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ACCESSING HOTELS' INFRASTRUCTURE AND SERVICES FOR
HOSTING CHINESE TOURISTS

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ACCESSING HOTELS' INFRASTRUCTURE AND SERVICES FOR HOSTING
CHINESE TOURISTS

Statement of work authorship

I declare to be the author of this work, which is original and unpublished. Authors and works consulted are properly cited in the text and are included in the reference list included.

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Contents

Figure contents.....	vi
Table contents	vii
Abstract.....	viii
Resumo	x
Chapter 1. Introduction	1
1.1 Objectives	1
1.2 Study	2
1.3 Internship	3
1.4 The structure of the report.....	3
Chapter 2. Chinese outbound tourism and the requirement of Chinese tourists	4
2.1 The development and characteristics of Chinese outbound tourism.....	4
2.1.1 The development of outbound tourism in China	4
2.1.2 Factors promoting the development of Chinese outbound tourism	10
2.1.3 Characteristics of Chinese outbound tourism	11
2.1.3.1 The characteristics of Chinese tourists.....	12
2.1.3.2 Behavioural characteristics of Chinese tourists	14
2.1.3.3 Characteristic, requirements and expectations of Chinese tourists	23
2.2 Methodology	26
2.2.1 Research purpose	26
2.2.2 Research methods	26
2.2.3 Sample selection	27
2.2.4 The design of the questionnaire	30
2.2.5 The main content of the questionnaire and related information	31
2.2.6 Data collection	34
2.3 Results and discussion	35
2.3.1 Sample characteristics.....	35
2.3.2 Tourism behaviour of the respondents	38
2.3.3 Accommodation booking and payment preferences	43
2.3.4 Preferences for accommodation services, facilities, and food products.....	45
2.3.5 Information analysis of open-ended question	50
2.3.5.1 Language.....	50
2.3.5.2 Service.....	51
2.3.5.3 Catering.....	53
2.3.5.4 Rooms and facilities.....	53
2.3.5.5 Payment methods	54
2.4 Conclusion, Limitations and Recommendations	54
2.4.1 Conclusion	54
2.4.2 Limitations	58
2.4.3 Recommendation	59
Chapter 3. Internship.....	61
3.1 Introduction and positioning of the Accor Group and brands	61

3.1.1 Accor Group.....	61
3.1.1.1 Brands	62
3.1.1.2 Main customer service	63
3.1.1.3 Cooperation and development with China.....	64
3.1.2 Introduction of Ibis hotel	65
3.1.3 Ibis Munich City West	67
3.1.4 Tourism in Munich	70
3.2 Internship tasks	71
3.2.1 Food and Beverage	72
3.2.1.1 Main tasks of the breakfast service	73
3.2.1.2 The main tasks of bar and restaurant services	76
3.2.2 Front office.....	77
3.2.2.1 Main tasks of front office.....	79
3.3 Main purpose of the internship and recommendation.....	81
3.3.1 Main purpose of internship	81
3.3.2 Recommendation	81
3.3.2.1 Breakfast	81
3.3.2.2 Bars and restaurants	82
3.3.2.3 Front office.....	83
3.3.2.4 Rooms and infrastructure	84
Chapter 4. Conclusion.....	86
References.....	89
Appendix 1	91

Figure contents

Figure 2.1 Number of Chinese outbound citizens from 1993 to 2007 (million)	5
Figure 2.2 Number of Chinese outbound citizens from 2008 to 2018 (million)	6
Figure 2.3 China's Outbound tourism expenditure in 1996-2018, US\$ (billions)	11
Figure 2.4 Chinese outbound tourists by age (%).....	12
Figure 2.5 Chinese outbound tourists by gender (%)	13
Figure 2.6 Chinese outbound tourists by education level (%).....	13
Figure 2.7 Monthly income level of Chinese outbound tourists in 2018 (%).....	14
Figure 2.8 Chinese outbound tourists – length of stay (%).....	16
Figure 2.9 Chinese outbound tourists by purpose of travel (%)	17
Figure 2.10 Chinese outbound tourists' sources of information search (%).....	18
Figure 2.11 Key information topics for Chinese outbound tourists (%).....	20
Figure 2.12 Tourism method of Chinese outbound tourists (%)	20
Figure 2.13 Average spend per trip/per capita of Chinese outbound tourists (%).....	21
Figure 2.14 Chinese outbound flows to 5 regions 2018 forecast (millions of trips) ...	22
Figure 2.15 Tourism nights spent by residents of China in EU-28, 2016 (%)	23
Figure 2.16 Questionnaire submission channel	35
Figure 2.17 Gender	35
Figure 2.18 Age	36
Figure 2.19 Education level	37
Figure 2.20 Personal monthly income	38
Figure 2.21 Travel methods	38
Figure 2.22 Purpose of travel.....	39
Figure 2.23 Length of stay for outbound travel	39
Figure 2.24 The key information topics most concerned by Chinese tourist about outbound travel	40
Figure 2.25 Travel information collection channels	41
Figure 2.26 Spending of Chinese tourist per person per each outbound trip.....	42
Figure 2.27 Which outbound tourist areas have Chinese tourists visited	42
Figure 2.28 Which country in Europe have Chinese tourists visited.....	43
Figure 2.29 Main method booking western hotels.....	44
Figure 2.30 The payment method that works best for Chinese tourists.....	44
Figure 2.31 The payment methods that Chinese tourists used at western hotels.....	45
Figure 3.1 Accommodation brand portfolio of Accor Group	63
Figure 3.2 Hotel team organogram (Hotel Ibis Munich City West, as of 12/2018)	70

Table contents

Table 2.1 Main information of the questionnaire	30
Table 2.2 Factors affecting Chinese tourists' choice of hotel	47
Table 2.3 The importance of Chinese-related services in western hotels to Chinese tourists.....	48
Table 2.4 The evaluation of Chinese and western diets from Chinese people	50

Accessing hotels' infrastructure and services for hosting Chinese tourists

Abstract

This report studies western hotel services and infrastructure that are suitable for Chinese tourists. The rapid development of China's outbound tourism has made more Chinese tourists keen to travel abroad. The number of Chinese overnight stays in western countries is on the rise, and at the same time, they have gradually put forward more requirements for western accommodation.

The increasing requirements of Chinese tourists for the services and infrastructure of western accommodation have made their expectations higher, which also makes it more difficult for western hotels to improve customer satisfaction. Moreover, attracting more Chinese tourists and providing them with more suitable services is very important for western hotels, especially in the current situation of Chinese outbound tourism prevailing, Chinese tourists have become one of the main tourists in many tourist destinations. Therefore, the purpose of our research is to understand the characteristics of Chinese outbound tourists and their requirements for accommodation, and to help western hotel managers and employees discover innovative and optimized services and infrastructure for Chinese tourists.

We combined quantitative and qualitative research and used non-probability sampling methods to collect data. We collected 463 answers through online questionnaire surveys. Regarding the internship at the Ibis Hotel Munich City West, the hotel is an economy hotel dedicated to the development and innovation of infrastructure and services. It is also one of the popular hotels in Munich for Chinese tourists and business travellers.

Through the internship in western hotels and online surveys for Chinese tourists, this internship report shows that many Chinese tourists have consistent demands and expectations for western accommodation's catering products, services, and infrastructure. Mainly focus on Chinese language service, Chinese map and menu, Chinese food, hot water, Chinese tea, mobile payment, Wi-Fi, room supplies, staff service attitude and quality. Understanding and trying to meet these needs and expectations can help western hotels better attract Chinese guests and gain a competitive advantage in China's outbound tourism market.

Keywords: China outbound tourism, characteristics of Chinese tourists, accommodation requirements of Chinese tourists, western hotel services and infrastructure, internship in Ibis Hotel Munich City West.

Resumo

O desenvolvimento económico que a China tem experienciado nas últimas décadas levou a um aumento muito significativo do número de turistas chineses que viajam para o estrangeiro por motivos de lazer ou negócios. O número de dormidas originadas por turistas chineses nos países ocidentais tem vindo igualmente a aumentar de forma significativa. Vários estudos têm salientado que os turistas chineses colocam, cada vez mais, maiores exigências aos serviços e infraestruturas de alojamento nos países ocidentais, pois a maior experiência em viagens internacionais, levaram igualmente a uma maior exigência em termos dos serviços e produtos adquiridos. Paralelamente, torna-se cada vez mais difícil aos estabelecimentos hoteleiros nos países ocidentais satisfazer as necessidades e exigências destes turistas. Em virtude da China se ter tornado no país que mais turistas internacionais emite a nível mundial, atrair mais turistas chineses e fornecer-lhes serviços mais adequados, tornou-se fundamental para muitos hotéis ocidentais conseguirem manter a sua competitividade.

Neste sentido, o presente estudo visa estudar em que medida os serviços e as infraestruturas hoteleiras existentes nos países ocidentais são adequados para receber os turistas chineses. São igualmente objetivos do estudo empírico desenvolvido no âmbito do estágio curricular, compreender as características dos turistas chineses que se deslocam para países ocidentais e estudar os requisitos e exigências que colocam ao alojamento, e assim ajudar os gestores e funcionários de hotéis ocidentais a oferecer serviços e infraestruturas inovadores e otimizados para os turistas chineses.

Assim, no presente documento resumimos a informação de diversos estudos académicos sobre as características dos turistas chineses, incluindo também a análise do desenvolvimento do turismo internacional com origem na China e os fatores que impulsionaram o desenvolvimento do turismo neste país. A liberalização gradual da política de turismo da China, mais cooperação internacional em termos de acordos bilaterais para fins de turismo e a melhoria do nível económico das pessoas são as principais forças impulsionadoras do turismo chinês.

Num segundo momento, procurou-se igualmente saber quais as exigências e expectativas dos turistas chineses sobretudo em relação ao alojamento e quais os fatores que influenciam o comportamento dos turistas chineses. Verificou-se que a cultura chinesa, o rápido desenvolvimento tecnológico e a educação têm impacto no comportamento dos turistas chineses, influenciando de forma decisiva a duração da

viagem, os propósitos de viagem, as formas de viagem, a seleção de destinos e as exigências e expectativas de produtos e serviço de viagens e alojamento.

A metodologia seguida para levar a cabo o estudo empírico combinou metodologias quantitativas e qualitativas e utilizou o método de amostragem não-probabilístico. O questionário incluiu questões que visaram conhecer as características de viagem dos turistas chineses (propósito de viagem, método de viagem, tempo de viagem, preferências alimentares, método de reserva e pagamento, canais de recolha de informações sobre viagem, principais tópicos de informação procurados pelos turistas chinês e a preferência por destino turísticos. No questionário foram igualmente incluídas questões que visavam compreender os requisitos dos turistas chineses em relação aos serviços e infraestruturas de alojamento quando visitam um país ocidental numa viagem turística. Ao mesmo tempo, o objetivo da investigação é também fornecer sugestões sobre serviços, produtos e infraestruturas que os hotéis ocidentais devem desenvolver e providenciar para hospedarem turistas chineses. No total foram recolhidas 463 respostas através de um inquérito online por questionário.

A nossa pesquisa revelou que a maioria dos inquiridos eram jovens, com formação de nível superior e que já visitaram a maioria dos países da Europa e têm uma elevada experiência em viajar.

O presente documento apresenta igualmente informação relativa ao estágio curricular de 7 meses que foi realizado no hotel Ibis Hotel Munich City West. Este hotel é um hotel destinado ao segmento económico com uma grande variedade de produtos e serviços e coloca uma grande ênfase no desenvolvimento e inovação de infraestruturas e serviços. Ao mesmo tempo, devido à localização privilegiada do hotel, este apresenta preços preferenciais e desenvolve uma cooperação empresarial com muitas empresas. Neste momento, é também um dos hotéis mais populares na cidade de Munique para turistas chineses, quer viagem por motivos de lazer ou em viagens de negócios.

Os objetivos definidos para este estágio foram obter uma compreensão mais aprofundada da receção e dos serviços de *catering* dos hotéis ocidentais, conhecer o comportamento e características dos turistas chineses hospedados no hotel, aferir formas de comunicação mais adequadas para interagir com estes turistas e compreender mais diretamente os requisitos e expectativas dos turistas chineses. Os objetivos

enunciados tinham igualmente como propósito permitir fazer recomendações mais direcionadas para melhorar os produtos e serviços dos hotéis ocidentais que visem captar turistas chineses.

Os resultados do estudo empírico, assim como o conhecimento obtido no decorrer do estágio curricular, permitem afirmar que os turistas chineses têm exigências e expectativas consistentes para os produtos, serviços e infraestruturas de alojamento nos países ocidentais. Sublinha-se a necessidade dos hotéis ocidentais fornecerem informação sobre os serviços em língua chinesa, e apresentarem mapas e menus traduzidos para chinês. Recomenda-se igualmente que os funcionários tenham alguns conhecimentos de língua chinesa e que sejam treinados para serem mais pacientes para com os turistas chineses e apresentarem uma melhor atitude para com estes hóspedes.

Um aspeto muito importante está relacionado com o *catering*, fornecer água quente e algumas bebidas chinesas, adicionar mais alimentos quentes ao pequeno-almoço e aumentar a oferta de alimentos chineses são requisitos indispensáveis. Os turistas chineses consideram que o seu bem-estar físico e emocional está muito dependente de uma dieta adequada e sentem-se mais confortáveis quando lhes são disponibilizados alimentos que lhes são familiares.

Em relação a equipamentos que devem ser disponibilizados, destaca-se a necessidade de fornecer chaleiras elétricas, aumentar o UnionPay e os métodos de pagamento móveis e otimizar a qualidade da rede *wi-fi*.

Palavras-chave: Características dos turistas chineses, desenvolvimento do turismo na China, requisitos em relação ao alojamento, serviços hoteleiros ocidentais e infraestruturas, estágio no hotel Ibis Hotel Munich City West.

Chapter 1. Introduction

At present, as a benefit from the rapid development of China's economy, the popularity of China's outbound tourism is increasing (Arlt, 2016). China is a world leader in the outbound tourism market, both in the number of tourists and total expenditure on outbound tourism. The continuous increase in the number of outbound tourists also further increased Chinese tourists' demand for overseas hotels (Li et al., 2011).

It is common knowledge that accommodation is a very important part of the tourism industry and the quality of accommodation affects people's travel experience. At the same time, Li et al. (2011) believe that Chinese outbound tourists have gradually increased their requirements for outbound travel accommodation due to various influences. This means when western hotels hosting Chinese tourists without providing services and infrastructure suitable for them will affect customer satisfaction and their experience of travel and accommodation.

1.1 Objectives

We take how western hotels improve and optimize infrastructure and services to hosting Chinese tourists as the objective of this study. The improvement of Chinese-style services and infrastructure is an increasingly important element in the competition of western hotels in the tourism industry. It can also be said that hotels that satisfy Chinese tourists could have the opportunity to win a larger market share in the Chinese tourism market. Therefore, how western hotels can better host Chinese tourists has become an important topic worthy of in-depth discussion.

At the same time, the main objective of the internship in a western hotel is to understand the behavior and requirements of Chinese guests in a more detailed and comprehensive manner. Compared with other western travel service providers, accommodation is a necessary prerequisite for Chinese outbound tourists to carry out all travel activities, and it is usually the western service place they have been in contact with the longest, the services and infrastructure in the hotel are also diversified, and tourists can usually experience accommodation and catering services at the same time in the hotel.

In order to complete this study, we also used questionnaires for data collection. The objective to make this survey is to obtain more data and information to further analyse the behavior, characteristics and requirements of Chinese outbound tourists to draw

more reliable conclusions and make targeted suggestions.

1.2 Study

Since the focus of this study is from the perspective of Chinese guests and my observations during my internship in the hotel and the problems discovered during the work in the reception and catering department of the Ibis Munich City West Hotel. Which leads to the following questions: What are the characteristics of Chinese tourists? What are the common travel behaviors of Chinese tourists? What is the requirement of Chinese guests for hotel services and products? Why is it important for western hotels to provide Chinese-style services and products?

Based on these questions, we studied the following issues in the literature review in Chapter 2:

- The development and characteristics of China's outbound tourism and the factors that promote development.

- The main characteristics and behavioral of Chinese outbound tourists, including the age, gender, monthly income, education level, outbound travel purpose, travel booking method, travel information collection, travel experience sharing, popular travel information, travel method, payment method, travel consumption and choice of travel destination.

- The main demands and expectations of Chinese tourists, as well as their requirements for accommodation and catering.

The effects of hotel service, products and infrastructure vary with each individual. Providing diversified products and services is still very important for hotels, even if they meet the prescribed quality standards for products and services.

Chinese tourists are usually having some special behavior characteristics and have special expectations for the accommodation experience due to influenced by their history, culture and economy. They hope to get more suitable services in western hotels. This is usually very difficult for western hotels that do not have knowledge of Chinese culture. Thus, it is necessary for us to help western hotel managers analyze the Chinese people's cultural and accommodation requirements. This will improve the service quality of western hotels for hosting Chinese tourists, customer satisfaction and gain

more potential customers and increase the hotel's competitive advantage in tourism industry.

In addition, we designed a questionnaire based on the research questions in the literature review to collect data in order to provide necessary data support for our research. At the same time, we will be analyzed the characteristics, behaviors and expectations of Chinese outbound tourists in more detail in combination with the data.

1.3 Internship

This research was conducted in the front office and catering service of the Ibis Munich City West hotel. The significance of this internship in the hotel is that through practical work and observation, we can have a more direct understanding of the operation mode of western hotels, the general services and infrastructure. At the same time, through the actual communication and interaction with hotel staff, hotel managers and guests obtain more accurate information.

1.4 The structure of the report

The structure of this report is divided into four chapters. The Chapter 1 introduces the importance of this study, the main purpose of the study and the internship, the main content of study and internship, and the main structure of the report.

In Chapter 2, empirical study is presented, it includes a literature review and methodology, as well as analyse the collected data to draw conclusions and make relevant recommendations and explains the limiting factors of this survey.

In chapter 3, we introduced the intern hotel and its company and brand, also covered the travel situation of the Chinese in the city where this hotel is located. At the same time, we also explained the purpose of my internship, the nature and tasks of my work, including the front office, breakfast, bar and restaurant. And through the communication and discovery in actual work, we made relevant suggestions to western hotels in terms of catering and front office.

The results of this research will provide assistance to western hotel managers and employees in hosting Chinese guests. In chapter 4, we draw conclusions and summarize the research and also show the importance of providing services and infrastructure suitable for Chinese people in the future development of western hotels.

Chapter 2. Chinese outbound tourism and the requirement of Chinese tourists

In this chapter, we are going to present Chinese outbound tourism, the characteristics and behaviors of Chinese tourists and their requirements. We start to do literature review by collect and study information on these aspects. And also included in this chapter are the method of analysis, research design, sample selection. In order to improve the persuasiveness of the results of this research and provide evidence for opinions, we also try to collect data through questionnaire surveys. After that, draw conclusions and state the limitations of the research methodology, and put forward relevant suggestions for improving the service, products and facilities of western hotels.

2.1 The development and characteristics of Chinese outbound tourism

China's amazing speed of economic development along with the authorisation for Chinese residents to travel outside the Mainland to other regions contributed to the present importance of Chinese outbound tourism in the world (Li, 2016). According to the United Nations World Tourism Organization (UNWTO) (2013a), China became the country with the highest international tourism spending and has maintained this position since 2012.

However, the survey of Li (2016) and Cai et al. (2008) shows that it has been argued that the academic community still lacks interest in China's outbound tourism market, especially the behaviour and requirements of Chinese tourists are still under researched.

Therefore, we are going to study the characteristics of Chinese outbound tourism, as well as to analyse preferences and requirements of Chinese tourists regarding accommodation in western countries.

2.1.1 The development of outbound tourism in China

Chinese outbound tourism emerged in the early 1980s; before 1983, China's outbound travel was limited to activities for national political affairs (张补宏&赖宝, 2009). Due to the impact of the Chinese Cultural Revolution, many people are unable to get higher education, the standards of living and income of citizens are generally not high,

therefore, Chinese people have no concept of travel and going abroad.

At the same time, because China was affected by the specific political system and economic and social conditions at that time, outbound travel was not suitable for most Chinese people, and this made China's outbound tourism development extremely slow in the early stages (张补宏&赖宝, 2009). The development of China's outbound tourism has begun to accelerate since 1997. This is mainly because of the relaxation of policies, rapid economic growth, and increased willingness of Chinese people to travel abroad.

The following number of Chinese outbound citizens from 1993 to 2018 is based on the data each year from the National Bureau of Statistics of China.

It can be seen that the outbound tourism developed slowly from 1993 to 1997 (see Figure 2.1). The growth rate of outbound tourism has increased significantly since 1997, among them, the fastest growth rate was in 2004, increased 42.6 % over 2003. The number of outbound trips reached 40.95 million in 2007, was 7 times that in 1997 (中国国家统计局, 2019).

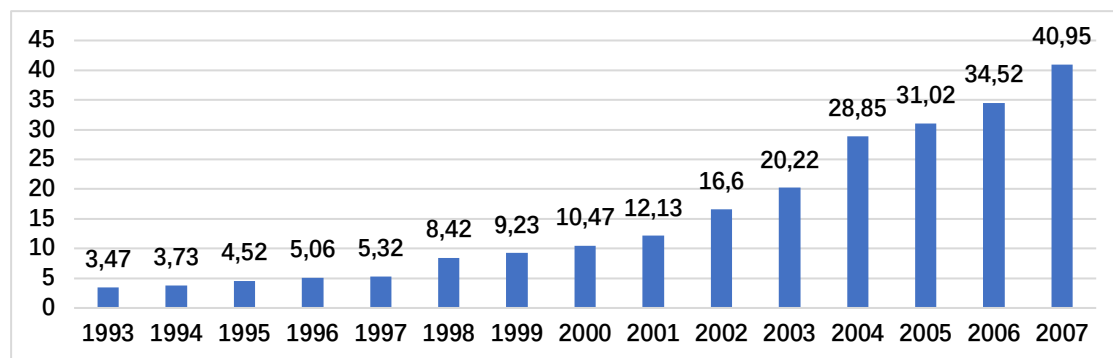


Figure 2.1 Number of Chinese outbound citizens from 1993 to 2007 (million)

Source: 中国国家统计局, 1993-2007.

