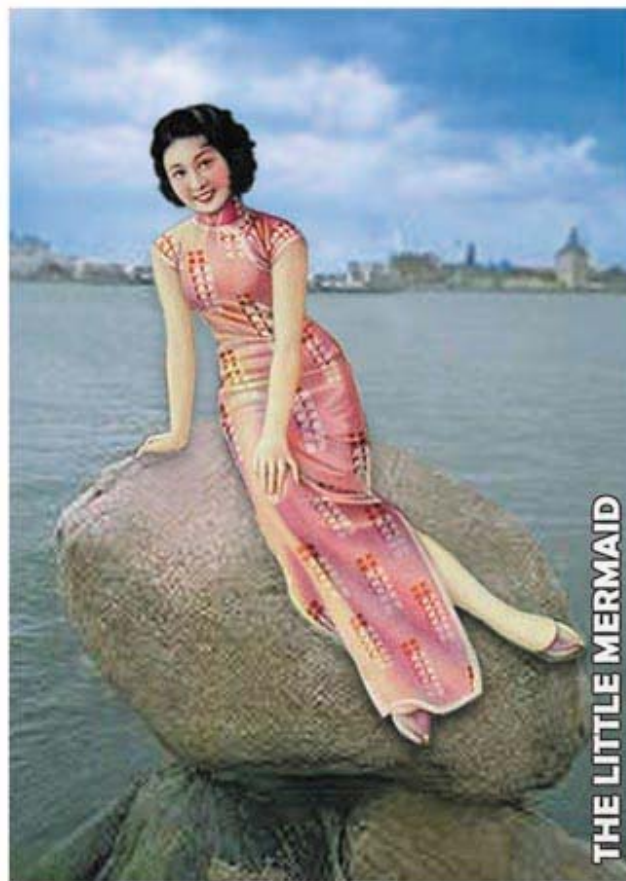


# Being Chinese in Copenhagen I

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Group interviews with Chinese tourists in Copenhagen 2004



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## Index

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|   |        |
|---|--------|
| Introduction.....   | page 3 |
| Executive summary .....   | 3      |
| Stereotyping Copenhagen .....                                       | 5      |
| Copenhagen is inaccessible for Chinese tourists .....               | 8      |
| H.C. Andersen is invisible in Copenhagen .....                      | 11     |
| "The money I was prepared to spend here is still in my pocket"..... | 12     |
| Contacts.....   | 14     |
| List of reference .....   | 15     |
| Appendices .....  | 16     |

## Introduction

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This paper presents the results of a qualitative survey about Chinese tourists' perception of Copenhagen. The survey consists of four focus group interviews conducted by Lars Berg Schovsbo, Wonderful Copenhagen, in corporation with two Chinese students Ms. Saiki Zheng and Mr. Liu Lifeng under supervision by Peter J. Hansen, Senior Director, Wonderful Copenhagen.

## Executive summary

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**Stereotyping Copenhagen.** *"The Danes are well educated because they wait for the green light when crossing the street" and "they are very happy because they walk around in the streets with smiles on their faces".*

The Chinese focus group participants tended to stereotype and have simplified perceptions of Copenhagen and the Danes. In comparison to the other Nordic capitals, Copenhagen scores number two after Stockholm in terms of cultural heritage, but better than Oslo and Helsinki. The women used words such as charming and beautiful to describe Copenhagen, whereas the men did not see any difference from other European cities, except from Princess Alexandra being associated with the city. All focus groups mentioned the Little Mermaid as a symbol of Copenhagen. The city has a very high standard of architecture, even though, its cultural heritage cannot live up to other European cities like Rome, Athens, Barcelona, Paris, and London. One focus group participant suggested that the tourist organisation should focus on H C Andersen. The Chinese consider Copenhagen a small or medium sized city and a very safe place to be.

### **Copenhagen is inaccessible for the Chinese tourists.**

The Chinese tourists find it difficult to get the most out of Copenhagen due to a lack of information in Chinese. Therefore, they encouraged tourist attractions, museums, hotels and guidebook providers to pay more attention to the accessibility of information in Chinese. In order to improve their experience in Copenhagen further, the participants suggested having Danish folklore nights, making hotel business cards in Chinese, and having Chinese-speaking Danes as tour guides.

