

# **The Case Study Of Cascais Municipality Place Branding Based On Chinese Tourist Preferences**

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## **Abstract**

With the intensification of competition among tourist destinations in the market for source of tourists, the importance of tourist destination marketing to the development of tourism in various places has become increasingly prominent. The achievements of China's economic and social development in recent years have strongly promoted the expansion of the outbound tourism market. Despite the impact of the new crown pneumonia epidemic in 2020, Chinese national economy still maintains a strong resilience and a firm growth momentum, which shows that the economic support for the development of outbound tourism is still strong. Since the popularity of the Cascais tourist destination brand in the Chinese market is currently not high, in order to effectively develop the Cascais brand in the Chinese market in the future, the intention of this paper is to clarify the main directions that Cascais Municipality develops destination branding architecture through investigating the insight of Chinese outbound tourists who have intentions to visit Cascais. The study applied the qualitative and quantitative methodology to understand the portraits of the target segment and their preferences of Cascais destinations attributes, and a questionnaire was carried out on Weibo social platform.

**Key words:** Destination branding; Tourism Industry; Cascais Municipality; Chinese outbound tourism market; Target tourists portraits; Brand product; Destination attributes

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# **1 Introduction**

## **1.1 Relevance of the Topic**

It is estimated that tourism income accounts for 10% of global gross domestic product (GDP) and one-tenth of employment opportunities (World Tourism Organization, 2018). Destination marketing widely regards as a pillar of sustainable tourism development, and destination is treated as the most important brand in the tourism industry (UNWTO World Tourism Barometer and Statistical Annex, January 2020, 2020). Study associated with tourism destination marketing is an considerable growth area for tourism research (Bowen, Fidgeon, & Page, 2013), and the key propositions related to global tourism reinforce its importance. Tourism contributes to generating taxes on exports and creating more local jobs, so it is an important industry for almost all countries (Blanke, 2013). Furthermore, the majority of aspects of tourism take place at destinations (Leiper, 1979); coupled with that, the destination is the "basic unit of tourism analysis" (Kester, 2002) proposed by the United Nations World Tourism Organization (UNWTO). A lot of countries, states, and cities are now setting up a destination marketing organization (DMO) as the principal tool to do competition and attraction of tourists. The department responsible for local tourism development is expected to invest and develop strategies to increase the attractiveness of local brands (Braun, 2012).

Marketing tourism destinations is not a new concept. In the early 20th century, some parts of Europe used marketing tools to attract people, such as beach resorts in France and the United Kingdom (Gold, 1994). As a tourism destination, Cascais possesses such affluent tourism resources in terms of unique culture, agreeable climate, and unmissable and irresistible destination. Since being selected as the summer residence by King Louis I at the end of the 19th century, Cascais and Estoril, or "the coast north of Lisbon", have become Portugal's most cosmopolitan and most popular with tourists places (Moreira, 1991). The mild climate and the average shine days of 260 days throughout the year are undoubtedly a strong reason for the king to choose here, and it was also the main reason why most wealthy families followed the royal family to build villas and manors here (INE, 2012). Cascais tourism advantages of nature and culture are obvious and extraordinary; however, its competitive of Cascais destination branding is weak compared with other extraordinary famous European cities and regions.

Compared with the previous marketing focus on advertising, now it is increasingly focused on the brand. However, tourism destination branding is a big challenge because there is more difficulties to brand a place strategically than to promote it strategically. Building a brand means defining and establishing an identity and value proposition based on certain interests provided to certain market segments (Keller, 2013). With the development of globalization, there is no doubt that the Chinese outbound



tourism market has been ready to become the top tourism market globally while maintaining an unprecedented growth pace in recent years. Since 1978, the people republic of China implemented the opening and reformation policy, in the last four decades, with a huge population and dramatically developed economy, the demand for outbound tourism of Chinese households has been increasing considerably and steadily due to the improvement of living standards in terms of an increase in their disposable income (China Tourism Academy, 2020). In the next ten years, China is likely to exert greater influence on the marketing and development of tourist destinations globally than any other country in the world. The expansion of China's outbound tourism market and the continuous increase in the number of outbound tourists are closely related to China's opening of outbound tourism management policies, the increase in tourist destinations, the strong desire of citizens to travel abroad and the continuous improvement of market supply environment. According to the "Market Consumption Survey and Development Strategy Research Report of China's Outbound Tourism Industry for 2020-2026" released by Zhiyan Consultative institute, it is shown that from the perspective of outbound travel penetration rate, only 130 million Chinese residents are holding valid ordinary passports. The proportion of the total population is less than 10% (China Tourism Academy, 2020). In 2018, the ratio of outbound tourists to the total population was about 10.7%, considering that several tourists travel abroad multiple times a year, the actual penetration rate will be lower (China Tourism Academy,

2020). On the whole, therefore, there is still huge space for improvement in the penetration rate of outbound travel in the future.

## **1.2 Objective**

In order to keep and accelerate the raises of the Portugal tourism industry developing, the Portuguese government increasingly pours a vast of attention to invests a host of resources into the tourism industry in terms of economic, labor and policies. In this situation, Lisboa e Vale do Tejo Tourism board, which is in charge of Cascais branding, should grab the chance to attract Chinese tourists. In order to make the Cascais area's branding promotion path for Chinese tourists clearer and more effective, this article makes research from the following three aspects: First of all, it is the study of the target group---what are the characteristics of Chinese tourists targeted at Cascais place branding; Secondly, whether the name used in the promotion of Cascais region is the same as the name used when branding in the European market; And last, the content of promotion should highlight the points in the tourism resources that Cascais possesses.

## **2. Literature review**

### **2.1 Place branding**

#### **2.1.1 The definition of place branding**

In the highly competitive tourist market worldwide, destination marketing is now considered the backbone of the future growth and sustainability of tourist destinations (UNWTO,2001). In other words, the most prominent brand of the travel industry is the destination. DMOs (destination marketing organizations) who are responsible for the destination's competitiveness seek a way to identify resources away from another one with similar attributes and advantages. Later, the item brand is considered, and destination branding emerged. Namely, in 1996 and 2002, the first academic conference took place over destination branding, and the first book was published. For sight into the works of literature, Aaker (1996) argued that "a brand is a distinguishing name and/or symbol (logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods from those of competitors." Blain et al. (2005) defined destination branding: "Destination branding is a set of marketing activities (1) that supports the creation of names, symbols, logos, word marks or other graphics that are easy to identify and distinguish destinations; (2) consistently express expectations for an unforgettable travel experience; (3) help to consolidate and strengthen the emotional connection between tourists and destinations; (4) reduce consumer search costs and

perceived risks". In general, these activities help create a positive impact on consumers' destination choices process. "This definition was widely recognized as the most detailed and comprehensive definition of destination branding.

### **2.1.2 The discrimination between place branding, place promotion and marketing**

However, Anholt (2005) pointed that place branding was readily misunderstood in many situations, both theoretically and practically; specifically, its definition was garbled with place promotion and place marketing both theoretically and practically. In the contemporary study, many place management experts found different interpretations of the definition of place branding (de Noronha, 2017). Drawing upon Boisen's summary of distinguishing between place promotion, place marketing, and place branding, place promotion is supply-driven. Coordinated promotion communicates offerings to get target audiences' attention; as for place marketing, it is demand-driven, representing an outside-in approach. The logic of marketing place is based on target market segments product-market combinations to manage supply and demand; when it refers to place branding, place branding is identity-driven representing inside-out approach, which is through image orchestra to obtain reputation (Boisen, 2018). Place branding mainly focuses on why and how something is done in terms of

intention and significance, and less thinks over the specific product-marketing assemble of the place (Boisen, 2018).