As can be seen from Figure 2.2, the number of Chinese outbound tourists exceeded 100 million in 2014; it was close to 162 million in 2018. Compared with 2017, the growth rate reached 13.5 %, and the number of outbound travels was 3.5 times that in 2008 (中

国国家统计局, 2019).

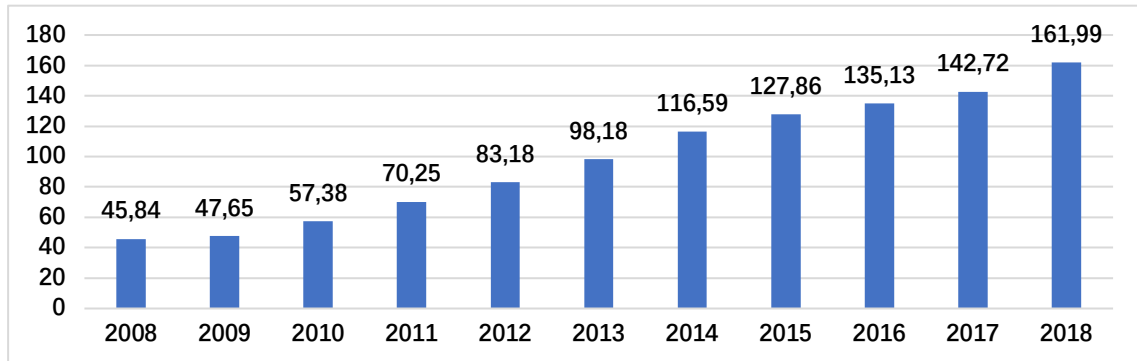


Figure 2.2 Number of Chinese outbound citizens from 2008 to 2018 (million)

Source: 中国国家统计局, 2008-2018.

According to the above data and information, we can see that the development of Chinese outbound tourism has proliferated. In order to improve the understanding of China's outbound tourism and assist our research, we divide the development of Chinese outbound tourism into 4 different stages below, and we are going to provide a brief introduction and explanation for the developments at each stage.

First stage: China's outbound tourism development from 1983 to 1997

From 1983 to 1997, this period is the budding stage of Chinese outbound tourism (张补宏&赖宝, 2009). After 1983, China began to allow ordinary citizens to go abroad to visit relatives, and require relatives overseas to pay the full cost for their visitors, while only 7 travel agencies in China are authorised by the Chinese government to handle travel business. At the same time, the issuance of passport and visas is also strictly controlled by the state (张补宏&赖宝, 2009).

During this period, most Chinese people still do not have the conditions and qualifications to travel abroad, and only the 4 countries of Thailand, Malaysia, Singapore, and the Philippines are approved as travel destinations (张补宏&赖宝, 2009), excluding Europe, America, Australia and other countries or regions, and this is

also one of the reason why China's outbound tourism market was small in the 1980s.

The National Bureau of Statistics of China began to count the number of people going abroad each year since 1993 (张补宏&赖宝, 2009), and until 1997, after the China National Tourism Administration and the Ministry of Public Security promulgated the "Interim Measures for Managing the Self-paid Outbound Tourism by the Chinese Citizens", a large number of travel agencies have been approved by the state and started to provide group travel services (张补宏&赖宝, 2009).

At this stage, although individual outbound travel has not yet been approved, and Chinese government still has strict controls on the number of outbound travellers each year, Chinese citizens can carry out self-paid overseas travel through organised group travel (Arlt, 2016). But this gives all ordinary Chinese citizens the right to travel abroad and also indicates that outbound tourism has broken the original restrictions and entered the next stage of development.

Second stage: China's outbound tourism accelerates development from 1997 to 2007

From 1997 to 2007, China's outbound tourism market began to expand rapidly, and China successively approved more countries and regions as outbound travel Approved Destination Status (ADS) (Arlt, 2016). In these 10 years, China has become the top tourist source country in Asia, and China has officially recognised 134 tourist destination countries and regions (ADS) (张补宏&赖宝, 2009).

In 2004, outbound tourism cooperation became the focus of international attention. All European Union countries except the United Kingdom and some countries in Africa and South America began to open for Chinese people. Only in 2004, China's outbound tourism target market has grown by 35 countries and regions (张补宏&赖宝, 2009), the increase in outbound tourism destinations has undoubtedly stimulated the enthusiasm of Chinese people to travel abroad, and the continued development of the

Chinese economy has also enabled more Chinese people to have the economic ability to travel abroad.

The overall development of China's outbound tourism also grew the fastest in 2014, and it was even difficult to control. There are a large number of "zero-dollar tours" that attract tourists at low prices and coerced tourists into shopping during the trip (Arlt, 2016). This has also led to strict inspections of Chinese tourists by the EU Schengen countries and increased the difficulty of obtaining tourist visas, which has led many travel agencies to shift their goals to African countries at this stage (Arlt, 2016).

At the same time, the Memorandum of Understanding on Tourism Cooperation signed between China and the United States in 2007 has also become a milestone for China's outbound tourism development at this stage, and it is a sign that China and the United States have begun mutual tourism exchanges and development (张补宏&赖宝, 2009).

Third stage: The developing and perfecting of China's Outbound Tourism from 2007 to 2013

2008 can be said to be the starting point for the third stage of China's outbound tourism. In 2008, China National Tourism Administration proposed that more comprehensive outbound tourism regulations will be issued (Arlt, 2016).

At the same time, due to the positive influence of the 2008 Beijing Olympic Games and the China World Expo 2010, China has innovated and has been greatly improved in many aspects such as economy, education, and construction (Arlt, 2016), and the number of people traveling abroad has begun to surge again.

Especially in 2008, the characteristics of the fast and intensive sightseeing and buying of a lot of luxury goods of Chinese outbound tourists have become more obvious (张补宏&赖宝, 2009). Chinese tourists have become major luxury consumers in tourism destinations in the world (Arlt, 2016). The Chinese government also officially announced that the tourism industry is one of China's mainstay industries in 2009 and

has set the 19th of May as China Tourism Day since 2011(Arlt, 2016).

China has become the world's largest outbound tourist source market in a short time. China's outbound tourism has officially become one of China's soft powers (Arlt, 2016), which is also the beginning of China's outbound tourism gradually becoming significant.

Fourth stage: The new era of China's outbound tourism from 2013 to today

2013 was a turning point for Chinese outbound tourism. Xi Jinping became China's president in 2013. His strong support and construction of China's outbound tourism also marks that China's outbound tourism will continue to rise to a higher level and enter the fourth stage of development.

Since 2013, Xi Jinping has repeatedly pointed out on international occasions: China will create more investment abroad in the future, and there will be more Chinese people who go traveling abroad (Arlt, 2016). At the same time, he also mentioned the civilisation education of outbound tourism many times (Arlt, 2016).

The booming development of China's outbound tourism and the great concern of the global tourism industry have promoted many tourist destination governments to relax restrictions on China's tourist visas, and even many small countries have begun to implement visa-free entry policies for China (Arlt, 2016).

At the same time, the tourism year jointly organised by China and South Korea, Canada, Switzerland, Australia, and other countries has also successfully motivated the Chinese people to travel abroad (Zhang, 2016).

The International Cooperation Initiative on the New Silk Road Economic Belt and the 21st Century Maritime Silk Road was first proposed by Xi Jinping in 2013, which carry out various types of cooperation with the goal of promoting international political, cultural, tourism, economic, and other exchanges and promote global sustainable development (Zhang, 2016).

In terms of tourism, Zhang (2016) shows that the development of the Belt and Road Initiative has promoted the signing of multiple cultural and tourism project documents

between China and other countries, and many popular tourist destinations have also opened direct flights with many cities in China. At the same time, the appreciation of Chinese passports has also made it easier for Chinese people to travel abroad (Zhang, 2016).

Up until 2019, 71 countries and regions in the world have implemented visa upon arrival or visa-free policies for Chinese citizens. The United States, the United Kingdom, and many Schengen countries have also simplified the application process for tourist visas and offer multiple entry visa options (Arlt, 2016).

At this stage, the Chinese people gradually have new concepts on outbound travel under the combined effects of China's political reform, technological and economic progress, and education reform. Chinese outbound tourism is no longer confined to sightseeing and shopping and has begun to diversify. Chinese tourists have also begun to show new behavioural characteristics.

2.1.2 Factors promoting the development of Chinese outbound tourism

The development of China's outbound tourism is greatly influenced by Chinese politics, laws, economy, and education. In terms of tourist destinations, developing to 2012, more than 148 countries have signed ADS agreements with China (Zhang, 2016) and provide more choices of outbound travel destinations for Chinese people.

At the same time, the increase of statutory holidays for Chinese citizens has given Chinese people more time for travel, and China's October Golden Week (7-day holiday) and the Spring Festival holiday have increased the opportunity for Chinese to travel abroad (Zhang, 2016). The continuous appreciation of Chinese currency and the opening of multiple direct flight routes have also become important conditions to encourage Chinese people to travel abroad (Zhang, 2016).

Against the backdrop of the relaxation of China's outbound tourism policies, China's rapid economic development has greatly promoted the growth of outbound tourism expenditures. According to World Bank data (see Figure 2.3), China's outbound tourism

consumption has maintained rapid growth from 1996 to 2018, and the growth was the fastest between 2012 and 2014, with a growth rate of 92.7 %. Travel spending in 2018 was close to \$300 billion and continues to be the top in the world (The World Bank, 2019).

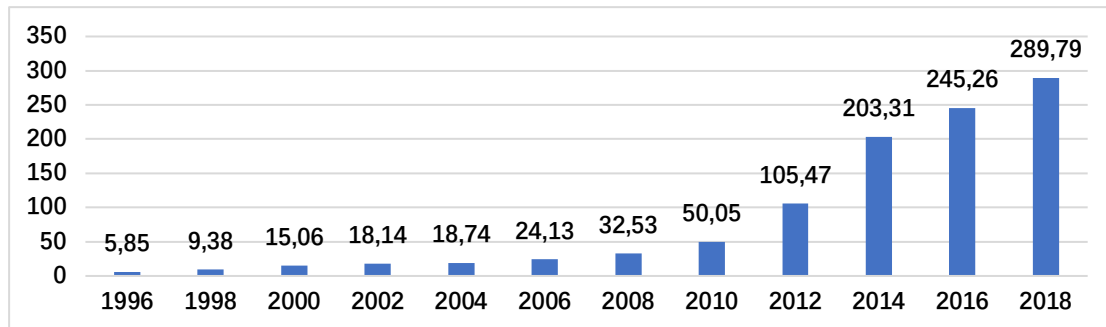


Figure 2.3 China's Outbound tourism expenditure in 1996-2018, US\$ (billions)

Source: The World Bank, 2019.

2.1.3 Characteristics of Chinese outbound tourism

Border travel and one-day trips are more popular at the beginning of the development of China's outbound tourism. The main purpose of travel for most Chinese people is to visit relatives, business exchanges, shopping, and sightseeing (张补宏&赖宝, 2009).

In recent years, cross-industry development has become an important development strategy for many Chinese companies, and many non-tourism industry companies have also entered the tourism market. They use corporate employees or consumers as potential tourists for organised travel activities such as business trips, school trips, and language training trips (UNWTO & CTA, 2019).

In addition to border travel, long-distance tourist destinations have quickly become the target of many Chinese tourists, and their stays have been extended (张补宏&赖宝, 2009).

Private travel and customised travel have also become popular in recent years. More and more Chinese people are interested in the customs and life of tourist destinations and hire local guides to enhance their travel experience (UNWTO & CTA, 2019).

We need to analyse more aspects in order to understand the characteristics of China's outbound tourism in more detail because tourists are the most important part of tourism development. Therefore, we are going to analyse the characteristics of Chinese tourists in recent years. The following are divided into three parts: the main characteristics of Chinese tourists, the travel behaviour of Chinese tourists, and the characteristics of the needs and expectations of Chinese tourists.

2.1.3.1 The characteristics of Chinese tourists

We will analyse the main characteristics of Chinese tourists by their age, gender, education level, monthly income level, and outbound tourism expenditure below.

Age

At present, the age restrictions on Chinese outbound tourism have narrowed, and overseas travel has become increasingly common, with more family tours, parent-child tours, and youth travel etc. More retirees in China are also willing to undertake outbound travel. Unlike young students and social workers, they have more disposable time for outbound travel (Arlt, 2016).

According to the surveys from UNWTO and CTA (2019) (see Figure 2.4), the largest number of outbound tourists are between the ages of 25 and 34. This part accounts for 33 % of the market share, followed by middle-aged tourists aged 35 to 44 accounting for 24 %, and about 22 % of tourists are between 15 and 24 years old. Among those respondents, people over 60 and under 15 travelled comparatively few, accounting for 12 % (UNWTO & CTA, 2019).

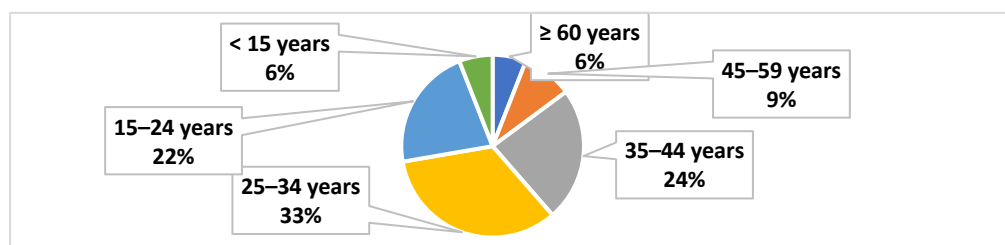


Figure 2.4 Chinese outbound tourists by age (%)

Source: UNWTO and CTA, 2019.

Gender

Moreover, in the survey of UNWTO and CTA (2019), among Chinese tourists traveling abroad, the number of female tourists (53 %) is higher than male tourists (47 %) (see Figure 2.5).

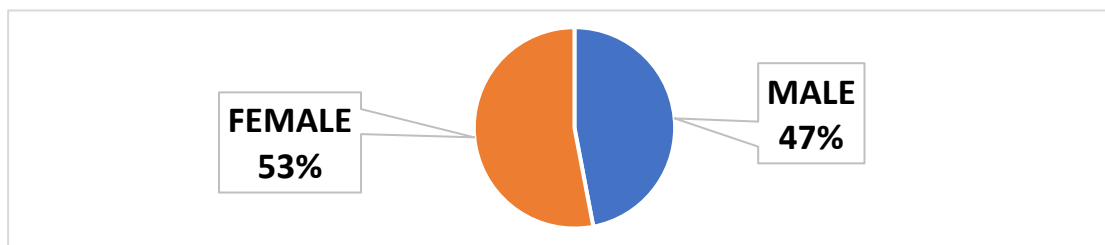


Figure 2.5 Chinese outbound tourists by gender (%)

Source: UNWTO and CTA, 2019.

Education level

According to the survey data of UNWTO and CTA (2019), more and more highly educated people are traveling abroad. Among these respondents, people with senior high school and the equivalent make up about 24 %. About 32 % have a senior college degree, nearly 25 % of those with a bachelor's degree or above. With the improvement of the education level of Chinese people, the purpose of traveling abroad has changed accordingly (see Figure 2.6) (UNWTO & CTA, 2019).

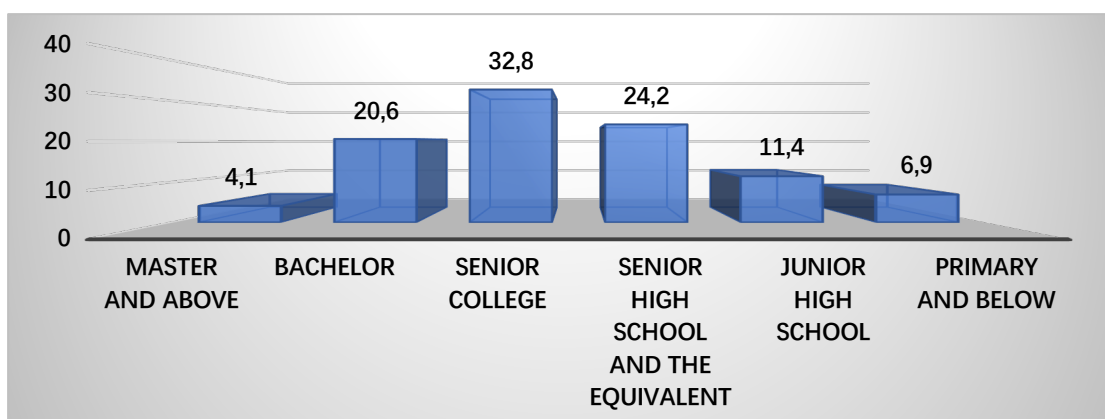


Figure 2.6 Chinese outbound tourists by education level (%)

Source: UNWTO and CTA, 2019.

Monthly income level

From the monthly income of Chinese outbound tourists (UNWTO & CTA, 2019), among them, about 30 % of tourists have a monthly income of about 700-1,100 USD, followed by a middle class with a monthly income of 400-700 USD, which is close to 20 %. And in the third place, those with a monthly income of 1,100-1,400 USD, make up more than 15 %. From this we can see the most of China's outbound tourists are relatively wealthy (see Figure 2.7) (exchange rate as of August 2018).

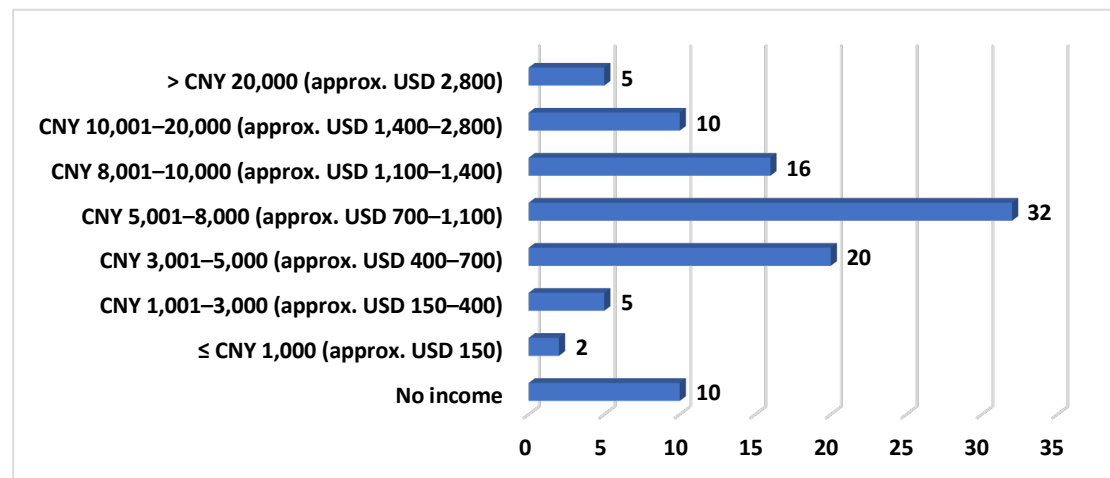


Figure 2.7 Monthly income level of Chinese outbound tourists in 2018 (%)

Source: UNWTO and CTA, 2019.

2.1.3.2 Behavioural characteristics of Chinese tourists

The behavioural characteristics of Chinese tourists are largely affected by Chinese politics, economy, culture, technology, education, and other aspects. These impacts include travel time of Chinese people, travel consumption awareness, travel form, and services demand.

Although China's outbound tourism is extremely popular and has broad development prospects, there are not many foreign travel service providers who have an in-depth understanding of the characteristics of Chinese tourist behaviour (Nasolomampionona, 2014). Therefore, we are going to explain the behavioural characteristics and factors of Chinese tourists below.

Holidays and length of stay for Chinese people travelling abroad

According to China's public holidays and work characteristics, China's tourist season is the Golden Week of Chinese National Day (October 1-7) and the Spring Festival holiday (January or February) (UNWTO & CTA, 2019).

People who work in large government enterprises, public organisations and foreign companies can enjoy holidays from the company. The length of the holiday period will change according to the working time of the employees. Most employees are willing to combine holidays of their company with public holidays for complete long-distance outbound travel, the length of the holiday is usually about 1-2 weeks (see Figure 2.8) (UNWTO & CTA, 2019).

And people who have retired and have more free time prefer to travel during the off-season. On the one hand, their travel expenses are lower than in the high season. On the other hand, they can enjoy a more relaxed trip and have better travel experience and have longer travel time.

For Chinese students and their families, most of their outbound trips are concentrated on the students' summer vacation (July-August) and winter vacation (mid-January-February) (Nasolomampionona, 2014).

According to a survey by UNWTO and CTA (2019), due to the special nature of Chinese public holidays, about 50 % of Chinese tourists choose to make their travel within one week. And neighbouring countries or regions such as Japan and South Korea have become the main outbound travel destinations for Chinese outbound tourists, while long-distance regions such as Europe, Australia, and the Americas need to plan longer times for travel (UNWTO & CTA, 2019).

