

# CHINESE TOURISM IN SPAIN: AN ANALYSIS OF THE TOURISM PRODUCT, ATTRACTIONS AND ITINERARIES OFFERED BY CHINESE TRAVEL AGENCIES<sup>1</sup>

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## ABSTRACT

Analysis of the characteristics of tourism in China, and the evolution of Spain as an international destination, illustrates the importance of understanding Chinese outbound tourism and its implications for the Spanish tourism industry. The results of the paper present the characteristics of the tourism product offered by Chinese travel agencies. The study also indicates the itineraries, the main destinations within Spain and the distinctive elements of Spain that are valued by the tour operators. The purposes of this study are (1) to identify the patterns of the tourist groups from China to Spain and (2) to understand the characteristics of the tour packages offered by Chinese travel agencies.

**Keywords:** Chinese tourism; Spain; tour operators; tourism product; content analysis.

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## **Turismo chino en España: un análisis del producto turístico, atracciones e itinerarios ofrecidos por agencias de viajes chinas**

### **RESUMEN**

Tras analizar las características del turismo en China y la evolución de España como destino internacional se ilustra la importancia de entender el turismo emisor chino y sus implicaciones para la industria turística española. Los resultados del trabajo presentan las características del producto turístico ofrecido por agencias de viaje chinas. Se detallan los itinerarios y principales destinos dentro de España y los elementos distintivos de España que son valorados por los operadores turísticos. Los objetivos de este estudio son (1) identificar los patrones de los grupos de turistas china en España y (2) entender las características de los paquetes turísticos ofrecidos por agencias de viajes chinas.

**Palabras clave:** turismo chino; España; turoperadores; producto turístico; análisis de contenidos.

## **1. INTRODUCTION**

Currently, Spain is one of the most popular tourist destinations worldwide. Based on the number of visitors, Spain was ranked third in the world since 2012 (WTO, 2015). Although tourism plays an important role in the Spanish economy, it still has some weaknesses. For instance, Spain's high seasonality, the underutilization of available resources and the difficulty of attracting more tourists who are in the high spending capacity group. For these reasons, one of the main aims of the Spanish Ministry of Industry, Energy and Tourism is to increase the spending made by foreign tourists in the country instead of pursuing an increase in the number of tourists (MIET, 2015). Thus, the Spanish tourism industry needs to understand and adapt to the new high spending international source markets, such as China and Russia (Canals, 2014), along with other established outbound markets like USA.

The Chinese outbound tourism has already attracted the interest of a large number of scholars (Nyiri, 2006; Ryan & Huang, 2013; Kwek & Lee, 2013; Tse, 2015) and Spanish media (Hosteltur, 2014; Álvarez, 2015) due to its particular characteristics. Since the mid-1990s, the number of mainland Chinese tourists has been increased higher than any other countries. In today's world, China is the leading market of tourism industry worldwide. When Spain was qualified as an approved destination by the Chinese tourism agency, the China National Tourism Administration (CNTA), the number of Chinese tourists visiting Spain began to increase. The numbers of this visitors have reached 287,000 in 2014. Thus, with the increasing number of the tourists from China, one of the aspects that should be considered is: why they come to Spain and what activities take place in this country?

Furthermore, the World Tourism Organization indicates that 70 % of the Chinese tourists travel outside their country through groups which are organized by tour operators (WTO, 2014). Therefore, knowing the interests of the tourists traveling to Spain by

Chinese travel agencies is a relevant way to improve the understanding of this outbound market. Based on this considerations, the article aims to recognize the characteristics of the Chinese tourism in Spain. This study is based on the following research questions: Are there common patterns in trips organized by different Chinese companies and which is their image of Spain? What activities do the tourists who hire the services of these companies and what are the main attributes that are valued in Spain? In addition, this paper also attempts to answer the question: whether it is possible or not to achieve an approach to the dynamics of tourism consumption in a particular destination through the analysis of the products offered by the leading Chinese tour operators.

## 2. CHINESE TOURISM

The People's Republic of China (PRC) was proclaimed in October 1949 after the Chinese Communist Party (CCP), led by Mao Tse Tung, reached the victory in the Chinese Civil War. Under the revolutionary vision of Mao's Communism, the leisure travel was associated with a reprehensible behavior of idleness and decay of the bourgeois lifestyle which had to be avoided (Arlt, 2006). Following the death of Mao in 1976, the politics of the CCP gradually began to change. During the 11th Congress of the CCP, held in late 1978, were introduced the Chinese economic reforms and opening-up policies (Brand *et al.*, 2008). It was possible not only to start a sustained increase in the national economy level, but also in the household level. Evidence of the effectiveness of the reforms is the increase in the country's GDP. Remarkably, China's GDP has risen from US\$0.45 billion in 1978 (Tse, 2015) to 10.35 billion in 2014 (International Monetary Fund, 2015).

The economic development and the loosening of the communist ideology were the factors that initially explained the importance of the domestic tourism. The aim of developing this tourism appeared for the first time on the agenda of the central government in 1985 (Wei *et al.*, 1999). Tourism was quickly adopted and in mid-1990 leisure travel were a mass phenomenon among affluent families. The factors that explain this phenomenon are the growth in the household incomes and the government's policies to promote tourism. In addition, because of the introduction of five-day workweek in 1995, the government declared 1996 as the «Year of leisure and holidays», *xiuxian dujia you* 休闲度假游, under the slogan of «China 1996: a new holiday world» *96 zhongguo: Zhanxin de dujia tiandi* 96 中国: 崭新的度假天地 (Zou, 2004). Subsequently, when in 1998 the domestic consumption was declining, the government insisted on developing the tourism as an incentive for the national economic development. In 1999, the Chinese Communist Party declared ten days of annual leave and created two weeks of national holidays (which begin on 1 October and 1 May) that were added to the already existing holidays like Chinese New Year.

Nyiri (2006) indicates that domestic tourism was understood as the consumption of controlled areas and spaces specifically dedicated to tourism activities. This is shown because at the beginning of the decade of 2000, the Chinese authorities based their tourism statistics on the number of tickets sold in access to sightseeing areas or areas with tourism scenery. Choukrone (2009) indicates that tourism was motivated by the escape from the pollution in cities, the desire to see natural landscapes and discover places with traditional Chinese culture. Nyiri (2006) considers that the main reason

was to visit cultural and scenic places, *scenic spots* —places with traditional, historical, philosophical or artistic value. The most common Chinese term to define these places is *Jingdian* 经典, although more formal expressions include *fengjingqu* 风景区 and *mingshengqu* 名胜区.

For long time, tourism was understood as a journey committed to visiting cultural sites and famous sceneries in China. A list of places to visit, that is to say, a canon, was established in the sixteenth century, when the trip was an activity approved by the privileged classes. This canon included the places that appeared in the landscapes and temples portrayed in poetry, prose and paintings by classic Chinese artists of the Tang and Song dynasties (618-1279). After 1978, the canon was renewed by the local governments of the PRC. As mentioned by Nyiri (2006: 9) «for example, the gazetteer for the famous sacred Mount Emei in Sichuan ... provide a description of the ‘traditional ten views’». It describes the types of scenic places that tourists should visit and they are classified in different categories: mountains, famous trees, bridges and pavilions, among others. According to this author, traditional *mingsheng* have remained as structural elements of the cultural routes and itineraries.

