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Master Thesis:

Attracting Chinese Tourists to Denmark.
A Focused Study on Chinese Tourists’ Perceptions

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Author Statement:

I hereby confirm that this thesis is my own work where I have respected the rules over the formularities and used referencies to avoid plagiarism.

Jurgita Lahouti

29th of November 2012,

Abbreviations:

- ADS - approved Destination Status
- CBS - Copenhagen Business School
- FG - Focus Groups
- PRC - People’s Republic of China
- STB - Scandinavian Tourism Board
- WOCO - Wonderful Copenhagen
- WTO - World Tourism Organization
Abstract

Due to the expanding Chinese outbound tourism worldwide and Chinese tourists’ spending power, many tourist destinations including Denmark have recognized the need to know Chinese tourists better and to adjust themselves to their needs. As tourists have certain images about tourist destinations, these perceptions effect tourists’ motivation to visit them. Furthermore, tourists perceptions might differ from those that tourism industry tries to present, what creates ‘image gap’ resulting in miscommunication and wrong images in tourists’ minds.

Because of the dynamic nature of perceptions and their complexity, tourists’ experiences and images of a destination change throughout the time. Therefore, it is important for a tourist destination as Denmark to know- what are Chinese tourists perceptions? Do they go in line with perceptions of industry and authorities? – in order to find out those ‘image gaps’ and adjust their strategies them. Thus, the focus of this thesis was following:

**Attracting Chinese Tourists to Denmark. A focused study on Chinese tourists’ perceptions.**

The goal was to find out:

- What are Chinese tourists’ perceptions of Denmark?
- What are Chinese tourists’ perceptions of tourists’ attractions in Denmark?
- What are Chinese tourists’ perceptions of services in Denmark?
- What are the initiatives of industry and authorities to keep a good image of Denmark and to attract more Chinese tourists to the country?

These research issues led to qualitative research approach resulted in five focus groups interviews with Chinese tourists, several interviews with experts in industry and authorities, as well as additional research. Theoretical framework was based on different concepts and theories related both to these different parts of perceptions as well as Chinese tourist’ behaviour.

Findings in different chapters showed a huge variety of Chinese tourists views about different issues; some of them going in line with the initiatives of industry and authorities, while others leaded to perception ‘gaps’. The main findings showed that Chinese tourists can not be
generalised. Chinese tourists are very heterogeneous and complex and there is no a single solution how to deal will them. Furthermore, findings have proved that Chinese tourists behaviour when visiting Denmark can be explained by “Three Tourists Conditions” (Ooi, 2001): 1) Their visits are very short, 2) They do not have local knowledge and 3) They come to enjoy.

Due to their heterogeneity and these conditions, there were given following suggestions: that mediators should be sensitive about this issue; they should accept in their minds the fact that Chinese tourist are very diverse; and they should expect a new generation of Chinese tourists, that they will be even more different.
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- **Project Manager, WOCO, Signe Jungersted**
- **Cultural Counselor, Chinese Embassy in Denmark Li Jicheng**
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- **Former professional in handling Chinese tourists groups, Anna Frank**

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CHAPTER 1
Problem Formulation

1.1 Introduction

China, with a quarter of the world’s population, in the 21st century has developed from a closed land “not only into a ‘factory of the world’ but also became the largest domestic tourism market” (Arlt, 2006, p. 9) and ‘the world’s third biggest’ outbound tourism generating country (Lü, 2011). This is due to the released travel restrictions by the Chinese government, fast economic development as well as impact of globalization (Chang, 2012).
Chinese outbound tourism is a quite new phenomena as since 1949 when People’s Republic of China (PRC) was established, it was a strict control of the mobility of the Chinese people (Arlt, 2006). According to the World Tourism Organization (WTO) Chinese outbound tourism development experienced three stages: 1) The ‘trial stage’: 1983- 1996 when Chinese were allowed to visit relatives abroad and cross borders what laid the foundation to Chinese outbound tourism, 2) The ‘initial stage’: 1997- 2001 official opening of Chinese outbound tourism and 3) The ‘development stage’: from 2002 until present (WTO, 2006, p. 9, 10, 12). Since the establishment of Approved Destination Status (ADS) in 1990’s, Chinese outbound tourism began to develop rapidly, especially in 2004 with the biggest increase in ADS agreements (WTO,2003).

In 1995, when the first reliable statistics for tourism was available in China, there were registered 7,5 mill Chinese outbound tourists (Arlt, 2010, p. 31). Who could believe then that Chinese tourists, with their limited spending power, complications to get passports, visa and hard currency, would later become ‘star of the market’ (Arlt, 2010, p. 31) and be identified as ‘hot commodity’ by many national boards. Nowadays Chinese outbound tourism is recognized by the tourism sector as having “significant benefits for world tourism” (Lipman, 2009 cited in Arlt, 2010, p. 31) and having the “greatest buying potential for the 21st century” ( Li, 2011) The rapid development of China’s economy leaded to an increase in international travel from the rising middle class (Arlt, 2010, p. 102) that increasing choose to spend their disposable income for travelling. China now accounts for 6% of the revenues from the global tourism, that is expected to reach 14% in 2020 (Hove, 2012).

WTO prognoses that with an average growth rate of 12,8% between 1995- 2020, China’s share in the world outbound tourism market will increase from 0,9% in 1995 to 6,4% in 2020 and will “become more mature” (WTO, 2003, p.18, 29). In 2006, 91% of Chinese outbound tourists travelled within Asia (WTO, 2006); and Europe in 2005 was considered to be the most popular long- haul destination; among them France, Austria and Switzerland having the biggest market shares and very limited statistics available for Scandinavian countries (http://www.visitscandinavia.org , 2012 ).
There were 80 mill Chinese outbound tourists worldwide in 2011; among them 3 mill have visited Europe, and from these 70.00 came to Denmark (Bernsen, 2002). As WTO (2000) forecasts 100 mill Chinese Outbound tourists by 2020 making it the fourth largest outbound tourism destination in the world, it has caused global awareness and many destinations are trying now to “pay attention and meet demands of Chinese tourists” (Arlt, 2010, p. 29) hoping to get bigger market shares than their competitors and benefits from this promising market.

Denmark and China has in 2010 celebrated 60’s years anniversary of their diplomatic relations followed up by significant exchanges and cooperation in different areas that leaded to even closer bilateral ties between these two countries (http://dk.china-embassy.org/eng/, 2012). Since 2008 when “Comprehensive Strategic Partnership” was established between Denmark and China, culture and tourism became one of the focus- areas in this cooperation (http://kina.um.dk/, 2012) showing a big interest of Danish government in attracting Chinese tourists to the country. However, Denmark as the rest of Scandinavian countries, is still behind other European destinations in meeting demands of growing Chinese outbound travellers (Bernsen, 15/06/12).

Being a recent phenomena, Chinese outbound tourism is also relatively new research area (Arlt, 2006; Caneen, 2004), with first significant studies made in late 1990’s and gradually gaining more attention during the last decade (Keating and Kriz, 2008). This is due to the increased interest in Chinese outbound tourists and wanting to know about their travel motivations, behavior, travelling patterns, their changing profiles or destination preferences.

Generally growing attention in tourism research on tourists’ perceptions also resulted in a number of studies about Chinese tourists perceptions related to different tourism destinations. Their perceptions are important to deal with as “people differ in their perceptions because they have different views of the world” (Arlt, 2010, p. 101) and when tourists’ perceptions are not met, it results in dissatisfaction of the visit to a destination. Perception studies on Chinese tourists allow to identify their views, images, expectations and experiences in regards to Denmark as a tourism destination. Therefore perception studies must be considered when promoting tourist destination and selling tourism products to them (Ooi, 2007). However, studies
on Chinese tourists’ perceptions are not visual in Denmark that makes the topic interesting and useful to deal with.

1.2 Problem identification

Based on the views above—the importance of growing Chinese outbound tourism worldwide, Denmark’s interest in receiving more Chinese tourists in the country, increasing interest of academic research in the area and the importance of perceptions there were identified following research issues for this thesis:

Attracting Chinese Tourists to Denmark. A focused study on Chinese tourists’ perceptions.

- What are Chinese tourists’ perceptions of Denmark?
- What are Chinese tourists’ perceptions of tourists’ attractions in Denmark?
- What are Chinese tourists’ perceptions of services in Denmark?
- What are the initiatives of industry and authorities to keep a good image of Denmark and to attract more Chinese tourists to the country?

1.3 Interpretation of research issues

Based on the research issues I am going to do a perception study, but why perceptions of Chinese tourists are so important? Why it is interesting and useful to deal with them?

According to Kotler (1996, 162) “perception is the process by which people select, organize and interpret information to form a meaningful picture of the world”. People in the same situation may act differently as they perceive that situation individually. This is due to the fact that humans are learning by the flow of information through five senses common to all: sight, hearing, smell, touch and taste, but individuals do it in their own way (Kotler, 1996); and these unique factors to individuals strongly influence their perceptions Lahey (2004).

Many studies have showed that people’s motivations influence their perceptions (Lahey, 2004). According to Schiffman and Kanuk (2002) motives are the needs or wants of a person at a point at a time; thus, motives change from time to time” (cited in Jauhari, V. and Dutta, K, 2009, p. 180), e. g a time-pressed Chinese tourists might perceive waiting time for their meals in
restaurants being too long or service assistants in shops serving too slow, while those who have enough time, would have more positive perceptions about the same things.

As some aspects of perceptions are very unique to members of different cultures such as their specific learning experiences, memories or emotions (Lahey, 2004), these affect their perceptions of tourism destination, e.g. Denmark perceived as a fairy-tale country, western restaurants perceived as too calm or amazement parks being too small. Moreover according to Lahey (2004, p. 113) “our perceptions of reality are also covered of individual expectations, cultural learning experiences and needs”, e.g. some Chinese tourists might expect mainly to visit the main tourist attractions during their visit in Denmark while others would rather spend more time experiencing more and in-depth.

Different researches also address the dynamic nature of perceptions what makes interesting to deal with as perceptions are not fixed but they are changing over the time. According to Jauhari and Dutta (2009, p. 187, 180) “perceptions are influenced by a number of factors and changes with each interaction with the service provider” but “it takes a number of experiences to change quality judgments”. Lahey (2004) furthermore argues perceptions being active and part of the creative process. This complex nature of perceptions shows the big diversity of individual expectations and needs that provide with endless individual tourists’ perceptions highlighting the complexity and importance of this issue.

Keeping this in mind we can argue that Chinese tourists’ perceptions about Denmark, tourist attractions and services are most likely to be changed over the time that can be influenced by the combination of factors: media, ‘word of mouth’ and on a high degree their own experiences. Their acquired perceptions might be very different form the initial once: if they are positive, it lead to satisfaction of their visit and a positive ‘word of mouth’; and if they are negative, they have an opposite effect. Especially if their perceptions are not met, people can get very disappointed. Therefore Denmark, as a tourist destination for Chinese, should know- what are the Chinese tourists’ perceptions on different areas of interest?; Do they go in line with the efforts of industry and authorities as well as their own perceptions? If there is not, industry and authorities should find the ways how to influence their perceptions.
The complexity of perceptions and the importance of Chinese tourists’ perceptions for Denmark as tourism destination therefore caused my interest to deal with these issues in the thesis. My purpose therefore is to get Chinese tourists’ perceptions of Denmark with a focus on three selected areas, in my view most relevant to the Chinese tourists visiting the country: their perceptions of Denmark, perceptions of tourist attraction and perceptions of services. On another hand I will look at some of the initiatives of Danish authorities and industry in order to investigate their own perceptions and strategies directed for the Chinese market; and investigate whether there is a common understanding between the Chinese tourists and the ‘Danish side’.

Will this focus on Chinese tourist’s perceptions, thesis therefore would contribute with a new knowledge to the academic research; as well as it will be relevant to the tourism industry.

1.4 Research design

Research design applied for this thesis is as follows (Appendix nr 2): *Chapter 1* (p.8) introduces the main focus areas and presents research issues for the thesis. These are furthermore interpreted with the focus on importance of perceptions. *Chapter 2* (p.14) discusses research methodology adopted in the thesis with more focus on reliability of research design while *chapter 3* (p.24) presents a chosen theoretical framework. Furthermore *Chapter 4* (p.27) shows/presents an overview of Chinese outbound tourism in Denmark as well as current initiatives of Danish authorities and industry in the area. Following three chapters is a combined analysis and discussion about Chinese tourists’ perceptions: *Chapter 5* (p.34) - perceptions of Denmark, *chapter 6* (p.45) - perceptions of tourist attractions and *chapter 7* (p.61) - perceptions of services. Finally *chapter 8* (p.7) presents final conclusions of the thesis followed by limitations.

CHAPTER 2

Research Methodology

The purpose of this chapter is to introduce the reader with a research methodology applied in the thesis. It includes reasoning on choosing qualitative research methodology and its characteristics; data collection methods used combining secondary- and primary data collection sources with a
special attention on focus groups conducted. Chapter continues with a discussion on credibility of the research design and the triangulation method applied throughout the study.

2.1 Qualitative research approach
The research issues of the thesis with a focus on Chinese tourists’ perceptions lead to a qualitative research method referring to “all non-numeric data or data that have not been quantified” (Saunders, et. al. 2009) as it is the most suitable way for this type of study due to a number of reasons. First of all with a primary purpose to learn about some aspects of social world and generate new understanding studying what people see, hear and experience (Rossman and Rallis 1998) qualitative research method is closely related to the purpose of the thesis- to contribute to new knowledge through the investigation of Chinese tourists’ perceptions. According to Johns and Lee-Ross (1998, p. 121) “qualitative research usually aims to find out the characteristics of a research sample in terms of behaviours, perceptions, values and attitudes”; and are most suitable when the objectives of the study demand in-depth insight into a phenomena (Ghauri et. al., 1995), the inner experience of participants and discover rather than test variables (Corbin and Straus, 1996, p. 12).

Furthermore as research issues of the thesis lead to the exploratory type of studies, these usually have a more qualitative character as it allows to obtain unexpected information (Blumberg, 2005) and is “a valuable means of finding out what is happening, to seek new insights, to ask questions and to assess phenomena in a new light” (Robson, 2002, p 59). As my task is to explore qualitative data, the context becomes very important helping to “capture the lived experiences of individuals and their stories” (Norman and Lincoln, 2000, p. 394).

Because peoples’ perceptions are circumstantial it is necessary to contextualize this data, to show its richness avoiding generalizations. On another hand generalizations are made in order to show the complexity of social process. Due to its richness and fullness, qualitative data allows to explore subject in as real manner as possible (Saunders. et al 2009). As qualitative studies are based on qualitative information- words, sentences and narratives (Blumberg et al., 2005), it lets to “enjoy playing with words making order out of seeming disorder and thinking in terms of complex relationships” (Corbin and Strauss, 1996, p. 13). Because this thesis is a perception
study, the usage of direct quotations becomes important as it allows not only to look at people’s views and opinions but also their feelings and emotions when they express themselves about certain issues.

Finally, the fact that hypothesis in qualitative research arise from the data rather than the other way around giving a more inductive view of the situation (Johns and Lee-Ross, 1998), it allows me to take a more flexible approach adapting new questions along with new data. This contributes to the exploratory nature of the thesis. Quantitative studies on another hand would not provide with these mentioned benefits for this type of study as “statistic might be interesting but it is endless possibilities to learn more about people that qualitative researches do” (Corbin and Strauss (1996, p. 13).

2.2 Data collection
According to Johns and Lee-Ross (1998), it is often more useful to use more than one research technique including also a combination of qualitative techniques in order to increase flexibility, being able to compare findings and obtain a more definitive picture. As suggested by Saunders et. al. (2009) all principal ways of conducting exploratory research were used in the thesis: 1) a search of literature, 2) conducting focus groups interviews and 3) interviewing ‘experts’. Besides that additional primary data was collected to strengthen my knowledge and get new insights.

2.2.1 Collection of secondary data
The first step in exploratory study is often advised first of all to search for the secondary literature and learn what are others talk about the specific topic (Blumberg et al. 2005). Therefore a solid amount of academic literature was reviewed at the first stage of the thesis. These included books and academic articles on different topics: theory, methodology, Chinese and Chinese culture, Chinese outbound tourism, image of Denmark, tourist attractions and services in the country. There were also viewed different reports and statistical databases, other projects about Chinese outbound tourism as well as debates in media on different thesis-related issues. Furthermore there were studied several websites of Visit Denmark, Wonderful Copenhagen (WOCO), Scandinavian Tourism Board (STB), Visit Odense and others in order to know what they are promoting and what are their strategies.
Due to the exploratory nature of qualitative research method, and the fact that new data obtained coursed new questions, it was necessary continuously through the whole process to review new literature and come up with the new insights to different parts of discussions. Secondary data sources have provided me both with theoretical knowledge, gave me a better understanding in different areas as well as statistical data, trends and problem issues, knowledge on industry initiatives helping to form a picture of what kind of perceptions they are forming. A part from these secondary data sources is directly used in different parts of the thesis.

2.2.2 Collection of primary data

2.2.2.1 Focus groups
Due to the exploratory nature of qualitative research of the thesis and focus groups (FG) interviews being very common for qualitative studies (Blumberg, et al. 2005), it was decided to make FG interviews with Chinese in order to get their views and perceptions on the topics related to the research issues. According to Liamputtong (2011) FG are informal discussions among a group of selected individuals about chosen topics involving some kind of collective activity; and when used correctly can reach the parts that other methods cannot reach (Barbour, 2007). FG interviews were considered as the most suitable primary data collection from Chinese side because of a number of reasons:

First, FG are the best way to explore the qualitative data as according to Wilson (2012, p.1) “focus groups explore how people perceive, feel about and view certain services, products and topics”. FG are also closely related to perception studies as they do not aim to reach a consensus but “provide with a big variety of views, better understanding of people’s attitudes, their behaviour and perceptions on the research issues” (Hennink, 2007, cited in Liamputtong, 2011, p.3). Furthermore there are used many of advantages of FG in comparison with personal interviews. Being a collectivistic research method (Denzin et al, 2000), having ‘seductive qualities’ (Krueger, 1994, p 238) it creates a comfortable and natural environment where participants feel being important for the research as well as feeling safe to share their ideas, believes, perceptions and attitudes accompanied by other people from similar cultural, ethnic or social background (Denzin 2000, Krueger, 1994). According to Wilson (2012), when you get
people talking, their insights will go further due to the group dynamic. Being a socially orientated research process allowing to have interaction among groups participants (Krueger, 1994) creating synergy effect (Wilson, 2012), FG generate a big amounts of complex information (Liamputtong, 2011), quick and rich data during relatively short period of time and low cost (Wilson, 2012) therefore is also very well suitable for the limited-period of my study.

This thesis therefore will be driven by data collected from FG interviews with Chinese. As people talk about images and their perceptions, the data produced by those focus groups has a grate value due to its richness and uniqueness. Work with focus groups has included three phases suggested by Krueger (1994): First was the planning phase that is critical for conducting successful focus groups including considerations of the purpose of study as well as determining whom to study (Krueger 1994), considering advantages and disadvantages of FG method, planning of sessions and preparing for tem. With a background of research issues that deal with Chinese tourists’ perceptions it could have been the most natural choice to make FG with Chinese tourists visiting Denmark. However due to their very short stay in Denmark, a very limited spare time they have and lack of contacts with the industry this was not possible for me to do. Therefore an alternative solution had to be found, and it was decided to take a perspective of Chinese people living in Denmark as a proxy. Participants for FG were selected using different selection strategies: participants from own list and advertisements, from ‘snowball samples’ and a ‘piggyback focus group’ (Krueger, 1994).

Second phase was to conduct FG interviews. There were organized five FG sessions ranging from 2 to 6 participants with total number of 22, in the period of 1st of April to 19th of May 2012 (Appendix nr. 3). The number of FG fit well into suggested guidelines (Silverman, 2004), and where stopped when theoretical saturation was reached and no new relevant data emerged. Krueger (1994).As FG are characterized by homogeneity in terms of background, they had to include participants sharing at least one important characteristics (Barbour, 2007), in this case it was ‘Chinese living in Denmark’. However, it was chosen to make more heterogeneous groups combining different age, education, social and civil status as allowed to collect many different views of different Chinese having their unique backgrounds and experiences.
I have used the unstructured interview guide (Appendix nr. 4) covering the main topics of interest and ‘general-to-specific technique’ (Krueger, 1994, p.53)

Third phase- analysis of focus groups’ data. According to Krueger (1994) analysis should be systematic, verifiable and focused. In order to achieve that it was decided to follow his suggested steps. First step: all of the FG discussions were with permission of participants audio-taped and transcribed. Even though transcripts—based analysis was a very precise and time-consuming method (Krueger 1994), it was also very useful as it allowed me to get familiar with the data (Barbour 2007), find different nuances in language and note peoples’ feelings. Transcripts were done short after each FG was made as delays could affect the quality of analysis (Krueger, 1994).

Second step was to make a summary out of the transcripts made. This kind of data reduction was necessary in analysing FG results due to the enormous amount of data achieved from the FG (Barbour 2007). A part of it, including direct quotations, was directly used through the thesis and the rest is placed in Appendix nr. 5.

Third step was interpretation of the FG findings. A part of the data is summarized providing common views and trends while some of the selected views by individuals are highlighted when they add a special value to the context. When analysing this data a narrative style was used taking complete sentences and some quotes from the FG participants as it is considered to be the most appropriate for FG analysis (Krueger 1994). This narrative style of presenting FG findings contributed in showing the richness of the collected qualitative data. When quoting FG participants their real names are provided as this gives credibility to the project. However respecting those participants who preferred to be anonymous, it was chosen to give alternative names for them, that is for males: John1, John 2, et and for females: Linda 1, Linda 2, etc..

2.2.2.2 Personal interviews
In addition to focus groups it was decided to conduct several personal interviews in order to get the views of industry and authorities, to learn more about Chinese tourists as well as their different initiatives related to the Chinese market. Out of many other efforts, there were made six personal interviews: with Director of STB (Beijing), Steven Zhang; Cultural Counsellor of Chinese Embassy in Denmark, Li Jicheng; Route Development Manager, WOCO, Lene Wittek
Holmberg; Project Manager for Chinavia2020, WOCO, Signe Jungersted; a freelance interpreter for Chinese delegations, Dan Jiao and a former specialist, Anna Frank (Appendix nr.6, 7). Personal interviews and on-going communication gave me a chance to get closer to the industry and authorities and to get the ‘first-hand’ information about their current initiatives; as well as to ask questions directly related to my research issues and continuously make updates.

2.2.2.3 Additional field research

Apart from FG and personal interviews, additional primary data was also collected in other ways. During the period of thesis I have kept my eyes open for every event happening about China; as well as I have used every possibility to talk with people who have some kind of experiences dealing with Chinese tourists. There were attended a number of lectures and presentations concerning Chinese-Danish relations organized at Copenhagen Business School (CBS) and by the Danish-Chinese association; used notes of earlier attended conferences and events.

As according to Johns and Lee-Ross (1998, p. 123) “even informal conversation may be viewed as a qualitative research technique”, I have also made an initiative to visit several souvenir shops in ‘Strøget’ and one amber shop where I had short conversations about Chinese tourists’, whether they are visible in those shops and what items they usually buy (Appendix nr. 8). Furthermore during my leisure visits to different tourist attractions I had short talks with personnel at information desks and asked thesis-related questions (Appendix nr. 9). All this mentioned additional field research has contributed in one or another way to the thesis. Some of the information was used for my better understanding about different issues while part of this was directly applied in the three chapters about Chinese tourists’ perceptions.

2.3 Credibility of research design

In order to reduce possibility to get wrong answers a special attention needs to be paid to the research design (Saunders et al. 2009). Therefore it is necessary for us to discuss issues of reliability, validity, objectivity, reflexivity and generalizability that are mainly related to FG interviews as they were very important source of my primary data collection. Besides that the usage of triangulation method is discussed as this is applied throughout the whole thesis.
2.3.1 Reliability
According to Easterby-Smith et al. (2008, cited in Saunders et al. 2009, p 156) “reliability refers to the extent to which your data collection techniques or analysis procedures will yield consistent findings”. Therefore following question arises: is my collected data reliable enough? Would this data be different if another person made FG interviews? Is the raw data interpreted well enough? There were experienced few threats to reliability of the thesis out of the threats proposed by Saunders et al. (2009). First, in part of the FG it was a threat of subject and participant bias because some of the participants being colleagues or a boss and employee might not have felt comfortable enough to tell their actual views on different subjects, especially more negative opinions. In order to reduce this risk I have tried to ask quite simple and naive questions to each participant, have encouraged more silent people to talk asking them confronting questions and in this way trying to prevent from the group thinking.

Furthermore, it was a threat of observer’s error or observers paradox related to my own competences of being moderator for focus groups. It is a weakness that FG with Chinese were conducted not in their mother tongue but in foreign languages- four groups in English and one group in Danish. If focus groups were conducted by a Chinese speaking moderator, they would perhaps generate even more rich data. It was a challenge both for me to initiate discussions among Chinese in foreign language for them; as well as for participants themselves to express more precisely their views.

Finally, there exist a threat of observer bias as every person might interpret information individually. If it was a Chinese person conducting the FG, h/she would most likely have a better cultural understanding of people of the same background and would be able to read their ideas between the lines. This threat was slightly reduced by repeatedly studying transcripts from FG, as well as educating myself about Chinese and Chinese culture.

2.3.2 Validity
According to Saunders et al., 2009 validity is concerned whether research method chosen investigates what is intended to investigate. In qualitative research validity deals with descriptions and explanations and whether or not those explanations fits the descriptions (Norman and Lincoln, 2000) and whether findings are true and certain true supported by the
evidence (Guion, 2012). Keeping this mind it is therefore important for us to know - I am measuring what I am supposed to measure? Are my explanations credible?

The main problem area for this study in regards to validity is the fact that FG were made not with ‘real’ Chinese tourists visiting Denmark but with Chinese living in the country. If there was a possibility to conduct FG with Chinese tourists, it would definitely result in more precise findings on Chinese tourists’ perceptions’. However getting Chinese who reside in Denmark was a good proxy and the best solution in my case due to the following reasons:

First, Chinese living in Denmark were kind of tourists themselves in the beginning of their stay when they visited main touristic places. Furthermore, they used to have relatives and friends from China visiting them and they being ‘real tourists. Keeping in mind Chinese culture of socializing and Chinese talking power, Chinese living in the country could also tell about experiences of their Chinese friends’ and acquaintances’. Therefore they could provide with enormous valuable information expressing perceptions of a wider group of Chinese. Finally, as views and perceptions are changing over the time, it made especially interesting and useful to talk about it with Chinese who stayed longer in the country and have experienced more.

However, due to the fact that the FG technique is easy to understand and results are believable to the readers, it has high face validity (Krueger 1994) but certain attention has to be paid on limitations of the method. For example, due to the interaction among participants discussions sometimes moved away from what was relevant to the thesis to irrelevant (Krueger, 1994), therefore my task as a moderator was to keep control on this. These skills were improved along with the process.

Other threat to validity for this study is disadvantages of qualitative research method chosen. According to Miles (1979) qualitative data is attractive because “it is rich, full, earthly, holistic, real; and their face validity seems unimpeachable” (cited in Ghauri et al., 1995 ). However, opponents of the qualitative research suggest that qualitative research should be conducted systematically to make it valid (Johns and Lee- Ross, 1998), therefore repeating FG with the same participants would possible bring some new insights and confirm previously collected data.
Other treats to validity of this study suggested by Saunders et al. (2009) is the fact that it was difficult to make findings from FG According to Ghauri et al. (1995) the main problems of analysing qualitative data for this study was that few FG have generated huge amounts of in-depth information that caused difficulties to select the most relevant data. Besides that it took long time as data collection, transcribing and analysing often were done simultaneously leading to new questions and new data collection (Ghauri et al., 1995). In order to reduce these threats to validity it was necessary to be flexible and adjust research issues throughout the process along with coming new data.

2.3.3 Triangulation
Due to the fact that “in qualitative studies it is important to get as many perspectives on a topic as possible” (Corbin and Strauss, 1996, p. 9), it was a necessary choice to use a method of triangulation that “refers to the combination of methodologies in the study of the same phenomenon” (Ghauri et al. (1995, p. 93). When analysing research issues of the thesis from different perspectives, triangulation method was very suitable as it allowed to check and to establish validity of the study (Guion et al., 2012).

