Italy's destination image among Chinese leisure travelers*

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This study aims at providing a better understanding on how Chinese leisure travelers perceive Italy as a vacation destination. The authors attempted to measure Italy's destination image by both identifying major features of the Italy travel brand and the associations among them, and by finding out what aspects encourage, or discourage, a trip to Italy. The methodology proposed by Echtner and Ritchie (1993) was enriched by using a combination of quali-quantitative analyses. The obtained knowledge is critical for destination positioning and competitive strategies, in order to provide useful guidance on alliance building and travel itinerary design.

1. Introduction

Over the past decade, Chinese outbound tourism has been the fastest-growing tourism source market in the world (+73%), numbering 83 million travelers in 2012 from 10 million in 2000, according to the China National Tourism Administration (CNTA). On the basis of the available data, it is generally agreed this market will continue to grow, becoming the largest source for global tourism both in terms of development and diversification. Boosted by an appreciating currency, China has even become the largest spender in international tourism in 2012, when Chinese international travelers spent US$ 102 billion (+40% from 2011).

This happened as a consequence of the profound socio-economic changes affecting the country's value system and consumption patterns (Vescovi 2011), which include the upper classes' growing interest in high-quality and luxury experiences and the emergence of a middle class eager to travel and learn about foreign countries; the diffusion of the Internet, which increased availability of information on far destinations; rising disposable incomes; an increasing use of electronic payment methods that ease consumption abroad; rapid urbanization, and relaxation of restrictions on foreign travel. This has even contributed to shift travel main motivations from business and visiting friends or relatives, in coherence with the Confucianism values of respect for authority, interdependence, face, group orientation, harmony, and frugality, to a more intimate need for self assessment, which is not vanity but the will to radiate Chinese soft power in the outbound destination and to gain prestige back home (Smith 2010).

These are the reasons why, although traditionally Chinese outbound travelers highly concentrated within nearby Pacific-region destinations (Dai 2008), a growing number of tourists have become more interested in long-haul travel (Li *et al*. 2010), in particular to Europe, Australia and the United States. In fact, if yet in 2010 3.8 million Chinese travelled to Europe, it is assumed this data will quadruple by 2020 (Euromonitor International).

Although obtained in 2004 the benefits of China's Approved Destination Status (ADS), Italy does not attract a significant share of outbound Chinese tourism if compared both to world competitors and to other European countries like Germany, France, and Austria. In fact, currently China is Italy's 20th overseas source market, with 1.6 millions visitors that, in 2012, represented only a 0.7% of the total amount of foreign tourists arrived in Italy.

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Due to the increase in international competition among tourist destinations, marketing to Chinese tourists represents a very important task for most Italian destination management organizations (DMOs) and travel trade. These issues are particularly important when dealing with long-haul tourist markets, where geographical and cultural distance (Pizam and Sussman 1995) makes harder for DMO marketers to convey the specific identity of a place, highlighting those aspects that distinguish the destination from its competitors.

As a consequence, the availability of accurate and reliable marketing researches represent a crucial competitiveness factor for tourism destinations (Baker *et al.* 1994; Buhalis 2000), in order to plan effective marketing strategies, to convey an image that appeals to the motivations and expectations of different targets, and to guarantee the quality and authenticity of their destination experience (Yeoman *et al.* 2007).

However, as far as Italy is concerned, to the authors' knowledge the lack of information on its image as a tourist destination is evident: a destination image literature review conducted by Pike (2002) for the period of 1973–2000 found that just one (Baloglu and McCleary 1999a) out of 142 articles had dealt with Italy's image, while two more articles (Okumus and Yasin 2008; Baloglu and Mangaloglu 2001) compared Italy's destination image to that of other Mediterranean destinations, with a specific reference to selected targets. This study represents a previous contribution to fill this gap.

2. Conceptual background

Defined by Lawson and Baud-Bovy (1997, p.2) as "the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place", tourist destination image is one of the concepts that has probably contributed most to understand the multiple elements that affect travelers' perceptions of their experience (Pike 2002), stressing the complexity and multidimensionality of the destination product.

