-end chain studies would be satisfied with this collected information. The current study makes a further step to collect information about the importance levels of items at different levels. The ranking of photos can be obtained from the first question (for instance, 14P, 8P, 11P, 17P are ranked the 1st to the 4th in table 17). But the rankings of items at attribute, motivation, and value levels cannot base simply on the first part, because the selection of a higher-level item is highly dependent on the choice of the lower-level item. We propose it necessary to introduce another part. Three questions are included in the second part of the survey. The personal values, travel motivations, and destination attributes are listed in separate questions. And the respondents are required to rank at least the top three items at each level according to perceived levels of importance.

The last part of the survey collects the characteristics of the respondents with four questions. The relevant characteristics include gender, year of birth, educational level, and travel experience.

The designed survey was then given to 5 Chinese tourists who have outbound travel experience to get feedbacks for content validity. Some modifications were made to improve the expressions to make the survey clearer and easier to understand. Please see

appendix 1 the questionnaire used for quantitative data collection.

The survey distribution takes advantage of an online platform as it is able to cover a bigger sample from more regions and age groups, at the same time being relatively faster and more economic. The survey is distributed and collected during February and March of 2020, with online survey collection platform https://www.wjx.cn/, 538 valid surveys were collected. The survey took on average 6 minutes and 15 seconds (375 seconds) for a respondent to finish.

Quantitative data analysis

The data collected from the surveys provides information in three aspects. The chains from the first part of the survey deal with the connections among attribute, motivation and value items, as well as the rankings of photos that show different places of interests in Barcelona. The second aspect involves the individual rankings of attributes, travel motivations, and personal values. And the last part provides information of characteristics of respondents. The data was imported into Stata for cleaning, organizing, and analyzing. Further analysis and result output including producing the figures/tables was conducted in Microsoft Excel.

3.3.2.1.1 Means-end chain analysis

To analyze the connections among the items from attribute, motivation, and value levels, the current study mainly adopts the approaches in means-end chain theory, which we have discussed in the quantitative methods section. The frequencies of connections collected from the respondents' answers are used to produce summary implication matrices. We only take into consideration the direct connections between items from adjacent levels. Three matrices can be produced, which shows the frequencies of photo

– attribute connections, attribute – motivation connections, and motivation – value connections. Take the example in table 17 for illustration, every direct connection in the five chains will be counted and recorded in the implication matrices. The initial implication matrices with only this example survey would look like the following tables 18, 19, 20.

Table 18. P-A matrix example

	1A	…	6A	7A	8A	…
…						
8P	1			1		
…						
11P	1					
…						
14P			1			
…						
17P					1	

Source: author's own elaboration

Table 19. A-M matrix example

	1M	…	3M	…	16M	…
1A					2	
…						
6A	1					
7A	1					
8A			1			
…						

Source: author's own elaboration

	1V	…	6V	…	9V	10V	…	12V
1M	1				1			
…								
3M			1					
…								
16M						1		1

Table 20. M-V matrix example
Source: author's own elaboration

When the frequencies of all the connections from all collected surveys are recorded into the implication matrices, it is possible to move to the next step, namely constructing the hierarchical value map (HVM). To construct the map, the items are firstly arranged in different positions according to their levels. From bottom to top are photos, attributes, motivations, and values (figure 11). Then with the implication matrices, we can draw lines to represent the connections between items, and the frequencies can be attached to the lines. Figure 11 shows an HVM that results from the example survey shown in table 17.

Figure 11. Example HVM illustrating the connections from the example survey
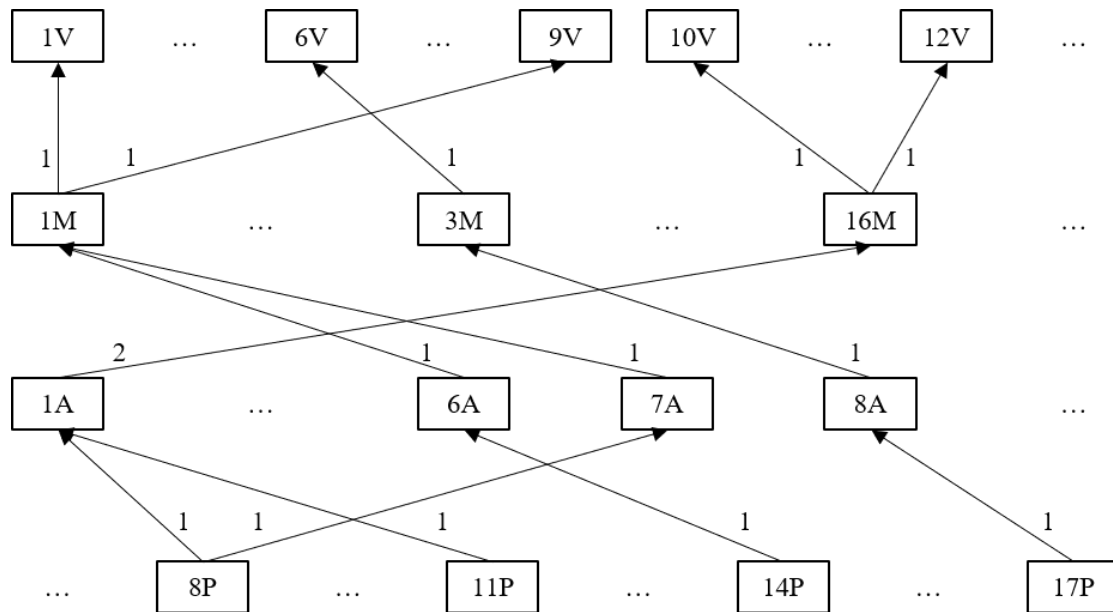
Source: author's own elaboration

3.3.2.1.2 Rankings of items at different levels

The respondents' subjective rankings of photos that show different places of interest in Barcelona can be obtained with the first question. As the respondents are required to select 3 to 5 photos and list them from the 1st to the 5th choice. With the three questions in the second part, respondents rank at least three most important items respectively at each of the attribute, travel motivation and personal value levels. With all the rankings made by respondents, score aggregation method is used to obtain the overall rankings at aggregate level. Scores are assigned to items in different ranking positions. The item ranked the first is given the score of 3, the second item is given the score of 2, while the third item scores 1, any item that is not ranked the top 3 has no score. Use n_{i1} to represent the number of times that the item i is ranked the first, n_{i2} to represent the number of times the item is ranked the second, and n_{i3} to represent the number of

times the item is ranked the third. Then, S_i, the score of the item i, can be calculated with the function below.

$$S_i = 3n_{i1} + 2n_{i2} + n_{i3}$$

With the scores of all items from each of the four levels, we are enabled to obtain the photo ranking, attribute ranking, motivation ranking, and value ranking by Chinese outbound/potential outbound tourists.

3.3.2.1.3 Influence of characteristics on the ranking and perceived connections among items

The analysis of influence of characteristics on Chinese outbound/potential outbounds tourists' destination perception, travel motivation, personal value and their connections are twofold. One concerns the differences in the rankings of the most important items at different levels made by respondents with different characteristics. And the other aspect looks at how different groups of respondents draw the connections differently among items.

To realize the analysis, the first step is to organize the respondents into groups. We then follow the procedures discussed in the previous sections within each group. It is possible to obtain the implication matrices, HVMs, and the rankings made by every group of respondents distinguished by their characteristics. These results allow us to make horizontal comparisons by checking the intuitive and general HVMs among groups, and also more detailed implication matrices.

Pearson's chi-square test (Pearson, 1900) was used to determine if there are significant differences in the rankings of items made by different groups. The null hypothesis is

that there are no differences between the selection of top three items of picture, attribute, travel motivation and personal value made by different groups of respondents. With the test statistics, we can evaluate how likely the selections are not different across groups.

3.3.3   Results integration and interpretation

Having obtained all the results from both the qualitative phase and the quantitative phase, we can eventually produce the final results of the current study. We should not forget to mention that as a mixed-method study, the integration of qualitative and quantitative approach has already integrated once as the qualitative results (the lists of attributes, travel motivations, and personal values) have been the basis for the instrument development for the quantitative data collection. At this stage, the integration happens again as the final results come from the combination of both qualitative results and quantitative results. Quantitative results provide scientifically objective, rational, and generalizable knowledge (Carr, 1994; Denscombe, 2014), while the qualitative results offer descriptive, narrative, and rich-in-context information. The quantitative results including the HVMs and the rankings obtained from the relatively larger sample will make up the main structure of the final results. Then we can trace back to the qualitative results to look for contextual-rich information that is beyond the numbers. Both results will be presented together, the integration will empower the results from both study phases to augment each other and to provide a richer understanding.

4 Study Context

In the current section, study context of the current research will be discussed. International tourism has witnessed a stable growth in the recent decades. According to UNWTO International Tourism Highlights (2019 edition), over 1409 million international tourist arrivals were recorded globally in 2018, a 5.7% increase compared to 1333 million in 2017. The foreign revenue generated by tourism have grown to USD 1.7 trillion, which account for 29% of world's services exports and 7% of overall global exports. International tourism has become an important generator of economic growth and driver of region development.

The current study specifically, is focused on Chinese outbound tourists and tourism receipt in Barcelona, Spain. From the aspect of Chinese outbound tourism market, the context in demand side will be presented; while the introduction of Barcelona and Spain tourism market will show the study context from the supply side.

4.1 Chinese outbound tourism market

China is now the world's largest source market of outbound tourists. Since 1990s, Chinese tourism market has been growing rapidly with the continuous reform and opening-up. China emerged to be the fastest developing source market not only of the region but of all over the world. In 1995, only 4.52 million tourists made their outbound trip abroad from China and spent USD 3.7 billion in total; the number of outbound tourists increased to 10.47 million and the expenditure reached USD 13.1 billion in 2000. China became the largest source market of outbound tourists in 2012, in terms of both number of tourists and expenditure, when 83.18 million tourists traveled abroad spending USD 102.0 billion. The remarkable growth kept going from then on, in 2018,

over 149.72 million tourists traveled abroad, the recorded tourism expenditure was as high as USD 277.3 billion. A more straightforward presentation of the growth of number of Chinese outbound tourists and their total expenditure can be noticed with the following figure 12 and figure 13.

Figure 12. Number of Chinese outbound tourists
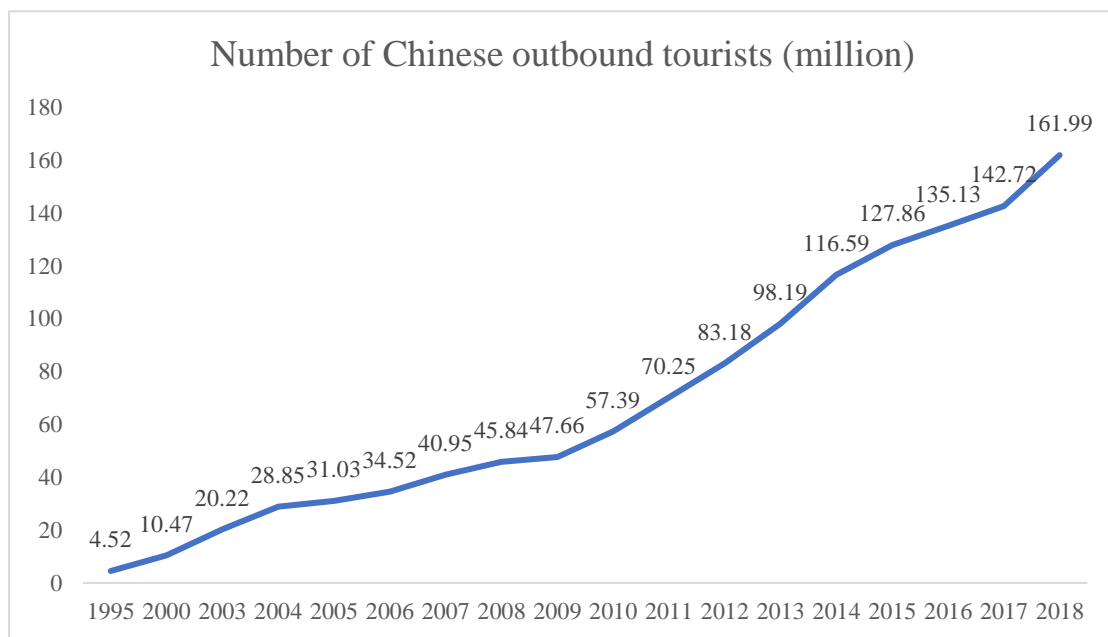
Source: author's own elaboration based on data provided by UNWTO

Figure 13. Chinese outbound tourism expenditure
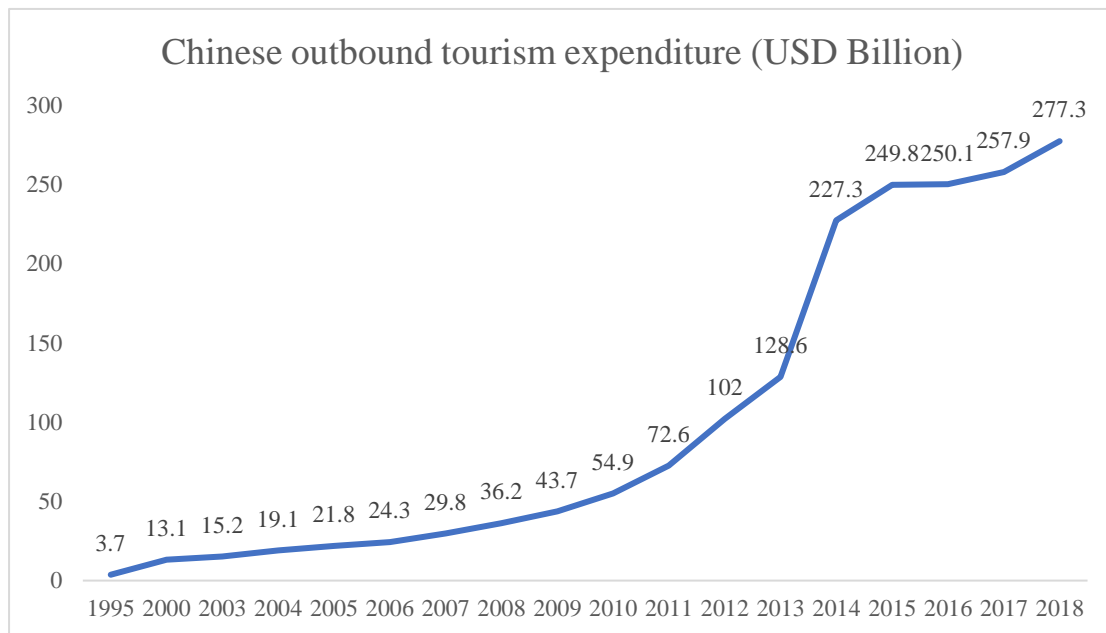
Source: author's own elaboration based on data provided by UNWTO

4.1.1 Brief history of Chinese outbound tourism

When talking about the blooming outbound travel market, the continuous opening-up of China should be mentioned. Due to restrictions of policies, Chinese outbound travel market did not exist until 1983 when it was firstly allowed to visit relatives out of mainland China in Hong Kong, China and Macao, China. Then the destinations extended to Thailand in 1988, Singapore and Malaysia in 1990, and Philippines in 1992.

An additional form of outbound travel was allowed in 1987 as "tour the border areas", opening border tour between China and the Democratic People's Republic of Korea (the North Korea). Following the North Korea, then Mongolia, Russian Federation and Viet Nam borders were open for visitation in 1992, and one year later in 1993, Chinese

citizens were possible to join border tour also to Lao People's Democratic Republic and Myanmar.

The initial trial stage of outbound tourism with relatively slow development started the evolving of Chinese outbound tourism. In 1997, outbound traveling was officially recognized and opened as the Chinese government promulgated "Interim Measures for the Administration of Chinese Citizens Going Abroad on Tours at Own Expenses" (《中国公民自费出国旅游管理暂行办法》). The Approved Destination Status (ADS) scheme replaced the list of destinations that were open to Chinese tourists for "visit relatives" and "tour the border areas". From 1997 to 2001, 18 destinations were added to the ADS (table 21). During the same period, changes took place on border tours too, the tours started to open to not only residents who lived in the border area; the tour routes extended from border areas to inland cities; the length of stay of tourists increased from one day to eight days. This period witnessed a rapid growth of outbound travel market. In 2001, the number of Chinese outbound tourists reaches 12.13 million, which is 2.28 times of that in 1997 with 5.32 million tourists.

Table 21. Countries/regions added to the Approved Destination Status (ADS)

Year	Countries/regions of destination			
1983	Hong Kong, China	Macao, China		
1988	Thailand			
1990	Malaysia	Singapore		
1992	Philippines			
1998	Republic of Korea			
1999	Australia	New Zealand		
2000	Brunei Darussalam	Cambodia	Japan	Myanmar
	Viet Nam			
2001	Indonesia	Malta	Nepal	Turkey
2002	Egypt	Germany	India	Maldives
	Russian Federation	South Africa	Sri Lanka	
2003	Cuba	Croatia	Hungary	Jordan

	Pakistan			
2004	Antigua and Barbuda	Argentina	Austria	Bahamas
	Barbados	Belgium	Brazil	Chile
	Cook Islands	Cyprus	Czech Republic	Denmark
	Dominica	Ecuador	Ethiopia	Estonia
	Fiji	Finland	France	Guyana
	Greece	Iceland	Ireland	Italy
	Jamaica	Kenya	Lao People's Democratic Republic	Latvia
	Liechtenstein	Lithuania	Luxembourg	Mauritius
	Mexico	Morocco	Netherlands	Norway
	Peru	Poland	Portugal	Romania
	Saint Lucia	Saipan (United States of America)	Seychelles	Slovakia
	Slovenia	Spain	Suriname	Sweden
	Switzerland	Tanzania	Tonga	Trinidad and Tobago
	Tunisia	Ukraine	United Arab Emirates	United Kingdom
	Vanuatu	Zambia	Zimbabwe	
2005-2007	Andorra	Antigua and Barbuda	Bangladesh	Bulgaria
	Grenada	Monaco	Namibia	Oman
	Syrian Arab Republic	Uganda	Venezuela	
2008-2009	Cape Verde	Ecuador	French Polynesia	Ghana
	Guyana	Israel	Mali	Montenegro
	Papua New Guinea	United Arab Emirates	United States of America	
2010	Canada	Democratic People's Republic of Korea	Iran	Lebanon
	Micronesia	Uzbekistan	Serbia	
2011-2014	Cameroon	Columbia	Madagascar	Rwanda
	Samoa			

Note: The years listed above indicated the time when bilateral exchange of notes or official signature took effect. The actual start of ADS travel may be launched at a later date.

Source: author's own elaboration based on data from China National Tourism Administration, The Yearbook of China Tourism Statistics, editions 1999, 2000, 2004-2006, 2009-2015, China Travel & Tourism Press, Beijing

Since 2002, the government policies further relaxed, "Administrative Regulations Concerning Chinese People's Tours to Foreign Countries" (《中国公民出国旅游管理办法》) were announced and came into force on July 1, 2002, at the same time abolishing the previous "Interim Measures for the Administration of Chinese Citizens Going Abroad on Tours at Own Expenses". The number of outbound destinations kept expanding, seven countries were added into the ADS that year, five more were included one year later, and the year 2004 saw a significant expansion of the list with 61 more countries included as ADS destinations. By the end of 2014, Chinese citizens could choose from 150 international destinations (table 21), and nowadays we can now find footprints of Chinese tourists all over the world. The fast growth of outbound tourism continues, and more diversified demand of outbound tourists can be noticed.

4.1.2 Current Chinese outbound tourism market

From 1983 when "visit relatives" and then "tour the border areas" launched the Chinese outbound tourism to 2002, the number of outbound tourists increased from 0 to 16.60 million during the two decades. Then only 5 years later in 2007, the number broke 40 million, it took only another 5 years to double the digit breaking 80 million in 2012, and the number is approaching 150 million in 2018.

It should be pointed out that Chinese outbound travel account for both traveling to two Special Administrative Regions (SAR) Hong Kong, Macao, and Taiwan province of China (with Exit-Entry Permit required) and visiting other overseas countries. The proportion of overseas travel kept increasing since 2014 (see figure 14), in 2018, more than 40% of total outbound tourists traveled to overseas destinations (data from China Tourism Academy's (CTA) Annual Report on China Outbound Tourism Development 2019).

Figure 14. Proportion of travel to Hong Kong, Macao Taiwan or other overseas destinations
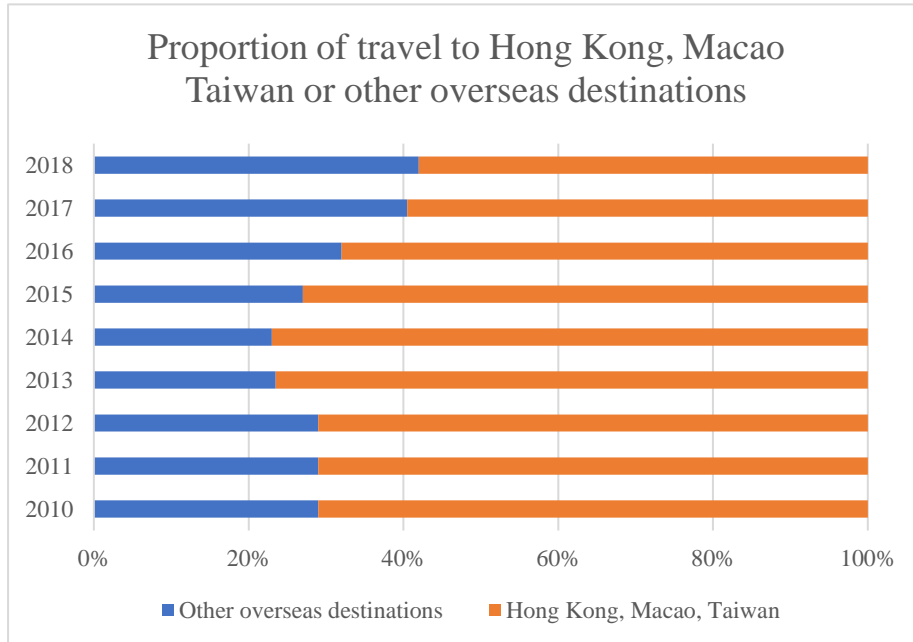
Proportion of travel to Hong Kong, Macao Taiwan or other overseas destinations

Source: author's own elaboration based on data from China Tourism Academy's (CTA) Annual Report on China Outbound Tourism Development, 2019.

Because of the convenient transport connections, easier exit-entry formalities, and the low cultural and language barriers, Hong Kong and Macao are the most visited outbound destination for Chinese tourists. Other destinations that have received the highest number of Chinese outbound tourists in 2018 are Thailand, Japan, Vietnam etc., the pie chart 1 of figure 15 below shows the top 20 outbound destinations and market share in receiving Chinese tourists. The pie chart 2 are the market shares of continents in receiving Chinese tourist. It is not surprising that Asian destinations received the most Chinese tourists with a share of 89.03%. The second most popular continent is

Europe, which welcomed 3.83% of Chinese outbound tourists in 2018 (data from China Tourism Academy's (CTA) Annual Report on China Outbound Tourism Development 2019).

Figure 15. Market share of destinations in receiving Chinese tourists

Number of arrivals of Chinese residents in destination countries

- 1. Hong Kong, China
- 2. Macao, China
- 3. Thailand
- 4. Japan
- 5. Viet Nam
- 6. Republic of Korea
- 7. Singapore
- 8. Italy
- 9. United States of America
- 10. Malaysia
- 11. Taiwan Province of China
- 12. France
- 13. Indonesia
- 14. Cambodia
- 15. Russian Federation
- 16. Germany
- 17. United Arab Emirates
- 18. Spain
- 19. Australia
- 20. Philippines
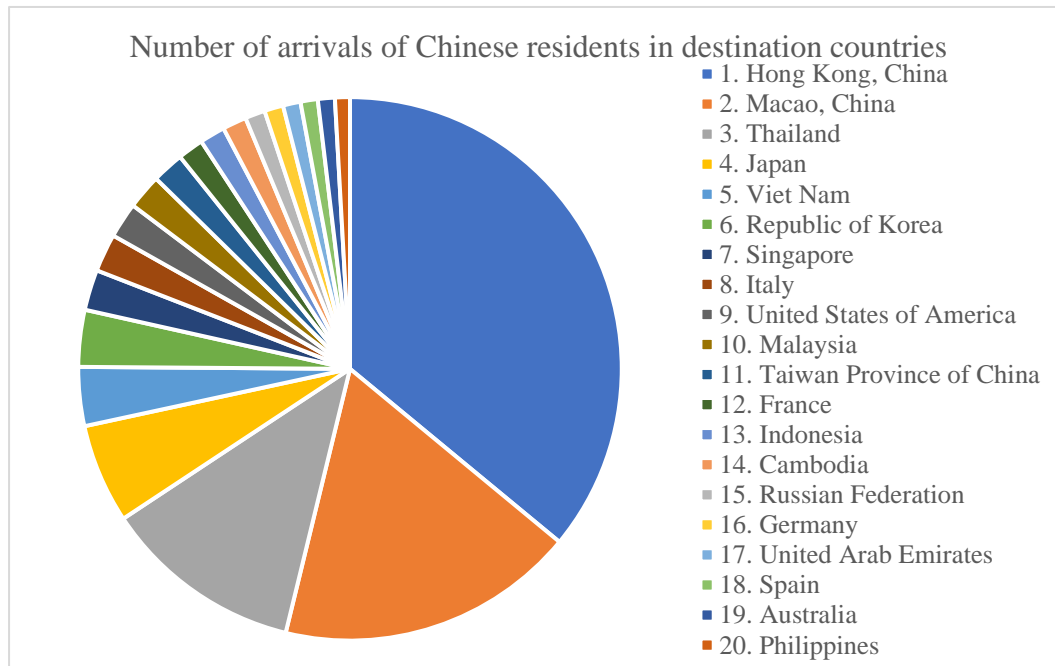
Pie chart 1

Source: author's own elaboration based on data from UNWTO, Outbound tourism - trips abroad by resident visitors to countries of destination (basis: arrivals in destination countries) 2020

Number of arrivals of Chinese residents in destination continents

- Asia
- Europe
- America
- Oceania
- Africa
- Other
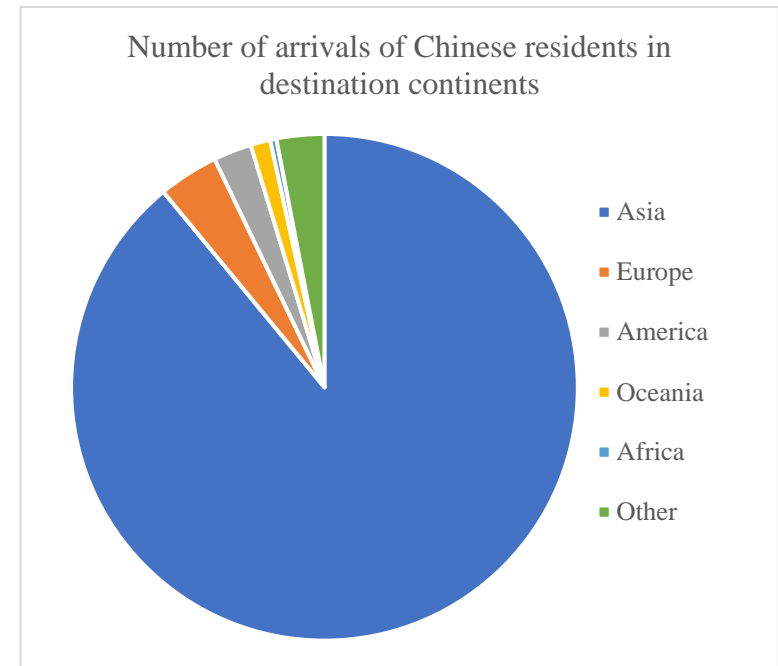
Pie chart 2

Source: author's own elaboration based on data from China Tourism Academy, Annual Report on China Outbound Tourism Development 2019

The economic development of regions in China are imbalanced, eastern coastal provinces are relatively more developed compared to other areas. The Chinese market is often classified to three tiers distinguished with level of economic development.

Tier 1 regions include 7 provinces (cities) with higher per capital disposable income, whose per capital GDP all exceeded USD 10,000 in 2016. They are Beijing, Shanghai, Guangdong, Tianjin, Zhejiang, Jiangsu and Fujian. Residents from these regions have more chances to interact with and get to know about foreign countries, therefore they are more open-minded, easier to accept new things and less conservative with more spirit of adventure.

Most provinces (cities) fall in tier 2 at moderate level of economic development stage, the 17 provinces (cities) are Shandong, Henan, Sichuan, Hubei, Hebei, Hunan, Anhui, Liaoning, Shaanxi, Inner Mongolia, Jiangxi, Guangxi, Chongqing, Heilongjiang, Jilin, Shanxi and Hainan. Compared to residents from tier 1 regions, residents from these areas are less adventurous, have less passion for new things and relatively conservative in terms of tourism destination selection.

Seven provinces namely Yunnan, Guizhou, Xinjiang, Gansu, Ningxia, Qinghai and Tibet are grouped in Tier 3. There is smaller population in tier 3 regions and the areas are not as developed as other areas in China (Data from Ivy Alliance Tourism Consulting, 2017).

According to the Annual Report on China Outbound Tourism Development by China Tourism Academy based on interviews, there were more female (52.8%) than male (47.2%) outbound tourists, the difference narrowed to 5.6% from 24.6% in 2017. Outbound tourists have received relatively good education, over half of them have college or higher education (Figure 16). Most tourists have monthly income between

RMB 5,001 to 8,000 (6.88 RMB = 1 USD on 28th December 2018), and spent RMB 3001 to 5000 per visit. The monthly income and single travel expenditure distributions of Chinese outbound tourists are presented in figure 17 and 18.

Figure 16. Level of education of Chinese outbound tourists
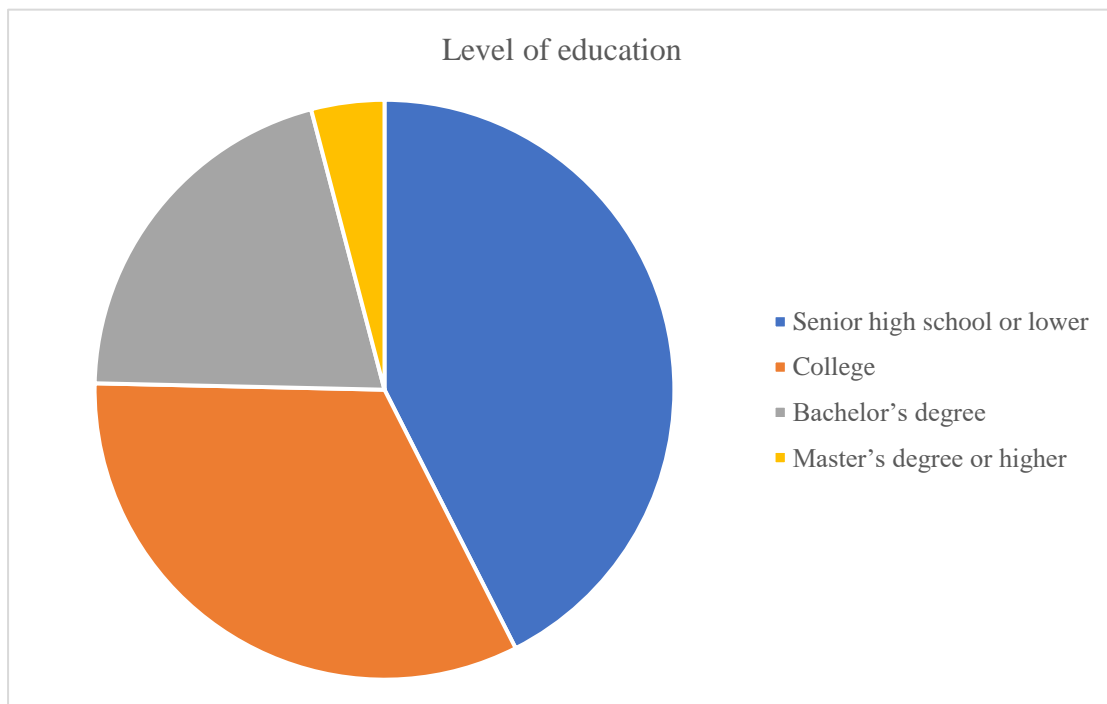
Source: author's own elaboration based on Annual Report on China Outbound Tourism Development, 2017

Figure 17. Monthly income of Chinese outbound tourists
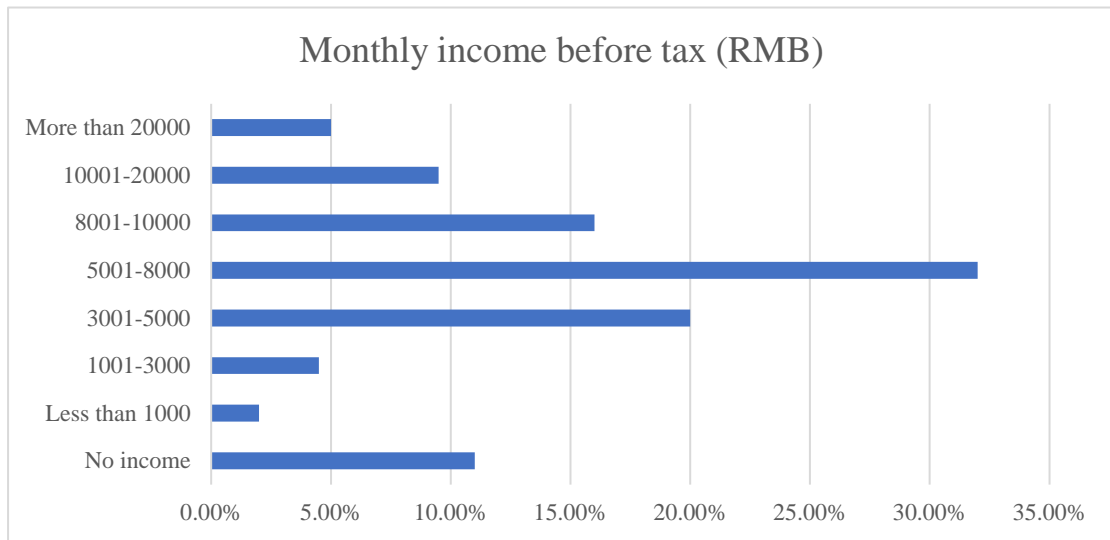
Monthly income before tax (RMB)

Source: author's own elaboration based on Annual Report on China Outbound Tourism
Development, 2017

Figure 18. Expenditure of single outbound trip by Chinese outbound tourists
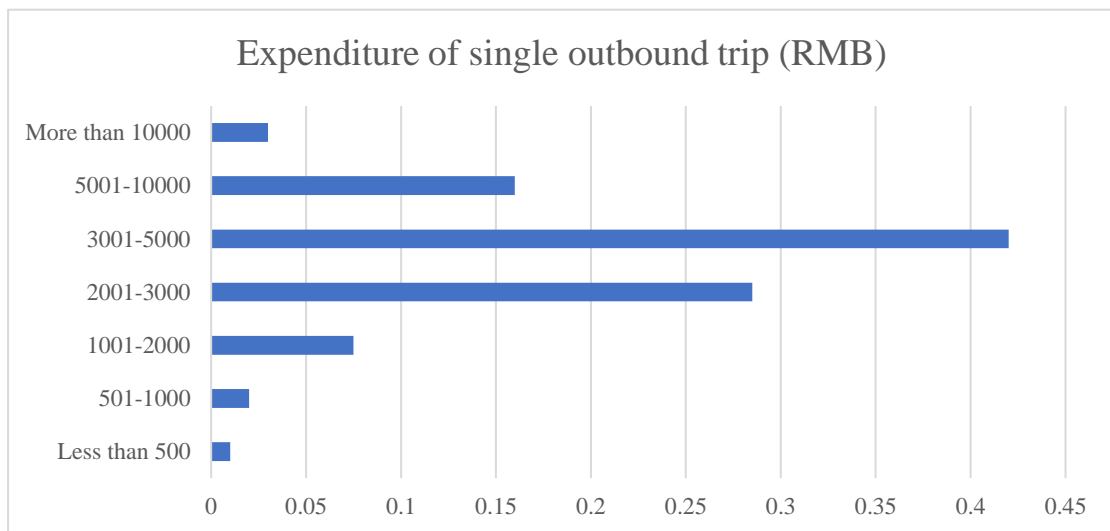
Expenditure of single outbound trip (RMB)

Source: author's own elaboration based on Annual Report on China Outbound Tourism
Development, 2017

Focused on urban outbound tourists, the Market Research Report on Chinese Outbound Tourist (City) Consumption by World Tourism Cities Federation & Ipsos in 2018 shows that 78.95% outbound tourists travel abroad at least once every year. Most of them would spend 11% to 30% of their total living expenses on outbound traveling (Figures 19 and 20).

Figure 19. Frequency of outbound traveling by Chinese tourists
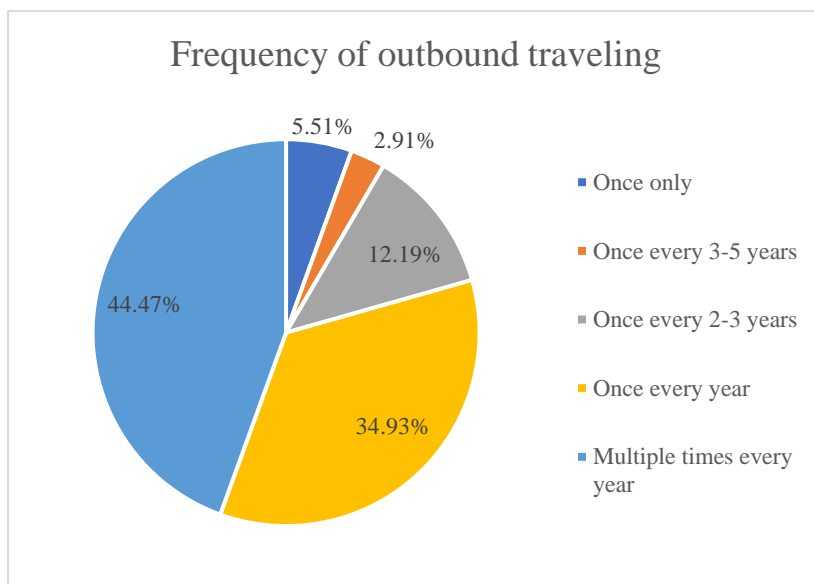
Source: author's own elaboration based on Annual Report on China Outbound Tourism Development, 2017

Figure 20. Proportion of tourism expenditure in Chinese tourists' total living expenses
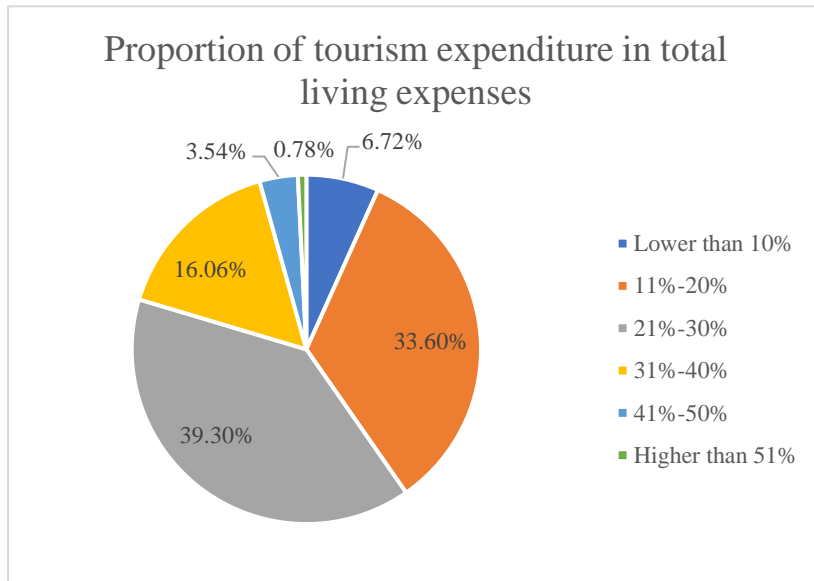
Source: author's own elaboration based on Annual Report on China Outbound Tourism Development, 2017

The five most important purposes for Chinese outbound tourists are sightseeing (56.31%), enjoying leisure time (49.82%), experiencing different cultures and lifestyles (42.23%), tasting food (38.81%), and shopping (30.83%).

Most tourists choose to travel during national holidays like minor vacations[1] (26.78%), National Day holiday (23.02%), Spring Festival holiday/winter vacation[2] (21.32%). 12.26% choose to travel abroad during summer vacation, and 16.62% would travel

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1 Minor vacations include New Year, Qingming Festival, Labour Day, Dragon Boat Festival and Mid-Autumn Festival.

2 Spring Festival holiday is often included in winter vacation.

when it is not national holidays.

Figure 21. Time period that Chinese tourists travel abroad
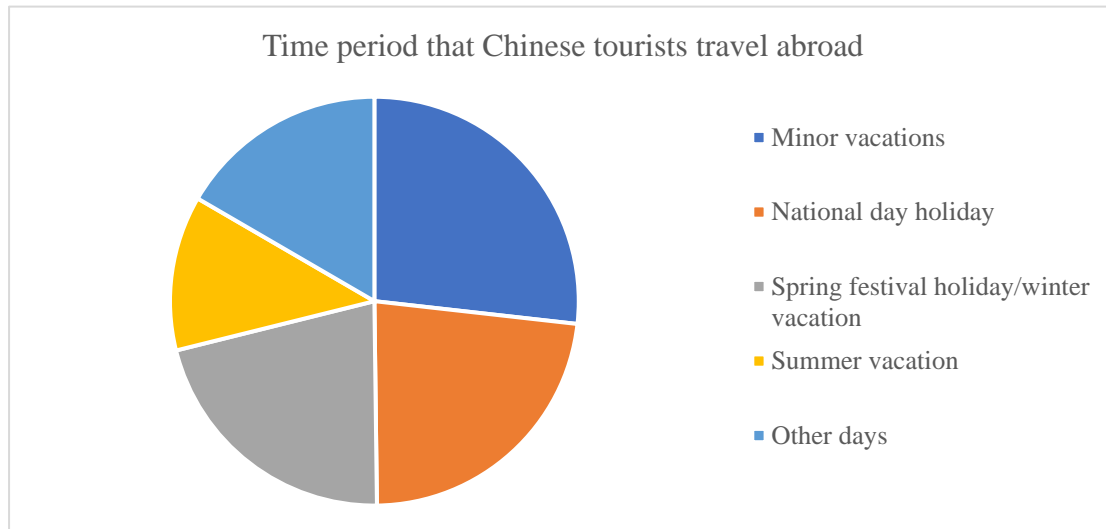
Time period that Chinese tourists travel abroad

- Minor vacations
- National day holiday
- Spring festival holiday/winter vacation
- Summer vacation
- Other days

Source: author's own elaboration based on Annual Report on China Outbound Tourism Development, 2017

4.1.3 Supporting environment and future development Chinese outbound tourism

China is nowadays the world's largest outbound tourism market, for being both the country of origin sending most tourists and the world's top spender. The growing outbound tourism market is supported by the rapid development of China over the last decades.

The following figure 22 shows the growth of China's gross domestic product (GDP).

From 1995 to 2018, the GDP has grown from USD 734.52 billion to USD 13891.88 billion (price revised based on the 4th economic census 2018), which is an increase of almost 19 times. The GDP per capita grew remarkably from USD 610 to USD 9,975. The disposable income of Chinese residents has also been increasing constantly. Figure 23 presents the per capita disposable income of urban family and the number of outbound tourists from 1995 to 2018. An obvious positive correlation can be observed, because increased disposable income changed the demand and expectations of Chinese residents from meeting basic needs to better life quality, more people start to spend on happiness, health, family relationship, and relaxation. Travel as a means to pursue pleasure and to gain life experience, is regarded to improve life quality, therefore, a growing number of consumers can be expected to be entering the market.

Figure 22. China's gross domestic product (GDP)
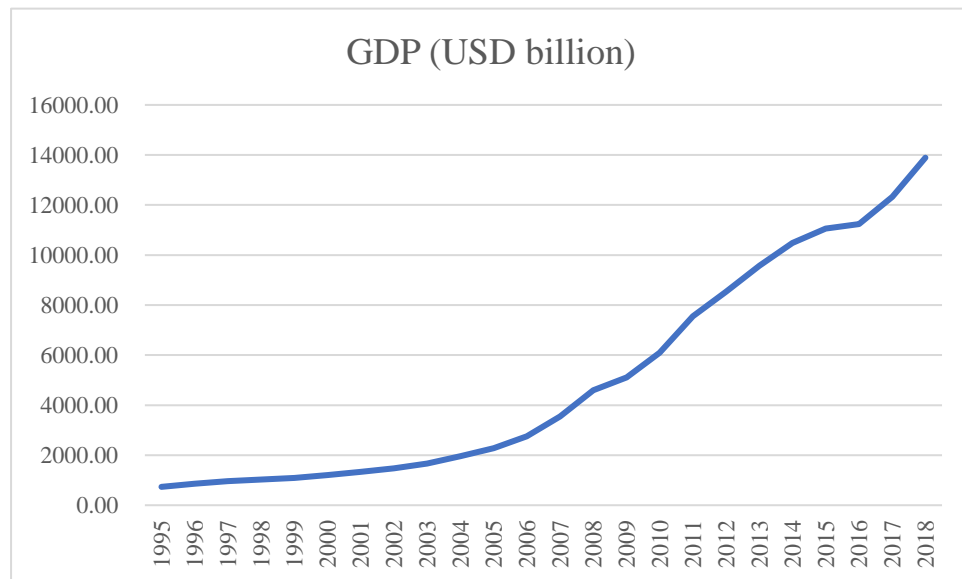
Source: author's own elaboration based on data from National Bureau of Statistics of China

Figure 23. Per capita disposable income of urban family and the number of outbound tourists

Disposable income per capita and number of outbound tourists
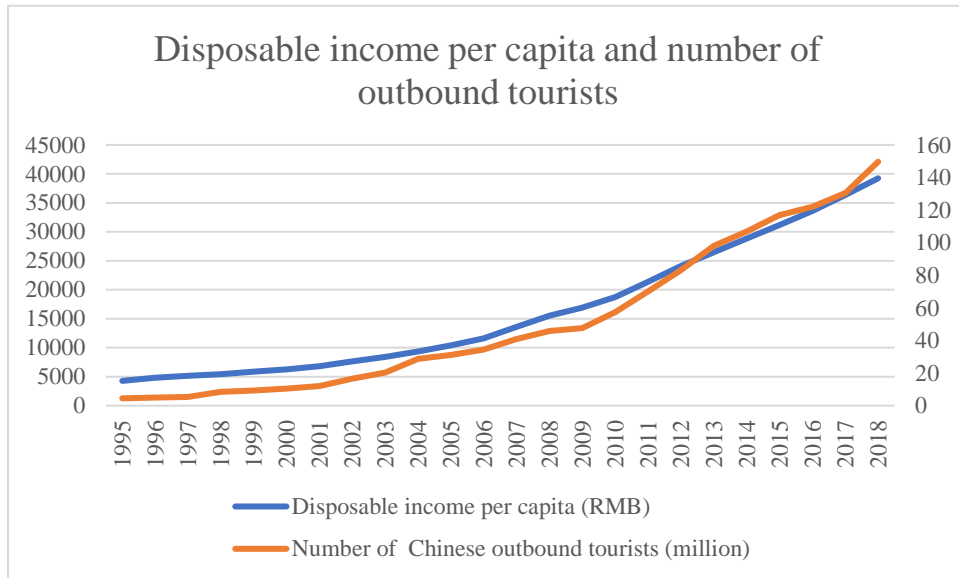
Source: author's own elaboration based on data from National Bureau of Statistics of China

The growth in number of civil international flights operated by Chinese and foreign airline companies (Figure 24) has made the transport connections from places of origin to the destination more convenient; the development of domestic transportation infrastructure has allowed the outbound tourism market to radiate to a wider range across China and thus providing travel opportunities for more tourists. The number of travel agencies in China is also increasing year by year (Figure 25). Tourists have more chances to get outbound travel services and it is possible for tourists to have more choices when selecting service providers.

