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# **From Improving Travel Experience to Increasing Visit Quantity:**

**A Study of Jyväskylä Place Marketing based on Chinese  
Tourist Expectation**

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Abstract <p>The intention of this paper is to determine the main directions that Jyväskylä can develop and do the place marketing through analyzing the insight of the Chinese people's perception of this city. The other goal is to rise the visiting quantity of Chinese tourists.</p> <p>The study was carried out using qualitative research. There were 3 focus group interviews and 14 individual interviews were taken. The research direction followed Kotler's Strategic place marketing model and the research on seven themes which were filtered from focus group interviews (e.g., food, accommodation, shopping, transportation, entertainment and events, tourist spots, and tour guide and tour routes). The data capture tool and analysis tool adopted Webropol 3.0 and NVivo 11.</p> <p>The findings showed that Chinese tourists wish to receive more tour route options by customization design; the tourist resources of Jyväskylä should be merged with other elements, in order to create some new attracting points for attracting more Chinese tourists' attention in the future. This study contributed references for place marketing that was adjusted based on tourist expectations. These findings can be used as simple advice for the city managers and designers of the city of Jyväskylä or the other cities within similar condition.</p>		
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# 1. Introduction

## 1.1 Background

The booming of Chinese tourism has attracted attention from worldwide, especially the Chinese outbound tourism. According to UNWTO Communications (2013), since from 2012, China has been the source country for most tourists and most consumption. Tourism Highlights of UNWTO (2017, 3) even predicted that, China will account 25% amount of international travelling in 2030. Therefore, a research for directly understanding and evaluation of Chinese outbound tourists' expectations and perspectives to a specific city, could support valuable references for the city designers, managers, and local relevant businesses.

However, the criteria for attracting Chinese outbound tourists are hard to judge and measure. To apply the concepts of normal business, a company could not grow bigger if it only responded the needs of what customer ordered (Franke, Keinz & Steger 2009), the customer expectation and perspective will be the key code for a business to continually develop. For better understanding Chinese outbound tourists' behavior, scholars and researches have done plenty observational studies and comparative studies. The most literatures which researched Chinese outbound tourism development were focused on the aspects of its development researching, destination choice making impact factors (destination expectation data analysis), purchasing decision making analysis, the trend forecast and academic literature review (e.g., Prideaux 1996; Zhou, King & Turner 1998; Zhang 2004; Arlt 2006; Guo, Kim & Timothy 2007; Moutinho et, al., 2008; Keatinga & Krizb 2008; Li et, al. 2011). In the recent reviews of some academic articles dropped into analyzing the destination choice as a main researching issue over the years. The studies of which to target Finland as the destination are few. Their research emphasis point usually leans to the ecotourism (e.g., Pouta, Neuvonen & Sievänen 2006; Hiltunen 2008).

Yet, the study on Jyväskylä tourism development were even fewer. Akpinar & Mermercioglu (2014) made comparative study of Sariya and Jyväskylä for improving the tourism competitive for both places. Besides of this, there is not any more studies directly investigated, researched and analyzed the expectation, perspectives and opinions of Chinese tourists on the tourism development design and performance of Jyväskylä. This study is going to fill this blank.

The aim of this study is to find how Chinese potential tourists' comments and proposals on the performances of the tourism industry of Jyväskylä. Author found that there were misunderstanding between the Chinese tourists and Jyväskylä tourism products designers through analyzing the primary data from the 3 target groups interviews and the 14 individual interviews, the tourism entrepreneurs did not 100% supply the exact tourism products what Chinese customers expected. Therefore, this study will contribute for Jyväskylä to aware how to make a correct and attractive tourist tour plan for Chinese customers. This study will start the research, which is based on Chinese tourists' views and opinions on the Jyväskylä tourism market. The further research could put contribution on to explore more useful certain tourism marketing promotion which works on Chinese tourists.

## **1.2 Reasons for choosing this topic**

### **1.2.1 Tourism boosts economic growth**

Tourism could be referred as a development tool of economic activities (Taleghani 2010). As the remarks of Chinese Premier Li Keqiang at First World Conference on Tourism for Development, "booming tourism propels other industries development. ... Contemporary tourism is a synthesized industry which integrates primary, secondary and tertiary industries. This is a new economy that promotes the consumption and value of agricultural products. It drives the development of industrial goods which are needed by the masses as well. " (Li 2016.) Relying on the rapid development of tourism industry

and its contribution to local economic development, it is referred as the soft gold for economy development (Ma 2004, 455). Many countries and regions are driven by the huge economic interests to develop tourism vigorously, in hope to share a piece of the huge interest from this industry. The detailed analyzing of the demand, willing and expectation of target tourist clusters will assist the destination to find correct developmental direction on its tourism market.

Developing tourism vigorously can help destinations accelerate local economic construction. To analyze the perspective of the target customer cluster will help to shape the final products. To analyze the perspective of Chinese tourists for Jyväskylä is a track to supply a suitable destination market for gaining more target customers.

### **1.2.2 The characteristics of Chinese outbound tourism**

The amount of Chinese outbound Tourism has thrived rapidly in the past decades. And it will keep growing. Since 1978, China entered 'Reform and Opening', the Chinese economy and society developed rapidly (Arlt 2006, 9.). The living standards and the consumption levels of Chinese people have been improved and increased rapidly as well. The desire of them for travelling out of China increased fast. The China's outbound tourism numbers was 3.7 million in 1993 (Lim & Wang 2005). In year 2018, this number climbed up to 149.72 million (Travel China Guide 2019), rose up 40.46%, maintain the status of the world's largest source of outbound tourists (Jiang 2018). In 2018, the number of China outbound trips increased 13.5 percentage than 2017, reached the 140 million (Brink Staff 2019). According to a forecast from Chinese National Tourism Administration (CNTA), the number of China outbound tourists in predication will rise up to 200 million in 2020 (eTurboNews 2017). Tourism Highlights of UNWTO (2017, 3) predicted, China will account for a quarter of all international tourism by 2030.

Chinese outbound tourists are the most spenders in the world. Since from 2012, China caught up Germany, become the most spender source country and the top spender on luxury consumption (Annual Report of UNWTO 2017, 67). In 2017, the amount of consumption was US\$ 115.29 billion (Travel China Guide 2017). And in 2018, Chinese luxury expenditure has accounted by 33% of worldwide market (D'Arpizio et al. 2019). The purchasing power of powerful Chinese outbound tourists assist stimulating the local economy growth. More and more countries and regions expect to attract Chinese tourists to visit their countries and attractions.

Nowadays, the tourism concepts and travel methods of Chinese tourists are changing. There are more and more Chinese are willing to enjoy the slow and enjoy travelling. According to Haupt (2019), the data from the report of survey, that there were around 44.2% Chinese tourists travelled several times in a year now. Tourism experts expressed that shopping is not only main intention for Chinese tourists to travel abroad, cultural travel and adventure travel are ongoing to be popular. Recently, a new tourism concept which called customized travel is prospering quietly in Chinese outbound tourist cluster. According to the report of Customized Travels of Chinese Visitors to Europe (CTCVE 2018) which jointly released by Ctrip.com and China Outbound Tourism Research Institute (COTRI), indicated that Chinese tourists more prefer recently the travelling within in-depth, in-slow, private, niche and leisure. On average, Chinese outbound tourists would not travel over two countries within around 12 days in Europe customized trip. Moreover, Europe is the hot High-End customized travel destination for Chinese outbound tourists to choose. According to Ctrip travel data, the demand of their customized travel increased amazingly. The booking amount of Ctrip Customized Travel has reached 120,000 per month, since the launch month of January in 2016. Europe is becoming the option destination which towards unique, individuation and the experiences of thematic travel for Chinese travellers. There were over 6 million Chinese tourists entered Europe at their first time in 2017. It accounted 9.3% of total Chinese outbound trips. (ibid.)



Tourism is playing more and more important role in the Finnish economy. According to Ministry of Economic Affairs and Employment of Finland (MEAEF) (2018), the data of tourism account, tourism employs occupied 5.5 percent of Finland's workforce in 2017. Tourism industry shared 2.5% in Finnish GDP in the duration from 2011 to 2016. The incomes generated by tourism has reached approximately 14 billion euros for several consecutive years. In 2017, the foreign visitors spent 2.6 billion euros in Finland, an increase of nearly 500 million (22%) over the same period in previous year. The total number of foreign tourists travelling to Finland reached 8.3 million, an increase of 13% more than 2016. Russia is the most foreign visitors. Yet, the Chinese was the largest inbound tourism source market to Finland. It is nearly 63% more than previous year. (Visit Finland 2018, 5.) Chinese tourists were the biggest spenders to Finland. The average of Chinese spending was 1,262 euro in Finland (Yle 2018a).

Finland is attractive to Chinese tourists. As the Finnish Chinese Ambassador, Chen Li said in interview, the number of overnight visitors from China to Finland has grown by 39% in the first eight months of the year, and the consumption was 940 euros per capita. It is about three times bigger than the average spending of foreign tourist (Zhang 2017). Because of the demands of Chinese outbound tourists, Finnair Airline has added more flight routes of Helsinki to the Nanjing and Helsinki to Kunming. Furthermore, based on the needs of Chinese outbound tourists for Finnish tourism market, Finnish Chinese Embassy decided to increase more cooperation with Finland in tourism. In Lapland, there were 57,800 Chinese visitors in just one winter in 2017, the number increased by 113% year-on-year (Lin et al. 2018 a). Now, Finland is one of tourists' new travelling destination (Davies 2017).

### **1.3 The situation at the moment**

Recently, Finland and China have frequent exchanges and cooperation. According to the statement of Joint Action Plan between China and Finland on Promoting the Future-

oriented New-type Cooperative Partnership 2019-2023 (The Joint Action Plan 2019-2023), the two countries aim to achieve mutual benefit and win-win results by deepening practical cooperation in the fields of politics, economy, sustainable development, connectivity and social equality (The Joint Action Plan n. d.). Meanwhile, some Finnish cities are accelerating the construction, in order to prepare to receive more visitors.

### **2019 China Finland Winter Sports Year**

In order to host a satisfactory 2022 Winter Olympics Games and Winter Paralympics in Beijing, wish to convert the interest of 300 million Chinese people on winter sports and to deepen the relationship of collaboration partner. China and Finland decided to host a warming-up winter sport with Finland in 2019. China International Culture Communication Centre (CICCC) 2018; Business Finland 2018; University of Jyväskylä (JYU) 2018.) Finland is the birthplace of winter sports and has already become as a strong world level of ice and snow sports country through its long development process. During the duration, Finland has accumulated massive sufficient successful experience on winter projects and competition event preparations. At winter sports aspect, it owns high-level competitiveness in cross-country skiing, biathlon, ice hockey and some other projects. Therefore, China expect to learn the professional theoretical knowledge of winter sports, advanced personal training tracks, high-standard facilities construction and efficient sports innovation research from the cooperation and communication with Finland. (Yang 2019.)

Relying on the development of sports projects cooperation and communication, Finland has created opportunities to attract more Chinese. So far, there have been plenty of Chinese athletes and sports professors, researchers and Chinese relevant industries entrepreneurs visited Finland to prepare for their sports projects. For instance, in Vuokatti, a Finnish holiday resort which locates at the intersection of the Finnish Lake District and the Lapland region, is undertaking the training tasks for approximate 200 Chinese winter sports athletes (Gao 2019). And now, this number has already reached to 700 (Yang 2019). Lakeland of Finland is the only region where increased the visiting

amount of Chinese in Finland in 2018 summer. The educational theme visiting attract Chinese interests. (Lin et, al. 2018<sup>b</sup>.) At present, Finland Vuokatti Olympic Training Center had signed cooperation agreement what to assist to train the Chinese national Youth team of cross-country skiing with The Winter Sports Management Center of the State Sport General Administration of China (China Winter Sports Center) and Chinese Ski Association. In addition, the JYU and Beijing Sports University signed the cooperation agreement of establishment of the China-Finnish Ice and Snow Sports Academy and the China-Finland innovation Sports Research Institute. (Zhang 2017.) These collaborations are inevitable to generate the expenses of living and the demands of travelling in the events hosting city. According to Candrea and Ispas (2005, 1. 8) pointed out that the sports events could be seen as the efficient destination marketing strategy that it can create the awareness, generate the travel, and draw the market benefits to the host destination immediately. Therefore, the events, sports events, and even the collaboration can promote the development of the local tourism.

