拉脱维亚视阈下的拉脱维亚与中国研究

A STUDY ON LATVIA AND CHINA FROM LATVIAN PERSPECTIVE

纪念
In Commemoration of

中国与拉脱维亚建交30周年
The 30th Anniversary of Diplomatic Relations between China and Latvia

拉脱维亚大学孔子学院10周年
The 10th Anniversary of Confucius Institute at University of Latvia

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前 言

在中国和拉脱维亚双边关系史上，2021年是一个不寻常的年份，可谓双喜临门，既是中国和拉脱维亚建交30周年，也是拉脱维亚大学孔子学院成立10周年。

1991年，中拉两国正式建立外交关系。虽然两国关系经历了建立初期的一些小摩擦和小波折，但很快走向正轨，双边政治、经济、文化、教育等交流合作日益密切。1996年，两国政府签订文化教育协议，中国教育部向拉脱维亚大学派遣中文教师，中拉教育合作迈上了一个新台阶。

2011年，拉脱维亚大学和华南师范大学合作建立拉脱维亚大学孔子学院。从此，拉脱维亚汉语教学规模突飞猛进，汉语教学质量日益提升。迄今为止，拉脱维亚汉语教学点发展到二十多个，遍布全国各地，遍及东南西北中，涵盖大学、中学、小学、幼儿园以及社会人士。

中国相关高校开设拉脱维亚语也有10年多的历史。北京外国语大学2011年面向全校开设拉脱维亚语选修课，2020年招收拉脱维亚语专业本科生。北京第二外国语学院2015年招收拉脱维亚语贯培生，2016年招收拉脱维亚语专业本科生。每年，这两所学校都有学生到拉脱维亚交流和学习。

此外，每年也有许多拉脱维亚汉语学习者踊跃参加各种交流项目和活动，包括汉语桥比赛，夏令营和冬令营，赴中国各地高校留学深造，或做短期交流学习，或攻读学士、硕士和博士学位，他们活跃在拉脱维亚外交界、政界、教育界、文化界、商界、旅游界等，成为中拉两国交流合作的桥梁，成为中拉友好的使者和中流砥柱。

值此中拉建交30周年和拉大孔院成立10周年之际，我们征集了13位作者的13篇学位论文，集结成册，作为献给两个周年的一份厚礼。这13位作者均系拉脱维亚大学人文学院和拉脱维亚大学孔子学院优秀学生，以优异的成绩获得中国政府奖学金和孔子学院奖学金，赴中国高校攻读学位。

在13篇学位论文中，3篇是学士学位论文(华南师范大学2篇、深圳大学1篇)，9篇是硕士学位论文(中国人民大学1篇、中山大学1篇、上海交通大学1篇、西安交通大学1篇、上海外国语大学1篇、北京第二外国语学院2篇、北京科技大学2篇)，1篇是博士学位论文(中央民族大学1篇)，其中5篇用中文写成，8篇用英文写成。研究内容广泛，涉及中国和拉脱维亚双边关系、中国和中东欧国家关系、中国和拉脱维亚企业、中国

和拉脱维亚传统文化、中国和拉脱维亚性别平等、中国和拉脱维亚旅游、中国村落社会、中国文学翻译等。

本书是中国和拉脱维亚友好交流的记录与见证，也是拉脱维亚汉语教学结出的璀璨花朵。

尚劝余

2021年

于拉脱维亚大学

目 录

Contents

拉脱维亚与中国关系研究(1991–2019):多边视阈下的双边关系[1]

纳迪娜

摘要:中国是亚洲东部的大国，而拉脱维亚是欧洲波罗的海东岸的小国。两国之间相距甚远、差距悬殊、还有语言与文化上的差异，这些因素导致两国在历史上较少交集。不过，自1991年拉脱维亚与中国建交以来，特别是自2012年中国与中东欧国家建立合作机制(“17+1”机制)以来，双方各领域合作明显增多。本文主要探讨拉脱维亚与中国的关系发展的进程与特点、两国关系发展的主要动力, 以及两国关系面临的挑战。

通过研究，笔者发现:多边主义和区域合作战略在拉脱维亚与中国的双边关系中发挥着重要的作用。参与各种区域和多边合作机制是推动拉—中政治、经济和人文合作不断发展的主要动力。拉脱维亚是一个资源有限和地理位置特殊的小国，参加不同的国际组织和合作平台对确保其利益甚至生存都至关重要。对中国来说，多边和区域合作是中国全球治理战略和对建立在合作共赢基础上的新型国际关系的重要组成部分。近年来拉—中关系发展迅速,各方面的合作日益密切，但两国交往也面临一些挑战，包括两国有关政策(特别是签证和税收政策)存在的问题、经济贸易不平衡问题、两国之间距离遥远对交往的障碍以及欧盟、美国、俄罗斯等第三方的因素对未来拉—中合作与发展带来的挑战，其中最根本的问题是两国对彼此的认知和了解不足，这一点亟待加强。

[1] 本文系纳迪娜(Nadīna Rode)在中山大学国际关系学院国际关系专业留学时期撰写的硕士学位论文(2019年), 导师黄云静, 在此衷心致谢。

A Study of Relations between Latvia and China (1991–2019): Bilateral Relations from a Multilateral Perspective

Nadīna Rode

Abstract

China is a big country located on the Eastern part of the Eurasian continent, while Latvia is a small state in the northeast part of the Europe, located on the east coast of the Baltic Sea. A big distance that separates two countries, never mind the differences in size, culture, language etc. does not make them obvious partners of cooperation. However, since 1991 when the formal relations between Latvia and China were established, but especially since 2012, when the cooperation format between China and 16 (now 17) Central and Eastern European countries was created, the activity of cooperation in various fields has significantly increased. What are the characteristics of the relations between Latvia and China; what were the motivating reasons for both countries to engage in the development of cooperation, and what potential challenges does the relations face in the future are the research questions of the thesis.

After carrying out the research, it was concluded that the multilateralism and regional cooperation plays an important role in the foreign strategy and diplomacy of both countries. The participation in different regional and multilateral cooperation mechanisms is one of the main impetus for the increasing political, economic and people-to-people cooperation between Latvia and China. For Latvia as a small state with limited resources and specific geographic location, participation in different international organizations and cooperation platforms is crucial for securing its interests and even survival. For China, multilateral and regional cooperations are an important part of it's global strategy and the new type of international relations based on win-win cooperation. Even though the relationship between Latvia and China has developed rapidly in recent years and the cooperation in various aspects has become increasingly close, the two countries also face some challenges. Some have occurred as a result of different government policies (especially the visa and tax-related policies). The biggest economic challenge is the vast trade imbalance. The distance between the countries as well as the influence of the third parties, like, EU, USA or Russia also can create challenges for the future development of the cooperation. However, it can be concluded that the biggest challenges occur from the insufficient level of knowledge two countries have about each other.

一、导论

(一)选题背景与意义

1. 选题背景

拉脱维亚是一个小国, 地处波罗的海东海岸。中国是亚洲东方古老的大国。由于距离遥远, 两国在历史上少有交集, 彼此了解十分有限。拉脱维亚人民过去把中国视为一个神奇的遥远国度。拉脱维亚语中有一句俗语:“这就像汉语字母表一样”[1] , 用来形容那些令人费解的事物。这句俗语说明了大多数拉脱维亚人过去对中国并不了解, 因为汉语里根本没有字母表。

拉脱维亚语文献关于中国的最早记载出现在18世纪末, 是对中国人民的风俗、节日和传统的民族志描述。[2] 19世纪末, 拉脱维亚语言学家、人种学者、翻译以及汉学家彼得利斯·施密特(Pēteris Šmits)在中国工作和生活。他在中国的旅行笔记和信件于1897年、1898年和1899年发表在拉脱维亚杂志《家乡来客》(“Mājas Viesa Mēnešraksts”)。1898年, 施密特在北京大学当俄语教授, 之后在符拉迪沃斯托克远东学院当了20年汉语、蒙古语和满洲语的教授。他1902年发表的关于汉语语法教学方法的硕士毕业论文是该领域最早发表的科学论文之一。[3] 一些拉脱维亚族的工程师、技术人员和工人在19世纪末期搬到中国。他们由俄罗斯帝国政府派任, 被要求从1898至1903年参与建设新的中国东方铁路。该工程结束之后有些人留在中国, 其中大多数住在哈尔滨。在1904–1905年的日俄战争期间, 拉脱维亚族人作为沙皇军队的武装分子来到中国。战争结束后, 一些人也选择留在中国。铁路工人、退役军人以及一战和俄罗斯内战(1918–1922)的难民构成了在中国拉脱维亚族人社区的最大比重。根据拉脱维亚驻哈尔滨总领事馆的资料, 拉脱维亚侨民在哈尔滨的人数在1927年达到顶峰, 当时有616名拉脱维亚公民在哈尔滨注册。[4]

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[1] 拉脱维亚语:“Ķīniešu ābece” ——汉语字母表。

[2] Poriete, A. “Es redzu zemi, kur tējas koks zied. Ķīnas un Latvijas kultūru saskarsme”, Izstāde Latvijas Akadēmiskajā bibliotēkā (《茶树开花国度》), 中国与拉脱维亚文化交流文献展前言, 5.–30. septembris, 2005, p . 6, https://dspace.lu.lv/dspace/handle/7/1847 上网时间:2019年1月17日。

[3] Mantiniece, I. Profesora Pētera Šmita kolekcija (《彼得利斯·施密特教授论文合集》), Kolekcijas LU Bibliotēkā, Nr. 13, 2017, 17. lpp.

[4] Rode, N. Latvieši Ķīnā 1918–1940. Harbinas piemērs (《拉脱维亚人在中国1918—1940年:哈尔滨为例》), *Latvijas Universitātes Žurnāls Vēsture,* Nr. 2 (97) 2016, 151. lpp.

1918年11月18日，拉脱维亚宣布独立，一直持续到第二次世界大战爆发，1940年苏联军队进入拉脱维亚。1923年8月16日，中国承认拉脱维亚独立，但在此期间并没有正式建立外交关系，两国之间的官方交流是通过中国驻伦敦和柏林的外交官进行的。[1] 1936年6月25日，双方签订了正式的友好条约，但此后双方没有建立正式关系。虽然拉脱维亚和中国都没有正式设立大使馆，但拉脱维亚共和国在中国有两个总领事馆:分别在哈尔滨和上海。领事馆的主要职能是授予拉脱维亚公民身份、签发护照、获取有关拉脱维亚族人和拉脱维亚公民在中国的信息、后来还将拉脱维亚商人与其潜在的中国合作伙伴联系起来。根据拉脱维亚国家历史档案馆珍藏的文件，在两次世界大战期间，中国是拉脱维亚在亚洲的最大贸易伙伴，在拉脱维亚的贸易总额中约占78%。[2] 档案文件中提到的对中国出口的商品主要是鱼罐头和胶靴。[3] 后来拉脱维亚成为苏联的加盟共和国以后，中国与苏联发展双边关系。

1990年5月4日，拉脱维亚最高苏维埃通过关于恢复拉脱维亚独立的宣言，并改国名为拉脱维亚共和国。1991年8月22日，拉最高苏维埃宣布拉脱维亚共和国恢复独立。同年9月6日，苏联国务委员会承认拉独立。9月17日，拉加入联合国。1991年9月12日，中华人民共和国和拉脱维亚共和国正式建交，中国是最早承认拉脱维亚恢复独立的国家之一。[4] 建交以来，拉—中双边交往逐渐密切，双边合作不断加强。

在拉—中友好合作不断发展的大背景下，两国关系是一个值得研究的课题，不仅要研究两国关系的发展前景和成果，而且要研究它们可能给两国带来的挑战。与中国相比，拉脱维亚是一个小国，远离中国边境，人们对中国的了解比较少。中国对较大的中东欧国家的研究更加积极，对较小国家的研究相对较少。本文旨在弥补拉—中关系这一领域学术文献的不足，也试图从大国与小国关系的视角，分析两国之间的合作，寻找两个差异悬殊的国家的共同点，以获得对中一拉合作前景更广阔的视野和更深刻的认识。

[1] Rode, N. Latvieši Ķīnā 1918–1940. Harbinas piemērs (《拉脱维亚人在中国1918—1940年:哈尔滨为例》), *Latvijas Universitātes Žurnāls Vēsture,* Nr. 2 (97) 2016, 148. lpp.

[2] Džao Javei (*Zhao Yawei*), LVVA dokumenti par Latvijas un Ķīnas tirdzniecības sakariem pirms Otrā pasaules kara (《在拉脱维亚国家历史档案有关第二次世界大战前拉脱维亚与中国贸易关系的文件 》). Ščerbinskis, V. (sast.). Ķīna Latvijas Valsts vēstures arhīva dokumentos 1919–1940. *Izstādes katalogs*. Latvijas Valsts vēstures arhīvs: Rīga, 2002, 9. lpp.

[3] Rode, N. Latvieši Ķīnā 1918–1940. Harbinas piemērs (《拉脱维亚人在中国1918–1940年:哈尔滨为例》), *Latvijas Universitātes Žurnāls Vēsture*, Nr. 2 (97) 2016, 149. lpp.

[4] "Latvijas un Ķīnas Tautas Republikas attiecības", Latvijas Republikas Ārlietu ministrija (《中国和拉脱维亚关系》拉脱维亚共和国外交部)， 31. augusts, https://www.mfa.gov.lv/arpolitika/divpusejas-attiecibas/latvijas-un-kinas-tautas-republikas-attiecibas#attiecibas. 上网时间:2019年1月4日。

2. 选题意义

本论文的研究的意义是双重的。首先，从学术意义方面来看，目前讨对中—拉关系进行理论性研究比较少。虽然自“17+1”中国一中东欧国家合作机制建立后，有关拉脱维亚与中国关系的研究文献有所增加，但理论性探讨不多。而中国学术界对这一课题的兴趣一直较低,因此本文的研究旨在为弥补中—拉关系研究贡献理论性的研究成果。

其次,从现实意义角度来看,本文对拉脱维亚与中国关系方面进行了论述和分析,有助于读者了解拉—中关系的发展。

(二)文献综述

1. 拉脱维亚语与英文文献

历史上关于中国与拉脱维亚关系的研究成果很少。第一次独立时期(1918年至1940年)，拉脱维亚与中国没有建立起正式外交关系。不过，当时生活在中国的拉脱维亚公民与拉脱维亚族的人很多，所以在哈尔滨与上海建立了拉脱维亚领事馆。有几位拉脱维亚研究者,例如,Valters Ščerbinskis 与 Nadīna Rode研究了拉脱维亚国家档案中有关哈尔滨与上海领事馆的文件，概述并分析了20世纪20–40年代拉脱维亚国民与拉脱维亚民族移民在中国的规模与生活情况(包括经营的商业、举办的活动等)。[1] 后来拉脱维亚成为苏联加盟共和国以后,有关拉—中关系的研究成果几乎空白。

中国与拉脱维亚关系的研究成果包括一些学位论文与期刊文献。值得一提的是,目前进行的研究大多集中在经济方面的关系。拉脱维亚加入欧盟后，其最早发表的分析拉脱维亚与东亚国家外交与经济关系的论文是 Artis Birzins的《东亚与欧盟新成员国之间的双边外交和经济关系:以拉脱维亚为例》。[2] 也有学者分析拉脱维亚加入欧盟之后与东亚地区国家关系发展的潜力。前者认为,拉脱维亚加入欧盟以后和中国、新加坡与日本的关系发展是为迅速的。此后还有几位拉脱维亚的学者分析中一拉经济关系。例如，拉脱维亚学者Aldis Bulis的博士论文《对拉脱维亚制造公司在中国市

[1] 例如, Ščerbinskis, V. Ķīna Latvijas Valsts vēstures arhīva materiālos (《中国在拉脱维亚国家历史档案的文件》), Ščerbinskis, V. (sast.). *Ķīna Latvijas Valsts vēstures arhīva dokumentos 1919–1940. Izstādes katalogs*. Latvijas Valsts vēstures arhīvs: Rīga, 2002, 6.–9. lpp.; Rode, N. Latvieši Ķīnā 1918–1940. Harbinas piemērs. (《拉脱维亚人在中国1918–1940年:哈尔滨为例》) *Latvijas Universitātes Žurnāls Vēsture*. Nr. 2 (97) 2016, 145.–161. lpp.

