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Instituto de Geografia  
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# **Master's Degree in Tourism and Communication**

## **Project**

### **Portugal for Chinese Tourists, an e-guide**

**Li Xiaoxiao**

**October 2019**



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# Mestrado em Turismo e Comunicação

## Projeto

Portugal para turistas chineses - Um guia eletrónico

Li Xiaoxiao

Outubro 2019



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**Li Xiaoxiao**

**Supervisors:**

**Professora Doutora Maria de Lurdes Calisto**

**Professora Doutora Cândida Cadavez**

**Project presented for the award of the Master's Degree in Tourism and  
Communication from the Escola Superior de Hotelaria e Turismo do Estoril**

**(Estoril Higher Institute for Tourism and Hotel Studies)**

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Orientadoras:

Professora Doutora Maria de Lurdes Calisto

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Projeto apresentado à Escola Superior de Hotelaria e Turismo do Estoril para a  
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## ABSTRACT

This project consists in an electronic guide (e-guide) dedicated to Chinese tourists who are interested and willing to travel to Portugal. This E-guide introduces Portugal to Chinese tourists, filling in an identified cultural gap, and enhancing Chinese tourists' knowledge about this destination.

In this project, Chinese tourists' travel preferences and demands are analyzed based on two questionnaires (one *a priori* and one *a posteriori*). Based on these results, customized tourism information and travel plans were generated. The preparation and development processes of this e-guide are presented in detail in this project.

This project is the final work of the Master's degree in Tourism and Communication, leading to the achievement of the degree of Master by Escola Superior de Hotelaria e Turismo do Estoril, Faculdade de Letras e Instituto de Geografia e Ordenamento do Território.

**Key words:** Tourism, Portugal, Destination, Chinese tourists.

## RESUMO

Neste projeto desenvolveu-se um guia eletrónico (e-guia), destinado a turistas chineses interessados e dispostos a viajar para Portugal. Este guia eletrónico também serve como um meio de apresentação de Portugal aos turistas chineses, preenchendo lacunas culturais identificadas e aumentando o conhecimento dos turistas chineses sobre este destino.

Neste projeto, as preferências e exigências de viagem dos turistas chineses são analisadas com base em dois questionários (um *a priori* e outro *a posteriori*). Com base nesses resultados, foram geradas informações personalizadas sobre turismo e desenvolvidos planos de viagem. Os processos de preparação e desenvolvimento deste guia eletrónico são apresentados em detalhe neste projeto.

O projeto corresponde ao trabalho final do Mestrado em Turismo e Comunicação, levando à obtenção do grau de Mestre a atribuir pela Escola Superior de Hotelaria e Turismo do Estoril, pela Faculdade de Letras e pelo Instituto de Geografia e Ordenamento do Território.

Palavras-chave: Turismo, Portugal, Destino, Turistas Chineses.

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## LIST OF ABBREVIATIONS

CTA	China Tourism Academy
ESHTE	Escola Superior de Hotelaria e Turismo do Estoril
EU	European Union
FLUL	Faculdade de Letras da Universidade de Lisboa
GLP	Guide by Lonely Planet
IGOT	Instituto de Geografia e Ordenamento do Território
SWOT	Strengths, Weaknesses, Opportunities, and Threats
TGB	Travel Guidebook
UNWTO	World Tourism Organization
WTTC	World Travel & Tourism Council

## INTRODUCTION

The project "Portugal for Chinese Tourists, an e-guide" provides an electronic travel guide for Chinese tourists visiting Portugal. This e-guide introduces Portuguese experiences to Chinese tourism, fills the culture gap between Portugal and China, and gives Chinese tourists useful tourism information about this destination.

The project is organized as follows: the first part reviews the relevant tourism literature about current travel guides and lists the factors that affect tourists' decisions regarding tourism destinations. The second section presents the project's background and analyzes the current situation of Chinese tourists' outbound travel as well as their destination preferences. The third part discusses the strengths and weaknesses of Portugal as a destination for Chinese tourists. The fourth section discusses the applied methodologies and methods to obtain the research data. The fifth part presents the e-guide in detail. The sixth part describes the e-guide validation process and provides the improvement of the project based on the survey results. The final section will be the conclusion, including the pros and cons of the project.

This project was developed within the framework of the master of tourism and communication conducted by Escola Superior de Hotelaria e Turismo do Estoril (ESHTE), Faculdade de Letras de Lisboa (FLUL) and Instituto de Geografia e Ordenamento do Território (IGOT).

# **1 LITERATURE REVIEW**

## **1.1 INTRODUCTION**

This chapter begins by discussing the factors affecting tourism destination selection and also the concept of travel guide books and its history. From the birth of the first travel guide book in the 1st century BC (PERIPLUS), the research carried out in this field has significantly changed with the changes of the times. Additionally, in recent years, with the more intensive cooperation between China and Portugal, more Chinese tourists began to pick Portugal as a tourism destination, which will be another development opportunity for the Portuguese tourism industry. The current situation of Chinese language travel guide books about Portugal and the outbound tourism destinations that Chinese tourists prefer will be analyzed in this project. Based on relevant literature analysis, to find out the reasons and motivations for Chinese tourists' when selecting a tourism destination will be another essential object of this study. This chapter reviews literature related to this research. It begins with the factors affecting the choice of tourists in section 1.2, followed by an overview of the literature regarding the history of the development of guidebooks, especially the Chinese language travel Guides for Portugal, in section 1.3. The role of social media for tourists is summarized in section 1.4, and section 1.5 focuses specifically on tourism destination marketing. The chapter concludes with a summary on Section 1.6.

## **1.2 THE FACTORS AFFECTING THE DESTINATION SELECTION**

According to the World Tourism Organization (UNWTO, 2018) report, 23 million international visitors visited other countries in 1950 (WTTC, 2018), and 1.322 billion people visited other countries in 2017. This results in an increase of nearly sixty times in the past seven decades. As a significant part of the tourist's decision-making process, tourism destination selection has attracted much attention. Keating and Kriz (2008, pp.32-41) evaluated the factors that push and pull Chinese tourists to destinations. The push factors correspond to internal and

emotional variables that guide potential visitors to make travel decisions, explaining the destinations considered, such as physical relaxation, social interaction, and exploration. The pull factors are related to external factors, inspired by destination appeals, such as natural environment, cultural environment, shopping environment, food, and historical attractions. Therefore, tourism destination selection is a very complicated process that is influenced by many factors.

In the past, tourism behaviors on destination selection were generally studied under Maslow's theory on human beings' needs. However, these conventional demand theories have many shortcomings in the field of tourism and failed to explain tourism destination selection behavior appropriately. Understanding the process of tourist destination selection is vital for both tourism destinations and tourism companies since it will affect tourists and tourism benefits on both ends. The study of the tourist destination selection process is the basis to attract tourists and to marketing tourism destinations. Karl, Reintinger, and Schmude (2015, pp.48-64) pointed out that in addition to the characteristics of tourists, destination-related limitations also play an essential role in the choice or rejection of destinations in the decision-making process of tourists. For instance, financial limitations (usually related to travel distance and transportation, since long-distance travel is associated with high travel costs), lack of holidays, failure to find suitable travel partners, dangerous destination, and destination political situations are examples of the influence of such limitations. This chapter will discuss the impact of these tangible and intangible factors on tourist destination selection from the perspective of spatial distance and cultural distance.

### **1.2.1 SPATIAL DISTANCE**

In the era without convenient transportation, the distance was the most significant influencing factor, or even the factor hindering the destination selection behavior. However, with the developments of technology and the transformation of transportation, the spatial distance could be converted into time distance through the convenience of transport. When the transportation technology innovation produces the "time-space compression" effect, for the same amount of tourists travel time, the spatial distance will increase. In other words, for

traveling the same distance, the time it takes will become shorter. Every breakthrough in transportation technology enables tourists to travel to more distant destinations at a faster rate. For example, the railways' development during the 19th century significantly promoted the UK's coastal resorts, since tourists visited other places conveniently and economically. In the 20th century, the appearance and development of the vehicle industry affected Europe and North America tourism deeply. Mass tourism on Vancouver Island was largely brought by private cars. The development of technology, such as jet aircraft and wide-body aircraft, provided favorable conditions for mass tourism across continents, such as tourism in the Caribbean islands.

Nowadays, the plane is the most crucial long-distance transportation. On August 30, 2019, Capital Airlines opened the Beijing-Xi'an-Lisbon intercontinental route (TTG China, 2019). This Beijing-Xi'an-Lisbon route will provide fundamental transportation support to increase communication between China and Portugal. Furthermore, this convenient transportation will attract more Chinese tourists to select Portugal as their travel destinations.

### **1.2.2 CULTURAL DISTANCE**

In addition to the spatial distance, the literature also shows that the cultural gap is another essential factor that could be influencing the decision-making behavior of tourists. The concept of cultural distance arises from the description of cultural differences, and many scholars have studied the cultural differences involved in the tourism field. Yu Xiuhua (2001, pp.82-86) pointed out that cultural differences refer to differences in languages, knowledge, beliefs, outlook on life, values, ways of thinking, morality, and customs that individuals from different cultural and natural environments display. She also pointed out that cultural differences originate from the cultural background and history; it has its inevitability and rationality. Evidences have shown that cultural differences promote the diversity of modern society. Due to geographical characteristics, different regions have formed a relatively unique type of culture, individual values, beliefs, and lifestyles (Tayler, 1889). These cultural characteristics are the long-term products of historical evolution. As a reflection of unique psychological feelings, national consciousness and cultural atmosphere for different ethnic and regions, cultural

differences are mainly manifested in material culture and language, customs, beliefs, ethics, and differences in values.

Some scholars believe that cultural difference is one of the essential factors affecting tourism motivation and destination selection (Litvin, Crofts and Hefner, 2004, pp.29-37; Yang and Wong, 2012). In fact, since the 1970s, numerous authors have elaborated or empirically analyzed the relationship between culture and tourist behaviors from different perspectives. The effect of cultural differences, or cultural shock, is mainly in these two aspects: the impact of cultural differences on the decision-making behavior of tourists, the influence of origination on travel experiences of tourists. Mori (1998, pp.70-84) and Turner (1998, pp.321-323) found that social variables have a more profound impact on the destination selection of tourists on holiday travel. Culture is an essential item within the social variables. Hofstede (1980, pp.42-63) elaborated on the influence of culture on tourists' decision-making behavior from the enterprise perspective. Rokeach (1973, p.161) expounded the impact of culture on tourists' behavior from the perspective of values. Arora (2000, pp.555-573) has studied the influence of cultural differences on tourists' decision-making behavior from the perspective of multinational corporations.

Crompton (1979, pp.408-424) pointed out that tourists are driven by curiosity when choosing a destination. The level of curiosity of a visitor towards a destination is related to the degree to which their interest is stimulated. The broader cultural differences between destination and source of origin will undoubtedly inspire tourism. That is to say, the more significant cultural distance is, the more curious tourist will be about the destination, and therefore tourists are more likely to select that destination. For example, many Chinese tourists who pick European countries as destinations are curious about the culture of the target country, which is entirely different from China's. Basala and Klenosky (2001, pp.172-182) found that people tend to visit destinations that use the same language as themselves, but this may be due to the sense of control brought about by the same language, which can reduce the risk of travel. Therefore, for destinations with great distance in relation to Chinese cultures, local Chinese guides, and Chinese language services will be an effective means of reducing uncomfortable feeling caused

by cultural shock, and factors attracting Chinese tourists. This is also one of the most important reasons to produce this e-guide for Chinese tourists.

Zou (2010) believes that the fundamental reason for the differences in tourist preferences between Chinese and western tourists is the differences in tourism culture. As a broad aesthetic form, tourism is one of the necessary social and cultural activities for human beings, and it is also a unique way of life. Many relationships in the process of tourism activities reflect different aspects of culture. Whether in the material basis of tourism or the spiritual process of tourists, there is inevitably a cultural imprint (Zou, 2010).

Culture has significant regional particularities. Due to regional differences, the tourism culture of Chinese and Western tourists is very different. For example, Chinese traditional culture is more reserved and conservative; most Chinese tourists would like to pick safe destinations. The results of the research on domestic and foreign tourist travel motivations from Gao Jun et al. (2011, pp. 134-136) indicate that Chinese tourists are significantly less likely to be adventurers, when comparing to western tourists.

### **1.3 TRAVEL GUIDEBOOK**

The very first “travel guidebook” found in human history is PERIPLUS. It is indeed a record marking local conditions and the landmark buildings, written by navigators who discovered the New continent around 1st century BC for the politicians supporting them (Kish and George, 1978, pp.21). To some extent, it is a travel guidebook.

There have been several periods in history where travel guidebooks gained popularity in society. For instance, travel literature was found prevalent in the 10th century AD in the Song Dynasty of Ancient China (Hargett and James, 1985, pp.67-93). The tourist enthusiasm of European nobility in the 17th century also led to the boom of personal travel notes among the upper class. However, the landmark of modern travel guidebook was not published until later in the 19th century by the London-based publisher John Murray III, who, instead of emphasizing on personal emotions like others in previous pieces of travel literature or travel notes, concentrated on describing the attraction of tourist destinations from a physical aspect. Such

methodology was then inherited by German publisher Karl Baedeker, who aimed at providing travelers with fact-centered information, which was utterly objective (Parsons, 2007).

### **1.3.1 THE ROLE OF GUIDEBOOKS IN TOURISM**

There is no universally accepted definition of travel guidebooks (Towner, 2000, pp. 267-269). However, it is broadly recognized as a book that assists tourists in their travel. New guides are distinctive from other travel literature in general in the sense that they are always written in a non-personalized, systematic, and detailed fashion. The primary purpose of the guide is to reduce the strangeness of cultural distance by providing objective information about the destination ( Zillinger, 2006, pp.229-237 ) , to drive tourists towards selecting their destination, which distinguishes the guidebook from perceptual and subjective descriptions of tourism literature. In the current literature, it is believed that the use of a guidebook can participate in the formation of tourism image, both positively and negatively. Travel guidebooks are one of the significant information sources to the tourists before they travel, and also one of the most verifiable references during their journey, especially for those tourists who come from the countries with substantial cultural difference from that of the destination.

Consequently, travel guidebooks significantly affect tourism activities before and during the travel process (Wong and Liu, 2011, pp. 616-627), and the success degree of the travel experiences they suggested (Iaquinto, 2011, pp. 705-715). Some studies indicate that the guidebook has negative effects in the travel process. For example, Sorensen and Peel (2016) reported that some of their subjects were afraid that they would be dependent during their travels due to the use of the guidebook. Some of them did not want to use or even own the guidebook, and the interviewees believed that the guide would be a limiting factor, and the travel would no longer belong to them but the guide maker.

### **1.3.2 THE CURRENT SITUATION OF GUIDEBOOKS ABOUT PORTUGAL**

The Lonely Planet - Portugal might be the most widely used and famous travel guidebook on the market. Lonely Planet has probably the most extensive series of travel guides in the world. The travel books published by the largest publishers provide lavish introductions to the

main attractions of the seven traditional tourist areas in Portugal, together with the local food and detailed transportation information. Rick Steves Portugal is a travel guide written by the famous American travel writer Rick Steves. The travel guide continues the principles he has always adhered to. That is, to empower Americans to have European trips that are fun, affordable, and culturally broadening. This book gives visitors a strategic guide on how to make better use of travel funds and time and contains complete information on almost all tourism cities in Portugal. In the guidebook, Rick Steves also reminds travel traps that tourists are likely to encounter during their travels in Portugal, which is a useful reminder for tourists who are not familiar with the European cultural environment.