The popularity of Jyväskylä has rose in the Chinese tourism market. Jyväskylä is the city where locates in the middle lake region of Finland with a population of 140 000 inhabitants, is the 7th big city in this Nordic country. Jyväskylä is referred as student city. There are around 45,000 students study in various educational institutions in per academic year, among which approximately 6.4% are foreign students (JYU 2018a, Jyväskylä University of Applied Sciences (JAMK) 2018). Annually, there were around 416,000 tourists visit Jyväskylä and 14.1% of them were foreign visitors in 2018, among which Chinese outbound tourists was approximate 660 enter Jyväskylä in 2018, it grew up 30% than 2017. (Visiittori n. d.)

Jyväskylä leads ahead Finnish sports educational research, owns the only sports faculty. (Urrio 2014). It is the seedbed for the best Finnish expertise on the ground ---KIHU (the Finnish Center for Sport and Exercise Science and the LIKES Foundation for Physical Education and Public Health) and explore & study center for sports sciences. (Visit Jyväskylä 2018.) This research project with advanced research techniques and scientific research achievements are attracting Chinese sports academic institutions to come Jyväskylä for sport technical cooperation. Jyväskylä being as the base of sports academic

researching is working together with Vuokatti now. Meanwhile it is sharing the research achievements and assisting to train Chinese winter sports athletes for fill the ambition of the 2019 China-Finland Sports Year. Nowadays, there are plenty Chinese sports researchers, coaches, athletes or the relevant businesses entrepreneurs are coming or staying in Jyväskylä. Not only the faculty increased the financial incomes through these sports' education collaborations but also the local tourism revenues. (JYU 2018b)

### **Helsinki-Tallinn tunnel**

As a Chinese saying goes, "to be rich, to build a road first". A €15 billion submarine tunnel project which to be a response of the China Belt and Road Initiative, will link the both capitals between Finland and Estonia and open around Christmas Eve in 2024 (Yle 2018b). This project will fundamentally alleviate the traffic pressure between Helsinki and Tallinn, improve transportation capacity and efficiency, solve noise pollution and CO2 emissions problems, and promote economic development in the two places (Juha 2018, FinEst Smart Mobility n.d.).

Traffic is an integral part of tourism development. It thrives by the development of tourism. (StudyMoose 2016.) The development of transportation is directly proportional to the development of tourism. Traffic promotes the development of destinations (International Transport Forum 2015). Moreover, experiment proved that transport infrastructure is a significant determinant of tourism inflows into a destination as well (Khadaroo & Seetanah 2008)

The initiative of Belt and Road promotes tourism cooperation and development among countries along the routes. Tourism gains the benefit from it. Belt and Road is bringing Chinese tourists to the world. The total amount of international tourism along the Belt and Road region currently accounts for more than 70% of the global tourism industry. The opening of Helsinki-Tallinn tunnel will supply more travelling options for Chinese outbound tourists and the world tourists. According to estimates, the two-way tourism exchange between China and the Silk Road countries alone exceeds 25 million. The vice president of the China Future Research Association Tourism Branch, Liu Simin expressed that the consumption of tourists wherever they go will drive local employment and

income. (Lu & Zi 2017.) Therefore, then Helsinki-Tallinn tunnel project will nourish the tourism of both sides.

#### **1.4 The structure of the thesis**

The paper is divided into five chapters. The research background and reasons for this paper will be explained in the chapter one---introduction section. Meanwhile, the research aims of this paper will be described in this part as well. Moreover, chapter two defines as the literature review for this study. It includes the concept of Chinese outbound tourist behavior and the in-depth research and analyzing the strategy and methods of to implement place marketing. Furthermore, the literature review examines Chinese outbound tourist destination choice behavior and the influence factors of place promoting. Place marketing, place branding and events launching not only can be as strategy for creating the possibility for Chinese tourists to visit Jyväskylä, but also, they can be approaches or strategies for achieving the main intention in this study. And it plays a leading role that to orientate the observe of the Chinese outbound tourists' perspectives.

Next, the chapter three, is the methodology for this thesis, which involves illustrating the research design, research approach, research strategy, research philosophy and the its purpose among the research choice and time horizon. It deepens insight on the perspectives from both of Chinese potential tourists interviews and the interviews which come from the Chinese who live in Jyväskylä for over three years by the researching objectives examination and data combination. Furthermore, the chapter four, the results and findings section shortly concludes the results of data analysis of interviews. Provide a factual basis for discussion. Further, chapter five is the discussion section of this thesis. It expounds the implications of this research through uniting the reality and the theories. In this section, it has been continued by the limitations of this study, and

on the other way, to present the further research directions. Finally, the chapter six, will be the conclusion for doing a brief summary for whole thesis.

## 2 Literature Review

### 2.1 Main concepts

Differing from other business, tourism is an industry which need to combine with complex, extended product experience service supplying (Seaton & Bennett 2004) and reputation management (Zenker n.d.). Its services are the tourism products. Other scholars define tourism products are a bundle of activities, services and benefits which should include the whole experiences from tourism (Medlik & Middleton 1973). Nevertheless, McGrath (1999) deems that a tourist product can be any components of tourism industry. Something like a destination, transportation, hotel, food and beverage. The travel operator, an attraction of natural or man-made resources either. They are constructed by destinations' attractions facilities, accessibility, images, services, hospitality, and prices.

The existing literatures generally think that good marketing should reach customer's satisfaction (Christopher Payne & Ballantyne 1991) and a higher marketing achievement through satisfy customers' expectations. Customers' expectation can be considered as marketing development orientation.

Correspondingly, to measure and navigate the development directions, tourism also need to observe and analyze its customers' expectations and perceptions. According to Kotler and Keller (2011), for estimating the future market trend, companies need to survey buyer's intentions and demands. Zeithaml, Berry and Parasuraman (1993. 1) also state that customer expectations are as criterial and reference for the product. There are massive literatures what research the dialectical relations between customer expectations and business. The most researches for customer expectations have focused

on either for improving service quality or reaching customers' satisfaction (Li et, al. 2011). For instance, in the early researches, the scholars believe the customer expectations research is meaningful for improving the service quality (Oliver 1980; Oliver & Wayne 1988; Reichheld & Sasser 1990; Anderson 1993; Zeithaml, Parasuraman & Berry 1990; 1991). Other researcher define expectations and perceived quality are the antecedents of overall customer satisfaction (Foster 1999). Moreover, Tourist satisfaction has been considered as an important factor for succeeding a destination marketing as well (Kozak & Rimmington 2000).

Further, Lidén and Edvardsson (2003) find that the demands and opinions of customers are the sources for customers' expectation. Zeithaml, Berry, and Parasuraman (1991, 39; 1993, 1) assume prior pre-trial for a product could serve as the standards or reference for inspecting a product performance. Likewise, Lominé and Edmunds (2007) conclude that the collection and analyzation of the demand, expectation and perspective of target customers would help understand the core business.

In addition to the researches above, Li et, al. (2011) find that customer expectation has been researched in cross-cultural contexts through literatures analyzing in their study. The experiment of Donthu and Yoo (1998) study which applied Hofstede dimensions of culture shows that the customer who come from low power distance country (China has high power distance), individual customers and short-term oriented consumers will have high service quality expectation. But Kueh and Voon (2007) argue that the result of power distance affects service quality expectations has converse performance in their experiment. Furthermore, the study of Kanousi (2005) demonstrate that culture at individualism, masculinity, and long-term orientation aspects (three of Hofstede cultural dimensions) may affect service healing expectations.

## 2.2 Background of Chinese outbound tourism development history

Chinese outbound tourism development process is a complicated development history (Arlt 2006, 3). About the specific starting year of this industry, scholars have argued for many years. Some of them alleged that it should be around 1978, when Deng Xiaoping introduced the open-door policy to China, the strategy of going-out and bringing-in has been considered as the main method to gain foreign exchange (Li et al. 2011; Lim & Wang 2005.; Keatinga & Krizb 2008). Tourism has been utilized as a tool of China's foreign policy, to maintain the relationship with overseas Chinese. (Arlt 2006, 3-4.). At the time, only few Chinese could be able to participate in outbound tourism activities.

However, some scholars consider that China began to develop its outbound tourism since from 1983. Because at that year, the government finally opened the gate for Hongkong and Macau Tour (Zhang & Lai 2008), but citizen only was allowed in a limited number of group tours. The main purpose of these tours was only for visiting friends and relatives and supervised under the China National Tourism Administration (CNTA) (Keatinga & Krizb 2008, 8.; Tourism in China n.d.; Li 2015; Zhang & Lai 2008). During that duration, the outbound tourism was semi-opened, it was only possible for the Chinese citizen who has the overseas relatives or the member who could apply to participate the Hongkong and Macau one-day-off tour. Due to the restrictions of government, the relevant statistical analysis was released in 1993 (Zhang & Lai 2008).

In addition, there was an academic faction considered that the Chinese outbound tourism should be counted from the monk Xuan Zang (in Tang Dynasty, began around in 627) or Zheng He (in Qing Dynasty, began around in 1405) (Sun 2014; Lu 2013), because of their activities were cross boundary travelling. Therefore, their feats proved the history occurrence.

Until 1990s, when the government signed bilateral-agreements with Singapore, Malaysia and Thailand (Keatinga & Krizb 2008), and the Approved Destination Status (ADS) system



has been established by Chinese government, the normal Chinese citizen began to be allowed to travel abroad for leisure intention (Li et al. 2011).

After the government loosen its policy, along with Chinese economy has developed rapidly during the past four decades, the living standards and the consumption levels of Chinese people have been improved and increased rapidly as well. The desire of them for travelling out of China also increases by leaps and bounds. The past period, during 1994 to 2017, it was Chinese outbound tourism booming era. The number of outbound tourisms has risen up 36% (DFAT 2005). In 2005, over 30 million Chinese travelled across the world (Arlt 2006). In 2017, this number climbed up to 130 million, and the amount of consumption was US\$ 112.59 billion, to continually maintain the status of the world's largest source of outbound tourists (Jiang 2018). According to a forecast from the World Tourism Organization, the number of outbound of tourist in predication will rise to 100 million in 2020 (Chinese Outbound Tourism English Version 2003).

### **2.3 Chinese outbound tourists' behaviour**

Relying to the growth of Chinese outbound tourism, more studies focused on Chinese tourists' travel behavior researching. The studies on tourists' behaviour were general for giving the leading to the market (Qu & Lam 1997; Swarbrooke & Horner 1998; Huang & Wei 2017). Considering the cultural difference between west and east, to research Chinese outbound tourists behaviour could assist relevant businesses to understand the travel motivations and coming source of Chinese tourists' satisfaction (Sparks & Pan 2009; Li et al. 2011; Huang & Wei 2017).

Behavior has been impacted by its culture (Brameld 1977; Clifford 1992,103; Iverson 1997; Kaplan 1996; Moutinho 2000; Teo, Change & Ho 2001; Arlt 2006), some scholars defined the Chinese culture was influenced by Confucianism. Confucian is the source to generate the Chinese culture and supply the foundation for the criterion of Chinese

interpersonal behaviour (Pye 1972; Ch'en 1986; Fan 2000). The harmony concept of Confucianism heavily influenced the Chinese tourists' behaviour (Kwek & Lee 2010; Arlt 2006). Thus, it would help tourism businesses to gain Chinese tourists' satisfaction if they try their efforts on constructing a harmony atmosphere.