[2] Artis Birzins, “Bilateral diplomatic and economic relations between East Asia and the new EU members: The case of Latvia”, *Asia Europe Journal,* Vol. 2, 2004, pp. 221–235.

场上的竞争因素的评估》 研究了阻碍拉脱维亚公司在中国市场竞争力的因素。[1] 拉脱维亚大学的经济学教授 Roberts Škapars在《通过拉脱维亚里加海港发展“新丝绸之路”北部分支》中也评估了“新丝绸之路”贯穿里加港北部分支的可能性和有效性。[2] 他们认为, “新丝绸之路”北支线最短路线是通过拉脱维亚的里加海港, 这是中国到欧盟港口的最短路线。这条路线对从中国西北部到斯堪的纳维亚国家的集装箱运输是有利的, 反之亦然。本研究有助于探讨欧洲与中国之间的贸易路线, 并介绍“新丝绸之路”北方支线的发展情况。拉脱维亚大学经济学教授Jānis Priede与研究者冯海东(Feng Haidong) 评估了中国—拉脱维亚的贸易潜力, 这是一项重要的市场多样化研究。由于对俄罗斯的经济制裁和粮食贸易禁运 (自2014年8月7日以来)、英国脱欧事件及英国贸易监管的前景不明朗等因素, 拉脱维亚的公司需要考虑其他国家的市场, 此外, 中国与拉脱维亚之间贸易趋于平衡, 这都有利于了解这些国家之间经济合作的发展情况, 以评价其成功程度。

自“17+1”中国——中东欧国家合作机制建立后, 有关拉脱维亚与中国关系的研究文献有所增加。拉脱维亚对中国的全球和区域倡议方面的研究活动大多数是在拉脱维亚国际事务研究所(Latvian Institute of International Affairs)进行的。Una Aleksandra Bērziņa-Čerenkova是新丝绸之路项目的负责人和里加Stradins大学中国研究中心的负责人, 她专门研究拉脱维亚和中国 “17+1”合作机制下的关系。2017年起拉脱维亚国际事务研究所每年发表的年鉴都包括有关拉脱维亚与中国关系的论文。Bērziņa-Čerenkova发表的论文分析了拉脱维亚与中国政治与经济方面的合作。[3] 在最新的一篇论文《拉脱维亚的“中国政策”与“16+1”对该政策的影响》中, 她强调, 拉脱维亚需要继续制定相关的中国政策, 既不过分强调也不低估中国在拉脱维亚经济中发挥的作用, 而是要体现同中欧战略伙伴关系“16+1”合作机制的互补性。[4] 她与拉

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[1] Aldis Bulis, *Latvijas ražošanas uzņēmumu konkurētspējas kavējošo faktoru novērtējums Ķīnas Tautas Republikas tirgū*. (《对拉脱维亚制造公司在中国市场上的竞争力因素的评估》) Promocijas darbs, Latvijas Universitātes Ekonomikas un vadības fakultāte, 2016.

[2] Aldis Bulis, Roberts Škapars, “Development of “New Silk Road” Northern branch through seaport of Riga in Latvia”. 载: *Procedia – Social and Behavioral Sciences*, Vol. 150, 2014, pp. 1222–1229.

[3] 例如, Bērziņa-Čerenkova, U. A. Sadarbība starp Ķīnu un Centrāleiropas un Austrumeiropas valstīm (“16+1”): jaunās tendences, turpmākā attīstība un ietekme uz Latviju (《中国与中东欧国家合作 (“16+1”):新趋势、未来发展和对拉脱维亚的影响》), Sprūds A., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2018*, Latvijas Ārpolitikas institūts 2018, 164.–171. lpp.; Andžāns, M., Bērziņa-Čerenkova, U. A. “16+1” formāts un Ķīna Latvijas ārpolitikā: starp vērtībām un interesēm (《“16+1”与拉脱维亚外交政策中的中国:价值与利益的关系》) Sprūds, A., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2017*, Latvijas Ārpolitikas institūts, 2017, 163.–171. lpp.

[4] Bērziņa-Čerenkova, U. A. Latvijas Ķīnas politika un “16+1” loma tās izveidē (《拉脱维亚的“中国政策”与“16+1”对该政策的影响》), Sprūds, A., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2019*, Latvijas Ārpolitikas institūts, 2019, 152.–157. lpp.

脱维亚国际事务研究所的研究员和里加Stradins大学的助理教授Māris Andžāns提出拉脱维亚需要对与中国的关系持有务实的态度。[1] Bērziņa-Čerenkova在《起步小—中国中小型企业投资者在拉脱维亚的新形象, 冲击人们对中国海外直接投资的先入之见》一文中评估了中国的中小企业投资者在拉脱维亚的发展机会与潜力。[2]

Māris Andžāns以及中国社科院中东欧研究所所长刘作奎做了一项针对拉脱维亚政治科学生对中国了解程度的研究。[2]该研究是在三所大学的政治学科的学生中进行的。研究指出, 拉脱维亚的未来公务员对中国的基本了解不是很充分, 事实上, 其掌握的相关知识很有限, 甚至对中国提出的倡议与合作机制(如"一带一路"和中国—中东欧国家合作机制)一无所知。该文作者认为, 通过调查问卷的研究方法以及对波罗的海三国当地新闻门户网站的分析, 可以更详细、准确地了解三国对中国的了解程度。布鲁内尔大学的David Scott在《中国与波罗的海三国:立陶宛、拉脱维亚与爱沙尼亚面临的战略挑战和安全困境》一文中考察了中国与波罗的海国家(包括拉脱维亚)合作可能带来的战略挑战和安全困境。Scott认为, 经济和政治杠杆以及中国的融资在政治上分裂了波罗的海国家, 并将中国与俄罗斯的密切军事联系和战略伙伴关系视为对波罗的海三国(包括拉脱维亚)的安全威胁。[4]

2. 中文文献

中国学者较多地对整个中国—中东欧国家的合作机制或者机制中相对较大的国家(例如波兰、匈牙利和捷克等)进行了研究。学者们一致认为, "17+1"合作机制已经从总体机制和运作的框架转移到具体的进一步发展阶段, 并且还认为中国的"一带一路"倡议与"17+1"合作机制的发展有着密切的联系。他们认为, 在中国寻求建立其"一带一路"网络之际, 中东欧地区对中国很具有吸引力。例如, 基础设施是中国与中东欧国家的战略合作领域, 这样的合作可以改善中国与中东欧国家的关系。

[1] Una Aleksandra Bērziņa-Čerenkova, Māris Andžāns "Latvia: A Pragmatic Approach Without Making Significant Concessions to China", in Tom Nichols et al., ed., *Political Values in EU–China Relations*, European Think-tank Network on China, 2018, pp. 55–58.

[2] Una Aleksandra Bērziņa-Čerenkova, "Starting Small – an Emerging Profile of Chinese SME Investors in Latvia to Challenge the Preconceptions on Chinese FDI", in Lukasz A. Janulewicz, ed., *Experiences with Chinese investment in the Western Balkans and the post-Soviet space: Lessons for Central Europe?* Center for European Neighborhood Studies, 2018, pp. 26–29.

[2] Māris Andžāns, Liu Zuokui, "Relationship Between China and Latvia – Perspective of Latvian Political Science Students", in Māris Andžāns, ed., *Afterthoughts: Riga 2016 International Forum of China and Central and Eastern European Countries*, Latvian Institute of International Affairs, 2016, pp. 62–63.

[4] David Scott, "China and the Baltic States: Strategic Challenges and Security Dilemmas for Lithuania, Latvia and Estonia", *Journal on Baltic Security*, Vol. 4 No. 1, 2018, pp. 25–37.

上海国际问题研究所欧洲研究中心副主任龙静在《中国—中东欧国家关系》一文中强调，中国与中东欧国家在“一带一路”项目上的合作应优先加强与欧盟的关系，借此改善中国与中东欧国家的关系，以消除当前的担忧。[1] 她还指出，中国需要同中东欧国家在非经济领域建立合作关系。比如，在法律、文化、教育、科学等领域与中东欧中小国家开展合作，这不仅可以赢得这些国家对中国进一步合作的好感，也可以提高“一带一路”的知名度。龙静建议中国应该考虑建立一个专门的文化和教育交流融资基金，以及加强智库交流、联合会议召开和研究项目合作，以增进中东欧国家对“一带一路”的了解。中国社科院中东欧研究所所长刘作奎认为，“16+1”合作机制缺乏相互了解和研究。他指出，欧洲公众对中国的合作机制和“一带一路”倡议抱有消极的看法和偏见，[2] 并认为中国不应忽视欧洲知识分子和智库发布的负面报告（例如，警告中国的地缘政治意图）。

中国学者撰写的有关中国与拉脱维亚关系的研究成果很少。有学者分析了全波罗的海地区国家和中国的合作，如《中国与波罗的海沿线国家国际产能合作》，该论文对整个波罗的海地区国家与中国经济合作进行研究，包括拉脱维亚。如果与波罗的海地区其他国家作比较，可以看出，中国和拉脱维亚的合作并非过分密切。[3] 辽宁大学外国语学院的穆重怀发了几篇探讨波罗的海三国的文章，比如，《“一带一路”倡议中的波罗的海三国》与《波罗的海三国与东北振兴》。两篇文章分别介绍波罗的海三个国家:爱沙尼亚、拉脱维亚与立陶宛和的特点。文中也强调了各个国家在哪些领域和中国发展合作的潜力最大。他认为，拉脱维亚与中国潜力最大的合作领域是运输和物流:“优先发展运输和物流业是拉脱维亚经济规划的重要方向，这与“一带一路”倡导的互联互通不谋而合，为双方合作奠定了坚实的基础。”[4] 学者也认为波罗的海三国与辽宁省的合作现实可能性很大:“实现辽宁与波罗的海三国的合作对于实现各方的互利共享具有极大的意义”。[5] 中国学者单独探讨中国与拉脱维亚合作的研究成果更少，并且大部分仅限于介绍拉脱维亚。曾伏华在《拉脱维亚开辟亚洲新市场》强调拉—中友好交往主要表现在人文交流、经贸合作以及物流联通等方面。在作者看来，人文交流最为积极和活跃。[6]

总的来说，有关拉—中关系的研究成果比较少。其中最多的是拉脱维亚学者分析拉—中经济方面的合作与探讨其他有合作潜力的领域，不过全面分析两国关系的研

[1] Jing Long, “Relations Between China and CEE Countries: Development, Challenges and Recommendations”, *China Institute of International Studies*, 21 November 2014.

[2] 刘作奎:《“一带一路”倡议背景下的“16+1 合作”》,《当代世界与社会主义》, 2016年第3期, 144–152页。

[3] 陈新、杨成玉:《中国与波罗的海沿线国家国际产能合作》,《欧亚经济》, 2017年第6期, 85–124页。

[4] 穆重怀:《“一带一路”倡议中的波罗的海三国》,《侨园》, 2017年第202期, 第13页。

[5] 穆重怀、宋殿娇:《波罗的海三国与东北振兴》,《侨园》, 2018年第1期, 第21页。

[6] 曾伏华 :《拉脱维亚开辟亚洲新市场》,《世界知识》, 2018年第3期, 第51页。

究成果比较少。本文把对中国与拉脱维亚关系置于双边视角下进行较为全面与深入的探讨。

(三)研究问题、研究思路与研究方法

1. 研究问题

本文围绕以下问题展开对拉—中关系的探讨:

1) 拉脱维亚与中国建交以来,双边关系是怎样发展的;这种双边关系有什么特点?
2) 中国与拉脱维亚为什么要发展双边关系?其发展的动力有哪些?
3) 中国与拉脱维亚关系发展面临哪些挑战?如何克服这些挑战?

2. 研究思路

首先介绍拉脱维亚与中国建交以来双边关系发展与特点。其次,对中国与拉脱维亚关系发展的动力进行分析。论文将结合大国外交和小国外交理论和两国外交战略的视角,分析拉脱维亚与中国发展关系的动力。最后,本文将分析中国与拉脱维亚政府主观决策存在的问题与客观因素对两国关系的障碍,还有第三方因素对两国关系的影响。

3. 研究方法

1) 文献研究法

文献研究与分析法:通过阅读分析关于中国与拉脱维亚关系的第一手资料,以及已有的相关研究文献,就拉—中关系有关问题进行探讨,形成结论。

2) 调查问卷法

为了更好地了解拉脱维亚社会各界对中国以及两国之间的合作的了解程度,笔者通过互联网平台发放调查问卷,就有关问题进行了调查。

3) 访谈法

在研究过程中,笔者采访了目前在北京第二外语学院任教拉脱维亚语、从事拉脱维亚文化与拉脱维亚一欧盟关系研究的拉脱维亚籍老师Dace Ratniece;另外,笔者还对拉脱维亚大学孔子学院中方院长尚劝余教授进行了访谈。两位学者在中国与拉脱维亚关系研究方面都有着丰富的阅历和成果,他们的看法与意见对本课题的研究有很大的参考价值。

（四）论文结构、创新点、难点与不足

1. 论文结构

本文分为三章。第一章分别从政治关系、经济关系与文化交流三个方面对拉—中关系进行分析。

第二章分析了拉脱维亚与中国关系发展的动力。首先介绍小国家外交政策的逻辑和策略，然后将拉脱维亚的外交政策与相关理论相结合，对拉脱维亚外交政策进行了分析，其次介绍和分析发展中大国的外交战略，然后从理论的角度分析了中国对外政策战略的实例，最后论述拉脱维亚与中国发展关系的动力与区域合作战略对两国关系的推动。

论文的第三章，即最后一章专门研究当前和未来可能影响拉—中关系发展的因素。首先分析两国政府政策可能出现的障碍(如法律和税收政策等)，随后讨论潜在的客观障碍(例如，两国之间的距离以及这如何影响运输成本等)，最后分析了第三方因素对拉脱维亚与中国关系的影响，并针对不同问题提出相应的解决措施和建议。

2. 创新点

选题方面，中国的学术界对中国与拉脱维亚的关系研究成果还不多，本课题的研究可以补充这方面的研究成果。本研究的创新点有三个方面:一是角度新颖。本文把拉—中双边关系置于多边视阈下进行探讨，区别于其他就论双边关系的研究，有利于从更宽广的视野认识拉—中双边关系发展及其存在问题;二是资料来源多元化。本文综合运用中文、英文、拉脱维亚语等多种语言文献资料进行分析研究，可以从各种观点得到启迪;三是方法多样化。本文主要采用文献分析法，并结合定性访谈和定量方法进行研究，通过问卷调查与访谈收集的信息作为这方面研究的第一手资料，以期为本文提供丰富可靠的论据。

