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Preliminary Communication

IMAGE OF FUJIAN PROVINCE AS A TOURIST DESTINATION – A FOREIGNER’S PERSPECTIVE

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Abstract. *The effect of destination image on tourist behavior was studied on many occasions. This article aims to identify the image of Fujian province as a tourist destination in international markets, in order to support a discussion on how to improve tourism experience for foreign tourists. As the basis for the analysis are the results from an online survey, distributed to foreigners who have visited or lived in Fujian province, and in-person interviews. Research found that the overall image of Fujian province is positive and that 50.5 % of respondents stated that the main reason for visiting Fujian were holidays, 20% of the respondents had their trips arranged by an agency, 32% stayed in Fujian province for more than 6 months and most of the respondents stated that “nature” should be used in international promotion of Fujian. These results may indicate that there is a need for a repositioning of the image by the introduction of new elements in the promotional messages. The international tourism market recognizes and appreciates the destination – Fujian province in China. The reflections presented may be of great use for the decision makers in charge of international tourism promotion. This article analyzes how foreign tourists perceive Fujian province, which has not been done before, and it is a first step in improving the international image of Fujian province which will help attract more international tourists.*

Key words: *Fujian province, Destination’s image, Tourism consumer trends, Promotional campaigns*

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INTRODUCTION

Fujian is a province on the southeast coast of People's Republic of China (PRC), being the sixteenth most populated province, with the population of 36,894,216 people, covering the area of 121,400 km², and having the tenth highest GDP in PRC with 3.9% of the total GDP of PRC. Coordinates of the province are: 25°54'N 118°18'E. The provincial capital of Fujian is Fuzhou city and the largest city is Quanzhou, with Xiamen being the only sub-provincial city, which means that it is governed by a province, but is administered independently in regard to economy and law. Fujian province has three international airports: one in Fuzhou, Quanzhou and Xiamen, and three domestic airports: one in Longyan, Sanming and Wuyishan. Railroads are also very well developed, connecting not only cities within Fujian province but connecting Fujian with other provinces. Some of the major railroads include Nanchang, Jiangxi province – Xiamen, Chongqing Municipality – Fuzhou, Ganzhou, Jiangxi province – Jiangsu province, which passes through several cities in Fujian, Shenzhen, Guangdong province - Hangzhou, Zhejiang province, which passes through several cities in Fujian, Shanghai – Ganzhou, which passes through several cities in Fujian and Beijing – Fuzhou amongst others.

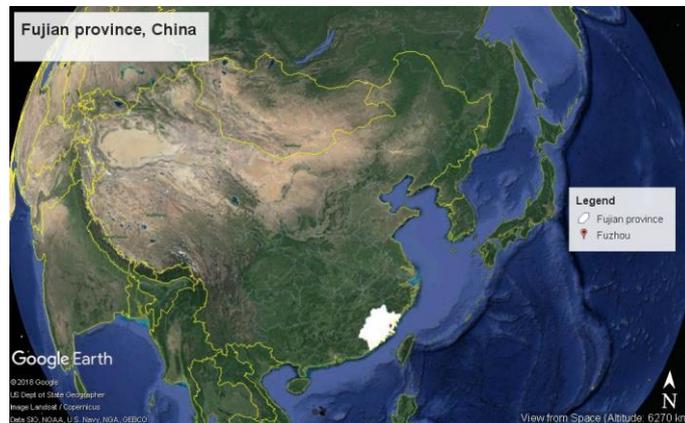


Fig. 1 Location of Fujian
Source: Google Earth

Fujian province has rich and unique natural resources that are a predisposition for good tourism development. Three out of fifty two locations in China from UNESCO World Heritage List are in Fujian province; Fujian Tulou, Gulangyu island in Xiamen, Mount Wuyi and Danxia landform in Taining. Due to the big tourism potential that Fujian province has, provincial government is putting great attention on tourism personnel training as well as promoting Fujian as a touristic destination. As a part of this strategy at the end of 2013 provincial government of Fujian province made a campaign by the name of 'Refreshing Fujian' which is to promote Fujian province as an eco-touristic destination. Fujian province's image as a touristic destination has been under development for a long time but campaign 'Refreshing Fujian' wants to position Fujian province as one of the eco-friendly touristic spots in mainland China and is trying to promote its touristic activities. In 2014 the 'Refreshing Fujian' ad campaign started broadcasting on national television and presented nine municipal cities of Fujian which all serve to develop the

image of Fujian province as a touristic destination. When 'Refreshing Fujian' campaign was formed, the provincial government of Fujian province also published seven 'Refreshing Fujian' special tourism standards, some of them included rating the restaurants according to their services, paying more attention to the preservation of the environment, and so on.

