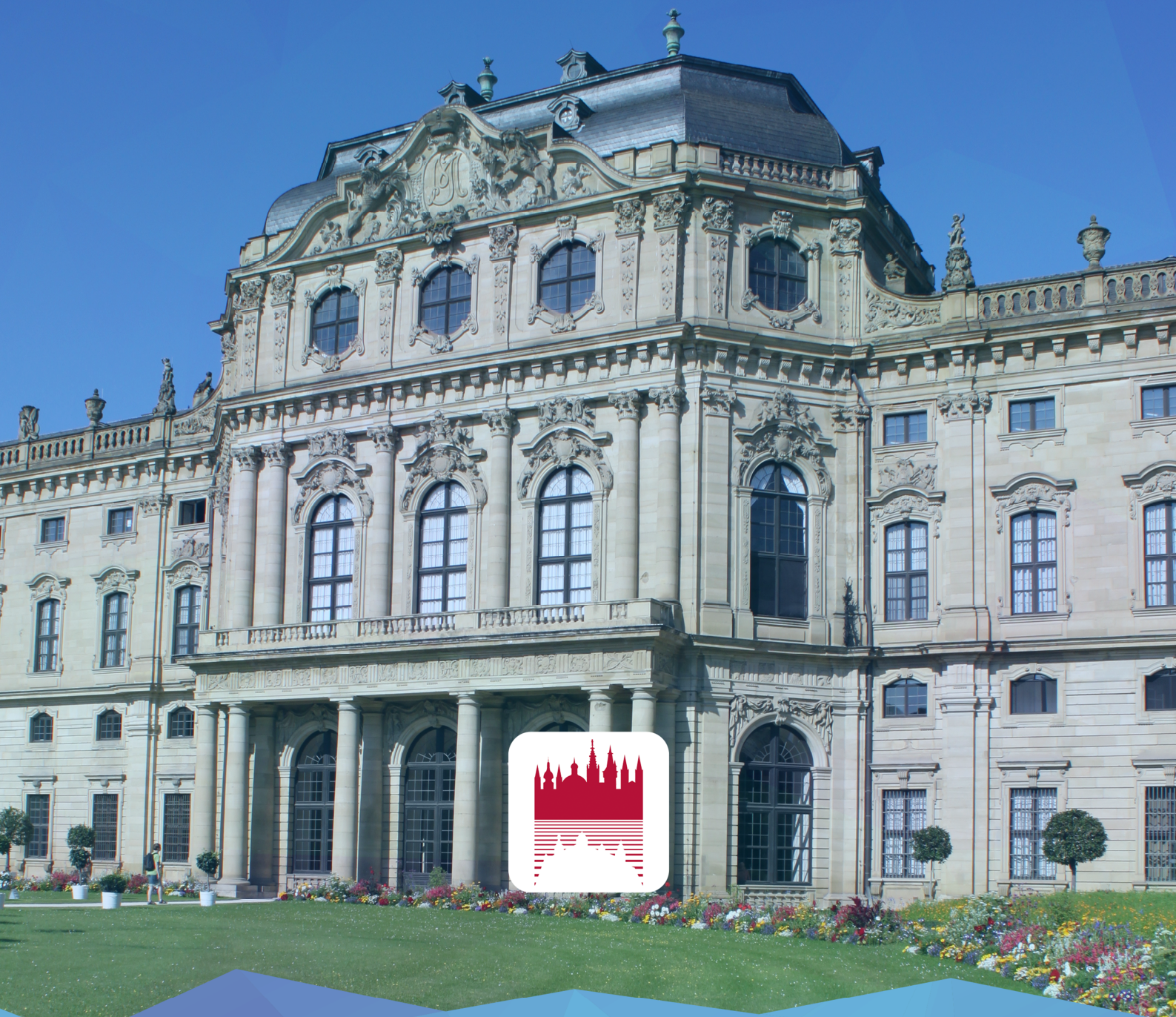


# Tourism in Würzburg

*Suggestions on how to enhance  
the travel experience for Chinese tourists*



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*Suggestions on how to enhance the travel  
experience for Chinese tourists*

A student project at the  
Julius-Maximilian-University Würzburg



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## 1. Preface

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On the 21st of October 2016, within the framework of the Case Study seminar at the China Business and Economics Chair of the Julius-Maximilians-University Würzburg a joint project with the head of the Marketing department of the city Würzburg, Mr. Jürgen Ludwig was launched. The project team members comprised of 31 Master students from the Master of Science degree China Business and Economics and the Master of Arts degree China Language and Economy.

The project was named 'Tourism in Würzburg' and its aim was to propose recommendations on 'how to enhance the travel experience for Chinese tourists'. More specifically, the focus was to provide suggestions on how to enhance the availability of tourist information in Chinese and how to improve the travel planning for Chinese tourists at home and during their visit in Würzburg.

The project team members were divided into five teams, each with a respective team leader. The teams focused on User Experience Research, Market Research, Content, Design and Technical Support.

This manual is a complete summary of the project teams' findings and suggestions. In the following sections, each team will illustrate their methods, approaches and final results.

The User Experience Research team was responsible for the primary project

phase. It collected qualitative data through street and online surveys and evaluated existing data from previous studies. Furthermore, the User Experience Research team gathered feedback on the new and customised Würzburg City App which was developed by the Design team.

The Market Research team conducted a quantitative analysis of transportation methods, sightseeing locations and restaurants in Würzburg. Furthermore, Würzburg's competitive advantage was evaluated by means of a SWOT analysis, which compared Würzburg to five other cities in Bavaria.

The Content team's main task was to create value from the results of the User Experience and Market Research teams. Thereby, the students intended to increase the availability of tourist information in Chinese as well as to enhance the city's online presentation with relevant, local and customized information.

The Design team developed a new Würzburg City App for the Chinese tourists. Based on the findings of the Content team, this version of the application specifically contains relevant and customized information that suit the specific needs of the intended users. Furthermore, the Design team was responsible for the design of this manual.

The Technical Support team provided technical assistance surrounding the project management tool 'Teamwork'.

The participants of the Case Study seminar would like to thank the efforts and collaboration of the Marketing department of the city Würzburg and hope that the results presented in the upcoming sections can provide the city with useful information. The contributors

of this manual hope that the gathered information can help to generate new and creative ideas to improve the travel experience for Chinese tourists. This information could eventually be adapted for tourists from other countries.

## Project team members

### *Project Owners*

Maximilian Dullo, Andrea Funk

### *Project Manager*

Neda Amir-Alikhani

### *User Experience Research team*

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Members:

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Lukas van Below

Members:

Daria Antipova, Tina Krizmancic

## 2. Findings of the User Experience Team

The user experience team, which consisted of seven individuals, was responsible for gathering data that would be analysed and processed by other teams at later stages of the project. We identified several sources of data, each listed as a bullet point below.

### 2.1. Street and online surveys

We headed out in small teams throughout November to find Chinese tourists in Würzburg. We had designed a survey that would make it as easy and convenient as possible for Chinese tourists to describe their reasons for visiting, their impressions of Würzburg, as well as their suggestions on how Würzburg could improve in order to make their stay more enjoyable. In order to substantiate our findings from the street survey, we also published the survey online, via the social networking application WeChat. The results described below are the combined results from both the street and online surveys. (see appendix A/B for surveys)

Our survey revealed that the average Chinese tourist is female and between 20 and 30 years old. They usually only stay for one day or less, but 46 percent tend to hire an English-speaking local tour guide for the duration of their stay. Their favourite activities in Würzburg include trying the local wine and enjoying the scenery. When asked, most Chinese tourists said that Würzburg (as a holiday destination) was

recommended to them by their family and friends who had been there before. Chinese tourists also use the Internet as a major source of information on potential travel destinations within Germany.

The 47 respondents in our survey indicated that they mostly used Google Maps to navigate around the city. City maps and timetables for public transport were rarely used. 40 percent of the Chinese tourists said they had not been shopping in Würzburg. Some complained that there were insufficient promotions or discounts that could have enticed them to shop in Würzburg. 45 percent of Chinese tourists were happy with the restaurants they had frequented in Würzburg, but 25 percent indicated they had had trouble understanding the menus.

### 2.2. Heidelberg Master Thesis

By chance a friend of one of the team members had researched a similar project for her Master thesis for the city of Heidelberg. For reason that Würzburg and Heidelberg show very similar characteristics as they are both historical cities with plenty of tourist spots, we thought it could not harm to search for correlations. The over 300 respondents for this thesis (also including street and online surveys) indicated that a city website in Chinese would be useful for Chinese tourists to navigate around the city and find out about activities, promotions and the history of the place they are visiting. The importance of the Internet was reiterated by the Chinese tourists' desire for more Wifi hotspots

throughout the city, but especially in restaurants, cafés and hotels.

The thesis confirmed our findings of the average Chinese tourist being female, young and additionally highly educated, with an average income of approximately 1.300 Euros a month. The findings also indicated a new trend amongst Chinese tourists of travelling individually or in smaller groups. There seems to be an increased desire among Chinese tourists to 'go off the beaten track' and experience something mainstream travellers don't – which is to have a true cultural experience. Cities in Germany should prepare for smaller groups and individual tourists from China in the future.

### *2.3. Würzburg Master Thesis*

Moreover, we also relied on the results obtained from a Master thesis conducted by a Chinese student here in Würzburg. She also conducted 45 surveys here in Würzburg and her results mirror those obtained from the Master thesis in Heidelberg, as well as our own findings. The general trend of travelling outside of tourist groups was confirmed, with almost 90 percent of the tourists questioned travelling on their own or in small groups. The average tourist in this thesis is once again female, young, well-travelled and highly educated. Most tourists indicated that they would be spending between one and two weeks in Germany, but that Germany was only one of many countries they were planning to visit. Tourists indicated that their main reasons for travelling to Germany were to see the sights, followed

by nature and shopping. The tourists also stated that they usually spent more than 70 Euros a day and over 40 percent said they spent in excess of 800 Euros throughout their entire stay in Germany. The tourists mainly spent their money on clothing, health care products, bags and jewellery.

The respondents in this thesis also stressed the importance of Wifi hotspots throughout the city. 74 percent of the respondents used a guidebook, but additionally relied heavily on apps such as Google maps and WeChat to get around. Interestingly, the thesis also inquired about the main problems tourists experienced when travelling to Germany. The most annoying issue the Chinese tourists cited was the language barrier, followed by traffic and infrastructure problems. 62 percent indicated they feared a terrorist attack and were concerned for their security during their stay in Germany. Most importantly 93 percent indicated that they would like to return to Germany in the future.

### *2.4. Feedback*

Finally, we asked potential customer groups for their opinion and possible future steps. As none of the agencies we contacted responded to our request, we cannot make any statement about whether they agree with our results or not. The assessment of the offline app mainly focuses on our circle of friends. This includes young male and female adults and in some cases their parents. Luckily there was a professional designer among our friends, through whom we received



in-depth feedback. Following our evaluation, the feedback was forwarded to the design team in order to give them a closer insight into the customer's requirements.

Most of the respondents especially liked the product design for its simplicity and ease of use. Regarding the area food and beverages, some respondents wished to have a comment function included to benefit from the experience of previous customers. Moreover they appreciate the free vouchers offered by selected restaurants and hoped for additional promotion activities to be incorporated. Another recommendation is to have a public transport timetable, as well as a button for hotels included into the app. One respondent recommended Weibo should be used as a potential way to increase the scope of marketing and distribution. Another respondent stressed that local Chinese could be consulted and engaged as tourist guides or advisors.

### 3. Findings of the Market Research Team

#### 3.1. Introduction

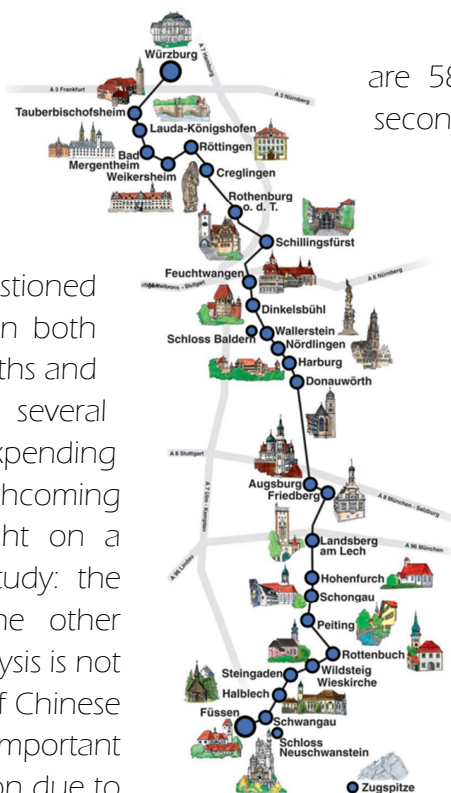
As the case study proposition was stated: "How to improve the travel experience in Würzburg for Chinese tourists", the Marketing team started to search different channels for the analysis. First the entire team supported the User Experience team by helping conduct street surveys. After the User Experience's survey was released on only qualitative

data, the Marketing team decided to conduct an analysis on quantitative data. The Marketing team then acclimated to a much-suited name, the Market Research team. The Market Research team first subsidized the team into its diverse language advantage. The division was done between two groups within the team, the Quantitative Analysis team and the Competitive Analysis team. Both methods of analysis were based on social inquiry and given sample data.

The Quantitative Analysis team's main purpose was the quantification of data. The data from online channels of examination allowed generalizations from debriefing sample measurements of the frequency of numerous reviews, likes, opinions or comments in a given sample. The micro level measurements were obtained by examining Chinese tourist online platforms, where the given data sample was taken from. All the data collected in this analysis is written in Chinese. Those who wrote in the platforms are Chinese natives who had experienced traveling to and in Würzburg. The analysis assumes that those Chinese travelers are in the age range of 20 to 35. Those Chinese online platforms used mixed-criteria in which only the Market Research team members who speak Chinese as their first language could find calculations for the report. The feedbacks of those travel online platforms are crucial to help expand any further improvements.

The Competitive Analysis team's main purpose was the conduction of SWOT Analysis. SWOT is an acronym

used to identify the strengths, weakness, opportunity and threats that are strategic factor for a specific organization. In this macro level analysis, the team questioned Würzburg's core competence in both defensive to improve any strengths and offensive to extinguish several weaknesses while expending opportunities and removing forthcoming threats. This analysis sheds light on a different aspect of the case study: the tourist competition among the other cities. The motivation of this analysis is not only help enhance the quality of Chinese tourists, but also add another important aspect of Würzburg's competition due to the fact that one of the limitations of the Chinese tourists is the time spent in Germany or in Europe.



are 58 travel diaries used as secondary sources.

Within the travel diaries, 60% of travelers (38 of the 58 travel diaries) mentioned Würzburg as their first stop while traveling on the Romantic Road. Most chose to visit Würzburg because of this prominent location.

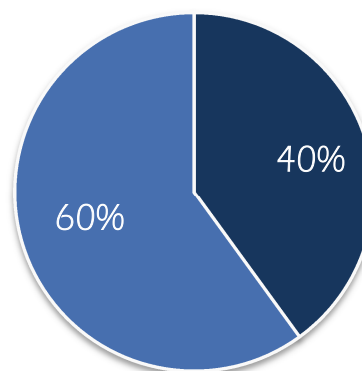
### 3.2. Quantitative Analysis

#### 3.2.a) Transportation Analysis: Traveling to and in Würzburg

According to online data, the first and most important question for Chinese individual tourists traveling to Europe is which route to take. This question is important because the route chosen will influence how long the travel will be, how many areas to be visited, how they will travel, and how much it will cost.

The Top 5 Chinese travel websites and their online travel diaries have been used to research the route of Chinese tourists, including Mafengwo, Qiongyou, Yododo, Baidu and Tuniu. In total, there

Romantic Road

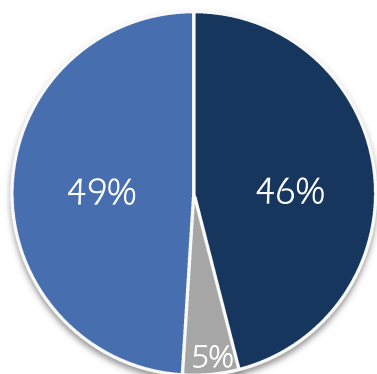


■ Mentioned ■ Not mentioned

From the 58 travel diaries, 51% travelers decided to make Würzburg a connection city between Frankfurt and Rothenburg. 49% of the reviews mentioned the direct connection and 5% of the reviews mentioned an indirect connection to Rothenburg. Most travelers arrived in Frankfurt, and drive in a rental

car to Würzburg for a two-hour to half-day stop in Würzburg before driving to their final destination, Rothenburg.