3. 难点与不足

本文的难点在于如何把多边视阈与双边视角进行融通，笔者为此付出了不少努力;不足方面，一些具体问题的探讨例如第三方因素对中—拉关系的影响尚有待进一步观察和深入探讨。

二、拉脱维亚—中国关系发展的进程与特点:以“17+1”机制[1]为分水岭

1991年拉脱维亚与中国建交后， 两国关系发展可以划分为两个阶段:中国——中东欧国家合作机制(“17+1”)建立之前和建立之后。可以说， “17+1”机制在拉—中关系发展中处于分水岭地位，该机制建立前，两国之间除了双边文化交流外，在政治关系和经济合作方面可谓平淡无奇;“17+1”合作机制建立之后， 两国之间的交往渠道得到拓展, 双边往来日趋活跃, 政治、经济关系与文化交流比以前更加密切。

（一）“17+1”合作机制建立前拉—中关系发展及其特点

1. 政治与外交关系:磨合中前进

1991年9月12日, 中华人民共和国和拉脱维亚共和国正式建交, 中国是最早承认拉脱维亚恢复独立的国家之一。[2] 然而, 由于台湾驻里加总领事馆仍保持开放, 1992年至1994年拉—中关系一度中断。中华人民共和国驻拉脱维亚官方大使馆于1994年8月成立,而拉脱维亚驻中国使馆也于1998年正式成立。两国经济关系以2004年在北京签署的《中华人民共和国政府和拉脱维亚共和国政府经济贸易合作协定》为基础。2004年拉脱维亚加入欧盟后, 作为后者的一部分, 它在世界地图上越来越引人关注。拉—中建交以来, 政治互信不断增强, 经贸关系保持良好发展势头, 合作领域不断扩大与深化。[3]

拉—中两国政治关系自1994年以来一直稳定。1994年访问中国的第一个官方代表团是由拉脱维亚前总统贡蒂斯·乌尔马尼斯(Guntis Ulmanis)率领的。1994年至2012年“17+1”合作机制启动期间， 拉脱维亚总统分别于1994年、2004年、2008年、2009年和2010年访问中国5次, 中国国家主席访问拉脱维亚1次(2002年, 江泽民访问波罗的海三国家时)。1994年至2012年，中国与拉脱维亚高级政府官员共举行过会晤35次，其中13

[1] “17+1”中国——中东欧国家合作机制(2019年4月之前为“16+1”)是中国外交部为促进中国与中东欧17国(阿尔巴尼亚、波黑、保加利亚、克罗地亚、捷克、爱沙尼亚、希腊、匈牙利、拉脱维亚、立陶宛、北马其顿、黑山、波兰、罗马尼亚、塞尔维亚、斯洛伐克、斯洛文尼亚)政治、经贸与文化关系而提出的合作机制。为简便起见，在本论文中，除非是直接引用原文，笔者将一律使用“17+1”表述“中国—中东欧国家合作机制”。

[2] Latvijas un Ķīnas Tautas Republikas attiecības, Latvijas Republikas Ārlietu ministrija (《中国和拉脱维亚关系》拉脱维亚共和国外交部), 31. augusts 2018, https://www.mfa.gov.lv/arpolitika/divpusejas-attiecibas/latvijas-un-kinas-tautas-republikas-attiecibas#attiecibas 上网时间:2019年1月4日。

[3] Investment and Development Agency of Latvia, “Latvia as a business partner for China”, KPMG Baltic SIA, 2016, p. 4.

次在中国，22次在拉脱维亚。[1] 拉脱维亚与中国的对话主要是通过政府官员的双边会晤发展起来的。然而，欧盟的一体化和与西方国家合作的发展被视为拉脱维亚在这一时期外交政策重点。直到2005年拉脱维亚制定与“第三世界国家”[2] 的外交政策准则。其目的是评估拉脱维亚在亚洲、大洋洲、南美洲、中东和其他地区的利益，但2006至2010年的指导方针确定了一个更为精确的新目标，即“确保与具有重大或日益重要全球意义的国家深化双边关系”。[3]

2. 经济合作:进展缓慢

在建交后很长一段时间内，拉脱维亚和中国均非彼此对外经济合作的优先考虑对象，经济合作未能提上双方政府议事日程，两国的经济往来主要通过民间网络渠道进行，双边经济合作进展缓慢。拉脱维亚投资发展署驻中国代表在2005年接受采访时表示，拉脱维亚方面没有把与中国的经济合作放在首位。[4] 在两国贸易关系中，中国对拉脱维亚的进口占主导地位。1993至2001年，拉—中贸易关系不活跃，2001年进一步加强。其中一个原因可能是中国在2001年加入了世界贸易组织。然而，直到2004年拉脱维亚加入欧盟之前，两国贸易关系仍相对稳定(图1—1)。中国驻拉脱维亚大使姚培生在1999年就指出，由于拉脱维亚市场规模小，产能有限，对中国来说，拉脱维亚作为中转站的潜力更大，而不是一个大型进出口合作伙伴。[5]

上世纪90年代，中国出口到拉脱维亚的主要产品包括服装、玩具、食品、家电、电脑配件等。当时，学者并未对市场和商业文化方面进行研究，相关了解仍然匮乏，也没有进行策略设置分析，所以两国之间的交易产品种类和贸易额不稳定，每年都不一样。2004年，中国对拉脱维亚的主要出口产品是机械设备(27.7%)、纺织品(14.5%)、制

[1] “Latvijas un Ķīnas Tautas Republikas attiecības, Latvijas Republikas Ārlietu ministrija” (《中国和拉脱维亚关系》拉脱维亚共和国外交部), 31. augusts 2018, https://www.mfa.gov.lv/arpolitika/divpusejas-attiecibas/latvijas-un-kinas-tautas-republikas-attiecibas#attiecibas上网时间:2019年1月4日。

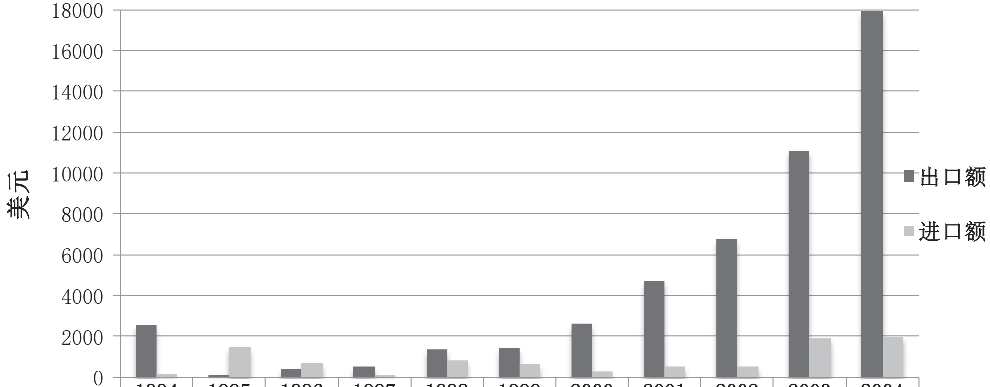
[2] 对拉脱维亚来说，这意味着所有非欧盟成员与欧洲经济区国家。

[3] “Latvia’s Foreign Policy Guidelines 2006–2010”, Ministry of Foreign Affairs of the Republic of Latvia, 2005，https://www.mfa.gov.lv/en/policy/information-on-the-history-of-latvia/latvia-s-foreign-policy-guidelines-2006-2010 。上网时间:2019年2月13日。

[4] Bārtulis, J. “Terra Incognita ar ilgtermiņa plānu. Intervija ar LIAA sabiedrisko pārstāvi Ķīnā – Helmutu Kolu”, *Latvijas Vēstnesis* (《未知领域有一个长期的计划。采访拉脱维亚驻中国投资发展局代表Helmuts Kols 》), 拉脱维亚拉脱维亚信使，2005. gada 2. augustā，https://www.vestnesis.lv/ta/id/113652 上网时间:2019年3月10日。

[5] Ūdris, J. “1. oktobrī – Ķīnas Tautas Republikas dibināšanas 50. gadadiena”, *Latvijas Vēstnesis* (《10月1日:中华人民共和国成立第50周年》), 拉脱维亚拉脱维亚信使, 1999. gada 1. oktobrī, https://www.vestnesis.lv/ta/id/16080. 上网时间:2019年3月11日。

成品(10.5%)和鞋类及头饰(9.6%)。与此相比，拉脱维亚主要对中国出口机械及电气设备(56%)、金属和金属产品(27.2%)和木材产品(10%)。[1]



	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
出口额	2571	115	419	556	1358.5	1436	2630	4702	6751	11062	17900
进口额	159	1484	738	120	819	675	278	505	523	1920	1981

图1中国对拉脱维亚进出口额统计1994—2004年

根据“一带一路数据库”资料整理, http://ydyl.cei.cn/page/Show.aspx?m=1&Alias=R_CDB 上网时间:2018年9月19日。

两国贸易关系在21世纪初有所加强, 但巨大的贸易鸿沟仍然存在(图2—2)。2005至2010年期间, 从拉脱维亚出口到中国的产品类别发生了变化。2005年, 拉脱维亚对中国产品出口最多的是纺织品(31%)、金属(29%)和机械(18%), 而2010年, 拉脱维亚主要出口金属和金属产品(30%)、机械(15%)和矿产品(尤其是泥炭—12%)。2005年从拉脱维亚进口到中国最大的品类仍然是机器(28%)、纺织品(12%)和金属及金属制品(12%)。

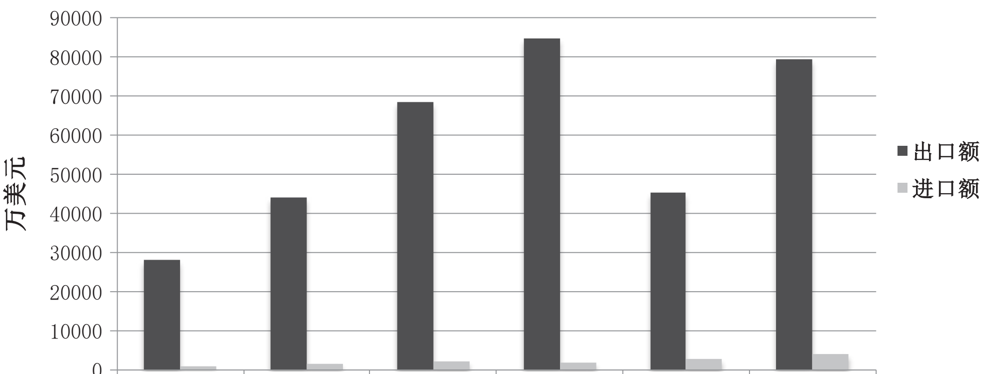
不过，从2006年到2010年，最大的进口产品类别没有改变:机器、金属和杂项产品(如座椅、灯具、模型和填充动物玩具等)。这一期间，拉脱维亚与中国经济方面合作的一个例子是2001年“SAF Tehnika” 公司进入中国市场。该公司在拉脱维亚生产电信设备, 产品出口到中国。[2] “SAF Tehnika” 与“MikroTīkls” 是在中国市场颇成功的两家公司。SAF Tehnika公司的产品60%出口到中国。该公司的产品是微波无线电设备，用于

[1] 数据来源:Latvijas Centrālā Statistikas pārvalde(拉脱维亚中央统计局), https://www.csb.gov.lv/lv/statistika/db . 上网时间:2019年1月20日。

[2] Juris Bārtulis, “Terra Incognita with a Long-Term Plan. Interview with Helmuts Kols – the Representative of the Investment and Development Agency of Latvia in China”, *Latvijas Vēstnesis*, 2005. gada 2. augustā, https://www.vestnesis.lv/ta/id/113652 上网时间:20019年2月14日。

移动网络的基础设施。这些产品的终端客户是中国通信设备的两大运营商:中国联通和中国移动。[1]

值得注意的是, 在该时期, 拉脱维亚和中国商人的接触大多是通过民间关系网络实现的[2], 这表明1991—2011年这段时间双方并没有提出真正促进经济合作的战略。拉脱维亚的私营部门对中国饶有兴味, 但是大部分的商人自身到中国旅行的同时, 也试图了解中国的商业环境, 探索商业合作的机会。尽管该方法被认为徒劳无功, 但是, 它显示了拉脱维亚对中国市场的的兴趣。[3] 专家们还指出, 两国在旅游领域的合作潜力巨大。中国是一个历史悠久、文化丰富、自然景观各异的国家, 拉脱维亚人民对中国了解的还不够深入。拉脱维亚清洁、绿色的环境和良好的空气有利于吸引中国游客, 但由于拉脱维亚国土面积小, 应与邻国合作共同吸引中国游客。[4]



	2005	2006	2007	2008	2009	2010
出口额	28167	43940	68459	84650	45229	79439
进口额	855	1372	2149	1801	2600	3857

图2 中国对拉脱维亚进出口额统计2005–2010年

根据"一带一路数据库"资料整理, http://ydyl.cei.cn/page/Show.aspx?m=1&Alias=R_CDB 上网时间:2018年9月19日。

[1] Artis Birzins, "Bilateral diplomatic and economic relations between East Asia and the new EU members: The case of Latvia", *Asia Europe Journal,* Vol. 2, 2004, p. 231.

[2] Ieva Reča, *Latvijas un Ķīnas Tautas Republikas ekonomiskās attiecības – realitāte un iespējas* (《拉脱维亚与中国经济关系:现实及潜力》), Maģistra darbs, Latvijas Universitātes Ekonomikas un vadības fakultāte, 2007, 42. lpp.

[3] Ibid., 28. lpp.

[4] Ibid., 41. lpp.