Figure 24. Number of civil international airlines
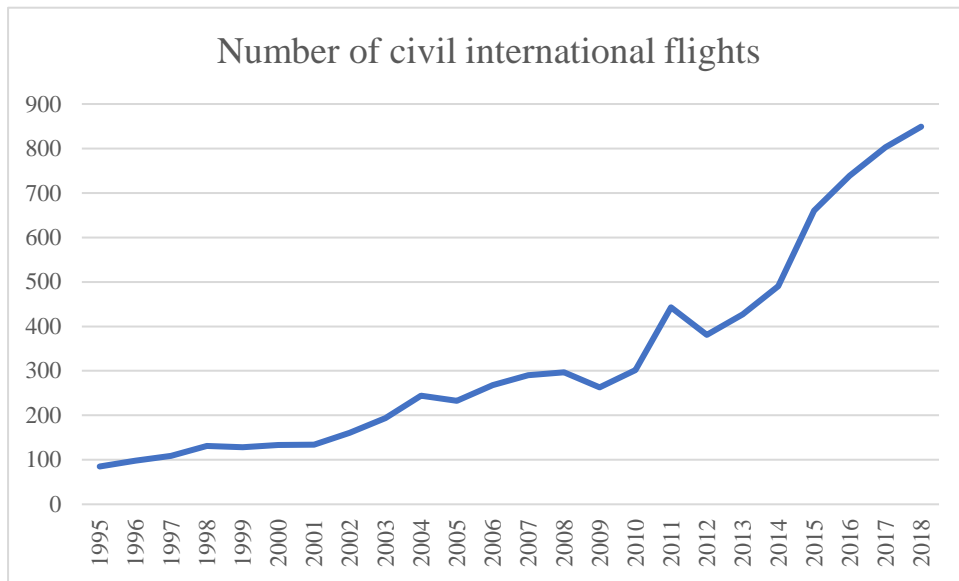
Number of civil international flights

Source: author's own elaboration based on data from National Bureau of Statistics of China

Figure 25. Number of travel agencies in China

Number of travel agencies
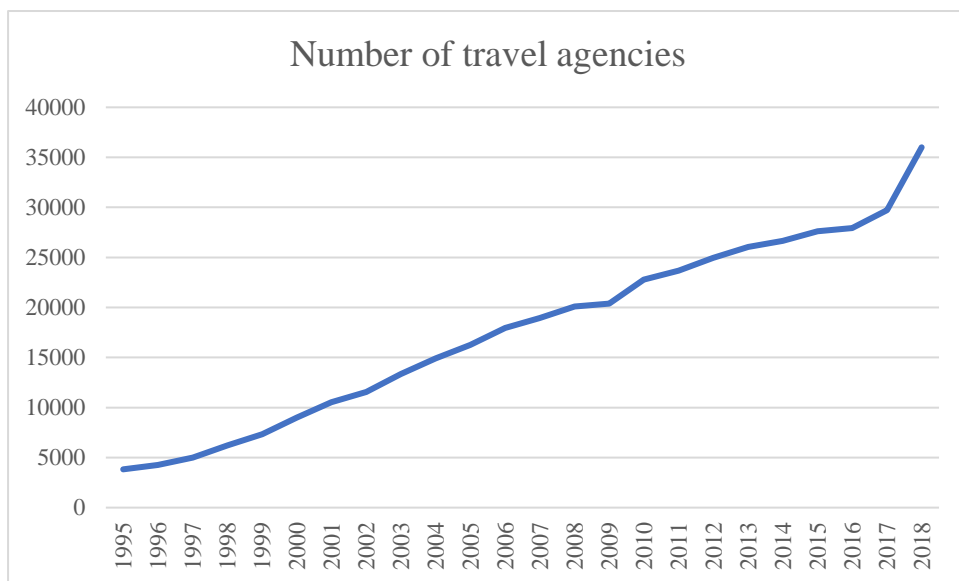
Source: author's own elaboration based on data from National Bureau of Statistics of China

Policies for outbound tourism has been further liberalized, not only the policies for outbound traveling by Chinese government are relaxed, but also the issuance of visas of multiple countries or regions of destination for Chinese residents is of more convenience. Up to the end of 2019, there are 15 counties who had signed bilateral visa exemption agreements for ordinary passports with China; 17 countries/regions announced unilateral visa exemptions for Chinese residents to enter visa-free; 40 countries/regions unilaterally allow Chinese residents to obtain visa upon arrival (the list of countries and regions please see table 22 below). The psychological obstacles of tourists caused by previous policy barriers and difficulties in visa applications are slowly dispelling.

Table 22. List of countries and regions with convenient visa policies for Chinese residents

Bilateral visa exemption	Unilateral allowance for visa on arrival
United Arab Emirates	Azerbaijan
Barbados	Bahrain
Bahamas	East Timor
Bosnia and Herzegovina	Indonesia
Ecuador	Laos
Fiji	Lebanon
Grenada	Maldives
Mauritius	Myanmar
Republic of San Marino	Nepal
Seychelles	Sri Lanka
Serbia	Thailand
Tonga	Turkmenistan
Belarus	Brunei
Qatar	Iran
Armenia	Jordan
	Vietnam
Unilateral visa exemption	Cambodia
Indonesia	Bangladesh
Uzbekistan	Malaysia
South Korea (Jeju Island and other places)	Egypt

Albania	Togo
Morocco	Cape Verde
La Réunion (French)	Gabon
Tunisia	Comoros
Antigua and Barbuda	Cote d'Ivoire
Haiti	Rwanda
South Georgia and the South Sandwich Islands (British Overseas Territory)	Madagascar
	Malawi
Saint Kitts and Nevis	Mauritania
Turks and Caicos Islands (British Overseas Territory)	Saint Thomas and Prince
	Tanzania
Jamaica	Uganda
Dominica	Benin
US Northern Mariana Islands (Saipan, etc.)	Zimbabwe
Samoa	Guyana
French Polynesia	Saint Helena (British Overseas Territory)
	Palau
	Tuvalu
	Vanuatu
	Papua New Guinea

Note: Indonesia implements both visa-free and visa-on-arrival policies

Source: author's own elaboration based on information from http://cs.mfa.gov.cn/ 中国领事服务网

Xi Jinping, the president of China pointed out that "tourism is an important indicator of the improvement of people's living standards, and traveling abroad is what the majority of people yearn for" ("旅游是人民生活水平提高的一个重要指标，出国旅游更为广大民众所向往。" at the opening ceremony of the "Tourism Year of China" in Russia, in Moscow, Russia, March 22, 2013). Regarding to international exchange and mobility, he stressed that "China's opening-up door will not be closing, it will only open wider" ("中国开放的大门不会关闭，只会越开越大。" in multiple occasions). He proposed that the world should "Make the process of economic globalization more dynamic, more inclusive, and more sustainable … so that different countries, different classes, and different groups of people can share the benefits of economic globalization" ("让

经济全球化进程更有活力、更加包容、更可持续 … 让不同国家、不同阶层、不同人群共享经济全球化的好处。" at the opening ceremony of the World Economic Forum Annual Meeting 2017, Davos-Klosters, Switzerland, January 17, 2017). All these created positive effects on the development of China's outbound tourism.

Furthermore, there exists great potential that would provide stamina for the growth of Chinese outbound tourism market. In 2018, Chinese population reached 1.393 billion, China is nowadays the country with the most population in the world. However, according to the data from the National Immigration Administration of China, only 12.2% of the whole population, which is 170 million people, hold valid passports. Having a valid passport is a necessary condition for outbound travel, we may reasonably conjecture that the proportion of Chinese people who have actually travelled abroad would be even lower than this percentage.

With China's determination and the practical actions of further opening-up, the development of travel infrastructure, and the expectation of China's further economic growth, the improvement of Chinese residents' life quality, and the great potential of Chinese market, we may see a very bright and optimistic future of the Chinese outbound tourism development.

4.2 Tourism industry in Spain and Barcelona

In 2018, Spain ranks the 2nd most popular country of destination (after France) to

welcome 82.8 million International tourist arrivals, with the 2nd highest International tourism receipts of USD 81.5 billion (the first being the United States). (Data from UNWTO, World Tourism Barometer, 2019) The evolution of Spain as a tourism destination did not start until the 17th century. At the initial stage, Spain was considered a quaint, folkloric and less developed country visited by the European bourgeois class. During the first half of the 1900's, with the foundation of the National Tourism Board (Patronato Nacional de Turismo) and the creation of a tourism identify of the nation, tourism policies and public intervention were developed to promote Spain's tourism (García, 2012). 1950 to 1975 is a period of barbaric growth for the tourism industry as the result of the economic development and the peaceful social situation after the World War II; the number of international visitors to Spain rose from about half a million in 1950 to 21.2 million in 1970 (Murray, 2015), tourists crowded in the sun and sand holiday destination (Williams & Lew, 2014). After 1980, Spain sought for new tourism strategies and development plans (García, 2012) to overcome the problems resulting from lack of organization during the period of barbaric growth. To rebuild the tourism industry, tourism supplies expanded to more areas offering more products including the monumental routes, pilgrimages and folklore, hunting and fishing, food and culture, education and the beaches of the Mediterranean coasts (Moreno, 2007). Thus, Spain is able to attract different tourist segmentations and to compete among destinations all over the world (Forga, 2014); and nowadays, we may call Spain a successful tourism destination.

In recent years, tourism industry kept being an important contributor to the Spanish economy. From 2015 to 2018, both the GDP and the number of jobs generated by tourism kept increasing. In 2018, the tourism industry generated 12.3% of total Spanish GDP, and the number of jobs created by tourism industry took 12.7% of total number of jobs, both resulting from the continuous growth (see figures 26 and 27).

Figure 26. Contribute of tourism industry to Spanish GDP in million euros and percentage
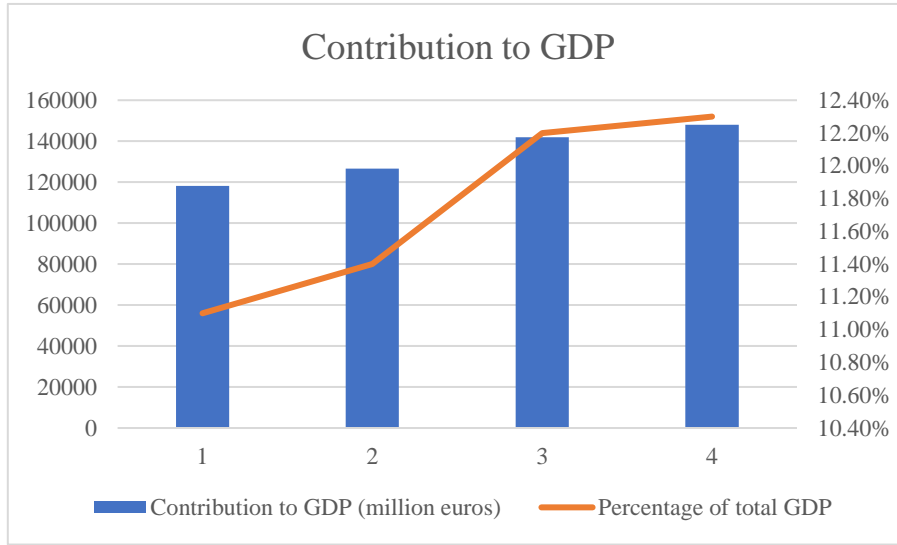
Source: author's own elaboration based on data from Spanish National Institute of Statistics (Instituto Nacional de Estadística)

Figure 27. Contribute of tourism industry to Spanish employment in million jobs and percentage
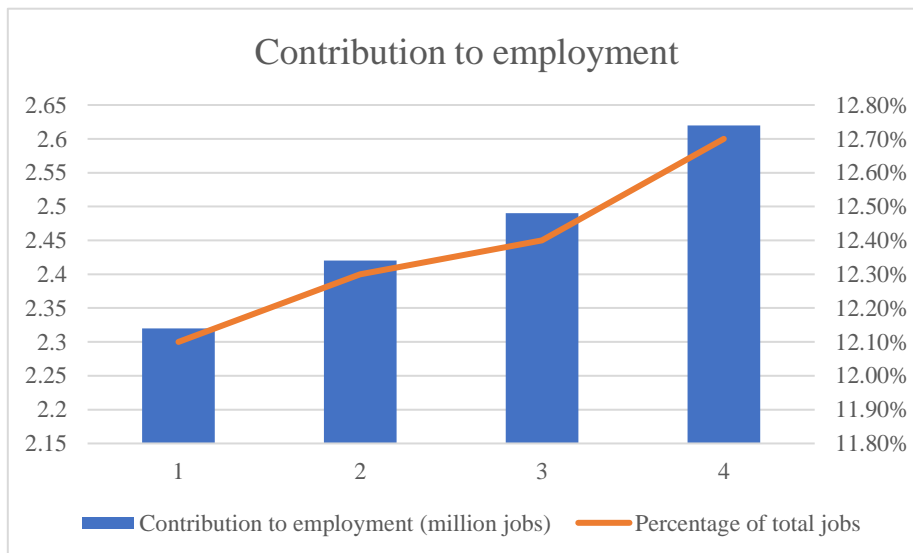
Source: author's own elaboration based on data from Spanish National Institute of Statistics (Instituto Nacional de Estadística)

The most visited city by foreign tourists in Spain is Barcelona. In 2018, 9.09 million international arrivals were recorded, which makes Barcelona to rank the sixth most visited city all over Europe after Paris (19.10 million), London (19.09 million), Istanbul (13.40 million), Antalya (12.41 million), and Milan (9.10 million) (Data from Mastercard Global Destination Cities Index, 2019). Furthermore, the rank of Barcelona rises to the 4th in Europe if looking at the 16.7 million international overnight stays (Table 23, data from Barcelona tourism activity report 2018, Observatory of Tourism in Barcelona: city and region).

Table 23. Top European cities with international arrivals and overnight stays

International arrivals (million)		International overnight stays (million)	
1 Paris	19.1	1 London	60
2 London	19.09	2 Paris	32.7
3 Istanbul	13.4	3 Roma	20.7
4 Antalya	12.41	4 Barcelona	16.7
5 Milan	9.1	5 Prague	16.1
6 Barcelona	9.09	6 Berlin	15.1

Source: author's own elaboration based on data from Mastercard Global Destination Cities Index, 2019 and Barcelona tourism activity report 2018, Observatory of Tourism in Barcelona: city and region

4.2.1 General introduction of Barcelona

Barcelona city is the capital of Catalonia autonomous community, which is located in the northeast of the Iberian Peninsula, facing the Mediterranean Sea to the east, and being backed by Pyrenees Mountains and France to the north (Figure 28). Catalonia is consisting of four provinces including Barcelona, Girona, Tarragona and Lleida.

Barcelona city is the capital of the Barcelona province in the east coastal area.

Figure 28. Location of Catalonia and Barcelona

Source: reprinted from BBC (https://www.bbc.com/news/world-europe-41584864)

Barcelona province covers 7,726 square kilometers with 5.61 million residents, of whom about 30% (1,620,343) residents live in the city of Barcelona in 2018 (Data from Statistical Institute of Catalonia, Instituto de Estadística de Cataluña). Barcelona city has an area of 99.1 square kilometers and is the second largest city in Spain behind Madrid.

Typical Mediterranean climate can be observed in Barcelona, the warmest month is July with average of maximum daily temperature at 28.4 degree Celsius, and it gets the coolest in January with average of minimum daily temperature at 5.3 degree Celsius. There is more rainfall in spring and autumn. Barcelona is a city suitable for enjoying the sun and beach as there are more than 2,500 hours of sunshine per year. (Data from the State Meteorological Agency of Spain, AEMET Agencia Estatal de Meteorología, period 1981-2010)

Figure 29. Climate of Barcelona
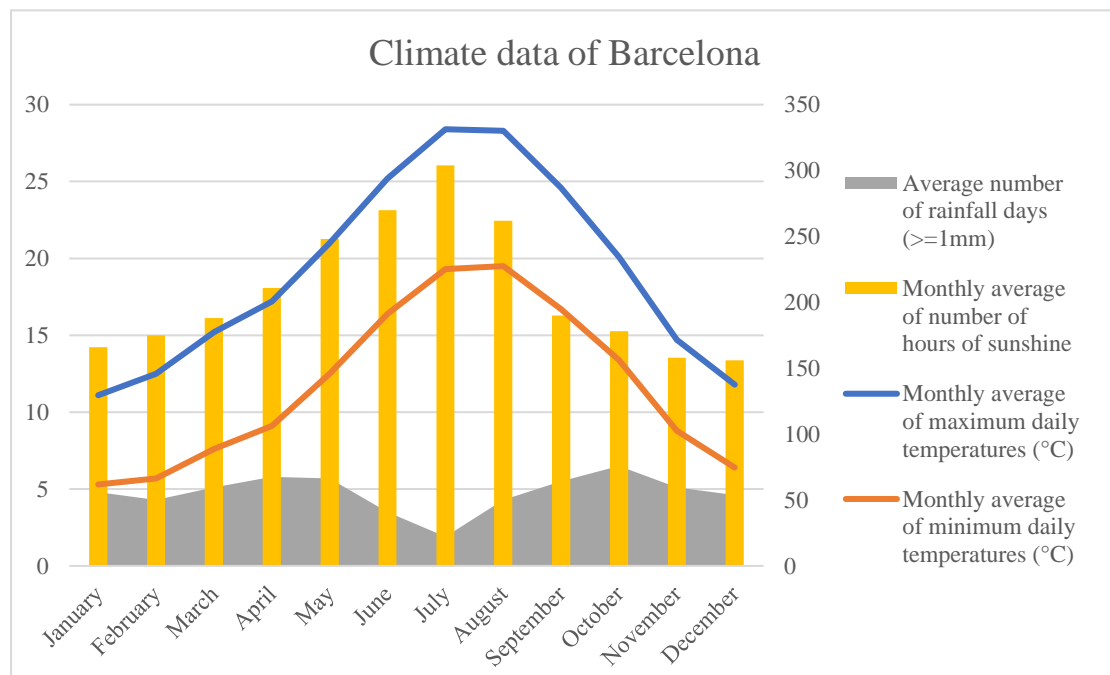
Source: author's own elaboration based on data from the State Meteorological Agency of Spain, AEMET Agencia Estatal de Meteorología, period 1981-2010

Since 1992 when Barcelona held the Olympic games, it gradually turned into a

metropolis integrating art, culture, and leisure and became one of the top tourist destination cities in Europe. 12,285 companies work in tourism industry in Barcelona, accounting for 16.1% of the total number of 75,939 companies in the city. Tourism creates 158,942 jobs, 14.7% over total number of 1,090,647 jobs created by Barcelona companies. (Data from Barcelona tourism activity report 2018, Observatory of Tourism in Barcelona: city and region.)

The tourism industry kept a stable and continuous growth. The number of tourist hotel accommodation offers presents an increasing trend during the recent decades within the city of Barcelona. In 2018, it was recorded to have 434 establishments and 71,525 beds, increased by 2.6% and 2% compared to those in 2017. Most hotels fall in three-star (29.3%) and four-star (40.8%) categories (see figure 30 and figure 31 below).

Figure 30. Number of hotel beds by category in Barcelona
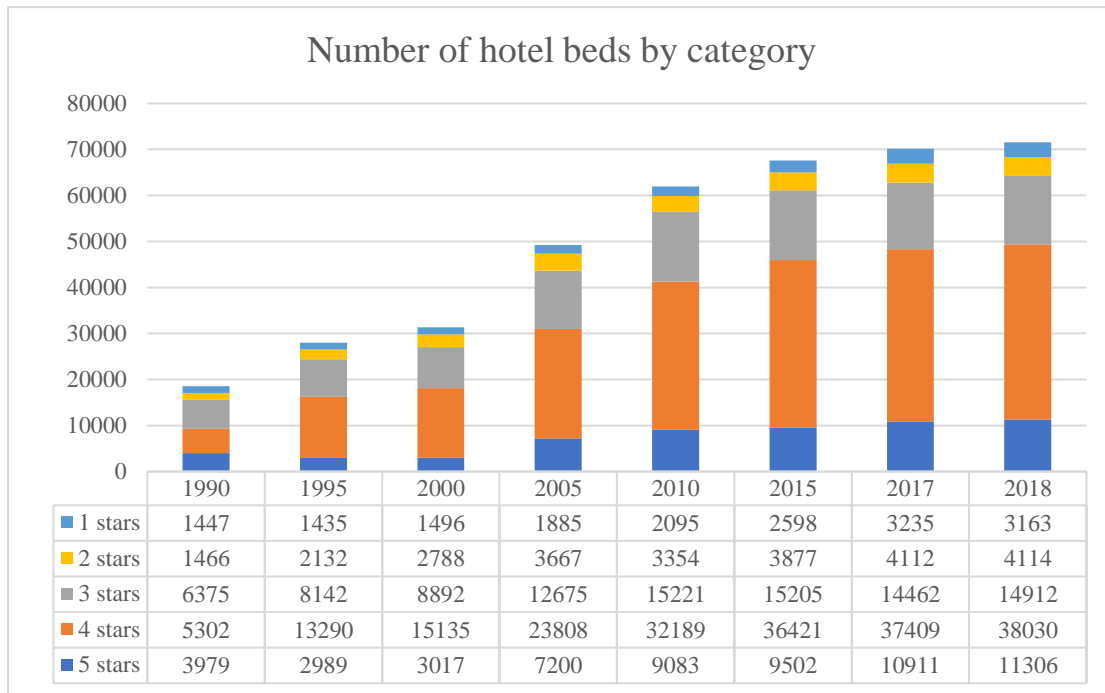
Number of hotel beds by category

	1990	1995	2000	2005	2010	2015	2017	2018
1 stars	1447	1435	1496	1885	2095	2598	3235	3163
2 stars	1466	2132	2788	3667	3354	3877	4112	4114
3 stars	6375	8142	8892	12675	15221	15205	14462	14912
4 stars	5302	13290	15135	23808	32189	36421	37409	38030
5 stars	3979	2989	3017	7200	9083	9502	10911	11306

Source: author's own elaboration based on data from Barcelona tourism activity report 2018, Observatory of Tourism in Barcelona: city and region

Figure 31. Number of hotels by category in Barcelona
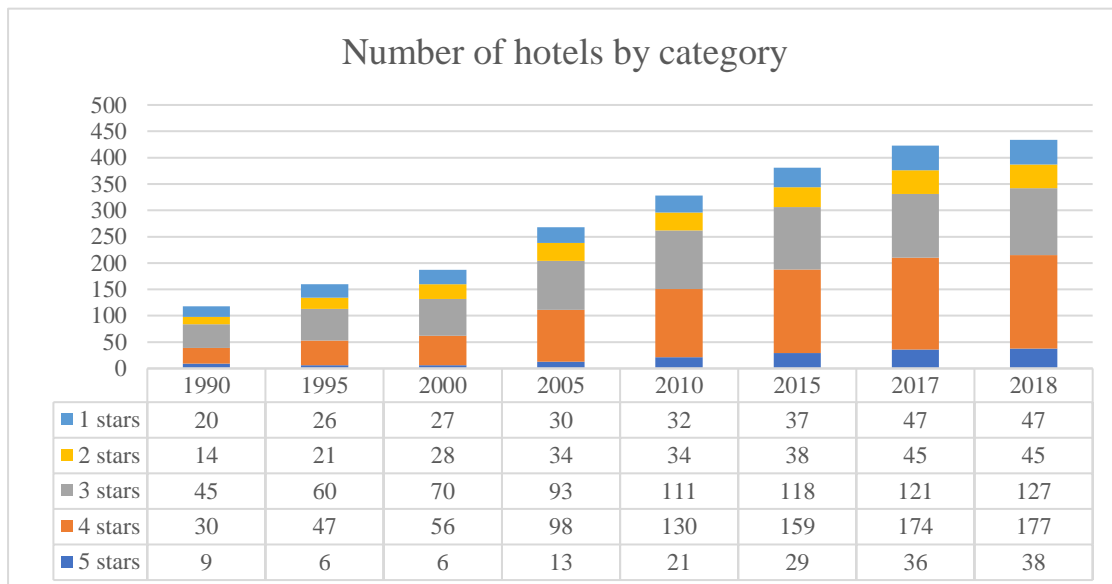
Number of hotels by category

	1990	1995	2000	2005	2010	2015	2017	2018
1 stars	20	26	27	30	32	37	47	47
2 stars	14	21	28	34	34	38	45	45
3 stars	45	60	70	93	111	118	121	127
4 stars	30	47	56	98	130	159	174	177
5 stars	9	6	6	13	21	29	36	38

Source: author's own elaboration based on data from Barcelona tourism activity report 2018, Observatory of Tourism in Barcelona: city and region

Accessibility to a destination greatly influence the development of the tourism industry. Barcelona is one of the most important transportation hubs in Spain. The developed sea, land and air transportation networks connect cities in Spain and major cities over the world.

Barcelona Airport has non-stop passenger flights scheduled from 184 destinations in 60 countries (data from Flightconnections, Direct flights to Barcelona, retrieved Sept. 19, 2020, https://www.flightconnections.com/flights-to-barcelona-bcn). In 2018, the Josep Tarradellas Barcelona – el Prat airport, saw the first time over 50 million passengers (50,172,457) which increased by 6.1% from 2017. Barcelona airport ranks the 7th in Europe's 10 main airports with the highest numbers of passengers. (Data from Airports Council International and AENA)

Figure 32. Number and origin of Barcelona airport passengers
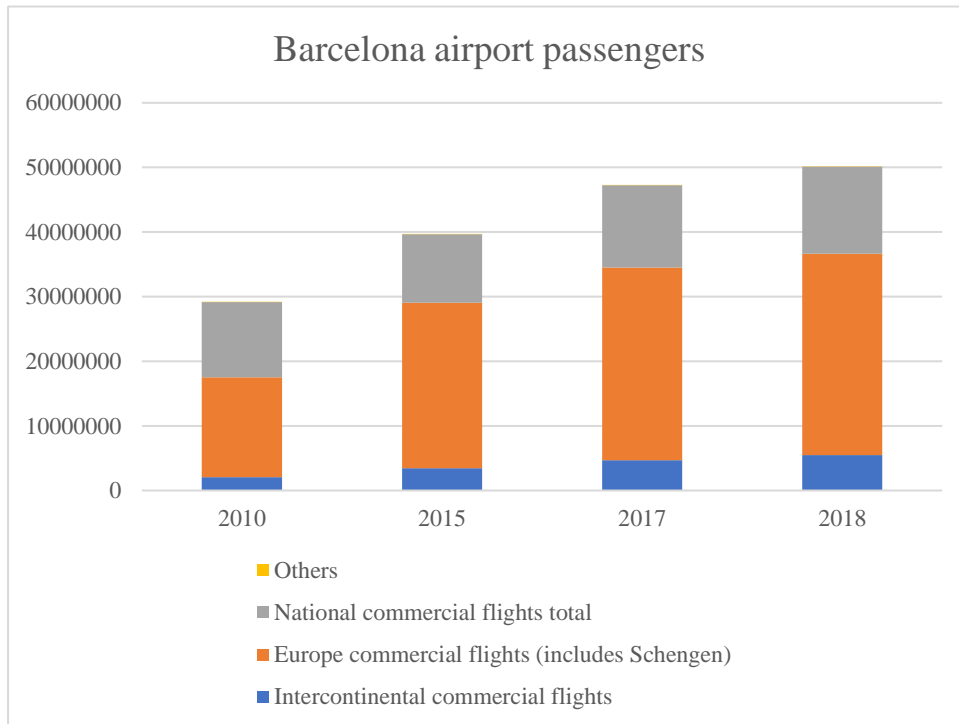
Source: author's own elaboration based on data from Airports Council International and AENA

Barcelona port was visited by over 3 million cruise-ship passengers in 2018 with a notable growth of 12.1% in contrast to 2017. Relatively smaller number of international tourists visit Barcelona via rail transport, the total number of international train passengers dropped by 2.7% in comparison to 2017 to a little over 825,000.

4.2.2 Districts of Barcelona city

The city of Barcelona is divided into 10 districts. The most important districts for

tourism are Ciutat Vella located along the centric part of Barcelona's coastline; Eixample as the expansion district from the old city, Gràcia in the north, and Sants-Montjuïc in the west. The following figure 34 presenting the Twitter locations of tourists in November of 2015 shows the main active areas in the districts.

Figure 33. Districts of Barcelona

Source: Maps of districts of Barcelona by HansenBCN (https://commons.wikimedia.org/wiki/File:Barcelona_districtes.svg)

Figure 34. Twitter active area of tourists in Barcelona in November of 2015
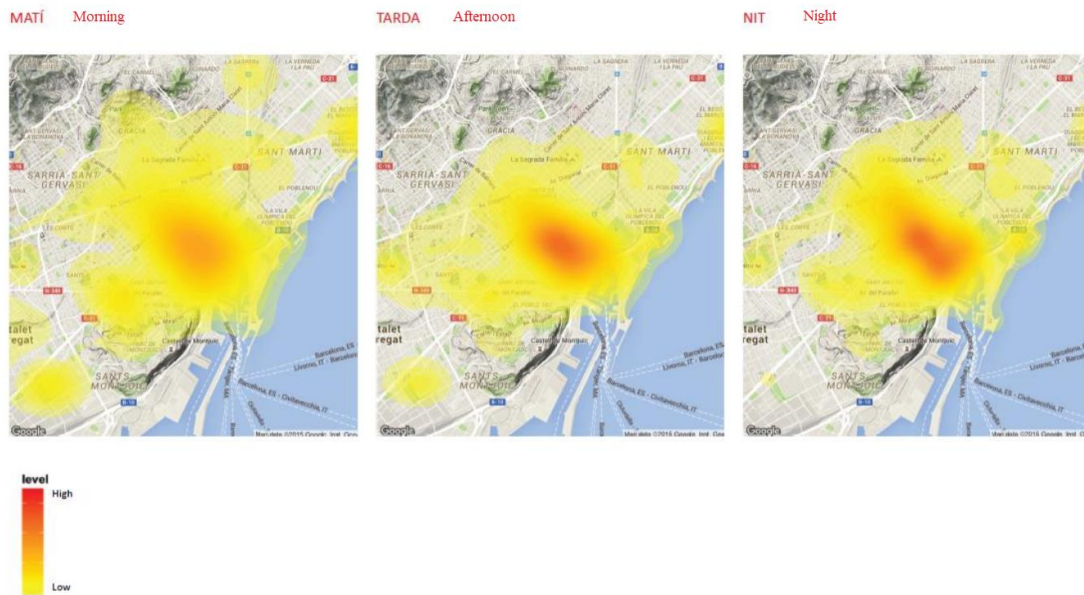
Source: reprinted from "Estratègia de mobilitat turística de Barcelona" by Mesura de Govern, Novembre 2017

Ciutat Vella is the heart of Barcelona; it has the longest history and is the most popular district among tourists. It is further divided to el Gòtic, el Raval, la Barceloneta, and Sant Pere, Santa Caterina i la Ribera. El Gòtic is the historic center of the old city of Barcelona, which is just next to el Raval separated by the famous street named la Rambla. La Barceloneta is a triangular-shaped neighborhood on the Mediterranean Sea, it is known for the sandy beach and many restaurants and nightclubs along the boardwalk. La Rambla from Ciutat Vella towards north leads to the district of Eixample. The iconic chessboard layout of streets and buildings is the result of city expansion of Barcelona old city in the 19th and early 20th centuries. Many Gaudí architectures gathers in Eixample. Further to the north locates Gràcia, one of the hippest, most cosmopolitan areas in the city and is a great place to go for nightlife. Gràcia is becoming increasingly attractive for tourists. Sants-Montjuïc is called the green lung of Barcelona,

where people can also enjoy culture, sport and architecture. This district is home to Catalan National Museum of Art (MNAC), Poble Espanyol, the Montjuïc castle, the Olympic village and museum etc.

4.2.3   Barcelona tourism

Like other sun and sand destinations, Barcelona also faces the issue of seasonality. Every year on the evening of June 23, the night before the public holiday of San Juan, local Catalonians would light fire and fireworks to celebrate the longest day of the year. With the celebration of San Juan's eve, the tourism high season starts welcoming millions of tourists from all over the world in the following 3 to 4 months. The following figure reflects seasonality in Barcelona city with level of hotel occupancy (rooms) in percentage.

Figure 35. Seasonality in the level of hotel occupancy (rooms) in Barcelona (in percentage)
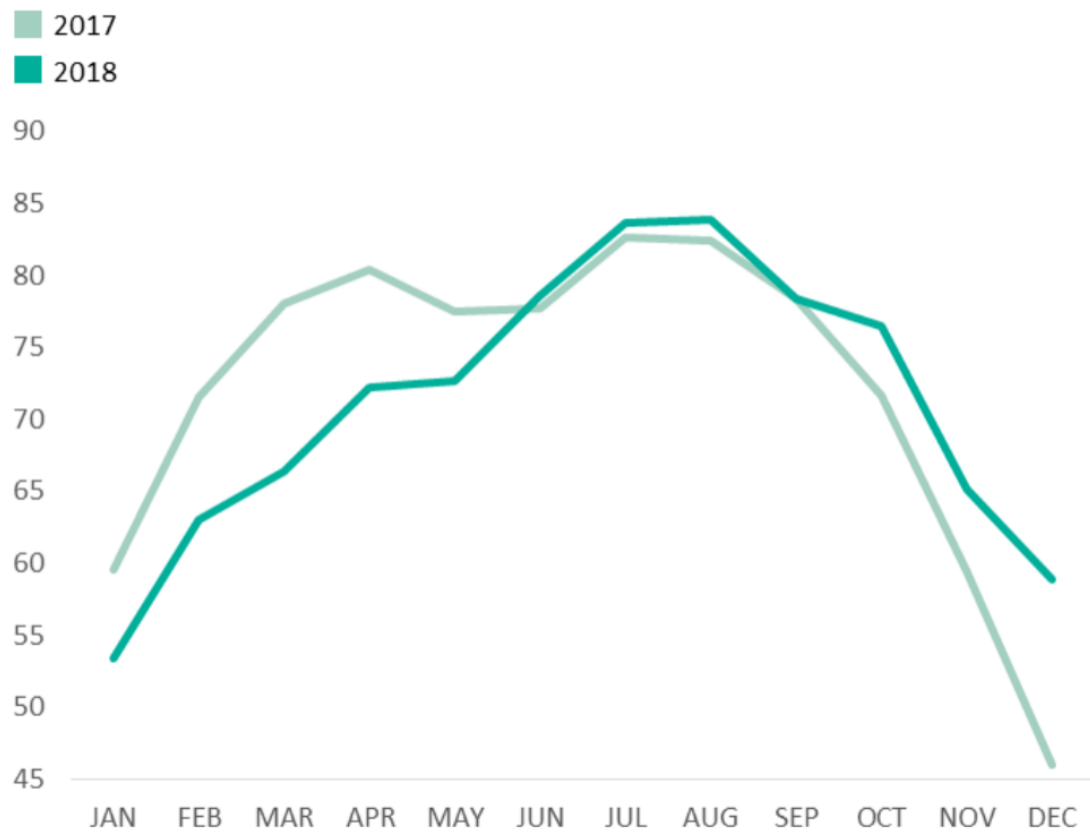
Source: reprinted from Barcelona tourism activity report 2018, Observatory of Tourism in Barcelona: city and region

Apart from sun and sand at the coastline, Barcelona has plentiful tourism products to offer. Table 24 presents a list of 10 most popular places of interests with number of visitors in 2018.

Table 24. Most visited places of interests in Barcelona, 2018

	Place of interests	Number of visitors
1	Basílica de la Sagrada Família	4,661,770
2	Park Güell	3,136,973
3	Museu FC Barcelona	1,730,335
4	L'Aquàrium de Barcelona	1,631,108
5	Poble Espanyol de Barcelona	1,234,407
6	El Born Centre Cultural	1,080,079
7	Casa Batlló	1,062,863
8	Cosmocaixa	1,045,961
9	Museu Picasso	978,483
10	Palau Robert	976,276
Total of top 10		17,538,255

Source: author's own elaboration based on data from Barcelona tourism activity report 2018, Observatory of Tourism in Barcelona: city and region

In addition, during the same year, there are 52 museum sites that accepted over 26.4 million visitors, 40 public libraries visited by 6,401,065 visitors, 59 singular places of art performing that welcomed 2,457,582 spectators, three big auditoriums (L'Auditori, Palau de la Música Catalana, and Gran Teatre del Liceu) with 1,121,620 spectators; 156 festivals attended by over 2.6 million people and 86 gardens and urban parks always open for public. (Data from Institut de Cultura de Barcelona of Barcelona City Council)

It is reflected in tourists' evaluation that Barcelona is much more than only a sun and sand tourism destination. Barcelona city got a general evaluation of 8.80. Among all aspects, architecture gets the highest appraisal which scored 9.28 out of 10, thanks to a group of outstanding architects including Antoni Gaudí. The culture and entertainment in Barcelona also received fairly positive evaluation at 8.95 and 8.60.

Table 25. Tourists opinion about different aspects in Barcelona

Evaluation items	Score (out of 10)
Architecture	9.28
Culture	8.95
Entertainment	8.6
Public transport	8.53
Character and kindness of the local people	8.49
Bars and restaurants	8.38
Shopping	8.3
Information and tourist information offices	8.27
Business hours	8.22
Safety in the city	8.14
Accommodation	8.08
Beaches	7.91
General cleanliness	7.83
Noise	6.81
General evaluation	8.8

Source: author's own elaboration based on data from Barcelona tourism activity report 2018, Observatory of Tourism in Barcelona: city and region

The profile of tourists can present how tourism in Barcelona is like from a different perspective. In 2018, 70.2% tourists visit Barcelona for leisure purpose, 19.3% are professional visitors and 10.5% for other purposes. Slightly over half (52.5%) are 1st-time visitors to Barcelona. It seems that more male visitors tend to visit Barcelona as they account for 59.6%. Barcelona is a destination attractive for relatively younger tourists, over 55% leisure tourists are aged from 18 to 34 years old.

Figure 36. Profile of tourists in Barcelona
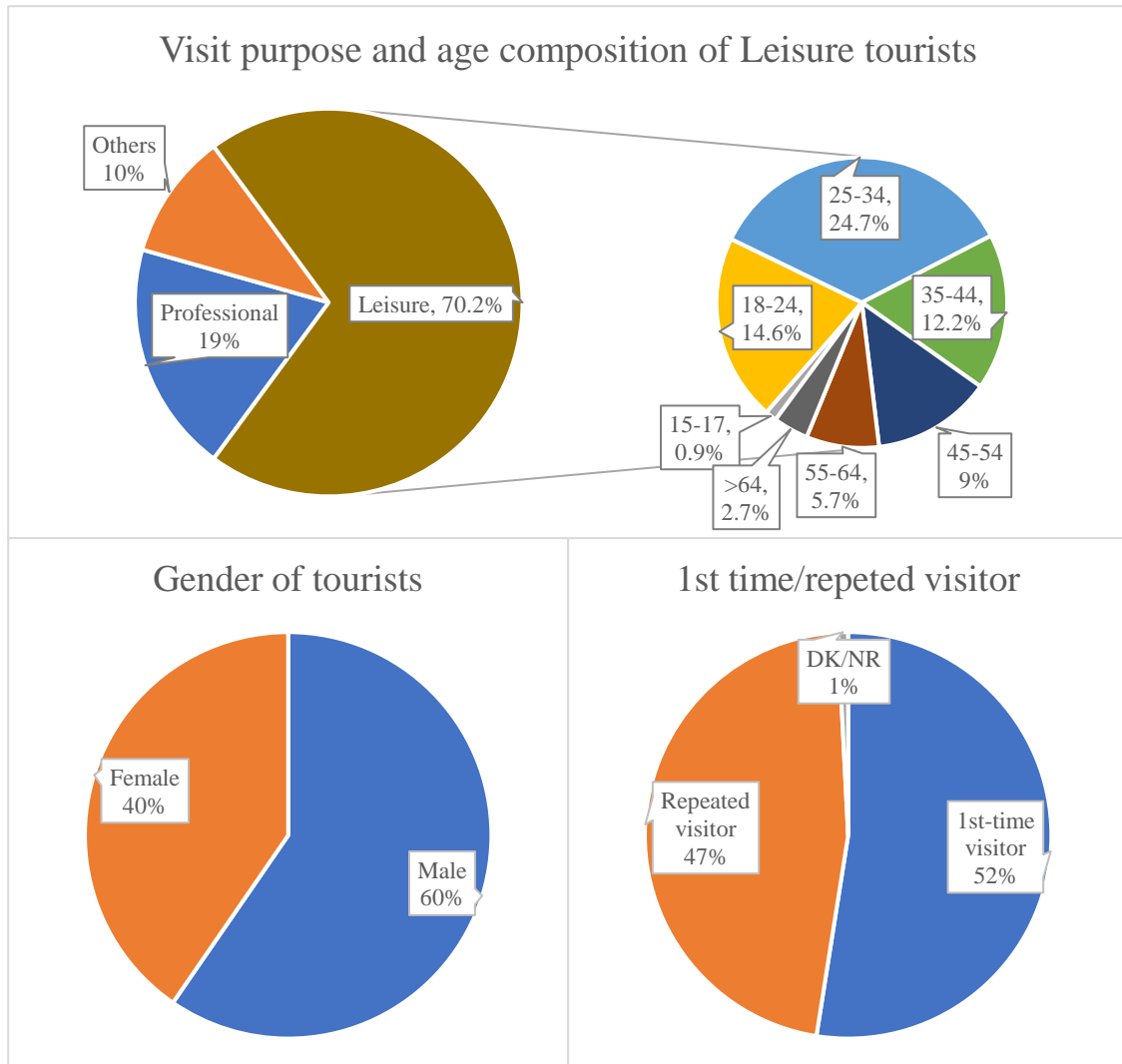
Visit purpose and age composition of Leisure tourists

- Others 10%
- Professional 19%
- Leisure, 70.2%

- 25-34, 24.7%
- 35-44, 12.2%
- 18-24, 14.6%
- 15-17, 0.9%
- >64, 2.7%
- 55-64, 5.7%
- 45-54 9%

Gender of tourists

- Female 40%
- Male 60%

1st time/repeted visitor

- DK/NR 1%
- Repeated visitor 47%
- 1st-time visitor 52%

Source: author's own elaboration based on data from Barcelona tourism activity report 2018, Observatory of Tourism in Barcelona: city and region

During tourists' stay in Barcelona, the main expenses are for food and beverage which takes up 44.4% of overall expenses, followed by 20.9% of expenses on shopping for clothes, souvenirs, etc.

Figure 37. Tourist expenses during stay in Barcelona
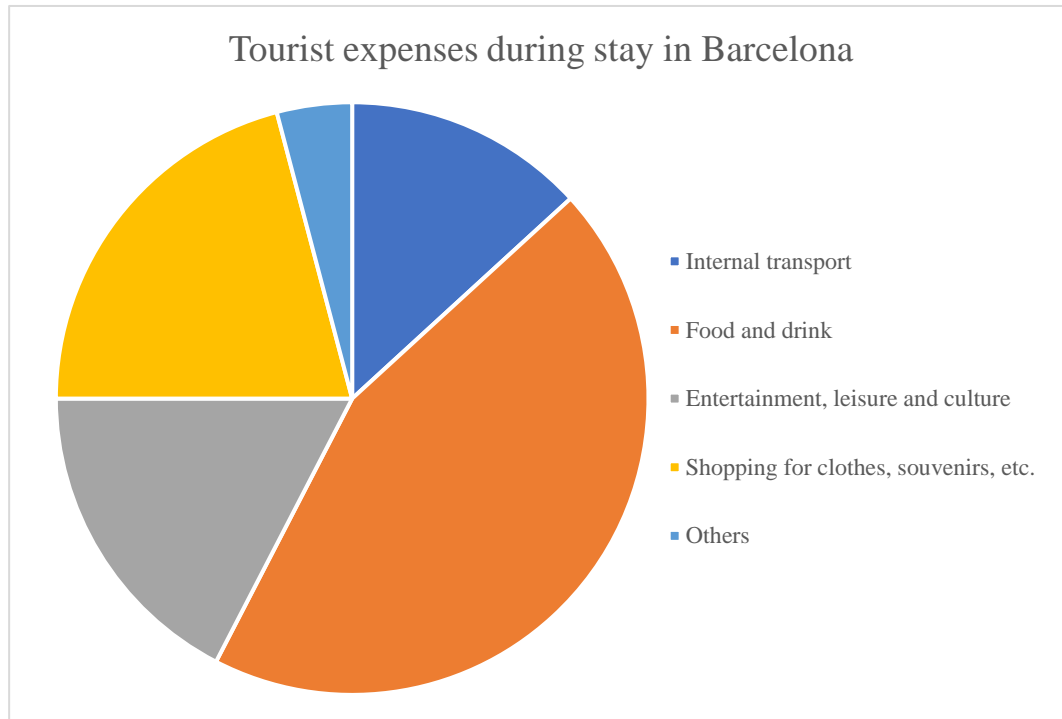
Source: author's own elaboration based on data from Barcelona tourism activity report 2018, Observatory of Tourism in Barcelona: city and region

Considering the city as a whole, the Barcelona Tourism Consortium (Consorci Turisme de Barcelona) has made its contribution to the promotion of Barcelona as a tourism destination. By means of digital marketing and publications cooperated with media including tourism specialized press, TV & radio, and written press, the consortium promotes Barcelona from different aspects with different programs. The following table presents the programs, as well as the corresponding main markets and groups of target customers.

Table 26. Barcelona marketing programs

Program	Main market	Target customer
Barcelona Convention Bureau	USA, UK, Germany, France, India	Associates; Corporates
Barcelona Shopping City	Spain, France, UK, Germany, Italy and North Europe, **China** and south-east, Russia and post-Soviet states, USA and Canada, Latin America	Visitors interested in shopping; Shopping lovers; Citizens
Barcelona Food & Wine	Europe, America (North, South and Central), **Asia** and Middle East, Oceania	General end customers; Visitors motivated by gastronomy; Intermediary of city breaks specialized in gastronomy
Barcelona Culture & Leisure	Europe, USA	Visitors and professionals with cultural interests
Barcelona Premium	America, Europe, **Asia Pacific**, Middle East	Individual customers with high purchasing power
Barcelona Weddings	Europe, Middle East, India, USA	Professional experts in organization of destination weddings
Barcelona Sustainable Tourism	Europe, USA, Central and South America	Responsible travellers. Accessible tourism: people with reduced mobility, visual, auditory or cognitive impaiments
Barcelona Pyrenees-snow and Mountains	Europe, America (North, South and Central), **Asia** and Middle East, Oceania, Africa	Visitors to Barcelona; Repeated visitors motivated by nature; Intermediary of city breaks specialized in nature
Barcelona Mar	Europe, South America, **Asia**	Visitors to Barcelona; Visitors to Barcelona motivated by sailing and sea activities; Intermediary of city breaks
Barcelona Sports	France, UK, Nordic countries, **China**, Russia	Tour operators; Media

Source: author's own elaboration based on Memòria 2018, Turisme de Barcelona

4.3 Spain/Barcelona and China

In this era of internationalization and globalization, Spain and China have many connections inevitably, and Barcelona is one of the cities having the most frequent exchanges with China, for instance, a Consulate General of China is in Barcelona.

Early in 2001, Barcelona and Shanghai confirmed relationship relations signing a formal twinning protocol (protocolo de hermanamiento). Furthermore, five Chinese cities (Guangdong, Ningbo, Qingdao, Shenzhen, and Hong Kong) have friendship and cooperation agreements (convenios de amistad y cooperación) with Barcelona.

Increasing number of Chinese residents are now in Barcelona, in 2017, the number of Chinese residents exceeded that of Pakistan and became the second largest group of foreign residents after Italian. In 2018, there are 20,555 Chinese residents in Barcelona, which make up 7.1% of total foreigners in Barcelona (Table 27, Data from Barcelona City Council. Department of Statistics and Data Dissemination. Reading of the Municipal Register of Inhabitants. Ajuntament de Barcelona. Departament d'Estadística i Difusió de Dades).

Table 27. Foreign residents in Barcelona

Nationality	2014		2015		2016		2017		2018	
	Number	% of total foreigner	Number	% of total foreigner	Number	% of total foreigner	Number	% of total foreigner	Number	% of total foreigner
Italian	25,015	9.3%	25,707	9.8%	26,993	10.1%	29,272	10.1%	31,500	10.4%
Chinese	16,435	6.1%	17,487	6.7%	18,448	6.9%	19,866	6.9%	20,555	6.8%
Pakistani	20,052	7.5%	19,414	7.4%	19,192	7.2%	19,285	6.7%	19,240	6.4%
French	13,062	4.9%	13,281	5.1%	13,671	5.1%	14,717	5.1%	15,260	5.1%
Moroccan	12,824	4.8%	12,601	4.8%	12,552	4.7%	12,827	4.4%	13,058	4.3%
Colombian	9,215	3.4%	8,011	3.1%	7,930	3.0%	9,059	3.1%	10,192	3.4%
Honduran	5,494	2.1%	5,849	2.2%	6,726	2.5%	8,005	2.8%	9,542	3.2%
Filipino	8,684	3.2%	8,491	3.2%	8,682	3.2%	9,049	3.1%	9,149	3.0%
Peruvian	10,258	3.8%	8,486	3.2%	7,955	3.0%	8,372	2.9%	9,069	3.0%
Bolivian	11,607	4.3%	9,946	3.8%	9,280	3.5%	9,063	3.1%	8,582	2.8%

Source: author's own elaboration based on data from Barcelona City Council. Department of Statistics and Data Dissemination. Reading of the Municipal Register of Inhabitants. Ajuntament de Barcelona. Departament d'Estadística i Difusió de Dades.

4.3.1 Spain/Barcelona as tourism destination in Chinese Market

Chinese tourists travel to Spain generally not for sun and beaches, but more often for its culture, history, well known museums shopping and typical Spanish gastronomy considered as a part of Spanish culture. In regard to Barcelona, the more relevant attractive aspects for Chinese are the nice weather, rich culture and shopping experience.

Barcelona as a tourism destination has good reputation in China. According to a survey conducted by an important online travel agency in China, mafengwo.com, Barcelona ranks the sixth among favorite European destinations after Paris, Moscow, Santorini, Istanbul and London. If taking into consideration the outbound destinations all over the world, Barcelona ranks the 27th most attractive. (后疫情时代的"新旅游"：Z 世代旅游消费变化报告，马蜂窝，2020)

Table 28. Ranking of the Favorite overseas tourism destinations of the generation Z

	City	Country		City	Country
1	Bangkok	Thailand	26	London	United Kingdom
2	Tokyo	Japan	27	**Barcelona**	Spain
3	Bali	Indonesia	28	Manila	Philippines
4	Osaka	Japan	29	Penang	Malaysia
5	Chiang Mai	Thailand	30	Los Angeles	United States
6	Seoul	Korea	31	Langkawi	Malaysia
7	Nha Trang	Vietnam	32	Hanoi	Vietnam
8	Kyoto	Japan	33	Kamakura	Japan
9	Pattaya	Thailand	34	Prague	Czech Republic
10	Kuala Lumpur	Malaysia	35	Siem Reap	Cambodia

11	Saipan	United States	36	Rome	Italy
12	Kota Kinabalu	Malaysia	37	Sydney	Australia
13	Nara	Japan	38	New York	United States
14	Dubai	UAE	39	Belgrade	Serbia
15	Paris	France	40	Busan	Korea
16	Krabi	Thailand	41	Melbourne	Australia
17	Ho Chi Minh City	Vietnam	42	Manado	Indonesia
18	Sapporo	Japan	43	Otaru	Japan
19	Moscow	Russia	44	Venice	Italy
20	Danang	Vietnam	45	Florence	Italy
21	Santorini	Greece	46	Phnom Penh	Cambodia
22	Nagoya	Japan	47	Dumaguete	Philippines
23	Cebu	Philippines	48	Hakone	Japan
24	Vladivostok	Russia	49	Vienna	Austria
25	Istanbul	Turkey	50	St. Petersburg	Russia

Source: author's own elaboration based on Report on Changes in Tourism Consumption of Generation Z, Mafengwo.com, 2020 (后疫情时代的"新旅游"：Z 世代旅游消费变化报告，马蜂窝，2020)

However, we may hesitate if should call China as one of the most important countries of origin that send tourists to Spain or Barcelona, because the number of Chinese tourists to Spain and Barcelona is not quite considerable. Since 2004 when Spain was added into the Approved Destination Status (ADS) list, number of Chinese tourists visiting Spain has reached 646,368 in 2018, 0.78% of total international visitors to Spain. China ranks the 13th considering the number of visitors to Spain. The countries of origin that emitted the most tourists are the United Kingdom, Germany and France (See table 29 below).

