Chinese tourism shopping:
a comparison between Milan and Lugano

Master’s Thesis

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CHAPTER 1

1. Introduction

China has grown in recent years. From 2000 to 2010 its economy has tripled in size and its GDP is expected to grow at 7.9% annually over the next 10 years, surpassing the 2.8% of the United States. The IMF (International Monetary Fund) and the OECD (Organization for Economic Co-operation and Development) predict that China in a few years (probably by 2017), will have become the largest economy in the world (ETC & WTO, 2013). This growth is also having an impact on the Chinese outbound market, since “in 2012 China became the world’s biggest source of foreign tourists” (Trivett & Skift Staff, 2013; pg.2). The United Nations World Trade Organization (UNWTO) revealed that from 2002 an increase of 395.7% of Chinese citizens have travelled outside their original country, accounting for about 83.2 million travelers; 37.9 million Chinese travelled abroad in the first five months of 2013, with a 17.3% increase in growth compared to the previous year (Trivett & Skift Staff, 2013). Thus, Chinese tourists are increasing and Europe is among world destinations most preferred by Chinese travelers. Tourism creates jobs and it is an important source of income. Furthermore, thanks to it, cultural, economic and political relationships can be built.

In 2010, 3.8 million Chinese travelers had arrived in Europe. Chinese tourists are expected to reach 100 million outbound journeys mark in the next few years, attracted by the possibility of experiencing the world, and global shopping. Global Blue (2013) has declared China the fastest increasing shopper country, estimating that 20% of their total expenditure was on tax free shopping. The China Tourism Academy revealed, from a survey conducted in 2011, from among Chinese outbound travelers, that 26.85% of them spent most of their money on shopping instead of other types of expenditure. Confirming this tendency is Euromonitor International, which forecast that shopping will continue to play an important role in these Chinese trips, reaching 36 billion USD by 2016 (ETC & WTO, 2013).

This population represents a potential market, so it is essential to know Chinese society and culture in a way to diversify and better understand this potential market opportunity. Reliable information is important to better compete with, and to attract Chinese tourists to this market. Studying Chinese travelers shopping trends can help destinations marketing managers to better obtain knowledge of their characteristics and behaviors in a way to strategically develop
marketing programs for attracting potential Chinese buyers. Studying Chinese shopping behavior could be useful for market researchers to make Chinese travelers happier during their trips by meeting their perceived wants and needs, especially if we consider that we live in a consumption driven society.

1.1.2 Abstract

Shopping is an activity undertaken by many travelers during their trips and before returning home. This thesis is mainly dedicated to the analysis of Chinese travelers shopping in two cities: Milan and Lugano. After a general overview regarding Chinese outbound tourism, a survey of 115 Chinese travelers was assimilated, 68 tourists in Milan and 47 in Lugano. One of the purposes of the study was to investigate if Chinese tourists considered “shopping” to be one of their main reasons, attractions and or motivations, a “driving force” if you will, to visit Milan and/or Lugano, or if it was merely a “plus”, an added activity after having visited these cities. Subsequently, the samples are divided into categories of shoppers, which stem from the groups coming to these locations for shopping as a primary reason and to those shoppers that did not consider it an essential motivation. This subdivision has the secondary purpose of individualizing a Chinese shopping profile and behavior in two different destinations, (Milan, an Italian city that combines art and history with fashion and design and Lugano a small city in the Italian part of Switzerland, where it is possible to enjoy both the lake and the surrounding mountain landscapes, but also where it is possible to enjoy a variety of luxury shops). Thus, these groups were compared between the two cities in order to better understand the shopping role in the “destination experience”, the motivations for partaking in shopping, travel behavior, and also the socio-demographic characteristics of a profile of Chinese tourists. This research would be a baseline. A “starting point” for deeper research into a more insightful way to allow marketers to better comprehend and understand the needs and wants of Chinese tourists and to further develop in the future a specific marketing strategy for each segment.

1.1.3 Aims and objectives

Since Chinese outbound tourism has grown and China has become a “new power” in world tourism, my research goal is to investigate:
- Chinese outbound tourism in all its various aspects.
- To understand what is the role of shopping in their culture and society.
- To create a questionnaire about shopping with secondary data.
- To collect a sample of Chinese travelers in both cities in order to discover the real role played by shopping in each city and its level of importance.
- To define and clarify a Chinese shopping profile, as well as the motivations and behaviors of the respondents in each city and finally to compare them.

1.1.4 Research questions

This thesis seeks to answer to the following questions:

- Is shopping a primary reason to visit Milan and Lugano?
- What are Chinese tourists shopping behaviors in these two different sites: Milan, a large, busy and vibrant “fashion city” and Lugano a small, well ordered and quiet city with its beautiful lake. I will endeavor to make a comparison between them.

1.1.5 Significance and contribution of the study.

Many authors have taken into consideration the importance of shopping as part of the tourism experience, with particular reference to short and long haul journeys: personal motivations, shopper typology as well as shopper behavior and satisfaction having already been studied. In particular, some researchers have analyzed the shopping behavior of different populations in one place, while others focused on just one culture, such as the Chinese, Japanese, Taiwanese, etc. in a defined destination. The purpose of this study is primarily to ascertain and understand if shopping is the main driving force bringing Chinese tourists to Milan and Lugano and the subsequent level of importance attributed to them. Timothy (2005) was the first to provide a definition of “shopping tourism” and “tourist shopping”, indicating respectively a form of tourism where shopping is seen as a primary purpose to travel and a form of tourism where the primary reason to travel is not shopping. The first contribution of this study is the previously mentioned, whilst the second consists of analyzing Chinese shopping behavior in both of the two different cities, in which no
other specific shopping related studies have been conducted as yet. A deeper knowledge and insight of Chinese shopping preferences and behaviors would be useful for these tourism destinations to better understand Chinese shoppers and their potential contribution to the local economy. The third aspect is to compare the two cities throughout this topic, providing similarities and differences.

1.1.6 Research methodology and design

The first step is to collect existing information as regards outbound Chinese tourism and Chinese shopping from books, scientific and academic articles as well as online information. The second step is to analyze and use this information to illustrate a broad panorama of outbound tourism, so as to better understand any subsequent analysis of the topics dealt with in this thesis. The literature reviewed is organized to cover pertinent concepts related to the research questions. It was also useful to design a structured questionnaire, which was distributed as a sample to Chinese tourists, interviewed in the shopping streets of Milan and Lugano in the last three weeks of September 2014. The analysis of the results having been conducted by quantitative methodology. A descriptive analysis was provided using mean scores, percentages and standard deviations. The data related too in both samples from the mentioned cities were then compared.

1.2 Significant factors related to China and its economy.

China has the largest population in the world (19% of the world’s population) and has the third largest land area. Its population is expected to increase to about 1.4 billion in 2026 (from 1.35 billion in 2011), while Europe is forecast to reach 0.74 billion in 2022 (ETC & WTO, 2013). The national language of China is Mandarin. Many dialects are spoken, in particular Cantonese, Shanghainese, Fujianese, Hokkien-Taiwanese and Hakka. The main religions are Taoism and Buddhism, followed by minor ones, such as Christianity and Islam. 22 provinces make up mainland China, amongst them four are municipalities and five are independent regions (ETC & WTO, 2013).

China is still considered to be a poor country, on an income per capita basis and with the Chinese household income as part of the GDP being taken into consideration. However in 2010 the Chinese economy was placed just after the world’s largest economy, that of the United States and it is continuously increasing. The GDP per capita, has risen since 2005 from 1.730 Billion US$, to 4.420
Billion US$ in 2010 until reaching 5.420 Billion US$ in the following year. In 2010 500 million people constituted the workforce in urban areas. During this year the problem of unemployment was also present in China, where about a million young Chinese living in urban areas had difficulties in finding a job. However, the urban workforce with its increased income, promised travel and tourism expenditure for people living in the cities. As a matter of fact, income is not distributed equally between rural and urban areas. In urban areas spending power has been increasing thanks to fast growing consumer consumption. Moreover, the urban Chinese did not have to pay agricultural taxes and local fees, as rural citizens have had to do for years (in more recent years subsidies and new programs have been introduced by the Government in such a way as to benefit the rural population) (ETC & WTO, 2013).

These income disparities are also identified in Chinese regions, as can be seen in figure 1 (below). The eastern and southern provinces are richer than the central and western ones. However, while in the inland regions, policy incentives are engendering economic and industrial development, in western areas the situation is stagnant.

The agglomeration of cities that surround Guangzhou, Shanghai and others around the Bohai Sea, represent the main tourism generating areas of this country.

![Figure 1: the three major economic regions in China](source: ETC & WTO, 2013, pg. 15)
As seen in the figure above (figure 1), Inner Mongolia, Liaoning and the Beijing-Tianjin areas in the north and the south east coastal provinces have relatively wealthier economies compared to other areas of China. For this reason, their inhabitants travel more and the tourism industry is more developed. Their contribution represents 90% of the total outbound trips (ETC & WTO, 2013).
CHAPTER 2

2. Chinese outbound tourism.

2.1 Brief overview

Chinese outbound tourism in 2013 represented 17% of the total travel market share. The inbound tourism figure was a lesser percentage, equivalent to 7% whilst a majority of the market share is occupied by domestic tourism representing 76% of the total travel demand which can be seen in figure 2 (EuSmeCentre, 2014).

![Pie chart showing market shares](Source: CMID, July 2013)

Figure 2: inbound, outbound and domestic market share in China.
Source: EuSmeCentre, 2014, pg. 3

According to The China Tourism Academy (a research institution specializing in the tourism industry) the Chinese outbound travel market has had an impressive increase in growth (EuSmeCentre, 2014).

Four factors are given to be the basis for this rapid increase. These are historical, political, economic and social elements. The primary factors are related to the recent opening of China’s borders to the rest of the world who have responded with an increasing curiosity to know and directly experience new and different cultures. The Chinese government also plays an important role in promoting and incentivizing the Chinese tourism industry with new agreements and regulations (see chapters n. 2.2 – 2.3). Secondly, the economic reforms introduced in 1970 have brought about a growing sense well-being that has been involving even more Chinese citizens. In fact, the income in the cities (and to a lesser percentage in the rural areas) has been growing. The last but by no means least factor that has influenced the boom in outbound tourism is in socio-cultural nature: going abroad is considered a status symbol of prestige in social relationships.
among Chinese people. Furthermore travelling is a personal investment and a personal pleasure. Travelling is becoming a necessity for the middle to upper classes (Chen, 2013).

2.2 A little bit of History and policy regulations.

When the citizens of Guangdong area had the opportunity to visit Macau and Hong Kong, outbound Chinese tourism started. It was during the year 1980, when the procedures to obtain passports were difficult. In the same period, leading operating companies started to attend business meetings, training courses and fairs. All these journeys had a component of “leisure tourism” (ETC & WTO, 2013).

In 1988 Thailand had the opportunity to welcome Chinese travelers, followed in 1990 by Malaysia and Singapore and in 1992 by The Philippines. These trips were in the main related to business travel and family and friends visits. (AmericanUniversity, n.d). The requirement to travel was related to the travel related costs, which had to be paid by overseas relatives in foreign currency. These restrictions became less severe as time went on (Qun & Jie, 2007).

In 1997 outbound leisure tourism was recognized officially in the “Provisional Regulation on the management of Outbound Travel by Chinese Citizens at Their Own Expense” (ETC & WTO, 2013; pg. 18) by The China National Tourism Administration. Thanks to this regulation, mainland China was opened to outbound tourism at the citizens’ expense. (Qun & Jie, 2007)

An Approved Destination Status (ADS) scheme was developed and it was obtained by Australia and New Zealand in 1999, by Japan in 2000 and four years later by 26 European countries. In 2005 The UK and Canada also joined (AmericanUniversity, n.d). Switzerland was also finalized on this list by ADS agreement (China Contact, 2009).

ADS is based on a bilateral government agreement with the aim to control both international tour operators and local travel agencies. It plays a role of “guardian” to guarantee safe, secure and trustworthy services for Chinese travelers. In fact it’s remit concerns just leisure tour groups and not business or official travel.

Seven guidelines are underlined by the Chinese government for all the countries that want to sign the ADS agreement. The guidelines are the following: to generate overseas tourists to China. The countries that agree to it should have a positive relationship with Mainland China. The destinations should have beautiful and pleasing resources as well as appropriate services for Chinese tourists. Freedom and security should be a guarantee for all Chinese travelers in the
tourist destination. The holiday destination should be well served by transportation. There should be an expenditure balance in term of tourists between the country and China. And the seventh point, the responsibility of both countries to increase the tourist market share mutually (Kim, Guo & Agrusa, 2005).

Countries that do not agree to ADS agreements will not receive permission from China to promote and receive tourist groups, only business and official groups (China Contact, n.d).

2.3 Chinese passport and visa regulation.

The government structure that is responsible for the tourism industry is the China National Tourism Administration (CNTA). Its main tasks concern the regulation, development and promotion of the inbound, outbound and domestic tourism within the country.

China is one of the few countries that still applies travel restrictions in outbound tourism. The body in charge of controlling and issuing passports to Chinese citizens is the Public Security Bureau (PSB). In January 2007 a new passport law came into force and Chinese people now have the opportunity to travel outside China on three types of passport:

- Ordinary passports, which include an ordinary passport for public affairs (available for government workers and employees of the institutions and enterprises belonging to the state. These are issued by The Ministry of Foreign Affairs) and an ordinary passport for private affairs (available to all Chinese citizens travelling abroad for leisure tourism. These are issued by The Public Security Department.)

- Diplomatic passports, issued to officials of the political party, diplomats and senior workers in the government. These are issued by The Ministry of Foreign Affairs.

- Service passports, issued to retail officials and to members of their families. These are issued by The Ministry of Foreign Affairs.

(ETC & WTO, 2013).

For Chinese travelers the process of applying for and obtaining visas is usually long and expensive. The Chinese have the possibility to travel with just one visa in the Schengen countries for business and leisure stays (ETC & WTO, 2013). “The Schengen visa is a document issued by the appropriate authorities to the interested party for visiting/travelling in and within the Schengen Area. The Schengen Area is comprised of 26 countries that have agreed to allow free movement of their
citizens within this area as a single country. Of the 26 countries bound by the Schengen agreement, 22 are part of the EU and the other 4 are part of EFTA” (Schengen visa info, 2014). The majority of European countries are part of the Schengen agreement. However, Southern Ireland, The UK, Croatia, Romania, Cyprus and Bulgaria are countries that belong to the EU but are not yet included in the Schengen Area, while Iceland, Switzerland, Norway and Lichtenstein are not part of the EU, but are agreed to be part of the Schengen area.

The cost of visa depends on the type of visa and the age of the travelers, but it is possible to say that the average cost is around 60 euro’s for stays that are less than 90 days and 99 euro’s for a period longer than 90 days (Schengen visa info, 2014).

In June 2014, the Italian Prime Minister Matteo Renzi and the Chinese Premier Li Keqiang declared a cooperation plan of a three year duration between Italy and China. The plan includes a time reduction in the visa process from an average of 48 hours to 36 hours for Chinese citizens. This initiative is aimed at incentivizing Chinese travelers, the world’s largest outbound tourism spenders to travel to Italy by obtaining visas in a shorter time, especially in preparation for the Expo 2015.

Germany and the UK have already started to present actions for reducing visa processing time. The European Commission is proposing the introduction of a touring visa in order to simplify the process and to encourage the economy by motivating Chinese travelers to travel to Europe (ETN Global Travel Industry News, 2014).

2.4 Expenditure.

As seen in tables 3 and 4, in 2012 the Chinese became the major spenders on outbound tourism, reaching the top position globally by spending 102 billion dollars (Integreon, 2014). A surprising result, considering that from 2005 the outbound tourism expenditure has quintupled (ETC & WTO, 2013).
In 2013, 18% more Chinese tourists decided to travel outside China compared to the previous year, with an increase of 26.8% of outbound travel expenditure (Travel China Guide, 2014). The second and third largest spenders are respectively The United States and Germany, who maintained a distance from China of about 42 billion dollars (US) spending on travel expenditure in 2013 (ETC & WTO, 2012). This is an amazing result, especially considering that Chinese outbound tourism only represents 0.9% of the GDP and it is not affordable by the majority of Chinese citizens (ETC & WTO, 2013).

This increasing expenditure started in 1995, when China was positioned 24th in the expenditure ranking, moving to the 7th position in 2000 and finally reaching the number one position in 2012. A remarkable growth rate of 19% a year (in US$) have begun in 2000. This phenomenon happened
in conjunction with an increase in the Chinese GDP and GDP per capita (GDP—Gross Domestic Product). GDP is a measure describing the country’s overall economy, while the GDP per capita is a measure obtained by dividing the GDP with the size of the overall population in a country (Difference Between.net, 2015).

Other factors that have contributed to tourism spending growth are also related to an increase in incomes, a growing desire to travel, welcoming visa policies for foreign travel, a strong currency and the growing number of international flights.

It was estimated that in 2012 Chinese travelers spent an average of 1.226 US$ for trip in Asia and The Pacific, while the majority of expenditure for Chinese travelers in Europe was estimated to be between 1.200 US$ and 4.000 US$ per trip.

It is forecast that by 2020 the number of Chinese overseas travelers will reach 200 million. CNN (Cable News Network) has predicted that Chinese tourism could attain the top position within the world travel industry. (World Tourism Organization, 2014).

### 2.4.1 Expenditure’s items during the trips.

One in ten worldwide travelers is Chinese with a high spending potential. In 2012, about 35% (an increase of 5% from the previous year) of the Chinese traveler’s total budget was spent on shopping and luxury goods. Research conducted by the China Tourism Academy in eight cities, demonstrated that shopping was considered to be a primary activity during their travel abroad. Chinese tourists preferred to buy luxury goods in Europe or in Hong Kong because the costs for these items are less, and because they represent a status symbol. In the same year, the remaining 20% of their budget was spent on transportation, followed by 13% spent on food and by 15% on accommodation. Chinese tourists who booked into four or five star hotels were less than 10%, while the percentage of Chinese travelers booking into two and three star hotels was estimated to be 80% of the total Chinese tourists (ETC & WTO, 2013).