A large number of European tourists visiting Portugal each year come from Germany, and the German travel guide market is also in a relatively mature state. The most famous German-language travel guide about Portugal is Marco Polo Portugal. Compared to other traditional travel guidebooks, Marco Polo Portugal is a shorter guide. It has about one hundred and a half pages, making it very readable and useful. It assists visitors in experiencing a more real and exciting Portugal while helping them in saving money. Simultaneously, visitors who use this travel guide can also use the free app of the guide to digitally tour and find event information for the following three months. However, because of the streamlining of the guidebook, Marco Polo Portugal is not very friendly with those tourists who want to visit the niche destinations. This guide is more suitable for tourists who pick popular destinations such as Lisbon and Porto.

There are very few Chinese guidebooks about Portugal on the market, and many of the travel guides mentioned above do not even have a Chinese version. The travel information about Portugal on many Chinese travel websites is outdated and many times incorrect. For instance, one of the biggest tourism websites in China suggested that it is wrong to say 'Olá' to someone you do not know. Although the Portuguese edition of the famous travel guide, Lonely Planet, has become available in Chinese, it did not gain much popularity for the book is aimed at tourists worldwide and lacked focus on the specific preferences of Chinese tourists. It is a very detailed guidebook on sights, restaurants, entertainment, and even shop stores in each

region. However, a reader commented on one of the most famous Chinese book sharing and comment websites, based on this book, "Portugal is not very attractive." Most Chinese tourists don't spend many days in one area, and hence it could be a reference, but not a perfect guide for Chinese tourists. Besides, lots of Chinese guidebooks about Portugal were published and translated by western publishers and authors; thus, some contents of the books were not well understood by Chinese audiences due to the cultural differences.

#### **1.4 THE ROLE OF SOCIAL MEDIA AND ONLINE INFORMATION**

For traditional guidebooks, the development of digital technology has pushed travel publishers to increase their online presence (Jaquinto, 2012, pp. 146-150). Lots of publishers have turned to electronic distribution, either as a supplement to printed publications or as a replacement for printed books. It is usually in the form of a downloadable file for reading on a hand-held device such as an iPad or smart-phone, or online information that can be accessed through a website. Lonely Planet, Marco Polo, and other traditional guidebook publishers have already provided travel guides which can be downloaded. With the progress of digitization, Lonely Planet, in 2016, launched a travel guide application designed for mobiles - Guide by Lonely Planet (GLP). Comparing to travel products on the Internet that are similar and homogeneous, the design and use of GLP are unique and outstanding, not only retaining the essence of paper books but also implementing the functions used in mobile scenes. The free travel e-guides, like their paper guides, are still divided into cities in GLP. It currently contains guides for more than 200 cities, each of which includes offline maps, attractions, and practical advice, and also retains the standard classification of the LP series, which is divided into attractions, food, accommodation, shopping, bars, and shows. Below the traditional category, there are some location recommendations based on the characteristics of each city. Unfortunately, this guide currently only supports English, and because Chinese tourists have language barriers, most will not be capable of using it.

Since the advent of technology and social media, the journey planning of travelers has become very different from the past. Many travelers no longer rely on guidebooks compiled by

“experts”, that contain outdated information and even paper maps to navigate their destinations. Instead, tourists can now instantly access information on the web through TripAdvisor reviews, as well as Instagram photos of travelers who depict their latest vacation.

In China, Sina Weibo and WeChat, local Chinese social media comparable to Facebook and Whatsapp, have occupied this field. In terms of travel social media, Chinese travel social media such as Qyer and Mafengwo have filled almost all markets (Yang and Li, 2016). With the development of Internet technology, Chinese tourists are increasingly searching travel information, sharing travel experiences, and ordering travel products through online channels. More Chinese tourists are trying to acquire knowledge through social networking such as Sina Weibo, WeChat, and online travel agencies such as Ctrip and Qunar.com. There are 550 million mobile Internet users in China, and most of them use it to obtain travel information through mobiles. Therefore, the Internet is responsible for shaping and disseminating the image of travel destinations.

Factors affecting the image of tourism destinations include individual elements, information sources, and travel experiences (Lin et al., 2007, pp.183-194; Mano and da Costa, 2015, pp.15-22; Smith et al., 2015, pp.113-122). Individual factors such as tourism motivation, education level, and values are essential factors influencing the formation of the tourism destination image. Studies have indicated that for potential tourists who have not experienced on-the-spot travel, online information sources from the destination website and social media play a significant role in the enhancement of destination images (Lim, Chung and Weaver, 2012, pp.197-206; Marlow and Dabbish, 2014, pp.824-831). Compared with the most popular destinations in China, like France, the United Kingdom, the United States, and Japan, Portugal is still a relatively small or unfamiliar destination for Chinese tourists.

## **1.5 TOURISM DESTINATION MARKETING**

### **1.5.1 THE DEFINITION OF TOURISM DESTINATION MARKETING**

In terms of the meaning of marketing, many scholars put forward their views from the micro or macro perspective. E. J. McCarthy defined micro-marketing in 1960 and stated that marketing "is the responsibility of business operations, which directs products and services directly from producers to consumers or users to meet customer needs and achieve company profits" (McCarthy, 1960, p. 19). In 1976, Kotler defined marketing as a function of the enterprise, understanding the unmet needs and desires, measuring and determining the amount of demand, selecting and determining the target market that the company can best serve, and deciding appropriate products, services and plans (or programs) to help the target market."

In terms of destination marketing, Wahab, Crampon, and Rothfield (1976) contributed to the first definition of tourism destination marketing. They clarified that tourism destination marketing is the management process through which the National Tourist Organizations and/or tourist enterprises identify their selected tourists, actual and potential; communicate with them to ascertain and influence their wishes, needs, motivations, likes and dislikes, on local, regional, national and international levels, and to formulate and adapt their tourist products accordingly in view of achieving optimal tourist satisfaction thereby fulfilling their objectives. Shu (2008) stated that tourism destination marketing refers to the activities of regional tourism organizations to differentiate and determine the target market of destination tourism products, establish a system of association between local products and the market, and maintain or increase the market share of destination.

### **1.5.2 TOURISM MARKETING MIX**

In terms of the core elements of marketing management theory, E. J. McCarthy proposed the 4P marketing strategy in the late 1950s. It is based on the demands of consumers and obtains information on customer demand and purchasing power based on experience and achieving the corporate goals by providing customers with satisfactory products and services through mutually coordinated product strategies, price strategies, channels, and promotion strategies. 4P: Product, Price, Promotion, Place and distribution, are factors applied to the marketing process, forming a four-sided marketing strategy. In 1967, Philip Kotler further stated in his book

Marketing Management: Analysis, Planning, and Control, the relevance of a marketing mix approach with 4Ps as the core, namely:

- Product

Focus on the development of the function requires the product to have a unique selling point, but the functional requirements of the product are put in the first place.

- Price

According to different market positioning, different pricing strategies are formulated. The pricing basis of products is the brand strategy of the company, focusing on the gold content of the brand.

- Promotion

Companies concentrate on changes in sales behavior to stimulate consumers, with the short-term response to promote consumption growth, attract consumers of other brands or lead to encourage sales growth.

- Place

Distribution channels (indirect or direct) used to enter the market. It can be a store, website or anywhere else.

In 1981, Bernard H. Booms and Mary J. Bitner suggested adding three elements based on traditional marketing theory of the 4Ps: People, Process, Physical environment (or physical evidence), that form the services marketing mix.

- People

In the marketing mix, the company provides services to customers, the staff from the tourism company is extremely critical, and they can fully influence the customer's perception and preference for service quality. This will be one of the fundamental factors in marketing practices to achieve goals.

- Process

The process by which a service is implemented through specific procedures, mechanisms, and activities (the consumer management process).

- Physical evidence

It comprises of the environment, amenities, and practical guidance. It can be interpreted as a display of the goods and services, even if the things being promoted are closer to the customers. The essence of the physical manifestation is that customers can get accessible clues to comprehend and recognize the quality of the services one provides.

With the changes and development of marketing concepts, in 2009, Graves came out with a new model, the 4Es. He declared that the 4Ps had become 4Es:

- Product → Experience

The focus of marketers is changing from products itself to the customer experience from the product.

- Place → Everyplace

The development of instant messaging technology makes the place become everyplace. Therefore, the spatial distance between China and Portugal will no longer be an obstacle. Portugal could perform marketing activities to Chinese tourists in various ways, such as the internet and social media.

- Price → Exchange

Prices should be based on the value of the consumer experience and recognition, not on its cost.

- Promotion → Engagement and Evangelism

In the current marketing activities, promotion can no longer satisfy the marketing demands for the product. By changing the user experience, the user can spontaneously and happily perform brand marketing, which will be an effective strategy and trend of marketing activities.

Chinese tourists are no longer satisfied with just consuming tourism products but gain excellent experiences from tourism products. This project (e-guide) will assist Chinese tourists in learning about Portuguese culture and local information as much as possible before arriving in Portugal. It will make emotional buffers and avoid discomfort caused by cultural conflicts, thus providing a better experience in the travel process.

## **1.6 SUMMARY**

The travel guide is an item that helps tourists comprehend the tourism destination and make decisions regarding the travel process. Especially in the case of the cultural distance of tourists, and when the destination is far away, a useful travel guide will be an excellent technique to make tourists more satisfied. Outbound tourism for Chinese tourists is a significant trend, and in the era of globalization, spatial distance is no longer a big problem for long-distance travel for tourists. Therefore, maximally discovering the demands of tourists and minimizing the negative impacts of cultural distance and cultural differences for the tourists' experience is one of the goals that this project hopes to achieve.

Tourist demands play an essential role in the tourism consumer behavior process. For Chinese tourists, Portugal is a different tourism destination. At the same time, for Portuguese tourism stakeholders, Chinese tourists are also tourists from a different cultural environment with great cultural distance. Therefore, while respecting local culture and ensuring the authenticity of tourism, assisting the demands of Chinese tourists and improving the Chinese tourists' attractiveness of Portugal as a tourist destination will be the central issue of this project.

## **2 CHINESE OUTBOUND TOURISM**

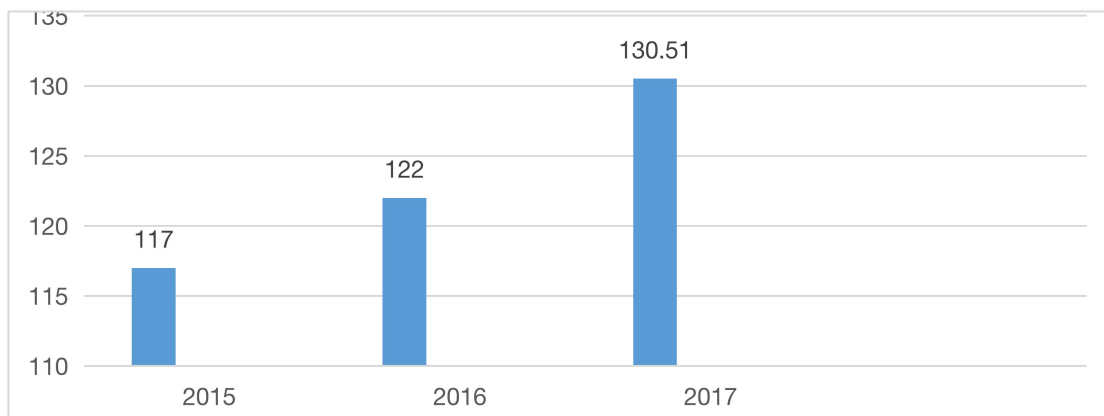
### **2.1 THE CURRENT SITUATION OF CHINESE TOURISTS TRAVELING ABROAD**

Chinese travelers prefer tours that will take them to multiple countries when considering price and time for their trip. They would like to feel that they get the most when spending their money. Chinese typically spend large amounts of money on shopping in the places they visit. Over half of all Chinese tourists, state that shopping expenses make up the majority of their costs while traveling. This is partially due to the gifting culture in China. Chinese who visit other countries purchase gifts for their entire extended family and friends. It is seen as a status

symbol to wear popular foreign brands from abroad and to give them as gifts (Guo, Kim, and Timothy, 2007).

According to data released by the China Tourism Academy and the Chinese Tourism Administration Data Center, in 2017, the number of outbound tourists from China was 130.51 million, with an increase of 7.0% when comparing to the previous year (Figure 1). China has maintained its position as the world's largest source of outbound tourism for many years.

**Figure 1: Chinese outbound tourists in 2015-2017 (unit: millions of tourists)**



Source: CTA (2017)

Due to the convenience of visas, flights, and income growth, short-term outbound travel shows a trend of high-frequency and deep experience. In long-haul flight destinations, Western Europe, North America, and some other similar destinations, are favored by older tourists. Eastern and south Europe is more popular with young tourists. Judging from the methods of travel, Chinese tourists still prefer group tours. According to the "2017 China Outbound Travel Statistics Report" issued by Ctrip and China Tourism Research Institute, the millions of outbound tourists organized by Ctrip indicates that the number of tourists with group tours is still higher than the number of independent tourists. However, the growth of independent tourists is an inevitable trend. In addition to group tours and independent travel, tailor-made tourism, private groups, or booking a local guide through the travel platform, became a new way for Chinese tourists. The growth of custom-made tourism on the website of Ctrip reached 220% in 2017.

With the increase of tourist activities, Chinese tourists have a higher demand for quality in the tourism process, including outbound travel. In the outbound tourism in 2017, tourists

demanded better hotels, unique resort hotels, as well as niche destinations and personalized travel experiences. Simultaneously, China has also become an essential source market for many countries. According to the statistics of CTA, China has become the largest source of outbound tourism for ten countries, such as Thailand, Japan, South Korea, Russia, and the Maldives (table 1). China is also a relevant source market for the United States, the United Arab Emirates, the United Kingdom, New Zealand, the Philippines, Sri Lanka, Canada, as well as other countries.

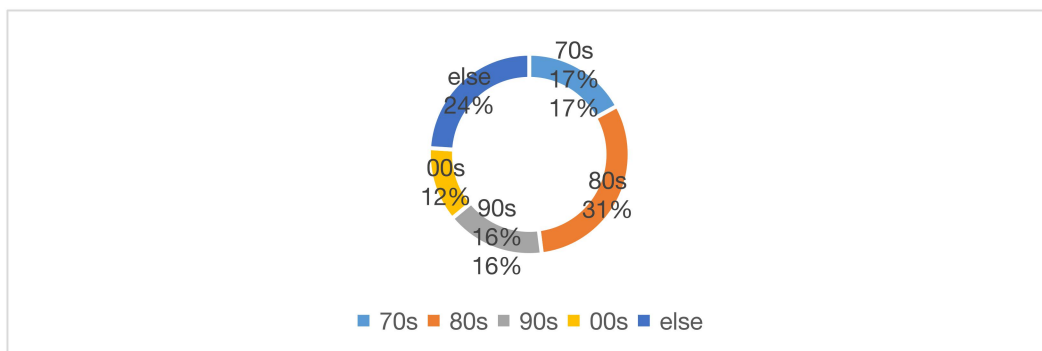
**Table1: Chinese Outbound Tourists in different destination countries**

Destination Countries	Chinese Tourists in 2017 (Thousand)	Rank in International Tourists	Proportion in International Tourists
Thailand	9800	1 <sup>st</sup>	28%
Japan	7356	1 <sup>st</sup>	25.6%
South Korea	4170	1 <sup>st</sup>	31.3%
Russia	1500	1 <sup>st</sup>	27%
Vietnam	4000	1 <sup>st</sup>	31%
Maldives	2059	1 <sup>st</sup>	25%

Source: CTA (2018)

In terms of age stratification, matching with their wealth and physical strength, tourists born in the 1970s and 1980s are still the main component of outbound tourists. 31% of Chinese outbound tourists were born in the 1980s, and 17% of them are from the 1970s. However, lots of young tourists born in the 1990s or in the 21st century joined outbound travel, accounting for 16% and 12% respectively (Figure 2).

