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# **Spanish Internet Marketing for Chinese Tourists in terms of language adaptation**

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## **Abstract**

At present, China has developed into a world tourism power, and the era of mass tourism has gradually begun. With the increasing popularity of the Internet, the role of network marketing in destination marketing has become increasingly important. The development trend of the tourism market of free travel puts forward higher requirements on the network marketing and public information services of tourist destinations. Due to the authoritative and reliable characteristics of tourism official websites, more and more tourists tend to collect information and choose destinations through tourist destination official websites before traveling.

This study will analyze the official tourism websites of Spain's 17 autonomous regions and their related 24 most important cities and 20 popular attractions. Quantitative methods are used for investigation and analysis to determine whether these 61 official tourism websites are available in Chinese and whether their information is valid. In this study, we will gain a deeper understanding of whether Spanish internet marketing is ready for the arrival of Chinese tourists. The research results show that there is not enough attention to the construction of the overall quality of Chinese, especially the usefulness of the language. In response to the corresponding problems that arise, this study proposes solutions, hoping to help Spain promote the construction of Chinese websites, thereby assisting the development of the Chinese tourism market.

**Keywords:** Official tourism website, Language, Spain, China

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## **1. Introduction**

With the rapid economic and social development and the continuous improvement of people's living standards, China's tourism industry has developed rapidly, and China's outbound tourism activities have also obtained good development conditions. The number of outbound tourists has continued to increase, becoming the fastest growing emerging source of tourists in the world. It is also the world's largest tourism expenditure country. Therefore, China is regarded as an important tourist source market for many tourist destination countries in the world.

Overseas tourist destinations have begun to pay more attention to and tap the travel needs of Chinese tourists, tailoring intimate and specialized services for Chinese tourists, and focusing on the development of this market. The competition to attract Chinese tourists has become increasingly fierce.

Spain is the world's second largest tourist receiving country, the country with the most comprehensive tourism competitiveness, and the tourist destination with the highest return rate of tourists. However, in the face of such a strong tourism resource and development trend in Spain, it has obtained very little market share of Chinese tourist output. Tourism is an important pillar of the Spanish economy, and Chinese tourists consume the world's largest consumption, so occupying more Chinese tourism market share will definitely benefit Spain. At present, Chinese tourists mainly visit classic routes, famous attractions and cities in Spain. The main reason is that Chinese tourists don't know much about Spain and their choices are limited.

At present, the number of Chinese tourists traveling freely is increasing. Compared with group travel, free traveling has greater potential. Therefore, it is very necessary for Chinese tourists to realize that Spain has more tourism resources and products. Therefore, in order to gain more market share, the Spanish tourism department should

adjust related strategies, provide better services, add Chinese language information or provide Chinese language services, etc., in order to improve the psychological comfort of Chinese tourists, thereby gradually increasing the loyalty of Chinese tourists degree to attract Chinese tourists at all levels.

At the same time, the rapid development of the Internet is gradually changing people's lifestyles and market structure. The networking of information makes people more inclined to obtain all aspects of information through the Internet. The tourism industry is a service industry that is highly dependent on information and has undergone profound changes in the wave of informatization. At present, tourists mainly use the Internet to search for travel information, make travel plans, share travel experiences, and so on.

Therefore, relevant departments must also actively use the Internet for various tourism marketing, making tourism online marketing one of the most important channels of tourism marketing and an inevitable trend of modern tourism marketing. Due to the authority and objectivity of the information on tourist destination official websites, it plays a pivotal role in the communication of tourist destination marketing information. Especially in the Internet age, the importance of its information function has become more prominent. Therefore, the official website of tourist destinations has become an important platform for tourists to obtain information before traveling due to their comprehensive information and high credibility.

China's tourism industry is in a period of rapid development and is accompanied by a momentum of growth year by year. At the same time, tourists' travel needs are constantly changing, tourists' travel information search capabilities are getting stronger and stronger, their demand for information is gradually diversified, and the requirements for information services are getting higher and higher.

When people are willing to go to a certain tourist destination, they will learn about it through the most convenient and efficient way of travel website, so as to facilitate their own travel. In this context, the necessity for Spain to conduct online tourism marketing for the Chinese market has become increasingly prominent. Regardless of whether the main body of the evaluation is the usefulness or functionality of the website, the current website ignores an important aspect, that is, the evaluation of language quality. In fact, language plays an important role in attracting consumers. This research will start from this point, excavate a number of Spanish tourism official websites, study the Chinese tourism information services, reveal the deficiencies of tourism official websites, and propose optimization suggestions for the information supply of Spanish tourism official websites based on this.

The master thesis will be composed of 5 parts, including introduction, literature review, research methodologies, results of the study as well as the conclusions.

Chapter 1 introduces the study background, illustrates the significance of the present study, and in the meanwhile lays out the overall structure for the entire thesis. And on this basis, the research gap was determined accordingly.

In the next chapter, an in-depth literature review of the theory and research framework used in this article, including Internet marketing of tourist destinations, official website marketing of tourist destinations, and most importantly, explains the importance of building multilingual websites. The last part of this section comprehensively analyzes the relevant theories about Chinese outbound tourism and the general situation of Chinese tourists to Spain.

Chapter 3 explains the selection of samples. In addition, this chapter will also introduce the data collection and data analysis of this study.

The results of the research will be discussed in Chapter 4.

In the last chapter, the main research results will be summarized. On this basis, the limitations of this study and some enlightenments will be provided for public reference.

## **2. Literature Review**

### **2.1 Internet, Marketing and Tourism**

#### **2.1.1 Research on the relationship between the Internet and tourism**

Many scholars first paid attention to the relationship between the Internet and the tourism industry and the construction of tourism websites. In "The Impact of Information on Destination Marketing", the functions of national and local tourism organizations are introduced, and various electronic methods are analyzed from the functional level of the two, and how these methods are used in the marketing of tourist destinations. During the process, it analyzed the impact of the use of these methods on various stakeholders, and predicted that this new technology will be successfully applied in the future (Ann Pollock,1995). "Tourism and the Internet: Opportunities for Direct Marketing" elaborated on the development of direct marketing and pointed out that the Internet is the latest and most promising way of direct marketing. It bypasses some intermediaries and benefits consumers more. It also predicts that it has good development prospects (A. H. Walle,1996).

Technological progress has an absolute impact on the tourism industry. In order to ensure that the development of tourism information services can meet the changes in consumer demand, tourism information must be transformed to a sales and service-oriented direction (Paul Reynolds & Jo Connell,1999). Analyze the travel information search behavior of tourists, find out the way tourists search for travel information on the Internet, and lay the foundation for the formulation of travel online marketing strategies (Grace Chang & Lowell Caneday,2011). Generally speaking, the more experienced tourists are, the higher the requirements for the richness of



information and tourism services (Ladkin & Spille, 2000 ). The research on the relationship between the Internet and tourism destination marketing began in 1995, and tourism researchers began to pay attention to some changes in tourism destination marketing.

### **2.1.2 Online Marketing of Tourist Destinations**

Tourism destination network marketing mainly refers to the local government or competent department. In order to develop the local tourism industry, attract many tourists to travel destinations for tourism activities. Based on the reality of the destination, use the Internet to promote and promote destination tourism Resources, create a good image of the destination, and understand the needs and desires of tourists through various methods and means, provide tourists with all kinds of information about the destination, and provide personalized services (Li Xiangyun & Wang Xiong,2012). Online marketing of tourist destinations is a process in which not only the main body of marketing participates, but also consumers play an important role.

The purpose of the destination tourism authority's implementation of online marketing is to shape the destination tourism image, enhance the destination visibility, increase market share and promote sustainable tourism development ( Gao Jing et al., 2004). The information service of online marketing in tourist destinations has mechanisms such as information orientation, incentives and constraints, and communication. Tourist destinations can build a tourist destination network marketing system by establishing tourist destination information dissemination networks, providing online virtual experiences, providing tourists with professional information services, and establishing tourist databases ( Zou Rong, 2005). Tourism website is the support and carrier of online marketing for tourist destinations. At present, the common online marketing carriers for tourist destinations mainly include the official website of the tourist destination, travel APP, etc. Among them, the official website of a tourist

destination is an important support and carrier for the competent authorities of the destination to carry out tourism online marketing.

Online marketing information and services of tourist destinations are displayed through web pages in the form of text, images, pictures, and sounds, and are then perceived by users. Therefore, the image of the tourist destination, the attractiveness of the destination, and the user's travel decision after browsing the webpage are all directly related to the travel information provided on the webpage (Deng Mingyan & Luo Jiaming,2008). In the trend of tourism diversification and individual travel, the information on tourism websites is of great help to self-service tourists (Fesenmaier et al.,2000). By analyzing the official travel website slogans, graphic calculations, language expressions and other content of the official travel websites of the 50 states in the United States, study the elements of the United States to shape travel brands (Gyehee Lee et al.,2006).

Tourism destination marketing agencies need to show users a positive first impression. Negative travel website impressions can lead to negative perceptions (Han et al.,2006). Therefore, tourism destination marketing is a communication bridge between tourism destinations and tourists. It plays an important role in enhancing the image of the destination, meeting the information needs of tourists, and enhancing the comprehensive competitiveness of the tourism destination.

### **2.1.3 Official website marketing of tourist destinations**

The official website of a tourist destination is a website that integrates various local tourist resources and tourist information, and reflects the overall image of the tourist destination in a tourist attraction.

The official website of a tourist destination plays a special role in the online marketing of a tourist destination. A tourist destination is a comprehensive product

that involves many different sectors and industries. A simple tourism website cannot effectively integrate these scattered tourism units. With its administrative advantages, the official website of a tourism destination can organically integrate and sell the resources of the destination; the vast amount of Internet information has also increased the screening of tourists. The difficulty of information, the official website of tourist destinations shows the authority of its official website, and its information is relatively more authentic and credible. Generally, the information of tourism websites is directly related to tourism, and there is less indirect information related to tourism. The official website of tourism destinations is a public welfare website of the destination, and its separate auxiliary information related to tourism can be very helpful. Tourists make travel plans; a lot of information on the official website of tourist destinations is carefully screened for the purpose of shaping and maintaining the image of the tourist destination, many of which are features and boutiques of the destination.