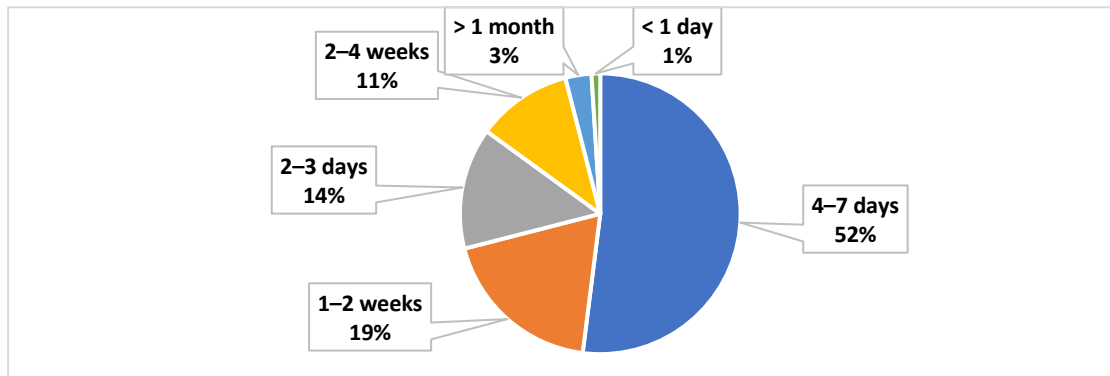


Figure 2.8 Chinese outbound tourists – length of stay (%)

Source: UNWTO and CTA, 2019.

Classification of Chinese tourists and purpose of travel

The UNWTO and CTA (2019) found through surveys that Chinese tourists with sightseeing as their main travel purpose accounted for the largest proportion and reached 47 %. These tourists are interested in experiencing and understanding different cultures and customs, such as sightseeing tours, museum visits, and participation in local traditional festivals (UNWTO & CTA, 2019).

Followed by travel for the purpose of vacation is about 34 %, with tourism activities that include entertainment, enjoy vacation or adventure. People mainly enjoy the local natural scenery and participate in local special sports or entertainment activities (UNWTO & CTA, 2019).

The third and fourth places are about 8 % for business activities and conferences and about 5 % for visiting relatives and friends (see Figure 2.9) (UNWTO & CTA, 2019).

In addition, Pendzialek (2016) believes that the proportion of travel activities for study and work is also increasing, such as: business trips, school trips, or independent trips to expand the scope of work choices or select university and majors for study (Pendzialek, 2016).

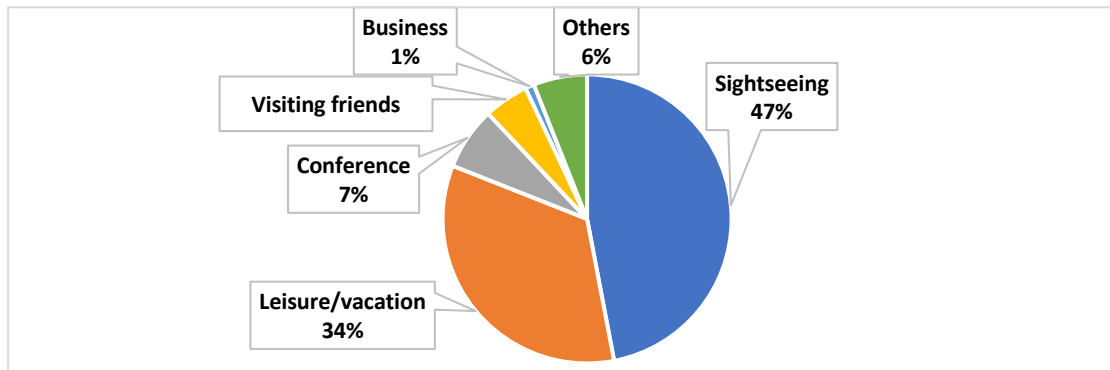


Figure 2.9 Chinese outbound tourists by purpose of travel (%)

Source: UNWTO and CTA, 2019.

Travel booking methods and sharing of information sources and travel experiences commonly used by Chinese tourists

For pre-travel booking, many people book through a travel agency, via self-booking, and booking through their family or friends (Pendzialek, 2016).

In the survey by the UNWTO and CTA (2019), about 84 % of people chose to book flights online, close to 70 % chose to book hotels online, and not many people bookings through telephone, with only 3 % of people booking flight tickets by telephone and 5 % of them willing to call the hotel to book a room.

Normally, Chinese tourists also obtain travel information in advance through their family, friends, travel agencies, or related travel websites (Pendzialek, 2016), and it is more common to obtain travel information of destination through the Internet (Nasolomampionona, 2014). They are accustomed to conducting detailed searches before travelling to enhance their sense of travel security such as accommodation, transportation, restaurants, shopping, etc. (Pendzialek, 2016).

According to the data of research from UNWTO and CTA (2019), online search for travel information account for the largest proportion, at about 54 %, followed by recommendations by relatives and friends about 48 %. The introduction from travel agencies ranked third place, accounting for 28 %. And not many people obtaining tourist information through advertising, promoting activities (see Figure 2.10)

(UNWTO & CTA, 2019).

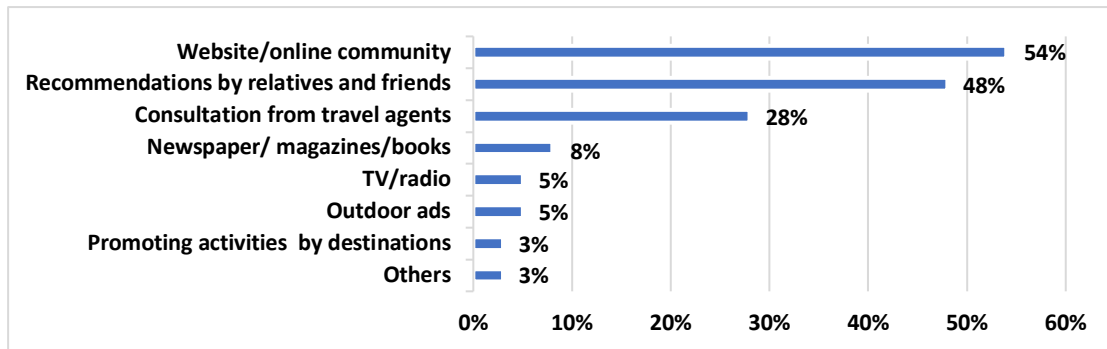


Figure 2.10 Chinese outbound tourists' sources of information search (%)

Source: UNWTO and CTA, 2019.

About information search, Baidu is the most advanced search engine in China and the most widely used in the country. It has a market share of more than 80 % in China and is the starting point for searching for all kinds of information (Nasolomampionona, 2014).

Because China 's Internet has strict controls for online information, currently the mainland of China has classified the use of virtual private networks (VPNs) to access foreign networks as illegal. Usually, Google services and some foreign websites are blocked and cannot function in China. And travel information websites in the Chinese language are the main website that Chinese people usually browse. This requires foreign travel service providers who want to acquire more Chinese consumers to provide websites that are adapted to the Chinese Internet environment and enable it to display on Chinese search engines (Nasolomampionona, 2014).

In addition, Chinese tourists are also keen on searching for travel information and share their travel experiences on online social platforms (WeChat, Weibo, etc.) and online travel websites (such as Ctrip, etc.). People can use these online platforms to evaluate and recommend various aspects of travel and accommodation, as well as to learn from the travel experience of other tourists.

Chinese people not only want to be able to share travel experiences on social networks

anytime, anywhere, by using local Wi-Fi, the other purpose is to convey their travel situation to their family and friends, and to be able to communicate with them in a timely manner during shopping in order to make accurate and rational consumptions (Shen & Liu, 2016). Therefore, the use of WeChat, Weibo, and other travel social software online has become one of the important travel behaviours of Chinese tourists. Many Chinese tourists like to show their entire journey on social media after their trip (Shen & Liu, 2016). This includes the travel information they selected on the travel website before the trip, photos and videos that reflect the state of the trip after their travel (Shen & Liu, 2016), and a detailed description of their travel process and experience (UNWTO & CTA, 2019). These detailed travel experiences gradually formed word-of-mouth recommendations through multiple browsing and sharing platforms, providing reference information for other travellers (Shen & Liu, 2016).

Key information for Chinese outbound tourists

Chinese people attach great importance to travel destinations security, transportation, weather, Wi-Fi, accommodation facilities, catering, Chinese Language services, etc. (Rakotonanahary, 2014). Rakotonanahary (2014) proposes that the process of experiencing travel is most important for Chinese people, and the choice of attractions is secondary.

But in the research of UNWTO and CTA (2019), it was found that tourist attractions are still the most important part of Chinese outbound tourism. About 50 % of the respondents said that tourist attractions are the first part they will pay attention to, and attention on accommodation, transportation, and travel prices for Chinese people is about 30 % on average (see Figure 2.11) (UNWTO & CTA, 2019).

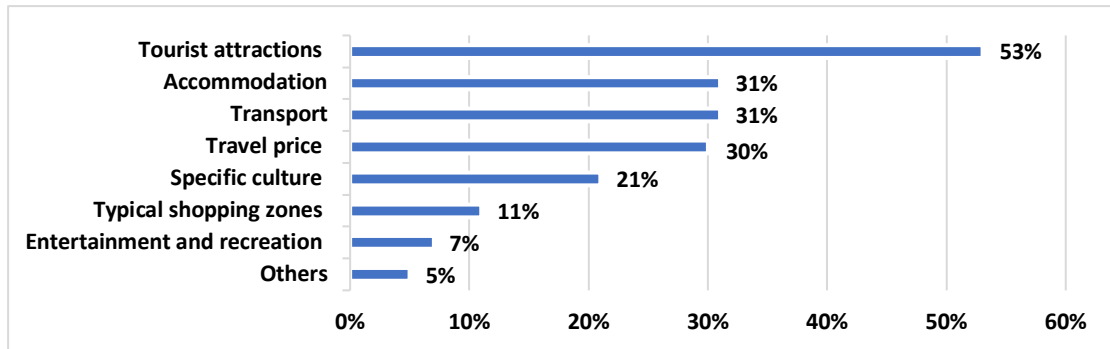


Figure 2.11 Key information topics for Chinese outbound tourists (%)

Source: UNWTO and CTA, 2019.

Tourism method

China's outbound travel can be divided into two forms: group travel and Flexible Independent Travel (FITs). According to the research from UNWTO and CTA (2019), group travel is still the most popular travel method. About half of the tourists in the survey participated in group trips, FITs became more and more popular and close to the number of group travel (see Figure 2.12) (UNWTO & CTA, 2019).

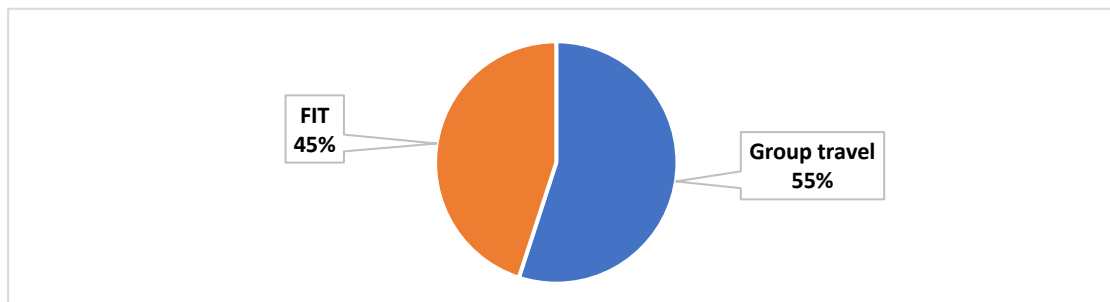


Figure 2.12 Tourism method of Chinese outbound tourists (group travel & FITs) (%)

Source: UNWTO and CTA, 2019.

The average spends per trip/per capita and payment method of Chinese outbound tourism

In the survey from UNWTO and CTA (2019) (see Figure 2.13), more than 40 % of Chinese tourists spend between 725 and 1,450 USD per trip, and the per capita expenditure of each trip is about 953 USD.

This is followed by 29 % of the people with spending between 430 and 725 USD, and people with tourism expenditure greater than 1,450 USD ranked third place. It can be seen from this that most Chinese outbound tourists are middle- and high-income earners.

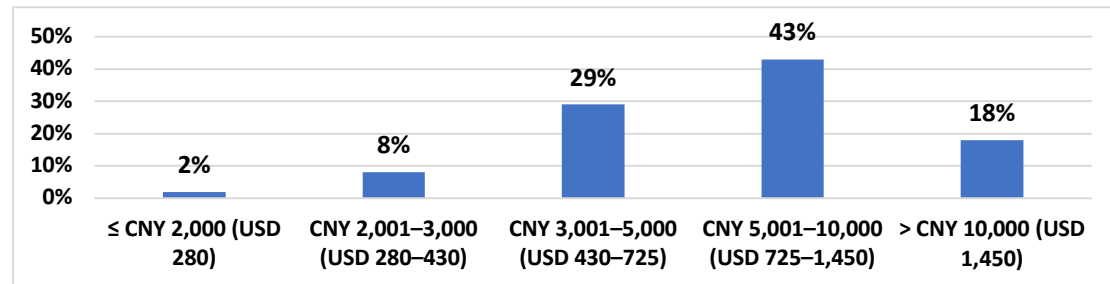


Figure 2.13 Average spend per trip/per capita of Chinese outbound tourists (%)

Source: UNWTO and CTA, 2019.

In terms of payment methods, China's mobile payment has grown extremely rapidly, and China has begun to enter a cashless society, the main mobile payments being Alipay and WeChat Pay (China Tech Insights, 2017). People can complete every payment by scanning the Quick Response code (UNWTO & CTA, 2019).

For outbound tourists, UNWTO and CTA (2019) shows that the online exchange rate inquiry provided more convenience by mobile payment app for their travel and shopping.

At present, some western hotels and many airport duty-free shops and local shopping malls, which are most popular for Chinese consumers, have also successively connected to China Mobile Payment (UNWTO & CTA, 2019), and some international airports also provide online tax refund services, such as Alipay, for mobile phones to enhance the travel shopping experience of Chinese tourists.

China Tech Insights (2017) surveyed the use of mobile payments by Chinese people. They found that 84 % of those surveyed thought that they still felt calm carrying no cash and stated that mobile payments can bring them a sufficient sense of security. About 12 % people felt nervous without carrying cash, and only 4 % do not accept mobile payments and believe that they must carry cash when they are going out (China Tech Insights, 2017).

Choice of tourist destinations by Chinese tourists

According to data released by Turismo de Portugal (2019), China's outbound tourism is mainly concentrated in the Asia-Pacific region, with about 76.5 million person-times. Compared with other regions, Europe is still more popular for Chinese tourists, but they are less interested in Africa and the Middle East (see Figure 2.14).

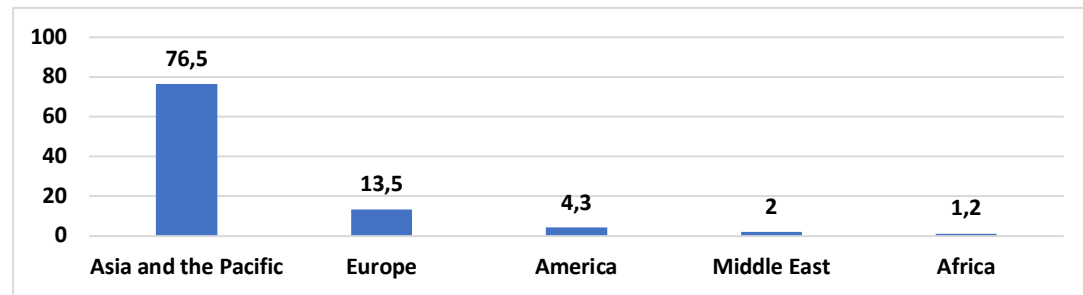


Figure 2.14 Chinese outbound flows to 5 regions 2018 forecast (millions of trips)

Source: Turismo de Portugal, 2019.

According to the data from 2016, Europe has become a popular tourist destination for Chinese visitors, and more and more Chinese people have entered European countries for travel and consumption. The number of overnight stays by Chinese tourists in EU countries (before Brexit) has been increasing, reaching about 25 million nights in 2016. China reached the world's first level, surpassing Brazil, Russia, and the United States (EUROSTST, 2018).

According to the statistics (EUROSTST, 2018), among all EU countries (before Brexit), Chinese tourists prefer to go to the United Kingdom, Italy, France, and Germany. Among them, the United Kingdom and Italy have the largest proportions, at 31 % and 18 % respectively, the comprehensive ratio of these two countries accounts for almost half of the EU (see Figure 2.15).

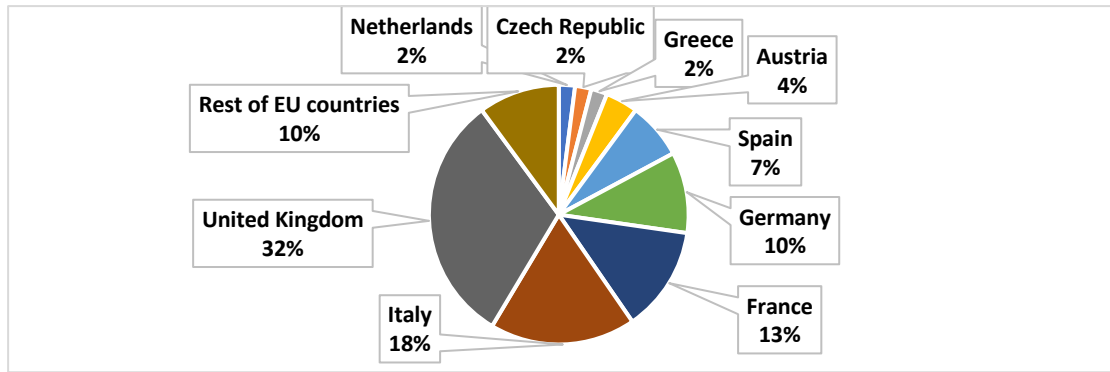


Figure 2.15 Tourism nights spent by residents of China in EU-28, 2016 (%)

Source: EUROSTST, 2018.

2.1.3.3 Characteristic, requirements and expectations of Chinese tourists

The demands and expectations of Chinese tourists are also an important part of Chinese outbound tourism. Demands and expectations are the guide of the direction of Chinese tourists' consumption. We are going to study the formation and impact of the general demands and expectations of Chinese tourists.

Li (2016) believes that Chinese tourists pay most attention to two aspects in outbound travel, one is language translation and communication, and the other is the comfort and enjoyment of travel.

UNWTO and CTA (2019) conducted a survey of the behaviour and satisfaction of Chinese outbound tourists. They summarised a series of services and infrastructure required from tourism service providers by Chinese outbound tourists. This included free Wi-Fi, simple and convenient visa policies, payment methods that suitable for Chinese people, various signs written in Chinese, Chinese tour guides, Chinese menus, employees with Chinese language skills, Chinese language websites, and marketing channels for the Chinese market (UNWTO & CTA, 2019).

Arlt (2016) said that most Chinese tourists hope to visit more attractions in a limited time and enjoy faster and perfect services and to leave as much travel experience for themselves and family or friends as possible by taking photos, shopping, and online sharing.

At the same time, the cultural values of Chinese people also have an important impact on the demands and expectations of Chinese tourists. These effects are mainly concentrated in four aspects: face culture, harmony, group orientation, and interdependence (So et al., 2016). Among them, face culture is arguably the most important of these four aspects. Face culture is one of the traditional Chinese culture. Face can be interpreted as the self-esteem and dignity of people, that also means not to be ignored and not make people feel humiliated. This is mainly reflected in various aspects like human emotions, facial expressions, communication, behaviour, and other aspects when interacting with others (郭晓琳, 2015).

For Chinese people who travel abroad, they also hope to maintain their face well during travel. The service providers of tourist destinations are very important for the maintenance of consumer's face when providing services to Chinese tourists, especially for tourists traveling with acquaintances (郭晓琳, 2015).

This also affects the satisfaction of Chinese consumers. When they feel that their status has been maintained and improved, their satisfaction will be higher. On the contrary, it will cause great consumer dissatisfaction and get a negative evaluation through social networks, which will have a negative impact on the image of service providers and the cultivation of long-term customers (郭晓琳, 2015).

The demands and expectations of Chinese people for accommodation and catering:

Li et al. (2011) conducted a survey of Chinese consumers. Most of the respondents liked to stay in hotels that are close to tourist areas and have convenient transportation, with high security, high cleanliness, and have good-quality services, such as 24-hour service.

In survey of Li et al. (2011), a part of people indicated that many western hotels have few kinds of facilities that are suitable for Chinese guests, with most of the dissatisfied focus being on the lack of hot water and Chinese tea. Some of them point out that drinking hot water and hot tea is essential as a traditional Chinese habit for Chinese

people, which can affect their travel experience.

On the other hand, dissatisfaction is focused on hotel room supplies. Some accommodations do not provide disposable toiletries, especially slippers, toothbrushes, and toothpaste. At the same time, a part of Chinese tourists thinks that the quality of some hotel services and facilities does not match their star rating or price (Li et al., 2011). The price of accommodation is also one of their important concerns. They believe that the price range between 50 and 100 US dollars per night can be acceptable (Li et al., 2011).

In addition, language communication barrier is also one of the problems that Chinese people usually reflected on because not all Chinese people are proficient in English or other foreign languages. Moreover, for people with higher foreign language abilities, they are also willing to get efficient Chinese services. In addition to avoid difficulties of communication caused by language, Chinese tourists also expect to reduce the time and energy spent on foreign language communication (Li et al., 2011).

About catering, Chinese people surveyed by Li et al. (2011) also expressed curiosity about local foods and were willing to try them. But at the same time, they also indicated that local food could not be used as the main food supply during travel. Most Chinese tourist think that some western foods are too greasy for Chinese people, and there is too much sugar in desserts, and they also think that raw vegetables such as salads, staple foods such as potatoes, and cold drinks cannot provide them with the necessary energy for travel (Li et al., 2011).

Li et al. (2011) also found that although many Chinese tourists can accept breakfast products such as bread, bacon, and eggs when traveling in western countries, they still think that only hotels that provide a Chinese breakfast can make them more satisfied.