**Figure 2: Proportion of different generation of Chinese Outbound tourists (2017)**



Source: Ctrip.com (2018)

Currently, there is no unusual substantial qualitative change in the demand for Chinese outbound tourists. From the perspective of the outbound travel structure, usually Chinese mainland residents prefer countries with relatively small spatial distances. One of the characteristics of Chinese outbound travel activities is from near destination to far destination. There are many tourists travelling to Europe and America, and there are lots of tourists visiting South America and the South Pole, which are places with significant spatial distance from China.

Nevertheless, the Chinese outbound tourism market has become more diverse. In addition to the traditional group tour, the proportion of independent tour is increasing, which is also a manifestation of national consumption power and improvement of independent travel ability. The customized tour has also increased significantly, which means that tourists not only need the travel experience, but also cheap personalized services, hence too many special group tours can no longer satisfy all of them. One of the features of "customization" is personalization, with a few friends, colleagues, or family members wanting to visit a destination that they are interested in or a less popular destination. The other feature is a particular service for those who are willing to pay for higher quality services in the travel process.

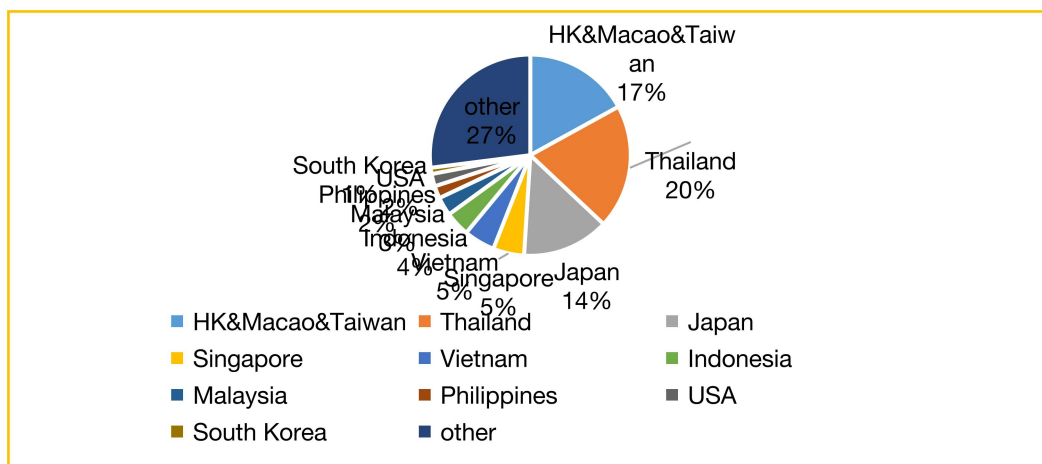
## **2.2 TOP 10 POPULAR OUTBOUND DESTINATION FOR CHINESE TOURISTS**

According to statistics from different tourism organizations in China, such as Ctrip, Qyer, and Qnar.com, Thailand ranks high on the popularity list, with 9.8 million Chinese tourists, Japan receives 7.356 million tourists, and the number of Chinese tourists in Vietnam is 4 million. Thailand, Japan, Singapore, Vietnam, Indonesia, Malaysia, the Philippines, the United States, South Korea, and the Maldives ranked among the top 10 destinations for Chinese tourists in 2017 (CTA, 2018). For overseas destinations, short-distance destinations such as Southeast Asia are most favored by Chinese outbound tourists. Regardless of geographical location, culture, and living habits, the familiarity brought by "similarity" is essential for most

Chinese tourists. Traveling to a destination with less strangeness and cultural shock is still a natural selection for Chinese outbound tourists. Amid the 130 million outbound tourists in 2017, the top 3 destinations - Hong Kong, Macao and Taiwan area (typically these three regions are sold as packages for tourism products in China) and Thailand, as well as Japan, accounted for more than 50% of outbound tourists. Most Chinese tourists visit Asian countries, and therefore the proportion of tourists traveling to Europe is less than 7%. The United States was the most popular long-distance destination for Chinese outbound tourists in 2017.

Conversely, in 2017, other destinations significantly increased the glamor of Chinese tourists, for instance, countries like Morocco, Turkey, Czech Republic, Germany, Spain, the United Kingdom, Netherlands, and Iceland. In Morocco, since the implementation of the visa-free policy, Chinese tourists are increasing year by year. In 2017, the number of tourists who traveled to Morocco through Ctrip.com, which is one of the largest travel agencies in China, increased by more than five times when comparing to 2016. After getting rid of the shadow of terrorist attacks, Turkey's tourism industry recovered strongly in 2017, and the number of Chinese tourists increased by more than 300% year-on-year (CTA,2018).

**Figure 3: The Popular destinations for China Outbound Tourists in 2017**

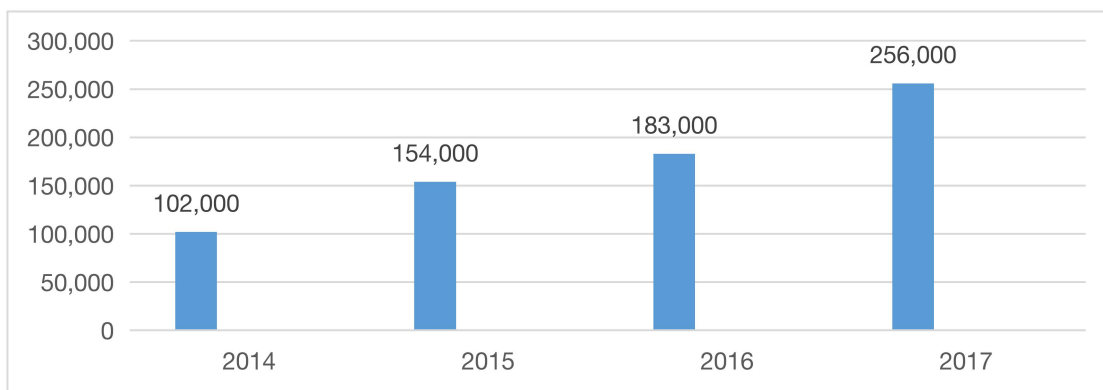


Source: CTA (2018)

### 2.3 THE CHINESE TOURISTS IN PORTUGAL

Currently, with the increasing commercial cooperation between China and Portugal, Chinese tourists are becoming more aware of Portugal, and hence the number of Chinese tourists visiting Portugal has snowballed. In 2014, only 102,000 Chinese tourists visited Portugal. In 2016, the number of Chinese tourists in Portugal reached 183,000, with an increase of 19% over the previous year. With the start of the first direct flight between China and Portugal, the number of Chinese tourists visiting Portugal reached 256,000 in 2017 (Figure 4).

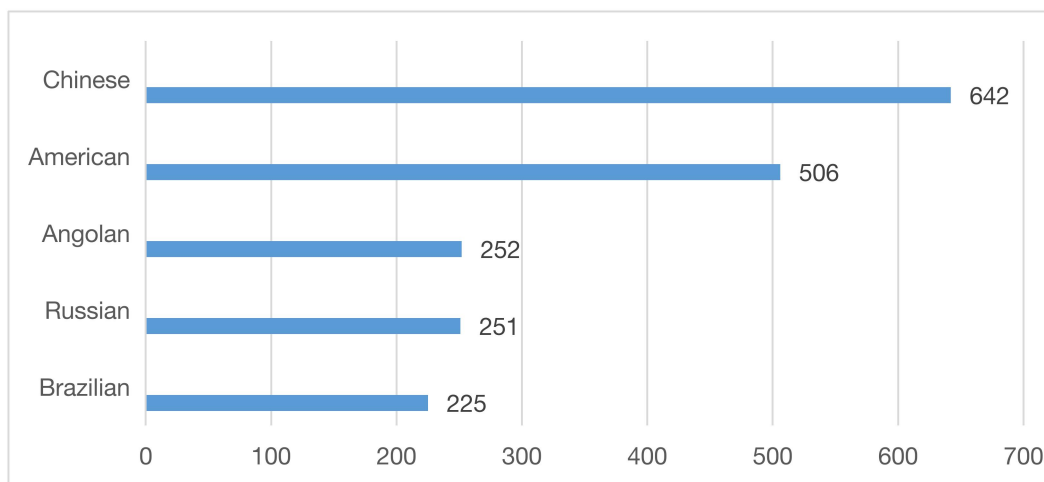
**Figure 4: The number of Chinese tourists in Portugal (2014-2017)**



Source: Turismo de Portugal (2018)

According to data from Global Blue's Tax-Free Shopping, Chinese tourists are the group that spends most in Portugal, per day, followed by the American tourists (Figure 5). Angolan tourists spend 252 euros per day, while Russian tourists, as well as Brazilian tourists, are ranked fourth and fifth respectively with 251 Euros and 225 Euros.

**Figure 5: Daily purchase of different countries tourists in Portugal (euros)**



Source: Global Blue Tax Free Shopping (2018)

## 2.4 SUMMARY

In the past ten years, Chinese outbound tourism has experienced an unprecedented period with rapid development, and the portraits of Chinese tourists have also evolved. For many overseas tourism agents who want to attract Chinese tourists, with fierce competition, understanding how to attract the attention of Chinese tourists is crucial. As more and more tourism destinations begin to concentrate on Chinese outbound tourists, methods of attracting Chinese tourists have become a significant issue. Therefore, understanding the demands of Chinese tourists, and then providing the services or products they need is decisive. The services of many outbound destinations are excellent, in many popular overseas destinations that Chinese tourists like - essential services such as hot water, Chinese menu, or Chinese service have been quite common. To serve Chinese tourists, especially group tourists, places to go shopping and hotels are designed and arranged by the travel agency to accommodate their needs. For example, many Chinese tourists have shopping demands in the outbound travel process. If they wish to purchase luxury goods in a shopping mall, to meet such needs, travel agencies generally pick shopping places with Chinese language services when selecting shopping stores to meet the needs of tourists and enhance their satisfaction degree. Therefore, many shopping stores will arrange a UnionPay card, and a Chinese salesperson, otherwise few Chinese tourists will visit. Tourism consumption is a kind of commercial behavior. If there is a scale effect, there will be a corresponding service improvement, and these changes are natural.

With the rejuvenation of Chinese outbound tourists, as well as the increase in the frequency of their tourism activities, destination selection of Chinese outbound tourists has gradually shifted from "passive" to "active" since most of them have their destination wish list. Family, friends, social networks, TV shows, and star recommendations are essential factors that influence their destination selection. From the analysis of tourism data, we can easily find that , the most popular tourist destinations attach great importance to publicity and promotion towards the Chinese outbound tourism market. The year 2018 was the "China-Europe Tourism Year", a tourism cultural communication project jointly established by the Chinese government and the European Tourism Commission, and it was also the response of the EU to the increasing

number of Chinese tourists visiting Europe in recent years. This situation will also be an opportunity for the Portuguese tourism industry. Due to the "Tourism Year" platform, transportation, accommodation, catering, shopping, insurance, and other related sectors in Europe will achieve inevitable development. To win a larger proportion of the Chinese outbound tourism market, when comparing to the other competitors from the EU, Portugal still needs to develop its marketing strategies and methods.

### **3 PORTUGAL AS A TOURISM DESTINATION**

Tourist attractions are an integral part of a region's tourism product. Arguably, they represent the most crucial part of the tourism system (Swarbrooke, 2002). For most destinations, it is their attractions which lure thousands of tourists from all over the world. Destination attractions are the main determinants of destination attractiveness and the main driving force for visiting destinations (Ritchie and Crouch, 2000, pp. 1-7), which is critical in the success and development of destinations (Fyall et al., 2003). Since the 1960s, Portugal has been known as the 3S tourist destination - Sun, Sea, Sand (Turismo de Portugal, 2008). Of course, Portugal, located at the western end of the European continent, has plenty of sunshine, long coastlines, and high-quality beaches, which are relevant tourist attractions in Portugal. However, nowadays Portugal has many other products to offer. The Portuguese Tourism department encouraged tourism companies to design diversified tourism products, through financial support, to meet the needs of tourists in the whole year, such as the program "All for All" (ET 27). At the same time, in order to attract more tourists, the Portuguese Tourism department supports and sponsors 50 significant events that can enhance the national image and highlights - such as the Portuguese Golf Masters, the Tennis Open, and strengthens tourism marketing.

Simultaneously, tourism expenses in Portugal are lower than those of other European countries, hence making Portugal a perfect destination for tourists from many European countries. With the increasing tourism demand of Chinese tourists and the fact that tourism

destinations in China and also in neighboring countries such as Southeast Asia are overcrowded, lots of Chinese tourists have begun to pay attention to the relative niche tourism destinations for Chinese tourists, like some countries in Europe.

### **3.1 PORTUGAL AS A DESTINATION FOR CHINESE TOURISTS**

Portugal is an international tourist destination, known for its relatively low tourism expenses and excellent natural resources. Nevertheless, Portugal also has numerous disadvantages. This study will use a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis (Weihrich, 1980) to evaluate the tourism attraction of Portugal for Chinese tourists and the reasons hindering Chinese tourists from picking Portugal as an outbound destination.

According to the portfolio of tourism resources of Portugal based on information and data collected through websites such as Turismo de Portugal and CTA, the advantages and limitations of Portugal as a destination for Chinese tourists are identified. The advantages are divided into two groups, one related to potential opportunities (external) and the other related to strengths (internal). The limitations are also divided into two groups, one related to the weaknesses (internal) and the other related to the threats (external).

#### **Strengths**

- Long history of cultural exchanges

At the end of the fifteenth century, the trade route between China and Western countries changed a lot, because the traditional coastal Silk Road had gradually lost its appeal and had been replaced by maritime trade routes. With the advent of the significant maritime era, Portugal became the maritime hegemon. In 1513, Portuguese explorer Jorge Álvares visited China in Lantau, Hong Kong, China (Zhang, 1995, p. 75). It was the first record of European visiting China after Marco Polo. Since then, a large amount of Chinese china had flowed into Lisbon, which had quickly replaced Venice in Italy and specializing in the sale of oriental antiques and Chinese handicrafts. Portugal played a vital role in the history of China's exports of porcelain.

A period of unequal communication between Portugal and China was from the 1880s to the end of the 20th century. The outbreak of the Opium War in 1849 quickly weakened the strength of the Chinese feudal government. In 1887, the Sino-Portuguese "Beijing Treaty" was officially signed, and Macao became a Portuguese colony. In 1979, Portugal and China established diplomatic relations. In 1999, Macao was formally returned to the Chinese government. In 2005, the two countries announced the establishment of a comprehensive strategic partnership. Portugal, therefore, became the fifth global strategic partner of China. Since then, China and Portugal's economic, trade, cultural, educational, and tourism exchanges have become increasingly close (Xinhua.net, 2018).

- A comfortable climate and safe environment

Influenced by the Atlantic warm current, Lisbon has an excellent climate with more than 220 days of sunny weather throughout the year. The annual average temperature is 16.9 °C, which is very warm and comfortable. Simultaneously, the political situation in Portugal is relatively stable, and the overall security situation is excellent. Although sometimes theft occurs, there are relatively few vicious incidents like robbery. According to the 2017 Global Peace Index, compared with other European countries where public security incidents frequently occur in recent years, Portugal is a relatively safe tourist destination.

- Golden Residence Program

On October 8th, 2012, the Portuguese Gold Residency (ARI) program was formally established (Portal Serviço de Estrangeiros e Fronteiras, 2019), stipulating that non-EU nationals investing 500,000 euros in Portugal could obtain temporary residency in Portugal.

This policy requires applicants for this program to reside in Portugal for at least seven days in the first year and not less than 14 days in subsequent years. Some of the tourists who travel to Portugal each year do it for this reason. The development of the Golden Visa Program has increased the glamor of Chinese tourists to a certain extent and has a positive effect on the development of tourism in Portugal.