In view of the above points, the official website of tourism destinations can better provide tourists with tourism and other services when they make a destination selection, and realize its marketing function to the destination. The marketing role played by the official website of the tourist destination government provides a good prospect for the development of the destination tourism industry and related enterprises, as well as an opportunity for the economic and cultural development of the entire destination.

## **2.2 The importance of use several languages in tourism websites**

Multilingual website construction is the process of creating and maintaining a multilingual website for a global audience, also known as website globalization (Miao Ju & Liu Ming, 2013). From an economic point of view, language is not only a tool for communication and communication, but also has the same economic attributes as other resources, including value, utility, profit, etc., so it has become the basis for many economic activities to be carried out (MARSCHAK, 1965). With the increase in

the number of international tourists in various regions of the world, the Internet is also developing and expanding. The Internet has become the first choice for tourists seeking to understand destination services and information.

Most official tourism websites provide both native language and English versions, but not all tourists are from English-speaking countries or proficient in English. According to the test data of more than 2.3 million participants who took the EF Standardized English Test in 2018, it reveals the adult English proficiency of English in 100 non-English speaking countries and regions around the world. From a regional point of view, Europe is far ahead with 56.71 points, Asia ranks second with a middle level of 53.00 points, Latin America and Africa are in low-level regions, and the Middle East shows extremely low levels (Xinhuanet, 2019). Specifically, adults from Netherlands were the best English speakers from non-English-speaking countries, followed by those from Sweden, Norway and Denmark (Chinadaily, 2019). For the first time, China's English proficiency has been promoted from low proficiency to medium proficiency, ranking 40th in the surveyed countries and regions. Research also shows that one of the main reasons for China's improvement in English proficiency is the desire to understand the world (Sina Education, 2019). For tourists from countries like the Netherlands, it is not so important to have a website adapted for their language, because their English level is good enough, but for a country like China, it is very important. From the perspective of enhancing the competitive advantage of tourist destinations, building a multi-language tourism website is a prerequisite for increasing the number of tourists and an efficient means of improving information services.

The construction of multi-language travel websites helps travel destinations to face many non-English speaking Internet users to obtain more travel information. For the global market, multilingual websites play an important role in providing a good user experience for all users.

a. Establish an international image

For the global travel market, language barriers can be a challenge. Ensuring that tourists better understand tourist destinations and obtain more information is an important step towards international success. The multi-language capabilities of travel websites will leave a positive impression on all visitors who visit the website and enable a better user experience to be realized. It will automatically attract the attention of visitors who visit the site for the first time and reach a wider range of visitors.

b. Build trust

When the website can cater to tourists from many different countries, these tourists will feel safe and reliable and confident in their destinations. It will increase overall trust, satisfaction and tourists' willingness to choose a destination. The construction of a properly designed multilingual travel website can overcome potential cultural obstacles by using the native language of the target market. Because the construction of a multi-language travel website automatically creates a cultural comfort zone for customers, enabling them to navigate freely, understand website information, and interact.

## **2.3 China Outbound Tourism**

### **2.3.1 The scale of China's outbound tourism market is growing rapidly**

With the sustained and stable development of China's economy and the steady increase of residents' income level, the residents' consumption structure has undergone profound changes, and the consumption hotspot has changed from consumption of physical goods to consumption of services such as tourism and culture. Outbound travel is one of the important leisure options for Chinese people, and the number of Chinese outbound tourists is increasing year by year. Measured by visitor times and consumption, China is already the world's largest outbound tourism market. According to a report from the National Bureau of Statistics of China, from

1995 to 2017, the number of outbound tourists from China increased from 0.05 million to 143 million, an average annual increase of 17%.

**Outbound tourist arrivals** In 1995, China ranked 17th in the world. In 2013, it ranked first in the world for the first time, and ranked first in the world from 2014 to 2017. It is the world's largest outbound tourism market. According to the basic situation of the tourism market of the Ministry of Culture and Tourism in 2018, the number of Chinese outbound tourists in 2018 was 149.72 million, an increase of 14.7% over the same period last year (China Tourism News, 2019). In terms of outbound tourism expenditure, from 1995 to 2017, China's outbound tourism expenditure also increased significantly. China's outbound tourism expenditure ranked 25th in the world in 1995, second in the world in 2013, and first in the world from 2014 to 2017 (Beijing News, 2019). According to the basic conditions of the tourism market of the Ministry of Culture and Tourism in 2018, the number of Chinese citizens traveling abroad was 149.72 million, an increase of 14.7% over the same period last year (Xinhuanet, 2019). According to the data of the United Nations World Tourism Organization (UNWTO), in 2018, Chinese citizens spent on traveling abroad ranked first in the world, and the annual spending abroad reached 277.3 billion US dollars, an increase of 5.2% over the previous year. (Travel daily, 2019)

According to data provided by the National Immigration Administration, from 2002 to 2017, the number of ordinary passports issued by Chinese citizens reached 173 million, with an average annual issuance of 10.8 million. More than 10% of the population holding passports. However, excluding mainland tourists to Hong Kong, Macao and Taiwan, about 71.25 million people traveled to overseas countries in 2018. This means that less than 5 out of 100 mainland residents traveled abroad, and the potential of the overseas tourism market is still great (China Economic Net, 2019).

### 2.3.2 New features of Chinese outbound tourists

The development of Chinese tourists has entered a new stage. With the improvement of their education and the maturity of their travel concepts, they hope to get more travel time, more destinations, more overseas experiences from the journey, and they are also willing to spend more for it. In the era of Internet + tourism, many new characteristics have emerged in the behavior of Chinese tourists. These new features are based on the increasing popularity of the Internet, the increasing number of Internet users, and the increasing number of outbound travels. It is worth noting that in the context of Internet tourism, Chinese tourists are different from the 20th-century Japanese group tourists who are familiar with Western markets and active all over the world, and they are also different from the package tour group tourists in earlier years. In the Internet age, the number of Chinese outbound tourists not only increases sharply, but also has its own distinctive characteristics:

a. Long-term travel and niche travel are becoming more and more popular

Chinese tourists are eager for new experiences, rather than repeating previous experiences. They will choose to travel farther, extend the number of travel days and spend more money. At present, the main destinations of Chinese outbound tourists are still Asian countries, but the proportion of tourists choosing longer-term overseas travel destinations has increased faster, and Europe is an attractive destination for Chinese tourists. According to data released by the China Tourism Academy, more than 6 million Chinese tourists traveled to Europe in 2018. European countries among the top 20 major tourist destinations in China account for a quarter. In the first half of 2019, Chinese tourism to Europe continued to increase. Among the 81.29 million outbound tourists, the number of tourists to Europe reached 3 million, an increase of 7.4%. According to Ctrip's travel data, Europe is the second largest outbound destination for Chinese tourists, accounting for 10%, second only to Asia (CEIBS News,2019). According to the number of applicants for group tours and free tours on Ctrip, the report released the top ten destinations with fast growth in tourist volume,

followed by: Myanmar, Montenegro, Serbia, Laos, Argentina, Spain, Cambodia, Mexico, Brazil, and the Czech Republic (China News Network, 2019). Traditional popular destinations are still favored by tourists. The most popular European destination countries in the first half of 2019 are: Russia, Italy, France, Britain, Germany, Spain, Greece, Czech Republic, Switzerland and Portugal (21st Century Business Herald, 2019).

b. Increase in the number of tourists who prefer to travel independently

Chinese tourists have undergone profound changes in the way they choose to travel. Not long ago, Chinese tourists generally preferred to travel in groups and enjoy the sense of security brought by group activities. Now, they are keen to go to strange destinations alone. In terms of the ratio of males to females and age of tourists to Europe in 2018, females are the majority, accounting for 60.4% of the total. People aged 50-60 accounted for 25.6%, the highest proportion. Followed by the post-90s people aged 20 to 30, accounting for 18.9%, ranking second, and the proportion continues to rise. The 40 to 50 age group accounted for 18.1%, ranking third (Surging news, 2018).

In terms of travel methods, because of language barriers in Europe, if there is no accompanying interpreter, language barriers and cultural differences will make it difficult for tourists. In addition, tourists often visit multiple countries in one trip, so in Europe the older generation has the highest proportion of group trips. But as the income of Chinese millennials continues to increase, they will continue to explore further destinations and seek more new travel experiences. Free travel will be the most popular mode of travel for Chinese tourists, especially among millennials, because they are more proficient in English, and they pursue a travel experience with greater freedom and flexibility. In addition, young consumers have recently begun to view international travel as a way to achieve individuality and seek unique experiences.



Young tourists in China prefer a personal and self-control experience, which cannot be obtained with a fully organized team package. Different young people from the West usually dislike bars, pubs and discotheques (King & Gardiner, 2015). Millennials will choose more diverse travel experiences in the future, including theme tours, ecological tours, backpacking tours, etc. The way of travel will also be included more of its choice. From the perspective of tourist orders and tourists, group tours dominate, which is related to the language, visa, and cultural factors involved in European tours. The proportion of personalized products such as free travel and customized travel continues to increase (China News Network, 2018). No matter which region they visit, Chinese tourists' preference for free travel will be the future trend.

c. Highly dependent on mobile internet

The latest survey results of Chinese outbound tourists show that in the past few years, Chinese outbound travel is paying more and more attention to the socialization of their experiences and the digitization of choices. Those tourists who are very comfortable with digital tools have used the Internet to plan their trips and share their experiences. Modern people no longer draw travel inspiration from traditional sources (such as books and magazines), even for the older generation. There is no doubt that social media is particularly important for millennials. Post-90s and post-80s claim that social media is their main source of travel information. Non-millennials are indirectly influenced by social media through their children, and one-third of non-millennials say their travel decisions and behavior will be influenced by their children. On the one hand, the popularity of self-guided travel is closely related to its advantages over group travel (such as more flexibility, freedom, more personalization, no mandatory consumption, more exercise of one's own organization and communication skills, etc.), and is inseparable from the development of the Internet era. The rapid development of the Internet provides a rare opportunity for the development of outbound self-service travel. Compared with older people, the younger generation (20 to 24 years old) is more proficient in digital devices and uses mobile apps more frequently, but this

generation will not only use apps when booking travel, but will use online travel planning and payment platforms. . With the help of Internet technology, tourists can more conveniently obtain various tourism information and make corresponding itineraries according to their own preferences. According to the latest "2016 Global Tourism Economy Report" released by the world's largest review website TripAdvisor, Chinese tourists' reliance on mobile phones has consistently ranked first in the world. (TripAdvisor, 2016). Indeed, Chinese tourists, especially the younger generation, are highly dependent on Internet-based social media. The Internet has not only cultivated a new group of tourists, but also changed the travel concepts, destination choices, consumption and sharing habits of all Internet users.