Therefore, the Chinese food which is adapted to the appetite of the Chinese people is essential. Some of them indicated that there must be at least one Chinese meal a day during travel to ensure that they have enough physical strength in their travel (Li et al., 2011).

2.2 Methodology

In this section, we are going to explain the research purpose, research methods, research tools, sample selection, data and information collection methods, and data analysis methods in detail.

2.2.1 Research purpose

The main aim is to access hotels' infrastructure and services for hosting Chinese tourist.

The secondary aims are:

- to understand Chinese outbound tourist travel characteristics, including travel purpose, travel method, travel time, food preference, outbound tourism consumption level, booking and payment method, travel information collection channels, the key information topics most concerned by Chinese tourist about outbound travel, an outbound travel destination preference.
- to assess the requirement of Chinese tourists for choosing accommodation when visiting a western country (services and infrastructure)

2.2.2 Research methods

Research methods can be divided into quantitative research and qualitative research.

Quantitative research depends on the conclusion obtained by researching a large number of people and analysing the data. The conclusions obtained are universal (Altinay & Paraskevas, 2008).

The reliability of quantitative research comes from a large amount of numerical evidence. Statistics is usually the most commonly used method in quantitative research, mainly used to quantify the relationship between the research objects, measure their mean difference, frequency, coefficient, etc. (Altinay & Paraskevas, 2008).

An example is the use of a questionnaire to collect data from a relatively large number of research objects and analyse the data through a computer (Veal, 2017). But quantitative research still has limitations: This kind of research method usually has a

certain of subjectivity, which affects the accuracy of quantification.

Qualitative research is different from quantitative research with numerical evidence. Qualitative research methods are usually oral or written, includes words, sounds, and images (Veal, 2017) and are usually based on small-scale, high-quality samples. Qualitative research is mainly used to conduct in-depth research on the surrounding environment and people's behaviour, attitudes, feelings, experiences, etc. (Altinay & Paraskevas, 2008). People can answer questions from their own perspective and elaborate their subjective views and are not limited to the survey scope already prescribed (Altinay & Paraskevas, 2008).

The information collected by qualitative research is usually more comprehensive and has a detailed description (Veal, 2017) such as the respondents' suggestions or shared experiences on a certain issue. However, the information collected by qualitative research is usually limited in quantity. It cannot represent most people in this group like the sample obtained by quantitative research: Qualitative research is not generalisable. Thus, this may lead to an incomplete analysis (Veal, 2017).

Therefore, in order to improve the persuasiveness of the survey results, a large number of samples are needed to support the quantity, and detailed viewpoints are needed to improve the quality of the samples.

This study used quantitative and qualitative research methods at the same time. The combination and complementarity of the two methods will be more suitable for the current research theme. The research of this study is based on first-hand data, and the questionnaire survey method is used for data and information collection. We use quantitative research on single selection and multiple selection questions, while open-ended questions and scoring questions use qualitative research.

2.2.3 Sample selection

Sampling means that the researcher selects the most representative part of the sample from a population for a research to obtain conclusions that can infer the entire

population, for example, because our questionnaire about the demand and habits of Chinese tourists regarding the requirement for choosing a hotel cannot cover the entire Chinese population, we need to select a more representative sample from the overall population (Altinay & Paraskevas, 2008). Sample selection is divided into probability sampling and non-probability sampling (Henry, 1990).

Probability sampling can also be referred to as random sampling. This sample selection method is based on the probability theory and random principle. Each unit in the survey sample has the same chance of being selected. It is mainly suitable for quantitative research (Henry, 1990).

For example, to investigate the satisfaction of Chinese tourists with group travel, assuming that a travel agency hosted about 20,000 group tourists in a quarter, considering saving time and reducing costs, researchers may investigate 100 of them, and the chance of each tourist being investigated is 2 % (1 in every 200 tourists) (Altinay & Paraskevas, 2008).

Probability sampling has the advantage of estimating sampling error, and its survey results can be used to infer the population (Henry, 1990).

However, there are some deficiencies in probability sampling, such as: Probability sampling requires more time to plan and implement, and its sampling plan execution procedures will also greatly increase the time to collect data. At the same time, in many cases, the cost of probability sampling of the same size is higher than that of non-probability sampling (Henry, 1990).

Non-probability sampling is not strictly based on the principle of random sampling. It selects samples based on the subjective judgment of the investigator (Henry, 1990). The shortcomings of non-probability sampling mainly focus on the inability to determine the sampling error and the difficulty of controlling the representativeness of the sample (Henry, 1990). The sample in the population has an unequal chance of being selected (Altinay & Paraskevas, 2008).

Although such a sample does not have the nature of inferring the population, its survey results can still explain the nature and characteristics of the population to a certain extent, and this sample selection method is also very suitable for qualitative research.

Non-probability sampling is mainly used for exploratory research and preliminary research. It is very effective for studies where the overall population distribution is wide or there is no specific ratio and it is difficult to implement probability sampling (Altınay & Paraskevas, 2008). Non-probability has the advantages of simple operation, saving cost and time, and statistically, non-probability sampling is also simpler than probability sampling (Henry, 1990).

Because research on tourism and hotels needs to consider many factors such as time, cost, and ethics, it is often inappropriate to use probability sampling (Altınay & Paraskevas, 2008). At the same time, because the overall scope of this study is very large, and the specific number or list of Chinese outbound tourists cannot be obtained, the sample cannot be given the same chance of being selected in the overall population.

Non-probability sampling is also more suitable for in-depth research on the people's attitudes, needs, ideas, etc. Therefore, we chose non-probability sampling in this study. On the other hand, constraints of time and funds are also secondary factors that influenced the choice of non-probability sampling in this study.

At the same time, we chose convenient sampling and purposive sampling from the sampling methods of non-probability sampling.

Convenient sampling is the simplest method in non-probability sampling and is usually used in qualitative research. This method refers to the researcher taking the most accessible person as the research object. The survey sample is mainly voluntary respondents, for example, distributing questionnaires on the street (Veal, 2017).

The purposive sampling is to choose the research object according to the research purpose and the subjective judgment of the researcher. Those units that are considered to be the most representative of the population are used as research samples (Henry,

1990).

At the same time, purposive sampling is very suitable for researchers who are very familiar with their research field who can obtain more representative samples. This sampling method is also more suitable for the situation where the overall boundary cannot be determined or the researchers' time, manpower, and material resources are limited (Henry, 1990).

Therefore, according to the actual situation in various aspects, the above sample selection methods are more suitable for this study.

2.2.4 The design of the questionnaire

In order to design the questionnaire, we referred to the data and information in the literature review, and after that we determine the content of the questionnaire based on the literature review. Table 2.1 includes the title of each part of the questionnaire and all the questions as well as the source we used when designing the question.

Table 2.1 Main information of the questionnaire

Title	Question	Source
1. Hotel reservation and booking methods.	Q1. Please select your main method of booking western hotels.	UNWTO & CTA (2019)
	Q2. Please choose the payment method that works best for you.	UNWTO & CTA (2019) China Tech Insights (2017)
	Q3. What payment methods have you used at western hotels?	UNWTO & CTA (2019)
2. Choice of accommodation, services, and infrastructure.	Q4. Please rate which factors have a greater impact on your choice when choosing a hotel.	UNWTO & CTA (2019) Shen & Liu (2016) Li, et al. (2011)
	Q5. How important are Chinese-related services for you in overseas hotels?	UNWTO & CTA (2019) Li (2016) Nasolomampionona (2014) Li et al. (2011)
3. Regarding food preferences of Chinese tourists.	Q6. Please evaluate the following types of food based on your eating habits, which kinds of food you prefer to choose.	Li, et al. (2011)
4. Suggestion of Chinese tourist	Q7. What suggestion do you have for improving the hosting of Chinese guests in western hotels?	Arlt (2016) Li (2016) 郭晓琳(2015) Li, et al. (2011)
5. Personal information and	Q8. What is your current age?	UNWTO & CTA (2019)
	Q9. Gender.	UNWTO & CTA (2019)

Survey of Outbound Travel Related Information.	Q10. Your education level.	UNWTO & CTA (2019) Arlt (2016)
	Q11. Your current personal monthly income.	UNWTO & CTA (2019) Arlt (2016)
	Q12. What are your usual travel information collection channels?	UNWTO & CTA (2019) Pendzialek (2016) Nasolomampionona (2014)
	Q13. Your usual length of stay for outbound travel.	UNWTO & CTA (2019) Nasolomampionona (2014)
	Q14. Most of your travel methods.	UNWTO & CTA (2019)
	Q15. What is your usual purpose of travel?	UNWTO & CTA (2019) Pendzialek (2016)
	Q16. What are the key information topics you are most concerned about during outbound travel?	UNWTO & CTA (2019) Rakotonanahary (2014)
	Q17. How much do you usually spend per person per each outbound trip?	UNWTO & CTA (2019)
	Q18. Which outbound tourist areas have you visited?	Turismo de Portugal (2019)
	Q19. Which country in Europe have you visited?	EUROSTST (2018)

2.2.5 The main content of the questionnaire and related information

The questionnaire is split into five main parts. The first part includes hotel reservation and booking methods, the second part is about choice of accommodation, services and infrastructure, the third part consists of preferences survey for Chinese people of Chinese and western products, the fourth part is mainly about an open-ended question about suggestions from respondents, and the fifth part regarding personal information and survey of outbound travel related information.

At the same time, in order to get a clearer understanding of the personal information of the respondent and a comprehensive understanding of their different preferences and personal opinions, the question type settings include single-choice and multiple-choice questions, open options, scoring questions, and short-answer questions.

In the following are the details of the five main parts of the questionnaire:

The first part: hotel reservation and booking methods. There are three multiple choice questions in this section, namely: Q1. The main ways people book hotels. Q2. The payment methods suitable for Chinese people. Q3. Which payment methods Chinese people have used in western hotels.

The design of these questions is mainly based on the current rapid development of China's tourism industry, which has made the way of outbound tourism and hotel reservations more and more diversified, and in accordance with the changes in China's payment methods in recent years, many Chinese people have new payment habits.

At the same time, accommodation and consumption are the foundation of outbound tourism, and other tourism activities need to be based on these two foundations. Therefore, we designed the above questions related to hotel booking and payment to study the current travel characteristics of Chinese outbound tourists in terms of booking and consumption.

The second part: choice of accommodation, services, and infrastructure. This part contains two scoring questions: Q4. Evaluate which factors have a greater influence on Chinese people's choice of hotels (the greater the impact, the higher the score). Q5. The importance of Chinese-related services provided by western hotels to Chinese people (the greater the importance, the higher the score).

This part of the questions is mainly designed to assess the requirements of Chinese tourists for choosing accommodation when they visit western countries. Due to the influence of Chinese culture and living habits and the particularity of the Chinese language, Chinese people usually have some special needs for hotel selection, infrastructure, and service methods.

In order to study what kind of hotel can be more popular with Chinese people to a greater extent, it is necessary to study which services and infrastructure in the hotel are the favourites and considered as the most important of Chinese people, and which element can affect their stay satisfaction.

The third part: preference survey for Chinese people of Chinese and western catering products. The question in this part is also a scoring question: Q6. Survey of Chinese people's preference for different catering products in China and the west country.

The question in this part is mainly to study the travel characteristics of Chinese

outbound tourists about their catering choices during travel. Catering is very important as the main energy supply during travel. Chinese people have unique catering habits, and they regard catering quality as one of the most concerned parts of life. Whether the food suits their appetite also affects the quality and mood of Chinese people traveling abroad. Therefore, it is necessary to study the caterings which are most suitable for Chinese outbound tourist.

The fourth part: Q7. The Chinese people's suggestions on western hotel services and facilities are investigated by short answer questions.

We also designed an open-ended question. This part is mainly for a broader understanding of Chinese outbound tourists' opinions and suggestions on western hotels' catering products, service methods, and infrastructure.

The importance of this part is that through this question, we hope to get some novel ideas and subjective suggestions but also looking forward to getting the demands of the respondents or travel experience shared by respondents.

The fifth part: personal information and survey of outbound travel related information. This part is the last part of the questionnaire. It mainly investigates people's outbound tourism and assists in the analysis of data by collecting and observing personal information, including the basic information of the respondents: Q8. Gender (open question). Q9. Age. Q10. Education level. Q11. Personal monthly income.

Other questions are multiple-choice questions except for Q13 and Q17. Q12. Travel information collection channels. Q13. How long to travel for outbound travel (open options)? Q14. Travel method. Q15. Travel purpose. Q16. The topics they are most concerned about outbound travel. Q17. The personal consumption of each outbound travel. Q18. Which outbound tourist areas the respondents visited. Q19. Which European countries they visited? (We cite some popular tourist countries in Europe for the respondents to choose and set open options to collect more information.)

In the fifth part, we collected the personal information of the respondent as auxiliary

analysis data. In order to enhance the accuracy and relevance of the survey results and facilitate the infer of the conclusion, the collection of personal information is necessary.

At the same time, our study of the outbound travel related information also aims to understand the outbound travel characteristics of Chinese people from various aspects (such as the time, purpose, method, consumption, destination, etc.) in order to achieve the purpose of better understanding Chinese outbound tourists.

2.2.6 Data collection

We conducted a questionnaire pre-test before issuing the questionnaire to check the validity and reliability of the data collection tools and to check whether the research description and questions are clear.

We sent the questionnaire to 10 testers and improved the sentences and wording based on the questions and suggestions about the content of the questionnaire raised by the testers.

We issued the questionnaire after confirming that the content of the questionnaire is clear and concise, and easy to be accepted and understood. The questionnaire is distributed and filled out via WeChat, QQ, Weibo, and other social platforms in the form of links and QR codes. The data and information are analysed and downloaded through the Questionnaire Star platform.

The data collection time for this questionnaire was between 9th April 2020 and 23rd April 2020. The questionnaire design of this study used the Chinese questionnaire design platform Questionnaire Star. This online questionnaire design was carried out on this platform.

This questionnaire was first developed in English and translated into Chinese after review. Afterwards, the collected data and information was translated from Chinese back to English for data analysis.

By observing the data collection channel information (see Figure 2.16), we found that the number of people who filled out the questionnaire via mobile WeChat was the

highest, close to 67 %. At the same time, the proportion of people using QQ and mobile Weibo to fill out the questionnaire accounted for about 17 % and 14 %, respectively, and the usage rate of Baidu Tieba online community is low.

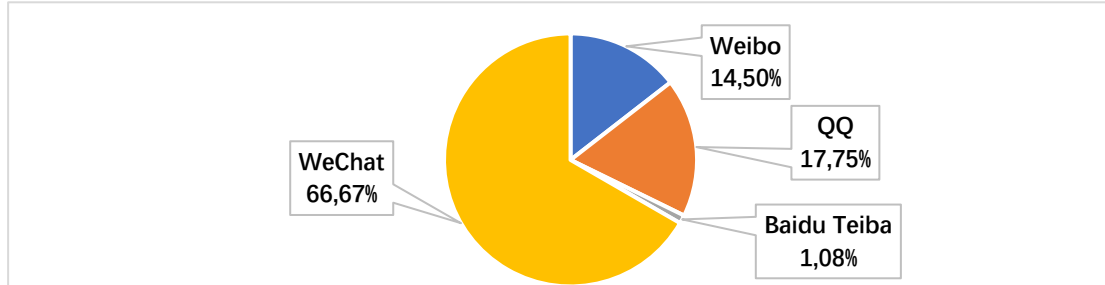


Figure 2.16 Questionnaire submission channel

In the next section we are going to present and discuss the results of the study.

2.3 Results and discussion

In this section we are going to present and discuss the result of the study, analyse the collected data in detail, we have conducted an English translation of the data and information in the 462 answers collected.

2.3.1 Sample characteristics

Gender

In this survey, we found that 71 % of respondents were female and 29 % were male (see Figure 2.17). It can be seen that the number of female respondents in our surveys is higher than that of men.

Options	Subtotal	Proportion
Female	328	71 %
Male	134	29 %
This question is filled in:	462	

Figure 2.17 Gender

Age

Judging from the age of the respondents, about 37 % of the respondents were young people aged 15-24 years, followed by people between 25-34 years old (34 %). People

between 35-44 years old and 44-59 years old each accounted for 11 %. Teenagers under 15 years old and senior citizens over 60 years old account for a relatively small proportion, senior citizens over 60 years old account for 3 %, and only one person is under 15 years of age (see Figure 2.18).

Comparing the results of the UNWTO and CTA (2019) surveys on age, the proportion of outbound tourists aged between 25 and 34 in the survey of UNWTO and CTA (2019) is highest, but the number of respondents between the ages of 15 and 24 is the largest in our survey.

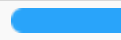





Options	Subtotal	Proportion
15-24	171	 37.4 %
25-34	158	 34.6 %
35-44	52	 11.4 %
45-59	51	 11.2 %
60 and above	14	 3.1 %
Under 15	1	 0.2 %
This question is filled in:	457	

Figure 2.18 Age

Education level

In terms of education level, among the respondents, the number of people with education level of the bachelor's degree is more than 65 %, followed by about 14 % with a master's degree and above, and the number of people with senior college degree is 12 %, the number of people with high school and equivalent education is little, only 5 % (see Figure 2.19).

Regarding to the survey data of UNWTO and CTA (2019), the number of people with senior college degrees accounted for the largest proportion, followed by senior high school and the equivalent. Thus, it can be seen that the education level of the respondents in our survey is generally higher.







Options	Subtotal	Proportion
Bachelor	302	 65.4 %
Master and above	68	 14.7 %
Senior college	58	 12.6 %
Senior high school and the equivalent	26	 5.6 %
Junior high school	5	 1.1 %
Primary and below	3	 0.7 %
This question is filled in:	462	






Figure 2.19 Education level

Personal monthly income

Through the income survey, we found that among those respondents, there were more middle-to-high-income persons. Those with an income of 5,001-8,000 CNY (697-1,115 USD) accounted for about 22 %, with an income between 8,001-10,000 CNY (1,115-1,393 USD), 10,001-20,000 CNY (1,393-2,787 USD), and 3,001-5,000 CNY (418-697 USD) is about 13 % on average (see Figure 2.20) (exchange rate as of May 2020).

In our research, although many people have more personal monthly income, the proportion of people without income is the highest, reaching 26 %, this proportion is more than the survey of UNWTO and CTA (2019).

However, judging from the age of our respondents, many people are school students without stable jobs. At the same time, out of protection of property privacy, most Chinese people are not willing to disclose their true income easily. These might be the two main factors that account for the relatively high proportion of no income earners in our research.

Options	Subtotal	Proportion
No income	120	 26.0 %
5001-8000 CNY	102	 22.1 %
8001-10000 CNY	63	 13.6 %
10001-20000 CNY	60	 13.0 %
3001-5000 CNY	56	 12.1 %

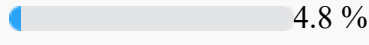
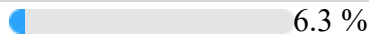
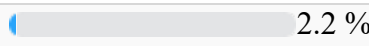
>20000 CNY	22	 4.8 %
1001-3000 CNY	29	 6.3 %
≤1000 CNY	10	 2.2 %
This question is filled in:	462	

Figure 2.20 Personal monthly income

2.3.2 Tourism behaviour of the respondents

Travel methods

Through the survey on travel methods, we found that about 78 % of the respondents said that individual travel is their most common way of travel, travel with family/friends ranked second place, accounting for about 51 %, and the proportion of participating in tour groups is the lowest, only about 34 % (see Figure 2.21).

In our survey, the popularity of individual travel greatly exceeds that of group travel. Regarding the UNWTO and CTA (2019) surveys, the proportion of people who choose to travel with groups exceeds that individual travel.

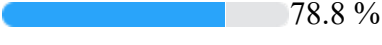
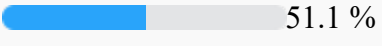

Options	Subtotal	Proportion
Individual travel	364	 78.8 %
Family/friends travel	236	 51.1 %
With group tour	160	 34.6 %
This question is filled in:	462	

Figure 2.21 Travel methods

Purpose of travel

At the same time, in our survey, most of these respondents' travel purposes are leisure and sightseeing, with rates of approximately 87 % and 71 %, respectively, and the popularity of leisure vacations is gradually higher than that of sightseeing.

The number of people who visit relatives and friends for travel purposes is about 14 %, and the proportion of business and conferences for travel purposes has reached 17 % in total, and other tourism purposes account for about 3 % (see Figure 2.22).

The proportion of leisure vacations in the surveys of UNWTO and CTA (2019) is lower than that of sightseeing. In addition, their total proportion of business and conference travel is also lower than our survey.

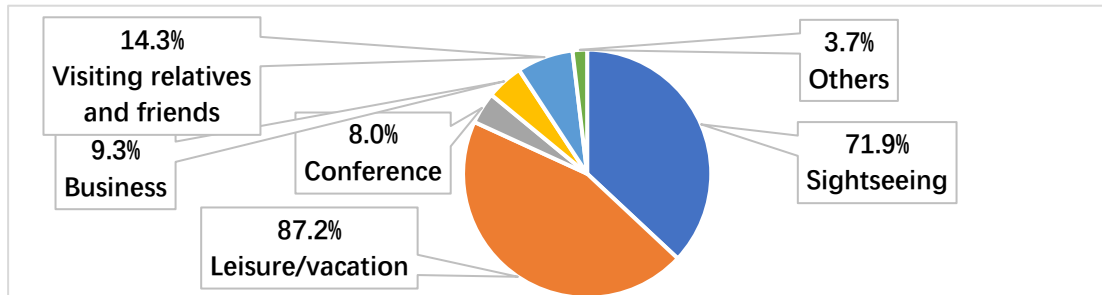


Figure 2.22 Purpose of travel

Length of stay for outbound travel

In terms of outbound travel time, most people in our survey said that their outbound travel time is generally from one week to two weeks, which is 72 %. The number of people who indicated that their travel time usually within 6 days and 2-3 weeks of travel time are respectively 8 % (see Figure 2.23). However, in the surveys of UNWTO and CTA (2019), the number of people who shows that the time of outbound travel within 4-7 days is the largest.