**H C Andersen is invisible in Copenhagen.** When asked if Copenhagen lived up to their expectations, the majority of the tourists answered that they had expected H C Andersen to play a more significant role in Copenhagen. Therefore, it is important to

### Background

The focus group interviews are part of a larger Wonderful Copenhagen survey on Chinese tourists, which also includes a questionnaire analysis.

In total, Wonderful Copenhagen conducted four focus group interviews, each consisting of 6 participants.

**Group 1:** men and women between 52 and 65 years of age.

**Group 2:** women between 18 and 64 years of age.

**Group 3:** men and women between 19 and 50 years of age.

**Group 4:** men between 34 and 44 years of age.

For further information on participant profiles, see appendix 1.

The interviews were conducted at Clarion Hotel Sydhavnen, First Hotel Vesterbro, and Scandic Hotel Sydhavnen in the months of July and August 2004.

All interviews were conducted in Chinese. Each participant was granted a gift voucher worth DKK 400 for shopping in Illum's Bolighus. For interview guidelines and questions asked at the focus group interviews, see appendix 2.

pay more attention to H C Andersen's role in relation to the Chinese tourists. Three suggestions was mentioned: 1) Present his original works in a show case, 2) Make a museum in his house in Nyhavn, 3) More focus on his grave at Assistens cemetery.

**"The money I prepared to spend here is still in my pocket"**. One of the most important part of a holiday trip for the Chinese is to go shopping. It is a tradition in China that everyone who has been on vacation should bring home gifts to relatives and friends. However, the shopping opportunities in Copenhagen are not satisfactory, due to among other things: the opening hours being too short, the souvenirs being too expensive and not characteristic enough of Denmark, and the souvenirs shops being located in the wrong places.

The remaining part of the report will further develop these findings. It will follow the same structure, meaning the various findings will be discussed under the four titles as above.

## Stereotyping Copenhagen

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The Chinese focus group participants tended to stereotype and have simplified perceptions of Copenhagen and the Danes.

*"The Danes are well educated because they wait for the green light when crossing the street" and "they are very happy because they walk around in the streets with smiles on their faces".*

The different groups did not differ radically in their perceptions of Copenhagen. However, a few differences are worth noticing. The women used words such as charming and beautiful to describe Copenhagen but also mentioned the lack of trendy shopping opportunities. They also found Copenhagen a peaceful and quiet city with fresh air. In general, they found Copenhagen a very clean city, except from "Strøget", which they found *"not so clean everywhere"*. Both the older men and the older women noticed the old buildings like Børsen and tried to relate Copenhagen to the fairytales by H C Andersen. The men saw Copenhagen as a typical European capital with old buildings and churches, however, Copenhagen has nothing distinct compared to other European cities, except one thing, which a 44 year old male professor expressed this way:

*"I feel closer to the royal family here, because I know there is a young girl from Hong Kong, who has become a princess in Denmark".*

All the focus groups mentioned the Little Mermaid as a symbol of Copenhagen.

Copenhagen is a city with a lot of architectural pearls. A relatively large share of the focus group participants were architects. They found that both old and modern buildings in Copenhagen have architecture of a very high standard. In particular they mentioned buildings such as the Royal Theatre, the New Opera (one participant knew it from a Chinese magazine), the houses along Strandvejen, the Marble Church, and the houses in Nyhavn. They further mentioned that the City Hall Square (Rådhus Pladsen) is very international, people from all around the world gather there. However, the city is much more crowded than other Nordic cities, and large parts of the city are under construction, which makes traffic difficult, especially at Kgs. Nytorv.

When travelling to foreign countries, it is always interesting to see attractions you have always known. The Little Mermaid was mentioned as the greatest experience by most of the participants. They knew of her since childhood, and even though she is not impressive in herself, it was amazing for them to see her in real life.

*"In terms of natural beauty, Denmark is not as impressive as Norway, but when it comes to old buildings, like Frederiksborg castle, Denmark definitely offers some great experiences" a 36 year old businessman explained.*

### Chinese perceptions

In terms of cultural heritage, Copenhagen scores number two after Stockholm, but better than Helsinki and Oslo, when compared to the other Nordic capitals.

Copenhagen is a cute and beautiful fairytale city.

The Little Mermaid is the symbol of Copenhagen.

Copenhagen is filled with architectural pearls.

In terms of natural beauty, Denmark is not as impressive as Norway. But, Denmark is definitely better when talking about old style buildings.

Copenhagen should focus on H C Andersen to compete with other cities.