According to Hofstede's six cultural dimensions (1980), the description of Chinese tourists is that they care much emphasis on keeping the correct and apposite behavior, which included paying all the time the reverence and obedience to their superior, and the benefits of wider group were always higher than the individual desires. (Kwek & Lee 2010.). These influence factors of Chinese tourists' satisfaction could be utilized by tourist guides. Holloway (1981) and Bowie & Chang (2005) demonstrate that the role of guide is important to obtain Chinese tourists' satisfaction. Quiroga (1990) also examined the other influence aspects on long distance tours were positive group status and exposure to cultural communication.

Meanwhile, Chinese language is playing special role, also impacts the result of Chinese tourists' behavior (Arlt 2006). Many Chinese tourists choose to join the group tours to have the overseas travel because of language barriers and cultural interval (Andreu, Claver and Quer 2013; Kwek & Lee 2010). Language is among of them ranked as the top restriction to travel for Chinese outbound tourists (Zhou, King & Turner 1998; Hsu & Lam 2003; Huang & Hsu 2005).

Moreover, some researchers find that Chinese outbound tourists' satisfaction is be impacted by the motivation and the function of the destination. For instance, at the study of past experience, perceived constraint, and attitude of Chinese tourists' intention of revisiting Hong Kong, Huang and Hsu (2009) found that shopping as a travel motivation significantly affected their respondents' revisit intention. In addition, Hsu Hsu, Cai and Li (2010) found that the expectation of tourists of visiting an overseas destination could definitely impact the results of tourists' motivations to visit the destination and attitude toward visiting the destination through examining a sample of

1,514 Beijing, Shanghai, and Guangzhou residents at tourist expectation, motivation, and attitude. Thus, the reputation of destination and the perceived levels of personal control constraints are the most influence factors that matter Chinese outbound tourist's destination intention (Sparks & Pan 2009). Moreover, Huang and Wei (2017) appealed that the research of Chinese outbound tourism behavior needed to pay attention at the influences of social–political and socioeconomic on Chinese outbound tourism.

### **2.3.1 Chinese outbound tourists' purchasing behavior**

Due to the strong purchasing power of Chinese outbound tourists, since from 2012, China has become the world's largest source of outbound tourists for many years (The Economist 2019). In order to supply literature references for relative business, recently, many scholars have begun to analyse their purchasing behavior. The researchers focused more at the survey of reality, deduced the trend of purchasing directions of Chinese outbound tourists and listed the influence factors of purchasing.

Tourist purchasing behavior merges planned, impulsive, and experiential buying behavior (Meng & Xu 2010). In fact, the tourist purchasing decision is an investment with no tangible return, the activity of tourists' purchasing is an intangible satisfaction investment (Moutinho 2000, 52). According the finding of Nielsen (2017) at their Outbound Chinese Tourism and Consumption Trends report, the purchasing (25%), hotels or Inns (19%), and eating (16%) occupied the top three categories of expenses of outbound Chinese tourists. Other categories of expenses include tourist attractions visiting, transportation, entertainment, and phone communications and others. Popular shopping location for Chinese outbound tourists are duty-free shop, large supermarket, department store, convenience store, luxury store. Cosmetics and souvenirs are the always-buying goods from outbound Chinese. In U.S., due to Chinese outbound tourists perceive lower price of American products, they are more interested in curio watches, jewelleryes, health products and even athlete shoes (Xu & McGehee 2011.). According

Hsu et al. (2006), mainland Chinese tourists depend heavily on the information of market and the recommendations of sales. And all Chinese outbound tourists desire more Chinese-speaking sales to be the purchasing guide (Xu & McGehee 2011).

Chinese outbound tourists' main way for payment is that to use Mobile Payment during their overseas travel (Nielsen 2017; ACCEO Tender Retail Team 2018; China daily 2018; Jing Daily 2018; Pan 2018). Due to the promotion policy of those Mobile Payment platforms, the most Chinese outbound tourists prefer to buy the products which have the discount by using the certain contract Mobile Payment platform. It mentions the relative business should the better to have the collaboration with those platforms (Wechat red pocket, AliPay etc.).

About the influence factors that impact Chinese purchasing decision, some researches paid attention on the influence of Mianzi (face-culture) at consumption. Due to the influence of Confucian culture, Asians are more concerned the other people's perceptions of them (Wong & Ahuvia 1998). Asians focus on Mianzi (Ho 1977). It is a crux to explaining and understand the much of Confucian believers' behaviour (Redding & Ng, 1983). Mianzi impacts the luxury consumption of Confucians (Wong & Ahuvia 1998), this behavior assists promoting the selling volume. And female tourists are harder to be satisfy with their shopping experience than males (Xu & McGehee 2011), then it could be easier to success sell products to Chinese male tourists.

The analysis of consumer behavior requires to consider from internal and external of the individual (Engel et al. 1995). Policy, shopping environment are the most expectation and attention part in Hong Kong, Macao and Taiwan regions (Lin & Lin 2006; Choi et al. 2008). Therefore, except the impact factors what have mentioned above, reference groups (Moutinho 2000, 43), product attributes and salesperson service (Choi et al. 2008) are also the most influence factors that matter Chinese outbound tourists' purchasing decision making.

### 2.3.2 The Chinese outbound tourists' destination choice behavior

Tourists' destination decision making is of interest by both researchers and marketers. The process of tourists' destination decision making is a complex process. It will be affected by internal and external of an individual. The perceived images, the promotion from tourism destination, the past experience, expectation of destinations, the recommendation from tourism agency, advice or the interaction from social will be the most considering factors (Moutinho 2000).

When Chinese outbound tourists to select an overseas destination, they prefer to consider the travel experience more than its cost (Nielsen 2017). The survey of Nielsen (2017) showed that the beauty and uniqueness of a destination is the major consideration for Chinese tourists, the rest consideration from high rank to low were safety of the destination, the ease of visa procedures (Zhou, King, & Turner 1998; Hsu & Lam 2003 and Huang & Hsu 2005), the friendless of locals, affordability (Zhou, King, & Turner 1998; Hsu & Lam 2003 and Huang & Hsu 2005). In the earlier studies, Zhou, King, & Turner (1998), Hsu & Lam (2003), and Huang & Hsu (2005) found that the distance of travelling (Zhang, Pine & Zhang 2000; Kim, Guo & Agrusa 2005; Arlt 2006, 128) and schedule were the influence factors also when Chinese outbound tourists make the destination decision.

In fact, the uniqueness of a destination is not only the attractive point for Chinese outbound tourists, it is the main reason for people to choose the travelling destination (Josiam, Smeaton & Clement 1998). Although the result of the examination of Woodside & Lysonski (1989) showed that the tourism marketing and consumer policy should consider perceptions and preferences of tourists, the source for arousing the perceptions and preferences of tourists is the uniqueness of a destination. Moreover, Lam & Hsu (2006) deem that there is interaction action between attitude, perceived behavioral control & behavior and intention of choosing a travel destination.

Relying to the behavior analysis and the factors above, natural landmarks of natural attractions, historical sites of cultural attractions and theme parks of man-made attraction are the most popular destinations for Chinese outbound tourists (Nielsen 2017). Yun and Joppe (2011) studied that Canada, United States, Australia, New Zealand, France, Germany and United Kingdom were the most seven countries where were popular by Chinese outbound tourists in cultural experiences and natural activities.

## 2.2 Place marketing and place branding

The existing literatures regarding place marketing and place branding are thrive. Despite years has passed, the definition of them were jumble. Actually, place marketing and place branding are different. (Mihalís 2005; Zenker n. d.) They can work in conjunction, but they cannot be used interchangeably (Zenker n.d.).

Although the examples of how to promote a city have already generated in 1850, place marketing is still new research subject (Zenker n. d.; Deffner & Liouris 2005). In the early 19<sup>th</sup> century, some scholars still consider applying product promotion methods to market a place (e.g., Kotler & Gertner 2002; Deffner & Liouris 2005, 3). However, the crucial point of place marketing should put focus on place (Zenker n. d.). According to Ashworth and Voogd, (1990, 11) defines the aim of place marketing is a process for relating the local activities with the demands of target customers under the situation of combining the local finance and social cooperation. Moreover, some scholar deems that place marketing could be defined as based on customer-orientation (demand orientation), and the place branding is based on product-orientation (supply orientation) (e.g., Zenker n. d.). Further, according to the theory and the evidence of Slater and Narver (1998)'s experiment, the customer-orientation has been distinguished detailly into the other two philosophies: customer-led and market-oriented. They advise that market-oriented is the trend of doing the marketing by under the condition of the customer- led is short term which focus and to give reactive while based on satisfying

customers' expected needs; and the market-oriented is longer term which add focus and doing in proactive beyond toward to understanding and satisfying customers' potential needs.

For place brand promoting, many scholars assume that place branding is also similar as to brand a product (e.g., Keller 1993; Balmer 2001; Balmer & Greyser 2003; Kavaratzis & Ashworth 2005, 508). This has been as an initial point of view of brand (Kerr, 2006) since the American Marketing Association (AMA) described the definition of brand as "a name, term, sign, symbol or design, or a combination of these intended to identify the goods and services of one seller or a group of sellers and to differentiate them from those of competitors" (Kotler et al. 2002, 469). However, Avis (2009) argues this definition was lack of clear. It failed to integrate the intangible brand properties into brand theory (Gardner & Levy 1955). Therefore, many scholars expand and add their own understanding on the brand definition (Avis 2009). Furthermore, Zenker and Braun (2017) define it as a combination of a place's network constructing and the common reputation with its peripheral derivatives. It is a complicated process of a place reputation building and its operations management (Ashworth, G.J. 2011, 2; Zenker n. d. Morgan, Pritchard & Pride 2010).

Pride (2008) suggests that the so-called soft factors of a place, such as its local culture, architecture style, inhabitant and the feeling of the city and also urban aesthetic, local development policies and service quality (Metaxas 2010), are more important than its hard factors, such as urban infrastructure (ibid), economy and accessibility facilities (Pride 2008). Further, Zenker and Erfgen (2014) emphasizes that inhabitant as ambassadors is playing the most important role for branding a place.

### 2.2.1 The meaning of place marketing and place branding

According to Hajdú and Lipták (2016, 75), Jeuring (2015) defines the tourism marketing as a policy tool which for influencing representations of tourism destinations (Cousin, 2008; Kavartzis 2012). Langer (2000) states that the general place marketing is based on traditional marketing tools which is analyzing through “suppliers, competitors, consumers and other stakeholders, segmentation and targeting, planning process, product development, pricing, distribution, and communication”.

On the other hand, place branding is the hottest topic for tourism marketing and politicians (Morgan, Pritchard & Pride 2004). As similar as products branding, place branding relies on the attributes of place to publicize widely and deeply, in order to attract more tourists to visit there. According to Hanna and Rowley (2008), Whisper: brand strategy consultants (n.d.) refers the destination branding is the effort for increasing tourist visiting amount and their spending for the target destination.

But different to products branding, place branding will derive more appurtenances. Meanwhile, it also can enhance the national reputation and identity (Morgan, Pritchard & Pride 2004, 14). As some scholars say that the place branding not only assist a place to bring more tourists and tourism income, also keep growing the safety, environment take care, workforce, taxation, and even positive the political stability and engage to improve the education of the local. (Moilanen & Rainisto 2009; Ashley 2006; Sigala 2002) and specially in the developing countries (Jafari 1974; Britton 1982; Sahli & Nowak 2007; Lea 1988) Morgan, Pritchard & Pride (2004) deem that the most useful and powerful way to brand a place is to establish a positive reputation.