Along with the development of domestic tourism, international tourism mostly began in the 1980s due to the permissiveness of the government (ETC & UNWTO, 2008) and the strong demand from the people to travel outside their country (Arlt, 2006). The initial phase of outbound tourism started in 1983, when the first permits were allowed to visit relatives who were in the colonies of Hong Kong and Macau. In the 1980s, the outbound tourism was conceived as family reunions and business trips (ETC & UNWTO, 2008). In addition, at the beginning of 1990 the Chinese government also accepted Chinese tourists to travel to Southeast Asian countries. The second phase started in 1997 with the appearance of the concept of Approved Destination Status (ADS). The Chinese Government implemented this policy in order to officially recognize the outbound leisure tourism in China. The ADS is a status granted to a foreign country by the Chinese administration. Furthermore, the ADS is necessary to allow Chinese tourist groups to travel to foreign destinations and also allow the destination able to be promoted in China (He, 2010). Between 2002 and 2007, most European countries received the ADS. Indeed, Spain and Portugal acquired the ADS status in 2004 (ETC & UNWTO, 2008).

The economic development and the gradual emergence of Chinese tourism is framed in the dynamics of Chinese consumerism. After the fall of the Berlin Wall, the Chinese government adapted itself to the new international situation, and the demands of its population, adhering to consumerism. Lu (2000) notes that since the 1990s, the raising household income, the abundance of consumer goods and the official government promotion have stimulated the desire to consume on a large middle class population. Then the importance of getting higher wages and consuming prestigious brands was appeared. Luxury goods are associated with the definition of social status (Davis, 2000). Then, some international destinations were seen as brands to consume (Arlt, 2006). Such consumption is not satisfied only with following fashions and trends, but Chinese consumers also compete for prestige and style (Yan, 2009). As a result, tourism is seen as a positional good among the middle and upper class with purchasing power, as it happened in Europe (Garay & Cànoves, 2011).

Ryan & Huang (2013), analyzing the tourism in China, consider at the present that tourism in the country is a symbol of modernity and being a citizen of the global world. Tourism is viewed positively by Chinese citizens, who feel that travel is a reward for their past sacrifices and hard work. As a result of all the above factors, in the last decade China has emerged globally as the first international tourism market. The number of Chinese tourists has grown from 10 million in the year 2000 to over 100 million in the 2014 (WTO, 2015). This number continues to rise and in the first half of 2015 it has already surpassed the 62 million tourists (COTRI, 2015). The expenditure of these tourists abroad has also followed a remarkable growth and the Chinese tourists are doing the higher expenditure abroad. Globally, the total of Chinese tourists' expenditure in different countries were US\$13 billion in 2000, this number has raised to 164.8 billion in 2014 (WTO, 2015).

Nowadays, the term Mainland China, *zhongguo dalu* 中国大陆, is used to describe the geopolitical area controlled by the PRC and it usually excludes the former colonies, that now are Special Administrative Regions (SAR). The Chinese National Tourism Administration (CNTA) at the moment consider the travels from mainland China to the SAR of Hong Kong and Macau as Chinese outbound tourism. For this reason, the numbers of Chinese outbound tourists mentioned above was very high. As a result, mainland Chinese tourists mainly went to the countries that are in the same geographical region as China. Hong Kong and Macau are the most popular destinations and they attract the 48.1 % of the mainland China travel market (WTO, 2014). Out of the 100 million tourists who left mainland China in 2014, only 3.5 % went to Europe, and more than the 90 % travelled to Asian destinations. If Hong Kong, Macau and Taiwan are not considered, the most visited states are the Republic of Korea, Malaysia, Japan and Thailand (WTO, 2014). Outside the Asia-Pacific region, Europe and USA are the main destinations. In this regard, it should be noted that usually tourists who fly to Europe or to the USA will have a better purchasing power, because the traveling is more expensive and living standards in Western destination are higher.

Regarding the tourists' profile, the European Travel Commission has defined the following types of Chinese tourists who are interested in traveling to Europe: (1) traditionalists, those who come through organized groups, (2) youth interested in arts and culture (also known as *wenyi* youth or *wenyi qingnian* 文艺青年), (3) experience-centered; (4) hedonists; (5) and connoisseurs (ETC & UNWTO, 2012). Recently, the Chinese agencies have increased their specialization and new tourism products due to the customer segmentation and customer's different interests in different activities (Ferran, 2014). In Europe, there are tourism products offered with classic itineraries and visiting cities, monuments and football fields. However, more experiential itineraries are gradually appearing at the same time. These experiential itineraries' activities are aimed at the needs of a specific segment of consumers. According to previous studies, most of the Chinese tourists come from urban areas and have medium or high incomes. More likely, 52.1% of Chinese who left the country were paid less than CNY500 a month (€730<sup>2</sup>), 31.4% of them between CNY500 and CNY1,000 (between €730 and €1,460) and the remaining 16.5% of them had higher incomes (WTO, 2014).

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2 This and the following conversions in the article are set according to the exchange rate available on 23 November 2015, according to which one Chinese Yuan (CNY) is equivalent to €0.147380.

### 3. SPAIN AS AN INTERNATIONAL DESTINATION

It is possible to identify four stages in the evolution of Spain as a tourism destination (Almeida, 2012). First stage wasn't developed until the 17<sup>th</sup> century. During the first stage Spain was a destination for the European bourgeois class, who defined the country as a quaint, folkloric and behind the rest of Europe. In the second stage, the first tourism policies and public intervention were developed to promote Spain's tourism between 1900-1950 (Almeida, 2012). In 1928, the National Tourism Board (*Patronato Nacional de Turismo*) was founded and the creation of a tourism identity of the nation begun. At this stage, through panels of tourism promotion, the heritage resources of the country were promoted as well as Spain's folkloric past and the images of the modern development of Spain (Fernández & Valero, 2015).

The third stage was between 1951 and 1975. During this period, the great development of tourism has occurred and the number of international visitors rose from about half million in 1950 to 21.2 million in 1970 (Murray, 2015). This growth appeared after the World War II because of the economic development and the social peace prevailing in Europe. Due to the rising mass forms of tourism that aimed Spain as their destination, the country was positioned as a holiday destination of sun and sand. In addition, Spain became competitive because of the attractive climate, the extensive coastline, the accessibility to major generating countries of northern Europe by air, the pricing of Spanish tourism products and the distinctive culture of the country (Williams & Lew, 2015). At that time, the tourism industry functioned as an economy of scale that offered homogeneous products, so that situation can be considered analogous to the Fordist production of goods (Santana, 2000).

In the fourth stage, after 1980, Spain reaches its maturity and increases the need of new tourism strategies and development plans (Almeida, 2012). The rapid and uncontrolled development of tourism in the previous stage had led to the maturity of Spain as a tourism destination and also pointed out some weaknesses of Spain's tourism industry. The lack of organization in the Spain's tourism industry was reflected in the over-development, over-commercialization and crowding of beaches and streets in tourist areas. Also, this lack of organization caused pollution, the deterioration of natural environment and the progressive decline of the attractiveness of Spain as a popular destination. At the same time, in the Western world the post-Fordist tourism triumphed. The characteristics of post-Fordist tourism consumption can be seen as a vindication of the romantic trip (prior to Fordism), the consumption of feigned spaces (evolution of Fordism), or a rejection of the homogenization of mass tourism (as opposed to Fordism) (Santana, 2000). In Spain, these phenomena involved rebuilding the tourism industry with a model based on occupying new spaces, from the mountains to the coast, passing through the urban centers (Murray, 2015) and offering new products: mainly, the monumental routes, pilgrimages and folklore, hunting and fishing, food and culture, education and the beaches of the Mediterranean coasts (Moreno, 2007) (Figure 1).