#### Shopping in Switzerland and Italy

Switzerland, an alpine country that lacks huge cities, and is famous for the quality of items it provides. Switzerland is famous for chocolate, watches, Swiss army knives and cheese. The “tourism” experience of visiting the mountains and cities compliment perfectly the variety and quality of shopping available. Lucerne and Interlaken are the two most attractive locations for Indian and Chinese tourists. In Lucerne, 30-40% of all Swiss watches are sold. While Schwanenplatz
square is famous for jewelry. In Interlaken it has been estimated that Chinese travelers can or may spend between 2000 and 5000 Swiss Francs on a watch during their stay in Switzerland (World Tourism Organization, 2014).

As far as Italy is concerned, the Italian Government Tourism Board (ENIT) has worked hard to promote the Italian image as a “shopping country”, creating the idea that the main cities are famous for fashion and design (EventReport, 2013). In particular in 2012 Milan was considered “The city of shopping in Italy”, with an increase of 62% the city represented 33% of the total Chinese expenditure (ItalianVenue, 2013).

Global Blue revealed that in Italy Chinese tourists are mainly interested in luxury shopping with an average of 892 euro’s spent on shopping. They are in search of fashion products chosen in 66% of cases followed by jewellery with 27%. Italy was ranked third in the world for shopping in 2012-2013 in the country Brand Index (World Tourism Organization, 2014).

### 2.5 Internet and tourism

In 2012 China had 513 million internet users, representing 38.2% of the total population. Among these Chinese users the highest percentage (72.9%) of people using the internet were between 20 to 29 years old followed by the 10 to 19 year old age group with a percentage of 69.4%. Internet users between the ages of 30 to 39 years old and 40 to 49 years old were represented respectively at 50.05% and 24.06% of the total users. People over 50 years old were 7% of the internet users (ETC & WTO, 2013).

According to the latest studies carried out by the China Internet Network Information Center, the number of internet users rose to more than 618 million, with about 80% using mobile devices to access online networks (Hotels.com, 2014). This represents 47% of the internet using Chinese population.

Geographically speaking, the most developed areas in China (Beijing, Shanghai, Guangdong) are the ones with the highest internet usage. Furthermore, CNNIC (China Internet Network Information Center) statistics revealed that the majority of Chinese people using the internet were male (55.9%), and female users being (44.1%). It was estimated by CNNIC that among Chinese internet users just 7.9% of them booked trips (online) in 2010, while in 2011 this percentage grew to 8.2% (ETC & WTO, 2012). The internet is generally used before travelling with the aim of gathering information and to make any reservations. In 2013, the sources most consulted were mainly online accommodation/travel websites (48%) thereafter followed by online review sites.
(47%). It was reported in the “Chinese international travel monitor 2014” that 91% of Chinese internet users declared having an account on at least one social media site and to share experiences and photos online both during and after their trip. This phenomenon, is influencing the planning, interaction and bookings of travelers, in particular among users under 35 years old as well as by people using mobile apps to make a reservation at their desired accommodation (the percentage of Chinese using mobile applications, passed from 17% in 2013 to 23% in 2014) (Hotels.com, 2014).

70% of Asia Pacific travelers were reported to use social media sites for gathering information about their future journeys. In 2011 online “word of mouth” was considered trustworthy information by one third of travelers. As regards this situation, it has to be considered that Asian people (Chinese included) are amongst the most keen to share their trip experience on social media sites (ETC – digital.org, n.d).

2.5.1 Group travelers versus individual travelers.

The increasing number of persons using the internet is reflected in an increasing number of travelers who book their accommodation by themselves (especially among Chinese younger than 35 years old) through an official hotel website or via an online travel agency. In parallel to an increase in independent travelers bookings, travel agency bookings have fallen from 36% in 2013 to 34% in 2014, with older travelers twice as likely to book via travel agencies. In 2012, the CITM (China International Travel Mart) revealed that throughout 2013 an increase of 5% of travelers declared a decision to visit the destinations by themselves rather than be part of an organized group. Hoteliers also confirmed that 71% of their Chinese customers travelled independently, one percent more than 2013 (Hotels.com, 2014).

Chinese travelers participating in package tours are characterized by visiting about 5 countries in less than 10 days, sleeping in economic hotels, eating Chinese food and quickly visiting the main attractions so as to have time for spending their allocated budget on shopping. Other advantages that push people to participate in travel tour groups are, the competitive price, the guaranteed safety as well as the overcoming of language barriers. It is estimated that in 2013, 1.274 travel agencies are currently present in China confirming that this travel methodology is still the norm. However, it is important to underline that the number of individual travelers are on the rise due to the fact that, (especially younger) travelers prefer to be free to decide where to go, where to eat,
where to sleep and where to do shopping. Xiang’s research revealed that 74.4% of individual travelers are between 25 and 44 years old with a high educational level. Older independent travelers tend to be more enthusiastic about shopping malls and historical museums; while the younger ones prefer to “live” the destination visited with its modern culture (Trivett & Skift Staff, 2013).

2.6 Destination Chinese choices.

The Tourism Administration of China announced that in 2013, 97 million Chinese travelled outside China, registering an increase of 14 million on the previous year (Hotels.com, 2014). Chinese travelers in 2013 mainly preferred to travel to Hong Kong, Taiwan and Macao, representing 70% of the total outbound departures. However, excluding these places, 69% of Chinese travelers went to Asian countries, 12% to Europe, 9% to America, followed by Africa with 6% and Oceania with 4%. (China Outbound Tourism Quality Service Certification, n.d).

Europe is the most preferred destination in long haul Chinese trips, thanks to the fact that the landscape, the history, the architecture and the culture are very different from that in China and their curiosity draws Chinese people to visit it. However, not all Chinese can afford the high costs of transportation and for this reason, Asian countries are still the most chosen destinations (Betta, Xin and Rognoni, 2013).

Research published in the Report of China Outbound Tourism Development 2011 revealed different destination preferences among Chinese tourists coming from the three main cities: Shanghai, Beijing, Guangzhou. A different profile was also identified amongst these Chinese tourists.

In 2010, 2.7 million outbound trips were registered from Beijing, with a surprising growth of 221% on the previous year. The reason for this jump was due to the facility by which their citizens were able to have access to visas to travel abroad, compared to other places in China. The top travel destinations chosen by its citizens were:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Japan</td>
<td>243,687</td>
</tr>
<tr>
<td>2</td>
<td>France</td>
<td>200,506</td>
</tr>
<tr>
<td>3</td>
<td>Hong Kong</td>
<td>188,438</td>
</tr>
<tr>
<td>4</td>
<td>Italy</td>
<td>165,294</td>
</tr>
</tbody>
</table>
Travelers coming from Beijing were particularly interested in Europe, more so than people coming from Guangzhou. They had a high level of education (42% having a bachelor’s degree and 30% a diploma) and they preferred to travel independently rather than part of a tour group holiday.

In 2010, outbound travelers from Shanghai reached 1.1 million, increasing 27% on the previous year. They were well educated (39% holding a bachelor’s degree while 30% a diploma) and their top travel destinations, during 2010, were mainly Asian rather than European destinations.

As far as travelers coming from Guangzhou were concerned, their most preferred five destinations in 2009 were: Thailand at the top, followed by Japan, Singapore, The Republic of Korea and Malaysia. Europe held less interest for them, considering the language barriers. They preferred to travel as part of a travel group in a way to overcome the languages problem, 34% of the travelers held a bachelor’s degree and 37% a diploma (ETC & WTO, 2013).

2.6.1 Europe

Chinese arrivals in many countries of Europe have doubled or even tripled since 2005. In 2011 the most preferred destinations of Chinese travelers were Russia (845.6 arrivals), followed by France (729.6), Germany (636.6), Switzerland (453.3), Spain (300), Austria (243), Italy (209.7), The Netherlands (155.7) and The United Kingdom (148.5). Among these countries the destinations with the highest average annual growth from 2005 to 2011 was Switzerland with 26.6% followed by Spain with 19.1% and Italy with 14% (ETC & WTO, 2013).

Russia was at the top of the destinations in Europe because it is considered to be among the short haul destinations with many cross border travelers. France and Germany were places that received mainly Chinese business tourists. Moreover, Germany was usually the first step of the Chinese multi destination tour once in Europe, thanks to the number of direct flights from China. The United Kingdom was seen as a very good country for business as well as for study purposes, but since an additional visa was required because the UK was not at that time, and is still not a
part of the Schengen areas, it was found to be a disadvantage in comparison to the other countries that are part of the agreement (ETC & WTO, 2013).

However, considering the number of nights spent by Chinese travelers it was possible to notice that they were in contrast with the arrivals data. As a matter of fact, in 2011, the destinations overnight ranking was the following: at the top was Italy with 2.1 million nights annually, followed by The United Kingdom and France (1.4 million) and Germany (1.3 million). Switzerland, Spain, Austria and The Netherlands did not reach the one million mark, the number of nights were included at between 600.000 (Switzerland) and 200.000 (The Netherlands) (ETC & WTO, 2013).

As far as the average number of stays in 2011, Germany reached 2.1 nights per stay, France 2.0, The Czech Republic 1.8, Italy 1.6 and Switzerland 1.5. The short number of nights spent in each country is due to the fact that most of the Chinese visitors tended to choose tours that visited different countries per journey (ETC & WTO, 2013).

Italy usually represents the last destination before leaving Europe from Rome. In 2010 the regions that were most visited were in the north of Italy: Veneto with 26.6% of the Chinese presence, Lombardia with 25.8%, Toscana with 25.6% and Lazio with 17.6%. The cities of Venice, Florence, Milan and Rome were the most visited sites by Chinese tourists in 2010 (Betta, Xin & Rognoni 2013). In 2013 touristic sites such as Naples, Lake Como, Capri and Cinque Terre were well appreciated by Chinese tourists (Vendramel, n.d).

![Figure 6: Chinese presences in the Italian regions](image)

**Source:** (Betta, Xin, Rognoni, 2013)
In 2013 in the city of Milan, Russian tourists were numbered at 216,582, followed by Americans with 185,487 and Chinese with 185,174. However, if we consider the province of Milan, China is positioned at the top, with 112,406 Chinese visitors, followed by Japan and Germany (Provincia di Milano & Osservatorio Turismo, 2013).

In 2008 Switzerland joined the Schengen agreement and from that moment the number of Chinese tourists increased, thanks to the fact that no additional special visa was required for Chinese travelers coming from other European countries that agreed on the Schengen visa.

In 2013 the most visited places, as well as the regions with the majority of overnight stays were in the Zurich area, Lucerne and Bernese Oberland. Through 2005 to 2013 these regions increased their overnights by at least 145,000. The most popular cities visited by Chinese travelers were Interlaken, Zurich, Geneva and Lucerne. Ticino was among the least visited destinations with fewer overnights stays for Chinese tourists than in other place in Switzerland. In particular, Lugano had less than 2% of overnight stays in the market share of this country. The previously mentioned situation can be seen in tables 7 and 8 (see below) (Switzerland Tourism, 2014).

In Ticino the average Chinese overnight stay has passed from roughly 2.2 days in 1999 to 1.2 days in 2012, probably because Chinese travelers prefer to visit as many destinations as possible during their trips. However, it is possible to declare that between 2005 and 2012, Ticino had increased by
about 70% their Chinese visitor overnights in the summer period. From 1999 to 2012, Lugano had reached 11,100 Chinese visitor overnights (up to 790 overnights in 1999). From 2005 to 2011, the average stay was 1.6 days in the city of Lugano.

The Chinese tourist presence in Ticino is usually concentrated between March and July, while in Switzerland it is more spread out during the year. Ticino Turismo in China promotes the city of Lugano as an alternative to Interlaken and Lucern. Very often the name of the city is associated with Fox Town, especially on Chinese websites and in blogs (Switzerland Tourism, 2014).

2.7 Profile of Chinese citizens travelling in Europe.

Chinese tourists in Europe are relatively young, the majority of them are between 26 and 35 years old. They have a high level of education and they are relatively wealthy. In 2013 the main Chinese reasons to go abroad were related mainly to leisure trips (97%), followed by business or for educational purposes (49%). It was estimated that usually 22% of business traveling Chinese combine this with leisure (hotels.com, 2014).

Chinese tourists consider Europe as a place full of history and culture. For this reason, during their first time in “the old continent”, 5 or 6 countries are chosen in a way to visit as many destinations as possible. However, in more recent years tour operators and travel agencies have started to develop trips that include the visit of just 2 or 3 countries so as to assist travelers to obtain a deeper knowledge of the places visited (Betta, Xin & Rognoni, 2013). Within this general profile, Chinese travellers can be classified into tour group members, business travellers, individual travellers and family members.

Packages for tour group members usually include flights, local transportation and accommodation for an economic price. Other advantages of travelling as a part of a tour group are the easier visa process and the possibilities to overcome the language barriers. However these packages are becoming unappealing for a growing number of Chinese people, especially among the young. Their motivation is attributed to a desire to be more independent in the choice of destination as well as a better knowledge of the English language. In recent years, individual Chinese travellers are increasing in Europe. They usually belong to the educated middle class and as already mentioned they have a good level of English. They usually travel with two or three other friends and they are often students travelling for vacations, couples with a living or working experience abroad and some curious and adventurous retirees. Family groups travelling to Europe are
composed by nuclear families (parents with one child) or nuclear family groups plus grandparents. They look for comfort and childcare environments.

Among the business travellers it is possible to find Chinese workers travelling alone or in small groups. Their journey is paid by their companies or by government bodies. They usually link business with leisure and they usually stay in luxury hotels (Blue Paper, 2011).

According to research conducted by the National Tourism Observatory in 2011, Chinese travellers were mainly attracted by the beauty of the landscape (82% of preferences) as well as artistic and cultural heritage (73.6% of preferences). Shopping was represented at 21.9% of the preferences in the choice to go to Europe as can be seen in table 9 (Betta, Xin & Rognoni, 2013).

![Figure 9: factors influencing the holiday choice in Europe](image)

Source: COTRI-China Outbound Tourism Research Institute, CNTA-China National Tourism Association

Figure 9: factors influencing the holiday choice in Europe
Source: (Betta, Xin & Rognoni, 2013, pg. 56).
CHAPTER 3

The purpose of this chapter is to provide a brief overview regarding the relationship between the “City” and shopping, with a further shopping SWOT analysis of Milan and Lugano.

3. Urban Tourism and shopping

Tourism is a form of leisure activity which involves the movement of people to places that are not in their original countries, having recreational time (Holloway, 1994; Witt & Broke et al. 1991). Tourism is an important activity for a receiving destination since it generates profits for local businesses. A bi-directional relationship exists between the city and tourism, thanks to transportation and communication development the city is then visited by travelers therefore tourism (Chaoy, 1994). Urban tourism is linked with other forms of tourism, such as, for example, business, sports, cultural and shopping tourism (Gheorghilaș, 2004; pg.12) and it is influenced by different elements such as the heritage, the size, the geographical position, the quality and the image of the city. With the development of mass tourism and subsequent globalization there has emerged the standardized tourism products (Boniface, 1995; Pearce, 2001; Urry, 1990). As a matter of fact cities have the tendency to imitate other destinations but as Van der Berg (1995) declared, “the originality is a major strength since curiosity is what attracts tourists” (Van den Berg et al., 1995; p.14). The heritage and cultural elements that are present in a city determine the available form of tourism, heritage tourism in a city where there is a predominance of cultural and historical places, business tourism in cities where there are specific infrastructures, sport and entertainment in cities where many theatres, museums, festivals etc. are present (Ashworth, Tunbridge, 1990).

Multifunctional cities attract a multiple typology of visitors, due to an elevated demand and to the use of different resources (figure 10). The “overlapping cities” are the touristic cities having several resources and characteristics such as historical and cultural venues (museums, art galleries, theatres, etc.) as well as nightlife and shopping places (pubs, bars, café, malls, shops). When a city is well developed and includes all the aforementioned characteristics, it is a polyvalent city (Burtenshaw et al., 1991). Travellers usually ask for these different urban resources and many cities create a link between business, entertainment, cultural and shopping tourism (Badita, N.d).
Dellaert, Borgers and Timmermans (1995) discovered that in Paris the activities most preferred among urban travelers are sightseeing and shopping. (Dellaert et al., 1995) discovered that on a day trip Dutch travelers preferred shopping and sightseeing among the variety of activities such as visiting museums, walking around the city and sitting in cafés. Rosenbaum and Spears (2006) compared the expenditure behavior of American and Japanese travelers in Hawaii. They discovered that Japanese tourists younger than 35 liked to shop in the outlets and in the malls, while they are less interested in cultural activities (such as visiting museums) as the American travelers, who were more interested in cultural and traditional activities.

Shopping may be an attraction activity even for those tourists that do not go to a destination for shopping (Thomas & LeTourneur, 2001). For these reasons, promoting shopping can be important for a destination because it can attract tourists and it can be a motivation to stay longer. Economically speaking, it can be a useful activity for increasing the benefits of the destination without a tourist arrival growth (Jones, 1999; WTO, 2002).

The most appealing elements for attracting visitors are related to a large variety of shops, a good location, accessibility, good service, destination image, price and method of payment, product design, hospitality, leisure time available and promotion. Many destinations have adopted marketing strategies to try and increase their shopping appeal to travelers, such as organized shopping tours (e.g. Air France has promoted shopping related trips from Europe to the USA, while Asian travel agencies have created for Japanese and Korean tourists guided shopping tours to Australia and Europe), by the creation of a particular shopping experience and competitive marketing plans adopted by shopping places. The introduction or presence of entertainments and
large and small events can be creative initiatives for combining pleasure with shopping. “Shoppertainment” (the union of retailing and entertainment) has been utilized by shopping places to produce a shopping experience. Retailing is growing into an entertainment industry as a way for attracting tourists (Buhalis & Costa, 2006).

### 3.1 Lugano and Milan analysis

In order to know the most important internal and external factors that affect the cities of Milan and Lugano as regards the shopping point of view, a SWOT analysis of the two destinations is provided in the two tables below. Both of them are adapted to the Chinese market. Once the four elements were identified marketers could work with it, if necessary for building on strengths, reducing weakness’s, optimizing opportunities and neutralizing threats. It is also useful to understand the markets of the destinations competitors and to pre-suppose possible changes.

SWOT analysis of shopping in the two cities.