中国在拉脱维亚的对外直接投资额一直很低，反之亦然。例如，从2001年到2003年, 这个数字只有4万欧元, 但从2005年到2008年, 该数字为零。2005年拉脱维亚对中国直接投资1万欧元, 2005年至2008年为零。[1] 外国直接投资的低数额很可能是由于对目标国家的商业环境缺乏了解, 尽管设立了一些机构提供必要的资料, 例如中华人民共和国驻拉脱维亚大使馆经济商务参赞处和拉脱维亚投资局，但两国的直接投资都被认为存在风险。1994年至2011年期间，中国对拉脱维亚固定资产的投资并不大，拉脱维亚对中国的直接投资更少(图3—3)。例如，2006年中国对拉脱维亚企业固定资产的外商投资额排名第22位。大多数投资是针对从批发、运输服务、餐饮、服装、鞋类等领域的拉脱维亚公司。[2]

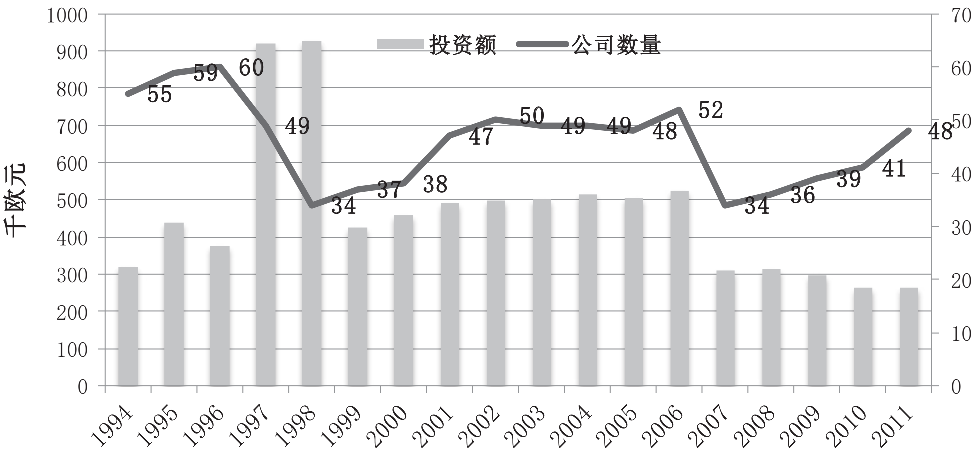


图3中国在拉脱维亚的直接投资1994–2011

根据LURSOFT 数据库资料整理, https://www.lursoft.lv/estadistic?act=UR_STATS&pcurr=EUR&id=502&state=CN&period=Y&tablesequence=&tablepage=2 上网时间: 2019年2月15日。

[1] “Ekonomiskā sadarbība ar Ķīnu”, Ārlietu ministrija (《拉脱维亚与中国经济合作》), 拉脱维亚外交部, 17. aprīlis 2009, https://www.mfa.gov.lv/data/file/divpusejas/2009-04-17(kina-investicijas).pdf 上网时间:2019年2月16日。

[2] “Tiešo investīciju pamatkapitāla apjoma un to gadījumu skaita dinamika: Ķīnas Tautas Republika, 1994–2011”, LURSOFT Statistika (《在拉脱维亚注册有中国资本的公司1994—2011》), LURSOFT 数据库, https://statistika.lursoft.lv/lv/statistika/arvalstu-investicijas/deltas/valsts/CN 上网时间:2019年2月10日。

3. 文化交流:一枝独秀

1993至2011年，中国和拉脱维亚在教育科学与文化领域的关系与合作比较活跃。1996年两国签署了一项教育和文化合作协定:《中华人民共和国政府和拉脱维亚共和国政府文化、教育合作协定》，而现在的合作则基于2017年签署的协议《中华人民共和国政府和拉脱维亚共和国政府教育合作协议》。两国合作的基础是相互理解的能力。因此，两国努力创造机会，主要是通过语言和文化来增进对彼此的了解。

拉—中关系建立后不久，拉脱维亚有了学习汉语言和了解中国文化的机会。自1994年以来，人们可以在拉脱维亚大学取得汉语和中国文化学位。2005年，第一所专门教授汉语与传播中国文化的中心，即孔子中心(如今的中国研究中心)在里加Stradins大学成立，旨在促进双方学术交流、提供优质的汉语课程、加强里加Stradins大学与中国合作组织之间的关系。[1] 里加Stradins大学的中国研究中心不仅是汉语和中国文化研究所，而且是培养政治专家的重地。中心研究人员通过研究，加深了对中国对拉脱维亚政治和战略的了解，也为进一步发展与中国的合作作出了贡献。2011年孔子学院总部(国家汉办)设立拉脱维亚大学孔子学院。在孔子学院不但可以上中国语言和文化课，还可以得到去中国学习的机会(包括奖学金)，而且孔子学院还会提供有关中国教育、文化、经济和社会事务的咨询信息，以便进行汉学研究。学院大部分教师(包括志愿者)来自中国(华南师范大学)。

此外，中国政府一直为拉脱维亚学生提供在中国学习汉语、攻读本科和硕士学位的奖学金。据拉脱维亚国家教育发展局介绍，2005至2011年期间，共有26名学生在中国不同高校获得全额奖学金。[2] 然而，在中国的拉脱维亚学生的实际人数可能更高。据拉脱维亚外交部统计，自1995年以来，拉脱维亚大学与北京大学开展了交流项目，每年有3–5名来自拉脱维亚的交换生到中国学习汉语和中国文化。有研究人员提到，2009年有57名拉脱维亚学生在中国学习。[3] 根据拉脱维亚教育和科学部的现有统计数据，自1997年以来，中国学生一直在拉脱维亚的不同大学学习。[4] 截至2011年，有1名(2005年)至12名(2008年)中国学生在拉脱维亚的大学或学院就读。2010年10月22

[1] Ķīnas Studiju centrs Rīgas Stradiņa universitātē (里加Stradins 大学中国研究中心), https://www.rsu.lv/en/china-studies-centre .上网时间:2019年2月23日。

[2] Stipendiātu saraksti, Valsts Izglītības attīstības aģentūra (《奖学金获得者》), 拉脱维亚共和国国家教育发展局, http://viaa.gov.lv/lat/stipendijas/stipendiatu_saraksti/ 上网时间:2019年1月17日。

[3] 苏安娜, “Cultural Cooperation and its Development Tendencies between Latvia and China: 2001–2011; a Study from the Perspective of Public Diplomacy”, Masters Thesis in International Relations, Zhejiang University, 2012, p. 33.

[4] “Statistika par augstāko izglītību”, Izglītības un zinātnes ministrija (《有关高教统计》), 拉脱维亚共和国教育与科学部, 31. maijs 2019, https://www.izm.gov.lv/lv/publikacijas-un-statistika/statistika-par-izglitibu/statistika-par-augstako-izglitibu. 上网时间:2019年1月17日。

日中华人民共和国教育部副部长郝平与拉脱维亚教育部长库凯在北京签署《中华人民共和国教育部与拉脱维亚教育部相互承认高等教育学历及学位的协议》，这使两国教育方面的合作进展迈出了重要的一步。两国建交以来前几年主要是签署不同的合作文件和协议，而在双边关系的第二个十年，我们看到了越来越多的文化活动和交流合作。

拉脱维亚人民一直对中国文化有着浓厚的兴趣, 但由于两国之间的距离远, 而且发展相互关系不是两国的首要任务, 建立紧密的合作显得尤为困难。随着中国驻里加使馆和拉脱维亚驻北京大使馆的相继成立, 两国文化交流不断加强, 各项合作相继开展。两国政府签署了文化交流计划(例如，1997–1999年、2000–2001年、2003–2005年等)。该计划包括各种艺术领域的专家, 他们通过举办会议以及各种表演活动进行经验交流与分享。中国与拉脱维亚这方面合作的成果不少, 两国举办了艺术展览、电影展、音乐会、舞蹈表演等。拉脱维亚最早举办的有关两国文化关系展览之一是2005年9月5日至30日拉脱维亚学术图书馆与中国驻拉脱维亚大使馆合作举办的的一场展览， 它展示了两国自18世纪末至2005年的文化成果。[1] 2010年的上海世博会是拉脱维亚参加的最成功的文化展览之一。在世博会期间，拉脱维亚馆接待了众多参观者，并展示了拉脱维亚创造和发展的一个独特项目:风洞。2010年，拉—中关系又树立了新的里程碑——《汉语拉脱维语大词典》正式出版。本词典由拉脱维亚教授、汉学家、前外交官、拉脱维亚孔子学院院长贝德高(Pēteris Pildegovičs)编写。

总的来说, 1991至2011年, 拉—中关系虽然发展慢热, 但取得了丰硕成果, 保持着稳步发展。两国大小不一，政治文化各异，地处欧亚大陆的不同侧面，两国建交的前期, 两国就开始熟悉彼此的不同方面。拉—中关系的发展, 主要是通过两国外交部、经济部、交通部、总领事和拉脱维亚投资发展局等部门的官员会晤实现的。合作最活跃的领域是文化和教育。两国举办了不同的文化活动, 在拉脱维亚和中国都提供了汉语学习的机会, 开展了学生交流活动等, 这对拉脱维亚培养新一代中国问题专家, 增进双方的尊重和理解至关重要。相互理解是两国关系良好发展的基础, 在合作的前20年, 拉—中为建立这一基础采取了许多措施。两国慢慢发展增进对彼此的了解，不断地加强经济、政治、文化与其他领域的合作关系。

[1] Rozeniece, A. "Ķīna un Latvija kultūru saskarsmē", *Latvijas Vēstnesis*, (《中国文化与拉脱维亚文化的相互关系》),《拉脱维亚信使》, 2005. gada 8. septembrī, https://www.vestnesis.lv/ta/id/116073 上网时间:2019年3月25日。

（二）“17+1”合作机制建立后拉—中关系发展及其特点

1. 政治与外交关系:多渠道频繁往来

拉脱维亚恢复独立后， 其参与同亚洲国家的合作最早追溯到2008年建立的北方配送网络(Northern Distribution Network)。这是由美国首先发起和发展的一个运输网络， 旨在为美国及其盟国在阿富汗的部队供应物资。拉脱维亚成为经俄罗斯和中亚国家进入阿富汗的最重要的补给线之一。[1] 虽然拉脱维亚在该网络中的突出位置从2009年到2013年只持续了相当有限的一段时间， 但它具有相当重大的战略意义和政治影响。这种跨大陆供应的尝试使拉脱维亚的决策层和工商界得以超越该项目的地理和规划限制， 从而进行思考和行动。跨大西洋维度的重要性最初体现在美国倡导的新丝绸之路的概念中。然而, 美国新丝绸之路倡议的局限性很快便显现。[2] 美国倡议的不确定性, 以及中国自身丝绸之路思维背景下出现的经济机遇前景, 促使拉脱维亚、爱沙尼亚和立陶宛加入“17+1”合作机制 。

2012年, 拉脱维亚与其他15个中东欧国家一道加入中国一中东欧合作机制。自此, 拉脱维亚对拉中关系给予了更多的重视。2012年在拉脱维亚外交部长发表的年度审议中, 中国被提及1次, 而在2013年的审议中仅被提及11次。[3] 2013年《拉脱维亚外交与安全政策年鉴》(“Latvian Foreign and Security Policy Yearbook of 2013”) 首次刊登了一篇关于2013年中国与拉脱维亚政治关系的文章。这篇文章包括对拉脱维亚外交决策者的建议, 并建议后者采取更加积极主动的态度。[4] 自2012年以来, 两国官员会晤频繁。在2012–2018年期间, 不同级别的政府官员、委员会和协会代表举行了40多次会议。[5]

2016年11月, 里加举办了中国一中东欧国家领导人会晤, 中国与拉脱维亚合作成为2016年拉脱维亚外交政策的亮点， 这是“17+1”合作机制第一次受到拉脱维亚公众

[1] Andris Sprūds, “Towards a Balanced Synergie of Visions and Interests: Latvia's Perspectives in 16+1 and Belt and Road Initiatives”, *Croatian International Relations Review*, Vol. 23, Issue 78, 2017, p. 40.

[2] S. Frederick Starr, “Introduction”, in S. Frederick Starr, ed., *The New Silk Roads: Transport and Trade in Greater Central Asia,* Johns Hopkins University, 2007, p. 5.

[3] Bērziņa-Čerenkova, U. A. Latvijas Ķīnas politika un “16+1” loma tās izveidē (《拉脱维亚的“中国政策”与“16+1”对该政策的影响》), Sprūds, A., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2019*, Latvijas Ārpolitikas institūts, 2019, 157. lpp.

[4] Mārtiņš Daugulis, “Latvia and China in 2013: the Dawn of the East and perceptions in Latvia”, in Andris Sprūds, ed., *Latvian Foreign Policy Yearbook 2013*, Latvian Institute of International Affairs, 2014, p. 91.

[5] Latvijas un Ķīnas Tautas Republikas attiecības, Latvijas Republikas Ārlietu ministrija (《中国和拉脱维亚关系》)拉脱维亚共和国外交部, 11. jūlijs 2019, https://www.mfa.gov.lv/arpolitika/divpusejas-attiecibas/latvijas-un-kinas-tautas-republikas-attiecibas#attiecibas . 上网时间:2019年7月11日。

广泛关注。该次领导人会晤时还举办了工商论坛、智库论坛、汉学家大会;除此之外,10月时举行了国家协调员会议,5月举行了交通部长会议。在该会议上,“17+1”物流合作联合会成立。拉脱维亚交通部成为该联合会的主办单位。《里加宣言》和《中国一中东欧国家合作里加纲要》皆以里加命名, 今后将作为“17+1”合作的一部分。通过第五次中东欧国家和中国政府领导人会晤以及相关活动, 拉脱维亚在中国的知名度不断提高,反之亦然。[1]

2016年11月4日, 拉—中两国政府签署了《关于在丝绸之路经济带和21世纪海上丝绸之路倡议框架下开展合作的谅解备忘录》。该备忘录是在拉脱维亚和中国人民增进友谊、两国政府友好合作以及共同推进丝绸之路经济带和21世纪海上丝绸之路倡议的基础上签署的。双方承诺共同推进“一带一路”建设,实现共同发展目标,把政治对话、经济互补、人文合作等优势转化为务实合作和可持续发展。这将使两国能够促进政治关系、经济关系和人文交流。根据这项备忘录, 各国将在共同关心的领域进行合作,如:运输、物流和基础设施;促进贸易和投资、金融合作;科学和技术合作与人文交流。[2] 加入“17+1”合作机制,首先对中国和拉脱维亚外交关系产生了重大影响,它推动两国关系迈上了新台阶,建立了为双方就不同问题和合作领域开展对话的平台。在建立了积极良好的外交联系后,拉脱维亚和中国政府定期举行正式会晤。

2. 经济合作:取得进展

中国—中东欧国家合作机制启动后,中国在拉脱维亚商人中的知名度不断提升。双方经济合作取得进展。与建立“17+1”合作机制前几年相比,贸易方面的合作增加。例如,2012年双边贸易额同比增长10%,其中,中国向拉脱维亚出口增长10%;中国自拉脱维亚进口增长8.5%。2013年中拉双边进出口贸易总额同比增长6.7%,其中,对拉出口同比增长4.7%;自拉进口同比增长44.1%。[3] 但是2014年中国对拉脱维亚的贸易顺差绝对值下升, 中拉贸易总额较上年减少0.7%。拉脱维亚对华出口较2013年增长约48.1%;同时,中国对拉出口额为减少4.2%(图4—4)。

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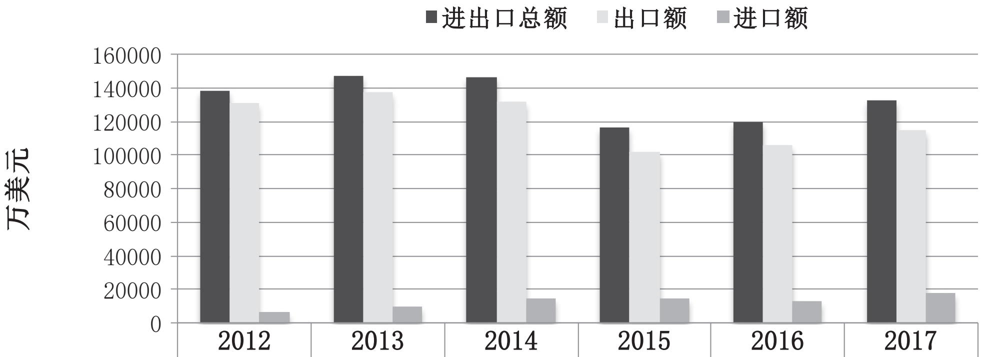
[1] Andžāns, M., Bērziņa-Čerenkova, U. A. “16+1” formāts un Ķīna Latvijas ārpolitikā: starp vērtībām un interesēm (《“16+1”与拉脱维亚外交政策中的中国:价值与利益的关系》) Sprūds, A., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2017*, Latvijas Ārpolitikas institūts, 2017, 163. lpp.