Copenhagen is safe. Safety is important for the Chinese

The sculptures located around in the city also made a great impression on the Chinese visitors. Of more surprising answers were the local educational system, the fresh air and clean tap water. Yet another interesting answer was "The Three High Polices: High salary, high welfare, and high tax". A system they agreed they should copy in China as a solution to avoid riots between the "haves" and the "have-nots".

The focus group participants perceived Copenhagen as a small or medium sized city:

*"Compared to Beijing or Shanghai, Copenhagen is a small city. Compared to Oslo, it is big".*

They mentioned characteristics like no skyscrapers and a city centre with most attractions within walking distance to support their argument. Everyone agreed that the city's size was good for Copenhagen and for tourists.

Cultural heritage is usually an interesting part of visiting a place. Compared to cities like Rome, Athens, Barcelona, Paris, and London, Copenhagen has not much to offer in terms of cultural heritage, according to the participants. One of the reasons for this is that you cannot enter the old buildings in Copenhagen. In Paris, you can enter the big gate and the Eiffel Tower for instance. Also, Stockholm has more to offer in terms of cultural heritage.

*"In Stockholm, you can enter most of the buildings like the Stockholm Town Hall, which is very impressive."*

The participants also found that Paris had a larger number of interesting museums like the Louvre. A 36 year old businessman suggested:

*"I think if the tourism organisation (red. Wonderful Copenhagen) wants to do something; they should focus on other cultural aspects. They should focus on H C Andersen in order to compete with other cities".*

The most comparable cities in relation to Copenhagen are the other Nordic capitals. If the focus group participants should rank Copenhagen in terms of cultural heritage compared to the other Nordic capitals, they would rate Copenhagen as not as good as Stockholm, but better than Oslo and Helsinki. A 64 year old female architect said it was difficult for her to see how Copenhagen was different from other European cities, as they are all filled with old buildings and churches. It is interesting, however, that none of the Chinese mentioned anything about Vikings.

Safety is important when deciding a holiday destination. Everyone felt very safe and relaxed in Copenhagen. One participant explained it very directly: *"There is no doubt about it. This place is safe!"* All participants agreed that safety is very important for them when deciding on where to go. Many of the participants had actually planned to visit Turkey, Egypt, Israel, Bali, or South Africa, but decided to visit the Nordic countries instead due to safety reasons.

The participants had, in general, a positive impression of the Danes:

*"They are well educated, because they patiently wait for the green light when crossing the street, and they all have a smile on their faces."*

Others see the Danes as very helpful. For many, it was difficult to say how they experienced the Danes, because they did not have much contact with the local population. This also explains their simplified perception of Danes, which is natural taken their short time in Copenhagen (approximately 1½ day) into consideration. Only

one person, a 62 year old man and engineer, had a bad experience with the Danes:

*"I felt bad when I was at the Royal Palace. I saw a guard pushing a Chinese away, telling him to keep his distance. We all felt very bad about it. If there is a rule, why not make it clear? In Stockholm, for example, there is a red line around the guard, telling you that you are not allowed to approach the guard. But, actually the guards there stepped outside the line to take photos with us, they were so friendly, not like the guard here, who just rudely pushed us away. Thus, I had a very bad impression of the locals here".*

Most of the Chinese focus group participants complained about not having enough time in Copenhagen. Most of them had flown into Helsinki with a Finnish Schengen visa. They stayed three days in Finland. In Copenhagen, they only stayed for 1½ days. They would have preferred to have flown into Copenhagen instead and stayed for three days with a shorter time in Helsinki.

When the Chinese come back to China, they will tell their friends and relatives that Copenhagen is worth a visit. But, you need more than 1½ days here. Furthermore, they would say that Copenhagen has many beautiful buildings, both modern and old, but not a lot of impressive things compared to a city like Paris. They all agreed that Copenhagen is worth a trip, though.

The participants thought Denmark should carry out more promotion in China. The Finnish tourist board does promotion in many department stores in Beijing. The Danish Tourist Board should consider the same.

The participants were also asked to tell whether they knew the VAT refund system. They all knew it and found it very satisfactory:

*"We all know it, the tour guide has informed us. It is a good system, because we get some money back."*

Most of the participants did not know the system in detail, simply because the tour guide would fill out the papers for them.

Finally, the Chinese participants felt that the Nordic countries were one of the best places in the world to live in. They mentioned that they could see on the faces of the people here in Copenhagen that they were very satisfied with their lives. It confirmed the image they had of the Nordic countries before they came here.