Changes in the postmodern society have meant that there are several types of tourists and not just one type of tourist. The destinations compete to attract different tourist segments and to position itself as global references (Prat, 2014). In this scenario, Spain

is a country with a remarkable tourism success and tourism is a mainstay of the Spanish economy, assuming about 10 % of the GDP (INE, 2014). According to the World Tourism Organization (WTO, 2015), Spain is among the top three countries that receive most international tourists worldwide. In 2014, Spain was third in arrivals with 65 million overnight visitors, behind France and USA. Moreover, Spain was second in tourism earnings worldwide with US\$ 65 billion in 2014, right after USA. In Spain, the growth on the tourism revenue has continued for five years, after surpassing the falls recorded in 2008 and 2009 which were caused by the economic crisis.

According to the Spanish Constitution of 1978, Spain is a State of Autonomies and an Autonomous Community (AC) is Spain's first level of geopolitical division. In this country, there are 17 AC and two autonomous cities, which they receive different numbers of tourist arrivals. In 2014, Catalonia was the autonomous region of main destination for 25.9 % of international tourists, followed by the Canary Islands (17.7 %), the Balearic Islands (17.5 %), Andalusia (13.1 %), Valencia (9.6 %) and Madrid (7 %). The other eleven communities are the main destination for less than 3 % of international travelers (FRONTUR, 2015a). The big percentages of international tourists travel in different parts

**Figure 1**  
**LOCATION OF SPAIN ON THE IBERIAN**  
**PENINSULA IN SOUTHWESTERN EUROPE**



Source: prepared by the author.



of Spain are the evidences of the territorial imbalance in the distribution of tourism. The capital of Catalonia, Barcelona, was the most visited city of Spain in 2013, with 5.52 million of international visitors. In the same year Barcelona was the fifth most visited city in Europe, right behind London (UK), Paris (France), Rome (Italy) and Prague (Czech Republic) (Statista, 2015). In Barcelona this figure raised to 6.06 million foreign visitors in 2014 (Infotur Barcelona, 2015).

In the same year, the reason for visiting Spain for the 86.5 % of the international tourists were leisure and holiday traveling; 6.6% of them were travelling for work and business; 1.5 %, for studies; 3.9 % for family reasons, health or purchases; and the remaining 1.4 % for other reasons. In the same year, the three countries that emitted more tourists to Spain were the United Kingdom, with 15 million visitors, France with 10.6 million and Germany with 10.42 million. Those three countries covered 55.4 % of the total foreign tourists traveling to Spain. The high number of tourists from those three countries can cause sectorial and space imbalances, because these tourists had a preference for a low-cost vacation based on sun, sea and sand. In 2014, in Spain the Germans had an average expenditure of €962, the British, of €849, and the French, of €617. Moreover, they are mostly attracted by the Mediterranean coastal area, and the significant concentrations of the tourists in this regions cause overcrowded spaces.

Approximately 1% of the tourists that visited Spain came from East Asian countries. Japan stands in first place with 475,000 visitors and China in second place with 287,000 visitors (Frontur, 2015b). Non-EU visitors tend to have greater purchasing power than Europeans: the tourists with a higher average expenditure in Spain are the US Americans, with an average of €2,338; followed by the rest of the Americans, with €2,233; the Chinese, with €2,040; the Japanese, with €1,812; and those from the European Nordic countries, with €1,152 (Egatur, 2015; Turespaña, 2014; Rios, 2014). As a result, the Asian visitors are the higher investors in shopping with an average expenditure of €975 for the Chinese and €540 for the Japanese. Due to different consumption patterns among different tourism groups, the expansion of the East Asian tourism outbound markets in Spain can help the diversification of the tourism consumption and reduce the spatial and sectorial imbalance.

In Europe, the number of tourists has raised from three million Chinese visitors in 2011 (ETC & UNWTO, 2013: 51) to nearly 7.5 million in 2013 (WTO, 2014) which represents an increase of approximately 150% in three years. Spain was not an exception from this trend. In the same years, the number of Chinese travelers in Spain increased nearly 93.84 %: from 130,000 (in 2010) to 252,000. The statistic suggested that Spain was less attractive to Chinese tourists than other European countries like France, Switzerland, Italy and Germany to Chinese tourists. The analysis of the annual increment of Chinese tourists in Spain shows that in 2014 the increasing number of Chinese tourists in Spain was smaller than in the previous years (Table 1). This annual declination indicates a change in Spain and it would be necessary to evaluate the reasons for this declination in future work. However, the effect of the Chinese tourist in Spain's economy is significant, because Chinese tourists take an average expenditure of €2,040 which was twice as much as the Germans' expenditure in Spain. Furthermore, these figures have led to the expectation that in 2020 the number of Chinese tourists will exceed one million (Hosteltur, 2014).



**Table 1**  
**EVOLUTION OF THE CHINESE TOURISM IN SPAIN. 2010-2014**

Year	Arrivals (thousands)	Annual increase
2010	102	—
2011	130	27,45 %
2012	177	36,15 %
2013	252	42,37 %
2014	287	13,89 %

Source: Prepared by the author, compiled from Hosteltur (2011, 2011b, 2013, 2014, 2015b).

#### 4. ANALYSIS OF TOUR PACKAGES AND ITINERARIES IN SPAIN

##### 4.1. Selected travel agencies and methodology

According to the World Tourism Organization (WTO, 2014), 70% of the Chinese tourists who travelled to Europe like to organize their trip through organized tours. The reason for that is because it is not easy to obtain visas for independent leisure travel with a Chinese passport. Most Chinese leisure tourists who travelled to Europe are part of a group tour. The group tours usually have at least five Chinese tourists, and a tour guide, who is coordinated by tourism agencies that have the corresponding official licenses. The tourists in the group tours will stay with the group for most of the trip and all the activities are the responsibility of the tour guide and the travel agency. There are thousands of companies engaged in the sale of tourists packages (ETC & UNWTO, 2013), but seven large companies with head office in Beijing, Shanghai and Guangdong are leading the market of package tours to Europe. These companies are: China Travel Service (CTS), China Youth Travel Service (CYTS), China International Travel Service (CITS), China Comfort Travel Co. (CCT), JinJiang Tours LTD (JJT), Huating Overseas Tourist Company (HOTC) and GZL International Travel Service (GZL) (ETC & UNWTO, 2013) (Table 2).

Most of these companies are state-owned, such as CTS, CYTS, CITS, JJT and HOTC. The first company mentioned is CTS. CTS is the largest operator of international travel and is a subordinate agency of the China National Tourism Administration. According to their website ([www.ctsho.com](http://www.ctsho.com)), their origins date back to 1949. The second company is CYTS, an agency controlled by the Communist Youth League of China. In 1997, CYTS was the first company in the tourism sector which entered the Chinese stock market. The third one, CITS, is the largest domestic travel company and the second largest for international travel in China. It has offices in most large and medium cities in China, so it is one of the most widespread companies throughout this country. According to its website ([www.cits.net](http://www.cits.net)), the company was founded in 1954, under the supervision of the Chinese State Council. The fourth company is JJT which is part of the conglomerate Jinjiang Group. JJT was founded in 2003 by assets of the Shanghai Municipal People's Government. The same cluster is holder of HOTC ([www.jjrtr.com](http://www.jjrtr.com)), the fifth company. The sixth

one is China Comfort Travel Co. This travel agency is a subsidiary of Beijing Tourism Group Co., founded in 1998. Finally, GZL was established in 1980 and is currently the largest company operating in southern part of China. The headquarter of the GZL is in Guangzhou (www.gzln.cn).