[2] “Par Latvijas Republikas valdības un Ķīnas Tautas Republikas valdības saprašanās memorandu par sadarbību Zīda ceļa ekonomiskās joslas un 21. gadsimta jūras zīda ceļa iniciatīvas ietvaros”, Latvijas Republikas Ministru kabinets, (《中华人民共和国政府与拉脱维亚共和国政府关于“丝绸之路经济带”和“21世纪海上丝绸之路倡议”框架下合作的谅解备忘录》拉脱维亚共和国政府), 1. novembris 2016.

[3] 《双边经贸关系和经济技术合作》,中华人民共和国驻拉脱维亚大使馆经济商务参赞处,2016年10月10日, http://lv.mofcom.gov.cn/article/zxhz/201610/20161001406378.shtml 。上网时间:2019年1月18日。

事实上，2014年俄罗斯和乌克兰之间的冲突也对拉脱维亚和中国之间的贸易产生了影响。由于该事件导致欧盟对拉脱维亚最大的贸易伙伴之一俄罗斯实施了经济制裁，俄罗斯也做出了同样的回应。这导致拉脱维亚禁止向俄罗斯出口某些种类的食品，并寻找新的市场;一些食品生产商在中国找到了新客户。2015年，中国对拉脱维亚10家食品生产企业进行了认证，允许进口其冰淇淋、奶粉、奶酪等乳制品。[1] 总的来说，与“17+1”合作机制建立前相比，拉脱维亚与中国的贸易关系变得更加活跃。然而，拉脱维亚投资发展署驻北京办事处经济顾问Ingus Rozenblats认为，“17+1”合作机制对发展两国外交关系的作用更大;该合作机制为拉—中关系发展提供了良好的机会，并将贸易相关问题纳入议程，但这并未直接影响拉脱维亚与中国之间的贸易增长，后者仍然保持逐年增长的趋势。[2]



	2012	2013	2014	2015	2016	2017
■进出口总额	138153	147340	146366	116780	119448	132521
■出口额	131270	137424	131677	102322	106232	114804
■进口额	6882	9915	14689	14458	13215	17717

图4 中国对拉脱维亚进出口额统计2012–2017年

根据“一带一路数据库”资料整理，http://ydyl.cei.cn/page/Show.aspx?m=1&Alias=R_CDB 上网时间:2018年9月19日。

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[1] Kinca, A. “Desmit Latvijas pārtikas ražotājiem atver durvis uz Ķīnas veikaliem”, *LSM* (《中国为十家拉脱维亚食品生产公司开门》),《拉脱维亚公共媒体》2015. gada 30. aprīlī, https://www.lsm.lv/raksts/zinas/ekonomika/desmit-latvijas-partikas-razotajiem-atver-durvis-uz-kinas-veikaliem.a127681/ 上网时间:2019年3月25日。

[2] Elvita Krista Gailīte, *Latvijas un Ķīnas Tautas Republikas tirdzniecības attiecības kopš 2012. gada*. (《2012年起拉脱维亚与中国贸易关系》) Diplomdarbs, Latvijas Universitātes Biznesa, vadības un ekonomikas fakultāte, 2018, 76.–77. lpp.

拉脱维亚经济在金融危机期间把重点从进口转向出口。2015年拉脱维亚对中国的货物进口额为4.15亿欧元(相较2014年增长了18%);货物出口总额达到1.059亿欧元,与2014年相比增长了0.4%。 2015年拉脱维亚出口到中国的货物仅占货物出口总额的1.0%,而从中国进口的货物却占货物进口总额的3.3%。拉脱维亚向中国出口的最大产品品类是木材及木制品(41%)、电气设备(17%)、基本金属及基本金属产品(13%)与矿产品(12%)。拉脱维亚从中国进口纺织品、机械设备和电子设备和金属制品。[1] 2017年,中国从拉脱维亚进口来源占比3.1%,在拉出口市场占比1.2%。拉对中国大陆出口产品和2015与2016年一样主要有:木材及木制品(46.4%)、机械设备及配件(13.7%)、矿产品(12.9%)、基础金属及其制品(11.4%)。拉自中国大陆进口产品主要有:机械设备及配件(51.8%)、杂项制品(9.8%)、塑料、橡胶及其制品(8.9%)、基础金属及其制品(6.8%)和纺织品(6%)。[2] 可以看出,近年来拉脱维亚对中国出口的产品种类发生了变化。

虽然双方贸易合作取得进展, 可是两国直接投资还处于边缘水平(图5—5)。以拉脱维亚的外国直接投资总额来衡量,中国的投资在2013年之前一直处于边际水平,不到外国直接投资总额的0.1%。据官方统计,2016年拉脱维亚吸收外商直接投资135.21亿欧元, 其主要来源是瑞典、俄罗斯、塞浦路斯、荷兰、爱沙尼亚、立陶宛和挪威(各占总数的5%以上)。[3] 2018年,拉脱维亚吸收外商直接投资1510亿欧元,主要投资国为瑞典、俄罗斯和爱沙尼亚;中国的投资(5900万欧元)占外国直接投资总额的0.39%。2014年中国投资较2013年有所增长, 这可以用中国人基于购房的“黄金签证”申请突然激增来解释。2016年投资数据显示,中国投资主要集中在房地产领域。[4]

拉脱维亚投资和发展机构的代表Agnese Stūrmane在中国南部指出,尽管中国与拉脱维亚的商业合作热情正在增长,但直接投资还很少,有望会有所上升。[5] 中国在其他波罗的海国家,即立陶宛和爱沙尼亚的投资更为活跃。2016年,中国在这两个国家分别投资了2660万欧元和2900万欧元。需要强调的是,波罗的海三国都有强大的基础设施、

[1] 《双边经贸关系和经济技术合作》,中华人民共和国驻拉脱维亚大使馆经济商务参赞处,2016年10月10日,http://lv.mofcom.gov.cn/article/zxhz/201610/20161001406378.shtml 。上网时间:2019年1月18日。

[2] 《2017年拉脱维亚与中国大陆贸易额同比增长12%》, 中华人民共和国驻拉脱维亚大使馆经济商务参赞处,2018年2月28日,http://lv.mofcom.gov.cn/article/zxhz/201802/20180202716241.shtml。2019年1月18日。

[3] Māris Andžāns, Una Aleksandra Bērziņa-Čerenkova, “Assessing (the Lack) of Chinese Investment in Latvia”, in John Seamon et al., ed., *Chinese Investment in Europe: a Country-Level Approach*, European Think Tank Network on China, 2017, p. 88.

[4] Ibid., p. 88.

[5] LIAA: “Latvijas uzņēmēju interese par iespējām strādāt Ķīnas tirgū palielinās”, *TVNET* (《拉脱维亚投资发展局:拉脱维亚企业家对中国市场的兴趣增展了》) , TVNET 新闻网, 2018. gada 13. jūlijā, https://www.tvnet.lv/4831675/liaa-latvijas-uznemeju-interese-par-iespejam-stradat-kinas-tirgu-palielinas . 上网时间:2019年3月25日。

劳动力和过境潜力，市场小的问题与拥有5亿多消费者的欧盟成员国是互补的。外商直接投资受到欢迎，没有额外的壁垒和亲商立法框架，为地方经济发展奠定了坚实的基础。[1] 尽管如此，在加入“17+1”合作机制后，中国在拉脱维亚的投资仍然很少。

2014年，房地产投资是中国人当中最受欢迎的投资类型。自2010年起实施的一项政策允许非欧盟国家的公民在拉脱维亚申请永久居留证——“黄金签证”(这将给予他们在整个申根区旅行的权利)，以换取投资(一种合法的采购是房地产)。由于中国居民一直是房地产投资换取居留许可的主要申请人之一，这被认为是中国增加在拉脱维亚投资的主要推动力之一。然而，2014年出台的一项新法律将符合条件的房地产投资最低门槛从12万欧元提高到25万欧元，并在2016年设立了5000欧元的许可证续签费。[2] 这就产生了一些问题，因为它要求申请人必须在拉脱维亚开设一个银行账户，以便购买房地产和申请许可证。不过，如果银行无法追踪资金来源，或者怀疑资金是非法获得的，则有权拒绝开设账户。然而，在中国，个人每年只能向海外转移5万美元。这就解释了为什么在很多情况下，几个潜在的房地产买家会把钱汇到拉脱维亚的同一个银行账户，这对银行来说很可疑，因此他们将不予以开户。符合居住证条件的新投资门槛也是潜在投资者宁愿选择购买房地产的一个原因，例如，在西班牙、葡萄牙、马耳他等南欧国家，商品房价格大致相同，但中国人更熟悉和青睐这些国家。

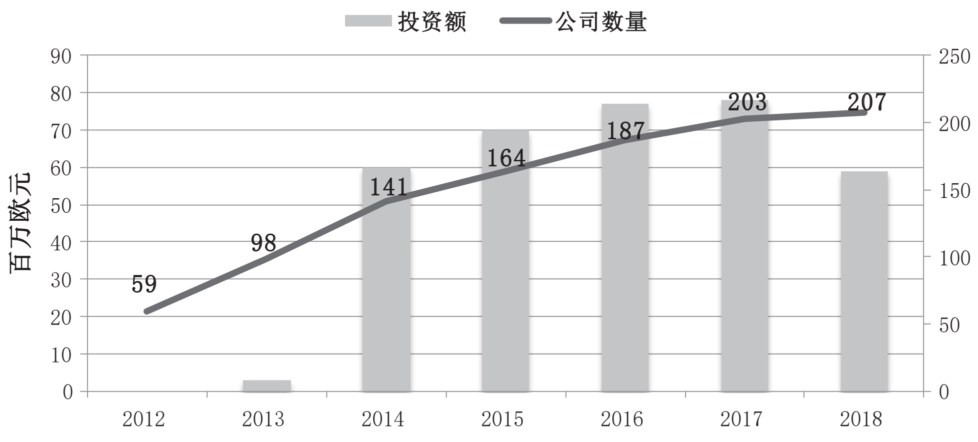

图5中国对拉脱维亚的直接投资2012–2018:平仓

根据“拉脱维亚银行”资料整理，https://statdb.bank.lv/lb/Data.aspx?id=128 上网时间: 2019年6月18日。

[1] Vakhtang Charaia, Archil Chochia, Mariam Lashkhi “The Caucasus 3 Plus the Baltic 3 and Economic Cooperation with China”, *Baltic Journal of European Studies*, Vol. 8, No. 3, 2018, p. 54.

[2] Imigrācijas likums, Latvijas Republikas Saeima (《移民法》)，拉脱维亚议会，10. oktobris 2002, https://likumi.lv/doc.php?id=68522 . 上网时间:2019年1月20日。

各种活动也加强了两国经济合作。拉脱维亚加入“17+1”合作机制后，企业家们有机会参加许多有助于他们的产品在中国市场推广的活动。2015年以来，中国一中东欧国家贸易产品展览会“中国—中东欧博览会”每年6月在宁波举行。该博览会是在加强合作协定的框架内组织的。展览的目的还在于宣传和推广拉脱维亚和其他“17+1”合作机制的成员国及其产品，同时提供与潜在的合作伙伴进行新的商业接触的机会。展览会为期四天，预计参观人数为1,000至5,000人，参展商则为100至500人。[1] 可以说，这是拉脱维亚出口企业在中国市场树立形象、建立联系的大好机会。拉脱维亚投资和发展机构积极协助组织拉脱维亚公司办理申请，包括支付参展商的部分费用，并提供其他必要的资料。

2016年11月，北京举办了拉脱维亚日“品味拉脱维亚”活动，让当地人有机会了解拉脱维亚目前的产品。期间还组织了高级别会议， 与潜在伙伴的商业会议和直接促进拉脱维亚向中国市场出口的其他活动。2018年，在初夏计划在宁波举办的中东欧国家博览会之前，该市代表团在拉脱维亚——宁波商业论坛框架下访问了拉脱维亚。来自电子商务、木工、食品等行业的20位中国企业家和近70位拉脱维亚企业家出席了论坛。[2] 拉脱维亚投资发展署、拉—中工商业委员会等机构在分析和为中国提供商业环境等方面提供了很大帮助，促进了两国经济关系的发展。拉脱维亚投资发展署在中国设立了两个代表处:北京和上海;他们也举办有关在中国经商的不同主题的讲座，从细分中国市场不同的情况到如何使用微信作为电子商务平台。[3]

运输和物流被视为是拉—中合作最有潜力的领域。2017年， 在那时“16+1”合作框架下，中国明确了16个中东欧国家之间的差别并把它们分为三个组:波罗的海、“维谢格拉德集团4”和巴尔干地区。中国赋予波罗的海地区在运输和物流方面的主导地位。港口合作将覆盖波罗的海、亚得里亚海和黑海，这为在这些领域提出更可行的建议和提高合作效率铺平了道路 。[4] 交通物流一直被视为中国和拉脱维亚合作的重要领域。拉脱维亚的优势在于其地理和经济地位， 交通和物流部门是拉脱维亚最强大的工业部门之一，并被认为是拉脱维亚经济中的一个重要引擎。拉脱维亚可谓一个天然的交通枢纽，拥有三个最大的解冻港口和波罗的海最大的机场。拉脱维亚共和国交通部下

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[1] China-CEEC Investment and Trade Expo, https://10times.com/ceec-expo. 上网时间:2019年2月18日。

[2] “Ekonomiskā sadarbība ar Ķīnu kļūst arvien intensīvāka”, Latvijas Republikas Ekonomikas ministrija, (《与中国的经济合作不断加强》)，拉脱维亚共和国经济部，10. aprīlis 2018, https://em.gov.lv/lv/jaunumi/18841-ekonomiska-sadarbiba-ar-kinu-klust-arvien-intensivaka. 上网时间:2019年2月21日。

[3] Ķīna, Latvijas Investīciju un attīstības aģentūra, (《中国》), 拉脱维亚投资发展局, http://www.liaa.gov.lv/lv/kina-0 上网时间:2019年1月17日。

[4] Bērziņa-Čerenkova, U. A. Sadarbība starp Ķīnu un Centrāleiropas un Austrumeiropas valstīm (“16+1”): jaunās tendences, turpmākā attīstība un ietekme uz Latviju (《中国与中东欧国家合作(“16+1”):新趋势、未来发展和对拉脱维亚的影响》), Sprūds, A., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2018*, Latvijas Ārpolitikas institūts 2018, 168. lpp.