## **Copenhagen is inaccessible for the Chinese tourists**

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The Chinese tourists find it difficult to get the most out of Copenhagen due to a lack of information in Chinese in the city. Therefore, they encourage tourist attractions, museums, hotels and guidebook providers to pay more attention to the accessibility of information in Chinese.

Are we welcome? Due to the limited amount of information in Chinese, the Chinese tourists questioned whether Denmark is ready to welcome them. A 63 year old Chinese man expressed it this way:

*"Now, Denmark has opened its doors to China. But, nowhere can you find that they welcome Chinese tourists, because there is no Chinese language anywhere, not in the hotels, not in the tourist attractions, nor in the shops. Thus, in this sense, Denmark needs to do a lot".*

By putting up signs in Chinese, the Chinese tourists will get a much better experience in the city. As another participant, a 36 years old businessman said it:

*"It is easier to remember an attraction, if you know something about it while seeing it".*

Therefore, like in many other European countries, the tourist attractions ought to have information in Chinese. For instance, at the Little Mermaid, there should be some information about her, the H C Andersen fairytale, and when and by whom she was made.

The lack of information in Chinese is also apparent at the museums. A lot of the Chinese tourists do not visit the museums in Copenhagen due to lack of information. Hence, the museums should offer information in Chinese. An example where information in Chinese exists is the Wasa museum in Stockholm, where the Chinese visitors get a booklet with information about the ships in Chinese. While walking around in the museum, they can follow the points in the booklet and read about the things they see at the museum. The Wasa museum even has an introduction video in Chinese. No museum in Copenhagen offers these services to Chinese visitors. Several participants agreed: *"Such services make you feel welcome".*

### **What Copenhagen can do better!**

More information at tourist attractions in Chinese.

More information in the museums should be in Chinese.

Information about Copenhagen ought to be handed out before the tourists arrive.

Local tour guides instead of Chinese.

Maps and hotel business cards in Chinese.

Put up information pillars in Chinese telling the direction to different attractions.

Books about Denmark and other Nordic countries should be published in China.

The hotels should offer Chinese TV channels and better Chinese breakfast.

The travel agencies should offer traditional Danish folklore nights.

the Helsingør – Helsingborg ferry, and at embassies, consulates and travel agencies (English and Japanese versions are already available). According to the Chinese participants, it would make it much easier for them to prepare themselves for their visit to Copenhagen.

Another suggestion to make Copenhagen more accessible for the Chinese tourists would be to have a local tour guide, who speaks Chinese. All the participating groups had Chinese tour guides. However, the tourists would get much better information from a Dane, who could speak Chinese:

*“In Moscow and St. Petersburg, we had a Russian girl and a Russian boy respectively as tour guides, who both spoke Chinese fluently. There must be some Danes who study Chinese, who could work as tour guides for us”.*

It would make the experience more Danish and would enhance the overall impression of Copenhagen. The group consisting of women further added:

*“Everybody would be impressed if they furthermore were dressed in traditional Danish clothes”.*

Another issue in relation to the inaccessibility of Copenhagen for the Chinese tourists is that they do not dare to go out at night. Not because they feel unsafe, but because they are afraid of not being able to find their way back to the hotel. Two things would help increase the accessibility to the Copenhagen nightlife for the Chinese tourists: Maps in Chinese and hotel cards in Danish/Chinese. In order for the Chinese tourists to find their way around in the city, it would be nice for them to have a map, which has the city's main points, like City Hall Square (Rådhus Pladsen), Kgs. Nytorv, Nyhavn, Strøget, Amalienborg, etc. written in Chinese. Another suggestion is to have hotel business cards in Danish and Chinese: The group consisting of men explained:

*“The hotels should have a kind of business card so that when we show it to the taxi driver, he will know where to go”. Every hotel in China has this card in English/Chinese”. In Bangkok, they had such a card in Thai/Chinese, and it was very helpful for us. We could go out at night and be sure to find our way back to the hotel”.*

By having such a card, the Chinese tourists will have the possibility to go out and enjoy the Copenhagen nightlife, which they feel excluded from today.

The inaccessibility of Copenhagen is also due to the fact that it is difficult for the Chinese tourists to find their way around in the city. Copenhagen is promoted as a small city in which you can reach all main attractions by foot. However, there are no signs in the city telling you where to go or how long it will take. In many cities, there are information pillars showing the direction and the approximate duration of time to walk there. Such information would encourage the tourists to walk around in the city, and would make being a tourist in Copenhagen much easier. Having such information in Chinese would of course further encourage the Chinese to enjoy the city by themselves instead of staying in the hotel at night.