**Table 2**  
**Leading OUTBOUND TRAVEL AGENCIES IN MAINLAND CHINA**

<b>Head office</b>	<b>Company</b>
Beijing	1. China Travel Service (CTS)
	2. China Comfort Travel Co. (CCT)
	3. China Youth Travel Service (CYTS)
Shanghai	4. JinJiang Tours LTD (JJT)
	5. Huating Overseas Tourist Company (HOTC)
Guangdong	6. GZL International Travel Service (GZL)
	7. China International Travel Service (CITS)

Source: ETC & UNWTO (2013: 93).

To achieve the aims of this research, this study used content analysis to analyze the characteristics of trips offered by these companies to Spain. Content analysis is a non-intrusive method that has been used since the early 1920s in areas such as political science, psychology and communication sciences. In addition, content analysis has also been widely developed in the discipline of tourism studies. Studies on destination image, tourism promotion and customer experiences and satisfaction are areas of applicability of content analysis in tourism contexts (Stepchenkova, 2012). This is because content analysis is a technique used to study a diverse spectrum of textual or visual information in order to describe and understand precisely what is said about a particular topic in a particular mean, from which information is extracted. This methodology uses quantitative or qualitative methods to make inferences from texts or other sources of information (Weber, 1999). On the one hand, quantitative content analysis needed the mathematical or computational techniques to draw conclusions from the data. On the other hand, qualitative content analysis is defined by Mayring (2000) as an empiric and controlled method in which the information sources are analyzed taking into account the context of communication and the key elements of the transmitter and receiver.

The seven travel agencies mentioned above were the sources of information considered in this research. The analysis has been developed based on a data collection and study of all the offers available on their websites (see Annex). Specifically, we have collected all the available products responding the keyword search «Spain», in Chinese: *xibanya* 西班牙. In a search made on June 6, 2015, we found a total of 44 packages available with tours offered for the third and fourth quarters of 2015. The study consisted of four main steps: (1) identify the product name and the company which offering it; (2) determine

which cities and regions are visited and for how many days; (3) notice which are the main attractions of the destinations; (4) examine in quantitative level the characteristics of the tours (length, cities visited and itineraries) and in a qualitative level the activities done and the strategies of the tour operators; (5) and finally draw conclusions.

#### 4.2. Results. Itineraries in Spain

The analysis of the tour packages indicates that all packages are offering a complex itinerary through different cities with different activities arranged. These itineraries are designed to visit several heritage cities and these cities' main monuments. Commonly in one day different cities are visited and only in Madrid and Barcelona is programmed a longer stay. In Madrid and Barcelona tourists usually spend two days in each city. The Chinese tourist groups usually travels through buses or Spanish High Speed Train (AVE) in Spain. Although the tour packages that include journeys with AVE are a minority among the total tour packages, the itineraries with AVE are becoming more popular. In addition, the journeys with AVE are associated with greater exclusivity and stays in four or five stars hotels or *Paradores de Turismo de España*<sup>3</sup>. It should be pointed out that the tourists have a tight schedule visiting various cities in one day. Besides, their schedules tend to conform to the Chinese customs. The rough schedule will be, they start breakfast from 6:30a.m. to 7:30a.m.; lunch from 11:30a.m. to 12:30p.m., and dinner from 5 p.m. to 6 p.m. Therefore, they go to restaurants that are able to meet those schedules, which are not common restaurants' service schedule in Spain. Because of that, most of the tours will make several stops in Chinese restaurants, so they miss the Spanish ones. As for the route, in the case of the tour package that only goes through Spain, the journey begins in Madrid, continues in Andalusia and ends in Barcelona.

A remarkable feature of the analyzed tour packages is that most of them are considering to visit more than one country in Europe. In a very few occasions, a trip is organized solely to Spain. When this happens it is very uncommon and it is reflected in the name of the package, such as in the product «Spain. A 10-day trip through cities and villages, in 4 star hotels», 西班牙一地大城小镇10日游—全程4星 ([www.jinjiang.com](http://www.jinjiang.com)). It is remarkable that 91% of the analyzed tour packages include itineraries through other countries while visiting Spain. The tours through Spain are mostly complemented with tours through Portugal (in the 74% of the products) and to a lesser extent, France (13.6%). The journey through Spain might also be complemented with itineraries with other countries, such as Italy, Monaco, UK, Greece and Turkey, although these associations are offered at less than 5% of the offers.

It is worthwhile noting that according to the data analysis, the tour package has an average duration of 7.5 days in Spain. If the visit to the other countries is included such as Portugal, the average stay of tourists in Europe is from 10.5 days. However, the Chinese tourists spend an average time of 12 days outside their country including their time investment from 15 to 18 hours on the outward flight and the same amount time for the return trip.

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3 In Spain, a *Parador*, or *Paradores de turismo de España*, is a luxury hotel located in historic buildings such as monasteries or castles.

According to the data analysis, it is feasible to categorize the cities that are destinations in the itineraries of the tour packages between major and minor destinations. Barcelona and Madrid are the protagonist cities of Spain, with an average stay of nearly two days in each. In addition, these cities were found in 100% of the offers: the visit to Spain always includes stops in Madrid and Barcelona. Although these destinations are not in every single one of the tour products, other main destinations are the cities of Seville, Granada, Mijas, Ronda and Cordoba. According to this research, part of the principal destinations are also the cities of Toledo and Zaragoza. The cities that appear in less than 40% of the tour packages have been considered as minor destinations. These minor cities are distributed in the southern half of Spain and in the Mediterranean coast. They are: Valencia, Málaga, Badajoz, Segovia, Alicante, Mérida, Murcia, Alcoy, Algeciras, Cáceres and Consuegra (Table 3 & Figure 2).

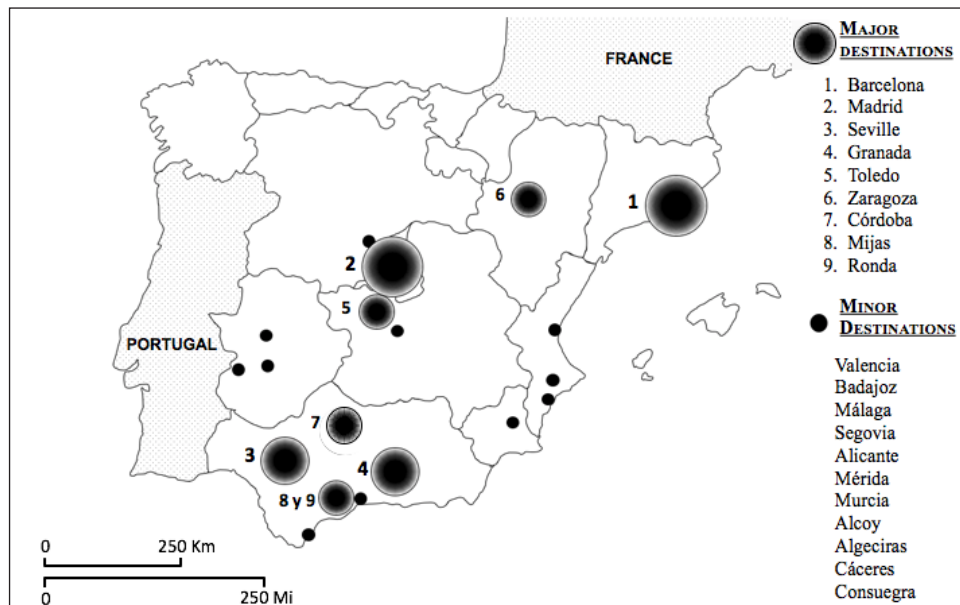
It is interesting that mobility factors affect the stops on the itineraries. For example, in the case of bus travel it is usual to do a stop between Madrid and Barcelona, because it is a seven-hour journey. Depending on the route, the stop can be in Valencia or Zaragoza. In these cases, it is normal to schedule a one-day stay in these cities. However, when this same journey is made on Spanish High Speed Train (AVE), the time spent is about 3 hours and usually there are no stops between Madrid and Barcelona.