Connection with Rothenburg

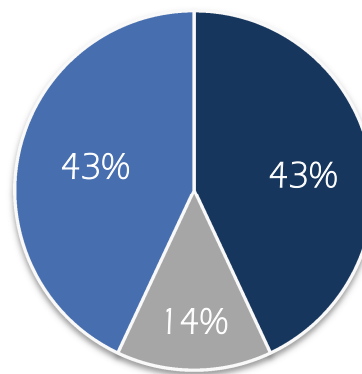


■ Direct ■ Indirect ■ No connection

The following chart illustrates transportation method used while traveling in Germany. 43% of Chinese travelers decided to rent a car during the visit to Germany. By comparison, only 5% of travelers used trains as an alternative transportation method, those travelers mainly chose the Bayern Ticket or some other discount ticket. The other 43% of travelers did not mention their preferences. In the travel diaries, there were two reasons for renting a car. One reason is that Germany is famous for its unlimited speed highways (autobahn) with no tolls; five of the travelers mentioned that they would like to experience those highways. Another reason for this preference is freedom and convenience; two travelers mentioned that traveling with a car was much easier. The data shows that the majority of the travelers rented a car after their arrival at

Frankfurt International Airport. Online platforms confirmed that Chinese tourists select the car rental services prior to their departure from China. The use of this service is obtained through Chinese websites such as Zuzuche and Ctrip. Furthermore, two international car rental services websites are used such as Sixt and Hertz. The online data allows the analysis to assume that the transportation method is very important to be planned in advance.

Transportation Tools



■ Car Renting ■ Train ■ Not Mentioned

**Recommendations:** The top five Chinese travel websites show that the most important factor for Chinese traveling to Europe is the route. When managing limited travel time, Würzburg is a perfect connection city between bigger nearby cities with international airports. By connecting the Romantic Road travel preference with Würzburg's "Welcome Card" as the first stop of Romantic Road, could lead to clarification for this route selection. Convenience and unlimited speed highway are the main reasons why travelers prefer to use car rental service.

Nevertheless, the online analysis assumes that the majority of the writers of the online travel diaries are in the age range of 20 to 35. Those travellers show a higher interest on self-planning and unconventional travel strategies; therefore advertising freedom to adventure would appeal to those platform consumers. Those travellers might not be familiar with the German traffic sign system; therefore, enhancing the parking sign circulation in Würzburg could decrease the number of parking concerns as they arrive to the city.

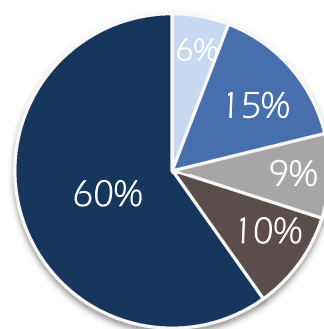
### 3.2.b) Sightseeing Analysis

The sightseeing analysis was collected through online reviews, likes, comments and opinions. The quantitative online data was calculated using Chinese travel websites. The data given was only available from 2014 to 2016. The findings are illustrated in five different pie charts. Each of them separately showed two to five different characteristics of the five most famous sightseeing locations in Würzburg. (Note: Data collection and measurements of the sightseeing analysis is located in the appendix D.)

#### Würzburger Residenz

When analyzing the data, Würzburger Residenz was the top scenic location in Würzburg. It is the most recommended location by Chinese tourists, a total of 137 related reviews (77 reviews on Qyer 穷游, 57 reviews on Mafengwo 马蜂窝 and 3 reviews on Baidu Trip 百度旅游). Würzburger Residenz has gained the highest attention on Chinese mainstream travel websites.

Würzburger Residenz



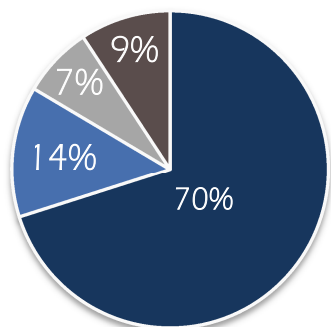
- Good English language service
- No Chinese language service
- High price
- No photo in the palace
- Beautiful scenery

According to those websites, the data was calculated among the five most significant characteristics of Chinese tourists' preferences. An estimated 60% of Chinese tourists praised the scenic beauty of this Residenz. Furthermore, 15% of Chinese tourists respectively complained that there is no Chinese language service provided; however, 6% wrote that there is a sufficient English language service available. 10% of those tourists also mentioned that there is no allowance of photographing the inside of Residenz and the remaining 9% reviews of tourists brought the attention of the high price of the entrance fee.

#### Festung Marienberg

When analyzing the online data, Festung Marienberg was the second highest recommended sightseeing location. It received a total of 97 reviews (71 reviews on Qyer 穷游 and 26 reviews on Mafengwo 马蜂窝).

Festung Marienberg



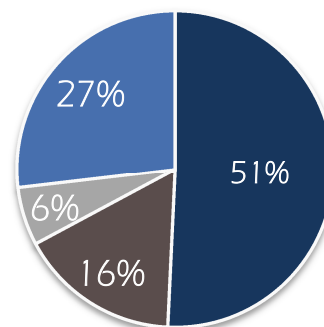
- Good overall city view
- Free
- Convenient location
- Few tourists

Surprisingly, there are hardly any negative reviews that could be found on Chinese mainstream travel websites. According to those websites, the data was calculated the same way for all of the sightseeing locations. The five most significant characteristics of Chinese tourists' preferences in Festung Marienberg showed approximately 70% of Chinese tourists selecting this location as the perfect place to see the overall city skyline. Additionally, 14% of the reviews liked free entrance and the data calculated, the 9% left with good impression of just few tourist in Festung Marienberg. 7% of the reviews remaining highlighted the convenient location for shopping opportunities.

### Alte Mainbrücke

As the data kept increasing, Alte Mainbrücke was the third best scenic location. According to the five most significant characteristics, the Chinese travel websites had a total of 67 reviews.

Alte Mainbrücke



- Beautiful view
- Good atmosphere
- Lots of tourists
- Historical

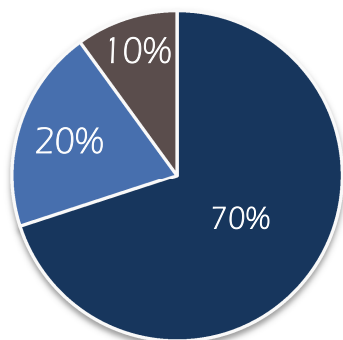
About 51% of the Chinese tourists' reviews praised the Alte Mainbrücke's beautiful landscape and 27% of reviews commented that they enjoy historical ambience. Furthermore, 16% of the reviews of the Chinese tourists enthusiastically revealed the European atmosphere with local attributes such as the people and the wine. However, 6% of the reviews complained the bridge is too crowded.

### Würzburger Dom St Kilian

The fourth scenic location reviewed by Chinese tourists was Würzburger Dom St Kilian. The reviews of Würzburger Dom St Kilian were only found in Qyer 穷游, with the total number of 22 reviews. Except the top three sightseeing locations that are mentioned above, the rest of the locations are not well known by Chinese tourists. According to the lack of reviews on the Chinese mainstream travel websites, it could be predicted that those

tourists who have been to Würzburg have hardly been to other than those main three sightseeing locations.

Würzburger Dom St Kilian



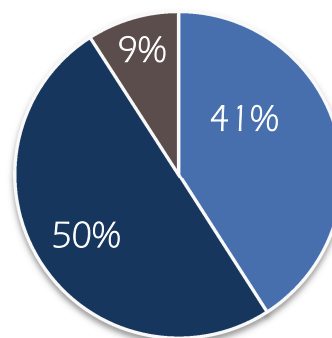
- Historical
- Excellent interior decoration
- Nothing special

Although Chinese tourists rarely visit the Würzburger Dom St Kilian, there are approximately 90% favorable comments. 70% of the reviews respectively praised its long historical significance and 20% of tourists admired the excellence of interior decoration. The remaining 10% of Chinese tourists did not showed any attractiveness to the Dom

### Marienkappelle

When evaluating the online data, the last but not least scenic location was the Marienkappelle. The only reviews found this sightseeing location were collected in Oyer 穷游. There were only 20 reviews found. This makes the speculation that this location is not on the list of top preference for Chinese travellers.

Marienkappelle



- Excellent interior decoration
- Pretty
- Surrounded by shops and restaurant

Being the least favorite sightseeing location, yet there were still a limited number of reviews able to be calculated. 50% of Chinese tourists mentioned the beauty of landscape and 41% of the reviews admired the interior decoration as excellent elements of the visit. The remaining 9% of Chinese tourists mentioned the convenient location of Marienkappelle as it is surrounded by shops and restaurants.

### Recommendations

The data analysis illustrates that Würzburg has high-quality sightseeing attractions. Many of reviews of these sightseeing locations received the recognition of Chinese tourists mainstream websites, as the online data was gathered.

Due to the language barrier, the analysis highly recommends to include a Chinese language guide service to enhance the quality of the Chinese

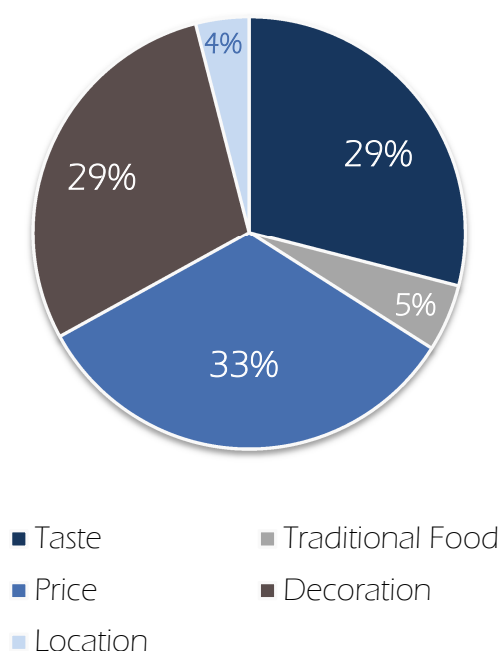
tourists. Adding to this suggestion, an online version of Würzburg's city map could be valuable for the all of the sightseeing locations.

Considering the least favorite scenic locations, the sightseeing analysis suggest to promote a special city-tour ticket, which not only includes the top three locations but also encourages Chinese tourists to visit the remaining sightseeing locations. The suggestion could be promoted as an example of the purchase of one of the three top location tickets in which allows tourists to visit another location by slightly less entrance fee. This suggestion could be used by all tourists, not only Chinese tourists.

### 3.2.c) Restaurants

When evaluating the data, the printed copy city map of Würzburg's Tourist Information Office was the principal resource for this analysis. This map is also written Chinese and it is currently provided to Chinese tourists while they are traveling in Würzburg. The selections of the pointed restaurants are located on this city map. Those pointed restaurants were Backöfele, Juliusspital Weinstuben, Marktbarbl, Würzburger Ratskeller, Stachel ,Vogelpeter, Alte Mainmühle, Market Square, and Alter Kranen separately. The pie chart below illustrates five characteristics of German restaurants in Würzburg in which Chinese tourist had recommended from 2014 to 2016.

2014-2016 Chinese tourists' online reviews--Restaurants



Those restaurants were analyzed from the top three largest travel websites in China. Those websites are Mafengwo(马蜂窝), Tuniu(途牛), and Qunaer(去哪儿). In this online study, the key words or features were extracted from those reviews and then converted it into quantitative information. The online platforms indicated that from 2014 onwards, Chinese tourists started to write online comments about those pointed restaurants in Würzburg; there are no comments before that time.

There are a total of 30 reviews about Juliusspital Weinstuben and Alte Mainmühle. Juliusspital Weinstuben took the highest score of recommended restaurants with 296 likes. The second highest score of recommended restaurants was Alte Mainmühle with 258

likes. The Chinese tourists highlighted the interior decorations in those restaurants counting 29% of the reviews. 33% of the reviews indicated that the high price was relevant to their visit, 29% of the reviews remarked the taste, and 5% of the review enjoyed having traditional German cuisine. Furthermore, 4% of the reviews suggested how good the location was. The indication from this pie chart shows a significant number of the Chinese tourists who distressed the high price; however, some Chinese tourists are rather concerned about the restaurant's location and length from and to the sightseeing locations. (Data collection and measurement of the restaurant analysis located in appendix D.)

#### Phone Inquiry Approach to German Restaurant about Chinese Tourist:

- Backöfele - could not be reached by telephone
- Julisspital Weinstuben - see below
- Marktbärbel - permanently closed
- Wüzbürger Ratskeller - no time to give an interview
- Stachel - could not be reached by telephone
- Vogelpeter - permanently closed
- Alte Mainmühle - see below
- Market Square - not contacted

The following table is the questions and answers of a phone questionnaires the Market Research team conducted to those pointed restaurants listed on the next page.

#### Recommendations:

There are still some restaurants that are unknown to Chinese tourists. Advertisements for those restaurants should be created and made more accessible to Chinese tourists. Chinese people are more price-sensitive when traveling to countries with a high currency exchange rate. In addition, more discounts from the "Welcome Card" restaurants' listed could be vital to attract more Chinese tourists.

#### Top wineries

Burgerspital zum Heiligen Geist and Staatlicher Hofkeller Würzburg are recommended wineries by the Chinese Wine information website (中国酒葡萄资讯网) and Wine World website (红酒世界). Both of the websites only have the basic introductory information of these two wineries; there are no reviews by Chinese tourist yet.



	Juliusspital Weinstuben	Alter Kranen	Alte Mainmühle
What are some of the most popular dishes?	Fish and Bratwurst	Mostsuppe Schweinebraten Kranen Haxe (very famous) Kranen Schnitzel (very famous) Apfelküchle (ordered a lot)	Roast beef salad Schäuferle Roasted trout Mühlenbratwürste Franconian White-wine
How do tourists choose their preferences?	Most Chinese tourists know what they want to order because Juliusspital is mentioned in Chinese guidebooks	guidebooks with photos	translators and show on their phones the name of the dish or at least which meat they want research before they go to the restaurants and already know the name of the dish they would like to eat
Which kind of tourists:	Individual or couple Small group (Families of 4-6 persons) Tour group (Pre-ordered set meal)	Mostly travel groups (25-30 people; Contracted by some travel agencies) Small Groups (Families of Chinese students that live in Würzburg)	Individual Respectively small groups (Families) Travel groups (Pre-ordered set meal)
How do most of the tourists find this restaurant?	Internet / Guidebooks	Internet / Recommendation / Passing By	Internet
Season of Arrival:	Summer (May to November)	Every season	
Time of Arrival:	Lunch / Dinner	Lunch / Some reservations	Lunch / No reservations
Würzburg Welcome-Card:	Never used by Asian/ Chinese Tourists Not used by European Tourists	Never used by Chinese Tourists; Just common among European Tourists	Never used by Chinese Tourists
Do restaurants would appreciate a free translation of the menu?	No, because Chinese translations are already available. However, only for VIP guest such as Chinese parliamentarians or famous Chinese. Small groups or individuals speak very good English	Yes; However, just individual translations. General pictures of Franconian specialties would be too imprecise for the individual menus of the restaurants	No
Do restaurants think pictures on menu are important?	No; The travel guides also include pictures of the dishes and show the picture to the waitress	No, they use their smartphones to look for pictures	Not asked

### 3.3. Competitive Analysis

#### 3.3.a) Individual Cities SWOT

##### Würzburg's SWOT Analysis

Starting with Würzburg's core competence to improve the quality of Chinese tourists, the competitive analysis will serve as guidance to underline capabilities as a strong competitor among the other cities chosen to have advantages and disadvantages. City of Würzburg is enriching with extensive historical city culture including a world heritage and numerous sightseeing locations. Würzburg is located between Frankfurt and Nürnberg, making it easier for tourist to travel by bus, train or car. By being the first city of the famous Romantic Road, Würzburg is one of highest preference routes to visit among the Chinese tourists traveling in South Germany.

When understanding Würzburg's competitive advantage, the data was more approachable and familiar than other cities. The methods to gather the data were collected by analyzing online platforms and questionnaires. The central source was the online website created by the city itself, wuerzburg.de. Additional online presence was also collected to conduct the analysis such as Mainpost, Tripadvisor, Meine Stadt and the Bayerisches Landesamt für Statistik. To contribute a more detailed examination for the final findings, the Market Research team contacted the Head of Marketing of Congress Tourismus in Würzburg, Mr. Jürgen Ludwig. There was a phone

##### Strength

- Sixth largest city in Bavaria
- First city on the Romantic Road
- World Heritage (e.g. Residence)
- Numerous sightseeing locations
- Traditional Franconian cuisine, local Franconian wine
- Wertheim Village
- Good infrastructure (tram system)

##### Weakness

- Official tourist website not translated into Chinese
- Limited hotel capacity
- Lack of identification mark
- Not "so" famous among Chinese travelers
- Train and bus timetables unavailable in Chinese
- No city airport

##### Opportunities

- Wine tasting event for Chinese tourists
- Engagement with local universities
- Provide Chinese version of bus and train timetables
- Create identification mark (Shoppen tram, Schoppen)

##### Threats

- No subway system
- Expensive hotel accommodation
- Unexperienced business owners

inquiry and email inquiry integrated to the SWOT analysis.