There were applied selected types of triangulation proposed by Guion et al., 2012. Firstly, it was used data triangulation using different primary and secondary sources of information. Secondary data sources are inevitable as they provide with theoretical background, solid academic knowledge, data and trends but primary own data is precious as it is owned only by the author; is rich and diverse, therefore having a very high value. Secondly, it was applied a methodological triangulation allowing to reach a synergy effect in findings, e. g when using multiple qualitative data methods: FG, personal interviews and conversations. Finally, it was used theory triangulation involving different theoretical perspectives, discussed in the next chapter.

The goal of using triangulation was not to arrive at consistency across data sources, methodological- or theoretical approaches, but rather to view these inconsistencies as an “opportunity to uncover deeper meaning in the data” (Guion et al., 2012) The usage of triangulation throughout the project allowed to investigate certain issues from different perspectives- play with data when comparing it, matching or highlighting differences in perceptions and views leading to the richness of data and increased validity of the study.
Due to the diversity of data achieved through triangulation method, there were many advantages for this study: I could integrate and challenge different theories, I got a better understanding of different issues from different perspectives and have increased the confidence in the findings (Guion et al., 2012). It also allowed to produce a “more complete, holistic and contextual portrait” of different research issues (Ghauri et al., 1995). The main disadvantage of using triangulation method for this thesis was that it was a very time-consuming process as well as there were difficulties “working with contradictory results” (Ghauri et al., 1995) that challenged me all the way long.

2.3.4 Objectivity and reflexivity

Historically qualitative researchers have tried to be as objective as possible when studying the lives of other people (Rossman and Rallis, 1998) as it is important “to keep the distance between themselves and the phenomena under investigation” (Johns and Lee-Ross, 1998, p. 122). Thus being objective allows researcher not to be influences by personal feelings, interpretations or prejudices and being able to base findings on those investigated.

According to Rossman and Rallis (1998, p. 38) there is always exist some kind of “relationship between the researcher and those being researched”; and “this relationship together with the researcher’s reflections on it comprise a phenomenon reflexivity” what is another important consideration in qualitative research. As long as researchers are reflexive, the issues of reliability and validity of the study are served (Rossman and Rallis, 1998). Thus my task was to be self-reflexive throughout the process especially in regards to my own background, personality and the effect of my presence (Rossman and Rallis, 1998) when conducting FG interviews.

Did I succeed to be objective and self-reflexive? Having an objectivist view I have tried to “deal with reflexivity by assuming that it can be controlled” (Rossman and Rallis, 1998) especially paying attention to my “own feelings and responses” (Corbin and Strauss, 1996, p. 31). However, due to my role as a moderator of the FG, I automatically became part of Chinese social world (Rossman and Rallis, 1998), and it should be admitted that my participance did had some kind of effect on objectivity and reflexivity. This often happened spontaneously and unconsciously, e.g. giving my own opinion. However, this has improved dramatically with the experienced gained. On another hand, objectivity and self-reflexivity was strengthened when
reviewing transcripts repeatedly and contextualizing the research with constant reflection and revision on own words (Finlay and Gough, 2003). Objectivity was furthermore applied in every section when writing the final report.

2.3.5 Generalisability
Generalizability, sometimes called ‘external validity’ deals with a concern whether the findings of the study could be generalizable (Saundra et al., 2009). A clear answer for this thesis is ‘no, the results got can not be generalized’. This is partly due to the fact that “qualitative research often provides with a partial view of population, rather than broad and truly representative one” (Johns and Lee-Ross 1998, p.121), in our case having a very small number of Chinese FG participants and them being not ‘actual tourists’ visiting the country as well as having limited access to industry and authorities that minimized chances to reflect on broader initiatives. However. on another hand the qualitative approach for the thesis allowed to “achieve much deeper understanding in individual feelings, attitudes and behaviour” (Johns and Lee-Ross, 1998, p 122) helping to produce a unique piece of study on Chinese tourists’ perceptions.

CHAPTER 3
Theory

3.1 Theory
As research issues of the thesis lead to the choice of theoretical framework, the aim of this chapter is to present chosen theories explaining why they are suitable in dealing with those research issues. Due to the qualitative nature of this study, chosen theories will provide frameworks in order to understand ‘why things happening?’ rather than to structure arguments to test hypothesis as is the case in the quantitative research.

Theories here are used both as a tool to structure my arguments and to give criticism, where theories are put against each other and are criticized based on my empirical findings. Therefore theories helps us to get a better understanding of Chinese tourists- what influence their perceptions on different things, and why they behave in one or another way when they travel.
A combination of theories are used in order to get a better understanding of Chinese tourists’ perceptions. One of the chosen theories is John Urry’s (1990) ‘Tourist Gaze’ with the main argument that when traveling tourists seek for sights that are authentic for them. According to Urry (1990, p. 1), travel products “are consumed because they are supposed to generate pleasurable experiences which are different from those typically encountered in everyday life”; and part of that experience is to gaze upon different landscapes or townscapes. Besides that Urry argues that when being on holiday, tourists look at new places differently with interest and curiosity. Furthermore he states that “there is no a single gaze as such” as tourists vary depending on society, social groups or historical period; so “such gazes are constructed through difference” and there is no a universal experience which is true for all tourists at all times” (Urry, 1990, p.1). When using this theory we will be able to investigate whether Chinese tourists also gaze for authentic things when they are on holiday in Denmark or are they different from other tourists.

Another theory I have chosen to include is Can-Seng Ooi’s (2002) theory of ‘Versatile tourist’ that is basically a respond to Urry’s (1990) ‘Tourist Gaze’. According to Ooi (2002, p. 76) “the same tourists may want the authentic, such as local food, historic sites and indigenous craft, as well as non-authentic tourist products such as mass-produced souvenirs, arranged photo-opportunities and staged performances.” They also desire different things and experiences at different times depending on their motives at that moment. Furthermore theory states that tourists may not want authentic products at tourist destination as they do not suit to them, e. g local Danish food, but from another side, mass souvenirs such as mini statues of The Little Mermaid or Mc Burgers might appeal to them. “This is in consistent with the observation that tourist want to visit unique and exotic sites but want to do so in familiar manner” (Ooi, 2002 p.76). The usage of this theory therefore will help us to investigate whether Chinese tourists are ‘versatile tourists’.

As this theory creates an awareness that tourists are very complex; however it does not give an answer ‘when tourist desire what?’ and that is the main problem of this theory (Ooi, personal communication). Therefore I am going to use “Three tourist conditions” (Ooi, 2001, p 19-21) through the thesis to give arguments why Chinese behave as they behave: 1) Tourists stay in
Denmark for a very short time; 2) Tourist are not very familiar with tourist destination as locals do and 3) Tourists travel in order to escape from their daily routines and they want to enjoy and engage themselves in leisure activities. When using these three conditions, being universal for all tourists, we will get a better understanding what factors effect Chinese tourists’ perceptions of Denmark, tourist attractions and services and will explain the reasons for their perceptions.

Besides these mainly used theories, other theories were taken in use in discussing different issues in different parts of Chinese tourists’ perceptions. One is Richard’s Prentice theory (2004a), 2004b)- “Affirmation of authenticity” with the main argument that tourists seek for things they are familiar with, things that they know in advance. According to Prentice, tourists’ motivation to experience things that they are familiar with is not something unusual- tourists might want to visit the same place repeatedly, to be a tourist in their own country, to visit countries of similar cultures or do the same things in different places (Prentice 204, b), p 274). Prentice had built up on Baloglu’s (2001) typology of familiarity resulting in FAM7 typology, that is familiarity being informational, experiential, proximate, self- described, educational, self-assured, expected (Prentice, 2004, a, p 942). Studies of Baloglu (2001, cited in Prentice, 2004, a) on Turkey showed that tourists who were familiar with this destination, “had more pleasurable, arousing, relaxing and exciting images of it.” Therefore when using Prentice theory, will be able to investigate whether Chinese also seek for familiar things when they visit Denmark, what type of familiarity it is; and whether these contribute to their positive experiences.

Another theory taken in use is Bryman’s Disneyization theory what was developed as a parallel concept to Ritzer’s (1993) MacDonaldization theory stating that the principles of fast food restaurants are increasingly dominating in the world( Cited in Bryman, 1998). Bryman’s Disneyization theory is saying the same thing about the spread of Disney theme parks’ principles in different sectors, e. g shopping malls, hotels as in Las Vegas, cruises or tourist attraction (cited in Ritzers, 2005) Usage of Disneyization theory will allow us to find out whether Chinese tourists expect those principles to be visible also in Denmark, especially in relation to image of the country, tourist attractions and shopping; discussing some of the trends proposed by Bryman (2005, p 29): 1) theming, 2) dedifferentiation of consumption, 3) merchandising and 4) emotional
labour. Apart from these theories, some other theories, models and concepts are taken in use as when discussing specific issues in different perception.

CHAPTER 4

Chinese Outbound Tourism in Denmark

The aim of this chapter is to give an overview about Chinese outbound tourism in Denmark. Chapter starts with a statistical data on Chinese tourists arrivals in Denmark including historical perspectives, current situation, trends and forecasts. Furthermore a profile of Chinese leisure tourists in Denmark is introduced in order to answer following questions: what kind of tourists they are?, What are their travel motivations to visit Denmark? and What is their basic itinerary in the country? Moreover several selected initiatives and strategies of Danish authorities and tourism industry are presented. The chapter is ended with a conclusion on the mentioned topics.

4.1 Chinese outbound tourists arrivals in Denmark

According to senior researcher Erik Gøbel (Presentation, 19/04/12), Chinese sailors taken in the Danish ships in the 17th C, could be called as first Chinese tourists in Denmark as they were going around and visiting different places. However, the same as the rest of the world, not before the end of 20th century that Denmark started to notice Chinese visitors in the country who at the beginning could only come on business- or study trips. Only after signing the ADS agreement in 2004 Chinese could come to Denmark purely for tourist purposes. According to Ole Mansfeldt (WOCO) since that time statistics started to be made on Chinese bed- nights (Hansen, 2008).

In that first year 2004, 60.000 Chinese tourists came to Denmark and this number is expected to grow four times by 2020 (Ooi, 2007). Chinese overnight stays in Denmark are rapidly increasing from year to year, e. g it was an increase of 20 % in 2011 with a total number of 85.000 Chinese bed- nights (Husted, 2012). This boom of Chinese tourists in Denmark in 2011 is furthermore expected to continue with forecast of 110.000 Chinese tourists for the year 2012, and 15- 20% increase annually from 2013 (Rothenborg, 2012).
The biggest majority of Chinese outbound tourists come to Copenhagen that is currently experiencing a rapid growth in Chinese bed-nights. The number of Chinese bed-nights in Copenhagen grew up from around 54,000 in 2006 to 75,063 in 2011, especially remarkable was increase in the previous year: 25% grow in 2010 and 30% in 2011 (Appendix nr,10, a) that reached above growth average (Appendix nr.10, b). In comparison with other big European cities, Copenhagen takes just 11th place regarding Chinese bed-nights out from 14 countries, but takes a leading position among Scandinavian capitals (Appendix nr.c). Chinese market share in Copenhagen was 108 in 2010 that is relative high giving 6th place out from 14 (Appendix 10,d).

These remarkable increases in Chinese outbound tourists signals, that Chinese started to recognized Denmark as worth to visit destination. Due to the newly-launched two direct flight routes in 2012: Copenhagen- Shanghai by SAS and Copenhagen-Beijing by Air China, Denmark now has three non-stop flight services to China allowing to forecast an annual increase by 55,000 Chinese visiting the country (Air China to Launch New service to Copenhagen).

4.2 A profile of Chinese leisure tourists in Denmark

Due to the lack of academic research on Chinese outbound tourism, it is difficult to define precisely what are Chinese outbound travellers’ characteristics, motivations, needs and expectations, as “nobody knows” about it (Arlt, 2006, p. 92, 99). However based on selected existing literature and interviews with experts in tourism industry and authorities I will try to give an assumed picture of Chinese leisure tourists in Denmark.

First of all we should keep in mind that that “long-distance travel is still affordable only for the top decile of the Chinese population” (Arlt, 2006, p. 98) and still is not enjoyable so much as by people from developed countries (Wilkinson, K, 2010). Majority of average Chinese have limited leisure time and spare income to spend on recreation and “to engage themselves in the activities that do not bring money” (Wilkinson, K, 2010, p 197), especially population in rural areas (Wilkinson, K, 2010). Therefore Denmark, the same as other long-haul European destinations receives just a small part of Chinese who can afford traveling abroad at all. They are usually well-educated, having high positions and income and living in big cities in China.
especially in the East and Southern parts that are most developed (Arlt, 2006). These Chinese tourists in Denmark usually belong to the growing middle class that uses outbound travel “as kind of indulgence or reward for their hard work during the year” (http://www.euromonitor.com) as well as to show their status. Middle class Chinese tourists are mostly also of middle age 35-50 years old (STB), where very young and the old are under representative (Arlt, 2006).

Because Chinese tourists give a high price for a long-distance European tour, they expect to visit as many countries as possible in one trip visiting just the most important landmarks in each country (Arlt, 2010). Package tours arranged by travel agencies and including multiple destinations are therefore highly dominated as these are perceived by Chinese tourists as “delivering better value for money than a single-destination package” (Guo et al., 2007 cited in Li 2011) and “being convenient” (You and Weiler, 2001, cited in Li, 2011). During personal interview Cultural counsellor at Chinese Embassy Li Jicheng have confirmed this trend also in Denmark:

Chinese tourists usually travel in groups visiting Denmark as a part of Scandinavian tour lasting for 8-9 In that tour they spend just 1 or 2 nights in Copenhagen what is very short. Basically Chinese group tourists visit The Little Mermaid statue, walk along Langelinie to Amalienborg, along Nyhavn and Strøget until Copenhagen Town Hall where they visit H. C. Andersen’s statue. They also have couple of hours for shopping. This is a typical situation at the moment. However, in summer some of the groups go to visit royal castles in the North of Zealand.

Project Manager, WOCO, Signe Jungersted has elaborated:

Chinese tourists program in Denmark indeed is very tight. They are always under time pressure rushing from one place to another. As they usually stay in 3-star hotels placed outside Copenhagen, e. g in Køge, they are not so happy about it as they need to leave Copenhagen city and go through the fields to reach their hotel.

As majority of Chinese leisure tourists in Denmark visit the country in groups arranged by travel agencies, they do not have any influence on their program as everything is decided in advance by them. Because of time pressure, inconvenient locations of their hotels and high dependence on the group, they do not have possibility to explore the destination on their own.

Chinese tourists differ from European tourists in many ways as “the Chinese word to describe fun atmosphere is renao where re means ‘hot’ and nao- ‘noisy’”(Arlt, 2006, p. 99), therefore
Chinese tourists are not irritated when visiting busy overcrowded tourist places as for them it is a part of ‘Chinese experience’ (Lau and Tol, 2006). On another hand, Chinese tourists might become disappointed on their visit to Denmark as it is not as crowdie as other destinations.

Different researches have provided with their different characteristics of Chinese outbound tourists showing a big diversity of these tourists and therefore complexity of this issue e. g Huang (2008, cited in Li 2011) has provided with three expectation patterns among Chinese tourists namely entertainment, variety seeking and health/low price; Li et al. (2011) have presented a similar overlapping segmentation, that is Chinese tourists being entertainment/adventure seekers, life-seeing experience/culture explorers, and relaxation/knowledge seekers. Besides that WTO (2003) distinguishes between different types of tourists coming from different provinces in China, e. g Chinese from Beijing interested in culture; Chinese from Shanghai loving shopping.

Study of Lau and Tol (2006) has showed that Chinese outbound tourists “prefer to travel to large and rich countries” and “climate, coast, culture and political stability are irrelevant”. They are not interested in 3S- holydays, cultural or nature orientated tourism (Arlt, 2010, p. 105). Therefore countries in the North and Western Europe are preferred to the Meditarrian (Lau and Tol, 2006) what has a positive effect on Denmark as a tourist- destination choice regarding it’s small size.

According to Wagner (2007) instead of relaxation and having fun, Chinese tourists prefer “more educational tours where they can absorb as much as possible about those peculiar Europeans” (cited in Arlt, 2010, p 105), where among the most important motivators are to increase knowledge, experience different culture, to see unspoiled nature and historical places (Artl, 2006). Furthermore Kim et al (2005, cited in Lau and Tol, 2006) found out that Chinese outbound tourists “are interested in other cultures being as old as their own”, leading to assumption that Chinese tourists can be interested in Danish royal family and visiting castles.

Moreover Lau and Tol (2006) found out that nature is more important for Chinese tourists than culture, what is suitable in the case of Norway, but this contradicts studies of Schwicker (1989)
who says that cultural sights for Chinese tourists are more important than natural surroundings (cited in Lau, 2006), and suits better to Denmark. As findings of Yu and Weiler (2001) showed that Chinese outbound tourists were mostly satisfied when trips included “scenic beauty, safety, famous attractions, different cultures and services in hotels and restaurants” (cited in Li, 2011), these should be considered when tailoring tourism products for Chinese tourists in the country.

Denmark should be prepared for changing Chinese tourists as according to WTO (2003) they will be more diversified in the future - besides usual sightseeing they will demand for other types of tours: beach, cultural or fitness tours, as well as taking part in cultural- and sport events and festivals. According to Arlt (2006) even packaged tours will remain the main form for travelling outside for Chinese tourists, over the time China’s outbound tourism will become more diversified with a slow increase in small- group and individual Chinese travelers. WTO (2006, p 3) furthermore has noticed new emerging trends: 1) increase in FIT tours including air ticket and hotel, 2) “going in depth tours” to a single destination and 3) “Leisure tours”.

Having “a higher degree of venturesomeness“ (Lau, 2006) Chinese tourists will want to adapt their travel itinerary in Denmark according to their unique individual interest, motives and desires. Cultural counsellor at Chinese Embassy Li Jicheng also expects that there will be more individual Chinese tourists in Denmark spending more time here visiting more places of interest and experiencing local culture where meeting local Danes will be an important part of the stay. Development Manager, WOCO Peter Rømer Hansen also hopes that the next wave of Chinese who are younger and less materialistic will start coming to Denmark; that they can become closer to local Danes and one day they will hold a fest together in Roskilde festival (Bernsen, 2012). As Chinese are going to have more disposable holyday and they will be able to spread it over the year (WTO, 2006), Denmark will most likely receive more Chinese tourists coming outside the peak season giving new possibilities on product development.

4.3 Current initiatives of Danish authorities and tourism industry

According to Arlt (2010), during financial crisis many countries have high expectations towards Chinese tourists and therefore make different initiatives to be more attractive than competitors, e.
So what are the initiatives of Danish authorities and tourism industry in regards to Chinese outbound tourism? Tourism and experience economy is recently chosen by the Danish government as one of most important growth areas, where it is also recognized the importance of Chinese outbound tourism in the country (http://kina.im.dk, 2012). Since 2008 Danish government made easier viza procedures for individual Chinese leisure travellers (www.nyidanmark.dk, 2012) as these were prohibited before that. In spite of these efforts, there is still a general agreement both in media and among my interviewed professionals that visa procedures to Denmark is still one of the biggest obstacles for Chinese tourists to come to the country, especially for individual tourists. Many of FG participants agreed: “It is to expensive as you need to show a big deposit”, “it is almost impossible to get visas for Chinese who do not have connections in Denmark”, “it is a very long process where nothing is sure”.

Besides complications with visa procedures, Denmark is ahead with many other initiatives. For example Copenhagen is proud to host a conference on Chinese Outbound Tourism “China Day” on the 22- 23d (http://www.chinaday2012.com, 2012) A clear signal is given that Chinese outbound tourism is taken seriously both at European level and in Denmark. Furthermore, the national Danish tourism organization Visit Denmark have different on going initiatives in relation to Chinese Tourists, among them Information and Inspiration’ meeting in 2011 to discuss opportunities, trends and potentials of the New BRIC Markets (Chinese Tourists to Denmark Sets New Record); workshop in Beijing in 2012 that coursed big Chinese media interest http://www.visitdenmark.dk/ , 2012) becoming a winner of ‘Leading Tourist Board2010’ by Chinese travel Magazine ‘SINA’ as they “work hard to inspire Chinese travellers to spend their holiday in Denmark” (28% Rise in Chinese Visits to Denmark, 2011).

WOCO has also been contributing with a number of initiatives related to Chinese outbound tourism. Back in 2004 WOCO has made an analysis on Chinese tourists in Copenhagen based on a quantitative surveys and four FG being first type of this kind in the country (WOCO 2004,a), b), c)). WOCO has furthermore organized a conference “Sæt Kina på Dagsorden” where 70
partners had worked on a common strategy based on the results of those WOCO’s projects WOCO, c). Since 2009 WOCO has taken initiatives in Global Connected Project where they are responsible for ‘Copenhagen Connected’ part with a focus on flight connections to and from Copenhagen. Route Development Manager Lene Wittek Holmberg told about WOCO marketing initiatives in connection with newly opened Shanghai- Copenhagen route:

WOCO has organized a tour for Chinese Travel specialists and journalist in Scandinavia showing them around and including untraditional places, e.g. visiting farms. Furthermore a big marketing campaign was launched in Shanghai where Denmark was presented not purely as H. C. Andersen’s homeland, but a country where old and modern is combined with more focus on Danish life style. We definitely need to focus on more marketing, but our budget is very limited.

Furthermore WOCO being the main initiator and organizer is currently actively evolved in CHINAVIA 2020 project including all Scandinavian countries (Appendix nr 11). The overall objective of the project is to “produce a solid knowledgebase and then rethink the Scandinavian growth strategy on the Chinese market” in order to “boost Chinese city tourism to Scandinavia” (Hansen, 2011). CHINAVIA 2020 is the first project of this type in Scandinavia showing that this region have recognized the importance of Chinese outbound tourists and all the countries are willing to join their forces to get a bigger market share of Chinese market. “First we need to attract Chinese to Scandinavia and then to make them staying longer in Denmark”, Signe Jungersted said.

4.4 Conclusions
The aim of this chapter has been to give an overview of Chinese Outbound Tourism in Denmark introducing current trends and Chinese tourist profile as well as showing how Danish industry and authorities are engaged in the matter. The findings here are clear and straight- due to remarkable growth of outbound Chinese tourism worldwide and new flight connections between Denmark and China there is expected a remarkable increase in Chinese tourists to Denmark, mainly to the city of Copenhagen.

Most of Chinese tourists come to visit Denmark in groups staying 1- 2 nights in Copenhagen that is a part of a round trip in Scandinavia. Their travel itinerary is tailored by travel agencies and decided in details meaning that Chinese tourists do not have much spare time and possibilities to
experience tourism destinations on their own and try something different. This also means that tour organizers being the main mediators, might shape/influence Chinese tourists perceptions in advance e. g providing their clients with limited information, bringing them around only to selected top tourists attractions or choosing only Chinese restaurants.

The value of attracting Chinese tourists to the country is recognized both by the Danish government and tourism industry that are actively engaging themselves in their different initiatives discussed. Denmark is working both locally towards Chinese market as well as joining forces with other Scandinavian countries and on European level. It is recognized a need of more marketing of the country, product development for diverse and changing Chinese tourists as well as easier visa procedures.

CHAPTER 5
Chinese Tourists’ Perceptions of Denmark

The aim of this chapter is to investigate what are Chinese tourists’ perceptions of Denmark and whether these go in line with the initiatives of Danish authorities and industry. Introduction presents the importance of image of destination for tourists’ decision to visit it, as well as the importance of image gap that might exist between tourists and a tourism destination. Chapter continues with a combined analysis and discussion investigating Chinese tourists pre-perceptions of the country and how did they changed after their visit. Furthermore it shows Chinese tourists’ perceptions on Copenhagen’s brand ‘OPEN’. Chapter ends with a conclusion on these findings.

5.1 Introduction
According to Correa and Crouch (2004) perceptions are some kind of mental image formed about tourist destination in tourists minds. Metelaka (1981) argued that in tourism literature, image of the destination is seen as “a set of expectations about a place of activity, either voluntarily or through suggestions before actual experiences”. Crompton (1979) called image of destination as “the sum of believes, ideas and impressions“ (cited in Andersen et al., 1997). An important fact is that image of a destination exists in tourists minds and these images may have a significant effect on the choice of destination for their holiday (Andersen et al., 1997). Positive
perceptions of a tourist destination are strong motivators for tourists to visit it while negative perceptions have an opposite effect.

According to Pizam and Mansfeld (2005), “travelers choice of destination is influenced by a variety of personal and environmental factors.” Anholdt (2008) argues that nation brand is a very important concept nowadays because due to the globalization, countries compete with each other in order to get a bigger market share of different tourism markets. Therefore, it is crucial to be aware of ‘image gaps’, so tourists can get the right message from the mediators and do not misunderstand them. Therefore it is important for Denmark as a tourism destination to understand what are Chinese tourists’ perceptions, images and motivations to visit the country.

Due to the dynamic nature of tourists’ perceptions, tourists’ images of a destination country might change. According to Anholdt (2008), “nation brands either change very slowly over decades and centuries as the nation itself changes, or quite suddenly in the minds of certain individuals because they have created a strong personal impact on those individuals, e. g a happy holyday experience”. This makes the issue even more complicated as marketers should also follow how tourists perceptions change after their visit to the country and what are the reasons for that.

According to Rosch et al. (1976) argued that the first categorizations and perceptions of tourist destinations are made already in early childhood (cited in Decrop, 2006, p. 124). Gunn’s (1988) in his classification of ‘image formation of destinations’ has distinguished two types suitable also for Chinese tourists: 1) Chinese having ‘organic image’ of Denmark that is formed by noncommercial sources, e. g newspapers, journals or books. These images are difficult to change as they are based on stereotypes and prejudices; and 2) ‘induced images ’ that are result of promotional materials and can change (Pizam and Mansfeld, 2005, p. 211). According to Van Ham (2008) images and reputation of tourist destination in tourists’ minds have always been important where media had a big influence, but it was lack of this information until quite recently (cited in (Csaba and Stöber, 2011).
5.2 Discussion

5.2.1 Perceptions of Denmark before visit

Tourism industry presents Denmark being a “home of Royalty, Vikings and Fairytales”; rich in culture and perfect destination offering many activities and experiences throughout the whole year (Nordic Visitor). But what are Chinese tourists’ pre-perceptions of Image of Denmark?

At the beginning of FG discussions, Chinese agreed that they did not have much knowledge about Denmark before coming here. “We haven’t received much information about Denmark compared to other countries”, “Denmark doesn’t really have something special and unique what is only related to Denmark, like e. g Pizza for Italy”, they said. However, Many Chinese perceived Denmark as being a fairy-tale country as it is home country of famous fairy-tale writer H. C. Andersen. All Chinese unitedly knew H. C. Andersen and his fairytales: “Before I came to Denmark, I seldom heard about Denmark. I knew only H. C. Andersen and The Little Mermaid”, “I thought Denmark was H. C. Andersen’s romantic fairy-tale country”, they said. Cultural Counselor at Chinese Embassy, Li Jicheng has elaborated:

H. C. Andersen and the Little Mermaid are so popular in China! H. C. Andersen’s stories are in school curriculum, so children know them from primary schools. Every Chinese knows him! It is the first think what comes to their minds when they think about Denmark. “Emperors clothes”, “A girl with matches”- all his stories are very very popular.

These images agrees with Bryman’s (1998) theory of Disneyization. As they associate Denmark with H. C. Andersen’s fairy-tale country, they also have this idealized image of it and expect to feel this romantic, fairy-tale atmosphere during their visits.