**In Milan**

<table>
<thead>
<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- A variety of shops and products brands.</td>
<td>- Safety and security.</td>
</tr>
<tr>
<td>- Many famous shopping streets:</td>
<td>- Not all of the Milanese related websites have the possibility to choose the</td>
</tr>
<tr>
<td>The “quadrilateral fashion streets” (via Montenapoleone, via della Spiga,</td>
<td>Chinese language (an example is the already aforementioned website:</td>
</tr>
<tr>
<td>corso Venezia and via Manzoni), via Dante, corso Vittorio Emanuele (with the</td>
<td><a href="http://www.aboutmilan.com">www.aboutmilan.com</a>).</td>
</tr>
<tr>
<td>famous store La Rinascente) via Brera with its art and design items, corso</td>
<td>- Indication signs are not available in Chinese.</td>
</tr>
<tr>
<td>Buenos Aires for casual shoppers and via Torino for young and trendy fashion.</td>
<td>- The majority of people working in the shops do not speak the Chinese</td>
</tr>
<tr>
<td>- Famous for being a “fashion city”.</td>
<td>language.</td>
</tr>
<tr>
<td>- An industrial and cultural city with many monuments and artistic places</td>
<td></td>
</tr>
<tr>
<td>that deserve to be visited (such as Castello</td>
<td></td>
</tr>
</tbody>
</table>
Sforzesco, Duomo, etc).
- Organized fashion tours in Milan and in the “surrounding areas” (especially in Fox town, Serravalle and Vicolungo outlets) are available and publicized on the website www.aboutmilan.com in the English language, or on the following websites: www.city-discovery.com/milan, www.livemilano.com/it/shopping-tour.html where information is also available in the Chinese language.
- The city is near the main intercontinental airports of Northern Italy (Malpensa and Linate airports).
- Many forms of public transport are available for moving to different places: trains, trams, buses and the subway.
- The possibility to benefit from tax free refunds.
- Most of the shops are open on Sunday.

<table>
<thead>
<tr>
<th><strong>Opportunities</strong></th>
<th><strong>Threats</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Visibility and economic benefits coming from Expo 2015.</td>
<td>- Competition with other famous Italian cities (Venice also famous for Murano art crafts, Florence, a beautiful cultural city of the Renaissance with many shops and famous outlets and also Rome, the capital of Italy with many entertainment and shopping opportunities).</td>
</tr>
<tr>
<td>- New fashion trends.</td>
<td>- Terrorist attack.</td>
</tr>
<tr>
<td></td>
<td>- Political issues between Italy and China.</td>
</tr>
</tbody>
</table>

Table 1: SWOT analysis in Milan
In Lugano

<table>
<thead>
<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Nice city near the lakes.</td>
<td>- It has fewer shops than the big city.</td>
</tr>
<tr>
<td>- Business and financial center.</td>
<td>- Shops are closed on Sunday.</td>
</tr>
<tr>
<td>- Safety and security.</td>
<td>- Not considered a “fashion city”.</td>
</tr>
<tr>
<td>- City not far from the Italian border.</td>
<td>- Indication signs not available in Chinese.</td>
</tr>
<tr>
<td>- Fox Town outlet is easily reachable.</td>
<td>- The majority of staff present in the shops do not speak Chinese.</td>
</tr>
<tr>
<td>- City easily accessible due to the train station and transport system.</td>
<td>- Public transport is not as available as in a big city (no metro, trams, etc.).</td>
</tr>
<tr>
<td>- a section completely dedicated to shopping activity in Lugano is available on the website <a href="http://www.luganotourism.ch">www.luganotourism.ch</a> in the mandarin language.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Opportunities</strong></th>
<th><strong>Threats</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- More entertainment venues.</td>
<td>- Competition with other Swiss cities (in particular with Interlaken and Lucerne as previously mentioned).</td>
</tr>
<tr>
<td></td>
<td>- Political issues between Switzerland and China.</td>
</tr>
</tbody>
</table>

Table 2: SWOT analysis in Lugano
4. Shopping Literature review

During the 18\textsuperscript{th} and 19\textsuperscript{th} centuries, work was considered the basic nature of life and was done for survival. However, by the end of the 19\textsuperscript{th} century with the emerging wealth among the middle class the concept of production moved to the concept of consumption. Subsequently, this concept was defined as leisure. This signaled the passage from modernity to postmodernity (Bocock, 1993).

In the postmodern society work is just a means to reach leisure, the basic nature of life. Mass consumption defines leisure, in particular the consumption of services like the arts, travel, sports, etc. (Balkan & Rutz, 1999; Dimanche & Samdahl, 1994; Edwards, 2000). The concept of leisure has been defined in three ways: "leisure as a type of activity", "leisure as a measure of time" and "leisure as a state of mind or a specific experience" (Timothy, 2005; pg. 8). The first, is referred to activities such as football, cooking, reading, walking, running, playing tennis etc; the second, is more related to general activities, freedom from responsibilities, such as taking care of oneself, of the house and other people, while the third way refers to the emotional sphere, including fun, satisfaction, pleasure etc. A combination of these three elements may be possible (Barnett, 1995; Csikszentmihalyi, 1981; Jackson & Burton, 1999; Iso-Ahola, 1980; Mannell & Kleiber, 1997).

An extreme form of leisure consumption is tourism, that it is considered a leisure activity because it takes place in free time and involves pleasure activities (Walvin, 1992).

Leisure consumption can be seen from two points of view: consuming items physically (eating, buying clothes, etc.) or consuming products that can’t be physically used – symbolic consumption—(walking, watching a movie or listening to music).

Shopping can be considered as a form of leisure consumption and nowadays it is the most common activity that every person can do. It has become, during the years, more a free time activity than an utilitarian one (Bacon, 1991). It involves utilitarian and recreational purposes. A functional leisure shopping continuum model was designed by Carr (1990) in a way to study shopping behaviors in both recreational and functional components. He identified four steps passing from the functional to the leisure activity. Two phases are related to the functional activity: a “quarter mastering” phase, where people buy essential items in a mechanical way and a “technical phase”, where people purchase products that have a function (e.g. cars, computers, etc.). This latest phase is more complex because it requires the search of information, planning
and decision. The next two phases, “expressive” and “recreational” are linked more to leisure activities. The “expressive” phase is related to the image a person would like to communicate to others and involves the choice of clothes, jewellery etc.; while in the “recreational” phase shopping is seen as a completely recreational activity (Timothy, 2005).

In this chapter shopping is analyzed firstly by reporting secondary data about it as a generic leisure activity, secondly by data referring to it as a tourist activity and thirdly by data related to shopping as an activity undertaken by Chinese tourists.

4.1 Shopping as a leisure activity

Before examining shopping in its various aspects, it is important to provide a definition of two terms: buying and shopping. The term “buying” relates to the acquisition of certain items from a vendor, while the term “shopping” refers to the more generic activity of selecting, comparing different prices, strolling around, walking and meeting with friends or other persons (Angle, 1974; Bloch et al., 1989; Bussey, 1987; Bromley & Thomas, 1993; Robert, 1987). Shopping is not only related to the acquisition of goods but also to the possibility of spending a pleasurable time with friends and to feel desired. Shopping may be an experience that includes economic and social fields, other than personal one.

Recreational or hedonic shoppers like doing shopping in their spare time and consider it a recreational activity. The general profile of this typology of shopper is their unclear idea about the items to buy and their disregard for the distance to travel in the acquisition of their desired articles. Furthermore they would like to shop frequently and to continue shopping after a purchase has been made (Bellenger & Korgaonkar, 1980; Bellenger et al., 1977; Downs, 1970; Jarboe & McDaniel, 1987; Roy, 1994; Swanson, 1994). Holbrook and Hirschman (1982) argue that recreational shoppers are more focused on enjoying the pleasure of going shopping. Jackson (1991) defines three links between shopping, venue and leisure. The link between shopping and leisure is defined by “shopping for leisure”, “leisure and shopping” and “shopping as leisure”. The first relationship relates to people that acquire products that are used in the spare time. An example of these items are books, games, dvds, films etc. “Leisure and shopping” defines shopping as a leisure activity to be done within other recreational activities in the spare time. A perfect example is represented by shopping malls, where people can enjoy shopping and other form of entertainments such as amusement arcades, and eating etc. Last but not least “Shopping
as leisure”, indicating shopping itself as a pleasurable pastime. With the introduction of the third element, the venue, (Johnson & Howard, 1990) three forms are created: “ambient leisure”, “magnet leisure in a new generation shopping mall” and “heritage destination leisure”. The first typology refers to the shopping environment, arguing that a gracious place with other services (apart from shops) are good elements for attracting customers. The second model, “magnet leisure” is a new generation of shopping mall, which consists of places that combine various activities with shopping, while the third form highlights that historic zones with shops and dining places can be among the main attractions for “leisured” people. This is the case in many cities in North America and Europe.

Shopping as a leisure activity is composed by internal and external factors. The internal factors refer to the customers and in particular to their economic resources, time available and social involvement. The external factors refer to the retail environment and in particular it includes the way the shoppers experience is influenced by the sellers. For this reason price, products and place are considered very important elements (Jones, 1999).

Baker and Wakefield (1998) used a model called “mall excitement”, in which excitement is affected by “physical environment”, “tenant variety” and “involvement with shopping” and, it is able to generate a pleasurable state. It is considered the key that allows customers to stay in the shopping district and to return.

As already noted, the socializing process that involves shopping is one of the most important factors that contribute to considering this activity enjoyable and “pleasure” (Anthony, 1985; Bergadaa et al.1995; Bloch et al., 1991; Christiansen & Snepenger, 2002; Feinberg et al.,1989; Graham et al., 1991; Lehtonen, 1994; Lewis, 1990; Tauber, 1972). Jacobs (1985) maintains that the venue is an important supportive element for creating a suggestive atmosphere. The social meaning attributed to a certain place can give people the gratification they are seeking (Terry, 1977). Many homemakers consider going shopping as an escaping activity that makes them feel relaxed (Tauber, 1972).

Freedom, escapism and fantasy are other factors that are involved in the shopping experience and represent additional motivations for going shopping. Products are also important. People like interacting with items: trying on new clothes and shoes, touching products and reading books (Simms & Narine, 1994). The price, also plays a fundamental role in the shopping experience, the
more the shoppers perceive to have obtained good quality products with advantaged prices, the more satisfaction they have in going shopping (Tauber, 1995; Westbrook & Black, 1985).

### 4.2 Shopping and tourism

In the past, shopping wasn’t considered as a motivation for travelling as well as the principal vacation activity, until Jansen-Verbeke (1991) started to consider it. They declared that “leisure shopping as a tourist activity has always existed, but the shopping element has recently become an important instrument in the promotion of tourist places, even the solution for marketing tourism in places with a rather weak tourism profile” (Jansen-Verbeke, 1991; pg. 10). As a matter of fact, promoting leisure shopping to tourists, can be a way to incentivize longer stays, obtain a competitive advantage over other destinations and create and spread a commercial image (Johnson, 1990). Shopping can be seen as a promotional strategy and as a tourism policy. Many places have started to spread shopping advertising and policies in their tourism development attempts (Jansen-Verbeke, 1991). In recent years, alliances between tour operators, hotels, bus companies and even airlines have been developed in a way to organize shopping day tours in famous destinations, such as London and New York (Andruss, 2000). Another form of shopping coalition, is represented by the Shop America Alliance (SAA). It is a national partnership constituted of members of malls, outlets and other dining centers, with the purpose to let people know retail destinations in the US through strategic planning and collaborative marketing schedules (Shop America Alliance, 2001a&b).

Tourists consider shopping as an enjoyable activity and very often it is considered the most pleasurable activity to do on holiday. In many cases it is even the primary reason for travelling. Transportation systems, technology and the extensive use of credit cards have facilitated shopping during the holiday time. Out-shopping has existed for centuries and thanks to an even more mobile society and new innovations, overseas shopping has been further facilitated.

Literature highlights many variables which play an important role in making shopping an experience to have on holiday. These variables are divided into the intrinsic and the extrinsic. The intrinsic are: The culture of travelers, psychographic and demographic characteristics and personal needs, while the extrinsic refers to the characteristics of the destination, the venues, products, prices and customer services (Timothy, 2005).
Timothy (2005) considered that shopping and tourism were divided into two categories: when shopping is the primary reason to travel (shopping tourism) and when it is just a secondary activity once in the place (tourist shopping).

**Shopping tourism**

Shopping in many cases is considered an essential factor, a primary reason for many travelers every year (Beck, 1998; Jansen-Verbeke, 1991). On the internet it is possible to find specialized shopping tours that can be easily bought by people interested in them. These kind of tours have become famous in Asia and North America in the recent years. In Europe this tendency is also spreading. During these tours, popular shops of well-known brands are visited, including a stop to famous designers homes (Timothy, 2005). Handicraft tours in America and Christmas market tours in Germany and Austria are most noted amongst shopping travelers (Jansen-Verbeke, 1998).

Mainly three elements work together as driving forces to consider shopping as a major reason for travelling: these being destination, price and merchandise. Considering the merchandise aspect, it is possible to say that many people travel in search of their desired products. An example of these kind of trips is the “textourism” which is a particular tourism where travelers are seeking textiles. Collectors are another example of people travelling in search of specialized products in a way to fulfill their collection at home (Michael, 2002). Taking into account the destination factor, it is known that many places are famous as shopping destinations. In particular many cities are associated with one or few items: Venice is popular for its hand-blown glass and Hong Kong for electronic products (Lambert, 1996). During Christmas time, Santa’s Village in Lapland is a great shopping opportunity for people who also combine the wish to see Father Christmas and his reindeers (Nieminen, 2000; Timothy, 2001; Pretes, 1996). Festivals and events are popular venues for shopping, where tourists can buy handicrafts. Shopping has also become an activity to be celebrated. As a matter of fact a shopping festival has been organized in Dubai. Dubai shopping festival (DSF) started in 1996, attracted in 2003 about 2.9 million visitors (Dubai Tourism, 2003). Hong Kong is amongst the most interesting shopping destinations, offering a wide variety of products. Four day shopping tours are organized from the United States to Hong Kong. Many people justify these kind of trips by arguing that enough products can be purchased at lower prices (Pesmen, 1994). According to Heung and Qu (1998), if shopping is the primary reason for travelers the shopping expenditure is generally higher than that of other tourists. Shopping tourism could
also contribute to some modifications in the urban landscape. In order to demonstrate this, Hong Kong can be taken into consideration: heritage building is giving space to big shopping centers, street sellers and souvenir shops. (Tanzer & Tucker, 1996). In recent years, mega-multi-malls (term coined by Finn and Rigby (1996) to indicate huge shopping centers as a place of social meetings and leisure) have become tourist attractions for many people. The third element, the price advantages, is considered one of the most important features in shopping tourism (Keown, 1989). He theorizes that the key aspect for a more popular shopping destination is the cheaper prices compared to other places. In demonstration of that, is the increasing popularity of outlets and factory shops in the recent years. Thailand is among the shopping destination both for low-priced bazaars, where handcrafts, clothes, jewelry are sold and for its shopping centers (Brown, 1995). Shopping in Thailand is promoted in a way to provide another image that is far and away from the one of “Thailand as a sex destination” and, at the same time, to diversify the tourism economy (Janssen, 1996; Parnwell, 1993; Ngamsom, 1998).

Tourist shopping

Shopping can be considered as an added tourist activity and not just a primary reason to travel. It is often considered as a competitive advantage in attracting tourists (Jansen-Verbeke, 1998). The “tax-free shopping” on an island, such as those in The Caribbean, famous for its beautiful beaches and natural landscapes, gives it a competitive advantage over other beautiful destinations. (Timothy, 2005).

Tourist shopping is defined by the Tourism shopping Implementation Committee (1990) and Heung and Qu (1998) as “the expenditure of tangible goods by tourists either for consumption in the destination (excluding and drink items) or for export to their home countries/regions” (Timothy, 2005; pg. 69).

Shopping is not limited to leisure tourists, also business visitors enjoy the opportunity to purchase items while abroad. Additional days are added onto business trips as a way to shop. (Field, 1999; Sun, 1998).

Shopping is also used in many mountain places as an activity that can be useful to attract travelers in the low summer season. As a matter of fact some ski resorts become shopping centers during this period. The importance of shopping was discovered by a survey that a ski resort’s manager conducted on 50 North American skiers. The result revealed that shopping is part of a travel
experience and can constitute an important source of revenue. In addition, retailing can be a means used to keep people longer in the ski resort; a meeting point for people as well as a unique selling proposition that allows or lends distinction to one ski resort from other ski resorts (Matheusik, 2001).

It has been studied that in Hong Kong Asian people spend more money on shopping than European and North American travelers, who apparently care more about accommodation. In a study conducted by Heung and Qu (1998) Taiwanese and Mainland Chinese spent 61% of their budget on shopping, followed by Canadian and US residents with 28% and Australian and European travelers with respectively 37% and 32%.

Mintel International (1996b) and McCormick (2001) revealed in their study, that men who are usually not accustomed to going shopping in their original country, are more willing to do it while on holiday. This is probably due to the fact that they do not have the time to shop while at home, but on holiday they feel relaxed and they can spend time and money on this activity (Beck, 1998; Gordon, 1986; Stansfield, 1971, 1972).

4.2.1 Segmentation in Tourism Shopping

Tourism shopping has been studied by many researchers in a way to subdivide tourists into different shopping groups. Moscardo (2004) analysed shopping with the purpose of understanding its function in the destination involvement. To this end, she identifies four types of shoppers, created by combining the travelers attributes to shopping with their participation in this activity. The four shopping categories are: “serious shoppers”, travelers that visit very often souvenir shops and shopping malls during their trip; “not-so-serious shoppers”, who visit shops a little bit less than the “serious shoppers”, “arts-and-crafts shoppers”, who exhibit high levels of visitation to typical craft and art shops; followed by “non-shoppers”, that are less willing to visit shopping centers. To be more specific, “serious shoppers” participate in commercial tourist attractions and in many shopping related activities. They are mainly couples with an average age of 43 years old. This group is similar to the one identified by Littrell et al (1994) “The urban entertainment”. “Non-shoppers”, have the opposite profile of the previous one and they can be referred to as “backpackers”. They are young travelers who usually stay in hostels and use buses to move during their journey. The “arts-and-crafts shoppers”, consider the opportunity to shop as not important when they have to decide on their travel destination. They are similar to the group that Littrell et
al (1994) defined as “ethnic, arts people”. They usually come from North America and Europe and have short stays. The “not-so-serious” shoppers are similar to the “active outdoor” group of Littrell et al (1994). They love to enjoy outdoor activities in an active way.