**Table 3**  
**MAJOR AND MINOR DESTINATIONS IN SPAIN**

<b>Major destinations</b>	<b>Presence in tour packages</b>	<b>Average length of stay (days)</b>	<b>Minor destinations</b>	<b>Presence in tour packages</b>	<b>Average length of stay (days)</b>
1. Barcelona	100 %	1,91	10. Valencia	18 %	0,88
2. Madrid	100 %	1,72	11. Málaga	14 %	0,75
3. Seville	80 %	0,95	12. Badajoz	11 %	0,9
4. Granada	80 %	0,92	13. Segovia	11 %	0,5
5. Toledo	73 %	0,56	14. Alicante	5 %	1
6. Mijas	60 %	0,55	15. Mérida	2 %	1
7. Ronda	50 %	0,48	16. Murcia	2 %	1
8. Zaragoza	41 %	1	17. Alcoy	2 %	0,5
9. Córdoba	41 %	0,88	18. Algeciras	2 %	0,5
			19. Cáceres	2 %	0,5
			20. Consuegra	2 %	0,5

Source: Prepared by the author.

**Figure 2**  
**LOCATION OF THE MAJOR AND MINOR SPANISH DESTINATIONS**



Source: Prepared by the author.

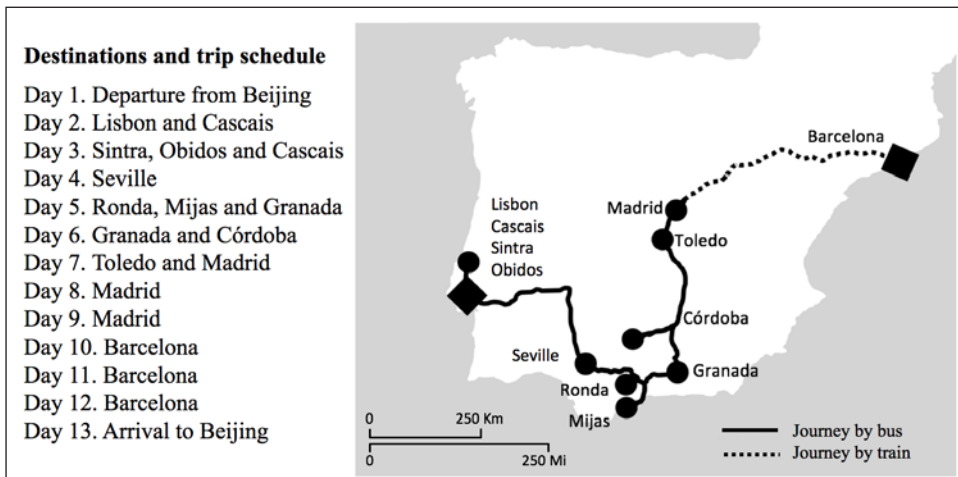
Regarding the itinerary through Spain and Portugal, there are three models of tours. The first and predominant one, starts in Lisbon (Portugal), enters in Spain from the south and covers some Andalusian cities (Seville, Granada, Mijas, Ronda and Córdoba), continues per Madrid (including a visit to Toledo) and ends in Barcelona. This tour appears in the 74 % of the tour packages. The second one just goes through Spain: it begins in Madrid, continues to Andalusia, go back to Madrid and ends in Barcelona. This tour appears in the 9% of the packages. The latest one offers the reverse route. After a trip to south France or north Italy, tourists enter in Spain via Barcelona, then are directed to Madrid and then continue their journey to Andalusia. Then they take the plane back in Madrid or Lisbon. As a result of these routes, that with minor variants are already well established in all the offers, we found that the participation of the excluded regions is complicated. At the moment, on the map of Spain, the lack of presence of the cities in the northwest of this country is highlighted (Figure 2).

In order to display the characteristics of the routes and to identify a particular product, we proceed to explain a typical case found in all companies with minor variations, represented by the product «Spain and Portugal, a profound trip in 13 days» (西班牙葡萄牙深度游13日游) at a price of CNY20,488 —about 3,000 euros (www.aoyou.com). This price includes travel, accommodation, breakfast, lunch and access to all scheduled activities. There are also optional activities that must be paid separately. The information of the package is divided into two parts. In the first part, four main elements are mentioned.

Firstly, on the website, the flight information is displayed: the total travel time should be 16.5 hours. Secondly, it is highlighted the accommodation and displacement options: this product offers 11-night stays in four-star hotels and the journey between Madrid and Barcelona is travelled by AVE, the other journeys by bus. Thirdly, some details of the gastronomy are also mentioned in the trip: there will be combination of menus, eastern and western. It is mentioned the «taste of cream and egg tarts, a traditional desert from Portugal, and the Spanish paella». Then, some cultural elements of the destination are synthetized. In this case with the emphasis in Portugal: «in addition to Lisbon, Sintra will be visited, an ancient town in a mountain that the poet Lord Byron covered with praise and flattery. This is a city which has been listed as a World Heritage Site by the United Nations».

In the second part, the tourism companies' website showed the itinerary and the schedule. The specific itinerary in this proposal is as following. After the first day of the outward travel, on the second day tourists will visit Lisbon and Cascais in Portugal, this journeys are made by bus. On the third day, tourists will visit Sintra and Obidos, and then they return to Lisbon (Portugal). On the fourth day, they will reach Spain, and the visit will start in Seville. On the fifth day Ronda, Mijas and Granada will be visited. The sixth day is spent between Granada and Cordoba, representatives of the «Moorish Architecture». On the seventh day, the tour group will visit Toledo and at night they will reach Madrid. The eighth and ninth days are scheduled in Madrid. Finally, after a journey in AVE, the tenth and the eleventh day is to visit Barcelona. On the twelfth day they leave Barcelona and in the thirteenth they will be back to Beijing. In the website, the distances travelled by bus are also announced, which in some days can reach 413 kilometres (Figure 3).

**Figure 3**  
**ITINERARY OF «SPAIN AND PORTUGAL,**  
**A PROFOUND TRIP IN 13 DAYS» (CYTS)**



Source: Prepared by the author.

### 4.3. Results. Aspects of the destination that add value to the product offered

Cities and urban areas are unique tourism places in the travel products. The analysed tourism agencies used different strategies to add value to the existing travel products and realized the importance of urban and cultural tourism. The popular tourism destinations claim to have a distinctive cultural and historic identity that can be highlighted in order to open new markets. It is important to analyse the strategies that are used to build and add value to Spanish tourism resources. So, the use of cultural elements as administrable resources leads to tourist potentialities in the territory. The *product formulation* by the analysed travel agencies is the way that the companies adapt the qualities of the destination to adapt the needs of its customers. As a part of the product formulation, the travel agencies attempt to construct a tourist image of the destination in their websites. Through categorizing of the investigated tourism packages, five categories of tourism attractions were generated. These categories are five main aspects that are linked to the image of Spain and are displayed in the tour packages in order to add value to the destination. These categories are: (1) historical and cultural elements, (2) material and monumental heritage, (3) landscapes, environment and intangible heritage, (4) gastronomy and wine, (5) shopping and football (Figure 4).