Furthermore, Chinese also perceived Denmark being a very small country and not the first-time destination for Chinese, e. g a former tourist guide Mi He said: Denmark is just so small, it is really only one-day destination. At that time when I was a guide, many Chinese stayed in Denmark only for one night’. Fan Shang said: “Denmark is really very small, Copenhagen is OK, but all the rest is so small.” According to Decrop’s (2006, p. 114) categorization of ‘Destination considerations sets among tourists’, Denmark could be placed to ‘unavailable set’ or ‘dream set’ to most of Chinese tourists as it is a long-haul, expensive and not a first priority destination in Europe. Many Chinese agreed that Denmark could not compete to be in the list of
top outbound tourism destinations for Chinese, e. g Xiao Fei said: ”Yes, Chinese started to travel, but they usually go first to countries around: Thailand or Japan. After that they go to Europe. It’s actually everyone’s dream to go to Europe”. Cultural Counselor at Chinese embassy Li Jicheng has elaborated:

Chinese first go to France, Italy, Greece. Denmark probably will not become the first top-country to visit as there are many more attractive countries as France- it is a big country with rich history, culture, much more exposed in the World, so it is quite normal that people want to go there first. From his studies using Anhold (2008) found out that many people, especially outside Northern Europe did not have a strong sense of the differences between Denmark and Norway. However, due to the social interaction among FG participants, Chinese could identify several more images of Denmark that they had before their visits. For example many Chinese knew Denmark being ‘the Happiest Country’ in the world: “Majority of Chinese people think, that Denmark is the happiest country in the world. They have this picture from news”, they said. Chinese also knew the reasons behind Danish happiness, namely good social system, social security, democracy, equality. Gouping Zou 2 said: “I also knew that everyone is equal here.. Denmark is famous for democracy. I like western cultures, much more than America.” Dongdi Wang has elaborated:

Standard of living is really high here; and therefore they have the happiest people in the World. I wanted to see why Denmark is the happiest place. In media they say: “even though it is really rainy and cold there, but Denmark have the happiest people in the world: men and women are equal there.; it is really nice place to live, they have a lot of spare time for private life as people work short working hours and have free time for themselves.. Some Chinese perceived Denmark also as a safe country to travel: “Denmark is very safe country to travel compared with other countries” or “it is safe tourist destination”, they said. Arlt (2010) stress the importance of safety for Chinese outbound tourists as it strongly affects their destination choices. Their concern about safeness of destination is rooted in recent “disasters in the world such as nature catastrophes and human-related: terrorism or robbery” as well as safety related to the “danger of being racially abused” (Arlt, 2006, p. 101).

Furthermore, a part of Chinese talked about Denmark as a country that has a strong focus on environment. FG participants expressed themselves “I knew that Danes care a lot about environment”, “Many heard about famous windmills in Denmark”, “I knew about bio energy
stuff here, so it was interesting for me”, “COP15 was arranged in Denmark”. Cultural Counselor Li Jicheng said:

Green energy, environmental protection – they talk a lot about this in China. They also have very good business in China- VESTAS, DANFOSS, MÆRSK have branches there. Green technology- is very attractive for Chinese”.

When taking in use Decrop’s (2006, p 122) categorization of stereotype of destination judgments’, we can confirm that some of his selected stereotypes are also applicable for Chinese tourists visiting Denmark, namely “the mentality and the way of local people”, “environment”, “safety”, “well known persons” such as H. C. Andersen, and “historical and cultural attractions”. These stereotypes are related with Prentice (2004,a, b) theory “Affirmation of authenticity” stating that tourists tend to go for familiar destinations. However my finding showed that this theory is not completely true in the case of Chinese tourists choosing Denmark for their vacation. Some of them have noticed: “Even, if we heard a lot of nice things about Denmark, it doesn’t not attract us to go there” or “Yes, I heard about good welfare system in Denmark, but it is still so small and so far, it I not interesting to go”. This goes in line with Ooi’s (2001) Three Tourists’ Conditions’ as Chinese due to their limited time in a destination and the biggest motive to enjoy there, do not really care about anything else.

5.2.2 Perceptions of Denmark after visit

So how did Chinese tourists perceived Denmark after their visit?

Chinese in general had many more positive perceptions about the country after their visits and still think of Denmark as being a ‘fairy- tale’ country, however this is not due to tourists attractions related to H. C. Andersen or royal castles, but rather due to other factors making Danes the happiest people in the world, e.g Dan Jiao said:

I knew a lot about Denmark, not only H. C. Andersen as I read a lot of books about Denmark, but books are different from the real world- they talked about that Denmark was a fairytale country,, but was is it a fairytale? It came to my mind castles and people dressing like in cartoons.

These changed perceptions from Denmark being a purely ‘fairytale country’ based on H. C. Andersen’s motives to another type perception- fairytale country related to good social system
and quality of life, proves the weakness of Disneyization theory (Bryman, 1998) as tourists got false image of the country before coming here. These images were too much idealized, people expected more romantics and “people dressed like in fairytales”.

There were identified several categories of their perceptions associated with their new image of Denmark: First, **Denmark being a good place to live** because of **good social system**: Xiao Fei said: “It’s not a question of how much you earn, it’s a comprehensive feeling of safety..feeling safe..”, Xiaozhou Wang has elaborated: People who live here, they have *a feeling of security*-this is very important. This is the key factor of happiness. This is the reason why Danish are the most happiest people in the World.. “ Second, Chinese admired easiness in Denmark related to the *relaxed- Danish life style*: “everything looks more easy here, peaceful, not much traffic, not so many crowds like in other places”, “Danes have balanced work- leisure time, what is very positive.”, ”You can see many Danes just walking around or sitting and relaxing in parks”, they said. Cindy Wong has elaborated:

Danes spend a lot of time for their hobbies, families, friends. They really enjoy life! This you can not see in China- people are too busy with jobs, trying to make their living.

Third, Chinese perceived Denmark being very **democratic country** where they could feel that they have a *feeling of freedom*: “You can have a freedom to do things what you want, much freedom and possibilities to combine education, job and family“, “Citizens have equal rights, everybody is treated equal in terms of gender, education, status in the society”, ”Here, nobody in the streets cares how you look like or how you are dressed”, they said.

Forth, many Chinese had even a stronger image of Denmark being a country that really **cares about environment**. Chinese said: “It is really green and nice here”, “I like it! It is really good! In China- air condition so so bad.. even you feel in your through”, “All Chinese who come here, like fresh air very much here”, “People recycle a lot here, they also don’t mind buying second-hand stuff. Huihua Wu said: I have been also in Ålborg, Billum og Århus, it was beautiful and clean everywhere, I liked it a lot”. Linda 2 has elaborated:

My guest think that Denmark is a very clean country, it’s not so much garbage around. Also Chinese who live in other countries in Europe they think this way about Denmark. You can use the same clothes for few days, but in other countries you need to change your clothes every day as it is polluted and dirty.
Siwei Cheng (21/06/12) in his presentation told: “I am astonished how many bikes you have here! I am amazed how Denmark’s engaged in sustainability and government encourages people to take public transport and bikes. We need to learn a lot from here! “

Finally, Chinese perceived Denmark being a very Safe destination, e. g Jishen Chen said:

In general Denmark is very good for living and for travelling. Many of my friends who have visited other European countries, they like Denmark more because of safety here. other places are less safe, e. g too many diff people in Paris, traffic is busy- it’s like out of control.. here its’ better- y feel calm and peaceful… It is so SAFE. I can leave my clothes here, my bag and nobody will take it. For example my friend forgot his camera in a bus, he came home, called to Movia and he got his camera back!

Tourism industry and authorities are also aware of these Chinese tourists’ perceptions e. g

Project Manager, WOCO, Signe Jungersted said:

Chinese tourists perceive Denmark being green, convenient, easy, very free, Danish people having a very relaxed life style. When they walk along from one tourist attraction to another, they pay attention to people biking or just sitting and relaxing

Cultural Counselor at Chinese Embassy, Li Jicheng has elaborated:

When choosing a holiday destination, it is interest what drives, not the distance. Many Chinese tourists have a very positive image of Denmark after their visit- a clean, green country, beautiful landscapes, fresh air, good weather, friendly local people. Many business delegations are especially impressed about the fact that such a small country is so well administrated and has so high-tech and innovations that are really unique for a small country!

However, there were notices some negative images that Chinese had after their stay in Denmark. As Anholdt (2008) states “people can hold several contradictory feeling about countries at the same time”. For example, while Chinese admired Denmark being a safe destination to travel, at the same time they questioned- “Is it really so safe here?”, e. g Jishen Chen said:

I think Denmark is very safe, but accidents happens to individuals. My friend was talking on his phone, somebody came to him, grab his phone and ran away. So you need to be careful.

Director of STB, Steven Zhang said:” There were several thief cases against Chinese tourists; and people talk a lot, so if these are not significant, bad stories spread faster than good news”.

Cultural Counselor at Chinese Embassy, Li Jicheng has elaborated:
Yes, we do get Chinese tourists coming who got stolen their things. Recently one Chinese family got help for us. They came to visit Denmark on their own; and as soon they went away from the airport, their handbags were stolen with all their documents and money! They were not able to enjoy here and left Denmark short after.

Besides thieve cases, Project Manager, WOCO, Signer Jungersted also noticed, that Chinese are very aware that accidents can happen on the way: “They usually go in buses from one Scandinavian city to another and they do think of their safety. It was a very sad story in Sweden when a tourist bus with Chinese tourists had an accident. People do not forget that fast”. Linda 3. has elaborated: “I do not dare to go alone late in the evenings as more and more accidents happens in Denmark, we hear those in the new”.

However, it was a general agreement among Chinese that Denmark is becoming more visual now in China. Mi He said,

When I said to my classmates that I am going to go to Denmark to study, they were asking where it is? Nobody knew Denmark for 10 years ago..but recently, like 5 years ago, people started to know where Denmark is because Denmark and other Scandinavian countries started to brand themselves in China. Actually they did a very good job.

Cultural counselor at Chinese embassy, Li Jicheng has elaborated:

I always say- Denmark is a very small country, with a very small territory and only 5mill. people, but Denmark is rich in culture! The fact that such as small country with a population of 5,8 mill has 13 Nobel Prize winners! In recent years Denmark became quite popular in China and this is due to several events: Bilaterial relations among these countries lasted for 60 years and now they are more intensive and meaningful, e. g first visit of Danish queen to China, first visit of Chinese minister to Denmark followed by many other exchanges on the political level; Denmark hosting environmental conference Cop15, 2009; and the first trip oversees by ‘The Little Mermaid’ to Expo in Shanghai. So now Chinese are interested in other aspects than just H. C. Andersen. Denmark is the happiest country in the World- this fact is widely exploding in Chinese media.

Counsellor and Deputy, Gu Hui in his presentation (23/10/12) talked about huge positive impacts that Chinese President’s Hu’s visit to Denmark in June 2012, has for Danish- Chinese future relations. He stressed not only commercial agreements, further exchange of ministers, but also increasing cultural exchanges, e. g establishment of Danish cultural center in Beijing and “the
most important- it showed to the world the importance of Danish-Chinese relations due to huge media covering! So no people talk much more about Denmark”. To my question how president’s image influence the image of Denmark as a holyday destination for Chinese, Gu Hui answered: “I will be lying to say that his visit will attract more Chinese tourists immediately to Denmark, but on the long way- yes! As Chinese will be more aware about the country”.

Danish pavilion in Shanghai Expo 2010 was called ‘Welfairytales’ consisting of two words: the welfare state and fairy-tales of H. C. Andersen. A statue of ‘The Little Mermaid’ being the main attraction at the pavilion invited Chinese to think creatively on three themes: ‘tales of how Danes live including sustainable solutions in Danish cities; tales of what we love- what Danes do in the cities and tales of the future- with a focus on Danish technology (Institute for Cultural Diplomacy (2011). These initiatives also shows that Danish tourism industry strives to promote Denmark in a new modern way, the way how Chinese tourists also perceived the country

5.2.3 Is Denmark open for Chinese tourists?

WOCO with its relatively new brand ‘Copenhagen Open’ strives to prove that Copenhagen is an open city both for local people here and for tourist (Lene Witterbek, WOCO, interview). WOCO’s strategy to prove the ‘openness’ of the city is clearly seen in different actions, e. g focus on diversities while developing tourist products for handicaps, kids or geys as well as educating local population to be ‘open’ for tourists as they are important ambassadors of the city

Based on these initiatives of the Danish capital, let as have a look, whether Copenhagen and Denmark as a destination is open for Chinese tourists. Cultural counselor at Chinese Embassy, Li Jusheng aid: “Yes, Denmark is open for Chinese, e. g Visit Nord Sjælland focuses on product development for them”. Project Manager, WOCO, Signe Jungersted has elaborated:

I think Copenhagen wants to be open, but is not yet very open yet.. We really need to work on it…we need to think in new terms, e. g we want to have Chinese signs, but we are still away behind Zurich or Paris, they are really ahead. I think we need to be more innovative.. Anyway, Copenhagen is still a good example for the rest of the country as it would like to be a multicultural city and open for minorities.

Only very few FG participants heard about Copenhagen brand ‘Open’; and those who knew it, did not have much knowledge about it. During discussions majority of Chinese perceived
Denmark being ‘open’ for Chinese tourists, but mainly because they are seen as a source of income to the country, e. g Linda 4 “They are open if you stay only for 2-3 days, because they take money from you!”, Chinese also thought that local Danes were also kind for Chinese tourists: Johnn 1 said: “Tourists are usually happy, so locals also smile to them” they said. Dongdi have also noticed that “Danes help unconditionally. They do not expect anything from you”. Linda 5 has elaborated:

In general Danes are very nice, polite. They can just come to you in the street when they see you standing with a map and ask whether you need help. I havn’t experience that in other countries. People are really helpful here and their English is very good.

On another hand, Chinese have also identified several obstacles preventing Denmark to be called ‘open’ for Chinese tourists. First, Chinese complained about complicated viza procedure to come to Denmark, John 2 said: “there are too many complications to get vizas to come here!”, Second, some Chinese felt racist attitude from local Danes towards them, e. g: “I feel that they do not like foreigners to stay here. Some people are really racist, they really hate foreigners”, Dan Jaio has confirmed from her own experience: “I was treated really bad and unfair in my student dormitory by my Danish neighbor. When I complained to the stuff, they were unfortunately on her side! I felt direct racism towards me and I cried a lot afterwards”. Finally, a part of Chinese have stressed the lack of sign and information either in Chinese or English, e. g John 3: “Denmark is not open for Chinese compared to other countries- there is almost no information in Chinese here and very little in English. How you want Chinese to feel comfortable here?”

5.3 Conclusions
The goal of this chapter was to find out what were Chinese tourists perceptions of Denmark and did they agree with initiatives of Danish industry and authorities. Due to the dynamic nature of tourists perceptions, I have decided also to look at Chinese tourists’ pre- perception of the country and compare them with the images that they had after their visit.

My findings showed that average Chinese did not hear much about Denmark before coming here. However, every Chinese knew H. C. Andersen and therefore associated Denmark with his fairytales. They also acknowledged that it was not perceived as priority destination to visit.
Besides these, some Chinese knew that Denmark was called ‘The happiest country in the world’, others associated it with safe destination to go as well as had images that country cared about environment. After their visits, Chinese still thought of Denmark being as a fairy-tale country, but mostly related to other factors than fairy-tale figures, social security, relaxed Danish lifestyle, democracy and ‘feeling of freedom to do what you like’, care about environment as well as being a safe destination to go. Besides these, several negative images appeared – thieve cases against Chinese tourists, road accidents for Chinese; and the impacts of these were recognized being very important due to the ‘word of mouth’.

According to Andersen et al. (1997) new images need to be promoted and these have to be done on the bases of the experience that different market segments have. Therefore it is important to notice an important role that mediators have- to manage Chinese tourists perceptions, so they will not think that e. g Denmark is getting dangerous place to go. My findings have also showed that there were made many different initiatives by Danish industry and authorities to promote a new image of Denmark; and these had resulted in bigger awareness of the country that Chinese have also admitted.

My findings also proved Three Tourist Conditions by Ooi (2001). Due to the fact, that they come here only for a short time with their main purpose to enjoy, Chinese tourists do not really care how good Danish well fair system is or how good technologies they have, even though they admires these things. However, this attitude could be changed by mediators as they are the ones who stand for local knowledge and have power to shape tourists’ perceptions. Tour organisors e. g can influence their stay by providing with different experiences: offering guiding tours in local recycling center or presentations about reduction of CO2 in local university such as CBS.
CHAPTER 6

Chinese Tourists’ Perceptions of Tourist Attractions

The aim of this chapter is to investigate what are Chinese tourists’ perceptions of tourist attractions in Denmark and do these go in line with the strategies of Danish authorities and industry in the area. The chapter starts with an introduction showing the importance of tourist attractions for Denmark as a tourist destination and the importance of tourists’ perceptions on these attractions. Chapter continues with a combined analysis and discussion including selected areas of interest: big cities vs. rural areas, their perceptions on top tourist attractions as well several selected tourists attractions: related to H. C. Andersen, architecture, museums and amusement parks in the country. Chapter ends up with a conclusion on the findings.

6.1 Introduction

With the primary purpose “to allow public access for entertainment, interest and education (ETC, cited in Fyall et al., 2003, p. 10) tourist attractions is often the main driver for tourists’ motivation to visit a destination. Together with transport and accommodation, tourist attractions form basis of the tourism industry and play crucial role for the destination (Page and Conell 2009, p.197). According to Lew et al. (2008, p. 37) “without attractions there will be no tourism” and “without tourism there will be no tourism attractions”. Furthermore, Page and Conell (2009) argued that tourist attractions are related with high tourists activity and spending, therefore their development and managing is crucial for Denmark’s success as a tourism destination country.

Different scholars have presented with their classifications of tourists attractions showing a big diversity and complexity of the topic, e. g According to Kotler et al. (2010, p. 512) they can be “natural or build”; Among the main tourist activities at tourist destination can be named sightseeing, visiting museums, art galleries, zoos; attending cultural and sport events, shopping, dining (Page and Hall 2003). Cooper et al.(1996) argued that changing patterns of leisure time and increased disposable income has influenced the form of attractions that tourist demand (Cited in Fyall et al., 2003, p.9 ).
According to the “nuclear mix” identified by Leiper (1990, cited in Botti et al. 2008), “the primary’ attractions correspond to the purpose of the holiday and therefore plays a decisive role in destination choice”; and tourists spend most of the time on them. However, author notices that the ranking of attractions depends on individual needs, e. g for some Chinese following H. C. Andersen’s footsteps could be as primary attraction on their visit to Denmark while for others it could be ‘secondary’, replaced by something else, e. g to experience Danish contemporary art. In relation to this, we can also make use of Caccomo and Solonandrasana’s (2002, cited in Botti et al., 2008) classification that some Chinese tourists would perceive certain attractions as “Escape” or “E-attractions as they would love to spend more time exploring them; while others look at the same attractions as “Discovery” or “D-attractions” due to their limited interest.

As “attractions alone do not attract visitors” (Kotler et al., 2010, p.528), scholars recognized the importance of experiences related to them. According to Richards (2001, p. 55) the most important motivation for visiting cultural attractions is to “experience new things” in order to satisfy the “experience hunger”); and that “the emphasis of attractions changes from the physical resource to a ‘story’ attached to the attraction or what can be created around the attraction” (2001, p. 157). Therefore Denmark, as a tourism destination, should try to “deepen the travel experience by providing greater value and making the experience more significant and rewarding” (Kotler et al., 2010, p. 528). Tourist attractions should also focus on creativity through active visitor involvement (Richard and Raymond, 2000) to strengthen tourists’ experiences.

According to Holloway and Taylor (2006, p. 67), we should acknowledge that each person’s perception of a holyday is influenced by his experiences and attitudes; and “only if the perception of the need and of the attraction match, then they will be motivated to buy the product”. Therefore it is important that Danish tourists attractions are positively perceived by Chinese tourists, so they will want to visit them and after that spread a ‘positive word of mouth’.
6. 2 Discussion

6.2.1 Big cities vs. rural areas
Prentice (2004) in his theory of “Affirmation of authenticity” suggests that tourists tend to choose familiar destinations and places to visit. I will try to investigate whether his theory is true in regards to Chinese tourists visiting Denmark.

According to Law (1993) “large cities are arguably the most important type of tourist destination across the world” (cited by Page and Hall (2003, p. 9. As earlier discussed in chapter 4, visiting Danish capital Copenhagen is also the first priority for Chinese tourists coming to Denmark. This is partly because Chinese are familiar with it as it is the capital, but also because it is often the only place in Denmark included in their tight program and decided by tour organisers.

Copenhagen provides with a diversity of functional areas for Chinese tourists proposed by Burtenshaw et al. (1991): 1) “the historic city”, 2) “the culture city”, 3) “the shopping city” and 4) “the nightlife city” (cited by Page and Hall, 2003, p.146). However, according to Shoval and Raveh (2004) most of Chinese tourists in Denmark belong to two of their proposed four clusters “Cluster A” – they tend to visit only the main sites in Copenhagen and “Cluster D”– they visit shopping areas as they are usually the first-time tourists to the country as due to big choice and capacity in big city as Copenhagen, they have to prioritize their choices.

Apart from visiting Copenhagen, do Chinese tourists perceive other places in Denmark to be attractive in terms of tourist attractions? And do they visit other cities because they are familiar with tourist attractions placed there? According to Page and Hall (2003), urban destinations function as gateways for tourists to entry into the country as centers of accommodation and excursions to rural areas. Chinese tourists who have more time to spend as well as those coming repeatedly usually visit more places of interest; also those placed outside the city centers that relate to “Clusters B and C” by Shoval and Raveh (2004). Many of FG participants expressed a strong desire to visit tourist attractions outside Copenhagen, e. g Sun Hong said: “We saw most of Copenhagen and now have plans to visit other places that we know” :Linda 3 added: “We want to discover as much as possible when time allows”. Many of Chinese have visited outskirts of Copenhagen and the North part of Zealand with their primary purpose to visit royal castles, e. g Hamlet’s castle as everyone knows it. This goes in line with Prentice theory (2004). Cultural Counsellor of Chinese Embassy, Li Jicheng told:
I was recently invited by Visit North Zealand to experience places of interest in the area and newly prepared routes for Chinese tourists as this tourism board currently has a strong focus in targeting Chinese market. They hope that Chinese tourists, after visiting the main sights in Copenhagen will be willing to spend an extra night in the area. I was really impressed by the choice of different tourist attractions they have for Chinese tourists, and I do think this definitely has a future! Besides visiting Royal castles, Chinese would love to enjoy nature and beautiful coastline, clean environment and fresh air; as well as go fishing as a part of their experience.

Visit North Zealand together with WOCO has in 2011 joined their forces in EU- destination development project in order to increase the awareness of the region and to attract more tourists to the area that WOCO calls “Copenhagen’s green front yard” (http://www.visitcopenhagen.dk, 2012). However, Project Manager, WOCO, Signe Jungersted tends to pay more attention to Copenhagen as the main place of interest for Chinese tourists at the moment:

It is of course nice that we have all kinds of initiatives to attract Chinese tourists also to go outside Copenhagen and stay longer in Denmark, but we should be aware, that it is still like a big city phenomena, and statistics shows that the vast majority of Chinese tourists go to Copenhagen. So we should at least make that more interesting for them.

However, according to Li Jicheng, “if Chinese tourists had a chance, after visiting Copenhagen and North of Zealand, they would definitely go to visit H. C. Andersen’s home town Odense”. Many of FG participants also expressed their desire to go to Odense as they perceive it as a ‘must see’ destination for Chinese tourist visiting Denmark. Xiaozhou Wang said:

I think every Chinese who come to Denmark might want to go to Odense. I know many Chinese who went to see Odense because of H. C. Andersen. They were happy to visit his home town as everyone read his stories in childhood. It is a good place to visit. There is a book for museum guests to write their comments; I read comments of so many happy Chinese there!

While local tourism board Visit Fyn is marketing Fyn island as “Denmark’s garden” and a “Fairy-tale island” (http://www.visitfyn.com/, 2012), Chinese had quite contradicting opinions about it. Few FG participants were impressed of H. C Andersen’s home city saying: “Odense is my favourite”, “Odense is famous and interesting” or “Odense can be very attractive for Chinese”. However, many of them were not so impressed about the city, but felt that they had to visit it as it was a ‘must see’ attraction in Denmark, e. g young female Chinese noticed: “Odense as a city is not interesting, only because it is related to H. C. Andersen, so Chinese would like to go”. A freelance interpreter Dan Jao from her experiences told:
Many Chinese both from mine and my friends’ groups who also guided Chinese in Odense were not impressed by the city, but they still enjoyed to walk around and take lots of pictures, so they could later tell to others that they have visited H. C. Andersen’s home town”.

Mi He has elaborated:

Visiting H. C Andersen’s hometown can be compared with visiting Karl Marx home town Trier in Germany. The town is quite small and not very famous but many Chinese travel there because of the fact, that it is his home town. Every Chinese knows Karl Marx.

Furthermore, several Chinese talked about other places they have visited in Denmark. A clear tendency was noticed that cities as Århus or Ålborg were not visited for tourism purposes while visits to Odense and some small towns were driven by desire to visit famous tourist attractions there, e. g they went to Roskilde because of Viking ship museum, to Nivå because of Louisiana or to Billund to visit Legoland. As Århus and Ålborg were not initially perceived as having important attractions there, these views stayed also the same after their visits: “I did not see anything significant in Ålborg” or “it was nothing special in Århus, just a Cathedral”, some said.

These empirical finding proved Prentice (2004) theory as Chinese tend to visit Copenhagen because it is the capital of Denmark; they visit royal castles because they know them and associate with Denmark being a fairy-tale country; they also visits smaller towns because they are familiar with famous tourist attractions placed there. Furthermore, Chinese have changed their perceptions of tourist attractions after visiting them, e. g few Chinese were quite disappointed after their visit to Viking ship museum and said: “this was not worth a long trip to go there”, “there were just two boats there” or “it was not impressive as I saw better boats in Norway”.

6.2.2 Top tourist attractions

According to Lew et al. (2008, p 37) “Attractions are perceived by tourists to be ranked above or below each other in importance”. As discussed earlier, Chinese tourists tend to visit the most important landmarks in the country due to their shorts stays, therefore Top10’s can be good guidelines for them. Both Visit Denmark and WOCO have identified their TOP attractions’ lists, but are these lists also suitable for Chinese tourists?
Besides traditional Top10 attractions in Copenhagen, WOCO, has in recent years broadened its outlook and focused on tourist product development presenting several other Top10’s in the city. In this way WOCO tries to go away from traditional attractions to less traditional, to more modern- and diverse product development. In doing that a clear signal is given that Copenhagen has plenty of less- known places of interest what can become “hot” and “must- visit” places in the future providing unique experiences.

According to the Director of STB, Steven Zang the most important tourist attraction for Chinese tourists in Denmark are historic and modern sites of Copenhagen, nature and shopping. Project Manager, WOCO, Signe Jungersted when talking about results of WOCO’s field research in Copenhagen, said: “Chinese tourists didn’t tell much about tourist attractions in Copenhagen. They also didn’t have much influence as they just followed their itinerary”. Majority of FG participants have visited most of the Top10 attractions in Copenhagen as these were ‘must see’ places for them. According to Shuwei Ji “Chinese do like the main tourists’ sights in Copenhagen but they think that city is small and therefore has too little to show”. Linda 2 has elaborated:

The most important activities for Chinese tourists when visiting Denmark are just three: 1) to visit Little Mermaid, 2) visit Tivoli and 3) do a lot of Shopping! This is enough for short stay in Denmark, but if they stay longer, it is too boring.

As many Chinese tourists tend to visit the main ‘must see’ places that they are familiar with, this again confirms Prentice theory (2004a, b). However, this theory is not completely true for all Chinese tourists as part of them have desire to visit also other - authentic places; that goes in line with Urry’s theory of ‘Tourist Gaze’ (1990). I will give you a couple of examples: “There are many unique places here, and Denmark could definitely be an interesting destination for Chinese tourists Xiaozhou Wang said. Linda 2 added: “If my Chinese guests stayed longer, I could bring them to visit unique attractions such as Christiania, Copenhagen Casino or Legoland”.

Visit Denmark’s initiatives presenting Top50 list tourist attractions in Denmark proves that tourists do have a big choice of unique tourist attractions in the country. Top50 attractions received 21, 4 mil guests in 2011 that was the biggest number ever(http://www.visitdenmark.dk/, 2012). The current development is that now more attractions placed outside Copenhagen, are listed in the Top50 (Appendix nr 12): museums, amazement parks, zoos in the province showed
a significant increase in visitors proving Prentice theory that small towns have big potentials to attract tourists due to unique attractions there.

However, only few FG participants have visited some of these attractions and also they acknowledged that most Chinese tourists would not go there either due to the following reasons: First, they feel it is a lack of information: e. g Cindy Wong said:

During my trip to Roskilde to see Viking Ship museum, I just passed by Roskilde Cathedral. I didn’t have anyone to tell me about it, so I even didn’t know that it was so famous. Also by that time I saw a lot of churches in other countries, so this one was not so impressive for me.

Second, Chinese tourists do not have enough time to visit them as “many of those attractions are situated away from Copenhagen” and “you need time to arrange a visit there”, they said.

Third, some perceived that Top lists are not suitable at all for Chinese tourists, Mi He said:

These Top10’s lists are westernized. It does not work for Chinese tourists, because cultures are different…When they look at Danes, Chinese think, that it is very relaxed country, they look more to Danish people, their life style, also beautiful Danish girls, they admire beautiful blond Danish children with blue eyes. Chinese also like city culture of Copenhagen. So these Top10 has to be adjusted to Chinese tourists’ needs.