- Reliable government guidance and policy support to tourism development

The Portuguese government has always attached importance to the development of tourism. In the Ministry of Economic Affairs of Portugal, there is a Tourism Secretary who oversees tourism-related matters. In 2007, based on the integration of the Portuguese Tourism Management Committee, the Tourism Training Institute, Portuguese Tourism Management Directorate, and Portuguese Gaming Authority, Portugal established the National Tourism Administration of Portugal – ‘Turismo de Portugal I.P.’. The new National Tourism Administration integrates the resources and functions of the original tourism management department, which was responsible for formulating the national tourism industry policy, implementing the development plan of tourism industry, introducing and promoting the Portuguese tourism industry, and supervising the quality of tourism products. To further improve the sustainable development of the tourism industry in Portugal, the Portuguese National Tourism Administration developed and implemented a tourism strategy development framework (Estratégia Turismo 2027) in 2017, which provides a strategic reference framework for tourism development of Portugal. The Turismo de Portugal I. P. has increased its promotion activities in China through a Chinese roadshow and WeChat advertising, and hence, lots of Chinese tourists have learned about the charm of Portugal.

### **Weaknesses**

- Relatively concentrated source of tourists

Tourists in Portugal are mainly from EU countries. In 2010, Portugal received 6.83 million international tourists, including 5.7 million EU tourists, accounting for 83%. There are 784,000 American tourists, mainly Brazilian and USA tourists. There are nearly 195,000 Asian tourists, including 64,000 Japanese tourists and 40,000 Chinese tourists. Numerous Chinese tourists still treat Portugal as a subsidiary destination for their trip to Spain.

- Long spatial distance and relatively low attractiveness

The spatial distance between Portugal and China is relatively large. The spatial space is still a weakness point for Chinese tourists to pick Portugal as their destination. Moreover, although Portugal has precious historical and cultural tourism resources, most Chinese tourists

still select mass tourism in Portugal. The theme tourism, such as cultural and historical tourism, is always a minimal choice because they do not have much time to explore Portugal in depth.

### **Opportunities**

- Globalization

The current era is an era of globalization, and communication between Eastern and Western countries is increasing. Communication between China and Portugal is part of the trend of globalization. Tourism is an essential way of cultural interaction, and communication between these two countries will bring about opportunities for tourism industry development.

- Increased economic cooperation between China and Portugal

Trade and economic cooperation between the two countries have also had an enormous impact on the development of the tourism industry. In the past ten years, China and Portugal have carried out commercial cooperation projects in various fields, which has promoted the tourism promotion of Portugal in the Chinese tourist market to a certain extent.

- More Chinese students studying in Europe

Numerous Chinese parents send their children to study abroad. In the past ten years, the number of Chinese students in Europe has doubled. Because their families are not around, most Chinese students like to travel to other European countries during the holidays. The tourism industry in Portugal has excellent advantages for Chinese students. It not only cheaper than other European countries but also has abundant tourism resources with a blend of historical and modern characteristics.

### **Threats**

- Internal threat

Seasonality is one of the significant risks that Portugal has always faced. The tourist season in Portugal is generally concentrated in the third quarter, from July to September. According to the natural and geographical environment of Portugal, one of the essential tourism products of Portugal is '3S', which indicates that demand is mainly concentrated during the summer. In the Algarve, the most famous beach area in Portugal, nearly 50% of tourists spend the night during the three months (from July to September). Tourist demand is not balanced, and the tourism

facilities are not entirely utilized in the remaining nine months. Therefore, it is unable to bring a stable income to local tourism practitioners.

However, in 2017, driven by the tourism industry, the Portuguese economy expanded by 2.7%, the fastest growth since 2004. The unemployment rate fell from 17.5% in 2013 to 8.1% in the fourth quarter of last year. According to data compiled by the WTC (World Travel & Tourism Council), the labor shortage may impact the tourism industry of Portugal, and the output of tourism industry accounts for nearly 17% of Portugal's GDP (Gross domestic product), providing the one-fifth jobs in the whole country.

- External threat

As far as external threats are concerned, Spain, the neighboring country with similar tourism characteristics, is the biggest threat to Portugal. With a similar location to Portugal, Spain also has various tourism resources. As far as the current proportion of the Chinese tourist market is concerned, nearly 90% of the Chinese tourists entering the Iberian Peninsula are traveling to Spain, and Portugal only accounts for about 10%. However, transportation is also a handicap of Portugal in what concerns the Chinese tourist market. Chinese tourists departing from mainland China will have to transit to reach Portugal. Although the Beijing-Lisbon direct flight operated by China Capital Airlines started operating in 2017, due to operational reasons, the route had been shut down from October of 2018.

## **4 METHODOLOGY**

### **4.1 INTRODUCTION**

This chapter introduces the research methods employed in this project, that combines theoretical research with empirical research, and comprehensively applies theoretical knowledge from many related fields such as tourism culture. It also analyzes the research objects from numerous techniques to obtain more reliable and general results as well as to facilitate the analysis of the topics of study. The study comprised literature analysis, classification, and collection, and the systemization of information, as well as data processing methods, primarily based on questionnaires.

### **4.2 RESEARCH DESIGN**

The purpose of this project is to help Chinese tourists traveling abroad by collecting useful tourism information about Portugal. This project was designed to answer the following questions:

- a) What are the main factors affecting the Chinese tourists' selection of destinations?*
- b) What should the structure and content of an e-guide about Portugal be when considering the Chinese market?*

#### **4.2.1 LITERATURE REVIEW**

Literature review systematically and comprehensively describes and comments on research results and progress of a particular theme or topic, in a certain period, through a comprehensive analysis. In this study, this method was used to comprehend the meaning of travel guidebooks for tourists, and also to find different ways of assisting Chinese tourists traveling in Portugal by analyzing the role of social media for Chinese outbound tourists. It is a qualitative research method rather than a quantitative method. It is based on the research of information in the existing literature related to the topic of study. By induction, analysis, and identification of the literature concerning research on travel guidebooks and tourist destination selection behaviors in the past 20 years, it provided the basis for this research.

## 4.2.2 SECONDARY DATA

This study uses secondary data from the China Tourism Academy and the data from Ctrip.com.

## 4.2.3 PRIMARY DATA

In this study, primary data collection was used to provide adequate help and development direction for the project by a survey directed to the target group (Chinese tourists). Through questionnaires directed at tourists who travel aboard and tourists who are willing to travel abroad, the data obtained were evaluated to make reasonable assumptions and opinions, which will be essential for the development of the research. Two questionnaires were created; one was delivered before the project was developed, and the other after a first version of the guide was completed. The primary purpose of the first questionnaire was to produce the guide and to comprehend the need of the guide to the potential Chinese tourists who might travel to Portugal, while the other one was to obtain feedback from Chinese outbound tourists or prospective tourists who read the first version of the guidebook.

### 4.2.3.1 *A PRIORI* SURVEY

In the preparation stage of the e-book, an electronic questionnaire was developed. This first questionnaire was conducted by electronic means, and all of the respondents were Chinese. The questionnaire was disseminated through social network applications. A total of 100 questionnaires were distributed, and 90 valid questionnaires were obtained.

Bellow, we present the structure of the first questionnaire.

### **Questionnaire 1**

Q1: How old are you?

- A. Under 25 years-old    B. 25 to 40 years-old
- C. 40 to 55 years-old    D. Over 55 years-old

Q2: What is your gender?

- A. Female                      B. Male                      C. Other

Q3: What is your job?

- A. Student                      B. Company employee                      C. Educator

D. Medical worker    E. Government workers    F. Freelancer

G. Other

Q4: Do you like traveling?

A. Yes                      B. No                      C. More or less

Q5: How often do you travel?

A. Every 1-3 months              B. Every 3-6 months              C. Every 6-12 months

D. Every 1 year or more                                      E. Other

Q6: Have you ever traveled abroad?

A. Yes                      B. No

Q7: How do you usually get information on the travel destination?

A. Travel agency    B. Poster                      C. Advertisement

D. Friends              E. Internet                      F. Other

Q8: Have you ever used Travel Guidebooks?

A. Yes                      B. No

Q9: What do you think is the essential part of a travel guidebook?

A. Local habit              B. Attractions                      C. Gastronomy

D. Cultural Background                                      E. Other

Q10: Which type of attraction do you prefer?

A. Urban                      B. Relics                      C. Natural Landscapes

D. Island or Seaside Scenery                                      E. Other

Q11: Which type of travel do you prefer?

A. Group Tour              B. Independent Tour              C. Other

Q12: What is your main purpose of travel?

A. Relaxation              B. Broaden knowledge              C. Kill time

D. Accompany family and friends                                      E. Other

Q13: Which type of preparation do you prefer?

A. Organize all aspects of tourism information by yourself

B. Search a complete and customized itinerary

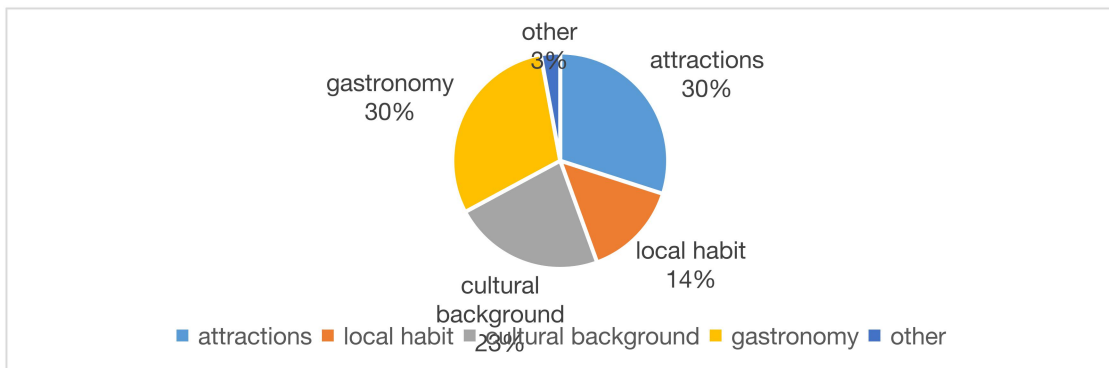
C. Other

Q14: What troubles have you encountered during your outbound tour?

- A. Bad accommodation
- B. Local tour guide or Chinese tour guide reception problem
- C. The itinerary is too hasty or too idle
- D. Unreasonable shopping schedule
- E. Visa difficulty
- F. Stealing incidents
- G. other

Among the respondents, there were 59 women and 31 men. The most common age group was 25-40 years old. There were only 10 respondents under 25 years old, and 10 were over 40 years old. There were 41 students, 26 company employees, three educators, five medical workers, seven freelancers, five government workers, and three in other professions. From the questionnaire, we could find that most respondents have the habit of collecting tourist destination information in various ways before traveling. The number of respondents who search information through the Internet is 75 persons (83%). We also learned that the respondents consider that “local gastronomy” and “attractions” are the essential parts of a travel guidebook (Figure 6).

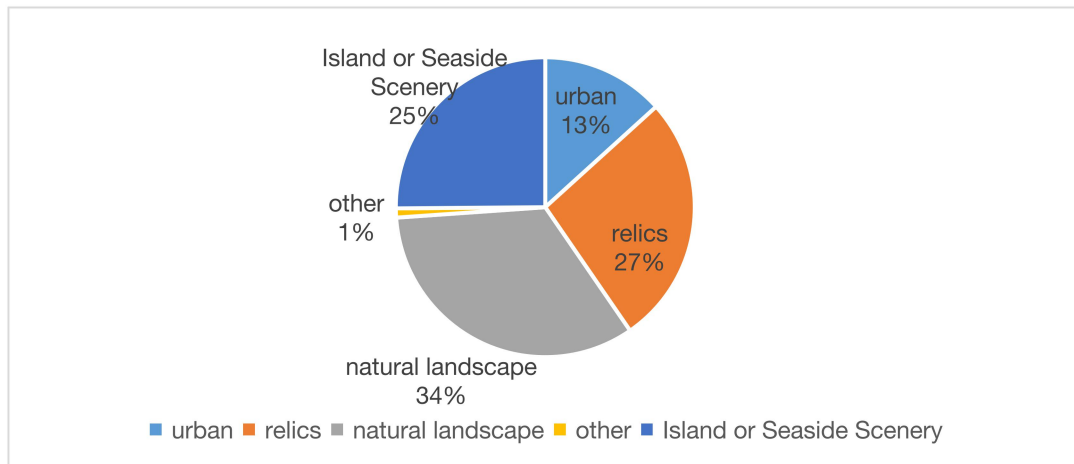
**Figure 6: The more important part of the TGB**



Source: Survey 1

From the results of this survey, we found that the most preferred type of attraction is the Natural landscape. This information was used to the completion of the project.

**Figure 7: The most preferred type of attraction**



Source: Survey 1

#### 4.2.3.2 A POSTERIORI SURVEY

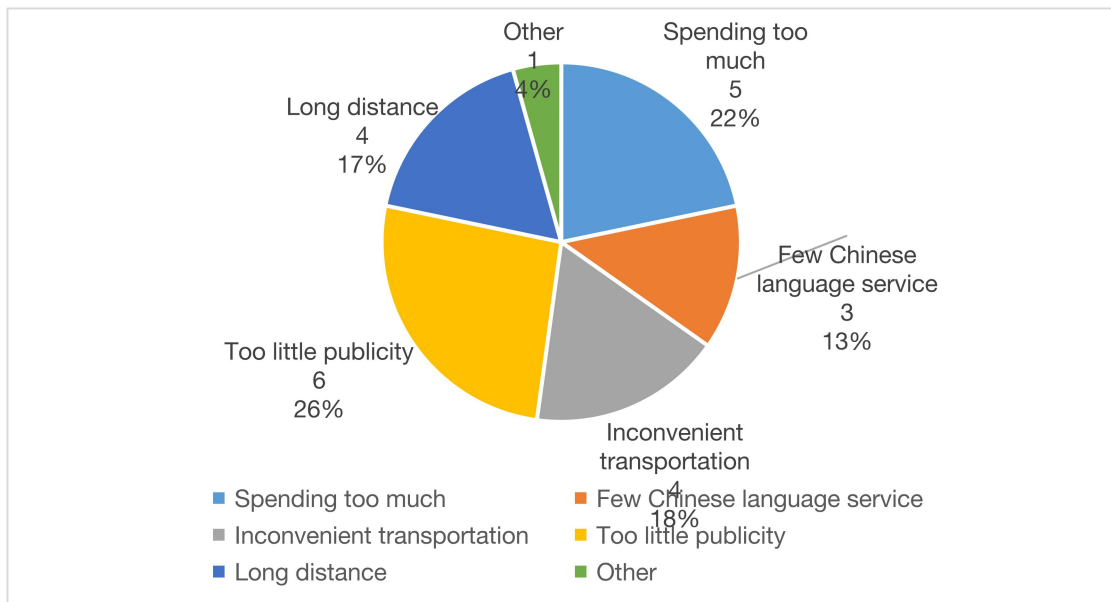
The second questionnaire was based on the project. Through a survey to tourists who read the first version of our travel guide, the goal was to identify the shortcomings of the e-guide, and improve it. The second questionnaire also employed the electronic questionnaire method. The WeChat application was used to share the content of this travel guidebook to the respondents. A total of 30 questionnaires were distributed, and 26 valid questionnaires were obtained.

Among the respondents, there were 15 women and 11 man. 18 respondents were between 25-40 years old, six interviewees were under 25 years old, and two of them were over 40 years old. In what concerns occupation, there were 10 students, six company employees, three educators, two medical workers, one freelancer, one government worker, and three in other professions. The survey was directed at those who had already traveled aboard or were planning to go aboard. Through the analysis, we found that most of the interviewees had minimal knowledge regarding Portugal. According to the degree of knowledge of Portugal (1-5), the interviewees who thought that their degree of knowledge of Portugal was of level 2 (don't know

too much) and level 3 (more or less) accounted for 75%, and the number of respondents who thought they knew much about Portugal was zero.