Table 29. International visitors to Spain in 2018

	Country of origin	Number of visitors	% of total international visitors
1	UK	18523957	22.37%
2	Germany	11414955	13.78%
3	France	11293323	13.64%
4	Italy	4389453	5.30%
5	Netherlands	3855269	4.66%
6	United States of America	2959487	3.57%
7	Belgium	2505146	3.03%
8	Portugal	2344322	2.83%
9	Ireland	2053385	2.48%
10	Switzerland	1883148	2.27%
11	Russia	1227530	1.48%
12	Argentina	710417	0.86%
13	China	646368	0.78%
14	Brazil	560908	0.68%
15	Japan	547182	0.66%
16	Mexico	497738	0.60%
17	Korea	486867	0.59%
18	Canada	445824	0.54%
19	Israel	316433	0.38%
20	Turkey	289846	0.35%

Source: author's own elaboration based on data from Spanish National Institute of Statistics (Instituto Nacional de Estadística)

Barcelona tourism activity report 2018 presents that concerning the city of Barcelona, most tourists who stay in hotels came from the United States which sum to 960,555 taking up 13.0% of all total international tourists. However, there may be too few Chinese tourists that the number is not presented in the table. We can tell from the table that the number of Chinese tourists is fewer than Luxembourgish; the number of Chinese tourists contribute even not more than 0.1% of total tourists who stay in

Barcelona.

Table 30. Tourists in hotels in Barcelona by nationality in 2018

	Source country	Number of tourists	% of total international
1	United States	960555	13.00%
2	United Kingdom	767439	10.40%
3	France	742439	10.00%
4	Italy	576972	7.80%
5	Germany	480280	6.50%
6	Netherlands	217917	2.90%
7	Russia	182935	2.50%
8	Japan	169588	2.30%
9	Belgium	147860	2.00%
10	Switzerland	146986	2.00%
11	Sweden	128208	1.70%
12	Portugal	124985	1.70%
13	Denmark	82106	1.10%
14	Poland	81452	1.10%
15	Ireland	80493	1.10%
16	Norway	79046	1.10%
17	Austria	73445	1.00%
18	Finland	55029	0.70%
19	Greece	42985	0.60%
20	Czech Republic	30747	0.40%
21	Luxemburg	7830	0.10%
	Rest of America	692023	9.30%
	Rest of Europe	198676	2.70%
	Rest of EU	188479	2.50%
	African countries	134045	1.80%
	Rest of the World	1015532	13.70%
	Total international	7408357	100.00%

Source: author's own elaboration based on data from Barcelona tourism activity report
2018, Observatory of Tourism in Barcelona: city and region

But the number of Chinese passengers arriving at Barcelona airport tells a different

story. Until now from China to Barcelona, it is possible to take direct flights in Beijing and Hong Kong. And via connecting flights, Chinese tourists can travel to Barcelona from many cities including Shanghai, Guangzhou, Hangzhou Xi'an etc. And China ranks the 6th among source countries sending passengers to Barcelona airport. There are more Chinese passengers even than American passengers.

Figure 38. Passengers by origin of the flight to Barcelona in 2018
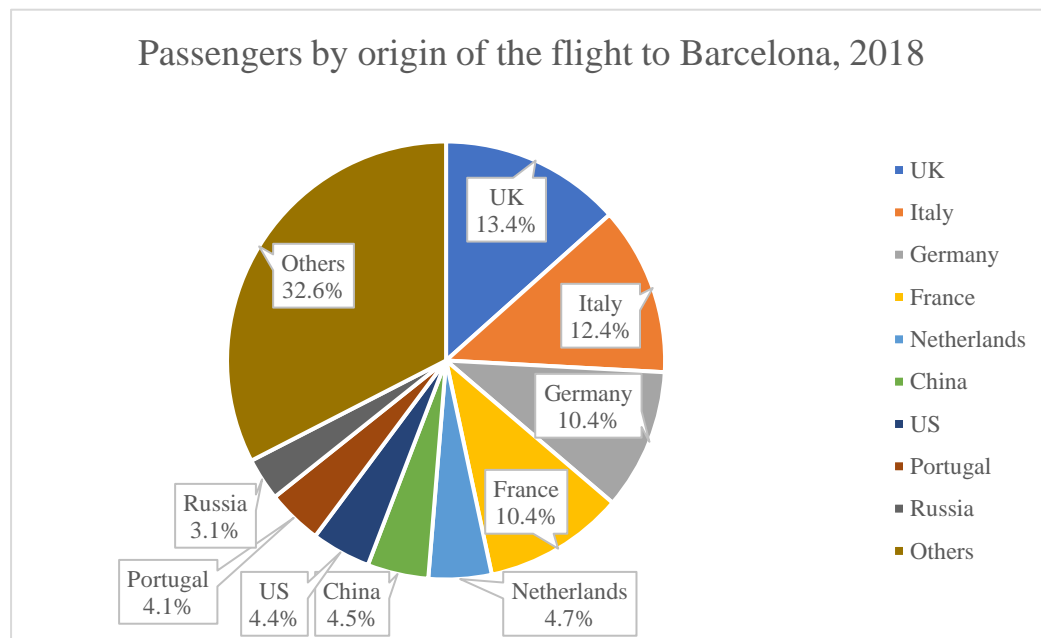
Source: author's own elaboration based on data from AENA

One reason for the gap between these two sets of data may be that Chinese tourists would travel to Barcelona by plane, but may they choose not to stay overnight in Barcelona hotels.

However, it cannot be denied that Chinese tourists are important for Barcelona because

they do contribute pretty much to Spain and Barcelona tourism income. In 2018, a Chinese tourist spend on average EUR 2,563 in Spain, while at the same period, the average expenditures for tourists from the United Kingdom and France are EUR 971 and EUR 651 (Data from Instituto Nacional de Estadística). Regarding to the contribution to Barcelona tourism income, Chinese tourists completed the highest amount of transactions for tourism spending with EUR 7,514,803, more than twice as much as those spent by tourists from the United States. (Data from Barcelona tourism activity report, 2018). For tourism practitioners in Barcelona and in Spain, China is definitely a blue ocean market worth developing.

Table 31. Amount of transactions for tourism spending in Barcelona in 2018

	Country/region of residence	Spending (EUR)
1	China	7,514,803
2	Argentina	6,268,681
3	Russia	3,313,626
4	United States	3,167,254
5	Republic of Korea	2,560,845
6	Israel	1,900,395
7	Brazil	1,338,096
8	Taiwan	737,072
9	Ukraine	679,953
10	Colombia	629,124

Source: author's own elaboration based on data from Barcelona tourism activity report 2018, Observatory of Tourism in Barcelona: city and region

4.3.2 Efforts to attracting Chinese tourists

Since 2015 when China has been designated a "strategic market" by the Ministry of Industry, Commerce and Tourism of Spain, efforts were made to promote Barcelona in Chinese market.

The AENA (Aeropuertos Españoles y Navegación Aérea) opened Chinese WeChat public account to promote Spain and to provide information for Chinese passengers, and Barcelona el Prat airport also introduced Alipay and WeChat pay to make more convenient for Chinese tourists to shop.

Among 10 programs of marketing plan for Barcelona tourism mentioned in the previous section, five programs include China (or Asia) as main market (see table 26. Barcelona marketing programs, marked in bold). Additionally, the promotion activities of Barcelona tourism has been held in four cities as principle markets in main land China which are Beijing, Guangzhou, Shenzhen, and Shanghai. According to the Memòria 2018 by Turisme de Barcelona, Catalan Tourism Agency made presentations in distant markets, especially in China (Guangzhou and Chengdu) with the aim of opening new markets, an online course has been implemented at the China Travel Academy and through one of the most widespread communication channels in China including WeChat to bring knowledge to Chinese companies.

On March 19 of 2019, the Catalan Tourist Board and la RocaVillage which is an outlet shopping mall in the Barcelona, co-announced the launch of a Mandarin-language app to guide Chinese tourists through Barcelona. (https://jingtravel.com/barcelona-mandarin-app-travel-shoppers/))

For the Chinese New Year, as an important part of a series of activities launched by Casa Batlló, on the evening of January 20, 2020, Barcelona's famous landmark lit up "China Red", welcoming the Year of the Rat with an oriental light show. Lin Nan, Chinese Consul General in Barcelona, and Barcelona municipal officials attended the lighting ceremony. (https://www.casabatllo.es/novedades/casa-batllo-celebramos-chinese-new-year-2020/))

4.4 Conclusion

From the demand side, Chinese outbound tourism market keeps growing along with the economic development and living quality improvement in China. While from Barcelona's perspective, the tourism industry keeps its momentum of growth, the integral planning and promoting of the city as a tourism destination produces a very attractive image for visitors and potential visitors. Tourism practitioners in Spain and Barcelona are also making their effort on developing Chinese market. To give a brief conclusion, we may have a very optimistic expectation about the future performance of Barcelona in further attracting Chinese tourists.

5 Study Results

5.1 Qualitative results

The purpose of the qualitative research phase is to provide preliminary understanding about Chinese outbound tourists/potential outbound tourists, regarding the important perceived attributes of tourist attractions, travel motivations and values. Specifically, the objectives are as follow.

1. To identify the attributes that Chinese tourists perceive when encountering different tourist destination attractions.

2. To identify the list of travel motivations of Chinese tourists that are related to the attributes of tourism attraction which influence their visit intention.

3. To identify the values that Chinese tourists pursue by traveling abroad.

4. To identify the connections among perceived attributes of tourism attractions, travel motivations and values.

 It is expected that results from this phase would allow us to have an initial understanding about how Chinese outbound tourists/potential outbound tourists think when considering destination attraction selection.

33 interviews with 27 interviewees were conducted, among which 27 first-time interviews were completed during July and August of 2019. After a first round of qualitative analysis, 6 supplementary interviews with some interviewees was arranged in October of 2019, in order to collect missing information. The following table 32 presents the demographic characteristics of interviewees.

Table 32. Demographic profile of the interviewees.

Characteristic	Frequency
Gender	
Male	12
Female	15
Year of birth	
1960-1969	4
1970-1979	6
1980-1989	6
1990-1999	11

Source: author's own elaboration

To provide inventory of items for the second quantitative research phase, a list of 11 perceived attributes of tourism attraction, a list of 17 motivations, and a list of 13 values were obtained. 5 important attribute-motivation-value chains were identified which present us some initial understanding regarding Chinese tourists' considerations when selecting tourism attractions.

More detailed results are presented in the following sections. Selected quotes are firstly presented to introduce the process of identification of attribute, motivation, value items and determination of the connections among them. Then results of items at three levels are discussed respectively in section 2, 3, 4. In section 5, interrelated connections among items at different levels and important attribute-motivation-value chains are shown. In the last section we provide the perceptions of Chinese outbound tourists/potential outbound tourist towards the selected attractions in Barcelona.

5.1.1 Presentation of quotes

Selected quotes extracted from the interviews are presented in italics, key descriptions that contains relevant information to our study are followed by square brackets, within which the defined codes are presented.

We present the analysis process of interview with an interviewee about one photo with the following example.

The researcher was discussing with interviewee 17 about one of the photos selected by the interviewee, photo number 12, showing la Rambla. The interviewee was firstly asked "What are the attractive attributes in the photo that make you want to visit this place?" It was answered:

"The crowd here attracts me. I think it is the authentic living condition of the locals. I want to know about their daily life [a place to know a country/area 11A] *..."*

It is a code eventually categorized as an item of perceived attribute for it being the interviewee's description of the place.

The next question that interviewer introduced was based on the answer just made: "Why a place where you can know about the daily life of the locals attractive for you?"

"…I want to integrate into them. When I go to a place, I do not want to be that kind of "tourist", but I would try to integrate into local life so that I could experience a different life [to pursue novelty and adventure, to do different things from daily life, to experience different world 17M] *and understand local people* [to gain knowledge and experience, to enhance self-development, to better understand the world 16M]…*"*

This is a statement about the reasons why the interviewee would choose to visit a place with mentioned attribute, it is a subjective expression and specific to the context of travel destination selection, consequently both items were categorized as travel motivations afterwards. It is worth noting that as explained above, more than one motivation items would occasionally be mentioned. During the interview, the researcher noticed that there were two concepts expressed by the interviewee, therefore, two questions were asked independently based on each concept.

The answer to "From the perspective of your ideal kind of life and the preferred mode of behavior, why would you like to experience a different life?" was:

"We humans are all limited in time and space, mostly we stay at the same place… By traveling we can enrich our life." [rich and fulfilling life 10V]

While the answer to "why do you want to understand local people?" was:

"… I want to better understand the world, but I often doubt how other people says. I

think it becomes my habit that I want to have first-hand information all the time, to form my own understanding about things, which I know might not always be precise though." [wisdom 12V]

These expressions are central hold concepts or beliefs about end-states or modes of behavior that transcend specific situations, they were further categorized in personal value level.

Personal values are the reasons for the travel motivations while travel motivations are the reasons for the selection of attribute. During the interview it could be confusing. We started from the definitions for distinction. Personal values are one's central hold concepts or beliefs that transcend specific situations while motivations are context specific, which vary when changing different destinations or making decisions not about tourism. This rule of distinction was followed, as the interview proceeded to the point where the interviewee had expressed her/his central hold concepts or beliefs, the researcher could consider that a relatively complete discussion about one photo was accomplished.

Through qualitative data analysis, the items that are important to our study, as well as their connections can be identified. The analysis enables us to abstract this example of interview with interviewee 17 based on photo 12, resulting one perceived attribute, two travel motivations, two personal values and two chains. They are shown in figure 39.

Figure 39. Example of a set of connections.
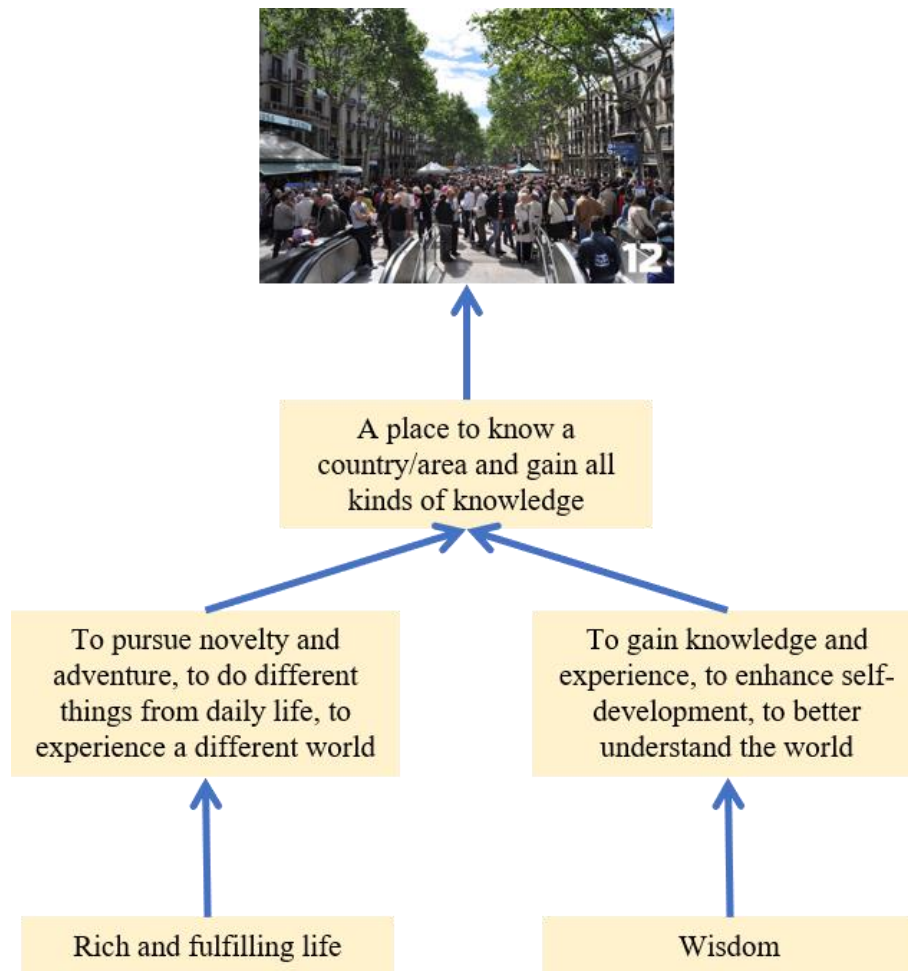
Source: author's own elaboration

Five lines were drawn, representing five connections identified in the interview with interviewee 17 when discussing about photo 12 (la Rambla). No limitation was introduced in terms of the number of connections from each photo/attribute/motivation item, a photo could be linked to multiple perceived attributes, so does an attribute to motivations and a motivation to values. In the next sections, the frequencies of perceived attributes, travel motivations, personal values and the number of connections among items are summarized.

5.1.2   Perceived attributes of tourism attraction

The perceived attributes of tourism attractions are the subjective recognition of the interviewee when looking at the photos previously selected by herself/himself. During an interview, at the first phase, the interviewee was asked to select the places that she/he would like to visit the most, which are shown with photos. After the selection, the interviewee was then asked with the question "what in this photo attracts you?"

Interviewees could normally answer quickly, as it is a relatively intuitive question. The photos provide a more straightforward presentation of the place, they could quickly express what aspects of the selected attraction is attractive for them.

Sometimes in a statement made by respondents, multiple items at the same level could be identified (in the example presented in the previous section, there were two motivation items in one statement), we do not choose to code only one of them, but all items are marked out. For example, when Interviewee 15 was talking about photo 1, it was said:

"This is a magnificent church [a religious place 1A] *looking from inside. I do not usually see it in daily life* [a place different from what I see in daily life 10A]. *In China, there are many temples, but I do not see many churches, even if I see one, I would not normally visit it."*

During our qualitative analysis process, the codes "a religious place" and "a place

different from what I see in daily life" are both given. It is important to point it out because when reporting frequencies, they record how many times the item appeared in interviews. Therefore, each of the two items presented in the example count once in their correspondent codes. Moreover, these two different items at attribute level would further link to different travel motivation items, to form dissimilar chains.

11 items were eventually obtained at perceived attributes level. Table 33 presents the list of 11 final attribute items with their frequencies, additionally, some selected quotes are given together with serial number of interviewee and serial number of the photo on which the interviewee was talking about. To clarify, among 11 items four were grouped from several initial codes. They are also specified in the following table.

The attributes "a place to know a country/area (11A)", "a place different from what I see in daily life (10A)" and "an iconic/well known place (7A)" record the highest counts in our interview sample.

Table 33. Perceived attributes, frequencies in interviews and examples of quotes

No.	Perceived attribute	Frequency	Quote	Interviewee No.	Photo No.	Initial codes
1A	A religious site	7	This should be a **church**. Some people around me are Christians. It seems that more people believe in Christianity now. I feel interested and want to get to know about it.	16	1	/
2A	A place with good atmosphere	19	The **atmosphere** at the stadium is **very good** and is completely different from watching in front of the TV. If you like football, you will definitely be interested in going to this place.	17	4	/
			This **atmosphere is very good**, everybody is resting. This conveys a feeling that life is beautiful, everyone is enjoying their life, enjoying the moment.	12	15	
3A	A relaxing place	6	Beach is **a place** that you will **never associate with working**. It gives me a **relaxing**, quiet and comfortable feeling.	4	5	/
			Here you can experience an ordinary life, it's great to have the chance to feel it. This is a **usual place,** but it would make me feel **relaxed** and comfortable.	2	14	
			It's a **place where you can relax wholeheartedly**, you can wear a bikini to sunbathe on the beach or go swimming at any time.	1	5	
4A	An interesting pace	5	It is **a place with more fun**. The aquarium is not one of those outdoor attractions, it will be more comfortable indoors. You can take your time and walk around slowly. It's **really interesting** seeing those tropical fish, clownfish, jellyfish with all colors.	1	9	/
5A	Natural landscape	18	The terrain is steep here, with broad horizons. The **architecture and nature are harmoniously integrated.** It is very comfortable staying **in the middle of nature**.	6	19	Where human civilization and nature coexist in harmony

			You can look at the creatures in the sea and **get in touch with nature**. We should cherish the earth, by understanding and protecting the creatures and by protecting the environment.	21	9	Nature
6A	A place to eat and drink	6	I noticed that most people have glasses of beverage on the table. When traveling with my boyfriend, we always find **a place to drink something** in the early evening or during the night.	12	15	/
			I can **try their food**. Local cuisine reflects the local cultural environment, local specialties and those who cook this kind of food.	5	16	
7A	An iconic/well known place	22	This is a **must-visit place** for tourists when you travel there, it's Gaudi's architecture, **very famous**. Everyone is willing to visit famous attractions.	20	3	A well-known place
			We all know that FC Barcelona is a very famous football team ... Although I am not an avid fan of football, I have heard the **famous name of Camp Nou**, which can be seen as a holy place for football fans. Because I have heard of this **famous stadium**, which has a very high status in football, I will choose to go here.	4	4	An iconic place
8A	A beautiful, artistic place with good environment	19	I think it should be the center of the city or the area. The **layout is very beautiful**, open and bright, giving me a positive feeling.	22	6	A beautiful, artistic place
			It is **very beautiful** here; I am attracted by the **artistic sense**.	23	3	A place with good
			I can go to **appreciate art** there, to fulfill my aesthetic needs. I feel very delighted when I see **beautiful things**.	20	11	environment
9A	Architecture of characteristic/artistic/magnificent	18	The **architecture** itself is very **unique**, **unconventional** and **distinctive**.	4	8	/
			The **architecture** is **peculiar** and **magnificent** ... Such a place is worth visiting for me.	25	8	
			These two **architectures are fairly fantasied**. They are like houses or small castles in a fairy tale.	1	3	

10A	A place different from what I see in daily life	41	I feel this church to be very magnificent looking from inside. I **do not usually see it in daily life**. In China, there are many temples, but **I do not see many churches**, even if I see one, I will not normally enter.	15	1	/
11A	A place to know a country/area	53	A museum is where many exhibits and artworks are gathered and exhibited. There is a big amount of information, you can see a lot of things without going to many places. **Receiving a great amount of information** in a relatively relaxed way, I am willing to visit museums.	19	11	A place to learn the humanities, history, or culture
			This is a **place** where you can **learn about the history of the country or region**, where you can understand its development process. Having an understanding of history is beneficial for the future.	26	10	A place to quickly get to know a country/area A place to integrate into local life

Source: author's own elaboration

5.1.3 Travel motivations

Travel motivations are the reasons why the interviewee want to visit a place with the attributes that she/he pointed out in the previous phase. One example of the question that leads the interviewee to express their travel motivation is: "You mentioned that you would like to visit the place shown by photo 1 because it's a place with good atmosphere, why would you like to visit a place with good atmosphere?"

During the initial coding process, 34 codes were identified, which were finally organized and grouped to 17 travel motivation items. Table 34 shows the list of 17 items with frequency of each motivation item presented and selected quotes. Moreover, during qualitative content analysis, previous literatures were referred for constant comparison, the last column indicates the sources of motivation adapted for our study.

Table 34. Travel motivations, frequencies in interviews, and examples of quotes

No.	Travel motivation	Frequency	Quote	Interviewee No.	Photo No.	Source of item	Initial codes
1M	To daka	8	There is only limited time for traveling. I would go to the most famous and worthwhile places, the places where everyone else visits. I **daka at those places** so that I can gain a sense of identity from others.	24	1	1	/
			Talking about churches, when you travel to Europe, it is a sure thing that you will **go to daka**. It would be a pity if you miss them (when you travel in Europe).	20	1		
2M	To go shopping	6	I think it **a must to buy something** when you travel. Probably something that you have always wanted, then it is a good opportunity to buy that when you travel. It is a pity if not bringing anything back home from a trip. Moreover, we definitely need to **buy some gifts for our relatives and friends**.	1	15	3, 10	To go shopping To buy gifts for friends or relatives To buy souvenirs for myself
3M	To get close to nature	9	The natural landscape, no matter seas or mountains, is pleasing. Human society does bring us a lot of conveniences, I could never accept something like surviving in the wild. But from the perspective of a trip, it is **incomplete if you visit only cultural attractions but no natural landscape**.	17	17	2, 9	To be close to nature To feel the harmony between human civilization and nature

4M	To fulfill my dream	7	This is **one of my biggest dreams**, to watch a La Liga game at the stadium, to feel the atmosphere and football culture.	13	4	8	/
			I have heard of the place before. I have seen it on TV and also learned about it when I was at university. There was **a goal in my mind** that I wanted to **see for myself** how beautiful it is.	1	8		
5M	To pursue aesthetic pleasure	21	This is a beautiful building of us mankind, and it becomes a part of nature. As it is in harmony with nature, I think it beautiful. **For the purpose of appreciating beauty** and pleasing myself, I will visit this place.	25	2	1	/
6M	To be healthy	2	I can try local specialties, taste different food. Eating more diversely is definitely **good for my body, for my health**. It helps to enhance my physical fitness.	26	14	6	/
7M	To repeat satisfying behaviors	5	In my impression, **it always felt good** when I walked into a church during my trips. So in the future, when I travel, I would still want to go into a church to stay for a while if I see one.	23	1	8	/
			The last time when I visited a museum, I do not think that I spent much time on it. I **felt like I did not get enough**, so when I see a museum again, I still want to get in to check that out.	19	11		

8M	To maintain family/friend relationships	5	**My wife** likes the sea. No matter where we go, I **wish to satisfy her wish** if we get the chance. I would accompany her to the sea, to take a picture at the beach.	13	9	2, 3, 7	/
9M	To educate/satisfy children	2	I **want my child** to go to have a look at the world out there, to **learn all kinds of knowledge**, to know about the differences in culture and lifestyle.	22	8	2, 10	To educate children To satisfy children
10M	To make comparison with China	15	It is to learn about other people's cultures and to **make comparisons with our own culture**. For example here, why do they build like this, so different from our architecture?	2	8	1	/
11M	To better understand myself	2	I believe that the heart of us humans should be towards kindness. For example, someone will go there to confess, in such a religious place where most people would feel calm. I think that I can **reflect on myself and better understand myself** in that scenario.	26	1	8	/
12M	To feel control over my own life	1	I feel freedom, I can **arrange my own time freely**. When going to work, it is very different compared to when I was at school, I would be very constrained regarding when to work and what to work on. But I can be completely free when going on vacation. Yes, I need to follow travel plans, still, plans are **all decided by myself**.	4	5	8, 9	/
13M	To feel physical and material	5	We say "people regard food as their prime want" (Chinese saying), **eating is always the first priority**.	13	16	2, 7, 8, 10	To feel material enjoyment and satisfaction

	enjoyment and satisfaction		Gourmet food is also indispensable for a journey. When traveling, I would **focus on food** and visiting attractions is a supplement.				To pursue physical enjoyment
14M	To have interesting experience (Pictures, stories, etc.) and memory	26	Traveling is not only meant to relax, but I would also like to broaden my horizons and **gain some experience** that I can tell the people around me when coming back. I will have **more topics to chat about**, maybe when I am old, I can also tell my grandchildren about how the trip was like.	8	4	7	To have interesting experience to share (Pictures, stories, etc.) To create lasting memories
15M	To escape from daily life, to refresh mental status, to relieve stress	45	When I have a vacation, I want to go on a trip, so that I can put **aside the worries of daily work** and **leave behind the hustle and bustle of the city**.	18	1	4, 5, 8	To relax and relieve stress To reduce anxiety
			I can **stay away from the hustle and bustle** of the city and **ignore the trivial things in daily life**, to feel free and relaxed.	5	5		To escape from daily environment To refresh physical and mental state
16M	To gain knowledge and experience, to enhance self-development, to better understand the world	75	There is a Chinese proverb "read thousands of books, travel thousands of miles". That is to say, you can learn a lot of knowledge by reading lots of books and by traveling to many places. Therefore, **traveling is also a learning process**. Through tourism, **you will learn a lot**, about different customs, cultures, people's sentiments, etc.	7	3	6, 7, 10	To better understand and explain the world Prove my previous knowledge To gain life experience To grow, to gain knowledge To enhance self-development

| 17M | To pursue novelty and adventure, to do things different from daily life, to experience different world | 85 | I wish to experience the life of theirs, to see what the architecture that they go into is like, and how it is when they go to pray or pilgrimage. | 5 | 8 | 2, 4, 5, 10 | To experience different parts of the world out of curious
To pursue novelty |
| | | | I think it is supposed to **do something different when traveling**. For example, I drove more than 200 kilometers by myself just to go to the Juventus stadium. This is actually something that I **usually would not do**. | 22 | 4 | | To know and experience different life
To do something different from daily life
To seek adventure and mental stimulation |

Source of items

1	Emerge from data	6	McIntosh, Goeldner and Ritchie (1995)
2	Fu et al. (2017)	7	Statistics Canada (2006)
3	Huang and Hsu (2005)	8	TCL, Pearce (1988)
4	Kau and Lim (2005)	9	TCP, Pearce and Lee (2005)
5	Li and Xu (2009)	10	Tourism Research Australia (2013)

Source: author's own elaboration

This question gets slightly more abstract as it "climbs up a ladder", it requires the interviewee to reflect on their own process of thinking. It often took more time for interviewees to answer this question, but in most cases, they can respond with no problem.

It is worthy explaining that the motivation item number 1 "daka" ("打卡" in Chinese). Its literal translation in English is to "punch in", to register that one is present (for example when arriving at workplace). In the context of tourism, "daka" describes visiting a place attracted by its fame, mainly to achieve the sense of "I have visited here" or to show to others in social media that "I have been here".

At motivation level, in our interview sample, "to pursue novelty and adventure, to do different things from daily life, to experience a different world (17M)" and "to gain knowledge and experience, to enhance self-development, to better understand the world (16M)" are the most mentioned motivations.

5.1.4   Personal values

As previously discussed in the literature review part, we adapt the definition of values as "central hold concepts or beliefs about end-states or modes of behavior that transcends specific situations".

The question that moves the discussion to personal value level is based on the previous answer about travel motivations, so that we could obtain the values that are related to specific motivations. An example of question is "You just mentioned that your travel motivation was to escape from daily life, why do you think you would want to escape from your daily life? Please answer from the perspective of your ideal kind of life and

the preferred mode of behavior."

Table 35 presents the personal value items, frequency of appearance, selected quotes, source of value that was identified in existing literature as well as the initial codes that were grouped into the final personal value items.

When discussing about personal values, the topic became more abstract, additionally, our value system influences almost all our decisions that we are "too" used to, so it appeared to be difficult to point the values out. Often interviewees stepped back to the attribute level or started to describe actual situations. For example, when interviewee 5 was asked the unmentioned question, it was answered "*because I have too much pressure in my daily life.*" In this circumstance, the interviewer would spend more time discussing with the interviewee to guide her/him towards answers about values. Interviewee 5 has then provided the answer: "*I want to escape from daily life to relax myself, to adjust my mental status, then I can go back to continue pursuing an active lifestyle.*" At this stage, it can be considered that the value that leads to the motivation was pointed out, which is to pursue a satisfying lifestyle.

In the interview sample, some Chinese cultural values like "filial piety" are deeply rooted in some interviewees and became important personal values for them. The most popular personal values are "rich and fulfilling life (10V)" and "satisfying lifestyle (9V)".

Table 35. Personal values, frequencies in interviews, and examples of quotes

No.	Personal value	Frequency	Quote	Interviewee No.	Photo No.	Source of item	Initial codes
1V	Mianzi (face)	43	Is there anyone who doesn't want to be more knowledgeable than others? Everyone wants to be more competent than others. We Chinese people **love to have mianzi**, want to be superior to others.	15	9	3	Mianzi (face) Social identity Sense of superiority
2V	Mental satisfaction	47	If I get to know more, maybe in the future, when I encounter them in daily life or someone talks about them with me, I will feel strong resonance. This is a kind of **mental satisfaction**.	19	11	1	
3V	Peaceful inner world	7	It can calm me down, to get rid of anxiety. Usually, I feel very tired, what I actually want is simply a **peaceful inner world**.	10	5	2	Inner peace Inner harmony
4V	Devotion to children	1	I hope my child can learn more, I want her to have a look at the bigger world when she is still young. I want to let her know that the world is diversified, that there are actually many things to do, and she has lots of options. I **wish she becomes an excellent person**.	22	8	5	
5V	Sense of security	4	Going to travel is to go to a relatively unfamiliar place. If it is a popular place where people gather, the crowd will make me feel more comfortable and **give me a sense of security**.	10	5	2, 6	
6V	Filial piety	1	**Elders** are always very kind to me. I want to **repay the love** that they have given me, in all kinds of ways.	12	14	3, 4, 5, 6	

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7V	Health body	2	Eating more diversely is definitely good for my body, for my health. It helps to enhance my physical fitness. **Health is of course the first priority**.	26	14	5	
8V	National pride	5	By comparison, we can build **confidence in our country**. It would be better if foreign tourists will be attracted to China. I think this opinion comes from my **sense of national pride**.	11	14	3	
9V	Satisfying lifestyle	79	In such an environment, I won't even think about work or pressure. I would not ask myself to think about anything and just let myself go. This helps to adjust to achieve a **balanced lifestyle between work and personal life**.	4	2	2, 6	Romantic life Balance between work and life Exiting/comfortable/relaxed/happy/good quality life Freed and independent life
10V	Rich and fulfilling life	140	Everyone lives only once. There are so many beautiful sceneries out there, if we all stay in the same place, isn't it too regrettable? Each of us should have a **different, splendid and rich life**.	14	3	6	Changing and stimulating life Knowledgeable life
11V	Peaceful and beautiful world	8	I do not think the world should be all assimilated in the end. I yearn for **a peaceful world**, not the result of all cultures being identical, not fascist kind of "peace", but a peaceful world that people seek common ground while still reserving differences, good differences.	23	6	2, 6	Peaceful and beautiful world Love and protect the nature Kind heart
12V	Wisdom	36	I have the habit of trying to get first-hand information or experience by myself. I often question others' opinions about the **understanding of the worl**d and try to **find the answer myself**.	17	4	2, 3	Learn from history Mature understanding about life and the world

| 13V | Harmonious relationships | 18 | When the whole family goes out together, we adults can relax and also accompany children at the same time. It is an ideal way to **maintain family relationships**. | 22 | 5 | 2, 3 | Harmonious relationship within groups
Mature love
True friendship |

Source of items

1	Emerge from data	4	Fan (2000)
2	Rokeach (1973)	5	Hsu and Huang (2016)
3	Chinese Culture Connectiom (1987)	6	Schwartz (2003)

Source: author's own elaboration

5.1.5   Tourism attraction, perceived attribute, travel motivation and personal value connections

In this section of result, by presenting the connections among attribute, motivation and value items, it is aimed at achieving our second objective to have an initial understanding about how Chinese outbound tourists/potential outbound tourists think when considering destination attraction selection.

Our technique of interview, soft laddering, provides us the possibility to identify not only the connections of the tourism attractions to the attributes perceived by interviewees, but also further to the travel motivations and personal values. As is mentioned in the previous section of results about travel motivation and personal value, the interviewees were asked to provide answers connected to specific items. Some items that were missing in the first interview was further covered in the second supplementary interviews.

Figure 40 presents the most counted connections, with this figure, we can have an intuitive look at the most important cognitive connections summarized from the interviews. It should be noted that all attribute, motivation and value items are related to at least one other item at adjacent level, but for the sake of a clearer presentation, only few most frequently mentioned items and highest counted connections are presented here. For detailed number of connections, please see table 36 and table 37, that shows attribute-motivation and motivation-value connections respectively.

Figure 40. Most counted connections in interviews
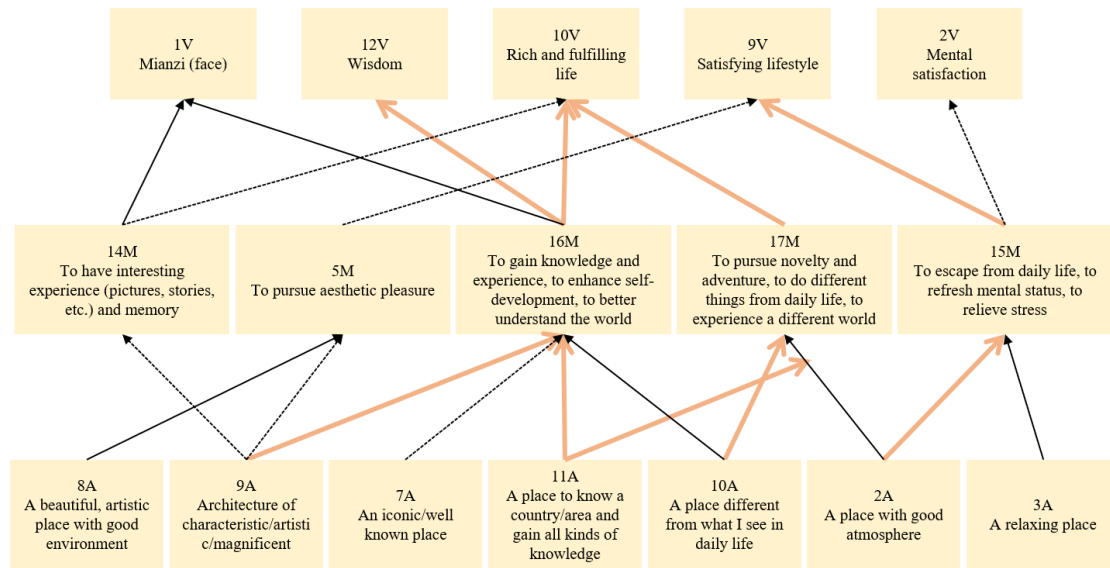
Source: author's own elaboration

Table 36. Number of attribute - motivation connections in interviews

Attribute	Motivation																
	1M	2M	3M	4M	5M	6M	7M	8M	9M	10M	11M	12M	13M	14M	15M	16M	17M
1A	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	5	2
2A	0	0	0	1	0	0	0	0	0	0	0	0	0	0	13	1	10
3A	0	0	0	0	0	0	0	0	0	0	0	1	1	0	9	0	0
4A	0	0	0	0	0	0	2	0	0	0	0	0	0	1	1	0	1
5A	0	0	8	0	3	0	1	2	1	0	0	0	0	0	6	2	4
6A	0	0	0	0	0	1	1	0	0	0	0	0	4	0	0	0	0
7A	8	0	0	5	0	0	0	1	0	1	0	0	0	5	0	7	2
8A	0	0	0	0	9	0	0	0	0	0	1	0	0	3	6	3	1
9A	0	0	0	0	7	0	0	0	0	0	0	0	0	7	1	14	4
10A	0	1	1	1	1	1	0	0	0	8	0	0	0	6	6	10	30
11A	0	5	0	0	1	0	0	2	1	6	0	0	0	4	3	33	31

Source: author's own elaboration

Table 37. Number of motivation - value connections in interviews

Motivation	Value												
	1V	2V	3V	4V	5V	6V	7V	8V	9V	10V	11V	12V	13V
1M	4	2	0	0	0	0	0	0	0	4	0	0	1
2M	1	2	0	0	0	1	0	0	4	1	1	0	3
3M	1	0	1	0	0	0	0	0	3	2	2	0	0
4M	0	4	0	0	0	0	0	0	2	3	0	0	0
5M	0	6	1	0	0	0	0	0	13	1	0	0	0
6M	0	0	0	0	0	0	2	0	0	0	0	0	0
7M	0	1	0	0	0	0	0	0	4	0	0	0	0
8M	0	0	0	0	0	0	0	0	0	0	0	0	5
9M	0	0	0	1	0	0	0	0	0	0	0	0	1
10M	0	0	0	0	0	0	0	4	0	3	1	8	0
11M	0	0	1	0	0	0	0	0	0	0	0	1	0
12M	0	0	0	0	0	0	0	0	1	0	0	0	0
13M	0	0	0	0	0	0	0	0	7	0	0	0	0
14M	18	1	0	0	1	0	0	0	5	13	0	0	5
15M	1	11	4	0	0	0	0	0	25	6	0	2	0
16M	15	10	0	0	1	0	0	1	5	43	1	24	2
17M	3	10	0	0	2	0	0	0	10	64	3	1	1

Source: author's own elaboration

Multiple interesting findings are obtained from several important connections. Apart from identifying segments of tourists, these connections help us to understand how tourists in every segment think when considering tourists attraction selection during outbound trips. We discuss them from the perspective of different pursued personal values in the following section.

Rich and fulfilling life

"Do you live your life 365 days in a year, or do you live 1 day, and have it repeated for 365 times?" This question was widely spread in Chinese social media. Perhaps, because it does cause a lot of people to reflect on themselves. Some people consider whether

they are wasting time in vain, some think that their lives may be too monotonous. Based on their responses, we could probably tell that lots of them yearn for a rich and fulfilling life.

Based on analysis with the data collected in our study, "rich and fulfilling life (10V)" shows the highest frequency among all personal value items. While in the context of outbound travelling, pursuing such state of life is expressed in two types of motivations. One type has a quest for knowledge (16M), it is to try to enhance self-development and to better understand the world, thus enriching spiritual life.

"I personally like to learn about various cultures, histories, humanities, etc., of our own country and surely of other countries when travelling there [16M] *... more thoughts allows me to have a fuller mind* [10V]*."* (Interviewee number 2, photo number 8)

The other type is in pursuit of diverse experience, it is motivated to pursue novelty and adventure, to do things different from daily life or to experience different world (17M).

"I haven't been in this atmosphere, so I want to feel it. After all, it is something that I have never done, I want to have a try [17M] *... Trying something new brings sense of joy, it is delightful that I can gain another life experience* [10V]*."* (Interviewee number 10, photo number 4)

When we move down to perceived attribute level, it can be noticed that the attributes

related to these travel motivations actually partially overlap. Both motivations (16M & 17M) could possibly drive Chinese outbound tourist/potential outbound tourists to a place where they get to know a country/area (11A). Having more understanding about different places, including the cultures, humanities, histories, etc. provide the foundation based on which people can better understand the world, it is an ideal way to improve oneself.

"These are ruins, (by visiting here) we should be able to know what happened here, I want to know its stories, and its cultural heritage [11A] *... It's still driven by curiosity. I want to know more* [16M]*."* (Interviewee number 18, photo number 10)

While for tourists with the other type of motivation, only by firstly getting to know an area, then they can really know authentic life in that area and gain novel experiences.

"I just want to experience different lives [17M]*. Needless to say, it is necessary to get to know local residents' living condition before experiencing it. I believe that going to places that are popular among locals and with good reputation is an efficient way* [11A]*."* (Interviewee number 9, photo number 15)

Unsurprisingly, "a place different from what I see in daily life (10A)" also connects with 17M, the other attribute connected to 16M "to gain knowledge and experience, to enhance self-development, to better understand the world" is "architecture of characteristic/artistic/magnificent (9A)", a reason for this frequently mentioned

connection is that architectures of an area is often considered by our interviewees as a *"concentrated representation of the wisdom, character, pursuit of beauty and architectural skills"* (Interviewee number 25, photo number 8), therefore, visiting the architectures is also considered a way to meet the motivations of gaining knowledge and better understanding the area.

Satisfying lifestyle

China is now in a stage of rapid development, the overall rapid development of the society at the macro level is actually the sum of individual contributions at micro level. Currently when Chinese are pursuing material prosperity, they are often unavoidably under a state of relatively high pressure in terms of working. This may be one of the reasons why an important chain identified from the analysis based on the interviews is "going to relaxing place (3A) or a place with good atmosphere (2A) - escape from daily life, to refresh mental status, to relieve stress (15M) - satisfying lifestyle (9V)".

In 2018, average annual hours actually worked per worker in China is 9.2, which is higher than that in any member country of OECD where data is available (data source: OECD & National Bureau of Statistics of China). A lot of time for personal life are devoted to work. However, for many of our interviewees, the ideal lifestyle should never be a life trapped by work. They want to escape from daily life, to refresh mental status, to relieve stress by travelling abroad. Undoubtedly, a relaxing place or somewhere with good atmosphere is very attractive for them.

For example, interviewee 4 selected photo 5, beach in Barceloneta, it was said:

"Sunshine, beach, sea waves, these three elements are attractive enough for me, I just like this kind of scene instinctively. Beach is a place that you will never associate with working, right? It gives me a relaxing, quiet, and comfortable feeling [3A] *... I want to go to a relaxing, quiet, and comfortable place because I feel too tired with my work, like today, I had to go for field work... Travelling to this kind of places helps me to relieve from daily pressure* [15M]*... I want my life to be positive* [9V]*, as long as the life is positive, I will not feel uncomfortable or painful."*

Mianzi

Mianzi is a very frequently mention concept in Chinese studies. Its literal translation in English is face, while in the context of social life in China, mianzi has the meanings of prestige, honor, respect, dignity, status, reputation, social acceptance, or good name. An adequate definition was provided by Yang (1994).

"Mianzi is linked to moral worth and one's sense of moral integrity. One accumulates mianzi by showing oneself capable, wealthy, generous, and possessed of a wide network of social relationships. And mianzi is gained or lost in the jockeying for social prestige and social advantage. Violation or loss of face results in social ostracism and the collapse of ego as a whole." (p. 140)

In China, a collective society, having mianzi would make it easier for a person to broaden her/his social relationship, to accomplish tasks that require collaboration. More social networks and more achievements would thereby help her/him to gain face, thus

forming a virtuous circle.

The importance of mianzi to Chinese is also reflected in our interviews where mianzi was one among most frequently mentioned values.

Two closely connected motivations are "to have interesting experience (pictures, stories, etc.) and memory" (14M) and "to gain knowledge and experience, to enhance self-development, to better understand the world" (16M). These two motivations are related to the value of mianzi for a similar reason. Interesting experience, knowledges as well as in-depth understanding about the world can make a person to stand out in social activities.

"Taking photos is my way to mark the moment, to store memories as carriers. [14M] The next time when I see the photos, or when some friends see them with me, I can be reminded of the trips, which enriched my life. Then I can have topics to talk about, I can show that I am a person with abundant experience... I certainly want to create a good image to others (by showing abundant experience), who does not like to have mianzi? [1V]" (Interviewee number 12, photo number 14)

Also, gaining first-hand experience and knowledge by travelling abroad is costly, by mentioning these to others is also a way to show economic strength, thus gaining mianzi. For example, interviewee number 15 said:

"Sometimes I can even boast myself by talking about these (travel experience), showing off that I have seen and visited places that other people have not been to. It makes

people feel that you are knowledgeable person, a person with economic strength… Is there anyone who doesn't want to be more knowledgeable than others? Everyone wants to be more competent than others. We Chinese people love to have mianzi [1V]*, want to be superior to others."* (Interviewee number 15, photo number 9)

We usually believed that a capable person is rich-experienced, well-informed, and can often provide her/his own point of view. On the contrary, in a circumstance where others are talking about what everyone knows, the one who cannot join the conversation or shows ignorance would possibly cause her/him to lose mianzi. As an illustration, the following paragraph expresses the opinion of interviewee number 16:

"Probably in the future, when some others talk about travelling, I can join the conversation if they mention the places that I visited, or I can talk about places that they have not been to. Thus, I can attract their attention, I can be recognized, respected, I can gain mianzi… [1V] *Having more knowledge and experience is surely beneficial when communicating with others, people will not think that you are unknowing. You will be considered a capable person if you can join the conversation no matter what topic others are talking about."* (Interviewee number 16, photo number 8)

5.1.6   Perceptions of tourism attractions in Barcelona

Based on the data collected from interviews with 27 interviewees. Only by looking at the photos, they are most likely to visit Basilica de la Sagrada Familia (8P), Cathedral de Barcelona(1P), Camp Nou (4P), and Mercat de Sant Josep – la Boqueria (13P), table

36 presents the list of number of photos, arranged in order of frequencies selected by interviewees from the highest to the lowest.

Compared with the list of most visited places in Barcelona city and in Destination Barcelona in 2017 (data provided by Institut de Cultura de Barcelona of Barcelona City Council and the facilities themselves, see table 10 in methodology section). Among the first eight most selected places in our interviews, the data of visitor numbers is available for Basílica de la Sagrada Família, Camp Nou, l'Aquàrium de Barcelona and Park Güell. We can notice that they are actually the top four most visited place in Barcelona, the most visited place Basílica de la Sagrada Família was also selected for most times in tour interviews.

Table 38. Photos of tourism attractions in Barcelona, and most frequent perceived attributes

Photo	Tourism attraction	Counts	Most frequent perceived attributes	
8P	Basílica de la Sagrada Família	19	A place different from what I see in daily life(10A)	A place to know a country/area and gain all kinds of knowledge (11A)
1P	Interior of Catedral de Barcelona	12	A place different from what I see in daily life (10A)	A place to know a country/area and gain all kinds of knowledge (11A)
4P	Camp Nou	11	A place with good atmosphere (2A)	An iconic/well known place (7A)
14P	Mercat de Sant Josep - la Boqueria	11	A place different from what I see in daily life (10A)	A place to know a country/area and gain all kinds of knowledge (11A)
5P	Platja de la Barceloneta	9	A relaxing place (3A)	A beautiful, artistic place with good environment (8A)
9P	L'Aquàrium de Barcelona	7	Natural landscape (5A)	A place different from what I see in daily life (10A)
2P	Park de la Ciutadella	6	A beautiful, artistic place with good environment (8A)	Architecture of characteristic/artistic/magnificent (9A)

3P	Park Güell	6	An iconic/well known place (7A)	Architecture of characteristic/artistic/magnificent (9A)
16P	Calçots con salsa Romesco	6	A place to eat and drink (6A)	A place to know a country/area and gain all kinds of knowledge (11A)
10P	El Born Centre Cultural	4	A place to know a country/area and gain all kinds of knowledge (11A)	
11P	Museu Picasso de Barcelona	4	A place to know a country/area and gain all kinds of knowledge (11A)	
17P	Monestir de Montserrat	4	Natural landscape (5A)	A beautiful, artistic place with good environment (8A)
12P	La Rambla	3	A place to know a country/area and gain all kinds of knowledge (11A)	
6P	Plaça d'Espanya	2	A place different from what I see in daily life (10A)	A place to know a country/area and gain all kinds of knowledge (11A)
7P	Poble Espanyol de Barcelona	2	A place to know a country/area and gain all kinds of knowledge (11A)	
15P	Bars at el Raval	2	A place with good atmosphere (2A)	A place to eat and drink (6A)
13P	La Roca Village	1	A place with good atmosphere (2A)	

Source: author's own elaboration

All photos were selected at least once, each photo has minimum 1 attribute connected. Photo 8, Basilica de la Sagrada Familia has the highest number of attributes (7 attribute items) described by interviewees. One average, a photo is associated with 2.6 attribute items.