As one of the two cores (together with brand awareness) of brand knowledge (Keller 1993), some researchers conceptualize destination image as organized in "associative network", consisting of nodes (that is, pieces of information stored in memory) and links (or associations between nodes), where the association strength between nodes "depend critically on the frequency of co-occurrence between the cue and the outcome" (van Osselaer and Janiszewski 2001, p. 203). In these terms, "building a brand image amounts to identifying the most relevant associations and strengthening their linkages to the brand" (Cai 2002, p. 723).

Despite the differences between various conceptualizations that have been offered to explain the meaning of "destination image", tourism scholars (Gartner 1993; Beerli and Martín, 2004) generally agree it holds three distinctive components: cognitive, affective and conative. The cognitive, or perceptual, element refers to knowledge and beliefs about a destination; the affective element refers to feelings about a destination; the conative, or behavioral, element can be interpreted as a propensity to visit a destination within a certain time frame (Pike and Ryan, 2004). In addiction, destination image is generally considered a complex, dynamic, and multiple concept (Gallarza *et al.* 2002), involved in a circular process of negotiation between destination identity (Kapferer 1997) and visitor experience (Gilbert and Hancock, 2006). Some even argued destination image can be considered as an umbrella notion, including many other brand factors such as perceived quality and brand personality (Esch *et al.* 2006).

It is generally agreed destination image plays a key role both in the tourist's decision-making process (Sirgy and Su 2000; Woodside and Lysonski 1989; Qu *et al.* 2011), as it assists travelers as a means of differentiation between destinations (O'Leary and Deegan 2003), and in achieving destination's competitive advantage (Baloglu and McCleary 1999b), as it allows

to identify a place through positive, strong, distinctive and unique mental representations or perceptions (Li *et al.* 2008).

This is the reason why substantial efforts have being directed towards accurately assessing the traveller's image, in terms of destination image measurement. However, even on this field a lack of homogeneity, reliability and validity of the scales used is observed, except for Baloglu and McCleary (1999b), Beerli and Martín (2004), and Echtner and Ritchie (1993).

Echtner and Ritchie (1991, 1993), in particular, suggested a conceptual framework of tourism destination image assessment and measurement that incorporates three mutually overlapping continuums: (1) attribute–holistic; (2) functional–psychological; and (3) common– unique. The first continuum consists of the two main components of destination image, ranging from perceptions of individual destination attributes to a more holistic impression; the second continuum explains how each of these components of destination image contains functional and psychological characteristics: functional attributes can be directly observed and measured, as they are substantially tangible, while the psychological ones cannot be directly measured, as they are more abstract. Finally, attributes of destination image can also range from those based on common traits, according to which various destinations can be evaluated and compared, to unique features, which are exclusive feelings or auras to the specific destination. Both common and unique attributes can consists of functional and psychological traits.

Echtner and Ritchie (1991) even noted that the destination image literature has traditionally been dominated by structured and quantitative approaches, due to obvious advantages in terms of ease of administration, simplicity in data collection and the possibility to compare a variety of image attributes. However, the risk is the structured approach to be focused on general image attributes pre-specified by researchers, and so to not enable the respondents to state their own impressions. Studies involving a qualitative component have proliferated in recent years (Jenkins 1999; Pike 2002), as they provide richer data, eventually reduce inherent researcher bias (Pan and Li 2011), and are considered as preferable for capturing the unique and holistic dimensions of a destination's image. Nonetheless, the usually high monetary and time costs of qualitative studies have traditionally resulted in small sample sizes, which could hurt the generalizability of the results (Tasci *et al.* 2007). Consequently, it is generally agreed upon that a more mixed-methodology approach, incorporating both quantitative and qualitative techniques should be developed (Hanlan and Kelly, 2005).