## Rothenburg Ob Der Tauber's SWOT Analysis

As the transportation analysis suggested, Chinese tourist while in South Germany displayed the preference of choosing the famous Romantic Road as their route. The first destination on the Romantic Road is Würzburg and final destination is Rothenburg. Therefore, Rothenburg was chosen due to its competitive significance. A comparison between both cities is remarkable, since they share similar size (Rothenburg is smaller) and preferences among the Chinese tourists.

At the beginning of the analysis, Rothenburg's Tourist website provided relevant information for the evaluation of Chinese tourists' preferences. This information was available in German and English, giving a great overview over sightseeing, restaurants and tourist programs within the city. Analyzing travel portals and social media platforms composed the data. The following outlets collected the data: ICC Portal, Akademie für Raumforschung und Landesplanung, Germany Travel and Facebook. Furthermore, Rothenburg Tourist Information Office was contacted for an inquiry. In the inquiry contained information about annual tourist numbers, the hotel capacity and the average duration of the stay. The inquiry confirmed that Rothenburg attracts a larger amount of Chinese tourists than Würzburg. Since there was a recognition of increased numbers of Chinese tourists, the inquiry informed that Rothenburg is

### Strength

- Part of the Romantic Road
- Historical old town, city wall, cobblestone road, timbered houses
- Numerous churches and museums (St. Jakobs Church, Franziskanerkirche, Christmas museum...)
- Local Franconian cuisine (Rothenburg's snowballs) and Franconian wine & beer
- Christmas market (Reiterlesmarkt)
- Special arrangement for Sunday shopping (open on 40 Sundays)
- Chinese service retailers in some shops

### Weakness

- Official tourist website not translated into Chinese
- Limited hotel capacity
- Infrastructure within the city
- To many souvenir shops
- No Chinese speaking tour guides or tour program
- Focus on Japanese tourists

### Opportunities

- Create official tourist website in Chinese
- Focus on Chinese tourists (Chinese speaking tourist programs; Chinese speaking tour guides)

### Threats

- Loss of Chinese tourists ==> focus on Japanese tourists
- Negative incidents like Würzburg train attack unsettle Asian tourists ==> Chinese and Japanese canceled bookings
- City not prepared for Chinese tourists

planning to have a tourist website Chinese version in the future.

## Augsburg's SWOT Analysis

Augsburg was chosen as a comparative city as it is located on the Romantic Road. Augsburg, Rothenburg and Würzburg are the most important cities along in the establishment of the Romantic Road. Augsburg and Würzburg share the same size (Augsburg is bigger); however, they are much smaller than other nearby larger cities within Bavaria. The two cities also share similar sightseeing attractions and wine culture.

When conducting the online research, the main transportation and travel websites were analyzed. Augsburg Tourist Website, Trip Advisor Forum, Augsburg Weibo and Augsburg Transportation Website provided relevant tourist information to compare to Würzburg.

Würzburg shows great advantage over Augsburg, since many of online platforms are in English allowing Chinese travellers who speak English understanding information like transportation. Würzburg has a competitive advantage since Augsburg's location is in the middle of the Romantic Road. Augsburg is near to Munich, which creates an advantage as it is close to another international airport.

### Strength

- Third largest city in Bavaria
- Part of the Romantic Road
- W.A. Mozart's father's house (with a Deutsches Mozartfestival)
- Fuggerei tourist attraction (town within town)
- Entertainment district
- Bavarian and Schwabian Cuisine
- At least ten Chinese Restaurants
- City Gallery shopping mall, Zoo

### Weakness

- Official tourist website not translated into Chinese
- Weibo account is not actively updated
- Online timetables only available in German

### Opportunities

- Close proximity to Munich & Munich international airport
- Provide Chinese version of bus and train timetables
- Have more Mozart or Music inspired festivals

### Threats

- Only a pass-through city from Stuttgart
- No subway system
- Most tourists would prefer to visit Munich
- Day-trip from Munich
- Retail is not prepared for Chinese speaking tourists

## Bayreuth's SWOT Analysis

The city of Bayreuth features characteristics similar to Würzburg. The Bavarian tradition such as beer and wine culture allows the analysis to be relevant to the city. Furthermore, Bayreuth is in close proximity to Würzburg yet is not on the Romantic Road.

When collecting the online data, the main resources were the official tourist information website of Bayreuth and online magazines were used. The sources provided an overview of the city, official figures and tourist information. Furthermore, an article from weltN24 magazine included problems of Bayreuth such as the old-fashioned lifestyle that the city still maintains. Regarding the hotel capacity, booking.com was analyzed as one of the biggest platforms for hotel booking.

### Strength

- Rich culture (Wagner-Festspiele)
- Opernhaus is UNESCO world heritage
- Located near Fichtelgebirge (Hiking opportunities)
- University town
- Official tourist website available in Chinese
- Active use of social networks (Facebook and Twitter)
- Long tradition of brewing beer (over 200 breweries in the region)
- Good infrastructure (intra-as well as intercity, trains, bus lines, good connection to motorway, close proximity to Nürnberg)
- Golf course, thermal bath

### Weakness

- Only one famous sightseeing location (Wagner-Festspiele)
- Limited hotel capacity
- High prices for accommodation
- Bayreuth's inhabitants continuously demand a closing hour because of the noisy tumults on streets (inhabitants are very traditional and not open for something new/modern)
- Close proximity to Nürnberg airport

### Opportunities

- Utilize other social network platforms like WeChat
- Enhance shopping opportunities (Rotmain-Center)

### Threats

- Bayreuth is less known than other Bavarian cities, it may be overlooked
- In forums, people feel unwelcomed
- Not suitable for modern lifestyle

## Nürnberg's SWOT Analysis

The city of Nürnberg is one of the most famous cities in Germany. Nürnberg can only be compared to Würzburg to a certain extent due Nürnberg's popularity of German traditions, beautiful ancient town scenery, high living standard, population size, income per capita or aerial transportation. However, Nürnberg is geographically located only 55 minutes in proximity to Würzburg, making Nürnberg a relevant participant for the analysis in this extent.

As the data was collected, there were numerous sources such as tourist websites, online articles, reports, official studies, online blogs and social media. Nürnberg.de, tourist information website, was one of the most practical sources noticed. Another important measureable data was from the company AEG; this company has already conducted a SWOT analysis of Nürnberg. The online platforms gave useful insights of the underdevelopment art market. Booking.com allowed an overview of hotel capacity. An online article from the Nordbayern pointed out Nürnberg's dangerous main train station. Mercer LLC conducted a study where Nürnberg was ranked number 11 as the top Western European cities with a high quality of living.

### Strength

- Second largest city in Bavaria
- High living standard
- Rich culture (birth place of Albrecht Dürer, cultural associations, concert halls, theatres, libraries)
- Diverse architecture (Middle Ages to Contemporary Architecture)
- Fair city (BIOFACH, Nürnberg International Toyfair)
- Christkindelsmarkt (oldest and famous)
- Local food and beverages (Lebkuchen, Nürnberger Bratwürste, Nürnberger Glühwein)
- Good city infrastructure (intra-as well as intercity, metro, trains, good connection to motorway, close proximity to Fürth)
- City airport
- Larger hotel capacity
- Has a Zoo

### Weakness

- Official tourist website not translated into Chinese
- Traditional city - not a modern or party city for young people
- Underdeveloped art market (low concentration)

### Opportunities

- Further networking in the area of visual arts
- Long-term concept for exhibition spaces
- Establishment of galleries
- Space available for Asian market

### Threats

- Tourists can travel to other nearby cities
- Nürnberg's train station is one of the most dangerous in Germany

## Garmisch-Partenkirchen's SWOT Analysis

Garmisch-Partenkirchen is the first city that was not chosen along the Romantic Road. Garmisch-Partenkirchen is a small town in the south of Bavaria and is known for the outdoor amenities during the winter. When conducting the online research, Garmisch-Partenkirchen welcomes year-round tourism, making Garmisch-Partenkirchen a viable option for comparison.

The methods to gather the online data were Garmisch-Partenkirchen Tourist website, Garmisch-Partenkirchen Transportation website and Trip Advisor Forum. The Garmisch-Partenkirchen Tourist website was available in English, Garmisch-Partenkirchen Transportation website was not. The data is biased by giving tourists a greater access to information to enjoy the city, but not how to get there. Although the activities in Garmisch-Partenkirchen are well known, the data shows that Würzburg's sightseeing attractions, wine culture experience could be much less expensive opportunities.

### Strength

- Outdoor winter activity (Hiking, skiing, lakes for swimming, caves to explore)
- Scenic valley landscape
- Venues of the Winter Olympics of 1936 can be visited
- Cheaper winter sport opportunities than Innsbruck
- Historic castle ruins

### Weakness

- Official tourist website not translated into Chinese
- No Chinese social media presence (Weibo)
- Online timetables not available in Chinese
- Little shopping opportunities, or mostly winter sport centered
- Located in a very southern corner of Germany

### Opportunities

- Close proximity to Innsbruck & Innsbruck airport
- Provide Chinese version of bus and train timetables
- Has cheaper skiing and accommodation attractions than Innsbruck

### Threats

- Very close to Innsbruck, a world known winter sport city
- No subway system
- Most tourists would prefer to visit Innsbruck
- Interested tourists from Innsbruck more likely to only make day trips to Garmisch-Partenkirchen
- Shops not prepared for Chinese speaking tourists

### 3.3.b) *Competitive Recommendations*

The Market Research team hopes that the competitive analysis allows the identification of Würzburg's core competence in both defensive to enrich on strengths and offensive to destroy the weakness while capitalizing opportunities and eliminating future threats. The recommendations below will be separated by the six different cities according to the above analysis.

Due to the high amount of online users who are in the age range of 20 to 35, Würzburg could enhance the online presence by engaging in social media or online applications such as WeChat. It could utilize its own reputation strengths with foreign students, mainly Chinese, who can contribute to the reputation of Würzburg at their home countries. It could be assumed that tourists with local connections to any new city tend to have a more familiar and private travel experience, which consequently is more attractive to a city without prior connection.

As the selection is clear, Rothenburg attracts more Chinese tourists than Würzburg. However, Würzburg can use this information to improve the Chinese tourists quality. Although it not transferable to Würzburg, Rothenburg still benefits from having special arrangement for Sunday shopping and Chinese language services that allow tourists to invest more time traveling to Rothenburg. Rothenburg's focus on this arrangement has brought more quantity attraction to

the final city on the Romantic Road. Competitive advantage within the Romantic Road can lead Würzburg to retain more tourists since it is the starting point of this route preference.

Although the analysis showed that Augsburg also has a Weibo account, this website has not been updated since 2011. As a competitive advantage, Würzburg's account is updated roughly quarterly basis. Therefore, to increase the Chinese tourist awareness, the Weibo account should be updated on a monthly basis to serve as a up-to-date channel and garnered more interest for Chinese tourists visiting the city.

Despite Bayreuth's Opernhaus, there are no other sightseeing locations for tourists. This concludes that Würzburg has more attractions to offer. Bayreuth as well as Würzburg already engaged in social media including Facebook and Twitter activities. Therefore, those online outlets are not relevant for a recommendation as they are banned in China. Bayreuth and Würzburg both are university towns, yet Bayreuth is feeble when incorporating the students. By engaging with university students and people around the same age, Würzburg can appeal and welcome a younger atmosphere to the city by incorporating Chinese travelers in the age range of 20 to 35. This incorporation can be done through Chinese social media that is legal in China and tourists have access to.

The geographic position of Nürnberg, the international airport convenience, traditional Christkindelmarkt might be something that Würzburg



cannot compare to; however, Würzburg's harmony, vineyard city background and modern infrastructure show that the following recommendations can be considered. Nürnberg is mostly known as the Birthplace of Albrecht Dürer; in the controversy, Würzburg Residenz goes beyond centuries. Although, Christkindelmarkt is highly known every Christmas, Würzburg could enhance the annual four-week Mozart Festival Würzburg. As the art market is underdeveloped in Nürnberg, Würzburg could possibly enhance in the music and art industry. Networking with art exhibitors or music performances might bring additional fluctuation of people with taste or higher income that influence leisure expending in Würzburg. There more options for leisure juncture in Würzburg; therefore attracting Chinese travelers in the age range of 20 to 35, might influence their personal online preferences. Those travellers could share Würzburg's attributes on their Chinese tourist platforms.

Garmisch-Partenkirchen is located in the most southern part of Bavaria and is internationally known for winter outdoor activities, nevertheless Würzburg's competitive advantage lies on a geographical beneficial location that allows more travellers to reach the city's unique sightseeing attractions.

(Note: all sources of data used for market research can be found in appendix D and in the reference list)

## 4. Findings of the Content Team

### 4.1. Introduction

Following the first Case Study Meeting and introduction of the problem “How to improve the travel experience in Würzburg for Chinese tourists”, the User Experience Team and Marketing Team first carried out their surveys. Based on their findings, the Content Team analyzed the specific problems Chinese tourists are confronted with during their stay in Würzburg, as well as submitting recommendations on how to increase comprehensive information about Würzburg offline and online in Chinese language. The primary objective of this work is to provide recommendations on how to enhance the travel planning and travel experience of Chinese tourists at home, abroad and here in Würzburg. Therefore, issues that will be addressed are the availability of Chinese language tourist information in Würzburg and how to increase the city's online presentation with relevant, local and customized information.

Everyone appreciates customized services. Chinese tourists coming to Europe have a good knowledge of English, however according to our survey, the availability of Chinese language information is highly important for the satisfaction of their stay as it enhances their experience and offers a simple and uncomplicated way to explore the city.

Therefore, we will provide suggestions regarding the city's offline map in Chinese, visits to restaurants and shopping opportunities for wine and souvenirs. Furthermore, concerning the question on how to provide comprehensive information online, we will introduce the mobile device application WeChat and elaborate the importance of Chinese social media as a digital marketing tool.

In addressing the issues of availability of Chinese language tourist information in Würzburg and how to increase the city's online presentation, we recommend the customization and translation of the city website. In this matter, the Content Team carried out a website analysis (see Chapter 4.3). The focus is placed on the customization of a possible Chinese language version of the website and how it should look like, what content should be available in Chinese and what content should be added or removed.

### 4.2. Improvements for Enhancing Travel Experience of the Target Customer

In the following parts we provide suggestions on how to improve the travel experience for Chinese tourists in Würzburg. Part a) places special focus on the existing paper city map and gives suggestions on how it could be improved. The following part b introduces souvenir and wine shopping opportunities for Chinese tourists in Würzburg. The survey showed that 42.2 % of the tourists prefer

Chinese food and only 8.9 % prefer German over Chinese food. In this matter, part c. concentrates on how to offer Chinese tourists a pleasant experience in restaurants.

The QR-Code sticker idea will be introduced and discussed in part d). In that sense we will introduce the Smartphone-App “WeChat” and how it could create a pleasant experience for Chinese tourists and how it could make their stay more convenient. Furthermore, we will show three possible ways on how to connect the information via QR code with WeChat (part e).

Part f) elaborates the importance of the city's online presence on Chinese platforms. Since this would increase the localization of the city on Chinese search engines. (European websites do not appear on the Chinese search engine Baidu).

#### *4.2.a) Paper City Map: Raising Quality for Chinese Tourists in Würzburg*

In the first part we take a closer look at the paper city map. First of all, it should be noted that the Chinese version of the Würzburg city map is already quite sufficient with only very few points for criticism. However, one or two changes might have a huge positive effect on the quality of the map.

The first and probably the most important aspect is the availability. Tourist groups can get a map from their tour guide and individual tourists who stay overnight can get theirs at the hotel.

However, individual tourists who stay only for one day form a third big group of tourists. Of course they can get a map at the tourist information. But after several discussions, which included the participation of Chinese students, we came to the conclusion that only a very small percentage of the individual tourists uses this opportunity, if there is anyone using it at all.

Our solution to this problem is to offer an online version of the city map. The costs would be relatively low since there is already a Chinese version of the printed map. One should keep in mind that, regardless of the age, Chinese in general use their mobile devices on more occasions than for example, German tourists in China. Furthermore, additional issues could be attacked by a digital version. It should be noted that it is a common practice that the Chinese make use of data packages. These are offered by Chinese mobile data providers and include data flat rates for any country in the world.

As already mentioned above, the information on the city map is already very detailed. On the other hand, there are also certain disadvantages with so much information in a limited place. There are marks for restaurants, shops and sights on the map. It would be helpful to use some kind of filter in the digital version, so only locations of one category would be shown on the map. Additionally, information for specific sights would pop up by clicking on them, for instance. To sum this up, only the

required information would show up on display.

The section of culture and events could also be enhanced. Every month there are events which are mentioned on the map. Instead of the web-link that is given on the map, we would suggest one or two sentences to explain, what these events are about. The reason is that at the moment, all pages are only available in German or English. On a printed version it makes sense to use links, due to the limited place. The digital version could present a narrower time period, e.g. three months, but gives more detailed information.