The most frequently mentioned one or two attributes when talking about each photo are also presented in table 38. It must be stressed that these attributes were collected without

controlling if the interviewees had previous knowledge about the places prior to the interviews. It is believed that if the interviewees all had had travel experience in Barcelona, or they were managers of these places, tourism practitioners, or local residents in Barcelona, the results would be very different.

Observing the table, we may notice that Basílica de la Sagrada Família, Catedral de Barcelona, Mercat de Sant Josep - la Boqueria and Plaça d'Espanya are all mostly perceived as a place different from what people see in daily life where tourists get to know the country or area and to gain all kinds of knowledge. It could be interesting to include them in a package for the segment of tourists who are interested in escaping from daily life and want to learn about the area.

5.1.7   Moving towards quantitative study phase

For the first qualitative research stage, sufficient results were acquired to accomplish the predetermined objectives. The lists of items at three levels were obtained by emerging from data and constantly comparing with existing literature. 11 items were identified for attributes of tourism attractions perceived by Chinese outbound tourists/potential outbound tourists, regarding travel motivations and personal values, 17 items and 13 items were collected respectively. They fill in the catalogue with which we design survey for the second quantitative research data collection.

Furthermore, certain understanding was added regarding the selection of tourist attractions in destination of Chinese outbound tourists/potential outbound tourists. Checking the most important attributes that describes the photo, the results allow us to know how each place is perceived. Then starting from every attribute, following the links, we could get to know by which motivations tourists are driven to select the

desired attributes, and further, which personal values are relevant to the travel motivations. The connections among items at different levels reveal inner activities of tourists during their decision-making process of tourist attraction selection. Among the connections, multiple salient ones were discussed in the previous section.

The connections among items in different level show that personal values do influence the travel motivations which have further impact on selection of preferred attraction attributes.

However, it should be emphasized that the qualitative results are obtained not for the purpose of generalization, as the interviewees were not recruited following random sample criteria. According to the profile of our interviewees, we may say the primary knowledge that we have for now is transferable among Chinese tourists who already have outbound travelling experience and have relatively higher-level education. The primary results, more importantly, offer the basis for the next phase of quantitative research, which will bring the possibility to produce generalizable and practical results.

5.2 Quantitative results

Quantitative study approaches allow us to perform our study on a sample with much larger number of participants. With appropriate statistical methods, it is made possible to produce more objective and accurate results from a representative sample, from the population of our study interest. The main objective is to test the connections among attributes of tourism attraction, travel motivation and personal value. The purpose of quantitative study is to complement our qualitative study, to render the overall integrated results to be more generalizable in Chinese outbound tourism market.

During February and March of 2020, with online survey collection platform

https://www.wjx.cn/ (which is used for survey conducting by over 30,000 companies and universities in China), a total number of 538 valid questionnaires were collected. With the online survey collection tool, it was tracked that it took on average 6 minutes and 15 seconds (375 seconds) for a respondent to finish the questionnaire.

5.2.1   Descriptive data

The respondents are distributed in almost all regions in China, which forms a representative sample in terms of geographical distribution. Out of 34 first-level administrative divisions (23 provinces, 5 autonomous regions, 2 special administrative regions, and 4 municipalities) of China, respondents from 30 divisions are registered, lacking those from Tibet, Taiwan, Hong Kong and Macao. Please see figure 41 below that shows numbers of respondents from different regions.

Figure 41. Regional distribution of respondents
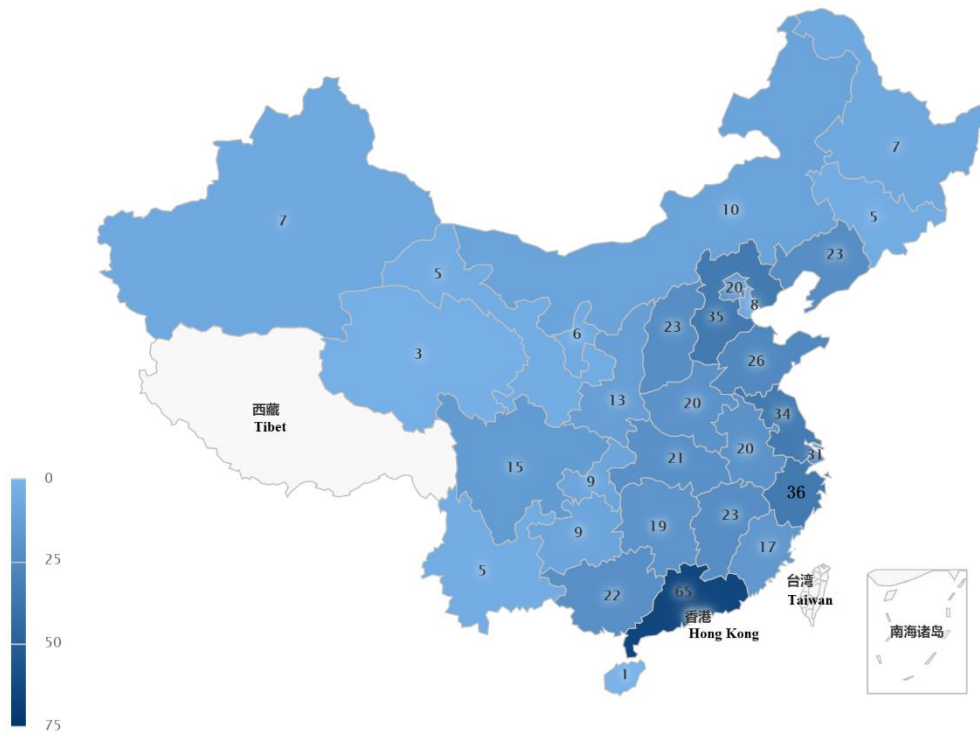
Source: author's own elaboration

Table 39 presents the characteristics of respondents. More female respondents participated in the quantitative research, which take 57.8%. Most respondents were born between 1980 and 1999, 174 (32.3%) were born in the 1980s and 254 (47.2%) were born in the 1990s. The educational level breakdown presents that the majority have bachelor's degree 406 (75.5%); 18 (3.3%) respondents have not received higher education; 74 (13.8%) have diploma from college, which is general higher education aimed at training practical technical talents; 40 (7.4%) respondents hold master's or higher degree.

Table 39. Profile of survey respondents (N=538)

Variable	Frequency (%)	Variable	Frequency (%)
Gender		Educational level	
Male	227 (42.2)	Senior high school or lower	18 (3.3)
Female	311 (57.8)	College	74 (13.8)
		Bachelor's degree	406 (75.5)
Year of birth		Master's degree or higher	40 (7.4)
1969 and before	27 (5.0)		
1970~1979	40 (7.4)	Travel experience	
1980~1989	174 (32.3)	With outbound travel experience	251 (46.7)
1990~1999	254 (47.2)	Plan to travel abroad within a year	201 (37.4)
2000 and after	43 (8.0)	No outbound travel experience or plan	86 (16.0)

Source: author's own elaboration

In terms of outbound travel experience, 251 (46.7%) had traveled abroad before the survey; 201 37.4%) had plan to travel abroad within a year; while the rest 16% had neither experience nor plan of outbound travel.

Figure 42. Demographics distributions of survey respondents
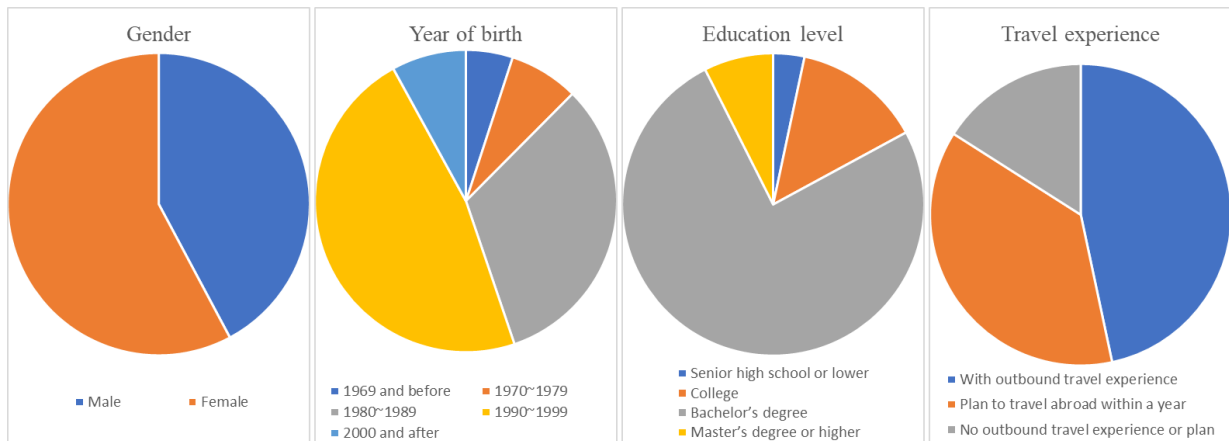
Source: author's own elaboration

The pie charts in figure 42 demonstrate the distributions of characteristics of respondents. The distribution of characteristics is congruent with the distribution of outbound tourists' characteristics according to the Market Research Report on Chinese Outbound Tourist Consumption (World Tourism Cities Federation & Ipsos, 2018). The report shows a higher ratio of female outbound tourists taking 68.36% of survey respondents; 82.42% holds bachelor's or higher degree while 79.93% respondents were born between 1980 and 1999. The comparison of characteristics is made in table 40. The sample can well represent Chinese outbound tourists/potential outbound tourists.

Table 40. Comparison of respondents' characteristics distributions

Variable	The current study (%)	Market Research Report on Chinese Outbound Tourist Consumption (%)
Gender		
Male	42.2	31.6
Female	57.8	68.4
Year of birth		
1969 and before	5	4.4
1970~1979	7.4	15.1
1980~1989	32.3	56.8
1990~1999	47.2	23.2
2000 and after	8	0.6
Educational level		
Senior high school or lower	3.4	3.4
College	13.8	14.2
Bachelor's degree	75.5	63.8
Master's degree or higher	7.4	18.6

Source: author's own elaboration

5.2.2   Means-end chain results

Hard laddering technique was applied in the survey for quantitative study. The respondents were asked to firstly select a photo from the predetermined list of photos, then the related attributes from attributes list, and finally move to the selection of travel motivations and personal values. The frequencies the connections among items determined from the answers, were used to produce implication matrices, and the conclusive and intuitive hierarchical value maps.

The means-end chain results section is organized to present results from the most conclusive to more detailed information. The hierarchical value maps consisted of top selected chains are firstly shown. Then the different HVMs produced by different demographic groups are compared. Implication matrices shows the frequencies of connections of items from adjacent levels. With implication matrices, the most relevant photo – attribute, attribute – motivation, and motivation – personal value connections are discussed.

Hierarchical value maps

When answering the surveys, the respondents were asked to observe the 17 photos presented at the beginning of the questionnaire, then to select 5 photos that show the tourism attractions that they would like to visit the most when traveling to Barcelona. Respondent select the photos from the favorite attraction, the second favorite attraction… to the fifth favorite attraction. Starting from each photo, respondents selected the perceived attribute of the attraction in the photo, the correspondent travel motivation that drive them to visit the attribute, and the personal value that guides the travel motivation, from three given lists of attributes, motivation and value items. Thus,

each respondent provided 5 independent photo-attribute-motivation-value chains.

The connections in the chains are aggregated and to produce implication matrices and hierarchical value maps (HVMs).

Hierarchical value maps (HVMs) provide an intuitive graphical presentation of the main connections among the items at attribute, motivation and value levels. The items from different levels are arranged from bottom to top as the level of abstraction increases. In the current study, in addition to the attributes, travel motivations and personal values, the photos are also introduced into the HVM which are placed at the bottom level of the map. Then the next higher level are the attribute items, followed by the travel motivation and personal value items.

The cutoff level would determine the number of connections presented on the HVMs. The current study adapts the top-down cutoff approach proposed by Leppard et al. (2004) to allow the most selected connections to be included in the map, and through lowering the cutoff level to cover richer information. The high-frequency connections signify not only that the two connected items are frequently selected, but also that the items at two ends of the connections are considered to be closely related by Chinese outbound tourists/potential outbound tourists.

Items from the picture, attribute, travel motivation and personal value levels are listed from bottom-up following the increasing abstract level. Among the items are the arrows that represent the links.

5.2.2.1.1 HVM 2

The lines represent the connections involved in the HVM when the top-down cutoff

level is set at "top 2" (Figure 43).

Figure 43. Hierarchical value map with cutoff level at top 2
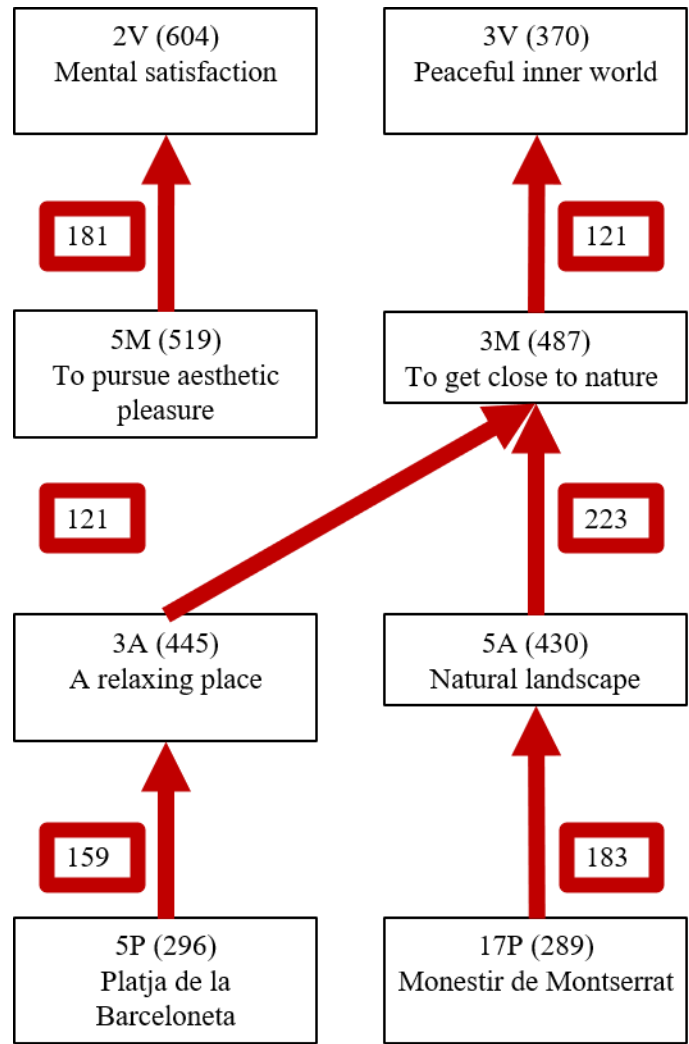
Source: author's own elaboration

Between three pairs of adjacent levels, six most important linkages are delineated which connect eight items at four levels. Natural landscape (5A) is the most relevant attribute of the Monestir de Montserrat (17P) for Chinese tourists, and the Platja de la

Barceloneta (5P) is mainly perceived to be a relaxing place (3A).

The selection of a natural landscape (5A) is very closely and intuitively connected to the motivation of "to get close to nature (3M)", which is the second most important motivation considering its high frequency selected by respondents. Moreover, for Chinese tourists, when planning trips with the objective of getting close to nature, they would often choose relaxing places (3A).

Climbing up to the highest abstraction level, the personal value that guides Chinese tourists to be motivated to get close to nature (3M) is peaceful inner world (3V). Another notable connection is independent of the mentioned chain that links the most important motivation "to pursue aesthetic pleasure (5M)" and the most important personal value "mental satisfaction (2V)".

5.2.2.1.2 HVM 4

When expanding the HVM by setting the top-down cutoff level at "top 4", six additional lines are included in the map (figure 44).

Figure 44. Hierarchical value map with cutoff level at top 4
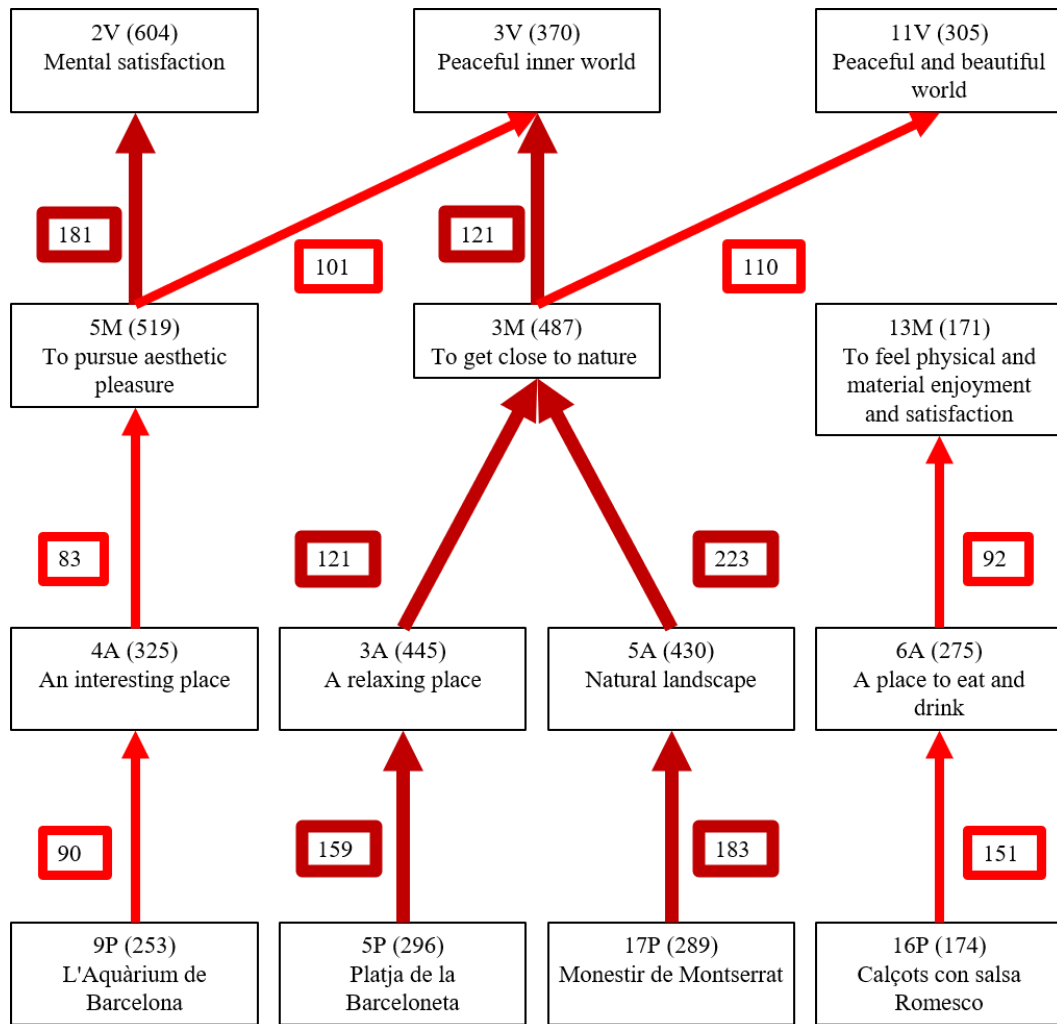
Source: author's own elaboration

A connection between two items already exist in HVM 2 ("peaceful inner world (3V)" and "to pursue aesthetic pleasure (5M)") is drawn in HVM 4. This connection indicates that appreciating beauty or art when traveling abroad is considered a means to achieve peaceful inner world (3V). From 3V – 5M further down to 4A – 9P, three red lines forms a complete chain.

The respondents select photo of Calçots con salsa Romesco (16P) for it being "a place to eat and drink (6A)". In many cases tourists would consider local food to be an aspect to know a country/area. However, not many connections were drawn between Calçots con salsa Romesco (16P) and a place to know a country/area and gain all kinds of knowledge (11A). A possible explanation may be that the respondents made selection based on their perception, and they do not know calçots con salsa romesco as a specialty food in Barcelona area.

The top-down cutoff level are further lowered to top 6, top 8 and top 10, please see figure 45 that presents the hierarchical value map with all top 10 connections between each two adjacent levels, the number of parenthesis for each item shows how many times the item was selected by respondents, while the numbers next to the arrows connecting the items are the numbers of times that the connections between two items were made by respondents. By illustrating the links at different cutoff levels with distinguished lines, the varied levels of importance of the connections are differentiated.

It should be noted again that whether a link can be outline as one of important links in the hierarchical map depend on two aspects. One is the frequencies that items being chosen by respondents, the other is the degree of closeness between items at adjacent levels. We may look at an example, among all photos of places of interest, Platja de la Barceloneta (5P) and Monestir de Montserrat (17P) are the most selected. Considering the most closely linked items at attribute level, "a relaxing place (3A)" is connected with Platja de la Barceloneta (5P) while "Natural landscape (5A)" is connected with Monestir de Montserrat (17P). Consequently, these two links (5P – 3A, 17P – 5A) come to be the most important ones in this hierarchical map.

Figure 45. Hierarchical value map with cutoff level at top 10
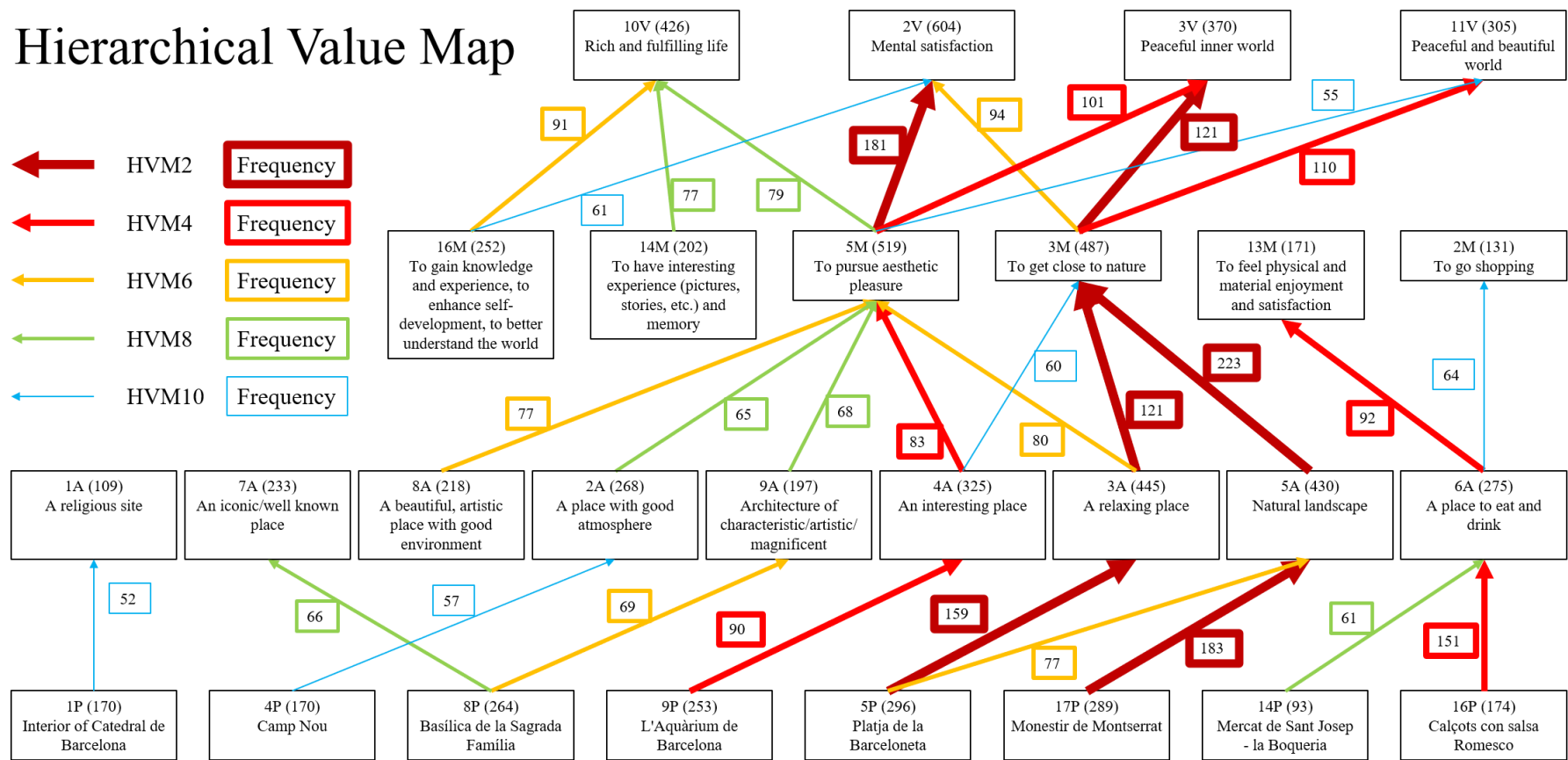
Source: author's own elaboration

5.2.2.1.3 Hierarchical value maps of respondents distinguished by characteristics

The hierarchical value maps of different groups of respondents distinguished by diverse characteristics show unlike patterns. The current study considers the characteristics of gender, cohort, educational level, region of residence and travel experience, which all have varying degrees of influence on the formation of HVM. In this section, the HVMs with cutoff level at top 4, which include the 4 most important links between each two adjacent levels, are used for between-group comparison.

Figures that provide intuitive HVM comparison among groups of respondents are prepared. Picture, attribute, travel motivation and personal value items are placed from bottom-up as abstract level increases. The important connections are shown with arrows. Red arrows show the important links shared by all groups of respondents. When different groups of respondents have different ideas regarding the connections, the arrows are drawn in varied colors.

5.2.2.1.3.1 HVM distinguished by gender

For the differences in HVM by male or female respondents, please see figure 46 below. For a general hierarchical value map with cutoff level at top 4, among the four levels, three pairs of adjacent levels with 4 links between each two adjacent levels result in a total of 12 connections (see figure 44 in the HVM 4 section). Nine out of twelve connections are commonly shared by male and female respondents. Especially at the picture-attribute level, male and female respondents agree on all top 4 connections. This implies that gender do not have significant influence on the perception of places of interest among Chinese outbound tourists/potential tourists. L'Aquàrium de Barcelona (9P) is considered "an interesting place (4A)", and "a relaxing place (3A)" well

describes Platja de la Barceloneta (5P), Monestir de Montserrat (17P) is a nice place to exposure to nature (5A), and a connection is formed straightforwardly between the Calçots con salsa Romesco (16P) and the attribute "a place to eat and drink (6A)".

Figure 46. HVM comparison between males and females
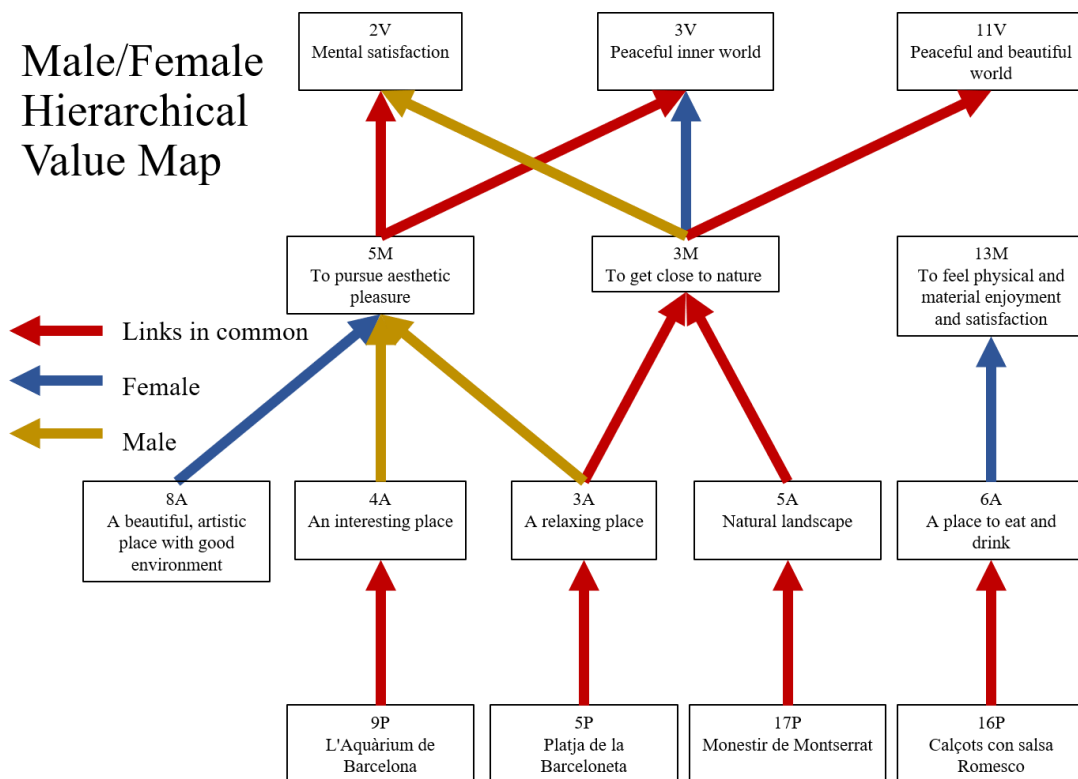
Source: author's own elaboration

Climbing up to the attribute-motivation connections, some disagreements between males and females appear. For female respondents, the attribute that more directly bonds to the pursuit of aesthetic pleasure (5M) in outbound trips is "a beautiful, artistic place with good environment (8A)". However, more male respondents hold different

opinions regarding the attributes related to this motivation, a place that satisfy their aesthetic pleasure (5M) should be "a relaxing and interesting place (3A, 4A)". Based on this result, we may say that females may focus more on the visible beauty of the attraction itself, while male visitors may need to be satisfied in an abstract sense, having requirements for the attraction to be interesting and relaxing.

Respondents of different genders only disagree on one link when considering the 4 most important travel motivation-personal value links. Male respondents believe that by getting close to nature (3M), the personal value to be realized is mental satisfaction (2V), while female respondents would think peaceful inner world (3V) to be a more relevant value.

5.2.2.1.3.2   HVM distinguished by cohort

The cohort effect is obvious in influencing HVM. The questionnaire used for data collection for the current study originally set 6 options for respondents to determine their cohort group. Respondents could choose whether they were born in "1959 and before", "1960 – 1969", "1970 – 1979", "1980 – 1989", "1990 – 1999", or "2000 and after". In quantitative analysis, "1959 and before" group and "1960 – 1969" group are merged to form a new group "1969 and before".

The five cohort groups only have 4 links in common. One important chain shared by all starts from the Monestir de Montserrat (17P), which is perceived to be "natural landscape (5A)" and to satisfy the travel motivation of getting close to nature (3M). The picture of Calçots con salsa Romesco (16P) reminds respondents of a place to eat and drink (6A), moreover at travel motivation – personal value levels, respondents born in different periods of time agree that pursuing aesthetic pleasure (5M) helps one to achieve mental satisfaction (2V).

By observing the overlapping arrows in figure 47, it can be noticed that respondents with smaller age differences would share more common links. In other words, the farther apart the respondents' birth years are, the more different their HVMs would be.

Those Chinese outbound tourists/potential outbound tourists born in 1969 or before, compared with respondents from other birth cohorts, particularly provide distinct ways of connection among picture – attribute – travel motivation – personal value. A noticeable contrast is the importance that they give to the personal value of healthy life (7V) and the travel motivation of "to be healthy (6M)", in association with which links are drawn. In the context of outbound traveling, they may consider the pursuit of health as one important motivation, and the ways to satisfy the motivation can be going to a relaxing place (3A) or natural landscape (5A). In addition, among the travel motivation – personal value links, the connection between "healthy life (7V)" and "to get close to nature (3M)" enters their choice of top 4.

Figure 47. HVM comparison across birth cohorts
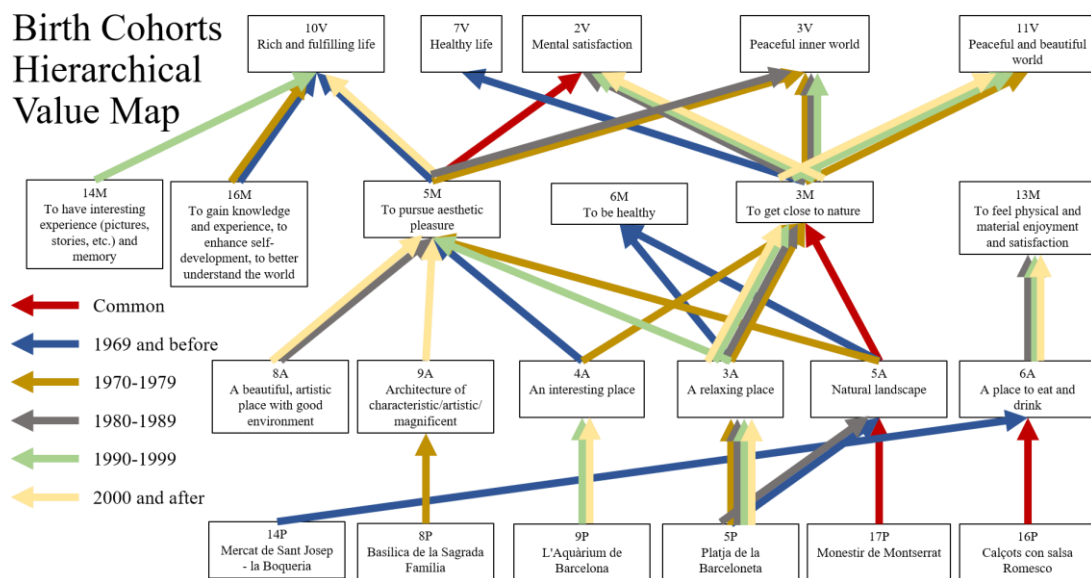
Source: author's own elaboration

This cohort has certain disagreements upon the perception on the pictures of tourist attractions. When considering "a place to eat and drink (6A)", their first choice is Mercat de Sant Josep - la Boqueria (14P), while most respondents born after 1969 believe it the most appropriate description for the picture of Calçots con salsa Romesco (16P). Platja de la Barceloneta (5P) is considered by older respondents to be more "natural landscape (5A)" than "a relaxing place (3A)", which is younger visitors' impression. Among many reasons for this difference in perceiving the same picture of the beach, an important one may be the different levels of received influence from the West in terms of recreational activities. Sun and beach destinations are more attractive for western customers and beaches as tourist attractions are often considered as relaxing leisure places in western market. However, in traditional Chinese popular culture, people do not have the habit of visiting beaches for leisure. Respondents born after 1969 considering beach to be a relaxing place should be influenced by western popular culture, which has been continuously accessible along with China's reform and opening-up since 1978.

It was mentioned that respondents with smaller age differences have more similar links in HVM. Focused on travel motivation – personal value connections, apart from the link common to all cohorts, there is another connection shared by the cohorts "1970 – 1979" and "1969 and before". They think that pursuing rich and fulfilling life (10V) through gaining knowledge and experience, enhancing self-development, better understanding the world (16M) in outbound trip is vital. It is distinguished from the opinion by respondents born from 1990 to 1999, who pay more attention to having interesting experience (pictures, stories, etc.) and memory (14M) as the means to pursue rich and fulfilling life (10V).

Respondents born in the 1970s and the 1980s share the link between "to pursue aesthetic

pleasure (5M)" and "peaceful inner world (3V)". For people from these two cohorts, peaceful inner world (3V) is also in close relation with the motivation "to get close to nature (3M)", with which those born in the 1990s also accord.

Furthermore, relatively younger respondents born in the 1980s, the 1990s and after 2000 have the consensus on a motivation – value connection, supposing mental satisfaction (2V) to be met by getting close to nature (3M).

People with smaller age difference share similar growth background, they received similar education, and experienced the same historical events, so it may not be difficult to understand why they also share similar opinion in terms of important connections in the HVM.

Looking at figure 47, a travel motivation worth mentioning is "to pursue aesthetic pleasure (5M)", several arrows point at it starting from differed attribute items. It may be said that when travelling abroad, the pursuit of aesthetic pleasure is a relatively important motivation for all birth cohorts, but it is realized in different ways. For those born in 1969 and before, an interesting place (4A) could fulfill their pursuit of aesthetic pleasure. While the 1970 – 1979 born cohort thinks the motivation connected more closely with natural landscape (5A). People born in 1980 – 1989 and in 1990 – 1999 would choose a beautiful, artistic place with good environment (8A) and a relaxing place (3A) respectively. The youngest respondents (born in 2000 and after) believe that they get aesthetic pleasure not only from a beautiful, artistic place with good environment (8A), but also from architecture of characteristic/artistic/magnificent (9A).

5.2.2.1.3.3   HVM distinguished by educational level

Respondents were asked to select from four levels of education, which are senior high

school or below, college, bachelor's degree, and master's degree or higher. Five out of twelve links are shared by all four groups.

In general, variations in the HVMs resulting from the answers by respondents in different educational levels can be observed. There are not so many differences in the connections between travel motivation level and personal value level. The connections mainly revolve around two travel motivations "to get close to nature (3M)", "to pursue aesthetic pleasure (5M)", and three personal values "mental satisfaction (2V)", "peaceful inner world (3V)", and "peaceful and beautiful world (11V)". At attribute – motivation and picture – attribute levels, educational levels well distinguish the connection paths in the HVM.

Figure 48. HVM comparison across respondents with different educational levels
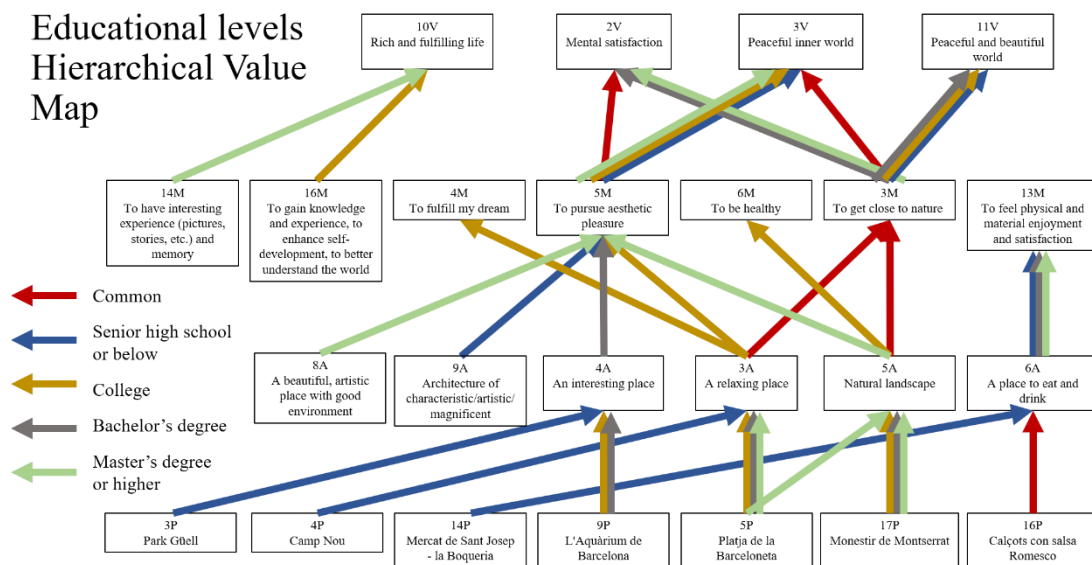
Source: author's own elaboration

Similar to what was mentioned in the section regarding the birth cohort effect on HVMs, in the figure 48 which show the different links drawn by people with different levels of education, it can also be observed that the motivation to pursue aesthetic pleasure (5M) is linked to multiple attribute items. When considering the places of interest to visit motivated by pursuing aesthetic pleasure, the attributes that Chinese outbound tourists would consider can be an architecture of characteristic/artistic/magnificent (9A) for those who have received senior high school or lower education, a relaxing place (3A) for those with college education, an interesting place (4A) for respondents with bachelor's degrees, or natural landscape (5A) and a beautiful, artistic place with good environment (8A) for those who have received master's or higher education.

For the links at attribute – travel motivation level, people with different level of education have quite different ideas, and the reasons for this phenomenon is two-sided. For one, when people from different educational level groups consider the case of traveling abroad, they would prefer places of interest with dissimilar attributes, except for "a relaxing place (3A)" and "an interesting place (4A)" being considered by all four group of respondents. For the other, they have different ideas considering which motivations are connected to the same attribute. For instance, the attribute "natural landscape (5A)" is associated by different groups with three travel motivations including "to get close to nature (3M)", "to fulfill my dream (4M)", and "to pursue aesthetic pleasure (5M)".

At the least abstract picture – attribute levels, relatively less educated people have more distinct preferences compared to others. When making the decision to select a place of interest which is interesting (4A), respondents with college or bachelor education may more likely choose l'Aquàrium de Barcelona (9P), while respondents with senior high school or lower education may think Park Güell (3P) to be more in line with the description. In addition, a relaxing place (3A) in Barcelona is Camp Nou (4P) for respondents from the lowest educational level group, but all other groups tend to select

the Platja de la Barceloneta (5P). Two groups in the middle (college and bachelor's degree) share all 4 identical picture – attribute links, but the two groups of respondents with the biggest difference in educational level hold differing opinions. This result shows that even when the Chinese outbound tourists/potential tourists are looking for a place of interest in Barcelona considering an identical attribute, people with different levels of education would centralize on different choices.

5.2.2.1.3.4 HVM distinguished by region of residence

The questionnaires for this current study were collected with online survey collection platform, which has the access to the geographic locations of respondents. This enables us to know which province each respondent is in. By the classification method mentioned in the study context section, which is based on per capita GDP to represent the levels of economic development, the all provinces (not including Hong Kong, Macao and Taiwan) are classified into three groups as tier 1 region, tier 2 region and tier 3 region (table 41).

Table 41. Provinces classification in China

Tier	Province(city)						
Tier 1	Beijing	Shanghai	Guangdong	Tianjin	Zhejiang	Jiangsu	Fujian
Tier 2	Shandong	Henan	Sichuan	Hubei	Hebei	Hunan	Anhui
	Liaoning	Shaanxi	Inner Mongolia		Jiangxi	Guangxi	Chongqing
	Heilongjiang	Jilin	Shanxi	Hainan			
Tier 3	Yunnan	Guizhou	Xinjiang	Gansu	Ningxia	Qinghai	Tibet

Source: author's own elaboration based on data from Ivy Alliance Tourism Consulting, 2017

The respondents fall into three groups accordingly, and the hierarchical value maps of three groups are summarized as the following figure 49. Seven important links are shared by all three groups comprising three picture – attribute links, two attribute -travel motivation links, two travel motivation- personal value links. Five of seven common links make up two relatively important chains that tourists from different regions resonate. By means of visiting Platja de la Barceloneta (5P) which is perceived to be relaxing (3A), or visiting Monestir de Montserrat (17P) as natural landscape (5A), Chinese outbound tourists/potential tourists can fulfill the travel motivation of "to get close to nature (3M)", so as "to achieve inner peace (3V)".

Figure 49. HVM comparison across respondents from different regions
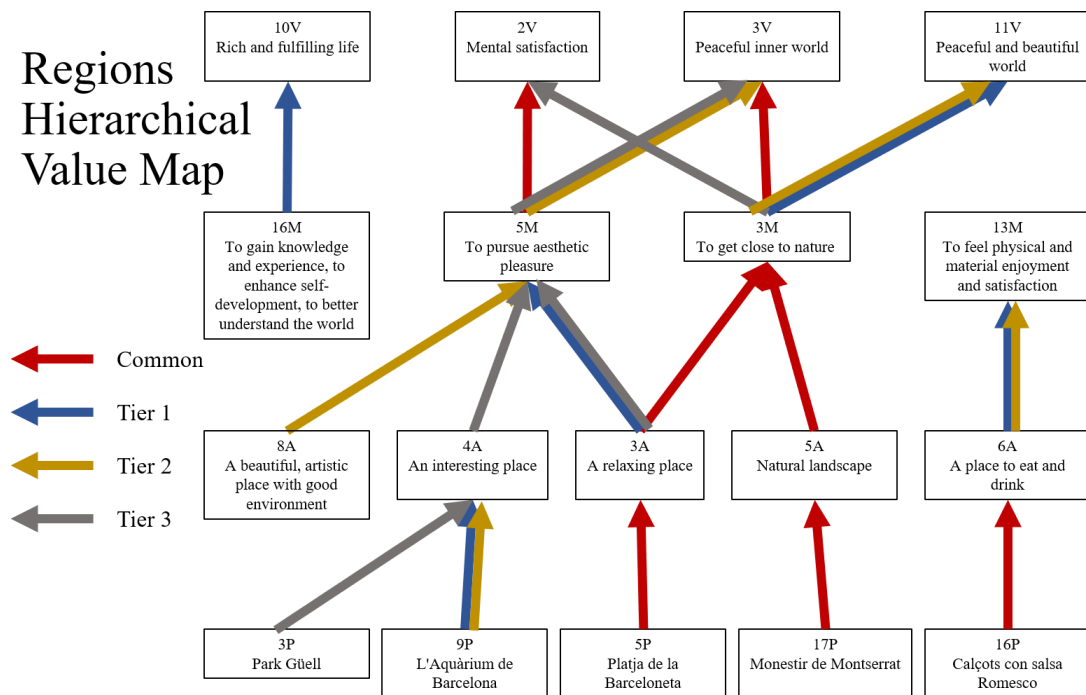
Source: author's own elaboration

Respondents from tier 1 and tier 2 regions share three more links in addition to the seven common ones. In this sense, tourists from tier 1 and tier 2 seem to be more alike, but respondents from tier 3 think more differently. Taking the links from the travel motivation "to get close to nature (3M)" as an example, apart from the commonly shared 3M – 3V link that we mentioned, tier 1 and tier 2 residents share another link pointing at 11V "peaceful and beautiful world", yet respondents from tier 3 connect 3M more closely with "mental satisfaction (2V)". Another disagreement is between picture and attribute levels. Concerned with an interesting place (4A), tier 3 respondents believe l'Aquàrium de Barcelona (9P) fits better with this description, but the others selected Park Güell (3P).

The travel motivation 5 becomes the point of divergence for the links at attribute – motivation level again. When trying to pursue aesthetic pleasure in outbound trips, tier 1 respondents emphasize the important role "a relaxing place (3A)" plays, visitors from tier 2 are expected to choose a beautiful, artistic place with good environment (8A), meanwhile tier 3 respondents prefer places which are relaxing (3A) or interesting (4A).

Speaking on the difference between the links in HVM with cutoff level at top 4, there is not limited influence induced by the resident regions of respondents.

5.2.2.1.3.5   HVM distinguished by travel experience

Respondents were classified in three groups by travel experience, group 1 includes those who have outbound travel experience before the survey, group 2 is consist of respondents who have plan to travel abroad within a year, and respondents in group 3 have no experience of outbound travel, nor the plan to travel abroad within one year.

Three groups share 6 important links shown with red arrows in the summarized HVM

presented in figure 50. Group 1 and group 2 have relatively more common links in the map, which sum up to 10 identical links. Group 3 respondents have rather distinct ideas, apart from the 6 links shared by all respondents, they do not have any common link with other two groups but only 1 shared with group 2, agreeing the connection between attribute "a place to eat and drink (6A)" and motivation "to feel physical and material enjoyment and satisfaction (13M)" is fairly important.