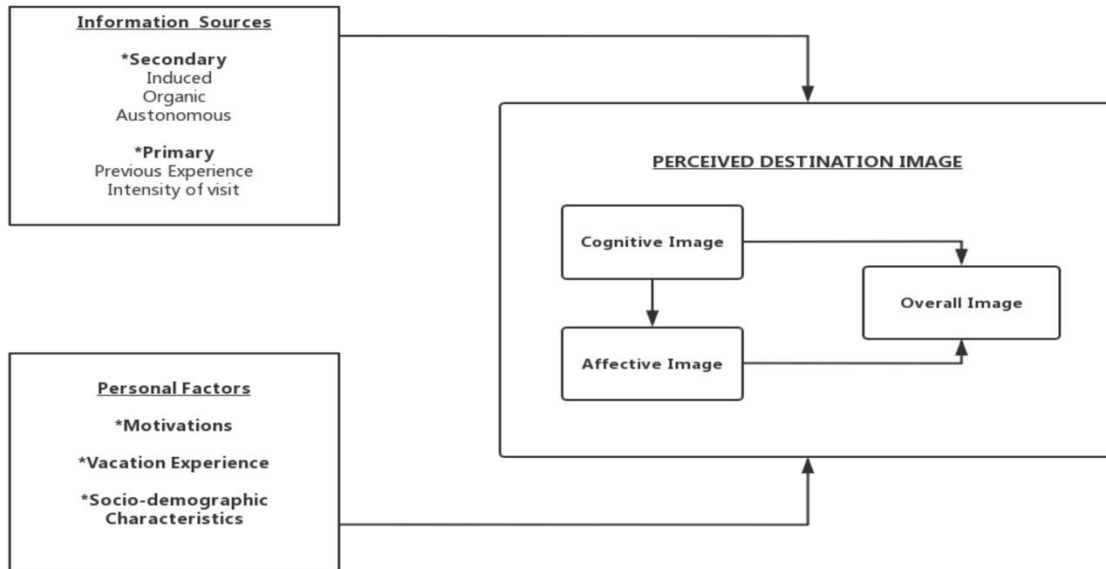


Figure 1 Model of Formation the Destination Image (Beerli and Martin, 2004)

### 2.1.3 The construct of place branding

To the present pure extent, the core of place branding is about emphasizing place identity and image. Inevitably, the unique identity of the destination, mainly distinguish from other competitors, is about to establish a positive portrait by picking up and showing a consistent brand factor mix (Cai,2002). In Boisen's study (2011), it is shown that "the identity of place is looking for determined, extracted and orchestrated to further load the place brand with positive association." Referring to the identity of the place in the marketing

field, it does not only limit to what this place is; initially, it is more about a combination of diverse styles of identification. As long as the identification of one specific place is widely recognized, it further progresses to image as a promise and an expectation (Boisen, 2018). In other words, it is allowed to consider that image of a place is about the perceived presence of the destination. According to Josefa's study (figure2), destination perceived image is from sources of information, stimuli, experiences, and sociodemographic characteristics (Beerli and Martín, 2004). Generally speaking, taking into fact field, establishing a brand identity is not an easy process; the key obstacles are: i) How to effectively involve the host community in brand identity development, and ii) How to make diverse stakeholders agree on key directions, which is not only inspiring but feasible, iii) How to harness multiple parties to support the cooperation in brand positioning required to convey the brand identity (Morgan and Pritchard, 1998; Anholt, 2010).

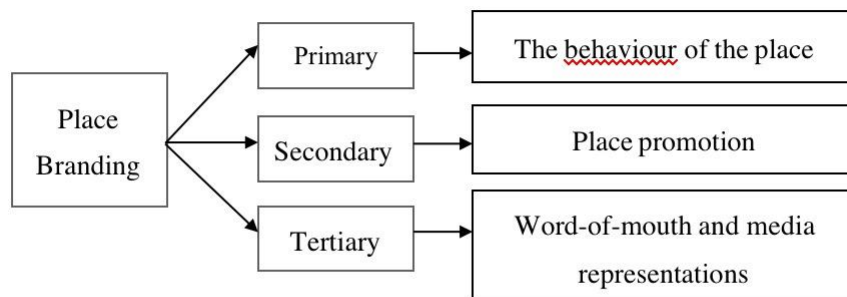


Figure 2 Schematic representation of Kavaratzis (2004)

#### **2.1.4 The procedure of place branding**

The majority of scholars regard the local brand as a whole concept, in which every part of branding is essential. As Kavartzis (2004) presented (figure3), communication on brand divides into three steps, the primary one of managing is the behavior of place, the secondary one is about place promotion, and the tertiary step is word-of-mouth and media representations. The implication of destination is from the total sum of these three steps expressing the same values and strengthen the same narratives (Kavartzis, 2005). When involved place promotion into the perspective of a place brand, which elements contain destination name, destination symbol, and destination slogan, the goal of place promotion changes: it is no longer to draw attention to the place's products, yet then it is to transform attention into awareness that has a positive impact on the image of the place. The conscious and continuous picture image choreography aims to make a positive contribution to the general reputation of the place (Boisen, 2018). It can be regarded as reputation management to sustain and enhance the reputation of the place. In general, the goal of place branding is that when people refer to a place, it comes enduring and stable favorable reputation. As a result of destination branding, inevitably, the most important but not exclusively research and application should focus on the affective domain of attitudes and should be measured and evaluated mainly in this domain.

### **2.1.5 The place brand equity**

Indeed, visibility is crucial because if not well-known, the brand is not considered within the scope and therefore has no value. Place brand equity is the index of assessment and evaluation of both intangible and tangible attributes of a specific place for consumers and competitors (Aaker, 2009; Kapferer, 2012; Keller, 2013) as consumers will only evaluate the destination based on the information that they have about the destination (Keller, 2013). Therefore, destination brand equity means that consumers in the target market know what destination the brand represents and the main advantages of its value proposition. Inevitably, consumers must have a thorough understanding of the brand. At the same time, consumers can independently evaluate the corresponding attributes or associations of the product brand in the consumer environment. It is the latter evaluation that will enable consumers to distinguish destinations and make choices. Therefore, the corresponding value of the destination should be evaluated by identifying the knowledge level of the brand, the meaning of the brand and the strength of its related attributes (Aaker, 2009; Kapferer, 2012; Keller, 2013).

### **2.2 Cascais Municipality**

When consumers define the Lisbon brand, they constantly repeat beaches, sea, museums, trams, food, art, nightlife, shopping. The first two factors,



beach and sea, are commonly used by consumers to define the critical elements of Lisbon's brand image, but in fact, Lisbon brand people usually supposed is not only the city of Lisbon but also the cities around Lisbon. It is a reasonable conclusion because the city of Lisbon does not have any beaches, but cities around Lisbon, such as Cascais and Sintra, have beaches. The two most attractive elements, beach, and sea come from Cascais.

### **2.2.1 The overview of Cascais**

The Cascais, with an area of 97 square kilometers and 180,000 inhabitants, is located about a 30-minute drive outside Lisbon, belongs to the Great Lisbon, Portugal (INE, 2012). It was a small fishing village before the 19th century, and agriculture is its mainly economical incomes. It was not until the late 19th century that it began to develop into a tourist destination (Moreira, 1991). The historic turning point of Cascais occurred when the Portuguese royal family chose Cascais as a summer resort. Because of the arrival of the royal family, the nobility of Cascais, and the upper-class elites of Portugal, it began to become famous. The influx of more new tourists promoted infrastructure development, such as investment in electricity, which makes it successfully as one of the first towns in Portugal to have electric lights. Even after 1910, the royal family went into exile in the United Kingdom and began to decline in popularity among the Portuguese people temporarily, but it did not curb his tourism development for a long time

(Moreira, 1991). About two decades later, the diocese of Estoril began to make Cascais the most important tourist destination in Portugal.