Since the implementation of the 'Refreshing Fujian' campaign in 2014 the number of domestic and foreign tourists has increased for 16.8% compared to 2013 and the total number of tourists is 234 million; amongst them 229 million are domestic tourists with an increase of 17.1% from the previous year and 544.98 million are foreign tourists with an increase of 6.4% from the previous year. The total income from tourism industry in Fujian province in 2014 has been increased for 18.4% and it was 270.767 billion RMB. Domestic income from tourism was 240.584 billion RMB with an increase of 20.1%, and income from international tourists was 4.912 billion USD with an increase of 7.4%. Income from tourism in Fujian province in 2015 has increased 14% from 2014 and the number of tourists was 267 million with an income of 314.151 billion RMB.

Tourism strategy of provincial government is stressing the importance of a good education for tourism personnel and improving the quality of services provided by tourist destinations. It is planned that 7% of provincial GDP comes from tourism industry by the year 2020; the number of tourists reaches 500 million with an annual growth of 15%; tourism income reaches 690 billion RMB with an annual increase of 17%.

This research is exploring the perception of Fujian province as a tourist destination from the foreign tourists' perspective. In order to successfully implement good brand imaging, which is necessary for a successful tourist destination, first it is necessary to see what the current general opinion is. Tourism marketing theories say that the development of tourist destination image is being based on the consumer's rationality and emotionality, and is the result of the combination of these two components. Image of a destination is a crucial factor when a tourist chooses the travel destination; this means that a tourist destination with a strong and consolidated image in the market has a better opportunity of prosperity. This being said, the destination image is one of the most important elements of a tourist destination and it is something that can be a critical factor for the performance of a tourist destination. The success of a destination is relying mainly on success or failure of tourism management (Dominique & Lopesi, 2011).

1. LITERATURE REVIEW

Research about tourist destinations began when Clare A. Gunn (1972), an American researcher who used the term 'Destination zone' in the 70s of previous century for the first time and since then it started developing as an important term used in a lot of research (Lv & Zhai, 2016). Mayo and Hunt noticed that the positive image of the destination results in increased number of visits and it is also put forward that the destination image has an important role in the process of making a decision about visiting a particular destination (Gartner & Shen, 1992) (Woodside & Lysons, 1989) (Walmsley & Young, 1998). Most of the research in this area has been focusing on destination image, which is the term that emerged in the 70s, first used in a PhD thesis of an American researcher J.D. Hunt and ever since has been a hot topic researched all over the world. Even though destination image is a term from the 70s, more than 4 decades later it is still a topic worth of attention and it is still a focus of many tourism research. The reason for the

growing amount of papers researching destination image is the flourishing tourism industry with new international tourist destinations emerging every day. Ban O. (2008) discussed variables which destination image contains and what the five stages in researching the tourist destination image are. The five stage model was used in researching destinations in two countries: United States of America and Thailand, and the stages are the following: selecting the tourist destination which is going to be studied, generating advantageous attributes; classifying the answers and selecting the final advantageous attributes; developing the main value dimensions by classifying and grouping; and finally, developing the open ending questions in order to evaluate the advantageous image (Gartner & Shen, 1992). An essential part of destination image is destination branding, therefore in order to ensure a strong positioning of a destination there has to be a strong brand image. A strong, recognizable brand will help the destination thrive and will create a positive opinion of the destination (Woodside & Lysonski, 1989). Ekinici Y. (2003) explored the relationship between destination image and destination branding and classified brand personality, part of destination branding and destination branding as a part of destination image which is closely related with tourist self-image (Walmsley & Young, 1998). All of these factors affect tourists' interest in a destination so when trying to construct an international tourist destination, branding and image should be greatly considered. In order to be competitive in the tourism market, destinations have to find innovative ways to improve their destination image by positioning, branding (Ban, 2008). A designated area within the territory, or any larger part of the globe, can be described as a tourist destination land. In essence, travel destinations are a combination of travel products, tourism infrastructure and tourist travel experiences. International tourist destination is a destination which attracts a lot of international tourists who came for sightseeing and leisure. It contains the following aspects: firstly, a certain number of domestic and international tourists; secondly, sightseeing, shopping, leisure, meeting, and holiday are some of the many reasons for this destination being an international tourist destination. Finally, tourist destinations include not only scenic spots and places of interest but also facilities and architecture. The basic attributes of tourist destinations are cities, tourism products and scenting attractions, space concept (卞显红 & 王苏洁, 2005) (张立明 & 赵黎明, 2005), tourist motivation (Dayour & Adongo, 2015) (You, O'Leary, Morrison, & Hong, 2000) (Muzapu & Sibanda, 2016), image perception (吴晶, 马耀峰, 郑鹏, & 张春晖., 2011) (Pechlaner, Smeral, & Matzler, 2002) (Law & Cheung, 2010), products (Andrades & Dimanche, 2017), destination image and so on are the components of constructing a tourist destination (贾士义, 冯文勇, & 褚秀彩, 2015). This article will take Fujian province as an example in analyzing what the current positioning of Fujian province from the foreign tourists' perspective is.