Figure 50. HVM comparison across respondents with different travel experience
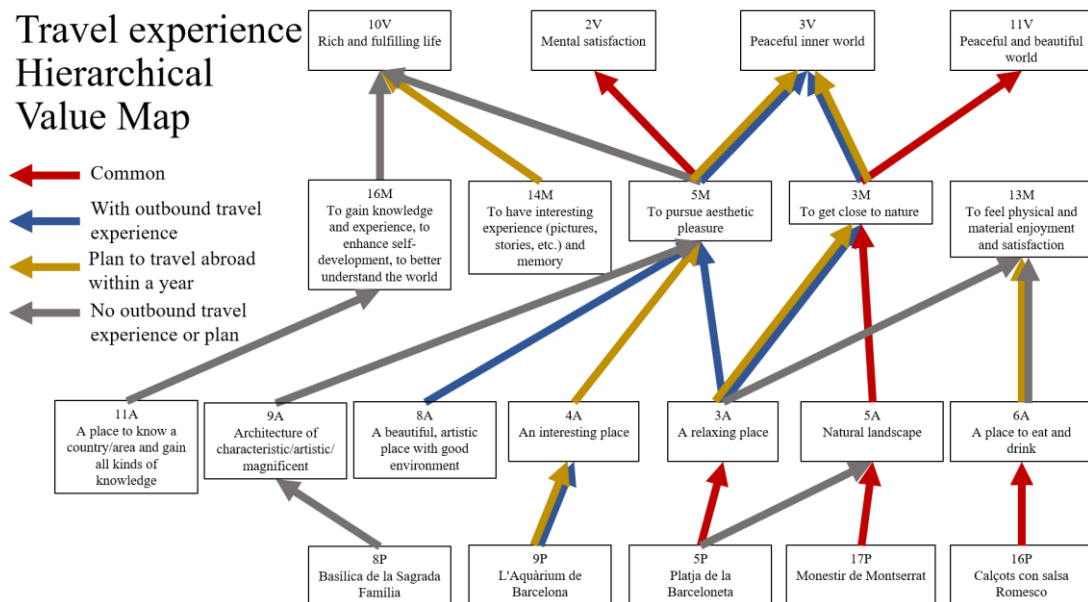
Source: author's own elaboration

In top-down order starting from the most abstract travel motivation – personal value level, there is basically no disagreement between group 1 and 2, except that groups 4 have another tied for the fourth most important link, which connects the motivation of having interesting experience (Pictures, stories, etc.) and memory (14M) with the value

of a rich and fulfilling life (10V). Group 3 respondents pay even more attention to the personal value of rich and fulfilling life(10V), in the way that they selected two important links related to this value, which are "to pursue aesthetic pleasure (5M)" and "to gain knowledge and experience, to enhance self-development, to better understand the world (16M)". They reach further down from 10 V – 16 M to 11A which forms a complete attribute – motivation – value chain. Group 3 respondents have the idea to visit places to know all kinds of knowledge when traveling abroad, in order to enhance self-development, thus having a fulfilling life. However, it is not considered a so important chain by other groups of tourists. This difference of ideas may be explained by the overall travel experiences. Outbound trips are comparatively more cumbersome and complicated in preparation, more costly, and are accompanied with more uncertainly. Generally speaking, more experienced tourists tend to plan or carry out traveling abroad. We may speculate reasonably that respondents in group 3, compared to those in other two groups, have less experience for not only traveling abroad, but also for tourism in general. Less experience introduces higher expectations for them that outbound trips would enable them to learn new knowledge and better understand the world, to enrich and fulfill their lives. For respondents from other groups on the contrary, past travel experiences may have made them realize that in comparison with learning knowledge or enriching lives, some other senses that outbound tourism can bring to them are more obvious.

At attribute – travel motivation level, similar to what was discussed in the previous sections, "to pursue aesthetic pleasure (5M)" becomes the focus again, diverse attributes are selected by different groups of respondents as the means to satisfy this motivation. Moreover, regarding to the travel motivation of "to feel physical and material enjoyment and satisfaction (13M)", it is a consensus of group 2 and 3 that "a place to eat and drink (6A)" is closely connected, and group 3 also chooses "a relaxing place (3A)" to satisfy physical and material enjoyment.

At the least abstract picture – attribute levels, all three groups of respondents have quite similar opinions. Group 1 and 2 share 4 identical links while for group 3, the important attributes of Platja de la Barceloneta (5P) is not only a relaxing place (3A) as perceived by other 2 groups, but also a nice place to exposure to nature (5A).

One important link 9P – 4A selected by others is replaced by 8P – 9A in group 3 respondents' selection. The first thought may be that group 3 would prefer Basílica de la Sagrada Família (8P) to l'Aquàrium de Barcelona (9P), but it is not the case. All three groups choose 8P more than 9P, but when determining the links, group 3 respondents ignore it as a religious site (1A), unlike what many respondents from other two groups do, but focus on it being an architecture of characteristic/artistic/magnificent (9A).

This contrast reminds us of the influence that travel experiences have on tourists' perception on places of interest in tourism destination.

5.2.2.1.3.6   Summary

By different characteristics, respondents were classified into groups, and the HVMs with cutoff level at top 4 of groups were compared and discussed in this section. The influence of characteristics on the selection of important links in HVM can be observed. And some reasons for the between-group variation was discussed.

Hierarchical value maps present an intuitive and concise result, but at the cost of losing rich information. It was mentioned at the HVM comparison by travel experience groups section, about group 3 respondents who have no experience of outbound travel selecting 8P – 9A as an important link. This link is not in the HVM of two other groups, because the frequency of connections linked to Basílica de la Sagrada Família (8P) get distributed to multiple attributes. Group 3 respondents, however, mainly consider the

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basilica an architecture of characteristic/artistic/magnificent (9A). Basílica de la Sagrada Família (8P) is considered a single-attribute site in group 3, but among other groups of respondents, it is known with more aspects. If destinations/places of interest can more comprehensively convey their image and attributes, and tourists/potential tourists have a better understanding about them, this should actually have a positive effect for destinations on attracting more tourists. In the context of current study, the Basílica de la Sagrada Família (8P) is not one of items with important links for group 1 and group 2 in HVM with cutoff level of top 4, however, the basilica is indeed an attractive site for visitors from these groups. Because the frequencies of connections in HVM are decided by how many times the items at lower levels is selected, as well as how close the items are related to higher level items. With this discussion, one feature, which is also a limitation of hierarchical value map analysis is shown. It only emphasizes the connections among items. In the following section, the implication matrices will present more detailed quantitative results.

Implication matrices

Compared to HVM, more detailed information regarding the frequencies of all items and links among items being selected be respondents can be shown by implication matrices. As is mentioned that the connections between items were collected with the questionnaires. The individual connections were aggregated to and filled into the implication matrices. The cross cells of items from adjacent levels contain the frequencies of connections made by respondents.

In the following sections, the implication matrices of each two adjacent levels will be presented and discussed individually. In each matrix, the color scales give a more intuitive presentation of the frequencies of the connections, as the higher-frequency

cells have a darker background. The cells with highest frequencies are the most important links, which were already presented in the hierarchical value maps in the previous section.

Apart from the highest-frequency connections, the implication matrices present more information regarding each starting item of the connections. When respondents were making their choices, the lower-level items were firstly selected, then starting from the item the connections to higher-level items were drawn. Respondents selected the pictures first; then related attributes were selected based on the pictures; connected travel motivations and personal values were selected afterwards. The consequence is that the frequencies of connections depend greatly on the frequencies of the lower items. Therefore, it is more reasonable and meaningful to inspect the rows instead of the columns of the matrices. By looking at the rows, we are able to identify the most related higher-level items for each lower-level item. The picture – attribute matrix shows how attractions in Barcelona are perceived by Chinese outbound tourists/potential tourists. The attribute – travel motivation matrix illustrates the different roles of attributes in satisfying travel motivations. Finally, at the most abstract level, the paths of personal value realization can be presented with the travel motivation – personal value matrix.

5.2.2.1.4 Barcelona tourist attractions in Chinese tourists' mind

Please see table 42 that presents the summary implication matrix that show the frequencies of connections between items at the adjacent picture – attribute levels. As were presented in the HVM with cutoff level at top 4, the four photo – attribute connections of highest frequencies are Monestir de Montserrat (17P) – natural landscape (5A), Platja de la Barceloneta (5P) – a relaxing place (3A), and Calçots con salsa Romesco (16P) – a place to eat and drink (6A).

Table 42. Summary implication matrix, picture - attribute levels

Photo	Attribute											
	1A	2A	3A	4A	5A	6A	7A	8A	9A	10A	11A	Total
1P	52	27	6	16	3	0	19	14	28	4	1	170
2P	6	21	41	23	46	2	18	38	16	2	5	218
3P	11	20	32	37	10	0	11	16	23	4	8	172
4P	0	57	30	30	17	5	19	1	3	6	2	170
5P	1	12	159	27	77	8	6	4	0	2	0	296
6P	2	5	20	5	9	2	19	8	11	5	3	89
7P	0	23	27	11	8	4	7	8	12	2	5	107
8P	34	12	11	25	9	1	66	29	69	1	7	264
9P	0	18	34	90	55	3	7	19	2	25	0	253
10P	0	3	5	9	3	1	19	4	8	2	21	75
11P	2	11	6	11	1	0	22	45	9	3	37	147
12P	0	14	5	4	2	1	1	1	3	1	1	33
13P	0	6	14	8	4	8	3	3	1	1	5	53
14P	0	5	13	5	0	61	1	1	0	3	4	93
15P	0	25	14	8	1	27	3	2	1	1	5	87
16P	0	3	8	2	2	151	2	1	1	3	1	174
17P	1	6	20	14	183	1	10	24	10	13	7	289
Total	109	268	445	325	430	275	233	218	197	78	112	2690

Source: author's own elaboration

By looking at each row of the photo – attribute connection matrix, we can tell how the tourism attractions are perceived by Chinese outbound tourists/potential outbound tourists.

Among all 17 tourist attractions shown with the photos, 11 of them have prominent features with very few attributes selected by respondents concentratedly. A typical example is the picture of Calçots con salsa Romesco (16P), with the very obvious attribute as something to eat and drink (6A) which was selected by 86.8% of respondents. The other 6 are perceived to be multi-faceted attractions, for which multiple related attributes were selected, and the frequencies of these attributes being

selected are pretty even. Park de la Ciutadella (2P) can be considered a multi-faceted attraction, the main attributes perceived by respondents are natural landscape (5A, 21.1%), a relaxing place (3A, 18.8%), a beautiful, artistic place with good environment (8A, 17.4%), and an interesting place (4A, 10.6%).

The main attributes of each picture of attraction is presented in table 43, together with the percentage of respondents that have chosen each specific attribute.

Table 43. Main attributes of pictures perceived by Chinese tourists

Picture		Attribute	%	Attribute	%
1P	Interior of Catedral de Barcelona	A religious site (1A)	30.6%	Architecture of characteristic/artistic/magnificent (9A)	16.5%
		A place with good atmosphere (2A)	15.9%	An iconic/well known place (7A)	11.2%
2P	Park de la Ciutadella	A place to exposure to nature (5A)	21.1%	A relaxing place (3A)	18.8%
		A beautiful, artistic place with good environment (8A)	17.4%	An interesting place (4A)	10.6%
3P	Park Güell	An interesting place (4A)	21.5%	A relaxing place (3A)	18.6%
		Architecture of characteristic/artistic/magnificent (9A)	13.4%	A place with good atmosphere (2A)	11.6%
4P	Camp Nou	A place with good atmosphere (2A)	33.5%	A relaxing place (3A)	17.6%
		An interesting place (4A)	17.6%	An iconic/well known place (7A)	11.2%
5P	Platja de la Barceloneta	A relaxing place (3A)	53.7%	A place to exposure to nature (5A)	26.0%
6P	Plaça d'Espanya	A relaxing place (3A)	22.5%	An iconic/well known place (7A)	21.3%
		Architecture of characteristic/artistic/magnificent (9A)	12.4%	A place to exposure to nature (5A)	10.1%

7P	Poble Espanyol de Barcelona	A relaxing place (3A)	25.2%	A place with good atmosphere (2A)	21.5%
		Architecture of characteristic/artistic/magnificent (9A)	11.2%	An interesting place (4A)	10.3%
8P	Basílica de la Sagrada Família	Architecture of characteristic/artistic/magnificent (9A)	26.1%	An iconic/well known place (7A)	25.0%
		A religious site (1A)	12.9%	A beautiful, artistic place with good environment (8A)	11.0%
9P	L'Aquàrium de Barcelona	An interesting place (4A)	35.6%	A place to exposure to nature (5A)	21.7%
		A relaxing place (3A)	13.4%	A place different from what I see in daily life (10A)	9.9%
10P	El Born Centre Cultural	A place to know a country/area and gain all kinds of knowledge (11A)	28.0%	An iconic/well known place (7A)	25.3%
		An interesting place (4A)	12.0%	Architecture of characteristic/artistic/magnificent (9A)	10.7%
11P	Museu Picasso de Barcelona	A beautiful, artistic place with good environment (8A)	30.6%	A place to know a country/area and gain all kinds of knowledge (11A)	25.2%
		An iconic/well known place (7A)	15.0%		
12P	La Rambla	A place with good atmosphere (2A)	42.4%	A relaxing place (3A)	15.2%
		An interesting place (4A)	12.1%		

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13P	La Roca Village	A relaxing place (3A)	26.4%	An interesting place (4A)	15.1%
		A place to eat and drink (6A)	15.1%	A place with good atmosphere (2A)	11.3%
14P	Mercat de Sant Josep - la Boqueria	A place to eat and drink (6A)	65.6%	A relaxing place (3A)	14.0%
15P	Bars at el Raval	A place to eat and drink (6A)	31.0%	A place with good atmosphere (2A)	28.7%
		A relaxing place (3A)	16.1%		
16P	Calçots con salsa Romesco	A place to eat and drink (6A)	86.8%	A relaxing place (3A)	4.6%
17P	Monestir de Montserrat	A place to exposure to nature (5A)	63.3%	A beautiful, artistic place with good environment (8A)	8.3%

Source: author's own elaboration

Most of the time, respondents with different characteristics would perceive the attractions in the same way. For 9 attractions, the characteristics do not have major influence on the selection of attributes that well describe the attractions. In some cases, we noticed that different groups would see the same attraction differently concerning specific attributes. The pictures of the attractions are 1P, 2P, 3P, 5P, 6P, 7P, 8P, and 11P.

The interior picture of Catedral de Barcelona (1P) received fairly unified description, 30.6% respondents chose a religious site (1A) as its main attribute. The magnificent architecture (9A, 16.5%) and good atmosphere (2A, 15.9%) are two additional reasons why the respondents were willing to select this place for visitation. It may be worth mentioning that male and female respondents seem to have different focuses. More males consider the cathedral a place with good atmosphere (2A, 21.0% by males compared to 7.9% by females) while more female respondents tend to pay attention to the architectural aspect (9A, 19.1% by female compared to 9.9% by male). Other characteristics do not have influence on the perception of this picture.

Park de la Ciutadella (2P) does not have one commonly recognized attribute like the first picture does. Respondents' selections are more evenly distributed to multiple attributes. Three primary attributes are natural landscape (5A, 21.1%), a relaxing place (3A, 18.8%), a beautiful, artistic place with good environment (8A, 17.4%), and an interesting place (4A, 10.6%). Those respondents with outbound travel experience or plan to travel abroad within a year also emphasized it being a place with good atmosphere (2A, 12.6%). But the percentage among respondents without outbound travel experience or plan is only 2.9%. Male and female respondents think differently again in two attributes, more males than females think that "an interesting place" (4A, 14.0% by males to 8.0% by females) provides more precise description for this picture, while it is the opposite for "a beautiful, artistic place with good environment" (8A, 23.2% by females to 9.7% by males).

The differentiated reception of beauty can also be observed in the answers regarding Park Güell (3P), 12.0% female respondents feel it "a beautiful, artistic place with good environment" (8A) while only 1.6% males agreed. The attribute selection of the third picture is either not dominated by one single item. Around two fifth of respondents think it an interesting place (4A, 21.5%) and a relaxing place (3A, 18.6%), 13.4% respondents selected architecture of characteristic/artistic/magnificent (9A), and 11.6% thinks it a place with good atmosphere (2A). Possibly due to the cross-shaped elements appeared in the picture, there are some respondents believing Park Güell a religious site (1A, 6.4%), which is actually not.

The Platja de la Barceloneta (5P) is attractive not for diverse reasons. Respondents basically focus on only two attributes, which are a relaxing place (3A), and Natural landscape (5A). 12.5% male respondents think the beach also an interesting place probably for the beach sports activities, which may not be appreciated as much by Chinese female outbound tourists (6.8%). Although all respondents agreed that the two major attributes that describe the beach are a relaxing place (3A) and natural landscape (5A), respondents from one cohort have a disagreement with others on the relative importance on these attributes. An overwhelming majority (70.6%) of the respondents born in 1969 and before thinks the beach mainly a place to exposure to nature (5A), and 23.5% of them consider it a relaxing place (3A). However, all the other cohorts think the other way, they pay more attention on the attribute of being relaxing (3A, 55.6%) compared to nature (5A, 23.3%).

The picture of Plaça d'Espanya (6P) contains various elements, as the Torres Venecianes (Venetian Towers), Montjuic and Museu Nacional d'Art de Catalunya are also in the background. Consequently, the selections made by respondents are spread to multiple attributes like a relaxing place (3A, 22.5%), an iconic/well-known place (7A, 21.5%), architecture of characteristic/artistic/magnificent (9A, 12.4%), and natural landscape (5A ,10.1%). There is an obvious contrast across cohorts born in different

periods. Over one fifth of respondent born in 1980 or later think it an iconic or well-known place (7A, 23.8%), but none of earlier-born respondents agrees. We may say that the attraction possibly has more fame among younger people.

Respondents with different genders again think differently about atmosphere of the attractions. In the case of Catedral de Barcelona (1P), more male than female respondents think it a place with good atmosphere, but here on the contrary, when looking at Poble Espanyol de Barcelona (7P), more females (29.2%) than males (9.5%) connect it with the attribute "good atmosphere" (2A). Three other important attributes for the attraction are relaxing place (3A, 25.2%), architecture of characteristic/artistic/magnificent (9A, 11.2%), and an interesting place (4A, 10.3%). Travel experience has an impact on the selection of attribute 4, more of respondents with outbound travel experience and respondents with plan to travel abroad within a year think Poble Espanyol interesting, with the percentages at 12.5% and 11.1% respectively. While this percentage of those who do not have plan or experience for outbound tourism is only 4.5%.

Travel experience also influences respondents' perception about the most popular attraction Basílica de la Sagrada Família (8P). Only 3.0% of the least experienced tourists choose the attraction because it is a religious site (1A), more people from the other groups note this attribute (14.8%). Most respondents would visit Basílica de la Sagrada Família for the artistic and magnificent architecture (9A, 26.1%), and for it being an iconic and well-known place (7A, 25.0%).

A final disagreement is between respondents from regions with uneven level of economic development on the Museu Picasso de Barcelona (11P). In general, the museum receives fairly unified recognition of its features by respondents as a beautiful, artistic place with good environment (8A, 30.6%) and a place to know a country/area and gain all kinds of knowledge (11A, 25.2%), another 15.0% of respondents also value

it as a n iconic/well known place (7A). When distinguished with regions, the group of respondents who are in tier 3 provinces are very concentrated with the popularity of the attraction (7A, 40.0%) and tend to think less of the artistic aspect (8A, 10.0%). However, respondents from other two regions pay more attention to it being a beautiful, artistic place with good environment (8A, 32.1%) than being an iconic/well known place (7A, 13.6%).

5.2.2.1.5 Attribute-motivation links

Please see table 44 for the attribute – travel motivation implication matrix, the most selected connection between these two levels are "Natural landscape (5A)" – "to get close to nature (3M)", "a relaxing place (3A)" – "to get close to nature (3M)", and "a place to eat and drink (6A)" – "to feel physical and material enjoyment and satisfaction (13M)".

Table 44. Summary implication matrix, attribute - motivation levels

Attribute	Motivation																	
---	1M	2M	3M	4M	5M	6M	7M	8M	9M	10M	11M	12M	13M	14M	15M	16M	17M	Total
1A	12	2	4	5	22	1	2	0	2	7	1	0	2	8	7	33	1	109
2A	15	24	28	20	65	6	13	6	7	5	2	2	14	26	14	9	12	268
3A	13	12	121	35	80	28	22	6	13	1	3	7	16	16	58	7	7	445
4A	12	14	60	27	83	12	10	2	25	6	0	4	12	25	11	14	8	325
5A	6	2	223	16	65	29	14	3	19	4	1	2	6	8	19	3	7	427
6A	19	64	2	9	2	24	26	6	2	10	2	2	92	8	7	2	2	279
7A	23	4	15	14	37	3	14	2	17	10	0	2	7	35	6	45	1	235
8A	9	2	18	5	77	1	6	5	14	5	0	3	12	18	5	29	7	216
9A	7	0	6	1	68	0	10	0	1	9	3	2	6	31	2	49	4	199
10A	0	3	9	1	12	7	1	0	9	1	0	3	2	10	3	10	4	75
11A	5	4	1	3	8	0	2	0	9	6	0	1	2	17	0	51	3	112
Total	121	131	487	136	519	111	120	30	118	64	12	28	171	202	132	252	56	2690

With table 45, the most relevant motivations for each attribute item are listed followed by the percentage of respondents who made the selection. Six attributes have tight connection with particular travel motivations, more than 30% of the respondents commonly agreed on the relationships. A religious site (1A) and a place to know a country/area and gain all kinds of knowledge (11A) are both linked with the motivation of to gain knowledge and experience, to enhance self-development, to better understand the world (16M). Attribute 8 and 9, a beautiful, artistic place with good environment (8A) and an architecture of characteristic/artistic/magnificent (9A) are thought to be great to pursue aesthetic pleasure (5M). Natural landscape (5A) is very intuitively connected with the motivation to get close to nature (3M). While a place to eat and drink (6A) is perceived to well satisfy the motivation of feeling physical and material enjoyment and satisfaction (13M). The links between other attributes and motivations are not as concentrated, a noteworthy item is about attribute 10, there is a variety of motivations that respondents expect to satisfy when visiting a place different from their daily lives (10A), including to pursue aesthetic pleasure (5M, 16.0%), to have interesting experience (Pictures, stories, etc.) and memory (14M, 13.3%), to gain knowledge and experience, to enhance self-development, to better understand the world (16M, 13.3%), to get close to nature (3M, 12.0%), to educate/satisfy children (9M, 12.0%), as well as to be healthy (6M, 9.3%).

Table 45. Chinese tourists' main motivations for attributes selection

Attribute		Motivation	%	Motivation	%
1A	A religious site	To gain knowledge and experience, to enhance self-development, to better understand the world (16M)	30.3%	To pursue aesthetic pleasure (5M)	20.2%
		To daka (1M)	11.0%		
2A	A place with good atmosphere	To pursue aesthetic pleasure (5M)	24.3%	To get close to nature (3M)	10.4%
		To have interesting experience (pictures, stories, etc.) and memory (14M)	9.7%	To go shopping (2M)	9.0%
3A	A relaxing place	To get close to nature (3M)	27.2%	To pursue aesthetic pleasure (5M)	18.0%
		To escape from daily life, to refresh mental status, to relieve stress (15M)	13.0%		
4A	An interesting place	To pursue aesthetic pleasure (5M)	25.5%	To get close to nature (3M)	18.5%
		To fulfill my dream (4M)	8.3%		
5A	Natural landscape	To get close to nature (3M)	52.2%	To pursue aesthetic pleasure (5M)	15.2%
6A	A place to eat and drink	To feel physical and material enjoyment and satisfaction (13M)	33.0%	To go shopping (2M)	22.9%
		To repeat satisfying experience (7M)	9.3%	To be healthy (6M)	8.6%
7A	An iconic/well known place	To gain knowledge and experience, to enhance self-development, to better understand the world (16M)	19.1%	To pursue aesthetic pleasure (5M)	15.7%
		To have interesting experience (pictures, stories, etc.) and memory (14M)	14.9%	To daka (1M)	9.8%
8A		To pursue aesthetic pleasure (5M)	35.6%	To gain knowledge and experience, to enhance self-development, to better understand the world (16M)	13.4%

	A beautiful, artistic place with good environment	To get close to nature (3M)	8.3%	To have interesting experience (pictures, stories, etc.) and memory (14M)	8.3%
9A	Architecture of characteristic/artistic/magnificent	To pursue aesthetic pleasure (5M)	34.2%	To gain knowledge and experience, to enhance self-development, to better understand the world (16M)	24.6%
		To have interesting experience (pictures, stories, etc.) and memory (14M)	15.6%		
10A	A place different from what I see in daily life	To pursue aesthetic pleasure (5M)	16.0%	To have interesting experience (pictures, stories, etc.) and memory (14M)	13.3%
		To gain knowledge and experience, to enhance self-development, to better understand the world (16M)	13.3%	To get close to nature (3M)	12.0%
		To educate/satisfy children (9M)	12.0%	To be healthy (6M)	9.3%
11A	A place to know a country/area and gain all kinds of knowledge	To gain knowledge and experience, to enhance self-development, to better understand the world (16M)	45.5%	To have interesting experience (pictures, stories, etc.) and memory (14M)	15.2%
		To educate/satisfy children (9M)	8.0%		

Source: author's own elaboration

The characteristics have influences also on the selection of connections among attribute and travel motivation items. Male and female respondents have major disagreements on six connections in relation to four attribute items of tourist attractions. When visiting a place with good atmosphere (2A), the travel motivations that respondents relate include to go shopping (2M, 9.0%) and to get close to nature (3M, 10.4%). However, more males tend to believe that a good atmosphere is originated from the nature (15.4% males – 5.8% females) while more females would enjoy the good atmospheres when shopping (11.6% females – 6.2% males). 14.2% of all male respondents think of getting health (6M) when going to a place to eat and drink (6A), but the percentage for female respondents is only 4.8%. On the contrary, more female respondents (18.9%) compared to males (8.7%) would consider gaining interesting experience (Pictures, stories, etc.) and memory (14M) in the circumstance of visiting an iconic/well known place (7A). Regarding to the connections from the attribute a place to know a country/area and gain all kinds of knowledge (11A), more male respondents are driven by the motivation of comparing it to China (10M, 10.5% male – 2.7% female), while more females want to have interesting experience and memory (14M, 18.9% female – 7.9% male).

The percentage of respondents of two attribute – motivation links in different birth cohorts from old to young, show an increasing trend (figure 51). The links are a relaxing place (3A) – to escape from daily life, to refresh mental status, to relieve stress (15M), and a place to eat and drink (6A) – to daka (1M). None of respondents who are born in 1969 or earlier chose these two connections, a larger proportion of younger tourists would like to visit relaxing places to achieve short escape from daily life, or "daka" (achieve the sense of "I have visited here" or to show to others in social media that "I have been here") at places with food and drink. In addition, 20% of the first two cohorts with respondents born before 1980 would make comparison with China (10M) when visiting a religious site (1A), but no one in all other younger cohorts holds this opinion.

Figure 51. Comparison of percentages of respondents in different cohorts who selected 3A - 15M and 6A - 1M connections
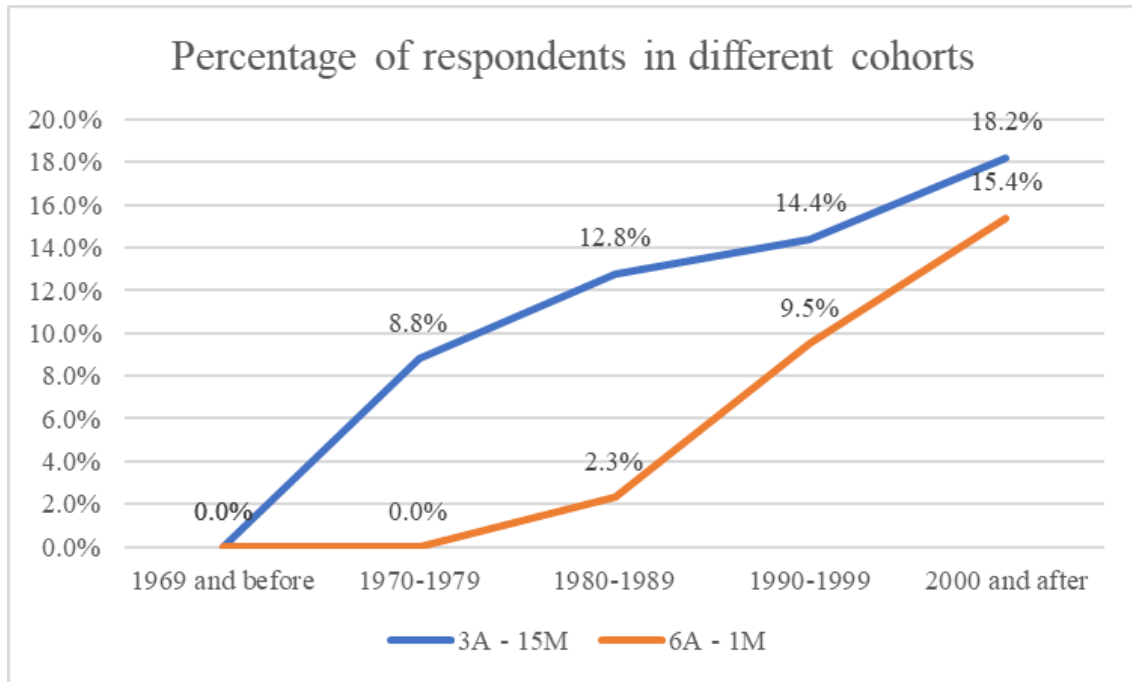
Source: author's own elaboration

When it comes to the different region groups, the differences among respondents from regions with different level of economic development can be observed in three connections (figure 52). Respondents in tier 3 region seem to have less pressure in their daily lives, the lowest percent of respondent connected a relaxing place (3A) with to escape from daily life, to refresh mental status, to relieve stress (15M). From tier 1 to tier 3, more respondents tend to "daka" (1M) at a place to eat and drink (6A), and to visit an iconic/well known place (7A) to educate/satisfy children (9M).

Figure 52. Comparison of percentages of respondents from different regions who selected 3A - 15M, 6A - 1M and 7A - 9M connections
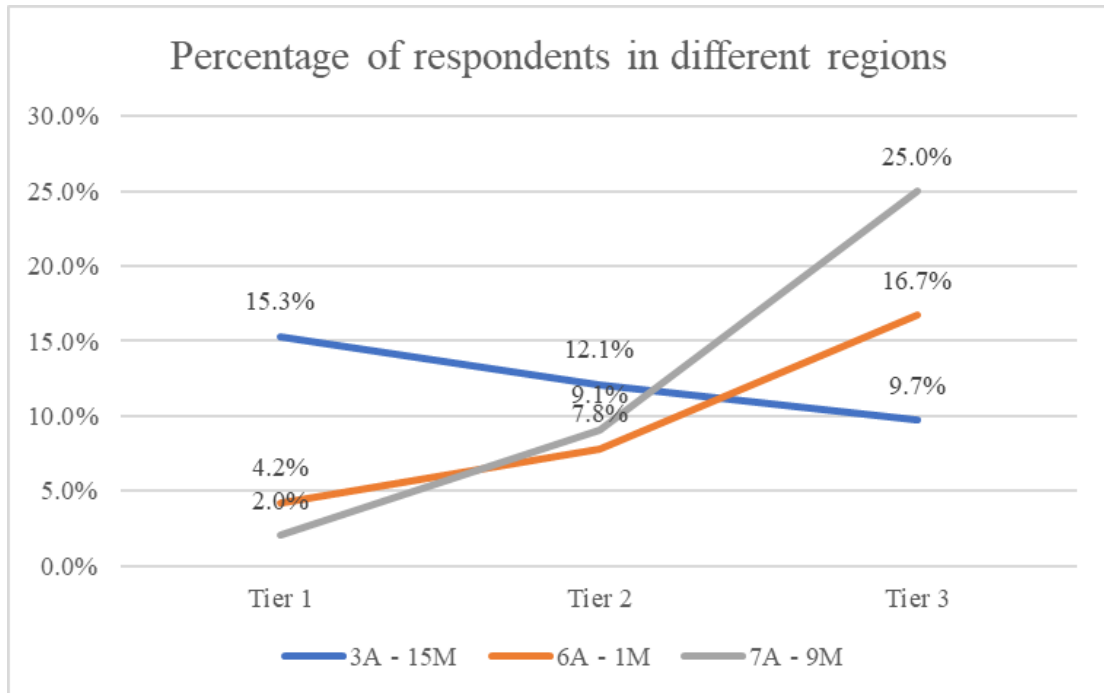
Source: author's own elaboration

Finally, when distinguished by the travel experiences, respondents who have outbound travel experience or plan to travel abroad within a year are more similar considering their selection of connections (please see table 46). Respondents who plan to travel abroad within a year have a minor disagreement with others in 8A – 14M connection. Among those who neither have traveled abroad nor plan to do so within a year, more consider visiting relaxing places (3A) a good way to escape from daily life, to refresh mental status, or to relieve stress (15M), more would go to an interesting place (4A) to have interesting experience (Pictures, stories, etc.) and memory (14M), but none connects an interesting place (4A) with the motivation of to educate/satisfy children (9M).

Table 46. Comparison of percentages of respondents with different travel experience who selected 3A - 15M, 4A - 9M, 4A – 14M and 8A -14M connections

	With outbound travel experience	Plan to travel abroad within a year	No outbound travel experience or plan
3A - 15M	11.70%	10.10%	24.30%
4A - 9M	9.40%	7.80%	0.00%
4A - 14M	7.60%	6.10%	12.50%
8A - 14M	4.20%	13.10%	8.30%

Source: author's own elaboration

At this attribute – travel motivation level, respondents with different educational levels do not differ much regarding link selections.

5.2.2.1.6 Personal value realization with travel motivations

Regarding the connections among motivation and value items (table 47), the connections with highest counts are "to pursue aesthetic pleasure (5M)" – "mental satisfaction (2V)", "to get close to nature (3M)" – "peaceful inner world (3V)", and "to get close to nature (3M)" – "peaceful and beautiful world (11V)".

Table 47. Summary implication matrix, motivation - value levels

Motivation							Value							
	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13	Total
M1	15	31	10	2	6	1	5	2	11	24	10	4	0	121
M2	7	46	3	1	5	5	15	3	26	14	0	0	6	131
M3	1	94	121	7	31	8	39	4	28	41	110	2	1	487
M4	4	29	8	2	20	9	15	9	9	18	9	3	1	136
M5	9	181	101	5	22	2	14	8	25	79	55	16	2	519
M6	1	12	8	0	5	5	42	11	11	5	8	3	0	111
M7	4	24	10	1	6	5	15	3	24	14	8	1	5	120
M8	0	1	1	1	1	1	1	1	8	6	3	1	5	30
M9	1	14	7	23	3	1	3	6	8	19	17	7	9	118
M10	0	10	3	0	0	1	1	15	3	22	4	4	1	64
M11	0	1	1	0	0	1	0	1	1	3	2	1	1	12
M12	0	4	1	0	2	0	4	0	2	5	5	3	2	28
M13	2	24	8	0	1	2	14	2	43	48	14	5	8	171
M14	6	32	15	0	1	1	2	7	17	77	27	14	3	202
M15	0	31	26	0	3	0	4	0	14	25	20	4	5	132
M16	3	61	11	1	1	0	3	7	7	91	20	46	1	252
M17	1	9	1	0	0	1	1	0	3	25	12	1	2	56
Total	54	604	335	43	107	43	178	79	240	516	324	115	52	2690

Source: author's own elaboration

Among 13 personal values, 12 items are linked as important values to be realized by at least one of the travel motivations, only expect for filial piety (6V). Mental satisfaction (2V) and rich and fulfilling life (10V) seem to be two values that can be realized with the most means in the context of outbound travels, both values have important connections with 16 out of 17 motivation items. Peaceful and beautiful world (11V) and satisfying lifestyle (9V) are two additional personal values that have important connections with multiple travel motivations.

Same as what was done with analysis on the picture – attribute and attribute – motivation levels, the most selected personal value with respect to each travel motivation was identified by inspecting the rows of table 47, they are further organized

into table 48.

There are some motivations that have clear connections to certain personal values. The most obvious examples is the motivation "to pursue novelty and adventure, to do different things from daily life, to experience a different world (17M)", almost half (44.6%) of the respondents have linked it with the value of "rich and fulfilling life (10V)". The same value is also closely connected with to have interesting experience (Pictures, stories, etc.) and memory (14M), and to gain knowledge and experience, to enhance self-development, to better understand the world (16M). Moreover, to go shopping (2M) and to pursue aesthetic pleasure (5M) are perceived by many respondents as the important means to achieve mental satisfaction (2V). Regarding the motivation "to maintain family/friend relationships (8M)", it may be expected to connect very closely with the value number 13 "Harmonious relationships (13V)", but the actual answers by respondents show that maintaining relationship in outbound trips is more a means to have a satisfying lifestyle (9V, 26.7%), and to achieve a rich and fulfilling life (10V, 20.0%).

Table 48. Chinese tourists' main values that guide each motivation

Motivation		Value	%	Value	%
1M	To daka	Mental satisfaction (2V)	25.6%	Rich and fulfilling life (10V)	19.8%
		Mianzi (face) (1V)	12.4%	Satisfying lifestyle (9V)	9.1%
2M	To go shopping	Mental satisfaction (2V)	35.1%	Satisfying lifestyle (9V)	19.8%
		Healthy life (7V)	11.5%	Rich and fulfilling life (10V)	10.7%
3M	To get close to nature	Peaceful inner world (3V)	24.8%	Peaceful and beautiful world (11V)	22.6%
		Mental satisfaction (2V)	19.3%	Rich and fulfilling life (10V)	8.4%
4M	To fulfill my dream	Mental satisfaction (2V)	21.3%	Sense of security (5V)	14.7%
		Rich and fulfilling life (10V)	13.2%	Healthy life (7V)	11.0%
5M	To pursue aesthetic pleasure	Mental satisfaction (2V)	34.9%	Peaceful inner world (3V)	19.5%
		Rich and fulfilling life (10V)	15.2%	Peaceful and beautiful world (11V)	10.6%
6M	To be healthy	Healthy life (7V)	37.8%	Mental satisfaction (2V)	10.8%
		National pride (8V)	9.9%	Satisfying lifestyle (9V)	9.9%
7M	To repeat satisfying experience	Mental satisfaction (2V)	20.0%	Satisfying lifestyle (9V)	20.0%
		Healthy life (7V)	12.5%	Rich and fulfilling life (10V)	11.7%
8M	To maintain family/friend relationships	Satisfying lifestyle (9V)	26.7%	Rich and fulfilling life (10V)	20.0%
		Harmonious relationships (13V)	16.7%	Peaceful and beautiful world (11V)	10.0%
9M	To educate/satisfy children	Devotion to children (4V)	19.5%	Rich and fulfilling life (10V)	16.1%
		Peaceful and beautiful world (11V)	14.4%	Mental satisfaction (2V)	11.9%
10M	To make comparison with China	Rich and fulfilling life (10V)	34.4%	National pride (8V)	23.4%
		Mental satisfaction (2V)	15.6%		
11M	To better understand myself	Rich and fulfilling life (10V)	25.0%	Peaceful and beautiful world (11V)	16.7%
		Mental satisfaction (2V)	8.3%	Peaceful inner world (3V)	8.3%
12M	To feel control over my own life	Rich and fulfilling life (10V)	17.9%	Peaceful and beautiful world (11V)	17.9%

		Mental satisfaction (2V)	14.3%	Healthy life (7V)	14.3%
		Wisdom (12V)	10.7%		
13M	To feel physical and material enjoyment and satisfaction	Rich and fulfilling life (10V)	28.1%	Satisfying lifestyle (9V)	25.1%
		Mental satisfaction (2V)	14.0%		
14M	To have interesting experience (Pictures, stories, etc.) and memory	Rich and fulfilling life (10V)	38.1%	Mental satisfaction (2V)	15.8%
		Peaceful and beautiful world (11V)	13.4%	Satisfying lifestyle (9V)	8.4%
15M	To escape from daily life, to refresh mental status, to relieve stress	Mental satisfaction (2V)	23.5%	Peaceful inner world (3V)	19.7%
		Rich and fulfilling life (10V)	18.9%	Peaceful and beautiful world (11V)	15.2%
		Satisfying lifestyle (9V)	10.6%		
16M	To gain knowledge and experience, to enhance self-development, to better understand the world	Rich and fulfilling life (10V)	36.1%	Mental satisfaction (2V)	24.2%
		Wisdom (12V)	18.3%		
17M	To pursue novelty and adventure, to do different things from daily life, to experience a different world	Rich and fulfilling life (10V)	44.6%	Peaceful and beautiful world (11V)	21.4%
		Mental satisfaction (2V)	16.1%		

Source: author's own elaboration

Among the links between motivation and value levels also, female and male respondents made some different choices. More male (15.7%) than female (10.0%) respondents think visiting places motivated by the motivation of "daka" (1M) is a way to gain "mianzi" (1V), and in relation to physical and material enjoyment and satisfaction (13M), more males would connect it to the realization of peaceful and beautiful world (11V, 13.8% males – 4.7% female).

Respondents with no experience or plan for traveling abroad are again distinguished from other two groups of respondents especially in two connections. Much fewer respondents in this group believe that shopping (2M) can result in satisfying lifestyle (9V) and the pursuit of aesthetic pleasure (5M) is closely connected with peaceful inner world (3V) (table 49).

Table 49. Comparison of percentages of respondents with different travel experience who selected 2M – 9V and 5M – 3V

	With outbound travel experience	Plan to travel abroad within a year	No outbound travel experience or plan
2M - 9V	17.6%	28.3%	5.9%
5M - 3V	19.8%	24.9%	7.0%

Source: author's own elaboration

Getting close to nature (3M) is considered as an important means for fulfilling several personal values including peaceful inner world (3V, 24.8%), peaceful and beautiful world (11V, 22.6%), mental satisfaction (2V, 19.3%). There are some disagreements upon its relevance to the value "healthy life (7V)" among respondents from different regions and different birth cohorts. More respondents from tier 3 regions and born in

1969 and before, pay particular attention to health.

Different opinions from respondents with different genders, travel experiences, and birth years can be noticed for the value connections with motivation 16 "to gain knowledge and experience, to enhance self-development, to better understand the world (16M)". Greater number of males, more experienced, older respondents consider more knowledge and better understanding about the world is beneficial in building a peaceful and beautiful world (11V). It is reflected by the differences in the percentage of respondents who selected 16M – 11V connection in different characteristic groups. 12.7% among males is almost three times the percentage of females at 4.7%; from the most to the least experienced tourists, the percentages decrease from 9.9%, 7.9% to 3.8%; 12.5% of respondents born earlier than 1990 is compared to 3.2% of all other younger respondents.

5.2.2.1.7Summary

This section presents information regarding not only to the few most important connections presented in the HVM section, but also looks further into the more detailed connections of each lower level items with higher level items with three implication matrices between each pair of adjacent levels. The most important higher-level items linked to each lower-level item were listed in the table, along with the percentages of respondents who drew the links. The effects of various characteristics are also pointed out. For the sake of saving space, the implication matrices of Chinese outbound tourists/potential tourists distinguished by groups with different characteristics are not presented here. These matrices are available in appendix 2.

5.2.3 Rankings of personal values, travel motivations, attributes, and photos

As was mentioned in the previous sections, in the hard-laddering question, the frequencies of items at higher levels selected by respondents depend also on the frequencies of related lower level items. The frequencies represent how many times the connections but not the items were selected. Consequently, comparing the frequencies of items selected in the question aimed at forming connections is not a correct way to understand the importance of these items in respondents' minds, especially for those items at higher levels. To solve this problem, and to better understand Chinese outbound/potential outbound tourists, additional questions were included in the survey. Respondents were required to rank at least three most important values in their lives, at least three most motivations in the context of outbound traveling, and at least three most attractive attributes when traveling abroad, from the lists of value, motivation and attribute items provided, identical to those in the previous question. The answers from the independent ranking questions enable us to determine more rigorously the importance of personal value, travel motivation and attribute items for Chinese outbound/potential outbound tourists.

The items at each level are ranked according to the importance subject to respondents from 1st to the 3rd, the items at different ranking position are given different scores. The top item gets the highest score of 5, the second of 4 and so on till the fifth with the score of 1. By aggregating the scores from the rankings made by all respondents, the overall importance rankings of items at each level for Chinese outbound/potential outbound tourists are obtained.

Personal values

Table 50 shows the ranking of personal value items with total scores. Healthy life (7V) has the highest score, ranking as the first personal value, followed by harmonious relationships (13V), and rich and fulfilling life (10V). Of all respondents, 30.7% selected healthy life as the primary personal value in their lives, and over half believed it as one of the three most important personal values. The satisfying lifestyle (9V) is a value selected by the third highest number of respondents as one of the top 3 personal values, but the overall score only ranks the 5th. Because many respondents have selected it as the third most important but not the primary value.

Table 50. Ranking of personal values by Chinese tourists

Rank	Value items	As 1st choice	As 2nd choice	As 3rd choice	Frequency	Score
1	Healthy life (7V)	165	58	47	270	658
2	Harmonious relationships (13V)	56	92	76	224	428
3	Rich and fulfilling life (10V)	60	65	59	184	369
4	Mental satisfaction (2V)	54	66	49	169	343
5	Satisfying lifestyle (9V)	42	64	79	185	333
6	Peaceful and beautiful world (11V)	40	44	72	156	280
7	Sense of security (5V)	23	33	28	84	163
8	Wisdom (12V)	25	27	31	83	160
9	Filial piety (6V)	20	33	27	80	153
10	Peaceful inner world (3V)	25	21	28	74	145
11	National pride (8V)	17	21	18	56	111
12	Devotion to children (4V)	8	11	15	34	61
13	Mianzi (face) (1V)	3	3	9	15	24

Source: author's own elaboration

Travel motivations

In the context of traveling abroad, the respondents would most probably be motivated

by gaining knowledge and experience, enhancing self-development, better understanding the world (16M), 50.7% respondents thought it one of three most important travel motivations. The second and third motivations are "to have interesting experience and memory (14M)" and "to escape from daily life, to refresh mental status, to relieve stress (15M)". Similar to the case in personal value ranking, the motivation item 13, "to feel physical and material enjoyment and satisfaction" was selected by relatively high number of respondents as the third most important motivation, but few respondents ranked it at higher place, so the it is listed only the sixth among all motivations. To go shopping, to make comparison with China, and to "daka" are at the bottom of the list. For more detail please see table 51 below.

Table 51. Ranking of travel motivations by Chinese tourists

Rank	Motivation items	As 1st choice	As 2nd choice	As 3rd choice	Frequency	Score
1	To gain knowledge and experience, to enhance self-development, to better understand the world (16M)	93	102	78	273	561
2	To have interesting experience (Pictures, stories, etc.) and memory (14M)	56	60	66	182	354
3	To escape from daily life, to refresh mental status, to relieve stress (15M)	63	60	44	167	353
4	To get close to nature (3M)	54	48	42	144	300
5	To pursue aesthetic pleasure (5M)	46	48	47	141	281
6	To feel physical and material enjoyment and satisfaction (13M)	34	55	67	156	279
7	To pursue novelty and adventure, to do different things from daily life, to	37	48	39	124	246

	experience a different world (17M)					
8	To be healthy (6M)	36	17	17	70	159
9	To fulfill my dream (4M)	22	15	22	59	118
10	To educate/satisfy children (9M)	15	19	23	57	106
11	To better understand myself (11M)	22	11	13	46	101
12	To maintain family/friend relationships (8M)	18	13	17	48	97
13	To feel control over my own life (12M)	14	11	23	48	87
14	To repeat satisfying experience (7M)	9	12	17	38	68
15	To go shopping (2M)	10	8	13	31	59
16	To make comparison with China (10M)	6	3	7	16	31
17	To daka (1M)	3	8	3	14	28

Source: author's own elaboration

Attributes

As shown in table 52, natural landscape (5A) is the most attractive for Chinese tourists in the context of outbound trips.

There are fairly even number of respondents who selected a relaxing place (3A), architecture of characteristic/artistic/magnificent (9A), and a beautiful, artistic place with good environment (8A) as top three attributes that they want to visit the most. However, more respondents would take 3A as the favorite item, 9A is considered by more tourists as second or their choices, while most of respondents who selected 8A placed it at the 3rd important attribute for a place to visit.

The least people are interested in going to religious sites (1A) when traveling abroad. The attributes "a place with good atmosphere (2A)" and "a place different from what I

see in daily life (10A)" are relatively vague descriptions. They are very often connected with pictures in HVM as they can cover more different aspects. Probably for the same reason, the vague descriptions are rarely ranked as one of the most important attributes.

Table 52. Ranking of attributes by Chinese tourists

Rank	Attribute items	As 1st choice	As 2nd choice	As 3rd choice	Frequency	Score
1	Natural landscape (5A)	92	80	59	231	495
2	A relaxing place (3A)	80	62	50	192	414
3	Architecture of characteristic/artistic/magnificent (9A)	52	76	71	199	379
4	A beautiful, artistic place with good environment (8A)	53	68	76	197	371
5	An iconic/well known place (7A)	57	51	53	161	326
6	An interesting place (4A)	58	50	46	154	320
7	A place to know a country/area and gain all kinds of knowledge (11A)	50	49	60	159	308
8	A place to eat and drink (6A)	27	43	41	111	208
9	A place with good atmosphere (2A)	29	29	32	90	177
10	A place different from what I see in daily life (10A)	33	20	38	91	177
11	A religious site (1A)	7	10	12	29	53

Source: author's own elaboration

Tourist attractions in Barcelona

Unlike attribute, motivation or value items, the ranking of pictures is not influenced by any previous issues, so it is not necessary to set another question for respondents to rank the pictures, their answers from the first question can be used directly for picture

ranking. The ranking result of pictures with scores is presented with table 53. In addition, the numbers of visits in tourist attractions are also included in the table as long as there is available data.

Picture of the beach, platja de la Barceloneta (5P) gets the highest score, as there is plenty of respondents selected it as the first, second or third choice when hypothetically visiting Barcelona. The park de la Ciutadella (2P) has been chosen by the most respondents, over 22% of all, as their primary choice. But as second or third choice, it is less considered. We may say that if a tourist is attracted by the park de la Ciutadella (2P), he/she would really like to go there as the first place. But not a lot of those who are already attracted by other tourist attractions would select the park.

Among all tourist attractions with available data on the number of visits in 2017, la Roca Village (13P) was the most visited place with 4,600,000 visits. However, the shopping village got a surprisingly low score in the ranking by Chinese respondents. Only 19 respondents selected it as one of the top three attractive places, among whom 16 ranked it the third. The Basílica de la Sagrada Família (8P) was the second most visited places behind la Roca Village recording 4,527,427 visits. It has a fairly consistent performance in Chinese tourists' ranking. The overall scores and numbers of visits of the tourist attractions (with available data) show a positive correlation, as more-visited places also got higher scores, only expect for the case of la Roca Village (13P).

The pictures that look more ordinary in daily life, including the pictures of bars at el Raval district (15P), la Roca Village (13P) and la Rambla (12P) may not look very attractive for respondents, they are the last three in the ranking of pictures of attractions .