3. Methodology

This paper illustrates preliminary findings of an ongoing multi-method study on the Mainland Chinese outbound travel market, aiming at focusing on Chinese leisure tourists' image of Italy as a travel destination. In particular, in order to extract potential policy indications, this first step of the analysis aims at: a) highlighting major features and components (in terms of stereotypical, holistic, functional and psychological attributes) of the Italy travel brand in Chinese leisure travelers, and to measure the associations among them; b) mapping what unique sites and attractions Chinese leisure travelers do associate with Italy; c) finding out what aspects encourage, and what discourage, a trip to Italy.

Within the tourism destination image measurement framework (Gallarza *et al.* 2002; Reilly 1990; Echtner and Ritchie 1993; Dann 1996; Ryan and Cave 2005; Driscoll *et al.* 1994), this research followed the methodology suggested by Echtner and Ritchie (1993), which is widely adopted by managerial literature (Beerli and Martin 2004; Murphy *et al.* 2000; Baloglu and McCleary 1999b) thanks to its ability to depict overall destination image. Due to the cultural distance between Italy and China, as well as to the growing role of authentic experiences in

tourism (Pine 2004), prior to this research the authors conducted an exploratory study to gain insights into aspects of Italy's destination image and Chinese culture, as well as an analysis of adjectives related to describing a place or landscape as emerged from Russell and Pratt (1980), Olsen *et al.* (1986), Aaker (1997), and Zube and Pitt (1981).

The common and attribute-based components were captured by a series of 5-point Likert scale items (where *1: most unlikely* and *5: most likely*), typifying Italy as a vacation destination. To ensure clarity of the survey instrument, the original questionnaire (Echtner, 1991) was obtained, but fourteen attributes were added with the phrasing taken from Crompton (1977), Dall'Ara and Dionisio (2012), Boo *et al.* (2009), and Elliot *et al.* (2011).

The holistic and unique dimensions were captured by three open-ended questions ("What images or characteristics come to mind when you think to Italy as a vacation destination?"; "How would you describe the atmosphere or mood that you would expect to experience while visiting Italy?"; "Please list any distinctive or unique tourist attractions that you can think of in Italy") as defined by Echtner and Ritchie (1993), whose answers provided image components useful for differentiating Italy from a competitive set of destinations. Particularly, when measuring the image of a macro-destination (Kotler *et al.* 2006), Echtner and Ritchie's (1993) answers on what unique sites and attractions Chinese leisure travelers do associate with Italy may be used to reflect tourists' collective awareness of its travel products, and may be conceptualized as a part of tourists' brand knowledge. In fact, destination awareness has been found to be a critical prerequisite of destination image (Milman and Pizam 1995), and a part of customers' brand knowledge, without which their image will not exist in the first place (Keller 1993).

Aiming at taking Echtner and Ritchie's approach a step further with respect to the image assessment, three more open-ended were added to the questionnaire, in order to find out the strongest nodes Chinese outbound travelers do associate with the concept of Italy as a vacation destination, in a both positive and negative way, as well as to find out what aspects discourage, and what encourage, a trip to Italy. Respondents' demographic characteristics were also collected.

The questionnaire was initially developed in English, then professionally translated into Chinese, and finally reviewed by 1 bilingual researcher. Subsequently, the Chinese questionnaire was back-translated to English to further detect problems in translation and improve the quality of the analysis (Behling and Law 2000).

After the structured and open-ended questions were developed, a pre-test was administered to a sample of respondents (N=25). For data analysis, this study used a combination of two software programs, CATPAC for content analysis of open-ended questions (Dann 1996), and SPSS for the analysis of structured questions.

Referring to unstructured data, the authors started from obtaining the frequency tables and words, concepts, or objects distributions for each open-ended question and for the total image count, and treated the most frequent ones as image variables. This allowed a more detailed assessment of destination image and facilitated statistical comparisons of images among different groups of respondents. Then, different aspects of destination image were measured, on the basis of Echtner and Ritchie's (1993) model. Finally, following the idea of brand associative network (Cai 2002; Keller 1993), perceptual maps were developed, and the links among various image components were sketched (Li and Stepchenkova 2012). Details of the map development are not explained in this paper due to a space constraint.