It is relevant that although most of the interviewees uttered that they were not very familiar with Portugal, there were still nearly 60% of interviewees who considered, and are also considering, Portugal as their tourism destination. Amid the respondents, 11 never thought of, or were not planning to, travelling to Portugal; 5 of them due to the cost; 4 due to the long-distance, and 6 thought that there is too little promotion of Portugal’s tourism in China, which makes them at some point never to consider Portugal when selecting their destinations (Figure 8).

**Figure 8: The reason for not considering Portugal as a destination**



Source: Survey 2

Bellow, we present the structure of the second questionnaire.

### Questionnaire 2

Q1: How old are you?

- A. Under 25 years-old
- B. 25 to 40 years-old
- C. 40 to 55 years-old
- D. Over 55 years-old

Q2: What is your gender?

- A. Female
- B. Male
- C. Other

Q3: What is your job?

- A. Student      B. Company employee      C. Educator  
D. Medical worker      E. Government workers      F. Freelancer

G. Other

Q4: Is your usual trip a long distance or a short distance?

- A. Long Distance      B. Short Distance      C. Both

Q5: Which part of this guidebook do you think is the best and why?

Answer: \_\_\_\_\_

Q6: What do you think is the disadvantage of this travel guidebook?

Answer: \_\_\_\_\_

Q7: Are you familiar with Portugal? (1-5: Absolutely not -Very much)

- A. 1      B. 2      C. 3      D. 4      E. 5

Q8: Do you often see or hear information about Portugal in China?

- A. Yes      B. No      C. more or less

Q9: Have you considered travelling to Portugal?

- A. Yes      B. No

Q10: If you didn't consider Portugal as your destination, why?

- A. Lack of attraction      B. Spending too much  
C. Few Chinese language services      D. Long distance  
E. Inconvenient transportation (requires transfer)  
F. Too little promotion leading to too little knowledge      G. other

Q11: If you have the opportunity to travel to Portugal, what will you choose?

- A. Eat only Portuguese food      B. Eat only Chinese food  
C. Chinese and Portuguese meals mixed

## 5 E-GUIDE

### 5.1 INTRODUCTION

In recent years, Portugal has gradually become one of the leading destinations for Chinese tourists. However, there are still a large number of Chinese tourists who still have obstacles in foreign languages (including English). Due to the significant spatial and cultural distance between China and Portugal, through the project “Portugal for Chinese Tourists, an e-guide”, the author hopes Chinese tourists can have a preliminary understanding of Portugal such as Portuguese culture, history, customs, and can have more fun in the travel process in Portugal. Compared with the travel guides in tourism markets, the project is more than a description of the tourist attractions or cities of the country, but a preliminary understanding and a rough guide of Portugal for Chinese tourists.

On this e-guide, there is some data information collected from the websites VisitPortugal.com and Calendarr.com. All pictures used in this project are free to use and were taken from Wikipedia.com, pixabay.com, all-free-photos.com, lisbonlux.com, and tripadvisor.com.

### 5.2 ‘PORTUGAL FOR CHINESE TOURISTS, AN E-GUIDE’

#### I. Country profile

Portugal is a country that surprises people everywhere, and the small land allows tourists to travel comfortably. The more famous city in the north of Portugal is probably Porto, and its hard-to-eliminate medieval features and Portuguese traditional cultural environment are the essential factors in attracting tourists. In contrast, the capital of Portugal - Lisbon - is more likely to make tourists feel the vibrancy of the atmosphere, and its rough and informal city image is impressive. The nearby small towns like Sintra and Óbidos have a fascinating and romantic history and architecture, while the south of Portugal -Algarve- can be sunbathed all year round, with quality beaches and friendly coasts. The Algarve region has always been one

of the most popular tourist destinations for European.

At present, the economics of Portugal is in a good situation. At the same time, Portugal has always been very friendly to Chinese tourists, and there has been much communication between associations and organizations from China and Portugal. The meeting of Chinese President Xi Jinping and the Portuguese Prime Minister António Costa in Lisbon in December of 2018 also helped the official communication between China and Portugal. Portugal, the pearl of the Iberian Peninsula, has begun to shine in the eyes of Chinese tourists.

### **1. Historical and Cultural Background**

Portugal is located in southwestern Europe and is one of the oldest countries in Europe. During the Discoveries (AD 1415–1580), the first king of the Ivesian dynasty, Joao I (AD 1385–1433), achieved a prosperous scenario that Portugal had never seen before, and also laid a solid foundation for Portugal's territorial expansion and economic growth. The 15th century was the golden age of the sea power era, under the leadership of Prince Henrique, the son of João I, Portugal became the world leader in marine technology and exploration. Portuguese culture is inextricably linked to the country's geographical location and history. As one of the oldest countries in Europe, Portugal's Atlantic coastline has provided a springboard for its geographical discoveries. After Marco Polo, the first recorded Europeans in the Chinese land was the Portuguese explorer Jorge Álvares.

In the 16th and 18th centuries, as Western missionaries traveled between China and the West, European intellectuals had a strong interest in Chinese philosophy and culture, and there was a "Chinese culture fever" in Europe. During this period, Confucianism, as the main body of Chinese traditional culture, had an important influence on the European Enlightenment. During the Discoveries, the Portuguese provided a convenient transportation and material basis for the Western missionaries, and similarly, the Portuguese missionaries also contributed a lot to the cultural exchange between China and the West.

In addition to a large number of Chinese Confucianism textbooks, the missionaries also introduced China's political system and the imperial examination system and believed that China's imperial examination system was an advanced education selection system.

Besides, the Portuguese merchant fleet was the first European fleet to land in China, and it was the first to trade in China with Chinese. The Portuguese bought blue-and-white porcelain from mainland China in Macao, returned to China by sea, opened Sino-Portuguese economic and trade exchanges, and introduced Chinese blue-and-white porcelain to Europe. The blue-and-white porcelain shipped back from China developed into a high-level art in Portugal and gradually became the Portuguese quintessence.

In 1984, Portugal officially established diplomatic relations with the Chinese government. Almost 20 years later, on December 20, 1999, Portugal returned Macao to the Chinese government, although there are still some conflicts in this communication process. In 2005, the two countries announced the establishment of a comprehensive strategic partnership between China and Portugal. In 2017, China and Portugal signed a document on ocean cooperation and established a "blue partnership". Ocean cooperation has become a new bright spot for cooperation between these two countries. At the end of 2018, Chinese President Xi Jinping's official state visit to Portugal would bring the communication history of Sino-Portuguese entities to a new level in the moment of the 40th anniversary of the establishment of diplomatic relations between China and Portugal.

## **2. Music: Fado**

Music is a very wonderful emotional expression, and it is also a window to pry into a country or national character, and Fado is a musical clue to understand Portugal.

This is one<sup>1</sup> of the two traditional music genres in Portugal listed on the UNESCO Intangible Cultural Heritage List. With the popularity of the fascinating singers such as Mariza in recent years, the influence of this traditional music genre in the Portuguese music industry

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<sup>1</sup> Another type of traditional music in Portugal is Cante Alentejano, which is a music genre characterized by vocal and without instruments.

has also increased. Of course, the most resounding name in the history of Fado is still Amália Rodrigues. Fado originated in Lisbon in the 1820s and is also known as the Portuguese song of Portuguese destiny and grievances. The etymology of the word 'Fado' is *Fatum*. Like its name, its content is mainly concentrated on the questioning of fate and the lament of fate; the tunes mostly have a bitter atmosphere. Also, because Portugal has been connected to the seas ever since ancient times, the sailors' thoughts on their lovers, relatives and homeland have become a prevalent theme of Fado.

After a long process of development, Fado became more and more vital. Marissa, Dulce Pontes, Ana Moura and some other singers also played an important role to the inheritance and innovation of Fado. They combine traditional Fado and modern pop music, the accompaniment is not only just two guitars, the lyrics are accompanied by the whole band; the lyrics are no longer limited to the narrative of sadness but can be the expression of any emotion; the singing style is also varied.

There are many Fado venues in the Alfama district of Lisbon; there are both grand concerts for tourists and family-sized performances.

### **3. Architectural style**

The unique characteristics of the Manueline Portuguese architecture, named after its sponsor, King Manuel I, are a true expression of Portuguese art by the creative genius of Portugal in the 16th century. The Age of the Discoveries brought a lot of wealth and knowledge to Portugal; Manueline architecture is the perfect combination of this knowledge and traditional Portuguese culture. At that era, Portuguese explorers revealed to the world the existence of distant civilizations, and many foreign artists came to work in Portugal. This blend of cultures has produced the Manueline style, a particular interpretation of Gothic architecture in architecture and decoration. You can find a range of decorative and symbolic combinations unique to Portugal on this type of buildings. Even though the style appeared during the reign of King D. Manuel I (1495-1521), it was not until the 19th century that its name was used to

describe this creative spirit. Among others, the Torre de Belém and the Mosteiro dos Jerónimos are representative architectural masterpieces (<https://www.visitportugal.com>).

Among the Portuguese buildings, the most influential element of Chinese culture is china. In Lisbon, during the period of urban reconstruction after the earthquake of Lisbon in 1755, there were thousands of china used in every corner of Lisbon: churches, private houses, public buildings and even benches parks.

Through the exploration of Portuguese craftsmen from generation to generation, the Chinese blue and white porcelain which flew to Portugal with the merchant ships at the maritime era, has formed one of the unique architectural elements of Portugal.

But the unique architecture of Portugal is not limited to these, in some cases maybe only one door or a window of one corner of the street is the artistic crystallization of Manueline architecture.

#### **4. Sports**

When we talk about Portugal, the first reaction of most foreigners probably is football. As the hometown of Cristiano Ronaldo, who is the greatest football player in the world, Portugal is still a country with many football fans and excellent players. However, in Portugal, the popular sports are not only football. In Algarve, there is a variety of golf courses, and the tourism center also offers a list of tennis clubs and riding centers, while water sports enthusiasts can enjoy surfing on the beaches of Portugal. For kite lovers, Praia do Guincho Beach in western of Sintra or Sagres which is in the southwestern tip of Portugal would be a perfect destination to visit.

#### **5. Celebrations and Festivities**

Portugal is a friendly and happy country, there are many festivals and celebrations in Portugal, especially in the Summer, you can enjoy various traditional festivals in different cities and villages. The following festivals are celebrated in the biggest and most famous tourist cities in Portugal.

##### **5.1. Lisbon-Santo Antonio Sardine Festival**

With the smell of Summer floating in the air, the streets of Lisbon are crowded with locals and tourists. The Lisbon Festival is full of vitality in every corner of the city, as a highly respected and admired figure in Lisbon, São Antonio is regarded as a local protector.

In the evening of June 12th, there is a festive atmosphere of the parade on Avenida da Liberdade. In the afternoon of the 13th, to commemorate San Antonio and make the festival funnier, the parade marches around the cathedral. At night, the traditional areas of Lisbon, like Graça, Alfama, and Mouraria are very lively, where people dance with music. The streets are beautifully decorated with garlands and colorful balloons, and the streets are filled with the taste of sardines and the aroma of basil and carnation. The celebrations are held mainly in June, and there are many types of celebrations, including Fado singing, jazz and other kinds of music performances. In addition to this, there are also many electronic music concerts, movies, and dramas, sports competitions, and exhibitions that enliven the city.

### **5.2. Porto - São João Festival**

To commemorate São João, the most respected saint in Porto, people celebrate the evening of June 23<sup>rd</sup>, thereby creating a huge festivity in the city. On this day, people are in the outside with a plastic hammer and knocks someone else's head with the hammer; it represents a blessing.

At midnight, a grand fireworks symphony happens along with fireworks near the famous Dom Luis I Bridge in Porto. Each different rhythm corresponds to different types of fireworks. It is indeed a festivity not to be missed.

### **5.3. Óbidos - Festival do chocolate**

If you are a chocolate lover, don't miss the opportunity to visit Óbidos for the International Chocolate Festival. During the International Chocolate Festival, when you walk on the medieval streets, the windows are filled with a variety of bread and candies, you can taste and buy your favorite ones.

Also, children can go to the Chocolate House for entertainment or learn to cook some food. Adults can participate in a cooking class to learn how to make chocolate-based foods or enjoy

chocolate sculpture, which is an art masterpiece.

#### **5.4. Coimbra–Queima das Fitas**

Founded in 1290, the University of Coimbra has a history of 729 years and is one of the oldest universities in the world. This is a unique festival in the University of Coimbra, and it is also the oldest and largest student festival in Europe.

The tradition of burning belts began in the 19th century, when the lecture clips used by college students were fixed with ribbons. Burning the ribbon and dealing with its ashes symbolizes the end of the university course, which also means the beginning of a different life. The color of the ribbon is also very particular, each college in the University of Coimbra has its exclusive color: the law faculty is red, the liberal arts faculty is dark blue, the medical faculty is yellow, and the economics faculty is red and white, and so on.

in the evening of the opening ceremony, the students gradually gather in front of the old church (Sé Velha). They wear traditional school uniforms, most notably the black cape (Capa). At 0 a.m., with the bell of Sé Velha, the boys wearing the black cape sing the Fado de Coimbra on the steps of the church. At the moment when the sound is heard, the tens of thousands of people gather around the church were quiet, and everyone listen quietly, and the students who are about to leave the school shed tears and miss everything here. According to tradition, the end of each song is expressed in cough, rather than applause. This Serenade means the official opening of the Burning Belt Festival.

The Burning Belt Festival usually begins on the first Friday of May each year and lasts for eight days. Today, the traditional Students' Day is now evolving into a big party for the entire city of Coimbra.

#### **6. Food**

Portuguese cuisine belongs to Atlantic cuisine and is influenced by Mediterranean cuisine. The use of so many spices is a gift from the former colonial countries. Olive oil is an indispensable ingredient in Portuguese food cooking, and garlic is used a lot. It is impossible to come to Portugal without gaining a few pounds. On the one hand, it is because there are too

many delicious desserts; On the other hand, Portuguese food is generally high in calories. These following meals are some of Portugal's famous traditional cuisine which could be interesting for Chinese tourists.

### **6.1. Cozido à Portuguesa**

It is a hodgepodge cuisine with a variety of meats such as pork, beef, chicken, various pork derivatives such as sausage, ham, bacon, a variety of vegetables such as carrots, potatoes, cabbage, and beans. If you are a person who like to eat meat, don't miss this dish.

For those who like to eat more special dishes, you can ask Piri-piri in restaurants, this Portuguese special chili oil will make you feel a different taste.

### **6.2. Bacalhau**

Codfish is the national dish of Portugal and is also the main meal at Christmas in Portuguese families. The Portuguese eat a lot of codfishes every year. It is said that there are hundreds or even thousands of different cooking methods for codfish, actually a recipe for each day of the year. Bacalhau com Natas should be the star of the cook methods of Bacalhau, which could be more acceptable to Chinese tourists.

### **6.3. Sardinha**

In addition to codfish, the sardine is also so popular in Portugal, especially the small sardines. Of course, eating small sardines is not conducive to the reproduction of sardines, so it is legally limited. Even so, every year around June, there is still a scent of barbecued sardines on the streets of Lisbon. Some restaurants directly move the grill to the outside and they use the smell to attract customers. Normally, the Portuguese pick up the small sardines from the tail and eat them in one bite or sandwiched them in the bread with olive oil. With the atmosphere of the Santo Antonio Festival, it will be a very unique experience.

### **6.4. Pastel de Nata**

The egg Tart is standard in every Portuguese coffee shop. It is usual in Portugal to ask for a *galão* and an egg tart, sitting outside of the café and enjoying the afternoon tea time. The most famous egg tarts are from the 'Pastel de Belém', which was founded in 1837, and they are

completely different from the egg tart in China. Although KFC(China) claims that its egg tart recipe comes from the oldest egg tart shop in Belém, the tastes of these two are very different.