2. THE CASE OF FUJIAN PROVINCE

This research has been supported by an online questionnaire aimed at and filled by foreign nationals who have visited or lived in Fujian province for some time as well as face to face interviews with some tourists, with an agenda of understanding their views of Fujian province, how satisfied they were, and what the main obstacles they encountered while in Fujian province were. Some of the respondents were visiting tourists and some have been staying in Fujian for some time but are still considered tourists at least when they are touring within the province.

2.1. Respondents' demographic information

The sample frame consisted of random sample of 103 valid questionnaires. Since 42.57% of the respondents answered that they are students it is not surprising that 52.58% respondents are in between 25 and 34 years old, 20.79% are aged between 35 and 44, 18.1% are aged between 18 and 24, the same percentage of respondents 2.97% are aged between 45 and 54 and between 55 and 64 and one 1.98% is aged over 64. Ratio of male and female respondents is almost equal, with 50.5% of males, 47.52 females and 1.98% of respondents who would rather not disclose their gender.

As it was mentioned earlier 42.57% of the respondents answered that they are students, 19.8% are teachers, 18.81% are company employees, 7.92% are government employees, the same percentage wrote 'other' and disclosed themselves as researchers, freelancers, musicians etc. Only 2.97% of the respondents are retired, which can be also noticed because of the age marker. As for the respondents' marriage status 56.12% are not married, 38.78% are married and 5.10% are partnered. Income-wise, most of the respondents' monthly income is up to 1000\$; after that are people with up to 500\$, which means that people who visited Fujian province cannot be classified as a group with high income. This shows that people with less income are more likely to visit Fujian than people who earn more than 1000\$ per month.

2.2. Methodology and data collection

The study was mainly carried out in Fuzhou city, provincial capital of Fujian but the questionnaires were also distributed to foreign tourists in Xiamen, a sub-provincial city. The questionnaires were mostly distributed on online platforms using an online survey-tool Wenjuan (问卷) which is a tool commonly used for surveys in China. The reason for using Wenjuan as a survey-tool in this research is the specific make up of internet network in PRC, and since most of the participants at the moment of conducting the survey were in China, using a local survey-tool was most appropriate. Besides using an online survey-tool for collecting the data 19.42% of survey was conducted in person, where the respondents were also interviewed after answering the questionnaire to explain some of their responses and give a broad picture of their opinions about traveling in Fujian province. The data was collected over a course of one month, from 1st of August until 31st of August 2017.

The questionnaire had thirty questions in total, five of them being demographic data questions about the age, gender, country/region of origin, occupation, monthly income and marriage status. In four of the questions respondents were asked to rate some attributes on Likert type-scale of 1 to 5 to the questions: (1) What are your main interests (Nature, adventure, nightlife, culture, health, religion, rest, sport, and visiting friends/relatives) in selecting a destination? (in which 1 = not at all important and 5 = very important); (2) What was the reason (Fujianese traditional culture, Natural Scenery, Tea culture, getting away from daily routine, Learning experience, architecture, weather, sea) for choosing Fujian province for travels? (in which 1 = not at all important and 5 = very important); (3) How would you rate the quality of the following attributes in Fujian province? (Gastronomy, City Tours, Tea, Nature, Overnight tourism, Coastal tourism, Business tourism), (in which 1 = very poor and 5 = very good), (4) How would you assess, in general, the quality of Fujian province tourism promotional campaigns in your country? (in which 1 = very poor and 5 = very good).