### 2.2.2 How to promote a place

The researching in place branding field has passed from 'sell what we made' during 1920-1995 in mass economy branding and 'sell what customers want to buy' during 1996-2020 in customer economy branding to 'provide customer solution' since from 2011 in personalised branding (Wreden 2009). But rather for a place where is lack of unique selling points or has similar place products with neighbour competitors, Sebastian Zenker quotes Gregory Ashworth's words and says: "you have to fix your place first" (The Place Brand Observer 2015). Zenker explains that the city developers or city designers should create some special features for the city first if the place is failed at attracting customers.

According to the view of Zenker (n.d.), the place marketing can be realized through the market development plan within customer-oriented operation. And place branding can be done by the place promotion within product-oriented whose aim is to bring local events as close as possible to the customer's requirements or expectation. Place branding is a complex process of business activities which means to establish and promote the reputation of the place and its derivatives.

According to Kasapi and Cela (2017), in our days, Anholt (2010) expresses that city officials actively establish political achievements through place branding. Kavaratzis and Ashworth (2005, 183) deem the various place marketers are striving to build the city within a brand, in order to promote the economic, political or socio-psychological objectives for those existing and potential target groups. Kotler et al. (2003:3-4) uphold that there are many cities or towns are in the condition which is dying or slowly depressed, other cities or towns are in the situation which hold the boom and bust at the same time, only few which be favoured can enjoy continuous and strong growth.

In recent two decades, some researchers concentrate on the researches of uniqueness of destination construction (Morgan, Pritchard & Pride 2004) which will merge the

efforts from urban planning (Kavaratzis & Ashworth 2006; Vanolo 2008; Moilanen & Rainisto 2009; Allen 2010; Gertner 2011), national identity (Hall, 2002; Anholt 2003; Morgan, Pritchard & Pride 2004; Dinnie 2016) and politics (Mayes 2008; Ooi 2008; Johansson 2012), in order to assist for tourism sustainability. These literatures are giving the academic orientation for the market and desire to improve their study achievements during the development progress of marketing.

For depth research, Tapachai & Waryszak (2000) list functional, social, emotional, epistemic and conditional, five elements to build a place with attractive characteristic for tourists. Some scholars indicate that the reputation construction is the way which works for differing the destination from the vast similar competitors (Morgan, Pritchard & Pride 2004). Morgan (2011) mentions that only logo and slogan, unrealistic propaganda, and destination marketing could not build the reputation for destination. Meanwhile, he presents that destination reputation is made of communication, evaluation and distinction.

Recently, Zenker and Erfgen (2014) proposes a new theory that revealing to emphasize the functions and contribution of residents for branding a place. Meanwhile, they enumerate the methods for applying this methodology: a. to establish the commercial main contents for branding the place; b. to plan and implement the branding schemes; c. to support the residents to implement their place branding planning. Their paper fills the gap in the contemporary literature regarding of residents' participation in place brand building.

Furthermore, Kotler, Haider and Rein (1993) summarise their *Strategic place marketing model* (Figure 1) as the answer for 'what makes a country or a region attractive for attracting tourists' (Hajdú & Lipták (2016, 74). It can be an overview for a general place marketing strategy (Langer 2001) and the measure criterial for developing a place into a tourist destination (Hajdú & Lipták 2016, 74). Kotler, Haider and Rein (1993) try to present four main factors for place marketing: 1. A planning of a right combination of the community, local features, and services. 2. developing attractive incentives for the

customers of their products and services 3. to find a best efficient way to broadcast the products of the place and its services 4. maximum to publicize the values and reputation of a place, in order to let the potential consumers know its advantage.

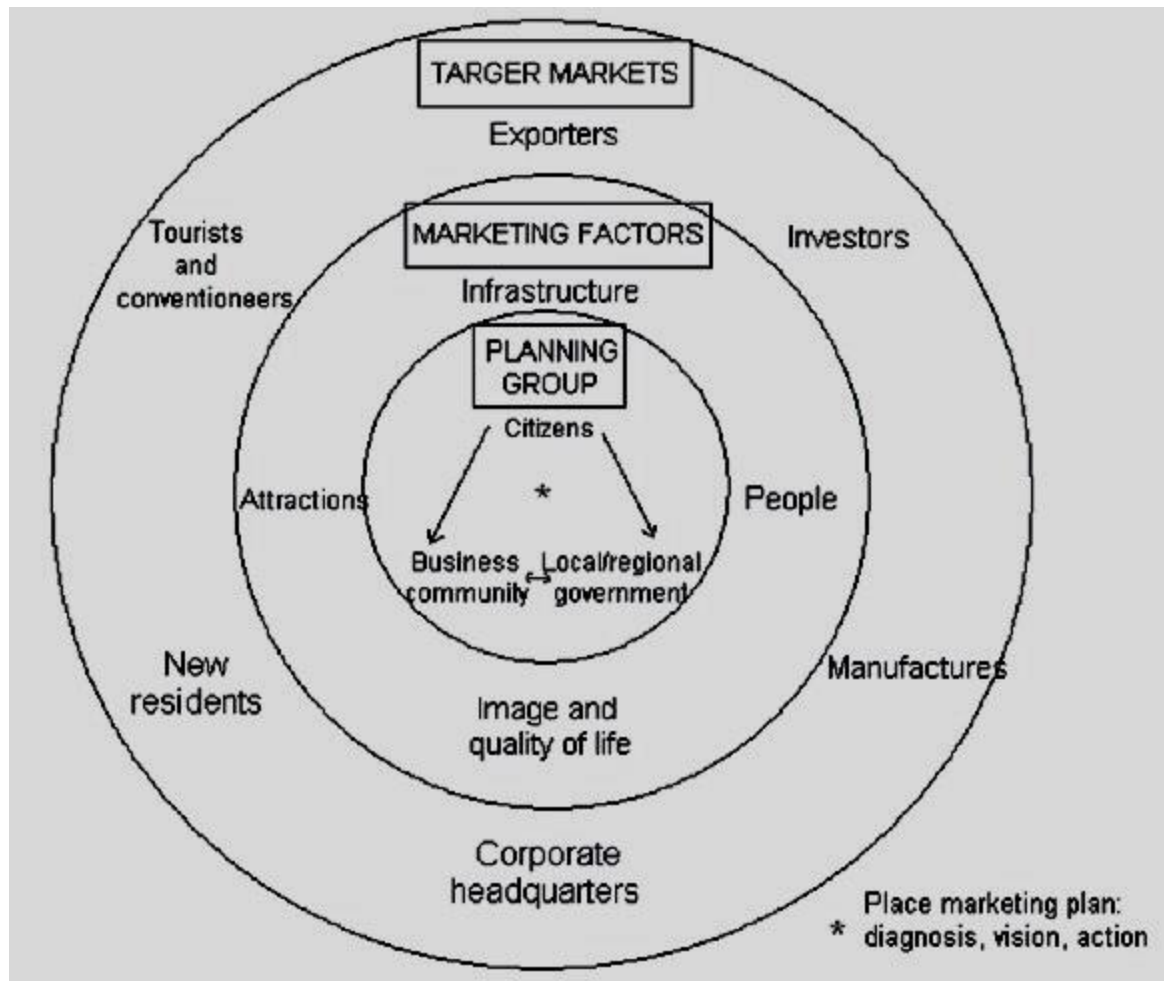


Figure 1. Strategic place marketing model

Edit by author. Source from Kotler, Haider and Rein 1993:19

### 2.2.3 The factors that will influence to promote a place

According to Zenker (n.d.) conception of place marketing, then the expectations of customers is the pull factor, the place branding is supply factor. These two factors are

coordinated, interaction and indispensable. More specifically, the factors what are showing in the figure 1 can be considered as the influence factors for promoting a place.

Rainisto (2003) paraphrases that Gummesson (1999: 8) and Rainisto (2000) present, the code of marketing is customer's needs and wants. And Weilbacher (1993: 43, 189) point out all basic operation in marketing is to satisfy customers' needs and wants with the added value. Moreover, Rainisto (2003) mentions that the strategy for an early city planning is crucial, because it needs to take care and make the balance to each of its communities. ... Next crucial point is the operational skills, Rainisto (ibid) deems that both strategic and operational skills could make place marketing to become success.

On the other hand, a successful place branding needs policy and currency sustainability supporting, developable place, good planning & branding strategy, of course, and the gradually accumulated reputation. A successful brand can both satisfy the reasonable and emotional demands and expectations of the target consumers (Moilanen & Rainisto 2009). In the recent studies, researchers mentioned the satisfaction of local residents (Campelo et al. 2014) and entrepreneurs when discussed the successful place branding. Baker and Cameron (2008) concludes from their study that to successfully marketing a place, first, the place must provide satisfactory benefit to the locals; second, to satisfy the expectations of potential target tourists. Based on this view, Baker (2012) also redefines the city which willing to enhance the local wellbeing and reputation through the development of tourism and economy, should be the city where consider the residents' values and visions at the same time.

In addition, some researchers deem that the destination image (Chen & Tsai 2006) and destination expectation (Hsu et al. 2010) will affect directly the motivation and attitude of tourists toward the destination. Moilanen and Rainisto (2009) detailly conclude that the framework of the success factors of place branding should be included in the procedure of group planning, vision and strategic analyzing, destination identity and destination image, interact and interdependent partnership between public and private, and destination branding management. And the political unity, global marketplace, local

development and process coincidences are the factors which can assist to against the challenges in a competitive situation when marketing a place. All of these factors need to be measured and managed in capability factors of strategic exploitation, organizing capacity, presence of substance and measurement and follow-up.

## 2.3 Events launching study

### 2.3.1 Why can events help to promote a place?

Events and tourism have been linked together since from 1980s (Getz 1997). After 1991, Getz expressed that festivals and holiday events generated new, alternative tourism (Lee, Lee & Babin 2008). People has recognized that how useful and efficient of using events that bring the benefits to a place. For example, Gerritsen and Olderen (2014) point out that the event can be used as a strategic marketing tool in marketing practices in their published book. Many cities were seeking to create and host some special events because they could capture the economic benefits (Lynch & Veal, 1996). On the other hand, the *Events bring marketing to people* (Preston 2012). Nowadays, it is difficult to find a place or a country without any events in an annual year (Quinn 2013). Our lives are full of various events (Janiskee 1996, 100). Therein, sport has been confirmed that it is one of the greatest ways for establishing and publicize the place identity as culture through combining and utilizing all the resources (Hinch & Higham 2011). Events and tourism have tightly relationship, this relationship promote the propagation with the relevant information of the city to the world (Brown et al. 2004).

Brown et al. (ibid) examined the role of events for developing brand Australia, the result of this study showed that It will be lack of motivation to visit host city without being confronted by a large sport and cultural events which to obtain the attention from tourists. These events increase the tourist attractions of the city, and particularly are

given the media attention. They borrow the power of media to encourage people to visit the host city.

### **2.3.2 The principle to create and manage an event.**

To create an event is the job to design an event. Design can improve every level of the event, is essential to assist an event to be success (Yeoman et al. 2003; Ellis, Mendel & Nir 2006). Yet, a good and successful event could not exist only relying on a good plan, the well-running corporations from every aspect are also the crucial component for event manager to understand and control successful event (Voss et al. 1985; Skinner & Rukavina 2002; Allen 2005).

Yeoman et al. (2003) propose that scale, shape, focus, timing and build are the five design principles for create event. They can be specially identified and applied at the logistics and operational aspects of event. The event design is an indicator for the next jobs. Any prior plans will always positively affect its logistics and operation. All those involved, whatever internal or external to the organization, will easily find their core of work by understanding and accepting the core of design principles.

Yet McDonnell et al. (1999) state that vision was the essential attribute for the manager of a successful event through an industry survey what took over hundred respondents. Goldblatt (2002) also reveal that the manager of an event is a person who need to carry on the responsible for researching, designing, planning, coordinating and evaluating for the events.