Steps such as generating a sample of items, purifying the measures using Cronbach's alpha as an indicator, specifying the issues of content validity, dimensionality, and internal consistency reliability (Peter 1979) of the proposed scale were even addressed by the researchers, and iterative factor analysis (Gallarza *et al.* 2002) was conducted on the basis of structured questions.

4. Results

4.1 Population and data collection

The questionnaire was administered through email to long-haul Chinese outbound tourists, operationally defined as "non-agricultural, adult Mainland Chinese citizens who have taken a leisure trip of four or more nights, by plane, outside Asia in the past three years or plan to take one in the next two years" (Li *et al.* 2010, p. 253).

The difficulty of probability sampling has traditionally been a challenge for researchers conducting marketing analysis in China (Roy *et al.* 2001). Moreover, at the present stage, Mainland Chinese citizens who can afford and are willing to travel abroad are still a tiny, elite portion of the country's population (Li *et al*. 2010), that is hard to access. This explains why respondents were non-probability sampled, although efforts were made to ensure they reasonably resembled the population of interest.

A total of 200 usable responses were collected between June and August 2013. Table 1 contains a demographic profile of the whole sample concerning gender, age, education, marital status, employment status, and household income. Regrettably, a certain percentage of respondents (59.9%) chose not to submit data on their average income.

Table 1 – Respondents' profile

Variable	Levels	Whole sample		Variable	Levels	Whole sample	
		Frequency	%			Frequency	%
Visitation	Visitors	17	8.5	Educational level	High school	3	1.5
	Non-visitors	183	91.5		College/Associate degree	109	54.5
	Total	200	100		Bachelor degree	77	38.5
					Post bachelor's degree/Master/Ph.D	7	3.5
Gender	Male	66	33		Other	3	1.5
	Female	134	67		I prefer not to answer	1	0.5
	Total	200	100		Total	200	100
Age	18-24	67	33.5	Job	Administrative	40	20
	25-34	121	60.5		Educator	13	6.5
	35-44	9	4.5		Executive	5	2.5
	45-54	2	1		Managerial	9	4.5
	55-64	1	0.5		Professional	13	6.5
	65 and older	0	0		Student	76	38
	Total	200	100		Other	42	21
					I prefer not to answer	2	1
					Total	200	100
Marital status	Single (never married)	150	75	Income (RMB)	Less than 185,000	3	1.5
	Single (divorced, separated, widower)	5	2.5		185,001 – 460,000	0	0
					460,001 – 615,000	15	7.5
	With a partner	14	7		615,001 – 920,000	6	3
	Married	30	15		920,001-1,230,000	5	2.5
	I prefer not to answer	1	0.5		1,230,001 – 3,230,000	38	19
	Total	200	100		3,230,001 and above	14	7
					I prefer not to answer	119	59.5
					Total	200	100

4.2 The image components of Italy

Overall, the respondents generated a total of 7,397 valid image phrases to the six open-ended image questions. As one critical step of qualitative analysis is effective data reduction (Miles and Huberman 1994), they were coded and classified by the researchers into 93, 40, 56, 112, 92 and 53 distinctive images respectively. Associative network perceptual maps were even drawn, in order to find out what images tended to be mentioned simultaneously in each individual question.

For each pair of images, the researchers tested the hypothesis of statistical association, in order to verify whether the co-occurrence value was a mere coincidence or a brand association whose frequency reflected its saliency in respondents' collective mind.

These steps lead to the identification of the main image components of Italy as a travel destination in Chinese outbound leisure travelers within the attribute/holistic, functional/psychological, common/unique and discouraging/encourauging continuums. Since it was difficult to deal in four dimensions, figures 1, 2, 3, 4 separated the components of Italy's image into a series of two dimensional diagrams.