In three of the questions respondents were asked to rate some attributes on Likert type-scale of 1 to 10 to the questions: (1) How would you rate Fujian province as a tourist

destination? (in which 1 = extremely not satisfied and 10 = extremely satisfied); (2) What means of transport (Privately owned bicycle, rented bicycle, Bus, Privately owned Car, Rent-a-car, Taxi, Motorbike, E-bike, Train, Subway) did you use while in Fujian province? (in which 1 = most frequently used and 10 = least frequently used); (3) How would you assess, in general, the quality of Fujian province tourism promotional campaigns on the Internet and social networks? (General Internet websites, blogs, WeChat, Weibo, Facebook, Twitter, Instagram) (in which 1 = extremely not satisfied and 10 = extremely satisfied).

In eleven multiple-choice questions respondents were asked: (1) What are the most challenging problems that you face when choosing a destination?; (2) What was the purpose of your visit?; (3) Were the trips arranged on your own or planned by an agency?; (4) Which places in Fujian province have you visited/lived in?; (5) How did you arrive to Fujian province?; (6) How did you book your accommodation?; (7) In what kind of accommodation did you stay?; (8) Where did you eat while in Fujian province?; (9) Where did you prefer shopping in Fujian province?; (10) What kind of items have you bought in Fujian province?; (11) What kind of night life/entertainment have you experienced in Fujian province, if any; The last type were open questions: (1) How much time did you spend in Fujian province?; (2) What image do you associate with Fujian province as a tourist destination?; (3) In your opinion, what key product should be communicated internationally by Fujian province for promoting this province as a touristic destination?

2.3. Findings and discussion

All the respondents were of legal age, they did not include tourists from mainland China and they were coming from over fifty countries/regions, as can be seen in Figure 1. 36% of 'others' are marking countries with only one respondent.

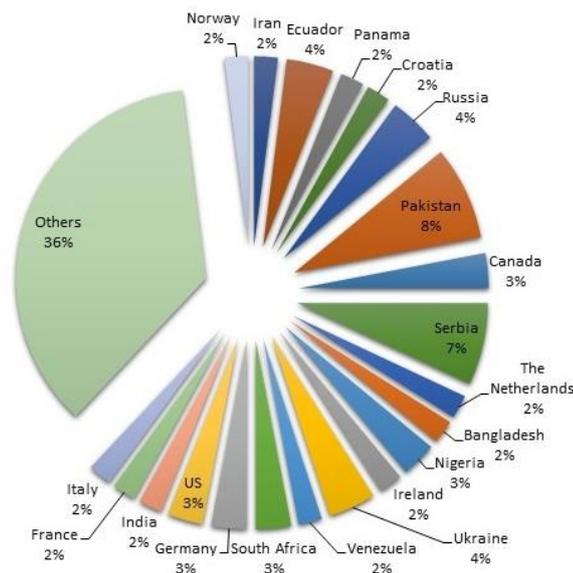


Fig. 2 Respondents' country of origin

Source: Authors' calculations

When asked what was the purpose of their visit to Fujian province, most of the respondents said holidays, 50.5%; in the second place is study or research; after that is work; and the least amount of travelers visited Fujian because of friends or relatives, Figure 2.