This idea that Chinese want authentic experiences- to meet Danish people and have a glance at their life style agrees with Urry’s (1990) theory of Tourist Gaze. However, they want to do it in a similar manner as well as these Top lists to be adjusted to their needs, that proves also theory of ’Versatile Tourist’ (Ooi, 2003).

6.2.3 Chinese tourists’ perceptions of selected tourist attractions in Denmark

6.2.3.1 Perceptions of H. C. Andersen

As discussed in the previous chapter about Chinese tourists’ perceptions of Denmark, Chinese are generally very familiar with world famous Danish fairly-tale writer H. C. Andersen and his stories. FG participants have acknowledged: “Chinese come to Denmark just because of The Little Mermaid and H. C. Andersen”, “Little Mermaid is the most famous attraction in Denmark!” “The Little Mermaid is the first thing what comes to Chinese mind when they think about Denmark”. Chinese do know well H. C. Andersen and The Little Mermaid, but did
Chinese tourists who have visited Denmark, have satisfied their ‘experience’ hunger related to these attractions?

To start with, it was noticed that Chinese were surprised and upset to see The Little Mermaid’s statue being very small, Dongdi Wang said: “They saw The Little Mermaid in Expo already and they are disappointed already, because it is so small” or Mi He has elaborated: “That shows how little Denmark is. Also when they have seen The Little Mermaid in Expo, they do not need to come all the way to Denmark just to see her again”. Linda 5 has elaborated:

The Little Mermaid was not as impressive as I thought! I didn’t see it as being something special...It was kind of disappointing to see her so small, but it’s good that it was close to my place where I live, so I didn’t need a lot of efforts to come and visit her, but for those who come all the way from China, they might be very disappointed.

However, it is not really a matter about the size of the famous statue, but the surroundings around her, as well Chinese tourists’ perceptions that Denmark is lacking attractions related to the famous writer himself, e. g Project Manager, WOCO, Signe Jungersted from her experiences interviewing Chinese tourists in Copenhagen told:

There are some issues what Chinese pointed out, e. g H. C. Andersen. They come here and ask: where is he? It is not enough what they see - just a statue of The Little Mermaid and there is no real background. They just go there and see a single statue…There is no explanation or an exhibition. They definitely want something more”.

FG participants agreed: “Chinese are disappointed to see so little of H. C. Andersen in Denmark because they do not know anything else”, “in general Chinese do have too high expectations about H. C. Andersen as he is the whole image of Denmark for them”.

The fact, that Chinese tourists have high expectations to see much more of H. C. Andersen during their visit to Denmark, confirms again Prentice theory ‘Affirmation of authenticity’ (2004), that they seek for tings that they are familiar with, e. g they want to see “The Little Mermaid” not because she is special or unique, but because they are familiar with it. Chinese tourists do not feel that have seen enough in Denmark unless they have seen her. It also goes in line with Urry’s (1990)theory as H. C. Andersen related attractions are perceived being authentic and found only in Denmark.

As a matter of fact, attractions related to H. C. Andersen do exist, but either Chinese tourists do not know about them or they are not accessible for public at all, e. g Huihua WU said:
There are four apartments where H. C. Andersen lived, but they are not opened for tourists. It is just written from which year to which year he lived there. Sometimes it was me who told to Danish people that actually H. C. Andersen lived here, and even they didn’t know that….

So now, how Danish tourism industry is responding to Chinese perceptions related to the ‘lack of H. C. Andersen’? Already back in 2004, WOCO in their research project about Chinese tourists in Copenhagen has found out that Chinese wanted more of H. C. Andersen (WOCO, 2004). As a respond to this request, H. C. Andersen’s Eventyrhus (Fairy-Tale house) in the centre of Copenhagen was established (Ooi, 2007). However this museum is neither a part of a typical itinerary for Chinese tourist, nor it is Chinese tourists’- friendly as there is almost no information in Chinese. C. Andersen’s Eventyrhus is still not well-known tourist attraction as most of Chinese in my FG did not know about its existence. Besides that, museum itself is rather passive concerning Chinese tourists (my own observations).

Among other initiatives concerning ‘more H. C. Andersen’ is worth mentioning Odense city’s newly- developed sightseeing route “In the footsteps of H. C. Andersen“ (http://www.visitodense.com/, 2012). Both Project Manager, WOCO Signe Jungersted and Cultural Councelor at Chinese Embassy, Li Jicheng has acknowledged the need of product development addressed to the Chinese tourists, e. g to offer them routes such as “Footsteps of H. C. Andersen” in Copenhagen and in Denmark leading through significant places related to the grate author; including his grave among others.

Furthermore, Chinese were surprised that Denmark had no amusement park related to H. C. Andersen based on his fairy-tales, e. g Dan Jiao said: I think since Denmark has this famous person, why not to make a theme park -‘H. C. Andersen’s Land’? This type of attraction might become a big success for Chinese tourists”. The idea of having such an amazement park soon can become a reality in Denmark as the need of it has been recognized by politicians and tourism industry in Denmark as well as Chinese investors (Wenande, 2012). This Chinese demand of having amusement park based on H.C Andersen’s fairy-tales confirms Disneyization theory of Bryman (1998). Chinese would be willing to visit a world- famous gigantic H.C. Andersen’s World in Denmark, where both -attractions, restaurants and shops are within his fairy-tales theme. Besides the theme, other two trends of Disneyizations are visual among Chinese tourists,
namely merchandising as Chinese want to buy H.C. Andersen’s related souvenirs, e. g Yang Shujung said: “Everybody read H. C. Andersen at schools and it is true that Chinese would like to visit more places of Andersen, make pictures and buy related souvenirs at these attractions”; as well as emotional labour as they most likely will also expect personnel in such a park being dressed in special way and be extremely service-minded.

6.2.3.2 Perceptions of Danish architecture

When visiting Denmark, Chinese tourists have possibility to experience old architecture as it was not destroyed by wars and therefore maintained historical buildings; as well as to see booming modern architecture that is world-famous. So what are Chinese tourists perceptions of old- and new architecture in the country?

Many of FG participants did not expressed themselves much concerning architecture as they were “just not interested in it”. Few Chinese noticed that they were impressed of architecture in Denmark, but most likely because “it was totally new” for them, Jishen Chen told:

Denmark is the first European country that I have visited, so everything was new for me and interesting. However I saw many pictures of architecture in other European countries: France, Italy, Germany and I like it much more than here. I really want to visit those countries on day..”. Danes are proud of their old monarchy and Royal Castles in the country what are also significant in Top lists of Visit Denmark and WOCO. According to Visit Denmark, the most visited castles – Rosenborg, Frederiksborg and Krongborg received high number of visitors, 212.000 on average ( Appendix nr 12). But do Chinese tourists admire royal castles in Denmark the same way as locals do?

The biggest majority of FG participants have visited several royal castles both in Copenhagen and in the North of Zealand while others knew about them and were planning a visit. Many positive views were expressed, e. g “Chinese do like castles”, “It could be interesting for Chinese tourists to visit royal castles in Denmark if they had time for it”, “Chinese tourists would love to watch changing of the guards at Amalienborg and make lots of pictures” or “Chinese should definitely visit royal castles in the North of Zealand” they said. Chinese tourists’ desire to visit royal castles can be associated with their image of Denmark being a ‘fairy-tale’ country. I feel,
Prentice (2004, a,b) theory: “Affirmation of authenticity” is the most suitable here as it explains the reasons behind this Chine tourists’ desire to visit royal castles.

However, due to their previous visits to other European countries and therefore comparing Danish royal castles with those in other countries, Chinese have noticed that Denmark has not so much to offer, e.g., a former tourist guide for Chinese Mi He from her experiences told:

As most of my groups travelled in France or Italy before coming to Denmark, they saw more impressive castles already there, so many were not very impressed about Amalienborg.

This was also a case talking about Danish old architecture in general. Zhou Guojing said:

No No No! Old architecture in Denmark is just terrible! E.g., Barocco style it’s terrible...even Stockholm – it’s really better there! Barocco and Renaissance were too short time in Denmark, so it’s nothing to see for those who are really interested.

Shuwei Ji has elaborated: “My guests from China did not care about churches here because they saw many more fantastic churches in other European countries”.

On another hand, Danes are proud of their world-famous new architecture; WOCO presented with Top10 Architecture attractions including many modern buildings in Copenhagen, but do Chinese tourists view it also as being interesting and worth visiting? There were expressed more positive opinions about new architecture in Copenhagen were mostly agreed that “it is very good, or it is ‘really impressive’. Few mentioned impressive architecture in ‘Øresund’ district.

These facts, that Chinese tourists were not impressed of Danish old architecture including castles and churches as they saw better examples in other European countries, but from another side they admired Danish new architecture being impressive and unique, agrees with Urry’s theory ‘Tourist Gaze’ (1990). However, Mi He noticed:

Architecture in Denmark can not be a selling point. Is not interesting for an average Chinese tourist because they are in Europe, what is already different from China. Average tourists do not really care about differences of architecture among countries, this is for specialists, e.g., I know one Chinese architect who came to Scandinavia ‘just to see architecture here’.

This agrees with ‘Three tourists conditions’ (Ooi, 2001) stating that because of their short time in the country, they do not want to spend time on learning more about Danish architecture styles, rather they would spend time on something else to enjoy themselves.
6.2.3.3 Perceptions of museums and art galleries

According to Kotler *et al.* (2010, p. 513) manufactured attractions are expected to play an important role attracting tourists’ to a destination; where visiting museums and art galleries is a part of tourists activity. Danish museums and art galleries are well represented in the Top50 attractions of Denmark even though that some of them had some decrease in number of visitors. Danes are proud of world famous museums such as e. g modern art museum Lousiana – the highest ranked museum in Top50 with 629,000 visitors per year (Appendix nr. 12). *but do Chinese tourist see a big value in them?*

Many Chinese from the FG have visited different museums, mainly placed in the Copenhagen area. A very typical answer was “I have visited most of the museums in Copenhagen in the first weeks of my stay in Denmark”. Among most-visited museums were National Museum, Glyptotek, Denmark’s National Gallery, Danish Design museum, Lousiana, Viking Ship museum. Zhou Guoqing said: “Especially art museums are really impressive in Denmark. They have a lot of interesting exhibitions to show”. Many Chinese agreed that “There is a lot to see here” or “It is a big choice of museums”. Besides big and famous museums, some have noticed smaller museums such as e. g Carlsberg Visitors Center, Post and Tele Museum or Believe it or Not museum being “very unique and interesting” and “worth visiting”, they said.

Richards (2001, p. 65) stresses the importance of active visitor involvement in the museums as it leads both to “self- discovery” and the “discovery of the world” as well as to the development of their experience. Several Chinese have acknowledged that Danish museums are especially attractive as they provide with grate experiences through visitor participation. Linda 1 said: “It is nice that one can ‘try and touch’ e. g in Children department of National museum”. Xiao Fei said: “Young people like me prefer to see something interactive, some moving things, not just pictures or statues standing in museums”. Cindy Wong has elaborated:

> I was so excited to visit ‘Garbage exhibition’ at Copenhagen City museum! This was so, so unique and impressive! It is a very interactive exhibition based on the latest audio technologies. As Chinese tourists enjoy visiting unique museums and interactive exhibitions in Denmark, I feel that Urry’s (1990) theory is the most suitable here to explain such a behaviour, namely that Chinese tourists seek authentic things, something unusual for them.
6.2.3.4 Perceptions of amusement parks
According to Holloway and Taylor (2006, p. 236) the “purpose-built leisure parks are major attractions receiving the greatest amounts of visitors”. Using their categorization, we may place famous Danish amusement parks Tivoli, Bakken and Legoland (Appendix nr 12) to ‘flagship attractions’. These are also associated by tourists from neighbouring countries as attractive places offering “experiences for children, bringing family together and fun” (Visit Denmark, 2011), and this is also strongly related to Copenhagen and Denmark as a tourist destination. But are Chinese tourists familiar with these amusement parks?

Tivoli, the first top Danish classical attraction with its 3,96 mill visitors in 2011 (Appendix nr 12) was ranked as number two in Top10 Copenhagen attractions by WOCO, that has also presented “Top10 Tivoli” showing the uniqueness of the amusement park with focus on experiences. Partly because of its popularity, and partly because of its central location, Tivoli was very well-known tourist attraction and visited by most of FG participants, e. g John 3 said: “Tivoli is the best choice from those Top attractions”. However, they perceived it being too small and lacking of experiences, e. g Lida 2 said: “Tivoli is nice, but so so small..in China in big cities we have much bigger, much better and more exciting parks where are more things to do..”.

Even though Bakken, the oldest entertainment park in the World, was ranked number two attraction in Denmark having 2,5 mill visitors (Appendix nr. 12), only several of FG participants have visited it. There were quite divided opinions whether this could be worth a visit for Chinese tourist or not. From one side some Chinese were very positive, e. g a Sun Hong said: “Chinese: would love to visit Bakken as it is surrounded by forest and is close to the sea, especially those travelling with children”. From another side there were more negative opinions about it, e. g a Zhou Guojing 1 said:

No, no no! if you bring a delegation there, it is just a land and a small entertainment park…and especially if they come from areas with similar countryside, they will say- what is this? Just grass and trees? There are many more interesting amusement parks in other countries in Europe - Brother Grimm’s park in Germany is a good example.

Dongdi Wang has elaborated: “Chinese tourists would be very angry that they came here, because it is waste of time for them”. Others agreed on that ”it is so small and “nothing special compared to those what we have in China”.
**Legoland**, number three Danish attraction with its 1.7 mil visitors in 2011 (Appendix nr. 12), is the world famous Danish amusement park, also visible in China as according to Chinese student “everyone knows the brand ‘Lego’”, Visit Denmark’s report on knowledge about Danish attractions shows that Legoland is the only entertainment park focusing on creativity ([http://www.visitdenmark.dk/](http://www.visitdenmark.dk/), 2012). Many FG participants agreed that visiting Legoland would definitely be a good choice for Chinese tourists: “Probably the best choice from Top10’s in Denmark”, John 3 said. Every Chinese knew Legoland and many has visited it: “it is a nice place to go”, “especially younger Chinese or families with children would love to visit it”, they said. Some perceived it as being too small e. g Dan Jao said:

> Legoland is so small, so I think Chinese tourists can get disappointed of that because it is so small… But it depends who visit Legoland. for people here or around Denmark can be very nice, but for Chinese to come all the way to the country just to see Legoland- this is nothing.

Based on this empirical data, I can partly agree to Prentice (2004, a) b) theory a “Affirmation of authenticity” as Chinese tourists tend to visit famous amusement parks as they know them in advance. They also perceive Tivoli or Legoland being very unique attractions for Denmark and this motivates them to visit these. This goes in line with Urry’s theory (1990). However this theory does not explain the whole behaviour of Chinese as they also tend to compare Danish amusement parks with those they have in China or other countries; complaining about the size and lack of experiences in Danish ones. This relates more to Ooi’s (2002) theory of ‘Versatile Tourist’

### 6.3 Conclusion

The aim of this chapter was to answer what are Chinese tourist perceptions of tourists attractions in Denmark and what are the initiatives of Danish authorities’ towards their development and marketing. The finding from discussions in this chapter has proved the dynamic nature of tourists’ perceptions- some Chinese tourists perceptions on tourists attractions differ from the initiatives of Danish authorities and industry; as well some Chinese tourists post- experiences differ from their pre- perceptions. Therefore, it shows a need to work on tourists perceptions.
Furthermore finding in this chapter goes in line with “Tree Tourist Conditions” (Ooi’s, 2001) that Chinese face during their visit to different tourist attraction in the country. First, because of their short stay in Denmark, Chinese tourists tend to visit only the main tourist attractions. Confirming a big city phenomena we can say, that Copenhagen is also perceived by Chinese tourists as the most attractive and ‘must visit’ place in Denmark, being also an obligatory part of their packaged tour. On another hand, Chinese also have a desire to visit smaller cities and towns, and this motivation is driven by famous tourists attractions placed there that Chinese are familiar with. However, due to the lack of time and dependence to their groups; as well as second condition- lack of local knowledge, Chinese tourists do not have possibility to visit those, except those who travel individually.

Findings in this chapter therefore also showed an important role that different mediators have in shaping Chinese tourists perceptions on tourist attractions in Denmark. Management of tourist attractions has also to do with providing experiences for tourists, that on a higher degree seeking for. Danish industry and authorities are on the right way to satisfy Chinese tourists’ needs when tailoring special products for them: e. g H. C Andersen’s Footsteps in Odense, H.C. Andersen’s Fairy-tale house in Copenhagen, a route for Chinese in North of Zealand or initiating the establishment of H. C Andersen’s World to fulfil Chinese demand of more of H. C Andersen. However, more tourism products are needed in relation to this world- famous author in order to satisfy Chinese experience hunger as he is the biggest icon of Denmark. And not only these, but also other tourist attractions are needed for Chinese tourists as their perceptions differ of those from Danish industry and authorities, e. g Chinese expect Top10 lists of attractions to be adjusted to them due to their desire for more experiences, such as visiting other places in Denmark besides the main sights, to meet locals and experience local culture. Small cities and towns as Odense, Billund or Roskilde where attractive for Chinese tourists as they place famous tourist attractions there, while big cities as Århus were not perceived as worth visiting; and this is not primarily because they lack of famous tourist attractions, but because mediators providing with media and marketing campaigns tend to shape tourists perceptions and make some places or attractions more visible and attractive than others.
The role of mediators is also important for Denmark as a tourist destination for Chinese, because their performances also affect initiatives of authorities and industry towards Chinese market, e.g. H.C Andersen’s Fairy-tale house being too passive vs. WOCO initiatives to provide Chinese with ‘more of H. C. Andersen’; famous amusement parks as Tivoli or Legoland not being included in the typical Chinese tourists itinerary or that some tourist information is not accessible and not understandable for Chinese tourists.

Finally, chapter has proved the last tourist condition (Ooi, 2001) stating that tourist travel to enjoy themselves rather than deeply investigating certain phenomena, e.g. Chinese were not deeply interested in Danish architecture and different architectural styles, and had acknowledged that this could not become a selling point as “average Chinese tourists do not care about these things” (Mi He). Also Chinese tourists preferred interactive exhibitions with their active involvement rather than monotonically watching statues and pictures.

Chapter 7
Chinese Tourists’ Perceptions of Services

The aim of this chapter is to answer following questions within research issues of the thesis: “What are Chinese tourist perceptions of services in Denmark? What are the initiatives of Danish authorities and industry in the area?” Chapter starts with an introduction about services and service industry, diversity of services and the complexity of the issue; close relationship between service quality, tourist experiences and satisfaction; as well as the importance of relationships between perceived service and experienced service. Chapter continues with a combined analysis and discussion including selected areas of services, namely Chinese tourists’ perceptions of services level in Denmark, their passion for shopping and perceptions of shopping in the country; as well as Chinese eating habits and their perceptions on western food. These are discussed applying theoretical framework. Chapter ends with a conclusion on these findings.
7.1 Introduction

During the past decades there has been an increased academic focus on the area of services as there has been a remarkable shift from agriculture- and industrial economies to service economies worldwide. According to the service definition by Kotler and Armstrong (2012, p. 258) “services are a form of product that consist of activities, benefits or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything”. Four characteristics of service- intangibility, inseparability, variability and perishability (Kotller, 2010, p 35) distinguishes services from products and shows the vulnerability of services and complexity of the issue.

Academic literature considers tourism and hospitality industry being some of the main components of service sector, also tourism being a service industry in itself (Gilmore, 2003) that combines “a wide range of economic activities and services designed to meet the needs of tourists” (Page, 2005, p. 4). Norman (1991, p. 49) furthermore shows the complexity of service system as services “cannot be as easily specified nor can it really be demonstrated before purchase; ‘service package’ consisting of core- and peripheral services that effect each other; as well as showing close relationship and dependence among components of ‘service delivery system’- client, personnel and equipment.

Researchers nowadays widely talk about close relationship between service quality, tourists’ experiences and satisfaction. Jauhari and Dutta (2009) argued that customer satisfaction is a broader concept including perceptions of service quality, price, situational- and personal factors; and customer satisfaction can be achieved not only by providing the best possible service, but also creating the whole experience what satisfies the customer. Scholars also believe that customers’ perception of service quality involves a comparison of service performance against their expectations (Shoemaker et al., 2007). Perceptions can be related either to the service or the service delivery and the service provider; and if customers perceive quality service differently from the perception of service providers, all their initiatives are useless (Jauhari and Dutta, 2009). Therefore service providers in Denmark should strive to satisfy Chinese tourists’ needs, so they could gain positive perceptions and spread a positive ‘word – of mouth’ to others.
7.2 Discussion

7.2.1 Perceptions of service level in Denmark
Service is a very broad concept, very diverse and complex. Chinese tourists start to consume services in Denmark from the moment they arrive to the airport or to their hotels; and lead them all the way during their stay. They therefore experience lots of ‘service encounters’- situations where they can judge whether their received service quality matches with the promised quality (Normann, 1991). During their visit Chinese meet endless ‘moments of truth’ where they are left on thier own and interact with service providers (Normann, 1991). According to Zeithaml and Bitner’s classification (2003) most often they experience face-to-face encounters, but can also confront remote- and phone encounters (cited by Jaunari and Dutta, 2009, p. 186).

So what are Chinese tourists experiences with ‘service encounters’ and ‘moments of truth’ in Denmark? What are the initiatives of industry and authorities to improve services?
Riddle (1992) found out that service styles in Asia are more consumer- orientated than in the West due to highly valued efficiency of service delivery (Cited in Tang et. al, 2001, p. 82). In the service culture of Asia even consumers of low-cost services expect relatively high level of service; where the quality of interpersonal relationships and the kind of service they receive, can be crucial to effect their service encounters (Tang et. al, 2001). Most of FG participants had very positive views on overall service level in Denmark. When discussing services, Chinese themselves identified several areas of interest.

First, they were very satisfied with services in Danish shops and shops assistants there:
“Service is good, shops assistants are very friendly”, “They are service minded, very helpful”, “They try to explain, even with body language if you don’t understand”. “They are very organized and efficient”. Sun Hong said: ”I think that they have very good service here both in shops, post offices, banks and other places. They answer fasts to your questions and are polite”.

Furthermore some Chinese acknowledged differences in culture where ‘the Danish way’ is much more acceptable for them than ‘Chinese way’, e. g. a Xiao Fei said:

I like services in Danish shops but I do not like Chinese shop owners in Denmark! Some Chinese they just do in ‘Chinese way’. I prefer Danish people. They are very nice, e. g. Chinese owners can be nice when you are working around in their shop and looking for something to buy, but the
moment when you pay the money, they just don’t want anything to do with you…it’s totally
different…so I prefer the ‘Danish way’.

Jichen Chen also has elaborated on those differences:

Services in Danish shops are really very good, they are friendly and they treat everybody equally.
Back in China, depending to what shop you are entering- they can judge you immediately from
the way you talk and how you are dressed, so they know what is your social status and from
which area you come from. Shop assistants might change their behavior in that moment, and
especially those coming from provinces might feel very bad.

Cindy Wong was impressed by the fact that things can be returned when bought:
“You can actually change your things here or even get money back if you still have a receive. I
like it very much, it’s very flexible.”

Second, Chinese were impressed by services related to disable people. e. g Linda 4 said: “It is
very convenient for handicaps in wheelchairs to move around in the city as many public places
are adjusted to them”. Linda 2 has elaborated:

In China there are plenty of restaurants where there are no toilet facilities for handicaps. Here in
Denmark, when you want to open a restaurant, there is a requirement to have a handicap-
friendly toilet. This says a lot how Danes care about disabled people.

Tourism- and service industry in Denmark has a strong focus on disable tourists needs, e. g
WOCO has presented a lists of handicap- friendly attractions, accommodations and restaurants (http://www.visitcopenhagen.dk/ , 2012 )Visit Denmark’s provides with useful information on
their website including facts about ‘Accessibility Label’ and list of hostels having it
http://www.visitdenmark.dk/ , 2012); local tourist boards in Denmark also inform about
handicap- friendly facilities in their areas.

Third, Chinese also admired service culture in Denmark being ‘family- orientated’ with
specific focus on facilities for small children: “It is easy access everywhere with baby carriages”,
“Shopping centres and cafes have special places for breastfeeding or napkin changing”, they
said. These Chinese perceptions go along with the initiatives of Visit Denmark marketing the
country as a wonderful place for family holyday; among them presenting ‘Top Children
Attractions’ as well as informing about other children– friendly places to stay and visit.
However some of the FG participants have noticed several disadvantages in service system in the country with few areas of concern. First of all Chinese were not satisfied with the opening hours in shops. Several Chinese agreed that limited opening hours in shops, banks and other institutions is a big problem: “Opening hours here are not convenient, system is not good at all”, Dan Jiao said. Cultural Counselor at Chinese Embassy, Li Jicheng has confirmed:

Many Chinese are used to go shopping during the weekends in China. It’s a big problem that shops here are closing early and are closed on Sundays. During their stay in Denmark, Chinese tourists have very limited time for shopping as this is usually in afternoons after their sightseeing. Therefore they rush in shops while weekends are not suitable to shop at all.

As a positive response to this problem Danish politicians from the 1st. of October 2012 made a new rule allowing shops to be opened during weekends what was met by positive reactions in Danish media as well as local people.

Second, Chinese complain about lack of Uni - Pay system in DK. Shuwei Ji said: “My parents could use Uni- Pay in big shopping centres in Paris and Berlin but could not use it in Copenhagen what caused a lot of complications for them”. Mi He has elaborated:

Everyone in China has Uni- Pay credit cards that are similar to Dankort here.. A lot of Uni- Pay cards are also Viza and Master cards, but many Chinese can not get them easily, therefore many of these are just Uni- Pay cards. That is why Chinese tourists carry a lot of cash with them which is both inconvenient and dangerous because of thieves who perfectly know about this trend. I found out that shops in Denmark started to accept Uni- Pay cards, but this is not popular yet.

Third, some Chinese have experienced poor quality service and unpleasant service encounters. According to Zeithaml and Bitner’s (2003) “perceptions of equity and fairness” tourists have a desire to be treated equally to local customers (cited in Jaunari and Dutta et al. 2009, p. 181); if this is failed, it leads to dissatisfaction and disappointment, e. g Jichen Chen said:

When I just arrived to Denmark and was not so acquainted with the Danish money, a couple of times service assistants did not gave me enough money back in supermarkets…This happened also to my friends who changed Euros to Danish Crones. This was not nice.

Director of STB, Steven Zhang also told about some unpleasant ‘moments of truth’ that Chinese tourists have experienced in the country:

Tourist busses are used to park in front of the First Hotel at Vesterbrogade. A busy bicycle path is just between the bus and the entrance to the hotel. There were few cases when Chinese tourists
while taking their luggage from their buses, where badly hit by people rushing on their bicycles and actually swearing at them. This is really bad first impression those Chinese tourists got about the country, services and local people here.

Project Manager, WOCO Signe Jungersted has elaborated:

Chinese tourists have a general feeling of annoyance from Danish people’s side. This can be explained by the fact that most Chinese travel in groups, they enter shops in crowds, are noisy, they are not patient to wait for their turns. This irritates other customers and shop assistants.

These findings have in a way confirmed Urry’s (1990) theory ‘Tourist Gaze’ as Chinese admired authentic services for handicaps and children in tourist attractions, restaurants and public places; as these are not very common in China. However, this theory does not explain everything and I feel Oi’s (2002) theory of ‘Versatile Tourist’ is of better use here as Chinese also expect to have the same services in a destination country as at home: being able to use their Uni-Pay cards, shops to opened long and also during the weekends or being served efficiently.

7.2.2. Perceptions of shopping

According to Timothy (2005) shopping is the oldest and the most common activities associated with travel; it is important to tourism both in terms of the actual consumption of goods purchased and a source of enjoyment and satisfaction. While shopping may not be the main purpose to visit some destination, it is recognized as universal activity that adds attractiveness to the region (Timothy, 2005, p.15). Chinese tourists are widely recognized important tourists as they are becoming top spenders in many countries. According to Fung et al. (2012) “when it comes to the market of luxury goods, China is the rising star”. For the year 2015, it is estimated that China will consume 22% of all luxury goods produced worldwide (Z-punkt trend survey) while by 2020 China will be the largest domestic market for luxury goods in the world accounting for 44% of global demand (Fung et al., 2012). However, we should keep in mind that only about 10% of luxury purchases are made in China and the rest abroad, where Europe is a popular destination for luxury shopping (http://www.Moluxury.com, 2012).