设的中国—中东欧国家物流合作秘书处的成立， 体现了中国对拉脱维亚作为这一领域极具前景的伙伴的最高认可。

另一个发展前景良好的合作领域是旅游业。该方面的合作近年来取得了长足进展。自2011年以来，中国赴拉脱维亚旅游人数增长了10倍。[1] 2016年，拉脱维亚在中国新设11个签证申请中心，使签证申请中心总数达到15个。2017年中国游客赴拉旅游22774人，较上年增长10.8%，但较之1.47亿的中国出境人数，到拉脱维亚的中国人数相对较少，还有很大的上升空间。[2] 2018年5月20日拉—中双方签署协议在拉建立中国(宁波)—拉脱维亚跨境电子商务港湾，将为拉脱维亚中小企业向中国出口产品提供巨大便利，也将进一步增进拉脱维亚物流行业发展。[3] 根据拉脱维亚经济部国务秘书估计，该合作有望带来约10亿欧元的利润。[4]

3. 人文交流:更上一层楼

拉—中合作另一个重要方面是人文交流。建立“17+1”合作机制之后，两国在人文交流方面的合作更上一层楼，如设立文化论坛及奖学金、积极支持孔子学院等专项基金。中方为开展人文交流和网络活动的机构提供了大量资金，促进了中国与拉脱维亚在这方面的合作。资金分配制度被证明是有效的，例如拉脱维亚人民获得中国奖学金的机会提高，完全是由这些资金推动的。[5]

在教育领域，奖学金的受众增加了。2011–2012学年，只有3名学生因在中国学习而获得中国政府奖学金，而在2015–2016学年，获得奖学金的人数增加到21人。[6] 自2013

[1] “Ekonomiskā sadarbība ar Ķīnu kļūst arvien intensīvāka”, Latvijas Republikas Ekonomikas ministrija, (《与中国的经济合作不断加强》)，拉脱维亚共和国经济部，10. aprīlis 2018, https://em.gov.lv/lv/jaunumi/18841-ekonomiska-sadarbiba-ar-kinu-klust-arvien-intensivaka . 上网时间:2019年2月5日。

[2] 《2018中欧旅游年为拉脱维亚带来机遇》，中华人民共和国驻拉脱维亚大使馆经济商务参赞处，2018年5月30，http://lv.mofcom.gov.cn/article/zxhz/201805/20180502750238.shtml 。上网时间:2019年1月19日。

[3] 《孙应来临时代办接受拉脱维亚《独立报》采访》， 中华人民共和国驻拉脱维亚共和国大使馆，2019年5月30日，https://www.fmprc.gov.cn/ce/celv/chn/xwdt/t1668357.htm 。上网时间:2019年1月19日。

[4] Atlāce-Bistere, Z. “Rīgā atklāts Ķīnas-Latvijas pārrobežu e-komercijas centrs”, *Dienas Bizness* (《在里加成立中国-拉脱维亚跨国电子商务中心》)，拉脱维亚日报，2019. gada 21. maijā，https://www.db.lv/zinas/riga-atklats-kinas-latvijas-parrobezu-ekomercijas-centrs-487371 . 上网时间:2019年3月27日。

[5] Andžāns, M., Bērziņa-Čerenkova U. A. “16+1” formāts un Ķīna Latvijas ārpolitikā: starp vērtībām un interesēm (《“16+1”与拉脱维亚外交政策中的中国:价值与利益的关系》) Sprūds, A., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2017*, Latvijas Ārpolitikas institūts, 2017, 167. lpp.

[6] Stipendiātu saraksti, Valsts Izglītības attīstības aģentūra (《奖学金获得者》拉脱维亚共和国国家教育发展局) , http://viaa.gov.lv/lat/stipendijas/stipendiatu_saraksti/ . 上网时间:2019年1月17日。

年以来，已有49名学生获得孔子学院奖学金，其中大部分是在中国学习语言的学生。拉脱维亚大学孔子学院在拉脱维亚直属和负责20个汉语教学点， 包括5个孔子课堂。孔院每年组织夏令营活动, 来自拉脱维亚的大学生和中学生15–42人前往广州和北京, 为期两周, 学习汉语, 体验文化, 参观名胜古迹, 了解当代中国。孔院2018年也首次组织四周交流项目, 11名学生赴华南师范大学学习体验。[1] 根据拉脱维亚大学孔子学院拉脱维亚方院长贝德高教授所说, 拉脱维亚已经有几百名毕业生获得汉语专业学位, 拉脱维亚已经成为波罗的海三国之间培养未来汉语专业人才的领头羊 。[2]

中方对拉脱维亚文化和学术交流的兴趣日益浓厚。更多的中国学生选择到拉脱维亚攻读大学。2017–2018学年, 共有66名中国学生在拉脱维亚不同大学学习。[3] 北京外国语大学自2011年起开设拉脱维亚语课程， 而北京第二外国语言学院自2015年起开设拉脱维亚语本科课程。在2018–2019学年， 共有37名拉脱维亚语专业学生。据北京第二外国语言学院拉脱维亚语言、文化、民俗和拉脱维亚一欧盟关系的老师Dace Ratniece说，北京市三年前资助了一个项目，让高中生在北京第二外国语言学院学习拉脱维亚语。他们在拉脱维亚里加工业大学(Riga Technical University)交换期间深入学习了拉脱维亚语知识，在本学年结束时，他们将从高中毕业，并有资格作为技术翻译专业的本科二年级学生进入里加工业大学。[4] Ratniece老师还指出，她的学生选择这个专业的原因, 首先是他们希望在拉脱维亚或欧洲其他地方继续深造, 以便能够在那里获得长足发展。第二， 有一部分学生愿意将自己所学的知识运用到政府工作中, 为促进和加强中国与拉脱维亚关系作出贡献;最后，有一些学生也想在中国从事拉脱维亚语教师的教学和学术工作。

两国通过建立研究中心，深化了学术合作:2015年9月18日在，华北科学学院成立了相同的研究中心;2016年11月14日， 拉脱维亚大学社会科学学院成立了“一带一路”学术交流中心。[5] 2018年夏季, 拉脱维亚大学社会学院政治系第三次组织华北理工大学学生暑期访问学校。这次一共有40名中国学生在暑假到拉脱维亚学习拉语、拉脱维

[1] 《与拉脱维亚大学孔子学院中方院长尚劝余教授访谈记录》, 2019年2月21日, 详见附录I。

[2] Roķis, K. “Cerībā uz sadarbību Ķīnā apgūst latviešu valodu”, *LSM* (《在中国的拉脱维亚语学生期待合作》) 拉脱维亚公共媒体, 2016. gada 22. septembrī, https://www.lsm.lv/raksts/zinas/ekonomika/ceriba-uz-sadarbibu-kina-apgust-latviesu-valodu.a202143/. 上网时间:2019年3月27日。

[3] “Statistika par augstāko izglītību 2017. gadā”, Izglītības un zinātnes ministrija (《有关高教统计2017年》)，拉脱维亚共和国教育与科学部，2018， http://www.izm.gov.lv/images/statistika/augst_izgl/AII_2017_parskats.pdf . 上网时间:2019年1月17日。

[4] 《与北京第二外国语言学院拉脱维亚语教师Dace Ratniece访谈记录》，2019年2月19日，详见附录II。

[5] “Atklāj Ķīnas-Latvijas Akadēmiskās sadarbības centru”, Latvijas Republikas Ārlietu ministrija (《建立中—拉学术合作中心》) , 拉脱维亚外交部, 21. septembris 2015, https://www.mfa.gov.lv/china/aktualitates/47965-atklaj-kinas-latvijas-akademiskas-sadarbibas-centru . 上网时间:2019年2月19日。

亚文化和政治等。中国华大基因科技公司正在拉脱维亚投资建设生命科技中心，并与拉脱维亚生物医学中心(BMC)在2018年成立了联合实验室， 积极开展基因组科学研究项目和本土化基因组学人才培养，这不仅将为当地创造就业机会，而且将带动脱维亚拉基因科技水平获得巨大提升。[1]

中国和拉脱维亚文化领域的合作也很活跃。2017年9月，拉—中签署了文化领域合作新协议。该协议旨在促进不同文化领域(物质和非物质文化遗产、博物馆、视觉和应用艺术、音乐、文学翻译、图书馆等)的信息交流与合作。[2] 2015年“16+1”合作机制政府领导人索非亚会议期间，中国和拉脱维亚两国文化部签署了2016–2020年文化交流计划。在两个国家举办了各种艺术展览和其他活动，其中最大的展览之一是2016年在拉脱维亚外国艺术博物馆举办的“丝绸之路——中国古代艺术”展览。[3] 该展览展出了从西周到明朝的大约100件文物。展览期间还举办了中国古代艺术讲座。与此同时，拉脱维亚还参加了2017年在北京举办的“16+1”文化艺术节。

综上所述，“17+1”合作机制为拉脱维亚提供了在世界舞台上发挥全球作用的机会，使两国合作迈上了新台阶。中国出现在拉脱维亚官方外交政策战略文件中，推动了拉脱维亚对华合作立场和政策的形成。“17+1”合作机制的直接成果不是经济合作的迅猛扩大， 而是逐年增长。最近6年， 两国之间的贸易产品类别没有变化。相反，“17+1”更像是一个网络平台， 提升了拉脱维亚在中国的知名度， 扩大了两国市场准入。双方人文交流和文化教育合作不断加强， 相互了解不断加深。可以说“17+1”合作机制在这方面最为成功，发展顺利，没有出现重大转折。越来越多的拉脱维亚学生可以前往中国学习汉语并且深入了解中国的文化， 同时他们还可以在中国的大学进修以获取学位。在中国，目前有一所大学开设了拉脱维亚语研究项目，为更积极深入地进行学术合作和研究打开了大门。

[1] 《孙应来临时代办接受拉脱维亚《独立报》采访》， 中华人民共和国驻拉脱维亚共和国大使馆，2019年5月30日，https://www.fmprc.gov.cn/ce/celv/chn/xwdt/t1668357.htm 。上网时间:2019年6月2日。

[2] “Slēgs līgumu par Latvijas un Ķīnas valdību savstarpēju sadarbību kultūrā”, Latvijas Republikas Kultūras ministrija （《拉脱维亚与中国将签署中—拉文化合作协定》），拉脱维亚共和国文化部，18. jūlijs 2017，https://www.km.gov.lv/lv/ministrija/jaunumi/slegs-ligumu-par-latvijas-un-kinas-valdibu-savstarpejo-sadarbibu-kultura-814 . 上网时间:2019年2月19日。

[3] “Zīda Ceļš: Senās Ķīnas māksla”, Latvijas Nacionālā Mākslas muzeja izstāde (《丝绸之路:古代中国艺术》)，拉脱维亚国家艺术博物馆展览，22. septembris 2016,http://www.lnmm.lv/lv/mmrb/apmekle/izstades/2070-zida-cels-senas-kinas-maksla . 上网时间:2019年2月26日。

三、拉脱维亚—中国关系发展的动力:多边外交与地区合作战略的合力

本章集中探讨拉脱维亚与中国关系发展的动力。首先论述小国家外交逻辑和战略, 然后结合相关的理论对拉脱维亚的外交政策进行分析, 接着论述作为崛起中大国的中国特色大国外交战略及其多边合作战略， 最后论述拉脱维亚与中国的地区与多边合作战略的合力对两国关系的推动作用。

(一)小国外交逻辑与拉脱维亚的多边外交和区域合作战略

1. 理论分析:小国外交逻辑与多边外交战略选择

(1) 小国的定义

小国在国际关系中的作用和地位在国际关系研究中并未受到重视， 主要原因可能是该领域长期以来一直由处理大国问题的学者和相关理论所主导。然而, 全球有二十几个联合国会员国属于小国类别, [1] 拉脱维亚是符合所有小国定义的国家之一。首先, 从定量方面来看, 例如领土、人口、国内总产值、军事、科学和技术能力, 拉脱维亚属于一个小国;第二, 根据定性方法, 小国的自卫能力处于弱势, 在世界市场上缺乏竞争力, 或在政治上难以影响其他国家;第三, 在结构上, 小国不太可能影响其他国家实现自己的利益。[2] 这些简短的定义揭示了国际关系研究者在试图解释什么是小国时所采用的不同方法。

国际关系研究者用不同标准来定义什么是小国。现实主义者将权力单位理解为物质上可以衡量的单位, 无论是枪支、飞机、士兵的数量, 还是GDP的规模, 通过将小国定义为拥有权力相对较小的国家, “小”就成了“弱”的同义词。[3] 小国的存在取决于其对大国的价值(例如， 作为两个相互冲突的强国之间的缓冲国而存在)。为了保证自己的安全, 小国可以与大国结盟, 希望(甚至不刺激)大国保持权力平衡或保持中立(如

[1] Iver B. Neumann, Sieglinde Gstohl, “Liliputians in Guliver's World”, in Christine Ingebritsen et al., ed., *Small States in International Relations*, University of Washington Press, 2006, p. 3.

[2] Štamers, G. Mazas valsts jēdziens un pētījumi starptautisko attiecību teorijā: īss apskats (《小国家概念与国际关系理论研究》). Žaneta Ozoliņa et al., red., *Latvija pasaules politikā: iespējas un ierobežojumi*, Rīga: Latvijas Ārpolitikas institūts, 1995, 14. lpp.

[3] Christopher S. Browning, “Small, Smart and Salient? Rethinking Identity in the Small States Literature”, *Cambridge Review of International Affairs*, Vol. 19, No. 4, 2006, p. 669.

果大国不对小国的安全构成威胁)。[1] 然而, 自由主义理论家认为, 小国可用经济和军事能力以外的方式施加影响力。[2]小国有机会为加强全球适当行为守则作出贡献, 这些守则也称为"准则", 并通过不同的国际机构加以促进。相互依存理论家特别强调, 所有国家在一个共同的体系中是相互联系的。一旦涉及到可接受行为准则的问题, 认为国家不总是专注于相对利益而非绝对利益, 小国和大国就更可能被区别对待。自由主义者强调合作和诸如跨国组织等非国家行为者对小国的重要性。

小国在国际社会上操纵的可能性取决于其国内政治、地理位置和该国作为国际社会成员的时间长短等因素。目前, 拉脱维亚国内政治比较稳定。然而, 拉脱维亚在俄罗斯和西欧之间的特殊地理位置以及作为国际社会成员的有限经验, 使它易受外部政治和经济压力的影响。再者, 由于拉脱维亚的各种资源 (包括工业和能源资源)有限, 过度依赖出口市场以及外国直接投资, 使得它未留下足够的发展空间, 因此需要谨慎评估各种可行的选择。为了繁荣, 或者只是为了生存, 小国家必须采取措施, 包括结盟或者寻找合适的替代政策。[3]

"小"(smallness) 是通过状态与其外部环境的关系来定义的。"小国"的定义与"大国"形成了鲜明的对比:在一个基本上不受欢迎的全球市场上, 小国是价格接受者, 而大国更有可能被认为是价格制定者。与较大的国家不同, 小国更容易受到诸如侵略、外部指挥的政变和雇佣军攻击等外部冲击。不仅如此, 小国被认为无法提供或承担国际海外代表权。如果小被认为是一种依赖、脆弱或脆弱的状态, 那么它就成为了兜售的一个重要品质。[4] 国家被认为小, 不是因为任何客观的定义, 而是因为它们在国际等级制度中的作用小。[5]国际体系不仅是具有等级性, 而且是结构化的。它所具有的结构决定了其对某些国家的立场以及可能采取的其他行动。国家无论大小, 都取决于国际体系的结构及其职能进程。然而大国有真正的实力去影响这些进程, 而小国对这些进程产生影响的可能性是有限的。因此, 小国更依赖国际政治中的其他玩家。

拉脱维亚的情况揭示了该机制对小国的影响, 因为该国两次都是在国际世界秩序的过渡期间获得独立的 (1918年第一次世界大战之后, 德国和俄罗斯帝国倒塌;1991

[1] Raimo Vayryinen, "Small States in Different Theoretical Traditions of International Relations Research", in O. Holl, ed., *Small States in Europe and Dependence*, Braumüller, 1983, pp. 87–88.