### **6.5. Bifana**

Different from the practice of many Bifana shops in Macau, the meat of Bifana in Portuguese Bifana restaurant is more like Chinese braised meat. The characteristics of the Bifana is that the pork chop has been boiled in the sauce of the cauldron for a long time. The taste is soft and tender; the upper and lower soft bread rolls are used on the top and bottom. The most famous Bifana restaurant in Lisbon is the 'Casa Das Bifanas,' at the exit of the Fig Square of the Rossio Metro Station.

### **6.6. Arroz de Pato**

The Portuguese usually eat a lot of pork and seafood, but if you don't like any of those, you can also choose a delicious duck rice. The duck meat is slowly simmered with red wine, so the meat is very tender. Then it is put in the oven with rice until the surface becomes crispy and the sauce of the duck is melted into the rice. The traditional way is to sprinkle a piece of smoked sausage upon the rice. But one thing to note is that, like the rice in most Portuguese meals, the rice is generally a bit stiff.

### **6.7. Alheira**

It is similar to sausages but there is a lot more involved here, because there is a historical background of this food. The Jews in Portugal were forced to convert to Catholicism; to hide their identity, they created this kind of sausage, whose fillings changed from pork to a mixing of chicken, duck, beef, rabbit, and bread. When assessing if the Jewish groups had really converted, Portuguese authorities no longer doubted them when they noticed that the food habits had been adapted to Catholicism.

### **6.8. Arroz de Marisco**

The most famous rice of seafood in China is Paella, which comes from Spain. In fact, compared with the stiff rice of paella, the arroz de Marisco is obviously more similar with the traditional taste of Chinese tourists. Arroz de Marisco is cooked without the green peppers, without saffron, but uses more tomatoes, white wine and water to cook the rice. After cooking,

it will not be taken to the oven like paella, so the arroz de Marisco is moister than the paella, it is more similar to the Chinese porridge. It is delicious with olive oil-fried onions, garlic, tomatoes, and seasonings such as salt and black pepper.

## **II. Tips**

### **1. Visa information**

Portugal is one of the Schengen countries, so the tourists who want to travel to Portugal only need to apply for a Schengen tourism visa at the Visa Center. Due to the increase of cooperation between Portugal and China in recent years, in addition to Beijing, Shanghai, and Guangzhou, there are also some more visa centers in a lot of cities like Chengdu, Xi'an, and Hangzhou that allow tourists to apply for Schengen tourism visas. At the same time, visitors can also choose to be assisted by a qualified travel agency.

#### 1.1. Visa application procedure

Once the application materials and application forms are ready, you can apply for a Schengen visa at the Visa Application Centre. Applicants should apply for the appropriate Visa Application Centre according to their place of residence. For details, please refer to the following link: [http://www.vfsglobal.cn/Portugal/China/how\\_to\\_apply.html](http://www.vfsglobal.cn/Portugal/China/how_to_apply.html)

#### 1.2. Materials and documents

The materials to be prepared vary depending on the applicant's personal circumstances and the purpose of the trip. You could prepare the materials required to apply for a visa according to your own situation through the following links:

Materials : <http://www.vfsglobal.cn/Portugal/China/pdf/Checklist-for-Tourism.pdf>

Visa application Form :

[http://www.vfsglobal.cn/Portugal/China/pdf/Application\\_for\\_schengen\\_visa\\_140815.pdf](http://www.vfsglobal.cn/Portugal/China/pdf/Application_for_schengen_visa_140815.pdf)

#### 1.3. Fees

Similarly, depending on the applicant's personal request and travel purpose, the visa application fee is also different. Please refer to the following link below for details:

<http://www.vfsglobal.cn/Portugal/China/Tourism.html>

## **2. Jet Lag**

According to the time zone, China belongs to UTC+8 District, and Portugal belongs to UTC+0 District. However, due to the Summer time/Winter time differences in Europe, daylight saving time is implemented on the last Sunday of March to the last Sunday of October every year; during these months, the jet lag between China and Portugal is 7 hours. The remaining days are Winter time, and the jet lag is 8 hours.

## **3. Currency**

Portugal belongs to the Eurozone, so the currency in Portugal is Euro. There are exchange centers in airports and in city centers, but exchange rates and handling fees may not be ideal.

Therefore, it is recommended to change the appropriate amount of Euro cash in a Chinese bank before departure. At the same time, tourists also should pay attention to the amount of Chinese Yuan, as they cannot be too much. If the amount of the Chinese currency is close to 4,987 euros or 6,000 US dollars, it needs to be declared to the customs.

Tip: 100 euros is about 780 Chinese Yuan, 100 euros is about 115 dollars (according to the exchange rate in June 2019).

Banks in Portugal are generally open from 8:30 to 15:00, Monday to Friday (some banks in Lisbon are open until 17:00).

## **4. Language**

The most common official language in Portugal is Portuguese, which originated in Latin language. Spanish, French, and Italian, which also belong to the Latin group of languages, seem to be easily understood by local residents, but it doesn't mean the Portuguese cannot speak English well. Almost every Portuguese can speak some English, besides most employees in the tourism industry have excellent English linguistic skills.

## 5. Daily language (Portuguese-Chinese Pinyin-English)

English	Chinese Pinyin	Portuguese
Hello	ōu lá	Olá
Bye	ē diū xǐ	Adeus
Thank you	ǒu bu li gā dou ( da )	Obrigado(a)
You're welcome	de nǎ dā	De nada
Sorry	dī xī gū pā	Desculpe
Never mind	nǎo fǎ xǐ mào	Não faz mal
Good morning	bēng dí yā	Bom dia
Good afternoon	bū ā dā le de	Boa tarde
Good evening	bū ā nuó yī te	Boa noite

## 6. Flights

Since 2017, Beijing-Lisbon direct flights operated by Capital Airlines have officially begun, which means that Chinese tourists, especially Chinese tourists who are not good at foreign languages, can travel to Portugal more conveniently. In addition to direct flights, there are also many routes that tourists can use to reach Portugal via other Schengen countries. In October 2018, this direct route finished. However, since July 2019, there is another direct flight from Xi'an to Lisbon.

The direct flight from Xi'an to Lisbon usually lasts about 12 hours, while the trips that involve transfers will last between 14-20 hours, depending on the actual flight connections.

## 7. Shopping

Because of European tariff uniformity policies, the prices of products of almost every European brand are the same in Portugal, France or Germany. Shopping in Portugal has its unique advantages. Firstly, compared with other European countries, Portugal has fewer

Chinese tourists so that many popular items can be bought in Portugal without any difficulties. Secondly, because there are relatively few Chinese tourists, the shop assistants will provide better services and give you a better shopping experience. There are various types of shopping malls in Lisbon that can cater to the different consumer needs of tourists.

### **7.1. El Corte Inglés**

El Corte Inglés is the largest department store in Europe and the fourth largest in the world, and it is based in Madrid. There are two shops in Portugal, located in Lisbon and Porto.

Reasons for recommending El Corte Inglés: El Corte Inglés department store is a one-stop shopping mall, from the food supermarket to the cosmetics, electric equipment to the children's products, it can be said to meet the full range of shopping needs of tourists. If you are leaving Portugal to return home one day after, El Corte Inglés is the most excellent place for the whole family to shop conveniently and efficiently. It is worth mentioning that the mall can provide 10% extra discount for foreign tourists. Tourists only need to take their passport to the first floor of the mall to apply for a tourist card to use this offer. Many of our favorite European brands can be found here, such as Givenchy, Armani, Lancôme, Mk, Furla, Jo Malone, and so on. Also, the shopping mall has a variety of discounts from time to time. And now the mall has a POS machine that can use UnionPay cards, it will be more convenient for tourists who hold the UnionPay cards.

Lisbon store location: São Sebastião subway station (Metro red line, blue line)

Opening hours: Monday to Thursday 10:00-22:00 Friday to Saturday 10:00-23:30; Sundays and holidays 10:00-20:00.

### **7.2. Colombo Commercial Center**

The Colombo Commercial Center is the largest shopping mall in Lisbon, and next to the Columbus Shopping Centre is the home field of the football team Benfica, the Luz Stadium. If you are not interested in football while your companion is a fan of Benfica, it would also be an excellent excuse to go shopping in Colombo.

Reasons for recommending Colombo Commercial Center: If we say that El Corte Inglés is a shopping mall that provides tourists with a one-stop shopping experience, Colombo

Commercial Center is a place to meet any shopping needs. If you have enough time and good physical strength, it is highly recommended that you go to this Shopping Center. The interior design of this shopping center reminds us of geography and of the Portuguese maritime era.

From the usual European brand, Zara, H&M, Bershka to the luxury brand Guess; from sports products, Adidas, Asics, to fashion dresses Massimo Dutti, Gant; there also many local and niche brands of Portugal or some Europe countries, such as bimba&lola, or Sacoor Brothers. Portugal has always been a significant manufacturing factory in Europe with low wages and land costs, especially in the footwear industry. When you shop at Colombo Commercial Center, you may encounter many shoe brands that are not well known in China, but if the shoes are made in Portugal, it is strongly recommended that you try these shoes because most of the leather shoes which are made in Portugal are comfortable. The brands may not be very famous, but compared with the shoes made in Guangzhou or Dongguan in many large shopping malls in China, the comfort and cost performance are still very high.

Also, the supermarket on the first floor of the Colombo Commercial Center is one of the largest supermarkets in Lisbon. Portugal is a big producer of wines, you can feel the local love for wine in supermarkets. The price of wines varies from 2 euros to dozens or even hundreds of euros, as there is a wide variety of choices.

Location: Metro Station Colégio Militar/ Luz (Blue Line)

Opening hours: Monday to Sunday 9:00-24:00; Not open on December 25th and January 1<sup>st</sup>

### **7.3. Avenida da Liberdade**

Avenida da Liberdade is a *boulevard* in the center of Lisbon, connecting the square Marquês de Pombal and the square Restauradores.

Reasons for visiting Avenida da Liberdade: There are various luxury brand stores on both sides of this avenue, such as Prada, Lv, Cartier, and many others. Compared with the prices of the same products of these luxury brands between China and Portugal, the price in Portugal is much lower than in China, and this is why there are so many Chinese tourists who love to buy these products in Europe. Compared with Paris, Portugal does not have a Chinese clerk in every

luxury store. However, the service attitude of Portuguese shop assistants is much more enthusiastic than that of Paris. For example, the Cartier clerk will take the initiative to propose the ringing lettering service, because there are fewer clients, they are not very busy. Besides, in some famous stores, there is no need to wait in line, many fashionable section bags have more inventory, and will not be sold out quickly. Here, you can experience the services you should enjoy when buying luxury goods. It needs to be reminded that almost every luxury store can ask for the tax refund form, and when you spend a certain amount, the rate of your tax refund could be increased.

Location: Starting point Subway station: Marquês de Pombal (blue and yellow line)

Middle subway station: Avenida (blue line)

Terminal Subway Station: Restauradores (Blue Line)

Opening Hours: 10:00/10:30 -19:00 /19:30 (Depended on the store policy); Not open on Sundays.

## **8. Recommended Souvenirs**

There are many unique products in Portugal. The following products are suitable to send to relatives or friends as gifts. They can also be taken home as a memorial of this wonderful journey.

### **8.1. Porto wine**

Porto wine is a classic Portuguese wine. Compared with other red wines, it tastes sweeter, so it could be more easily accepted by Chinese tourists, especially girls. In Porto, there are many wine cellar tours, and if you have the opportunity to visit one, you can buy a bottle of Porto wine at the souvenir shop after the tour.

### **8.2. Canned fish**

Portugal is famous for canned food, there are many canned food stores in various Portuguese cities. Portuguese canned food is very suitable as a gift, because the packaging is attractive and beautiful. There is a rich variety of canned seafood and fish, the most famous one is sardines.

Interestingly, some cans are also marked with the year of production and the name of a celebrity born in the same year. So if you bring your friends or family a can which shows their birth year, it will be much more memorable.

### **8.3. Cork products**

Portugal is the largest cork producer in the world. There are so many kinds of interesting cork products in most souvenir shops, such as cork pot holders, coasters, postcards, bags, magnets and notebooks, and even shoes. They are light and unique, and are very interesting souvenirs that could represent Portugal.

### **8.4. Soap**

The most famous soap brand in Portugal is Claus Porto, which is a natural soap brand that originated in Porto and is famous for its use by many celebrities including some royal members. They produce soft soaps for sensitive skin, with a natural fragrance blended by professional perfumers.

The biggest shops of this brand are located on Rua das Flores, known as one of the most beautiful streets in Porto. These soaps are also available in other cities like Lisbon, but they are definitely cheapest in Porto.

## **9. Tax refund**

### **9.1. Cash Refund (City center refund point)**

When the tourists apply for cash refund in the refund point of the city center, the passport of the tourists and the credit card are required.

Note: You must ensure that you leave the EU within the next 15 days. If the tax return form with the stamp of customs is not received by the tax refund company within 21 days, the credit card used for guarantee will be deducted from the tax refund amount and there will be a penalty!

Advantages: the tax refund is fast, and directly take the cash.

Disadvantages: The handling fee is high, and you need to use a credit card as a guarantee. In case the tax refund company did not receive the tax refund form with the customs stamp, the tax refund company will deduct more money from the credit card than you originally got!

## **9.2. Cash Refund (Airport refund point)**

The tax refund point of the airport is generally not subject to tax refund companies, and all company tax refund can be processed together. After the tax refund form is stamped, tourists can enter the airport, then go to the point to queue up. Normally, the tax refund companies work from 6h30 to 11pm, so it is recommended to choose another tax refund method if your flight is very early or late because of their work hour. When you refund the tax there, they will usually pay in euros or the US dollars, and the exchange rate is not satisfactory.

Advantages: no guarantee required, no mail, directly take money to leave.

Disadvantages: high handling fee + extended squad + not worthwhile exchange rate.

## **9.3. Credit card rebate**

After the airport customs seal is completed, the tax refund envelope provided by the tax refund company is required to send the stamped tax refund form to the mailbox, and the tax refund company will refund the money after receiving the tax refund form. Note: Since the transportation and processing of tax bills are almost entirely manual, losses or omissions will inevitably occur during the transport process. Therefore, after getting the customs stamped refund form, please remember to take a clear photo of the tax refund form. This way, even if the tax refund company has not received the tax bill for various reasons, you can still get a tax refund.

Nowadays, you can usually choose a credit card or Alipay tax refund, being the Alipay tax refund faster.

Tip: It is easy to confirm whether the store supports the Alipay tax refund. As long as the mobile phone number of the tax refund form is printed with “Alipay” on the top of the column, it means that the Alipay tax refund can be made.

Advantages: no fees

Disadvantages: Long time, the exchange rate is low.

Special note: Alipay and WeChat scan code tax refund have been implemented in Lisbon Airport in June 2018. You can choose to scan the code at the self-service tax refund machine in

the Lisbon Airport; it can directly withdraw to Alipay or WeChat. This way will greatly facilitate the tax refund for Chinese tourists, yet the stamp of the customs is still needed.

## **10. Important Telephone Number**

10.1. **Local police call in Portugal:** 112

10.2. **Consular Protection and Assistance for Chinese Embassy in Portugal :**  
00351-963355431

## **11. Special Note**

The general security situation in Portugal is good, there aren't any serious crimes, but robbery or theft occurs sometimes. The crimes against Chinese citizens are mostly the above two situations. Tourists should pay attention to the safekeeping of relevant documents such as passports (recommended to copy the passport information page, valid visa page and keep the documents separately); use bank card as much as possible to avoid carrying large amounts of cash; do not leave your valuable baggage alone during city visits, shopping, and dining. If you are robbed, please call the police or go to the police station immediately. If you need to reissue your documents, please contact the Chinese Embassy in Portugal.