Figure 1 provides the attribute/holistic and functional/psychological components of Italy's image as a tourist destination. In particular, the images of "Churches", "Many historic sites", "Exquisite architecture", "Beautiful natural scenery", and "Museums" were mentioned as the main Italian attractions, that allow Chinese tourists to have "Lots to see " and "Lots to do", even though in association with "High costs".

In Figure 2, the functional/psychological and common/unique components of Italy's destination image are illustrated. Overall, it seems the main items in respondents' minds are referred to the idea of Italy as a "Relaxing," "Happy," and "Lively" country; these image nodes are strongly linked to the cities of Rome and Venice, perceived as rich of cultural heritage, art, and history. In particular, Colosseum and the Tower of Pisa are seen as the two main Italian icons, while Milan is strongly connected with "Fashion". This even allow to depict a geographic representation of Italy brand awareness. As seen, the main sites are Rome, Florence, Milan, and Venice. After these, important art cities, though less attractive destinations, such as Turin, Naples and Verona appeared in the ranking. It is interesting to note that Sicily, which has been included in their catalogues by all of the major Chinese tour operators, represents for Chinese tourists an interesting proposal as a new destination. The authors also draw readers' attention to the fact that "Natural scenery", which is mentioned as a common and functional characteristic, has a strong connection to such elements as "Sea", "Beach," and "Sun", but it not serves to strongly distinguish Italy from its competitors. This is even confirmed by the fact that Italy has been exemplified by the general images of "Alps" and the "Mediterranean Sea", but not by more specific sites or attractions.

The left side of Figure 3 presents the main components used by Chinese respondents to provide a sampling of the distinctive attributes given for Italy, even showing that "Relax", "Happiness", "Comfort" and "Excitement" were found to be the most common moods associated with traveling to the country. The image of "Excitement" is linked to the desire "To increase knowledge / to widen my horizons" and "Have a romantic affair", while "Relaxation" is strongly connected to "Enjoying life", "Pleasantness" and "Leisure". Respondents even viewed Italy as a desirable place to travel to, as evidenced by such images as "Place I hope to visit," "Ideal country where to live," and "Local habits I'd like to learn about," which are posited by Crompton (1977) as strong travel motivators. Not surprisingly, Chinese outbound tourists consider being "Very famous", "Providing memorable experiences" and "Providing offering of consistent quality" like common/holistic characteristics for tourist destinations, as a reflection of their attraction for luxury brands.

As a further contribution to the Echtner and Ritchie's (1993) model, on the base of the growing role of experiences and authenticity in tourism a fourth continuum (functional/psychological and discouraging/encouraging components) has been developed, and depicted in Figure 4. The most frequent negative sentiments were those referring to Italy as an "Unsafe," "Crowded", and "Dirty" place. The images of "Luxury," "Thief" and "Earthquake" were also given. With a particular concern on accessibility, the main elements that discourage a trip to Italy included the difficulty to get visa, the distance from China, hight travel costs and language barriers, as well as "Not clear signpost for tourists" when on site. On the other side, there were many images of the affective encouraging factors, the most

frequent being "Beauty," "Romance," "Sense of history", and "Elegance". Under a functional point of view, the category also included images of Italian stereotypes, where the most frequent symbols were "Fashion" and "Soccer," as well as a collective image of "Passion".

Figure 1. The Attribute/Holistic and Functional/Psychological components of Italy's destination image
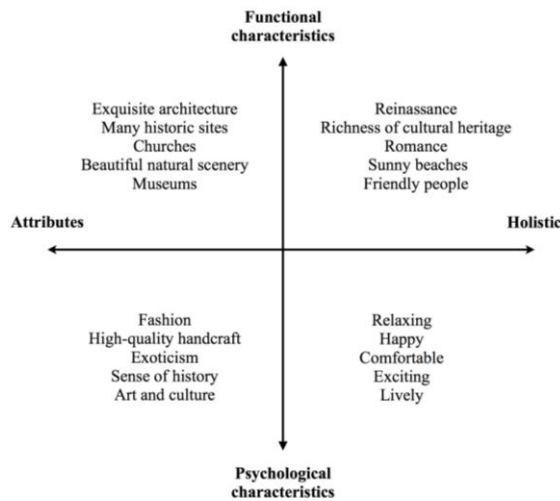