In addition, there are a lot of existing literatures mention the Health and Safety management is more and more important for event manager. It is playing role in events planning. (Health and Safety Executive 1999; AEO, BECA & EVA 2002; Silvers 2007.). Events manager are required to have all capabilities of managing an event from planning to reporting and need to carry on responsibility for securing the whole process of event.

This not only requires event manager with excellent professional skills, but also should have prevention awareness in advance.

## **2.4 The Trend of Future Tourism Development**

The development of tourism has a long historical context. The early tourist active can be traced on the early 1500 BC, which was travelling for pleasure in Egypt (Casson 1994). The early travel literature, Description of Greece, was written by Pausanias in the 2<sup>nd</sup> century CE (Wasson 2017). The first handwritten note, the Travels of Marco Polo, which introduced China to Europe has been written in 13th century and famous in China (Brown n.d.). According to Technical manual: Collection of Tourism Expenditure Statistics (1995) definition, tourism can be defined for business or other intentions whilst satisfied the condition of staying out of home more than 24 hours, people traced the history and found the modern mass groups travel for leisure was taken in in Leicester, England in 1844. (Chirp 2017; Sezgin & Yolal 2012.)

During the development duration of tourism, this rapid growing industry has developed different various tourisms sorts. This also attracts massive literature researches. For example, based on tourists' different demands and budget requirements, there are educational tourism, medical tourism (similar as wellness tourism), event tourism, heritage tourism (including religion tourism), experiential tourism (e.g., rural tourism), winter tourism, sports tourism and volunteer tourism; based on applying different medias, there are movie tourism, virtual tourism (it usually composed by a sequence of videos, static or dynamic images to annotate a simulation for an existing location), Vlog tourism and Blog tourism; based on different theories, there are sustainable tourism and ecotourism (including animal- friendly tourism and wildlife tourism) etc. In China, nowadays the customization and personalization tourism are toward popular (Lubin 2019).

### 2.4.1 Customization

Customization has already been mentioned in Kotler's *From mass marketing to mass customization* in 1989. Later, Pine (1993) detailly introduce what is mass customization and cases study of customization. Lampel and Mintzberg (1996) display and list various customizations and compare the differences of customization and standardization in their research Pine (1992) defines that mass customization is "The New Frontier in Business Competition". In the early age, customization always be combined with mass. Over that period, mass customization and normal marketing have been mixed. The intention of them are both to promote the products to customers. Yet, the approach of customization allows a customer to design certain features for a product (Dollarhide 2019).

Customization has booming development in China (Liu 2018). Customization and personalization both are great paths for companies to engage with existing customers and create new value for them (Bao 2018). Nowadays, Chinese companies applying customization on new customer developing (e.g., Ctrip customization trip; customization wedding wine; customization gifts etc.).

### 2.4.2 Sustainable tourism

Since in the late 1980s, sustainable tourism has become a gradually popular topic for research (Liu 2003). According to the 1987 Brundtland report, sustainable tourism has been considered detaching from sustainable development concept (Higgins-Desbiolles 2017). It is defined as an approach for global continually evolving (Bramwell & Lane 1993). The sustainable tourism works only when under the premise of the tourism fully considers the condition of taking care of its impacts to current and future economic, social and environmental, the development for satisfying the needs of tourists, the industry, the environment and host communities are safe and sustainability (UNEP & UNWTO 2005). For how to reach the sustainability as a goal, Higgins-Desbiolles (2017)



suggests that tourism can be made to be more sustainable through technological solutions, conscious consumerism and slow travel measures. Further, Creaco and Querini (2003) highlight that should to have the balance among environmental, socio-cultural, and economic. Sustainable tourism means resources optimum using, minimize the negative impacts to ecology, culture and society; and maximization conservative the benefits of local communities. Therefore, environment which being as the major source for tourist product needs to be first to protect, in order to support the continue development of tourism and economy in the future. (ibid.)

But the relationship of Mutual influence between tourism and environment has not been assessed equally. (Scott, Hall & Gössling 2012, 6.) Even though the early research of literature about the interrelation of tourism development and climate change could trace back in 1896 (Swedish scientist Svante Arrhenius was the first one to hypothesize the global climate system was impacted by human activity) (ibid, 18, 19) , the relevant literatures regarding of the tourism impacts on environmental change (climate change) are few (e.g., Creaco & Querini 2003). Relevant researchers or scholars most focus on the impacts of climate change to human or tourism although tourism is affected by both itself and climate change whilst it also affects environmental changes (Scott, Hall & Gössling 2012, 6-7).

Due to the considering of tourism system are composed by various elements (such as place, people, environment or economy), the directed impacts from tourism to climate change are uncertainties (ibid, 6). It may cause the massive existing literatures only research the impacts of changing climate to local tourism (e, g., Wall 1992; Hamilton, Maddison & Tol 2005; Hamilton & Tol 2007; Amelung, Nicholls & Viner 2007; Scott et, al. 2008).

Yet, recently, along of the climate worsening, extreme weather frequently appearing, the consequence of impact of tourism (or overtourism) to climate change has already come under scientists and environmental experts' and even campaigners' spotlight. For instance, the global warming phenomenon causes campaigner Anna Hughes and two

Swedish mums Maja Rosen and Lotta Hammar launched the campaigns to invite 100,000 (in 2018) and 10,000 (in 2019) people to give up flying for one year. The rapid and extreme development of tourism has been deemed that increasing the overcrowding and the traffic, airplane carbon emissions problem. According to the UK Commons environmental audit committee, global tourism has been deemed caused 5% greenhouse gas emissions (Watts 2019). It accounts 4.6% global warming (Scott et. al., 2008) Overtourism triggered the requirement to develop sustainable tourism (Hall 2010, 2011; Goodwin 2017).

## **3 Methodology**

### **3.1 Research context**

Usually, the perspectives of target customers for a certain place is difficult to obtain. Unless to do massive survey and data research from target customers. The research topic of this study was in this situation. There were not any existing literatures which have put research on Jyväskylä this city from the Chinese perspective.

Therefore, the intention of this study is to combine the theory and the practice of customers' perspectives and expectations for promoting destination development on Jyväskylä. This goal was achieved through collecting and analyzing the primary data from the interviews. The results not only work for improving the travelling experience of Chinese outbound tourists but could apply for the future place brand constructing of Jyväskylä. Whereas, the views of the Chinese perspective also can work as a piece of advices for Jyväskylä city managers and designers and tourism-related entrepreneurs who are willing to attract more Chinese tourists for increasing the incomes. Meanwhile, the results and findings of the interview survey of this thesis can also be used as the references for the other similar situation Finnish cities.

This study was also a research conducted for VisitJyväskylä by under 2019 China-Finland Winter Sport Year context. For assisting VisitJyväskylä to check how their past services were, and what their future service contents could be for Chinese tourists. This research results could also be as some piece of marketing strategy references to provide to VisitJyväskylä.

### 3.2 Research approach

This study has been carried on by qualitative research (inductive) method. The qualitative research refers as a scientific method which for gaining the non-numerical data (Babbie 2014) which works for refining the meanings, concepts definitions, characteristics, metaphors, symbols, and description from the things.... It focuses on the views and understanding of individuals and groups. (Lominé & Edmunds 2007, 157.) It also emphasizes on the reason and the process for the phenomenon why and how may happen (Berg & Lune 2012). Ghauri and Grønhaug (2002, 87-88) suggest that the qualitative research can be used when the present understanding of study field is inadequate, or the research phenomenon is little known. In tourism industry research, qualitative research can assist to analyze and understand the objectives that are hard to get through quantify (Lominé & Edmunds 2007, 157). The qualitative research process is a process to explore the code from phenomenon and human behavior while to parse out the important meaning for the next research.

Qualitative research method suits for this study and could guide to depth insight and detail of research objectives. For this study, the qualitative research method is the most fitting method for assisting to achieve the intention and aim which was to learn and understand respondents' perspectives.

For avoid the deviation of to apply qualitative research method, the qualitative research commonly guards the correctness of their work by applying in different means: "trustworthiness, credibility, applicability and consistency are the evaluative criteria" (Leininger, 1994). In this study, the qualitative research has been implemented by analyzing the primary data from various variety interviews.

### 3.3 Data collection

Based on the appreciation of the literature and the nature of this study, interview was the primary data collection technique was taken. Due to group interview (focus group interview) is an efficient way to gain representative views from large individual interviews (Saunders, Lewis & Thornhill 2009, 346). Yet, Strokes and Bergin (2006) highlight that the individual interview can provide the depth and detail relation in special issues when contrasting group interview or focus group interview. Therefore, in order to gather more truth and useful perspectives and suggestions from interviewees, the data collection technique of this study was mainly designed by merging focus group interview and individual interview.

With considering the limitation of time and distance costs, the semi-structured focus group interview (Appendix 1) has been designed in both face-to-face style and internet-mediated style. On the other hand, the individual interviews have been divided also into another two parts--- structured asynchronous interviews (Appendix 2) and semi-structured synchronous interviews (the contents will display in Result and Findings segment).

Correspondingly, after capturing the main research themes through focus group, the asynchronous internet media interview questions have been designed to carry the meaning as below: Q6, Which part that Jyväskylä has done well. What is Jyväskylä unique point? Q7, to check the entertainment, events, tour spots and tour routes; Q8, the ideas of transportation; Q9, the expectation on food, accommodation aspects. (Appendix 2)

The schedule of seeking participants for this study began by establishing the 3 focus group interviews within total 12 participants around the end of January 2019. So that to have rich insight on the topic, the respondents of focus group interview have been selected all from JAMK and JYU regular students and administration officer because of their ability at academic understanding, relatively comprehensive observation, and

precise and reasonable analysis. All of them are Chinese who have lived in Jyväskylä for at least three years. They have sense of Jyväskylä.

The link of this structured internet-media individual interview questions which included both open and close has been sent in the early of March 2019. At the end, 13 respondents submitted their responses back through Webropol 3.0. Again, according to the initially design of this study that to gather better understanding of respondents' perspective and expectation, there were 5 respondents were re-selected from the 13 respondents to make structured asynchronous interviews during May to August in 2019. An example of these interviews has been presented in Appendix 2. And the result of face-to-face interview that took with Shenzhen athlete has combined with other respondents' expectations and stored as content in result segment.

The average length of the focus group interview took one-and-half hours and the individual interview was 30 minutes in each. All respondents are Chinese, and the interview language has been carried out in Chinese. Whatever the focus group interview or the depth internet-media were all settled in a quiet and private environment. The synchronize voice-recording work has been conducted by voice recorder through the voice call of WeChat (Chinese WhatsApp). Meanwhile, all the interviews have been followed within the permission of respondents, the materials have been transcribed subsequently. Open and closed questions were used in all interviews because of each advantage.

### **3.4 Data analysis**

Thematic analysis was selected as the data analysis method for this study as it supports better for analyzing the qualitative data. And the perspectives observing of participant could be considered as a key research component in qualitative research in general.

According to the reference of Li et, al. (2011, 744)'s five measure variables in their tourism experiment study (accommodations, food and restaurants, tour guides and itineraries, entertainment and activities, and transportation), and discussing with thesis supervisor and project sponsor---VisitJyväskylä, the variables of this study were decided to focus on seven aspects: food, accommodation, shopping, transportation, entertainment/events, tourist spots, and tour guide/ tour routes in the interviews. And the computer aided qualitative data analysis software (CAQDAS) used NVivo 11 in this study.