Park et al (2010) categorizes groups of tourist shoppers in luxury shopping in Miami by considering two factors: the importance and the frequency of the activity. Concerning the first element, three groups are classified as: “non-shoppers”, travelers who maintain that shopping is not important, “neutral shoppers”, who consider shopping as an indifferent activity and “great shoppers”, who appreciate the shopping experience as being important or even very important. Considering the frequency, the groups are classified with the following names: “infrequent shoppers”, travelers that usually don’t “do” shopping or do shopping but infrequently, “sometimes shoppers”, who, as the name suggests, sometimes shop and “frequent shoppers”, who like going shopping very often.

Littrell (1990) identifies five groups of traveler shoppers in the textile souvenirs field: “shopping oriented tourists, authenticity-seeking tourists, special trip tourists, textiles for enjoyment tourists and the apparel-oriented tourists”. The first group is composed by buyers that consider the interaction with the sellers as an important part of the purchase process, and as a way to add value to the purchasing experience. The second group, authenticity-seeking tourists, are in search of authentic products. People belonging to this group pay attention to the materials, colors, design and production methods as important elements. They want traditional items and not goods produced for tourists. The third group, special trip tourists, are more interested in the memories of the journey. In demonstration of this, these people will search for crafts that remind them of the places visited and the activities undertaken. They are also interested in establishing new friendships during their travels. Textile for enjoyment tourists, are the fourth of Littrell’s souvenir consumer group. These travelers care more about the design, beauty and colors of the souvenirs they are buying. They focus on the aesthetic aspect of the item. For this reason they search for unusual and beautiful products to exhibit in their offices or homes. The apparel-oriented tourists are group five and is constituted by people that like to wear clothes that reflect their extravagant lifestyle.

Moreover Littrell et al. (1994) identifies four travel styles in purchasing items based on the items bought, i.e. place where the acquisition took place, and on the importance attributed to certain activities. These groups are constituted as follows: “history and parks style”, “urban entertainment style”, “ethnic, arts and people style” and “active outdoor style”. Ethnic, art and people tourists prefer to enjoy the life of the destinations local communities. They want to participate in festivals,
ethnic concerts and art events. They are keen on artistic products made by popular artists of the place. The items they usually buy are jewellery, books and typical local food. History and parks travelers are more interested in museums, historical places and natural sites. In purchase behavior they are similar to the previous group, but they are more inclined to buy printed objects that represent their attention to history and nature. Urban entertainment tourists are very active during all the phases of the day: many activities are undertaken from the morning to night (sporting events, shopping, dancing, etc.) throughout the whole travel period. They are willing to buy symbolic products that represent their holiday place, such as pens, t-shirts and other items that they can utilize and/or wear. The active outdoor travelers enjoy sports and other activities that are usually practiced in close proximity to nature: hiking, walking, swimming, etc.

This overview suggests that a variety of tourist shoppers exist and that the buying processes are related more to various travel motives (Moscardo, 2004).

Shopping has an important role in tourism: it constitutes a resource, an attraction and an income for the destination. Furthermore, in recent years, it can represent an important activity to undertake during the stay or even the main purpose for travelling (e.g., Dimanche, 2003; Heung & Qu, 1998; Jansen-Verbeke, 1991).

4.2.2 Travelers’ main motivation for shopping on holiday

Main push and pull motivations for having shopping abroad

Push and pull factors or motivations are important in understanding tourist behavior (Josiam, Smeaton & Clements, 1999). Push elements can be defined as the attributes that are able to incentivize someone to participate in something; in this case, to motivate a person to engage in shopping. Among the push factors, it is possible to find social and psychological needs. Socio-economic, demographic and cultural characteristics belong to the social needs, while values and individual personality refer to the psychological ones (Uysal & Hagan, 1993).

Among the push factors related to shopping, Gordon (1986) maintains that tourists shop because they want to bring something home once abroad. Christiansen and Snepenger (2002) declare that spending time with other people, especially friends and family members is another push element. Tauber (1972) defined social and personal characteristics as two of the main motivations for shopping abroad. As far as concerning personal motivations, it is possible to identify: self-
satisfaction, sensory stimulation, diversification and physical actions. In the social element it is possible to identify the possibility of being in contact with other foreign people and sometimes the pleasure of bartering the price (LeHew & Wesley, 2006).

The “pull” factors are represented by destination attributes that are able to influence the decision of tourists to shop in one certain place rather than in another one. Beerli and Martin (2004a) identify macro-categories in which it is possible to group these attributes: natural attractions; the atmosphere of the place, general and tourist infrastructure, environment, political and economic stability, history, culture and the leisureliness of the destination.

Among the pull factors, locations play an important role: Jansen and Verbeke (1987) maintain that the environment can incentivize tourists to take part in leisure activities and experiences. The most important elements, identified in the different studies are: friendliness, pleasurable and clean environments, security, as well as an image perception of the place. Kim, Guo and Agrusa (2005) highlight that safety, beautiful places, atmosphere and good facilities are important elements for Chinese travelers.

Shopping is also considered an activity to do on holidays as a way to fill in the days, avoiding becoming bored. A perfect example of a place where this situation occurs is at airports: there people can fill their spare time by doing shopping (Rowley & Slack, 1999). It is also an enjoyable activity during bad weather.

Moscardo (2004) in her conceptual tourist shopping map identifies individual characteristics (such as cultural and personal values, social obligations and typology of travel) as being able to generate mainly two types of motive for doing shopping abroad: instrumental and expressive. The “expressive” defines situations where shopping is considered a wishing experience and it includes status benefits, relaxation, escape and social networks. In the “instrumental” motive, three typologies have been identified: “shopping for souvenirs to meet social or cultural obligations, shopping for life necessities, as appeared to be the case with the not-so-serious shoppers and shopping as a way of experiencing local culture” (Moscardo, 2004).

Crompton (1979) and Snepenger (1987) identify the word “Novelty” and defined it as the necessity to take part in something that is done for the first time and outside the normal range of activities. In shopping behavior the search for novelty can be manifested, for example, by a visit to a
supermarket to see if there are a variety of products available that are different from their original country.

*Origin, meaning and importance of souvenirs and special goods: main motivations for buying them on holiday*

Souvenirs are the most popular items related to traveler purchases. The first souvenirs probably date back to the ancient Egyptians, who carried products to family and friends from their campaigns (Hudman & Hawkins, 1989). In the Middle Ages, many explorers and conquerors came back to Europe from Africa, The America’s and Asia, with a large variety of traditional handcrafts (Stanley, 2000). During the Grand Tour in Italy, the most popular products bought, are small bronze, paintings and other antiquities (Evans, 1998; Mars & Mars, 2000).

It is probably assumed that the origin of souvenirs is attributed to religious pilgrimages. Stones and blessed water were used as Christian souvenirs because originating from The Holy Land and it’s Mediterranean surroundings. Many religious people believed that having these items on their person provided them with protection and a spiritual blessing (Evans, 1998). The production of Christian mementos started when the pilgrimages increased and people wanted pieces of relics or objects from sacred sites. The first religious souvenirs were crosses, drawings and metalwork. These products are actually used as mementos in the pilgrimages of today (Houlihan, 2000; Shankley, 2001; Vukonic, 2002).

Souvenirs passed from primitive handcrafted objects to mass-produced goods often fabricated in places far away from the countries where they are purchased.

Jansen-Verbeke (1994) outlines mainly these shopping motivations: purchasing specific and unique products not available in the original travelers countries, buying items that represent and remind of the destination visited and fulfilling social bonds by giving gifts to friends and relatives. The uniqueness of goods is the principal driving force for travelers shopping abroad (Burn & Warren, 1995). Another important component is the beauty of the souvenirs: many visitors buy handcrafts for their aesthetic attributes (Littrell, 1996). Also the functionality of some products is considered very important by travelers. Appealing items that are considered difficult to find in the travelers’ original country such as cooking utensils and goods that can be used every day, likewise pens, coffee mugs, clothing, etc. are considered utilitarian and at the same time hedonistic.
souvenirs (Keown, 1989). Other factors influencing the typology of items that a visitor would buy are: the weight, the size, the material and the ease of cleanliness and maintenance they have (Graburn, 1976).

Moreover, travelers tend to buy souvenirs with the aim of remembering their holiday, in particular the local culture of the place they visited, the heritage or more generically the special and memorable time they spent there. In other words, souvenirs provide a reminder of their enjoyable travel experience and at the same time represent a tangible testimony of their presence in that specific destination (Littrell, 1990; Hitchcock, 2000). Souvenirs and postcards are items that help to maintain the memory of the travel alive. For other travelers, the purchase of products occurs when they have the possibility to see with their own eyes the production of them: artisans painting batiks and other artists creating products with her own hands. In this way the pleasure of watching is connected with the willingness to buy craft items (Anderson & Littrell, 1995). Looking at the production of handmade goods is a way to enjoy the production techniques and appreciate more the details. (Littrell, 1996). Moreover, for other tourists, the souvenirs’ purchase occurs when the product is perceived as authentic (Shenhav & Keller, 1995). It is obvious that some fabricated items are just products for tourists, and they are not part of the cultural craft tradition. However, the important thing is that they should look authentic and should reflect the country visited (Dougoud, 2000).

Concerning the point relating to fulfilling social bonds via gift giving, some researchers have identified it with cultural, social and national backgrounds, and able to influence the shopping experience especially for Japanese and Korean tourists (Park, 2000; Ko, 1999; Kim and Littrell, 2001; Keown, 1989; McCracken, 1986; Mok & Lam, 1997; Wang & Ryan, 1999). According to Bureau of Tourism Research (1990) and Rob Tonge & Associates (1995), Japanese people are the best travelling shoppers compared to other traveling nationalities. This activity involves Japanese visitors of all ages, who are willing to spend a high amount of money on specific brand named items and high quality products. This behavior has been influenced by advertising which promotes defined brand named items as a guarantee of good quality (Moeran, 1983). Japanese tourists that visit Europe, would buy perfume in France, watches in Switzerland and well-known brand shoes in Italy (Hobson & Christensen, 2001). Brand name products in Japanese culture are a symbol of social status, good taste and prestige. For the Japanese very significant value is attached to gift giving: Omiyage is the tradition of bringing items to members of family, friends, colleagues etc. once back from a journey. Omiyage is also a way to improve social interaction. This term also refers to an etiquette of return present giving, since it can be
given in reciprocation of a gift given before leaving the country on holiday (Hobson and Christensen, 2001). An example is constituted by honeymooning tourists: relatives that give a consistent amount of money, are expecting to receive expensive and well-known items (Nishiyama, 1996). This example demonstrates that shopping or buying souvenirs can be a necessity to maintain social relationships and interpersonal obligations. However, souvenirs can be acquired for reasons that are different from buying them for friends, family, relatives and other people. Among all these reasons, it is worthwhile to underline also the willingness to discover new places and the travelers’ personal and psychographic factors.

Tourists shopping increased in the 1900s and after the Second World War. And parallel to this growth, souvenir shops started spreading around main attractions thanks to mass production techniques (Timothy, 2005).

4.2.3 Travelers’ main shopping behavior abroad

“Shopping is an element of customer behavior in buying” and buying behavior is “a process, which through inputs and their use through process and actions leads to satisfaction of needs and wants” (Enis, 1974; pg.228). Customer buying behavior is not fixed, it can change over time and can be assembled into: items, place, method, time, frequency of purchase and also in reaction to sale promotion devices.

Shopping behavior can be determined by shoppers characteristics. With the inclusion of demographic, personal and social elements, shoppers culture and nationality and also by the destination attributes with the inclusion of prices and goods. Moreover, as previously mentioned, also tourist motivations are able to influence shopping behavior.

Researchers have studied shopping behavior as an element in the motivation to travel and as an activity to undertake on vacation (Kent et al., 1983; Kim & Jogaratnam, 2003; Moscardo, 2004). Others, such as Piron (2002) focus mainly not only on demographic characteristics but also on socio-economic and psychographic variables. Prideaux and Coghlan (2006); Prideaux, King, Dwyer, and Hobson, (2005), recognizes nationality and demographic characteristics as principal factors in studying tourist shopping behavior. For them, the two most important demographic characteristics that affected shopping behaviors are age and gender. Jansen- Verbeke (1987) noticed that women are more likely to consider the shopping activity as more important than men. At the same time, Prideaux and Coghlan (2006) revealed that age is an important factor for
individualized shopping items. As a matter of fact, young backpackers are more willing to buy souvenirs, clothes and food rather than other things (Chen, 2010). Tourists behavior in the shopping activity is very different from the one that is done in the country of origin. Tourists on holiday “spend money on small foolish items because it is not an ordinary time” as Gordon said (1986, pg.139). Some years later, Butler (1991) declared that tourists buy more useless items during vacation time than in their original country. According to Kim and Littrell findings (2001), the souvenir purchasing behavior changes according to how many times travelers go to a place: the more times they go to a destination, the more quality and unique crafts are researched. Stereotypical products are usually just purchased on a first destination visit. Smith and Olson (2001) suggest a model based on three phases, with the purpose of showing how traveler shopping becomes more sophisticated as time passes. The first phase represents shopping as a leisure activity that allows tourists to “taste” the culture and the symbols of the products. Travelers are new and they are willing to buy non expensive souvenirs that represent the country (Graburn, 2000b). Tourists by purchasing these items, tend to have a social interaction in its various forms. In the second phase, tourists know better the destination and its culture and their shopping behavior expresses the desire to differentiate from the “first-time” tourists as well as to buy objects that represent identity and lifestyle. During this second phase, travelers are in search of authentic products and they are more willing to spend time and money in the shopping experience. The third phase occurs when the tourist has experienced the destination many times. Travelers start to identify what is ordinary or commonplace in the local place, and in a way to be less interested in extraordinary activities. Their purchasing behavior starts to be similar to the members of the community and they care more about the function of the objects bought instead of paying attention to the authenticity of the products.

The prediction of travel expenditures and the products purchased, are studied by Lehto et al. (2004), who identified age and gender as important demographic elements for this study, combined with the national culture. The research was conducted on Taiwanese travelers purchasing abroad and consists of subdividing them in typologies of tourists (business, leisure, etc.) and combining them with their average expenditure. The result is that Taiwanese leisure tourists are the ones that spent most in shopping, while business travelers are the ones that spent least. In the middle there are travelers that go abroad for visiting friends and relatives. Another research, conducted by Lee (2002), also demonstrated that leisure tourists are the category that spent most.
Other studies reveal that tourist cultural peculiarity combined with personal attributes and social elements is able to influence expectations, preferences and shopping behavior (Anderson & Littrell, 1995; Mok & Lam, 1997; Prideaux & Kim, 1999; Wong & Law, 2003). Some authors have tried to identify if nationality and ethnicity are able to influence (or not) items, choices and shopping behaviours. The result shows how east Asians, such as Chinese, Japanese and Koreans having similar cultural elements are able to play a part in determining preferences and shopping behaviour. (Kim, Timothy & Hwang, 2010). The studies conducted by Pizam and Sussman (1995), Pizam and Jeong (1996), and Pizam and Reichel (1996) are useful to support the idea that nationality is an element able to determine the differences in the behavior of travelers coming from different countries and places in the world. For example it was noted that the British, French, American and Germans are perceived to have different preferences in buying gifts and souvenirs (Pizam & Reichel 1996).

Timothy (2005) highlights that, not only the shopper characteristics but also the shopping environment is very important, since the goods available, the staff attitude and the ambient presentation, can positively or negatively influence the tourist shopping behavior. The interaction between demographic and psychographic variables, the motivation to travel and the destination ability to attract tourist shoppers are analyzed by Kattiyapornpong & Miller (2012). Similarly, Keown (1989) identified some characteristics that can influence the tourists shopping behavior in the propensity to purchase: the price (including duty and tax), the quality of goods, the typology of products available and the vendor’s strategy of selling and promoting products. Mok and Lam (1997) adapted the Keown model in the Taiwanese traveler’s shopping behavior. They discovered that there is a link between expenditure and income and a link between the purpose of the travel and the tourists age.
Based on their discoveries, Mok and Iverson (2000) defined four elements (see above) that are useful to predict tourist shopping behavior: personal characteristics, such as gender, age, income, culture: trip characteristics such as typology of journey (individual or organized tours), purpose, time spent at the destination: destination characteristics, such as price, quality and typology of products available in the destination, location and service and last but not least seasonality or a specific period of the year (for example Christmas, summer, etc.).

4.3 Chinese shopping

According to a study conducted by Laesser and Crouch (2006), Asian Travelers coming from Hong Kong, India, Singapore, Thailand and Indonesia are the ones that spend most money in total, compared to European travelers.

4.3.1 Chinese purchase and shopping culture
The term “Culture” (from the Latin word “cultura”) has different definitions. Kroeber and Kluckhohn (1967) suggest the following one: “Culture consists of patterns, explicit and implicit, of and for behavior acquired and transmitted by symbols constituting the distinctive achievement of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional (historically derived and selected) ideas and especially their attached values; culture systems may, on one hand, be considered as products of action, and on the other as conditioning elements of further action.” (Luo, 2009; pg. 25).

The concept of culture can involve different elements such as religion, origin, history, language, etc. (Huntington, 1996). Srnka (2004) identified four levels of culture:

- “Supra-Culture, shared by nations with similar economic systems and development, ethnicity, religion, etc.

- Macro-Culture, shared by people of the same nationality, origin or country of residence

- Meso-culture, shared by groups or communities, e.g. a professional group or industry, within a macro-culture

- Micro-culture, shared by smallest social collectivities, e.g. the organization. Family or clan (especially for Eastern counties).” (Luo, 2009; pg. 25).

All the mentioned levels are interconnected with each other.

The wider cultural environment (supra and macro culture) find their base in childhood and on the relationships that take place in this phase. Subsequently as years pass, the acquired values are updated thanks to mass media. However, groups in small environments (meso & micro) base their interest in daily interactions, education and working experience as an important element for their cultural environment (Trevino, 1986).