Figure 2. The Common/Unique and Functional/Psychological components of Italy's destination image
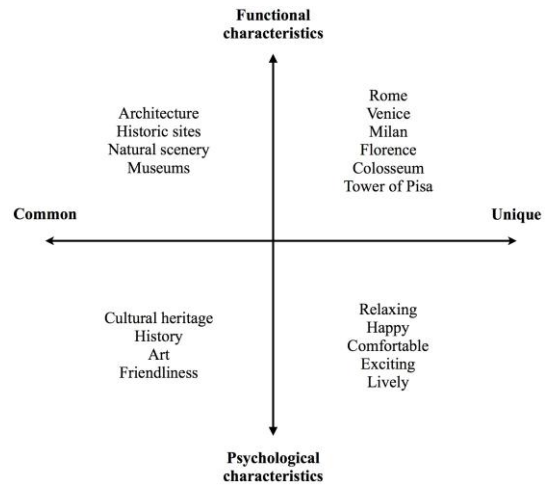

Figure 3. The Attribute/Holistic and Common/Unique and components of Italy's destination image
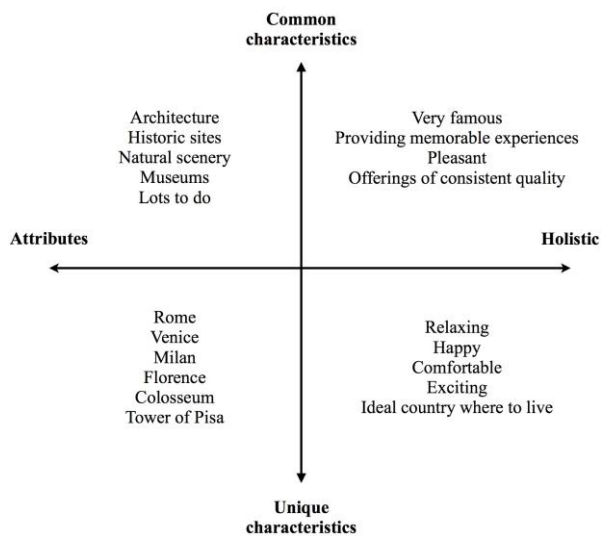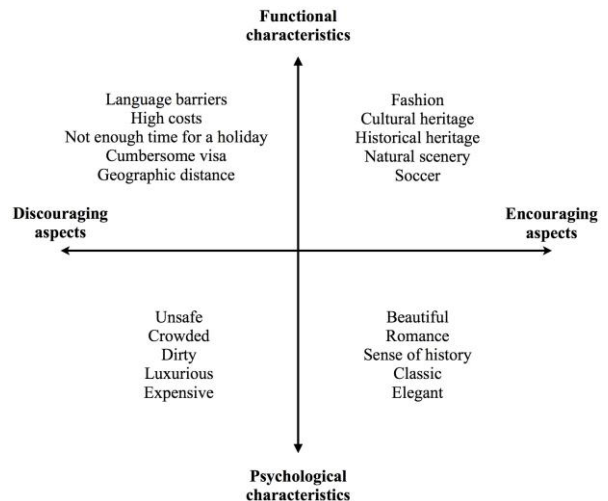

Figure 4. The Discouraging/Encouraging and Functional/Psychological components of Italy's destination image

Another step in the research was to reduce the components of image variables to a smaller number of image concepts by means of factor analysis, in light of a KMO measure of sampling adequacy of 0.894 and a Bartlett's Test of Sphericity with a *p-value* <0,05. The total variance explained was 58.27%; communalities ranged from 0.395 to 0.725. Varimax rotation was employed to reduce the 49 destination attributes into seven factors. The results are given in Table 2 annexed below. The factor were named as Lifestyle and reputation (Factor 1), Economic prosperity (Factor 2), Spare time (Factor 3), Handy variety (Factor 4), Safety and receptiveness (Factor 5), History and Culture (Factor 6), and Entertainment and delight (Factor 7), and were considered as those greatly able to provide faster growth of Italy's

inbound tourism. Due to space constrains, it is not possible to discuss about them in details; however, they are quite self-explanatory.