First of all, the territory is linked with the historical and cultural elements that have happened or been inspired by the city. Two major strategies are used: highlighting the artistic creations linked to the city and through historical facts. For example, in the case of Seville, the city is described as the place where the Opera *Carmen* (1875) by George Bizet was set, based on the novella *Carmen* (1845) of Prosper Mérimée. According to CTS, «this wonderful city was already described in the Bizet's masterpiece *Carmen*» ([www.ctsho.com](http://www.ctsho.com)). In the Portuguese city of Obidos, there is an example of valorisation through historical facts. As stated in CYTS: «It is a well-preserved medieval city, the king of Portugal gave as a wedding gift to the Queen, for that reason it is known as The Wedding City». Then, the agency mentions the story as it is a beautiful place to visit if you want to start or strengthen a marriage ([www.aoyou.com](http://www.aoyou.com)).

Secondly, highlighting the material heritage of the stops is another major way to add value to the offered journey. In fact, the major attraction of the tour is to get in contact with monumental and architectonic heritage, that is to say, the *scenic spots* of the country. This happens in all the cities. For example, the most popular attractions in Barcelona are the ancient and romantic urban layout of the historical district, La Sagrada Familia, Las Ramblas and Park Güell. For the material heritage it is usual to establish the link with the World Heritage Site status granted by the UNESCO. For example, the Park Güell is described as «an incredible World Heritage Site and the masterpiece of Antonio Gaudí. It contains a park of stone, ceramics, natural forms and elements that seem extracted from a fairy tale (...) inspired by nature and mythology» ([www.aoyou.com](http://www.aoyou.com)). In a similar way, in Madrid, the outstanding elements are the Royal Palace, *Palacio Real*, «of wonderful architecture and beautiful decor» ([www.jinjiang.com](http://www.jinjiang.com)) and the *Plaza del Sol* and *Plaza de España*.



**Figure 4**  
**TOURISM PRODUCT AS A RESULT OF THE**  
**STRATEGIES OF IMAGE CONSTRUCTION**



Source: Prepared by the author.

Thirdly, the landscapes and atmosphere of Spain is an element which is also used in order to capture the attention of tourists. It is worth noting the case of Mijas and Ronda in Spain and Sintra in Portugal. These cities are described in terms of its urban environment and unique atmosphere. These cities are also characterized as picturesque sites with unique landscapes and outstanding planning. Mijas is «the great balcony of Europe ..., where white houses are glimpsed down the hill, under the glow of a bright sun» The travel agencies also take into account the attractiveness of some elements of intangible culture and local people behavior, such as «flamenco music and dancing» and «Spanish people's enthusiasm», especially in Andalusia. The reference to «flamenco and bullfighting», along with the «joy of the people of the region» are the elements that appear most frequently mentioned. In fact, several times the elements that define the character and culture of Andalusia are attributed to the entire country. That is to say, the unique features of Andalusia are being used by the travel agencies to characterize Spain as «a country of Flamenco and romance» ([www.aoyou.com](http://www.aoyou.com)).

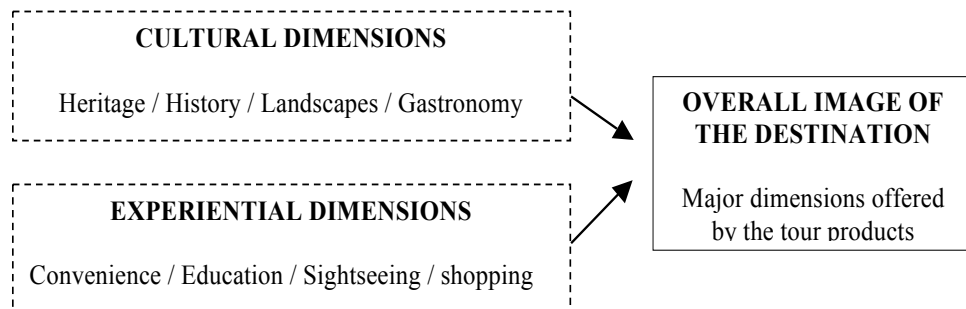
Fourthly, in the analysed tour packages there are several references to food and complementary activities. It can be found many times the allusion to wine, cellars and *paella*. Moreover, a flamenco dance show in Seville, a visit to the Dali Museum in Figueres, and the taste of the famous roast pork (*cochinillo asado*), are regarded as optional activities that tourists can hire or not, when buy their traveling package. These elements allow the flexibility of the product and are priced between €30 and €60 per person.

Lastly, Madrid and Barcelona are more likely to be the place for shopping and free time to the Chinese travel agencies. In addition, in these two cities the tourists can visit

the football stadiums of the Real Madrid Football Club (RMCF), the Santiago Bernabeu, and the one of the Football Club Barcelona (FCB), the Nou Camp. As mentioned earlier in the paper, Madrid and Barcelona are the cities that Chinese tourists spend more than one day. Therefore, they have a little more time for activities at their own pace. In these cases, the Chinese tourists are able to have time to visit the department store of El Corte Ingles, outlet shopping complexes and souvenir shops. The shopping activities are important elements for the travel agencies and special agreements with the outlet shopping complex La Roca Village and Las Rozas Village are mentioned in several tour packages. As stated by CYTS, in those two shopping complex are offered «exclusive discounts at over 100 name-brand boutiques» (www.aoyou.com). The tourism packages mentioned before indicate that shopping is an important element to be considered for the Chinese tourist. In China, the customer is afraid of the fake luxury products and there are heavy taxes for luxury foreign brands. In Europe, the boutiques of Louis Vuitton, Prada and Dior, among others, are directing their selling campaigns to Chinese tourists, who are interested in buying authentic products at a much lower price than in China. The huge expenditure that Chinese spend on the luxury goods in Europe can be an important factor to be considered in the tourism in Spain.

This study can contribute to a further understanding of the Chinese outbound tourism in Europe. Most of the above mentioned elements can be seen as heritage aspects of the destination. The highlighted history, monuments, landscape and atmosphere and the gastronomy reveal an interest in the distinctive culture of Spain. The cultural dimension of the destination is shaping the overall tourism image of Spain. This also allows to interpret that the travel agencies are stimulating a tourist gaze based on the distinctive cultural elements of the destination. Another dimension that is manifested by the travel agencies is the experiential dimension. With the tour package, the customer will enjoy the convenience and the easiness of the travel organized by the travel agencies. At the same time, the travel is also seen as an opportunity for education, sightseeing and shopping. Therefore, convenience, education, sightseeing and shopping are also contributing to the overall image of the product offered (Figure 5).

**Figure 5**  
**OVERALL IMAGE OF THE DESTINATION IN THE TOUR PACKAGES**



Source: Prepared by the author.

#### 4.4. Discussion

This study allows us to interpret that the content analysis of the tour packages is a useful tool to help understand the Chinese tourism in Spain. Content analysis is a descriptive method that have give results in a quantitative and qualitative way. The websites include the information of destinations that the tourists will visit in the tourism package such as the stops, and most aspects about the food and the lodging, as well as the most representative elements of each stop. This can lead to quantitative results about the major and minor destinations within Spain, the itineraries in Spain and the length of stay in this country. In addition, the information about the activities and the attractions of the tour packages can be read in a critical and analytical way. Through qualitative categorizing it is possible to understand how the image of the destination is created in order to obtain the tourism product and what are the implications of that. Thereby, this study concludes that the products available on websites of travel agencies can be used as a valid source of information, in the same way as the leaflets of tour packages (William & Lew, 2015), tourist guides (Suhett & Prat, 2011) or Official Tourism Websites (Zhang *et al.*, 2015).