“Would you choose Chinese Tourists who spend 6.628 DKK on average or other tourists spending just 564 DKK on average?” (Rossau, 2012). The answer is clear- tourism and service industries in Denmark have also recognized Chinese tourists being very valuable shoppers.
According to Global Blue, Chinese tourists spent 200mill DKK in Danish shops what was a 40\% increase in a year (Hall, 2012). Project Manager, WOCO Signe Jungersted told:

Chinese Tourists are definitely top spenders! I have talked with marketing people at the Copenhagen Airport as they are also doing a research on Chinese market. When talking with Georg Jensen’s shop in Copenhagen they have found out that Chinese spend 15.000Dkk there on average! So they are definitely top spenders!

FG participants have also confirmed Chinese tourists being luxury shoppers when they travel: “If you want to make money from Chinese tourists, bring them for shopping!”, “Chinese tourists are top spenders when they travel!” they said.

**But what are the reasons that Chinese are top spenders?**

There are endless reasons why tourists shop when travelling. According to Butler (1991) they can have different motivations: *self-esteem, prestige, nostalgia, vanity* and *economic* while Anderson and Littrell (1995) argue that tourists buy items either for themselves, souvenirs as reminders or gifts (Cited in Timothy, 2005, p. 74, 84); and even those who do not like shopping, they tend to do it more when being on holiday, especially male tourists (Timothy, 2005). During discussions about shopping with FG participants there were identified following reasons why Chinese tourists are top spenders when travelling:

First, **Chinese have a tradition of gift giving.** “For thousands of years, Chinese people have believed that courtesy demands reciprocity meaning that well- mannered people return favors and kindness” ([http://www.minnesota-china.com](http://www.minnesota-china.com), 2012). For Chinese souvenir- giving is very important in order to maintain harmonious relationships with family members, colleagues as well as gaining someone’s favour (Nishiyama, 1996, cited in Timothy 2005, p. 88). Not only is the choice of gift is important in Chinese culture, but also how much money they spend on it; therefore gifts is one of the reasons that Chinese buy luxury goods and they also like gifts- complex products ([http://www.Newchanelstore.com](http://www.Newchanelstore.com), 2012). Chinese expressed themselves: “Yes, we do have a strong culture of gift giving. We buy many things for the whole family when we are away on holyday”, “People not only bring presents to their family members, but also to their colleagues, neighbours”, “Especially when you are going to Europe, it means that you must be very rich, so you need to bring presents! It’s a must”.


Second, Chinese have acknowledge **lack of trust on quality products in China**. This can be explained by the fact that China is bigg producer of copy products. Trust therefore is very important in a country where many consumer products are faked. Survey of Visit Britain showed that Chinese consumption abroad is driven by their feeling that they buy quality products in western countries ([http://www.Newchanelstore.com](http://www.Newchanelstore.com), 2012). Jichen Chen said:

> It’s a big problem that there are so many fake products in China. In China honesty is gone, people do not trust each other completely. They even think that it is OK to cheat. Chinese market is getting worse now because producers are going nuts- they just want to make money! They do produce unhealthy baby milk, put water into pigs so they look heavier, even medicine can be fake.

Third, **Chinese tourists like to show off their status**. China’s manufacturing boom has also created fast growing group of people, called ‘suddenly wealthy’ who love to show their success and status buying luxury things like big flashy cars, jewellery, expensive technology; and they move very quickly from ‘no TV to a flat screen’ ([http://www.Chinatraveltrends.com](http://www.Chinatraveltrends.com), 2012). This distinctive feature of Chinese culture –the ‘culture of showing off one's wealth’ results in the fact that Chinese tourists do have to spend time for luxury shopping (Zhang, 2011). It is also evident that luxury products are usually purchased mainly as status symbols and not necessarily because of personal taste, sophistication or service (Fung et al. 2012). Jichen Chen said:

> Chinese people like ‘faces’. They like to look cool and superior. Sometimes if Chinese earn 4000Dkk, they can spend 1000Dkk for trousers! Some people can also sell their human organs in a black market just to be able to buy some trousers or smart phones! This is really ridiculous! These things are really expensive in China. It’s a lot how y look like in China…society becomes like crazy. Chinese would never buy second- hand unless they are very poor.

Furthermore in terms of shopping, it is not just the brand but also the place of purchase that is important for Chinese ([http://www.Z-punkt.de](http://www.Z-punkt.de), 2012). According to Murphy et al. (2011) tourist guidebooks highlight elite districts known worldwide for their shopping, e. g Champs Elysees in Paris, Oxford Street in London or Via Veneto in Milan which are also among famous shopping destinations for Chinese tourists. A former tourist guide Mi He told from her experiences:

> Obviously Paris is very famous for shopping for Chinese, so every Chinese tourist group stay there for shopping. If they are just passing by, they need to have at least one day for shopping there! It is crazy! It is as crazy as you can’t imagine! If Chinese have to pick up one from two itineraries including Paris, they will pick the one which includes shopping there! They will not
pick another one without shopping even if it is cheaper! This is that important… So, I think on shopping part Denmark has really to do something. Otherwise they will really miss a lot.

Fourth, **luxury products abroad are cheaper than in China.** According to Tang *et al.* (2001, p. 81) “Chinese prefer a higher return for their money obtaining the same performance at a lower price and getting a higher purchase value at the same time”. One of the main reasons why Chinese buy luxury products abroad, is high luxury taxes in China. Linda 2 said: “Chinese like expensive, luxury things and they can be 35% more expensive back in China, because in Denmark one can get discounts and tax- free”. Shuwei Ji has elaborated:

I think people have a very bad impression of Chinese tourists as they buy a lot of luxury things, so people think: well, they just buy and buy…it’s not like that.. luxury brand- name things are very expensive in China, therefore they use an opportunity to buy these things abroad.

**So what do Chinese like to buy in Denmark?** Do they buy items that they, according to Prentice (2004), are familiar with?; do they buy only authentic stuff as Urry (1990) suggests, or they tend to be ‘Versatile tourists’ (Ooi, 2002) buying both unique and not so things? FG participants confirmed that Chinese do love **luxury shopping**, John 3 said: “Chinese buy everything what is luxury!” Many of Chinese acknowledged that world- famous **brand** products are very attractive for Chinese tourist, e. g Jichen Chen told: “Chinese love famous brands- Gucci, Louis Vouton, Jack and Jones, Vero Moda. They are really hot in China and also very expensive!”

Many talked about popularity of ECCO shoes, e. g Dan Jiao told

Yes, we do have a tradition of gift giving! I am used to buy ECCO shoes when they are on sale and give them as presents when I go to China. ECCO shoes are so popular there. Also they are of very good quality and much cheaper in Denmark, especially when they are on sale. Once I bought ten pairs of ECCO shoes for just 200dkk each!

Furthermore ‘Nordic Gold’ **Amber** is considered as a very important and popular shopping item for Chinese visiting Denmark. Project Manager, WOCO, Signe Jungersted said: “Many Chinese when they wanted to buy gifts, went to amber shops. They usually bought necklaces in beautiful boxes”. Linda 4 said: “Amber can not be made by humans, it is natural, made by nature for so many years ago, that is why it is so unique and expensive”. John 2 added: “I bought amber jewelry for 10.000Dkk because it is so unique and valuable”. Mi He said:

Once I brought a very rich Chinese boss and his employees for shopping in Strøget,
They wanted to buy some amber because Chinese look at amber as something very unique, so we went to the ‘House of Amber’ shop. Several of them bought four to five pieces amber necklaces, each of them cost several thousand! However amber is still not so valuable as diamonds, so that big boss didn’t buy anything for himself, because it is too low status for him.

Cultural Counselor at Chinese Embassy, Li Jicheng has elaborated: “Chinese tourists mainly buy World famous Ecco shoes, amber and fur products- these are very typical.” Furthermore many Chinese talked about popularity of the **Danish design** e. g some said: “Danish design is very famous”, “Royal Copenhagen Porcelain is unique, famous and nice”, “B&O technology is very good and famous”, “Chinese also buy kitchen knives here”, “I like design, it’s simplicity, especially Danish furniture, lamps”. Mi He leading mentioned business people in the shops of Copenhagen has elaborated:

That Chinese boss said that he was decorating his house and heard that Danish design was very famous, so he wanted to buy some things. He knew in advance to which shops he wanted to go and showed me the address in one of his tourist brochures. I was astonished! We went to one shop close to Illum selling Danish design furniture. He really liked a lot of things there and asked about shipping possibilities. Later on he asked me to go to another shop selling famous Danish blankets, healthy mattresses and pillows. They are very famous and quite expensive as well. He and his colleagues actually bought many things from that shop.

Apart from luxury shopping, Chinese tourists also buy other stuff to bring home. FG participants said: “Chinese love to buy European chocolate and candies”, “European Chocolate is much better than Chinese as it is filled with too much sugar”, “Especially Belgian chocolate is popular”, “Traditional Danish butter cookies are World famous, so they buy a lot of them here”.

Besides that, Chinese tourists tend to buy **souvenirs** from each country they visit. This is partly because buying souvenirs is a common activity for most tourists with the primary purpose to have some memories from the places they have visited; and “a trip would hardly be considered complete without having bought something to take home” (Timothy, 2005, p. 76) as “souvenirs help to prolong the travel experience” (Swanson, 1994, cited in Timothy, 2005, p. 76). Buying souvenirs is also ‘must to do’ activity for Chinese due their culture of ‘gift giving’. Linda 1 said: “Chinese love to bring a lot of souvenirs home and give them to friends, family colleagues”.

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During my visits to several souvenir shops in ‘Strøget’ and having short conversations with shop assistants there, I have confirmed Chinese tourists’ passion for buying a lot of souvenirs, (Appendix nr 8). A shop assistant in ‘Danish Souvenir’ shop said: “There are a lot of Chinese tourists coming! Chinese buy everything connected with fairy -tales, mostly mini statues of ‘The Little Mermaid’ and H. C. Andersen because everybody knows them!”. Besides these, they also buy other things related to image of Denmark: “they buy souvenir plates with images of Denmark”, “books in Chinese about Denmark and Copenhagen, some buy also H. C. Andersen’s fairy-tales translated to Chinese”, shop assistants said. Others noticed that “Chinese like to buy red wooden horses”, “everything made of metal” or “souvenirs in crystal”.

Souvenir shops are typically clustered near major tourist attractions and in transit areas, and often souvenirs are thematic in relation with the type of attraction they are close to Timothy (2005, p. 119). However Chinese complained that there is lack of souvenirs at tourist attractions in Denmark: “There is just one bicycle- souvenir shop coming casually at the ‘The Little Mermaid’” or “There is not a single souvenir stand at H. C. Andersen’s famous places like his statue, his apartments or his grave”, they said. On my visit to H. C. Andersen’s Eventyrhus (Fairytale house) in Copenhagen I have also observed that there were no souvenirs sold there.

Based on my empirical findings on Chinese tourists’ shopping habits and the products what they buy, I can partly agree with Urry’s theory (1990) of “Tourist Gaze” as Chinese do by some authentic stuff on their holyday in Denmark, e. g amber jewellery, Danish design or Danish cookies. They also love to buy typical Danish souvenirs what is according to Shenhav- Keller (1995) “is an act of acquisition of an object perceived as an authentic” (cited in Timothy, 2005, p. 76). These are typically related with H. C. Andersen, “The Little Little Mermaid”, key rings, magnets, T-shirts with images of Denmark.

However, there are some problems with this theory, as it does not explain the fact that besides authentic things, Chinese tourists tend also to buy luxury items of well-known brands that are found in many other destinations. So, Chinese are like other ‘Versatile Tourists’ (Ooi, 2002). Concerning consumption of souvenirs, Chinese are also aware that many of these are mass products, made especially for their consumption, but they still purchase them. (Ooi, 2002). I can also agree with Prentice (2004, a, b) theory of a ‘Affirmation of authenticity’ as many of
mentioned items, brands and icons they know in advance, so they also tend to by things what they are familiar with. Finally, I can also take in use Bryan’s Disneyzation theory (1998) as Chinese expect to buy souvenirs of their adorable writer at the attractions related to

Let us now have a look **what do Chinese tourists think about shopping and its related services in Denmark; and what are the initiatives of authorities and industry in this field.** When having FG discussions with Chinese there were identified few areas of concern:

First, many Chinese complained about **too high shopping prices** for tourists in Denmark: e. g Linda 2 said: “Chinese tourists love shopping, but things are too expensive here! Of course it depends how rich those tourists are and how much they focus on shopping”. During conference ‘Vækst i Dansk Turisme’ (Growth in the Danish Tourism, 29/10/10) Danish tourism experts agreed that Denmark is more expensive place for tourists and less attractive than other European countries, e. g Director of Camping Council, Poul Fejer Christiansen said:

> The main problem for Denmark to attract more tourists is that prices are too high for them here. Tourists do not really care about our good welfare system, free schools, etc. When they travel they first of all think about themselves and prices for shopping and experiences. Therefore we need to lower taxes in the country.

The need of lowering taxes is also recognized by current prime minister Helle Thorning Schmidt (2010); if this gets finalized in the future, it will be definitely more attractive for Chinese tourists to stay longer in Denmark and do more shopping here.

Second, **convenience of a big shopping center.** FG participants talked about that Chinese tourists travelling in groups usually do not have much time for shopping and they prefer to make shopping at one place. A former tourist guide Mi He told from her own experiences:

> When I guided Chinese groups in Paris, people went around and checked small shops, but usually they returned to big shopping centres to buy their stuff as it was most convenient for them. They could get everything there- famous brand shops concentrated in one place, Chinese speaking personnel serving them and tax free services just around the corner!

Third, **information in Chinese on shopping possibilities in Denmark.** Several FG participants have noticed that their visitors from China did not know much about shopping possibilities in Copenhagen as it is not world- famous shopping destination. Project Manager, WOCO, Signe Jungerstedt agreed:
Chinese like shopping but they think it is not enough in Copenhagen. They don’t know where to go or they think shops do not have enough selection. Some Chinese tourists said that they could not find the brands what they were looking for. Apparently they are also looking for something very special and we do not have these.

Cultural Counselor at Chinese Embassy, Li Jusheng has a different opinion: “WOCO is making guides ‘Copenhagen this Week’ in Chinese including a lot of information about shopping”.

Fourth, Chinese demand more **Chinese speaking personnel in shops**: “It is a lack of Chinese speaking stuff in Danish shops”, “They have started to employ Chinese speaking personnel, but they need more!”, “Only big shops or some brand shops have Chinese speaking personnel”, they said. John 3 has elaborated:

> When I travelled around in Europe, in some shopping malls, I saw lots of signs with information in Chinese and I was served also by Chinese speaking personnel. Even though I speak perfect English, this was a very pleasant experience.

As a reaction to the increasing number of Chinese tourists and their passion for shopping, shops in Copenhagen are gradually employing Chinese speaking personnel and give them training in Chinese culture. Cultural counsellor at Chinese Embassy, Li Jicheng said: ‘House of Amber’, Ecco, Illium have already employed Chinese speaking personnel”, Project Manager, WOCO Signe Jungersted has elaborated:

> House of Amber has eight Chinese-speaking personnel, Global Blue in the Copenhagen Airport have several Chinese speaking personnel, and those who do not speak Chinese, got basic Chinese language courses, so they can say basic Chinese words like ‘hello’, ‘cash’ or ‘credit card’. So they really know what to do in regards to Chinese consumers. They do it very sharp, because Chinese are important, they are top spenters!

Based on all these four concerns, I came to conclusion that Ooi’s (2002) theory of ‘Versatile Tourist’ is the most suitable to explain these Chinese tourists’ perceptions about shopping and related services in Denmark as they want unique shopping experiences in destination country as Denmark, but at the same time they want to be served in a familiar way to them.
7.2.3. Chinese eating habits and their perceptions of western food

Before discussing what are Chinese tourists’ perceptions on western food, let’s first have a look what are Chinese eating habits and what is a typical Chinese Food. According to Schneiter (2003, p. 82) “to the Chinese, the enjoyment of food is the first happiness, and even after some 5,000 years of formalizing their culture they’ve somehow never got around to imposing heavy social constrains on it”. FG participants excitedly talked about Chinese habit to enjoy their traditional food in good company. “One thing you need to know- the importance of food for Chinese people”, Mi He said. “It’s a tradition that people enjoy eating and talking! In the western world is often related to bad Chinese behaviour” Cindy Wong has noticed.

Their traditional food Chinese described as follows: “For us it is very important to have warm food”, “Chinese love warm dishes, warm soup, tea. They don’t like cold food. It is very common to drink boiled warm water”, “We eat all kinds of meet, also pork”, “Chinese like ‘WORK’ food where vegetables and meat are mixed together”, “Fish is also popular, exotic dishes”, “We don’t eat sandwiches traditionally”, “It is acceptable in the society to drink alcohol”, they said.

Keeping in mind the importance of food for Chinese and their traditional food, now let us have a look whether Chinese tourists like to try Western food when they are on holyday abroad or do they prefer to stick to their eating habits and eat only Chinese food. John Urry (1990) talks about Tourist Gaze and that tourist seek for authentic things that are unusual from their daily lives. His idea seems to be true for some of Chinese tourists as they want to try authentic local food, but is totally untrue for other Chinese. I will illustrate this with some examples based on my empirical findings.

So who are those that are ‘open to try authentic food?’ From the FG discussions there were identified few types: First type, young Chinese people: Linda 1 said: “Young Chinese in general are more open, more flexible, more advantageous for new experiences including food”, Condi Wong added: “Young people of my generation are keen to try new food when they go away to a foreign country let’s say for Honey moon for ten days”. Linda 4 told:

I can eat all kinds of food. It’s not difficult for me to adjust. but I know a lot of people of older generation that prefer Chinese traditional food, e. g open sandwich-I like it, but they don’t like it.

Second type - more advantageous travellers, e. g Linda 1 said:
Also it depends on personality. I like to try a lot of new things, because I know that one day when I go back to China, I have no opportunity to enjoy this real local food.

Linda 2 has commented furthermore:

I came here not for Chinese food! I am more open for all kinds of food. Of course, I can eat potatoes, different types of meat. I like to taste foreign dish

Third type- ‘Chinese who have travelled or lived abroad’ as some of them have tried foreign food already and they have in a away adjusted themselves to taste different dishes, e. g John 2 said: “I like to try local dished when I travel and to experience local culture in this way. It is almost a must to do thing for me.” Zhou Guojing has elaborated: “I am used to western food as I lived in Germany before, so I can eat both Chinese and western food”.

However, Urry’s (1990) theory has some problems as it does not appeal to many other Chinese tourists. Therefore, I feel Ooi’s theory of “Versatile Tourist” (2002) applies better to explain other two categories formed on the bases on my empirical findings- ‘those who eat only Chinese food’ and’ those who were interested to try, but preffered Chinese’.

So who are the types of Chinese tourists that ‘Eat only Chinese food’ ? These are more conservative tourists who are used to their old habits and do not have a desire to change them at all while being on holyday. Eating the way they are used to can also mean that they feel comfortable and satisfied on a visit to a foreign country. It is so important for them that if they are forced to eat local food for ten days, this might mean empty stomachs, dissatisfaction of the trip and waste of their money. There can be distinguished several sub- groups within this group:

First, Chinese tourists traveling in groups. As discussed earlier, in such packaged tours everything is decided in advance by group organisers including choice of restaurants. All of my interviewed people have confirmed this tendency, e. g Director of STB, Steven Zhang told:

Chinese travelling in groups eat only in Chinese restaurants. They do not go to any other restaurants. It is a part of itinerary and they do not have choice as it is agreed in advance because they know what Chinese tourists prefer.

Project Manager, WOCO, Signe Jungersted has elaborated: “Chinese eat in three or four Chinese restaurants during their stay in Denmark, restaurant “Three Jorges” is among popular once”.

Second, more traditional people. Chinese expressed themselves: “Chinese food is so different from the Western, so it is also a matter of habit”, “I think nine out of ten Chinese living in
Denmark are making Chinese food at home.”, “Africans living in Europe also prefer their own food, so it is just a tradition that Chinese eat Chinese food”, “If Danish travel for ten days somewhere, they will miss potatoes as well.” Linda 1 has elaborated: “I think when Chinese tourists have tried some different food, they usually want again their own Chinese food”

Third, older generation. Some FG participants have noticed: “Older people are more traditional, more conservative and are less flexible than younger ones to change their eating habits when travelling abroad”, “Older generation- they are just used to eat only Chinese and do not see necessity to change their eating habits during their holiday”. Mi He also said:

If you look at Chinese business people or Chinese tourists - they are usually middle class people and also they are middle age. They have their tradition to eat only Chinese food while my age people will probably try something else like pizza or sandwich. This is not that they are closed-minded, but because their stomachs can not accept that, e. g my mother when travelling around in Europe definitely says ‘no’ to Western food because she is not used to that and she would get problems with her stomach...

And finally who are those that ‘wanted to try foreign food, but preferred Chinese food’?

Some of them are first-time travelers abroad. This is a typical group of Chinese that do have a desire to try local food, but when they have tried, they either did not like it at all or they just preferred their own food e. g Linda 4 said:

In the beginning, when Chinese travel for the first time outside China, they might taste something different but not other times. They become fed up of western food very fast.

Other Chinese talked about their visiting families in Denmark: Xiaozhou Wang said: “My guests from China usually tried Danish food with potatoes but later they preferred Chinese, especially rice and noodles”. Linda 2 added: “My family from China where asking: ‘what Danes are eating? What is their traditional food?’ They also wanted to try it couple of times but preferred Chinese food the rest of the time”.

Others are those Chinese who simply do not like western food. Some of Chinese said: “Chinese do not like the taste of Western food”, “Chinese tourists would like to try Danish food but usually they do not like it”, “I can eat cheese and sandwiches, but if Chinese tourists eat too much cheese, it is too heavy for their stomachs- they are not used to that.” Sun Hong has
elaborated: “I am also trying to say to myself that I should try some kind of Western food, but when I try, I don’t like it..our food is so so different”.

**So what do Chinese actually think about restaurants in Denmark? Are they satisfied with the choice and quality of food? What are the initiatives of authorities and industry to satisfy Chinese customers?** According to Pine and Gilmore (2011) even though restaurants deliver tangible food, economist place them in the service sector as they deliver the food in response to individual customer’s orders. A popular ‘smile scheme’ measuring hygiene at restaurants, cafes, public kitchens and shops, are visual for their guests, therefore food providers strive to achieve best results. The number of places with ‘smiles’ has increased from 70% in 2001 to 86% in 2011; among them 50% called ‘elite smiles’ (http://www.findsmiley.dk, 2012) showing big concern of service industry to follow the standards and improve themselves. When having a panel debate in the conference ‘Vækst i Dansk Turisme’ (29/10/2010) tourism professionals have agreed on that “Elite restaurants in Denmark are of very good quality”. Denmark is proud to host ‘World’s best restaurant’ NOMA that won this prize for the third time (Davies 2012).

Discussions among FG participants mainly concerned Chinese and Danish traditional restaurants. A clear tendency was seen between those who lived longer in the country and newcomers. Chinese who lived longer in Denmark were more positive about restaurant in Denmark, because they have tried more and discovered good places e. g Xiaozhou Wang said:

> There are quite good Chinese restaurants in Copenhagen, e. g: Restaurant Hong Fu, Den Kantonesiske restaurant Pak Ka, The Royal Garden, Golden Bamboo, Fu Hao Restaurant.

Dan Jiao also noticed: “There is a very good newly- opened Chinese restaurant at Nørreport called ‘Three Little Jorges. “I have been there many times and liked it very much”. Mi He has elaborated:

> I like Danish traditional restaurant VITA close to Kongens Nytorv. Every time when I have visitors from China, they ask me: what do Danes eat? Can we try something? If I say to them: ‘They eat sandwiches’, they will not eat those, but I usually bring them to that restaurant. It serves only Danish traditional food. It has Christmas duck with potatoes all the time, it has famous pork dish - ‘flæskesteg’, beef made in a special way on low fire, etc. All my guest really liked that place and food. They were my friends, not group travelers, also they were young and more open..
On another hand, new-comers Chinese in Denmark were quite negative about restaurants in Denmark. One of the reasons is that they could not find ‘real Chinese food’: “If you ask Chinese, there is no real Chinese food in Denmark, it’s mostly for Danes who live here and other foreigners”, “They don’t make real Chinese food, it is adapted to Danish taste, so I seldom go there”, “I don’t have interest in going to Chinese restaurants here at all- it is not real Chinese”, they said agreed. An Cindy Wong has elaborated:

I found that Chinese food is adapted to Danish people’s taste..so I rather eat something else. I prefer Western food than that fake Chinese food – ‘Danish/Chinese’.

Another reason why Chinese were negative about restaurants in Denmark, is their perception that is ‘lack of Choices here’, e. g Zhou Guojing said:“It is much more choice of all kinds of restaurants in Germany! Variety of food is enormous and it is much cheaper than here”. As a positive response to this, professionals in the tourism industry when having panel debate in the conference ‘Vækst i Dansk Turisme’ have talked about necessity to lower taxes for the owners of restaurants, so it could be more attractive especially for foreignness to open their authentic restaurants. Besides these initiatives, we can also mention WOCO’s Top10 Danish Food that educates tourists in local food; as well as information about different places to eat for different occasions and for different segments: children- friendly places, handicap- friendly, vegetarian-, ecological- or romantic restaurants, variety of cafes and bars (http://www.visitcopenhagen.dk/, 2012).

Besides these negative perceptions, Chinese also demand extra services and find these difficult to get in Denmark, especially they are disappointed when they can not get boiled water that they are so used to. Project Manager, WOCO, Signe Jungersted said:

When I was doing field research in the Copenhagen Airport, I was asked: “Where is the tap of boiled water?” They do have their mugs always with them expecting to get boiled water wherever they go!

Based on these findings, I feel that Ooi’s (2002) theory ‘Versatile Tourist’ is the most suitable here to explain Chinese tourists behavior- theythey do want to try local Danish or west European restaurants , but most often they go Chinese restaurants as want their own food. Besides that, Chinese expect variety and quality of food to be as big as in China or other countries they have visited; as well as they expect boiled water that it is their daily ‘must have thing’.
7.3 Conclusion
Discussions in this chapter aimed to answer what are Chinese tourist perceptions of services in Denmark and what are the initiatives of Danish authorities’ in the area. My findings showed that “Tree Tourist Conditions” proposed by Ooi (2001), being universal to tourist worldwide, applies also in the case of Chinese visiting Denmark. According to the first condition- due to their short stay in Denmark and having very tight program here, moments of truth are very important as they are very powerful to influence Chinese tourists’ perceptions. Overall impression is that Chinese tourists have very positive perceptions about service level in Denmark, e. g service-minded personnel in shops, a feeling of being treated equally regarding social status and well-developed facilities for different tourists’ needs; among them handicap- and children- friendly facilities that are also highly- prioritized by Danish authorities and service industry. However, some Chinese tourists have also experienced unpleasant ‘moments of truth’ leading to negative perceptions of services in the country. This shows a need of educating service providers as well as spreading awareness on the importance of Chinese tourists and the necessity to welcome them in a proper way in the country.

As second Tourist Condition (Ooi, 2001) states- tourist do not have the same knowledge as locals do, therefore the role of mediators is crucially important as they are the ones who influence Chinese experiences. For example, discussions in the chapter proved the fact that Chinese are top spenders and luxury shoppers also when they visit Denmark. This is partly because of their culture of gift-giving, trust on quality of products in Europe, advantages of tax-free system and partly showing-off their status. Among most favorite items Chinese tourist buy in Denmark, are both authentic such as Danish design or Danish souvenirs; and all kinds of foreign luxury brands. Even though, Chinese tourists make shopping in Denmark, but this is not among other famous shopping destinations as e. g Paris or London, but this perception could be changed in Chinese minds by mediators who could focus on marketing Denmark also as a shopping destination, as well as product development for Chinese including more time for shopping experiences.

Moreover, during discussions, it was also recognized the importance of food for Chinese tourists as well as there were distinguishes three categories of Chinese tourists based on their eating preferences: 1) Chinese who ‘are open for all kinds of food’, 2) those who ‘eat only Chinese
food’ and 3) those ‘have tried foreign food but preferred Chinese’. When discussing about their satisfaction with choice of restaurants in Denmark and quality of food, it was found out that those Chinese who stayed longer in the country and have experienced more, had more positive perceptions while new-comers had more negative perceptions. Danish authorities and industry are on the right way to satisfy Chinese tourists as they e.g. want to encourage more foreigners to open their traditional restaurants, as well as focus on creative marketing of restaurants and cafes. However, some mediators are rather passive. There is a lack of initiatives from tour organisers to evolve ‘local food experience’ in Chinese tourists’ itinerary in Denmark.