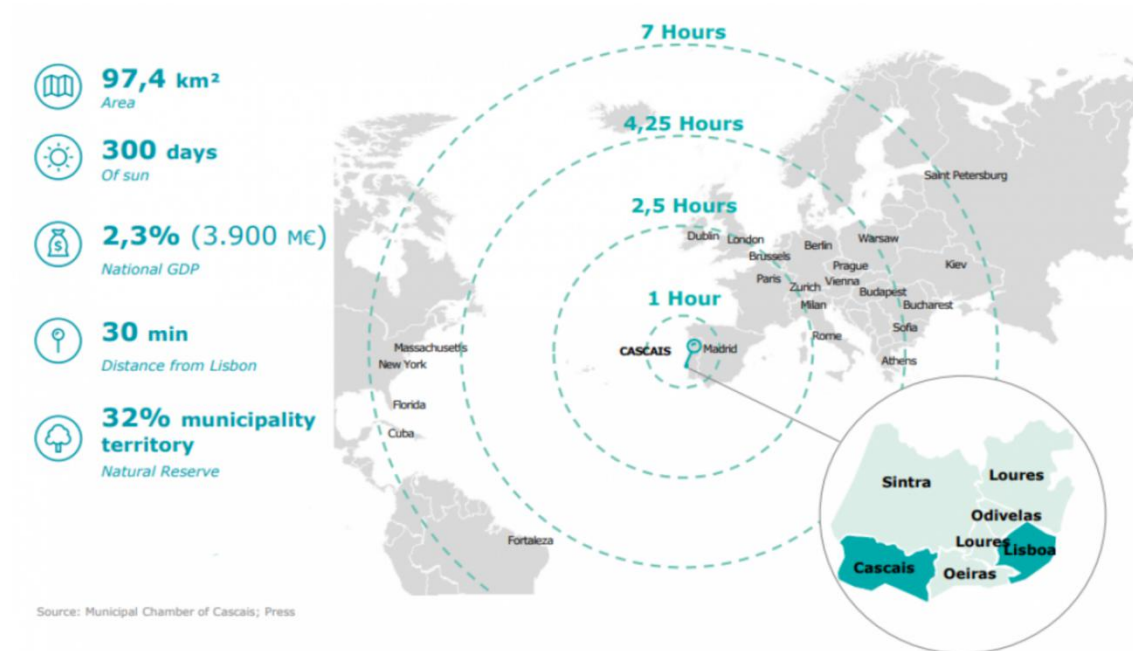


Figure 3 Municipal Chamber Of Cascais

### 2.2.2 The overview of Estoril

Cascais consists of six parishes, namely Alcabideche, Carcavelos, Cascais, Estoril, Parede, Sao Domingos de Rena. In 1930, Estoril's tourist complex was built, considered the cradle of Portugal's tourism industry. It included casinos, luxury hotels, golf courses, tennis courts, swimming pools, so on. After World War II, many royal families in exile came to Estoril Resort, mainly Spain, Italy, and Hungary. In addition, there were also wealthy people from other continents, such as Jews, so it became The leading destination for exiled royal families and international elites.

At the end of World War II, the people who stayed here settled down, making it a gathering place for the upper class. Such a social and cultural environment, coupled with its superior geographical location-30 kilometers away from Lisbon Airport, make the area a paramount destination for international tourists. In order to receive more international tourists, the Estoril area began to invest more, constructing new hotels, golf courses, conference centers, maintaining and refurbishing infrastructure such as renewing the road system. The Estoril circuit was built in 1972 and became the venue for the F1 race from 1984 to 1996 (Freire, 2011). The holding of the event not only brings more visibility to this place, but also attracts more investment.

### **2.2.3 The brand architecture of Cascais and Estoril Coast**

The geographical area of Estoril brand covered experienced two times switched, at the same time, the official institutions supporting its development have also changed. At early stages, Estoril has the largest casino in Europe. According to the laws of the time, part of the income should be used to promote tourism in Portugal. Sufficient funds were invested in the tourism industry to make it a major tourist destination in Portugal until 1960 with a successful promotion internationally (Freire, 2011). At this period, To enrich tourism sources for the royal family and

elite, sites from Sintra surrounded by forest, to Mafra, who has an impressive monastery, all of which areas were included in the Estoril.

The turning point is the rise of the Lisbon brand, where the Estoril Coast brand was included in the Lisbon and Vale do Tejo Brand. Before 1990, Lisbon was not regarded as a major travel destination in Portugal (Freire, 2011). However, with the several significant events that happened on by Lisbon, for example, Lisbon was selected as the European Capital of Culture in 1992 and hosted the World Exposition in 1998, which drove the infrastructure construction of Lisbon, at the same time received considerable investment (Freire, 2011). After a series of activities, Lisbon was successfully exposed to the world tourism market, and its excellent tourism resources were also discovered. Until 2008, the Portuguese Tourism Board was re-planned the organization tourism into 11 tourism regions: Porto e Norte de Portugal, Lisboa e Vale do Tejo, Douro, Serra da Estrela, Leiria-Fátima, Centro de Portugal, Oeste, AlentejÓ, Alentejo Litoral, Alqueva, Algarve (INE, 2012). The purpose is to enable 11 organizations responsible for 11 different tourist areas to use multiple branding variables to manage their areas to achieve a set of proposed goals.

Furthermore, the Estoril brand had mainly advertising support from Cascais instead of Portugal tourism board and casino. As the influence of the Estoril coast brand began to decline, the Cascais government began to doubt

whether their investment would have a corresponding return. Moreover, as a place brand, Cascais also needs to be promoted. Under such circumstances, Cascais brand architecture needs to be redesigned. Especially the current popularity of Cascais and Estoril Coast in the Chinese market is not high. What kind of brand structure is the most effective destination marketing? Indeed, it is necessary to be very clear about the destination choice preferences of Chinese tourists for outbound travel and which tourism elements should pay attention to.

## **2.3 The Chinese outbound tourists' destination**

### **2.3.1 Chinese outbound tourism market overview**

Most knowledge about tourism destination choice from many past studies focused on mature, developed countries and areas, for instance, American and European countries. Measured by visitor times and expenditure, there is a fact that China is already the world's largest outbound tourism market. In 2015, China's outbound tourism reached 117 million people; it is estimated that in 2020, the number of outbound tourists will reach 160 million (assuming that there is no outbreak of COVID) (2016 China Tourism Statistics Bulletin, 2021). China's outbound tourism has grown strongly (Report on Tourism Statistics for the First Half of 2017-Xinhuanet, 2021). In 2017 alone, the number of outbound tourists from China exceeded 131 million. Usually, great majority Chinese tourists choose to travel with

family and friends, and the cost of a single trip is the largest in the world. Additionally, it is estimated that China's outbound tourism expenditure will grow at a compound annual growth rate (CAGR) of 6.1%, and it is expected to exceed RMB 2,032.0 billion in 2020. Between 2010 and 2015, the number of Chinese outbound tourists more than doubled, and the CAGR climbed to 15% (Mck, 2017). With the realization that tourists from different cultures and backgrounds lead to different and roughly corresponding destination choices, the decision-making process and choice theory should be expanded, covering different cultural markets. Due to the high-speed progress of China's outbound tourism market, increasing scholars have begun to take notice of this market; however, the methods for estimating advanced preferences for this market are still limited. Let alone the research based on the preference model of Chinese tourists with tourism destinations attribute, Cascais.

### **2.3.2 Travel intentions**

Behavioral beliefs influence tourism destination attitudes toward the destination choice behavior. According to Beverley's study, travel intentions are developed by the perceptions and attitudes a destination tourists hold and the key influences, restriction, and levels of perceived individual control over the resources, which determines the achievement of the target behavior (Beverley Sparks). An addict, the theory of planned behavior (TPB),

elaborated by Icek Ajzen, presents three direct predictors, namely, attitude beliefs, subjective norms, and perceived behavioral control, predicting behavioral disposition (Ajzen, 1991, 2001; Ajzen & Fishbein, 2005; Fishbein & Ajzen, 1975). There is nothing about that each dimension has to work the same relative essential to determine behavioral intention for a specific group, asserted by Ajzen (2008b). As mentioned above, from psychological and sociological factors to analyze tourist destination decision-making process. On top of these two approaches, from economic factor, the utility maximization theory was used in the tourism field to identify the determinants (Rugg,1973); from a marketing perspective, which streamlines the course into structured product stages where a definite set of destinations will offer alternatively (Crompton, J. L., & Ankomah, P. K.,1993).