A final remark is that the welcome card could be better placed. We are aware that the card is already mentioned on the printed version of the map. However, it is placed in the middle of the map and can easily be overlooked. One of the main complaints from the Chinese tourists we interviewed was the lack of discount vouchers that they could use. Obviously they didn't know about the welcome card. Besides a better placement on the map, the general marketing of the welcome card should be enhanced. Another possible solution to this could be renaming it "Visitors discount card" for instance.

Of course, the question as to where to put the map online has still to be answered at this point. But finally, from our point of view, a digital version is unavoidable.

#### *4.2.b) Shopping Facilities for Chinese Tourists in Würzburg*

Our approach to the question on how to improve the travel experience for Chinese tourists in Würzburg also raises the question on what Chinese tourists want to shop in Würzburg.

According to the findings of the user experience team, we see that a substantial majority of Chinese tourists concentrate on wine tastings (Question 6). Another team's finding is that a majority of the Chinese do not even shop in Würzburg at all.

Therefore, the suggestion would be to concentrate on the improvement of information of wine (-shops) and souvenir shops.

There is just one official souvenir shop in Würzburg:

*Tourists-Information Falkenhaus  
Marktplatz 9  
97070 Würzburg  
0931/37 23 98  
Opening hours  
Mo - Fr: 10am - 6pm  
Sat: 10am - 2pm*

Of course other shops also sell gifts from Würzburg, but from their actual product range. So, it is not that easy to identify them as souvenir shops.

With regard to the wine shops, especially local wineries should be in the focus of our attention. As Würzburg is quite famous for its Franconian wine and some specialties like the "Bocksbeutel"-bottle, Chinese tourists tend to buy wine

as souvenirs. In general, the Würzburg wineries not just offer wine tastings, but also sell Franconian wine in their own wine shops. For example: Juliusspital, Bürgerspital or Weingut am Stein.

In addition to this, the mention of the Würzburg Welcome Card is very important, as the souvenirs shop and some of the wine shops are part of this discount card. For example, Bürgerspital gives a discount of 10%.

#### *4.2.c) Restaurants in Würzburg - Translated Menu in Chinese*

The survey showed that 42.2 % of respondents prefer Chinese food over German food. Chinese tourists very often prefer food they are familiar with. Also due to the language barrier, it is sometimes hard for the Chinese tourists to select a dish in a German restaurant. Our team comes up with the idea that German dishes translated into Chinese can help Chinese tourists to better understand and to increase the willingness to visit German restaurants during their stay in Würzburg. In this way, we can not only help the Chinese tourists to understand the menu, but also to enhance the quality of their stay in Würzburg.

Here we will provide two examples of translated recommended dishes from "Alte Mainmühle" and "Alter Kranen" respectively. These restaurants are both mentioned on the paper map. In our examples we will provide translated menus in Chinese for each restaurant by selecting the most recommended authentic German dishes plus drinks and

wines among the Chinese tourists. The translated menu can be available off- and online. First of all, it would make it easier to choose and order German dishes in restaurants. Furthermore, Chinese tourists can check the online menu before choosing a restaurant.

Another idea to increase the availability would be to create a QR-code printed on the menu or put a QR-code sticker on the window of the restaurant. (see part d) Thus, our customers can first have a look in our created tab about restaurants/ food and beverages on the created Würzburg-Chinese app before they make up their mind which restaurant to go to.

## Example of the translation for “Alte Mainmühle”

<i>Salate</i>	<i>沙拉</i>	
Großer Mühlensalat mit gebratenen Roastbeefstreifen	香煎牛肉佐沙拉	15,80 €
<i>Hauptgang</i>	<i>主菜</i>	
Geschmortes Schweineschäufele mit Dunkelbiersoße, Rahmwirsing und hausgemachten Serviettenknödel	法兰肯地道烤猪肩佐特制黑啤酒酱，配上奶油甘蓝菜与自制土豆团子	16,90 €
Forelle gebraten, gefüllt mit frischen Kräutern und Knoblauch, dazu Salzkartoffeln & buntes Gemüse. (Geheimtipp vom Chef)	主厨推荐 – 烤鳟鱼（内有新鲜草药与蒜头），搭配土豆与多色蔬菜	19,80 €
5 Stück “Mühlenbratwürste” wahlweise mit Bratkartoffeln oder Kartoffelsalat oder Sauerkraut mit Sauerteigbrot	5 条德国油煎香肠，可选择香煎土豆/土豆沙拉/德式酸菜其中一种作为配菜，附有面包	8,90 €
<i>Dessert</i>	<i>甜点</i>	
Warmer Apfelstrudel mit Vanilleeis an Schlagrahm	维也纳苹果卷搭配香草冰淇淋与奶油	7,90 €
<i>Getränke</i>	<i>饮品</i>	
Beer	德国啤酒	
Franconian white-wine	法兰肯白葡萄酒	

An example of the translation for the restaurant “Alter Kranen” can be seen in appendix C.

#### 4.2.d) Idea: Sticker

The idea is to generate a sticker for Würzburg which would consist of two different parts: A QR-Code and a line explaining the Chinese tourists what it is about and what they can expect from following the link.

The code behind the link could send them to several different possible locations, e.g. the Wechat or Weibo account of the town of Würzburg, or even the customized website of Würzburg, which could be translated for the purpose of informing Chinese tourists.

There are several benefits from this:

- The cost for creating these stickers would be relatively low, while the benefits can be very high, depending on the size of the covered region and amount of stickers.
- It would be a direct way of giving the Chinese tourist a possibility to inform themselves about the town and could also be a way to get in contact via the page for suggestions/recommendations, especially considering the broad use of modern mobile phones among Chinese tourists.
- The stickers could very easily be added to the already existing map (for example you could just add them on the bottom corner) and would not add any additional costs.
- You also could add them at different locations, for example, restaurants, sightseeing spots or hotels where the Chinese are staying at.
- Tourist would also be able to follow up on seasonal events/ recommendations.
- If this is a success, it could also be used in the future for different target groups, e.g. Arabian, Russian, Korean or other tourist groups with a different writing system in order to make it easier for them to have better orientation in Würzburg.

Of course there can also be several downsides to this idea. For example, we

would recommend the creation of a special website which would be the destination of the QR-Code, because like this you could follow up with a local map of the city, food recommendations, must-see places, sales etc. This would of course mean one-time costs for the creation of the webpage.

Also maybe some tourists will think that it is part of a scam or advertisement, or even vandalism and not follow up on the QR-Code. But in the end, I think, the benefits heavily outweigh the disadvantages.

#### *4.2.e) How to Support Chinese Tourists in Würzburg with the Smartphone-App "WeChat"*

*Alternative beside the Würzburg city map for Chinese tourists*

The easiest way to spread information among Chinese tourists in Würzburg is to spread it via Smartphone. Over 910 million of the total 1.3 billion Chinese used a Smartphone or a similar device in the second quarter of 2016. The proportion of Smartphone users is thus 70% and continuously increases. It is assumed, that the majority of Chinese tourists in Würzburg use a smartphone. Due to cheap Chinese mobile phone tariffs for the rest of the world, most of the Chinese people also have mobile internet services abroad. The result of the User Experience Team supports this trend, which has found out that most of the individual Chinese tourists in Würzburg are already using mobile Apps, as for example Google Maps, to organize their

stay more conveniently. Despite the promising trend, one must nevertheless assume that not every Chinese tourist has available mobile internet in Würzburg. Therefore, the approved Würzburg city map should still be retained.

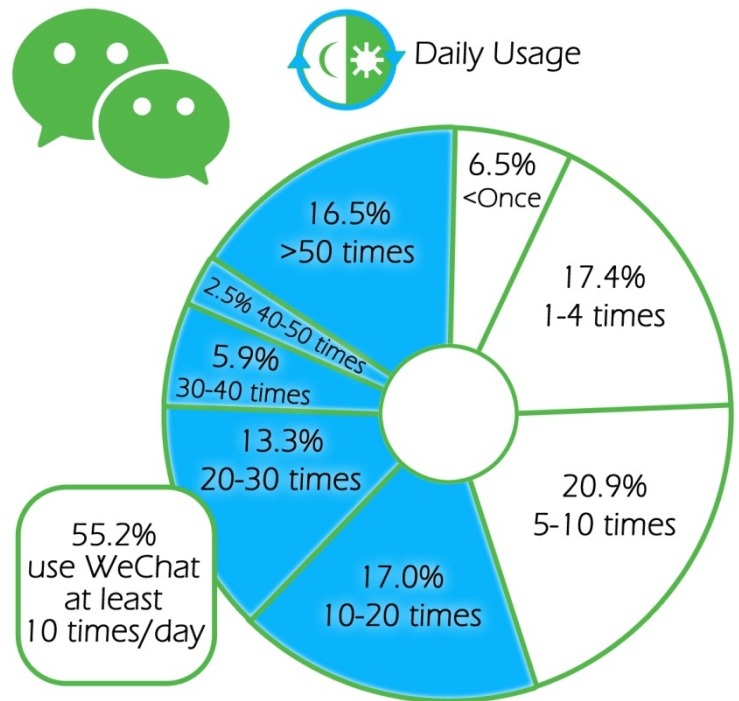
We suggest to extend information for Chinese tourists via an App they are familiar with. In the next part we would like to introduce the App “Wechat” which is interesting for the purpose of spreading tourist information among Chinese tourists.

What is the mobile App “WeChat” and why it should be used?

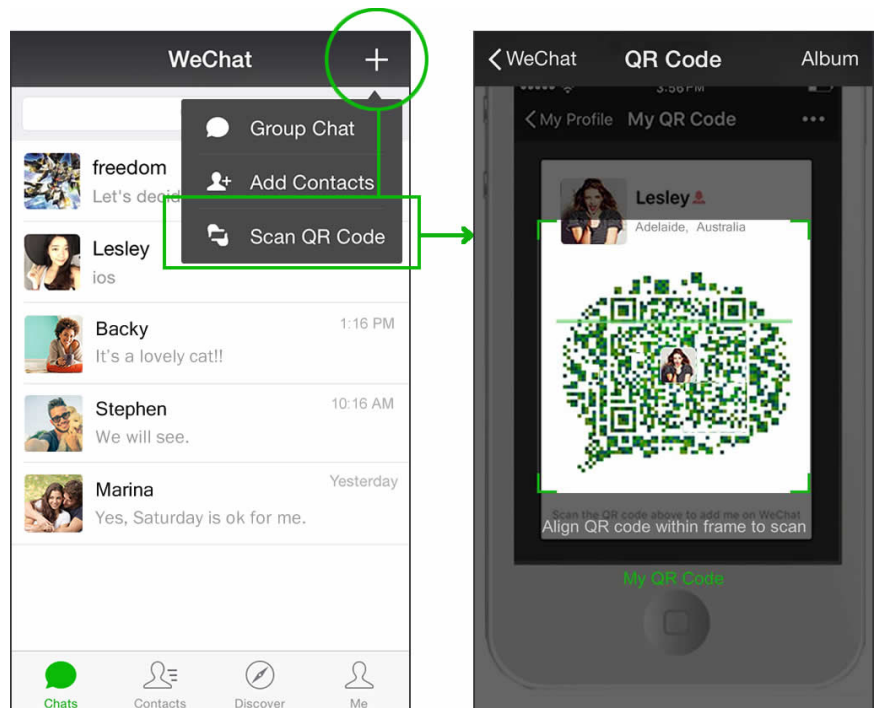


WeChat or in Chinese weixin (微信) is a cross-platform instant messaging service mobile application created by the Chinese developer Tencent. The App is comparable with the popular mobile application WhatsApp and is available for IOS- and Android-based devices and Windows Phone.

WeChat has more than 700 million monthly active users globally. Besides the core-features of WeChat, as instant text- and voice-messaging and video- and voice-calls, WeChat has also the feature of a personal newsfeed “WeChat Moments”, which is comparable with the



personal timelines on Facebook. Another interesting feature of WeChat is the possibility to scan QR codes and to open the QR code linked website directly with the own WeChat browser.





Once scanned and opened, the user can browse through the content and can forward it directly to personal chats or post it on his or her own WeChat Moments timeline to share it with all friends and make the content also attractive for others.

The idea behind is, to spread tourist-information by scanning a QR code, which possibly can be spread on the already existing Würzburg city map and by stickers in the Würzburg city. How potential stickers can look like and what are the advantages and disadvantages of these will be explained in more detail in the following section (see also part d).

### Three possible ways to connect information-content via QR code with WeChat

In this chapter we will introduce three possible ways how to spread tourist-information via QR code with WeChat. It need to be mentioned that there are, despite the high popularity of WeChat, probably Chinese tourists which do not use the App. Option number one and three are therefore not feasible and just working with WeChat. Alternatively, option number two is possible for every Smartphone with a QR code scanner.

#### *Private WeChat account*

The first possible option is to create a private WeChat account. The advantages are that it is very easy to create a new account and would not cause additional costs. Every account has its own automatically by WeChat created QR code, which could be published on

the stickers in Würzburg city. Tourist-information could be spread on the WeChat Moments timeline. It is easy and convenient on the one hand, but has several disadvantages on the other hand. First of all, it is not an official account. Shared information on the timeline are chronically structured and cannot be separated in different categories. The WeChat account also needs a person in charge, who needs to confirm the friend requests of the Chinese tourists, because as long as the request is not confirmed it is not possible to see the timeline posts with tourist-information.

#### *Link a homepage via QR code with WeChat*

The second potential way is to link a website or the already existing Sina Weibo page of Würzburg via QR code with WeChat. The greatest advantage is, that even Chinese tourists who are not using WeChat, but a Smartphone with QR code scanner, can still have access to the tourist-information. But, above all, tourists who are using WeChat can after scanning the QR code, as already mentioned, forward the provided information to their friend via private messages or WeChat Moments. Disadvantages could be that Weibo also has no function to create subcategories and has limited characters for each post. Thus we would advise to link a website, for example the translated and with our suggestions extended Würzburg webpage with a QR code.

### *Official WeChat subscription account*

An official WeChat subscription account is the official way to spread information as a company or organization with the subscribers of the account. Almost 80% of all WeChat users are following official accounts. The core service of this account is to provide information or news, there is the advantage to post information in a limited number of subcategories. But this also can be seen as a disadvantage. Another disadvantage is a limitation of just one published message a day. Even in foreign countries it is quite easy to create an official WeChat account via several foreign service companies (e.g. [www.wechatagency.com](http://www.wechatagency.com)). The problem in these created accounts is, that they are not visible in mainland China, which means, that it is not possible for tourists in Würzburg to share the official tourist WeChat account with their friends and family in China.

### *4.2.f) Online Presence: Relevant, Local, Customized Information on Chinese Platforms*

Social media could be an indispensable tool in our case and one cannot deny the importance of digital marketing. Here it is important to note two things:

1. Chinese travelers turn to online user-generated content available through social media to plan their trip
2. They also share their experience online upon their return

Since Chinese travelers often use online sources for their travel decision-making, we could contribute to the improvement of their stay here by providing customized guidelines on the Chinese online platforms that could be of any assistance prior to their trip. Ultimately, it could create value for our target customers, when done correctly.

Why addressing this issue could be important? First of all, social media in China has a significant impact on the consumer behavior and lots of trust is put into the recommendations of fellow internet users. Second, it would be a two-way communication between the city and our customers. Third, this could be done at a relatively reasonable budget. But most importantly, employing social media could increase awareness of the city, especially if the content is generated by locals (in our case native Chinese living in Würzburg) of the destination site, as they could create authentic user-oriented material.

If one is still not convinced about the whole idea, we could mention what kind of information could be generated. In the survey, we have learned that Chinese consumers greatly appreciate if they are rewarded with discounts, coupons, etc. in the place they visit. Since it would not be physically viable to provide a special discount only for Chinese tourists, on the platforms like WeChat or Mafengwo, we could share with the travelers that there is an already existing discount card – “Würzburg Welcome Card”. It offers discounts (10% or other equivalent, depending on the

product/service) at museums, restaurants, theaters, city tours, souvenir and wine shops. According to another survey, “Würzburg Welcome Card” is only used by European tourists, so the lack of information might have as well contributed to the fact that Chinese tourists are simply not aware of such things. If the “Würzburg Welcome Card” was mentioned in the category “tips” of our potential WeChat account or on other relevant Chinese social media, the use of the card might have been more common among Chinese tourists.

Tourists could also be informed about current (local and traditionall) events taking place in the city, which are not always mentioned on the Chinese social media. The city has plenty to offer: wine festivals, cellar tours and wine tastings, visit to Franconian Wine Country, Christmas Market, and daytrip by boat, or bike rides in Franconia. And for those who like to go luxury shopping, short information about the closest outlet stores could be provided. It never hurts to promote the local business. What’s more, our potential tourists might be interested in exploring the local tradition at its best in the nearby villages as well (Sommerhausen, Iphofen). Eventually, the goal is to generate cultural relevance and meaningful consumer interest for those travelers that are interested in a little more than shopping.

Building an online presence might be initially time-consuming and not that easy to implement, but it is not impossible. Having consulted with our fellow Chinese classmates about the idea, the most

effective way to implement it would be to focus on three main social media platforms: WeChat, Mafengwo, and Weibo.