5. Conclusions and limitations

The present study attempted to obtain a collective mental picture of Italy as a leisure destination among potential Chinese long-haul outbound travelers, even trying to provide a representation of the connections among the variety of characteristics and attributes of the Italian travel brand.

Findings have highlighted that overall Chinese outbound tourists' image on Italy as a vacation destination is related to the concepts of relax, comfort, cultural heritage, elegance and a deep sense of history, making the seek for balance between activities and rest important to tour itinerary selection and scheduling. In particular, as the "Beautiful/Relaxing" node emerged as a part of Italy's unique appeal to the China market and became the expectation held by Chinese tourists who visit the Italy for the first time, its connection to art, culture and fashion should be emphasized by Italian DMOs to Chinese travel agencies or Cultural Advisory Department, in order to achieve a favorable differentiation to competitors, and a positive positioning in the minds of the consumers' (Echtner and Ritchie 2003). In contrast, the rural and natural sides of the Italy travel brand are not yell well represented in Chinese tourists' mental perceptions, and this might bias Chinese tourists' product preference or limit their itinerary choices - a marketing gap Italian DMOs should address.

Within the destination dimension, the items of cleanliness, crowdness and security emerged as discouraging factors for visiting Italy, thus suggesting safety assurance to be recommended when marketing Italy to Chinese tourists. Moreover, in terms of service expectations the questionnaire showed that Chinese tourists want to experience foreign environments but desire reliable services and adequate facilities. In particular, they expect Italian tourist service providers to first have a better understanding of Chinese culture, lifestyle, and habits. Thus, Italian travel and hospitality practitioners need to adjust their value proposition to satisfy and attract this market, by improving in their services and amenities genuine respect and hospitality and by training their employees to be bilingual, friendly, professional, knowledgeable about local culture and history, and with a positive attitude.

Theoretically, by presenting key image attributes and components as nodes linked to each other, this article joins a stream of recent research on visualizing destination image findings (Crotts and Pan 2007; Ryan and Cave 2005) and quantifying qualitative data (Stepchenkova et al. 2009), which is a new area of research in tourism. The maps obtained identified how key Italy's image components are connected in respondents' minds, making the frequencies of their connections a way to illustrate Chinese tourists' awareness level of various Italian features and attractions. This knowledge is critical for destination positioning and competitive strategies, in order to provide useful guidance on alliance building and travel itinerary design (i.e., which destinations and attractions should be included in a tour package). For instance, the maps seem to suggest that Sicily, despite its distance from other sites, should be included in most Chinese first-timers' itineraries because of its strong brand awareness.

By suggesting that a destination has to measure its overall image in order to manage the perceptions that potential travellers hold about it, the authors see another important practical implication from this study, which may be of interest to Italian DMOs and tourism service providers considering the China market. In fact, even though this study dealt with the image of Italy as a travel destination among Chinese pleasure travelers, destination and country images are overlapping constructs (Mossberg and Kleppe 2005; Elliot et al. 2011), and Italy's destination image is undoubtedly influenced by the country's image. Such images, or part of

the social representations (Moscovici 1982) of Italy as a country in the Chinese mind, might reflect rather imbalanced media coverage. It could be useful to find out to what degree: in fact, the question as to whether these two images can be separated in the minds of potential travelers to Italy has direct relevance to successful building of "Brand Italy".