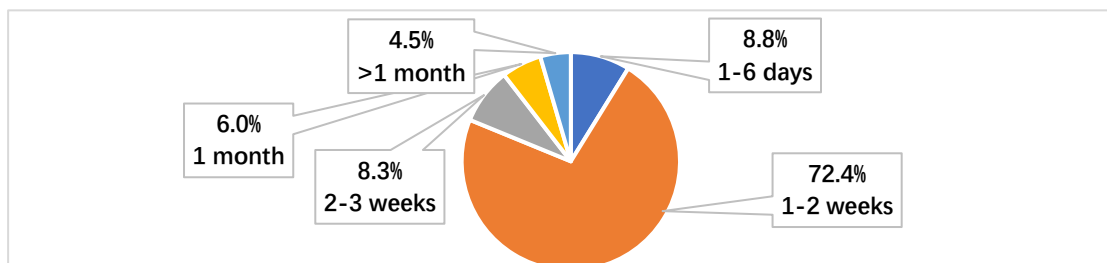


Figure 2.23 Length of stay for outbound travel

The key information topics most concerned by Chinese tourist about outbound travel

Regarding the key information topics most concerned by Chinese tourist about outbound travel, we found that tourist attractions ranked first, and about 82 % of the respondents considered this theme as the focus of outbound tourism. The local specific culture and accommodation have received as much attention, with both accounting for about 64 %, followed by transport and travel prices, each accounted for 56 % and 55 %, respectively.

and entertainment and recreation accounted for 42 %, and the shopping area has the lowest level of attention, about 32 % (see Figure 2.24).

At the same time, in our survey, 7 people also said that the safety of tourist destinations as well as catering culture and natural scenery are also the focus of their attention. But there are not many people choose local special culture in the surveys of UNWTO and CTA (2019).

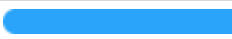

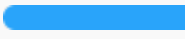

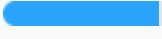



Options	Subtotal	Proportion
Tourist attractions	379	 82.0 %
Specific culture	298	 64.5 %
Accommodation	297	 64.3 %
Transport	261	 56.5 %
Travel prices	254	 55.0 %
Entertainment and recreation	195	 42.2 %
Typical shopping zones	150	 32.5 %
Others	13	 2.8 %
This question is filled in:	462	

Figure 2.24 The key information topics most concerned by Chinese tourist about outbound travel

Travel information collection channels

According to the survey travel information collection channels commonly used by these respondents, we found that websites/online communities accounted for the largest proportion, about 76 %, followed by recommendations by relatives and friends, about 51 %. The proportion of tourism information obtained through promotion activities by destinations, consultation from travel agents, newspapers/magazines/books are around 30 %. About 25 % of people are willing to get travel information through TV or radio. And only 15 % will pay attention to outdoor advertising (see Figure 2.25).

At the same time, in our survey, 10 respondents also mentioned that they often collect travel information through online social platforms such as WeChat official accounts or Weibo. And one of them expressed that he would also pay attention to the travel

information recommended by hotel reservation websites (such as booking) to choose tourist destinations or attractions.

In addition, according to the survey data of UNWTO and CTA, 2019), in their survey, the respondents who chose to collect travel information through promotion activities by destinations are the fewest. But our survey shows that there are more people who selected this method of travel information collection.

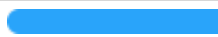







Options	Subtotal	Proportion
Website/online community	351	 76.0 %
Recommendations by relatives and friends	236	 51.1 %
Promotion activities by destinations	154	 33.3 %
Consultation from travel agents	149	 32.3 %
Newspaper/magazines/books	138	 29.9 %
TV/radio	117	 25.3 %
Outdoor ads	72	 15.6 %
Others	32	 6.9 %
This question is filled in:	462	

Figure 2.25 Travel information collection channels

Spending of Chinese tourist per person per each outbound trip

Regarding the personal consumption level of Chinese outbound travel, in our survey, most of the respondents spent between 5,001-10,000 CNY (697-1,115 USD) per person per each outbound trip, accounting for about 35 %. Secondly, about 29 % of people said their personal consumption per trip will be greater than 10,000 CNY (1,393 USD), and the proportion of consumption amount between 3,001-5,000 CNY (418-697 USD) is 20 %. About 10 % of people said that their consumption per person per each outbound trip amount is between 2001-3000 yuan (282-418 USD), and only 5 % of respondents said their consumption is usually at or below 2000 yuan (280 USD) (see Figure 2.26).

In the UNWTO and CTA surveys, the number of respondents who has tourism consumption per person per each outbound trip is usually higher than 10,000 yuan (1393 USD) is relatively lower than in our survey data. And the data from UNWTO and

CTA (2019) show that the number of respondents who think the proportion of travel consumption usually controlled at 3001-5000 yuan (418-697 USD) is higher.

By comparison, it can be seen that most Chinese people's outbound tourism consumption level is relatively high, and their consumption power is still improving.

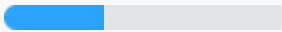
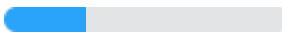
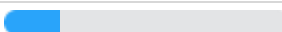
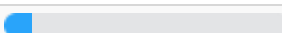
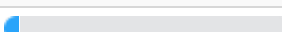
Options	Subtotal	Proportion
5001-10000 CNY	164	 35.5 %
>10000 CNY	134	 29.0 %
3001-5000 CNY	94	 20.4 %
2001-3000 CNY	46	 10.0 %
≤2000 CNY	24	 5.2 %
This question is filled in:	462	

Figure 2.26 Spending of Chinese tourist per person per each outbound trip

Which outbound tourist areas have Chinese tourist visited

Among these respondents in our survey, nearly 84 % have travelled in outbound tourist areas in Asia, followed by about 58 % of the respondents who have visited Europe, and 25 % have visited the Americas. About 17 % of people have been to Australia, and only 6 % of respondents have travelled to Africa (see Figure 2.27).

At the same time, comparing the survey of Turismo de Portugal (2019), we found that the number of people who have visited European tourist areas in our survey data is much higher than the data of people who have visited European tourist areas obtained by Turismo de Portugal (2019).



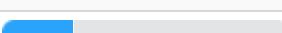
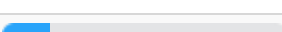
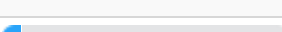
Options	Subtotal	Proportion
Asia	388	 84.0 %
Europe	272	 58.9 %
North or South America	116	 25.1 %
Australia	81	 17.5 %
Africa	30	 6.5 %
This question is filled in:	462	

Figure 2.27 Which outbound tourist areas have Chinese tourists visited

Which country in Europe have Chinese tourist visited

At the same time, our survey also found that among the many European countries, the United Kingdom (30 %), France (32 %), Spain (30 %), Germany (26 %), and Italy (29 %) are the most visited countries by respondents. Austria and the Netherlands are also outbound tourism destinations visited relatively more often by respondents, accounting for 18 % and 16 %, respectively (see Figure 2.28).

In addition, 52 respondents also pointed out that they have been to Portugal, Switzerland, Finland, Belgium, Luxembourg, Hungary, Poland, and other European countries, 11 of them also said that they have travelled to most European countries, including some non-EU countries.

It can be seen from our survey that there is not much difference in the current proportion of Chinese people visiting these popular tourism countries in Europe. However, in the researched by EUROSTST's tourism statistics in 2018 (before Brexit), the data of overnight stays by Chinese tourists in popular tourism countries of EU had a big difference: The United Kingdom and Italy had the largest proportion, while the proportions of other EU countries are smaller.

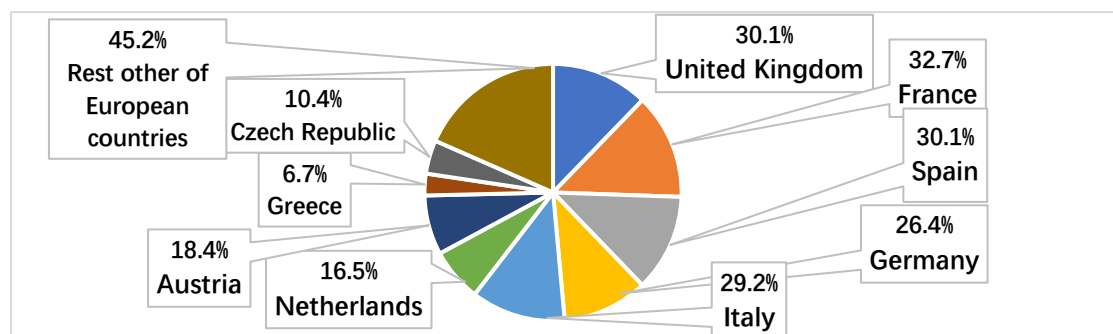


Figure 2.28 Which country in Europe have Chinese tourists visited

2.3.3 Accommodation booking and payment preferences

The section on hotel reservations is divided into three parts. The first part is main method of booking western hotels, the second part is the payment method that works best for Chinese tourist, and the third part is the payment methods that Chinese tourist used at western hotels.

Main method of booking western hotels

Our results show that about 83 % of the respondents choose to book hotels through third-party websites (such as Ctrip, Booking.com, etc.) 40 % of people are willing to make reservations through the hotel's official website, only 16 % said that they used email or contact directly by telephone to make their hotel reservations (see Figure 2.29).

At the same time, our survey data shows that the number of people who book hotels online is close to 84 %, which greatly exceeds the data obtained by Shen and Liu (2016) from the previous survey conducted by hotels.com.


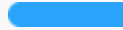

Options	Subtotal	Proportion
Third-party websites (e.g. Ctrip, Booking.com, etc.)	384	 83.1 %
Book directly through hotel website	192	 41.6 %
Contact directly by telephone or email	77	 16.7 %
This question is filled in:	462	

Figure 2.29 Main method booking western hotels

The payment method that works best for Chinese tourist

Regarding the most suitable payment methods for Chinese people, we found that the number of people who use mobile payment is the largest, reaching 81 %, followed by China UnionPay, about 56 %, and the use of cash, only 15 %. At the same time, about 3% of the respondents said that they also use other payment methods (see Figure 2.30).


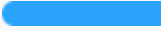


Options	Subtotal	Proportion
Mobile payment (Alipay, WeChat payment, etc.)	377	 81.6 %
UnionPay	262	 56.7 %
Cash	73	 15.8 %
Other	17	 3.7 %
This question is filled in:	462	

Figure 2.30 The payment method that works best for Chinese tourists

The payment methods that Chinese tourist used at western hotels

At the same time, nearly 70 % of our respondents indicated that the commonly used payment method when they were staying in a western hotel was UnionPay. This was followed by mobile payment, which accounting for 45 %. And cash is the third, about 34 % (see Figure 2.31).

In addition, 33 people also mentioned that they have used other payment methods in western hotels, of which 26 people said that they have used a VISA and Master Card, and 3 people said they have also used PayPal.

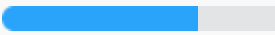

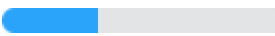
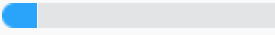
Options	Subtotal	Proportion
UnionPay	321	 69.5 %
Mobile payment (Alipay, WeChat payment, etc.)	208	 45.0 %
Cash	158	 34.2 %
Other	56	 12.1 %
This question is filled in:	462	

Figure 2.31 The payment methods that Chinese tourists used at western hotels

2.3.4 Preferences for accommodation services, facilities, and food products

Factors affecting Chinese tourists' choice of hotel

The second part of the survey related to the hotel is about the choice of accommodation, services, and facilities. In terms of the factors that influence Chinese people's choice of hotel, we found that hotel safety and room cleaning are the most influential parts considered by our respondents. The average score of these two items reached 4.57 and 4.53, respectively, and the number of people who think that these two aspects have a largest impact and are a necessary condition for choosing a hotel exceeds 70 %.

The convenience of surrounding traffic ranks third, with an average score of 4.39, and about 61 % of respondents believe that this item is one of the most important conditions when choosing a hotel.

The cost performance (4.28) and the quietness of the rooms (4.22) are also conditions

that most respondents are concerned about. About 50 % of people also use these two parts as the basic conditions for choosing a hotel (see Table 2).

Compared with other items, the impact level of service quality and feedback from other guests are ranked in the middle. The average score of both items is 4.17. More than 35% of people think that the impact of these two items are relatively large, and more than 40 % of people think these two items have the largest impact (see Table 2).

In this part, we can also see that the respondent think that location close to facilities (4.03), hotel facilities (3.88), room supplies (such as: kettle, toiletries, etc.) (3.76) and hotel class/level (3.49) has a relatively small impact, as the average score of these items does not exceed the average score of the comprehensive item (4.13) (see Table 2).

The types of hotel facilities and room supplies are considered to have little influence and not too important on the choice of hotel. More than 20 % of people regard these two items as secondary conditions for choosing hotels, and only about 30 % of people think they have a relatively large impact on hotel selection. In addition, more than 15 % of people think that the room supplies have no influence on the choice of hotel or are only used as a reference condition (see Table 2).

At the same time, the respondents believe that the influence of hotel class/level on the selection of hotels is the least of these items. Nearly 40 % of people think that hotel class/level on the choice of hotels have a moderate impact, and 10 % said that hotel level is only used as a reference condition for choosing a hotel, and only 17 % of people are very concerned about this (see Table 2).

In addition, Li et al. (2011) also mentioned that the hotel provides a lack of room supplies, and because of the difference between China and western hotel hierarchies, normally, hotel stars are also considered by Chinese tourists. However, we can see from the results of our survey that the star rating of the hotel, the types of hotel facilities, and the importance of room supplies are relatively minor.

Table 2.2 Factors affecting Chinese tourists' choice of hotel

Items	1 No influences	2 Minor impact	3 Moderate impact	4 Relatively large impact	5 Largest impact	The averag e score
Hotel security	14 (3.03 %)	10 (2.16 %)	19 (4.11 %)	74 (16.02 %)	345 (74.68 %)	4.57
Cleanliness/hygiene	12 (2.6 %)	11 (2.38 %)	24 (5.19 %)	88 (19.05 %)	327 (70.78 %)	4.53
Surrounding traffic	15 (3.25 %)	9 (1.95 %)	43 (9.31 %)	110 (23.81 %)	285 (61.69 %)	4.39
Cost performance	18 (3.9 %)	9 (1.95 %)	50 (10.82 %)	135 (29.22 %)	250 (54.11 %)	4.28
The quietness of the room	10 (2.16 %)	16 (3.46 %)	64 (13.85 %)	143 (30.95 %)	229 (49.57 %)	4.22
Service quality	10 (2.16 %)	19 (4.11 %)	59 (12.77 %)	169 (36.58 %)	205 (44.37 %)	4.17
Feedback from other guests	13 (2.81 %)	11 (2.38 %)	58 (12.55 %)	181 (39.18 %)	199 (43.07 %)	4.17
Location close to shopping/attractions/entertainment	21 (4.55 %)	24 (5.19 %)	78 (16.88 %)	138 (29.87 %)	201 (43.51 %)	4.03
Hotel facilities	12 (2.6 %)	31 (6.71 %)	110 (23.81 %)	158 (34.2 %)	151 (32.68 %)	3.88
Room supplies (such as: kettle, toiletries, etc.)	21 (4.55 %)	50 (10.82 %)	101 (21.86 %)	138 (29.87 %)	152 (32.9 %)	3.76
Hotel class/level	16 (3.46 %)	47 (10.17 %)	176 (38.1 %)	140 (30.3 %)	83 (17.97 %)	3.49

The importance of Chinese-related services in western hotels to Chinese tourist

In the part of the importance of Chinese-related services provided by western hotels to Chinese people, we found that about 35 % of the respondents believe that the following five aspects are all necessary (see Table 3).

It can be seen that the hotel's official website in the Chinese language is the most important of these five items, with an average score of 3.64. And most people think this item is very important, about 23 %. The second and third items are staff with Chinese skills and city maps in Chinese. The importance of these is relatively equal. The average score for both items is 3.6 (see Table 3).

Although the importance of the Chinese menu is relatively high, it is still at the lower end of the five items, with an average score of 3.56, which does not exceed the average score of 3.59 for comprehensive items.

At the same time, among the five items, the Chinese signage is the least important, with an average score of only 3.53. And the respondents who think that this service is not important are the most compared to other items, about 14 % (see Table 3).

Table 2.3 The importance of Chinese-related services in western hotels to Chinese tourists

Items	1 Not important	2 Little important	3 Important	4 Very important	5 Most important	The average score
Hotel official website of Chinese language	49 (10.61 %)	45 (9.74 %)	94 (20.35 %)	108 (23.38 %)	166 (35.93 %)	3.64
Staffs with Chinese skills	60 (12.99 %)	40 (8.66 %)	90 (19.48 %)	106 (22.94 %)	166 (35.93 %)	3.6
City map with Chinese	57 (12.34 %)	41 (8.87 %)	95 (20.56 %)	105 (22.73 %)	164 (35.5 %)	3.6
Chinese menu	59 (12.77 %)	49 (10.61 %)	90 (19.48 %)	101 (21.86 %)	163 (35.28 %)	3.56
Chinese signage	67 (14.5 %)	40 (8.66 %)	95 (20.56 %)	99 (21.43 %)	161 (34.85 %)	3.53

The evaluation of Chinese and western diets from Chinese people

The following question regards the preferences survey for Chinese people of Chinese and western food products. In this part, we can see that the Chinese breakfast (warm food), Chinese dinner and hot water are the most acceptable catering for these respondents.

Among them, Chinese breakfast ranks first, with an average score of 4.07. The total number of people who think that this type of catering is fully accepted and who likes it very much is the most, about 76 %.

This is followed by Chinese dinner (3.98): About 73 % of the respondents said that this type of diet is the most acceptable and will be asked and selected first.

The third place is hot water, with an average score of this item of 3.95. At the same time, the respondents who like hot water the most reached 42 %, which is the most compared with other items (see Table 4).

The acceptance of western-style desserts is also relatively high, with an average score of 3.92. Close to 70 % of people think that they like it very much and can fully accepted such catering products (see Table 4).

Judging from the average score, Chinese drinks (such as: alcohol, tea, etc.) reached 3.81, western-style dinner is 3.75, western-style drinks is 3.71, and western-style breakfast (cold meals) is 3.43. And about 66% of people show that they fully accepted and with high degree of acceptance about Chinese drinks.

In addition, about 25 % of people think they are little accept western-style dinners and western-style drinks, but the decision to choose catering products usually changes according to the actual situation. And 37 % of people also said that they like western-style dinners very much and can accept it to a great extent (see Table 4).

The acceptance rate of western-style breakfast (mainly cold food) is the smallest among these 8 items. Very few people choose the highest score of this item: Only 18 % of the respondents believe that they can fully accept such catering products, and the number of people who choose not to accept or little acceptance is also around 18 %. However, the number of people who accept western-style breakfast (mainly cold food) is also more than other items, about 30 % (see Table 4).

On the other hand, Li et al. (2011) found in the survey that many people do not like western-style desserts, and they think that there is too much sugar in the desserts. However, we find that many people can fully accept western-style desserts in our survey, which is different from the findings of Li et al. (2011).

Table 2.4 The evaluation of Chinese and western diets from Chinese people

Items	1 Dislike/not accept	2 Little accept	3 Accept	4 Very acceptable	5 Favourite/ Fully accepted	The average score
Chinese breakfast (hot meal)	18 (3.9 %)	12 (2.6 %)	81 (17.53 %)	159 (34.42 %)	192 (41.56 %)	4.07
Chinese dinner	21 (4.55 %)	19 (4.11 %)	85 (18.4 %)	158 (34.2 %)	179 (38.74 %)	3.98
Hot water	34 (7.36 %)	20 (4.33 %)	77 (16.67 %)	135 (29.22 %)	196 (42.42 %)	3.95
western dessert	25 (5.41 %)	26 (5.63 %)	88 (19.05 %)	144 (31.17 %)	179 (38.74 %)	3.92
Chinese drinks	24 (5.19 %)	31 (6.71 %)	102 (22.08 %)	155 (33.55 %)	150 (32.47 %)	3.81
western dinner	23 (4.98 %)	25 (5.41 %)	119 (25.76 %)	172 (37.23 %)	123 (26.62 %)	3.75
western drinks	31 (6.71 %)	31 (6.71 %)	111 (24.03 %)	159 (34.42 %)	130 (28.14 %)	3.71
western breakfast (cold meal)	41 (8.87 %)	43 (9.31 %)	141 (30.52 %)	152 (32.9 %)	85 (18.4 %)	3.43

2.3.5 Information analysis of open-ended question

In the short-answer section, the respondents made some suggestions for improving the way western hotels host Chinese guests, which can be categorised into five aspects: language, service, catering, rooms and facilities, and payment methods.

We found that among these suggestions, a total of 116 respondents mentioned services and facilities related to Chinese, 44 respondents mentioned service attitude, 24 people talked about catering, 58 suggestions were made about room and facilities, and 12 were made about payment methods.

2.3.5.1 Language

The respondents' requirements for Chinese-related services and facilities include: Hotel employees in the West need to have a certain understanding of Chinese language and Chinese culture, and if they could make the basic Chinese conversations, then they are considered to be the best.

3 respondents think that Chinese service is necessary. There are 4 respondents who also think that if the hotel hires some Chinese employees, it will be more convenient for

hosting Chinese guest, and they also hope to see some employees coming from China to provide services for them.

Two respondents from Beijing said: *'I will feel pretty good if they can speak Chinese. After all, Chinese language is popular in the whole world now.'* *'I can speak English, so I do not have the problem with language, but for Chinese people who do not speak foreign languages, the language barrier will cause great trouble, so it is very important to set up Chinese language customer service.'*

On the other hand, 11 respondents pointed out that hotels should provide more detailed maps of public transportation, shopping, dining, local tourism, and culture in Chinese. 4 people also believe that the hotel's menu should have Chinese translation and pictures.