The methodology consisted in process the information from 44 tour packages with visits to Spain and 33 of the tour packages included visits to Portugal. Regarding the limitations of this research, first of all, the websites of tour operators analyzed only show the products available for the third and fourth quarters of 2015. Secondly, as long as we have only analyzed the leading travel agencies of mainland China, it is very likely that there will be different itineraries and tour packages in minor travel agencies. Thirdly, obviously, within the analyzed companies these products are not static and it is expected to be changed in the future. So their itineraries depend on the interests of the future tourists and the travel agencies. Finally, it is also appropriate to mention that the analyzed travel agencies offer a traditional product, which attracts most tourists traveling to Spain. According to the ETC & UNWTO (2013), the traditional product is defined by the guidance of the travel agency and the tour group.

As has been confirmed in this study, the leading Chinese travel agencies are offering traditional tour packages to Chinese tourists. In Spain, the characteristics of these tour packages are the following: the tourist must belong to an organized group, the tours are organized by travel agencies, several destinations are visited in few days, the guide and the travel agency make the arrangements and plan the itinerary, free time is allowed only in Madrid and Barcelona, most of the products are offering similar itineraries and similar activities, and most the products are creating a similar overall view of Spain.

Despite the study has only detected traditional products, there are many other minor products that are practiced by most exclusive companies, which have not been addressed in this article. According to Medina (2014), Chinese tourists are also attracted by the golf travel, which allow the tourist to play golf at golf resorts and luxury hotels, such as the Nanjing Zhonghan International Golf Resort in China, which receives a high number of Chinese tourists. The absence of this kind of minority tourism in the analyzed travel agencies might indicate that most exclusive and different products are not developed in Spain.

Finally, we should understand that it is not possible to draw inferences from the results of this study to other tourism segments. The tourists who travel through the service of travel agencies are usually middle age and affluent Chinese. It is believed that this segment wants a traditional product (ETC, 2014). In Spain, there is a notable presence of young Chinese tourists who choose to travel independently. These independent travelers usually tend to prefer cheaper forms of travel and their itineraries within Spain are different from the ones offered by the travel agencies. It is remarkable the case of Chinese students temporarily residing in Europe. These tourists enjoy arranging travels within Europe and they also arrive at Spain (Lojo & Cànoves, 2015). These younger tourists do not use the travel agencies and their sources of information are much broader. Therefore, we cannot extrapolate the results obtained here with them. Also, another point of interest is the ability to relate this analysis with other outbound tourism markets in East Asia affecting Spain. In the case of Japanese tourism, the organized tours are also of great importance (Gómez, 2011). However, for the Japanese as well as the Chinese, they adapt to the travel agencies of their own countries, so it is needed a different study to understand their travel patterns.

## 5. CONCLUSIONS

Although Spain ranks as the third in the world in tourist arrivals, this country is a mature tourism destination and the rapid development of tourism in the precedent years has revealed several problems (Williams & Lew, 2015): the appearance of new international destinations with a similar tourism product of sun, sea and sand, such as Greece, Turkey or Florida; the geospatial imbalance and the dependence on the tourists from the UK, France and Germany; and the rapid pace of tourism development during the second half of the 20<sup>th</sup> century had provoked the crowding of bars, beaches and streets, pollutions of sea and the emergence of petty crime. Because of these aforementioned factors, the Spanish tourism industry should focus on exploring ways of diversifying the tourism market, expanding its product and promoting different tourism areas. The understanding of the Chinese tourism and other outbound markets is a key element in order to expand the international demand of the destinations' tourist industry.

The article analyzed the Chinese tourism in Spain through a study of the organized tour packages of travel agencies from Mainland China. This kind of tours includes the vast majority of Chinese tourists who visit Spain. This research provides an understanding of the characteristics of Chinese tourism in Spain and reveals the patterns and similarities among the leading travel agencies, building on an analysis of the information provided by Chinese tour operators. For all the agencies the most important activity is sightseeing in different cities and get to know heritage elements. The results indicate that Chinese tourists are mainly interested in Barcelona, Madrid, Seville, Granada, Toledo, Mijas, Ronda, Cordoba and Zaragoza. In addition, the itineraries often include Portuguese cities, such as Lisbon, Obidos or Cascais. The average length of stay in Spain is 7.5 days, and it reaches 10.5 days if the journey includes visits to Portugal.

The cities that appear in all the travel routes are Madrid and Barcelona. These are also the cities where the stay is longer and different activities are planned such as free

time and shopping. The results at the regional level show that the region with a strong presence in terms of number of cities visited is Andalusia. The presence of Chinese tourists is better distributed in this Autonomous Community, with a total of seven cities present in tour packages (although the most popular places are Seville and Granada). For this reason, the Andalusian culture is frequently associated with the image of Spain.

In addition, the travel agencies attempt to create an image of Spain in order to add value to the product offered. This image is revealed through the cultural and experiential dimensions of the travel. The interest in the culture is noted because the tour packages highlight the distinctive elements of Spain: (1) history and artistic culture; (2) the iconic architecture, scenic spots and recognizable urban spaces of the Spanish traditional culture; (3) landscape, environment and intangible elements of the culture such as bullfighting or flamenco; (4) and Spanish cuisine (paella is getting increasingly famous). The experiential dimensions announced by the websites are: the convenience of an organized trip, learning about different places and cultures, sightseeing the most recognizable elements of the destinations and shopping experiences.

This study also allows a further understanding in the strategies of the travel agencies to create the tourist product and the characteristics of the Chinese outbound tourism to Europe. The analyzed companies stimulate the idea of heritage and cultural tourism amongst their potential buyers. It can be understood as cultural tourism because the main attractions of the product are the heritage and cultural elements, such as monumental and scenic areas, traditional customs and other peculiarities of the Spanish culture. However, the concept of cultural tourism is too wide and can reach different degrees and expressions. In addition, despite the intentions of the travel agencies, it can be doubted if a tour package that it is adapted to the customs and habits of the Chinese tourist can give the opportunity to experience in depth the culture of the destination.

In order to achieve a better product for these tourists, a slight adaptation is necessary to overcome the infrastructural weakness. For example, the Chinese tour packages are offering catering services in restaurants that can adapt to their schedules (mostly Chinese restaurants), so they miss the traditional Spanish cuisine. In addition, Chinese restaurants can meet the expectations of the tourists and offer both Chinese and Spanish meals, as well as provide information in Chinese language. Therefore, it is necessary a further work to improve key elements of the industry: in accommodation, transportation, catering and providing services in Chinese. In these areas should be done an effort to adapt the services to the Chinese tourist. If these weaknesses are overcome, then the efforts should be focused in offering quality itineraries in accordance with their interests: history and arts, culture and scenic spots, landscapes, environment and natural spaces, gastronomy, shopping and football.

In conclusion, the majority of Chinese tourists visiting Spain through organized groups are attached to travel agencies from mainland China. So, in order to influence the itineraries and the activities, the Spanish tourism and hospitality industry should focus their efforts on establishing agreements with these travel agencies. The Chinese tourists are increasingly interested in visiting Spain and they demand products adapted to their interests, tastes and needs. This tourism is expected to grow in Europe but it is necessary to pay attention to their needs in order to position Spain as a leading destination.