## **III. Recommended Itinerary**

The primary purpose of the recommended itinerary is to help Chinese tourists visiting Portugal for the first time. Through questionnaires and data collection of Chinese travel agencies in Portugal, it was found that most of the independent Chinese tourists visiting Portugal for the first time usually prefer to visit the famous tourist cities or attractions with Portuguese characteristics. Therefore, this itinerary is consists of some representative tourist cities and attractions in Portugal. At the same time, the default mode for this itinerary is driving, however, it also provides simple public transport tips between attractions and cities.

## OLD TOWN OF LISBON

### Praça do Comércio

The Praça do Comércio is a square in the Portuguese capital, Lisbon, which is adjacent to the Tejo River. It is also known as Terreiro do Paço, where the Rivera Palace, which was destroyed by the 1755 earthquake, was once located there. After the earthquake, the Marquês de Pombal completely converted the square into a part of the lower town of Pombal. Since Manuel I built the new Rivera Palace on the Tejo River outside the city walls, Ribeira, on the banks of the Tejo River, began to develop in the early 16th century, and the area further developed ports and shipbuilding facilities. The Lisbon earthquake that struck on November 1, 1755, caused a tsunami and a fire, destroying most of Lisbon, including the Rivera Palace and other buildings along the river. The Prime Minister Marquês de Pombal coordinated the large-scale reconstruction work in Lisbon, but the palace has not been rebuilt.



(Source: taken by Xiaoxiao Li)

### **Elevador de Santa Justa**

The Santa Justa elevator is located at the end of St. Justa Street and was opened to the public in 1902. It is the only straight-up elevator that is open to the public in Lisbon. The designer of the Santa Justa lift is the engineer Raul Mesnier de Ponsard, who was born in Porto, who was a student of Gustave Eiffel, his parents were French. The elevator was built in 1900 and completed in 1902. It was initially powered by steam and was converted to electricity in 1907. This steel lift is 45 meters high, with neo-gothic decoration and different styles on each floor. Tourists can reach the top level via a spiral staircase, which has a balcony and is a great place to enjoy the Lisbon street view. With views of São Jorge Castle, Rossio and the lower town of Pombal. This lift has become a famous tourist landscape in Lisbon.

Opening hours:

Lifts: May to October 7 am - 11 pm; November to April 7 am - 10 pm;

Observation deck: May to October 9:00-23:00, November to April 9:00-21:00

Price: A return ride: €5.30 (observation deck included); Observation deck: €1.50



(Source: [pt.m.wikipedia.org](http://pt.m.wikipedia.org))

### **Praça do Rossio**

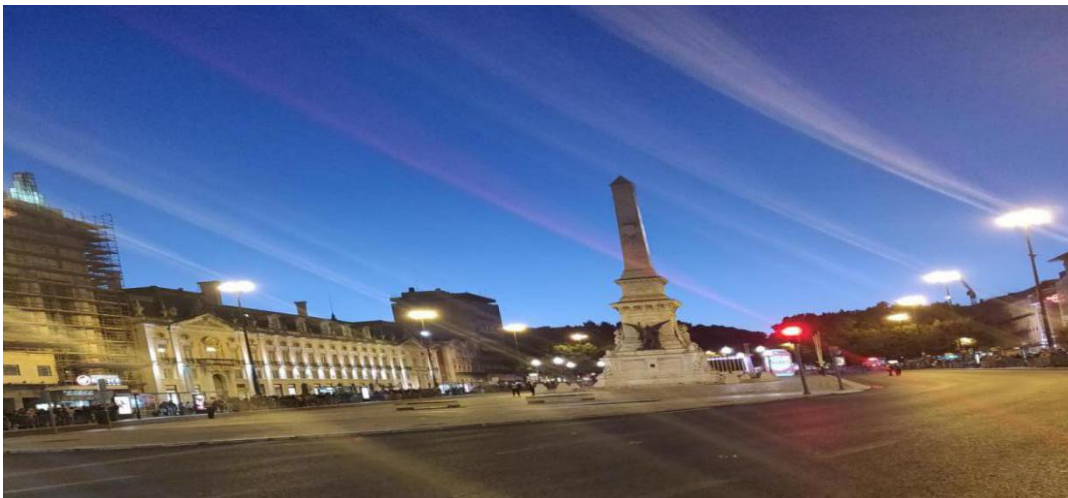
Rossio Square is a center for both tourists and locals. Rossio Square is not as big as Praça do Comércio, but it has a unique sense of intimacy. The wavy floor tiles, the classic Portuguese gravel road, the Portuguese buildings around the square, everything is so 'Lisbon-style'.



(Source: [www.all-free-photos.com](http://www.all-free-photos.com))

### **Praça dos Restauradores**

The Praça dos Restauradores is the most exciting square in the center of Lisbon, which combines classical 17th-century architectures with ornate art deco buildings. The square is often disregarded by many Portuguese but this plaza offers tourists a range of historical and meaningful attractions.



(Source: taken by Xiaoxiao Li)

### **Avenida da Liberdade**

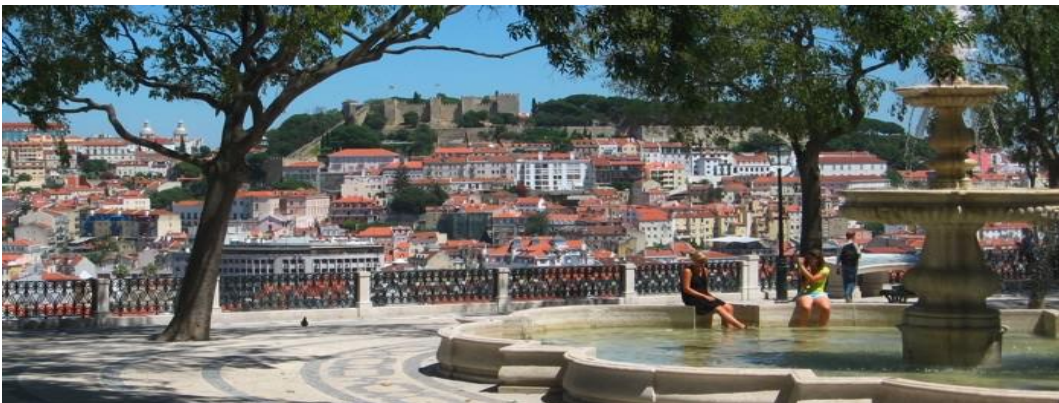
As the most central avenue in Lisbon, Liberty Avenue is a *boulevard* in the center of Lisbon, connecting the square Marquês de Pombal and the square Restauradores. It is not just a commercial street with luxury hotels and shops, as this avenue is lined with trees, and the walls are inlaid with traditional Portuguese beautiful painted tiles.



(Source: <http://www.ualmedia.pt>)

### **Miradouro De São Pedro De Alcântara**

The São Pedro De Alcântara Observation Deck is a platform overlooking the Lisbon city and the slopes of the St. Jorge Castle. King Pedro V transformed this piece of land, which was intended to extend the Agua River aqueduct, into a two-story garden dotted with statues and monuments of many Portuguese characters. Tourists need to take the Elevador da Glória to get there, which is close, between the Praça dos Restauradores and Bairro Alto. The upper viewing deck has a tiled panel that shows the best view of Lisbon, where most Lisbon landmarks can be found.



(Source: [www.lisbonlux.com](http://www.lisbonlux.com))

Transportation: There are many ways of transportation to arrive at the first attraction - the Praça do Comércio, there is a subway station (Terreiro do Paço) and there are also many routes of buses and trams. all of the rest of these attractions are in the old town of downtown Lisbon, these attractions are not far from each other, so it is recommended to walk to visit them.

## **SINTRA & CABO DA ROCA**

### **Palácio Nacional de Sintra**

The Sintra Royal Palace, which combines Gothic, Moorish and Portuguese styles, has been the kings' resort palace before the implementation of the Republican political system in Portugal. It is part of the Sintra cultural landscape. Two tall and high chimneys are unique point that are particularly eye-catching. The entire palace looks very simple and unpretentious, but full of the vicissitudes of history. The Swan Hall, the Badge Hall and the China Hall are very interesting sights. The furniture, porcelain, murals, and colored bricks in the palace are so beautiful that all of these things have witnessed the glorious era of the Portuguese Empire.



(Source: taken by Xiaoxiao Li)

### **Palácio Nacional De Pena**

The Pena Palace, which combines a variety of building styles, was once the kings' palace, colorful and beautiful, and it is a dazzling pearl of the small town of Sintra. Known as one of Europe's Top Ten Castles in the Europe, it is the Portuguese national monument, and the first of the seven wonders of Portugal.



(Source: taken by Xiaoxiao Li)

### **Quinta da Regaleira**

Quinta da Regaleira is Manueline villa. It is a part of the Sintra cultural landscape. It includes romantic Regaleira Palace, the small church of Regaleira, and a luxurious park with lakes, caves, wells, benches, fountains and many beautiful buildings. This villa is also known as “The palace of the millionaire Monteiro”, named after the nickname of the first owner.



(Source: Wikipedia.pt)

## **Cabo da Roca**

Cape Cabo da Roca is a coastal adjacent to the Atlantic Ocean in Portugal. It is a narrow cliff about 140 meters above sea level, and it is also the western of the Sintra Mountains. "Onde a terra acaba e o mar começa," this is a poem engraved on the cross on the Cabo da Roca, which means "Where the earth ends, and the sea begins." It is said that the Chinese translator of this well-known poem is Xu Zhimo, a famous Chinese poet. It is also the most beautiful portrayal of the westernmost point of the European continent. Tourists have rated Cabo da Roca as one of the "50 most worthwhile places in the world."



(Source: [www.surfiberia.com](http://www.surfiberia.com))

Transportation: From the Rossio train station in Lisbon, you can take the Linha de Sintra train line to the Sintra train station. The 435 bus is the way to the Palácio Nacional de Sintra and Quinta da Regaleira, take the 434 bus to reach the Palacio Nacional de Pena, while the bus from Sintra to Cabo da Roca is 403.

## **BELÉM & CASCAIS**

### **Padrão dos Descobrimentos**

The Padrão dos Descobrimentos is also known as the Great Discovery Monument. It looks like a sailing ship. The monument is engraved with dozens of famous navigators, scientists, and missionaries in the history of Portugal. The world map engraved in front the monument is magnificent, and tourists can also enjoy the beautiful scenery of Tejo River at the top of the monument.



(Source: taken by Xiaoxiao Li)

### **Torre de Belém**

The Belém Tower, which is nearby the Tejo River, is one of the most famous attractions to foreign tourists. It is a well-known landmark in Lisbon and even in the whole country. The location of this tower was the starting point for the navigators of the tremendous maritime period, and it is also a symbol of that era.



(Source: pixabay.com)

### **Mosteiro dos Jerónimos**

The Jerónimos Monastery is a magnificent building that was built for a century during the heyday of Portugal. It is a magnificent monument with an excellent combination of Gothic and Renaissance lines. Many famous figures of the Portuguese history are buried here.



(Source: taken by Xiaoxiao Li)

### **Pasteis de Belém**

In 1837, the owner of one sugar factory opened an egg tart shop in Belém, named Pastéis de Belém. The sugar factory no longer exists, but the egg tart shop has become a national business symbol of Portugal. KFC (China) claims that its egg tart's recipe comes from this old store, but it is not known whether it is improved for the taste of consumers. In fact, the taste of the two is very different.



(Source: [www.mafengwo.cn](http://www.mafengwo.cn))

## **Museu Nacional dos Coches**

Once Portugal was the world's maritime hegemon, the economic power was huge. Hence the nobles lived in luxury. This museum gathers all kinds of noble and royal coaches used in the most glorious period of Portugal.



(Source: Wikipedia.pt)

## **Cascais**

It was a small fishing village, now it has become a beautiful resort town, and it is also as a well-known “spy war town” because it is the location of the casino in the classic spy war movie ‘007’. At present, it is a gathering place for rich people of Portugal and even Europe, and it is also the favorite place for Chinese investment as far as purchasing houses is concerned.



(Source: taken by Husond, Wikipedia)

## **Boca do Inferno**

Boca do Inferno is the magic of nature. There is a large piece of huge black rock under the cliff. Usually, the water is flowing quickly, sometimes the magical power sucks the seawater, and it is an ideal place for tourists who prefer a particular viewpoint.



(Source: taken by MOs810,Wikipedia.pt)

Transportation: There are a lot of bus routes from downtown Lisbon to Belém, such as 728/727 (Restelo direction), or you can choose to take the train from Cais de Sodré to Cascais. Of course, the 15 tram is also a good choice. From Belém to Cascais, the train will be the most convenient and simplest way to get around.

## **ÓBIDOS**

Óbidos has many flowers on the walls of most houses, which makes this quiet central town more colorful. when strolling on the narrow alleys of Óbidos, maybe you could encounter a slowly passing coach, the hooves make people feel like they are back in the Middle Ages.



(Source: [www.pinterest.co.uk](http://www.pinterest.co.uk))

Transportation: From Santa Apolónia train station or Entrecampos train station of Lisbon, you can take the train to Óbidos and you will be there in less than 2h30min. From Óbidos to Coimbra, it is relatively troublesome. You need to take the regional train, arrive at Caldas de Rainha train station first, then change to an inter-regional train to reach the Coimbra train station.

## **COIMBRA**

### **Cidade Velha de Coimbra**

Coimbra is divided into Alta city and Baixa city, Coimbra University is located in Alta city, and Baixa city is the commercial center of Coimbra. Passing through a lovely coffee shop, a pastry shop, a restaurant, and fashion stores, you will come to the praça do comércio. Tourists can see the 12th-century Igreja De São Bartolomeu and the ancient Santa Cruz Monastery on the square, where the tombs of the first two kings of Portugal are located.

Walking through the city you can find beautiful market squares and narrow streets decorated with flowers. Coimbra is quiet and subtle for most time of the year, but every Summer, students turn the city into a beautiful fashion world. At this time, like other southern European cities, the city's coffee shops, hotels, and bars are crowded with tourists from all over the world.



(Source: taken by Daniel Palos, vortexmag.net)

## Universidade de Coimbra

The University of Coimbra is one of the oldest universities in the Iberian Peninsula. It is 800 years old and its architecture is majestic. The Joanina Library, located at the central campus of the University of Coimbra, has an obvious Baroque style and has many valuable ancient books. The desks are made of precious wood such as rosewood and ebony, sheet metal bookcases, ornate roofs, all of these materials make this library look like a gorgeous palace.