[2] Iver B. Neumann, Sieglinde Gstohl, "Liliputians in Guliver's World", p. 16.

[3] Robert O. Keohane, "Liliputian's Dilemmas: Small States in International Relations", in Christine Ingebritsen et al., ed., *Small States in International Relations*, University of Washington Press, 2006, p. 64.

[4] Godfrey Baldacchino, "Thucydides or Kissinger? A Critical Review of Smaller State Diplomacy", in Andrew Cooper, Timothy Shaw, ed., *The Diplomacies of Small States: Between Vulnerability and Resilience*, Palgrave Macmillan, 2009, p. 26.

[5] Jeanne A. K. Hey, "Introducing Small State Foreign Policy", in Jeanne A. K. Hey, ed., *Small States in World Politics*, Lynne Rienner Publishers, 2003, p. 3.

年苏联政治的削弱导致苏联解体)。苏联的解体不仅给拉脱维亚带来了独立的新时代,也标志着整个世界冷战的结束。

(2) 小国对国际政治的重要性

冷战的结束从根本上改变了欧洲外交政策制定的地缘政治条件。自1648年现代国家制度诞生以来, 欧洲地区大多数小国的安全与生存首次没有面临常规军事威胁。对小国来说, 最重要的是, 它们现在可以在不危及自身生存的情况下奉行主动性的外交政策策略。小国如果要在欧洲以及更广泛的国际舞台上取得成功, 有必要认真地使其利益合理化, 并狭隘地确定其具体的外交政策目标。[1] 冷战的结束也改变了世界秩序, 结束了与美国或苏联结盟的两极国际体系, 这是小国在世界政治中作用改变的关键转折点。

关注小国并研究它们在世界政治中的作用是重要的。首先, 至少直到今天, 世界秩序的单极特征意味着, 现在除美国之外的所有国家都是小国, 因为它们没有掌握足够的权力资源来追求占主导地位的权力政治。[2] 尽管形势正在发生变化, 有条件追求强权政治的国家也在增加(比如美国、中国)。然而, 世界上大多数国家仍然缺乏影响全球政治的力量。

其次, 近年来, 小国在国际关系中发挥的作用比以前更积极。例如, 在经济事务方面, 小国在全球化的范围内在改革其社会方面发挥了主导作用, 因为全球化以更严厉的形式在小国中实现。[3] 在安全方面, 小国不是安全的消费者——在过去的传统角色里, 当小国领土的军事防御被提上安全问题的首要议程时, 只有大国才能保证其生存——小国现在积极地在不同的问题领域为创造安全的环境作出贡献。

最后, 小国在国际体系和联合国、经合组织、北约、欧盟等国际组织中占绝大多数。即便是那些认为单极秩序正在走向终结的学者, 也发现它被少数几个大国所取代。[4] 此外, 在欧洲, 小国占绝大多数。[5] 如果我们的目标是了解国际事务, 那么忽视至少90%以上的国家而去研究少数几个大国是乏善可陈、本末倒置的。[6]

[1] Robert Steinmetz, Andreas Wivel "Introduction", Robert Steinmetz, Andreas Wivel, ed., *Small States in Europe*, Ashgate Publishing, 2010, p. 18.

[2] Morten Kelstrup, "Small States and European Political Integration: Reflections on Theory and Strategy", in I. D. Petersen, T. Tiilikainen, ed., *The Nordic Countries and the EC*, Copenhagen Political Studies Press, 1993, p. 162.

[3] Robert Steinmetz, Andreas Wivel "Introduction", Robert Steinmetz, Andreas Wivel, ed., *Small States in Europe*, Ashgate Publishing, 2010, p. 8.

[4] 例如, Barry Buzan, *The United States and the Great Powers*. Cambridge: Polity, 2004.

[5] Baldur Thorhallsson, Anders Wivel, "Small States in the European Union: What Do We Know and What Would We Like to Know?" *Cambridge Review of International Affairs*, No. 19, Issue 4, 2006, pp. 651–668.

[6] Iver B. Neumann, Sieglinde Gstohl, "Liliputians in Guliver's World", p. 28.

(3) 小国多边外交的选择

一般来说, 小国的外交政策可以概括为:从孤立和中立到与大国结盟。小国在选择外交政策战略时不仅要考虑结构因素(国际体系及其功能机制), 还要考虑地缘政治和国内因素, 从而缩小了外交政策战略选择的范围。研究小国外交政策的学者们已经总结了许多小国所做的或期望表现出来的行为。[1] (表1)

表1《最常见的小国家外交政策行为》

来源:Jeanne A. K. Hey, "Introducing Small State Foreign Policy", 2003, p. 5.

1	对世界事务的参与度很低。(Exhibit a low level of participation in world affairs.)
2	处理范围狭窄的外交政策问题。(Address a narrow scope of foreign policy issues.)
3	把他们的行为限制在他们所处的地理位置。(Limit their behavior to their immediate geographic arena.)
4	使用外交和经济外交政策工具, 而不是军事工具。(Employ diplomatic and economic foreign policy instruments, as opposed to military instruments.)
5	强调国际主义原则、国际法等。(Emphasize internationalist principles, international law etc.)
6	确保达成多国协议, 并尽可能加入多国机构。(Secure multinational agreements and join multinational institutions whenever possible.)
7	选择中立的立场。(Choose neutral positions.)
8	依靠超级大国的保护、合作和资源。(Rely on superpowers for protection, partnerships, and resources.)
9	以合作为目的, 避免与他人发生冲突。(Aim to cooperate and to avoid conflict with others.)
10	把不成比例的外交政策资源用于确保物质和政治安全与生存。(Spend disproportionate amount of foreign policy resources on ensuring physical and political security and survival.)

一些备受欢迎的小国外交战略是由Morten Kelstrup和艾伦·亨里克森(Alan Henrikson)提出的。Kelstrup认为, [2] 小国可以采取四种可能的外交政策战略:孤立(完全不参与任何联盟或冲突);通过融入该国的政治、经济和军事结构而随波逐流或加入潜在的赢家;操纵或平衡(一个小国试图通过加入临时联盟或在盟国之间转换来最大化地操纵机会, 并成为大国之间力量平衡的重要因素)和反联盟(counter-alliance)(如果一个小国家面对一个强国, 它可以与其他国结成联盟与后者抗衡)。

[1] Jeanne A. K. Hey, "Introducing Small State Foreign Policy", 2003, p. 5.

[2] Morten Kelstrup, "Small States and European Political Integration: Reflections on Theory and Strategy", pp. 136–162.

亨里克森分别概述了三种经典的和现代的小国外交战略。三种经典的小国外交战略与Morten Kelstrup提出的战略相似。然而,现代战略更多地体现了当今国际体系的特征:加入贸易组织,建立经济联盟;(在区域层面)建立和加入政治协会,并保持积极的外交姿态。[1] 通过经济和贸易组织,小国与大国享有同样的机会和权利。它还为小国提供进入市场和参与自由贸易区的机会。加入世界贸易组织、世界银行等组织也可以增加小国的政治影响力。区域性的政治协会为小国提供了协调它们的利益和观念并在国际领域发表意见的机会。一个小国如果积极开展外交活动,加强双边和多边关系,参加不同的组织,并通过现代技术创造的其他渠道进行交流,就能在国际舞台上实现其利益。

小国谋求通过尽量保持自治来促进其利益, 同时影响其安全和生存最终依赖的大国的行动。它们主要通过国际组织寻求扩大对大国的影响力,但这种参与通常会削弱他们自身的政治自主权。[2] 机构越强大,参与的潜在成本和收益就越大,这种自治/影响困境就变得越严重。随着制度化进程变得更具约束力并涵盖越来越多的领域,成本和收益可能会不断增加。面对这种自治/影响困境的国家需要:(1)在放弃自主权和随着制度的加强而加深依赖的过程中冒着被困的风险之间取得平衡;(2)保留自主权,从而冒着被遗弃的风险,即影响其他国家的机会和制度化带来的其他好处。[3]

国际组织的工作不能脱离国际政治现实。最强大的国家(通常也是更大的国家)更有能力制定议程,促进其政策选择,并在本组织采取不利行动时忽视它。在强国愿意采取超国家办法的问题领域,国际组织最有利于小国。[4] 然而,由于全球化进程的推动,小国有强烈的动机加入组织,以增强其实现外交政策目标的权力,因为他们不像较大的国家有如此多的机会独自生存。

总之,小国的外交政策选择受到地缘政治和国内因素的极大影响。小国虽然面临着共同的制度挑战,处于为地区霸权国家欺凌的不利地位,但它们的处理方式却在多方面反映了历史环境、国内政治动态、领导人的个人选择和霸权国家的行为。大多数小国参加国际组织偏向于借鉴全球制度和法律规范来加强其政治影响和经济繁荣。

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[1] Alan Henriksen, “Small States in World Politics: the International Political Position and Diplomatic Influence of the World’s Growing Number of Smaller Countries”, Conference on Small States, St. Lucia, 15 February 1999, p. 31.

[2] Laurent Goetschel, “The Foreign and Security Policy Interests of Small States”, in Laurent Goetschel, ed., Today’s Europe, in Small States Inside and Outside the European Union, Kluwer Academic Publishers, 1998, p. 17.

[3] Robert Steinmetz, Andreas Wivel, ed., Small States in Europe, Ashgate Publishing, 2010, p. 9.

[4] Jeanne Hey, “Refining Our Understanding of Small State Policy”, in Jeanne A. K. Hey, ed., *Small States in World Politics*, Lynne Rienner Publishers, 2003, p. 188.

2. 拉脱维亚的多边外交和区域合作战略

拉脱维亚人本质上是孤立主义者。但正如17世纪英国玄学派诗人约翰 · 多恩(John Donne)所写, “没有人是一座孤岛”, 他还进一步写道, “如果一块土地被大海冲走, 欧洲就会变得更小。”[1] 拉脱维亚的外交政策总体上避免了孤立主义。历史和地理因素要求促使它寻求朋友或者盟友。直到2004年, 也就是距1991年恢复独立不到15年, 拉脱维亚已经深深地融入了许多重要的国际组织。拉脱维亚在21世纪的外交政策的性质和进程汲取了其作为波罗的海国家独特的北欧文化和政治环境的滋养。

与此同时, 拉脱维亚通过加入联合国、欧洲联盟、北约组织、经合发组织、“17+1”合作、“一带一路”、北欧与波罗的海区域合作和其他多国组织而在全球范围内扩展对外关系。自从28年前拉脱维亚重新加入国际社会以来, 战略性地成为多国组织的成员一直是拉脱维亚外交政策的一个关键因素。多国合作不仅对拉脱维亚的安全至关重要, 而且是一个小国在全球生存的必要条件。[2]

虽然像拉脱维亚这样的小国没有多少权力, 但它们可以发挥相当大的影响力。例如, 拉脱维亚对信息战的深刻理解使它能够在发展“北约卓越战略通信中心”(“NATO Centre of Excellence for Strategic Communications”)方面发挥领导作用。欧盟立即注意到了这一点, 在拉脱维亚2015年担任欧盟轮值主席国期间, 它成功地推动了欧盟对外行动署“东斯特拉通特别工作组”(“East StratCom Task Force”)的成立。

拉脱维亚担任欧盟轮值主席国期间, 也将中亚地区列为欧盟的优先事项之一, 至今仍是如此。拉脱维亚与哈萨克斯坦、乌兹别克斯坦、吉尔吉斯斯坦和塔吉克斯坦等国建立了贸易和文化联系, 并正在帮助这些国家扩大与其他欧盟国家的联系。[3] 拉脱维亚在中亚和欧洲的大使馆和非政府组织发挥着建设性的纽带作用, 促进了人文交流和商业往来。由此可见, 尽管拉脱维亚面积不大, 但它一直在区域组织和不同的多国合作形式中发挥积极作用, 并对国际政治制度内的进程发挥出相当大的影响力。

尽管国际秩序的性质在发生变化, 纵观历史, 拉脱维亚的特点是其地理位置:处于大国的交汇点。拉脱维亚已试图通过政治和外交手段处理大国之间的利益。拉脱维亚外交政策的主要目标是确保拉脱维亚的宪法所载各项原则的执行、拉脱维亚居民的福利和该国的外部环境安全。该目标可以通过以下方式实现:(1)将欧洲联盟塑造为一个强大的民族国家联盟, 拉脱维亚成为欧盟合作的核心;(2)以《华盛顿条约》成员国组

[1] Imants Lieģis, “Latvia’s Foreign Policy in Times of Existential Challenges”, in Andris Sprūds et al., ed., Latvian Foreign Policy and Security Yearbook 2016, Riga: Latvian Institute of International Affairs, 2016, p. 7.

[2] Kalniņš, O. Ē. Latvijas ārpolitika simtgadē: no saknēm līdz zariem (《拉脱维亚外交政策周年:从根到枝》). Andris Sprūds et. al., ed., *Latvijas ārējā un drošības politika. Gadagrāmata 2019*, Rīga: Latvijas Ārpolitikas institūts, 2019, 24. lpp.

[3] Ibid., 24. lpp.

成的北约联盟为基础, 加强欧洲—大西洋合作关系;(3)倡导当前国际体系的可持续性发展;4)围绕拉脱维亚利益促进区域合作。[1]

拉脱维亚外交政策的最大挑战是应对国际秩序的变化:国际环境、俄罗斯外交、英国脱欧、欧盟前景、网络和核威胁、恐怖主义、气候变化等都是拉脱维亚外交面临的困境。当然, 其中许多问题也是其他国家的外交政策提出了挑战同样面临的外交困境, 但是, 作为一个小国, 需要通过更多的合作来解决这些问题。任何军事打击、经济危机、网络攻击、混合攻击对小国的影响都大于对大国的影响, 因为小国的资源是十分有限。拉脱维亚的地理位置和自身能源资源的短缺也要求它与其他国家进行更多的合作, 加入联盟(例如, 北约)。然而, 国际局势的复杂性要求拉脱维亚扩大外交政策的作用, 为拉脱维亚寻找新的途径和合作形式, 例如和与拉脱维亚有共同利益的国家进行合作。拉脱维亚是一个小国, 可用于发展同其他国家的双边关系的资源有限。因此, 欧盟与不同国家、地区合作的框架对拉脱维亚也至关重要。如果通过布鲁塞尔实施合作, 将使拉脱维亚获得更大的影响力。[2]

(二)崛起中的大国外交逻辑与中国的多边外交和区域合作战略

1. 崛起中的大国外交:“中国特色”大国外交

中国是一个正在崛起中的大国。关于崛起中的大国的外交战略, 现有的国际关系理论往往把崛起中的大国视为旧秩序的“挑战者”, 认为崛起中的大国的外交战略是挑战旧秩序的战略。例如权力转移理论就是这一理论的典型代表。1958年奥根斯基(Abramo F. K. Organski)首次提出的权力转移理论。[3] 奥根斯基的权力转移理论基于两个基本观察。首先, 一个国家的力量来自内部发展。由于发展是以不同速度发生的,国家之间的兴衰将是相互关联的。权力转移理论的第二个基础是, 国际体系是由占主导地位的霸权国家决定性地塑造的。一个正在崛起的大国超越占主导地位的大国的情况称为权力转移。[4]

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[1] “Ārlietu ministra ikgadējais ziņojums par paveikto un iecerēto darbību valsts ārpolitikā un Eiropas Savienības jautājumos 2018. gadā”, Ārlietu ministrija (《外交部部长关于2018年国家外交政策和欧盟活动进展和预期活动的年度报告》拉脱维亚外交部), 22. janvāris 2019.