Before travelling, Chinese tourists often turn to public WeChat accounts that offer full-scale information about the city they aim to visit. They simply search for a targeted place, and are then able to obtain all the relevant information. Creating a public WeChat account (subscription) carries some physical limitations in the short-term (see previous part e), and will require constant updating and maintaining of the account, but it is the most commonly used social app, and as a result will deliver the most value to the customer. So the client should consider investing in it. Mafengwo is a platform for self-service travelling, and could play an important role in influencing information acquisition of the Chinese travelers. Weibo is becoming less popular among young people due to the increasing popularity of WeChat. However, the online presence of our city on Weibo is still important.

### *4.3. Würzburg City Website Analysis*

In this chapter we carry out a website analysis of the city’s website. The official website of Würzburg already provides relevant and detailed information, and allows visitors to choose or search for which activities they are most interested in. The website is also of a great use as it has a complimentary app accessible on mobile devices.

Unfortunately, the website content is only available in German and English. Therefore, making the content available in Chinese is crucial for the website localization and makes it easier for Chinese tourists to access information.

The focus in this Chapter is placed on how to customize the Chinese language version of the website, what content should be available in Chinese and what content should be added or removed.

The German version of the website consists of many subcategories under the main category "Gäste". Therefore, we topically divided our analysis into six categories: Sightseeing, Trip advice "Würzburg in one day", Activities, Wine, Dining & Nightlife, Shopping.

#### 4.3.a) Sightseeing

City websites provide features that are especially relevant for visitors in acquiring information about a travel service or product. Therefore, it is important to allow users to browse all of the website categories and sections with great ease and functionality. In this analysis we take stock of the sightseeing section ("Sehenswürdigkeiten", "Museen, Galerien", "Kirchen") and try to think of possible ways to enhance functionality and aesthetic appeal of the city website for the target customers. The findings are presented below:

##### Categories

The main suggestion would be to have one category regarding cultural

attractions of the city (e.g. "Sightseeing" or "Things to see"). This category could include the following subcategories: "Main attractions", "Museums and Galleries", "Churches". This way of sorting the categories could help users to browse the categories they are most interested in and save time from having to search through all the attractions (e.g. less efficient alphabetical order on some city websites). Therefore, limiting navigation from three to one makes the remaining items look more prominent, with no tradeoff between the presence of all the tourist attractions, as they all will be included in the subcategories to meet the user's needs.

##### Images to give info at glance

The main drawback of the English and German versions of the city website is that all the attractions are listed with no visual support (the white space is embraced with only names of attractions). Every click requires effort, so one needs to reduce the amount of required effort to make it as easy as possible for visitors to get an overview of the city attractions. When listing the attractions on the website, providing a picture and short text might stimulate the user to click and learn about a site in a more detail. The absence of visual support makes it less interesting and more confusing for users to discover the city attractions. The goal – to allow users to comfortably browse the site and navigate by pictures and short texts.

##### Content navigation – less is more

The content should be concise, well-structured and not too long.

Each attraction listed on the website should include:

- the name of the site with a picture,
- description information (only factual information about the landscape, cultural or historical asset),
- more pictures,
- opening hours,
- entry fees,
- address with a link to map

The content of the German and English version of the website is sufficient and offers a great deal of information on the description of tourist attractions presenting factual characteristics that make a site a cultural or historical asset. However, information regarding the opening hours, entry fees is not provided for all the attractions. We believe that providing sufficient information not a lack of it should be the key in providing an optimal visitor experience for the tourist.

On the Chinese version of the website all the attractions should be included, not only the most popular ones. In this way, travelers that have a more flexible schedule and are interested in getting a grasp on the local culture would benefit as the information on all museums and churches would be available for them in their preferred language. For those visitors that have a rather tight schedule, the subcategory "Main attractions" would be of great use, as well as the website feature "Würzburg in one day".

Therefore, consistent visual assistance paired with a content sorted by the mentioned categories could

contribute to the visitor's better experience on the city website.

#### 4.3.b) Trip Advice: "Würzburg in one day"

Knowing that a lot of Chinese tourists come to visit Würzburg are not staying here any longer than a few days at best, we would suggest, that on the Chinese version of the website a new subcategory called "Würzburg in one day" should be added.

This section would be specifically used for recommending activities in Würzburg that you could do if you would only have one day of time to spend in the town. As people would have different preferences there would be 3 different subcategories in my "prototype", which we will in the following pages call: "Classic", "Wine" and "Culture". Each one will have a different focus, and since it is only a suggestion the content could of course be changed depending on the final preferences and focuses. This is an example of how it could look like:

*Classic:* this would recommend a classic approach towards visiting Würzburg, therefore this point could contain e.g.: Residenz, Dom and Marienfeste.

*Wine:* this point would contain for example a route through the wine mountains around Würzburg for the tourists to wander, followed by recommended wine stores in town for people to buy local products and in the end one or two restaurant recommendations with local food and wine, so that people who are specifically

interested in the wine culture/history could easily find this.

**Culture:** This point could contain recommendations like the Residenz, the Dome (plus eventually one or two other churches), local museums like the Kulturspeicher and in the end again a recommendation for restaurants with local food and wine culture.

Of course, as already mentioned all these suggestions can of course be changed in order to fit other specific goals. For example, it would be possible to change some of the destinations in the categories and it would also be possible to create other subcategories. Another possible subcategory could be, for example recommending nature walks to tourists, where to go and enjoy natural sights around Würzburg.

There would be several kinds of positive aspects in creating this kind of category:

- It would specifically meet the needs of the Chinese tourist, who as the market research paper found out do not spend a lot of time in Würzburg, usually only 1-2 nights when they are individual tourists, and therefore need to be very efficient in their time management while they are in town.
- Not only would it help the individual tourists, even tourist groups could be interested in this kind of sum-up of different sightseeing possibilities, therefore it would also serve as a broader approach.

- Not only Chinese, but also German tourists, who are in town for a day (for example because they visit the wine road) could be interested in this kind of summary. So the expansion options are already present if necessary.

Other media platforms already have this kind of recommendation, even though it might be for different cities. For example on the platform Lonelyplanet the author describes how to spend a day in Berlin (<https://www.lonelyplanet.com/travel-tips-and-articles/69756>). As another recommendation you could add specific maps with the path routes for each subcategory, so that all the different routes are easily seen on a city map or another plan which could be shown online. This could help the Chinese tourists to be very efficient in their time management and at the same time give them all the important information.

Of course none of the above mentioned categories are fixed, and as already mentioned they could be changed in order to fit some recommendations of the customer, or even to guide the movement of the tourists within the town.

#### 4.3.c) Activities

According to the China Youthology's Post 90s Report, the generation which was born in the 1990's, and which is the big share of individual tourists in Würzburg, generally have a high quality of life, not just in the possession of material items, but also with cultural consumption. Therefore, this chapter focuses on activities, which

provide experience and emotional connections with the visiting place. The basis of this analysis is the existing category “Freizeit, Kulturelles Angebot” on the German version of the Würzburg website, as it provides more information than the English version. The main goal is to improve the usability of this category and make it more understandable for Chinese individual tourists. We suggest restructuring the subcategory according to the next order.

To create the category “Experience Würzburg” with the subcategories “Würzburg and Surrounding”, “Sport activities”, “Taste of Würzburg”, “Seasonal Events”, in the possible Chinese version of website or app.

The category “Würzburg and Surroundings” could include:

#### *Boat tours on the Main river*

With all possible destinations around Würzburg, as for example, the rococo-garden in Veitshöchheim, with the specification of approximate time needed for this activity, prices, working hours and a short description of possible destinations

#### *The city tour in Würzburg by red tourist train*

Here we would suggest to offer a Chinese version of the existing audio guide during the tour. Also specify the approximate time of the tour, a time schedule of tours, prices and possible stops of the train to join the tour.

#### *Airplane- and balloon tours.*

This subcategory should include the address of the activity, the price, approximate time, and a time schedule.

The category “Sport activities” could include:

#### *Tour by bicycle with a downloadable tour map.*

For the tour map we suggest to use easy symbols (triangles, squares, etc. in different colours) for the different bike routes which will simplify reading of map by tourists from different countries. Also the length of the different routes should be added. Include in this subcategory the addresses, working hours and prices of bike renting services in Würzburg. Also add the already existing tour agencies offering own bike tours.

#### *Climbing*

#### *Miniature golf with photos*

Because Chinese tourists are probably interested but maybe do not know what it exactly is. As it is a seasonal activity it is necessary to add the months when this is available.

The category “Taste of Würzburg” (should be seen as an experience activity, as tourists can experience the process of production and in the end also can taste the final product) could include:

#### *Excursion to the Würzburger Hofbräu brewery*

with age limitation, information about degustation (possible amount,

price, speciality and number of different beer sorts). Here can be linked to local wine producers, farmers (cheese, milk and meat) and butchers, if there are such visiting possibilities in Würzburg.

The category “Seasonal Events” should be separated according to the four seasons and includes:

*Festivals, Markets,  
Nightlife, Trade fairs*

All of these activities need to include the start and end times, the place, the specialities of each event and season (e.g. Federweißer in September, Lebkuchen and Glühwein on the Christmas market) and a short history of the events if it is possible.

Our suggestion is to link all the used addresses in the categories with google maps, to make it easier to find the places. We included just the activities which we assumed to be the most interesting for Chinese individual tourists, other categories of course can be added later.

#### 4.3.d) Wine

An extra category for wine would make a lot of sense, since Frankenwein is a German specialty that is known far and wide. In the following we present and analyze the subcategories which can be found under the subcategory “Weingenuss” on the German version of the website.

**Weingüter:** As a tourist who is interested in the region, it is very interesting to know that there are several landowners who cultivate wine. The

problem here is often language. Following the links only very few offer even an English version of their website. The Juliusspital surprisingly offers a Chinese PDF document about their vineyard. In this case the city of Würzburg could ask the respective owners of the websites to offer at least an English version.

**Weinproben:** Winetastings are particularly problematic with respect to Chinese tourists. First of all, it is very unlikely to find someone who speaks Chinese and is qualified to guide the tastings. Even if the language isn't the problem, some of the tastings require a registration of five days in advance. An advantage of tastings is that some of them take place at 8:00 pm when all shops are closed and tourists still want some entertainment. One suggestion would be not to integrate this subcategory into a Chinese version of the website. Another solution could be to keep the winetasting included with all the given information plus the languages the tastings are offered in. This second solution needs of course further consultation with the guides, but is highly recommend.

**Weinfeste:** From the tourist's perspective, this category is one of the most interesting. No guides are needed and it is up to oneself to participate or not. Maybe it would be helpful to give some of the information on the Würzburg website instead of the given web-links. Only some of the given links offer an English version, not to mention a Chinese version. Winefests are the most typical



events of this region and it would be a shame to visit Franconia but not visit one of these fests. Chinese tourists should definitely have the opportunity to be informed about them.

**Fränkisches Weinland:** First of all, there is an English version of the website that is linked. However, it contains a lot less information, for instance hotels and nearby cities are missing. The missing cities especially make the English version much less interesting for foreign tourists. The remaining information offer almost no value. Someone who really wants to find out more about the region will almost certainly find more and better information within five minutes using an online search engine.

**Weinwanderungen:** A guided walk through the vineyards may not be the first choice for someone who stays only for one night, but for others it may be an interesting look “behind the scenes”. There are guided tours in “foreign language” available but it is not clear what languages are offered.

**Side note:** This category is a link to a link of the Würzburger Stein. The link is the same in the German version of Würzburg City's website as well as in the English version. The linked website though, is only available in German, this does not make much sense and we would suggest to offer at least an English version of the Würzburg Stein website.

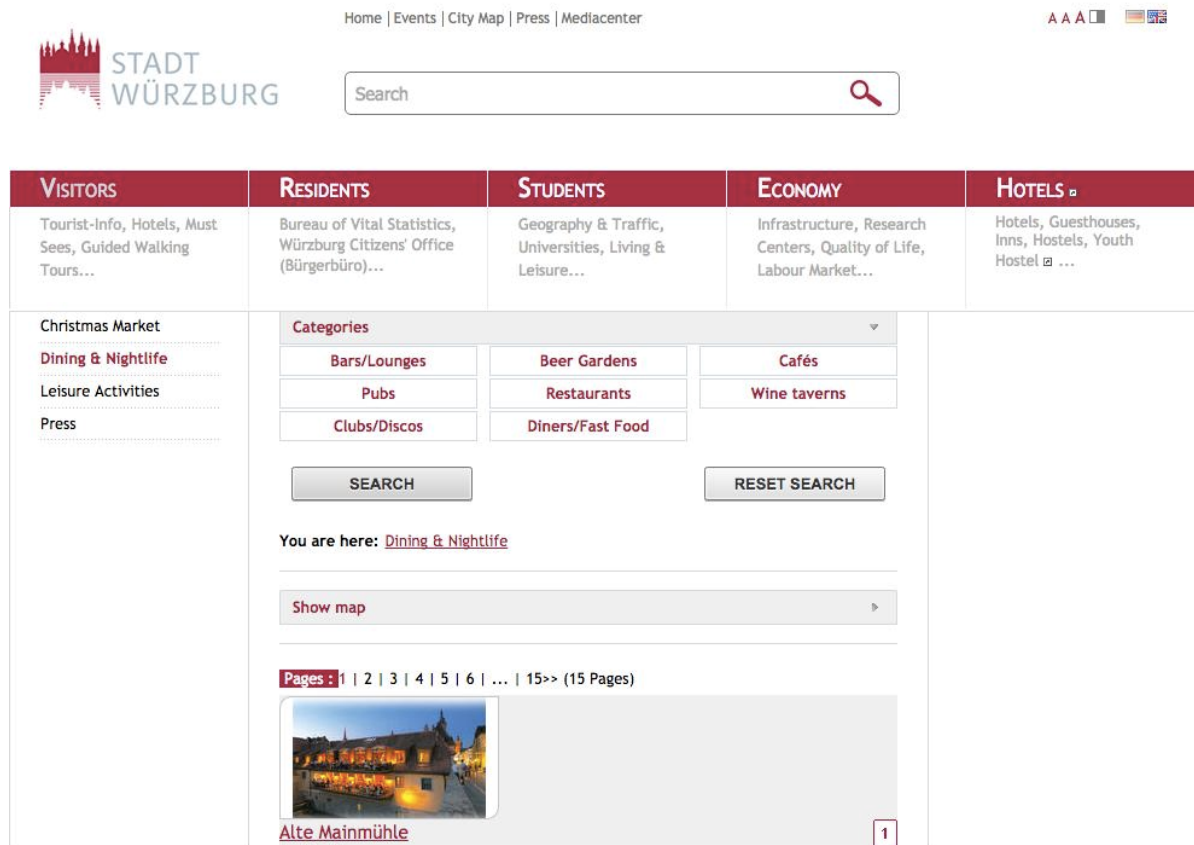
**Gastronomie:** This category is only offered in the German version of the website and only includes a list of localities that offer Franconian wine. The

only given information are the names of the localities and the respective addresses. To translate the category would require less effort, but the given information is quite useful. A quick look on the map and you can easily find out whether there is a locality nearby.

**Bocksbeutel & Weinlagen:** Both categories offer additional information which is nice to have but doesn't have much influence on the stay in Würzburg or Franconia. If there are categories that have definitely need to be deleted for whatever reason, one could pick these two. The given links in “Weinlagen” are already in other categories as well.

#### 4.3.e) Dining & Nightlife

As we can see from the existing official website of the city Würzburg, it contains 15 pages of all the restaurants and provides various food choices for the tourists. Yet, website visitors may not go through every page albeit there are already category buttons to help search for the restaurants. Since we are improving the quality experience for our Chinese tourists, we hope that we could provide our Chinese tourists with a simple and convenient way to categorize the restaurants in which they are interested in.



### Food Categories

The following recommended categories might be useful for Chinese tourists. Of course we will leave existing categories, but also create new categories in order to meet Chinese tourists' expectations. We suggest to have "Dining" and "Nightlife" in two separate sections. "Asian cuisine" and "Franconian cuisine" should be added as new categories under "Dining", while Bars/ Lounges, Pubs and Clubs/ Discos should be put under the section "Nightlife". Examples are shown below:

#### Dining:

##### Asian cuisine (new added)

A specific Asian cuisine category could be favored by the Chinese. Chinese restaurants, Japanese Sushi restaurants or

Turkish Döner can be included in this category.

##### Franconian cuisine (new added)

Since Würzburg is also famous for the Franconian cuisine, a category like this could specialize the strong character of the city Würzburg. Tourists may have more opportunities to get to know Franconian delicacies.

##### Beer gardens

Beer gardens are one of the features in Germany; especially during the summer, people are sitting outside in the gardens and having beer under the sunshades.

##### Cafés

##### Restaurants

Other restaurants such as Italian, American style restaurants will be categorized in this part.

### Wine taverns

Experience the wine culture in Würzburg. This category should remain as it is.