Tourism destinations vary in terms of the social, cultural, and physical environment, as well as destination attributes (specifically, the transportation, accommodation facilities, and services of the scenic spot). Nevertheless, there is multidimensional to investigate and analyze destinations; there is a consensus that the utility perceived by tourists comes from the combined effect of assets and attributes. The main essentials of demonstrating destination attributes are charming landscape, unique culture, infrastructure,

safety, shopping opportunities, and activities (Chi & Qu, 2008; Echtner & Ritchie, 1991, 1993).

### **2.3.3 Chinese tourists preferences**

Bringing TPB into play focused on Chinese tourists, the further research investigated by Lam and Hsu (2006), Chinese sample is more likely to be influenced by the category social norms than other two predictors generally received from relatives, friends, colleagues, and travel agency. Moreover, over social norms, the female crowd is more frequently involved in the social pressure of the reference group than the male crowd (Chan & Lau, 2001).

Drawing upon Kim's study, it assumed that mainland Chinese tourists supposed 'safety' and 'beautiful scenery' are the two most important attributes; on the contrary, 'the level of economic development and 'good place for shopping' are considered as the least two essential indexes (Kim, 2005). Besides, Spark and Pan (2009) found five destination characteristics that treat as determining factors rated by potential consumers, namely 'inspirational motives 'social self-enhancement', 'the natural beauty and icons of a destination', 'autonomy', 'quality infrastructure'. What is more, to be more specific, focused on a leisure trip of destination choice of Chinese outbound tourists, Li and Cheng (2015) assumed that 'personal safety, 'good



customer service', 'relaxing atmosphere' and 'cleaning surroundings' are vital characteristics, whereas 'sufficient information is a least essential attribute in destination choice.

On top of those studies focusing on tourists from mainland China, several finds are interesting to be noticed. First of all, the outbound tourists from Hong Kong and Taiwan may have different preferences away from outbound tourists from the mainland, from the investigation of Tsaor and Wu (2005). For Taiwan's consumers, they foremost take notice of 'the price of travel', 'the duration of flight', 'the type of flight' as well as 'the contents of the tours. As for the consumers from Hongkong choosing travel itinerary, there are significant influences, shown by 'trip expenditure', 'quality infrastructure', 'duration of the trip', 'household income', 'escape from daily routine', 'discovering unknown places', 'size of the travel party', and 'pressure and troubles' (Guillet, Lee, Law, & Leung, 2011). Besides, first-time and repeat tourists also have different destination preferences (McKercher and Wong, 2004) regarding perceptions, motivations, and intents activities. Essentially, this thesis bases on the distinct segment, the choice of consumer --- mainland Chinese potential tourists with first time visiting.

In conclusion, this literature review mainly contributes to three factors:

- (1) Investigating information sources of destination branding and figuring out the purpose and result of destination branding;
- (2) Indicating the popularity in the international market and the evolution of travel brands about Cascais and Estoril;
- (3) Revealing the Chinese outbound tourists' destination choice process and preferences basing on previous studies.

As shown above, although much research has been done about Chinese tourist preference and destination branding, it is still a lack of paper to exploring what factors can attract Chinese tourists in the urban brand promotion process of the Cascais region. Furthermore, this thesis is going to explore:

- (1) What are the object characteristics of mainland Chinese tourists who are willing to travel to Cascais;
- (2) What is the best name to brand the Cascais region in tourism factor, "Cascias", "Estoril Coast" or "Lisbon Coast";
- (3) what is the accurate brand equity of Cascais region for Chinese tourists.

## **3 Methodology**

### **3.1 Research context**

Generally speaking, it is not easy to obtain many views of the target customer unless many surveys and data research is conducted on the target customer. The case study of this study was carried out under this situation. There is no existing literature on the urban city of Cascais. Therefore, the purpose of this research is to combine the customer's viewpoints and expectations with theory and practice to determine the object characteristics, brand image and brand identity of Cascais' overseas brand marketing.

This study is through the editor's massive data collection from questionnaire surveys on targeted Chinese social media. The results of the data analysis regarding the Cascais region further highlight the preferences of outbound tourists from mainland China, especially the topic of tourism in the Cascais region. Secondly, unlike the situation where Cascais and Estoril Coast have a certain positioning in the European market, most potential consumers in China do not know the destination of Cascais. In this case, this article helps marketers in the Cascais region, including government officials or business leaders, clarify the brand's name and further make it easier for the Chinese market to remember the Cascais region. It is clear that Chinese tourists prefer the attributes of Cascais' tourism resources, and the brand is built according to the preferences of Chinese tourists.

Moreover, when the epidemic is effectively controlled in the future and China's easing its exit policy, Chinese tourists will come to Cascais to produce consumption. The Chinese perspective can provide advice to the managers and designers of the tourism city of Cascais and related individuals who are willing to attract more Chinese tourists to increase their income. At the same time, the survey results of this paper can also be used as a general reference for other cities in Portugal.

### **3.2 Research approach**

This study was conducted on both qualitative and quantitative analysis. The combination of qualitative and quantitative investigation methods can produce the advantages of the two research methods. Qualitative research refers to a scientific process of obtaining non-numerical data (Babbie 2014), which is dedicated to extracting meaning, concept definitions, characteristics, metaphors, symbols, and descriptions from things. The quantitative analysis method analyzes the quantitative traits, quantitative relationships and quantitative changes of social phenomena (Lominé & Edmunds, 2007). In general, qualitative investigation and quantitative investigation are supplementary: this gives an expression the aspects at variance of the investigation content and the complementary relationship between the two functions.

On the one hand, the results of quantitative surveys rely on statistics (Babbie 2014). We hope to infer the situation of a population composed of many individuals by taking the measurements of a relatively large number of individuals. Apparently, the purpose of qualitative surveys is not here. It focuses more on the course of action of the problem rather than the distribution of variables. On the other hand, generally speaking, the relationship between qualitative investigation and quantitative investigation is complementary. For example, as a quantitative survey tool, questionnaires should have appropriate content, wording and structure in the process of questionnaire design. The usual practice is to conduct multiple trial visits. Obviously, the test is a qualitative study because the conclusion of the test visit is not used to infer the overall situation.

In this situation, when the current comprehension of the research field is insufficient, or the research phenomenon is still unknown, qualitative methodology should be adopted to study the subject (Ghauri and Grønhaug, 2002). And for the scale questions from the questionnaire survey, the analysis could use quantitative investigation methods. For this research, the combination of qualitative and quantitative investigation methods is the most appropriate method to help realize the study and grasp the preferences and goals of Chinese tourists in the questionnaire survey.

### **3.3 Research method**

Based on the previous literature of this study, questionnaire was taken as the primary data collection technique. As an systematic and befitting research method, the questionnaire survey method is widely carried out social science research domains such as psychology, sociology and pedagogy. However, the questionnaire survey method is often criticized by natural science researchers and question its scientific nature. In fact, the questionnaire survey method is similar to many natural science methods in its logic procedures and content structure. In social research, it is an investigation and research method based on objective verification to understand and explain social phenomena from a macro perspective (Xiaotian, 1994). With the vigorous development of the tourism industry, related tourism research has also been continuously developed and improved. The questionnaire survey method has been widely taken advantage of tourism research as an efficient and easy-to-implement research method. It is used for description, explanation and It has made an important contribution to explaining issues related to tourism research. Hongmei (2005) conducted an in-depth analysis of the questionnaire design procedures, questionnaire structure and scale design, sampling frame, sampling method and sample size of tourism questionnaire survey research, and summarized some experiences and norms of using questionnaire survey methods. Dong (2008) reviewed and reflected on the two aspects of "what to ask" and "how to ask" in the design of the residents' travel perception survey questionnaire, and proposed the general steps for

the design of the residents' perception survey questionnaire. Zhong (2010) fully explained the importance of the reliability and validity of research methods, and put forward suggestions to improve the reliability and validity of research methods.