d. Individualized and differentiated tourism demand is increasingly prominent

With the rapid increase in the number of outbound tourists, the travel preferences, behaviors and consumption patterns of Chinese tourists have undergone significant changes. Shopping is no longer the main purpose of Chinese tourists traveling around the world. For long-term travel, shopping is not always included in the top three considerations of the scheduled itinerary. Tourists who are purely shopping may choose Hong Kong and Macau, because the passes for the two places are relatively simple and the languages are spoken. The tourism activities of Chinese tourists have gradually become diversified. Nowadays, Chinese tourists value leisure and experience, and experience local culture and heritage. The activities selected in different regions are slightly different. In Europe, historical sites and cultural heritage are a major attraction. Among them, the most expensive items in Europe are dining and sightseeing. For Chinese tourists, a key requirement for overseas travel is the construction of shared memories. For example, share photos of authentic local food, or take photos with your companions in front of famous tourist attractions. Among different destination experience lists, cultural experience occupies the top spot. This is followed by leisure activities such as participating in local music festivals and visiting unique or modern art galleries (Survey Report on Overseas Travel of Chinese Tourists, 2018).

## **2.4 Chinese tourism in Spain**

### **2.4.1 Overview of Chinese tourists to Spain**

The number of Chinese tourists in Spain has increased almost five times in the last 7 years, from 178 thousand tourists in 2012 to 646 thousand in 2018 (+25.4% over the previous year) (Lojo, Aureli, 2020). According to statistics from the Spanish National Bureau of Statistics, in 2017 Spanish tourists came mainly from the United Kingdom, Germany, and France. However, each Chinese tourist spends an average of 2563 Euros in Spain, bringing 1.663 billion Euros to the local tourism industry, which is much higher than the average of other foreign tourists (China News Network, 2019).

According to the data provided by Spain's Secretary of State for Tourism, the main activities carried out by Chinese tourists in 2017 were shopping (74%), cultural visits (65%) and visits to cities (58%), while only 25% declared interest in sun and beach activities (Lojo, Aureli, 2020).

Whether it is group tours or free travel, Chinese tourists' interest in Spain has increased significantly, but the greatest potential of the Spanish tourism market lies in the latter, namely, the growing middle-class young people who like free travel and consume more. Spanish travel agencies are working hard to attract Chinese free travellers, and their number has surpassed group tourists for the first time. The new Chinese tourists belong to the middle and upper class. They mainly visit cities and do not go to the beach very often. They understand English, do not need guides, and master Internet technology. In order to attract these tourists, the Spanish tourism department has launched the official “visitspain.com.cn” website and related travel brochures, which are completely Chinese and provide travel guidance.

Chinese tourists are concentrated in two time periods: during the Chinese Lunar New Year from the end of January to early February, and during the National Day from October 1 to October 7. These two periods happen to have a pleasant climate in Spain, and it is in the low season of Spanish tourism, which is very suitable for tourism. Spain's tourist peaks are generally concentrated in summer, Easter and Christmas, so the arrival of Chinese tourists can fill this tourist vacancy. During the Spring Festival in 2019, Spain became one of the main destinations for Chinese tourists to travel abroad, and it surpassed Italy to top the list in Europe (Xinhua News Agency, 2019).

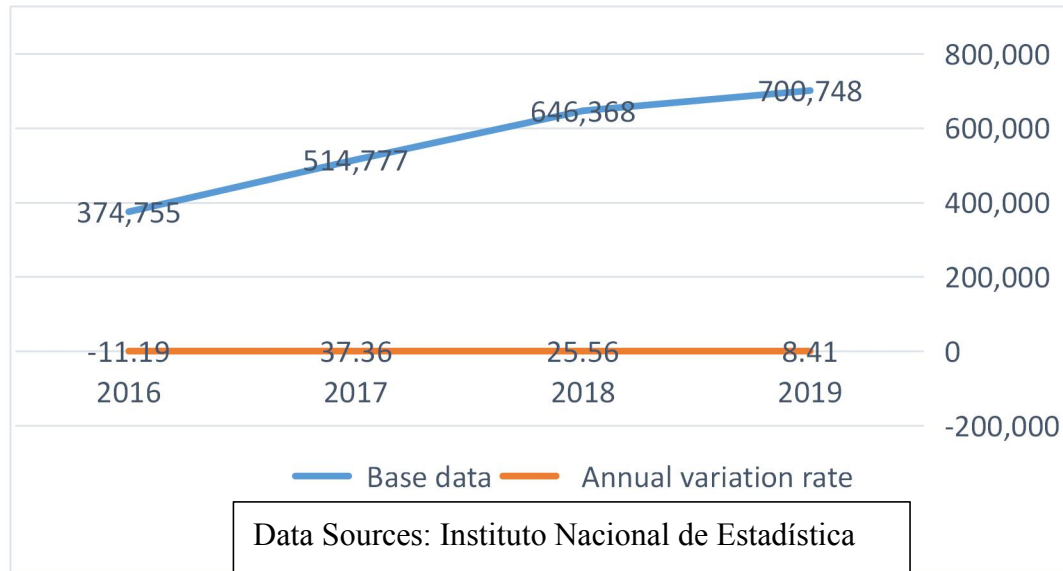
France is the country with the most Chinese tourists in Europe, and Italy is the second, according to Eurostat. The market share of Chinese tourists in Spain certainly does not correspond to its global position because Spain is the second country in the reception of tourists in the world, and the first country in terms of competitiveness of the tourism industry, according to the World Economic Forum in 2015. Adding to that the strong increase in the number of Chinese tourists in Europe, the potential is high. Spain is still a late-discovered tourist destination for Chinese tourists. Compared with other European countries, the growth of Chinese tourists in Spain is slower, so there is more room for growth.

#### **2.4.2 The number, growth rate and consumption expenditure of Chinese tourists to Spain**

Because of the continuous development of cultural, political and economic relations between China and Spain. In recent years, tourism organizations, tourism companies, and aviation companies in China and Spain have further strengthened their friendly and cooperative partnerships. As a result, the number of Chinese tourists to Spain has increased. In recent years, the tourism industry of Chinese tourists in Spain has grown significantly. In 2017 and 2018, the number of Chinese tourists increased by 37% and 25% respectively. The number and growth rate of Chinese tourists to Spain from 2016

to 2019 are as follows:

FIGURE 1. The number of Chinese tourists travelling to Spain and growth rate



A large part of the Asian tourists roaming the tourist attractions in Spain are from China. In 2017, China surpassed Japan to become the country that sent the most tourists from Asia to Spain. And among the Asian long-term tourist countries here, the travel time spent by Chinese tourists is relatively long, with an average of eight or nine days. The details of tourists from Asian countries to Spain in 2016-2019 are as follows:

FIGURE 2. Percentage of tourists from Asian countries to Spain

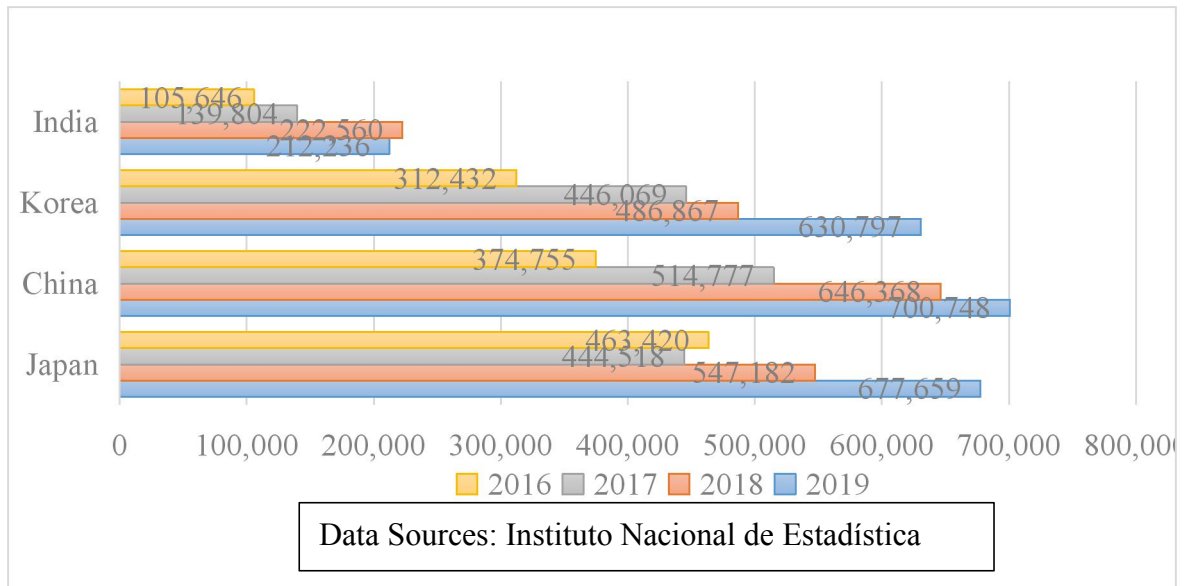
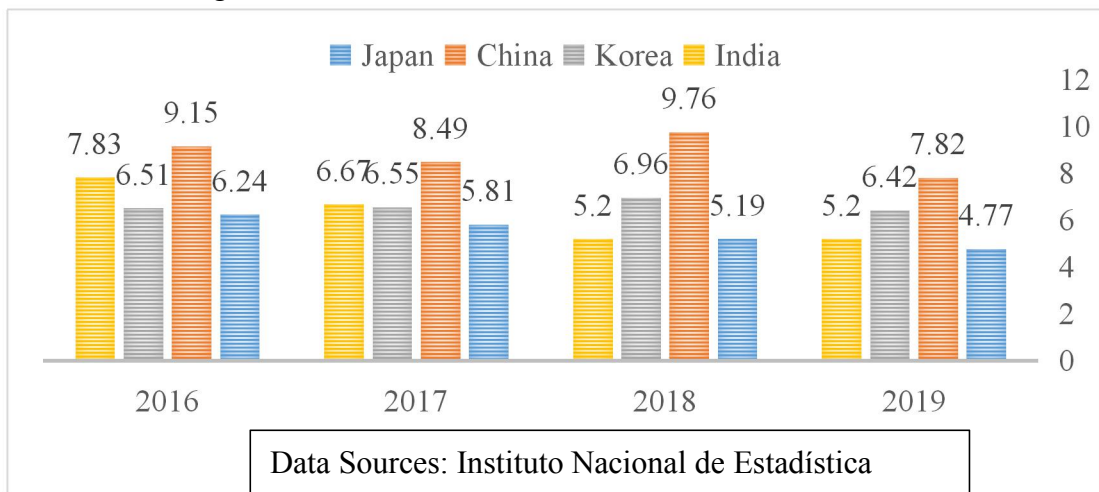
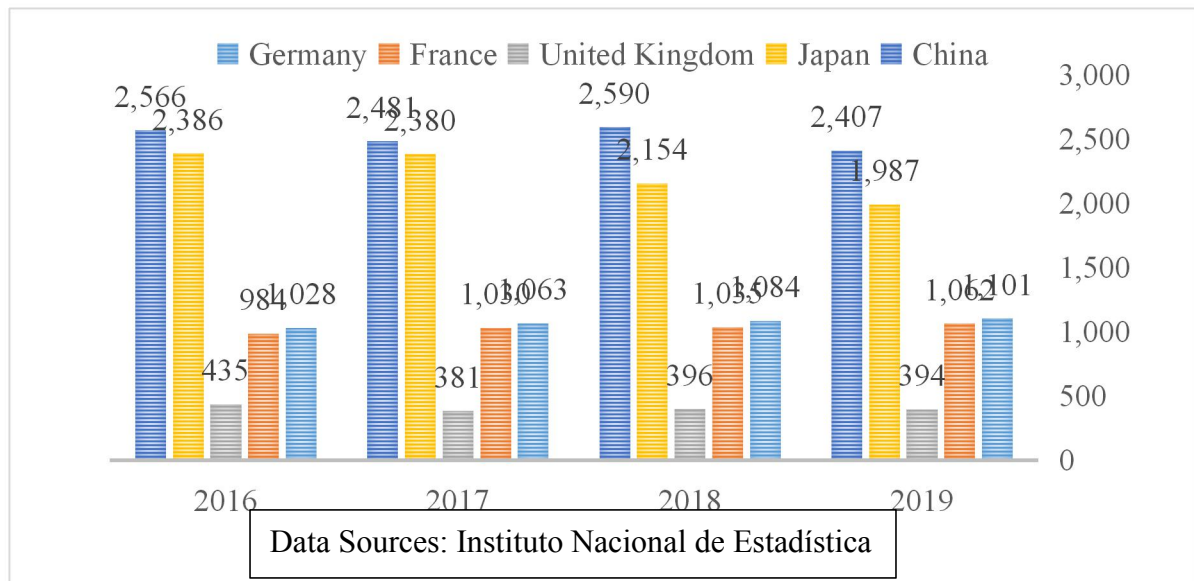


FIGURE 3. Long-term travel time in Asia



According to the latest statistics, Chinese tourists are now the ones who travel the most and spend the most in the world. In 2019, according to the latest data released by the Spanish National Bureau of Statistics, the per capita expenditure of British tourists was 394 euros, the per capita expenditure of Germans was 1,101 euros, and the per capita expenditure of French in Spain was 1,062 euros. The per capita expenditure of Japanese in Spain is 1,987 Euros. The per capita expenditure of Chinese tourists in Spain is 2,407 Euros. Although Britain, France and Germany are Spain's main source countries, the expenditure of Chinese tourists on tourism far exceeds that of other countries. The per capita expenditures in Spain from 2016 to 2019 are as follows:

FIGURE 4. Per capita expenditure in Spain



### 2.4.3 Status Quo of Spain's Tourism Online Marketing to the Chinese Market

In recent years, Spain has continuously promoted tourism to the world through various marketing methods, among which online marketing is regarded as one of the most important items in the overall tourism marketing plan. However, Spain's current tourism online marketing strategy only meets other international tourism source markets, and for the Chinese market, its effect needs to be evaluated. Because of tourism online marketing, China has a unique e-commerce, social media and search engine system. The Spanish tourism industry has been marketing through these services, resulting in no online tourism marketing channels for the Chinese market. For example, the search engine most used by international tourists is Google, so the Spanish tourism industry uses Google advertising and Google search engine optimization when conducting search engine marketing. But Chinese people don't use Google very often but Baidu, and the advertisements on Google are not very effective for the Chinese market. Similarly, the social networking site with the largest number of users in the world is Facebook. In recent years, Facebook has become a channel that cannot be ignored in network marketing. The Spanish industry is actively using this channel for online marketing. But Chinese tourists do not have the habit of using Facebook. Therefore, the target of Facebook marketing does not include Chinese

tourists. Blog marketing is also a very effective means of online marketing. But the blogs used by Chinese tourists are not Blogger but Sina blogs, Netease blogs, and Tencent blogs. Similar to Youtube, which shares videos, and Instagram, which shares photos.

Currently, the only online marketing channel in Spain for the Chinese market is travel websites. There are many such websites, and each autonomous region has its own official travel website.

### **3. Research Methodology**

#### **3.1 Reasons for choosing the official Spanish tourism website**

This study chooses Spain's official tourism website for research and analysis for two reasons. On the one hand, Spain has gradually become a popular tourist destination for Chinese tourists in recent years. For long-distance travelers, language barriers and cultural differences will make them difficult. For Chinese tourists in the Internet age, compared with traditional methods, they are more willing to obtain information through digital channels to arrange travel. The official website is a very effective channel. This research will shed some light on how Spain has done a good job in Internet marketing for Chinese tourists. On the other hand, my mother tongue is Chinese and I have experience of studying and living in Spain, which can make a more effective evaluation to a certain extent.

#### **3.2 Sample selection**

According to the nature and purpose of the research question, this study will analysis whether the Spanish tourism official website has a Chinese version available and whether its information is effective for Chinese tourists, so the survey sampling is determined. Spain is a kingdom composed of 17 autonomous regions. Each autonomous region is independent and has its own official website. In order to ensure



the validity and richness of the sample, a multi-level sampling method is adopted to fix the sample size. As a result, the samples were divided into four groups according to the following criteria:

- a. Official tourism websites of 17 autonomous regions.

First, 17 official tourism websites were determined according to the division of the 17 autonomous regions of Spain.

- b. Official tourism websites of the 17 capital cities of the autonomous region.

Secondly, 17 corresponding capital cities were collected on the basis of 17 autonomous regions. The reason for the choice is that when tourists choose tourist destinations, generally, capital cities are more attractive and will be taken into consideration. So it is an important reference sample.

- c. Cities with more than one million tourists (Not included in the list of capital cities)

According to relevant tourism reports, the 7 cities with the largest number of tourists in Spain other than the capital cities were collected. This sample means that the most popular tourist cities in Spain have been collected, so it is also one of the important reference samples.

- d. The favorite tourist attractions of Chinese tourists

According to relevant tourism reports, 9 tourist attractions tourism official website were collected. This means that these nine attractions are the most visited by Chinese tourists, so the use of Chinese in the official tourism websites for these attractions is worth studying.

- e. Spain's most visited tourist attractions (Not included in the list of favorite attractions of Chinese tourists)

Another 11 attractions samples were collected here. In the planning of travel

itineraries, most tourists will definitely visit popular attractions, so the official tourism websites of the attractions are worthy of attention. In the collection of this sample, some scenic spots are public institutions managed by the state or local government, so we can collect and discuss the corresponding official website. However, there are some special circumstances. Some attractions are managed by Spanish Catholic institutions (cathedrals) or private companies (soccer stadiums), and no public sector controls them, so we will not include them in the scope of discussion here.

Then three types of samples were formed: the official tourism websites of 17 autonomous regions, the official tourism websites of 24 cities and the official websites of 20 attractions. Finally, 61 representative official tourism websites were selected as research samples.

## 4. Results

### 4.1 Sample result table

TABLE 1: Sample design source of information

Information source name	Website
Twelve cities with more than one million tourists in Spain	<a href="https://www.elperiodico.com/es/sociedad/20190521/lista-ciudades-espanolas-turismo-7465898">https://www.elperiodico.com/es/sociedad/20190521/lista-ciudades-espanolas-turismo-7465898</a>
Nine favorite tourist attractions in Spain for Chinese tourists	<a href="https://www.diariodelviajero.com/espana/los-nueve-atractivos-turisticos-espanoles-que-mas-le-gustan-al-turista-chino">https://www.diariodelviajero.com/espana/los-nueve-atractivos-turisticos-espanoles-que-mas-le-gustan-al-turista-chino</a>
The 15 most visited tourist attractions in Spain	<a href="https://viajerosonline.org/las-15-atracciones-turisticas-mas-visitadas-de-espana/">https://viajerosonline.org/las-15-atracciones-turisticas-mas-visitadas-de-espana/</a>