### Nightlife:

Bars/ Lounges

Pubs

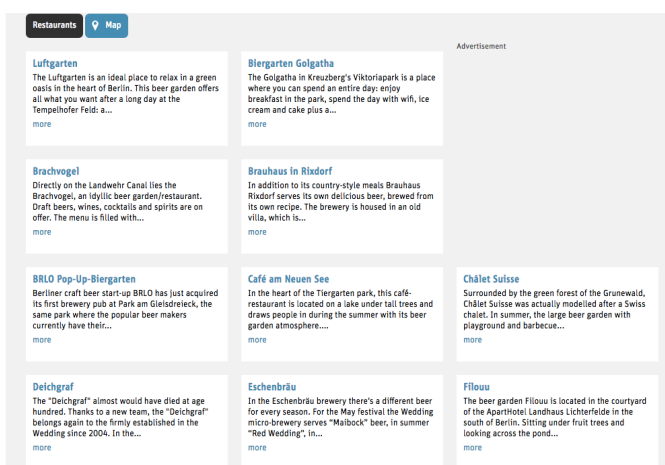
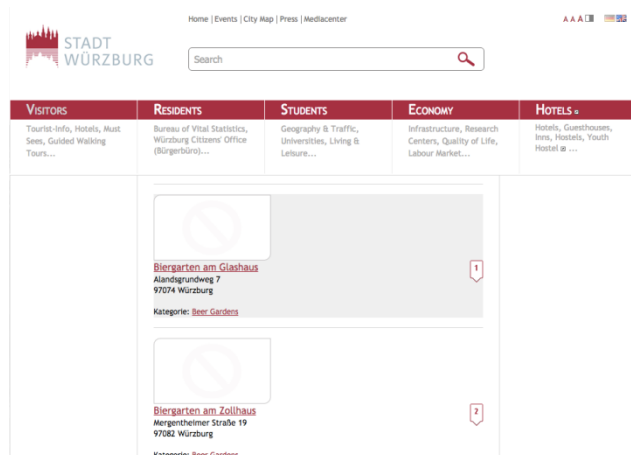
Clubs/ Discos

Most of the Chinese tourists visit Würzburg in a day, meaning that they won't stay overnight. Therefore, Bars/ Lounges, Pubs and Clubs/ Discos may not be necessary information for Chinese people when they visit Würzburg. However, we do not need to exclude them but to put them under the section "Nightlife". In this case, we hope that the categorization of "Dining & Nightlife" looks much more clear and distinguishable.

### Webpage Layout

Speaking of the webpage design, we can take Berlin's tourism-[www.visitberlin.de](http://www.visitberlin.de) as a reference. Both websites show the category "beer gardens" with Würzburg showing on the left, Berlin showing on the right. We can see that Würzburg's official webpage can only include 2 beer gardens whereas Berlin's official webpage can include more than 2 on one screen. If we can redesign the layout of Würzburg's official webpage, users don't need to keep

scrolling down many times. In this way, we can also avoid a great number of information pages with regard to the dining criteria. (Note: Both figures are screenshots taken by the laptop.)



### 4.3.f) Shopping

#### Shopping-guide (Einkaufsführer)

The shopping guide of the Würzburg website is only available on the German version. The guide is very detailed with many different sub-categories (which also includes other categories, e.g. Restaurants). The English

website of Würzburg does not provide a shopping category at all.

The Chinese version of the website should provide this shopping guide, but in a simpler way. Therefore, irrelevant subcategories (as the subcategory of “parking lots”) should not be in the main focus when entering the guide. In general, the subcategory of “business directory” is also very helpful for Chinese tourists, but there are too many divisions not relevant for tourists (e.g. Transportation and Supply) which should not be mentioned within the Chinese version.

Another aspect is that many of the guide’s subcategories are related to topics other than shopping. Therefore, one suggestion would be to rename the Shopping guide. A new name, like “Würzburg Guide” points out the purpose of this tool in a better way. Links in the different categories can lead the users to this guide und can be named more precisely, which then can be used as the “Würzburg Guide’s” subcategories. For example: the category of “Shopping” will provide the subcategory “Shopping Guide” which leads the user to the general “Würzburg Guide”, but already opens the subcategory of “Shopping”. According to this example the category of “Restaurants” can provide a subcategory which is named “Restaurant Guide” which also leads to the general guide but opens the “Restaurant” part (which is also already included within the current “Shopping Guide”).

### Discounts with Würzburg Welcome Card

As the “Würzburg Welcome Card” can give the tourists valuable discounts not only when visiting museums and sightseeing places, but also when buying souvenirs and wine bottles, the card should be mentioned within the shopping category. Promoting this card is very important because it gives the Chinese Tourists incentives to buy something in Würzburg, even if they usually bought the card in order to get sightseeing discounts. The few relevant discounts for the Shopping category are the following:

- Würzburg Souvenir Shop (10%)
- Wine Shop Bürgerspital (10%)

The suggestion would be to further enhance local shops/wineries to give discounts, but it is even more important that the tourists get to know about this card. Therefore it is very important to promote this card on the website and to translate the card’s name into Chinese. We would recommend translating the name into “Würzburg Discount Card” within the Chinese version, because this gives the Chinese tourists a more precise idea of the value of the card.

### Luxurious Outlet Shopping

Wertheim Village is a shopping Outlet for luxury brands located about 30 kilometers from Würzburg. Every Saturday Wertheim Village offers a “Shopping Express” from Würzburg to their shops, which is especially convenient for individual tourists. Because Chinese

tourists tend to buy luxurious goods when traveling in Europe, it is useful to mention that there is a possibility to buy those goods while visiting Würzburg. Even if Wertheim is not a part of Würzburg itself, but the Information gives the Chinese tourists an extra value during their stay here. To create this subcategory of Shopping, not much effort is needed, because a link to the official Wertheim Village website should be enough. This website already offers a Chinese version and gives all the relevant information to the tourists.

## 5. Results of the Design Team

### 5.1. Introduction

The design team was responsible for creating a potential new Würzburg City App that would provide Chinese tourists with relevant and comprehensive information about the city. The main objectives were: on the one hand, to customize the application, make it simple, visually pleasing and easy to use; and on the other hand, to adjust the app design to the specific needs of Chinese tourists. Our team was working closely with the content team as they provided us with necessary information. The feedback we received from the user experience team after they had reviewed a first “prototype design”, we used to further improve the design of the application.

It was decided that the application should have five

categories: food and beverage, sights, shopping, events, and maps. Moreover, we added a more detailed overview of the welcome card. It was also determined that the application should have a waterfall model structure (see a more circumstantial description in chapter 5.3.a). The main tools used in the design process were Adobe Photoshop and Adobe Illustrator.

### 5.2. Design

#### 5.2.a) Palette and common features

In the process of developing a new application for the city of Würzburg, we decided to depart from the original design of the Würzburg Website and Würzburg App and their dominating red-white colour palette. Instead, we chose to give the new application a more modern and appealing look.



Figure 1

Therefore, after deciding on the main features of the layout we selected a light blue geometrical background paired with a powerful blue colour palette as the main unifying theme of the app. In order to incorporate the city of Würzburg theme, we chose the digital emblem of the city as the app's icon (see Figure 1).

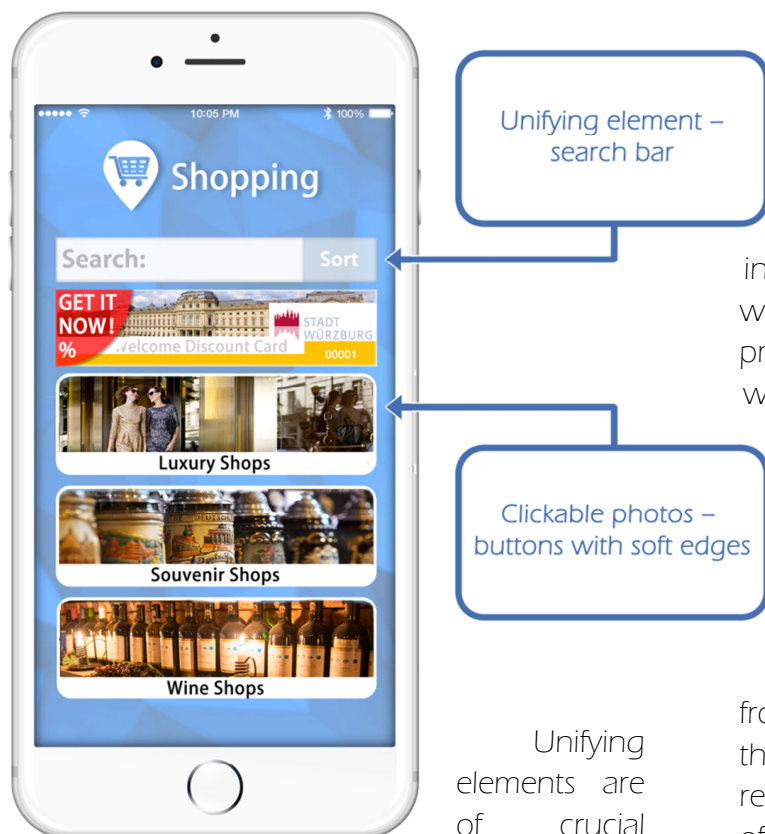


Figure 2

Unifying elements are of crucial importance for any application as they help build a coherent appearance. Apart from the common background, clickable fitting pictures/photos throughout the app, that serve as buttons leading to menus and submenus, serve as such unifying elements and bolster the user experience. All buttons have soft edges and are placed horizontally in the layout of the app (see Figure 2). Generally, pictures prevail over text, and the latter gives only the most crucial information. Fonts used

in the app are Adobe Heiti STD for English and Youyuan for Chinese language. Another unifying element is the search bar towards the top of the page which allows for fast navigation throughout the app.

### 5.2.b) Waterfall structure

Our aim was to make the design as simple as possible: the usage of the application should be intuitive and comfortable. The time spent on searching for relevant information should be minimal to increase convenience for the user. The waterfall structure was selected as it provides the most natural experience when using the app.

At the core of the waterfall model sits a menu that steadily flows downwards: from the main menu the user reaches submenu A via clickable pictures. Following the same process, the user navigates from submenu A to submenu B and through all subsequent menus until they reach the final page (for a visible example of the waterfall structure see figures below).

### 5.3. Contents of the app

The first screen the user encounters after launching the app is the welcome page with a panorama of Würzburg (see Figure 1). Having tapped the screen, they then enter the main menu with a 3D slider, showing different options: restaurants, sights, shopping, events, maps and the welcome card.

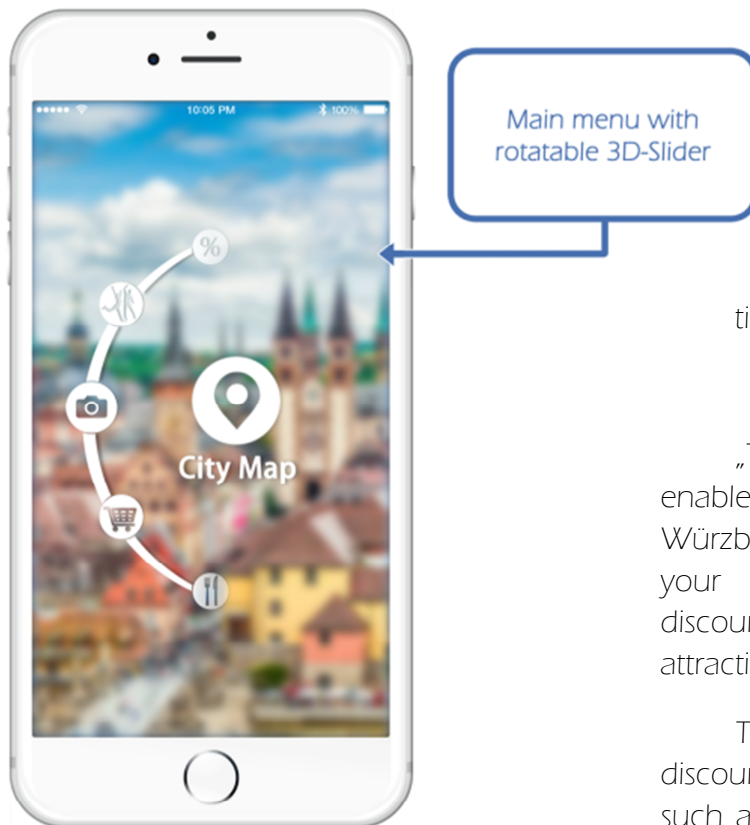


Figure 3

### 5.3.a) Welcome Card

Chinese tourists highly appreciate the use of discount vouchers and codes for shopping. As shown by the surveys conducted by the User Experience Team, hardly any Chinese tourists are aware of the fact that a great amount of discount vouchers is available in Würzburg, such as the “Welcome Card”. Due to the fact that Chinese tourists generally make much use of their smartphone, we decided to develop a digitalized version of this discount card.

#### Activating the Welcome Card

The card is valid for three days after purchase and costs 3€. This made it necessary to include an “activation button” in the app. When tapping it, the user will

be redirected to the relevant application store where they can pay for the service via in-app-purchase. After their payment has been confirmed, a “count-down-window” will open, showing the remaining time to redeem the discounts.

#### Main and submenus

„The Würzburg Welcome Card enables you to conveniently explore Würzburg and its cultural highlights. Use your Würzburg Welcome Card for discounts at more than 30 cultural attractions and restaurants.“

The Welcome Card includes many discount vouchers in different categories, such as sightseeing activities, restaurants, guided tours and cultural activities. These categories therefore represent the main menu of the Welcome Card. This way, the user has a general overview of which discounts are available and can easily select his preferred discount voucher by choosing a category.

If a category is selected, all discounts available will be displayed. Again, the user can decide which of the results they want to get detailed information on – location on the map, opening hours, email and web addresses, as well as the available discount.

#### Redeeming the discount voucher

Once a specific location is selected, the user can redeem the discount code. As each coupon can only be redeemed once, a QR code in combination with a

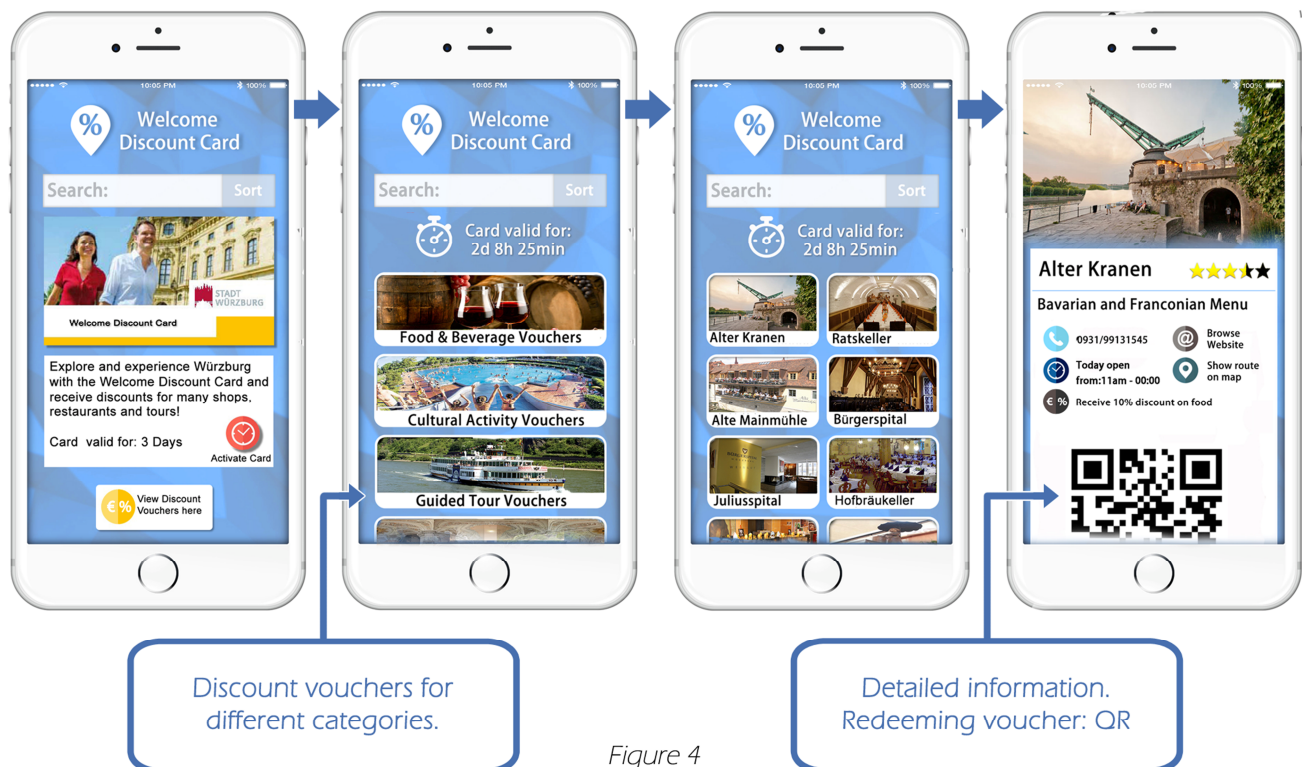


Figure 4

back-end-application for the providers of the card are needed.