Different from the traditional questionnaire survey, this survey uses the Chinese social media platform --- Weibo (Weibo, as China's largest social media platform, monthly active users reached 530 million and daily active users reached 230 million) to collect information and data. The internet survey method is an access method of questionnaire surveys, which has changed the traditional face-to-face surveys, telephone surveys, mail surveys, email surveys, etc., and broke the traditional passive survey methods in terms of equipment, time and environment; Visitors can use their portable mobile terminal equipment to scan the code to participate in the survey anytime, anywhere, which greatly reduces the resistance and cost of survey participants to participate in the survey; through the break point resuming function (after the answer part of the content is exited, the next time you log in, you can continue to answer). Effectively use the fragmented time of survey subjects. The questionnaire was released for three days, with 635 times impressions and 356 times recovery, with a recovery rate of 56%.

### **3.4 Questionnaire design**

The content of the questionnaire design is divided into three parts. The first part is to determine the demographic characteristics of Chinese consumers who are "willing to travel to Cascais". The questionnaire design in this part is based on the dimensions of McKinsey's portraits of Chinese outbound tourists: gender, age, academic qualification, the city lived, job occupation, monthly income, travel type (Pain, 2013).

In the second part, to build the brand architecture of the Cascais city brand, the literature for this part of the questionnaire design is based on Freire's Cascais brand knowledge research on the UK and Spanish markets (Freire, 2016). In Freire's analysis, four branded products, namely "Lisbon", "Lisbon Coast", "Cascais" and "Estriol Coast" were set as brand products. By comparing the correlation between the destination and the product, the highly relevant finally determined that the product is worthy of promotion. The environment in which the brand exists is dynamic, not static. Therefore, the strategy developed for the brand must be adaptable, which means that brand roles and missions may change over time and target markets.

To understand the perceptions of Chinese consumers on the relevance of products "Lisbon Coast", "Cascais", "Estriol Coast" and destinations, the questionnaire set up questions.



The third part is to study which Cascais tourist attributes are attractive to Chinese tourists. The design of this part of the questionnaire comes from the outbound travel preferences of Chinese tourists in the literature review. As the Cascais region is not strong enough to show its brands in the Chinese market, potential Chinese consumers do not understand the tourism resources of the Cascais region. Therefore, the author designed a brief introduction to Cascais at the beginning of the questionnaire and a Cascais regional tourism promotion film produced by the Official website of the best destination in Europe (Tourism in Cascais, Portugal, 2021). The promo shows the beautiful beaches of Praia da Conceição and Praia da Duquesa, the ornate 19th-century mansions and villas, the Castro Guimaraes Museum, and the Parque Marechal Carmona, Estriol casino, luxury hotel, golf course, exquisite cuisine, convenient transportation.

## 4. Research Results and Analysis

### 4.1 Data analysis

The questionnaire survey method uses questionnaires designed according to the purpose of the survey to obtain information, so the quality of the questionnaire has a decisive effect on the authenticity and applicability of the survey results. In order to ensure the high reliability and validity of the questionnaire, before the formal questionnaire is formed, the questionnaire should be tested, and the reliability and validity of the test results should be analyzed. Screen the questionnaire items according to the analysis results and adjust the structure of the questionnaire to improve the reliability and validity of the questionnaire.

#### 4.1.1 Reliability analysis

Reliability analysis was carried out on the questionnaire scoring questions. The questions included the most suitable title of the promotional film and the consideration of various factors when choosing an outbound tourist destination. The results show that the reliability of these questions is 0.862, which is relatively good.

N	Number of items	Cronbach's Alpha value
356	13	0.862

Table 1 Scale reliability analysis

### 4.1.2 Validity analysis

The validity analysis of the scoring items in the questionnaire showed that the KMO value was 0.876, and the Bartley sphere test was less than 0.05, indicating that the scale has good structural validity.

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KMO inspection		0.876
	Approx. Chi-Square	2240.984
Bartley Sphere Test	df	78
	p	0.000

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Table 2 Scale validity analysis

### 4.2 Descriptive analysis

The questionnaire has already understood the basic information of this questionnaire survey, and 97.80% of the people who participated voluntarily in the questionnaire survey accounted for 97.80%, and 2.20% of the people who did not know the basic information of the questionnaire survey or were unwilling to participate in the questionnaire survey accounted for 2.20%. All analyses in this report are performed after deleting the corresponding data.

### 4.2.1 Crowd portrait

In the questionnaire, the proportion of people who have been to Cascais is 15.20%; the proportion of people who have heard of Cascais is 29.80%. After watching and understanding Cascais's travel videos, the number of people who want to travel to Cascais in the future will account for 75.30%; the number of people who do not want to travel to Cascais in the future will account for 24.70%. The following part analyzes the tourists who have intentions to travel to Cascais.

#### a. Gender

In the questionnaire, men accounted for 42.10% and women accounted for 57.90%. This gender ratio is similar to the gender ratio of Chinese outbound tourists drawn by McKinsey.

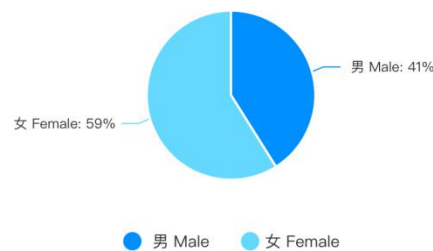


Figure 4 Gender distribution

#### b. Age

In the questionnaire, the number of people under 20 accounted for 16.60%; the number of people aged 21-30 accounted for 33.10%; the number of people aged 31-40 accounted for 20.50%; the number of people aged 41-50

accounted for 19.70%; those over 51 years old The number of people accounted for 10.10%. According to the survey results, it can be seen that the post-90s and generation z are the main intentional groups.

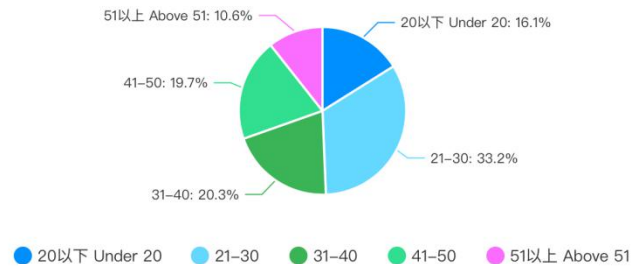


Figure 5 Age distribution

### c. Academic qualification

In the questionnaire, the proportion of people below high school accounted for 20.80%; the number of undergraduates accounted for 67.10%; the number of masters accounted for 10.70%; the number of doctors accounted for 1.40%.According to the survey results, it can be seen that tourists who intend to travel to Cascais destinations mainly have a bachelor degree.

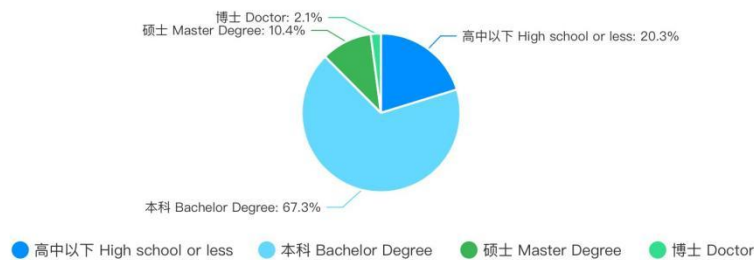


Figure 6 Educational background distribution

### d. The city lived

In the questionnaire, the population in first-tier cities accounted for 21.60%; the population in new first-tier cities accounted for 24.70%; the population in second-tier cities accounted for 12.10%; the population in third-tier cities accounted for 13.50%; the population in fourth-tier cities and other cities accounted for 28.10%. According to the survey results, what is different from the preset results is that the intended population does not come from first-tier cities. It can be seen that first-tier cities, new first-tier cities, and fourth-tier and later cities have similar Cascais travel intentions.