If Copenhagen wants to go further in improving the city for Chinese visitors, street names in Chinese should be put up like in some Australian cities, as one participant suggested. In all major cities in China, for instance, the street names are in English to help the Westerners finding their way around. Putting up street names in Chinese would make it easier for the Chinese to find their way around in Copenhagen.

An easy way for the hotels to help the Chinese obtain information about the city is to place a Chinese version of 'Copenhagen This Week' in the hotel rooms before the guests arrive. That would make them feel welcome.

Also, other information material about Copenhagen and Denmark is needed. The focus group participants had tried to prepare themselves by visiting the biggest bookstores in Beijing and Shanghai. However, none of the bookstores had any books in Chinese about the Nordic countries. It would be a good idea to have a book with information on all Nordic countries in Chinese available in Chinese bookstores, especially now when so many Chinese are planning to visit the Nordic countries.

Besides language, currency was mentioned as a big hassle about being a tourist in Copenhagen:

*"There are so many kinds of currencies in the Nordic countries and we cannot use the Euro, except in Finland. It makes it very inconvenient."*

More Danes working within the tourism industry, in hotels, in shops, and in restaurants, should learn to speak Chinese in order to enhance the service level for Chinese visitors in Copenhagen. It would provide a very good service for the Chinese tourists and make them feel welcome. Also, Chinese TV channels should be offered in the hotels. The hotels in most European countries offer Chinese satellite TV channels:

*"It makes it easy for you to follow what is going on at home. That is really lacking in the Nordic countries",* one participant said.

Furthermore, the focus group participants suggested the hotels offer Chinese breakfast. The Chinese are used to eating hot food for breakfast, which is almost impossible to find here in Copenhagen. One hotel in Copenhagen advertises Chinese breakfast. However, they only serve rice, but breakfast is the only meal where the Chinese do not eat rice. So the Chinese suggest that the hotels ought to make agreements with local restaurants, which know better how to cook Chinese breakfast. Hot water in the hotel room to make your own tea is another important element for the Chinese. Just a small boiler in the hotel room would make life as a Chinese tourist more comfortable here in Copenhagen.

Another thing, which the participants were lacking, was an evening with a traditional Danish show, with traditional Danish folklore music and dance as well as traditional Danish food. One male participant highlighted this:

*"In Gothenburg, for instance, we sang and danced together with some local Swedes. We felt very excited".*

## **H.C. Andersen is invisible in Copenhagen**

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When asked if Copenhagen lived up to their expectations, the majority of the tourists answered that they had expected H C Andersen to play a more significant role in Copenhagen. Therefore, it is important to pay more attention to H C Andersen's role in relation to the Chinese tourists.

Chinese children grow up with H C Andersen. Therefore, for many Chinese, the world famous poet is synonymous with Denmark. One female participant said:

*"I grew up with H C Andersen's fairytales. Thus, already as a child I had an impression of what Denmark must be like. But, when I came here, I was a little disappointed, with the exception of the Little Mermaid, there is almost nothing connected to H C Andersen here in Copenhagen".*

The original works by H C Andersen are preserved in the Royal Library in Copenhagen, but are normally not open for the public to see. Making the writings more accessible, for instance by showing them in a special exhibition case, would be a major attraction for the Chinese tourists in Copenhagen.

Another suggestion was to make a museum in the original houses in Nyhavn where H C Andersen lived and died. Seeing the place where he wrote his unique, and though universal thoughts, which even today give meaning to people, as far away as in China, would be a major attraction for the Chinese visitors. It would help Copenhagen live up to their expectations to the city.

A last suggestion, which would make H C Andersen more visible in Copenhagen, would be to put more focus on his grave at Assistens cemetery.

### **Ideas for H C Andersen**

The following ideas are important for the Chinese tourists because: "H C Andersen is synonymous with Denmark".

The original works by H C Andersen should be presented to the public in a show case.

A museum should be opened in his house in Nyhavn.

More focus should be put on his grave at Assistens cemetery.

## **“The money I was prepared to spend here is still in my pocket”**

One of the most important parts of a holiday trip for the Chinese is to go shopping. It is a tradition in China that everyone who has been on vacation should bring home gifts to relatives and friends. However, the shopping opportunities in Copenhagen are not satisfactory, due to among other things, the opening hours being too short.