Society is the environment in which culture is spread and it passes from generation to generation during these time periods. Culture is a mix of values and beliefs able to influence the buying behavior of a particular society (Schiffman & Kanuk 1994). Beliefs, values and attitudes are important elements in understanding the behavior of various nationalities (Luk et al. 1993). Different cultures have various values, beliefs and social aspects that are typical of a society and which affect people’s behavior (Runyon 1987). Kotler (1994) defined a model using personal, cultural, psychological and social elements outlining buying behavior.
China has many years of History and culture, which have been transmitted generation by generation, influencing the behavior of individuals and consequently consumer behavior. Culture is an important element since it is able to influence the decision making process. From Confucianism and Taoism the Chinese have taken the importance of the family and in particular the importance of children considered the future of the family. Parents invest money in the education of children, which along with health care items are considered primary needs. According to collectivism, Chinese buyers like to be similar to the others in the group. For this reason, suggestions and information from parents, friends and relatives are taken into consideration in order to realize a conformity among people. Also “Guanxi” and “Mianzi” cultures have influenced Chinese purchasing behavior, incentivizing the luxury consumption of wearing and possessing luxury goods to give the impression, and to make other people think, that they are generous and rich. Researchers have found that the Chinese are highly involved in the purchase process only when they buy items with symbolic and social value; but they have a lower involvement when they buy items for their private use (Jiang, 2005). According to “Guanxi” culture good relationships are important for reaching success and if Chinese people would like to maintain good relationships, then the “gift” is the right way. The more expensive the present, ergo the better relationship a person is able to obtain from other individuals thanks to it.

In recent years, however, Chinese culture is changing as well as purchase behavior. An individualism culture is growing, especially among young Chinese, and a “Dusheng” generation has spread from 1979, when the Chinese Government took control of the birthrate (in a family, just one child). The result of this governmental control has indirectly influenced the culture, the lifestyle and the behavior of the new generation: children are more spoiled than the previous generation; they are not used to sharing with others and care only about themselves. This situation has consequences in the buying behavior process: “Dusheng” people are more individualistic in their product choices and are not price sensitive (Luo, 2009).

In relatively recent years, the Chinese are preferring to go abroad to purchase certain types of products even if they are the main producers of goods such as shoes, televisions, clothing etc. However the brands that the Chinese prefer are coming from Europe, Japan and North America, because the quality of the products are considered to be better than the quality of Chinese products (Klein et al., 1998; Zhou & Hui, 2003). Outbound shoppers often buy products that are expensive and that are considered to be of high importance in the original destination in a way to show their higher status. The status of the Chinese is shown to others by wearing/using foreign
products that indicate symbolic value and better quality. This is due to the fact that China is based on a, “High power distance relationship” concept and foreign items are very important for representing their social status. Chinese people are also risk adverse, and for this reason they prefer to go abroad to purchase a product in this way, so as to obtain an authentic foreign item. The reliability of this option, and the veracity of the product/s is one of the main motivations that push many Chinese to shopping abroad. Furthermore the Chinese belong to a masculine culture (Masculine people like the purchase of visible and material objects, while feminine persons prefer non tangible achievements, ones such as interpersonal relationships (Thatcher et al., 2003) and according to this, travelling outside China and spending money on shopping is not just a pleasure, but it is also a demonstration of achievement.

4.3.2 Some curiosity about Chinese shopping behavior

Researchers have found that the Chinese are price sensitive about food and accommodation costs, but when they have to go shopping they are able to surpass the expenditure of Japanese and American travelers. Some behavioral shopping characteristics are related to Chinese travelers: the purchase of famous brands, going shopping in places famous for films, original and authentic products are also very well appreciated by them. In addition, when they are shopping abroad, they feel they are ambassadors for China and they appreciate finding any Chinese language sign or flag in shops. They usually buy luxurious expensive items or very cheap products and during their holiday they rarely forget to buy something for their parents, colleagues, relatives, etc. During their purchasing process they like to bargain with the intention of being in a contest of persuasion and power. Last but not least the Chinese prefer to pay with cash instead of using credit cards. They often stroll around with large amounts of cash and they usually examine the product thoroughly before buying it (Arlt, n.d).

In the following chapter, an analysis of Chinese shopping motivations, characteristics and behavior are presented and compared in two different cities: Milan and Lugano.
CHAPTER 5

5 Research data, methodology and analysis

5.1 Study’s conceptualization

The initial purpose of this chapter is to ascertain whether the primary motivations that push Chinese tourists to come to Milan and Lugano is shopping and secondly, it aims to understand the basic shopping behaviour model of Chinese tourists. The study was conducted during the last three weeks of September on 68 Chinese travellers in Milan and 47 in Lugano. The data was obtained on the basis of convenience sampling method.

5.2 Questionnaire structure

A structured questionnaire was created: the first part (in particular the first three questions) was useful to understand primarily if Chinese tourists questioned on the streets during that period came to Milan/Lugano to specifically shop as a primary motivation; secondly to know if shopping was part of their stay experience and thirdly the level of importance attributed to it. The second part of the questionnaire was focused on studying Chinese shopping motivations, travel characteristics and behaviour in these two cities. In some questions the respondents were asked to select their perceptions about each sentence on a five-level Likert scale, rating from “strongly disagree” to “strongly agree”. The first statements were distributed mainly in push and pull factors about the motivation for having (or not having) shopped in these cities. In particular, pull factors referred to external elements that mainly involved the destinations attributes; while the push factors involved internal individual elements (Baloglu & Uysal, 1996). Destination attributes (such as images and destination characteristics) as well as personal and socio-cultural motivations were included in this second part as a way to better understand and come to know the level of agreement in the two selected cities. All the statements were taken from previous Chinese literature (see the literature review in chapter 4) and from general statements related to shopping. Furthermore, in the second part, behavioral information was asked, such as the total number of hours spent in doing shopping during their stay, the typology of products bought, or that they were willing to buy in the city and the amount of money spent or that they were willing to spend on shopping. In the third part, some socio-demographic data was collected from the respondents, such as gender, age and level of education. The information was obtained from multiple choice questions. In some cases, there was the possibility to add the missing answers or
to choose more than one answer. The questionnaire was in the Chinese language and set in a way so as not to exclude travellers that did not have a good knowledge of the English language. It was translated by a Chinese mother tongue, who has lived in Italy for many years and who also possesses an extensive knowledge and understanding of the English language.

A pre-test was conducted with 10 Chinese tourists in Milan as a way to ensure that the questions in the questionnaire were fully understood. I found that they had no problems in understanding the questions and I also noticed that they did not read over the questions more than once, so I deduced that the questions were comprehensible. However, three people fed back to me that they thought the questionnaire was too long and it would have been better to shorten it a bit. I decided to remove those questions not strictly related to the shopping topic, such as “what are the (other) main reasons to come to these cities”. I also decided to position the questions in a way to use as few pages as possible (giving the impression that the questionnaire was shorter).

5.3 Data collection

During the three weeks the questionnaires were distributed at various times of the day, and over various days of the weeks (including week-ends) to Chinese visitors in a way to avoid the over-representation of the respondents’ characteristics. The sites were chosen among the main shopping streets, squares and areas where it was possible to find shops. In particular in Lugano, Chinese tourists were stopped in via Nassa (the most well-known shopping street in Lugano), in piazza Riforma, via Pessina and piazza Dante; while in Milan the sites chosen were in the Duomo area, corso Vittorio Emanuele, gallerie, via Spiga and Montenapoleone.

The Chinese visitors who were asked to take part in the survey were selected on the basis of their appearance and from among other Chinese people walking in the street, looking in shop windows or exiting from a shop, as well as travellers with purchase bags. Another fundamental element for the survey result, was to ensure that they were in fact Chinese tourists (and not resident). Furthermore students and business people that planned to stay in the country for more than one year were also excluded from the survey, according to the UNWTO tourist definition: “a tourist is any person who travels to a country other than that in which s/he has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from with the country visited, and who stays at least one night in a collective or private accommodation in the country visited.” (OECD, 2004). During this sampling I wanted to be “face to face” with respondents for two reasons: firstly
to answer any potential questions and give clarification, (I had with me an English version of the questionnaire) and secondly to be sure that after accepting my request to fill in the survey, that they completed it in all its parts. However, in Lugano two Chinese visitors started answering the questionnaire but after few seconds they stopped without finishing it. They were not included in the analysis.

5.4 Data analysis

Descriptive analysis, with the inclusion of percentage, mean scores and standard deviation were used to interpret the shopping related characteristics, motivations, behavior and personal characteristics.

5.5 Results

The first result that needs to be mentioned is related to both my personal experience and observation during the sampling in relation to the Chinese visitors in both cities. As a matter of fact, in Milan a greater number of Chinese people were present in almost all the streets mentioned above, so it was not difficult to find them on the street and request their cooperation with the questionnaire. However, many of them (almost half of the Chinese stopped in the street) showed reluctance and refused to participate (this is probably due to the fact that Milan is a city where many different people stop pedestrians to ask all kinds of requests and they probably did not trust me or simply they did not want to spend part of their time doing it). In Lugano the situation was completely different: a few Chinese were present and it took me more time there to reach 46 respondents. Also here some Chinese visitors refused to participate in the survey, but significantly fewer than in Milan.

5.5.1 First part of the survey

In the first part of the questionnaire, three questions were most useful to identify if Chinese tourists came to Lugano and Milan for the purpose of shopping as a primary reason; then to identify the four categories, and finally to know the level of importance attributed to shopping. Chinese travelers had to directly answer with a “yes” or a “no” to the first question “Was shopping the most important motivation to come to this city?”, the result was negative for both the cities. In particular, in Milan 58.8 % of respondents (n=40) answered “no” and 41.2 % answered “yes” (n=28). In Lugano the difference between the “yes” and “no” answers were higher than in the
Italian city, with 74.5% of Chinese travelers answering “no” (n=35) to the question and just 25.5% (n=12) of them answering “yes”.

**Determining shopping categories**

For the purpose of “depth” and to subdivide overseas travelers into four categories; In the second question four fixed answers were provided to the participants as a way to study shopping as an element in the destination using a sample that spanned from “exclusive shoppers” to “no-shoppers” with the purpose of better understanding the role of a shopping experience in these cities. Four typology’s of shoppers were selected based on a combination of their motivations (related to or not related to shopping) and the importance given to shopping to come to Milan/Lugano. The “exclusive shoppers” were the respondents that chose “come here just for shopping”, the “loving shoppers” were the ones that chose “I come here for shopping as a main motivation, but I also want to visit the city and its main attractions/or do other activities/or other reasons”, the “optional shoppers”, the ones that revealed that they had to come to the city for other reasons differing from doing shopping as a primary reason, but they also did shopping before leaving the destination and last but not least the “no-shoppers”, the ones that were not interested at all in doing shopping. The subdivision in categories was inspired by work that was carried out previously by many researchers (see the literature reviews above), such as Moscardo (2004).

In Milan only 2 respondents declared to be here solely for shopping while the majority of Chinese participants that in the first question answered yes (25 respondents), affirmed to be in the city for shopping as a main reason but also to visit the main attractions or for other reasons different from doing shopping. “No-shoppers” were not present in the sample analyzed and the remaining overseas travelers (n= 40) were “optional shoppers”, in the city for other reasons different from doing shopping but with the intention of doing it before leaving the city.

In Lugano no “exclusive shopping” were present in the sample and just 12 respondents were “loving shoppers”. Among the ones that answer “no” to the first question, 30 were “optional shoppers” and 5 were “no-shoppers”.

The third question related to the level of importance of having this activity in the two cities. Chinese respondents were asked to choose among 5 levels of importance (Likert scale): very important, important, neither important or unimportant, not important and not important at all.
The level most chosen was “neither important or unimportant” in both cities with respectively 43 respondents in Milan and 31 in Lugano. In Milan 16 Chinese visitors considered shopping as “important” and 9 as “not important”. In Lugano 11 travelers judged shopping as “important” while 5 as “not important”.

<table>
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<td>Very important</td>
<td>0</td>
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<td>Important</td>
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<td>Neither important or unimportant</td>
<td>66</td>
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<td>13,2</td>
<td>Not important</td>
<td>10,6</td>
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<tr>
<td>Not important at all</td>
<td>0</td>
<td>Not important at all</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 3: shopping level of importance

Considering the combination of the shopping categories with their levels of importance, here below it is possible to see the results for each city:

<table>
<thead>
<tr>
<th>In Milan</th>
<th>Exclusive shoppers %</th>
<th>Loving shoppers %</th>
<th>Optional shoppers %</th>
<th>No-shoppers %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Important (n=2)</td>
<td>100</td>
<td>53,8 (n=14)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Neither important or unimportant</td>
<td>0</td>
<td>38,5 (n=10)</td>
<td>82,5 (n=33)</td>
<td>0</td>
</tr>
<tr>
<td>Not important</td>
<td>0</td>
<td>7,7 (n=2)</td>
<td>17,5 (n=7)</td>
<td>0</td>
</tr>
<tr>
<td>Not important at all</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 4: shopping categories/level of importance in Milan

<table>
<thead>
<tr>
<th>In Lugano</th>
<th>Exclusive shoppers %</th>
<th>Loving shoppers %</th>
<th>Optional shoppers %</th>
<th>No-shoppers %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Important (n=9)</td>
<td>0</td>
<td>75 (n=9)</td>
<td>6,7 (n=2)</td>
<td>0</td>
</tr>
<tr>
<td>Neither important or unimportant</td>
<td>0</td>
<td>25 (n=3)</td>
<td>93,3 (n=28)</td>
<td>0</td>
</tr>
<tr>
<td>Not important</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100 (n=5)</td>
</tr>
<tr>
<td>Not important</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Comparison and differences between the two cities

It is curious to see in the graphs above, that in the samples analyzed, there was no presence of “no-shoppers” in Milan and “exclusive shoppers” in Lugano. However, in both cities “optional shoppers” were the groups with the highest number of Chinese interviewed.

As concerning the perceptions regarding the shopping level of importance, no one in any of the four categories chose the extreme levels in the Likert scale, “very important” and “not important at all” neither were considered in both cities, not even by two “opposite groups”, the exclusive shoppers in Milan and the no shoppers in Lugano. Concerning the number of participants in each group, the loving shoppers were positioned second in both cities, considering shopping as an important activity to do during their trip.

5.5.2 Second part of the survey

As can be observed in the previous section, in Milan the “exclusive shoppers” represented only 2.9% of the sample and the “no-shoppers” 0%. In Lugano, a similar situation was presented by a 0% of “exclusive shoppers” and a 7.4% of “no-shoppers”. Considering that the original sample was small it is perhaps appropriate not to take into consideration the four groups for the following analysis, but just two categories: the Chinese tourists that went to an Italian or Swiss destination for shopping as a primary reason and the group that did not come for shopping as a primary reason. The two categories for each city are not representative of all the Chinese travelers to Milan and Lugano but they do constitute a general framework and are able to provide an idea of the study.

Push and pull factors behind the shopping behavior.

For a way to better analyze shopping behavior, it is important to know the social, cultural and personal elements (push factors) as well as the destination attributes (pull factors). In particular, through a Likert scale the respondents were asked to evaluate the level of agreement for each statement. Table 6 shows the push factors (taken mainly from literature reviews) of Chinese travelers outside of China in a way to better understand if they can influence and can have any
possible consequences on shopping behavior variables. The table includes the mean results of the two groups in Milan and Lugano.

<table>
<thead>
<tr>
<th>Factors influencing the shopping abroad</th>
<th>“yes” group rank</th>
<th>“no” group rank</th>
<th>“yes” group rank</th>
<th>“no” group rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I don’t have shopping when I travel outside China</td>
<td>2,3 (0,46)</td>
<td>12</td>
<td>2,8 (0,46)</td>
<td>12</td>
</tr>
<tr>
<td>I go shopping to relax</td>
<td>3,18 (0,57)</td>
<td>4</td>
<td>3,65 (0,74)</td>
<td>3</td>
</tr>
<tr>
<td>In China I’m too busy for having shopping, while when I travel I have more time to dedicate to the shopping activity</td>
<td>2,39 (0,37)</td>
<td>11</td>
<td>3,18 (0,71)</td>
<td>8</td>
</tr>
<tr>
<td>I want to buy typical products as a way to remember the place I visited</td>
<td>3,96 (1,16)</td>
<td>1</td>
<td>3,7 (1,33)</td>
<td>2</td>
</tr>
<tr>
<td>I don’t buy gifts for anyone; I just have shopping for myself</td>
<td>1,82 (0,65)</td>
<td>13</td>
<td>1,8 (0,54)</td>
<td>15</td>
</tr>
<tr>
<td>Having shopping abroad make me feel strong because I can spend money just for pleasure</td>
<td>2,60 (0,64)</td>
<td>9</td>
<td>1,9 (0,65)</td>
<td>14</td>
</tr>
<tr>
<td><strong>Social and Cultural</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I want to buy gifts for friends-relatives that express gratitude, status, approval or even disapproval</td>
<td>3,96 (1,49)</td>
<td>1</td>
<td>3,63 (1,19)</td>
<td>4</td>
</tr>
<tr>
<td>I want to buy gifts for friends-relatives because it is a way to maintain a long-term good relationship</td>
<td>3,64 (1,16)</td>
<td>3</td>
<td>3,9 (1,68)</td>
<td>1</td>
</tr>
<tr>
<td>I want to buy expensive products as gifts for family/friends/relatives because the most expensive they are, the better relationship I will achieve</td>
<td>2,96 (0,73)</td>
<td>8</td>
<td>2,75 (0,51)</td>
<td>13</td>
</tr>
<tr>
<td>I buy gifts to my friends/family/colleagues because it is a social obligation</td>
<td>3,82 (1,42)</td>
<td>2</td>
<td>2,95 (0,77)</td>
<td>11</td>
</tr>
<tr>
<td>I perceived shopping as a leisure activity that allow me to spend time with friends and family</td>
<td>3,03 (0,51)</td>
<td>7</td>
<td>3,7 (0,91)</td>
<td>2</td>
</tr>
<tr>
<td>My family/friends gave me a list of products to buy here for them</td>
<td>1,57 (0,56)</td>
<td>14</td>
<td>3,4 (1,04)</td>
<td>6</td>
</tr>
<tr>
<td>I have shopping to experience local business and new commercial culture</td>
<td>3,07 (0,59)</td>
<td>6</td>
<td>3,57 (0,87)</td>
<td>5</td>
</tr>
<tr>
<td>Thanks to shopping I have the opportunity to meet new people and to visit new places</td>
<td>2,57 (0,53)</td>
<td>10</td>
<td>3,25 (0,86)</td>
<td>7</td>
</tr>
<tr>
<td>I buy products for myself in a way to show others my social status once at home</td>
<td>1,42 (0,44)</td>
<td>15</td>
<td>3,08 (0,73)</td>
<td>10</td>
</tr>
<tr>
<td>Buying items in the place where they were crafted adds prestige and dignity</td>
<td>3,17 (0,40)</td>
<td>5</td>
<td>3,18 (0,72)</td>
<td>9</td>
</tr>
</tbody>
</table>
Table 6: mean score on a rate: 1=strongly disagree; 2=disagree; 3=neither agree or disagree; 4=agree; 5=strongly agree. In parenthesis the standard deviation.