TABLE 2: The sample collection of 17 autonomous regions

Autonomous region name	Tourism official website	Comment
Andalucía	<a href="https://www.andalucia.org/es/inicio">https://www.andalucia.org/es/inicio</a>	No Chinese version
Aragón	<a href="https://www.turismodearagon.com/">https://www.turismodearagon.com/</a>	No Chinese version
Asturies	<a href="https://www.turismoasturias.es/en/home">https://www.turismoasturias.es/en/home</a>	No Chinese version
Islas Baleares	<a href="https://www.illesbalears.travel/en/baleares/sports-and-active-tourism/active-tourism">https://www.illesbalears.travel/en/baleares/sports-and-active-tourism/active-tourism</a>	No Chinese version
Euskadi	<a href="https://turismo.euskadi.eus/aa30-191442/cn/contenidos/informacion/aa30_folletos_issuu/cn_def/issuu_chino2.html">https://turismo.euskadi.eus/aa30-191442/cn/contenidos/informacion/aa30_folletos_issuu/cn_def/issuu_chino2.html</a>	Brochures and PDF documents are available
Islas Canarias	<a href="https://www.holaislascanarias.com/">https://www.holaislascanarias.com/</a>	No Chinese version
Cantabria	<a href="https://www.turismodecantabria.com/inicio">https://www.turismodecantabria.com/inicio</a>	No Chinese version
Castilla La Mancha	<a href="http://www.turismocastillalamancha.es/">http://www.turismocastillalamancha.es/</a>	No Chinese version
Castilla y León	<a href="https://www.turismocastillaoleon.com/">https://www.turismocastillaoleon.com/</a>	No Chinese version
Cataluña	<a href="http://www.catalunya.com/?language=en">http://www.catalunya.com/?language=en</a>	No Chinese version
Extremadura	<a href="https://www.turismoextremadura.com/">https://www.turismoextremadura.com/</a>	No Chinese version
Galicia	<a href="https://www.turismo.gal/zhuye?langId=zh_CN">https://www.turismo.gal/zhuye?langId=zh_CN</a> <a href="https://www.turismo.gal/tebascms/filestore/1/5/5/9/0_119083faef0ecb6/15590_0ed3fbb9e0b1bed.pdf?v=2018-04-19+09%3A04%3A07">https://www.turismo.gal/tebascms/filestore/1/5/5/9/0_119083faef0ecb6/15590_0ed3fbb9e0b1bed.pdf?v=2018-04-19+09%3A04%3A07</a>	Chinese version and brochure available

La Rioja	<a href="https://lariojaturismo.com/">https://lariojaturismo.com/</a>	Show that Chinese service is available, but cannot be used
Comunidad de Madrid	<a href="https://www.turismomadrid.es/es/">https://www.turismomadrid.es/es/</a>	No Chinese version
Región de Murcia	<a href="https://www.murciaturistica.es/">https://www.murciaturistica.es/</a>	No Chinese version
Comunidad Foral de Navarra)	<a href="https://www.turismo.navarra.es/eng/home/">https://www.turismo.navarra.es/eng/home/</a>	No Chinese version
Comunidad Valenciana	<a href="http://comunitatvalenciana.com/">http://comunitatvalenciana.com/</a>	No Chinese version

TABLE 3: The sample collection of 24 cities:

City name	Tourism official website	Comment
Sevilla	<a href="https://www.visitasevilla.es/zh-hans">https://www.visitasevilla.es/zh-hans</a>	Show that Chinese service is available, but only the title of the menus are in Chinese
Zaragoza	<a href="https://www.zaragoza.es/turismo/cn.html">https://www.zaragoza.es/turismo/cn.html</a>	Chinese version available
Oviedo	<a href="https://www.turismoasturias.es/en/descubre/ciudades/oviedo">https://www.turismoasturias.es/en/descubre/ciudades/oviedo</a>	No Chinese version
Palma de Mallorca	<a href="http://www.visitpalma.com/en/">http://www.visitpalma.com/en/</a>	No Chinese version
Vitoria-Gasteiz	<a href="https://www.vitoria-gasteiz.org/wb021/was/contenidoAction.do?idioma=es&amp;uid=entulo_10_2">https://www.vitoria-gasteiz.org/wb021/was/contenidoAction.do?idioma=es&amp;uid=entulo_10_2</a>	No Chinese version
Las Palmas	<a href="http://www.grancanaria.com/turismo/es/">http://www.grancanaria.com/turismo/es/</a>	No Chinese version
Santander	<a href="https://turismo.santander.es/en/home/">https://turismo.santander.es/en/home/</a>	No Chinese version
Toledo	<a href="https://turismo.toledo.es/">https://turismo.toledo.es/</a>	No Chinese version
Valladolid	<a href="http://lvyou168.cn/valladolid/">http://lvyou168.cn/valladolid/</a>	Chinese version available
Barcelona	<a href="https://www.barcelonaturisme.com/wv3/es/">https://www.barcelonaturisme.com/wv3/es/</a>	No Chinese version.

Mérida	<a href="http://turismomerida.org/home/">http://turismomerida.org/home/</a>	No Chinese version
Santiago de Compostela	<a href="https://www.santiagoturismo.com/">https://www.santiagoturismo.com/</a>	No Chinese version
Logroño	<a href="http://www.xn--logroo-0wa.es/wps/portal/web/inicio/laCiudad/turismo/guiaTuristica!/ut/p/c4/04_SB8K8xLLM9MSSzPy8xBz9CP0os_hAc9NQf293QwMDzzA3A083d0t_Q6MgY7cQU_3g1GL9gmxHRQDxy37R/">http://www.xn--logroo-0wa.es/wps/portal/web/inicio/laCiudad/turismo/guiaTuristica!/ut/p/c4/04_SB8K8xLLM9MSSzPy8xBz9CP0os_hAc9NQf293QwMDzzA3A083d0t_Q6MgY7cQU_3g1GL9gmxHRQDxy37R/</a>	No Chinese version
Madrid	<a href="https://www.esmadrid.com/zh">https://www.esmadrid.com/zh</a>	Chinese version available and effective
Murcia	<a href="https://turismodemurcia.es/es">https://turismodemurcia.es/es</a>	No Chinese version
Pamplona	<a href="https://www.pamplona.es/turismo">https://www.pamplona.es/turismo</a>	No Chinese version.
València	<a href="http://valencia.tlmchina.com/">http://valencia.tlmchina.com/</a>	Chinese version available
Málaga	<a href="http://www.malagaturismo.com/zh">http://www.malagaturismo.com/zh</a>	Chinese version available
Granada	<a href="http://www.granadatur.com/">http://www.granadatur.com/</a>	No Chinese version.
Calvià	<a href="http://www.calvia.com/responsive/general.plt?KPAGINA=277&amp;KIDIOMA=3">http://www.calvia.com/responsive/general.plt?KPAGINA=277&amp;KIDIOMA=3</a>	No Chinese version
San Bartolomé	<a href="http://www.grancanaria.com/turismo/es/rutas/ruta-sur-oste/san-bartolome-de-tirajana/">http://www.grancanaria.com/turismo/es/rutas/ruta-sur-oste/san-bartolome-de-tirajana/</a>	No Chinese version
Adeje	<a href="https://www.adeje.es/turismo">https://www.adeje.es/turismo</a>	No Chinese version
Salou	<a href="https://www.visitalou.eu/pagina-de-inicio?set_language=es">https://www.visitalou.eu/pagina-de-inicio?set_language=es</a>	No Chinese version.
Benidorm	<a href="https://www.visitbenidorm.es/">https://www.visitbenidorm.es/</a>	No Chinese version.

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TABLE 4: The sample collection of 20 popular attractions:

Attraction name	Tourism Official website	Comment
Sagrada Familia, Barcelona	<a href="https://sagradafamilia.org/es/home">https://sagradafamilia.org/es/home</a>	No Chinese version
Casa Batlló, Barcelona	<a href="https://casabatllo.cn/">https://casabatllo.cn/</a>	Chinese version available
Estadio Camp Nou, Barcelona	<a href="https://www.fcbarcelona.cn/#">https://www.fcbarcelona.cn/#</a>	No Chinese version
Museo del Prado, Madrid	<a href="https://www.museodelprado.es/">https://www.museodelprado.es/</a>	No Chinese version
Estadio Bernabeu	<a href="http://www.realmadrid.cn/bernabeu">http://www.realmadrid.cn/bernabeu</a>	No Chinese version
Plaza de España, Sevilla	There's No official website	No Chinese version
Catedral de Sevilla	<a href="https://www.catedraldesevilla.es/cultural-visit-zh/">https://www.catedraldesevilla.es/cultural-visit-zh/</a> <a href="https://www.catedraldesevilla.es/wp-content/uploads/2019/09/ZH.pdf">https://www.catedraldesevilla.es/wp-content/uploads/2019/09/ZH.pdf</a>	Chinese version available
Acueducto de Segovia	<a href="http://acueducto.turismodesegovia.com/">http://acueducto.turismodesegovia.com/</a>	No Chinese version
La Alhambra, Granada	<a href="https://www.alhambra.degranada.org/zh/">https://www.alhambra.degranada.org/zh/</a>	Chinese version available
Museo Reina Sofía (Madrid).	<a href="https://www.museoreinasofia.es/">https://www.museoreinasofia.es/</a>	No Chinese version
Ciudad de la Artes y las Ciencias (Valencia).	<a href="https://www.cac.es/en/web/ZH">https://www.cac.es/en/web/ZH</a>	Chinese version available
La Mezquita (Córdoba).	<a href="https://mezquita-catedraldecordoba.es/en/">https://mezquita-catedraldecordoba.es/en/</a>	No Chinese version
Real Alcázar (Sevilla) .	<a href="https://www.alcazarsevilla.org/">https://www.alcazarsevilla.org/</a>	No Chinese version
Palacio Real (Madrid).	<a href="https://www--patrimoniacional--es.insuit.net/visita/palacio-real-de-madrid">https://www--patrimoniacional--es.insuit.net/visita/palacio-real-de-madrid</a>	No Chinese version
La Casa Milà (Barcelona).	<a href="https://www.lapedrera.com/zh/visits?gclid=Cj0KCQjw2or8BRCNARIsAC_ppyZNTjvH1E47-TUYz-VQgNclT7XvgU2P2xo-YBFW7e522Tz4-SzwuiUaAl0TEALw_wcB">https://www.lapedrera.com/zh/visits?gclid=Cj0KCQjw2or8BRCNARIsAC_ppyZNTjvH1E47-TUYz-VQgNclT7XvgU2P2xo-YBFW7e522Tz4-SzwuiUaAl0TEALw_wcB</a>	Chinese version available and effective