Secondary data was collected from WTCF - World Tourism Cities Federation (<http://en.wtcf.org.cn>), CTA – China Tourism Academy (<http://eng.ctaweb.org/>), Nielsen Statistics (<https://www.nielsen.com>), and databases of Statistics Finland (Statistics Service Rudolf 2015). As primary data, 3 focus group interviews within 12 participants (Appendix 1); 5 depth synchronous interviews (Appendix 2) have been selected from 13 asynchronous interview respondents; and 1 face-to-face synchronous has been taken. These interviews were constructed by both structured and semi-structured and including both open and closed questions. There were a few limitations in accessing the statistic of respondents' perspective. According to Gullahorn and Gullahorn's (1963) *The Reverse Culture Shock W-Curve hypothesis*, the length of period for a new immigrant to spend for recognizing objectively a new place is not the same has been confirmed. Thus, it at least proved that the longer residing duration, the better adaption (Gullahorn & Gullahorn 1963; Reverse Culture Shock n.d.; Pitman 2014). Moreover, Li et, al. (2011) applied 3 years as the measure year limitation in their experiment study. In this study, the measure year has been decided on 3 years (N=3).

According to Li et al. (2010), the wider survey can assist to obtain more valid data and to keep geographical balance. The participants of all interviews were selected from 16 Chinese cities. They included Tier-1 cities (Beijing, Shanghai, Guangzhou, Shenzhen, and Tianjin), the Tier-2 cities (Nanjing, Wuhan, Hangzhou, and Taiyuan), the Tier-3 cities (Langfang, Xiangyang, Shiyang, Zhuzhou, Guilin, and Chuxiong).

### The Process of Interview for this study

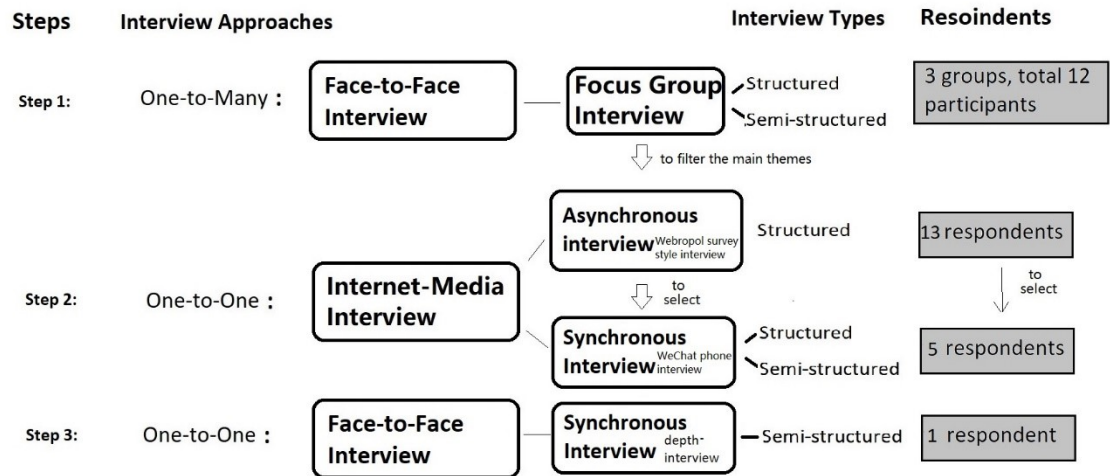


Figure 2. The process of interview for this study.

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The measure method is similar as a filtering process (Figure 2). The data collection approaches will mainly adopt the voice-recordings and text-recordings. The data collection job will start when the first focus group interview by taken. After the main themes being filtered, the new structured interview will be created based on those main themes. At the end, all the data will be analyzed under theme analysis method in NVivo 11. The result of it would be as the overall observations result, to examine whether this study provided any interesting findings of the topic at hand. The detail of these findings will be discussed in the next chapter.

## 4 Results and findings

A total of 26 participants were selected and recruited by email sending or Wechat (Chinese WhatsApp) connecting; among of them included 9 males (showing as M1,2,3... or M in following paper) and 17 females. Most of them were under 24-45 years old

(n=22) and the most occupations were students, managers, teachers (university administration staffs were considered as teacher in this counting) (n=20). All respondents have abroad travelling experience. Therein, 9 of them have not yet visited Jyväskylä (have been considered as potential customers of Jyväskylä) (n=9); 17 respondents have visited or are living in Jyväskylä (have been considered as perspectives providers) (n=17) (Table 1).



Table 1. Demographic profile of respondents. (n=26)

	Beijing	Tianjin	Shanghai	Shenzhen	Guangzhou	Suzhou	Shenyang	Wuhan	Taiyuan	Langfang	Xiangyang	Shiyan	Zhuzhou	Guilin	Chuxiong	Total
<b>Gender</b>																
Male	1			1	1			1			1	1	1	2		9
Female	2	1	1	1	2	1	1	1	1	1		1		3	1	17
<b>Age</b>																
Under 24		1	1				1	2			1	2		1	1	10
25-35				2		1			1	1			1	2		8
36-45					3											3
46-55	3													2		5
56 above																0
<b>Occupation</b>																
Student	1	1	1	1		1	1	2			1	2		2	1	14

Manager	1				1												2
Teacher					2												2
Athlete				1													1
University administration staff									1				1				2
Online Shop Owner														2			2
Nurse	1																1
Artist														1			1
Tourism Agency										1							1

#### Experience of travelling abroad

Yes	3	1	1	2	3	1	1	2	1	1	1	2	1	5	1	26
No																0

#### Experience of visited Jyväskylä

Yes	1	1	1	2	1	1	1	2	1	1	1	2	1		1	17
No	2				2									5		9

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place in forest” to make it total special than the others. But that only limited at “taste” or “the experience of Finnish food”. Chinese food would still be their main choice.

It occupied another big ratio of the willingness of respondents about choosing Chinese food during their overseas trip. Among them, 1 of 26 respondents clearly expressed would like to only try Chinese food even while travelling. The results of the data show that Chinese young people (under 24-45) were more likely to accept local foods than the people whose age above 46. In addition to this, respondents referred that the food of most existed Jyväskylä Chinese restaurants were in strong flavors. The result of this caused that some of them looked forward to having some new Chinese restaurants which could cook the real Chinese food.

Meanwhile, two participants of focus group interview mentioned they wished to have multiple options. Three of them suggested to provide street food. A respondent from Wuhan wished to have relevant Apps which could assist to find the family kitchen and Nong Jia Le (农家乐, agritainment). The respondent from Zhuzhou said that “Chinese prefer to have Chinese food in Chinese style which is not too sweet but within supporting more vegetables and fruit.” Moreover, Shenzhen respondent mentioned that “to provide free-WIFI in Jyväskylä restaurants is in need”, because not all Chinese would change their SIM card in a short term travelling.

Furthermore, respondents also gave their proposals of development direction of Jyväskylä restaurants. For example, “all the menus should also provide Chinese language version within pictures” a respondent from Wuhan said. Then the Beijing respondent said “to make more e-commercial for restaurant on some Chinese famous travelling websites, such as Ctrip, Qunar, Mafengwo, Qyer and Sina Weibo etc.” will give the help to those restaurants to grab customers attention. The Zhuzhou respondent deemed that “to develop a Finnish version group purchasing APP like Meituan App or Pinduoduo App in Finland will be better for the future development of all kind of local retailers and tourism relevant businesses” (Table 2).

Name	Sources	References
Food	5	37
• Local food	5	23
For experience	3	14
Special dining environment	3	13
Locating in forest	1	1
Traditional decoration	3	3
Special tasting	3	9
• Chinese style flavour food	4	20
Chinese flavour	3	5
Not strong flavour	2	2
Menu in Chinese	2	2
More options	3	11
More Chinese restaurants	3	5
To supply more dish styles	2	4
• Diversified food	2	3
• Apps supporting	2	2
• WIFI providing	1	1

*Table 2. Respondents' expectations regarding food.*

## 4.2 Accommodations

Respondents all expressed their concern on facilities and equipment when answering accommodational aspect questions. For those respondents who have-not-visited Jyväskylä, their expectations related from their past overseas travelling experiences. Among of them, most participants were willing to choose Airbnb to be their accommodation place. The next options were hostels and hotels. The “cheap” price was the considered point. Cottage was their last choice “because it is usually far away from

city. The extra consideration of transportation will obstruct Chinese tourists to choose living in cottage, except self-driving tour tourists” a respondent from Wuhan said.

The other big finding was there were some participants (participants of Wuhan, Zhuzhou, Shenzhen, Tianjin and Chuxiong) expressed their willingness to “live in the local citizen’s home, in order to have opportunity to experience the local culture” ...“but, of course, it limited by the language abilities” of participants.

Next, “facilities, cheap and cozy” were the first three main points that respondents concerned for all kind of accommodations. Participants mentioned “to supply kettle” in facilities part. “Cozy and clean room, comfy beds and free WIFI” were the contents pertained to cozy. In addition to these, toothbrush and toothpaste were highly mentioned. This result was similar as the study of Li et., al. (2011). But the different point was that recently, there were more and more Chinese (especially young Chinese, age under 45) relaxed their tolerance. They could accept the accommodation do not provide toiletries (single-used toothbrush and toothpaste). But accommodation place should supply towels, because related to Chinese habit that it was not convenient to carry a big towel in a limited space suitcase while having a long-distance travelling. “All styles of supporting are acceptable if you mentioned earlier” a respondent from Taiyuan said. Moreover, the borrow service of bicycle and umbrella were referred as another important-to-have criteria.

Similarly, the accommodation location was mentioned as well. The respondents expressed the locations wherever was close to the lake, forest or city center were all fine to Chinese tourists. The accommodation-choosing depends on tourists’ plans. They “willing to choose the accommodations in a good location where is close to the target destination.” On the other hand, some respondents suggest that the accommodation places should provide user manual in at least English. The reasons as the examples showing as below:

“We need the instruction of oven and dishmachine, because many Chinese do not know how to use them when they are first time to travel abroad. It will be no problem if they come with group guide. But how about self-guide tourists?” (Suzhou)

“Airbnb, cottage, camping places, need English introductions and instructions, or even the dynamic synchronous information could have an online video version” (Wuhan male)

“The website of hotel needs to provide Chinese page. If the receptionists could speak Chinese will be much better” (Chuxiong) (Table 3).

Name	Sources	References
Accommodation	5	30
• The choice of Accommodations	5	11
Airbnb	5	9
Hostel	5	8
Hotel	4	7
Cottage	3	3
• Demands for various accommodations	5	17
Facilities	5	12
Cheap	3	4
Cozy	4	9
Nice Service	3	4
Nordic style design decorations	2	3
User manual in Chinese	4	5
Convenient with transportation	1	2
Easy to be found (good location)	1	2

*Table 3. Respondents' expectations regarding accommodation.*

### 4.3 Shopping

In shopping segment, the respondents who gave the responses expressed their willingness on updating the payment method. “The Alipay or Wechat pay should be recommended to Finland. This improvement can greatly facilitate Chinese tourists.” the respondents from Xiangyang, Chuxiong, and Zhuzhou said. Due to the rapid

development of various mobile payments, Chinese has already been familiar and preferred to purchase via them. Furthermore, the respondent from Zhuzhou said “ need to have at least one Union Pay ATM in city center”.

Moreover, respondents wish to have more souvenir stores. Meanwhile, to enrich the goods categories. However, the prices of goods have been considered as too high. “The excessive pricing will lead to reduce consumers’ purchasing desire.” a respondent from Shenzhen said. “But, for some special, unique, or meaningful souvenirs, please post the Chinese version of specialist introduction in big shop store. Once you make Chinese understand how good your products are, then the high price is no problem.” A respondent from Shanghai said. In addition to these, the location of a souvenir shop was reminded “is important”. “usually it should locate in the walking street or the place where is beside with a popular travelling spot. ” one of Suzhou respondents said.

Furthermore, due to the pragmatic trait of the Chinese, sometimes, some little "extra" samples as gift would be welcomed to Chinese customers. Especially the “free-sample gift” on cosmetics promotion can be strategy to attract Chinese customers. Therefore, “to prepare some free samples to Chinese purchasing customers is a nice promotion means, another respondent from Guilin expressed. “In the future, it will be nice to have if there is the cooperation between Finnish consumption system and Chinese banks, which can transfer the consumption reward points to customers’ Chinese bank accounts when Chinese tourists shopping in Finnish shop. This will stimulate Chinese to consumption” the Shiyan respondent said (Table 4).