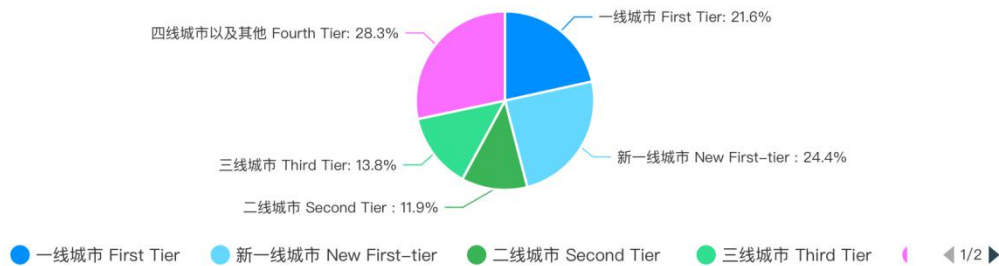


Figure 7 City distribution

#### d. Job occupation

In the questionnaire, the number of students in school accounted for 32.60%; the number of ordinary employees accounted for 13.80%; the number of government/organization officials/civil servants accounted for 12.60%, which is relatively high for these three items. According to the survey results, students at school have a stronger intention to travel to Cascais.

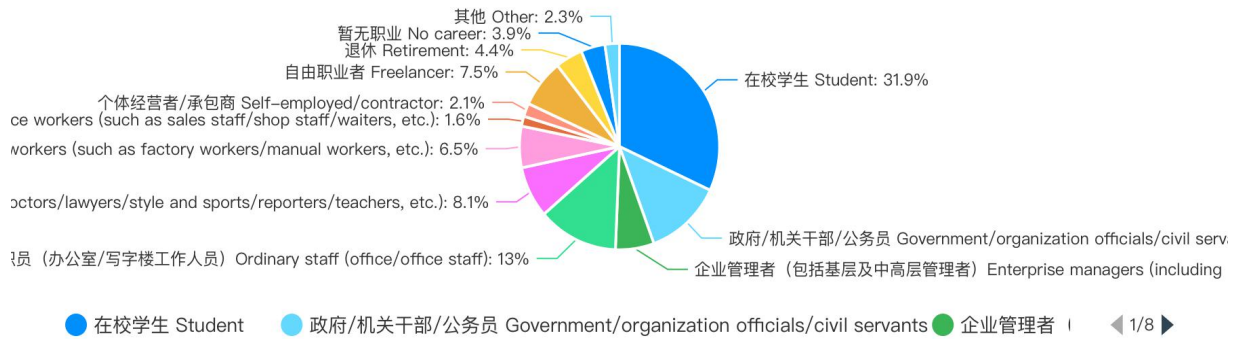


Figure 8 Occupation distribution

### e. Monthly income

In the questionnaire, 25.60% of the people with monthly income below 2,000 yuan; 31.70% for 2001-5000 yuan; 23.00% for 5001-10000 yuan; 8.40% for 1,0001-50000 yuan; 50001 yuan The above population accounted for 3.10%.

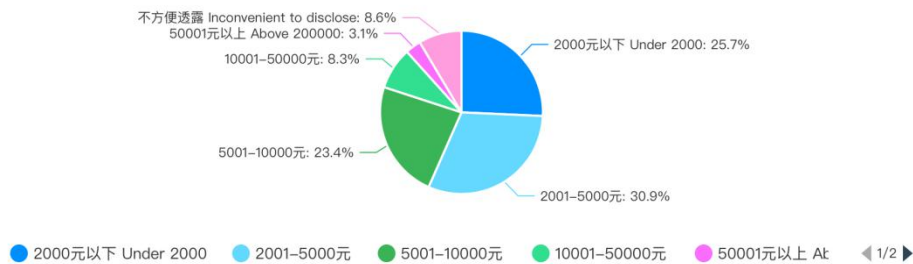


Figure 9 monthly income distribution

## f. Forms of Outbound Tourism

In the questionnaire, 39.60% of the number of outbound travel in the form of self-guided travel; 33.10% of the number of reported tour groups; and 27.20% of the number of semi-self-service tour groups. As Chinese outbound travel is becoming common and travel radius is getting larger, many in the industry believe that group travel has cooled down. However, this is just a wrong understanding. As experienced tourists desire more customization and flexibility, semi-self-service and high-end group tours have begun to emerge. The group has luxury travel experience and naturally expects higher values. In fact, the survey shows that people of dissimilar ages prefer different ways of traveling.

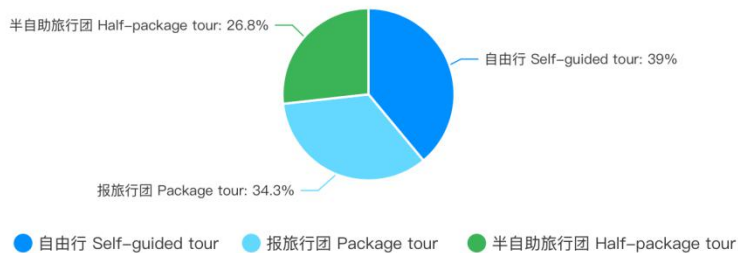


Figure 10 Analysis of the form of outbound travel

## g. Travel companion

In the questionnaire, 36.50% of the peers are friends; 45.50% of the peers are family members; 12.60% of the peers are lovers; 2.20% of the peers are business partners; travel on their own The proportion of people is 3.10%.



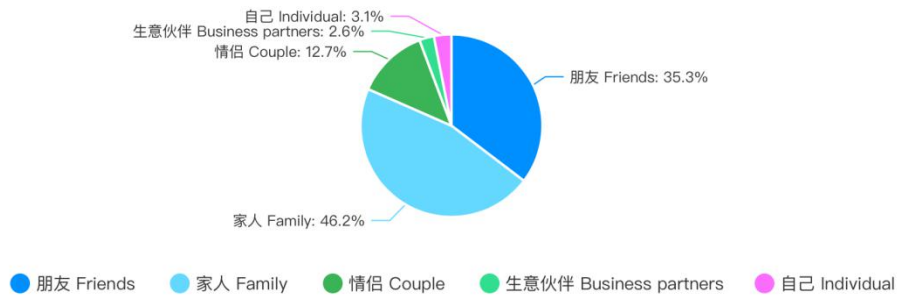


Figure 11 Analysis of travel companion

#### 4.2.2 Brand production

According to the questionnaire survey, 63% of respondents suppose “Cascais” is the most attractive name, followed by the “Lisbon coast” with 33%, and finally 4% of respondents think “Estoril coast”, is the most suitable destination name. Therefore, we can conclude that the “Cascais” brand is the most suitable product for promotion in the Chinese market, which is different from the Spanish market and the British market. In the Spanish and British markets, "Lisbon Coast" does not exist as a destination brand, and "Cascais" is not well-known as a destination brand. For the "Estoril Coast" brand, the difference between Britain and Spain depends on the historical fact that the former king of Spain lived in Estoril. However, the Spaniards have a very high awareness of the "Estoril Coast", which is not the same as the British knowledge of the "Estoril Coast", because the results show that the British have little knowledge of the "Estoril Coast". The outbound tourism market is growing, tourism consumption is increasing, and

the preferences and behaviors of tourists are constantly evolving. According to our survey results, for specific tourist segments, relevant industries should be accurately positioned to seize opportunities.

Brand production	Sample size	Percentage
Lisbon coast	118	33%
Cascais	224	63%
Estoril Coast	14	4%

Table 3. Brand production

#### 4.2.3 Destination attributes

This part is designed as a scale question. Set the domain value from 1 to 5, respectively: 1 means very unimportant, 2 means less important, 3 means fair, 4 means more important, 5 means very important. According to the importance of each attribute of the Cascais tourist destination by each respondent, the average and median are obtained.