The study's findings may also provide new insights to Echtner and Ritchie's (1991, 1993) model. In fact, although the latter aims to measure different aspects of destination image, the fact that sometimes respondents' answers to the open-ended questions overlapped demonstrates that destination image dimensions are not as clear-cut as expected, thus suggesting the opportunity to capture the unique, authentic and experiential components in a more holistic way (Gallarza *et al.* 2002; Tasci *et al.* 2007). This has even to be considered in light of the condition of modernity and the complexity of consumerism (Wilmott and Nelson 2003), where the search for "authenticity" (MacCannell 1973) is recognized to play an important role in destination image, and a foundation for explaining contemporary tourism (Urry 1991). In particular, authenticity has emerged as an existential state of being (Wang 1999) that acts to improve one's quality of life, by obtaining tourist experiences and products that are original and not contaminated by being fake or mass-produced. That is, the fulfillment of moving beyond goods and material possessions to experiences, what Pine and Gilmore (1999) call the "experience economy".

For a balanced appreciation of the present findings, the following limitations have to be considered, although beyond the control of the researchers. First, due to the adopted sampling approach generalizability of the results is a concern. As with most nonlongitudinal image studies, the present findings are even affected by the timing of research, diplomatic relationships, large distance between the two countries (Reilly 1990) and other environmental factors. Furthermore, it has been documented that Chinese respondents tend to provide answers that they feel researchers desire (Adler *et al.* 1989).

Finally, as further research it has to be considered that China is only one potential market for Italy's inbound tourism, and that it should be of interest to compare these results with other opinions and perceptions of international travelers. In particular, due to their huge potential markets like the Russian, the Indian and the Brazilian ones might be better suited for focused promotional efforts of the Italian DMO, even in order to verify whether they already possess a more favorable and accurate image of Italy that would require less effort and finance to enhance and positively induce.

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Table 2 –Destination image factors

Variables	Commun.	F1 Lifestyle and reputation	F2 Economic prosperity	F3 Spare time	F4 Handy variety	F5 Safety and receptiveness	F6 History and Culture	F7 Entertainment and delight
Scenery and natural attractions	0.417	0.363						
Parks and natural reserves	0.533					0.537		
Historic sites and places	0.643						0.763	
Museums	0.483						0.635	
Beaches	0.437			0.500				
Churches	0.600						0.660	
Music. ballet. art	0.543							0.444
Fairs. exhibits. festivals	0.542			0.634				
Nightlife and entertainment	0.619							0.551
Food and cuisine	0.407							0.431
Architecture and buildings	0.541						0.664	
Big cities	0.681							0.547
Small towns and villages	0.563			0.603				
Fishing Hunting	0.660				0.564			
Soccer	0.599			0.663				
Movies	0.578				0.579			
Climate Weather	0.475				0.399			
Fashion and design	0.552						0.464	
High-quality handicraft	0.395			0.502				
Lots to see	0.604						0.545	
Lots of open spaces	0.544			0.547				
Lots to do	0.603				0.629			
Shopping	0.524		0.558					
Sport activities	0.610			0.522				
Wilderness activities	0.530			0.449				
Facilities for information and tours	0.582				0.396			
Hotel and restaurants	0.530					0.439		
High costs	0.517		0.548					
Local infrastructure	0.642		0.511					
Presence of Chinese culture elements	0.586				0.670			
Crowdedness	0.484				0.609			
Cleanliness	0.631		0.543					
Political stability	0.615							
Accessibility (ease to reach)	0.637	0.517				0.593		
Degree of urbanization	0.706		0.718					
Extent of commercialization	0.725		0.742					

11

Economic development

	Col1	Col2	Col3	Col4	Col5
Affluence	0.659		0.709		
Personal safety	0.626				0.727
Ease of communication	0.629			0.541	
Customs Culture	0.626	0.649			
Hospitality Friendliness Receptiveness	0.633				0.620
Rest and relaxation	0.642	0.709			
Exotic atmosphere	0.685	0.630			
Opportunity for adventure	0.453				
Opportunity to increase knowledge	0.634	0.654		0.485	
Family oriented	0.594	0.593			
Quality of service	0.671	0.611			
Lifestyle	0.696	0.644			