Table 53. Ranking of pictures of tourist attractions in Barcelona by Chinese tourists

Ranking	Pictures of tourist attractions in Barcelona	As 1st choice	As 2nd choice	As 3rd choice	Frequency	N. of Visits in 2017	Score
1	Platja de la Barceloneta (5P)	79	104	56	239	/	501
2	Park de la Ciutadella (2P)	119	44	16	179	/	461
3	Basílica de la Sagrada Família (8P)	43	60	84	187	4,527,427	333
4	Interior of Catedral de Barcelona (1P)	88	23	18	129	/	328
5	Park Güell (3P)	60	46	28	134	3,120,733	300
6	Monestir de Montserrat (17P)	38	39	54	131	2,727,537	246
7	L'Aquàrium de Barcelona (9P)	22	52	73	147	1,626,193	243
8	Camp Nou (4P)	41	42	30	113	1,848,198	237
9	Poble Espanyol de Barcelona (7P)	15	34	22	71	1,299,386	135
10	Calçots con salsa Romesco (16P)	8	20	34	62	/	98
11	Plaça d'Espanya (6P)	8	25	16	49	/	90
12	Museu Picasso de Barcelona (11P)	4	14	41	59	1,046,190	81
13	Mercat de Sant Josep - la Boqueria (14P)	5	11	17	33	/	54
14	El Born Centre Cultural (10P)	2	13	14	29	1,190,762	46
15	Bars at el Raval (15P)	3	8	13	24	/	38

| 16 | La Roca Village (13P) | 2 | 1 | 16 | 19 | 4,600,000 | 24 |
| 17 | La Rambla (12P) | 1 | 2 | 6 | 9 | / | 13 |

Source: author's own elaboration

Influence of characteristics on the rankings

The Chi-Squared test was conducted in order to test if different characteristics of respondents would influence the selection of top three items of picture, attribute, travel motivation and value. The frequencies of items being ranked as one of top 3 are recorded.

We take the influence of gender on top value selection as an example, table 54 presents the frequencies of value items chosen as top three by male/female respondents. The first column shows that mianzi (1V) was selected by male respondents 7 time, and 8 times by female respondents as top three values.

Table 54. Contingency table of top selected personal values by male/female respondents

| Characteristic | Value | | | | | | | | | | | | | |
	1V	2V	3V	4V	5V	6V	7V	8V	9V	10V	11V	12V	13V	Total
Male	7	62	33	17	32	32	110	29	77	82	66	39	95	681
Female	8	107	41	17	52	48	160	27	108	102	90	44	129	933
Total	15	169	74	34	84	80	270	56	185	184	156	83	224	1614

Source: author's own elaboration

With table 54, test of independency is carried out to determine the if there exists relationship between gender and the top value selection. The null hypothesis is as follow.

H_0: The gender of respondent is independent of the selection of top value items.

The relationship between gender and selection of top values is not significant X^2 (df = 12, N = 538) = 7.6, p = .5551. We fail to reject H_0 even at 10% significance level, there is not sufficient evidence to show that gender has influence on the selection of top value items.

Table 55 below presents Chi-Squared statistics to determine whether socio-demographic characteristics have influence on the selections of top item at picture, attribute, motivation and value levels. All tests are with the identical same size of 538.

Table 55. Chi-squared test of independency between socio-demographic characteristics and the top item selections

Characteristic	Pictures				Attributes			Travel motivations			Personal values		
	Chi2	df	p-value		Chi2	df	p-value	Chi2	df	p-value	Chi2	df	p-value
Gender	25.3	16	0.0641	*	8.2	10	0.6091	13.8	16	0.6157	7.6	12	0.5551
Birth cohort	74.5	80	0.6525		63.0	50	0.1023	87.9	80	0.2561	64.8	60	0.3116
Educational level	59.8	48	0.1175		23.9	30	0.7760	44.0	48	0.6369	40.2	36	0.2892
Region	30.7	32	0.5313		17.6	20	0.6114	42.4	32	0.1042	27.9	24	0.2636
Travel experience	20.3	32	0.9455		17.2	20	0.6390	59.6	32	0.0022 **	18.5	24	0.7784

*Notes: rejects the null hypothesis of independence at 10% level of significance
**Notes: rejects the null hypothesis of independence at 5% level of significance
Source: author's own elaboration

The chi-square tests of independence showed that gender is significant in influencing the selection of top pictures at 10% level as X^2 (df = 16, N = 538) = 25.3, p = .0641.

The more notable differences are that Camp Nou (4P) is more attractive for male respondents, while female respondents are more likely to choose Poble Espanyol de Barcelona (7P), Museu Picasso de Barcelona (11P), and la Roca Village (13P) for visitation. The other statistically significant association at 5% level is between the travel experience and the selection of top travel motivation items as X^2 (df = 32, N = 538) = 59.6, p = .0022. Unsurprisingly, the group of respondents who do not have experience or plan of outbound trip would be less motivated by to repeat satisfying experience (7M) for their lack of experience. But they pay extra attention to gaining knowledge and experience, enhancing self-development, better understanding the world (16M). Those who have outbound travel experience are less interested in feeling control over my own life (12M) concerning the context of traveling abroad.

The test statistic values for all other pairs of characteristics and top item selections failed to reject null hypothesis at 10% level. Overall speaking, regarding the selection of top items at picture, attribute, travel motivation and personal value levels, there is mutual consensus among Chinese tourists with different characteristics.

6　Integrated results and discussion

This section presents the integrated results that combine that effort from both qualitative and quantitative study phases. Qualitative phase provides us with in-depth insights, while quantitative phase helps to ensure the understanding to be generalizable in Chinese market.

The integrated results from the mixing of application of both qualitative and quantitative approaches allows understandings in more breadth and depth. The results provide understandings that is supported by statistics and also rich in contextual information. They help us look better into how Chinese outbound tourists/potential outbound tourists recognize their preferred tourist attractions, how they are driven by the relevant visit motivations and, and how they are guided by their believed personal values.

6.1 Most shared MECs

In this section, the MECs shared by the highest number of respondents from quantitative analysis will be presented, complemented by the results from qualitative study phase. There are four sets of most shared MECs, which are illustrated with figure 53.

Figure 53. Most shared MECs
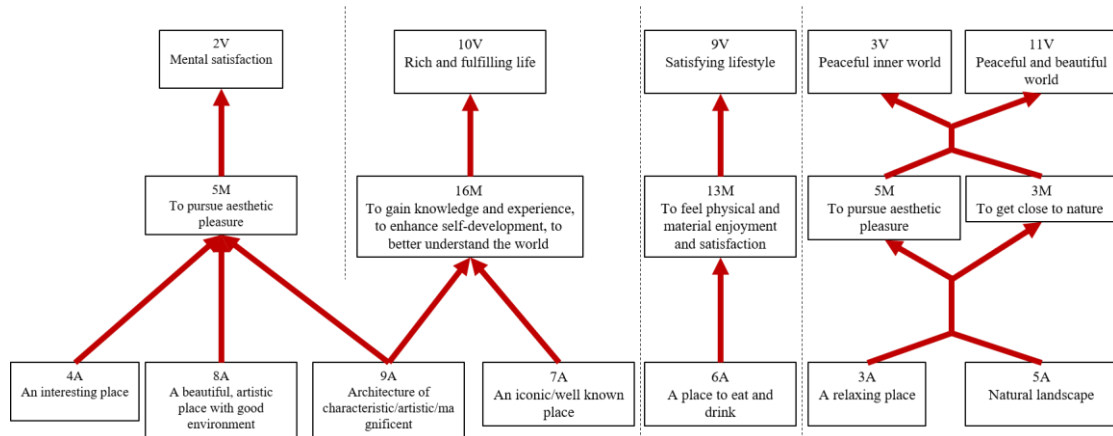
Source: author's own elaboration

6.1.1 Mental satisfaction from aesthetics

The first chain emphasizes that in the context of outbound travel, Chinese tourists seek mental satisfaction (2V) through the pursuit of aesthetic pleasure (5M). Driven by the tourism motivation of pursuing aesthetic pleasure, they tend to choose tourist attractions that are interesting (4A), beautiful, artistic, with good environment (8A), or magnificent architectures (9A) (see figure 53).

Mental satisfaction (2V), in the independent importance ranking of personal values in daily life, positions the fourth. It is very frequently connected with travel motivation and attribute items at lower levels when considering travelling abroad. For Chinese outbound tourists/potential outbound tourists, it is a relatively important value not only in tourism but also in ordinary life. Regarding the motivation to pursue aesthetic pleasure (5M), its score ranks the fifth among 17 motivation items.

Respondent number 25 provided discussion where these items were connected into a

chain, helping us to have a contextual understanding. Photo 8 Basílica de la Sagrada Família was the subject of discussion.

"The architecture is peculiar and magnificent [9A] *and it is in good combination with the nature... This is a beautiful building created by us mankind* [8A]. *Seeing beautiful things brings fine feelings. Aesthetic feeling can bring inner peace and inner enjoyment... It is a spiritual pleasure, which brings very strong sense of satisfaction* [2V]. *"*

It is a huge problem why humans like beautiful things and enjoy aesthetic pleasure which may not fall into the scope of our study. But we may not deny that most of us do love beauty and have certain degree of pursuit for aesthetics. It is our instinct to feel sense of pleasure and enjoy mental satisfaction from pretty things. This physiological reflex is reflected in this MEC, which is one of the most selected chains resulted from our quantitative study stage.

The connection between an interesting place (4A) and to pursue aesthetic pleasure (5M) also reminds us that satisfying aesthetic pleasure is not limited to the appearance of attraction or architecture. A place being interesting is also an aspect worth paying attention to, which helps creating good atmosphere for beauty appreciation.

Agreed with respondent number 25, respondent Respondent number 17 also selected photo 8 Basílica de la Sagrada Família and mentioned the connection between beautiful, artistic place with good environment (8A), magnificent architectures (9A) and pursuing

aesthetic pleasure (5M).

"The aesthetic sense of the architecture is attractive for me; I want to feel it intuitively by myself."

In addition, he said.

"I want to visit it because it is well-known [7A]. I want to see by myself why it is so famous, why there are all kinds of stories about it, why its construction has not been completed for so many years [16M]. I may not be able to get very good understanding by hearing from others, I should see on the spot by myself to know it."

When asked why he would like to know all these, he added.

"Everyone is limited, for instance, we live in one same place for most of the time. But we all get curious sometime, and traveling is a way to expand our limits, in other words, it is to enrich our lives [10V]."

His answer explains another very important MEC discovered in our quantitative stage of research.

6.1.2 Learning and experiencing that makes an enriched life

This set of chains is also shown in figure 53, it draws connections from the attributes of tourist attractions iconic/well-known place(7A) and architecture of characteristic/artistic/magnificent (9A), to the motivation to gain knowledge and experience, to enhance self-development, to better understand the world (16M), which is further linked to rich and fulfilling life (10V).

Respondent number 7 share similar opinion with respondent number 17, looking at the photo of interior of Catedral de Barcelona (1P) and said.

"This should be a church, with large interior space. The architecture, including its decorations, windows, chandeliers, attracts me on the whole [9A]. *I do not know specifically what it is used for, so I would like to know what its function is, maybe for assembly or what? When I go traveling there, I definitely want to understand western culture, to learn something… It is said "Read ten thousand books, travel ten thousand miles", which says that we cannot only learn a lot by reading book, but also gain knowledge when traveling. Tourism is actually also a learning activity. By traveling, one can get to know different customs, cultures, local conditions and so on* [16M].*"*

Rich and fulfilling life (10V) among thirteen personal values scored the third highest. Self-improvement and intelligence are always considered important by Chinese people (Jin et al., 2009). And in Chinese culture, tourism is often perceived as an activity to learn knowledge, to gain experience, to have one's life enriched. The saying *"Read ten*

thousand books, travel ten thousand miles" that respondent number 7 said is very commonly used in China. This proverb expresses that reading and traveling reinforce and assist each other as indispensable ways to enrich oneself and to enhance self-growth.

Learning knowledge and gaining experience (16M) is the most important travel motivation for Chinese tourists among 17 motivation items. The result is agrees with Yu & Yang (2011) that enrichment of one's life is a very important reason for travel. Tourists travel to destination, and believe the direct experience provides them genuine knowledge (Jiang, Scott, & Ding, 2019). Learning knowledge in leisure travel, are often regarded by Chinese tourists as *"killing two birds with one stone"* (Hsu et al., 2007).

When arriving at a strange place, Chinese tourists would think that visiting local architectures is a good way to get to know the place and to gain knowledge. Respondent number 25 thinks that.

"Architectures [9A] *are concentrated representation of the wisdom of local people. Especially those iconic architectures* [7A/9A] *can reflect the local people's wisdom, character, pursuit of beauty, and architectural skills. Trough visiting these sites, I can learn about local people, local life, and local culture* [16M]*."*

This MEC has also been discovered in some previous researches (e.g. Jiang et al., 2015; Jiang, Scott, Tao, et al., 2019) that name similar MEC results in their study as "enrichment-led indigenous tourism experience". The specific chain includes the connection between "culture learning/novelty" and "enrichment", which has the alike meaning with our results that connect to gain knowledge and experience, to enhance self-development, to better understand the world (16M) to rich and fulfilling life (10V).

6.1.3 Satisfying lifestyle with material enjoyment

Having food and drink at tourism destination (6A) brings physical/material enjoyment and satisfaction (13M), which further fulfill satisfying lifestyle (9V) is one of the four most important MECs that share by Chinese outbound/potential outbound tourists. Satisfying lifestyle (9V) ranks the fifth most important personal value, while material enjoyment (13M) is considered the sixth most important outbound travel motivation.

Chinese traditional culture does not encourage material enjoyment. Under the circumstance of China's reform and opening-up and economic development, the disposable income of Chinese people has been increasing, many young urbanites turn to "enjoy life now", and they are willing to spend more on high-quality items (Wang & Lin, 2009). Due to globalization, capitalism (or consumerism) and materialism values have an increasing influence on Chinese people. Western values, together with Chinese traditional culture, communist orthodoxy influence the modern Chinese cultural value system (Kirby & Fan, 1995; Pun et al., 2000). Research of Pearce et al. (2013) identifies the influence of Confucianism, Communism, Capitalism (Materialism) on Chinese outbound tourists' travel behavior. For now, and in the foreseeable future, value items from different value systems would coexist. Moreover, the pursuit for physical enjoyment is human nature, it is not strange that this MEC stands out.

Data collected during our qualitative research stage can provide contextual description for this chain.

"I would choose going to bars like this where many local people go [6A] *... Enjoying food and drink, is enjoying life. It is a more direct, quicker way to get sense of pleasure*

[13M]*, compared to visiting museums. Because it takes more time and effort to understand cultural things. Now we have limited time for traveling, I might arrange a little time (to visit museum), but it won't be long... Eating and drinking must be the main activities when traveling. I would not particularly go visiting mountain or places like that. I am not very interested of those. My trips will still revolve around eating and drinking. I am a person who likes to enjoy life. I do like eating and drinking also in my ordinary everyday life* [9V]*."* (Respondent number 9, photo number 15, Bars at el Raval)

Apart from the satisfying lifestyle in the sense of material satisfaction, this chain may also have a symbolic meaning for some other Chinese tourists. Food and drink have also been a reflection of symbol of status in Chinese culture. "Chinese has honored the ultimate right of the emperor and the subsequent social hierarchy." (Fu et al., 2012) High-quality food, or uncommon/foreign food used to be exclusive to the "upper class". Now during outbound trips, uncommon food and drink bring "a taste of the status and prestige", apart from physical enjoyment. In the symbolic sense, it is fulfilled the satisfying lifestyle which once belong only to "higher hierarchy" (Fu et al., 2012).

6.1.4 Nature sourced inner peace, and expectation for peaceful and beautiful world

This is a set important MECs closely related to the topic of nature. Relatively more value, motivation and attribute items are involved. The set of chains are shown in figure 53 on the right side. Getting close to nature is one of very common motivations that was noticed by multiple previous studies (e.g. Jiang et al., 2015; Jiang, Scott, & Ding, 2019; Jiang, Scott, Tao, et al., 2019; Wu et al., 2020).

Nature (5A) received the highest score, it is the favorite attribute for Chinese tourist considering traveling abroad. And naturalistic places of interests are often perceived to have the relaxing attribute (3A) (Jiang, Scott, & Ding, 2019).

Respondent number 27 has chosen to visit Monestir de Montserrat (17P) and said.

"This steep terrain provides a wide view. It makes people feel relaxed and happy. It is comfortable being in nature [5A]. *I can notice from the picture that the roads are pretty good, nice infrastructure. It is an easily accessible place to contact with nature* [3M] *... Being there, I believe that I can get relaxed and feel very calm inside* [3V].*"*

There are many contents in Chinese traditional culture about dealing with the relationship between human and nature, which differ from the western opinion of "conquering nature". Confucian tradition believes that nature is "a source of inspiration", and it is beneficial for one's self-development to interact with nature (Fu et al., 2015). Taoism thinks that we should "admire nature, comply with nature, and feel nature in heart and emotions" (Fu et al., 2012). The "unity of human and nature" is encouraged, because the harmony between human and nature is essential in spiritual self-cultivation.

The attitude of Confucianism and Taoism towards the human-nature relationship influence Chinese tourists, making them to believe that the improvements in the happiness and wellbeing can be achieved through experiences in nature and spiritual self-cultivation (Li, 2009).

Being in nature evokes our primitive happiness, getting close to nature is calming and

brings inner peace. However, the content of harmonious relationship between human and nature is not limited to us unilaterally enjoying nature. It is believed that nature deserves our protecting actions based on our expectation for beautiful nature and beautiful world.

For instance, according to respondent number 21 who wants to visit l'Aquàrium de Barcelona (9P).

"A wide variety of species of marine lives are shown there. Aquarium allows us to have intuitive feel about biodiversity… The scene shown in the photo is also very relaxing for me [3A] *… At that place, I can feel the beauty of nature* [5M]. *Apart from the feeling of being touched, another opinion comes to my mind that we should cherish the earth. We really should get to know it, and to protect it* [11V].*"*

6.2 Important MECs

In this section, three more important MECs will be discussed. Two of them end with the value of mental satisfaction (2V). In daily life, this value item ranks the fourth behind healthy life (7V), harmonious relationship (13V), and rich and fulfilling life (10V). But in the context of outbound tourism, mental satisfaction (2V) and rich and fulfilling life (10V) appear to be particularly relevant. Among the seven top MECs, the former is included in three chains, and the latter in two of them.

Figure 54. Important MECs
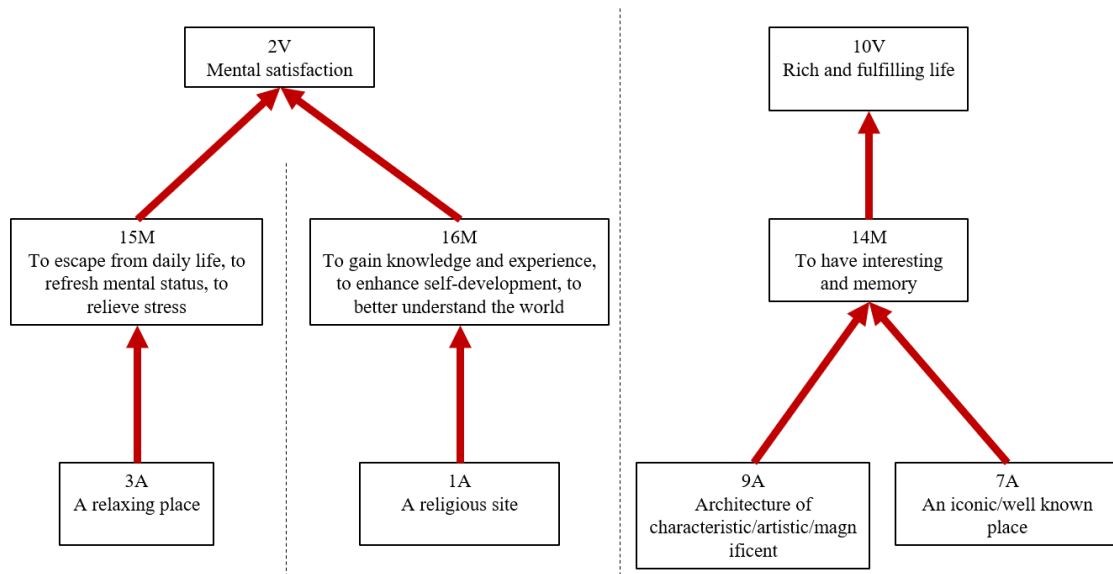
Source: author's own elaboration

6.2.1 Escaping daily life for mental satisfaction

In modern social life, the division of work has been more and more detailed. The overall efficiency may have been improved. For many individuals, one of the correspondent results is that their work pace has become faster. The competition is getting fiercer, information has become extremely rich and easily accessible. Consequently, people start to make horizontal comparison with not only those around them, but with a wider range of people. This may bring stronger sense of unhappiness and more stress. Traveling provides tourists the opportunity to leave ordinary working and living environment for some time, thus becoming a way to escape from daily life and to relax.

Escape is an essential travel motivation which has been early determined by numerous studies. However, few of those studies have looked into the personal values connected

with this motivation. A research in Chinese language (Xing et al., 2018) discovered that escape brings pleasure and satisfaction of mind and body for young Chinese tourists (who were born in the 1990s). Similar finding is present in our study. Many Chinese outbound tourists/potential outbound tourists deem that escape (15M) is a means to achieve the end of mental satisfaction (2V).

Respondent number 6 selected picture 16 Calçots con salsa Romesco in interview. Aside from the food itself, he considered it relaxing to be there and have the food.

"I think that eating creates sense of happiness. The place to eat and drink surely is a relaxing environment with good atmosphere where we (friends) can chat with each other [3A].*"*

For him, going to relaxing place is driven by the motivation of to escape from daily life, to refresh mental status, to relieve stress (15M).

"When I go traveling, the main purpose is to relax. At my age, considering my busy work, traveling is a temporary escape [15M]. *I will have to rush back to work as soon as the trip finishes…(traveling) is a kind of adjustment, which gives me a sense of satisfaction in my mind* [2V]. *Every day is so busy and intense, a short break makes me feel satisfied* [2V].*"*

A similar MEC was also selected by some respondents. By going to places with relaxing

attribute (3A), they believe that escaping from "the hustle and bustle of the city" and "trivial things in daily life" (15M, respondent number 5, photo 5) can help achieving peaceful inner world (3V).

6.2.2 Learning and experiencing for mental satisfaction

Many religions and their believers exist and develop in China (please see figure 55 that present the percentage of population with different religious in China), although in modern China, especially after the establishment of the People's Republic of China in 1949, religious contents are not promoted in the mainstream modern Chinese culture. When traveling abroad, the local religions are relatively uncommon things to know, which may interest Chinese tourists.

Figure 55. Religious affiliation in China, percentage of population in 2020
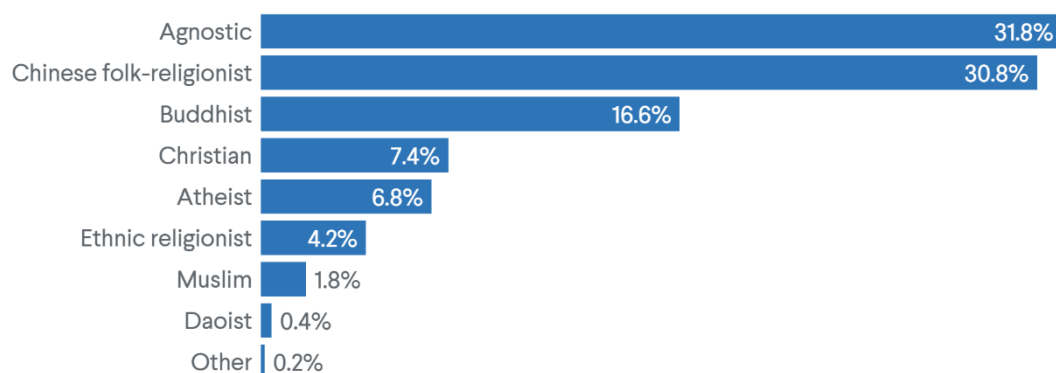
Source: World Religion Database (https://www.cfr.org/backgrounder/religion-china)

In the context of current study, the major relevant religion in Barcelona for Chinese tourists' perception is Christian. However, the main influencing force of Christian in China comes from Protestant. Catholic are not as common in China, and the Catholic churches are not as magnificent as those in Europe. Chinese general public are not very exposed to the detailed and direct information about Catholic, but they have a general impression. Respondent number 16 looked at photo 1 interior of Catedral de Barcelona and immediately recognized it a religious place. She selected it as a place to visit and said:

"I know some people around me who believe in Christian. I am interested in getting to know about it… Going traveling is aimed at seeing more, knowing more, learning about different things [16M]. *With more knowledge, I can have all kinds of topics to talk with others, to attract attention of others such as my students. I think this satisfies me and makes me feel good inside* [2V].*"*

We may understand from this MEC that for Chinese outbound tourists, the substantial reason for visiting religious places may not be pilgrimage, missionary, or religious communications. Instead, they want to learn about something that is relatively strange, uncommon and different from what they see in daily life. This result resonates with the study by Wen and Huang (2020). They discovered that Chinese tourists would visit religious sites because they are curious, they long for knowledge, and they hope to enrich life experience. While the mental satisfaction (2V) may not come from religions themselves, different from what believers get from believing. Chinese tourists are mentally satisfied for having learned knowledge, for having seen a different world, and for having experienced what they had not experienced in daily life.

6.2.3　Enriched life filled with interesting experiences

In accordance with the studies of (Jiang, Scott, Tao, et al., 2019; Wen & Huang, 2020), some Chinese tourists would visit iconic places (7A) or characteristic architecture (9A) to create interesting experiences and memories. And by doing so, they would expect to satisfy the personal value of a rich and fulfilling life (10V).

Park Güell (3P) was selected by respondent number 20 as a place to visit. The interviewee provided content to describe this set of MEC.

"The architecture is magnificent [9A]. *This is Gaudí's architecture, it is very well-known* [7A] *... It is a must-go there. People would surely go to famous places. You can take photos with beautiful architectures, create memories* [14M]. *When you see the pictures in the future, it is a prove that you have been here... (Doing these is) for the construction of a rich life. When you will be recalling your past one day, you may feel that your life is fulfilled with all kinds of memories* [10V].*"*

This set of MEC is similar to one of the most important chains mentioned previously in this section. They have different motivations that connect the attribute and value items (second set of chains in figure 53 and third set of chains in figure 54).

It is worthy making a comparison. The motivation item is changed from "to gain knowledge and experience, to enhance self-development, to better understand the world (16M)" to "to have interesting experience and memory (14M)". The identical English

word "experience" in both items is actually translated from two different Chinese words "阅历" (in 16M) and "经历" (in 14M). The gaining of experience (阅历) in motivation number 16 emphasizes one to be more sophisticated. While in motivation number 14, the experience (经历) in parallel with the word "memory" includes the information of "when, where, with whom, and what one has done". Driven by the motivation of having interesting experience and memory (14M), the forms can be writing down the stories in the journey, taking pictures/videos, etc. The answer from respondent number 18 may provide clarification in a realistic context.

"This photo gives me the impression that this architecture is very magnificent [9A] *... I want to go there, to feel it, to experience it. And I want to keep all the beautiful things and moments in my mind* [14M]*. I hope to enrich my life. I wish that when thinking back, I would recall many places and many cherishable memories* [10V]*."*

6.3 Ranking of personal values and related essential MECs

In many means-end chain studies, it is common that the presentation and discussion of results are limited to the most frequently mentioned chains. We believe that quite a few meaningful information would have been sadly left out. For instance, with the quantitative data collected with survey, healthy life (7V) and harmonious relationships (13V) got the highest scores and ranked the first two personal values. However, neither of them was discussed in the previous section. Because they are not very much connected to lower-level travel motivation and attribute items.

The values and related MECs appeared in the interviews and surveys do represent the

opinions of some tourists in Chinese market. Consider the huge base of Chinese market, the number of these tourists may be not small. We think that it may be regrettable to ignore the personal values and the most relevant travel motivations and selection of attractive attributes guided by each personal value. We looked top-down from values to motivations and attributes, to discover the most important MECs that end with each personal value which are important for Chinese outbound/potential outbound tourists. In this section, we present the findings of tourists in different value segments. As the values that rank the third to sixth, and the tenth were included in the presentation of results in the previous two sections. We will not make redundant repetition in the following part.

Healthy life (7V), ranked the first

Healthy life (7V) scored the highest among all personal values in respondents' life. A healthy body is considered the premise of everything. But the in the determination of MECs in the context of outbound traveling, the chains that end with this value is not frequently selected. It may result from the difference in the expression of values in different situations. The pursuit of healthy life may not be expressed in the selection of places interests at a destination, but in the decision whether traveling or not.

Figure 56. MEC related to healthy life (7V)
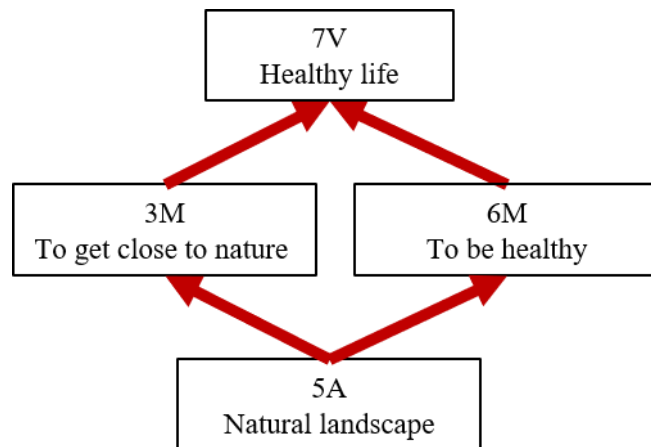
Source: author's own elaboration

Our survey constructed the context where respondents are selecting places of interest at a destination. Respondents believed that visiting natural places (5A) to get close to nature (3M) has the closest connection to this value. A healthy life includes physical and mental health. According to (Fu et al., 2015), nature is considered by Chinese tourists to provide both physiological and psychological comfort. Tourists who live in cities suffer from noise, light, air pollution. Being in nature helps them to enjoy quiet moments, clean air, and to escape from the influence of pollution. A vivid saying among Chinese tourists "洗肺", literally translated as "washing the lungs", signifies going to natural places to breath fresh air. From the mental health perspective, being back to nature allows tourists to temporarily release their pressure. Taoism and Confucianism both influence Chinese tourists in valuing the benefits from nature. Because "nature is believed to be a source of blessing and a harmonious coexistence with nature is much sought after (Fu et al., 2015)". It is regarded that "the improvements in their happiness and wellbeing can be achieved through experiences in nature and spiritual self-cultivation (Li, 2009)."

In Chinese culture, nature and health are related in many ways. And tourism is viewed a means to bridge the gap between humans and nature in China (Fu et al., 2015). Hence, when visiting natural place is an option during outbound travel, some Chinese tourists would decide to do so in pursuit of a healthy life (7V) value.

Harmonious relationships (13V), ranked the second

Harmonious relationships (13V) is ranked the second after healthy life. Here the relationships mainly refer to interpersonal relationships, as was noted in the survey that the relationships can be between the respondents and family, lover, friend, colleague etc. China is a highly collectivism society, Chinese people consider one's existence in society to be influenced primarily by one's relationship with others (Chon & Yu, 1999). The importance that Chinese attach to relationships can also be reflected in our result. The harmony of human society relationships is considered one of three emphasized harmonies in Taoism, the other two being the harmony between human and nature, and the harmony of one's physical body and mind.

From the quantitative results, the primary MECs that point to harmonious relationships (13V) are show with figure 57.

Figure 57. MEC related to harmonious relationships (13V)
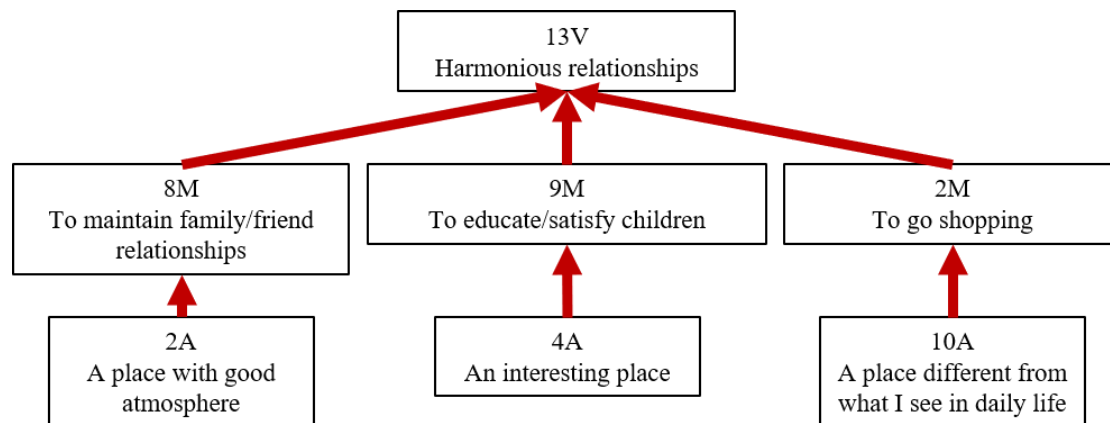
Source: author's own elaboration

Different chains show the same pursuit of harmonious relationship with other people. But by examining qualitative results together, it was noticed that the groups of persons that the relationships connected in different chains were not identical. In the first two chains, the respondents concern the relationships with travel companions. But the last chain involves the relationships with those who may be not traveling together.

Previous studies have concluded that Chinese travelers place emphasis on harmonious relationships during their travel (Jiang, Scott, Tao, et al., 2019). Specifically, they can be driven by the motivation of maintaining family/friend relationships (8M) and choose to visit somewhere with good atmosphere (2A), with the expectation to achieve harmonious relationship (13V) with the companion(s). For parents who want to reach a harmonious relationship with children, they can be going to interesting places (4A) to satisfy or educate children (9M). From qualitative data, respondent number 22 discussed the need for active actions to achieve parent-child and family harmony.

"It is next to the sea. I like somewhere next to waters, rivers, lakes, or seas. So does my daughter. It is a comfortable place to be. My child can go playing with sand, which she likes. The child can do what she likes [9M]. *We adults are also accompanying her and relaxing at the same time. This is such a nice way to maintain family relationships* [8M] *… I think that even though we are parents and child, a harmonious relationship does not readily exist by itself. Family is a major part of our life. Harmonious relationships in family are vital* [13V].*"* (Respondent number 22, photo number 5, Platja de la Barceloneta)

The other situation is where Chinese tourists would like to achieve harmonious relationship with some persons who are actually not traveling together. Tourists think of them during the trip and would commonly buy something and bring it to them when returning from the trip. The representative MEC starts from the attribute number 10 "a place different from what I see in daily life" to the motivation of to go shopping (2M), and finally ends at value number 13, harmonious relationships. Correspondent content can be noticed from the interview with respondent number 1 who chose to visit la Roca Village (13P).

"I think shopping is a must-do when go traveling [2M]. *Generally speaking, for clothes or bags, shopping villages can guarantee genuine products, and normally with lower prices compared to what we go in daily life* [10A]. *This is attractive for me… Relatives and friends know that I am traveling, I should bring some gifts for them. It is a good option to buy some products of good quality and lower price here… (This is) to maintain a good relationship. Mutual exchanges, isn't it how friends get along with each other? When they go traveling, they will bring gifts for me… We human beings are social*

animals. It is true that everyone is independent, but there are connections among the individuals. Family, relatives, friends and lovers are the bonds that tie you to this world. They give you the sense of existence. And good relationships make me feel that my existence is very meaningful [13V].*"*

Previous on Chinese tourists by Jiang et al. (2015) and Jiang, Scott, Tao, et al. (2019) also identified this travel behavior and motivation.

Sense of security (5V), ranked the seventh

Sense of security (5V) ranks the seventh. It may seem surprising that the sense of security falls in the bottom half of the ranking of 13 personal values. This value is not paid much attention to by Chinese respondents, who are currently living in a relatively safe and stable social environment. The most eye-catching MEC is "a relaxing place (3A)" – "to get close to nature (3M)" – "sense of security (5V)". We consider the process how respondents determine this chain. For a specific photo, respondents noticed the "relaxing" attribute. But we can understand that the photo must have shown some natural aspect, too. So that the selection of photo can also meet their need of getting close to nature. Our survey asked the respondent to choose photo, attribute, travel motivation, and personal value in a continuous manner. The impression of the selected photo not only determine which attribute but also which motivation to be selected by the respondents.

Based on this MEC, it may be summarized that Chinese tourists would visit nature which are relaxing, and Chinese tourists would feel a sense of security in this travel activity. As respondent number 10 said when he selected photo number 5 Platja de la

Barceloneta.

"This immediately makes me feel that it is a relaxing place [3A]. *The beach is beautiful. What a perfect scene with the beach and the sea! ... I want to get close to nature, to stay in natural, not man-made place* [3M]. *When go traveling, we go somewhere that we do not know so well, somewhere unfamiliar surrounded by strangers. So, I want to go to nature, which will make me feel comfortable. It is to give myself some sense of security in a relatively unfamiliar place* [5V].*"*

For him, contrasting the unfamiliar city environment and crowds of unknown people, nature is a source of sense of security during outbound trips.

Wisdom (12V), ranked the eighth

Wisdom (12V) ranks the eighth value. In the distributed survey, definition for the abstract value was given as "mature understanding about inner and outer world".

The most noticeable MEC that ends with wisdom is "a place to know a country/area and gain all kinds of knowledge (11A)" – "to gain knowledge and experience, to enhance self-development, to better understand the world (16M)" – "wisdom (12V)". In Chinese outbound tourism market, previous studies found out that Chinese are interested in experiencing different historical and cultural resources including local customs (Becken, 2003; Kim & Prideaux, 2005; Xiang Li et al., 2011). In order to "experience the authentic local place", respondent number 23 selected Catedral de Barcelona (1P) and Mercat de Sant Josep - la Boqueria (14P). He believed that "a

market is a place where I can integrate into the locals" and "visiting a church is a way to experience local life (11A)." And the motives that drive him to experience local life was said.

"I would love to temporarily live the lives of others during the process of traveling. I gain life experiences this way [16M]. *More experiences bring more different ideas and understandings about the world and also about myself* [12V]. *I would say that it is also a way of self-improvement."*

The saying *"Read ten thousand books, travel ten thousand miles"* discussed previously is also in connection with wisdom. The gaining of knowledge and experience (16M) is not only to have a rich and fulfilling life (10V), but also to pursue wisdom (12V). Confucianism advocates the pursuit of wisdom (Jiang, Scott, Tao, et al., 2019). Chinese believe that seeing is believing, and real knowledge comes from practice. Therefore, it is not hard to understand that when driven by the pursuit of wisdom and gaining of knowledge and experience, Chinese tourists would choose to go to places of interest where they can "know a country/area and gain all kinds of knowledge (11A)" in the context of outbound traveling. It is a great way to have a quick understanding of the destinations that are new to them.

In a more practical sense, some tourists expect to have wisdom appliable in business life. The study of Xu et al. (2008) discovered that "Chinese tourists traveling abroad may expect to learn from others and to identify possible business opportunities".

Filial piety (6V), ranked the ninth

The most relevant chain is "a relaxing place (3A)" – "to be healthy (6M)" – "filial piety (6V)".

"Filial piety is the most important of all virtues" (百善孝为先。). Filial piety is a crucial concept in Chinese traditional culture. It is emphasized the importance of family relationships in China. Filial piety, advocated also by Confucian doctrine, particularly guides the management of relationship among family members from different generations. Specifically, in traditional culture, children were required to do their best to serve their parents and other elders in family. They should respect the consciences and wills of their parents, the elders, and their ancestors in the family, so that the older generations will not be ashamed by mistakes of the younger ones.

We may see the transformation of Chinese value system here as filial piety (6V) now ranks only the ninth among thirteen values. The reasons for the result are diverse. Firstly, in the process of globalization and informatization, Chinese traditional culture has been diluted. The important traditions gradually became less valued. Secondly, in modern society, people face much more complex network of social relationships, which results in the decrease of the proportion of family relationships in our life. Consequently, the values that mainly guide family life have become less important. Lastly, in the answering the survey in the context of traveling abroad, the value of filial piety is not applicable, which was pointed out by (Bao et al., 2019; Sun & Wang, 2010) that tourism was mostly driven by modern rather than traditional values. (Chinese tourists visiting volatile destinations). It was written in the Analects of Confucius that "While his parents are living, a son should not travel far. If he does, he must have a stated destination and justified purpose." (父母在，不远游，游必有方。) It was stressed that children should serve and honor their parents, which cannot be done if traveling far.

Leisure travel, however, conflicts with the value of filial piety, if the tourists are not traveling together with parents. In our study, the MEC that points to filial piety (6V) does describe the situation where tourists travel together with elders. The respondents would bring elders in family to relaxing places (3A) with the motivation to be healthy (6M).

In the previous section we compared the hierarchical value maps cross different demographic groups. Older respondents would pay more attention to chains related to health. In a study by Hsu et al. (2007), they also noticed that Chinese elderly tourists very frequently mention the improving of their mental and physical wellbeing when they were asked to comment on their overall perception and attitude to leisure travel. Most of the Chinese elderlies have gone through difficult times. Now with the economic development, they are free from the concern of basic living and existence, the primary consideration if to enhance health and to improve life expectancy (Hsu et al., 2007). Therefore, for the younger tourists who would like to satisfy elder family members when traveling, helping the elderlies to pursue health is one of the best means to realize filial piety.

To summarize, this MEC is effective when tourists are traveling together with elder family members. The younger tourists would bring elder travel companions to relaxing places with the objective of achieving physical and mental health of the elderlies. This behavior also meets the elderlies' desire for health, which further enhance their satisfaction. In this way, the younger tourists achieve their value of filial piety.

National pride (8V), ranked the eleventh

Pride and patriotism as a travel motivation is also noted by previous study by Hsu et al. (2007). In the recent decades, Chinese have witnessed and experienced the rapid

development of China. Especially many of those who were born before 1980, have lived through a period when people were concerned of food and clothing, to an era of material prosperity. In process of the rejuvenation of the Chinese nation, Chinese people are proud of the achievement and the ongoing development. When possible, they are willing to experience the progress. In outbound trips, Chinese tourists are able to see and feel the world outside China. It is possible to make comparison between foreign countries and China, to understand the differences. The comparisons and reflections make them to better understand their own country, and possibly to enhance sense of national pride.

The result from quantitative analysis presents the chain "an iconic/well known place (7A)" – "to make comparison with China (10M)" – "national pride (8V)". An example comes from the interview with respondent number 2 who chose to visit Basílica de la Sagrada Família (8P). His sense of pride originates from his understanding on Chinese culture.

"This is a local landmark, a well-known place [7A]. *I think that landmarks are good representation of the culture of this country or area… (Visiting these places) allows to get to know all aspects of cultures, histories of other countries. So that we can make comparison with our own culture* [10M] *… The comparisons have influence back on us, to rethink about our culture that we have taken for granted, to feel the broad and profound culture* [8V].*"*

Devotion to children (4V), ranked the twelfth

The survey conducted in Chinese used the term "望子成龙，望女成凤" which literally

means "hoping for the son to grow up into a dragon, hoping for the daughter to grow up into a phoenix". Dragon and phoenix are worshiped scared animals in Chinese culture that symbolize auspiciousness. Dragon was used as the emblem of emperor, and phoenix of empress. The saying expresses the hope for one's children to have a bright future. This value may turn to be more important for the generation of Chinese parents under one-child policy.

In the context of traveling, previous research showed that many parents think vacation a learning experiences for children (Lehto et al., 2017). They would expect children to get moral and spiritual inspiration or aesthetic enjoyment (Fu et al., 2015).

Figure 58. MEC related to devotion to children (4V)
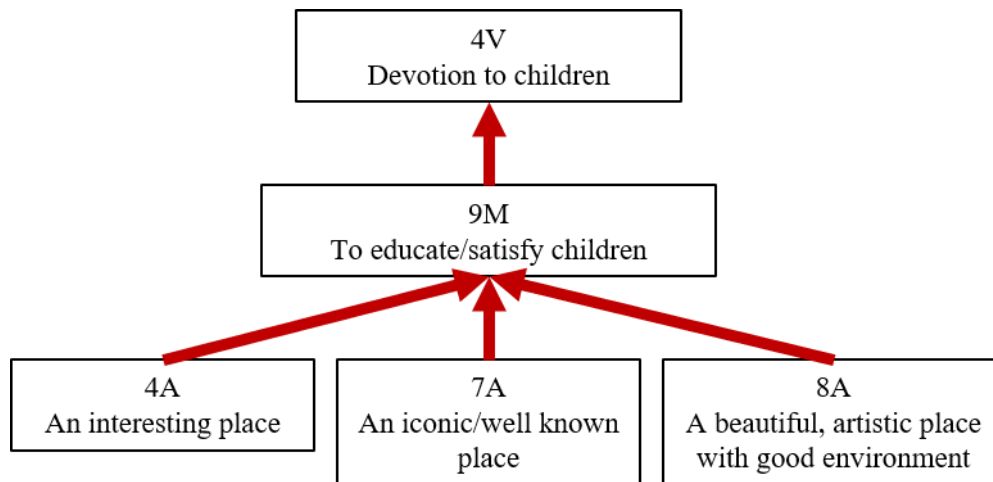
Source: author's own elaboration

The set of MECs related to the value of devotion to children (4V) from the quantitative phase study is shown in figure 58. Driven by motivation number 9, to educate or satisfy

children (9M), Chinese tourists would choose the places that are interesting (4A), iconic (7A), or beautiful and artistic (8A). Thus, they try to realize the value "devotion to children" (4V). This chain is applicable for family travel with children. The education environment at school is mainly exam oriented. Some parents would seek informal educational platforms outside school for their children, such as vacations where children can see beyond books and learn about history, society, and nature (Fu et al., 2015). Respondent number 22 decided to bring her daughter to Plaça d'Espanya (6P).

"Europe also has a pretty long history. I know something about there already, and I would like to have a look with my own eyes… This place is something obviously different from what we see in China [10A]. *We, together with my daughter, can get to know about other nations, about how they live, about different things… I want my child to know more as early as possible. I want her to understand that the world is very big, diversified. There are so many things that she can do, and so many options that she can choose from* [9M] *… Eventually, I hope her to be a well-informed person, to become a successful and happy person* [4V]*."*

At attribute level, what respondent number 22 mentioned (10A) is also selected by some respondents in quantitative phase, although the number of respondents is not as much as those who selected 4A/7A/8A. More Chinese tourists would still choose to go to interesting, iconic, beautiful and artistic places to satisfy or educate their children. Moving up to motivation-value levels, the stronger connection between "to educate/satisfy children (9M)" and "devotion to children (4V)" is recognized by more people.

Mianzi (1V), ranked the thirteenth

"The churches, architectures in Europe is world famous. As everyone thinks them good places to visit, I would like to go, too. There is limited time for tourism, then I will choose the most iconic, the best-known, the most worth going places [7A]. I do not miss the places that everyone else goes ... I can post a "daka" photo with location information, showing the places that I am visiting [1M]. So, I can gain "mianzi" when others see the posts [1V]." (Respondent number 24, photo number 1, interior of Catedral de Barcelona)

The Chinese personal value "mianzi" ranks the last among thirteen mentioned value items. Mianzi (面子) literally means the face of an object or person. In Chinese social context regarding interpersonal relationships, mianzi means one's reputation, prestige, honor, or social standing. Face can be "granted", "lost", "fought for", and "presented as a gift" (Lin, 1962). Mianzi in Chinese traditional collectivism society has a very important position. It is a representation of the social resources of a person, which refers to the sum of public resources (power, wealth, status, social prestige), and interpersonal resources (trust of others) that an individual obtains through ability, character, and achievement.

The literal translation of "Daka" (1M) in English is "to punch in", to register that one is present. In the context of tourism, "daka" describes visiting a place attracted by its fame, mainly to achieve the sense of "I have visited here" or to show to others that "I have been here". When respondent number 24 was making the above statement, she said at the end "*So, I can gain "mianzi" when others see the posts.*" The underlying logic is that with "daka" photos, the personal ability, economic strength, etc. that support one to travel to those places can be shown to others via social media, thus

improving one's social reputation, winning the recognition of others, establishing social position in others' mind, gaining "mianzi".

Quantitative results show that the most frequent MEC is "a place to eat and drink (6A)/an iconic/well known place (7A)" – "to daka (1M)" – "mianzi (1V)".

The realization of this value needs the involvement of social connections. In the context of outbound tourism. Its realization is accomplished by showing something to others. To "daka" at well-known/iconic places interests, or somewhere to eat and drink is a straightforward way for many tourists to gain the recognition of other. Because food (especially exotic, non-routine food) and iconic places of interests allow more people to have an instinct sense of how valuable the tourist's behavior is. For better illustration, an example comes from respondent number 4 who chose the famous Camp Nou (4P).

"If I go to a very well-known place of interest [7A] *and make a WeChat (one of the most popular social media in China) Moments post* [1M]*, everyone will know immediately where I am… Probably, when sharing this, I want others to appreciate me. It should be a sense of vanity, desire for mianzi* [1V].*"*

6.4 Rankings of travel motivation, attractive attribute, and tourism attractions in Barcelona

Apart from the constructed MECs, the current study obtains the results regarding the rankings of the personal values, the travel motivations and the attributes of tourism attractions. It was mentioned in the last section that two China-specific personal values, namely devotion to children (4V) and mianzi (1V), are ranked two least important values. While the top values are healthy life (7V), harmonious relationships (13V), and rich and fulfilling life (10V). These are fairly common important values in extant studies (e.g. in Jiang, Scott, & Ding, 2019; Lin et al., 2013; Ruhanen et al., 2015; Watkins & Gnoth, 2005; Wu et al., 2020).

The healthy life being the top ranked value, has a different position in the results from Jiang et al. (2019). In their study, the particular value only ranks the number 7. We believe that this difference may be caused by the dissimilar ways how the data are collected. In the survey used for data collection of the current study, the question emphasizes "what are the most important values in your life", which liberates the minds of the respondents and makes them consider not only the context of traveling but also their broader life scenarios.