Finally, according to the third Tourist Condition (Ooi, 2001) saying that tourists come to enjoy in Denmark we can better understand their views and expectations, e.g. they tend to think more about price level when shopping and benefits of tax-free rather than about good welfare system in the country. They also expect similar services they are used to have in their home country, such as possibility to shop late in the evening or during weekends, to use their Uni-Pay cards, to have more information in Chinese and to be served by Chinese-speaking personnel or access to the boiled water wherever they go. Even though there are noticed a number of initiatives to improve services for Chinese tourists, e.g. employing Chinese speaking personnel and educating them in Chinese culture, but Denmark is still very behind other competitor destinations and more initiatives are needed.

CHAPTER 8
Final Conclusions

8.1 Final Conclusions

The field of interest for this thesis was Chinese outbound tourism in Denmark with a special attention to Chinese tourists’ perceptions. Thesis started with an introduction about growing Chinese outbound tourism showing its importance both for the world tourism, as well as for Denmark as a tourist destination for them. Furthermore, it was argued the necessity to deal with tourist perceptions. Due to the dynamic nature of perceptions and “differences between pre-travel and post-travel experiences” (Arlt, 2010, p. 101), “tourists can modify their perceptions in negative or positive ways” (Pearce, 1982, cited in Arlt, 2010, p. 101). When tourists have
experienced what they expected, it leads to their satisfaction of the visit; and if they are not, it results in disappointment.

Therefore, due the growing demand for research about this quite new and promising market as well as role of perceptions, I found it interesting and useful to work with these issues in this thesis. The aim of the thesis was to answer following research issues: What are Chinese tourists’ perceptions of Denmark? What are Chinese tourists’ perceptions of tourists’ attractions in Denmark? What are Chinese tourists’ perceptions of services in Denmark?; and finally - What are the initiatives of industry and authorities to keep a good image of Denmark and to attract more Chinese tourists to the country?

These research issues leaded to the choice of qualitative research approach that seeks to investigate ‘why things are happening?’ Therefore, my empirical research was based on qualitative research methods. It was chosen to make focus groups interviews with Chinese tourists in Denmark as this was considered to be the best way to investigate their perceptions on different issues. According to Corbin and Strauss (1996, p.16), the main reason for this choice was my “desire to step beyond the known and enter into the world of participants, to see the world from their perspective, and doing so, make discoveries that will contribute to the development of empirical knowledge”.

Furthermore, there were made several personal interviews with professionals in different authorities and tourism industry that gave me a possibility to get closer to them, hear about their initiatives and strategies towards Chinese market as well as their own perceptions. Beside that additional qualitative data was collected to strengthen my findings. My research issues also gave background to the choice of theoretical framework, where a combination of the most suitable theories were used throughout the three discussion parts: John Urry’s (1990) ‘Tourist Gaze’, Can-Seng Ooo’s (2002) ‘Versatile Tourist’, Richard Prentice’ (2004) “Affirmation of authenticity” and Bryman’s (1998) ‘Disneyzation’. Besides these, ‘Three Tourists Conditions’ by Ooi (2001) were used systematically in order to explain the motives behind Chinese tourists’ behaviour. Due to the qualitative nature of research methods applied and explorative approach, a
method of triangulation was used throughout the thesis as it helped to show the richness of fullness of the qualitative data.

**So what are the main findings on Chinese tourists’ perceptions about Denmark?**

Even though Denmark was not well known for Chinese tourists before they came here, every Chinese knew world-famous Danish writer H.C. Andersen and his fairy-tales. Denmark was often associated with a fairy-tale country partly because it was related to H. C. Andersen and partly because Chinese also knew that Denmark was ‘the most happiest country in the world’. Danish people’s happiness was associated with several factors: good social system, feeling of safety and relaxed life-style. Some Chinese also knew that Denmark focuses on environment, has high technologies as well as it was a safe country to go. In spite of these positive perceptions, Denmark was not considered to be among the most attractive tourist destinations to go in Europe.

However, due to strong billateral relations between Denmark and China, as well as many initiatives of Danish authorities and industry, Denmark is gradually becoming more visible for Chinese tourists, e. g Chinese are fascinated about the fact, Denmark being a small country, is so rich in culture, has 13 Nobel prize winners; also is well-administrated offering high standard of living; has high technologies and innovations and focuses on ‘green living’.

Second research issue leaded to the investigation of *Chinese tourists’ perceptions of tourists’ attractions in Denmark*. Among the most significant findings are following: average Chinese tourists travelling in groups visit mainly Copenhagen and only few of the Top10 attractions here, among them visiting H.C Andersen’s related places such as statue of “The Little Mermaid” is ‘a must’; Chinese know royal castles in Denmark and have desire to visit those, but this depends on their itinerary. Even though, all Chinese know H.C. Andersen’s hometown Odense and have desire to go there as well as many know amusement parks such as Legoland or Tivoli, but these are not included in their typical tour package. Only individual tourists have a possibility to visit them and other famous attractions that they know. Besides that, it was found out that visit to other towns did not necessarily depend on their size, but rather on the tourist attractions that are located there.
According to the third tourists condition (Ooi, 2001) - the fact that they come here to enjoy, average Chinese tourists do not really care about architectural styles in Denmark or they do not want to spend too long time watching statues at the museums. Instead, they prefer to see ‘more of H. C. Andersen’ following his footsteps or having a good time with family in an amusement park related to his stories. Danish tourism industry and authorities have recognized the need for product development for Chinese and are working on these e. g development of special route for Chinese tourists in the North of Zealand or initiatives to attract investors for ‘H. C. Andersen’s world’. However there is not only a need for more product development for them, but also a need of better accessibility to different attractions, marketing them for Chinese and offering services that Chinese- tourists demand.

My third research issue about *Chinese tourists’ perceptions of services in Denmark* has resulted in discussions about service level in Denmark, shopping and food. Chinese were generally happy about service level in the country, they were especially impressed about facilities to handicaps and children. Due to their culture of gift- giving, trust on quality of products in Europe, added-value of tax- free and their habit of showing –off one’s status, it was recognized the importance of shopping for Chinese tourists when they are on holyday in Denmark; as well as the importance of Chinese tourists for Denmark as they are top spenders. Even though Denmark has both unique products such as amber or Danish Design that Chinese tourists like to buy; as well as it offers opportunities for luxury shopping for famous brand products, country is not perceived by Chinese tourists being among favourite shopping destinations. And even though, that some shops or tax-free services are trying to become more service- minded for Chinese, more initiatives are needed as Denmark is still behind other competitive countries, especially in regards to their demands to have more information in Chinese, being served by Chinese speaking personnel, being able to shop in one big centre late in the evenings or getting boiled water when they need it.

My findings have denied common perception about Chinese eating habits, that Chinese eat only Chinese food. Besides this type of Chinese tourists, there were identified other two categories: Chinese tourists who are open for all kinds of food and those who had desire to try local food,
but preferred Chinese on the daily basis. However, Chinese visiting Denmark, do not have a choice as this is decided in advance and is a part of their program.

According to Urry (1990, p. 1) “even in the production of ‘unnecessary’ pleasure there are in fact many professional experts who help to construct and develop our gaze as tourists”. These are all types of mediators that stand between Denmark as a tourist destination and Chinese tourists. Danish industry and authorities are one type of these mediators. So, what are the findings on their initiatives in order to keep a good image of Denmark and to attract more Chinese tourists to the country?

Apart from the different initiatives already mentioned in this chapter, there were found out many others that are impossible to discuss in deep here. First of all we should acknowledge a positive influence of different bilateral relations between Denmark and China, exchanges on political level, intensive economical collaboration and cultural exchanges. Due to huge media coverings, the name of Denmark is getting more visible in China nowadays attracting also Chinese tourists’ attention. Among the most significant initiatives from the Danish side towards Chinese Outbound tourism market we can highlight following: Copenhagen recently being a host for a conference about Chinese Outbound Tourism ‘China Day’; Visit Denmark’s initiatives to market Denmark in China; WOCO initiatives on research about Chinese outbound tourism both locally (WOCO, 2004) and regionally (CHINAVIA 2020 project), as well as improving flight connections between two these two countries; or local tourist boards working on product development for Chinese tourists.

My empirical research has also proved that pre-perceptions can be changed and this is highly influenced by mediators- how they present the country, which tourists attractions they highlight as being important to visit, what they include in their travel itineraries or which services they prefer to offer for them. My findings have also showed that the role of mediators is extremely important due to the ‘Three Tourists Conditions’ (Ooi, 2001): 1) Chinese tourists stay only for short time in Denmark, 2) They do not have the same knowledge as locals do and 3) they come to Denmark to enjoy themselves. So even though, Chinese tourists are impressed about many things in Denmark- green living, good well fair-system, high tech or innovations, modern
architecture of handicap-friendly facilities, these factors are not enough to attract them to spend their holyday here, unless mediators becomes more creative and involves these experiences in their itineraries.

My findings also proved that Chinese tourists perceptions can change during their visit in Denmark due to lots of ‘moments of truths’ that Chinese meet along the way. Due to the cultural differences between Chinese and Danes, as well as their different expectations for service level, choice of attractions or food, it is important to highlight the issue of cross cultural communication. It is important that Chinese tourists understand correct message and e. g don’t interpret that Danes have general annoyance towards them. Therefore it is necessary to educate both Chinese tourists as well as service providers to them. In this way it would be possible to go out from different perceived gaps between Chinese tourists and Danish the Danish side.

Furthermore, my findings gave a different picture of Chinese tourists than that we often get from media describing them as typical mass tourists, rushing around with their cameras, being noisy and spending a lot of money on shopping. Contrarily, it showed that Chinese are complex, that they are heterogeneous. They can not be treated as one type of tourists that want exactly the same things as the rest of them and behave the same way as others. So, there is no a single solutions to deal with them.

First of all different mediators- Danish authorities, service-, and tourism industry in the country as well as tour operators in China should recognise the fact that Chinese tourists are heterogeneous. Furthermore, mediators should accept their diversity, that Chinese tourists are as diverse as other tourists from other countries. Besides diversity among them, Chinese also have different behaviour than tourists from other countries- they do things differently and demand extra services that they are used to. Finally, my findings showed that Chinese tourists are going to change over the time. They are now often compared to Japanese travellers in 70’s or 80’s when they started to travel abroad. However, a new generation of Chinese tourists is on the way who are more advantageous and on a high degree seek for experiences as well as interaction with local cultures and want contact with local people. So this is going to be a continuous challenge.
8.2 Limitations

Several limitations have been acknowledged for this thesis. Among the most significant limitations is the fact that when making focus groups interviews I could not get real Chinese tourists to participate and therefore Chinese residing in Denmark were taken as a proxy. I have earlier admitted disadvantages of this choice, as well as argued that this was the best thing to do in my situation. Taking in real Chinese tourists would have provided with more specific views of new-comers and most likely other insights.

Because of the time limit for this thesis, I was chosen to make focus groups interviews only in the Copenhagen area. Consequences for this geographical limitation could be that findings on Chinese tourist perceptions might be different. Furthermore, due to the the space limitation for this work, I was not able to present a lot of useful qualitative data that I have collected. However, a summary of transcripts from focus groups interviews is presented in Appendix nr. 5, and could be suitable for those deeper interested in further findings.
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Conference:

- *Vækst i Dansk Turisme- Hvordan Udnytter vi Styrkepositioner og Skaber Fornyet Vækst?* (The growth in the Danish tourism- how we should use our strong sides and generate new growth?), 29/10/10, at the Danish Parliament

**Appendixes**

**Appendix nr. 1**

List of Appendixes:

- **Appendix nr. 1**: List of Appendixes
- **Appendix nr. 2**: Research design
- **Appendix nr. 3**: Focus groups participants
- **Appendix nr. 4**: Guidelines for conducting focus groups
- **Appendix nr. 5**: Focus groups’ summary of findings
- **Appendix nr. 6**: Contacts of interviewed professionals
- **Appendix nr. 7**: Purpose of interviews and main topics discussed
- **Appendix nr. 8**: Conversations at souvenir shops
- **Appendix nr. 9**: Conversations at tourist attractions
- **Appendix nr. 10**: WOCO statistics
- **Appendix nr. 11**: CHINAVIA2020 project
- **Appendix nr 12**: Top 50 by visit DK
Appendix nr. 2

Research Design

Introduction

Chpt 1: Problem formulation

Theoretical focus and methodology

Chpt 2: Research Methodology

Chpt 3: Theory

Analysis and Discussion

Chpt 4: Chinese outbound tourism in Denmark

Chpt 5: Chinese Tourists’ Perceptions of Denmark

Chpt 6: Chinese Tourists’ Perceptions of Tourists Attractions

Chpt 7: Chinese Tourists’ Perceptions of Services

Conclusions

Chpt 8: Final Conclusion

End-up

Bibliography

Appendixes
Appendix nr. 3

Focus Groups’ Participants

N.B: As a part of participants have chosen to be anonymous, they are given anonymous names such as John1, John2, etc. for males and Linda1, Linda2, etc. for females. All the data of the anonymous participants is known but is not presented here due to the respect to those participants.

Focus Group Nr. 1

<table>
<thead>
<tr>
<th>Participants</th>
<th>Age</th>
<th>Civil status</th>
<th>Education</th>
<th>Occupation</th>
<th>Time stayed in DK</th>
<th>Region of Origin in China</th>
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<tbody>
<tr>
<td>Mi He (F)</td>
<td>31</td>
<td>Single</td>
<td>Master Dgr.</td>
<td>Business Analist at Saxo Bank</td>
<td>4 years, 7 months</td>
<td>Inner Mongolia</td>
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<tr>
<td>Xiao Fei (F)</td>
<td>29</td>
<td>Married</td>
<td>Bachelor Dgr.</td>
<td>Attending Danish language school</td>
<td>4 years</td>
<td>Suzhou</td>
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<tr>
<td>Zhou Guojing 1 (F)</td>
<td>35</td>
<td>Married</td>
<td>Master Dgr.</td>
<td>Student</td>
<td>1 year</td>
<td>Guangdong</td>
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<tr>
<td>Dongdi Wang (F)</td>
<td>34</td>
<td>Single</td>
<td>Master Dgr.</td>
<td>Saxo Bank</td>
<td>10 years</td>
<td>Shenyang</td>
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Date: 1st April 2012, Language: English, Nr. of participants: 4, Place: At my place, Duration: 2h
Focus Group Nr. 2

Date: 19th. April 2012, Language: English, Nr. of participants: 5,
Place: Confucius Institute, CBS, Duration: 2h

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<th>Occupation</th>
<th>Time stayed in DK</th>
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<tr>
<td>John 1 (M)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Fan Shang (M)</td>
<td>28</td>
<td>Single</td>
<td>Master Dgr.</td>
<td>Responsible for IT, CBS</td>
<td>7 years</td>
<td>Beijing</td>
</tr>
<tr>
<td>Huihua Wu (F)</td>
<td>61</td>
<td>Married</td>
<td>Master Dgr.</td>
<td>Chinese teacher and Director</td>
<td>4 years</td>
<td>Beijing</td>
</tr>
<tr>
<td>Linda 1 (F)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Yang Shujung (F)</td>
<td>33</td>
<td>Married</td>
<td>Post.Doc</td>
<td>Chinese Teacher</td>
<td>2 years</td>
<td>Beijing</td>
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Focus Group Nr. 3

Date: 22nd. April 2012, Language: Danish, Nr. of participants: 4,
Place: At my home, Duration: 1.5 h

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<th>Occupation</th>
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<tr>
<td>Xiaozhou Wang (F)</td>
<td>46</td>
<td>Single</td>
<td>Bachelor Dgr.</td>
<td>Graphic Designer</td>
<td>20 years</td>
<td>Beijing</td>
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<tr>
<td>Linda 2 (F)</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Shuwei Ji (F)</td>
<td>29</td>
<td>Married</td>
<td>10 classes</td>
<td>Owner of a restaurant</td>
<td>13 years</td>
<td>Hang Zhou</td>
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<tr>
<td>Wang (F)</td>
<td>49</td>
<td>Married</td>
<td>Secondary School</td>
<td>Housewife</td>
<td>1 month</td>
<td>Harbin</td>
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**Focus Group Nr. 4**

**Date:** 11th. May 2012,  
**Language:** English,  
**Nr. of participants:** 7,  
**Place:** Beijing Restaurant,  
**Duration:** 3h including dining

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<tr>
<td>Sun Hong (F)</td>
<td>50</td>
<td>Married</td>
<td>Master Dgr.</td>
<td>Visiting Scholar</td>
<td>8 months</td>
<td>Changchun</td>
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<tr>
<td>Linda 3 (F)</td>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Linda 4 (F)</td>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>John 2 (M)</td>
<td></td>
<td>-</td>
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<tr>
<td>Gouping Zhou 2 (F)</td>
<td>41</td>
<td>Married</td>
<td>Post.Doc</td>
<td>Visiting Scholar</td>
<td>8 months</td>
<td>Wuhan</td>
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<tr>
<td>John 3 (M)</td>
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<tr>
<td>Jishen Chen (M)</td>
<td>23</td>
<td>Single</td>
<td>Bachelor Dgr.</td>
<td>Student</td>
<td>1,5 years</td>
<td>Guangzhou</td>
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**Focus Group Nr. 5**

**Date:** 19th May 2012,  
**Language:** English,  
**Nr. of participants:** 2,  
**Place:** CBS,  
**Duration:** 1,5 h

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<tr>
<td>Cindy Wong (F)</td>
<td>21</td>
<td>Single</td>
<td>Bachelor Dgr.</td>
<td>Exchange Student</td>
<td>5 months</td>
<td>Guangdong</td>
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Guidelines for conducting focus groups

INTRO PART:

- WELCOME and little socialising – snacks/lunch/cakes
- Focus group’s participants fill the form for the basic information about themselves including whether they wish to be anonymous or not
- Short presentation of myself, my project and process of the focus group discussion
- Asking for permission to record discussions
- Focus groups participants taking turns to present themselves short

DISCUSSION PART:

1. Perceptions of image of Denmark
   - What did you know about Denmark before coming here and what did you think about the country (what image you had beforehand)?
   - Did you changed your opinion about Denmark after staying here? What is more positive? More negative? Why?
   - What do you think about: Danish culture/ Danish people/Danish language/Danish food/Danish life- style

2. Perceptions of tourists attractions in Denmark
   - Which tourist attractions have you visited in Copenhagen and what is your opinion about them? What are your favorite attractions? Top 10’s list are presented to them:

Top 10 in Denmark:

1) Tivoli
2) Christiania
3) Dyrehavsbakken
4) Legoland
5) Givskud Løvepark  
6) Fårup Sommerland  
7) Skagen  
8) Vesterhavet  
9) Brændefårdshaven, Bornholm  
10) Copenhagen Zoo  

**Top 10 in Copenhagen:**

1) Little Mermaid  
2) Strøget  
3) Tivoli  
4) Nyhavn  
5) Visit Carlsberg  
6) Royal Solders at Queens Castle  
7) Rosenborg Castle  
8) Round tower  
9) Marmour Church  
10) Botanical Garden  

**What about other attractions? What else have you visited? What is your opinion about these?** Suggestions are given through discussions:

- H. C. Andersen Eventyrhus, Amalienborg, Planetarium?  
- Which **museums** have you visited? (e.g. National museum, Art museum, Zoo museum)  
- Have you tried a **sightseeing bout** trip or was on some kind of sightseeing tours?  
- Are you going to **cultural events**? e.g. concerts, festivals. Can you mention some names? (CPH Jazz festival, Golden Days in Copenhagen, Easter Carnival in Fælleparker)  
- Are you going to **cinema, theatre**?  
- Have you visited some **attractions outside Copenhagen**? Which ones and where? What do you think about them?  
- Do you know **royal castles** outside Copenhagen?
- Have you visited some tourists attractions in other parts of Denmark, e.g., H. C. Andersen’s birth town Odense, Zoo’s, theme parks like Legoland, Summer lands, Knuthenborg park, Lalandia?

- Skagen, Bornholm, Møn cliffs?

What do you think Chinese Tourists will want to visit in Denmark? (Suggestions are given through discussions):

- Historical attraction in Copenhagen?
- More of H. C. Andersen?
- Architecture-old/new
- Nature
- Shopping

What kind of attractions are missing in Denmark to satisfy Chinese tourists?

3. Perceptions of Service in Denmark

- What do you think about:
  - restaurants here? Variety and quality of Food? Prices?
  - transport: public transport, private cars, bycicles
  - supermarkets?
  - shopping centers?
  - shops
  - Other services: banks, post, apothecys, hospitals

- What do you think about prices here?
- What do you think about service quality here in general: are Danes service minded?
- Signs in Chinese
- What kind of services are missing in Denmark concerning Chinese tourists? (e.g., more guides who speak Chinese, signs in Chinese, brochures, ..)

Did you hear about WOCO’s brand- COPENHAGEN OPEN?-

- Are Danes open to Foreigners?
- Are they open to Chinese?
- Do you feel welcomed here as a tourist? As a citizen?
- Do you have any comments from your experiences when your family members/friends from China visit DK?

Any other comments on the issues we discussed? Any suggestions?

ENDING UP

➢ Thank YOU for participation!
➢ Presents are given to each participants.

Appendix nr. 5

Summary of findings from focus groups interviews

1) Perceptions of image of Denmark

a) Perceptions of Denmark before coming to the country:

| Denmark is H. C. Andersen’s homeland-Denmark- is a fairy tale country | • All participants knew H. C. Andersen and his fairytales, especially Little Mermaid was famous one. Only one said that she did not know where he came from
• Denmark was often associated with a’ a fairy- tale’ country.
• “Romantic country associated with H. C Andersen”..
• “Little Mermaid’ is the first thing that comes to peoples mind” |
|---|---|
| Denmark is a small country and not the 1st-time destination | • Everybody thinks that Denmark is a very small country
• Most participants agreed that Denmark can not compete to be in the list of top destinations abroad for Chinese
• Among top destinations for the Chinese tourists to Europe there were mentioned: France, Italy, Spain; some noted Germany, Greece
• Few stressed the importance of ‘romantic images’ for countries as France and Italy
• Top countries for Chinese: France, UK, Italy, Greece...Sweden and DK with come in the end
• “When I applied for my studies, I applied in US and other
countries of Europe, but got a first offer from Denmark, so I came here..DK was not in my list of preferred countries. “

- “I didn’t know so much..we didn’t receive much information about Denmark compared to other countries..”
- “I think people started to travel, but they usually go first to countries around: Thailand, Japan, then they go to Europe later..Europe is really a dream destination.. it’s everyone’s dream to go to Europe”.
- “People think about going first to France first, UK, Italy, Spain..Paris especially- they have everything- really famous..people expect a lot from Paris”
- “people don’t think about Denmark, especially weather.. and Denmark doesn’t really have something special, unique that is only for Denmark, like Pizza for Italy, South Europe is cheap”.
- “Even after living here for some months, I still don’t know what is really famous here.. the only thing is that Danes eat a lot of potatoes and pork”
- “I don’t really see why tourists should come and see CPH… and especially to live here..because I I know Danes around me who would like to leave from here..they don’t like to live here: high taxes, weather, etc..so, if locals do not want to live here, what about foreigners?? Why they should come to see DK?? It says something about the place.. So how you are going actually to convince foreigners if locals do not want to stay here??.. Of course standard of living is good, there is good security, but still it’s pretty small, really really small..Copenhagen is OK, but all the rest is so small”.
- “Sweden is better. I read a lot before about it, saw many pictures, life style is slower there more relaxed compared to Copenhagen”

<table>
<thead>
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<th>Rich country having good welfare system</th>
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<td>• Most of participants knew that Denmark was a rich country having good welfare system</td>
</tr>
<tr>
<td>• “Standard of living is really high here, and they have the happiest people in the World—I wanted to see why Copenhagen is the happiest place in the World..they talk in media about: they say like this: even though Copenhagen is really rainy and cold, but they have the happiest people in the world: men and women are equal here..also people of different professions feel like equal, because in China there are very respected professions: doctor, lawyers, accountants, ... and others are just below..They say, that’s it’s really nice place to be, they have a lot of spare time for private life..people work short working hours and have free time for themselves..”</td>
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</table>
- “I also knew about good well fair system here”

**Democracy**
- “I knew also that everyone is equal here .. Denmark is famous for democracy. I like western cultures, much more than America, because it is huge..”
- “I thought they have nice society”

**Safe**
- Many of participants associated Denmark with a safe country compared to other foreign countries.
- “Safety is important for Chinese..”
- “Chinese in general think that Denmark is a very safe place to travel.”

**Focus on the Environment**
- Many of participants mentioned: clean, fresh air, green
- “I knew that Denmark was famous for ‘bio energy stuff’, so it was interesting for me to come here”
- Some mentioned: focus on recycling, shopping second – hand possibilities and fashion for it

**Danish people**
- “Danish people are HAPPY. Majority of Chinese people think, that Denmark is the most happiest country in the World. They have this picture from news”

**Danish weather**
- Some said- cold and dark

**Other individual thoughts?**
- “I heard that Danish girls dress good, according to fashion..if you go to other countries, you will see a difference..in Copenhagen they care about clothes.. “
- “I read a lot, .also I we saw a lot of advertising about Danish cookies- Danish butter cookies- they looked really good! But when I came here, I couldn’t find them..I was so disappointed.. They cheated me..we could buy them in China, but not here”.

b) How did perceptions of Denmark changed after staying in Denmark?
| **Denmark- is a fairy-tale country** | • Part of participants still think, that Denmark is like as a fairy-tale country, because it’s small, cozy, peaceful, people having very relaxed life style, because of good welfare system; romantic  
  • Other participants were more negative and said that Denmark is not a fairy-tale country at all, because of bad weather, crisis for jobs, rasism against foreigners, .. |
| **Denmark is a small country** | • Imaged stayed the same |
| **Rich country having good welfare system** | • Image stayed the same for most, but some participants thought that, Denmark was more attractive because of good social system  
  • “Stress in DK- is almost nothing compared to China! It’s so safe to live here bcs of social security..but in China if y don’t have a job, y are going to die! People save a lot..” |
| **Is it really safe?** | • Most of participants agreed that it is still very safe in Denmark and you can often find your belongings if left in public transport.  
  • However some told about thieve cases for friends and generally increasing crime in Copenhagen; some people do not dear to go out late in the evenings. |
| **Focus on Environment** | • Most participants agreed on that there is a big focus on environment in the country.  
  • “It is really green and nice here”  
  • “I have been also in Ålborg, Billum og Århus, it was beautiful and clean everywhere, I liked it.”  
  • “I like it! Its really good! IN China- air condition sis so bad.. even you feel in your through” |
| **Image stayed the same** | • Few r agreed |
| **More positive** | • Bigger part had a better image of Denmark ) |
| **What is more positive? (can divide in** | • Many agreed on that social system is really good, people feel safe that they can make living here and feel stability what one can not |
Many like the fact that Denmark is a very Democratic country, citizens have equal rights, everybody is treated equal in terms of gender, education, status in the society

Some mentioned “feeling of freedom”:
- Freedom to do things what you want
- Freedom and possibilities to combine education, job and family

Few noticed “easiness in DK”: everything looks more easy, peaceful, not much traffic, not so crowdy like in other big cities

‘There are really many green areas in Denmark while mostly building in Chinese cities’

Danish thinking about certain things is positive, e. eg many people live in rented apartments and it is OK for them while Chinese strive to have their own house, which mean’s ‘real home’ for them.

Danish have balanced work- leisure time, what is very positive., This y can not see in China- people are too busy with jobs, trying to make their living.

“For travelling in summer its very good here. I come from Beijing and there is very hot. I like summer more here

“During the day time, its very safe, but when it’s dark, I do not like to be outside and go around”

“I think DK is good for old people to live here but nor for young people, but when get old, I would prefer to be here..we think also about future..”

“My guest think that DK is a very clean country, it’s not so much garbage around. Also Chinese who are living in other countries in Europe they think this way. You can use the same clothes for few days, but in other countries y need to change your clothes every day!”

Group: our guests like very much fresh air.

It is still very safe: ‘when we came for 10 years ago, we didn’t hear much about crimes here, it’s only recently that it started..
• Environment –“We like it here.”