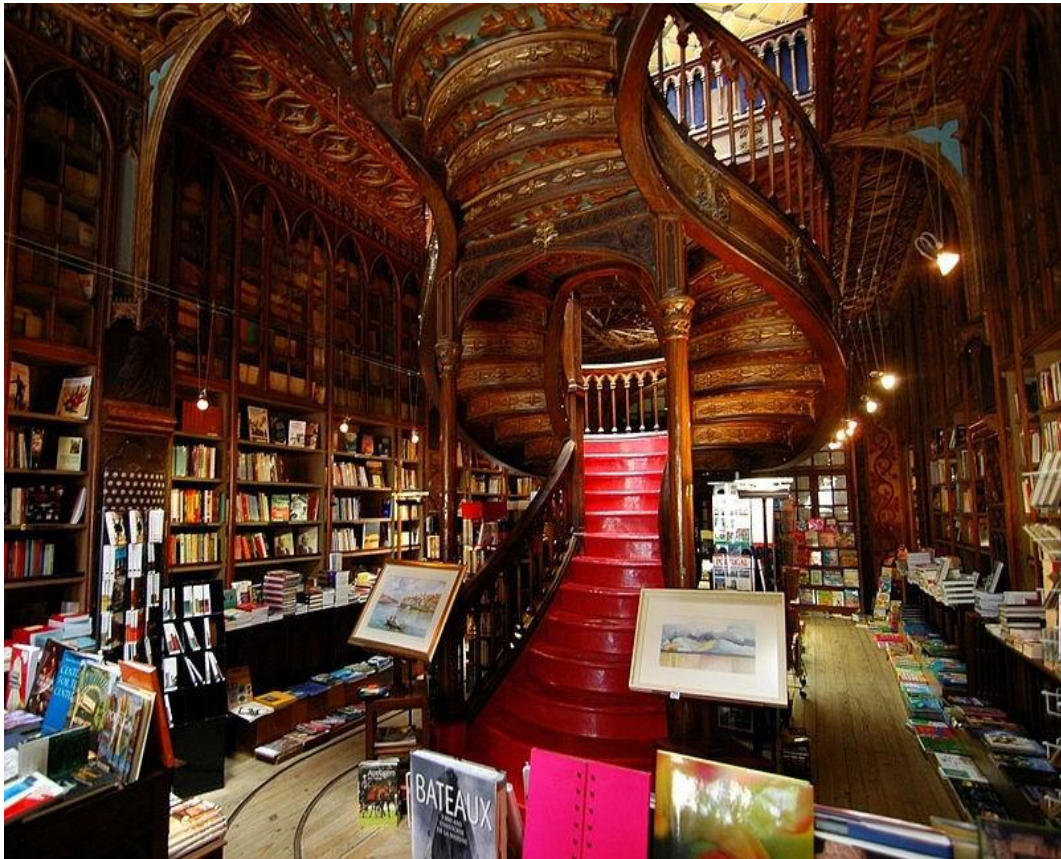
(Source: taken by François Philipp, [pt.wikipedia.org](http://pt.wikipedia.org))

Transportation: At Coimbra Train Station you can take the intercity train to Porto Train Station, which takes just 1h15min.

## PORTO

### Livraria Lello

This bookstore is not only one of the top ten most beautiful bookstores in the world but also reviewed and recommended by many British newspapers and Lonely Planet. Maybe you can find pictures of its beautiful escalators online, but the pictures are not enough to show its full beauty. Since the opening in 1906, whenever you enter this bookstore, you will be shocked by its beauty. You will enjoy the reinforced bookstore, facing this new Gothic-style bookstore, exquisite carving escalators, the colorful glass skylight, that will amaze you. Choose a good book for yourself in this bookstore, taste the cultural environment and artistic atmosphere here, and forget the troubles of the real world for the time being.



(Source: [pt.wikipedia.org](http://pt.wikipedia.org))

### **Estação Ferroviária de São Bento**

São Bento Railway Station is a famous train station in the Porto. It was opened in 1916 and is known for showing Portuguese history in 20,000 tiles. It is located in the heart of the Praça de Almeida Garrett. It is an important transportation point of Porto, but also a beautiful museum. If you go to the waiting hall, you will be impressed by the sights; the waiting hall is almost a blue world. The four walls are all tiled murals of "white and green", and the scene is quite impressive and unforgettable.



(Source: taken by Xiaoxiao Li)

### **Sé do Porto**

The Cathedral of Porto is the cathedral of the Catholic Diocese of Porto. Located in the historic center of the Portuguese city of Porto, it is one of the city's oldest monuments and one of the most important Romanesque buildings in Portugal. In addition to the church that was built in the 12th century, the tiled cloister is also worth a look. In this sacred realm, there are pillory and other memorials, overlooking the river and the houses on both sides of the strait, the scenery is magnificent.



(Source: taken by Xiaoxiao Li)

## **Ribeira**

This district is one of the most attractive areas in Porto. You can experience the charm of ancient dialects here and take a boat-trip on Douro River also. The Ribeira area stretches along the Douro River and has been the center of busy commercial activities since the Middle Ages. At that time, there were many shops selling fish, bread, meat, and other goods on the Ribeira square, but as times move on, most stores now are some special restaurants and souvenir stores.



(Source:www.pixbay.com)

## **Ponte de Dom Luís I**

Among the many bridges in Porto, the most famous one is the Great Iron Bridge of Dom Luis I. The double-story iron bridge connecting the old towns of Porto and the Novo Gaia was designed by Teófilo Seyrig, a student of the famous designer Eiffel. The height of the bridge is more than 70 meters. The length is 395 meters, and the width is 8 meters. The upper floor is driven by the subway D line and the lower floor used for vehicular traffic. Standing on the iron bridge, the beautiful scenery on both sides of the river could be seen at a glance.



(Source: taken by Xiaoxiao Li)

## Vila Nova de Gaia

Vila Nova de Gaia is situated on the south of the Douro river estuary, across the river from Porto. The city is famous for its wine cellars, and the famous Porto wines are mainly hidden in the wine cellars of Vila Nova de Gaia, it is also the main tourist attraction of this small city.

Known for its long stretch of coastline also, Vila Nova de Gaia is a rare beach resort with a length of 17 kilometers. With many beaches, in 2009 and 2010, it was the city with the greatest number of Blue Flag Beaches in Portugal. nowadays, there are many clean and white beaches, which have become a popular tourist destination. There are many other tourist destinations along the coastline, from the sacred chapel to the beautiful fishing village and the quiet farm, this city is also the birthplace and place of growth of Portuguese poet Sophia de Mello Breyner..



(Source: [www.topsimages.com](http://www.topsimages.com))

Transportation: The distance among Porto's main attractions is short, so walking tours are a great option for a city visiting.

## VALE DO DOURO

The Douro Valley could as well be called the enchanted valley due to its beauty and magical landscape. It begins in Porto, where the river flows into the sea and spreads to where the Douro wines (table wines and Port wine) are produced on hillsides. There are various ways to get to know this cultural landscape, listed as a World Heritage Site: by road, by train, on a cruise boat and even by the helicopter, either way will give you an unforgettable experience. Following a route between the viewpoints that offer the best sights, you need to cross the river from north to south and back again. Along the way, you can enjoy spectacular views across the river and visit vineyards, towns and villages, then you will arrive at Miranda do Douro, where the Douro River enters Portugal.

In Peso da Régua, the Douro Museum will provide a different perspective on the region and wine growing. Not far away, on the south bank, is Lamego, one of the most beautiful cities in Northern Portugal, located at the base of an immense blue and white tiled flight of steps leading to the Shrine of Nossa Senhora dos Remédios. In Pinhão, right by the river, the railway station is an excellent place to admire its ancient tiles dedicated to the cultivation of vines.



(Source: [www.douro.com.pt/blog](http://www.douro.com.pt/blog))

Transportation: The best choice to visit the Douro Valley is self-driving, but if you do not want to drive by yourself, you could take the train from São Bento train station in Porto to Régua, which would be also a good way to enjoy the scenery along the way.

## **AVEIRO**

Aveiro is a small town surrounded by lagoons; two canals run through the city. Their tributaries cut many slender waterways in Aveiro, there are some short boat shuttle on the watercourse, painted boats and small arch bridges interweave the unique water scenery, which makes Aveiro famous as “Little Venice of Portugal”.



(Source:www.pixbay.com)

Transportation: Whether it's from Porto to Aveiro or from Lisbon to Aveiro, you can take the intercity trains to arrive to the destination directly.

## ÉVORA

### Capela dos Ossos

This church was built in the late 15th century, with a mixture of Gothic and Manueline architectural styles. It became a famous place in the early 16th century. To make better use of urban land, the human bones in the cemeteries of the monastery in Évora were concentrated and used as decoration for the inner walls. About 5,000 shins decorate the ceiling, pillars, windowsills and walls, and the monks also used different parts of bones to spell out different shapes.



(Source: pt.wikipedia.org)

### Templo Romano de Évora

This temple is dedicated to the ancient Roman goddess of the moon and the hunting goddess Diana. Although there are only 14 columns left, But the temple still has an amazing beauty. In the third century, the Roman Empire ruled Évora, as a result there are several remaining of the Roman architecture, yet this is the only Roman temple in Portugal. Today it is the special place of Évora, from the garden terrace you can overlook the city of Évora.



(Source: www.tripadvisor.com)

## Sé de Évora

If you pay close attention, you will find that the spire of the Évora Cathedral is opposite the Roman Temple. The 12th-century church combines the Romanesque and Gothic styles. The solid structure makes it more like a fortress with a couple of spectacular asymmetric clock towers. It is located close to the ancient Roman temple, providing tourists with a quite magical view ..



(Source: [www.snpcultura.org/vol\\_se\\_evora\\_700\\_anos.html](http://www.snpcultura.org/vol_se_evora_700_anos.html))

Transportation: At Entrecampos train station in Lisbon, you can take the route IC596 directly to Évora, and you can also take the train back to Lisbon from Évora.

## FARO

Faro is often overlooked by tourists who use it only as a gateway to the beach resorts that line the Algarve coast, but Faro has a lot more than just the airport. So before following the bikini-clad crowds, spare a day or two to discover what this cute little town has to offer.



(Source: [webapp.algarvefantastic.com](http://webapp.algarvefantastic.com))

Transportation: Tourists could take a train to Faro at the Oriente Train Station in Lisbon, thus arriving at Faro directly.

## **ALBUFEIRA**

Albufeira was a traditional fishing village until the 1960s when the emergence of mass tourism changed it forever. The remains of the old town are now made up of a crowded beach and a pier filled with sparkling yachts. The beachfront restaurant is provided with the promenade, and there are plenty of opportunities to visit the bar late at night. Add tournament golf courses and amusement parks to the list, and you can easily spend a week or more here. But if you only have one day, you can still fill it.



(Source: [bookings.starvilla.com](https://bookings.starvilla.com))

Transportation: The train ride will be the most convenient and fastest public transport from Faro to Albufeira, which takes only about half an hour.

## LAGOS

### Ponta da Piedade

Ponta da Piedade is located two kilometers southwest of Lagos and extends into the Atlantic Ocean in a uniquely heroic position. There are many strange rocks scattered around the horns. After several storms and waves, the caves are crowded, and the limestone layers are colorful. It called "the rocky beach", and it may be the place that every tourist would visit in the Algarve area.



(Source: [www.planetware.com](http://www.planetware.com))

### Cavernas de Benagil

The sea caves at Benagil Beach are amazing beach views. The circular crack at the top of the cave introduces sunlight; it makes the soft sand in the cave look sparkling. The calm and warm waters are suitable for swimming.



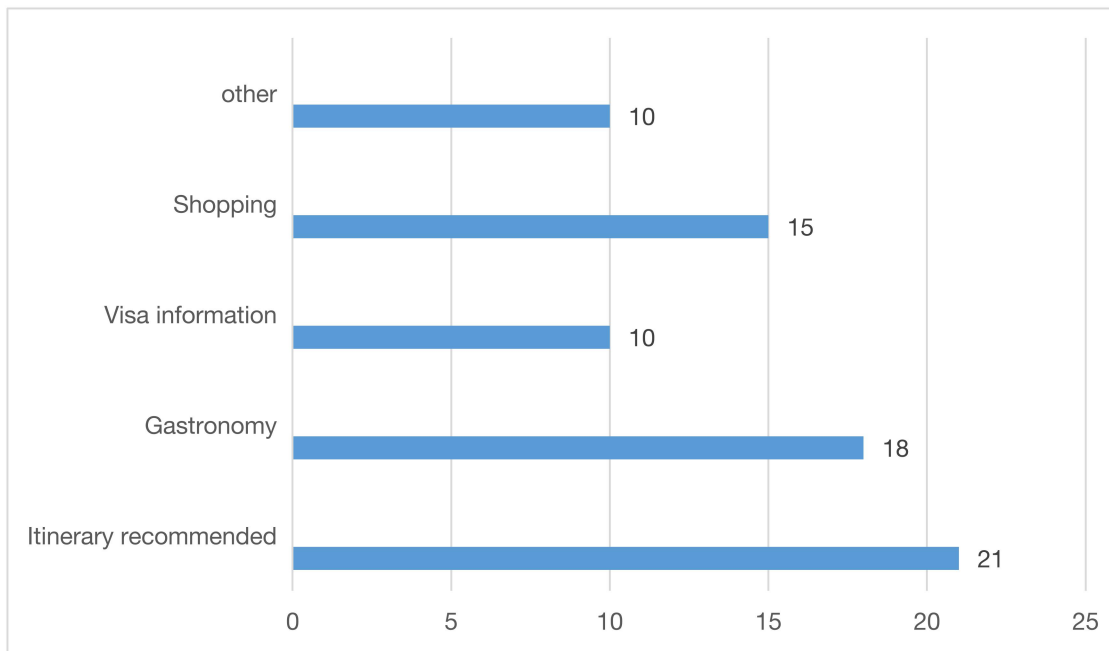
(Source: [www.algarvefun.com/benagil](http://www.algarvefun.com/benagil))

Transportation : The train is the best tool for tourists who prefer public transport to commute between Albufeira and Lagos, which will take around 1h30min because there are a lot of stops on the way.

## 6 GUIDE VALIDATION - RESULTS OF THE *A POSTERIOR* SURVEY

According to the data analysis collected by the questionnaire, 21 interviewees believed that the best part of this travel guidebook was the “Recommended Itinerary”, some of them thought that a complete recommended itinerary is essential and helpful for tourists traveling to an extraordinary destination, and also very beneficial for the itinerary planning. Eighteen interviewees preferred the Gastronomy section, while the supporters of the Shopping and Visa Information sections were 15 and 10.

**Figure 9: The best part of this e-guide**



Source: Questionnaire 2

However, some parts were termed as shortcomings. Some interviewees thought that the components of the historical and cultural background were too dull, and some readers felt that the planning of the itinerary was not reasonable, which has effectively helped the Guide validating process. According to the report data, 24.5% of Chinese tourists said that they would consider as their destination one place that they had never paid attention to after watching a TV reality show. "Pilgrimage" and "Punch in" in the same position as famous stars in reality shows

have become the current trend for Chinese outbound tourists. Despite that, there are many types of Chinese tourists traveling to Portugal. Some follow the tour group or business team to Portugal, and some are living or studying in other European countries, and therefore, this type of Chinese tourists has a specific understanding of Portugal. Most of them can speak English and understand the customs and the culture of residents. Although mass tourism is still one of their selections, natural tourism, heritage tourism, and other less well-known tourism resources have become another option.

Therefore, the final version of the e-guide strengthens the Portuguese gastronomy section and replaces the text of the visa application with a link based on the readers' suggestion, which makes the e-guide simpler and clear. Still, Portugal's history and cultural background section have undergone certain developments, which enhanced the communication between the e-guide and Chinese tourists. The author of the e-guide also made similar treatments in the recommended itinerary part.

## 7 CONCLUDING REMARKS

Portugal is an ideal tourist destination with abundant tourism resources, quality beaches, and good climatic conditions, as well as lower tourism expenses than those that exist in other European countries. However, because of its lack in cultural and social communication with Chinese tourists, compared with other destinations in the past decades, Portugal had a small proportion of the tourist market share of China. As the most significant tourist source market for outbound travel in this decade, Chinese tourists are the vital target of the major tourist destinations. Therefore, understanding the demands of Chinese tourists and providing more suitable tourist products for Chinese tourists is an inevitable choice for attracting more visitors; this is also what the Portuguese tourism department is promoting. The core purpose of this project was to collect useful tourism information about Portugal for Chinese tourists, and hence, this e-guide was made from the perspective of attracting Chinese tourists.

In the process of developing the project, there were many unexpected difficulties. For instance, the recommended itinerary section is not good enough, and the motivations about why Chinese tourists traveled to Portugal in 2018 were unknown due to the lack of the tourists' data. In the process of e-guide validation, because there were few valid *a posterior* questionnaires returned, the size of the sample is too small, which reduced validation effectiveness and limited results' validation.

This project aimed at Chinese tourists who have never been to Portugal and have little knowledge of this country, therefore the primary purpose of this project was to increase Chinese tourists' understanding of Portugal and to provide assistance to tourists who intend to choose Portugal as their destination, thus avoiding conflicts caused by cultural differences. Ultimately, the project achieved its goal, which was to provide adequate support to Chinese tourists who intend to choose Portugal as their destination.

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