Regarding the ranking of the items at travel motivation level, we can notice that the top-ranking motivations confirm the results from several studies focused on Chinese tourists. The first four motivations "to gain knowledge and experience, to enhance self-development, to better understand the world (16M)", "to have interesting experience and memory (14M)", "to escape from daily life, to refresh mental status, to relieve stress (15M)", and "to get close to nature (3M)" are also found to be essential in Jiang et al., (2019) and Wu et al. (2020). Two travel motivations that are specific to Chinese tourists, similar to the China-specific values, rank in the last two positions. To make comparison

with China (10M) is the second last important among 17 motivations. However, from 600 valid surveys, Jiang et al. (2019) found out that this value ranked the 5th in the list of 20 motivations. Another China-specific motivation is "daka (1M)", which literally means "to punch in". Tourists who are driven by the motivation want to visit a place mainly to achieve the sense of "I have visited here" or to show to others that "I have been here". This is a newly identified motivation in the current study, but it is not considered to be important by most Chinese tourists. We think it noteworthy to mention that "daka tourism" in the Chinese context tend to have a negative meaning recently. It is criticized to be like consuming fast food. Many consider that the "daka tourists" are not enjoying the trip itself, but only to show and show off where they have been. We may not be able to judge whether it is correct to say so, especially in the era when leisure time become more limited, but the negative meaning exists and would surely influence our respondents. Although respondents are clearly informed that the data collected is only for research purpose, it is still possible that they would prefer selecting positive motivations like "to gain knowledge and experience, to enhance self-development, to better understand the world (16M)" to justify tourism consumption, instead of "daka (1M)". The question design may be improved in future research to avoid obvious positive/negative meanings. To go shopping (2M) at the third last position may be surprising, as Chinese tourists seem to have left the impression of shopping-passionate in many tourism destinations. The reason may be that shopping behavior accompanies their travel behaviors driven by other motivations that are more important to them. When making the decision of destination or attraction selection, "to go shopping" would not be a major concern.

Natural landscape (3A) is the most valued attribute in the current study, which agree with many extant studies that find out that nature is one of the most preferred attributes (e.g. in Jiang et al. 2019; Wu et al. 2020; Lin et al. 2018). The second most attractive attribute is "a relaxing place (3A)", followed by architectures (9A). The architectures

are often considered to be the "concentrated representation of the wisdom, character, pursuit of beauty and architectural skills" (Interviewee 25, photo number 8). Driven by the top motivation "to gain knowledge and experience, to enhance self-development, to better understand the world (16M)", many Chinese tourists tend to visit local architectures. In the research by Zhibin Lin et al. (2018), the importance of this attribute is also noted. However, "a religious site (1A)" is positioned the last selected by much fewer respondents. The segment of tourists who focus on the religious attribute of attractions may be rather small. During the interviews at the qualitative study phase, we have not encountered any pilgrimage tourist. Those who selected the photo of interior of Catedral de Barcelona (1P) would say it "a place different from what I see in daily life (10A)" or "a place to know a country/area and gain all kinds of knowledge (11A)", in addition to "a religious site (1A)" (e.g. Interviewee 15, 16). And the motivations for visiting the cathedral would be making comparison with China, to get to know about religions. The religious attribute itself is not the center of their attention.

The attractions in Barcelona are sorted according to the respondents' preference, so that we can compare it to the actual number of visits. The two rankings are fairly consistent considering the attractions with available data. The preference of Chinese outbound tourists/potential outbound tourists is pretty similar to the historical behaviors of Barcelona tourists in attraction visitation.

Inspecting table 53, we can notice that Camp Nou (Museu FC Barcelona) (4P), compared to l'Aquàrium de Barcelona (9P), has received more visits in 2017, but it is ranked lower by our respondents. The costs to visit one or the other do not differ much when visiting Barcelona. We may say that the selection between two places mainly results from the preferences of tourists. And Chinese tourists seem to be less interested in Camp Nou (Museu FC Barcelona) (4P). Because there is not as strong football atmosphere in China, the proportion of Chinese interested in football is relatively low. According to the World football report 2018 (Nielson Sports, 2018), 32% of the urban

population in China are interested in football. It can be expected that the percentage over the total population should be even lower, as non-urban residents have fewer chances of getting access to the sport. According to Barcelona tourism activity report 2018, among all tourists visiting Barcelona, most of them come from Spain, the US, the UK, France, Italy and Germany . The percentages of football fans in these countries are all higher than that in China (see table 56). It is reasonable that Camp Nou (Museu FC Barcelona) (4P) is not as attractive in the Chinese outbound market compared to the others. Moreover, Museu Picasso de Barcelona appears to be more attractive for Chinese tourists. As Picasso is well known in China, his paintings are included as a representative of Impressionism in the art textbook of the Chinese compulsory education system. La Roca Village in 2017 has received 4.6 million visits, even more than that of the third-ranked Basilica de la Sagrada Familia. But in the results of the current study, it is ranked the second last. One of the main reasons should be that la Roca Village is not only a tourist attraction, the shopping village has many non-tourist visitors. In addition, due to the development of international business and the global distribution channels of many brands, more Chinese consumers turn to complete the purchase in China instead of during the trips.

Table 56. Percentages of population interested in football in different countries

Country of origin	% of population interested in football
China (of urban population)	32%
Spain	70%
US	32%
UK	51%
France	50%
Italy	67%
Germany	60%

Source: Nielson Sports, World football report

6.5 Differences among tourists with different characteristics

We have grouped our respondents according to their characteristics and compared the rankings of items at three levels as well as the connections made by each group of respondents. Within the limits of the researcher's ability, no study was found to have made these cross-group comparisons. The characteristics that the current research concerns including gender, birth cohort, region, educational level, and outbound travel experience. The regions are distinguished in three tiers, according to levels of economic development. Tier 1 represents the highest level of development. Four educational levels are used, which are senior high school or below, college, bachelor's degree, and master's degree or higher. Regarding the outbound travel experience, respondents are grouped to those with outbound travel experience, those who plan to travel abroad within 1 year, and those without outbound travel experience.

For the Chinese tourists' ranking of preferred attraction attributes, travel motivations, and personal values, we found statistically significant influences of gender on value ranking, and travel experience on travel motivation ranking. In the value ranking, more males would pay attention to devotion to children (4V), national pride (8V), and wisdom (12V), while mental satisfaction (2V) is important for more female respondents. The contrasts possibly result from the traditional patriarchal society environment in China. Its influence on Chinese continues although in modern society, gender equality is the trend. The family concepts of traditional Chinese culture attach great importance to inheritance, passing on the family line (传宗接代) is almost one of the most important tasks of men. Generally speaking, in a patriarchal society, a woman who marry into a man's family is considered to leave the original family and become a member of the new family, the woman has very few opportunities to meet the original family again. The newborns will be given the father's surname, and the male's family is considered to be inherited. Within such a context, men advocate and benefit from the

passing on of the family line. This helps explain why more men to think that devotion to their children (4V) is important. Moreover, in a traditional patriarchal society, only men could become state officials. Up to now, men still account for the majority of national leaders. Our result that men tend to value national pride matches this phenomenon. While the reason why more females (11.5%) than males (9.1%) placed mental satisfaction (2V) among three most important personal values remain to be explained by future research.

In respect of the ranking of travel motivations, the respondents who have outbound travel experience and those who plan to travel abroad within a year are more similar, distinguished from the other group. Much fewer inexperienced respondents have selected to get close to nature (3M), and to repeat satisfying experience (7M), while more of them would like to gain knowledge and experience to better understand the world (16M). It is obvious why repeating satisfying experience would be chosen by less inexperienced respondents. And less experience also makes them to have higher expectation to learn new knowledge and better understand the world, to enrich and fulfill their lives during outbound tourism consumption. The ranking of the motivation number 12 "to feel control over my own life" is worth discussing. There are almost half of the respondents (45.2%) in the with outbound travel experience group ranked it among the top 3 motivations, while the percentage for the other two groups are 13.3% (plan to travel abroad within a year) and 23.3% (without outbound travel experience) respectively. After outbound trips, the tourists would have more intuitive feelings about all kinds of tedious, complicated issues and many problems caused by uncertainty during the preparation and travel processes. But at the same time, as they have solved the troubles and have overcome the difficulties, the sense of control over their own lives arose. Similar to the motivation 7 "to repeat satisfying experience", this sense may be unfamiliar and less stimulating for those who do not have this experience. Consequently, it is considered important by less of them.

We have presented the influence of different characteristics on HVMs with cutoff level at top 4 and the selection of connections. All characteristics have certain degree of influence on the determination of connections among the items. The HVMs by male and female respondents do not differ significantly. But when comparing some important connections with implication matrices, we can notice some differences. Male and female respondents disagree on six connections between attribute and motivation levels concerning four attribute items, and on three connections between motivation and value levels. Respondents from closer birth cohorts tend to make similar selections, people born in 1969 and earlier and people born in the 1970s are sometimes distinguished from all others born after 1980. 20% of the respondents born before 1979 drew the connection between 1A and 10M, while none of the younger respondents has done so. From older to younger respondents, connections like "a relaxing place (3A)" – "to escape from daily life, to refresh mental status, to relieve stress (15M)" and "a place to eat and drink (6A)" – "to daka (1M)" become more popular. The 3A -15M connection gaining more popularity among the younger respondents may due to their life pressure, so they tend to have the desire to escape from daily life and to relax. The seniors prefer connecting "a relax place" with "to be healthy" or "to get close to nature". While for the second connection, it is not hard to explain why seniors are not as keen, because "daka" has only gain its popularity in recent years especially among young people. Respondents born in 1969 or earlier are particularly interested in getting close to nature (3M) to achieve the value of healthy life (7V). Speaking of the regions where respondents reside. Tourists from tier 1 and tier 2 regions are more alike in terms of constructing HVMs and the tier 3 respondents differ from them. But it may not be a very effective basis for distinguishing different tourists. Educational level impacts more on the preference of places of interest, attribute and travel motivations but less on the most abstract personal value level and the determination of connections. The group of respondents with senior high school or lower education selected the most different picture – attribute links compared to other groups of respondents. The other three

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groups of respondents can make up a relatively homogeneous segment. Respondents who have neither experience nor plan for traveling abroad within a year are more differentiated from other two groups who have more comparable HVMs. The differences of connection selection can be observed in all three levels. This group of respondents emphasize the connection between visiting places to learn new knowledge, self-development/better understanding the world (16M), and the personal value of a fulfilling life (10V).

7 Conclusions

7.1 Conclusions

The current study looks into the destination Chinese tourists' perception of destination, travel motivation, value pursuit, as well as the connections among them. Taking Barcelona as the travel destination, with mixed methods following an exploratory-sequential design, the researcher studies the research question with first-hand data from China from an emic perspective.

With the continuous and steady development of the Chinese economy, people's disposable income has been increasing. The consumption beyond necessary goods, such as leisure consumption, expanded. And the outbound tourism market has also continued to grow. For international destinations, the knowledge about Chinese tourists not only can help to attract and provide products/services to them but also promotes mutual understanding of different cultures. Under the influence of coronavirus disease COVID-19, the international tourism industry has stagnated. China's rapid and effective anti-epidemic measures have enabled China's domestic tourism market to recover first. When vaccinations will be widely available and the international tourism market will gradually recover, we may also expect the rapid recovery of China's outbound tourism market. Although the presentation of the research results is during the stagnation of international tourism. The data collection of this study was conducted before the outbreak of the pandemic. The validity of the results is not short-term as the main topic is about the relatively stable perception, motivation, and personal value of tourists. This research still has its contributions to the tourism industry and field of study as we believe international tourism will recover.

It is a crucial part of destination marketing and management to deal with the relationships between destinations and tourists. The knowledge and understanding of

target tourists are essential, while it is more beneficial to understand motives that underlie behavior than simply analyzing behavior patterns (McKercher et al., 2021). The current study starts from the perception and preferences, it penetrates the inner layers of the mind of Chinese outbound/potential outbound tourists. We are enabled to understand which attractions in tourism destinations they prefer, moreover, we get to know by which attribute they are attracted to, and further the question why. Why Chinese tourists have such preferences, what the driving motivations are, which personal values guide such behaviors.

Most extant studies take an etic perspective, trying to explore the applicability of existing Western theories to a culturally distinct and fast-evolving Chinese market (Tse, 2015). Many cross-cultural studies are, in reality, simply cross-country, which do not examine deeply rooted cultural values that affect tourist phenomena. Tse (2015) argues that the knowledge produced in such a way is to some extent fragmented and context-confined. Culture has been considered a determinant of Chinese consumer behavior (Mimi Li et al., 2016). When the study population is Chinese consumers, the cultural factors should not be ignored. More researchers start to recognize that the lack of reference to Chinese culture would introduce limitations for Western paradigms for studying the Chinese market (Hsu et al., 2010; Tse, 2011). The researcher of the current study, a Chinese who understands and is influenced by Chinese culture, has taken into consideration the Chinese-specific cultural aspects to study Chinese tourists from an emic perspective.

The current mixed-method study with the exploratory-sequential design is composed of qualitative and quantitative phases. At the first qualitative research phase, the photos of 17 tourist attractions in Barcelona are used for photo-elicitation interviews. The attractions included are representative, relatively important in terms of the number of visits, and they cover different aspects of tourism in Barcelona. Through the data collection with interviews and content analysis on the collected qualitative data, we

identified 11 tourism attraction attributes, 17 travel motivations, and 13 personal values perceived by Chinese outbound/potential outbound tourists. Moreover, this phase provides us with an initial understanding concerning the connections among the items at three different levels. It is worth mentioning some specific travel motivations and personal values identified in the current study differ from the Western studies' results. At travel motivation level, there are "to daka" (1M) and "to make comparison with China (10M)". Distinguished personal values include "mianzi (face, 面子, 1V)", "devotion to children (望子成龙, 4V)" and "filial piety (孝, 6V)". Although, we notice that in the sequential quantitative research phase, these China-specific motivations and values are ranked in relatively lower positions. This may due to globalization, and the continuous opening-up of China. Since 1978 when the China reform and opening-up started, the free market brought in also the influence of capitalism, consumerism, and materialism values. However, the determinate reasons why the items related to traditional Chinese culture are ranked so low in the Chinese population is beyond this study and requires further research.

The three lists of attribute, motivation, and value lists obtained in the qualitative study phase make up the basis for the survey design for the quantitative data collection. With questionnaires, it is possible to collect data from a sample with larger size to further look into our research question. The statistical analysis on quantitative data enables us to get more generalizable results, including the rankings of items at three levels, the important connections among items from adjacent levels, and the influence of the characteristics of respondents on their rankings and connections. Concerning the rankings, the attributes of tourism attraction in destination that Chinese outbound/potential outbound tourists prefer most are "natural landscape (5A)", "a relaxing place (3A)", and "architecture of characteristic/artistic/magnificent (9A)". The most important travel motivations that drive the tourists behaviors are "to gain knowledge and experience, to enhance self-development, to better understand the world

(16M)", "to have interesting experience and memory (14M)", and "to escape from daily life, to refresh mental status, to relieve stress (15M)". At the most abstract personal value level, the most selected items are "healthy life (7V)", "harmonious relationships (13V)", and "rich and fulfilling life (10V)".

For all three levels, the top-ranked items in the current study result can be found in the extant literature, confirming previous findings that these are relatively important attributes, motivations, and values for the Chinese market. For example, the most selected attribute "natural landscape (5A)", and the top motivation "to gain knowledge and experience, to enhance self-development, to better understand the world (16M)" can are found to be essential in the studies by Jiang et al. (2019), Wu et al. (2020), and Lin et al. (2018), which also focus on Chinese tourists as the study population. The first-ranked value "healthy life (7V)", however, is different from the results by Jiang et al. (2019). The value only ranks the 7th in their study. We believe that a reason may be that the question settings are different in the two studies. Jiang et al. (2019) focus on the tourism context, while the question in the questionnaire used by the current study emphasizes the important value in respondents' life with a broader sense. The value of healthy life may become less influential for the respondents in the destination selection decision, compared to during their general daily life.

Combining the qualitative and quantitative results, the integrated results and discussion are then presented in the last section. Structural HVMs (hierarchical value maps) are constructed to demonstrate the relationships among the items from three levels, showing the directed, hierarchically organized cognitive structure of Chinese outbound/potential outbound tourists. Taking into consideration both the rankings and HVMs, the most essential, and some secondary sets of MECs (means-end chains) are presented and discussed. The sets of MECs help to understand how Chinese tourists think when they face tourism destinations, and why they would hold such opinions.

The four most selected sets of MECs involve Chinese tourists' most preferred attributes of tourism destinations, which further lead to items at more abstract levels (Please see figure 59). It is possible to identify seven major segments and of the Chinese outbound/potential outbound tourist market with the MECs. The first group of tourists would like to pursue mental satisfaction from aesthetics. The second segment, driven by the desire for a rich and fulfilling life, wants to learn and experience for a better understanding of the world. The third group of hedonists would enjoy physical satisfaction in their outbound trips. The fourth segment tends to visit naturalistic sites with the expectation for their peaceful inner world, and a peaceful and beautiful world. Two more segments pursue the value of mental satisfaction, one by means of escaping from daily life and the other by learning and experiencing. The last segment includes the tourists who would like to achieve an enriched life filled with interesting experiences.

Figure 59. Four most selected sets of MECs by Chinese tourists
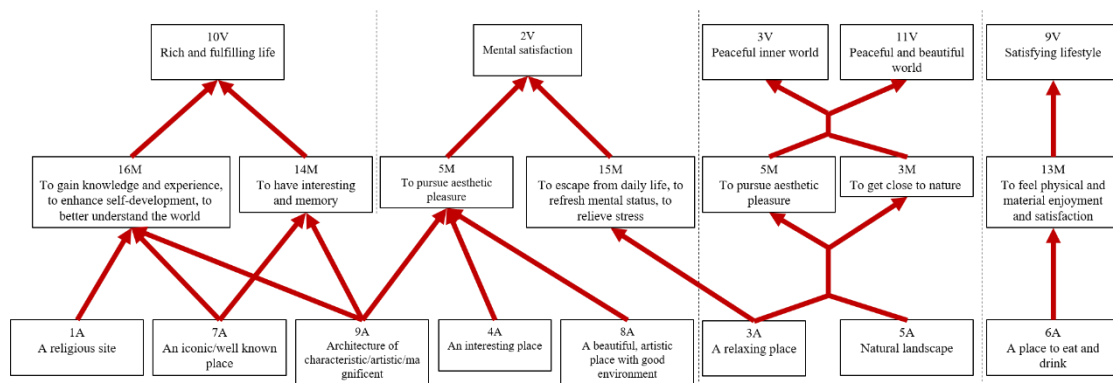
Source: author's own elaboration

In general, MEC studies stop at this point when the main MECs are determined. We think it would be a pity to waste some meaningful and valuable information. Therefore, we determine the most important MECs top-down starting from each value. By doing so, it is presented the preferences of motivations and attributes of the tourists who rank any of these values at the top position.

Looking at the rankings and the HVMs together, it seems strange that the two top-ranked values "healthy life (7V)" and "harmonious relationships (13V)", do not appear in the major MECs. We believe it resulting from the difference in the expression of values in different situations. The pursuit of healthy life may not be expressed in the tourism context, which resonates with the difference in the ranking position of "healthy life" in Jiang et al. (2019) (the 7th value in tourism context) and our study (the 1st value in respondents' life).

Tourists from different origins, with different characteristics, differ in their perception of destinations, travel motivations, personal values, as well as the connections among the items at these three levels. The current study makes the comparison of tourists with varied characteristics, involving gender, birth cohort, region, educational level, and outbound travel experience. The characteristics all have certain degrees of influence on determining the rankings and connections. Gender has a significant effect on the value ranking. Male respondents attach more importance to "devotion to children (4V)", "national pride (8V)", and "wisdom (12V)", while females tend to pursue a life of "mental satisfaction (2V)". This difference may originate from the traditional Chinese culture dominated by patriarchalism. It is interesting to notice that among the respondents in later birth cohorts, the connections "a relaxing place (3A)" - "to escape from daily life, to refresh mental status, to relieve stress (15M)", and "a place to eat and drink (6A)" - "to daka (1M)" become more popular. This difference should due to the different stages of the life cycle that they are at. Younger tourists tend to face higher life pressure and be closer to the popular culture. Based on the level of economic

development, the provinces where respondents come from are classified into three tiers of regions, and those from the more developed tier 1 and tier 2 think more alike in terms of ranking the items and drawing connections among items. As far as the educational level is concerned, the respondents with a relatively lower level of education (senior high school or lower) have distinct opinions from the other three groups of respondents with college or higher education, who may be considered a homogeneous segment. The respondents who have neither outbound travel experience nor the plan to travel abroad within a year hold different opinions from the others. They have more expectations in learning new knowledge, better understanding the world, and enriching their lives from outbound trips.

The current study contributes to the literature mainly in four aspects. It provides additional China-specific items for the travel motivation and personal value lists; it presents the Chinese tourists' perceived levels of importance of items at the attribute, motivation, and personal value levels respectively; it constructs the hierarchical structures of travel motivation and value system of Chinese tourists illustrated with context-rich information; it determines the influence of different characteristics on the rankings of and connections among items.

Chinese tourists' mental and behavioral activities are influenced by the "specific factors unique to the Chinese culture, language and also expectation" (Junek et al., 2004, p.150). China has a long history, and the diverse sources of influence on Chinese people include the agricultural culture, Taoism, Buddhism, as well as Confucianism (Kwek & Lee, 2010). The cultural background is distinguished from the West. Therefore, the current study includes a qualitative phase to collect a "thick description about what, when, where, how, and with what outcomes in the traveler's own language and cultural interpretations" (Woodside & MacDonald, 1994, p.32). Moreover, a quantitative phase of the study is conducted to render the results more generalizable in the Chinese outbound travel market. These results contribute to the in-depth understanding of

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Chinese outbound/potential outbound tourists.

Chang (2007) points out that a destination interests a tourist only when the attributes of the destination are considered by the tourist to satisfy his/her expected travel motivations, which end with the value(s) that he/she strives to pursue. The current study takes advantage of the research approach of MEC theory and looks into the underlying travel motivations of tourism attraction selection, and the more abstract values in relation to the motivations. The obtained HVMs demonstrate the cognitive structures of Chinese tourists, showing a complex and structural system of values and motivations in the context of outbound traveling. The findings help to better understand the Chinese outbound travel market, regarding consumers' personal values, travel motivations, preferred tourism attraction attributes, in addition to the perception of the specific tourism destination Barcelona. The knowledge empowers tourism practitioners at tourism destinations to develop suitable strategies for Chinese tourists based on specific objectives and allows them to make more effective and efficient decisions when handling relationships with Chinese outbound tourists.

In addition, many product/service providers, including those in the tourism industry, have realized that different strategies should be adapted for different segments of consumers, even within the same market. The current study results have shown the different behaviors of tourists in making the rankings of and drawing the connections among items at attraction attribute, travel motivation, and personal value levels. The results provide an alternative approach for segmenting the Chinese market and for providing appropriate products/services to different segments.

Methodologically, the current study utilizes both qualitative and quantitative methods, to provide a better understanding of the research question. Following an exploratory-sequential design, a qualitative phase is firstly carried out, photo-elicitation was used in the qualitative interviews to facilitate communications and to collect more intuitive

reflections of participants. The qualitative phase allows Chinese outbound/potential outbound tourists to "express themselves with motivational statements" (Pearce & Lee, 2005, p.229). Thus, the results endogenous to the Chinese context (Keating et al., 2015) and rich in context can be obtained. Our content analysis starts from the ground, the inductive coding process ensures that the information uncovered by previous literature but mentioned by respondents is identified properly. Then the codes are grouped and categorized under the guidance of existing works, making the most of widely accepted definitions and well-determined items at attribute, motivation, and value levels. The second phase aims at quantifying the qualitative results. The results from the qualitative phase form the basis for the survey design of the subsequent quantitative stage. The survey adopting the hard-laddering technique from MEC theory provides the possibility to collect data from respondents of a relatively bigger number and to conduct analysis with statistical approaches. It is allowed to confirm, extend and validate prior findings regarding not only the respondents' preference on tourism destination attractions but also the underlying travel motivations and value pursuit (Jiang et al., 2015). Qualitative results provide more redundant data, which facilitates the reconstruction of the meaning, while quantitative results help to minimize the researcher's influence or bias on findings. Finally, the qualitative and quantitative results are integrated, complementing each other to provide a better understanding of Chinese outbound/potential outbound tourists. Overall speaking, the study method of the current study manifests an effective means to understand respondents and the underlying reasons or motivations being sought (Jewell & Crotts, 2002). Such a method is applicable to different tourism destinations and tourists from different origins, capable to adapt the varying social and cultural contexts.

7.2 Implications

Practically, the research findings are beneficial to understanding and manage the emerging Chinese market, for those who are interested in this market with great potential. The empirical evidence could help tourism practitioners to understand the impacts of personal values and tourist motivations on Chinese tourists' behavior.

Firstly, by examining the rankings, it is possible to get to know what the most preferred attributes, the most popular travel motivations, and the most shared value pursuits are. Tourism practitioners can take advantage of the ranking information, to identify the target group of tourists that interests them. They can make decisions regarding investing their resources in which products/services and focusing on the Chinese tourists with which travel motivations or personal values.

Then with the HVMs, it is possible to find out the connections among the items from the attribute, motivation, and value levels. It provides the possibility to have a deeper understanding of Chinese tourists, by looking from attribute preferences further to the related motivations and values. Armed with this knowledge, products/services can be designed or optimized to satisfy the market, tailored strategies can be developed according to specific objectives. Checking the MECs top-down in HVMs from a value, tourism practitioners would recognize its related travel motivations and attributes. Customized products/services can be designed for the group of Chinese tourists that cherish such value. Taking the value "harmonious relationships (13V)" as an example, for those who attach importance to this value and would like to maintain the relationship (8M) with their fellow traveler, a place with a good atmosphere would very possibly be suitable for them. Therefore, a package including attractions with such an attribute would potentially be satisfying for travel groups composed of family members or friends. The success or failure of a product/service normally requires the test in the market. Such an approach based on our research findings for design or optimization

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quickly can identify relatively reliable directions, and save the cost of trial and error to a certain extent. Bottom-up, climbing up from an attribute to the motivations and values connected through the important connections, tourism practitioners can know the motivations and values that the specific attribute points to. They can take advantage of our research findings to optimize the means how their tourism products/services are delivered, to better meet the expectations of Chinese tourists. Taking the attribute "a religious site (1A)" as an example, the important connections point to "to gain knowledge and experience, to enhance self-development, to better understand the world (16M)" and "rich and fulfilling life (10V)". The tourism attraction with this religious attribute, when trying to attract Chinese tourists, may need to emphasize that it provides the possibility to get to know more knowledge, to see the different parts of the world, to enrich life experience. Meanwhile, an effective way to improve the satisfaction of Chinese tourists can be providing easily accessible introductions, like brochures and (electronic) tour guides in the Chinese language. And the content of the introductions can go beyond the attraction itself, like involving knowledge about religions, to make the tourists feel that they are gaining new knowledge and having their lives enriched.

In addition to providing the approach of distinguishing Chinese tourists with their cognitive structures (MECs), the current study findings also allow understanding different tourists distinguished by some easy-to-observe characteristics. It is found out that gender, birth cohort, educational level, region, and outbound travel experience all have certain levels of influence on the rankings of and the connections among the attribute, motivation, and value items. Keeping in mind the effects, the products/services suitable for tourists with correspondent characteristics can be designed and provided. Thus, the products/services would be more possible to be selected by potential consumers or can increase the tourists' levels of satisfaction during their consumption.

Specifically, regarding the destination of Barcelona, for which the current study

provides direct knowledge. We show the Chinese tourists' perspective to tourism practitioners in Barcelona. For the management and marketing of Barcelona at the overall destination level, it is possible to compare the main attributes of different attractions in Chinese tourists' perception and some attractions can be grouped together. For instance, Mercat de Sant Josep - la Boqueria (14P), Bars at el Raval (15P), and the Calçots con salsa Romesco (16P) are attractive for Chinese tourists for being a place to eat and drink (6A). If trying to find a place to relax (3A), Chinese tourists could most likely choose the Platja de la Barceloneta (5P), Plaça d'Espanya (6P), Poble Espanyol de Barcelona (7P), and la Roca Village (13P). These attractions with similar perceived attributes can be combined together to provide integrated products/services for those tourists with specific preferences. While it is also a good idea to group attractions with distinct attributes together, to target the tourists who want to experience more aspects of Barcelona.

For each of the 17 attractions used in our study, tourism practitioners can examine the HVM or the implication matrices bottom-up, starting from the attraction of interest. By doing so, they can get to know, from the Chinese tourists' perspective, which the most notable attributes are, how the related motivations and personal values are structured. This knowledge helps developing strategies for the Chinese market.

Figure 60. Important MECs starting from the Basílica de la Sagrada Família (8P)
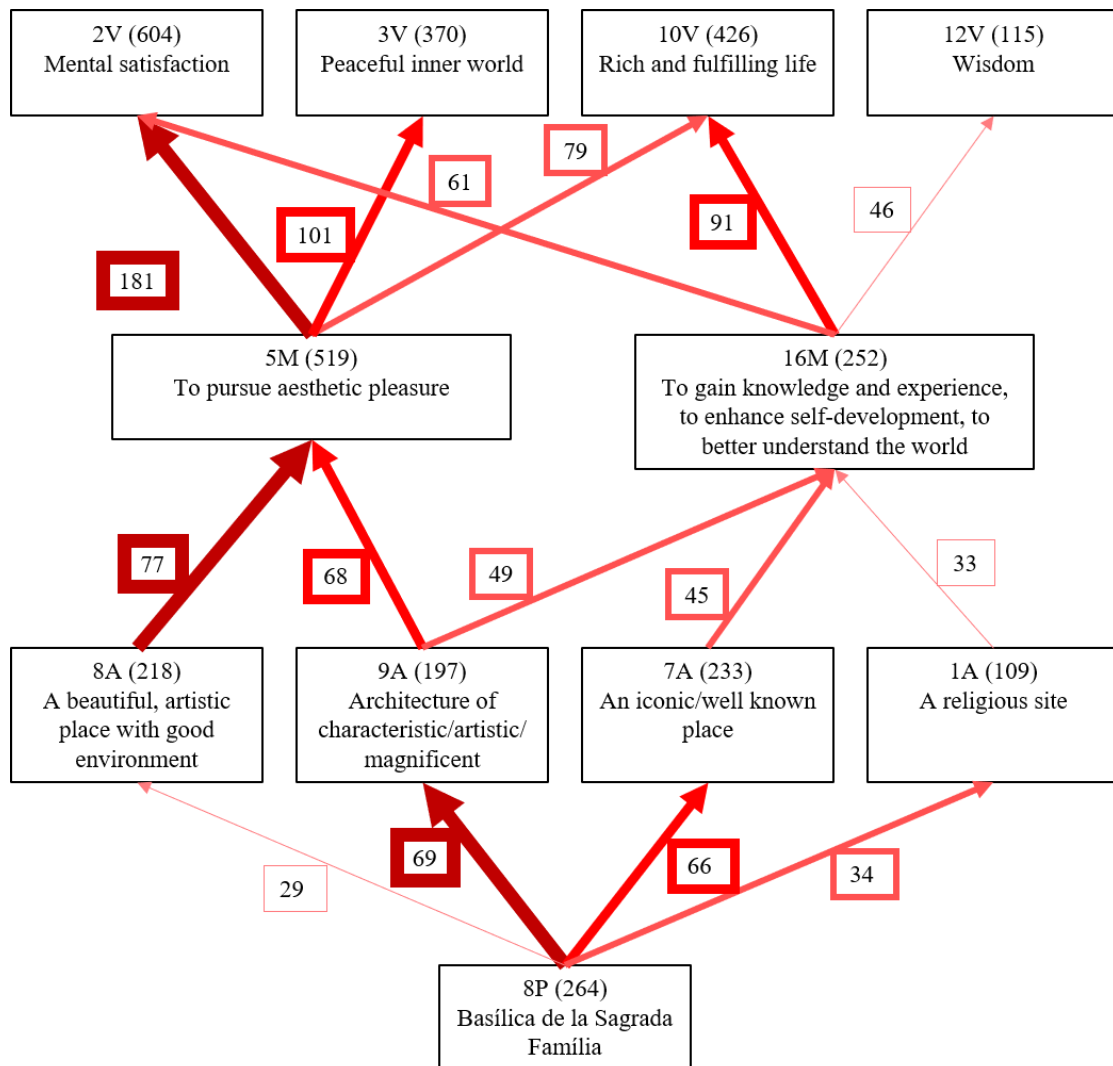
Source: author's own elaboration

Taking the Basílica de la Sagrada Família (8P) for illustration. We follow the most important connections in HVM and identify the set of MECs as shown in figure 60. From the figure, we know the most valued attributes, travel motivations, and personal values. Tourism destination marketing practitioners should promote the destination image according to the market receiving the information. With the cognitive structure

of Chinese tourists about the Basílica de la Sagrada Família, corresponding strategies can be developed based on particular objectives. In order to attract more tourists from China, a method can be attempting to resonate with Chinese tourists, by emphasizing the beautiful architecture of the basilica, sending the message that site visit would generate an even better aesthetic experience, and conveying feelings of mental satisfaction. With other MECs, the tourism practitioners can make more adjustments. Those less important MECs can also be taken into consideration for decision-making references.

7.3 Limitations and future research

The research is not free from limitations. The data collections of both the qualitative and quantitative phases of the study start from the photos as elicitors, in order to facilitate the intuitive thoughts and reflections of interviewees and survey respondents. Although the selection of the photos is based on the predetermined standards, the researcher's subjective influence cannot be completely avoided, and it cannot be assured that the photos can perfectly represent the attractions themselves.

During the interviews or surveys, when the research participants make their statements or answer the questionnaire, they are in a continuous thinking process, the selection of a lower-level item actually has an influence on not only the selection of the items at the adjacent level but also on higher levels. For example, the selection of an attribute would connect to not only travel motivations but also to personal values. The current study mainly focuses on the direct connections between every two adjacent levels, future research should take into consideration also the indirect connections.

Barcelona as a tourism destination is concerned in the current study. However, it should

be pointed out that there may be more attributes in other tourism destinations not covered in our study. The research findings would be directly applicable to Barcelona and some similar tourism destinations. But when it comes to some very different destinations, we note that the attributes, related travel motivations, and personal values should be explored for the specific destinations. Future studies can use other tourism destinations as elicitors, to study the travel motivations and value pursuits of Chinese outbound/potential outbound tourists.

The sample size of the quantitative study phase reaches five hundred and thirty-eight which is fairly satisfying. But it may be stressed that when grouping the respondents according to different characteristics, the sizes of some groups become relatively small. If interested in a particular group of Chinese tourists, we can expect that future research targeting the specific population, collecting data from a larger sample by means of purposive sampling would produce more accurate results.

Lastly, over time and along with the development and change of society, the value rankings, and travel motivations may be reshaped. For instance, suffering from the hard period COVID-19 pandemic, people may already be thinking differently. Future researches can provide beneficial contributions by tracking the travel motivations and value pursuits of Chinese outbound tourists and providing timely updates.

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Appendix

Appendix 1. Questionnaire for quantitative data collection

出境旅游动机调查

您好！我是一名巴塞罗那自治大学旅游学在读博士，正在进行关于**出境旅游动机**的研究。本次问卷所得资料将**仅供学术研究分析之用**，希望您抽几分钟的时间完成此份问卷调查。所有信息及回答将严格保密，请放心填答。

感谢您的帮助！

请先观察以下 17 张照片，考虑在**出境旅游时**（可以是个人、结伴、家庭或跟团游），您会选择前往哪几个照片所示的地点，**请选择 3 到 5 处，记住照片的编号**。

（根据直观感受做出选择，无需查询照片所示的具体地点。）

7

8

9

10

毕加索博物馆

11

12

13

14

15

16

17
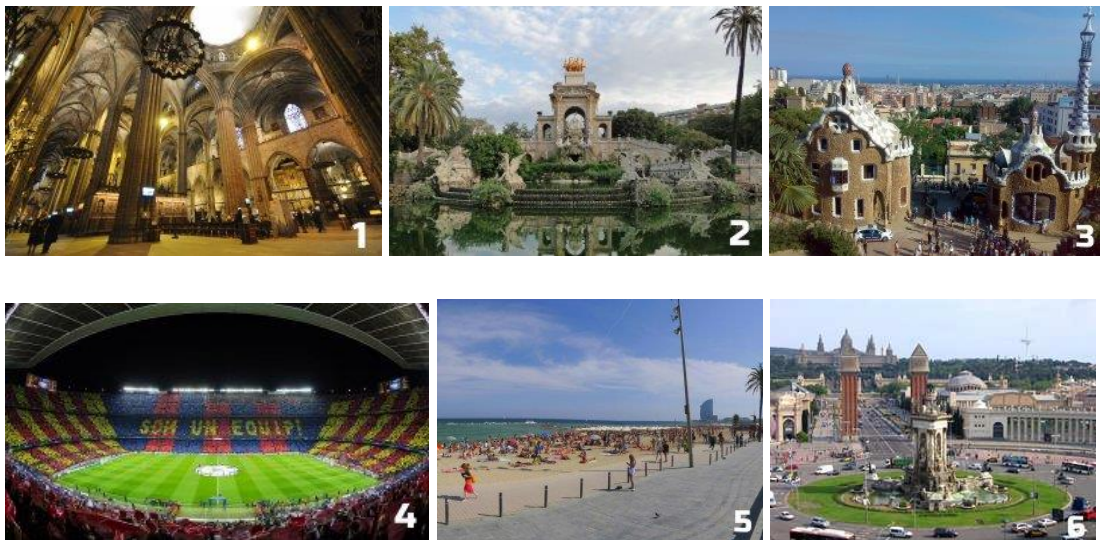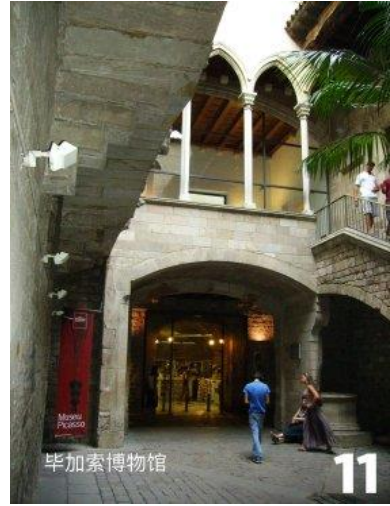
1. 请在图片栏选择想去地点的图片编号，然后在属性栏选择该地点吸引您的特点，在动机栏选择相关的旅游动机，最后在价值栏中选择您认为指导此动机的价值。(属性，动机，价值见列表)

   地点，属性，动机，价值均可重复选择。

   例：

	图片	属性	动机	价值
最想去的地方	4	2. 气氛很好	15. 摆脱日常生活/更新精神状态/缓解压力	9. 理想的生活方式
选择二	4	10. 不同于日常生活中看到的东西	1. 打卡	1. 有面子
选择三	8	7. 有名、标志性地点	14. 收获有趣经历（照片、故事等）和回忆	10. 丰富、充实的人生体验
选择四	…	…	…	…
选择五	…	…	…	…

2. 在您的生活中，哪些价值最为重要，请选择至少 3 项并按重要程度排序。

   1 号为最重要的价值，随后重要程度依次递减，请至少选择 3 项。

   例：

	价值
最重要的价值	7.健康的身体
次重要的价值	10. 丰富、充实的人生体验
第三种要的价值	13. 和谐的关系（家庭、爱人、朋友、同事等）
…	…
…	…

3. 考虑出境旅游的情景下，哪些原因对您来说最重要，请至少选择 3 项并按重要程度排序。

   1 号为最重要的旅游动机，随后重要程度依次递减，请至少选择 3 项。

   例：

	动机

365

最重要的动机	16. 丰富知识/增加阅历/自我发展/更好地理解世界
次重要的动机	15. 摆脱日常生活/更新精神状态/缓解压力
第三重要的动机	14. 收获有趣经历（照片、故事等）和回忆
…	…
…	…

4. 出境旅游时，您会选择以下哪种旅游地点，请至少选择 3 项并按喜爱程度

   排序。

   1 号为最想去的地点属性，随后喜爱程度依次递减，请至少选择 3 项。
   例：

	属性
最喜爱的属性	5. 接触自然的去处
次喜爱的属性	3. 放松的去处
第三喜爱的属性	4. 有趣的地方
…	…
…	…

5. 旅游经历

   1. 有出境旅游经历

   2. 一年内有计划出境旅游

   3. 没有出境旅游经历且短期内没有计划

6. 性别

   1. 男

   2. 女

7. 出生年份

    1. 1959 年及以前

    2. 1960 – 1969
    3. 1970 – 1979
    4. 1980 – 1989
    5. 1990 – 1999

    6. 2000 年及以后

8. 受教育程度

    1. 高中及以下

    2. 高职或大专

    3. 大学本科

    4. 硕士及以上

属性

1 宗教场所

2 气氛很好

3 放松的去处

4 有趣的地方

5 接触自然的去处

6 吃吃喝喝的地方

7 有名、标志性地点

8 有美感、艺术感/环境优美

9 建筑有特色/有艺术感/壮观

10 不同于日常生活中看到的东西

11 了解当地和各种知识的地方（人文、历史、文化等）

动机

1 打卡

2 购物

3 接触自然

4 实现梦想

5 欣赏美

6 为了身体健康

7 重复满意的体验

8 维护家庭/朋友关系

9 教育或愉悦孩子

10 和中国进行比较

11 更好地了解自己

12 感受对自己人生的掌控

13 感受身体、物质上的满足和享受

14 收获有趣经历（照片、故事等）和回忆

15 摆脱日常生活/更新精神状态/缓解压力

16 丰富知识/增加阅历/自我发展/更好地理解世界

17 追求新鲜感和刺激/做平时不会做的事/体验、感受不同的世界

价值

1 有面子

2 精神满足

3 内心平静

4 望子成龙

5 有安全感

6 孝敬长辈

7 健康的身体

8 民族自信/自豪

9 理想的生活方式

10 丰富、充实的人生体验

11 美好的世界（社会与自然）

12 智慧（外在世界和内心世界有成熟的理解）

13 和谐的关系（家庭、爱人、朋友、同事等）

Survey translation in English

Survey on outbound travel motivation

Hello, I am a current PhD student in tourism at Autonomous University of Barcelona. I am conducting a study regarding outbound travel motivation. I would ask you to fill a survey, please write your answers on the answer sheet. All data collected from this survey will be used for research purpose only. Your information will be anonymous and kept confidential.

Thank you in advance for your help!

Please observe the following 17 photos, consider when traveling abroad (can be an individual, companion, family or group tour), which places shown in the photos will you choose, please choose 3 to 5, remember the numbers of photo.

(You can make choices based on intuitive feelings, it is not necessary search extra information about the locations shown in photos.)

(Photos omitted here to avoid repetition)

1. Please fill in the number of photo that you chose in picture column, then from the list of attributes, motivations and values (see list in the last page), select the attribute of the place that attracts you in the attribute column, relevant travel motivation, and the value you think guides this motivation.

Location, attributes, motives, and values can be selected repeatedly.

Example:

	Photo	Attribute	Motivation	Value
1st choice	4	2. A place with good atmosphere	15. To escape from daily life, to refresh mental status, to relieve stress	9. Satisfying lifestyle
2nd choice	4	10. A place different from what I see in daily life	1. To daka	1. Mianzi (face)
3rd choice	8	7. An iconic/well known place	14. To have interesting experience (Pictures, stories, etc.) and memery	10. Rich and fulfilling life experience
4th choice	…	…	…	…
5th choice	…	…	…	…

2. Which are the most important values in your life? Please select at least 3 values listed in the last page following order of importance.

Number 1 as most important, please select at least three.

Example:

	Value
Most important value	7. Healthy life
2nd most important value	10. Rich and fulfilling life experience
3rd most important value	13. Harmonious relationships (family, lover, friend, colleague etc.)
…	…
…	…

3. Considering the context of outbound traveling, which are the most important motivations? Please select at least 3 motivations following order of importance.

Number 1 as most important, please select at least three.

Example:

	Motivation

Most important motivation	16. To gain knowledge and experience, to enhance self-development, to better understand the world
2nd most important motivation	15. To escape from daily life, to refresh mental status, to relieve stress
3rd most important motivation	14. To have interesting experience (Pictures, stories, etc.) and memery
…	…
…	…

4. Considering the context of outbound traveling, which kind of tourist attraction will you choose? Please select at least 3 following order of preference.

Number 1 as most preferable, please select at least three.

Example:

	Attribute
Most attractive attribute	5. Natural landscape
2nd most attractive attribute	3. A relaxing place
3rd most attractive attribute	4. An interesting place
…	…
…	…

5. Travel experience.
    1. I have outbound travel experience
    2. I have plan for outbound travel within a year
    3. I do not have outbound travel experience and I do not have the plan.