Teatro-Museo Dalí (Figueres, Girona).	<a href="https://www.salvador-dali.org/en/museums/dali-theatre-museum-in-figueres/?gclid=CjwKCAjw0On8BRAGeiwAincsHCzJ0-sCsRtwObKEdaQZNepVu8gS9TAPF7MHhKQfLgpbpbkbiWBDNBBocN6AQAvD_BwE">https://www.salvador-dali.org/en/museums/dali-theatre-museum-in-figueres/?gclid=CjwKCAjw0On8BRAGeiwAincsHCzJ0-sCsRtwObKEdaQZNepVu8gS9TAPF7MHhKQfLgpbpbkbiWBDNBBocN6AQAvD_BwE</a>	No Chinese version
Museo Guggenheim (Bilbao).	<a href="https://www.guggenheim-bilbao.eus/zh-hans/hours-and-admission">https://www.guggenheim-bilbao.eus/zh-hans/hours-and-admission</a>	Chinese version available
Museo Picasso (Barcelona).	<a href="http://www.museupicasso.bcn.cat/es">http://www.museupicasso.bcn.cat/es</a>	No Chinese version
Basílica de Nuestra Señora del Pilar (Zaragoza).	<a href="https://turismo.buenosaires.gob.ar/es/otros-establecimientos/bas%C3%ADlica-de-nuestra-se%C3%B1ora-del-pilar">https://turismo.buenosaires.gob.ar/es/otros-establecimientos/bas%C3%ADlica-de-nuestra-se%C3%B1ora-del-pilar</a>	No Chinese version
Catedral de Santiago de Compostela.	<a href="https://www.santiagoturismo.com/">https://www.santiagoturismo.com/</a>	No Chinese version

#### 4.2 Analysis and explanation of data

This study takes 17 autonomous regions, 24 cities and 20 tourist sites in Spain as the research object, obtains real data of the website, collects and organizes the website to evaluate it, and analyzes the data results to obtain the research results. The research method designed in this research is a combination of content analysis and statistical analysis. Evaluate the usefulness and correctness of the language of the website that is available in Chinese. According to the survey results of the sample, there are a total of 13 official tourism websites that provide the Chinese version of the 61 sample data. There are two official tourism websites in the autonomous region that provide Chinese versions, Euskadi and Galicia. There are 5 official tourism websites in the cities that provide Chinese version: Zaragoza, Valladolid, Madrid, Valencia and Málaga. There are 6 tourism websites that provide the Chinese version of the attractions: Casa Batlló, Catedral de Sevilla, La Alhambra, Ciudad de la Artes y las

Ciencias, La Casa Milà and Museo Guggenheim.

Searching for relevant information on tourism destinations is the primary purpose of tourists browsing the official tourism information website. Comprehensive and timely tourism information plays a key role in the decision-making behavior of tourists. Among these websites, the quality of each website is uneven, and there are good Chinese versions, medium Chinese versions or poor Chinese versions. The evaluation will be carried out one by one.

It should be noted here that although the official tourism websites of La Rioja and Seville show web pages in Chinese, they are all invalid. Among them, the chairman of the La Rioja government announced the international promotion of tourism resources in China in 2018 and launched the Chinese website [www.visitlarioja.cn](http://www.visitlarioja.cn) to strengthen the region's ties with China. But until today, the website is still inaccessible. Sevilla's website only the title of the menus are in Chinese, and the content has nothing to do with the use of Chinese. So these two websites were not included in the evaluation list.

#### **4.2.1 Analysis of Chinese Usage of Autonomous Region Tourism Official Website**

##### **1. Euskadi Tourism Official Website**

Strictly speaking, the Euskadi region does not provide a Chinese version of the webpage, but only provides the Chinese version of the electronic travel manual, and there is a corresponding PDF download link. However, as far as the manual is concerned, the introduction to the region is relatively complete, the content settings are also relatively rich, the accuracy of language use is high, it is in line with the reading habits of Chinese tourists, and it is relatively convenient to use. The tourist brochure mainly introduces the three cities of the Basque Country: Bilbao, Donostia-San Sebastián and Vitoria-Gasteiz. Provides an overview of the place, food information, entertainment information, recommended tourist routes and relevant practical information. Because it is a manual, there are also certain drawbacks, such as



the fact that the information is not updated in a timely manner, and web search cannot be used. It is also a good choice if you want to get an overview of the autonomous region. Globally, The official Euskadi tourism website is a medium-quality Chinese website.

## 2. Galicia Tourism Official Website

The Galicia website is very rich in content, and the column settings are basically the same as the Spanish version of the website. It is divided into the unmissable Galicia, experience the ten stories of Galicia and more Galicia, and also provides the download of the travel brochure. Information provides food, entertainment and shopping. It is worthwhile to integrate the details introduced in the travel information and route acquisition. If it is the first time for tourists to visit this website, they will definitely get a lot of travel inspiration. The accuracy and efficiency of the language are very high. Official Galicia tourism website can be considered a high-quality tourism official website for Chinese tourists.

### **4.2.2 Analysis of Chinese Usage of city tourism official website**

#### 1. Zaragoza Tourism Official Website

Since 2018, the Zaragoza City Council has started the Zaragoza Tourism China Tourism Marketing Plan. Therefore, the tourism website created by the Zaragoza City Council is specially made for Chinese tourists. The website is rich in content, and the Chinese information is very effective and accurate. The information provided is very practical and quick to update. The official website of Zaragoza tourism can be considered a very high-quality Chinese website.

#### 2. Valladolid Tourism Official Website

The Valladolid website is very rich in content. Visitors can learn the necessary tourist information of Valladolid, including tourist routes, relevant tourist information, culture and art. The website is very detailed, and the Chinese is very accurate and

efficient. The official Valladolid tourism website can be considered a high-quality Chinese website.

### 3. Madrid Tourism Official Website

The official website of the capital Madrid is different from other websites which are specially made for Chinese tourists. It is completely provided in Chinese on the basis of the original website. The content includes local overview, itinerary introduction and related tourism usage information. The accuracy of the use of Chinese is very high, the information is comprehensive, the update is fast, and the practicability is very high. The official Madrid tourism website is the highest quality official tourism website among all the Chinese versions that we have analyzed in this research.

### 4. Valencia Tourism Official Website

In 2018, the China Institute of Tourism and the Tourism Administration of the Autonomous Region of Valencia, Spain reached a cooperation. The local government also provided Chinese tourists with official tourism websites in Chinese. It includes a local overview of Valencia, sightseeing plans and travel guides. However, the website has some drawbacks. In some column options, only the title is in Chinese, but the practical information is not, mostly in English. The provision of Chinese information is not very comprehensive, and the official Valencia tourism website can only be considered a medium-quality Chinese website.

### 5. Málaga Tourism Official Website

Málaga's Chinese website is very concise, and the information columns are clear at a glance. In addition to some basic introductions, it also includes accommodation, weather and other information for tourists' reference. Although the information is not comprehensive, the accuracy of Chinese is good, and the information is mostly effective. Overall it is a good medium website.

### 4.2.3 Analysis of Chinese usage of attractions tourism official websites

Many Chinese tourists who visit Europe are no longer satisfied with taking commemorative photos of their visit, but want to have a deeper understanding of European culture and art, hoping to truly feel the charm of culture and art. However, most Chinese tourists do not know much about European art and culture. At present, the cultural experience tour in Europe involves finding a guide who speaks Chinese and is familiar with the local area. However, as a free traveler, tourists prefer to experience the rich cultural atmosphere. As the official website of attractions for Chinese tourists, the provision of attractions information is particularly important.

#### 1. Casa Batlló Official Tourism Website

Casa Batlló covers all the basic information. Including traffic information, ticket purchase and other aspects. The most important thing is that the detailed introduction to the attractions is also done well, so that visitors can get more useful information. The accuracy of Chinese usage is high, and it is a high-quality Chinese attractions website.

#### 2. Catedral de Sevilla Tourism Website

The Chinese website of Catedral de Sevilla only provides some basic information for Chinese tourists on the homepage. There is no introduction to the attractions, but a brief introduction in PDF is provided. In general, the accuracy of using Chinese is good, but the information is not comprehensive enough. It is a medium Chinese website.

#### 3. La Alhambra Tourism Website

With the increasing popularity of La Alhambra in China in recent years, it has become very popular with Chinese tourists, and more and more Chinese tourists come to visit. La Alhambra also provides a Chinese version. The information on the website contains comprehensive and detailed information, including an introduction to La Alhambra, a practical guide to visit, ticket purchases, browsing routes and related

introductions to Granada. There are no obstacles when browsing the website, you can easily get the travel information you want to know, which is very friendly to Chinese tourists. This is the official website of an extremely high-quality attraction.

#### 4. Ciudad de la Artes y las Ciencias Official Tourism Website

Ciudad de la Artes y las Ciencias has only a few simple introductions on the homepage, which is more like an undeveloped website. No matter it is scenic spots or basic practical information, tourists can hardly get any information. And the use of the webpage is also included in Spanish, so the official website of Ciudad de la Artes y las Ciencias tourism is a very poor Chinese website.

#### 5. La Casa Milà Official Tourism Website

Like Casa Batlló, these two attractions are the two most popular attractions for Chinese tourists, and the website is very rich in content. In addition to providing basic information, it also includes detailed introductions to artists and scenic spots, so that visitors can get an excellent sense of experience. The accuracy and effectiveness of using Chinese is very high. In addition, the information is not updated in time. The official website of La Casa Milà Tourism is a very high-quality Chinese tourist site website.