It is possible to notice social and cultural statements such as “I want to buy gifts for friends or relatives that express gratitude, status, approval or even disapproval”, “I want to buy gifts for friends or relatives because it is one way to maintain long term good relationships”, “Buying items in the places where they were crafted adds prestige and dignity”, “I perceive shopping as a leisure activity that allows me to spend time with friends and family” and more personal ones such as “I want to buy typical products as a way to remember the place I visited” and “I go shopping to relax” had mean scores higher than three (and less than four) in all the groups that were present in both cities. The motivations already mentioned can probably be considered for all the categories, the ones to take into consideration as being able to influence shopping behavior abroad; even if they were not considered strong motivations. Similarly, “I don’t buy gifts for anyone; I just go shopping for myself” was the response with the lowest level of agreement among all the groups, indicating that social and cultural aspects are stronger than personal ones.

Moreover, “I do not “do” shopping when I travel outside China” was another statement that received a low mean score, confirming that Chinese travelers usually do/go shopping during their journey, even among the ones that did not travel mainly for doing it.

According to these first general results on the push factors, it is possible to say that Chinese travelers were not self-centered in their shopping purchases but they paid attention (even if not in a strong way) to social interactions as well as personal gratification. Demonstrating that, it is worthy to note that these goods bought during overseas trips are used not only to show others prestige and gratitude but also to cement important relationships as well as to evoke good memories of times spent during these trips with friends or relatives.

Concerning the other questions, the mean scores were not homogeneous in all categories, showing small or significant differences. An example of significant difference was represented by the sentence “I buy products for myself in a way to show others my social status once at home”, which received 1.42 in the “yes group” for Milan and 3.42 for the “yes group” in Lugano or “In China I’m too busy to go shopping, but when I travel I have more time to dedicate to a shopping activity” with 2.39 in the “yes group” in Milan and 3.83 in the same group for Lugano. Other significant mean score differences were evident in the “yes group” of both cities, such as “My family and/or friends gave me a list of products to buy for them here” and “Thanks to shopping I have the opportunity to meet new people and to visit new places”. However, the “no groups” in
both cities were quite homogeneous, showing significant differences in the mean scores just in a very few questions, such as “Going shopping abroad makes me feel strong because I can spend money just for pleasure”.

In general it is possible to say that the questions that best reflected Chinese culture and tradition received homogeneous mean scores in all groups for both Milan and Lugano; whilst more generic sentences, such as “having more time during trips” or “having a friends list of items” or “a way to meet new people and discover new places” obtained some differences in particular amongst the Chinese that came to these cities for shopping as a primary reason.

The following tables (tables 7-8) show the level of agreement that Chinese respondents gave to the destinations attributes in as much as concerning going/doing shopping in Milan and Lugano:

<table>
<thead>
<tr>
<th>Milan’s factors influencing the Chinese travelers decision to have shopping in this city</th>
<th>“yes” group</th>
<th>rank</th>
<th>“no” group</th>
<th>rank</th>
<th>total</th>
<th>total rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t have shopping in general</td>
<td>2,35 (0,65)</td>
<td>9</td>
<td>1,75 (0,71)</td>
<td>11</td>
<td>1,97</td>
<td>11</td>
</tr>
<tr>
<td>I don’t have shopping in this city</td>
<td>2,04 (0,85)</td>
<td>10</td>
<td>2,38 (0,70)</td>
<td>10</td>
<td>2,24</td>
<td>10</td>
</tr>
<tr>
<td>I have shopping here because It is a city famous as a “fashion city”</td>
<td>3,68 (1,28)</td>
<td>1</td>
<td>3,53 (0,31)</td>
<td>3</td>
<td>3,59</td>
<td>1</td>
</tr>
<tr>
<td>Because I like the idea to have shopping very closed to the main historical and artistic monuments/attractions</td>
<td>3,36 (1,00)</td>
<td>4</td>
<td>3,33 (0,53)</td>
<td>5</td>
<td>3,31</td>
<td>4</td>
</tr>
<tr>
<td>Because it is full of luxury shops</td>
<td>3,11 (0,66)</td>
<td>8</td>
<td>3,58 (0,49)</td>
<td>2</td>
<td>3,38</td>
<td>3</td>
</tr>
<tr>
<td>I have a large variety of shops</td>
<td>3,43 (1,07)</td>
<td>3</td>
<td>3,65 (0,52)</td>
<td>1</td>
<td>3,56</td>
<td>2</td>
</tr>
<tr>
<td>Because the prices of some products are cheaper than in China and I can use “tax free”</td>
<td>3,36 (0,89)</td>
<td>4</td>
<td>3,15 (0,56)</td>
<td>7</td>
<td>3,24</td>
<td>6</td>
</tr>
<tr>
<td>I want to buy well-known brands and products that are not available in China</td>
<td>3,25 (0,82)</td>
<td>5</td>
<td>3,13 (0,60)</td>
<td>8</td>
<td>3,18</td>
<td>7</td>
</tr>
<tr>
<td>Because I think the products quality here is better than the ones in China</td>
<td>3,07 (0,81)</td>
<td>7</td>
<td>3,15 (0,44)</td>
<td>7</td>
<td>3,12</td>
<td>8</td>
</tr>
<tr>
<td>Because the city is well served by public transportations</td>
<td>3,21 (0,74)</td>
<td>6</td>
<td>3,35 (0,26)</td>
<td>4</td>
<td>3,29</td>
<td>5</td>
</tr>
<tr>
<td>Because It is close to the airports and train stations</td>
<td>3,53 (1,21)</td>
<td>2</td>
<td>2,93 (1,20)</td>
<td>9</td>
<td>3,18</td>
<td>7</td>
</tr>
<tr>
<td>Because I don’t know what else I can do here</td>
<td>1,68 (0,62)</td>
<td>11</td>
<td>3,18 (0,53)</td>
<td>6</td>
<td>2,59</td>
<td>9</td>
</tr>
</tbody>
</table>

Table 7: mean score on a rate: 1=strongly disagree; 2=disagree; 3=neither agree or disagree; 4=agree; 5=strongly agree. In parenthesis the standard deviation.
Lugano’s factors influencing the Chinese travelers decision to have shopping in this city

<table>
<thead>
<tr>
<th>Statement</th>
<th>“yes” group</th>
<th>rank</th>
<th>“no” group</th>
<th>rank</th>
<th>total</th>
<th>Total rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t have shopping in general</td>
<td>1,75 (0.65)</td>
<td>9</td>
<td>2,03 (0.79)</td>
<td>9</td>
<td>1,96</td>
<td>10</td>
</tr>
<tr>
<td>I don’t have shopping in this city</td>
<td>2,75 (0.54)</td>
<td>8</td>
<td>3,09 (0.66)</td>
<td>4</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>I have shopping here because it is a city famous as a “rich and luxury city”</td>
<td>3,09 (0.75)</td>
<td>5</td>
<td>2,89 (0.73)</td>
<td>7</td>
<td>2,94</td>
<td>8</td>
</tr>
<tr>
<td>Because I like the idea to have shopping very closed to the lake and to the surrounding natural landscape</td>
<td>3,08 (0.90)</td>
<td>6</td>
<td>3,31 (0.75)</td>
<td>1</td>
<td>3,26</td>
<td>2</td>
</tr>
<tr>
<td>Because it is full of luxury shops</td>
<td>3,5 (0.97)</td>
<td>2</td>
<td>3 (0.74)</td>
<td>5</td>
<td>3,13</td>
<td>4</td>
</tr>
<tr>
<td>I have a large variety of shops</td>
<td>3,25 (0.76)</td>
<td>4</td>
<td>3 (0.70)</td>
<td>5</td>
<td>3,06</td>
<td>5</td>
</tr>
<tr>
<td>Because the prices of some products are cheaper than in China and I can use “tax free”</td>
<td>3,33 (0.56)</td>
<td>3</td>
<td>2,97 (0.59)</td>
<td>6</td>
<td>3,06</td>
<td>5</td>
</tr>
<tr>
<td>I want to buy well-known brands and products that are not available in China</td>
<td>3,25 (0.76)</td>
<td>4</td>
<td>3,17 (0.72)</td>
<td>3</td>
<td>3,19</td>
<td>3</td>
</tr>
<tr>
<td>Because I think the products quality here is better than the ones in China</td>
<td>3,58 (1.05)</td>
<td>1</td>
<td>3,26 (0.78)</td>
<td>2</td>
<td>3,34</td>
<td>1</td>
</tr>
<tr>
<td>Because the city is well served by public transportations and near the train station</td>
<td>3 (0.59)</td>
<td>7</td>
<td>2,97 (0.65)</td>
<td>6</td>
<td>2,98</td>
<td>7</td>
</tr>
<tr>
<td>Because I don’t know what else I can do here</td>
<td>3 (0.8)</td>
<td>7</td>
<td>2,77 (0.51)</td>
<td>8</td>
<td>2,83</td>
<td>9</td>
</tr>
</tbody>
</table>

Table 8: mean score on a rate: 1=strongly disagree; 2=disagree; 3=neither agree or disagree; 4=agree; 5=strongly agree. In parenthesis the standard deviation.

Among the destination’s factors that could influence the decision for shopping, “I go/do shopping here because it is a city which is famous as a “fashion city” and “There is a large variety of shops” were the two sentences that were ranked amongst the first three in both the groups in Milan. “Because it is full of luxury shops”, was ranked second in the “no group” while in the “yes group” this position was occupied by “because it is close to airports and train stations”. Probably, in the “yes group” being near the airports and the train stations was an important factor to do shopping without travelling for a long time or distance while carrying their purchases. An unexpected result was “I don’t do/go shopping in general”, where both received a disagreement, but the “yes group” received a higher rank than the “no group”.

In Lugano, the statements that obtained the highest rankings among the “yes group” were referred to quality products sold, the luxury shops available and cheaper prices with the possibility to use tax free schemes. However, for the “no group” the most important result was the possibility to enjoy the lake and the natural landscape while going shopping, the products quality and the presence of brands not available in China.
However it is important to note that in the pull factors the mean scores of the statements that received the first three positions in all the groups in Milan and Lugano, did not reach 4. They were between 3. and 4. So it is possible to say that they were not strong factors. This situation is visible especially in Lugano, where the highest total mean score reached just 3.34 (nearer to the “neither agree or disagree” than to the “agree”). It was slightly better in Milan, where the highest mean score reached 3.59.

In general, considering the ranking of the total mean scores, it is possible to suppose that Milan is recognized as a fashion city, with many shops, including luxury shops; while Lugano was more appreciated for product availability and quality as well as the possibility to enjoy the lake and the surrounding area while shopping. Despite this, as already mentioned the mean scores are not very high, especially for Lugano, it suggests that it should work on its image if it wants to increase the number of Chinese shopping travelers.

**Shopping behavior**

<table>
<thead>
<tr>
<th>Shopping time</th>
<th>Milan “yes” group (n.=28)</th>
<th>Milan “no” group (n.=40)</th>
<th>Total %</th>
<th>Lugano “yes” group (n.=12)</th>
<th>Lugano “no” group (n.=35)</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 hour</td>
<td>0% (n.0)</td>
<td>0% (n.0)</td>
<td>0%</td>
<td>0% (n.0)</td>
<td>22,86% (n.8)</td>
<td>17,02%</td>
</tr>
<tr>
<td>Between 1 and 3 hours</td>
<td>21,43% (n.6)</td>
<td>30% (n.12)</td>
<td>26,47%</td>
<td>25% (n.3)</td>
<td>45,71% (n.16)</td>
<td>40,43%</td>
</tr>
<tr>
<td>Between 3 and 6 hours</td>
<td>35,72% (n.10)</td>
<td>37,5% (n.15)</td>
<td>36,76%</td>
<td>41,6% (n.5)</td>
<td>14,28% (n.5)</td>
<td>21,28%</td>
</tr>
<tr>
<td>Between 6 and 9 hours</td>
<td>35,72% (n.10)</td>
<td>25% (n.10)</td>
<td>29,41%</td>
<td>33,3% (n.4)</td>
<td>0% (n.0)</td>
<td>8,51%</td>
</tr>
<tr>
<td>More than 9 hours</td>
<td>7,14% (n.2)</td>
<td>7,5% (n.3)</td>
<td>7,35%</td>
<td>0% (n.0)</td>
<td>0% (n.0)</td>
<td>0%</td>
</tr>
<tr>
<td>None hour</td>
<td>0% (n.0)</td>
<td>0% (n.0)</td>
<td>0%</td>
<td>0% (n.0)</td>
<td>17,14% (n.6)</td>
<td>12,77%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shopping moments (possibility to choose more than one answer)</th>
<th>Milan “yes” group (n.=12)</th>
<th>Milan “no” group (n.=21)</th>
<th>Total %</th>
<th>Lugano “yes” group (n.=4)</th>
<th>Lugano “no” group (n.=7)</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>During the lunch time</td>
<td>0% (n.0)</td>
<td>12,5% (n.5)</td>
<td>7,35%</td>
<td>0% (n.0)</td>
<td>8% (n.3)</td>
<td>0%</td>
</tr>
<tr>
<td>In the morning</td>
<td>10,71% (n.3)</td>
<td>25% (n.10)</td>
<td>19,12%</td>
<td>25% (n.3)</td>
<td>8,5% (n.3)</td>
<td>12,77%</td>
</tr>
<tr>
<td>In the afternoon</td>
<td>17,86% (n.5)</td>
<td>20% (n.8)</td>
<td>19,12%</td>
<td>41,7% (n.5)</td>
<td>20% (n.7)</td>
<td>25,53%</td>
</tr>
<tr>
<td>In the evening, after work</td>
<td>0% (n.0)</td>
<td>0% (n.0)</td>
<td>0%</td>
<td>0% (n.0)</td>
<td>0% (n.0)</td>
<td>0%</td>
</tr>
<tr>
<td>After having visited the main attractions</td>
<td>0% (n.0)</td>
<td>30% (n.12)</td>
<td>17,64%</td>
<td>0% (n.0)</td>
<td>0% (n.0)</td>
<td>0%</td>
</tr>
<tr>
<td>Before visiting the main Attractions</td>
<td>0% (n.0)</td>
<td>0% (n.0)</td>
<td>0%</td>
<td>25% (n.3)</td>
<td>0% (n.0)</td>
<td>6,38%</td>
</tr>
<tr>
<td>When I have time I don’t spend my time in having shopping</td>
<td>78,57% (n.22)</td>
<td>90% (n.36)</td>
<td>85,29%</td>
<td>100% (n.12)</td>
<td>85,71% (n.30)</td>
<td>89,36%</td>
</tr>
<tr>
<td>In the main famous shopping streets/places</td>
<td>116,7% (n.24)</td>
<td>47,5% (n.19)</td>
<td>48,53%</td>
<td>41,7% (n.5)</td>
<td>37,14% (n.13)</td>
<td>38,29%</td>
</tr>
<tr>
<td>In every street/place I can</td>
<td>14,29% (n.4)</td>
<td>52,5% (n.21)</td>
<td>36,76%</td>
<td>58,3% (n.7)</td>
<td>45,71% (n.16)</td>
<td>48,94%</td>
</tr>
</tbody>
</table>
In Milan the majority of people in the “yes group” declared to enjoy shopping from 3 to 9 hours in the main famous shopping streets/places when they had time. Their average expenditure was between 500-700 euro’s. In the “no group”, the majority of Chinese tourists admitted to spending time in going shopping for a time span between 3 and 6 hours, when they had the time and in any street or place where they could find something interesting to them; 27.5% of them were willing to spend between 300 to 500 euro’s and between 500 to 700 euro’s.

In Lugano 41.6% of Chinese tourists in the “yes group” declared to dedicate between 3 to 6 hours on shopping, especially when they had the time. The amount of money that they had available to spend on products was between 500 to 700 euro’s in every place in which they could find products in which they were interested. The 45.71% of the Chinese visitors in the “no group” declared to dedicate between 1 to 3 hours in total for shopping activity. The places/streets seemed not to be so important and 45.71% had available to spend between 100 to 300 euro’s when they had the time.

In general, it is possible to say that the Chinese tourists in Lugano were less inclined to spend time on going shopping than the Chinese travelers in Milan but the amount of money spent in both cities was more or less the same (between 500 and 700 euro’s). As far as concerning the time of day for shopping activities it was evident that the majority of them chose non-specific times during the day. Furthermore, in Milan Chinese travelers preferred streets and places famous for shopping, while in Lugano every location where there were shops could be a good opportunity to buy something.