In our model, the QR code is the front-end-application the user interacts with. In contrast, an additional application only for the providers of the Welcome Card is needed. The back-end-application may interact directly with the front-end. This works as follows: the providers of the Welcome Card have a mobile device (e.g. a smartphone) with the back-end-application installed. This application must contain a scanning function- in order to scan the QR code on the tourists' smartphones. As each QR code is unique, this is an easy solution to void the discount vouchers.

#### Enhancing the awareness level

As mentioned above, there is a general lack of awareness towards the

existence of the Welcome Card and its diverse discount vouchers. To enhance awareness the Welcome Card is incorporated on each major menu. A sticker is used, indicating that discounts are available in this category.

#### 5.3.b) Shopping

Overseas luxury shopping and shopping in general are popular activities of Chinese tourists during their stay abroad. As Würzburg is not the perfect city for luxury shopping, we also integrated the categories 'Souvenirs' and 'Wine-shops' into the main menu of this category, to highlight some of the local specialties.

Even if Würzburg is not known for its luxury shopping possibilities, it still is home to some great luxury fashion



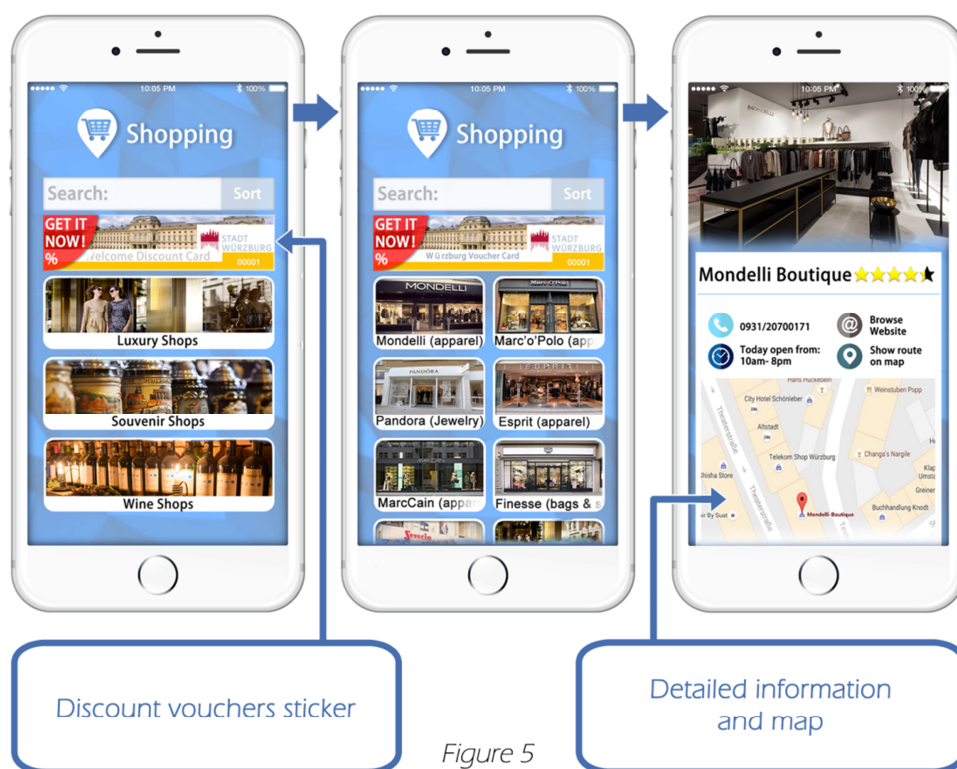


Figure 5

retailers – all included in the subcategory 'Luxury'.

Shopping for souvenirs as presents for family and friends also is a regular part of Chinese tourists' shopping activity – with a quick look in the 'Souvenirs' subcategory, tourists can easily find souvenir shops. As Chinese tourists are also interested in local customs and traditions, e.g. wine tasting and exploring wine-shops, we included all wine-shops and wine-bars.

When the user has opened the page of a shop they are interested in, they can access detailed information – telephone numbers, email and web addresses and opening hours. Additionally, the user can view the shop's rating and location and navigate towards it.

### 5.3.c) Events

Würzburg is very attractive to tourists due to the abundance of various events held throughout the year. Besides famous wine festivals and seasonal markets, the city hosts various sports events and music festivals. For convenient navigation, all

events are categorized into four subcategories: 'Festivals', 'Music', 'Sport' and 'Wine'. After tapping on a subcategory, the user can view all available events from this subcategory. Thus:

- *Festivals* includes all significant festivals in Würzburg (e.g. Kiliani festival and Mozart festival)
- *Music* includes all concerts and music events
- *Sport* includes such events as marathons, runs, sports games etc.
- *Wine* includes all events related to wine culture

By choosing a particular event, the user can read the detailed information on the next page of the app. The 'Events' category also features a calendar where

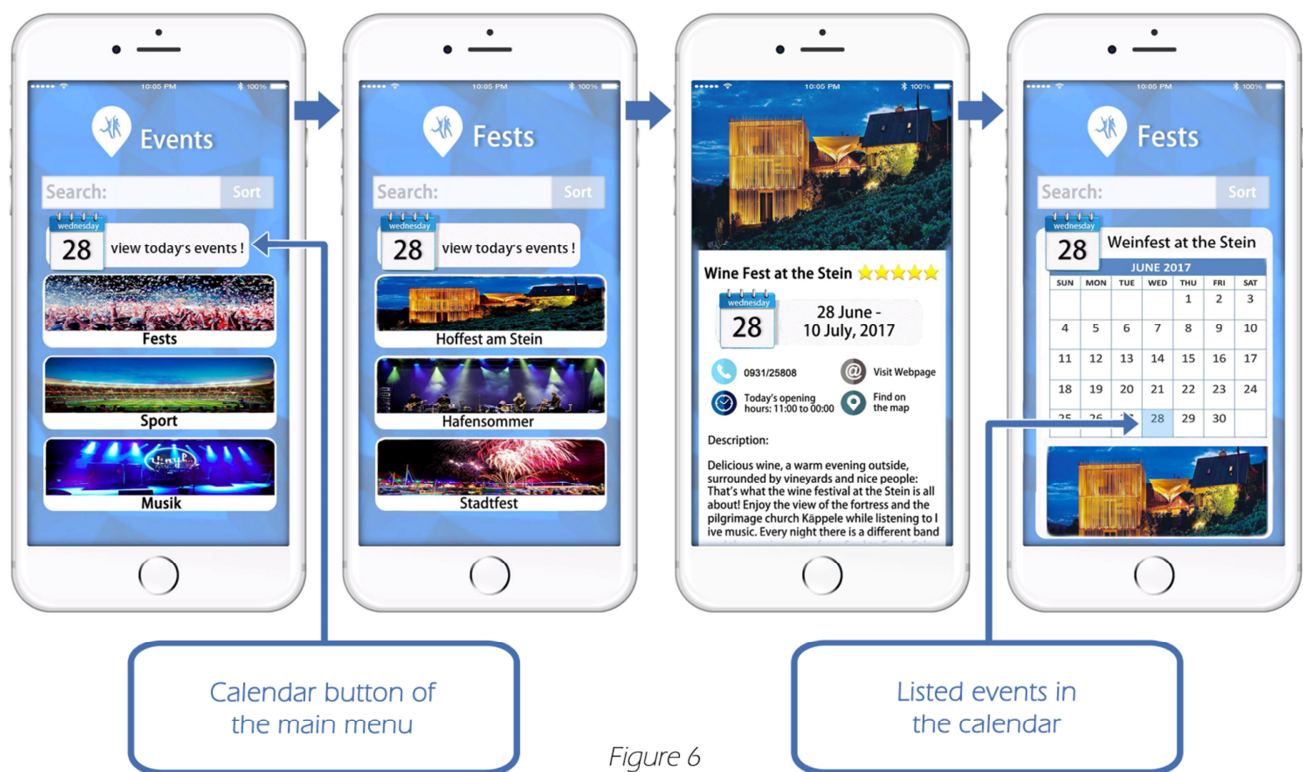


Figure 6

the user can view all upcoming events. The calendar button is located on the main menu of the 'Events' page. The user will be able to set a reminder in the calendar, as well as share the event via other media sources (e.g. WeChat).

### 5.3.d) Sightseeing

Würzburg has a large number of sightseeing places and attractions. On the main page of the 'Sights' category, the user can find all the different sights of Würzburg which are displayed in an order according to the selected sorting, such as:

- Distance
- Price
- Rankings (see Figure 7)

Once a specific sight has been selected (here the Würzburger Residenz; see Figure 7), the user can access different information related to the selected sight:

- “Voucher button” to buy the Würzburg Welcome Card and information about how much you can save with the card for this specific sight;
- Opening hours
- Link to the map to see ones position and distance to the sight
- Internet website and phone number for more information about the sight
- Detailed description of the sight.



Figure 7

### 5.3.e) Food and Beverage

The category 'Food and Beverage' gives an overview of the places for eating and drinking in Würzburg. Like the other categories, it has a waterfall structure. In the main menu the user has the choice between 'Food' and 'Beverage'; whether it's food or beverage (here: food; see Figure 8) the user will be redirected to a page with a list of relevant establishments. The best restaurants/wine bars are displayed first, but specific establishments can be found with the help of the search bar towards the top of the page. When the user chooses an establishment, they can access relevant information, like phone numbers, opening hours, etc. (Note: The list of the restaurants/ wine bars was established according to the ratings from the Internet.)

However, the most important function is the inclusion of Chinese language menus and recommendations of the chef. According to the reports of the other teams, a lack of understanding of the German dishes is a major hurdle for many Chinese tourists. Therefore, the main and most important function in this category are the integrated, translated menus of the listed restaurants. This could serve to greatly improve the experience of Chinese tourists in Würzburg. The button leading to the translated menu is located on the detailed information page of every restaurant.

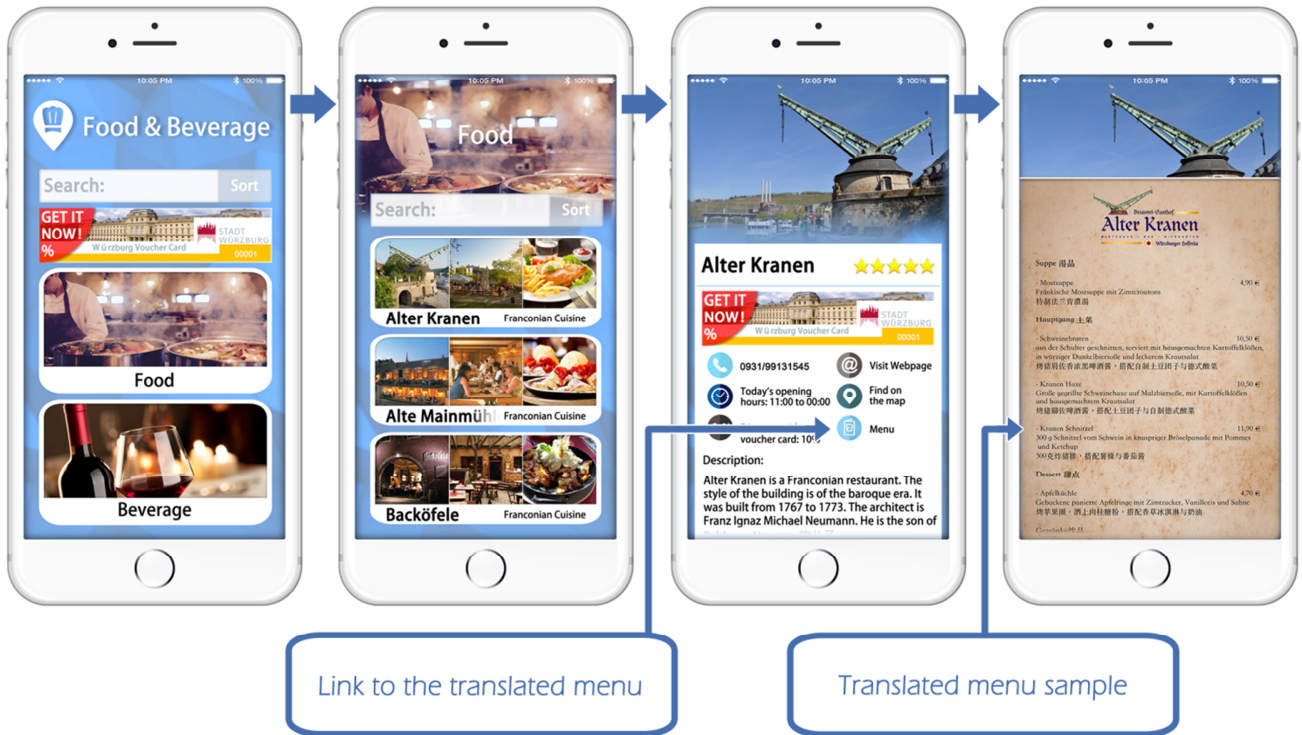


Figure 8

5.3.f) Maps

Naturally, tourists rely on maps to navigate through an unknown city. However, it is very inconvenient to use

conventional paper maps due to a number of reasons: first, it provides tourists with only limited and possibly outdated information, as they cannot be updated too frequently; second, due to their size they are uncomfortable to use. For these reasons, many tourists prefer using mobile maps (such as Google maps) because these allow them to filter information, reduce time of searching, serve as navigator etc. As it is rather inconvenient to “jump” from the application to the maps application and vice versa, we decided to integrate maps as a category into the app.

In this category, the user has the opportunity to tap the name of a specific place they are looking for and see where it is situated in the city. If they are for

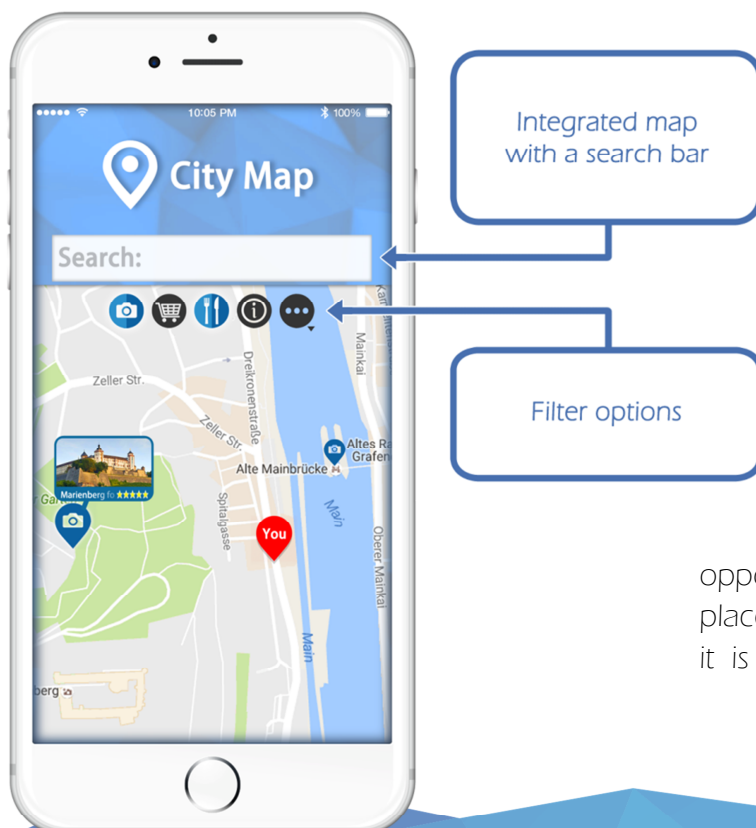


Figure 9

instance looking only for restaurants, shopping areas, sightseeing places or hospitals, they can do so, by selecting one or multiple of the filters situated under the search bar.

## 6. Appendix

### 6.1. Appendix A

#### Group Tour Survey

1. What is most peculiar about Germany?  
(Example of an ice breaker, you get them to laugh, interested...)

2. How long are you staying in Würzburg?

- a) Less than one day    b) One day  
c) More than one day.

3. How enjoyable was your overall stay in Würzburg?

- a) Very enjoyable    b) Enjoyable  
c) C. Not enjoyable    d) Not enjoyable at all

4. What is most impressive about Würzburg?

- a) Scenic spots    b) Food  
c) Shopping experience    d) People  
e) Bar and drinks    f) Hotel  
g) Other...

5. What aspect(s) of Würzburg tour service should be improved? And why?

6. If any, which of these activities have you experienced in Würzburg?

- a) Theatre    b) B. Boat trip  
c) Guided tours (Residenz, Festung)  
d) Outdoor Activities (Bike Riding, Minigolf...)  
e) Wine Tasting    f) Other

7. How did you hear of Würzburg for the first time?

- a) Friends/Family recommended it    b) From the tourist agency  
c) Social media    d) Other  
e) Searched on your own

8. Have you been to any other German cities? Which?

- a) Frankfurt    b) Stuttgart  
c) Berlin    d) Hamburg  
e) Munich    f) Nuremberg  
g) Other...