At the same time, 4 people also mentioned that hotel employees in non-English-speaking countries do not have standard pronunciations in English and Chinese, communication also has obstacles, and some of employees in smaller hotels even do not have English skills.

2.3.5.2 Service

Improving service attitude is also the focus mentioned by many respondents. 44 respondents expressed the wish that western hotel employees can improve their service attitude towards the Chinese. At the same time, they generally think that the service attitude of employees in many western hotels they have stayed in is usually unenthusiastic, and they prefer that the hotel's service can make people feel at home.

And 27 people expressed the wish that can strengthen the communication between employees and guests. They hope that employees better understand the differences between Chinese and western cultures. And respondents believe that it is more important to require of hotel employees to not discriminate against Chinese tourists.

3 of the respondents indicate that: *'Language communication can be improved. Staff should provide proactive assistance when guests encounter difficulties. Their attitude towards Chinese guests should be better, racial discrimination will not let me visit*

again.’ ‘My travel depends on whether they are friendly to the Chinese.’ ‘I hope not to discriminate against the Chinese people. You need to have a better service attitude. People in developed countries always like to distinguish the Chinese from other guests.’

A respondent from Beijing shared his travel experience: *‘It is very important that customer service should not be looks indifferent, the poor attitude of the hotel service staff is really making people disappointing. I have stayed in some hotels in Europe like homestays, although the star and level are not high, the front desk is very enthusiastic. When they first received an independent traveller, they asked me if they needed to help me to introduce local attractions and dining. This is very helpful.’*

In addition, 3 respondents mentioned that many western hotel employees confuse Chinese surnames and first names frequently. These respondents hope that western hotel staff will pay more attention to this when they receive reservation information from Chinese people.

At the same time, 2 people also wish that the hotel manager can seriously reply to the feedback completed by the Chinese guests and should not use automatic answers to reply to the contents filled in by the guests in Chinese.

On the other hand, 10 respondents think showing respect during the service is very important for Chinese guests. Hotel staff need to improve their understanding of Chinese and western cultures and avoid misunderstandings.

At the same time, 24 people also said that they wish to obtain diversified services and believe that this can be improved by combining Chinese and western services, while reflecting the local cultural characteristics and taking care of some habits of Chinese guests.

In addition, one respondent also mentioned the problem of western hotels charging service fees, and he thinks that most western hotels' service fees are too expensive, and sometimes their service levels do not meet the standards expected by guests. And 2 of respondents also expressed that they cannot accept to pay tips.

2.3.5.3 Catering

In terms of catering, 24 respondents also expressed the hope that western hotels can provide Chinese food which is suitable for their tastes rather than unitary western food, and hope that the hotel restaurant can provide authentic Chinese breakfasts and dinners, especially for 5-star hotels.

At the same time, they hope that the price of Chinese food in western hotels should not be too high.

2.3.5.4 Rooms and facilities

For the improvement of rooms and facilities, 21 respondents also hope that western hotels can improve the quality of room service, the comfort of accommodation, and the cleanliness of rooms.

There are 23 respondents who mentioned electric kettles because Chinese people have the habit of drinking hot water all the year round. Therefore, whether the hotel is equipped with an electric kettle has become the focus of attention in terms of facilities, and especially in the winter, it is very important to be able to boil hot water in the room.

And 5 people said that many western hotels should improve the Wi-Fi status. 2 people also wish that the TV in the room will support some Chinese TV channels and hope that they can be equipped with a conversion socket in the room.

Moreover, 7 people also said that unlike most Chinese hotels with complete room supplies, western hotels are short of some necessary room supplies, such as slippers, toothpaste, and other disposable toiletries. And Chinese tourists are dissatisfied with the lack of room supplies in western hotels. This has been discovered as early as the survey by Li et al. (2011).

A respondent from Hangzhou made a related suggestion: *'Probably due to environmental considerations, many disposable items will be less than domestic hotels. This aspect can be improved by adding unmanned vending machines (selling toothpaste, towels, etc).'* At the same time, one respondent also wished to see the information about

whether the hotel provides these supplies when booking the hotel, and they think that the hotel can also consider the habits of the Chinese guest and to prepare these supplies in advance, or the hotel can also use these special services with Chinese characteristics as additional services for guests to choose during their booking.

On the other hand, two respondents also said the facilities of many European hotels look relatively old and do not match their star ratings. At the same time, one respondent also suggested that hotel staff can check the room immediately upon check-out to prevent guests from forgetting items.

2.3.5.5 Payment methods

In terms of payment methods, 10 respondents hope that more western hotels can have more flexible payment methods, such as providing mobile payment methods (WeChat Pay and Alipay) and China UnionPay. One of them also thinks that western hotels need to provide local currency exchange services and RMB payment services.

Moreover, one respondent also mentioned the issue of pre-authorization: *'When booking a western hotel, I often receive a pre-authorization. When cancelling, the amount of the pre-sale cannot be refunded in time. It is inconvenient to communicate and contact overseas hotels.'*

2.4 Conclusion, Limitations and Recommendations

In this section, we further analyse the data and results obtained in the survey and the survey results of other scholars and draw conclusions. The questions and goals raised at the beginning of the research are answered and appropriate suggestions for western hotels in serving Chinese guests are put forward. At the same time, we will also elaborate on the limitations of this survey.

2.4.1 Conclusion

This research explores the choice of hotels for Chinese outbound tourists when traveling in western countries. According to our survey data and existing research, it was found that Chinese outbound tourists have many factors influencing hotel choices.

Among them, Chinese culture is the source of these influences. At the same time, this study also draws a series of conclusions for each research aim through a detailed study of the characteristics of Chinese outbound tourism.

Regarding the travel method, the popularity of individual travel has gradually surpassed group tours for the Chinese people. At the same time, according to our survey of the age of the respondents, the number of young people between 15-34 years old is the most. It can be seen that individual travel is currently a more popular travel method for young people, while the popularity of group travel has decreased.

At present, many Chinese people like to take leisure vacation and sightseeing as the purpose of travel. Compared with sightseeing, the demand for leisure vacation is constantly increasing. With the rapid development of China and an increasing number of Chinese and foreign companies cooperating, Chinese business travel abroad has also become more common.

In terms of outbound travel time, most Chinese believe that it is best to control outbound travel time within 1-2 weeks. This is largely affected by the characteristics of China's public holidays and work. Longer public holidays in China are usually about one week, and annual vacation of their job are 1-2 weeks (UNWTO & CTA, 2019), which means that travel time for many Chinese people is usually limited.

Regarding the travel information topics concerned by Chinese outbound tourists, tourist attractions and accommodation are considered by the Chinese people to be the basis for high-quality outbound travel. Planned travel and comfortable accommodation can greatly affect people's overall satisfaction with travel. The survey of UNWTO and CTA (2019) also illustrates the above viewpoints.

The most used travel information collection channels for the Chinese are websites/online communities and recommendations by relatives and friends. Websites/online communities usually have a large amount of information and spread quickly, and it is also easy to inquire. At the same time, suggestions by relatives and friends are generally considered to be more credible. The survey of UNWTO and CTA

(2019) and Nasolomampionona (2014) also proved these points. And this also reflects the importance of public praise for western travel service providers.

Regarding the outbound tourism consumption level, the general consumption level of Chinese people is relatively high. This is mainly due to the improvement of Chinese people's living standards and the increase of monthly income (UNWTO & CTA, 2019), which makes Chinese people have an increasing demand for material and high-quality spiritual enjoyment. This is also one of the factors that causes Chinese outbound tourists to have higher requirements on service standards and products.

Regarding the preference of Chinese travel destinations, Asia has always been the most popular travel destination for Chinese people. Turismo de Portugal (2019) also has the same view on this, which is related to the short travel distance that can save vacation time, as well as the small gap in lifestyle and habits among many Asian countries. Among western tourist areas, Europe is the most popular area, like the results of EUROSTST (2016), with Britain, France, Spain, Germany, and Italy being the most popular countries.

Many Chinese people have visited most countries in Europe, and many small European countries are no longer unpopular tourist destinations; in the future, they will gradually become the outbound travel destination for more Chinese people. Therefore, it is also increasingly important for these countries to be prepared to host more Chinese tourists.

At present, it is very common to book hotels online. Some people think that it is best to book directly on the official website of the hotel, but when booking hotels for outbound travel, most Chinese people still prefer to choose third-party websites, which is mainly affected by the language.

For payment methods, the most suitable payment method for Chinese people is currently mobile payment, followed by China UnionPay, and cash has become one of the less popular payment methods today. China Tech Insights also demonstrated this in a study in 2017, which showed that most of the Chinese people believe that mobile payment can completely replace cash, and only a few people said that it is necessary to

go out and bring cash.

Many people said that they usually use UnionPay in western hotels, and some people have also used mobile payments. The research of UNWTO and CTA (2019) also mentioned that some western hotels and airports are also trying to provide mobile payment services and included UnionPay credit cards and mobile payments in the services and infrastructure required by Chinese outbound tourists. This shows that changing payment methods is also important for western service providers.

Regarding the question of Chinese people's food preferences, Chinese people prefer a Chinese breakfast with hot food. Compared to staple foods such as potatoes and bread, they are more accustomed to eating rice and noodles. Hot water and Chinese tea are more in line with their appetite.

This also confirms the view of Li et al. (2011) that western-style catering can only be used as a travel experience for Chinese people and cannot be used as the main food during travel.

In terms of hotel infrastructure and services, Chinese people believe that hotel security, cleanliness/hygiene, surrounding traffic, cost performance, and the quietness of the room are usually the basic requirements for choosing a hotel. Li et al. (2011) have also confirmed at this point. It can be seen that the health and safety of outbound travel and the quality of travel are particularly important to Chinese people.

At the same time, the hotel class/level is considered unimportant. This is related to the difference in the hotel hierarchy between Chinese and western hotels (Li et al., 2011). Hotels of the same level have services and infrastructure differences in different countries and regions; thus, most Chinese outbound tourists think that it is impossible to use hotel class/level to measure hotel services.

Among the services for Chinese people, the hotel's official website in the Chinese language, staffs with Chinese skills, city maps in Chinese, a Chinese menu, and Chinese signage in the hotel are considered to be very important. At the same time, a series of

services and infrastructure required by Chinese outbound tourists were summarised by UNWTO and CTA (2019) and included the above items. Chinese-style services are also considered to be one of the important types of services needed for the future development of western hotels.

2.4.2 Limitations

Since this study has limitations in cost and time, and statistically, and it is impossible to obtain an accurate number of Chinese outbound tourists, probability sampling was not used in our study. This has affected the number of samples we collected in this study and the results are more difficult to infer the population (Henry, 1990). At the same time, the non-probability sampling used in this study also has some shortcomings. Although this method is suitable for studying the large number of Chinese tourists, it is difficult to estimate the sampling error and to control the representativeness of the sample (Henry, 1990).

On the other hand, the data obtained through social media research does not always accurately reflect the overall situation. The design and application of social media usually also affect user behaviour, which may distort of sample. In this study, using popular social media to collect data makes it easier to obtain information provided by a large number of young Chinese tourists, but this method may affect the participation rate of the elderly.

In this study, Chinese language was selected when designing the questionnaire, and all respondents also used Chinese to answer. Therefore, deviations and cultural connotations lost were unavoidable when we make the translation of answers.

At the same time, due to the influence of many factors such as culture and habits, some data obtained in this study may be inaccurate, such as age, income and consumption level.

2.4.3 Recommendation

The study explored how Chinese outbound tourists choose western hotels and which changes or improvements western hotels need to make in terms of services and infrastructure to better serve Chinese tourists. According to our conclusions, we have put forward some suggestions for the catering products, services, and infrastructure of western hotels in order to more fully meet the needs of Chinese guests and effectively improve the satisfaction and travel experience of Chinese people in western hotels.

Since Chinese culture is the foundation that influences the behaviour and habits of Chinese people, it is particularly important for western hotel employees to show respect for the Chinese culture. This is mainly reflected in the staff's service attitudes and service methods. We recommend that western hotel staff try to have some understanding Chinese etiquette culture, catering culture, and language.

For example:

Passing business cards, passport, documents, menus, and other items with both hands.

Identifying the name of Chinese people. After all, guests who have travelled long distances are usually unwilling to stay at the front office for too long and experience check-in difficulties due to their names.

It is recommended that hotel staff have a basic understanding of the Chinese language, such as simple expressions, greetings, and expressing thanks. And it is also the hope that hotel staff can be more patient when hosting Chinese people without good foreign language abilities.

Regarding catering, we recommended to place an electric kettle in the room or to provide an electric kettle for rent at the front desk for guests to use. And according to the importance of Chinese food to Chinese people, it is recommended that western hotels provide Chinese guests with some Chinese meals, such as breakfast, dinner, and tea.

At present, China mobile payment has gradually replaced cash as one of the most

trusted payment methods for Chinese people. It is recommended that western hotels introduce mobile payment in line with China's payment trend and provide Chinese guests with a faster and safer payment environment.

At the same time, we also recommend hotel managers paying close attention to the feedback left by Chinese guests, especially written in Chinese. It tends to provide more useful information, and through this feedback, hotel managers can learn more about the stay experience and needs of Chinese guests in order to make targeted improvements.

Chapter 3. Internship

In this chapter, we are going to explain my internship research, which is divided into three main parts. The first part is the introduction and positioning of the group and brands, the second part is the description of my internship task, and the third part is my internship purpose, work, and suggestions.

The introduction and positioning of the group and brands includes the introduction to the Accor Group and its brands, the hotel brand of my internship company, my internship hotel, and related tourism information about the location of the internship company.

The description of my internship task includes the introduction to the main departments (Food and Beverage, Front office) where I carried out the internship, and explain my detailed tasks.

In the third part, I will elaborate on my internship purpose and work content and make relevant suggestions to the hotel based on the tasks I performed during the internship and the communication and interaction with Chinese guests.

3.1 Introduction and positioning of the Accor Group and brands

In this part, we are going to introduce the development scale of Accor Group, the main information of the brands, main customer service, and the cooperation and development of Accor Group with China. At the same time, we will introduce the brand, main information, service, infrastructure and the hotel team organization of my internship company. In addition, we will also introduce relevant travel information for the location of the internship company.

3.1.1 Accor Group

Accor Group is a full-service international hotel group. It was established in Paris, France, in 1976 (Accor, 2020a). This hotel group has 5,000 accommodations worldwide and more than 704,000 rooms across 110 countries in the world (Accor, 2020a). At the same time, Accor Group has approximately 300,000 employees and

hosts more than 630,000 guests every day (Accor, 2020a).

3.1.1.1 Brands

'Live' includes all accommodation types of Accor Group facing global customers which can meet various demands of guests. Accor Group has 39 different accommodation brands which are subdivided into 4 different levels of accommodation, namely: Luxury, Premium, Midscale, Economy (See Figure 3.1) (Accor, 2020f).

Luxury: Luxury brand accommodations have more types of services and products. They pay more attention to details and have higher service and product quality. The price of this type of accommodation is usually expensive, which is very suitable for people who want to enjoy thoughtful service, customization service and perfect accommodation experience (Accor, 2020f).

Premium: As the premium brand of the Accor Group, the prices are cheaper than those of luxury brands. At the same time, these accommodations also have high-quality services and diversified products, which are suitable for leisure and vacationers. (Accor, 2020f).

Midscale: The price of mid-range accommodations is relatively cheap, and the theme is mostly to showcase the lifestyle. This type of accommodation tries to provide guests with as much experience as possible and suitable for guests with various travel purposes (Accor, 2020f).

Economy: The types of services and products of economy-brand accommodations are limited. The style of hotels is usually simple and stylish. Economy accommodation will provide guests with more favourable and low-cost prices. This accommodation is suitable for people in all ages, demands or budgets (Accor, 2020f).

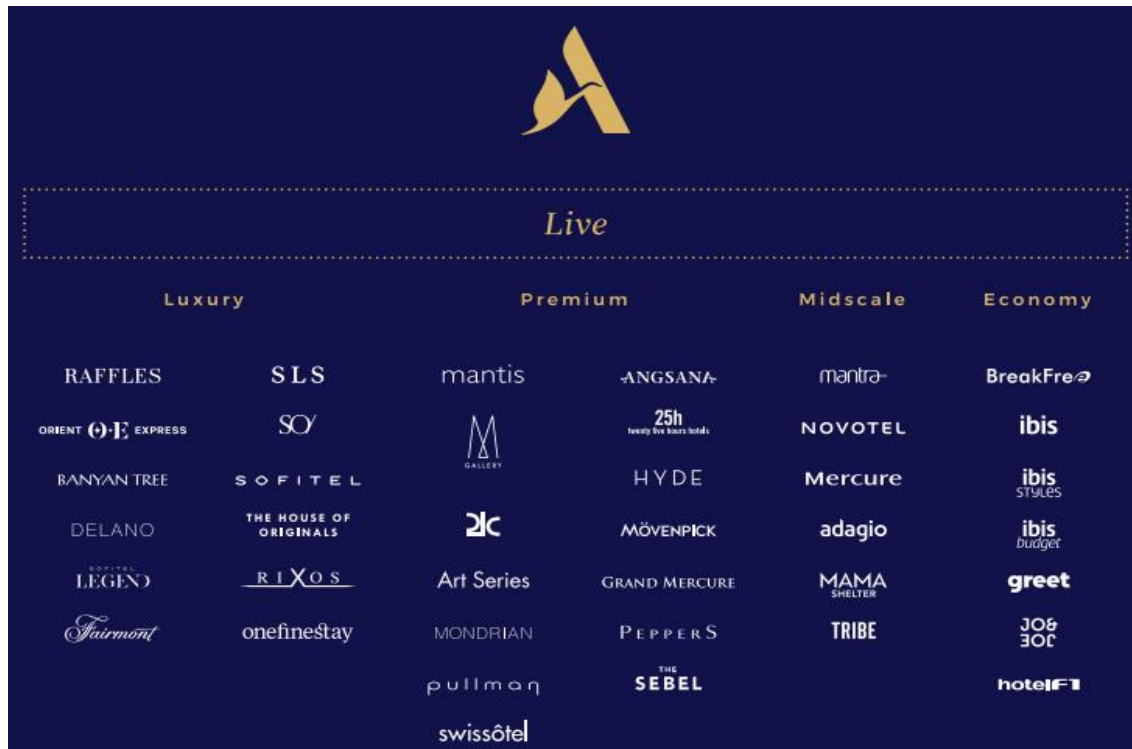


Figure 3.1 Accommodation brand portfolio of Accor Group

Source: Accor, (2020f).

3.1.1.2 Main customer service

Accor Group has diversified customer services, and at the same time, their customer services are constantly optimizing. Among them, the new lifestyle loyalty program “ALL of Accor” (Accor Live Limitless) launched by Accor Group in 2019 is the most concerned. Below we are going to introduce the main functions and features of this loyalty program.

“ALL of Accor” (Accor Live Limitless):

“ALL of Accor” (Accor Live Limitless) is a multifunctional global platform for communicate and interact between merchants and customers. Members of “ALL of Accor” can get discounts when they book their accommodation for the first time. This preferential policy covers 3,960 accommodations in 110 countries around the world, and 34 brands of accommodation support this discount (All Accor, 2020a).

At the same time, loyalty program members can also earn and use reward points through

Accor Group's partners (All Accor, 2020a). People can earn points through many ways, such as: stay in hotels, eat and drink in partner restaurants and bars, shopping in 250 branded electronic boutiques and Accor retail service partners, take flights from partner airlines and use bank partner's credit cards and point conversions (All Accor, 2020a). For example: Chinese customers can earn points and use them through Ping An WanLiTong Loyalty Points Program, JD Coin, "I Enjoy Miles" of Industrial and Commercial Bank of China (ICBC), and Chinese members also can convert miles into points when taking flights of Hainan Airlines (All Accor, 2020a).

Members can use their points freely through Accor and global partners, such as football matches and more travel packages. At the same time, points can also be used to book accommodation. For example, 2000 points can offset 40 euros. Moreover, points will be automatically returned to the member's account when the reservation is cancelled (All Accor, 2020a).

Loyalty program members can also use points in cooperative restaurants and bars to pay for food and beverage consumption. At the same time, Accor Group also provides customers with points shopping for brands in technology, homeware, fashion, travel, leisure, beauty, and other industries to improve customers' shopping experience (All Accor, 2020a).

Members' points can also be used to enjoy car rental services and redeem flight miles (All Accor, 2020a) at Accor Group partners.

3.1.1.3 Cooperation and development with China

The historical events of the Accor Group show that their development in China and cooperation with Chinese companies are also very important. Therefore, we are also going to explain the important cooperation and development of the Accor Group and China below.

The first Novotel of Accor Group entered in Beijing of China as early as 1984, and in 2001, China opened the first Ibis hotel (Accor, 2020b). In recent years, more Accor

hotel brands have also settled in China and have cooperated with many Chinese companies in tourism, accommodation, business and other aspects (Accor, 2020b).

At the same time, Accor Group also launched a certification program "HAOKE (Hospitality)" for Chinese outbound tourists, which provides a series of Chinese services to make Chinese guests feel at home (Line et al., 2019), services include: Chinese TV channels, UnionPay and other payment methods for quicker transactions, kettle and Chinese tea, Chinese translation service, Chinese breakfast, Chinese symbols, Chinese welcome handbook, free Wi-Fi (Line et al., 2019).

Accor Group also announced in 2019 its cooperation with Alibaba Group, the world's largest retail business company, to further develop in the Chinese market. In the future, Chinese guests will be able to use Alipay to make reservations for Accor hotels and pay for catering and other consumption in the hotel (Accor, 2019).