#### 6. Museo Guggenheim Official Tourism Website

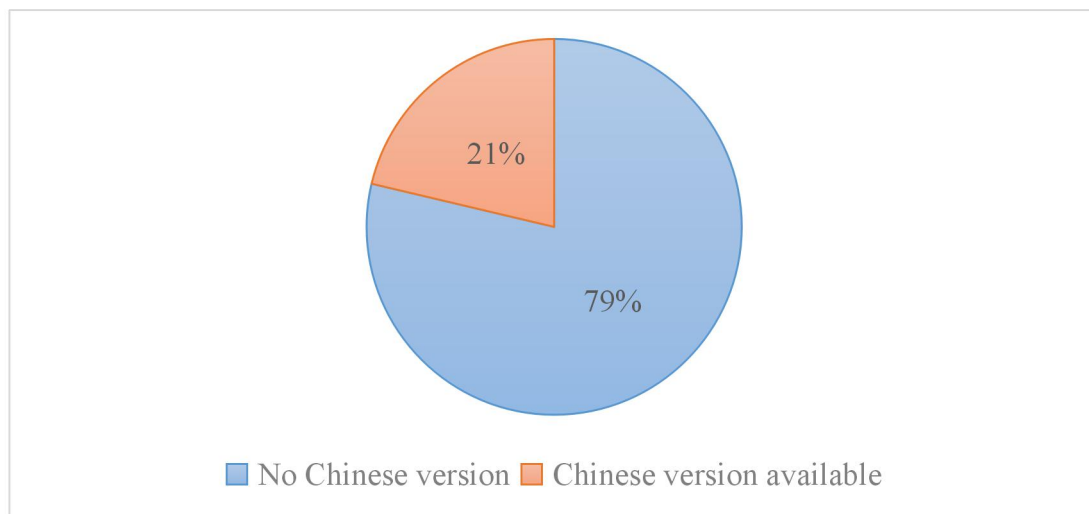
The homepage of Museo Guggenheim website only provides some basic information, but it is only a very simple language summary. The specific information is only available in Spanish or English. The accuracy of using Chinese is good, but the efficiency is very poor. The Chinese version of the official Museo Guggenheim tourism website is not good.

### 4.3 Description of statistic result

#### 4.3.1 Overview of the Chinese version on the official Spanish tourism website

According to the collected sample results, statistical analysis was carried out. Of the 61 official Spanish tourism websites, only 13 provide Chinese pages. It can be seen from the figure that 79% of the official Spanish tourism websites only provide Spanish or English and other European languages, and only 21% of the official tourism websites provide a usable Chinese version. It shows that the proportion of Spanish tourism official websites providing Chinese version is small, and only a few websites attach importance to the construction of Chinese version website.

FIGURE 5. The Chinese version accounts for the proportion of the official Spanish tourism website



According to the geographical location, cities in the north have better Internet marketing for Chinese tourists than cities in the south, and there are relatively more tourism officials that provide Chinese versions. From the data analysis, it can be seen that 67% of the official tourism websites in the north provide Chinese version, while

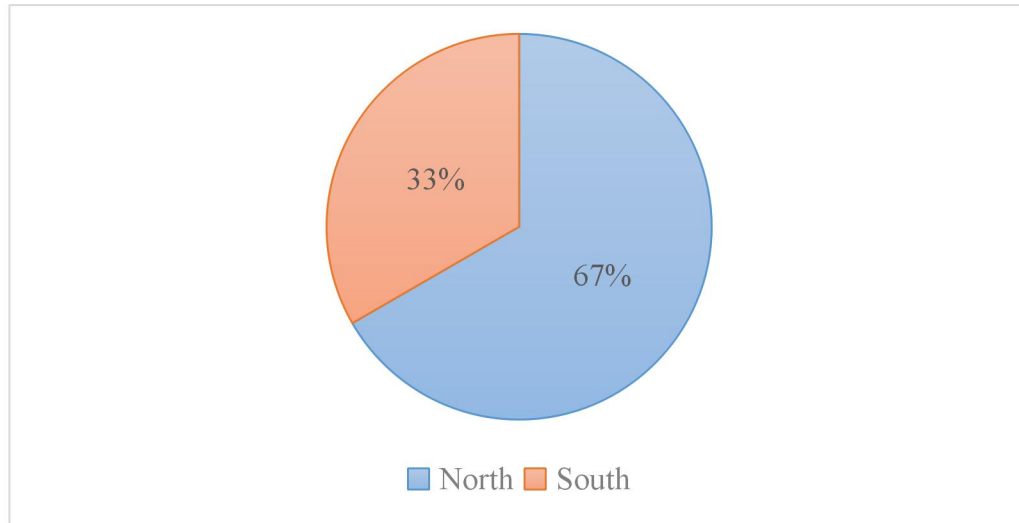
the south only accounts for 33%, a big difference.

In addition, the Chinese version of Spain's official tourism website is relatively fragmented. The official tourism website of some popular tourist regions or cities does not provide the Chinese version, only some attractions. For example, Barcelona, as a popular tourist city, is also one of the most desirable cities for Chinese tourists, but there is no Chinese website available, but the quality of the Chinese version provided by the official tourist websites of the two attractions, Casa Batlló and La Casa Milà, is very high.

FIGURE 6. Provide the geographical distribution of the Chinese version of the website



FIGURE 7. Proportion of Southern and Northern cities providing official Chinese tourism website



Specifically, the official tourism websites of attractions provide the highest proportion of Chinese versions at 30%, followed by cities at 21%, and finally autonomous regions at 12%. It can be seen that the official tourism website of the autonomous region has not paid enough attention to the Chinese version, and the proportion of the Chinese version of the tourist attraction is the highest.

FIGURE 8. Percentage of websites offering Chinese version in 17 regions

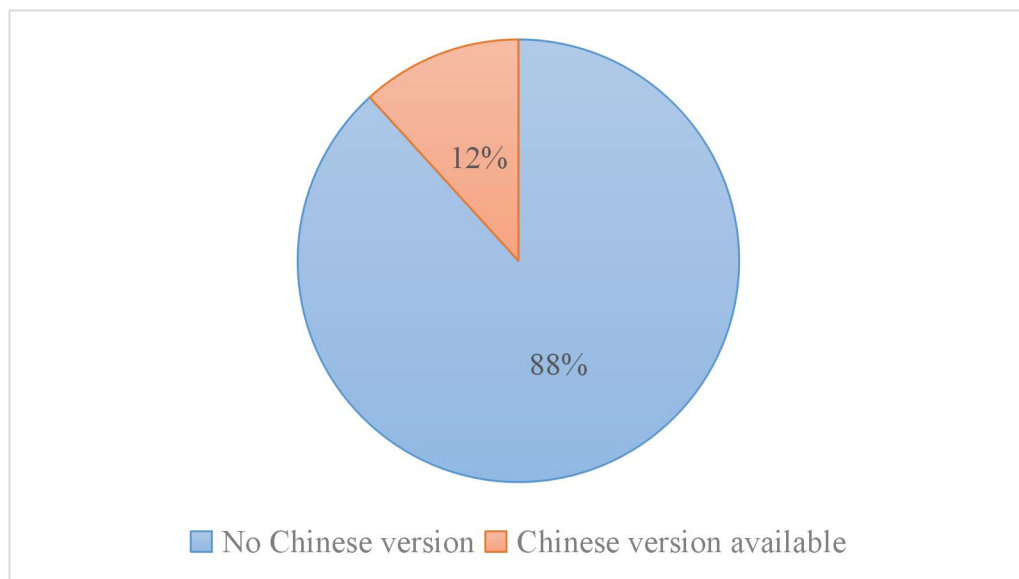


FIGURE 9. Percentage of 24 cities providing Chinese version websites

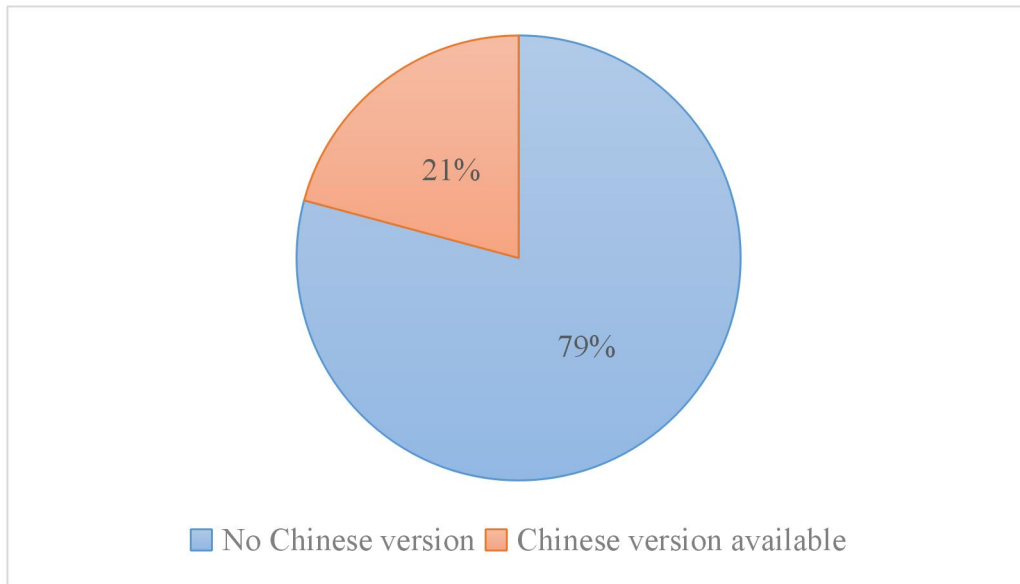
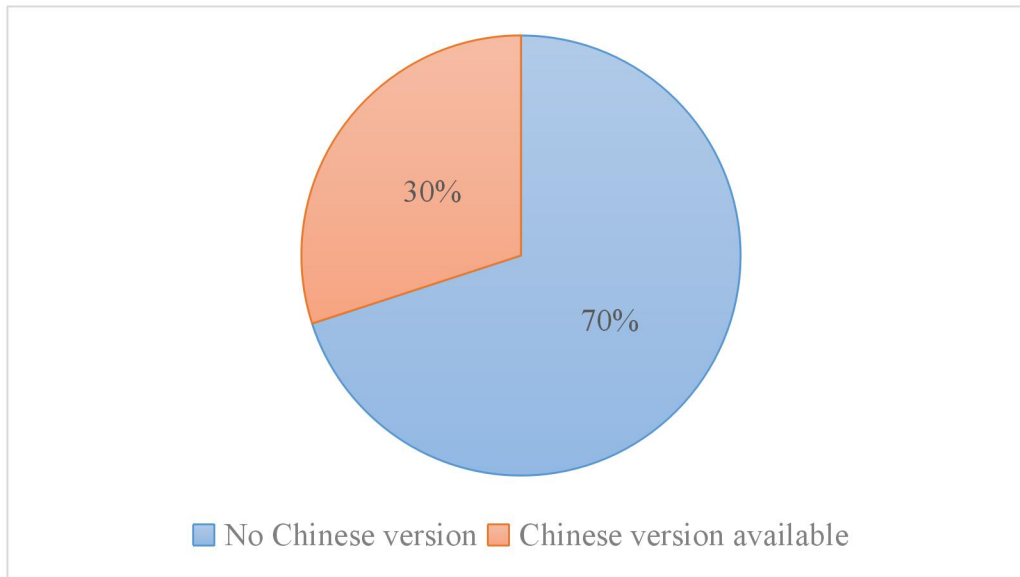