• “Quality of air is very good here, I got a very good impression of DK after staying here.. I have a better idea about DK: people are really very equal here..taxes are very high here.., but the governmet provides with many good things: education, etc.. I like this public goods..also good social system..”

• “This is very different from China, bcs there people are saving a lot of their income. People who live here, they have a feeling of security- this is very important. This is the key factor of happiness. This is the reason why Danish are the most happiest people in the World..of course I know that fact..”

• It’s not a question of how much you earn, it’s a comprehensive feeling of safety..feeling safe..”

• In DK competition is very tuff for jobs..I feel it inside department – people work really hard to achieve smth..all students in my depart. Work really hard to achieve good results..

• “My impression about DK is very positive now”

• “I like Danish life style, it is more relaxed: e. eg students usually have many other activities than studies”

• Few said: Clean, safe, calm, .good place to live..

• “I am getting used to live here…I started to be more relaxed..and I think it will be difficult to adjust to Chinese life..”

• “I like CPH, most of people are really kind here. In Generall DK is very goo for living.. for now I don’t have chance to trave l outside DK, bcs I work and study, but I know that many of my friends who travel outside DK and visit other European countries, they like DK more, bcs other places are less safe, e. eg too many diff people in Paris, traffic is busy- it’s like out of control..here its’ better- y feel calm and peaceful… It’ salso SAFE. I can leave my clothes here, my bag and nobody will take it. “e. eg my friend forgot his camera in a bus, came home, called to Movia and got his camera back!Also there are sad stories..e. eg smbd stole I phone from my friend when he was talking on phone in the street.”

• “In China parents are controlling which friends to have..relationships and money means everything there.. also Chinese girls are getting more materialistic, ... But here in DK, people first like each other,
fall in love and only later talk about all the materiali things..., that’s why I love DK!

- “Second hand market is so good in DK, it’s more trusted than in China.. also people like to recycle, ..they care about environment and don’t waste money if they can buy used and cheaper- especially children clothes on Internet.. toys, ..that’s what I like in DK- even if people are rich, but they do not show that…in China rich guys they are like superiors..really showing off, they can stair at you..here y don’t”

- “Now I think Denmark is cold and dark in winter but also very lovely spring and summer and autumn. And the natural environment and Danish people are very nice.”

- “I have a more positive image of DK, ..even if its dark and cold in winter, summers are good..I go around and enjoy with friends, have dinners together.. “

- “Before I thought that DK is very expensive, but recently when I went to Shanghai, I found that prices are almost the same for some things: rent, clothes”

- “In the beginning I thought that students study a lot here, but after 2 weeks I realized that half of the class was not coming, mostly international people..all the Danish students were doing all kinds of other activities- jobs, sport, families, ..they have very active and at the same time relaxed style”

<table>
<thead>
<tr>
<th>More negative</th>
<th>/a part of participants had worse image of Denmark in general</th>
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<tbody>
<tr>
<td>What is more negative?</td>
<td>Most agreed that it is difficult to get friends with Danes</td>
</tr>
<tr>
<td>(can divide in parts like in 1st table)</td>
<td>Many participants were not satisfied with weather: it is too cold, too dark and too boring during winter season</td>
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<td></td>
<td>Many were not happy about price level that everything is extremely expensive here</td>
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<tr>
<td></td>
<td>Different participants noted that Denmark is ‘too boring’, it is ‘too small’, ‘nothing is happening here’, ‘too quite’, ‘no people’</td>
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<tr>
<td></td>
<td>Some noticed that the weather is winter is very bad, cold, dark, depressing…”</td>
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<td>“after staying for 2 years I prefer to go home.. I do not like weather here..It looks that there are only 2 seasons here..its very cold, dark,”</td>
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<tr>
<td></td>
<td>“DK is very expensive in general”</td>
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<tr>
<td></td>
<td>I lived in Sweden before, when I came to DK, I got disappointed</td>
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</tbody>
</table>
bcs DK does not look like fairy tale country at all..All what they say about DK is not matching in real life..unfortunately..

- ‘in general it is very boring country. ‘
- ‘When you are young, it’s much better in China. I would like very much to be back there: much more life there, food, people eating outside, a lot of activities’
- Few said: it’s not fairytale country at all, everything is getting worse and worse
- “One can feel economic crises and jobless people are depressed while China is still booming”
- “It is not so clean as I expected “
- “Not enough entertainment for young people here, life is more active in China, so I would prefer to enjoy life when I am young in China”

- “Concerning Education system in DK it’s too easy, too relaxed, ..especially mathematics..”
- “cold here, dark very early in winter, windy..we don’t like this dark season., boring here..they stayed in winter here..”

- “It is a lot of bureaucracy in China what you can not see here.. **China- they say- it is a relationship country**…they earn money and they live by relationships. If y don’t have relationships, y are going to die….“

- “For me it’s strange how Dane think about relationships and marriage..it’s very strange they can change many girlfriends.. divorces are so normal here.. , maybe 50% are divorced? also common to have new families made from divorced families and have ‘my children’, ‘your children’ and ‘our common’ children”

- “I knew that DK was expensive, but I didn’t know that it was SO expensive!!I visited many countries when I came to DK, bcs it’s quite easy to go from here to other Scandinavian countries, but can be quite expensive to go outside Scandinavia”

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**Copenhagen brand ‘OPEN’**

**Did participant hear open Copenhagen ‘OPEN’?**

- Many did not know about it..
・ some have seen, but have not thought about that
・ “Yes, but I don’t know the details”.
・ “.y can see in some places.”

YES:

・ Yes. Because Danes are good at English and a few of them even know Chinese and they are very friendly.
・ Many said- Open for minorities

NO:

・ “I think they are opened in some way, but also closed when you go to a higher level..they have still very preserved culture..”

・ “to work in DK—they don’t want foreigners here, it’s so difficult to get jobs for us. And without Danish language. it’s impossible.”
・ “They are not maybe rasist, but they also quite cold and its’ difficult to know them, .they don’t want foreigners to enter to their lives”
・ “I am attending Danish classes just to learn some basics, and they told us, that Danes think, that there are too many foreigners in DK.”

Is Copenhagen ‘open’ for Chinese tourists?

YES:

・ “Danish do not like immigrants, but they do like tourists, are helpful to them:
・ “They are open if you stay only for 2-3 days. They take money from you”
・ “Tourists are usually happy, so locals also smile to them:
・ :‘In shops..of course they like tourists!’ They are open for tourists:

NO:

・ “Why most Chinese come still in groups here? They are not ‘open’ for individuals.”

・ “No. they are not open. The longer you stay here, the better you see- they are not open, especially for foreigners’. So I think Shanghai is much more open for foreigners than Copenhagen. For foreigners is so difficult to find job here!.. I know even examples that Chinese teachers from China couldn’t get jobs, bcs they preferred Danish teachers of Chinese!”
## 2) Perceptions of Danes?

### More positive:
- Most agreed that Danes have very relaxed and easy lifestyle
- Many agreed that Danes are hard working and responsible people, keep their deadlines
- Somebody noticed that Danes value trust, they are very honest
- Many noticed that Danes are very helpful
- One participant is especially impressed about the fact that Danes help unconditionally. They do not expect anything in return like Chinese do.
- “It’s quite easy to get in contact with Danish people. There are many good people actually...and they are very friendly”:
- “Not all Danish are reserved, some are very friendly. Those who are better educated and those who have travelled outside, they are more open”
- “They are very sweet, they are very helpful, I mean for Chinese. In other countries like e- eg in Spain,

### More negative:
- Most said that it is difficult to get good friends
- “Danes seem to be very cold people “
- “Danes are used to make too many appointments, even among friends. This is too official and not understandable in Chinese eyes”
- “Somebody noticed that they do not understand Danish humor, because it is different:
- Few noticed, that parents and children do not have such close relations like in China. When Danes are 18 they usually move away and have to manage on their own while ‘parents house’ in China is always home for the young generation. Old parents’ re send to residential homes which is considered as ‘shame’ in China.
- “Very reserved people, difficult to get friends’, some really got impatient when y speak English with them”
- Group 3 agreed that they did not manage to make any Danish friends, real friends. They can communicate with them, bcs Danes are nice to talk, but no real god friends
- “During office hours Danes are very helpful, they are trying to help you (repeating) , but after job everybody goes to his own private life.. they like to keep

- “CPH is not open..we felt it from very beginning”
Portugal they do not have a good attitude towards Chinese. Chinese in DK are independent, they do not usually use system and social benefits- Chinese are managing themselves in DK. “

- “They are very friendly, very polite, ..hard working, they are very professional- this is very important.., their working hours are not that long, but they are very effective during that time..For me, I made some Danish friends already, it’s fine.”
- “Friendly, kind, ..good colegues in job,..”
  “Danish people are responsible. I like responsibility: I can also TRUST Danish people

It is hard to get Danish friends..maybe bcs of language.. I have some Danish friends..more like aquaintaces, …but I think that they would help if I need.. Not like Chinese.., bcs they can’t trust each other! They can help foreigners of course”

- “very warmheart and helpful”

“they have very active life

- “In general they are very nice, polite, they can just come to you in the street and when they see you with a map and ask if y need help..I didn’t experience that in other countries people approach you like this.. They are really helpful and their English is really good”

- Also I think Danish can express what they think”..
- “In work they are keen to work private life separated from job.”

- “Danes are doing too many appointments, even among friends!”

- “Kind, but sometimes like to promise and disappear.. I experienced many times

- Danish teacher was explaining many times only in Danish, not English, when the rest of students (Asian) didn’t understand

- I think it’ really hard to know them..During the day they are quite cold, boring, do not like to talk much, but in the evenings when they drink some beer, they are different, more open, ..they seem much more relaxed.. And they are really really tall, so when I have conversation, I have to look up..I havn’t really made Danish friends, mostly international..bc’s local people here they just have their own life with their own friends, ..
- Danish people are reserved, ..not like Spanish, Brasilians

- maybe the main problem is when foreigners do not speak Danish , so they can not really be part of them..

- However I think CPH is better than Stokholm, and also I like how Danish people look in streets, I love watching them. They care about themselves, are stylish..compared to people in Oslo and Stokholm, The only thing is strange is their hair cuts- shave in sides and the hair up..the only thing I don’t get.. I love watching different people..in the beginning I thought that all Scandinavians look the same, but now I can distinguish them..

- Group: we hate those appointments! Even between friends and family..this is very
hard, and when is time to go home, they just leave”

- “well, I think it’s the same everywhere..if I am in China- I don’t make friends with foreigners..I have my own friends, ..maybe some people make friends with foreigners, bcs they want to practice their English, ..

- “but I think that Chinese like foreigners, bcs they are just so different..e.eg when we had a foreign teacher- blond, tall- “a white giant”- everybody wanted to make pictures with him;;)“for us Scandinavian look so similar, in the beginning it was difficult to see difference..also we had difficulties with names, …. Some Chinese use some English names to call themselves- can be in documents or just you can pick some name you like, bcs it’s easier for those people in international environment.. also people in Korea, Taiwan, ..”

Danish language
- Somebody noticed that Danish ‘hygge’ is nice only if communication is in English.
- |I didn't take the Danish course but I heard that the pronunciation is very difficult.”

strange for us…y make an appointment to meet 1 week in advance then it’s silence and then y just meet exactly that date.. : e. eg I had a bad experience about it...was invited by my buddy to eat outside with others, I was just 5 min late, called and said that..my buddy said, that it’s fine, I could skip the dinner and come later just for drinks..it was really really strange for me..

- **Group5**: strange relationships with their friends and even family..making appointments for meetings..strange that they don’t keep friendships with old classmates, collegues, ..they are reserved..

- **Danish language**
  - Danish language is a barrier for ALL participants. Everybody things that Danish is a very hard to learn. Many loses motivation for that (especially when they know that they will stay here limited time and they can manage with English)
  - ‘some people can be very impatient when they don’t understand English or what foreigners want to say (repeating) ‘
  - Group agreed that it is very difficult. Especially with pronoucnation.
  - “After so many years living here I still can not see say correctly some words..”
  - “No feeling for this language..it’ s not nice language..group 4 agreed.”
  - “everybody of course has its own taste about language and opinion..but for me Fench is much more beautiful than Danish..”
  - “I am interested in foreign cultures and like to attending. Danish classes since I am
living here, so it can be useful to learn few things..but the language is really really very hard European.. I also learned some French and I could understand French people talking..but I still have difficulties to understand Danish people.”

- “Pronunciation is very hard, it’s really weared”
- “Swedish is much easier..”
- “I think that foreigners who stay here only for limited time can get much more out of their experiences communicating in English rather than wasting time on Danish, bcs it’s impossible to learn in a short time..”

3) **What are Chinese tourists' perceptions of tourist attractions in Denmark**

**Experiences in general**

- Many participants agreed that:
  - “nothing is happening here’, ‘It is too quite’, especially during winter, weekends and holydays

- “Of course it’s a big choice of cultural events here, y can have good experience, ..but some places tickets are expensive: theatre, concerts..”
- “3 main things for Chinese: Little Mermaid, Tivoli, shopping!”
- Group 3 : agrees everything in China is big in DK is small..’
  Chinese are making Big Burger, Danish make Mini Burgers;)
  this is a difference..
- “Chinese take hundreds of pictures just to show off in front of others."
- “Chinese taking a lot of pictures!!! Even when they try some new food, they like to take pictures! “

- (student) I usually go visit museums on Wednesdays or Sundays when admnition is free.
- “all touristic places are very suitable for tourists.. “

**H. C Andersen**

- Everybody knew H. C Andersen
- Most agreed that it is not enough to see about H. C. Andersen
- Most of participants did not know about H. C. Andersen’s
### Eventyrhus in Copenhagen,

- Somebody said that Chinese in general do have too big expectations about H- C. Andersen.

- “with my international classmates we went at night to look for H- C. Anderesens grave..we had some drinks and I don’t know why we went to look for it.. I am not even sure if we saw the right grave, bcs it was dark. but next day I went to see it during the day.. “

- There are 4 apartments where H. C. Andersen lived, but they are not opened, it is just written from which year to which year he lived there..Sometimes me who told to Danish people that actually H. C: Andersen lived here, and they didn’t know..”

### Little Mermaid

- Everybody knew fairy tale of Little Mermaid and famous statue
- “this the most famous attraction! “
- “Little Mermaid: not as impressive as I thought! I didn’t see if it smth special…It was kind of disappointing to see her so small, but it’s good that it was close to my place where I live, so I didn’t need a lot of effort to come and visit here, but for those who come all the way from China, they might be disappointed..Also I saw when it was cold, so maybe it effected..you need to visit in summer.”

- “when I came to DK, this time Little Mermaid was in expo in China, so I had to wait some time until they brought her back..but I heard from people that it was nothing specia, it was little, but I still wanted to see her..”
- “Little Mermaid, -many come for that”

### Views on Top 10 attractions in Denmark and in Copenhagen

- Some noticed that these list do not suit to Chinese tourist and therefore the list needs to be modified to them

- “I have visited almost all the tourist sights and important museums and parks”
- “We have visited all famous attractions in CPH”

### Castles in Denmark

- Many knew castles in Copenhagen and North Sjealand; especially Amalienborg, Rosenborg, Frederiksborg in Hillerød and ‘Hamlet’ castle in Elsinor
<table>
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<th><strong>About Castles</strong></th>
<th><strong>Architecture</strong></th>
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| • About a half of participants have visited different castles.  
• Somebody noticed that her guided tourist groups did not care much about castles, because they saw better castles in France  
• “Chinese like castles’, they would love to visit castles if they have enough time..”  
• “changing of the guards in Amalienborg”  
• “I heard about those castles, but didn’t have chance to see them yet. I hope to visit them..”  
• “I have visited castle in Helsingør, also old town…, plan to see one in Hillerød..”  
• “They should definitely visit castles in North Sjælland.”  
| • Few participants noticed that old architecture is not impressive in Denmark compared to other European countries.  
• Many of participants agreed that new architecture is very good in Denmark  
• One participant who is an expert in art said that old architecture is terrible here compared to other countries in Europe as Baroc and Renessance were for very short time here, however new architecture is very impressive  
• Somebody noticed that selling point in Denmark can not be architecture, because average tourists do not really care. They are in Europe which is already different from China; and they do not see big differences between countries. This is for specialists. She gave an example of one architect who visited Scandinavia only to see architecture here.  
• “they are not just interested in it..”  
• “well, it doesn’t say anything to me”  
• “It’s totally new for me..DK is the first foreign country for me, I have not been anywhere else yet, but I saw lots of pictures from France, Italy,, and I like it much more..”  
• “I was actually impressed of architecture here when I came..maybe bcs DK was my first European country..I like old architecture more..it’s really European, ..but also New architecture is very good, interesting to see”  
• “Modern architecture is really impressive” |
### Museums
- About more than half of the participants visited a number of museums in Denmark, mostly in Copenhagen, a small part did not talk about museums at all.
- Many of those who went to museums mentioned: National Museum, Glyptotek
- Few visited Loisiana, I is going to go there
- Few visited Viking ship museums in Roskilde
- Few Danish Design museum, Danmark’s National Gallery
- “I have visited most of the museums on Copenhagen with my Danish language school! Also in Køge, Roskilde”
- Few: Post Museum,
- One talked about Copenhagen city museum, their newest exposition about garbage,
- Parliament
- Botanical garden..
- “I went to Roskilde to see Viking museum, but it was not that impressive, nothing special, ..there are 2 boats there, but I saw better boats in Norway..”

### Amusement parks
- **Tivoli:** Everybody knew Tivoli and most of participants have visited it. Many think that Tivoli is nice, but too small.
- “Tivoli is nothing compared to what we have in China”.
- “everybody has a very good image of Tivoli, but when they see it, they are surprised how small it is.. “
- “It’ easy and convenient to go to Tivoli and bring your guests when you have a member card”
- group 3 -all went to Tivoli, but think that much better in China
- “it is Kind of small ..in China in big cities they have much bigger and much better , more exciting..., more things to do..”
  - **Bakken:** part of participants have visited Bakken. However very different opinions where given about it: some thought it would be very interesting for Chinese especially as it is close to see and surrounded by huge park while others said that ‘it was nothing special’, even boring and Chinese would be angry to ‘waste time in that forest’.
- “I didn’t bring my guests to Bakken, bcs Tivoli is much easier,
right in center

- I went t’o Bakken, and for me it’s so small, like nothing special really.. bcs in China we have huge entertainment parks in all big cities, they are huge, many things to see.”

- I also been there, but it’s not really for me.. “

- **Legoland**- Everybody knew Legoland, part of tem visited it. Most think it is very interesting and nice place, especially for families with children, but some noticed that it is ‘too far’ and ‘too small’.
- One noticed that Legoland can the best of top 10 attractions in Denmark
- “I want to go to Legoland😭, bcs its very famous company in China..young Chinese would love to visit that..but not for older I think.”

- **Bon- bon land** was mentioned by few participant.

### Nature and nature parks, Zoos, aquariums

- Somebody noticed that Denmark has a unique nature as country is surrounded by water and consists of many islands
- Part of participants talked about nice green parks in Copenhagen
- Few talked about nice Dyrehavepark in Klampenborg
- Zoo-smb d said it can be interesting for families with children.
- Smbd said: Aquarium in Klampenborg, it’s small, but it is OK
- I like more nature things than amasement parks: forest, beach, sea, ..take a walk in parks.. I like Dyrehaven, like parks around in CPH, a lake in Gentofte, .

### Sightseeing boats

- “yes, I tried them. This could be good for Chinese tourists. Also I am using sometimes those boats like buses where I use my ticket”
- Most of the group 3 tried them..
- “many of my guests also tried, liked it a lot, took lots of pictures”
- “yes, I took them, but I think it was so so, bcs it was cold and very windy..”
- “I went twice and it was really nice.., I made a lot of pictures.. I also know water buses where y can go with monthly ticket..”
| places visited in Denmark | Århus: Few visited Århus, but said that it was not something special.  
there is much more quite than here..it’s also quite hilly..before I thought that DK was very flat like pancake, but I realized that it’s not..  
Odense: Few also visited Odense and H. C. Andersen’s home. They definitely think that the city is worth a visit for Chinese tourists. Sombodu said that every Chinese would love to visit H. C. Andersen's hometown. However one said that she was quite disappointed of that visit.  
“Odense is my favorite”  
Ålborg- few went there  
Julland: “I have visited Den Gammel By in Ribe..”  
Roskilde- few went  
“I also went to Roskilde cathedral, but just to go around and make some pictures..didn’t have anyone to tell me about it, so didn’t think that it was very famous.. also by that time I saw a lot of churches, so it was not so impressive for me..”  
“I went to Roskilde to see Viking museum, but it was not that impressive, nothing special, ..there are 2 boats there, but I saw better boats in Norway..”  
Few went to Malmo, but said it’s like mini CPH, too boring compared with CPH |
| Cultural events, theatre, concerts, festivals | “It’s a big choice, but I seldom go, only if I get tickets from my job’ – it is expensive”  
:yes, I go to exhibitions and diff. cultural arrangements but not theater.. , also some music festivals. Have been 1 time also in Roskilde festival for many years ago.: |
| Other attractions/entertainment | “we are planning to visit also Carlsberg Exhibition..”  
“I brought my Chinese guests to Casino an dthey really enjoyed it”  
“ we don’t go to nigh life places, as it’s too noisy..we are not young anymore |
<table>
<thead>
<tr>
<th>Suggestions</th>
<th>Different individual suggestions:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Could be interesting to see city hall..</td>
<td></td>
</tr>
</tbody>
</table>

**Suggestions**

- “Lists of top 10 tourists attractions has to be modified to Chinese tourists (repeating). The list is westernized, it should be changed, because cultures are different. Focus on Danish lifestyle, Danish people (Chinese admire blond children and blond Danish women)”

- “Prices for attractions are OK, because people who have money to go abroad, they have money for that”

- “Focus on product development in low season, including shopping“

- “An average Chinese would also like to visit famous companies and see some exhibitions there or production process e. eg in Vestas, in Lego (Similarly to what Carlsberg offers)”

- “trip by boat around DK could be interesting”

- “Cruises can be good- to pass for them here “

- Somebody said that Danish weather in summer is very suitable for Chinese who normally do not like too hot weather

- “To show open air museum- Frilandsmuseum, with old Danish houses; lso animals in the museum is interesting.., it is totally different from what we have. most of museums in China are indoors “

- “do not give Chinese people too high expectations’. Chinese already have too high expectations, e. eg I have never been to Legoland, so I think it’s very nice, but I do not know that it’s very small.”

- “Also young people like me prefer to see smth interactive, some moving things, not just pictures or statues standing in museums.”

- Group 3 agreed that Chinese tourists should definitely visit Legoland, ‘also they could see Odense on the way to Billund.”
4) What are Chinese tourists' perceptions of services in Denmark

Perceptions of Services in general: shops, banks, post office, etc.

<table>
<thead>
<tr>
<th>Positive:</th>
<th>Negative:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Overall impression is that services are good, personnel is friendly in shops, in banks.</td>
<td>• Few said that it would be much easier to use Euro in Denmark</td>
</tr>
<tr>
<td>• Somebody noticed that it is a very good system here, because one can easily change or return the goods he bought and get money back. This is not typical in China.</td>
<td>• Somebody complained that people sometimes get cheated while changing their money.</td>
</tr>
<tr>
<td>• “it’s good, they are service minded, very helpful. ‘</td>
<td>• Somebody noticed that Chinese tourists widely use UNI-PAY cards (similar to VIZA cards), but they can not use them in DK</td>
</tr>
<tr>
<td>• “They try to explain, even body language if you don’t understand”.</td>
<td>• Chinese shop owners in Denmark are low-service minded.</td>
</tr>
<tr>
<td>• “in China there are plenty of restaurants where there are no toilets for handicaps. Here in DK, when you want to open restaurant, there is a requirement to have a handicap toilet”</td>
<td>• I experienced that service assistants didn’t give enough money back…. It was in supermarkets.</td>
</tr>
<tr>
<td>• “I think that it is really a good service her both in post offices and bank and other places. They answer fast to your</td>
<td>• “opening hours of Banks and shops and other places is not convenient, is not good. We can not manage anything to be done..it’s a problem when y have a full</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
questions...:

- “people in shops are very friendly, services are good.”
- “yes, people are service minded”
- “Services in shops: it’s good, they are friendly..treats everybody equally: Back in China- it depends in which shop and they will judge y about the clothes and the way y talk.”
- “very organized and efficient”

Perceptions of Transport:

<table>
<thead>
<tr>
<th>Positive:</th>
<th>Negative:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most of participants stated that public transport is very convenient</td>
<td>Part of participants complained that transportation to other parts of the country can be complicated, because most of information is only in Danish</td>
</tr>
<tr>
<td>Several mentioned fast and comfortable Metro connections.</td>
<td>Few mentioned that transportation to Legoland is also complicated and takes long time</td>
</tr>
<tr>
<td>“In general in China- too many cars! Traffic jam in the morning and afternoon, so it’ is much better here”</td>
<td>Some mentioned that system with price zones is quite complicated and tourists might be confused which ticket to buy</td>
</tr>
<tr>
<td>“very good here. E. eg there is place for baby carriages in busses..you can not find these things in China.. “</td>
<td>“oh, it’s very expensive! If y come to China, its very cheap! Like in Beijing for 2 kr you can go around in subway..no matter how long y will go, bcs government pay a lot of money to support..”</td>
</tr>
<tr>
<td>“that compared to China there is much better situation here in DK, more organized....tere are too many people in China, too many cars and bycicles, .. everything is just chaos</td>
<td>“I don’t use bike, bcs It’s too cold..in</td>
</tr>
<tr>
<td>here in DK a lot of attention is paid for bycicles..drivers are careful.”</td>
<td>time job..sometimes we rush to manage smth..”</td>
</tr>
</tbody>
</table>
• “Danes are very careful and drive according to the rules, stop when they have to stop”

• “Very convenient here. In China it’s popular to use electronic bikes using electricity- it’s a bit cheaper than motorbicycles, but they are not good for health and environment:

• “it’s convenient..we can understand info."

• “System is very good! Just perfect. In China- you need to wait, you don’t know when the next bus is coming..the time for buses in DK is fixed. An dy can get information from I phone, Intern, y can get infor at night+ you can use public transport at night, but in China y can not do anything there..at night. You don’t have big population here, but in China- everything is just crowdy! It depends on people if they like this or not..but I like to go for a walk in town, go around calm”

• “here even rich people drive bikes! Riding a bike in China means you are very poor..but here my Danish boss who has two cars, is biking to job! It is another attitude..”

• “quite on time and convenient”

• “In the city it is very convenient, but in some places outside the center where you have connections only with buses, sometimes buses go very seldom..every 20min or every 30min.. but maybe people have cars there..”

China we don’t use caps, ..we don’t have habit”

• “it is good, but too expensive! Here inside cph is still acceptable, but if y want to go to other cities, it’s very expensive. “

• “Even if I put warm clothes, it’s still cold..so I still don’t understand how people can ride their bikes”..