When asked to describe the overall shopping opportunities in Copenhagen, a 36 year old businessman answered:

*“The money I was prepared to spend here is still in my pocket. There are not so many attractive things here, like souvenirs or clothes. They are either too expensive or available elsewhere”.*

*“I would like to buy some Danish candy or souvenirs with Danish characteristics. But, I could not find any”,* another man pointed out.

In general, the focus group participants were interested in buying Danish butter cookies, Danish clothes, Danish candy or some other things distinct to Denmark. As a suggestion, they mentioned an example from Norway, where they could buy a “Norwegian Mountain Monster”, which was very different and particularly Norwegian. Such things from Denmark would encourage the Chinese visitors to buy more souvenirs.

### **What Danes should do to earn more money!**

Place souvenir shops at tourist attractions and museum exits.

Extend the opening hours.

Sell post cards in Chinese.

Publish shopping guides in Chinese.

In many other cities, souvenir shops are placed at the exit of museums or at tourist attractions. In Copenhagen, there are special souvenir shops, but they are not situated where the attractions are:

*“We went to see the Little Mermaid yesterday afternoon. But, there was only a very small souvenir booth. Even the restaurant was closed. It seems there was nothing to do there, even though it is one of the biggest attractions in Copenhagen”.*

So one suggestion is to move the souvenir stores to the tourist attractions. Another suggestion to increase the souvenir sale, is to place the souvenir stores where you exit the museums. For instance, when you exit the H C Andersen museum at City Hall Square (Rådhus Pladsen), there is no souvenir shop. If they sold books, small sculptures of the poet (not plastic), etc. at such places, Copenhagen would probably increase its souvenir sales.

However, the participants were very satisfied with “Strøget”:

*“it is better than other Nordic cities because it is more concentrated here”,* a 44 years old male professor highlighted.

It makes it easier for the Chinese tourists to compare prices, when the shops are situated in the same vicinity as each other. However, all focus groups found that the city has too short opening hours. A female participant said:

*“All shops close too early. It seems that they do not want to do business at all. It surprises us. In this sense, Copenhagen has much room for improvement compared to other Western European cities”.*

Shopping takes time. Especially for Chinese people, who like to compare prices. They end their sightseeing at around 5 pm and then do not have much time to go shopping. For them to really enjoy the shopping opportunities in Copenhagen, the shops should be open till at least 9pm. As one man said:

*“travel is sightseeing and shopping, but without the time and opportunities, how can we go shopping here?”*

It is important for the Chinese to send postcards to their friends and relatives. However, the post cards should be in Chinese:

*“In Moscow and Paris, postcards are available in Chinese, but not here in Copenhagen”.*

It is important for the Chinese to be able to get postcards with Chinese text. Otherwise, the recipients at home in China will have no clue where the postcards are from or what they show. Furthermore, several of the focus group participants, who were architects, had searched in vain for postcards showing the New Opera.

Another suggestion to improve the shopping opportunities in Copenhagen would be to make some shopping guides in Chinese:

*“The big department stores in Paris have Chinese shopping guides”.*

Some of the participants, who had been to Paris, found this service very useful and felt welcomed by the French.

In general, the focus group participants found Copenhagen very expensive. The best buy in Copenhagen for the Chinese were postcards, Ecco shoes, key holders, and European Chocolate, which is very famous in China.