9. If so, how was this city more interesting than Würzburg?

- a) The food there is amazing.  
b) It has fantastic scenic spots.  
c) Shopping experience is super good there.  
d) It has an amazing museum.  
e) It is one of the famous wine or beer regions in Germany. I really enjoy the alcohol there.  
f) I watched a great football game there.  
g) Würzburg was more interesting  
h) Other...

10. Which tour agency did you choose?

11. Were you satisfied with their service?

- a) Very satisfied    b) Satisfied  
c) Not satisfied    d) Not satisfied at all

12. Do you like a Chinese-speaking tour guide to accompany you during your whole trip to Germany?

- a) Yes    b) No

13. What kind of information do you expect from the tour guide?

- a) Local culture    b) Local history  
c) Germany's current affairs    d) Stories on cultural differences  
e) Simple German language training    f) Other...

14. What problem(s) you were facing when you were shopping in Würzburg?

- a) Language problems    b) Unfriendly staff  
c) I didn't go shopping in Würzburg.  
d) I was happy with my shopping experience.  
e) No special offers    f) Other...

15. Your gender:

- a) Male    b) Female

16. Your age:

- a) Below 20    b) 20-30  
c) 30-40    d) 40-50  
e) Over 50

## 6.2. Appendix B

## Individual Tour Survey

1. What is most peculiar about Germany? (Example of an ice breaker, you get them to laugh, interested...)

2. How long are you staying in Würzburg?

- a) Less than one day    b) One day  
c) More than one day.

3. How enjoyable was your overall stay in Würzburg?

- a) Very enjoyable    b) Enjoyable  
c) C. Not enjoyable    d) Not enjoyable at all

4. What is most impressive about Würzburg?

- a) Scenic spots    b) Food  
c) Shopping experience    d) People  
e) Bar and drinks    f) Hotel  
g) Other...

5. What aspect(s) of Würzburg tour service should be improved? And why?

6. If any, which of these activities have you experienced in Würzburg?

- a) Theatre    b) B. Boat trip  
c) Guided tours (Residenz, Festung)  
d) Outdoor Activities (Bike Riding, Minigolf...)  
e) Wine Tasting    f) Other

7. How did you hear of Würzburg for the first time?

- a) Social media    b) From the tourist agency  
c) Friends/Family    d) Searched on your own recommended it  
e) Other

8. Why did you add Würzburg to your travel plan initially?

- a) The food there is amazing.    b) It has fantastic scenic spots.  
c) Shopping in Würzburg is great.    d) People said it is also a famous wine region in Germany.  
e) It is the starting point of the Romantic Road (浪漫之路).  
f) Other...    f) Work

9. Have you been to any other German cities? Which?

- g) Frankfurt    h) Stuttgart  
i) Berlin    j) Hamburg  
k) Munich    l) Nuremberg  
m) Other...

10. If so, how was this city more interesting than Würzburg?

- a) The food there is amazing.  
b) It has fantastic scenic spots.  
c) Shopping experience is super good there.  
d) It has an amazing museum.  
e) It is one of the famous wine or beer regions in Germany. I really enjoy the alcohol there.  
f) I watched a great football game there.  
g) Würzburg was more interesting  
h) Other...

11. Do you prefer to find a local tour guide to be with you?

- a) Yes    b) No

12. What tools or apps did you use to assist you in your trip in Würzburg?

- a) Google map    b) 穷游  
c) Wechat    d) Weibo  
e) City map    f) City train or bus timetable  
g) Tourists signs    h) Other...

13. What problem(s) you were facing when you were shopping in Würzburg?

- a) Unfriendly staff    b) Language problems  
c) I didn't go shopping in Würzburg.  
d) I was happy with my shopping experience.  
e) No special offers    f) Other...

14. What problem(s) you were facing when you were in the restaurant in Würzburg?

- a) Language problems - I couldn't read the menu  
b) unfriendly staff    c) The prices were too high  
d) I never went to a restaurant in Würzburg.  
e) Other...    f) I liked the restaurants.

15. Your gender:

- a) Male    b) Female

16. Your age:

- a) Below 20    b) 20-30  
c) 30-40    d) 40-50  
e) Over 50

## 6.3. Appendix C

## Example of the translation for "Alter Kranen"

<i>Suppe</i>	<i>湯品</i>	
Fränkische Mostsuppe mit Zimtcroustons	特制法兰肯濃湯	4,90 €
<i>Hauptgang</i>	<i>主菜</i>	
Schweinebraten aus der Schulter geschnitten, serviert mit hausgemachten Kartoffelklößen, in würziger Dunkelbiersoße und leckerem Krautsalat	烤猪肩佐香浓黑啤酒酱, 搭配自制土豆团子与德式酸菜	10,50 €
Kranen Haxe: Große gegrillte Schweinehaxe auf Malzbiersoße, mit Kartoffelklößen und hausgemachtem Krautsalat	烤猪脚佐啤酒酱, 搭配土豆团子与自制德式酸菜	10,50 €
Kranen Schnitzel: 300 g Schnitzel vom Schwein in knuspriger Bröselpanade mit Pommes und Ketchup	300 克炸猪排, 搭配薯条与番茄酱	11,90 €
<i>Dessert</i>	<i>甜点</i>	
Apfelküchle: Gebackene panierte Apfelfringe mit Zimtzucker, Vanilleeis und Sahne	烤苹果圈, 洒上肉桂糖粉, 搭配香草冰淇淋与奶油	4,70 €
<i>Getränke</i>	<i>饮品</i>	
Beer (Maß 1L)	德国啤酒 (1 公升)	



## 6.4. Appendix D

6.4.a) Quantitative Analysis - Sightseeing Data		
<b>Würzburger Residenz – Reviews</b>	Number of this review / Total 137	Ratio
Good English language service	8	5,84%
Beautiful view	82	59,85%
No chinese language service	21	15,33%
High price	12	8,76%
No photo in the palace	14	10,22%
Source of data: 穷游(77 reviews); 蚂蜂窝(57 reviews); 百度旅游(3 reviews)		
<b>Festung Marienberg – Reviews</b>	Number of this review / Total 97	Ratio
Good overall city view	68	70,10%
Free	13	13,40%
About 10mins walk from the downtown	7	7,22%
Few tourists	9	9,28%
Source of date: 穷游 (71 reviews); 蚂蜂窝(26 reviews)		
<b>Alte Mainbrücke – Reviews</b>	Number of this review / Total 67	Ratio
Beautiful view	34	50,75%
Local atmosphere with people drinking around	11	16,42%
Lots of tourists	4	5,97%
Historical	18	26,87%
Source of data: 穷游(69 reviews)		
<b>Würzburger Dom St Kilian – Reviews</b>	Number of this review / Total 20	Ratio
Historical	14	70,00%
Excellent interior decoration	4	20,00%
Nothing special	2	10,00%
Source of date: 穷游(20 reviews)		
<b>Marienkapelle – Reviews</b>	Number of this review / Total 22	Ratio
Excellent interior decoration	9	40,91%
Pretty	11	50,00%
Surrounded by shops and restaurant	2	9,09%
Source of data: 穷游(22 reviews)		
<b>Das Neumünster – Reviews</b>	Number of this review / Total 16	Ratio
Historical	9	56,25%
Simple interior decoration	2	12,50%
Pretty	5	31,25%
Source of data: 穷游(16 reviews)		
<b>Altes Rathaus Grafeneckart – Reviews</b>	Number of this review / Total 29	Ratio
Historical	15	51,72%
Good location	6	20,69%
Nothing special	8	27,59%
Source of data: 穷游(29 reviews)		
<b>St.-Johannis-Kirche – Reviews</b>	Number of this review / Total 4	Ratio
Unique and impressive architectural style	3	75,00%
Historical	1	25,00%
Source of data: 穷游(4 reviews)		
<b>Röntgen-Gedächtnisstätte – Reviews</b>	Number of this review / Total 29	Ratio
Good location	2	66,67%
Too small	1	33,33%
Source of data: 穷游(3 reviews)		

6.4.b) Quantitative Analysis –  
Restaurant Data Chart 2

Restaurant Name	Traditional German Food	Delicious Dessert	Acceptable/ Expensive Price	Delicious food/ Taste bad	Good Decoration/ Environment	Good Location	Recommended by commenter
Backöfele	1	1	N/A	N/A	1	N/A	N/A
Juliuspital Weinstuben	N/A	N/A	N/A	N/A	N/A	N/A	296
Marktbärbl	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Würzburger Ratskeller	2	N/A	3/4	1/2	1	N/A	N/A
Stachel	N/A	N/A	N/A	N/A	1	N/A	N/A
Vogelpeter	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Alte Mainmühle	N.A	N/A	11/0	13/0	13	2	258
Market Square	N/A	N/A	N/A	N/A	N/A	N/A	N/A

### 6.4.c) Quantitative Analysis – Restaurants Resources' Screenshot

Here are the resources' screenshot taken when conducting the quantitative analysis of the data available given online for the restaurants in Würzburg. The data was completely quantitative of the comments, likes, reviews and the recommendations written by Chinese users in those websites. It was gathered and translated by the Chinese native from the Masters.

#### 推荐景点



**德国-斯塔利榭尔酒庄 (Staatlicher Hofkeller Würzburg)**

斯塔利榭尔酒庄 (Staatlicher Hofkeller Würzburg) 位于德国弗兰肯 (Franken) 的维尔茨堡 (Würzburg) 葡萄酒...

FREE
🍷
🍴
🍷

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**德国-圣灵酒庄 (Burgerspital zum Heiligen Geist)**

圣灵酒庄 (Burgerspital zum Heiligen Geist) 位于德国弗兰肯 (Franken) 葡萄酒产区, 是该产区著名的酒庄之...

FREE
🍷
🍴
🍷



wa\*\*\*\*oon

🌟🌟🌟🌟🌟
口味: 5 环境: 5 服务: 5
2016-12 出游

环境很好的一个米其林餐厅, 窗口的位置很不错。

📅 2016-12-08
详情 举报 有用 (0)

---



凌

🌟🌟🌟🌟🌟
👤

这家餐厅的工作人员都是非常的友好和热情的, 服务的十分周到, 让人无可挑剔。餐厅的食物非常的新鲜, 烹饪的十分精美, 让人回味无穷。我强烈推荐这家餐厅的猪肩胛, 味道好极了。这里的猪肩胛是我们吃过的最美味的猪肩胛。

2016-01-19
有用 (0)

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深夏夜未眠

🌟🌟🌟🌟🌟
👤

如果有机会的话, 我们还会再来这家餐厅就餐的。这家餐厅的服务是一流的, 工作人员都是非常的风趣和高效的, 而且待人还非常的友善。我们很喜欢这里的食物, 餐厅的上餐的速度也非常的快。我们在这里举办生日聚会感到非常的愉快。


2016-01-13
有用 (0)

---




🌟🌟🌟🌟🌟
👤

58

 埃拉  
如果你来这个地方，我强烈推荐你到这家餐厅就餐。这家餐厅还提供了户外座位，如果天气好的话，你还可以在户外享受美味的食物。我们对这家漂亮的德国餐厅感到非常的满意。

2016-01-05 有用 (0)

 HN快乐...  
★★★★☆  
如果你来到这个地方，我强烈推荐你到这家餐厅就餐，这家餐厅绝对是非常值得一去的。餐厅的价格非常的实惠，这里的氛围也非常的棒。餐厅的食物也是超赞的。我这已经是第四次到这家餐厅就餐了。

2015-12-17 有用 (0)

 寒小门  
★★★★☆  
口味: 5 环境: 3 服务: 3  
这家店生意很好的，到的时候还不是高峰，不用排队。


2015-03-25 有用 (0)


 Cornell  
★★★★☆  
口味: 5 环境: 3 服务: 4  
生意真心好，总之挺喜欢的一家店。

2015-05-04 详情 举报 有用 (0)


 acbarca  
★★★★★ 2016-09-17  
位置很好，坐落在老桥边。仲夏夜尤其热闹，大家都端着杯葡萄酒在桥上闲聊。

有用 0条回复

 zqy\_YUKI  
★★★★★ 2016-04-06  
是米其林推荐过的餐厅，在河边位置不错，吃当地的美食，味道不错。



有用 0条回复

 obeely  
★★★★★ 2014-07-18  
在当地老桥上，坐在二楼露台上可以远远眺望维尔茨堡要塞，服务员态度非常好，价格比较实惠，推荐的white wine非常棒。另外它家有一种自酿的水果酒非常受欢迎，傍晚当地人都排着长队在这里买，然后一人端着一杯坐在老桥上沐浴在夕阳下聊天，非常壮观，非常惬意。单细胞生物觉得很不可思议：生意这么好，如果我就推着车子满城逛着卖。但我觉得，离开老桥和要塞的风景，这个酒的受欢迎程度可能会大打折扣了，酒醉人，景更醉人。

。



仙子很懒

★★★★☆ 2015-08-26

价格略贵，地下有点昏暗，很有古老的感觉，真心不喜欢西餐，来回来去就是那么几样。

👍 有用 1

💬 0条回复



angryangle

★★★★☆ 2015-03-24

德国基本上每个城市的市政厅楼下都有这么一个可以吃到地方菜的馆子，价格适中。点了一条鱼，看似清淡，好咸好咸！咸得我喝了一晚上的水。而且，半生的🙄🙄



👍 有用 1

💬 0条回复

## Weinstuben Juliuspital 餐厅

Weinstuben Juliuspital

👍 296人推荐

📄 分享到

“ 这家回廊式的中世纪餐馆舒适而隐蔽，是维尔茨堡最受欢迎的餐厅之一。提供各种葡萄酒和地道的本地美食，价格虽稍贵但服务一流，食物质量也很高。

### 弗兰肯产区酒庄 Franken

共有8个酒庄



#### 圣灵酒庄 Burgerspital zum Heiligen Geist

圣灵酒庄（Burgerspital zum Heiligen Geist）位于德国弗兰肯（Franken）葡萄酒产区，是该产区著名的酒庄之一，同时它也是德国名庄联盟（VDP）的成员。 圣灵酒庄的前身是一所养老院，1316年，约翰尼斯（J...）



#### 鲁道夫·福斯特酒庄 Weingut Rudolf Furst

鲁道夫·福斯特酒庄（Weingut Rudolf Furst）位于德国的比尔格斯塔特市（Burgstadt），属于著名的弗兰肯（Franken）葡萄酒产区，是该产区知名的酒庄之一。 福斯特家族自1638年便开始酿造葡萄酒，19...）



#### 斯塔利榭尔酒庄 Staatlicher Hofkeller Wurzburg

斯塔利榭尔酒庄（Staatlicher Hofkeller Wurzburg）位于德国弗兰肯（Franken）的维尔茨堡（Wurzburg）葡萄酒产区，是该产区知名的酒庄之一，同时也是德国名庄联盟（VDP）成员。 斯塔利榭尔酒庄至今已有8...）



hansenma

★★★★☆ 2014-09-24

吃了顿晚餐，气氛还不错，但吃的一般，整个德国都是一样的，只有啤酒各自不同。

有用 1

0条回复

lotuscherry  
93

★★★★★ 2014-07-22

果肉鸡胸配上白葡狂赞，同伴的烤猪扒也很给力，小小的壁炉有很温暖的味道。

有用 1

0条回复



snowdreamer66

★★★☆☆ 2016-06-02

菜很难吃，比较贵，肠还可以，如果有其他选择就不要去这家了，真的。

有用

0条回复



琳姨

★★★★☆ 2015-12-04

在市内偶遇一家中餐厅，后来就在中餐厅吃的，好久不吃中餐了，既然遇到了，不妨慰劳慰劳一下，尽管不是特别的想中餐。

有用

0条回复

burningwin  
n

★★★★☆ 2015-07-27

路过这家餐厅，看菜单觉得价格高于德国餐厅的平均水平，就没有进去，希望质量能够与众不同

### Würzburger Ratskeller

Address: Langgasse 1; Website: [www.wuerzburger-ratskeller.de](http://www.wuerzburger-ratskeller.de) ;

价格亲民，古代市政厅都附带一个地窖餐厅，这个传统被延续至今，也意味着这家餐厅历史悠久和当地的特色。

空心



Ratskeller Würzburg，就是维尔茨堡市政厅的地窖餐厅。在欧洲城市，几乎每个城中心的市政厅都有一个拥有悠久历史的地窖餐厅。是一家历史久远，保持着典型德国菜传统口味的餐馆。由于特别优越的地理位置，市政厅的楼下，餐厅的户外餐桌就在老美茵河桥的东侧，可以看到无限好的美景。酒店的餐单是纯德语的，没有英文菜单，所以就要连蒙带猜的点菜，好在服务员基本可以听懂我说的英语，呵呵。餐厅的价位不高，很亲民，主菜在15欧左右就可以搞定。而且，几乎所有的德国餐厅的菜量都很大，餐后在这里喝杯咖啡，看着街道上熙熙攘攘的人群，也是蛮有意思的体验。非常推荐！

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