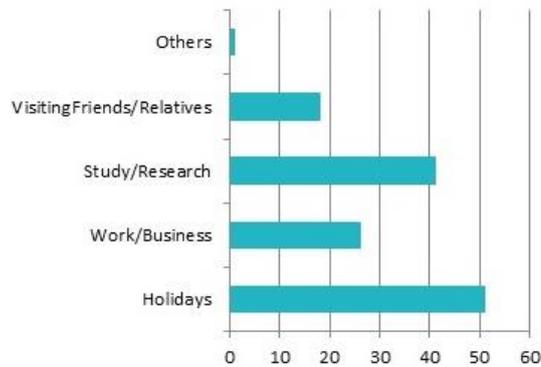


Fig. 3 Purpose of visits

Source: Authors' calculations

In terms of the reasons why Fujian province was the destination chosen for holidays, natural scenery got the highest rating with an average of 4.44 out of 5 and tea culture got the lowest rating with an average of 3.41 which means that even though tea is one of Fujian province's most valued treasures, foreign tourists are still not that interested in exploring tea culture in Fujian. But the respondents in the open question about what key product should be communicated internationally by Fujian province for promoting this province as a touristic destination, put tea as one of the top products, so this means that tea culture is valued but the promotion of it is not very good and that is the reason for tea culture to get the lowest rating. In an open question about which products of Fujian province should be communicated internationally, 61 respondents suggested tea, 26 traditional foods (minority nationality food, sea food especially fish) and 7 suggested rice wine which is a special product of this area, made my locals called Minnan people. Sometimes the image of a tourism destination promoted and the image tourists get from that promotion can be different. That is why destination branding is necessary to be questioned from time to time so it will be known what image tourists actually have about some destinations (Ekinc, 2003).

In terms of the attractiveness of the destination, the results show that most of the respondents gave rating 7 and also rating 8 is the second highest rating, on a scale of 1-10 (very poor to very attractive), as can be seen in Figure 4. Attractiveness of the destination and influence of destination image in traveler's satisfaction has been researched plenty of times and it has a psychological background. Tourists are severely affected by the destination image when choosing their destination but also when experiencing it first-hand (Chon, 1990).

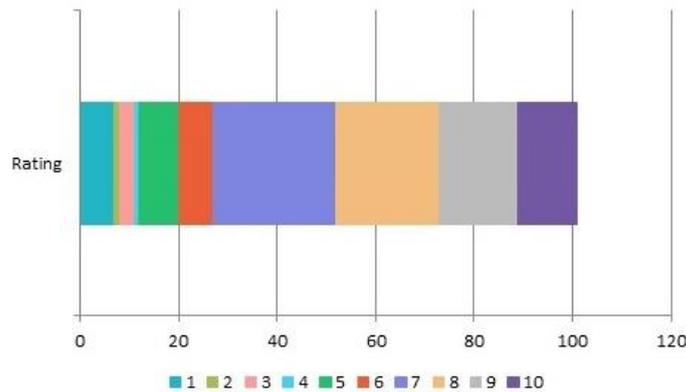


Fig. 4 Quality of the experience
Source: Authors' calculations

Regarding the product offer respondents were asked to rate the quality of tourism elements in Fujian province on a scale from very poor to very good. The best-rated elements were nature and tea, and the worst rated were costal tourism and gastronomy, the reason for them being worst rated is because costal tourism in Fujian province is not that developed and well promoted and the problem with gastronomy is not enough special type of restaurants. For example, there are not enough halal restaurants, vegetarian restaurants and people with these and other kinds of special diets had some problems finding an appropriate restaurant for their meals. Sometimes their only option is to prepare food on their own or eat only some simple dishes because of the lack of these kinds of restaurants, as it can be seen in Figure 5.

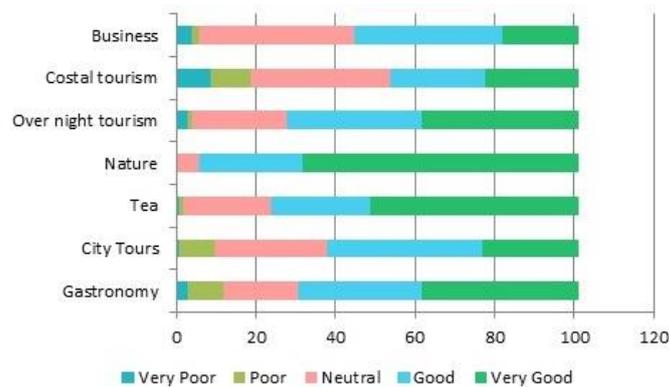


Fig. 5 Tourism interests
Source: Authors' calculations

In terms of the international tourism promotional campaigns of Fujian province to assess participants' opinion on this matter, they were asked to rate on a scale from 1 to 5

(1 being the poor 5 being very good) the quality of Fujian province tourism promotional campaigns in their own countries, only 5 respondents rated the quality as very good, total average rating was 2.26, which means that the quality of promotional campaigns abroad are not that good and should improve in order to improve the destination image of Fujian and attract more international tourists.