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## Contacts

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## Appendices

### Appendix 1: Participant profiles and reasons for visiting

| Group/Person  | Person 1:  | Person 2:  | Person 3:  | Person 4:  | Person 5:  | Person 6:  |
|---|--|--|--|--|--|--|
| Group 1:<br>Men and women between 52 and 65 years of age. | Female, 62 years of age, architect, has visited many countries around the world. Came to the Nordic countries to see the architecture here.  | Female, 52 years of age.   | Male, 65 years of age, electrician, have travelled all around the world and to many places in Europe. Has never been to Scandinavia. Thus, decided to go here. | Male, 62 years of age, engineer, was told Scandinavia was a good place to visit and thus decided to go here.                                     | Female, 63 years of age, engineer, has visited most Western European countries and thus decided to go to Northern Europe this time.  | Male, 63 years of age, architect, has been almost all around the world, but missed the Nordic countries. Thus, decided to go here this time. |
| Group 2:<br>Women between 18 and 64 years of age.         | 60 years of age, doctor, has seen most European countries but lacked Scandinavia. Thus decided to go here.   | 47 years of age, working in a travel agency, has seen most European countries but lacked Scandinavia. Thus decided to go here.   | 18 years of age, student, wants to learn more about European countries.  | 64 years of age, architect, has seen many countries and wanted to know more about the Nordic countries.  | 63 years of age, engineer, has seen many countries and wanted to know more about the Nordic countries.   | 64 years of age, architect, has seen many countries and wanted to know more about the Nordic countries.                                      |
| Group 3:<br>Men and women between 19 and 50 years of age. | Female, teacher, has been to Australia, Korea, Western Europe, and other places. Thus, wanted to see Northern Europe. Is mainly here to see tourist sights, but also pays attention to other things of her interest, like the educational system here. | Male, civil servant, is here for the purpose of sight seeing.  | Male, civil servant, is here for the purpose of sight seeing.  | Male, 50 years of age, teacher, is here for the purpose of sight seeing.   | Male, teacher, take a look at the differences between the Nordic countries and China.  | Female, 19 years of age, student, visits because her brother, who recently was here, recommended her the place.                              |
| Group 4:<br>Men between 34 and 44 years of age.           | 40 years of age, tour leader in a travel agency, is here because he leads the tourists.  | 44 years of age, employed in a state-owned export company. Is here because he wants to show his daughter the world outside China. He chose the Nordic countries because of its natural beauty. | 43 years of age, engineer, chose this place because the architecture here.   | 36 years of age, businessman, owner of a company, came here together with his wife to view the beautiful scenery here, which is famous in China. | 44 years of age, professor and photographer. Wants to see interesting buildings here and shoot photos of the beautiful scenery of Northern Europe to show at an exhibition in Beijing. | 34 years of age, engineer, came here to see buildings and museums.   |

## Appendix 2: Interview guidelines

| Part 1: View on Copenhagen (36 minutes)  |  |
|--|--|
| Question   |  |
| Q1: Perception of Copenhagen. (4 minutes) (4):   | What comes to your mind when I say Copenhagen?   |
| Q2: Greatest experience in Copenhagen. (4 minutes) (8):                                    | What is your greatest experience in Copenhagen?  |
| Q3: Copenhagen's size (3 minutes) (11):  | Is Copenhagen a big city?  |
| Q4: Copenhagen's cultural heritage (3 minutes) (14):                                       | Is Copenhagen's cultural heritage interesting compared to other European cities?   |
| Q5: Safety in Copenhagen (3 minutes) (17):   | Do you feel safe in Copenhagen?  |
| Q6: The Danes (3 minutes) (20):  | How do you experience the Danes?   |
| Q7: Tourist hassles (3 minutes) (23):  | What are the hassles about being a tourist in Copenhagen?  |
| Q8: Improve Copenhagen as a city travel destination for Chinese tourists (4 minutes) (27): | What could we do in Copenhagen to serve Chinese tourists better?   |
| Q9: Prestigious to visit Copenhagen? (2 minutes) (29):                                     | Is it prestigious for you to visit Copenhagen?   |
| Q10: Overall experience in Copenhagen (4 minutes) (33):                                    | Overall, does Copenhagen live up to your expectations to the city?   |
| Q11: Tell your friends (3 minutes) (36):   | What will you tell your friends about Copenhagen when you come back to China?  |
| Part 2: Shopping experience (15 minutes).  |  |
| Question   |  |
| Q1: Shopping opportunities (3 minutes) (3):  | Overall, how would you describe the shopping opportunities in Copenhagen?  |
| Q2: Importance of shopping (3 minutes) (6):  | Is shopping an important part of your visit in Copenhagen?   |
| Q3: The best buy (3 minutes) (9):  | What is the best buy in Copenhagen?  |
| Q4: Pricing (3 minutes) (12):  | Is Copenhagen an expensive city?   |
| Q5: VAT refunding system (3 minutes) (15):   | Are you aware of the VAT refunding system?   |
| Q6: Understanding of statements (9 minutes) (24):  | Finally, we would like you to describe how you understand the following statements about Copenhagen: Freedom, Relaxed, Informal, Human, Experiencing, Professional, Dynamic, Design, Safe, Modern, Trendy. |

Part 2 Q6: "Understanding of statements" will be used in the quantitative part of the survey.