Destination attributes	Average	Median
Environmental safety	4.1	5
Sea and beach	3.7	4
Food and wine	3.9	4
Unique and beautiful buildings	3.4	4
Convenience of transportation	4.0	4
Golf course	2.7	3
Casino	2.5	2
Relaxing atmosphere	4.0	4
Luxury hotels	3.3	3

Table 4. Destination attributes

According to the survey results, among all the images of the Cascais brand displayed to the interviewees, potential Chinese tourists rated their importance as follows: 'Environmental safety' with 4.1, 'Convenience of transportation' and 'Relaxing atmosphere' with 4, 'Food and wine' with 3.9, 'Sea and beach' with 3.7, 'Unique and beautiful buildings' with 3.4, 'Luxury hotels' with 3.3, 'Golf course' with 2.5, 'Casino' with 2.5. It can be seen that 'environmental safety', 'convenient transportation', and 'relaxed atmosphere' are the three important elements; 'luxury hotels', 'golf courses' and 'casino' are the three least important.

a. Environmental safety

When selecting outbound tourist destinations, 52.00% of the number of respondents who think "environmental safety" is very important; 21.10% of the number of respondents who think "environmental safety" is more important. This is consistent with our prediction that Chinese outbound tourists pay the most attention to personal safety.

b. Niche destination  
When selecting outbound tourism destinations, 33.70% of the number of respondents who are very willing to choose "Niche destination"; 25.30% of those who are more willing to choose "Niche destination";

b. Sea and beach

When selecting outbound tourist destinations, 39.60% of the number of respondents yearning for the "sea and beach" accounted for 39.60%; the

number of respondents who yearned for the "sea and beach" accounted for 26.10%; Chinese tourists' outbound travel focuses on tourism experience, not everyone loves shopping. According to the author's survey, when formulating outbound travel plans, Chinese tourists prefer places with beautiful natural scenery, high cost performance, and suitable for family travel.

### c. Food and wine

When selecting outbound tourist destinations, 38.20% of the number of respondents yearning for "food and wine" accounted for 38.20%; the number of respondents who were more yearning for "food and wine" accounted for 30.90%; The author's survey shows that Chinese tourists are willing to taste exotic cuisines, and fine cuisines are sought after. People tend to think that Chinese people prefer to eat their own dishes rather than other dishes. On the contrary, Chinese tourists will travel to the local area to taste the food of a certain place. For example, Japan, South Korea, and Taiwan are well-known for their food and become popular destinations for gluttons to enjoy their taste buds. When Cascais travel agency sells travel packages or air tickets for these routes, food can be the main selling point. In certain sub-groups of outbound tourists, the popularity of fine cuisine has also increased slightly; 32.8% of the respondents believe that fine cuisine is the most important factor when choosing a tourist destination. Sharing food experiences through Chinese social platforms such as WeChat can, to a certain extent, attract

more people to look for temptations on the tip of the tongue. Pictures and comments are very helpful for promoting restaurants and interacting with customers.

#### d. Unique and beautiful buildings

When selecting outbound tourist destinations, 23.90% of respondents yearn for "unique and beautiful buildings"; 27.50% of respondents yearn for "unique and beautiful buildings". It can be seen from the survey results that mainland Chinese tourists' yearning for peculiar buildings is lower than the author's expectation.

#### e. Convenience of transportation

When selecting outbound tourist destinations, 40.40% of the number of respondents who think "convenience of transportation" is very important; 31.50% of respondents who think that "convenience of transportation" is more important. From the survey results, potential Chinese tourists are very satisfied with the natural conditions of Cascais' convenient transportation.

#### f. Golf course

When selecting outbound tourist destinations, the proportion of respondents who think "golf course" is very important is 16.00%; the proportion of respondents who think "golf course" is more important is 15.70%.

According to the survey results, the high-quality golf resources in Cascais are not very attractive to Chinese tourists. The main reason is that the author analyzed that the development of golf in China started relatively late, and the

subsequent development of golf tourism also has many obstacles in its development process, so most Chinese tourists currently do not regard it as an important factor.

#### g. Casino

When selecting outbound tourist destinations, 13.20% of the number of respondents who find "casino" very attractive; 16.30% of the number of respondents who think "casino" is more attractive. It can be seen from the results of the survey that casinos are not very attractive to interested parties. Among them, part of the reason is because of personal hobbies, followed by the world heterogeneity of the tourism industry and the world homogeneity of the gaming industry.

#### h. Relaxing atmosphere

When selecting outbound tourist destinations, 40.20% of the number of respondents who think "relaxing atmosphere" is very important; 31.20% of respondents who think "relaxing atmosphere" is more important; With the development of the tourism industry, Chinese tourists have diversified travel needs. Just as the purposes of outbound travel are diverse, the needs of tourists after arriving at their destinations are also very different. The survey shows that visiting landmark attractions is no longer the primary reason for Chinese tourists to go to a certain place. On the contrary, the survey found that they are more open-minded and a relaxed atmosphere is particularly important.

### i. Luxury hotels

When selecting outbound tourism destinations, 19.90% of the number of respondents who think "luxury hotels" are very important; 25.60% of the respondents who think "luxury hotels" are more important. Tourism is an activity that escapes from daily life. Almost all studies have confirmed that tourists have a clear tendency to profligate in their consumption during travel, even those who are very frugal in their daily lives. The reason may be that in the case of group tourism, the consumption behavior of other tourists unconsciously increases the level of consumption, or it may be because of unwillingness to ruin the mood of travel due to the embarrassment of consumption. This feature is even more obvious among Chinese outbound tourists. In the first few years of outbound tourism, the ostentatious shopping consumption of Chinese tourists even attracted the attention of the world. However, with the advent of the era of national tourism, outbound tourism is no longer a consumer luxury for a specific class, and the consumption behavior of Chinese tourists has gradually returned to rationality.

## **5. Conclusion**

### **5.1 Findings and Implications**

This research aimed to identify an effective structure for Cascais region place branding. Based on a quantitative and qualitative analysis of branding objective, identity and image, it can be concluded that portraits of people who intend to travel to Cascais, suitable Cascais branding products, and prominent branding product content. First, This paper clarifies the portraits of people who intend to travel to Cascais. Although, with the rise of the Chinese tourism market, there are more and more papers studying the Chinese market, according to the research of aaa, different tourism destination markets are liked by people with different characteristics. In view of the fact that Cascais tourist destinations will appear in the Chinese tourism market as an almost new brand, the portraits of people with “intentions to travel to Cascais” described in this study are very meaningful. The main characteristics of the population are "predominantly female", "post-90s and post-00s", "predominantly undergraduates", "distributed across the country", "preferring to travel freely", and "preferring to travel with family members".

Secondly, This paper clarifies that when facing the Chinese market, the “Estoril Coast” brand will substitute for the “Cascais” brand, and a fresh brand structure will be built for the city of Cascais. Since Chinese outbound



tourists do not know the destination of Cascais very well, the “Lisbon coast” does not currently exist as a brand, and there are no related tourism products of Cascais on the Chinese market. According to the research of this article, taking into account the situation of the Chinese market, the “Estoril Coast” brand covering areas outside of Lisbon should be developed with the new brand "Cascais", and other cities belonging to the Estoril Coast will be allocated into this new brand. Therefore, for the city of Cascais, when facing the Chinese market, it means that they should cease investing the “Estoril Coast” brand, and simultaneously the government should now support a fresh brand "Cascais".

Thirdly, study investigates the expectations and perspectives of Chinese outbound tourists who have intention to visit Cascais with concentration on nine themes of environmental safety, sea and beach, food and wine, unique and beautiful buildings, convenience of transportation, golf course, casino, relaxing atmosphere and luxury hotels. According to the conclusions of Konenick(2007), Gartner (2014) and Tasci (2007) et al. , tourism place brands are established by attributes, the evaluation of these attributes, however, is not necessarily based on factual evidence, but based on some intangible clues. It means that based on the target country, flexible and suitable communication strategies may be required. One way to implement such a strategy is to build a brand architecture that takes into account the actual conditions of corresponding target markets. The findings of research

from 356 valid questionnaires displayed that Chinese outbound tourists who have never been to but are willing to visit Cascais pay more attention to ‘Environmental safety’, ‘Convenience of transportation’ and ‘Relaxing atmosphere’. Conversely, they are pay least attention on ‘luxury hotels’, ‘golf courses’ and ‘casino’.