Regarding respondents' perceptions of the quality of the Web-based and social networks international promotional campaigns of Fujian province, there has been a negative review, most participants assessing the quality of different platforms rated in on a scale of 1-10 (Table 1). Most of the platforms received a negative review with Weibo and Twitter getting the lowest scores and WeChat and Instagram getting the best, but still it is not considered that successful. Respondents are from different countries but still in all of these countries promotional campaigns are done quite poorly which is a big obstacle for making Fujian province an international tourist destination.

Table 1 Quality of promotional campaigns of Fujian in respondents' country of origin

	1	2	3	4	5	6	7	8	9	10
General Internet websites	20	17	18	10	6	6	8	5	5	6
Blogs	19	17	23	10	9	5	5	5	4	4
WeChat	21	15	16	8	6	10	6	6	2	11
Weibo	40	15	8	9	8	6	2	5	3	5
Facebook	23	19	14	11	11	3	8	3	3	6
Twitter	31	17	22	8	11	2	1	2	2	5
Instagram	24	14	21	11	9	5	3	2	2	10

Source: Authors' calculations

When selecting a destination for traveling, the respondents graded their main interests from 1 to 5. (1 being very important 5 being not important) The highest average importance was nature with an average of 1.61 and adventure with 2.54 and the lowest average was rest with 4.17 and health with 4.06, see Table 2. According to these results foreign tourist who visited Fujian province value nature the most so in future nature should be the most important factor in promotion of Fujian as a tourist destination. Image destination is composed from many different variables so besides promoting only one factor other ones with strong appeal to tourists should also be included in the promo campaign (Ban, 2008).

Table 2 Factors which influence choosing of a destination

	1	2	3	4	5	Average
Nature	61	21	7	1	5	1.61
Adventure	9	42	24	11	4	2.54
Night life	5	5	19	7	10	3.26
Culture	8	20	30	32	4	3.04
Health	2	2	3	13	15	4.06
Religion	6	2	1	9	6	3.29
Rest	3	1	8	12	28	4.17
Sport	2	1	1	9	10	4.04
Visiting friends/relatives	2	4	5	4	16	3.90

Source: Authors' calculations

According to the results, problems/difficulties foreign tourists encounter when choosing travel destination are prices and language difficulties. Language difficulty problem can be extended to whole China, not only Fujian province. Limited English language skills of the personnel working in the tourism industry, limited access to online maps in English language and also lack of English language public transportation signs. All of this creates a language barrier for foreign tourists who cannot speak Chinese and makes it difficult for finding their way around without a help from a Chinese-speaking person.

One of the differences between Chinese and foreign tourists is that Chinese tourists prefer to have their trips arranged by an agency and foreign tourists prefer to arrange the trips by themselves which this research also proves. 80% of the respondents of this questionnaire said that when coming to Fujian province they arranged the trips by themselves and only 20% had their trips arranged by an agency.

Respondents answered an open question on how long did they stay in Fujian province and according to their answers they were classified into five groups. The most respondents 32% were in Fujian for more than six months, 27% of respondents stayed in Fujian province up to 10 days, 11 days to 1 month and 1 month to 6 months the total of 40% marked as their answer, which means 20% from the each group. There was also 1% who did not want to disclose how long they stayed in Fujian province, as can be seen in Figure 6.