Name	Sources	References
Shopping	4	12
• Need Alipay or Wechat Pay	3	7
• More shopping stores	3	4
• More discount	1	2
• Promotion information in Chinese	1	3
• Chinese Shopping Guide	1	1



*Table 4. Respondents' expectations regarding shopping.*

#### 4.4 Transportation

The transportation was the focus segment that all respondents expressed their concern on. Although the respondents were composed by visited-Jyväskylä and not yet-visited-Jyväskylä, all of them expressed "convenient transportation" as the important factor that support tourism. The respondents who have-visited-Jyväskylä had the experience of the transportation systems of Jyväskylä, they strongly expected to have shuttle bus service which could link the Jyväskylä airport and the city center. Next, respondents enumerated several issues which belonged to bus system that they concern of.

Examples include:

"To have one-day or three-days package bus tickets which can instead the 'one-hour' ticket" (Shanghai)

"To supply bus-line map in Chinese" (Zhuzhou).

"Wish to have the LED screens to mention the name of the next station on bus, more bus card selling spots, and more purchasing options" (Shenzhen).

"To regulate a same price for all at least city center bus lines. To open some permanent bus lines between city center and tourist spots.... Expanding boat renting business and meanwhile need to do the digital marketing well for it" (Wuhan Male).

" To set trash bin on the bus and more in the city of Jyväskylä" (Chuxiong).

The other focus point related with train system. A very common complaint concerned lack of direct train from Jyväskylä to Lapland. Because of nowadays, Chinese people have already been accustomed to the super-fast high-speed railway transportation system. For sitting on a train for over eight hours has been considered "too long". For instance, one Wuhan respondent said, "to open the direct railway from Jyväskylä to Rovaniemi is in need. " "the direct Railway to Lapland is very important because there are the demands from whatever international students, travelers or even the inhabitants." a

respondent from Langfang commented. Another two respondents from Shenzhen and Tianjin said, “it will be better if the Finnish VR railway carriage could increase its speed.” Tianjin respondent added, “ while to reduce its price will be even better.”

On the other hand, the expectation of to have public renting bicycle service was mentioned in focus group interviews too. The represent of them who comes from Jiangsu said “Jyväskylä needs more convenient public transportation, for example, some public bicycle” (Table 5).

Name	Sources	References
Transportation	6	40
• Bus	5	24
More bus line	4	13
Need Shuttle bus	4	7
Need LED information display screen on the bus	2	2
Wish price to be cheaper	2	2
• Train	4	7
Wish to have straight line to Rovaniemi	4	4
Speed up	2	2
• Taxi is expensive	2	2
• Rent a Boat	2	3
• Public renting bicycle	2	2
• Public warning contents in English or Chinese	3	3
Others (garbage bin in public transportation/more convenient)	3	4

*Table 5. Respondents' expectations regarding transportation.*

## 4.5 Entertainment and events

Due to the limited of region and experience, the entertainment and events were the watershed. This was the segment that have-not yet-visited-Jyväskylä respondents replied with their expectation ideas more than visited-Jyväskylä respondents. The responses of visited-Jyväskylä respondents at this segment were more on giving the suggestions.

Whatever the entertainment or the events, for Chinese, "they wish to have unique experience while traveling abroad." The business entrepreneurs of any entertainments need to create the "unique sell point" on delivering the "special" impression to customers. A respondent from Shenyang said, " Finland is a Nordic country, the cold weather is its special. In addition to this, the quiet, pure and fresh air, the organic environment which been taking care under eco-friendly concept, and high-quality education.... even the calm of Finnish lifestyle (culture), all of these are the best factors that Finland should add into the propaganda".

At design of routes averaging, the suggestion from Shenzhen revealed "the entertainments that could bring the unforgettable experience projects should be introduced to all young Chinese people whose age-bracket are under 40 years. For example, to paddle the Indian Canoe Kanu in the peaceful Lakeland and to ride E-fat mountain bike in the Finnish oxygen-enriched forest. Or even some more similar activities will be welcome in the age-bracket which is under 40."

Tourists usually can keep the memory longer when they try the recommended activities. To own the experience is a key for opening a communication door. Similarly, as above, one respondent who comes from Wuhan said, "I suggest combining the culture experience and some sports activities. For example, Lumina Campus leaves nice memory to me. In the daytime, the participants usually do some cross-culture free talking or share the knowledge of the generation of human characters. In the nighttime, grilling beside the lake, rowing the boat, swimming in the lake, taking the sauna..."

The other Wuhan respondent said, “ we prefer to introduce the sauna, some interesting sports events, such as Neste Rally; and some nice city events, such as the Labors Day Procession, City of light and Restaurant Day etc. to relatives or the friends who are have-non-visited-Jyväskylä”.

Furthermore, there are more young generations have different travelling ideology than their elderships. The travelling demands is on the way changing to be closer to the western way and reconstitute the original function of travelling. Therefore, Finland and the city like Jyväskylä can have the chance to catch more attention from China. For instance, a respondent from Tianjin said, “relying to the driving of internet celebrity, there are more and more travelling destinations have been explored. Comparing with hot travelling spots, I prefer to travel somewhere is few with crowds. Then I can get know a country well and understand deeply within a different culture. ... Travelling is the thing for myself to relax and enjoy. It is not only for taking pictures and showing to the friends.”

Entertainment and events are the path for Jyväskylä to propagate the city. The contents of them need to be researched and discussed. The way to publicize this city need to be “smart and efficient”. A respondent from Zhuzhou said, “it could be cool and nice if to encourage the Bloggers/ Vloggers to write or film about Jyväskylä via their blog/ vlog accounts. And, Jyväskylä can borrow the influence power from some Chinese movie starts or serial drama starts when invite them to visit this city. The other way might work if to create some channel programs and do the cooperation with Chinese TV shows, serial drama shows which regarding of publicizing Jyväskylä within the introductions of local delicious food and gorgeous views. ... Or, it could be another path if to develop friendship with more Chinese cities” (Table 6).

Name	Sources	References
<b>Entertainment &amp; Events</b>	<b>10</b>	<b>50</b>
• Need Unique experiences	9	45
To add sport activities	5	13
To ass Finnish education element	4	6

Special	7	19
Cold (snowy world)	4	6
Northern light	3	4
Pure, pollution-free Environment	3	4
Quiet	1	1
Theme events	3	3
• Crowd-free travelling	3	4

*Table 6. Respondents' expectations regarding entertainment and events.*

#### 4.6 Tourist spots

Similarly, the results of responses from respondents displayed their expectation on tourist spots were similar as entertainment and events that also focused on enhancing propaganda, developing and exploring some new contents, updating the promotion methods. The entertainment and events promote the city by activities, yet the tourist spots should be propagated by stories of a place as context.

The most participants deemed that the city of Jyväskylä is lack of the travelling spots. And its landscape is similar with the other neighbour cities. Jyväskylä either to find its own characteristics or to publicize more for the old tourist spots. Moreover, the information of tourist spots could be promoted widely by applying the digital platforms. For instance, to post some nice content of tourist spots by applying some Chinese social medias, such as Weibo, TikTok. Or Instagram, but meanwhile the risk of those western social medias which have been banned in China should be considered.

For the suggestions of propaganda contents, respondents gave some examples: "to explore more interesting traveling places where could visit." (Shenzhen).

"The forest routes for whenever summer or winter are welcome to Chinese tourists. Some private but special tourist spots should be promoted and to support some shuttle

bus service. Such as the Savutuvan Apaja culture village, if there is the shuttle bus for taking customers from city center will be nicer” a respondent from Zhuzhou said. In addition to these, the signs in forest have been expected by respondents “to have Chinese or English instruction in national parks”. And the other wish was “to have more garbage bins at every tourist spot”.

Furthermore, although there are more and more young Chinese can speak English, the demand of Chinese language version for every tourism derivative was still requested. ‘Sometimes, the merchant just loses Chinese tourists because of the lack of Chinese version for their projects’ the Zhuzhou respondent emphasized. And point about to expose more “hidden” tourist spots were mentioned also in the focus group interviews. For example, “Lehtisaari is the island where can be free to visit and use sauna. It could be interesting for Chinese tourists to get lakeside sauna experience if they are just suddenly only having two days live in Jyväskylä’s center area. However, we found there is not any introduction of it on the tourism office website” (Table 7).

Name	Sources	References
<b>Tourist Spots</b>	9	39
• No Alvar Aalto architecture trip	4	9
• Want to visit more interesting places	7	17
• Need more propaganda	7	13
Constructing with story and history contexts	3	6
• Brochure and service in Chinese	3	7

*Table 7. Respondents’ expectations regarding tourist spots.*

Specially, for Alvar Aalto's architectures, none of respondents in this study had recommended them proactively or expressed that they would not specifically to introduce to their relatives or friends. For exploring the reason, there was a Chinese artist has been asked to take an in-depth interview as target respondent. He researches Western art school and western architecture design art. He comes from Guilin and is a have-not-yet-visited Jyväskylä person. He presented that “the Alvar Aalto architecture trip might attract the architecture researchers who have awareness about Alvar Aalto”.

He emphasized “Alvar Aalto’s design ideas and practices of human-oriented and natural materials usage are worth for Chinese to learn”.

When this participant was asked his perspective on making Alvar Aalto as publicization content to attract Chinese tourists’ attention. He responded “in the information era, internet provides basic information about almost every master and his or her works in various fields of the world. ... it is possible to find relevant professional summaries and introductions within text and image from websites”. He also advised that “Jyväskylä need to publicize more about Alvar Aalto if this city wish to use this as tourism resource an attractive point to Chinese tourists”. About the approach of publicizing, he continued “ like Notre Dame Cathedral, Louvre Museum and Sistine Chapel, they attract Chinese interesting because they had been added stories and history context”.

#### **4.7 Tour guides and routes**

If we say the tour guides presents as a media for a city to propagate, then the tours routes will be the contents for the media to publicize. Due to the composition of participants is all owned the experience of travelling abroad, and most of them did self-travelling model. Therefore, in this study, Chinese respondents focused on routes designing more than the tour guides. And the suggestions to the tour guides were based on considering hiring the local guide for one-day or any shorten period travelling. The comments to tour guide will be expressed in the ending paragraphs in this theme.

The discussions for tour routes were always opened from the “what kind of routes that Chinese tourists will like” in focus group interviews. Respondents highlighted “to add more lake and forest routes to Chinese tourists” and “could reduce the recommendation of architectures-visiting”. One visited-Jyväskylä respondent who comes from Guangzhou presented “to give customers what they want, not what the city or the routes designers want to give” after she accepted Alvar Aalto architectures trip

(architectures including: Town Theatre, JYU Main Building and Viitatorni, the transportation was bicycle). Her response presents as below:

“The trip was nice, it let me obtain the new experience of visiting Alvar Aalto’s works. But the trip was little longer and tired than my anticipation. Moreover, without the assistance of 3D image or some other new technology, it is hard for audients to get the whole buildings’ perspective image when let them just standing in front of each of these building’s front door to listen the introduction. People sometimes need the images to construct the reality. Especially, the view of the front door of Town Theatre and JYU Main Building are partial, photograph-taking was limited by their geographic location.

Further, Alvar Aalto’s works are great. But without any knowledge of how to appreciate architectures, or the historical story about Mr. Alvar Aalto, the visitors might lose their interesting to listen and visit. To Chinese tourists, I may not recommend this route, except the they ask or request. On the other hand, there is not any Alvar Aalto souvenir shops in either Town Theatre or JYU Main Building. It is not convenient for the tourists who want to buy the souvenir when he or she just steps in any architectures of Alvar Aalto. The route designers should prepare other tourist spots for customers to buy the souvenirs.”