Table 9: shopping behavior

<table>
<thead>
<tr>
<th>Shopping expenditures</th>
<th>0% (n.0)</th>
<th>0% (n.0)</th>
<th>0%</th>
<th>0% (n.0)</th>
<th>17,14% (n.6)</th>
<th>12,76%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero euro</td>
<td>0% (n.0)</td>
<td>0% (n.0)</td>
<td>0%</td>
<td>0% (n.0)</td>
<td>14,29% (n.5)</td>
<td>10,64%</td>
</tr>
<tr>
<td>Less than 100 euro</td>
<td>3,57% (n.1)</td>
<td>0% (n.0)</td>
<td>1,47%</td>
<td>0% (n.0)</td>
<td>45,71% (n.14)</td>
<td>0%</td>
</tr>
<tr>
<td>Between 100 - 300 euro</td>
<td>14,29% (n.4)</td>
<td>20% (n.8)</td>
<td>17,65%</td>
<td>0% (n.0)</td>
<td>20% (n.7)</td>
<td>29,79%</td>
</tr>
<tr>
<td>Between 300 - 500 euro</td>
<td>21,42% (n.6)</td>
<td>27,5% (n.11)</td>
<td>25%</td>
<td>25% (n.3)</td>
<td>27,5% (n.11)</td>
<td>21,27%</td>
</tr>
<tr>
<td>Between 500 - 700 euro</td>
<td>25% (n.7)</td>
<td>27,5% (n.11)</td>
<td>26,47%</td>
<td>41,7% (n.5)</td>
<td>25,71% (n.9)</td>
<td>29,79%</td>
</tr>
<tr>
<td>Between 700 - 900 euro</td>
<td>25% (n.7)</td>
<td>22,5% (n.9)</td>
<td>23,52%</td>
<td>16,7% (n.2)</td>
<td>0% (n.0)</td>
<td>4,26%</td>
</tr>
<tr>
<td>More than 900 euro</td>
<td>10,71% (n.3)</td>
<td>2,5% (n.1)</td>
<td>5,88%</td>
<td>16,67% (n.2)</td>
<td>0% (n.0)</td>
<td>4,25%</td>
</tr>
</tbody>
</table>

Items:
<table>
<thead>
<tr>
<th>Category</th>
<th>Rank</th>
<th>Mean Score</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothes and shoes</td>
<td>1</td>
<td>3.63</td>
<td>0.75</td>
</tr>
<tr>
<td>Watches and jeweleries</td>
<td>2</td>
<td>3.53</td>
<td>0.87</td>
</tr>
<tr>
<td>Arts and handicrafts</td>
<td>3</td>
<td>3.37</td>
<td>0.63</td>
</tr>
<tr>
<td>Cosmetics, perfumes</td>
<td>4</td>
<td>3.25</td>
<td>0.82</td>
</tr>
<tr>
<td>Accessories (bags, belts, hats, etc.)</td>
<td>5</td>
<td>3.01</td>
<td>0.78</td>
</tr>
<tr>
<td>Book and music</td>
<td>6</td>
<td>2.62</td>
<td>0.79</td>
</tr>
<tr>
<td>Souvenirs</td>
<td>7</td>
<td>3.49</td>
<td>0.53</td>
</tr>
<tr>
<td>Local food</td>
<td>8</td>
<td>3.26</td>
<td>0.77</td>
</tr>
<tr>
<td>Wine</td>
<td>9</td>
<td>2.97</td>
<td>0.97</td>
</tr>
</tbody>
</table>

Table 10: mean score on a rate: 1=strongly disagree; 2=disagree; 3=neither agree or disagree; 4=agree; 5=strongly agree. In parenthesis the standard deviation.

It is possible to see in the above table that, the “yes groups” in Lugano and Milan preferred to buy clothing and shoes as well as watches and jewellery; while the “no groups” in each city, both had in common at the top of their rankings (in the first three positions), just one category of products: cosmetics and perfumes.

In Milan the category of products most preferred by Chinese travelers was clothing and shoes with 4.3% as a total mean score; followed by cosmetics and perfumes at 3.84% and at the third position, watches and jewellery at 3.53%. Wine, books and music scored amongst the less interesting products to purchase in Milan. The categories most appreciated by Chinese tourists in Lugano were represented by watches and jewellery with 3.57% of the total mean score, followed by souvenirs with 3.40% and, in the third position, by cosmetics and perfumes. Similarly to Milan, Wine, books and music as well as local food were found at the bottom of the total Lugano ranking.

The low ranking of wine could probably be attributed to the difficulty in transporting it: the fragility of the bottle could constitute a problem as well as the weight and bulk of it in a bag (even worse if more than one bottle was purchased). Moreover, books may be not an interesting item to buy since the majority of them are printed, published and sold in (native) mother tongue languages. Music could be easily download thanks to specific applications or through the internet.
## Travel related characteristics of the Chinese respondents:

<table>
<thead>
<tr>
<th></th>
<th>Milan</th>
<th>Lugano</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“yes group” %</td>
<td>“no group” %</td>
</tr>
<tr>
<td><strong>Accommodation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 star hotel</td>
<td>60,71% (17)</td>
<td>40% (16)</td>
</tr>
<tr>
<td>4/5 star hotel</td>
<td>25% (7)</td>
<td>30% (12)</td>
</tr>
<tr>
<td>B&amp;B</td>
<td>0% (0)</td>
<td>0% (0)</td>
</tr>
<tr>
<td>Hostel</td>
<td>0% (0)</td>
<td>10% (4)</td>
</tr>
<tr>
<td>Apartment</td>
<td>0% (0)</td>
<td>5% (2)</td>
</tr>
<tr>
<td>Relatives/friends’ houses</td>
<td>14,29% (4)</td>
<td>15% (6)</td>
</tr>
<tr>
<td><strong>Travel experience in the city</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First time in the city</td>
<td>75% (21)</td>
<td>27,5% (11)</td>
</tr>
<tr>
<td>Second time</td>
<td>25% (7)</td>
<td>35% (14)</td>
</tr>
<tr>
<td>From 3 to 5</td>
<td>0% (0)</td>
<td>20% (8)</td>
</tr>
<tr>
<td>More than 5</td>
<td>0% (0)</td>
<td>17,5% (7)</td>
</tr>
<tr>
<td><strong>Organization</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual traveler</td>
<td>71,43% (20)</td>
<td>72,5% (29)</td>
</tr>
<tr>
<td>Organized tour/ package tour</td>
<td>28,57% (8)</td>
<td>27,5% (11)</td>
</tr>
<tr>
<td>Guided Shopping tour</td>
<td>0% (0)</td>
<td>0% (0)</td>
</tr>
<tr>
<td><strong>Duration stay in the city</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One day</td>
<td>25% (7)</td>
<td>2,5% (1)</td>
</tr>
<tr>
<td>2-3 days</td>
<td>39,29% (11)</td>
<td>15% (6)</td>
</tr>
<tr>
<td>4-5 days</td>
<td>21,43% (6)</td>
<td>47,5% (19)</td>
</tr>
<tr>
<td>6-7 days</td>
<td>7,14% (2)</td>
<td>22,5% (9)</td>
</tr>
<tr>
<td>More than 7 days</td>
<td>0% (0)</td>
<td>12,5% (5)</td>
</tr>
<tr>
<td><strong>Information Channels used (more than one answer accepted)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word of mouths of someone already been here</td>
<td>32,14% (9)</td>
<td>32,5% (13)</td>
</tr>
<tr>
<td>Internet</td>
<td>64,28% (18)</td>
<td>55% (22)</td>
</tr>
</tbody>
</table>
The majority of Chinese tourists who replied to the questionnaire were in Milan for the first time, especially people belonging to the “yes group”. Most of them were individual travelers staying in 2 or 3 star hotels for a period of 4-5 days. The internet was the channel most had used for obtaining information. They had travelled mainly with friends (41.18%), followed by girlfriends/wives and boyfriends/husbands as travel companions. Just one person in the “no group” was travelling alone.

In Lugano the majority of Chinese tourists interviewed were there for the first time, staying in 2 or 3 star hotels for a period of 2-3 days. The majority of them left the organization of the journey to a tour operator/travel agency. However the information channel most used was the internet at 51.06%.

In both cases, the Chinese tourists declared to experience the cities for the first or second time. Thus, it could indicate that coming to these two cities was not a routine activity taken by most Chinese tourists. Self-organized tours were very popular amongst those respondents in Milan (72.06%), while organized tours accounted for 51.06% in Lugano. However in both cases the
internet was the most preferred channel for obtaining information about the cities and the
day. It is also interesting to notice that guided shopping tours were not taken into
consideration by the “yes groups” in both cities. It could also mean that among the Chinese
tourists interested in shopping as a primary reason, the necessity to be free to choose when,
where and the time necessary to go shopping during their stay was an essential element for them.
Moreover, the Chinese identified as being a social people that preferred to travel with other
people instead of alone. Among the differing types of accommodation, B&B was found to be the
least popular as well as apartments. This is probably due to the fact that renting an apartment for
a few days is not an easy option in either city. The zero percentage in the B&B option in both
Lugano and Milan could probably be attributed to an unpopularity of this option amongst Chinese
people as well as the fact that in many cases they were not cheaper options compared to a 2 or 3
star hotel.

Demographic characteristics of the respondents:

<table>
<thead>
<tr>
<th></th>
<th>Milan “yes group” %</th>
<th>“no group” %</th>
<th>Total %</th>
<th>Lugano “yes group” %</th>
<th>“no group” %</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Younger than 20 years old</td>
<td>0% (0)</td>
<td>5% (2)</td>
<td>2.94%</td>
<td>Younger than 20 years old</td>
<td>16.67% (2)</td>
<td>8.57% (3)</td>
</tr>
<tr>
<td>Between 20 and 30</td>
<td>57.14% (16)</td>
<td>42.5% (17)</td>
<td>48.53%</td>
<td>Between 20 and 30</td>
<td>33.34% (4)</td>
<td>45.71% (16)</td>
</tr>
<tr>
<td>Between 31 and 40</td>
<td>42.86% (12)</td>
<td>40% (16)</td>
<td>41.18%</td>
<td>Between 31 and 40</td>
<td>41.67% (5)</td>
<td>40% (14)</td>
</tr>
<tr>
<td>Between 41 and 50</td>
<td>0% (0)</td>
<td>12.5% (5)</td>
<td>7.35%</td>
<td>Between 41 and 50</td>
<td>8.3% (1)</td>
<td>5.7% (2)</td>
</tr>
<tr>
<td>More than 51</td>
<td>0% (0)</td>
<td>0% (0)</td>
<td>0%</td>
<td>More than 51</td>
<td>0% (0)</td>
<td>0% (0)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th></th>
<th></th>
<th>Gender</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>25% (7)</td>
<td>27.5% (11)</td>
<td>26.47%</td>
<td>Male</td>
<td>0% (0)</td>
<td>40% (14)</td>
</tr>
<tr>
<td>Female</td>
<td>75% (21)</td>
<td>72.5% (29)</td>
<td>73.53%</td>
<td>Female</td>
<td>100% (12)</td>
<td>60% (21)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Educational level</th>
<th></th>
<th></th>
<th>Educational level</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than secondary/high school</td>
<td>0% (0)</td>
<td>0% (0)</td>
<td>0%</td>
<td>Less than secondary/high school</td>
<td>0% (0)</td>
<td>0% (0)</td>
</tr>
<tr>
<td>Secondary/ high school</td>
<td>10.71% (3)</td>
<td>12.5% (5)</td>
<td>11.76%</td>
<td>Secondary/ high school</td>
<td>0% (0)</td>
<td>14.28% (3)</td>
</tr>
<tr>
<td>College/university</td>
<td>75% (21)</td>
<td>52.5% (21)</td>
<td>61.76%</td>
<td>College/university</td>
<td>58.33% (7)</td>
<td>48.57% (19)</td>
</tr>
</tbody>
</table>
Table 12: demographic characteristics

<table>
<thead>
<tr>
<th>Region provenience</th>
<th>Postgraduate or above</th>
<th>Region provenience</th>
<th>Postgraduate or above</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>14,29% (4)</td>
<td></td>
<td>50% (5)</td>
</tr>
<tr>
<td></td>
<td>35% (14)</td>
<td></td>
<td>37,14% (13)</td>
</tr>
<tr>
<td></td>
<td>26,47%</td>
<td></td>
<td>38,30%</td>
</tr>
<tr>
<td>Nord</td>
<td>39,29% (11)</td>
<td></td>
<td>25% (3)</td>
</tr>
<tr>
<td></td>
<td>35% (14)</td>
<td></td>
<td>22,86% (8)</td>
</tr>
<tr>
<td></td>
<td>36,76%</td>
<td></td>
<td>23,40%</td>
</tr>
<tr>
<td>Nord-east</td>
<td>7,14% (2)</td>
<td></td>
<td>33,33% (4)</td>
</tr>
<tr>
<td></td>
<td>22,5% (9)</td>
<td></td>
<td>34,29% (12)</td>
</tr>
<tr>
<td></td>
<td>16,18%</td>
<td></td>
<td>34,04%</td>
</tr>
<tr>
<td>East</td>
<td>28,57% (8)</td>
<td></td>
<td>30,88%</td>
</tr>
<tr>
<td></td>
<td>32,5% (13)</td>
<td></td>
<td>33,33% (4)</td>
</tr>
<tr>
<td></td>
<td>30,88%</td>
<td></td>
<td>34,29% (12)</td>
</tr>
<tr>
<td>West</td>
<td>0% (0)</td>
<td></td>
<td>0% (0)</td>
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<tr>
<td></td>
<td>0% (0)</td>
<td></td>
<td>11,43% (4)</td>
</tr>
<tr>
<td></td>
<td>0%</td>
<td></td>
<td>8,51%</td>
</tr>
<tr>
<td>Centre</td>
<td>0% (0)</td>
<td></td>
<td>0% (0)</td>
</tr>
<tr>
<td></td>
<td>0%</td>
<td></td>
<td>0% (0)</td>
</tr>
<tr>
<td>South</td>
<td>25% (7)</td>
<td></td>
<td>8,3% (1)</td>
</tr>
<tr>
<td></td>
<td>10% (4)</td>
<td></td>
<td>8,57% (3)</td>
</tr>
<tr>
<td></td>
<td>16,18%</td>
<td></td>
<td>8,51%</td>
</tr>
</tbody>
</table>

In the sample analyzed, the majority were female (73.53% in Milan and 70.21% in Lugano).

The two dominant age groups were between 20-30 and 31-40 accounting respectively for 48.53% and 41.18% of the total respondents in Milan and 42.55% and 40.42% of the total respondents in Lugano. In the sample no one was over 51 years old and a minority were younger than 20 years old and between 41 and 50 years old. In Milan the 36.76% of respondents were from the North of China, followed by 30.88% of people coming from the East. In Lugano 34.04% of respondents were from the East, followed by the 25.53% from the North East. In both cities no one was from Central China and a minority were from the South. Only 8.51% of the respondents in Lugano were from Western China. More than 60% in Milan and 50% in Lugano had pursued college and university education, while Chinese respondents with a postgraduate or above education represented 26.47% and 38.30% of the total, respectively in Milan and in Lugano. No one in both samples had less than a secondary/high school education and just 11.76% in Milan and 6.38% in Lugano had had only a secondary/high school education.

The majority of the Chinese respondents (in Milan and Lugano) declared that their stay in Europe was a period that ranged from 8 days to 15 days.

5.6 Discussion, conclusions and limitations of the study

China’s economy has been growing along with its development and its tourism market. The number of Chinese citizens that can afford long haul trips have been increasing. A remarkable growth rate of 19% a year (in US$) have begun in 2000 (as mentioned in chapter 2). Four factors are mainly responsible for this rapid increase:
- Historical and political elements: China opened its borders to the rest of the world thanks to the Chinese government which, in more recent years, promoted and incentivized the Chinese tourism industry with new agreements and regulations, such as the Approved Destination Status (ADS) scheme and the Schengen visa. These initiatives are based on agreements with other international countries, many of them in Europe, with the purpose of facilitating Chinese tourism.

- Economic and social factors: economic reforms introduced in 1970 have brought about a sense of wellbeing that has been involving many more Chinese citizens. Income potential in the cities has risen, which has led to an increase in Chinese GDP and GDP per capita. With reference to the socio-cultural nature, it is possible to say that travel abroad is considered a status symbol of prestige and social relationships among Chinese people. Travelling is a personal investment, a personal pleasure and a necessity for the middle classes.

Europe (in particular the following countries: Russia, France, Germany, Switzerland, Spain, Austria, Italy, The Netherlands and The United Kingdom) are one of the destinations most preferred by Chinese travelers and shopping one of the most preferred activities to do on holiday.

This study confirms that shopping is part of the tourist experience even in two very different cities: Milan and Lugano. Chinese tourists usually do shopping during their journey even if the majority of Chinese respondents in both cities did not come to these two destinations for shopping as a primary reason. This activity, in fact, represents a secondary activity that in the case of most of the interviewee’s was planned to be done before leaving the (destination) cities even if it was considered neither important or unimportant for the majority of them.

The original idea was to subdivide the respondents of each city (68 Chinese tourists in Milan and 47 in Lugano), into four groups, “loving shoppers”, “exclusive shoppers”, “optional shoppers” and “no-shoppers” in a way to better provide a precise profile of Chinese travelers belonging to these categories. The purpose of this classification was with the intent to be useful for segmenting the shopping market and to allow marketers to develop specific marketing strategies for each segment. However, the samples were small and the distribution of the respondents in groups were not homogeneous. For this reason this subdivision was not possible to do and it was substituted by a simpler one, namely: “yes groups” and “no groups” for each city. The “yes groups” considered the Chinese that declared to come to the city for shopping as a primary reason, what Timothy (2005) defined as “shopping tourism” and the “no groups” the travelers that recognized this activity as secondary, the “tourist shopping” of Timothy. Despite this, it has to be considered that the samples of the study were too small for any representative subdivision and it
could only provide an idea of the situation, that could be developed in the future with larger samples. Moreover, with these small numbers, complicated statistic techniques were not possible, so descriptive results were only plausible. Thus, further investigations are needed, especially for developing a marketing strategy useful in targeting each segment.

Other limitations were related to the fact that the majority of Chinese respondents were female (accounting for 73.53% in Milan and 70.21% in Lugano) And unfortunately many of the Chinese tourists approached in the streets refused to participate in the survey (especially in Milan), so the samples were not representative of all Chinese travelers. Moreover, the study in the future could involve a more extended period of the year so as not to over represent Chinese people during a specific period.