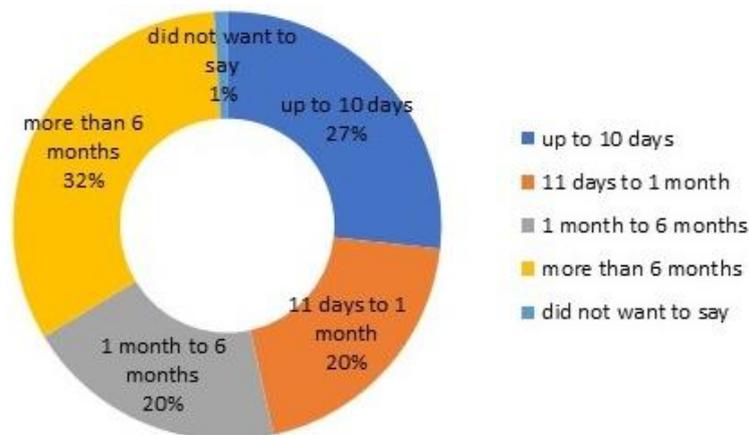


Fig. 6 Time spent in Fujian province

Source: Authors' calculations

As to where the respondents travelled within Fujian province most of them visited Fuzhou, which is not surprising since the base location of this research is in Fuzhou, after that is Xiamen, Fujian Tulu, also called Fujian earthen buildings and Wuyi Mountain, see Table 3. Besides the options given in the questionnaire some of the respondents also visited Putian, Taining, Pingtan and others. Even though Tea fields of Anxi county was not in the top places respondents visited, still a fair amount of tourists visited it. Anxi County is considered to be “Tea Capital of South Fujian” and because of it, it deserves better promotion as a touristic destination. Amongst domestic tourists Anxi is one of the must visit places in Fujian province but a lot of interviewed foreign tourist never even

heard of this place. It is essential that promotional campaigns aiming at international markets are created to appeal to the interests of more international tourists.

Table 3 Places visited by respondents

Places	Number of the respondents
Fuzhou	73
Xiamen	58
Quanzhou	24
Zhangzhou	20
Wuyi Mountain	31
Tea fields of Anxi county	15
Fujian Tulou (Fujian earthen buildings)	33
Others	14

Source: Authors' calculations

A lot of variables can affect the satisfaction rate of tourists; one of these variables is cultural background (Weiermair, 2000). In case of Fujian province, respondents rated food and drinks with an average grade 3.83, on 1 to 5 rating scale, but it is quite interesting that people coming from different cultural backgrounds rated this factor differently. People with special kinds of diets (halal, vegetarian, kosher) rated food and drinks in Fujian very low, but on the other hand people who do not follow any kind of special diets or do not have any allergies rated food and drinks in Fujian very high. From this we can see that the food and drinks are not problems in Fujian, however the variety of choices for special diets are limited. In order to accommodate equally people with different kind of needs, it is necessary to have a bigger variety of restaurants or more options in menus. Safety has been rated the highest, which is very good but the language barrier has been rated lowest and it needs to improve.

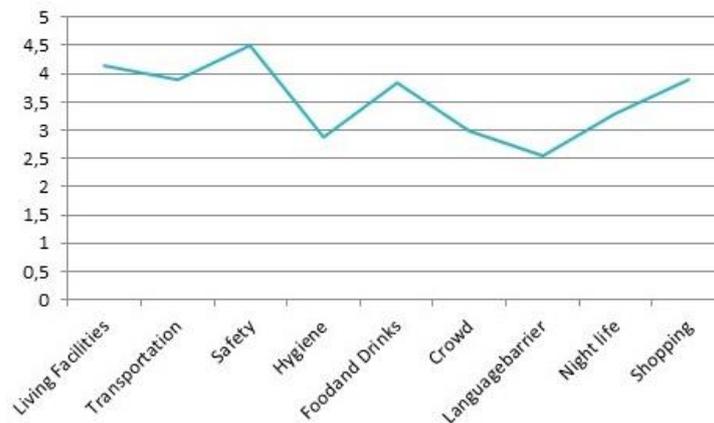


Fig. 7 Satisfaction rate of tourism factors

Source: Authors' calculations

CONCLUSION

Clearly the image of Fujian province from foreign tourists' perspective has a lot of space to improve but still overall it can be said that the image is positive. According to current situation, we are forced to reflect on how foreign tourists are behaving while traveling in Fujian province and what the main obstacles they face are.

In the case of Fujian province, according to the results collected in this research, foreign tourists come to Fujian from all over the world and most of them were visiting Fujian for holidays. Even though the promotional campaigns of Fujian province in other countries are not considered that good, most of the respondents expressed that Fujian province is an attractive destination to them and they were pretty happy with the quality of the services in Fujian. Moreover, it has been discovered that the main reason for choosing Fujian province as their destination are the natural resources this province in China has. This research has included foreign travelers who have spent different amount of time in Fujian but most of them express that one of the main problems they face is language barrier. There is only a small amount of travelers who did not note to have faced language barrier, so it is presumed that these respondents have some Chinese language knowledge or are with someone with the knowledge of Chinese. In order to attract more foreign tourists and better accommodate the current ones employees in tourism related businesses should improve their English skills and also road signs, maps, menus should have an option in English, in this way all of the possible language barrier problems can be avoided. This can help Fujian province but also other regions in China improve their foreign tourists flow.