Since my internship was carried out in an Ibis economy hotel, we conducted research on the basis of Ibis hotels.

3.1.2 Introduction of Ibis hotel

Below, we are going to introduce the brands, scale of development, infrastructure, and services of the Ibis series of hotels.

Ibis is an economy hotel brand under the AccorHotels Group and is Europe's first economy hotel operator (Accor, 2020c).

Ibis hotels have a uniform hotel building standard: Every store can guarantee the quality of their infrastructure, and Ibis is recognised by the world's quality and passed the ISO9001 international standard quality system certification in 1997 (Thouvard, 2009).

The Ibis series of hotels includes three Ibis hotel brands, namely: Ibis, Ibis Styles, and Ibis Budget.

Ibis: The first Ibis hotel was opened in France in 1974. As an international hotel chain, Ibis has more than 1,218 hotels in 67 countries and regions around the world, and currently has more than 130,000 beds (Accor, 2020c).

Ibis hotels have a complete infrastructure, simple and environmentally friendly modern decoration style, and high-level service (Accor, 2020c). Compared with premium hotels, Ibis hotels are relatively cheap while ensuring service quality and comfort, and their high cost performance makes them the first choice of many travellers (Accor, 2020c).

Ibis hotels have a series of detailed services and facilities, such as: online check-in, early check-in/late check-out, parking service, pick-up service, 24-hour front desk, wake-up service, umbrella rental, free luggage storage, laundry room, shoe shine service, computer, print and copy services, air conditioning, accessibility for people with reduced mobility, non-smoking, pets allowed (All Accor, 2020b).

At the same time, Ibis also provides bar and 24/7 restaurant services, offering coffee, tea, juice, alcohol, and other beverages as well as various snacks which guests can enjoy at breakfast anytime from 4 in the morning until noon (Accor, 2020c). And they also provide meeting services for business teams and layout services for group dinners (Accor, 2020c).

Ibis Styles: Ibis Styles Hotels have 534 hotels worldwide, covering 51 countries, including 389 hotels of different styles (Accor, 2020d).

Ibis Styles is the most popular brand in the Ibis family, and its diverse design is the biggest feature of this hotel brand. Ibis Styles Hotel creates a unique and relaxing accommodation environment for guests based on fashion elements and personalisation (Accor, 2020d).

Ibis Budget: Ibis Budget Hotel was originally called the Etap Hotel. It joined the Ibis series of hotels in 2011. By 2018, it had 630 addresses and more than 75,000 rooms (Accor, 2020e).

The rooms of Ibis Budget Hotels can be individually adjusted according to the wishes of guests, thereby providing guests with greater flexibility and comfort (Accor, 2020e).

At the same time, Ibis Budget also provides guests with an unlimited supply of buffet breakfast. In addition to the basic breakfast configuration, it also provides some local

delicacies and well-known brand foods, such as: French bread, Swiss cheese, and German sausage (Accor, 2020e).

Below, we are going to introduce the hotel for my internship and the travel information for the location of the internship hotel.

3.1.3 Ibis Munich City West

The company for my internship is the Ibis Munich City West, so we are going to introduce the information, design, services and infrastructure of the Ibis Munich City West and also introduce the hotel team organisation of the time when I did my internship, and show the hotel team organogram.

The Hotel Ibis Munich City West was founded in September 2009 (Thouvard, 2009). This is a two-star Ibis hotel under the Accor brand (All Accor, 2020b). The establishment of this hotel has enabled the Ibis hotel brand to make a record of 100,000 rooms in the world (Thouvard, 2009). This Ibis hotel has 414 beds and 208 rooms. It is the largest Ibis hotel in Munich (All Accor, 2020b).

This hotel has an underground car park and free Wi-Fi throughout the hotel. There is a 24-hour front desk service and all-day dining, including breakfast, snacks, bar, and dinner (All Accor, 2020b).

At the same time, the open kitchen is also the biggest feature of this hotel (All Accor, 2020b). The Ibis Munich City West presented the unique concept of an open kitchen of the hotel to the world for the first time. This is a hotel that can show guests the preparation and cooking process of their chosen dishes (All Accor, 2020b).

In addition to the indoor restaurant, this hotel is also equipped with an outdoor restaurant and lounge area, and they also welcome guests with pets (All Accor, 2020b). In addition, this hotel also provides a self-service business centre and copy/print services for business travellers. It can also host business meetings, banquets, and other group activities (All Accor, 2020b).

This hotel uses the newest design concept from Accor Group for the Ibis hotel, while retaining the original hotel room standard. The hotel has improved and innovated the room details and public areas according to the German style and habits (All Accor, 2020b).

At the same time, this hotel also completed the renovation of the guest rooms and other infrastructure in January 2020 and entered a new stage of development after the hotel has been in business for 10 years (All Accor, 2020b).

Hotel team organisation:

According to the information provided by the managers of Ibis Munich City West in December 2018, the total number of managers and employees of the Ibis Munich City West Hotel is 28.

The management team of the hotel is mainly divided into general manager and deputy manager and executive assistant. The general manager of the hotel is also the quality and environmental management officer, and one of the executive assistants is also the deputy manager of the hotel.

Hotel staff can be divided into seven groups, namely technology, reservation management, front office, service, kitchen, outhelp, and the trainee group.

In addition, since this hotel's room service and environmental cleaning are managed by another partner company, these employees are not included in the hotel's staffing.

Technology: There are two employees in charge of hotel engineering technology and systems and equipment maintenance, namely the hotel technical supervisor and temporary technical assistance personnel.

Reservation management: There are also two employees responsible for managing hotel group reservations, pricing, and various types of cooperations: a reservation manager and a reservations employee.

Front office: There are seven employees in charge of the front office reception, of

which one is the front office manager, one is the deputy front office manager, and the other five are the reception service employees.

Service: It can be divided into the service receptionist (restaurant and bar), service staff (breakfast, restaurant, and bar), breakfast staff, and breakfast temporary help.

Kitchen: This hotel has two chefs and a kitchen helper (and tableware cleaning work), one of which is the chef supervisor.

Outhelp: In addition to the main staff, this hotel also employs two outhelp staff, both of whom are outhelp for breakfast.

Trainee: This hotel is also a practical training unit for German hotel management professionals and is responsible for recruiting hotel management apprentices every year.

In 2018, Ibis Munich City West had a total of five apprentices, two of whom were in the first year of introductory studies, and their work was in breakfast service. One person was in the second year of study, and her job was learning how to serve at the evening bar. The other two apprentices were in the third year (the final year) of their study, and their work was in front office service and management.

Since I was an internship student from university and not a regular employee of the hotel, I was specially arranged in a work placement.

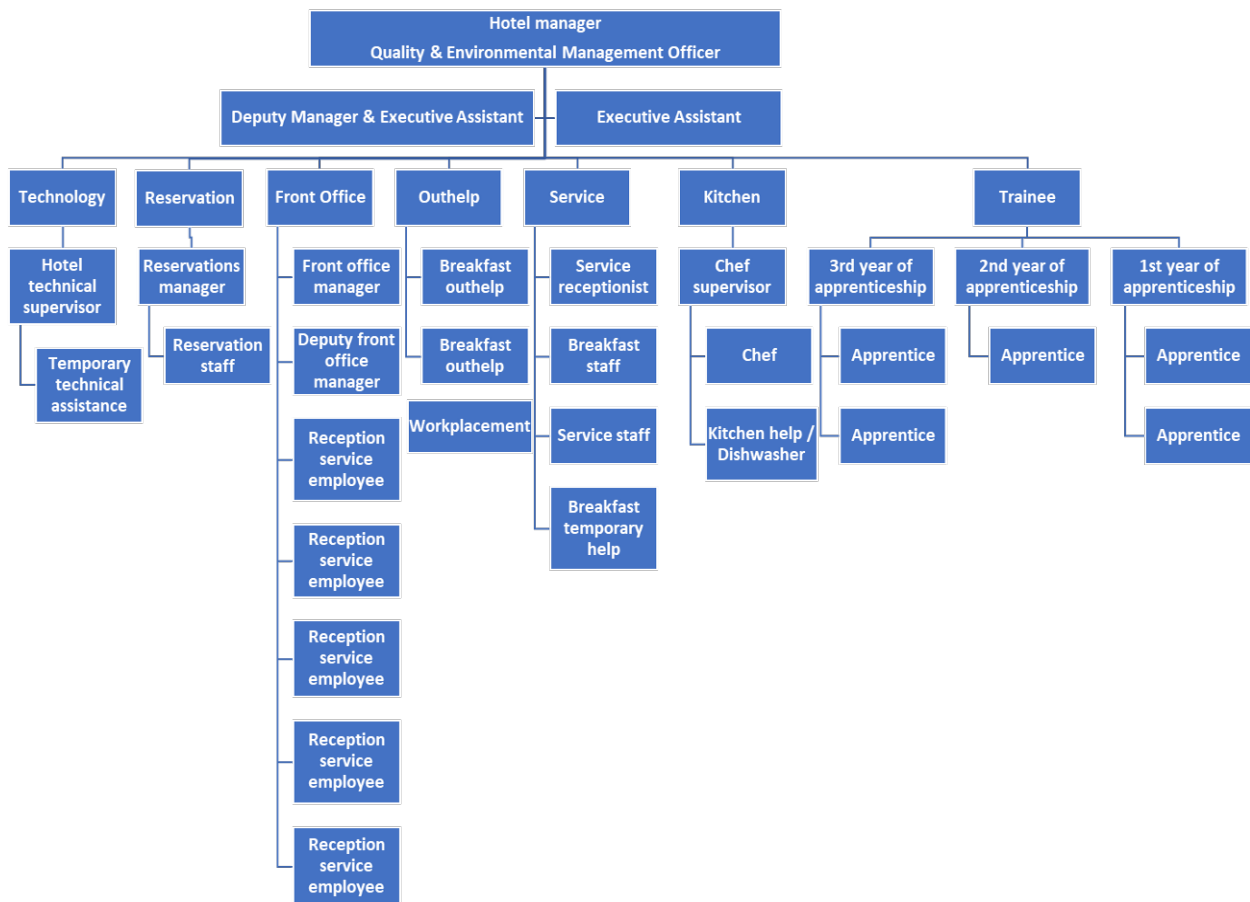


Figure 3.2 Hotel team organogram (Hotel Ibis Munich City West, as of 12/2018)

Since the hotel for my internship is located in Munich, one of Germany’s most important international tourism and business cities, this city is also a popular tourist destination for Chinese outbound tourism, the visit of a large number of Chinese tourists has gradually made China become one of main source of tourists in Munich (Zednik, 2019). Therefore, we also would like to introduce the basic tourism situation of the city where my internship hotel is located and the information related to Chinese tourists.

3.1.4 Tourism in Munich

The hotel for my internship is located in the central area of Munich. Munich is the capital of Bavaria in Germany, its convenient transportation, good shopping environment, high security, history and culture, many tourist attractions in the surrounding area and large-scale festivals such as the Oktoberfest attract tourists from all over the world (Muenchen.de, 2020).

According to a survey conducted by Munich's official city portal Muenchen.de (2020), Munich has the highest proportion of foreign tourists in Germany. The proportion of foreigners staying overnight in Munich in 2019 reached 8.8 million and accounted for almost 50 % of the total number of overnight stays (Muenchen.de, 2020). At the same time, the turnover of accommodation and catering reached 3.58 billion euros in 2019, accounting for approximately 43.2 % of tourism-related turnover (Muenchen.de, 2020).

At the same time, China ranks ninth among the top ten markets for Munich tourism (from January to December 2019) (Zednik, 2019). In 2019, the number of Chinese visitors to Munich reached 192,000, an increase of 6 % compared to 2018 (Zednik, 2019). Simultaneously, the number of overnight stays from China reached 433,000 in 2019, an increase of 0.3 % compared to 2018 (Baumgärtner, 2020).

A survey conducted by muenchen.de in 2017 found that Chinese tourists spend an average of 513 Euros per day in Munich, and their consumption is higher than that of tourists from other countries (Muenchen.de, 2017).

The president of HBE, ErnstLäuger, also mentioned that many Chinese people have obtained shopping information about Munich in advance on the Internet in order to choose products on a purposeful basis, and they are also satisfied with the services of many stores in Munich (Muenchen.de, 2017).

And in the muenchen.de (2017) survey, more than 90 % of Chinese respondents said that Munich's security situation is good and can bring them a high sense of security.

In the next section, we are going to explain the main tasks of my internship in detail and analyse the nature and characteristics of the departments related to the internship tasks.

3.2 Internship tasks

During my internship, I worked on the food and beverage and front office departments where I conducted cross-departmental communication and learning. While learning professional skills, I also gained a deep understanding of the relationship and

coordination between various departments. Below, we will introduce the internship department and my tasks, respectively.

3.2.1 Food and Beverage

We are going to analyse the nature and characteristics of the Food and Beverage (F&B) department and explain my main tasks in the three types of services: breakfast, bar, and restaurant.

The F&B department is the main service department that meets the needs of customers (Bosselman, 2007). The Food and Beverage department integrates instant processing and production products, commercial sales and service labour, and provides consumers with a variety of drinks, food, consumption places, and various facilities. It is also the largest social occasion in the hotel (Bosselman, 2007).

The nature of the hospitality industry as a service industry determines the special requirements of the guests. The guests pay more attention to intangible products such as cooking skills, service attitudes and techniques, dining environment, and atmosphere during the meal (Bosselman, 2007).

At the same time, the F&B department is also the only department in the hotel that produces physical products (Provenzano, 2007). In order to ensure the provision of quality services to meet the needs of customers, the staff of the food and beverage department must also grasp the dietary needs of different customers in a timely manner, and targeted launch the dietary products they expect (Provenzano, 2007).

And employees are required to plan the various combinations of dietary products carefully, strengthen the management and skills of the production process of dietary products, and carry out hygienic operations and civilised production in strict accordance with health standards to ensure food safety and hygiene (Provenzano, 2007).

Expanding the operating income and increasing the profitability is one of the most important tasks of the Food and Beverage department in hotel marketing (Bosselman, 2007). The F&B department needs to grasp the market dynamics in a timely manner

and make full use of various festivals, conferences, and local major events to promote sales, control the costs of food and beverage strictly, avoid wasting raw materials, and reduce profit loss (Provenzano, 2007).

In addition to the guests staying at the hotel, the diversified sales methods of the Food and Beverage department can attract more local residents and external guests, and through the marketing department and external companies to cooperate in the reception, banquet and other activities (Provenzano, 2007). While increasing the revenue of the hotel, the Food and Beverage department also balances the seasonal differences in the hotel, while reducing the idleness of the equipment and the economic loss caused by seasonality (Provenzano, 2007).

Below, we will explain in detail the main tasks of the three parts of breakfast, bar, and restaurant (for dinner).

3.2.1.1 Main tasks of the breakfast service

My breakfast service in the internship hotel included three stages: before breakfast, during breakfast, and after breakfast. The following are my breakfast tasks and steps during my internship:

The tasks I needed to complete before breakfast are divided into four main tasks:

- (1) The first task of my daily breakfast service was to turn on and check the required equipment in advance, such as: buffet, dishwasher, oven, coffee machine.
- (2) I needed to prepare all kinds of food and tableware (trays, plate, forks, spoons, napkin paper) to be placed in the restaurant and spare.
- (3) Check the cleanliness of the restaurant (tables and chairs) and prepare cleaning supplies and newspapers for guests.
- (4) As a breakfast employee, it was a necessary task for me to get the list of guests of the day at the front office in advance to estimate the number of dining guests

of the day and the food that needed to be prepared. This was mainly to make it easier to distinguish between guests who had booked breakfast, guests who had not booked breakfast, and external guests, and then perform different treatments according to different situations.

There were mainly five tasks during breakfast opening hours:

- (1) In order to ensure the freshness and quantity of food, I needed to always pay attention to the remaining amount of food in the restaurant and replenish or replace it on time.
- (2) I also needed to pay attention to the dining situation of the guests and clean the table on time at the end of the meal to host the next guest.
- (3) Checking information for each guest who came for having breakfast based on the guest list was also one of my particularly important tasks during the breakfast service.

I was also required to maintain good communication with the front office staff at all times. When I encountered problems when checking the guest list, I needed to know the exact reservation status of the guest's breakfast on time, and inform and assist the guests who had not booked breakfast to complete the breakfast reservation or timely payment.

- (4) I needed to provide more services for guests in need, including: providing trays, tableware, food and drink placement guides, child seats for guests with children, specific food for guests with special needs, answer all kinds of questions from guests, and provide morning takeaway coffee and bar service.
- (5) I also took turns with other breakfast employees to help the dishwashing staff to clean tableware in the kitchen to accelerate the recycling of tableware and to improve the efficiency of the breakfast service.

In addition, for my research, during the breakfast opening hours, if I met Chinese guests, I also actively communicated and interacted with them in the Chinese

language and provided assistance, and also tried to provide them with the breakfast food list in Chinese that I translated.

There were seven tasks after breakfast:

- (1) Bringing the food and tableware from the restaurant to the back kitchen with other breakfast staff was my first task after breakfast every day.

After that, we sorted the food in the kitchen, such as: stored fresh food with a large amount of leftovers, and food with a small amount of leftovers could be discarded or supplemented according to its freshness.

- (2) The second was task to clean up and disinfect the tables and chairs and decorate the dinner table in the restaurant. We also collected the newspaper and the registration form used to verify the guest's information during breakfast. The forms were placed in the corresponding folder of the breakfast department of the administrator's office.
- (3) Cleaning and maintaining the buffet, coffee machine, and oven were also one of the important tasks I learned during the internship.
- (4) Breakfast at the Ibis Munich City West lasts until 3:30 in the afternoon, and it also includes hosting the guest who require snacks or drinks at the bar. This also required me as a breakfast employee to use the computer system and equipment for ordering and payment in the bar and complete the bill sorting. At the same time, I was also familiar with the placement of drinks in the bar and how to make snacks.
- (5) Normally, the breakfast staff also assisted me in checking the storage conditions of the food in the storage room and submitted the list of out-of-stock food raw materials to the purchasing department to purchase on time to ensure the daily food supply.
- (6) At the end of our work, we cleaned the kitchen thoroughly.

- (7) At the end of the day's work of breakfast service, the most important task for us was to hand over to the bar staffs. We assisted the bar staff to check the restaurant and check the bills and a day's income.

In addition, the hotel hosts some group activities, such as: group dinner, party, exchange meeting. Me and other breakfast employees were also required to participate in the layout of the venue with the hotel manager and other department employees after the basic work.

3.2.1.2 The main tasks of bar and restaurant services

The bar and restaurant service in Ibis Munich City West are integrated. The bar keeper and service staffs serve guests in the bar and take care of the restaurant's guest, such as ordering and delivering meals. Below, I will comprehensively explain my main tasks.

I usually had six tasks in the bar and restaurant:

- (1) Generally, I filled up drinks and other products (sugar, milk, coffee beans) in the bars and restaurants at the beginning of my shift, and placed tableware and napkins in their designated places.
- (2) I completed customer ordering and payment services with the help of other staff.
- (3) Communicating with guests was also one of my important tasks in the bar and restaurant services department. I have tried to communicate and interact with Chinese guests mainly in the Chinese language using Chinese thinking and communication methods.
- (4) Usually, when I met Chinese guests in the bar, I would also take the initiative to host them and provide the menu in Chinese to help the guests to read and choose products.
- (5) At the same time, by learning from the bar staffs, I could have a clearer understanding of beer glasses and could provide beer to customers who needed beer.

(6) At the end of the work at the bar and restaurant, we cleaned and maintained the bar and restaurant, including cleaning the coffee machine, handling empty beverage bottles, and cleaning the tableware. At the same time, we also prepared in advance for the work of next day's breakfast, such as the placement of necessary equipment and non-refrigerated food.

3.2.2 Front office

Here, I will explain the functions and work characteristics of the front office and elaborate on my main tasks when I worked in the front office.

The front office is the department that guests contact when they arrive or leave the hotel. It is also the starting point and final completion of the hotel's customer service (来君, 2013). The front office is the main department of the hotel's business activities, and it is also a comprehensive service department.

The front office department promotes the operation of other departments of the hotel through sales of hotel room products (来君, 2013). The quality of service depends on the front desk's work plan, business control, staff's overall quality, financial control, service marketing strategy, lobby environment maintenance, and coordination and cooperation with various departments (来君, 2013).

The work of the front office is conducive to improving the scientific nature of hotel decision-making. The front office is an important link to strengthen hotel management. It has the characteristics of wide contact, strong policy, complex business, and overall impact (来君, 2013). Because of the flexible and diverse service methods at the front office, employees are required to have strong professional skills (Bardi, 2007).

The front office is mainly responsible for the hotel's house price policy and reservation business, and establishes good business relations with neighbouring companies, related companies, travel agencies, and other source units to ensure the stability of the hotel's

long-term customer and basic income and to reduce the economic loss caused by empty rooms (Bardi, 2007),

At the same time, the front office can collect various information about market changes, customer needs, and customer service and management of the entire hotel. The front office staff is required to provide the hotel with daily data reports and work reports reflecting the hotel's operation and management (Bardi, 2007).

On the other hand, because the front office is the main department where the guest is in contact with the hotel, the front office also is the information centre of the hotel and the centre of customer service and coordination. From booking, check-in, check-out, and all transactions between the guest and the hotel need to go through the front desk service to complete (Bardi, 2007).

For the guests, the front office is the representative of the hotel management organisation and is an important part of establishing a good guest relationship (来君, 2013).

The front office is the first contact area for guests during their stay. The quality of service usually affects the guest's first impression of the hotel (Bardi, 2007). Generally, guests start to define the image of the hotel when they enter the hotel, including the appearance of the front desk staff and the attitude of the service (来君, 2013).