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**ANNEX:  
TABLE OF ANALISED TOUR PACKAGES AND TRAVEL AGENCIES**

<b>1. CHINA TRAVEL SERVICE (CTS) (www.ctsho.com)</b>	
<b>1</b>	西班牙弗拉门戈深度九天游 Spain, flamenco, a profound journey of nine days
<b>2</b>	西班牙一地热情十日游 A trip with enthusiasm for Spain in 10 days
<b>3</b>	上海出发--西班牙+葡萄牙全程入住四星 炫彩阳光、奔放地中海特色深度12日游 From Shanghai - Spain and Portugal. 4-star hotel. Strong sunshine and joy, Mediterranean. Profound journey of 12 days
<b>4</b>	【西葡系列之深度篇】 西班牙+葡萄牙9晚12天 A chapter of Spain and Portugal in depth. Spain and Portugal, 9 nights 12 days
<b>5</b>	【西班牙+葡萄牙】 西班牙+葡萄牙8晚10天 Spain and Portugal. 8 nights and 10 days
<b>6</b>	【英西葡】 英国+西班牙+葡萄牙11晚13天 England, Spain and Portugal. 11 nights and 13 days
<b>7</b>	【欧洲】 西班牙葡萄牙11日——上海往返 (Europe) Spain and Portugal. 11 days. From Shanghai
<b>8</b>	【独家线路推荐 中旅独立成团】 西班牙、葡萄牙、摩洛哥15天行程 (Exclusive product) Spain, Portugal and Monaco. 15 days
<b>9</b>	【欧洲】 希腊、西班牙、葡萄牙深度15日——南京往返(Europa) (Europe) Greece, Spain and Portugal. A profound journey of 15 days. From Nanjing
<b>10</b>	【中旅独立成团】 西班牙葡萄牙12天 (Group only for CTS) Spain and Portugal, 12 days
<b>11</b>	【中旅独立成团 十一特价】 西班牙、葡萄牙、摩洛哥经典13日行程 (Group only for CTS. Price on offer until October 1) Spain, Portugal and Monaco. Very classic. 13 days
<b>12</b>	【西班牙葡萄牙】 11天09晚 Spain and Portugal. 11 days. 9 nights
<b>13</b>	【英西葡】 英国+西班牙葡萄牙14天12晚 England, Spain and Portugal. 14 days, 12 nights
<b>14</b>	【西班牙葡萄牙】 14天12晚 Spain and Portugal. 14 days and 12 nights
<b>2. CHINA COMFORT TRAVEL CO. (www.cct.cn)</b>	
<b>15</b>	西班牙葡萄牙11天 Spain and Portugal. 11 days (a)

16	西班牙葡萄牙11天 Spain and Portugal. 11 days (b)
<b>3. CHINA YOUTH TRAVEL SERVICE (CYTS) (www.aoyou.com)</b>	
17	西班牙葡萄牙12日游 Spain and Portugal. A 12-day trip (a)
18	西班牙葡萄牙12日游 Spain and Portugal. A journey of 12 days (b)
19	葡萄牙+西班牙14日游 Portugal and Spain. A 14-day trip
20	西班牙葡萄牙深度游13日游 Spain and Portugal, a profound trip in 13 days
<b>4. JINJIANG TOURS LTD (www.jinjiang.com/travel)</b>	
21	西班牙一地大城小镇10日游—全程4星 Spain. A 10-day trip through cities and villages, in 4 star hotels
22	西班牙法国12天浪漫之旅 Spain and France, a romantic trip 12 days
23	【阳光南欧】★太阳之宠★—西班牙葡萄牙11日游 Sunny southern Europe. A land worshiped by the sun. Travel to Spain and Portugal. 11 days
24	西班牙葡萄牙土耳其15日游—全程4-5星 15-day trip. Spain, Portugal and Turkey. In accommodation of 4-5 stars
25	拉丁风情-西班牙葡萄牙艺术饕餮巡游12日 Latin style. Spain and Portugal. Insatiability (avidity) of art. 12 days
26	【阳光南欧】★太阳之宠★—西班牙葡萄牙12日游 Sunny southern Europe. Adored by the sun. Travel to Spain and Portugal. 12 days
27	【阳光南欧】★太阳之宠★—西班牙葡萄牙10日游 Sunny southern Europe. Adored by the sun. Travel to Spain and Portugal. 10 days
28	«葡»醉«西»阳之西班牙葡萄牙11日游-全程四星 Portugal, wine, Spain, Sol. Spain and Portugal. 10 days. 4 star (a)
29	«葡»醉«西»阳之西班牙葡萄牙10日游-全程四星 Portugal, wine, Spain, Sol. Spain and Portugal. 10 days. 4 star (b)
30	【阳光南欧】«蓝色地中海»西法意14日(海岸&酒庄&美食) Sunny southern Europe. Blue Mediterranean Sea. Spain, France and Italy. 14 days. Costa, wineries and gastronomy
<b>5. HUATING OVERSEAS TOURIST COMPANY (www.huatingtravel.com)</b>	
31	西班牙一地大城小镇10日游—全程4星 Spain: big cities and quaint villages. 10 days. The whole trip of 4 stars

32	西班牙葡萄牙土耳其15日游—全程4-5星 A 15-day trip to Spain, Portugal and Turkey. The whole trip 4-5 stars
33	西班牙法国12天浪漫之旅 A romantic 12-day trip to Spain and France
34	西班牙法国12日游—全程4-5星 A 12-day trip to Spain and France. 4 to 5 stars
35	西班牙法国12日阳光海岸—全程4-5星 Sunny coast. 12 days in Spain and France. 4 to 5 stars
36	«葡»醉«西»阳之西班牙葡萄牙11日游-全程四星 Portugal, wine, Spain, Sol. Spain and Portugal. 10 days. 4 star (c)
37	«葡»醉«西»阳之西班牙葡萄牙10日游-全程四星 Portugal, wine, Spain, Sol. Spain and Portugal. 10 days. 4 star (d)
<b>6. GZL INTERNATIONAL TRAVEL SERVICE (www.gzl.com.cn)</b>	
38	深度—SLD西班牙葡萄牙（世界遗产之旅）豪华12/13天 Deep SLD. Spain and Portugal: A trip to the world heritage. Very luxurious. 12-13 days
39	深度—SLC南法西班牙（普罗旺斯，阳光地中海）12天 Deep SLC. South of France, Spain, Provence and the sunny Mediterranean. 12 days
40	尊享—SLDS西葡（航空舒享舱、国营古堡酒店）高铁豪华12天 SLDS enjoy. Spain and Portugal. Comfortable flight, accommodation in castles, trip with AVE. 12 days
<b>7. CHINA INTERNATIONAL TRAVEL SERVICE (CITS) (www.cits.cn)</b>	
41	西班牙11日深度游 Travel depth in Spain. 11 days
42	西班牙葡萄牙11日深度游 Travel in depth. 11 days. Spain and Portugal (a)
43	西班牙葡萄牙11日深度游 Travel in depth. 11 days. Spain and Portugal (b)
44	西班牙葡萄牙12日游 12-day trip. Spain and Portugal

Source: Prepared by the author. Data extracted from: China Travel Service (www.ctsho.com); China Comfort Travel (www.cct.cn); China Youth Travel Service (www.aoyou.com); JinJiang Tours LTD. (www.jinjiang.com/travel); Huating Overseas Tourist Company (www.huatingtravel.com); GZL International Travel Service (www.gzl.com.cn); China International Travel Service (www.cits.cn).