The case of the municipality of Cascais helps to illustrate the relevance of local brands, the complexity of local brands, and the importance of developing a reasonable local brand structure. In terms of its fundamental pattern, branding a destination is extremely advantageous because it offers people a sense of mission, which beneficial to clear-cut investment priorities and harmonize communication in each player. Local brands, therefore, increase the efficiency of marketing expenses. What’s more, it can be seen as an exercise to guide different types of participants or stakeholders: Regional Tourism Administration, Urban Tourism Administration, the National Tourism Administration, City Convention Bureau, local hotels, local restaurants, etc. The destination should also see its ability to meet specific market segments by using its present attributes or setting up new attributes. As shown by that attributes from a specific site within the destination can take advantage of the overall offer. Therefore, the local area should do the homogeneous product to corporate brand structure. Tourism place brands are dynamic entities make up of a group of stakeholders. Primarily, dynamism means that local brands should change as the target

market changes. When this happens, different stakeholders have the responsibility to take action when changes are needed.

## **5.2 Limitations**

The online questionnaire survey method was used in this research to conduct market research. The online survey refers to the method of using the Internet to conduct data surveys. With the high-speed popularity of the Internet, online surveys have been proverbially applied in recent years. As an emerging method of information collection and coursing in the digital age, compared with traditional surveys, online surveys have many advantages, such as efficient information sharing and rapid transmission of information, which significantly improves survey efficiency. At the same time, online surveys also have the following shortcomings. First, it is difficult for samples on the Internet to be truly representative. The Internet is a highly open space where anyone can participate. In addition, most Internet users are young, high-income, urbanized, and highly educated groups. Therefore, online surveys are restricted by the characteristics of online audiences, and the groups they represent may be limited. Second, the results of the investigation are subject to the subject of the investigation. On the Internet, the respondent participates in the survey on an entirely voluntary foundation. Whether the online questionnaire can be retrieved decides by the interviewee's interest about the survey item; in addition, the questionnaire

can also be filled in repeatedly, which, to a certain extent, will influence the reliability of the questionnaire results and the accuracy of the samples. Moreover, when analyzing Cascais destination attributes and product selection, because Cascais is not well-known in the Chinese market, the author compiles Cascais's profile and selects YouTube travel videos. This sentence leads to the fact that the interviewee's feedback may be affected by the author's emotions and choices.

### **5.3 Future Research**

In the research of this article, it is only a superficial study of consumers and their needs in the Chinese market. Further research is needed on how to use the already known Chinese consumer model for destination brand landing. Against the background that China's domestic tourism has fully recovered, when the recovery of China's outbound tourism has begun to become the industry's biggest concern. Recently, the Economist Intelligence Unit (EIU) released the "Recovery of China's Outbound Tourism" report predicting that China's outbound tourism will return to pre-epidemic levels in early 2024. The preferences of Chinese tourists may change with the pandemic, which shows that some countries may gain a higher market share compare with before. For safety reasons, Chinese tourists may choose outbound destinations that have a well handle for the Covid-19, high vaccination rates, and advanced medical care and medical resources. It is also considered

alternative risk elements, such as whether a country is attractive to foreigners in other high-risk areas. The degree of recognition of Chinese vaccines by other countries will also be a good indicator of their willingness to welcome Chinese tourists. In the post-epidemic era, the construction of Cascais Municipality branding, whether it is academic research or the implementation of policies by tourism-related departments, should take into account the impact of the epidemic on Chinese tourists.

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## 7. Appendices

### 关于CASCAIS地区对中国游客品牌营销的研究

1.我已经了解本次问卷调查基本信息，并且自愿参与本次问卷调查。 \*

是

否

2.你的性别 \*

男

女

3.您的年龄 \*

20以下

21-30

31-40

41-50

51以上

4.你的学历 \*

- 高中以下
- 本科
- 硕士
- 博士

5.居住城市 \*

- 一线城市
- 新一线城市
- 二线城市
- 三线城市
- 四线城市以及其他

6.你的职业 \*

- 在校学生
- 政府/机关干部/公务员
- 企业管理者（包括基层及中高层管理者）
- 普通职员（办公室/写字楼工作人员）
- 专业人员（如医生/律师/文体/记者/老师等）
- 普通工人（如工厂工人/体力劳动者等）
- 商业服务业职工（如销售人员/商店职员/服务员等）
- 个体经营者/承包商
- 自由职业者
- 退休
- 暂无职业
- 其他

7.你的个人月收入（或每月生活费） \*

- 2000元以下
- 2001-5000元
- 5001-10000元
- 10001-50000元
- 50001元以上 Above 200000
- 不方便透露



8.每次出境旅游的预算 \*

- 5000元以下
- 5000-10000
- 10001-20000
- 20001-50000
- 50000元以上

9.出境旅游形式 \*

- 自由行
- 报旅行团
- 半自助旅行团

10.出行同伴 \*

- 朋友
- 家人
- 情侣
- 生意伙伴
- 自己

11.您是否去过去葡萄牙? \*

- 是 Yes
- 否 No

12.您是否去过卡斯卡伊斯市? \*

是 Yes

否 No

13.您是否听说过卡斯卡伊斯市? \*

是 Yes

否 No

14.在观看完Cascais的旅游宣传片以及了解后,您是否想在未来去Cascais旅行? \*

Cascais旅游宣传片链接: [https://v.youku.com/v\\_show/id\\_XNTgwMTUwOTc4OA==.html](https://v.youku.com/v_show/id_XNTgwMTUwOTc4OA==.html)

卡斯凯什距离里斯本不过30公里,是葡萄牙的富人区,高收入的葡萄牙人多居住在此,而且外国人也不少,这里的美景称其奢侈也不为过,蓝色大海,白色沙滩,碧水见底,微风习习,在这样的美景之中,海边嬉戏,享受阳光,静静看书,听听音乐。来到卡斯凯什,人们将不再问为什么富人们选择这里居住,宜居小镇外加大西洋美景,以及温和的气候。卡斯凯什古城保存完好,精致细腻,修缮巧用心思,是游客们在海边一天的日光浴之后散步徜徉,享受美食的完美之处。

是

否

15.您认为以下几个选项中,最适合作为宣传片的标题是 \*

---

里斯本海岸      1分为非常非常不相关,5分为非常非常相关,您的评分是 \_\_\_\_\_ 分

---

卡斯卡伊斯      1分为非常非常不相关,5分为非常非常相关,您的评分是 \_\_\_\_\_ 分

---

埃斯托利尔海岸      1分为非常非常不相关,5分为非常非常相关,您的评分是 \_\_\_\_\_ 分

---

16.当您选中出境旅游目的地时,对“环境安全”的重要性考虑 \*

1分为非常不重要,5分为非常重要,您的评分是 \_\_\_\_\_ 分

17.当您选中出境旅游目的地时, 选择“小众旅游目的地”的意愿 \*

1分为非常不愿意,5分为非常愿意, 您的评分是 \_\_\_\_\_ 分

18.当您选中出境旅游目的地时, 对“大海和沙滩”的向往程度 \*

1分为非常非常不向往,5分为非常非常向往, 您的评分是 \_\_\_\_\_ 分

19.当您选中出境旅游目的地时, 对当地“美食和酒”的向往程度 \*

1分为非常非常不向往,5分为非常非常向往, 您的评分是 \_\_\_\_\_ 分

20.当您选中出境旅游目的地时, 对“独特和美丽的建筑”的向往程度 \*

1分为非常非常向往,5分为非常非常不向往, 您的评分是 \_\_\_\_\_ 分

21.当您选中出境旅游目的地时, 对“交通便利性”的考虑程度 \*

1分为非常不重要,5分为非常重要, 您的评分是 \_\_\_\_\_ 分

22.当您选中出境旅游目的地时, 对“高尔夫球场”的重要性考虑 \*

1分为非常不重要,5分为非常重要, 您的评分是 \_\_\_\_\_ 分

23.当您选中出境旅游目的地时, “赌场”对您的吸引力 \*

1分为非常非常没有吸引,5分为非常非常有吸引, 您的评分是 \_\_\_\_\_ 分

24.当您选中出境旅游目的地时, 对“轻松氛围”的重要性考虑 \*

1分为非常不满意,5分为非常满意, 您的评分是 \_\_\_\_\_ 分

25.在出境旅游时, “高端酒店”对您的吸引力 \*

1分为非常不重要,5分为非常重要, 您的评分是 \_\_\_\_\_ 分