At tour guide aspect, relying the rapid development of mobile device functions, the attitude of participants on guide were half and half. They expressed they would choose the self-guided tour, the rest of half participants said they would choose short distance tours within a small group while travelling in Jyväskylä. Moreover, by considering the high guiding fee for hiring a guide in Finland, participants presented their demand for hiring a local guide was decreasing. Conversely, the demand of Chinese language version of tourist spot introduction and recommendations was increasing. A respondent from Guilin said, “without a high spending on hiring a tour guide, then, the guide’s help still means a lot. Because, it is troublesome to search the target spots by matching the street signs one by one from the map. And yes, nowadays, the information and routes recommendation can be found easily from internet. But it will reduce the feeling of relaxing and enjoy when always taking care for jointing with the next tourist spot. Then



it lost the intention of the travelling. Yet, if the guiding fee is high, then I prefer to do the self-guided trip by considering customization recommendations of tourism agency.”

If the guide is necessary, participants expressed “wish to have Chinese language guide. He or she should own professional guiding skill; active and positive working attitude; he or she should hold the nice atmosphere within some historical context.” Moreover, the respondents also expected that VisitJyväskylä tourist information office should be “easily found” and the website of VisitJyväskylä should also include Chinese pages.

Furthermore, the digital marketing has been recommended to demonstrate the beauty of Jyväskylä to the world. “But before uploading to internet, some nice and meaningful package tour routes should be designed done”... “because it assists customers to make decision” a Guangzhou respondent said. The propaganda approach was recommended to use Chinese digital marketing platforms, such as Tencent Travelling, Weibo (Table 8).

Name	Sources	References
<b>Tour Guide &amp; Tour Routes</b>	7	25
• Nature-close routes	5	10
• Need more unique travelling routes recommendation	5	7
• Chinese tour guide	4	6
Need Chinese tour guide	2	3
Don't need Chinese tour guide	2	2

*Table 8. Respondents' expectations regarding tour guide and tour routes.*

## 5 Discussion

This study experimented the expectations and perspectives of Chinese outbound tourists with concentrate on seven themes of food, accommodation, shopping, transportation, entertainment and events, tourist spots, and tour guide and tour routes. The findings of research on specific city from 3 focus group interviews and 14 individual

interviews displayed that Chinese outbound tourists are more and more looking forward customization design for their trip design. They wished to have the special travelling experience and to experience the local culture. Moreover, according to the interviews, Chinese outbound tourists tilted their emphasis on transportation and tourist spots. Author understood that Chinese outbound tourist highly value convenient transportation and unique travelling sports when consider travelling Jyväskylä. On the other hand, respondents recommended Jyväskylä should promote its tourism within content and quality and conjunct with its advantageous education and sports projects to create some more interesting and attractive events or long-term programs. In addition to these, Airbnb is the main accommodation option, and interesting international events hosting could assist to promote Jyväskylä.

Certainly, the major contribution of this study is its practical findings. This study experimented to combine the qualitative research of the expectations and perspectives of target visitors within the theoretical concepts of place marketing. It offered the evidence for Jyväskylä to do the place marketing within Chinese tourists' expectations and perspectives. It also supports the study of Wreden (2009) which state that after 2011, the personalized branding would become the trend of customer solution.

Theoretically, this study experimented to operate the conception of Zenker's (n.d.) *customer-oriented place marketing* into Kotler et al.'s (1993) *strategic place marketing model*. The findings showed that it is possible for the city of Jyväskylä to do the place marketing and manage the place branding while satisfying tourists' expectation. Because, customer-oriented place marketing is based on customer demands; product-oriented place branding is based on place reputation establishment (ibid). According Zenker's this opinion, place branding is supporting the contents for a place to do the place marketing. When it reflects in Kotler et al.'s (1993) *strategic place marketing model*, the different operation direction will mean in different place promotion way. For instance, the customer-oriented place marketing will be when the operation direction starts from Target Market to Planning Group. Conversely, the product-oriented place marketing will be when the operation process starts from Planning Group to Target

Market. The intentions of both two operations are to help to promote a place. Therefore, whatever place marketing or place branding, each of them is the approach and strategy for doing a place promotion.

Findings of this study imply that the culture, past experiences, age ranges, and language skills could be the critical factors in shaping tourists' travel expectations. This finding proved the correctness of the relevant literatures. Moreover, they also could be references for local tourism relevant businesses to do the customization designing plan.

The culture and value system of customers is affected their behavior when they purchase services and products in a foreign environment (Li et al. 2011, 747). This has been confirmed even at the customer service research field. According to Li et al. (ibid), Oliver (1980), Zeithaml et al. (1993) and Robledo's (2001) customer's expectation models reveal that cultural influences are matter to the components of customers' expectations. Besides, *Hofstede's six cultural dimensions theory* and the Confucian value have been considered as the good references for helping understand Chinese tourists' travel behavior. On the other hand, according to literatures, culture also could be one factor which affects Chinese tourists' purchasing behavior. Mianzi (face-culture) (Wong & Ahuvia 1998) can help to stimulate the Chinese outbound tourists' purchasing amount. And the Chinese traditional idea on 'price-value relationship' is still leading Chinese people to believe the high price will receive the high value. Moreover, cultural influence also reflects on food option. For example, Chinese food is still the main component of daily meal when travel abroad. In addition to these, the result also exposed that Chinese tourists demand that the tourist reception party should already had some better understanding of Chinese culture, lifestyle, and diets before they arrive the city (Li et al. 2011, 747); or the reception city should create some special features for the city first if the place is not easy at attracting customers (Zenker 2015).

Through analyzing the interview data, author found that the tourists' past experiences (i.e., overseas travelling experience), age ranges (i.e., Millennials, General X and Baby Boomers) and language skill could affect tourists to generate opposite expectations

when comparing with culture. For example, the Chinese who owns the overseas travelling experience will focus more on the essential of travelling, they would like to experience more traditional element stuffs. Further, author understand that because the growth environment changing, Millennial participants can be more acceptive for the differences than General X and Baby Boomers. This phenomenon could be invoiced in primarily every interview session. For example, most participants (Millennials) of this study said that they would like to choose Airbnb as first accommodation option. They also expressed their expectations on participating more energy-burning entertainments or events when they travel Jyväskylä. In contrast, Generation X participants presented they preferred just to have city-trip with more shopping stores. Besides, through the interviews survey, whatever which age range, author found that the people who has good English who is more likely to choose self-travel.

On the other hand, because of similar past experience, Chinese outbound tourists will ask similar requirement. For instance, all participants whoever has-visited-Jyväskylä or has-not-visited Jyväskylä except to have convenient transportation. Relying by the Chinese inner economy rapid development, infrastructures improvement, Chinese people have already familiar with high-speed rail and comprehensive bus service system. Therefore, interview participants asked to rise up the train speed, and asked for shuttle bus and bus LED information screen as well. Moreover, the attitude of Chinese outbound tourists on travel spot is similar as destination decision making. Participants presented that unique is the major concern when applying on travel spot or destination decision making. Josiam, Smeaton and Clement (1998) deem that the uniqueness of a destination is not only the attractive point for Chinese outbound tourists, it is the main reason for people to choose the travelling destination. For instance, the participants of this study expressed their willingness on the nature-close routes. They preferred the experiences of forest hiking, mushroom picking, Finnish traditional smoky sauna taking or all the relevant activities which can play around the lakes. Instead, the architecture trip was not the first choice in participants' option list.

## 5.1 Limitations and future research

Although in order to avoid the different disadvantage factors from focus group interview individual interview, too many different interview approaches have been applied made the analysis complicated in one study. Problem come because of the “ herd mentality”, single participant might not express his or her real thinking in group interview (Saunders, Lewis & Thornhill 2009, 345). But individual interview also has disadvantage of limited discussion with participant (ibid). Besides, although asynchronous interview (offline interview, e.g. Webropol survey style interview) has already been considered as most suitable interview taken for long-distance communication, it has been noted that Chinese respondents few to give extending explanation in this kind of survey style interview. Because Chinese participants tend to apply non-verbal communication in interviews and surveys (Roy et al. 2001). According to Li et al. (2011), information delivered in this way could not be effectively reported in this kind of paper.

The other limitation was that the participants of this study were relatively young generation (millennials). This will make the participation rate of the older generation relatively low. Although the responses of young participants constructed from single aspect, their expectations and perspectives somehow reflected the trend.

In addition, this research is a micro research. Specific research for specific cities (Jyväskylä) by studying and analyzing the expectations and perspectives of specific customer cluster (Chinese outbound tourists). The findings and results can only be used in principle in Jyväskylä this city. Nevertheless, other cities, which are in the similar situation, and also expect to attract Chinese tourists, then can apply them as references as well.

This study also only listed and presented the contents of Chinese tourists' expectations. There were not many theoretical explanations for their generations in this study. However, author believe that the culture context and participants' past tourist experience, age range and language skills are the factors which are affecting Chinese tourists' expectation and perspectives.

This research contributes to customization special studies on place marketing field. Although Kotler (1989) has already exposed the relationship between customization and mass marketing, there were few literatures leaned their attention on customization and marketing together (e.g., Ulaga, Sharma & Krishnan 2002). The existing literatures mostly only link customization with customer service or city competitions. But it is possible through analyzing customers' expectations and doing customer customization to achieve the goal of expanding market from conceptual level. Therefore, the future researches could put emphasis on:

- The relationship between customer customization service and the place marketing.
- How does customer customization satisfaction help to improve place marketing?
- Could customization service satisfaction improvement really increase place attraction?

## 6 Conclusions

Certainly, during almost decade rapid development, Chinese outbound tourists gradually become the target customers that every country or region wants to become their consumption destination. Therefore, to understand their expectations and perspectives is a prior condition for doing the place marketing. However, comparing with western tourists, they have quite different travelling behaviors and preference. They wish the city designers, or the tourism relevant business entrepreneurs could know in advance about their cultural context, then to provide the products what they want. Specially, because of the time changing, the demands of young customer are changing. This requires place marketing marketer of Jyväskylä should own more comprehensive skills for responding tourist's changing needs and demands. The city of Jyväskylä should explore its special and unique points, and to satisfy customers' expectations in place marketing while managing well its place branding.

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## Appendix 1

### **The Assessment of Jyväskylä Tourism market (tourism performance)**

Q1: What tourist product(s) do you think can Jyväskylä offer to Chinese visitors now?

Q2: What tourist product(s) do you think can Jyväskylä offer to Chinese visitors IN THE FUTURE?

## Appendix 2

### Interview Questions to Jyväskylä (JKL) Potential Chinese Tourists

**1. Please give your basic identity information. (it won't go to the public, only for proving the authenticity of this interview.)** 请给出您的基本身份信息。(此信息不会被公开, 只为证明本采访的真实性。)

First name 名	Occupation 职业	Living City (目前)所在城市

**2. Gender 性别**

Male 男       Female 女

**3. Age 年龄**

under 24    25-35    36-45    46-55    above 56

**4. Experience of travelling abroad (有无)出国旅游经验**

Yes 有       No 无

**5. What do you think it could be the motivation for you to visit JKL? 您认为推动您去造访于韦斯屈莱动机是什么?**

Please check this video before you move to the next question. 在回答下道题之前, 请先浏览此微博短片。The link:(链接地址) : <https://m.weibo.cn/status/4351172007296006>

**6. After watching the video, what travelling projects do you expect to participate in the trip of JKL?**

看了影片之后, 您期待在 JKL 的旅行中参与什么样的旅游项目?(可多个项目填写)

**7. What necessary services do you think that JKL city should have for its tourism transportation convenience?**

您认为 JKL 市应该为旅游交通便利提供哪些必要的服务？

**8. What kind of restaurant food and accommodation service do you want to obtain in your JKL trip?**

在 JKL 旅行中，您想获得什么样的餐厅美食和住宿服务？