6. Gender
    1. Male
    2. Female

7. Year of birth
    1. Before 1959
    2. 1960 – 1969
    3. 1970 – 1979
    4. 1980 – 1989
    5. 1990 – 1999
    6. After 2000

8. Level of education
    1. Senior high school or below
    2. College
    3. Bachelor's degree
    4. Master's degree or above

Attributes

1 A religious site
2 A place with good atmosphere
3 A relaxing place
4 An interesting place
5 Natural landscape
6 A place to eat and drink
7 An iconic/well known place
8 A beautiful, artistic place with good environment
9 Architecture of characteristic/artistic/magnificent
10 A place different from what I see in daily life
11 A place to know a country/area and gain all kinds of knowledge

Motivations

1 To daka
2 To go shopping
3 To get close to nature
4 To fulfill my dream
5 To pursue aesthetic pleasure
6 To be healthy
7 To repeat satisfying experience
8 To maintain family/friend relationships
9 To educate/satisfy children
10 To make comparison with China
11 To better understand myself
12 To feel control over my own life
13 To feel physical and material enjoyment and satisfaction
14 To have interesting experience (Pictures, stories, etc.) and memory
15 To escape from daily life, to refresh mental status, to relieve stress
16 To gain knowledge and experience, to enhance self-development, to better understand the world
17 To pursue novelty and adventure, to do different things from daily life, to experience a different world

Values

1 Mianzi (face)
2 Mental satisfaction
3 Peaceful inner world
4 Devotion to children
5 Sense of security
6 Filial piety
7 Healthy life

8   National pride

9   Satisfying lifestyle (exciting/prosperous/free/relaxing/happy/good quality/balanced with work)

10 Rich and fulfilling life experience

11 Peaceful and beautiful world (society and nature)

12 Wisdom (mature understanding about inner and outer world)

13 Harmonious relationships (family, lover, friend, colleague etc.)

Implication matrices by gender
1.Male; 2.Female

Photo – attribute matrix by gender

	A1		A2		A3		A4		A5		A6		A7		A8		A9		A10		A11	
Gender	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2
P1	28	24	17	10	4	2	7	9	2	0	1	0	7	12	6	8	8	20	1	3	0	1
P2	4	2	8	13	17	24	13	10	21	25	2	0	9	9	9	29	7	9	1	1	2	3
P3	6	5	9	11	16	16	15	22	6	4	1	0	2	11	1	13	7	18	0	1	1	7
P4	0	0	35	22	18	12	16	14	12	5	3	2	10	9	0	1	2	1	0	6	1	1
P5	0	1	9	3	59	100	15	12	31	46	5	3	1	5	0	4	0	0	0	2	0	0
P6	2	0	4	1	9	11	2	3	6	3	0	2	5	14	4	4	4	7	1	4	1	2
P7	0	0	4	19	12	15	5	6	4	2	3	3	4	3	4	4	5	7	0	2	1	4
P8	17	17	6	6	2	9	15	10	4	5	1	0	23	43	10	19	30	39	0	1	3	4
P9	0	0	8	10	11	23	37	53	22	33	2	1	4	3	10	9	1	1	11	14	0	0
P10	0	0	1	2	1	4	4	5	3	0	0	1	11	8	2	2	4	4	1	1	9	12
P11	0	2	4	7	3	3	4	7	0	1	0	0	8	14	19	26	0	9	0	3	13	24
P12	0	0	8	6	4	1	2	2	0	2	1	0	0	1	0	1	0	3	1	0	0	1
P13	0	0	2	4	5	9	4	4	1	3	4	4	2	1	2	1	0	1	0	1	1	4
P14	0	0	3	2	6	7	1	4	0	0	21	40	1	0	1	0	0	0	2	1	2	2
P15	0	0	9	16	6	8	4	4	1	0	7	20	1	2	0	2	1	0	0	1	2	3
P16	0	0	1	2	3	5	0	2	0	2	61	90	0	2	1	0	1	0	1	2	0	1
P17	0	1	2	4	11	9	4	10	80	103	1	0	4	6	12	12	4	6	3	10	2	5

Attribute – motivation matrix by gender

	M1		M2		M3		M4		M5		M6		M7		M8		M9		M10		M11		M12		M13		M14		M15		M16		M17	
Gender	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2
A1	8	4	0	2	2	2	1	4	12	10	1	0	2	0	0	0	0	2	6	1	0	1	0	0	1	1	4	4	3	4	17	16	0	1
A2	6	9	8	16	20	8	18	2	30	35	4	2	6	7	3	3	0	7	3	2	0	2	1	1	6	8	10	16	7	7	1	8	7	5
A3	6	7	5	7	58	63	18	17	37	43	12	16	8	14	1	5	3	10	0	1	2	1	3	4	6	10	4	12	19	39	2	5	3	4
A4	5	7	6	8	22	38	17	10	45	38	4	8	5	5	1	1	9	16	3	3	0	0	1	3	4	8	13	12	2	9	6	8	5	3
A5	5	1	1	1	94	129	9	7	28	37	17	12	3	11	2	1	7	12	4	0	0	1	0	2	5	1	4	4	8	11	2	1	4	3
A6	8	11	23	41	2	0	5	4	0	2	16	8	10	16	3	3	0	2	3	7	1	1	1	1	34	58	4	4	1	6	0	2	2	0
A7	9	14	3	1	6	9	8	6	16	21	2	1	5	9	1	1	8	9	3	7	0	0	2	0	1	6	8	27	3	3	17	28	0	1
A8	1	8	0	2	6	12	1	4	26	51	0	1	5	1	3	2	4	10	2	3	0	0	1	2	5	7	7	11	3	2	13	16	4	3
A9	1	6	0	0	4	2	0	1	24	44	0	0	3	7	0	0	0	1	1	8	1	2	0	2	2	4	10	21	2	0	24	25	2	2
A10	0	0	1	2	5	4	0	1	5	7	1	6	0	1	0	0	4	5	0	1	0	0	2	1	0	2	1	9	1	2	2	8	0	4
A11	2	3	1	3	0	1	1	2	3	5	0	0	0	2	0	0	3	6	4	2	0	0	0	1	1	1	3	14	0	0	18	33	2	1

Motivation – value matrix by gender

	V1		V2		V3		V4		V5		V6		V7		V8		V9		V10		V11		V12		V13	
Gender	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2
M1	8	7	12	19	5	5	2	0	4	2	1	0	0	5	0	2	4	7	9	15	2	8	4	0	0	0
M2	4	3	15	31	2	1	1	0	2	3	0	5	6	9	1	2	10	16	4	10	0	0	0	0	3	3
M3	1	0	48	46	41	80	4	3	12	19	6	2	24	15	3	1	15	13	19	22	45	65	0	2	1	0
M4	2	2	16	13	4	4	1	1	10	10	7	2	8	7	5	4	6	3	13	5	5	4	1	2	0	1
M5	4	5	81	100	42	59	2	3	9	13	0	2	7	7	2	6	8	17	32	47	26	29	13	3	0	2
M6	1	0	10	2	3	5	0	0	3	2	4	1	13	29	6	5	4	7	3	2	8	0	2	1	0	0
M7	2	2	8	16	6	4	1	0	2	4	2	3	5	10	2	1	8	16	9	5	1	7	0	1	1	4
M8	0	0	0	1	0	1	1	0	1	0	0	1	0	1	0	1	5	3	3	3	1	2	0	1	3	2
M9	0	1	3	11	2	5	7	16	2	1	1	0	0	3	3	3	3	5	5	14	5	12	3	4	4	5
M10	0	0	5	5	1	2	0	0	0	0	1	0	1	0	7	8	0	3	9	13	2	2	2	2	1	0
M11	0	0	0	1	1	0	0	0	0	0	1	0	0	0	0	1	0	1	1	2	0	2	0	1	1	0
M12	0	0	1	3	0	1	0	0	1	1	0	0	1	3	0	0	1	1	2	3	2	3	1	2	2	0
M13	1	1	6	18	2	6	0	0	1	0	1	1	7	7	1	1	17	26	16	32	9	5	0	5	4	4
M14	4	2	11	21	6	9	0	0	1	0	0	1	2	0	2	5	2	15	26	51	10	17	4	10	0	3
M15	0	0	10	21	9	17	0	0	1	2	0	0	3	1	0	0	5	9	10	15	6	14	4	0	1	4
M16	2	1	19	42	3	8	0	1	1	0	0	0	2	1	4	3	4	3	36	55	13	7	18	28	0	1
M17	1	0	5	4	0	1	0	0	0	0	1	0	0	1	0	0	1	2	14	11	5	7	1	0	1	1

Implication matrices by cohort
1.Before 1969; 2.1970 – 1979; 3.1980 – 1989; 4.1990 – 1999; 5.After 2000

Photo – attribute matrix by cohort

Birth cohort	A1					A2					A3					A4					A5					A6				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
P1	2	0	17	32	1	2	1	7	15	2	0	1	4	1	0	0	2	5	9	0	1	0	1	0	0	0	0	0	0	1
P2	0	0	0	6	0	0	1	7	12	1	4	1	14	17	5	3	2	9	9	0	2	4	17	22	1	0	0	0	2	0
P3	2	1	4	4	0	0	2	9	8	1	3	2	11	14	2	2	7	9	17	2	2	1	4	3	0	0	0	0	0	1
P4	0	0	0	0	0	3	6	19	21	8	1	0	11	16	2	0	1	16	9	4	3	3	5	5	1	1	0	1	2	1
P5	0	0	1	0	0	1	2	2	7	0	4	13	47	82	13	0	1	10	12	4	12	7	26	29	3	0	0	4	4	0
P6	0	0	0	1	1	1	0	2	1	1	2	0	7	11	0	0	0	4	1	0	1	0	4	3	1	0	0	1	0	1
P7	0	0	0	0	0	0	2	5	11	5	2	3	3	16	3	2	0	3	5	1	0	1	2	2	1	0	0	4	2	0
P8	2	2	17	13	0	0	0	3	8	1	0	2	5	4	0	3	2	6	12	2	1	1	3	4	0	0	1	0	0	0
P9	0	0	0	0	0	1	0	5	10	2	0	4	13	15	2	3	7	25	42	13	3	5	21	23	3	0	1	1	1	0
P10	0	0	0	0	0	0	0	1	2	0	0	0	2	2	1	0	2	2	5	0	0	1	1	1	0	0	0	1	0	0
P11	0	1	0	1	0	0	0	4	6	1	0	1	2	3	0	0	1	3	6	1	0	0	1	0	0	0	0	0	0	0
P12	0	0	0	0	0	1	1	2	10	0	0	0	3	2	0	0	0	2	2	0	0	0	1	1	0	0	0	0	1	0
P13	0	0	0	0	0	0	0	1	5	0	1	1	7	3	2	0	1	0	6	1	0	0	2	1	1	0	0	3	5	0
P14	0	0	0	0	0	0	1	1	2	1	0	4	4	4	1	0	0	1	4	0	0	0	0	0	0	5	1	21	29	5
P15	0	0	0	0	0	0	2	6	15	2	1	0	4	8	1	0	0	3	4	1	1	0	0	0	0	1	3	4	14	5
P16	0	0	0	0	0	0	0	2	1	0	0	2	2	4	0	0	0	0	2	0	0	0	1	1	0	7	8	48	76	12
P17	0	0	0	1	0	0	1	0	5	0	2	0	10	7	1	1	2	2	9	0	9	14	56	90	14	0	0	0	1	0

Photo – attribute matrix by cohort (continued)

Birth	A7					A8					A9					A10					A11				
cohort	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
P1	1	2	11	5	0	0	1	5	7	1	1	3	12	9	3	0	0	0	2	2	0	0	0	1	0
P2	1	4	7	6	0	2	4	15	10	7	2	1	6	5	2	0	0	1	0	1	0	0	1	4	0
P3	1	1	2	8	1	1	1	6	6	0	1	0	10	13	1	0	0	0	1	0	1	1	1	5	0
P4	1	0	7	10	1	0	0	0	1	0	0	0	1	2	0	0	0	1	4	1	1	0	1	0	0
P5	0	0	1	4	1	0	1	1	1	1	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0
P6	0	0	7	10	2	0	1	1	5	1	1	2	2	4	2	0	1	1	3	0	0	0	1	2	0
P7	0	1	4	2	0	0	0	1	6	1	0	1	1	8	2	0	0	0	1	1	1	1	2	1	0
P8	4	6	17	33	6	0	3	10	12	4	4	8	22	29	6	0	0	0	1	0	2	1	3	1	0
P9	0	0	2	4	1	0	0	7	11	1	0	1	0	0	1	1	2	8	13	1	0	0	0	0	0
P10	3	1	6	8	1	0	0	2	2	0	0	1	5	2	0	0	0	0	2	0	0	3	7	11	0
P11	2	1	5	12	2	3	4	16	19	3	0	1	3	3	2	0	0	3	0	0	1	1	12	19	4
P12	0	0	0	1	0	0	0	0	1	0	0	0	1	2	0	0	0	0	1	0	0	0	0	1	0
P13	0	0	0	3	0	0	0	1	2	0	0	0	1	0	0	0	1	0	0	0	0	1	2	2	0
P14	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1	0	2	0	0	0	0	1	3	0
P15	0	0	1	1	1	0	0	0	2	0	0	0	1	0	0	0	0	0	1	0	0	0	0	5	0
P16	0	0	0	2	0	0	0	0	1	0	0	0	1	0	0	0	0	1	1	1	0	0	0	1	0
P17	1	0	3	4	2	0	1	7	11	5	0	0	4	6	0	0	2	6	3	2	0	0	3	4	0

Attribute – motivation matrix by cohort

Birth cohort	M1					M2					M3					M4					M5					M6				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
A1	0	1	4	7	0	0	0	0	2	0	0	0	1	3	0	0	0	4	1	0	3	1	5	13	0	0	0	0	0	1
A2	0	1	3	10	1	0	2	10	10	2	2	3	9	10	4	2	3	6	7	2	3	6	18	34	4	0	0	4	2	0
A3	0	1	2	10	0	0	4	2	4	2	4	9	47	52	9	1	4	12	16	2	4	5	23	41	7	6	1	12	9	0
A4	0	0	3	8	1	0	0	4	10	0	1	8	14	32	5	2	2	13	7	3	7	5	27	36	8	0	0	6	5	1
A5	0	0	1	5	0	0	0	0	2	0	21	19	64	102	17	0	4	7	5	0	3	8	26	26	2	8	3	13	4	1
A6	0	0	2	13	4	2	2	16	38	6	0	0	1	0	1	2	0	3	4	0	1	0	1	0	0	3	2	11	7	1
A7	1	0	6	15	1	0	0	2	1	1	1	0	4	8	2	1	0	6	6	1	5	1	10	18	3	0	0	0	3	0
A8	0	2	1	5	1	0	0	0	2	0	0	0	6	8	4	0	0	2	3	0	2	5	33	28	9	0	0	1	0	0
A9	0	0	3	4	0	0	0	0	0	0	0	0	3	3	0	0	0	1	0	0	3	6	20	29	10	0	0	0	0	0
A10	0	0	0	0	0	0	0	1	2	0	0	1	4	3	1	0	0	1	0	0	0	2	1	7	2	0	0	3	3	1
A11	0	0	2	3	0	0	0	0	4	0	0	0	1	0	0	0	0	1	2	0	1	0	2	5	0	0	0	0	0	0

Attribute – motivation matrix by cohort (continued)

Birth cohort	M7					M8					M9					M10					M11					M12				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
A1	0	0	1	1	0	0	0	0	0	0	0	0	1	1	0	1	1	0	5	0	0	0	0	0	1	0	0	0	0	0
A2	0	0	2	10	1	0	0	2	4	0	0	0	3	3	1	1	0	2	2	0	0	0	0	1	1	0	0	0	0	2
A3	1	2	8	10	1	0	0	1	5	0	1	2	5	4	1	0	0	0	1	0	0	0	0	1	2	1	1	3	2	0
A4	0	1	3	6	0	0	0	2	0	0	1	2	12	9	1	0	1	1	3	1	0	0	0	0	0	0	1	1	2	0
A5	0	0	9	4	1	0	0	1	2	0	0	2	8	7	2	0	0	4	0	0	0	0	0	0	1	0	0	0	2	0
A6	1	3	10	11	1	0	0	2	3	1	0	0	0	1	1	2	0	4	4	0	0	0	0	0	2	0	0	1	1	0
A7	0	0	5	7	2	0	0	1	1	0	1	0	6	8	2	0	1	5	4	0	0	0	0	0	0	1	0	0	1	0
A8	0	1	1	3	1	0	0	3	2	0	0	2	7	4	1	0	1	0	4	0	0	0	0	0	0	0	0	0	3	0
A9	1	1	1	6	1	0	0	0	0	0	0	0	0	0	1	0	0	6	3	0	0	0	0	0	3	0	0	2	0	0
A10	0	1	0	0	0	0	0	0	0	0	0	1	2	6	0	0	0	0	0	1	0	0	0	0	0	0	0	2	1	0
A11	0	0	1	1	0	0	0	0	0	0	0	0	4	4	1	0	0	2	4	0	0	0	0	0	0	0	0	1	0	0

Attribute – motivation matrix by cohort (continued)

Birth	M13					M14					M15					M16					M17				
cohort	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
A1	0	1	0	0	1	0	0	3	5	0	0	0	5	2	0	1	0	15	17	0	1	0	0	0	0
A2	0	1	3	9	1	0	0	6	16	4	0	2	2	8	2	1	0	1	4	3	0	1	4	7	0
A3	2	0	2	11	1	0	2	6	5	3	0	3	19	30	6	0	0	4	2	1	0	0	2	5	0
A4	0	0	2	9	1	1	5	4	14	1	1	0	4	3	3	1	2	3	8	0	0	1	1	2	4
A5	0	1	2	3	0	0	0	1	6	1	1	0	4	13	1	1	0	2	0	0	1	0	3	3	0
A6	3	6	32	41	10	0	0	2	5	1	0	0	1	6	0	0	0	2	0	0	0	1	0	1	0
A7	0	2	2	3	0	1	6	9	16	3	0	2	1	3	0	3	4	15	19	4	0	0	1	0	0
A8	0	0	2	7	3	0	2	5	10	1	0	0	3	2	0	3	3	8	14	1	1	0	1	2	3
A9	0	1	1	3	1	0	3	8	17	3	0	0	2	0	0	5	6	21	14	3	0	1	2	1	0
A10	1	0	0	1	0	0	1	2	4	3	0	0	0	2	1	1	0	4	4	1	0	0	3	1	0
A11	0	2	0	0	0	1	2	5	9	0	0	0	0	0	0	4	4	14	26	3	0	0	1	2	0

Motivation – value matrix by cohort

Birth cohort	V1					V2					V3					V4					V5					V6					V7				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
M1	0	1	2	12	0	1	0	9	20	1	0	0	2	7	1	0	0	0	1	1	0	0	0	6	0	0	0	0	0	1	0	0	1	3	0
M2	0	0	3	3	1	2	1	12	28	3	0	0	1	1	1	1	0	0	0	0	2	1	1	1	0	1	1	3	0	0	0	0	3	10	2
M3	0	0	1	0	0	5	6	32	40	11	4	13	40	58	6	1	0	3	3	0	1	3	16	10	1	0	0	3	3	2	7	2	13	11	6
M4	0	1	1	2	0	3	2	10	12	2	1	0	5	2	0	0	0	2	0	0	0	2	12	6	0	0	0	3	6	0	1	1	8	4	1
M5	0	0	1	7	1	12	11	55	86	17	1	5	34	51	10	0	0	4	1	0	1	5	9	6	1	0	0	1	0	1	0	4	4	6	0
M6	1	0	0	0	0	1	0	7	3	1	1	1	5	1	0	0	0	0	0	0	1	0	3	1	0	0	0	5	0	0	6	3	15	17	1
M7	0	0	3	1	0	0	0	7	16	1	0	0	5	4	1	0	0	1	0	0	0	2	3	1	0	0	2	1	2	2	2	2	5	5	1
M8	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
M9	0	0	0	0	1	0	2	6	4	2	0	0	3	3	1	1	2	10	8	2	1	0	1	0	1	0	0	1	0	0	0	0	3	0	0
M10	0	0	0	0	0	1	0	5	4	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0
M11	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
M12	0	0	0	0	0	0	0	1	3	0	0	0	0	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	3	1	0
M13	0	0	0	1	1	1	1	7	12	3	0	3	3	1	1	0	0	0	0	0	0	0	0	0	1	0	0	1	1	0	2	1	4	4	3
M14	0	1	0	4	1	0	4	9	15	4	0	1	6	7	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	1	0
M15	0	0	0	0	0	1	1	10	16	3	0	1	4	17	4	0	0	0	0	0	0	2	1	0	0	0	0	0	0	0	0	0	2	2	0
M16	0	0	2	1	0	4	5	25	22	5	0	2	3	6	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	2	0
M17	0	0	1	0	0	2	0	4	2	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0

Motivation – value matrix by cohort (continued)

Birth cohort	V8					V9					V10					V11					V12					V13				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
M1	0	0	0	2	0	0	0	1	9	1	0	2	7	13	2	0	1	3	4	2	0	0	2	2	0	0	0	0	0	0
M2	0	0	1	2	0	0	2	7	14	3	0	0	5	9	0	0	0	0	0	0	0	0	0	0	0	0	1	1	4	0
M3	0	0	2	2	0	1	4	6	15	2	4	2	13	19	3	6	9	24	59	12	0	1	0	1	0	0	0	1	0	0
M4	0	1	4	3	1	1	2	2	3	1	0	3	8	4	3	2	1	2	4	0	0	0	1	2	0	0	0	0	1	0
M5	1	2	2	3	0	2	2	10	11	0	11	3	21	30	14	2	5	20	27	1	2	2	5	7	0	0	0	0	2	0
M6	3	0	4	2	2	0	1	6	4	0	1	0	1	2	1	2	1	3	2	0	1	0	1	1	0	0	0	0	0	0
M7	1	1	1	0	0	0	2	7	14	1	0	1	5	7	1	0	2	0	6	0	0	0	0	1	0	0	1	3	1	0
M8	0	0	1	0	0	0	0	3	5	0	0	0	1	5	0	0	0	3	0	0	0	0	1	0	0	0	0	0	4	1
M9	0	0	3	2	1	0	0	3	5	0	0	1	8	9	1	1	3	2	9	2	0	1	3	3	0	0	0	5	4	0
M10	0	1	5	9	0	0	0	1	2	0	2	2	8	10	0	0	0	2	2	0	0	1	1	2	0	0	0	0	0	1
M11	0	0	0	1	0	0	0	1	0	0	0	0	1	2	0	0	0	0	2	0	0	0	0	1	0	0	0	0	1	0
M12	0	0	0	0	0	1	0	0	1	0	0	0	2	3	0	1	1	1	2	0	0	1	1	1	0	0	0	1	1	0
M13	0	0	0	2	0	2	3	12	24	2	1	4	15	24	4	0	1	2	10	1	0	0	0	4	1	0	1	2	4	1
M14	1	0	2	4	0	0	2	1	12	2	2	8	22	40	5	0	3	5	17	2	0	2	4	5	3	0	0	0	1	2
M15	0	0	0	0	0	0	1	6	7	0	1	0	7	15	2	0	4	6	8	2	0	0	4	0	0	0	0	0	3	2
M16	0	0	3	4	0	0	0	2	4	1	8	9	30	39	5	4	1	11	4	0	4	2	11	24	5	0	0	1	0	0
M17	0	0	0	0	0	0	0	1	2	0	0	4	8	12	1	1	0	3	3	5	0	0	0	1	0	0	0	0	2	0

Implication matrices by educational level
1.Senior high school or below; 2.College; 3.Bachelor's degree; 4.Master's degree or above

Photo - attribute matrix by educational level

Educational	A1				A2				A3				A4				A5				A6			
level	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
P1	0	5	44	3	0	6	21	0	0	0	6	0	0	1	14	1	0	2	0	0	0	1	0	0
P2	1	0	5	0	0	3	16	2	3	8	26	4	1	8	11	3	1	4	40	1	0	1	1	0
P3	1	1	8	1	1	5	14	0	1	10	18	3	6	4	24	3	0	4	5	1	0	1	0	0
P4	0	0	0	0	1	10	44	2	4	7	16	3	3	4	21	2	2	7	8	0	2	1	1	1
P5	0	0	1	0	0	2	9	1	3	25	119	12	1	4	19	3	3	11	53	10	0	2	6	0
P6	1	0	1	0	1	1	2	1	1	2	16	1	0	2	3	0	1	3	5	0	1	0	1	0
P7	0	0	0	0	0	3	18	2	1	4	20	2	0	1	10	0	0	1	5	0	0	0	6	0
P8	0	3	30	1	0	1	9	2	0	1	10	0	1	1	23	0	0	2	6	1	0	0	1	0
P9	0	0	0	0	2	2	13	1	3	3	27	1	1	17	66	6	2	10	38	5	0	1	1	1
P10	0	0	0	0	0	0	2	1	1	0	3	1	0	3	5	1	0	0	3	0	0	0	1	0
P11	0	0	2	0	0	0	10	1	0	0	6	0	0	3	7	1	0	1	0	0	0	0	0	0
P12	0	0	0	0	0	2	9	3	0	0	5	0	0	0	3	1	0	0	2	0	0	0	1	0
P13	0	0	0	0	0	1	5	0	0	2	12	0	0	0	8	0	0	0	3	1	0	1	6	1
P14	0	0	0	0	0	2	3	0	1	4	8	0	1	0	4	0	0	0	0	0	4	6	49	2
P15	0	0	0	0	1	1	21	2	0	1	10	3	0	0	8	0	0	1	0	0	0	1	26	0
P16	0	0	0	0	0	0	2	1	0	2	5	1	0	0	2	0	0	0	2	0	5	13	120	13
P17	0	0	1	0	0	1	5	0	0	7	9	4	0	1	11	2	3	24	145	11	0	0	1	0

Photo - attribute matrix by educational level (continued)

Educational level	A7				A8				A9				A10				A11			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
P1	0	1	15	3	1	0	12	1	1	3	21	3	0	0	4	0	0	1	0	0
P2	1	5	11	1	0	4	28	6	0	1	14	1	0	0	2	0	0	0	4	1
P3	0	3	10	0	0	1	12	1	0	3	19	3	0	0	1	0	0	1	6	1
P4	0	2	16	1	0	0	1	0	0	1	2	0	0	1	5	0	0	0	1	1
P5	1	1	4	0	0	0	4	0	0	0	0	0	0	0	2	0	0	0	0	0
P6	1	2	15	1	0	2	6	0	1	0	10	0	0	2	3	0	0	1	2	0
P7	0	0	5	2	0	2	5	1	1	3	8	0	0	0	2	0	0	1	4	0
P8	1	12	50	3	2	3	16	8	3	11	46	9	0	0	1	0	0	1	5	1
P9	0	1	6	0	0	1	17	1	0	0	2	0	2	2	20	1	0	0	0	0
P10	0	3	14	2	0	0	4	0	1	0	7	0	0	1	1	0	0	3	17	1
P11	1	1	19	1	3	5	33	4	0	0	9	0	0	0	2	1	1	6	28	2
P12	0	0	1	0	0	0	1	0	0	0	3	0	0	0	0	1	0	1	0	0
P13	0	0	2	1	0	1	1	1	0	0	1	0	0	0	0	1	1	0	4	0
P14	0	0	1	0	0	0	1	0	0	0	0	0	0	1	2	0	0	0	4	0
P15	0	0	3	0	0	0	2	0	0	0	1	0	0	0	1	0	0	1	4	0
P16	0	0	2	0	0	0	1	0	0	0	1	0	0	0	3	0	0	0	1	0
P17	0	1	9	0	3	0	19	2	0	1	8	1	0	1	12	0	0	0	5	2

Attribute - motivation matrix by educational level

Educational level	M1				M2				M3				M4				M5				M6			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
A1	0	1	10	1	0	0	2	0	0	2	2	0	0	0	5	0	2	2	18	0	1	0	0	0
A2	0	0	14	1	0	4	16	4	1	9	14	4	1	4	15	0	1	11	50	3	0	3	3	0
A3	0	1	9	3	3	1	8	0	7	24	79	11	3	12	16	4	2	12	60	6	1	5	19	3
A4	1	0	9	2	1	2	10	1	3	12	42	3	2	5	17	3	2	11	66	4	1	2	8	1
A5	0	0	5	1	0	1	0	1	7	29	175	12	0	4	11	1	0	8	50	7	1	13	15	0
A6	1	1	13	4	2	5	55	2	0	2	0	0	1	1	6	1	0	0	2	0	2	4	17	1
A7	1	0	20	2	1	0	3	0	1	2	11	1	0	3	10	1	0	6	29	2	0	0	3	0
A8	0	0	6	3	0	0	2	0	1	0	16	1	1	0	3	1	3	6	60	8	0	0	1	0
A9	0	1	6	0	0	0	0	0	1	0	5	0	0	0	1	0	5	5	53	5	0	0	0	0
A10	0	0	0	0	0	0	3	0	0	1	8	0	0	1	0	0	1	2	9	0	0	0	7	0
A11	0	0	5	0	0	1	3	0	0	0	1	0	0	1	2	0	0	0	8	0	0	0	0	0

Attribute - motivation matrix by educational level (continued)

Educational level	M7				M8				M9				M10				M11				M12			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
A1	0	0	2	0	0	0	0	0	0	0	2	0	0	1	5	1	0	0	1	0	0	0	0	0
A2	0	0	11	2	0	1	5	0	2	1	4	0	0	0	5	0	0	0	1	1	0	1	1	0
A3	0	2	20	0	0	1	3	2	0	3	9	1	0	0	1	0	0	0	3	0	0	2	4	1
A4	0	1	9	0	0	0	2	0	0	5	17	3	1	0	5	0	0	0	0	0	1	0	2	1
A5	1	1	11	1	1	0	2	0	1	6	9	3	0	1	2	1	0	0	1	0	0	1	1	0
A6	1	5	18	2	0	0	5	1	1	0	1	0	2	0	8	0	0	0	2	0	0	0	2	0
A7	0	2	11	1	0	0	2	0	0	0	16	1	0	1	8	1	0	0	0	0	0	0	2	0
A8	0	0	5	1	0	1	3	1	1	0	11	2	0	1	2	2	0	0	0	0	0	1	1	1
A9	0	4	5	1	0	0	0	0	0	0	1	0	0	0	7	2	0	0	3	0	0	0	2	0
A10	0	1	0	0	0	0	0	0	0	0	8	1	0	0	1	0	0	0	0	0	0	1	2	0
A11	0	0	2	0	0	0	0	0	0	2	6	1	0	1	4	1	0	0	0	0	0	0	1	0

Attribute - motivation matrix by educational level (continued)

Educational level	M13				M14				M15				M16				M17			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
A1	0	0	2	0	0	2	4	2	0	0	7	0	0	1	31	1	0	0	1	0
A2	0	2	11	1	0	2	23	1	1	1	11	1	0	0	9	0	0	1	10	1
A3	0	3	12	1	2	0	13	1	0	8	49	1	0	1	6	0	0	1	5	1
A4	0	0	11	1	1	5	16	3	0	2	8	1	0	3	11	0	1	1	6	0
A5	0	0	4	2	0	0	8	0	0	2	17	0	0	2	1	0	1	2	3	1
A6	2	6	77	7	0	0	8	0	0	3	4	0	0	0	2	0	0	1	1	0
A7	1	2	3	1	1	11	21	2	0	1	5	0	0	4	38	3	0	0	1	0
A8	1	0	11	0	1	2	12	3	0	2	2	1	0	5	23	1	1	1	5	0
A9	0	1	5	0	0	2	27	2	0	0	2	0	1	10	32	6	0	0	3	1
A10	0	0	2	0	0	1	8	1	0	0	3	0	1	1	6	2	0	0	4	0
A11	0	1	1	0	1	2	13	1	0	0	0	0	1	8	38	4	0	0	1	2

Motivation - value matrix by educational level

Educational level	V1				V2				V3				V4				V5				V6				V7			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
M1	0	0	11	4	0	0	29	2	0	0	8	2	0	1	1	0	0	1	2	3	0	0	1	0	0	1	3	1
M2	1	1	4	1	0	3	39	4	1	0	1	1	0	0	1	0	1	2	2	0	1	1	3	0	1	1	12	1
M3	0	1	0	0	5	11	69	9	2	17	93	9	2	1	4	0	0	12	17	2	0	6	2	0	4	10	22	3
M4	0	0	3	1	1	5	20	3	1	1	5	1	0	0	1	1	2	7	10	1	0	6	2	1	2	4	8	1
M5	0	1	7	1	8	14	##	14	3	14	72	12	0	1	4	0	0	4	17	1	1	0	1	0	0	3	11	0
M6	0	0	0	1	1	2	9	0	1	0	6	1	0	0	0	0	0	2	3	0	0	3	2	0	2	8	29	3
M7	0	0	4	0	0	5	18	1	1	1	7	1	0	0	1	0	0	0	5	1	0	0	4	1	1	3	11	0
M8	0	0	0	0	0	0	0	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0
M9	0	0	1	0	0	1	12	1	0	0	5	2	2	3	13	5	1	1	0	1	0	0	1	0	0	0	3	0
M10	0	0	0	0	0	0	10	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
M11	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
M12	0	0	0	0	0	2	2	0	0	1	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	4	0
M13	1	0	1	0	0	1	22	1	1	1	6	0	0	0	0	0	0	0	1	0	0	0	2	0	0	3	11	0
M14	0	0	5	1	1	3	26	2	0	3	9	3	0	0	0	0	0	0	1	0	0	0	1	0	0	0	2	0
M15	0	0	0	0	0	4	26	1	0	2	24	0	0	0	0	0	0	0	3	0	0	0	0	0	0	2	2	0
M16	0	0	3	0	1	3	50	7	0	1	10	0	0	0	1	0	0	0	1	0	0	0	0	0	0	1	1	1
M17	0	0	1	0	1	2	6	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0

Motivation - value matrix by educational level (continued)

Educational level	V8				V9				V10				V11				V12				V13			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
M1	0	0	2	0	0	0	9	2	1	1	19	3	1	0	9	0	1	0	3	0	0	0	0	0
M2	0	1	2	0	0	3	22	1	1	1	12	0	0	0	0	0	0	0	0	0	1	1	4	0
M3	0	1	3	0	1	3	22	2	2	2	35	2	5	17	83	5	0	0	2	0	0	0	1	0
M4	0	2	6	1	0	2	7	0	1	3	14	0	1	1	6	1	0	0	3	0	0	0	1	0
M5	0	2	6	0	0	7	17	1	4	8	66	1	0	7	44	4	0	2	13	1	0	0	2	0
M6	1	5	5	0	0	2	9	0	1	1	3	0	0	3	5	0	0	1	2	0	0	0	0	0
M7	0	0	3	0	0	2	21	1	0	3	10	1	0	0	7	1	0	0	1	0	0	2	2	1
M8	0	0	1	0	0	0	7	1	0	1	4	1	0	2	1	0	0	0	1	0	0	0	5	0
M9	0	0	6	0	0	1	7	0	0	3	14	2	1	7	9	0	0	0	6	1	1	1	7	0
M10	0	3	9	3	1	0	2	0	2	1	15	4	0	0	3	1	0	1	3	0	0	0	1	0
M11	0	0	1	0	0	0	1	0	0	0	2	1	0	0	2	0	0	0	1	0	0	0	1	0
M12	0	0	0	0	0	1	1	0	0	1	3	1	1	0	4	0	0	1	2	0	0	0	1	1
M13	0	0	2	0	1	4	37	1	0	3	37	8	0	2	9	3	0	1	4	0	1	0	7	0
M14	1	3	3	0	0	0	17	0	0	11	57	9	2	4	20	1	2	3	9	0	0	0	3	0
M15	0	0	0	0	0	0	14	0	0	3	20	2	0	5	14	1	0	1	3	0	1	2	2	0
M16	0	0	6	1	0	0	7	0	1	18	66	6	0	4	15	1	1	8	36	1	0	0	1	0
M17	0	0	0	0	0	0	2	1	0	3	19	3	2	0	9	1	0	1	0	0	0	0	1	1

Implication matrices by region of residence
1.Tier1; 2.Tier 2; 3.Tier 3

Photo - attribute matrix by region

	A1			A2			A3			A4			A5			A6			A7			A8			A9			A10			A11		
Region	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
P1	25	26	1	11	15	1	0	3	3	7	8	1	0	2	0	1	0	0	4	15	0	1	11	2	16	11	1	1	3	0	0	1	0
P2	2	4	0	7	13	1	23	16	2	7	15	1	13	29	4	0	1	1	6	10	2	18	19	1	4	10	2	1	1	0	0	5	0
P3	4	7	0	8	12	0	8	22	2	18	11	8	4	5	1	0	1	0	7	5	1	5	9	0	9	16	0	0	1	0	3	5	0
P4	0	0	0	23	28	6	12	14	4	8	20	2	3	12	2	1	3	1	10	8	1	1	0	0	1	2	0	1	4	1	2	0	0
P5	0	1	0	6	5	1	59	92	8	8	14	5	33	38	6	3	5	0	1	4	1	2	2	0	0	0	0	2	0	0	0	0	0
P6	0	2	0	2	3	0	9	9	2	0	5	0	4	4	1	1	0	1	8	9	2	4	2	2	6	4	1	2	3	0	1	2	0
P7	0	0	0	11	12	0	10	13	4	6	5	0	3	3	0	4	1	1	3	4	0	3	4	1	5	7	0	1	1	0	3	2	0
P8	14	20	0	3	7	2	4	7	0	15	9	1	3	6	0	0	1	0	33	31	2	10	17	2	31	36	2	0	1	0	2	4	1
P9	0	0	0	10	5	3	10	21	3	39	48	3	19	34	2	1	2	0	4	2	1	3	15	1	1	1	0	10	14	1	0	0	0
P10	0	0	0	1	1	1	0	5	0	2	4	3	3	0	0	0	1	0	8	11	0	2	2	0	3	4	1	1	1	0	9	10	2
P11	0	2	0	4	6	1	1	4	1	4	6	1	1	0	0	0	0	0	8	10	4	19	25	1	3	6	0	0	3	0	15	20	2
P12	0	0	0	4	10	0	1	4	0	2	2	0	0	1	1	0	0	1	0	1	0	0	1	0	2	1	0	0	0	1	1	0	0
P13	0	0	0	1	5	0	4	10	0	3	5	0	2	2	0	7	1	0	0	3	0	0	3	0	0	1	0	0	1	0	3	1	1
P14	0	0	0	2	3	0	4	8	1	2	2	1	0	0	0	23	34	4	0	1	0	0	0	1	0	0	0	2	1	0	2	2	0
P15	0	0	0	10	9	6	4	10	0	2	6	0	1	0	0	13	14	0	1	2	0	2	0	0	1	0	0	0	1	0	2	3	0
P16	0	0	0	1	2	0	3	4	1	1	1	0	1	1	0	66	76	9	1	1	0	1	0	0	1	0	0	1	1	1	0	1	0
P17	0	1	0	1	5	0	5	15	0	5	7	2	70	103	10	0	1	0	4	4	2	7	14	3	6	3	1	6	7	0	3	4	0

Attribute - motivation matrix by region

Region	M1			M2			M3			M4			M5			M6			M7			M8			M9		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
A1	4	8	0	0	2	0	1	3	0	1	4	0	9	13	0	0	1	0	0	2	0	0	0	0	0	2	0
A2	5	10	0	10	9	5	7	17	4	8	12	0	28	33	4	2	4	0	1	11	1	3	3	0	2	1	4
A3	0	13	0	4	7	1	47	67	7	9	24	2	36	37	7	9	16	3	3	14	5	3	3	0	4	9	0
A4	6	5	1	7	5	2	24	29	7	10	17	0	31	42	10	3	9	0	3	6	1	1	1	0	9	15	1
A5	3	3	0	0	2	0	87	124	12	3	10	3	21	43	1	16	10	3	5	7	2	1	1	1	6	11	2
A6	5	11	3	30	31	3	0	2	0	3	5	1	1	1	0	11	11	2	12	12	2	3	3	0	0	1	1
A7	11	10	2	2	2	0	7	6	2	10	4	0	17	19	1	2	1	0	2	11	1	0	1	1	2	11	4
A8	5	3	1	1	1	0	5	12	1	2	2	1	28	46	3	0	1	0	2	3	1	2	2	1	1	11	2
A9	3	4	0	0	0	0	4	1	1	1	0	0	26	38	4	0	0	0	4	6	0	0	0	0	1	0	0
A10	0	0	0	0	3	0	5	3	1	0	1	0	6	6	0	2	4	1	0	1	0	0	0	0	4	4	1
A11	1	4	0	2	2	0	0	1	0	1	2	0	5	3	0	0	0	0	1	1	0	0	0	0	3	6	0

Attribute - motivation matrix by region (continued)

	M10			M11			M12			M13			M14			M15			M16			M17		
Region	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
A1	7	0	0	0	1	0	0	0	0	2	0	0	4	4	0	3	4	0	14	18	1	0	1	0
A2	3	1	1	2	0	0	0	1	1	6	8	0	10	16	0	4	8	2	5	4	0	9	3	0
A3	0	1	0	2	1	0	3	4	0	6	10	0	2	11	3	24	31	3	3	4	0	2	5	0
A4	1	4	1	0	0	0	1	2	1	4	8	0	14	10	1	6	4	1	7	6	1	2	5	1
A5	3	1	0	1	0	0	1	1	0	2	4	0	2	5	1	3	14	2	1	2	0	5	2	0
A6	4	5	1	1	1	0	0	1	1	43	46	3	4	4	0	2	4	1	1	1	0	0	2	0
A7	2	6	2	0	0	0	1	1	0	1	6	0	14	20	1	3	3	0	23	20	2	1	0	0
A8	4	1	0	0	0	0	0	3	0	4	6	2	7	10	1	3	2	0	12	16	1	2	5	0
A9	3	6	0	3	0	0	0	2	0	5	1	0	12	18	1	1	1	0	26	21	2	0	4	0
A10	1	0	0	0	0	0	1	2	0	2	0	0	2	8	0	1	2	0	2	7	1	2	2	0
A11	1	5	0	0	0	0	0	0	1	1	1	0	10	6	1	0	0	0	21	26	4	0	3	0

Motivation – value matrix by region

Region	V1			V2			V3			V4			V5			V6			V7		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
M1	8	6	1	6	24	1	5	5	0	1	1	0	0	6	0	0	1	0	0	4	1
M2	1	6	0	24	19	3	1	1	1	0	1	0	2	3	0	2	2	1	5	8	2
M3	0	1	0	38	50	6	42	71	8	4	2	1	9	19	3	3	5	0	14	20	5
M4	3	0	1	12	17	0	3	5	0	0	2	0	8	10	2	0	9	0	3	9	3
M5	4	4	1	70	100	11	35	58	8	0	4	1	10	11	1	0	1	1	3	11	0
M6	1	0	0	2	10	0	3	5	0	0	0	0	1	4	0	1	3	1	19	19	4
M7	1	3	0	4	18	2	2	6	2	0	1	0	2	3	1	1	4	0	8	5	2
M8	0	0	0	0	1	0	0	0	1	0	0	1	0	1	0	0	1	0	1	0	0
M9	0	1	0	2	10	2	1	6	0	6	13	4	0	2	1	1	0	0	0	2	1
M10	0	0	0	6	2	2	0	3	0	0	0	0	0	0	0	1	0	0	1	0	0
M11	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0
M12	0	0	0	0	4	0	1	0	0	0	0	0	1	0	1	0	0	0	0	3	1
M13	1	1	0	8	15	1	4	4	0	0	0	0	1	0	0	1	0	1	7	7	0
M14	4	2	0	9	21	2	7	7	1	0	0	0	0	1	0	0	0	1	0	2	0
M15	0	0	0	11	17	3	9	17	0	0	0	0	0	3	0	0	0	0	3	1	0
M16	1	2	0	29	30	2	7	4	0	1	0	0	1	0	0	0	0	0	1	2	0
M17	1	0	0	2	7	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0

Motivation – value matrix by region (continued)

Region	V8			V9			V10			V11			V12			V13		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
M1	0	2	0	3	8	0	14	10	0	4	3	3	2	1	1	0	0	0
M2	2	1	0	13	12	1	6	7	1	0	0	0	0	0	0	0	4	2
M3	2	0	2	10	16	2	15	22	4	50	56	4	0	2	0	0	1	0
M4	3	6	0	3	6	0	7	11	0	4	5	0	2	1	0	0	0	1
M5	3	4	1	11	13	1	41	34	4	22	32	1	9	7	0	0	2	0
M6	6	5	0	5	5	1	2	2	1	3	4	1	2	0	1	0	0	0
M7	0	3	0	9	11	4	3	9	2	1	7	0	1	0	0	1	4	0
M8	0	1	0	4	4	0	5	1	0	0	3	0	0	0	1	3	2	0
M9	1	4	1	3	3	2	8	11	0	6	9	2	1	6	0	3	4	2
M10	7	7	1	1	1	1	8	13	1	3	1	0	2	2	0	0	1	0
M11	1	0	0	0	1	0	3	0	0	1	1	0	1	0	0	1	0	0
M12	0	0	0	1	1	0	2	3	0	2	2	1	0	2	1	0	2	0
M13	1	1	0	21	22	0	22	23	3	4	10	0	2	3	0	4	4	0
M14	2	4	1	7	10	0	34	41	2	10	16	1	6	7	1	2	1	0
M15	0	0	0	8	6	0	7	15	3	7	10	3	4	0	0	1	4	0
M16	2	5	0	4	3	0	42	45	4	8	9	3	19	24	3	0	1	0
M17	0	0	0	1	2	0	13	12	0	5	6	1	0	1	0	0	2	0

Implication matrices by travel experience
1.With outbound travel experience; 2.Plan to travel abroad within a year; 3.No outbound travel experience or plan

Photo - attribute matrix by travel experience

Travel experience	A1			A2			A3			A4			A5			A6		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
P1	25	20	7	15	6	6	4	2	0	11	5	0	2	0	0	1	0	0
P2	5	1	0	12	8	1	15	18	8	11	7	5	20	20	6	1	1	0
P3	2	6	3	10	8	2	18	7	7	19	13	5	3	7	0	0	1	0
P4	0	0	0	27	24	6	13	14	3	20	5	5	9	7	1	3	2	0
P5	0	1	0	7	3	2	76	55	28	15	10	2	33	28	16	1	4	3
P6	0	2	0	2	2	1	11	6	3	1	4	0	5	3	1	2	0	0
P7	0	0	0	5	13	5	13	10	4	5	5	1	4	2	0	2	4	0
P8	17	17	0	4	7	1	3	6	2	11	10	4	4	3	2	0	0	1
P9	0	0	0	10	7	1	14	17	3	44	31	15	26	18	11	1	2	0
P10	0	0	0	1	2	0	1	3	1	5	4	0	1	1	1	0	1	0
P11	1	1	0	4	4	3	4	1	1	6	4	1	0	0	1	0	0	0
P12	0	0	0	8	6	0	3	2	0	3	1	0	0	1	1	0	1	0
P13	0	0	0	2	2	2	6	5	3	4	3	1	1	3	0	6	2	0
P14	0	0	0	0	4	1	5	5	3	3	2	0	0	0	0	31	20	10
P15	0	0	0	9	12	4	6	6	2	3	5	0	0	1	0	8	12	7
P16	0	0	0	2	1	0	3	4	1	2	0	0	2	0	0	70	54	27
P17	1	0	0	1	5	0	11	8	1	7	6	1	86	64	33	1	0	0

Photo - attribute matrix by travel experience (continued)

Travel experience	A7			A8			A9			A10			A11		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
P1	11	6	2	5	7	2	17	4	7	1	1	2	0	0	1
P2	8	6	4	17	16	5	6	5	5	2	0	0	5	0	0
P3	8	3	2	6	7	1	14	5	6	1	0	0	3	2	3
P4	13	4	2	1	0	0	2	1	0	2	4	0	1	0	1
P5	4	2	0	1	1	2	0	0	0	1	1	0	0	0	0
P6	11	4	4	3	5	0	4	4	3	2	3	0	2	1	0
P7	3	4	0	2	4	2	3	2	7	0	0	2	3	1	1
P8	33	21	12	15	9	5	27	26	16	0	0	1	5	1	1
P9	1	4	2	6	9	4	1	0	1	15	7	3	0	0	0
P10	8	7	4	1	3	0	3	4	1	1	0	1	5	12	4
P11	11	9	2	23	12	10	4	5	0	0	3	0	16	13	8
P12	1	0	0	0	1	0	1	2	0	0	1	0	0	1	0
P13	2	1	0	2	1	0	0	1	0	0	1	0	3	1	1
P14	0	0	1	0	1	0	0	0	0	3	0	0	1	2	1
P15	2	1	0	0	1	1	0	1	0	0	1	0	2	2	1
P16	1	1	0	1	0	0	0	1	0	1	2	0	0	1	0
P17	6	2	2	13	7	4	3	7	0	5	6	2	2	3	2

Attribute – motivation matrix by travel experience

Travel	M1			M2			M3			M4			M5			M6			M7			M8			M9		
experience	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
A1	7	3	2	2	0	0	2	2	0	2	3	0	11	11	0	0	1	0	1	1	0	0	0	0	0	1	1
A2	8	6	1	8	11	5	16	11	1	14	4	2	23	30	12	1	4	1	4	7	2	2	4	0	5	1	1
A3	6	6	1	6	3	3	57	48	16	17	14	4	40	28	12	14	12	2	12	8	2	3	1	2	6	5	2
A4	8	1	3	7	7	0	32	20	8	15	8	4	37	33	13	5	7	0	7	3	0	2	0	0	16	9	0
A5	4	1	1	2	0	0	92	85	46	7	8	1	34	22	9	11	15	3	10	4	0	2	1	0	5	9	5
A6	11	6	2	37	20	7	0	2	0	3	6	0	1	0	1	8	8	8	12	11	3	1	3	2	2	0	0
A7	15	6	2	3	0	1	8	3	4	9	4	1	21	13	3	3	0	0	5	6	3	2	0	0	9	7	1
A8	3	5	1	1	0	1	7	7	4	2	2	1	39	25	13	0	1	0	1	4	1	3	2	0	7	4	3
A9	3	2	2	0	0	0	4	2	0	1	0	0	29	19	20	0	0	0	1	6	3	0	0	0	0	0	1
A10	0	0	0	1	2	0	6	1	2	0	1	0	8	3	1	3	4	0	0	1	0	0	0	0	7	2	0
A11	4	1	0	1	3	0	0	0	1	0	3	0	5	1	2	0	0	0	0	1	1	0	0	0	4	5	0

Attribute – motivation matrix by travel experience (continued)

Travel experience	M10			M11			M12			M13			M14			M15			M16			M17		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
A1	3	3	1	1	0	0	0	0	0	0	1	1	5	3	0	3	2	2	14	16	3	0	1	0
A2	3	2	0	1	0	1	0	1	1	6	6	2	10	14	2	8	4	2	3	5	1	7	4	1
A3	0	1	0	1	2	0	2	5	0	7	8	1	4	7	5	24	17	17	3	2	2	4	2	1
A4	3	3	0	0	0	0	1	2	1	7	2	3	13	7	5	3	6	2	10	4	0	4	3	1
A5	2	2	0	1	0	0	1	1	0	4	1	1	4	1	3	11	7	1	2	1	0	4	0	3
A6	5	2	3	1	1	0	1	1	0	35	38	19	5	2	1	3	2	2	1	1	0	1	1	0
A7	6	3	1	0	0	0	2	0	0	2	2	3	15	13	7	2	3	1	21	14	10	0	1	0
A8	2	2	1	0	0	0	1	2	0	5	6	1	4	11	3	3	1	1	14	10	5	4	2	1
A9	6	3	0	1	2	0	1	1	0	1	4	1	10	12	9	0	2	0	25	15	9	3	0	1
A10	0	1	0	0	0	0	2	1	0	2	0	0	1	6	3	2	1	0	2	3	5	0	4	0
A11	4	1	1	0	0	0	1	0	0	1	1	0	10	5	2	0	0	0	16	18	17	2	1	0

Motivation – value matrix by travel experience

Travel experience	V1			V2			V3			V4			V5			V6			V7		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
M1	11	2	2	14	13	4	4	3	3	2	0	0	3	1	2	1	0	0	2	3	0
M2	4	3	0	23	14	9	1	2	0	1	0	0	3	1	1	1	3	1	10	3	2
M3	1	0	0	47	32	15	50	56	15	4	3	0	14	11	6	3	5	0	22	17	0
M4	2	2	0	16	8	5	2	4	2	2	0	0	12	7	1	4	5	0	5	10	0
M5	5	3	1	83	60	38	49	46	6	3	2	0	4	14	4	2	0	0	6	5	3
M6	0	1	0	5	7	0	4	3	1	0	0	0	2	3	0	3	1	1	19	17	6
M7	1	1	2	14	7	3	7	3	0	0	1	0	2	3	1	2	3	0	8	7	0
M8	0	0	0	0	0	1	0	1	0	0	1	0	1	0	0	1	0	0	1	0	0
M9	0	1	0	10	2	2	3	2	2	16	6	1	1	1	1	0	1	0	2	1	0
M10	0	0	0	6	3	1	0	3	0	0	0	0	0	0	0	0	1	0	1	0	0
M11	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
M12	0	0	0	1	3	0	0	1	0	0	0	0	1	1	0	0	0	0	2	2	0
M13	1	0	1	7	10	7	2	3	3	0	0	0	0	1	0	0	1	1	7	6	1
M14	3	2	1	14	11	7	5	9	1	0	0	0	1	0	0	1	0	0	1	1	0
M15	0	0	0	16	8	7	10	10	6	0	0	0	1	1	1	0	0	0	3	1	0
M16	0	2	1	25	25	11	5	4	2	1	0	0	1	0	0	0	0	0	2	0	1
M17	1	0	0	4	4	1	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1

Motivation – value matrix by travel experience (continued)

Travel experience	V8			V9			V10			V11			V12			V13		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
M1	2	0	0	7	3	1	18	5	1	2	7	1	3	0	1	0	0	0
M2	1	2	0	12	13	1	9	2	3	0	0	0	0	0	0	3	3	0
M3	2	2	0	15	9	4	17	12	12	48	33	29	1	1	0	0	0	1
M4	4	3	2	2	6	1	14	3	1	5	3	1	2	1	0	0	1	0
M5	3	5	0	12	6	7	37	26	16	32	14	9	12	2	2	0	2	0
M6	2	6	3	3	6	2	3	1	1	3	5	0	1	2	0	0	0	0
M7	0	1	2	9	13	2	5	5	4	3	5	0	0	1	0	2	2	1
M8	0	1	0	3	4	1	5	1	0	2	1	0	1	0	0	1	2	2
M9	5	0	1	1	5	2	10	7	2	7	9	1	1	5	1	5	3	1
M10	9	4	2	1	2	0	11	8	3	2	1	1	3	1	0	1	0	0
M11	0	0	1	1	0	0	2	1	0	2	0	0	0	1	0	0	1	0
M12	0	0	0	0	2	0	2	3	0	4	0	1	0	2	1	2	0	0
M13	1	1	0	18	17	8	22	19	7	7	5	2	1	3	1	4	3	1
M14	2	5	0	8	5	4	31	33	13	10	8	9	4	6	4	1	1	1
M15	0	0	0	12	1	1	7	11	7	9	8	3	0	3	1	1	2	2
M16	2	2	3	3	4	0	38	28	25	11	7	2	22	17	7	1	0	0
M17	0	0	0	2	1	0	11	11	3	7	3	2	0	0	1	2	0	0