The first impression has an important influence on the customer's perception of a hotel. It usually occurs in an instant and is stored in people's memory for a long time. This first impression may change over time as guests gain insight into other aspects of the hotel, but this first impression is hardly to change for short stay guests (来君, 2013).

At the same time, the front office is also the main department responsible for handling the problems and complaints encountered during the stay (Bardi, 2007). Therefore, the behaviour and communication of the front office staff are extremely important.

The high-quality front office service could make guests relax and have the sense of trust in the services of other departments. Conversely, dissatisfaction with the front office service may influence their judgment of other services of hotel (来君, 2013).

The work of the front office directly reflects the hotel's work efficiency, service quality, and management level, and will have a direct impact on the overall image of the hotel (Bardi, 2007).

3.2.2.1 Main tasks of front office

The work of front office at the Ibis Munich City West is mainly divided into the early shift and late shift. During my internship, I was assigned to the late shift and was responsible for the front office tasks from afternoon to night.

The following are my front office tasks and steps during my internship:

- (1) At the beginning of work, I needed to hand over with the front office staff of the early shift, such as: to know the day's check-in situation, checking the bills and money, and checking the number of city transportation ticket and hotel parking card.

My tasks also included understanding the problems and unfinished service tasks, such as late check-out of guests or unpaid money found by early shift employees at work.

- (2) After completing the handover, usually I finished the sorting and stamping of the invoices before the peak check-in period in the afternoon and checked the room occupancy situation and guest reservation information of the day.

I also estimated the number of guests that would arrive that day and checked the guests' payment status (paid, unpaid, credit card guarantees or business travellers whose accommodation was paid by the company).

- (3) We also needed to prepare room cards, membership card registration forms, hotel information booklet, city maps, and travel guides before a large number of guests arrived at the hotel to save time for hosting guests.
- (4) As a front desk employee, one of my main tasks was to host guests. The services include: checking information of guests, checking in guests, arranging rooms, completing payment, providing guests with breakfast and dinner opening hours, breakfast costs, and elevator locations, and providing corresponding information booklets according to the guests' travel purposes, and also being responsible for answering questions raised by the guests.
- (5) I was also responsible for providing guests with luggage storage, borrowing, and returning items, calling taxis, emailing replies and printing/copy services, and managing team reservations with the assistance of other front office staff.
- (6) In addition, my tasks also included hosting Chinese guests and trying to provide suitable services as much as possible according to their behaviour and habits.
- (7) At the same time, I was also responsible for assisting other employees to check the reservation information of Chinese guests and the information filled in during check-in, such as: helping other employees understand the correct pronunciation of the names on the reservations of Chinese guests and identifying the personal information and contact information or address filled out in Chinese by some Chinese guests.
- (8) At the end of the front desk work, my task was to hand over with the front office staff of the night shift, including: checking the bills, checking the money, checking tickets and parking cards, and conveying the matters that need attention.

At the same time, because the front desk of Ibis Munich City West also controls the lighting equipment of the hotel lobby and restaurant as well as the weather broadcast equipment, we also needed to turn off the restaurant lights at the end of the work and

download the new weather forecast.

3.3 Main purpose of the internship and recommendation

In this section, we will mainly explain the purpose of my internship and my recommendation. The recommendation going to do is based on my study and my observation during my internship.

3.3.1 Main purpose of internship

The main purpose of my internship was to discover how western hotels can do a better job in hosting Chinese people. Combining the existing service methods and infrastructure of western hotels as well as observing and understanding the behaviour characteristics of Chinese tourists, I tried to discover all catering products and services that could be changed or optimised for suitable Chinese outbound tourists.

During my internship, I tried to observe the Chinese guests staying at the hotel and to appropriately communicate with them to understand the main needs of Chinese guests more accurately and quickly. This included observing why Chinese people can accept certain types of products or services provided by a western hotel, which products and services are usually selected by Chinese people, and which products or services are not well accepted.

At the same time, I also considered language, catering, etiquette, habits, etc., and tried to propose innovative products and service methods that western hotels need to provide Chinese people on the basis of existing products and services.

3.3.2 Recommendation

According to our study and the tasks performed during the internship and having in mind the requirements of Chinese tourist in the hotel and my interaction with them, we would like to make the following recommendation.

3.3.2.1 Breakfast

In terms of breakfast drinks, we recommend that hotels appropriately add some tea from

China to the breakfast buffet. According to my observations when performing tasks, few Chinese guests would choose tea bags, and bulk tea is more popular than tea bags, but most Chinese guests still like to drink their own Chinese tea and would ask me if we could provide hot water.

At the same time, we also recommend that the hotel increase the supply and types of hot food. In my communication with the Chinese guests who had breakfast at the hotel, I found that many Chinese people said that they hoped the hotel would provide more types of hot food for breakfast, and they said that the existing supply of hot food was not enough and that they had to wait a long time. And in our study, the results of Chinese people's food preferences also reflect that Chinese breakfast, which is mainly hot food, is the first choice of most Chinese people.

3.3.2.2 Bars and restaurants

We recommend that restaurants in western hotels add a few kinds of Chinese meals or meals based on rice. Results of our study show that Chinese dinner is one of the most desirable diets for Chinese tourists. At the same time, some Chinese guests said that there were not many foods that suited their appetite in the hotel's restaurant. Even if they could eat enough, they found their dining experience to be relatively ordinary. Their dissatisfaction was mainly focused on the lack of staple food.

We also recommend that western chefs can improve their rice practices and recommend using rice cookers. I found that some Chinese customers also said that the rice is too hard.

The kitchen equipment of Ibis Munich City West does not include an electric rice cooker, so the cooked rice is harder, but Chinese people are used to eating softer rice. Therefore, we recommend that western hotels be equipped with electric rice cookers. After my actual experiment, the rice cooker can save more time and is easy to use. It also improves the cooking effect of food, which is more suitable for Chinese tastes.

Combining results of our study and my observations during the internship, we consider

that offer Chinese menus and restaurant staff who can provide Chinese language services can help guests to get a better dining experience. Therefore, we suggest that the hotel provides a more detailed Chinese menu, such as adding food and beverage introductions, ingredients, seasoning, raw materials, origin, and to add pictures to the Chinese menu. It enables Chinese guests to understand the products more intuitively through the menu and to choose independently according to their needs and eating habits.

And it is also recommended that the employees of western hotels learn the Chinese names of some catering products and hire some Chinese employees to better recommend products to Chinese guests. Some Chinese guests said that they were used to Chinese menus with pictures. Completely western menu often make them feel at a loss, and they took a long time to order food but were still not completely satisfied.

We recommend that western hotels order some drinks that are suitable for Chinese people. Not only can it be seen in our study that the respondents have a higher degree of preference for Chinese drinks, but the Chinese guests who stayed at the hotel mentioned that they would always drink Chinese tea, some well-known Chinese liquors, milk tea and fruit iced tea with pulp.

3.3.2.3 Front office

Based on our study and my observations in the hotel, we found that Chinese people think that Chinese language services are a very important service for western hotels to host Chinese tourists. Therefore, we recommend that the front office staff learns some basic Chinese words and understands some Chinese habits. For example, most Chinese guests said that they would be very happy if they heard that the hotel staff can read their names correctly. At the same time, they think that passing items with both hands is more respectful.

In addition, we also suggest that the front office staff can be more patient to provide Chinese guests with more comprehensive information and services, a good service attitude is usually better to enhance customers' satisfaction. When checking in Chinese

guests, I found that western employees tend to minimise the amount of information that needs to be expressed due to language reasons. At the same time, in our study, some respondents also said that western hotel staff needs to be more patient and friendly when hosting Chinese guests.

Through my observation, sometimes, Chinese guests will ask the front office staff whether they can get the same services after they saw other western guests getting some services. Therefore, we also recommend that the staff of western hotels should be more proactive when hosting Chinese people.

At the same time, we recommend that hotels try to introduce China Mobile Payment. Some Chinese guests have asked me if they could use mobile payment to pay for the room. And according to result of our study, it can also be seen that China mobile payment has a high frequency of use and the importance of this payment method to Chinese people.

In addition, many Chinese guests asked at the front office whether they could borrow electric kettle. However, because the front office of Ibis Munich City West does not provide this service, and the rooms are also not equipped with an electric kettle, only the bar provides hot water. This is inconvenient for Chinese guests. At the same time, we also can see in our study that Chinese people think the hot water is very important or necessary. Therefore, we recommend that the front office of western hotels provides electric kettle rental services to provide more convenience for Chinese guests.

3.3.2.4 Rooms and infrastructure

In our study, we found that the respondents mentioned that Wi-Fi in many western hotels is difficult to use. During my internship, I also found that some middle-aged Chinese guests think that the network connection in western hotels is too complicated and requires the help of front office staff to successfully connection. At the same time, the TV in the room does not support searching for Chinese channels. Therefore, we also recommend that western hotels optimize network quality, simplify the connection steps, and appropriately add some Chinese channels to the TV.

At the same time, our respondents of study and Chinese guests staying in the hotel also mentioned that they hope hotels provide more room supplies. Therefore, we recommend that western hotels add some necessary room supplies.

Chapter 4. Conclusion

The report questions raised at the beginning of this study have been resolved in survey and internship observations. Chinese tourists have many requirements for the services and infrastructure of western hotels. Meeting these demands is the basis for improving the satisfaction of Chinese tourists.

The results of this study and internship provide western hotel managers and employees with analysis and recommendations on the requirements and views of Chinese outbound tourists on western hotel services and infrastructure and help hotel managers and employees to understand the needs of Chinese tourists better, deepen their understanding of the behaviour of Chinese tourists and provide them with more targeted services and infrastructure. With the aim to help western hotel service providers to improve the satisfaction of Chinese tourists in a more suitable way.

Chinese outbound tourism and the requirement of Chinese tourists shows that the characteristics of Chinese tourists and behaviour are influenced by their history, culture, living habits, China's economic and outbound tourism policies, and these behavioural characteristics have also led to the special demands and expectations of Chinese tourists. At the same time, this is also explained that the knowledge of relevant culture and the understanding of the behaviour and habits of Chinese tourists are the basis for the hotel to provide services and infrastructure.

In our questionnaire survey, the characteristics of Chinese outbound travel and the assessment and requirements of specific conditions for accommodation are also involved. We found that the current characteristics of Chinese outbound tourists include more abundant travel time and stronger spending ability, and many people have travelled to more western countries and have rich travel experience. At the same time, individual travel, sightseeing and leisure, tourist attractions, accommodation quality and the word-of-mouth of local travel service providers are the focus of many Chinese outbound tourists. Among them, about hotel, we concluded that Chinese services, Chinese menus, Chinese food, mobile payment, hot water, Chinese tea, Wi-Fi and

improving employee service attitudes are currently the most important needs of Chinese tourists.

Through this internship, we learned that the Ibis Munich City West hotel is located in the business district close to the city centre. Most Chinese guests staying in this hotel are for business and conference trips. Chinese travellers for tourism purposes usually concentrate on summer holidays and some Chinese statutory holidays/festival. This requires hotel managers to further judge the changes in their demands based on Chinese travellers for different travel purposes and respond to different needs.

Compared with tourists, business travellers have higher requirements in terms of time, service quality, catering products, room supplies, and infrastructure quality, such as: breakfast schedule, food supply speed, if it provides electric kettle, if it supports China UnionPay or mobile payment, network quality and if it provides toothpaste, slippers and other items in the room. At the same time, they require employees to be more skilled when providing services and hope to obtain more targeted services, while the price is not very important.

For Chinese guests who travel for the purpose of travelling, their time is relatively free, and they mainly have a greater demand for Chinese language services, such as: hotel staff with Chinese skills, Chinese city maps, Chinese menus. At the same time, they are more concerned about whether the hotel provides suitable payment methods, network quality, hot water and Chinese food. And they are more inclined to save money.

The results of this study and internship observation pose challenges for western hotel managers and employees, that is, they need to constantly observe and deepen their understanding of the behaviour of Chinese tourists and their diverse requirements. If the services and infrastructure in western hotels can meet the needs of Chinese tourists or exceed their expectations, then the guest's accommodation experience and satisfaction will be effectively improved, and this can also have a positive impact on the future development of the hotel.

In view of the rapid development of tourism in China in recent years, the western hotel

industry needs to be fully prepared as soon as possible to welcome the substantial increase of Chinese guests. The development of China's outbound tourism will continue to accelerate in the future, and competition in the market will become increasingly fierce. Many western hotels have regarded Chinese tourists as one of their main sources of tourists. Some internationally renowned hotel groups have also begun to plan their future development directions in the tourism market, which will gradually increase the supply of the market in the future, and the degree of market development will gradually mature.

Therefore, it is very important for western hotels to strengthen their awareness of the development in the Chinese tourism market. While continuing to develop the original services and infrastructure, they also need to accelerate the adaptation and satisfaction of the habits and needs of Chinese customers, enhance the awareness of learning and innovation and strengthen the diversified positioning of products and services.

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研究酒店适合接待中国游客的基础设施及服务

尊敬的女士/先生，

您好，我是杨玥。为了对西方酒店的基础设施和服务以及中国旅游文化相关的课题进行研究，我将通过以下调查问卷进行数据收集，以便为课题研究提供必要的
数据支持。

因此，我衷心希望您能够利用 5 分钟的时间协助我完成以下调查问卷，并希望您
能够对问题如实进行回答，问卷以不记名方式进行调查，调查数据和结果仅用于
学术研究并且完全保密。

我对您的参与表示由衷的感谢。如有疑问请随时与我联系：

杨玥 Yang Yue

电子邮箱：yang-yueyue@outlook.com

阿尔加维大学

旅游，酒店和管理学院

University of Algarve, School of Management, Hospitality and Tourism



一、酒店预订及支付调查

1. 请选择您预订西方酒店的主要方式： [多选题] *

- 通过电话，邮件直接联系 酒店官网直接预订
- 第三方网站（如：携程，Booking.com 等）

2. 请选择最适合您的付款方式： [多选题] *

- 现金 移动支付（支付宝，微信支付等）
- 银联信用卡 其他 _____

3. 您在西方的酒店中使用过哪些付款方式？ [多选题] *

- 现金 移动支付（支付宝，微信支付等）
- 银联信用卡 其他 _____

二、住宿的选择，服务和设施

4. 请评价您在选择酒店时，以下因素对您选择的影响（影响越大分值越高）：

项目	1 (无影响)	2 (影响较小)	3 (中等影响)	4 (影响较大)	5 (影响最大)
位置靠近购物/景点/娱乐场所	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
周边交通的便捷程度	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
其他客人的反馈和评价	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
性价比	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店星级	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店设施种类	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
客房用品（如：电水壶，洗护用品等）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
客房的安静程度	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店的安全性	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
服务质量	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
客房清洁	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. 西方酒店提供的中式相关服务对您的重要性（影响越大分值越高）：

项目	1 (不重要)	2 (比较重要)	3 (重要)	4 (非常重要)	5 (最重要)
汉语员工服务	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
中文城市地图	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
中文菜单	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店内的中文标识	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
酒店中文官网	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

三、中国人对于中西方不同产品的偏好调查

6. 根据您的饮食习惯请对以下餐饮种类进行评价，您更倾向于选择哪类餐饮，5分为满分。

项目	1 (不喜欢/不接受)	2 (比较接受)	3 (接受)	4 (非常接受)	5 (最喜欢/完全接受)
西式早餐（以冷餐为主）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
中式早餐（以热餐为主）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
西式正餐	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
中式正餐	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
西式甜点	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
西式饮品（如：酒类，茶类等）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
中式饮品（如：酒类，茶类等）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
热水	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

四、简答题

7. 您对西方酒店接待中国客人方面有哪些建议？您希望如何改进？ [请用短语简要回答] *

五、个人信息和出境旅行相关信息调查

8. 您的实际年龄是：_____

9. 您的性别是： [单选题] *

男

女

10. 您的受教育程度： [单选题] *

小学及以下 初中 高中及同等学历 大专 本科 硕士及以上

11. 您目前的个人月收入： [单选题] *

大于 20000 元 10001-20000 元 8001-10000 元 5001-8000 元
3001-5000 元 1001-3000 元 低于 1000 元 无月收入

12. 哪些是您常用的旅游信息收集渠道? [多选题] *

网站/在线社区 亲戚朋友的推荐 旅行社咨询 报纸/杂志/书籍

电视/广播 户外广告 旅游目的地的推广活动

其他_____

13. 通常您会为出境旅行制定多久的旅行时间： _____

14. 您的旅行方式多为： [多选题] *

自由行 家庭旅行 跟团旅行

15. 您通常的旅行目的是： [多选题] *

观光 休闲/度假 会议 商务 探亲访友 其他_____

16. 您最关注出境旅行的哪些信息主题? [多选题] *

旅游景点 住宿 交通 旅行价格 当地特殊文化
购物区 娱乐休闲活动 其他_____

17. 通常您的每趟出境旅行个人消费是多少? [单选题] *

大于 10000 元 5001-10000 元 3001-5000 元 2001-3000 元
2000 元或以下

18. 您访问过哪些出境旅游区： [多选题] *

亚洲 欧洲 北美洲或南美洲 澳洲 非洲

19. 您访问过哪些欧洲国家： [多选题] *

英国 意大利 法国 德国 西班牙 奥地利

希腊 荷兰 捷克共和国 欧洲其他国家, 哪一个： _____

十分感谢您的回答，祝您未来旅行和住宿愉快！

Accessing the hotel's infrastructure and services for hosting Chinese tourists

Dear Ms./Mr.,

Hello, my name is Yang Yue. In order to study the infrastructure and services of western hotels and topics related to Chinese tourism culture, I designed the following questionnaires for data collection and in order to provide the necessary data support for my research.

Therefore, I sincerely hope that you can use 5 minutes to help me complete the following questionnaire. And I hope that you can answer the question truthfully, the questionnaire was conducted anonymously, and the survey data and results were used only for academic research and will be completely confidential.

I would like to express my sincere gratitude for your participation. Please contact me if you have any questions:

Yang Yue

Email: yang-yueyue@outlook.com

University of Algarve,

School of Management, Hospitality and Tourism



I. Hotel reservation and booking methods

1. Please select your main method of booking Western hotels: [Multiple selection] *

- Contact directly by telephone or email
- Book directly through hotel website
- Third-party websites (eg Ctrip, Booking.com, etc.)
- Other _____

2. Please choose the payment method that works best for you:

[Multiple selection] *

- Cash Mobile payment (Alipay, WeChat payment, etc.)
- UnionPay Other _____

3. What payment methods have you used at western hotels? [Multiple selection] *

- Cash Mobile payment (Alipay, WeChat payment, etc.)
- UnionPay Other _____

II. Choice of accommodation, services, and infrastructure

4. Please rate which factors have a greater impact on your choice when choosing a hotel (the greater the impact, the higher the score):

Items	1 (No influences)	2 (Minor impact)	3 (Moderate impact)	4 (Relatively large impact)	5 (Largest impact)
Location close to shopping / attractions / entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surrounding traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotel Class/level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feedback from other guests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotel Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotel security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quietness of the room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Room supplies (such as: kettle, toiletries, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness/hygiene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. How important is Chinese-related services for you in overseas hotels (the greater the impact, the higher the score):

Items	1 (Not important)	2 (Little important)	3 (Important)	4 (Very important)	5 (Most important)
Staffs with Chinese skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City map with Chinese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chinese menu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chinese signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotel official website of Chinese language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

III. Preferences survey for Chinese people of Chinese and Western products

6. Please evaluate the following types of food based on your eating habits, which kind of food you prefer to choose?

Items	1 (Dislike/not accept)	2 (Little accept)	3 (Accept)	4 (Very acceptable)	5 (Favourite/ Fully accepted)
Western breakfast (cold meal)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chinese breakfast (hot meal)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chinese dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western dessert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Western drinks (alcohol,tea,etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chinese drinks (alcohol,tea,etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hot water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IV. Short-answer Questions

7. What suggestion do you have for improving the hosting of Chinese guest in Western hotels? (Please answer with brief phrase)

V. Personal information and Survey of Outbound Travel Related Information

8. What is your current age: _____

9. Gender: [Single selection] *

Male Female

10. Your education level: [Single selection] *

- Primary and below
- Junior high school
- senior high school and the equivalent
- Senior college
- Bachelor
- Master and above

11. Your current personal monthly income: [Single selection] *

- >20000 CNY
- 10001-20000 CNY
- 8001-10000 CNY
- 5001-8000 CNY
- 3001-5000 CNY
- 1001-3000 CNY
- ≤1000 CNY
- No income

12. What are your usual travel information collection channels? [Multiple selection] *

- Website/online community
- Recommendations by relatives and friends
- Consultation from travel agents
- Newspaper/ magazines/ books
- TV/ radio
- Outdoor ads
- Promotion activities by destinations
- Others _____

13. Your usual length of stay for outbound travel: _____

14. Most of your travel methods are: [Multiple selection] *

- Individual travel
- Family/friends travel
- With group tour

15. What is your purpose of travel in usual? [Multiple selection] *

- Sightseeing
- Leisure/vacation
- Conference
- Business
- Visiting relatives and friends
- Others _____

16. What are the key information topics you are most concerned about outbound travel?

[Multiple selection] *

- Tourist attractions
- Accommodation
- Transport
- Travel prices
- Specific culture
- Typical shopping zones
- Entertainment and recreation
- Others _____

17. How much do you usually spend per person per each outbound trip? [Single selection] *

- >10000 CNY 5001-10000 CNY 3001-5000 CNY 2001-3000 CNY
 ≤2000 CNY

18. Which outbound tourist areas have you visited: [Multiple selection] *

- Asia Europe North or South America Australia Africa

19. Which country in Europe have you visited: [Multiple selection] *

- United Kingdom Italy
 France Germany
 Spain Austria
 Greece Czech Republic
 Netherlands Rest other of EU countries, which? _____

**Thank you very much for your answer, I wish you a pleasant trip
and good stay in the future!**