Food can also be a very big problem for some tourists with special diets for example for people with a vegetarian diet, halal diet, kosher diet or if they are allergic to some foods, this should also be a focus when thinking of attracting more foreign tourists. Because of health, religion, allergies some people are not allowed to eat certain foods so there should be more restaurants which offer these kinds of special meals. In a current situation most of the tourists with special diets are avoiding eating out because there are not enough places for these kinds of meals. Since food and also drinks are one of the most important factors of tourism industry, it is necessary to try to accommodate the needs of all the tourists.

In the case of Fujian province, according to the results that have been obtained, there are products that should be a certain option in tourism offer of Fujian province, as they might help reverse any negative perceptions associated with conjectural factors. The example shown here, which associate the image of Fujian to tea, emerges as a positive message for Fujianese tourism, highlighting recent efforts in the international promotion and distribution of this product.

This conclusion leads us to another reflection on the value chain of tourism and the impact it may have on the destinations' image and development. Because tourism is a sector with a bidirectional character – highly dependent on other sectors of the economy, while contributing to the growth of these – it is desirable that the definition of tourism policies and its implementation is aligned with all stakeholders, especially those who may be part of the tourist experience in a perspective of competitive differentiation. The synergies of a joint tourism strategy among key stakeholders of the tourism industry, contribute to maintain a strong image, allowing for the creation of an experience that exceeds the expectations of visitors and stimulates the desire for new visits, while

clarifying positioning issues, which are the most difficult to resolve in the development of destination tourism strategies.

LIMITATIONS AND POSSIBLE FUTURE RESEARCH

One of the limitations of this research is that data has not been monitored in a longer period of time so we cannot compare results as in longitudinal study. In order to improve that, it would be good to include that into the future research so the changes over time can be monitored. In this way we can follow the flow of foreign tourists in Fujian province and also collect the data about their satisfaction. Also one of the limitations of this research is that most of the respondents, we can say almost all of them have visited Fujian province at least for some time but it would be also interesting and useful to see how people who have not visited Fujian perceive it. This is also a future direction for this research, to spread the spectrum of respondents in order to get a fuller picture of how all internationals see Fujian and how that image can be improved. Tourists being informed about the destination before and after coming are one of the very important market components. So it necessary to cover all the bases, which means to be informed in detail of how both tourists who have and who have not visited a destination think (Stanciulescu, 2008). All of this tourism market research is done with the purpose of finding out what tourists think so things can improve, this paper only scratched the surface on what the problems of foreigners traveling in Fujian are but solutions to these problems can be an important piece of puzzle for future work.

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MARKETINŠKI IDENTITET PROVINCIJE FUĐEN KAO TURISTIČKE DESTINACIJE – KROZ PERSPEKTIVU STRANACA

Uticaj marketinškog identiteta destinacije na ponašanje turista je bilo tema mnogih istraživanja. Cilj ovog članka je identifikacija marketinškog identiteta Fuđen provincije kao turističke destinacije na međunarodnim tržištima, kao potpora za nalaženje rešenja kako poboljšati turističko iskustvo za strane turističke. Kao osnova analize uzimaju se rezultati ankete u elektronskom obliku dobijenim od stranaca koji su posetili ili živeli u provinciji Fuđen, kao i intervjui. Sveukupan marketinški identitet provincije Fuđen je pozitivan, gde je 50,5% ispitanika odgovorilo da je glavni razlog posete Fuđen provincije odmor, 20% ispitanika je koristilo turističku agenciju za planiranje puta, 32% je provelo u provinciji Fuđen više od šest meseci i „priroda” je navedena kao glavni atribut destinacije koji može koristiti u međunarodnoj promociji. Rezultati mogu ukazivati na potrebu za uvođenjem novih elemenata u marketinšku strategiju. Međunarodno turističko tržište prepoznaje i ceni ovu destinaciju. Prikazana razmišljanja mogu biti od velike koristi za donošenje odluka o unapređenju međunarodnog turizma. Ovaj članak analizira kako strani turisti doživljavaju provinciju Fuđen, što do sada nije bilo urađeno, a to je prvi korak u poboljšanju međunarodnog marketinškog identiteta provincije Fuđen koji će biti od pomoći u privlačenju turista iz inostranstva.

Ključne reči: provincija Fuđen, marketinški identitet, trendovi ponašanja potrošača, promotivne kampanje