Regarding Chinese socio-cultural factors, we could say that in their shopping (purchase) behavior, they paid attention (even if not in a strong way) to social interaction (as already mentioned in the literature review) as well as personal gratification. In all the categories of both cities the respondents revealed that the goods bought during the overseas trips were used to show others their prestige and gratitude, but also to ingratiate important relationship as well as to evocate good memories of times spent during the trip with friends or relatives. Taking into consideration the destination factors, Chinese travelers paid attention to the image of Milan, this they recognized as a “fashion city” with a large variety of shops. In Lugano, the product quality was the characteristic most considered among all the groups. However, it is important to underline that destination factors did not receive high mean scores, especially in Lugano. It could be said that it was probably not considered a place for doing shopping (in demonstration to that, just 12 respondents out of 47 self-declared to be there as “tourist shoppers”). Another important factor to mention is that the majority of the respondents in Lugano did not identify specific streets or places famous for shopping and declared to shop in any place when or where they found something interesting. Milan’s famous shopping streets and areas were preferred more than the less famous ones, especially among the respondents of the “yes group”. Moreover, also the time dedicated to this leisure activity was less in the small Swiss city than in the Italian big city, but the amount of money spent in shopping in both the cities was more or less the same (between 500 and 700 euro’s). This is in contrast with the average amount of money spent by Chinese travelers in Italy and declared by Global Blue: to be 892 euro’s spent in shopping (see chapter 2). Similarities in the products bought were present in both cities: watches and jewellery (mainly considered by the “yes groups”) and cosmetics and perfumes (mainly considered by “the no groups”) proved to
be the category of products most preferred by the respondents; while books, music and wine were less appreciated for purchasing. As mentioned in the chapter 2 (paragraph 2.4.1) most of the Chinese visitors chose 2 or 3 star hotels for their stay in the cities. However, the average stay in Lugano has risen from 1.6 in 2011 (declared in paragraph 2.6.1) to 2 to 3 days by respondents. In Milan the average stay turned out to be longer: 4 to 5 days. The internet was the channel most used for obtaining information on both cities, even among the respondents that left the organization of the trip in the hands of a tour operator or travel agency. In both cases the cities were experienced for the first or second time, so those trips to these cities were not routine for the majority of the travelers. Friends and girlfriends/wives – boyfriends/husbands were the most popular traveling companions. The majority of individual travelers were in the Italian city; while the percentage of organized tours in Lugano was higher than that of individual travelers by about just 2%. Guided shopping tours were not taken into consideration even in the “yes group” of both cities. It could also imply that among the Chinese interested in shopping as a primary reason, the necessity to be free to choose places and times necessary for shopping was an essential element for them. The age of the respondents were from 20 to 40 years old (confirming what is reported in chapter 2, paragraph 2.5.1: “travelers are between 25 and 44 years old”) with a high educational level (college and university education).

In Milan the majority of Chinese visitors came from the North of China (especially among the “yes group”), while in Lugano the majority were from the Eastern area. As previously reported, it is possible to conclude that no significant differences are present in the shopping profile and behavior of Chinese respondents in such two different destinations.

The profile of Chinese travelers arriving in these two cities could be important for marketers and tourism operators to personalize goods, according to their cultural and social profile so as to meet and satisfy their perceived needs and wants within this activity (shopping). Understanding motivations, profiles, characteristics and behavior are extremely important for establishing marketing and shopping strategies. The Chinese market can be an opportunity for our economy and it would be a pity to lose out on this by not appreciating or understanding the behaviors of our guests from the East.

In conclusion, this study is just a tentative research that provides an overview about Chinese shopping behavior and characteristics; a “starting” point for more accurate studies with larger samplings and specific statistical methods.
1) Was shopping the most important motivation to come to Lugano?
   □ Yes    □ No

2) What is the main reason to come to Lugano?
   □ Come here just for shopping;
   □ I come here for shopping as a main motivation, but I also want to visit the city with its main attractions/or do other activities/or other reasons;
   □ I come here mainly for the main attractions of the city/other reasons different from shopping, but I also want to have shopping before leaving Lugano;
   □ I’m here for reason different from having shopping and I’m also not interested in having it.

3) How much is important having shopping in this city?
   □ very important
   □ important
   □ neither important nor unimportant
   □ not important
   □ not important at all

4) All the following statements are related to shopping as a leisure activity during your journey outside China. Choose the level of agreement for each statement.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>disagree</th>
<th>Neither disagree nor agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t have shopping when I travel outside China</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I want to buy gifts for friends-relatives that express status, gratitude, approval or even disapproval</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>I want to buy gift for friends-relatives because it is a way to maintain a long-term good relationship</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>I want to buy expensive products as gifts for family/friends/relatives because the most expensive they are, the better relationship I will achieve</td>
<td></td>
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<tr>
<td>I buy gifts to my friends/family/colleagues because it is a social obligation</td>
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<tr>
<td>I don’t buy gifts for anyone; I just have shopping for myself</td>
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</tr>
<tr>
<td>I perceived shopping as a leisure activity that allow me to spend time with friends and family</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>My family/friends gave me a list of products to buy here for them</td>
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<tr>
<td>Thanks to shopping I have the opportunity to meet new people and to visit new places/new cultures</td>
<td></td>
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</tr>
<tr>
<td>I have shopping to experience local business and new commercial culture</td>
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</tr>
<tr>
<td>I buy products for myself in a way to show others my social status once at home</td>
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</tr>
<tr>
<td>Having shopping abroad make me feel strong because I can spend money just for pleasure</td>
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</tr>
<tr>
<td>Buying products in the country where it was crafted adds cachet and prestige</td>
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<tr>
<td>I want to buy typical products as a way to remember the place I visited</td>
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<tr>
<td>I have shopping to relax</td>
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<tr>
<td>In China I’m too busy for having shopping, while when I travel I have more time to dedicate to the shopping activity</td>
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</tr>
</tbody>
</table>
5) Why having shopping in Lugano? Choose the level of agreement for each statement.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>disagree</th>
<th>Neither disagree nor agree</th>
<th>agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t have shopping in general</td>
<td></td>
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</tr>
<tr>
<td>I don’t have shopping in this city</td>
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<tr>
<td>I have shopping here because it is a city famous as a “rich and luxury city”</td>
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<tr>
<td>Because I like the idea to have shopping very closed to the lake and to the surrounding natural landscape</td>
<td></td>
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<tr>
<td>Because it is full of luxury shops</td>
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<tr>
<td>I have a large variety of shops</td>
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<tr>
<td>Because the prices of some products are cheaper than in China and I can use “tax free”</td>
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<tr>
<td>I want to buy well-known brands and products that are not available in China</td>
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<tr>
<td>Because I think the products quality here is better than the ones in China</td>
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<tr>
<td>Because the city is well served by public transportations and near the train station</td>
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<tr>
<td>Because I don’t know what else I can do here</td>
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</tr>
</tbody>
</table>

6) How many hours do you spend for shopping in your total stay in Lugano?

- Less than 1 hour
- Between 1 and 3 hours
- Between 3 and 6 hours
- More than 9 hours
- None hour

7) Which category of product are you willing to buy? Choose the level of agreement for each statement.

<table>
<thead>
<tr>
<th>Category</th>
<th>Strongly disagree</th>
<th>disagree</th>
<th>Neither disagree nor agree</th>
<th>agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothes and shoes</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Watches and jewellery</td>
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<td></td>
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</tr>
<tr>
<td>Arts and handicrafts</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cosmetics, perfumes,</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accessories (bags, belts, hats, etc.)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Book and music</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Souvenirs</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Local food</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Wine</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

8) In which part of the day do you have shopping?

- During the lunch time
- In the morning
- In the afternoon
- In the evening, after work
- Other...........

9) Where do you have shopping?

- In the main famous shopping streets
- In every street I can have shopping
- I don’t have shopping

10) How much are you willing to spend for shopping?

- Zero euro
- Less than 100 euro
- Between 500 - 700 euro
- Between 700 - 900 euro
- I don’t spend my time in having shopping

71
11) How old are you?
- Younger than 20 years old
- Between 20 and 30
- Between 31 to 40
- Between 41 and 50
- More than 51
- More than 900 euro
- Between 300 - 500 euro
- Between 100 - 300 euro

12) Gender:
- Male
- Female

13) In which part of China do you come from? If necessary, choose more than one.
- North
- North - east
- East
- West
- Centre
- South

14) Your education level is:
- Less than secondary/high school
- Secondary/high school
- College/university
- Postgraduate or above

15) Where do you stay during your journey in this city?
- In a hotel 2/3 star
- In a hotel 4/5 star
- In a B&B
- In an apartment
- In relatives/friends’ house
- In a hostel

16) Have you already been in this city?
- It is my first time
- It is my second time
- From 3 to 5 time
- More than 5

17) Do you travel:
- As part of a guided tour group
- As part of specialized guided shopping tours
- I’m an individual traveler

18) Are you here with:
- Alone
- With family
- With girlfriend/wife – boyfriend/husband
- With friends
- Other

19) Which Channel did you use for coming here?
- Word of mouths of someone already been here
- Tourism organizations
- Internet
- Magazines
- Agencies/ tour operators
- Business company
- Social media and online travel agencies
- Other

20) How long are you going to stay in Lugano?
- One day
- 6-7 days
21) How many days do you stay in Europe (considering all the cities you planned to visit) in total? Circle the number corresponding to the days.

Less than 4 - 5 - 6 - 7 - 8 - 9 - 10 - 11 - 12 - 13 - 14 - 15 - 16 - 17 - 18 - 19 - 20 - 21 - 22 - 23 - 24 - 25 - more than 26 days

Lugano Chinese version questionnaire

1) 购物是来卢嘉诺的主要目的吗？
   是  否

2 来卢嘉诺的主要原因是什么？
   A 来这就是为了购物。
   B 购物是我来这的一个主要目的，但是我也想访问这座吸引人的城市/或者做些其他活动/或有其他原因。
   C 我来这的目的主要是因为这座迷人的城市或其他购物之外的原因，但我也想在离开这里之前购物。
   D 我来这的目的不是购物，并且对购物不感兴趣。

3 在卢嘉诺购物的重要性
   A 非常重要  C 无所谓  E 一点都不重要
   B 重要  D 不重要

4 以下的评论是关于购物作为一种在国外旅行中消遣活。请选择你对每个评论的同意程度。

<table>
<thead>
<tr>
<th></th>
<th>非常不同意</th>
<th>不同意</th>
<th>无所谓</th>
<th>同意</th>
<th>非常同意</th>
</tr>
</thead>
<tbody>
<tr>
<td>我出国的时候是不购物的。</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>我想买礼物送给亲戚朋友，这些礼物可以体现送礼者的身份地位，也可以表达感激之情。还能表达购物者对某些事物的态度。</td>
<td></td>
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</tr>
<tr>
<td>我想买礼物送给亲戚朋友，因为这是保持长久友好关系的一种方式。</td>
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</tr>
<tr>
<td>我想买贵重物品作为给家人、朋友或他礼物，因为送的礼物越贵重，他们保持的关系越好。</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>我给朋友、家人、同事买礼物，因为是社交必需的。</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>我不买礼物给任何人，只为自己购物。</td>
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<td></td>
</tr>
<tr>
<td>我认为购物是一种可以和朋友家人一起共度时光的消遣活动。</td>
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</tr>
<tr>
<td>家人朋友给我要在这里购物的清单。</td>
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<td></td>
</tr>
<tr>
<td>因为购物，我才有机会结识其他人、游览不同的地方和接触不同的文化。</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>购物可以体验当地的经济和商务文化。</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>国外购物是一种回国后可以显示自己社会地位的方式。</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>国外购物让我自我感觉很好，因为我花钱就是为了高兴。</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>在所到之国购物就要买制作工艺好、有声望和信誉的商</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
我想在所到之地买些有当地特色的物品以做纪念。购物是为了放松休息。在国内我太忙而无暇购物，然而当我旅行时有多余的时间去购物。

5 为什么在卢嘉诺购物？请选择对以下评论的同意程度。

<table>
<thead>
<tr>
<th></th>
<th>非常不同意</th>
<th>不同意</th>
<th>无所谓</th>
<th>同意</th>
<th>非常同意</th>
</tr>
</thead>
<tbody>
<tr>
<td>我基本不购物。</td>
<td></td>
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</tr>
<tr>
<td>我在这座城市不购物。</td>
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</tr>
<tr>
<td>在这里购物是因为这是一座以“富裕和奢侈之城”之名而著名的城市。</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>因为我喜欢在靠近湖边和围绕自然风光的地方购物。</td>
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</tr>
<tr>
<td>因为这里都是奢侈品商店。</td>
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</tr>
<tr>
<td>我要买很多品种不同的东西。</td>
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</tr>
<tr>
<td>因为这里一些商品的价格比在国内便宜，而且还可以退税。</td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>我想买在国内没有的知名品牌和商品。</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>因为我认为这里的商品质量比在国内的好。</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>因为这座城市的城市设施很便利。</td>
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<tr>
<td>因为不知道除此之外还能干什么。</td>
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</tbody>
</table>

6 在卢加诺停留期间您总共花费了多少时间用来购物？

A 少于一小时  C 3到6小时  E 9小时以上
B 1到3小时  D 6到9小时  F 0小时

7 您愿意购买哪种商品？请选择对以下评论的同意程度。

<table>
<thead>
<tr>
<th></th>
<th>非常不同意</th>
<th>不同意</th>
<th>无所谓</th>
<th>同意</th>
<th>非常同意</th>
</tr>
</thead>
<tbody>
<tr>
<td>衣服和鞋子</td>
<td></td>
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</tr>
<tr>
<td>手表和珠宝</td>
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</tr>
<tr>
<td>艺术和手工制品</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>化妆品和香水</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>装饰品(包，皮带，帽子等)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>书和音乐</td>
<td></td>
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<tr>
<td>记念品</td>
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<tr>
<td>当地食物</td>
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<tr>
<td>酒</td>
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</tbody>
</table>

8 您用一天中哪段时间来购物？

A 午餐时间  F 游览完主要景点后
B 上午  G 在游览主要景点前
C 下午  H 有空时
D 6到9小时  E 9小时以上

9 您去哪购物？

A 在主要著名的购物街
B 在任何可以购物的地方
C 不购物
D 晚上，工作后
I 不花时间去购物
E 其他

10 您愿意花费多少欧元去购物？
A 0欧元 
B 少于100欧元 
C 100到300欧元 
D 300到500欧元 
E 500到700欧元 
F 700到900欧元 
G 900欧元以上

11 您有多大年纪？
A 小于20岁
B 20到30岁
C 31到40岁
D 41到50岁
E 51岁以上

12 您的性别
A 男
B 女

13 您从中国哪里来？如果需要，可以多选。
A 北部
B 东北
C 东部
D 西部
E 中部
F 南部

14 您的学历是？
A 初中/高中以下
B 初中/高中
C 大专/大学
D 研究生或研究生以上

15 在访期间您的住所是？
A 2或3星酒店
B 4或5星酒店
C 住宿加早餐旅店
D 青年旅社
E 公寓
F 亲戚或朋友家里

16 您曾经到访过卢加诺吗？
A 第一次
B 第二次
C 3到5次
D 5次以上

17 您的旅行是
A 跟随旅游团
B 跟随专门购物团
C 自由旅行者

18 您和谁一起？
A 单独
B 和旅游团成员
D 家人
E 和女朋友/妻子或和男朋友/丈夫
C 和朋友们  F 其他

19 您通过哪种渠道知道来卢嘉诺旅行？

A 从已来过此地的人口中  E 旅行组织
B 互联网  F 杂志
C 中介或旅游组织者  G 商务公司
D 社会新闻媒介或网上旅行中介  H 其他

20 您打算在卢嘉诺停留多少天？

A 1天  D 4到5天
B 2到3天  E 6到7天
C 4到5天  F 7天以上

21 您总共在欧洲(包括所有您计划访问的城市)停留多少天？ 请圈出天数。

少于 4 - 5 - 6 - 7 - 8 - 9 - 10 - 11 - 12 - 13 - 14 - 15 - 16 - 17 - 18 - 19 - 20 - 21 - 22 - 23 - 24 - 25 多于 26 天

Milano English – Chinese version questionnaire

It is the same of the Lugano ones. The only question that change is the following one:

5) Why having shopping in Milan? Choose the level of agreement for each statement

<table>
<thead>
<tr>
<th>I don’t have shopping in general</th>
<th>Strongly disagree</th>
<th>disagree</th>
<th>Neither disagree nor agree</th>
<th>agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t have shopping in this city</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>I have shopping here because it is a city famous as a “fashion city”</td>
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</tr>
<tr>
<td>Because I like the idea to have shopping very close to the main historical and artistic monuments/attractions</td>
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<tr>
<td>Because it is full of luxury shops</td>
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<tr>
<td>I have a large variety of shops</td>
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<tr>
<td>Because the prices of some products are cheaper than in China and I can use “tax free”</td>
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<tr>
<td>I want to buy well-known brands and products that are not available in China</td>
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<tr>
<td>Because I think the products quality here is better than the ones in China</td>
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<tr>
<td>Because the city is well served by public transportations</td>
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</tr>
</tbody>
</table>
5 为什么在米兰有购物？请选择对以下评论的同意程度。

<table>
<thead>
<tr>
<th></th>
<th>非常不同意</th>
<th>不同意</th>
<th>无所谓</th>
<th>同意</th>
<th>非常同意</th>
</tr>
</thead>
<tbody>
<tr>
<td>我基本不购物。</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>我在这座城市不购物。</td>
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</tr>
<tr>
<td>我到此购物的原因是因为米兰是一座以&quot;时尚之都&quot;而著名的城市</td>
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<tr>
<td>因为我认为这是座安全，有保障的城市。</td>
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<tr>
<td>因为可以在靠近主要历史艺术纪念碑和景点购物</td>
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<tr>
<td>因为这里都是奢侈品商店。</td>
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</tr>
<tr>
<td>我要买很多品种不同的东西。</td>
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</tr>
<tr>
<td>因为这里一些商品的价格比在国内便宜，而且还可以退税。</td>
<td></td>
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</tr>
<tr>
<td>我想买在国内没有的知名品牌和商品。</td>
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</tr>
<tr>
<td>因为我认为这里的商品质量比在国内的好。</td>
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</tr>
<tr>
<td>因为这座城市的公交设施很便利。</td>
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</tr>
<tr>
<td>因为靠近飞机场和火车站</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>因为不知道除此之外还能干什么。</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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