• “I never bike, bes it’s really windy, it’s too cold. “

• “I wanted to go to visit Odense, but you know, that train tickets are quite expensive in DK”
Perceptions of Restaurants:

<table>
<thead>
<tr>
<th>Positive:</th>
<th>Negative:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Part of participants new World-famous Danish restaurant ‘NOMA’</td>
<td>• Most of participants agreed that ‘there is no real Chinese restaurants in Denmark’. It is more like a mix of some Chinese and western food to satisfy locals.</td>
</tr>
<tr>
<td>• Somebody told about traditional restaurant ‘VITA’ close to Kongens Nytorv as favorite for her Chinese guests</td>
<td>• Someone who lived in Germany for 10 years, told that Chinese restaurants in Denmark are ‘awful’ here and there is no choice among them compared to Germany or Italy</td>
</tr>
<tr>
<td>• “there are quite good Chinese restaurants in Cph, (ask which names), prices are OK, reasonable..and those Chinese who come to DK, they have money and like to spend them”</td>
<td>• “they don’t make real Chinese food”</td>
</tr>
<tr>
<td>• Somebody named following good Chinese restaurants: Restaurant Hong Fu, Den Kantonesiske restaurant Pak Ka, Royal Garden, Golden Bamboo, Fu Hao RestaurantAdresse:</td>
<td>• “but if you ask Chinese, there is no real Chinese food in DK, it’s mostly for Danish who live in DK and other foreigners”’</td>
</tr>
<tr>
<td>• “A lot of choice”</td>
<td>• “This is not Chinese food- if you go to China, food is much much better..this is not a real Chinese food”</td>
</tr>
</tbody>
</table>

Discussions on Chinese Food/Eating habits:

<table>
<thead>
<tr>
<th>Chinese Food culture</th>
<th>One participant stated that one thing is necessary to know_ that is the importance of food for Chinese people!!</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Several participants noticed that Chinese have very strong food culture and food is very important for Chinese</td>
</tr>
<tr>
<td></td>
<td>“Chinese enjoy food, most often eating with special sticks;”</td>
</tr>
</tbody>
</table>
they eat slowly, might make sounds what means that they like the food”

• “We look young because of Chinese food.!”

| How Chinese typical food looks like? | ‘WOKE’ dishes including rice, meet and vegetables  
• Warm breakfast  
• A lot of rice and vegetables  
• All kind of meet including pork (if not Chinese Muslims)  
• All kinds of fish  
• Chinese do not usually eat cheese, sandwiches, pizzas..  
• Chinese love warm dishes, warm soup, tea, etc. they don’t like cold food’  
• “I found a problem about the taste of rice in DK, the rice here is different, so if you cook Chinese food, it’s still not the same..only in Chinese shops you can find some real rice- Chinese brands, so usually they are OK: |

| What do Chinese drink? | Chinese like to drink warm boiled water..  
• Concerning alcohol, it is OK to drink, even women drink modestly  
• Young people like wine, for older generation they like more sweet wine  
• Chinese like Russians like liquer  
• Beer is getting more popular now  
• “Traditional kind of wine, which is is made of rice.., it’s very strong, has high alcohol procent..looks wine.., so they prefer this drink..anyway gradually they are trying to drink red or white wine..beer is very normal to drink in China..” |

| How many eat ONLY Chinese Food? | Many participants agreed that most of Chinese tourists are not interested to go to Italian restaurant or try Danish restaurant, they are ONLY interested in Chinese food.  
• Many also think, that in the beginning, when they travel for the first time outside China, they might taste something different, but not other times. They become fed up of western food very fast. The same as West Europeans fed up of Chinese food in China.. |
<table>
<thead>
<tr>
<th>How many like to try and eat different kinds of Food?</th>
<th>Somebody thinks, that 9 out of 10 Chinese living abroad make Chinese food at home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>One person noticed that Chinese tourists in Denmark are usually from middle class and middle-age people, who are very traditional and prefer only Chinese food also on holyday.</td>
</tr>
<tr>
<td></td>
<td>Several people noticed that Chinese stomachs can simply not accept western food, because this is too heavy.</td>
</tr>
<tr>
<td></td>
<td>“We eat ONLY Chinese..”</td>
</tr>
<tr>
<td></td>
<td>“I eat only Chinese food, bcs I am used to that. I tried, but I didn’t like that..”</td>
</tr>
<tr>
<td></td>
<td>“I am also trying to say to myself that I should try some kind of western food, but when I try, I don’t like it..our food is so different..”</td>
</tr>
<tr>
<td></td>
<td>One participant who lived in Italy, likes to make both Chinese and Italian food, because she lived there and likes that food.</td>
</tr>
<tr>
<td></td>
<td>Another participant who lived 10 years in German cooks both Western and Chinese at home. She likes potatoes, but if she has her mother visiting, then it has to be ONLY Chinese.</td>
</tr>
<tr>
<td></td>
<td>“I can eat all kinds of food. It’s not difficult for me to adjust I like to try a lot of new things, bcs I know that one day when I go bac to China, I have no opportunity to enjoy this real local food:”</td>
</tr>
<tr>
<td></td>
<td>Few noted that “Our age- young people eat pizzas and hamburgers”</td>
</tr>
<tr>
<td></td>
<td>“I came here not for Chinese food! (repeating) I am more open for food. Of course, I can eat potatoes, diff meat, ..I like to taste some foreign.. At home I cook mixed food.. I try everything from supermarkets”</td>
</tr>
</tbody>
</table>
- “I think that those who visit Europe, DK, that they would like to try smth different, bcs they can eat Chinese food there, so they would like to try..my guests were asking: what Danes are eating?, I think they want to try..”

- Group 3 tendency with mothers: Very specific group having children, who grow up in DFK, therefore are used to Danish food and families make diff food at home.)

- “we at home mix diff. food. Especially children they love Danish food, bcs they are born here..it is also much easier to make Danish food. Our guests usually try Danish food with potatoes, but later they prefer Chinese, especially rice and noodles. “

- Group 3: their guest like to try smth different, but prefer Chinese food.

- “actually I do not eat so much rice and noodles’ and ‘I am completely open for all kinds of food”

- “ I love Danish warm food”
- “I like to try diff food”

- “I found that Chinese food is adapted to Danish people’s taste..so I rather eat smth else, I prefer western food than that fake Chinese..- Danish/Chinese.. I prefer to try local food: open sandwich, some frikadella, some quick fast food, also I go to cheap places, a lot of diff. Thai food.. I really want to try famous NOVA restaurant, but from my friends’ experiences it is VERY expencive and y have to book a table long time in advance..tey said it was REALY expensive, but worth to go.”

- “I don’t have interest in going to Chinese restaurants at all.”

- “I don’t know, I am not so sensitive to food, so everything is the same to me. I can eat everything..and it has to be easy and fast- just put in oven and finished. I eat sometimes with friends, so I eat whatever what Danish people eat.. I think also that older generation can not change habits.. they are used to eat only Chinese. “
### What kind of food Chinese miss in Denmark?

- Few mentioned that Chinese miss boiled warm water in different public places. These are typical in China (??).
- Some said that it is a problem to buy the same products in Danish supermarkets, even rice is not exactly of the same quality what they are used to. Therefore one has to go to special Chinese shops which are usually more expensive and are not widely spread in Denmark.

### Suggestions

- “One participant suggested that visiting typical Danish restaurant should be as experience for Chinese tourist. She who worked as tourist guide in Italy have an example how a tour to Italy included an obligatory visit to local Italian restaurant in Toscana and was promoted as ‘local food experience’. The restaurant had a very good view, cozy atmosphere, menu included simple but typical dishes to Toscani region including ‘hand picked tomatoes’ and old vine from there. It was a very unique and grate experience for Chinese, who maybe didn’t fill their stomachs that time but had memorable experiences. “

### Information in Chinese/English

### Critics:

- “Most of people in shops speak good English, but It would be nice to have more Information in Chinese in most touristic places”
- “They don’t use English info, only Danish, also in trains .. it’s problem”
- “it should not be problem for those who travel in groups, bcs they have a guide who can translate the most important information, but if they come alone..well if they don’t speak English, they will never come without a guide alone. “
- “But there is still a need for more Chinese speaking assistants”
- “we don’t want to admit it, but English language education in China is not very successful..some start to learn very early, but there are not so good results in general.. We are English teachers, so it’s fine for us”
- “there are no sign and any mark in English on the streets and in supermarket.”
It always causes a lot of trouble for me. Especially when there is an emergency announcement on the bus or train.”

- “It can be problems in trains, when they have problems and explain only in Danish. For tourists you definitely need information at least in English.”
- “I found information in Chinese in some places in Switzerland, it was very good.”

<table>
<thead>
<tr>
<th>What is Positive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• “Language is not a problem for young people, because they are brave enough to go to another country independently, do some risky things, but for the older generation, well, they usually go in group with guides, so it’s no problem.”</td>
</tr>
<tr>
<td>• “Now many people in DK can see that there are many Chinese tourists coming to visit DK, so some shops already employed Chinese speaking shop assistants, especially in Strøget in forskellige butikker for Gucci, many shops have Chinese speaking assistants.”</td>
</tr>
<tr>
<td>• “But I think that in the future there will be more and more Chinese signs and information in many different shops e.g. My doctor, specialist in children diseases said to me, that I should speak Chinese with my children, because it will be very important later in DK.”</td>
</tr>
<tr>
<td>• “Some gymnasiums in DK started to teach Chinese language.”</td>
</tr>
<tr>
<td>• “It’s ok with me, I understand English, but I am also not a museum person, I am just going there around, not really reading. Also for tourists groups, I don’t think it’s a problem, I think they have their own guide who can explain, Chinese do not stand at every statue, they just go fast and make pictures.”</td>
</tr>
<tr>
<td>• “In some shops in DK they sometimes have Chinese speaking personnel. I saw in Ilium.”</td>
</tr>
</tbody>
</table>

**Tourist guides for Chinese**

- Everyone agreed that there is a problem, that there are not enough educated Chinese guides in DK.
- Some know that there are professional courses now preparing Chinese guides.
- Somebody noticed that some guides can also steal time from visiting other attractions and
<table>
<thead>
<tr>
<th>Culture of gift – giving</th>
</tr>
</thead>
</table>
| • Many participants talked about strong Chinese tradition of gift-giving. Presents are usually given not only to the closest family, but also neighbors, friends, colleagues. Everybody living in Denmark brings presents home, some more, some less, but for tourist is an obligation to bring something unique and good from ‘over there’.
| • “it’s true that Chinese using a lot of money for presents when they travel, but me- I am buying only small souvenirs” |

<table>
<thead>
<tr>
<th>Importance of shopping while travelling</th>
</tr>
</thead>
</table>
| • Somebody who was a guide for Chinese in France told an example how her group was shopping in Paris. Main characteristics:
  - If Chinese have to choose one tour from two, they will definetely choose one including 1 day of shopping!
  - Chinese spend huge amount of money for shopping
  - Chinese tend to buy everything in one place, one mall, where everything is convenient
  - Tax free is very important for Chinese, especially convenient when it was placed in shopping mall and had Chinese speaking desk
| • “If y want to make money from Chinese, bring them for shopping! “
| • “they like decorate houses and say- this is from this country, this is from that country.”
| • “Chinese who live in bigger house, they like to have some cupboards/shelves in their homes where they exhibit all kinds of souvenirs from other places, they like to show off.. “ |

<table>
<thead>
<tr>
<th>What do Chinese buy in Denmark?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• “Chinese like expensive, luxury things and they can be 35% more expensive back in China, because ein DK one can get discounts and tax- free”</td>
</tr>
<tr>
<td>• <strong>Souvenirs:</strong> many participants said that everyone buys some kind of small souvenirs to bring home. These are usually related to H. C. Andersen and Little Mermaid</td>
</tr>
</tbody>
</table>
• **Amber:**
  - usually necklaces in beautiful boxes, some souvenirs from amber
  - they buy amber, but we have also some kind of amber in China.. maybe it’s even cheaper than here
  - Oebought amber for 10.000 kr

• **Roal Copenhagen Porcelain:** some noticed that..

• **Brand goods** (many mentioned: Gucci, Luis Vouton...)- clothes, bags, shoes , especially Ecco shoes

• “Most of the brands- are really HOT in China (Vero Moda, Jack and Jones), are really very expensive”

• **All kinds of luxury items**-

• **Danish design:**. many said that.

• **Watches** – few mentioned that

• **European chocolate and candies:** some told that..

• **Danish cookies**- a big part agreed

• **Danish ‘dunes’, pillows, matrasses:** couple of participants mentioned that

• **Individual remarks:**
  - Chinese go to Sweden to buy porcelain there
  - Chinese like to buy technological stuff here, e eg phones
  - Chinese also buy kitchen knives
  - They also buy cosmetics, perfume, but maybe not in DK..

---

**Visa issues**

<table>
<thead>
<tr>
<th><strong>Positive</strong></th>
<th>Several participants noticed that it is easier to get group viza than individual</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“I have never experienced those problems”</td>
</tr>
<tr>
<td></td>
<td>“it’s not a big problem for us, not many Chinese want to come to live in DK…”</td>
</tr>
</tbody>
</table>
“many of us who live here for a long time would like to be back in China...bcs it is now a economic boom, everything is growing, not like Europe...you feel kind of depression here.”
“everywhere is difficult to get permission for Chinese, but for us no problem- we live for a long time here...:

Negative

- The biggest majority of participants complained about complications to get visa to DK: it is much more difficult, more, expensive and takes longer time compared to other countries in Europe, so people choose countries which are easier for them to come.
- “if we get easier visas from other EU countries, why should we choose DK?? “
- “we don’t need visas to poor countries like Vietnam, ..but for most of countries we need visa...it is very difficult: y need to have a guarantee, show some property in China, etc, ..so I don’t think that many people can afford to travel.”
- “DK is not attractive to stay after Master...no guarantee for jobs here, no gurantee for stau permission. I heard that in USA after finishing master, y can stay..also some regulations in Canad:a..

Appendix nr. 6

Contacts of interviewed professionals

<table>
<thead>
<tr>
<th>Person</th>
<th>Organisation and position</th>
<th>Contacts</th>
</tr>
</thead>
</table>
| Anna Frank              | Former organizer of Chinese tourists groups in Poland | Mob: 22434947  
E-mail: anna.cylwikfrank@gmail.com |
| Lene Wittek Holmberg    | WOCO International marketing                        | Tel.: 3355 7447  
Mob: 6155 5126  
E-mail: lwi@woco.dk |
## Purpose of interviews and main topics discussed

<table>
<thead>
<tr>
<th>Name and organisation</th>
<th>Date and place of interview</th>
<th>Main topics of interview</th>
</tr>
</thead>
</table>
| Anna Frank            | 02/02/12 At her own place in Frederiksberg | • To get some more knowledge about Chinese inbound tourism as well as to get some inspiration for my topic choice  
• Wanted to hear her experiences of being expert in making tourism packages for Chinese visiting Poland  
• Talked about Chinese travelling habits, |
<p>| Steven Zhang          |                             |                          |
| Li Jicheng            |                             |                          |</p>
<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
<th>Location</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director of Incoming Travel Dept. American Travel Abroad</td>
<td></td>
<td></td>
<td>patterns, most common itineraries, trends</td>
</tr>
<tr>
<td>Dan Jiao</td>
<td>05/05/12</td>
<td>At my own place in Brønshøj</td>
<td>• To hear about her own experiences from working with Chinese tourists</td>
</tr>
<tr>
<td>Freelance interpreter for Chinese delegations</td>
<td></td>
<td></td>
<td>• Questions related to different parts of the thesis, especially: Chinese tourists perceptions of image of Denmark; perceptions of Danes, perceptions of tourists attractions and perceptions of services</td>
</tr>
<tr>
<td>Lene Wittek Holmberg</td>
<td>24/02/12</td>
<td>At WOCO, Copenhagen</td>
<td>• Wanted to know more in detail about Copenhagen Connected project and specifically about new route Shanghai – Copenhagen</td>
</tr>
<tr>
<td>Route Development Manager</td>
<td></td>
<td></td>
<td>• Asked about marketing efforts in China</td>
</tr>
<tr>
<td>WOCO</td>
<td></td>
<td></td>
<td>• Asked her opinion about certain topics related to the thesis</td>
</tr>
<tr>
<td>Steven Zhang</td>
<td>June 2012</td>
<td>At café in Vesterbrogade</td>
<td>• Wanted to hear more about STB role and work tasks, new projects, marketing efforts</td>
</tr>
<tr>
<td>Directors, STB</td>
<td></td>
<td></td>
<td>• Asked his personal opinion about different topics related to the thesis</td>
</tr>
<tr>
<td>Li Jicheng</td>
<td>23/08/12</td>
<td>In the Chinese Embassy, Hellerup</td>
<td>• Wanted to hear more about billateral relations between China and Denmark, recent and upcoming events</td>
</tr>
<tr>
<td>Cultural Counselor at Chinese Embassy</td>
<td></td>
<td></td>
<td>• His opinion about certain parts of thesis, e.g WOCO open for Chinese? Chinese tourists habits, their behavior, most common itineraries, etc</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Chinese tourists perceptions of image of Denmark</td>
</tr>
</tbody>
</table>
Appendix nr. 8

Conversations at souvenir shops

How conversations with shops were held:

Shop assistants in souvenir shops and other shops receiving a big amount of tourists, are usually very busy during high season and most likely they would not spend the time for master student to answer her questions. Therefore it was decided to drop in as usual customer and pretend that I am going to have Chinese visitors and I was planning in advance were to take them for sightseeing and shopping. In this way I got a very positive welcome and a maximum respond from every shop, conversations what lasted from couples of minutes to 10 minutes including round tour in some of the shops and detailed descriptions of what Chinese tourists usually buy.

<table>
<thead>
<tr>
<th>Nr.</th>
<th>Name of shop</th>
<th>Date of visit</th>
<th>Main points from conversations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Souvenir shop-Town Shop Palace</strong></td>
<td>18 July 2012</td>
<td>There are a lot of Chinese tourists, especially in the high season. First of all they buy everything about Little Mermaid because they know her. Also they love magnets, souvenirs for keys. Books in Chinese are not so popular.</td>
</tr>
<tr>
<td>2</td>
<td><strong>Souvenir shop-Viking Gave Shop</strong></td>
<td>18 July 2012</td>
<td>Chinese tourists buy souvenirs about Little Mermaid and H. C. Andersen, also books in Chinese</td>
</tr>
<tr>
<td>3</td>
<td><strong>Souvenir shop-Copenhagen Souvenir and Design</strong></td>
<td>18 July 2012</td>
<td>There are a lot of Chinese tourists coming. They buy everything connected with fairytales, mostly statues with Little Mermaid, statues of H. C. Andersen - because everybody knows them! Also they buy souvenir plates with images of Denmark, books in Chinese about Denmark and Copenhagen. I was</td>
</tr>
</tbody>
</table>
### Appendix nr. 9:

**Conversations at tourist attractions**

<table>
<thead>
<tr>
<th>Nr.</th>
<th>Tourist Attraction</th>
<th>Date of visit</th>
<th>Information in Chinese</th>
<th>Comments on observations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Little Mermaid</td>
<td>Several visits during spring and summer 2012</td>
<td>No</td>
<td>A big number of Chinese Tourists visiting each time. Usually in groups, but also individuals. Everybody seems extremely happy to be there and spend time to take lots of good pictures. They buy souvenirs from the ‘souvenir bicycle’.</td>
</tr>
</tbody>
</table>

| 4.  | **Souvenir shop-Gifts and Souvenirs** | 18 July 2012 | There are Chinese Tourists coming, they usually buy everything with Little Mermaid also wooden red horses are quite popular. Some buy informational books in Chinese. |

| 5.  | **Souvenir shop-Danish Souvenir** | 18 July 2012 | Chinese buy everything connected with Little Mermaid, because everybody knows her and everybody loves her! They also love souvenirs in metal, it can be small statues of Little Mermaid or H.C. Andersen, magnets, souvenirs for keys. |

<p>| 6.  | <strong>Amber specialist</strong> | 18 July 2012 | Many Chinese visitors buy mostly jewelry from amber, some buy souvenirs from amber, but they are less popular. Some of them seems to be very rich and love to buy amber presents for several people in home country. |</p>
<table>
<thead>
<tr>
<th>No.</th>
<th>Location</th>
<th>Visits Description</th>
<th>Visits Type</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Tivoli</td>
<td>A couple of visits during spring and summer 2012</td>
<td>No</td>
<td>Quite some Chinese individual tourists were seen. Usually couples and few couples with children. Taking lots of pictures and buying souvenirs. Some trying the rides and eating in restaurants.</td>
</tr>
<tr>
<td>3</td>
<td>H. C. Andersens museum/Eventyrhus</td>
<td>July 2012</td>
<td>Information and fairytales are told in Danish, English and German. A small information sheet is found in Chinese summarizing a list of fairytales.</td>
<td>Few individual Chinese visitors were seen. I had a short chat with one couple, who were happy to visit the museum, but found a bit disappointing that there were no fairytales told in Chinese even if they understood English. They also expected more interaction, being a part of fairytale instead of just listening the stories and seeing only few images.</td>
</tr>
<tr>
<td>4</td>
<td>Copenhagen City Museum</td>
<td>May 2012</td>
<td>No</td>
<td>I had a short conversation with the ticket officer who told that there are passing by some Chinese tourists. Their visits seem not planned, just passing by and dropping in the museum. They love to make pictures and buy souvenirs.</td>
</tr>
<tr>
<td>5</td>
<td>Glyptotek</td>
<td>May 2012</td>
<td>No</td>
<td>I had a short conversation with ticket officer there. He told that there are coming some Chinese visitors either in couples or individually, love taking pictures.</td>
</tr>
<tr>
<td></td>
<td><strong>Location</strong></td>
<td><strong>Time</strong></td>
<td><strong>Observation</strong></td>
<td><strong>Conversation</strong></td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------</td>
<td>----------------</td>
<td>--------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>6.</td>
<td>Frederiksborg Castle in North of Zealand</td>
<td>May 2012</td>
<td>There is an information booklet at the entrance in Chinese. An information book in Chinese about the castle is found in the book shop.</td>
<td>I had a short conversation with ticket officer who informed that they do have sometimes Chinese tourists groups visiting the castle and also quite often during high season they receive individuals visitors.</td>
</tr>
<tr>
<td>7.</td>
<td>Netto Baaderne Canal Tours</td>
<td>May 2012</td>
<td>No</td>
<td>I was informed that they do sometimes have individual Chinese tourists on board, but those who understand English, I was informed that DFDS Canal Tours have special tours in Chinese</td>
</tr>
<tr>
<td>8.</td>
<td>Copenhagen Zoo</td>
<td>Several visits during spring and summer 2012</td>
<td>No</td>
<td>There were sometimes noticed Chinese couples either with children or alone, but it was hard to distinguish if they were locals or tourists.</td>
</tr>
<tr>
<td>9.</td>
<td>Rosenborg castle</td>
<td>June 2012</td>
<td>Not notices, but I was told by Li Jicheng that they have interested in Chinese tourists and plan to have information in Chinese</td>
<td>It was noticed a couple of Chinese tourists</td>
</tr>
<tr>
<td>10.</td>
<td>Round Tower</td>
<td>June 2012</td>
<td>No</td>
<td>I had a short conversation with ticket officer, who told that there are quite often individual Chinese tourists passing by to see Round Tower</td>
</tr>
<tr>
<td></td>
<td>Hop on Hop Off Busses Copenhagen</td>
<td>Several observations in summer 2012</td>
<td>Among 11 languages there are audio guides in Chinese</td>
<td>There were noticed several times individual Chinese tourists and small groups of 2-5 people</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/</td>
<td>Bakken</td>
<td>Several observations in spring and summer 2012</td>
<td>No</td>
<td>There were quite some Chinese visitors mostly couples with/or without children, but it was hard to distinguish if they were locals or tourists</td>
</tr>
</tbody>
</table>

Appendix nr. 10

WOCO Statistics

a)

Rapid growth in Chinese bednights

Source: received from Ole Kjær Mansfeldt, WOCO, April, 2012
b) 

Rapid growth in Chinese bednights

Source: received from Ole Kjær Mansfeldt, WOCO, April, 2012

c) 

Rapid growth in Chinese bednights

Source: received from Ole Kjær Mansfeldt, WOCO, April, 2012
It is critical for the Scandinavian cities to be focused, ambitious and to think in the long term to capture the potential of the Chinese market. As a foundation of such a strategy, five [Scandinavia cities have decided to carry out a joint pilot project outlined in this action plan.

The overall objective of this pilot project is to test the reality of the idea of a long term strategic partnership between the Scandinavian cities to boost Chinese tourism.

Thus, the pilot project outlined in this paper shall:

1. Give a research based update of the growth potential in the Chinese travel market.
2. Identify the barriers and motivations of being a Chinese tourist in a Scandinavian city.
3. Outline a new framework for joint strategy and cooperation between the Scandinavian cities addressing the Chinese market.
4. Produce a catalogue of project ideas that can be implemented in the main project.
5. Seek co-financing and financial leverage to a long term strategies

As a consequence of these objectives the pilot project is designed along three lines of work flow:

1. The Research Track featuring market research and in-field qualitative studies.
2. The Strategic Track featuring partner sessions and round table discussions over selected best practice cases.
3. The Partnering & Finance Track that will seek strategic partners and sources of finance for the main project.

The project will be executed from December 2011 to the spring of 2013. The total budget of the pilot project aims at DKK 1,400,000.


According to the Project Manager, WOCO Signe Jungersted they are at the final stage of the research part and expect final results before the end of the year 2012. Research part includes
quantitative survey on Chinese tourists in Copenhagen, Göteborg, Stockholm, Helsinki and Oslo; competitor analysis combining interviews with experts, statistical analysis and web research; identifying existing efforts in Scandinavia to be visible in China and whether this market should be prioritized and trying to find out communication channels best suitable for the Chinese market (Hansen, 2011).

Appendix nr 12

Top 50 by visit DK

Top 50 - Most visited Danish Attractions 2006-2011


Top 50 Tourist Attractions in Denmark – 2011

From 1 - 25:
From 25 - 50:

<table>
<thead>
<tr>
<th>Place</th>
<th>Name</th>
<th>Visits 2011</th>
<th>Nominal change</th>
<th>Pct. change</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>Museum Revent</td>
<td>230,000</td>
<td>7,402</td>
<td>3</td>
</tr>
<tr>
<td>27</td>
<td>Ebeltoft Slot</td>
<td>216,636</td>
<td>-15,420</td>
<td>-7</td>
</tr>
<tr>
<td>28</td>
<td>Kronborg Slot</td>
<td>204,011</td>
<td>9,307</td>
<td>5</td>
</tr>
<tr>
<td>29</td>
<td>Knuthenborg Safaripark</td>
<td>202,000</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>30</td>
<td>Frederiksberg Slot</td>
<td>180,599</td>
<td>13,752</td>
<td>8</td>
</tr>
<tr>
<td>31</td>
<td>Nordisk Oceanarium</td>
<td>183,873</td>
<td>46,573</td>
<td>31</td>
</tr>
<tr>
<td>32</td>
<td>Arken Museum for Modern Art</td>
<td>182,217</td>
<td>62,692</td>
<td>52</td>
</tr>
<tr>
<td>33</td>
<td>Roe Park - Belkofte Safari</td>
<td>173,449</td>
<td>28,235</td>
<td>20</td>
</tr>
<tr>
<td>34</td>
<td>Jyllands Park Zoo</td>
<td>166,210</td>
<td>1,380</td>
<td>1</td>
</tr>
<tr>
<td>35</td>
<td>Tycho Brahe Planetarium</td>
<td>256,929</td>
<td>-26,170</td>
<td>-10</td>
</tr>
<tr>
<td>36</td>
<td>Statens Naturhistorisk Museum</td>
<td>151,091</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>37</td>
<td>Kattagården</td>
<td>145,012</td>
<td>-6,264</td>
<td>-4</td>
</tr>
<tr>
<td>38</td>
<td>Danmarks Alverum</td>
<td>142,264</td>
<td>9,831</td>
<td>7</td>
</tr>
<tr>
<td>39</td>
<td>De Kongelige Reproduktionslæger</td>
<td>142,151</td>
<td>25,112</td>
<td>21</td>
</tr>
<tr>
<td>40</td>
<td>Moesgaard Museum</td>
<td>124,696</td>
<td>-2,400</td>
<td>-3</td>
</tr>
<tr>
<td>41</td>
<td>Fiskeri- og Søfartsmuseet / Sølvandsskibet</td>
<td>121,152</td>
<td>-4,100</td>
<td>-3</td>
</tr>
<tr>
<td>42</td>
<td>Sommerland Spiseld</td>
<td>121,112</td>
<td>-10,500</td>
<td>-13</td>
</tr>
<tr>
<td>43</td>
<td>Slagelse Museum</td>
<td>118,927</td>
<td>15,248</td>
<td>15</td>
</tr>
<tr>
<td>44</td>
<td>Fregatten Jylland</td>
<td>116,752</td>
<td>-6,066</td>
<td>-7</td>
</tr>
<tr>
<td>45</td>
<td>Vikingeskibsmuseet</td>
<td>115,129</td>
<td>2,674</td>
<td>3</td>
</tr>
<tr>
<td>46</td>
<td>Museum på Holninghus</td>
<td>112,897</td>
<td>-1,660</td>
<td>-1</td>
</tr>
<tr>
<td>47</td>
<td>AQUA Færskvands Akvarium</td>
<td>110,000</td>
<td>1,149</td>
<td>0</td>
</tr>
<tr>
<td>48</td>
<td>Det danske Filminstitut</td>
<td>106,509</td>
<td>-10,409</td>
<td>-9</td>
</tr>
<tr>
<td>49</td>
<td>Danmarks Jernbanemuseum</td>
<td>104,167</td>
<td>13,263</td>
<td>15</td>
</tr>
<tr>
<td>50</td>
<td>Utzon Center</td>
<td>103,613</td>
<td>-1,701</td>
<td>-2</td>
</tr>
</tbody>
</table>