FIGURE 10. Proportion of 20 attractions that provide Chinese version websites

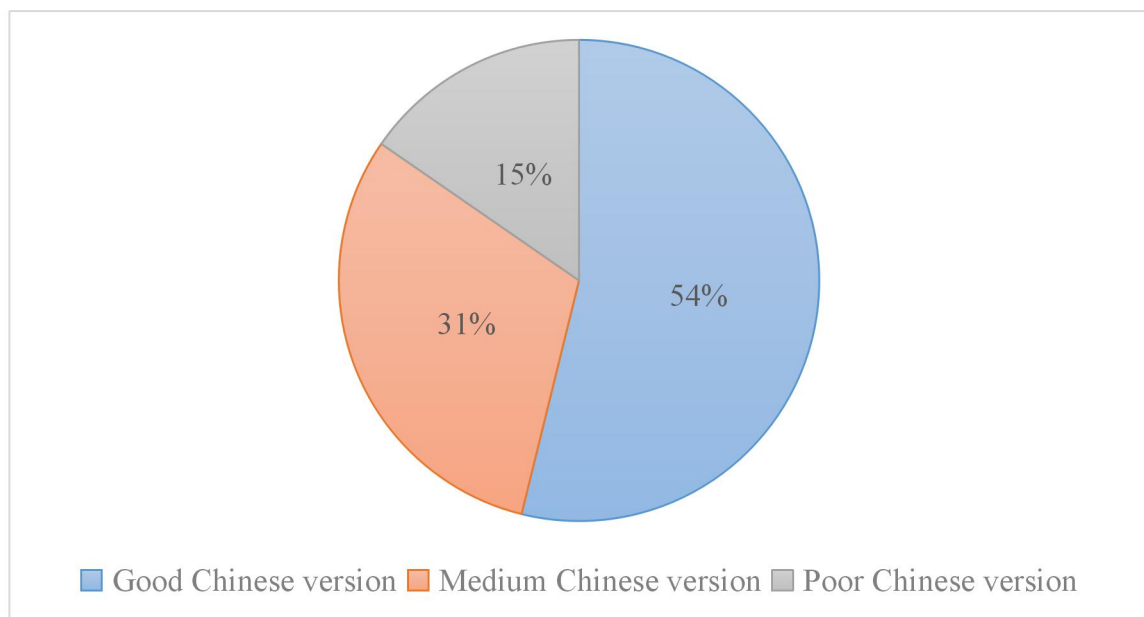




#### 4.3.2 Provide the quality of the official tourism website in Chinese

Here, based on the use of the 13 official tourism websites that provide Chinese versions, the evaluation criteria for Chinese websites are divided into three categories: good Chinese websites, medium Chinese websites, and poor Chinese websites. Among them, there are 6 good Chinese websites, accounting for 54%, medium tourism official accounts for 31%, and poor version accounting for 15%. It can be seen that most websites that have provided the Chinese version do a good job of providing quality in Chinese. Tourists can obtain a lot of effective travel information, except for a few websites that do not do well. Among them, the Chinese version of the official tourism website of Madrid, the official tourism website of Casa Batlló, the official tourism website of La Alhambra and the official tourism website of La Casa Milà is a good Chinese version in terms of language accuracy and usefulness, which is in line with the method of obtaining Chinese tourist information. However, there are also websites that do not do well, such as the official tourism website of Ciudad de la Artes y las Ciencias and the official tourism website of Museo Guggenheim. The Chinese versions of these two sample websites are almost ineffective and have poor reference value for tourists.

FIGURE 11. Chinese website quality ratio



## **5. Conclusion and Discussion**

This study conducted an overall evaluation of tourism information in Chinese provided by 61 official tourism websites in Spain, and obtained the following conclusions and inspirations:

### **5.1 Conclusion**

Research shows that, as an important platform for providing authoritative tourism information services, Spain's official tourism website for Chinese tourists still has a lot of room for improvement. Specifically, most local tourism official websites have not yet covered the Chinese version of tourist information services, accounting for 79% of the sample; It shows that Spanish tourism network marketing is not yet fully prepared to welcome the arrival of Chinese tourists.

For official tourism websites that provide the Chinese version, the construction of various websites is also uneven, and most of the official tourism website of the local government provides rich and detailed tourist information on tourist attractions, accommodation, transportation, catering, tourist routes, folklore festivals, shopping and leisure, etc. The correctness and effectiveness of the use of Chinese is high, which is in line with the reading habits of Chinese tourists and can obtain effective travel information from it. However, there are some medium-quality Chinese websites, which mix English and Spanish, so that visitors can easily be disturbed in obtaining information. Only when website viewers are reading relatively unobstructed, will they stay on the website longer and have more opportunities to capture the corresponding tourism information, which is more conducive to tourism destination marketing activities development.

The expression of language conforms to the thinking habits and cultural customs of Chinese tourists. Travel websites do not use many professional terminology in the tourism industry, but rather use easy-to-understand expressions to show tourists the

customs of the destination. Because most Chinese websites are constructed with the participation of the Chinese team, the language accuracy and effectiveness of most existing Chinese websites are relatively high. However, most official websites generally have untimely travel information updates, outdated content, and empty content. The message is seriously lagging behind.

Take the official website of Euskadi tourism as an example. The date of compilation is 2012. The tourism in this area must have been adjusted after several years of development. The introduction of the website is still the original introduction. The information is not updated in time, and it is impossible for tourists to know the destination. The latest developments, this may make tourists less fresh about the destination.

## **5.2 Suggestions for improving the construction level of official tourism websites of local governments**

In response to the main problems found in the research, this article puts forward suggestions for improving the construction of Spain's official tourism website for Chinese tourists, with a view to improving the language quality of the website.

### **5.2.1. Improve the provision rate of the Chinese version of various official tourism websites in Spain**

The tourism cooperation between China and Spain has gradually deepened, and China's inbound tourism market has great potential for development. However, the language aspect is still a big obstacle for most Chinese tourists, and only providing English websites just a little effect for Chinese tourists. As the current level of English in China is still relatively low, there is not enough language ability to obtain travel information from the English version of the website. The English version of the website cannot give Chinese tourists a good impression, and it is not enough to attract more Chinese tourists. Although the English version is mainly for the international market, the Chinese version is relatively small, but it can also be said to be an online

marketing channel for the Chinese market. For Spanish cultural tourism resources, Chinese tourists are a large group of inbound foreign tourists. It is necessary to establish a website specifically for Chinese tourists and an independent Chinese introduction page for attractions.

Judging from the current situation, the Spanish official tourism website is still lacking in the construction of the Chinese version. In order to accelerate the development of the Spanish tourism industry for Chinese tourists, the construction of the Chinese website must be accelerated, and the Internet will further draw Spain and China closer. Through the official tourism website to improve Chinese tourists' understanding of Spain. Relevant departments should pay more attention to the Internet for Chinese tourists and establish more official tourism websites in Chinese as soon as possible. This will greatly enhance the overall image of Spain in the hearts of Chinese tourists.

### **5.2.2 Increase the detailed introduction of attractions**

Most of the Chinese introduction pages of some well-known attractions on the official Spanish tourism website are simple or do not provide detailed introductions to the attractions. The website lacks Chinese information and the publicity effect is not ideal. The official websites of some tourist attractions are very monotonous, lacking pictures and dynamic presentations, and no featured and practical services. For most attractions, selling tickets is the main way for them to make money, and the promotion of information through the official website of the attractions can effectively increase sales, which played an important role in driving the economic development of the tourism industry at that time. In the Internet age, Chinese tourists are a large group of people who are extremely interested in attractions. Therefore, the official website of attractions should improve the use of the Chinese version, add detailed Chinese introductions, and increase the rendering power of attractions introductions, so that Chinese tourists can stay The first impression is deep, and tourists are no longer just walk around, and can learn more about Spanish art and culture.

### **5.2.3 Emphasize the usefulness of language**

In the construction of the official tourism website of the government, if the tourist attractions promoted by the website are likened to a commodity, in order to better reflect the value of the commodity and better attract consumers, the role of language in the period must not be ignored. Therefore, the construction of the website should cater to the reading psychology and aesthetic taste of the target language users as much as possible, and take care of the tourism consumption consciousness of potential customer groups, so as to stimulate their tourism consumption needs. In the process of constructing the Chinese text content of the website, the goal and positioning of the websites language construction should first be clarified. At the same time, in order to improve the naturalness and comprehensibility of the language, native Chinese speakers can be recruited to serve as corresponding guides to help reduce cultural differences in the text, so that tourism information can be accurately transmitted to readers. This can also help the website realize the cultural sharing in cross-cultural communication during the construction of the website, and give full play to the promotion role of the website to a greater extent. Of course, while seeking to share, one should not forget the content of distinctive culture.

To a large extent, tourists come to Spain with a curious mind, so how to present the characteristics of Spanish culture is also one of the key points of the text content construction. Finally, we need to reduce the professionalism of language use, because tourists are not professionals. They browse the website to get more help. Simple and easy-to-understand language is the language they want, and It can also enhance their perception of a destination.

### **5.3 Limitations of this study**

Although the current research has selected most of the official tourism websites in Spain as the research sample, in order to control the variables to make the research

easier to implement, there are still some limitations that should be recognized. First, the sample size is relatively small. In this study, the sample collection of the autonomous region is relatively complete, but more samples of cities and attractions can be collected. Although there are 61 websites in the samples, only 13 websites are valid, that is, the Chinese version is provided. From a statistical point of view, the larger the sample size, the more accurate the results. To a certain extent, because English is still the current mainstream language, Spanish Internet marketing for China has only just started, so the samples that can be collected are limited. In addition, there may be some slight errors in the evaluation of this study. This will affect the objectivity of research results.

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