[2] Pastore, G. Pozitīvā dinamika Centrālāzijā: iespējas Latvijai? (《中亚的积极动态——拉脱维亚的机遇?》), Andris Sprūds et al., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2019*, Rīga: Latvijas Ārpolitikas institūts, 2019, 165. lpp.

[3] Abramo, F. K. Organski, World Politics (second edition), Alfred A. Knopf Inc., 1968, p. 338.

[4] Woosang, Kim, Scott Gates, “Power Transition Theory and the Rise of China”, *International Area Studies Review*, Vol. 18, Issue 3, 2015, p. 220.

权力转移理论一直与现实主义学派联系在一起，然而权力转移的视角将政治想象为一个具有不同程度合作和竞争的国家等级制度。此外，该理论认为世界政治是横向和纵向一体化的。结构和规则的静态图景得到动态因素的补充，这些动态因素说明了国际体系如何以及为何会发生变化。权力转移的重点是不同的增长率及其对改变国家间相对权力的影响，从而导致国家之间或竞争集团之间的新关系和新的政治和经济实体的形成。但是，由于本文的重点不在分析中国作为一个崛起中的大国和美国实力的挑战者，而是中过国的区域合作战略，因此，这一理论不会被用于分析中国的外交策略。而中国作为崛起中的大国，所提出“中国特色”大国外交理念与战略，区别于以往那些“挑战者”的挑战性外交战略。因此，权力转移理论并不适用于分析中国的外交战略。

另外，最近一些政治学家把注意力集中在南半球出现的新国家集团上，关注这些新兴国家的外交战略。最受关注的新兴国家是所谓的金砖四国(BRIC):中国、印度、巴西和俄罗斯;在某种程度上也包括南非。这些学者对崛起中的强国的外交战略进行了探讨，认为这些国家正开始改变过去在全球政治辩论中往往被压制的无序状态。它们过去的外交政策受到全球力量发展和全球秩序不同做法的影响。[1] 不过，这一理论观点比较新，尚未达到成熟的程度;而且，尽管中国被视为金砖四国，但与巴西或南非相比，中国是一个大国，而后者是中等强国。因此，上述关于崛起中的强国的外交战略新理论不适用于分析中国外交战略。

鉴于中国作为崛起中的大国的外交战略和外交政策的特殊性，因此，本节将关注中国特色大国外交，而不是对崛起中的大国的一般外交逻辑进行探讨。

(1) “中国特色”大国外交的形成

中华人民共和国成立以来，中国外交经过了几个历史时期的发展与成熟，终于形成了中国特色大国外交。[2] 如费正清所说:“与一个大国打交道，不考虑它的历史，尤其是外交政策的传统，无异于无头苍蝇。”[3] 有的国家与中国建交的历史比其他国家长。[4] 不过，当代中国外交或者新中国外交是从中华人民共和国成立之日开始发展。当时的外交理论基于毛泽东思想，把“独立自主、自力更生”的原则运用到对外工作中，奠定了当代中国外交的基础。[5]

[1] Andrew F. Cooper, Daniel Flemes, “Foreign Policy Strategies of Emerging Powers in a Multipolar World: an introductory review”, *Third World Quarterly*, Vol. 34, Issue 6, 2014, p. 945.

[2] 苏格:《习近平外交战略思想全面领航》,《国际问题研究》2016年第5期，第2页。

[3] John K. Fairbank, “China's Foreign Policy in Historical Perspective”, *Foreign Affairs*, Vol. 47, Issue 3, 1969, pp. 449–450.

[4] Ibid., p. 449.

[5] 苏格:《习近平外交战略思想全面领航》,《国际问题研究》2016年第5期，第2页。

20 世纪70 年代末推出改革开放政策以后，邓小平对中国外交进行了又一次重大调整，确立了"独立自主"的和平外交政策，其宗旨就是维护世界和平，反对霸权主义，促进共同发展， 为中国社会主义现代化建设创造一个尽可能长的和平稳定的国际和周边环境。邓小平提出了建立和平稳定、公正合理的国际政治经济新秩序的构想， 这个新秩序的基础就是和平共处五项原则。政治新秩序的核心是尊重主权、互不干涉内政;经济新秩序的要旨是平等互利、取长补短、共同发展。[1]

邓小平之后，中国开始越来越关注和发展与其他国家的多边关系。中国与国际社会的交往可以追溯到20世纪90年代末，当时中国正开始放眼世界。在这时期外交政策现代化的努力中，中国再次在国际社会中积极参与各种事务，综合国力有所提升。在接下来的十年里, 中国与国际社会的关系蓬勃发展, 在经济和文化等领域积极开展合作。自1993年江泽民当选国家主席以来， 中国领导人出访国外的次数显著增加。他改变了外交风格，从谨慎的观察到外向的行动。从中国的外交政策来看，胡锦涛主席开始更加重视促进中国公民个人的海外利益，以及中华民族和国家的整体利益。由此产生了一种新的学说，即"以人为本的外交"，以照顾中国公民个人的需要并保护他们在海外的权益。对中东欧地区比较重要的是胡锦涛主席的外交政策。2004年6月，中国国家主席胡锦涛访问罗马尼亚、匈牙利、波兰，寻求同中东欧国家建立伙伴关系。在罗马尼亚访问期间，胡锦涛表示，中国奉行独立自主的外交政策，促进与中东欧互利友好关系的发展。有学者认为，2004年胡锦涛提出的政策在接下来的几年里成为中国对中东欧政治和贸易关系的基础 。[2] 中国的"走出去"战略旨在鼓励中国企业和组织向海外发展, 这一战略在2005年前后开始加速实行。

中国著名政治学学者秦亚青认为, 最近几年来, 中国的外交策略发生了一些变化, 即与过去相比, 这一时期的外交更加重视国家核心利益。[3] 根据中华人民共和国国务院的阐述, 国家核心利益是主权、安全与发展。[4] 习近平主席也表示:"我们要坚持走和平发展道路，但决不能放弃我们的正当权益，决不能牺牲国家核心利益。任何外国不要指望我们会拿自己的核心利益做交易， 不要指望我们会吞下损害我国主权、安全、发展利益的苦果。中国走和平发展道路，其他国家也都要走和平发展道路，只有各国

[1] 裴远颖:《和平共处五项原则与中国新时期外交理论和实践》,《国际问题研究》, 2004年第4期, 第4页。

[2] Bartosz Kowalski, "China's Foreign Policy towards Central and Eastern Europe: The 16+1 format in the South-South cooperation perspective. Cases of Czech Republic and Hungary", *Cambridge Journal of East Asian Studies*, No. 1, 2017, p. 4.

[3] Qin Yaqing, "Continuity Through Change: Background Knowledge and China's International Strategy", *The Chinese Journal of International Politics*, Vol. 7, Issue 3, 2014, p. 309.

[4] "China's Peaceful Development", Information Office of the State Council, 6 September 2011, http://www.gov.cn/english/official/2011-09/06/content_1941354.htm. 上网时间:2019年2月2日。

都走和平发展道路, 各国才能共同发展, 国与国才能和平相处。"[1] 因此, 中国外交政策的首要目标是国内政治稳定。[2]

自2013年习近平领导班子上任以来，中国一直奉行更加积极的外交政策。外交政策的主要目标一直是"寻求实现现代化、建立和睦稳定的外部环境，以及逐渐发展国内经济。"[3] 这包括有必要处理与邻国在领土和海洋问题上的冲突。中国外交政策的首要目标是"确保中国国家繁荣，为中华民族伟大复兴的中国梦开辟新道路，且创造条件造福中国人民和世界各国人民。"[4]

在分析习近平的外交政策时, 有几个重点引人注目。首先, 中国的外交政策一直强调维持一个稳定的国际环境，尤其是在和美国的关系方面。2012年2月，中国国家主席习近平在美国访问期间提出了"21世纪新型大国关系"的构想，并在华盛顿得到了普遍认同。人们普遍认为，美中之间有分歧在所难免，冲突对双方的影响都将是灾难性的，即使不对立也将付出极其高昂的代价。[5]习近平主席倡导"相互理解、战略互信"、"尊重彼此核心利益"、"互利合作"、"加强在国际事务和全球性问题上的合作与协调"。[6]

中国对新兴发展中国家和新兴强国的关注，也是这一外策略的看点。中国一直在努力扩大与中亚、南亚、拉美和非洲等地区的新兴发展中国家的合作。北京还与印度、墨西哥、南非和俄罗斯等新兴大国积极开展合作, 其中包括一系列新举措, 如"丝绸之路经济带"，旨在建立一条从太平洋到波罗的海的运输走廊、一条从中国到印度、非洲和地中海的"海上丝绸之路"以及建立"亚洲基础设施建设银行"和"新开发银行", 简称"金砖银行"。

"命运共同体"是习近平提出和倡导的全球治理思想，它强调国家间的合作与相互尊重，是构建和谐、和平世界的重要理念。中国外交部长王毅表示，"人类命运共同

[1] 习近平:《更好统筹国内国际两个大局, 夯实走和平发展道路的基础》, 中国共产党闻网，2013年1月28日, http://cpc.people.com.cn/xuexi/n/2015/0721/c397563-27337509.html 。上网时间:2019年2月3日。

[2] Mikael Weissmann, "Chinese Foreign Policy in Global Perspective: A Responsible Reformer Striving for Achievement", *Journal of China and International Relations*, Vol. 3, No. 1, 2015, p. 151.

[3] 赵可金,《中国新外交的指导的原则》，清华——卡内基全球政策中心，2013年9月9日，https://carnegietsinghua.org/2013/09/09/zh-pub-52904 上网时间:2019年2月3日。

[4] Ibid.

[5] David Lampton, "A New Type of Major-Power Relationship: Seeking a Durable Foundation for U.S.-China Ties", *Asia Policy*, 2013, Vol. 16, p. 57.

[6] Xi Jinping. "Speech at the National Committee on U.S.-China Relations and U.S.-China Business Council Luncheon, Washington, D. C., February 15, 2012". In: David Lampton, David Lampton, "A New Type of Major-Power Relationship: Seeking a Durable Foundation for U.S.-China Ties", *Asia Policy*, 2013, Vol. 16, p. 53.

体”与“新型国际关系”这两个理念“不仅是新时期中国外交的行动指南, 也将对人类进步发展事业产生深远的影响。”[1]

(2) “中国特色”大国外交的主要内涵

1) 命运共同体

2013年3月, 习近平在莫斯科国际关系学院的演讲中指出:“要跟上时代前进步伐,就不能身体已进入21世纪, 而脑袋还停留在过去, 停留在殖民扩张的旧时代里, 停留在冷战思维、零和博弈老框框内。”[2] 这是中国构建以“合作共赢”为核心的新型国际关系理念的基础, 也是中国构建更大愿景的一部分, 即基于双方互联互通、拥有共同未来的理念, 构建国家间的关系。

“命运共同体”的概念首次出现在2007年, 当时的中国国家主席胡锦涛在向第17届全国党代会的报告中, 用它描述了中国大陆和台湾之间的独特关系。[3] 2011年9月出版的《中国的和平发展》白皮书中, “人类命运共同体”的理念已经被用来阐述中国对世界趋势的新观点:“要以命运共同体的新视角, 以同舟共济、合作共赢的新理念, 寻求多元文明交流互鉴的新局面, 寻求人类共同利益和共同价值的新内涵, 寻求各国合作应对多样化挑战和实现包容性发展的新道路。”[4] 建立人类命运共同体未来社区的主张是中国政府在中国共产党十八大以后提倡的一种新观念, 旨在发展一种新的国际关系结构, 改进全球治理模式。报告清楚地显示了人类共同未来的理念:“合作共赢, 就是要倡导人类命运共同体意识, 在追求本国利益时兼顾他国合理关切, 在谋求本国发展中促进各国共同发展”。[5] 作为反映中国智慧的中国命题, 这一理念立足于长期的文化传统和先进的中国思想体系, 代表着国际合作与国际秩序的新视角以及发展、安全与文明的新理念。这一主张为中国正在进行的改善全球治理的努力指明了正确的方向。自中国共产党第十八届全国代表大会召开以来, 习近平总书记继续通过丰富和发展人类命运共同体的理论内涵, 不断解释和完善人类命运共同体的理念。

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[1] 王毅:《习近平总书记提出一系列中国外交新思想和新理念》, 新华网, 2017年3月8日, http://www.xinhuanet.com//politics/2017lh/2017-03/08/c_1120589058.htm 上网时间:2019年2月4日。

[2] 《国家主席习近平在莫斯科国际关系学院的演讲》, 中华人民共和国中央人民政府, 2013年3月24日, http://www.gov.cn/ldhd/2013-03/24/content_2360829.htm 上网时间:2019年2月4日。

[3] Jian Zhang, “China's New Foreign Policy under Xi Jinping: Towards ‘Peaceful Rise 2.0’?” *Global Change, Peace&Security,* Vol. 27, No. 1, 2015, p. 15.

[4] 《中国的和平发展》, 中华人民共和国中央人民政府, 2011年9月06日, http://www.gov.cn/jrzg/2011-09/06/content_1941204.htm 上网时间:2019年2月4日。

[5] 胡锦涛:《坚定不移沿着中国特色社会主义道路前进为全面建成小康社会而奋斗———在中国共产党第十八次全国代表大会上的报告》, 新华网, 2012年11月17日, http://www.xinhuanet.com/18cpcnc/2012-11/17/c_113711665.htm 上网时间:2019年2月6日。

2013 年以来，中国国家主席习近平和中国政府高层官员多次提到中国构建人类命运共同体的主张。2013年，习近平分别在莫斯科国立国际关系学院和印度尼西亚的国会发表了两次重要演讲。在这两场演讲中，习总书记都强调了所有国家携手合作，共创美好未来的重要性。2015 年 9 月，习近平在第七十届联合国大会的演讲中对人类命运共同体的设想作了更为精准的阐述，也为创建和维持一个更美好、更和平的世界描绘了蓝图："建立平等相待、互商互谅的伙伴关系，营造公道正义、共建共享的安全格局，谋求开放创新、包容互惠的发展前景，促进和而不同、兼收并蓄的文明交流，构筑尊崇自然、绿色发展的生态体系。"[1] 这是中国第一次系统地阐述构建人类命运共同体的五大支柱。

2017年 1月 18日，习近平在日内瓦联合国总部发表了题为"共同构建人类命运共同体"的演讲，包括对这一命题的拓展、系统、全面的阐述。[2]这是国际社会的一项重要议程，并被认为是一个伟大的进程，需要几代人的艰苦奋斗才能完成这一伟大事业。习总书记呼吁国际社会"把和平的火炬传递给下一代，持续发展，使文明繁荣昌盛:这是所有国家人民渴望的;这也是我们这一代的政治家应该肩负的责任。中国的主张是:构建人类命运共同体，实现共享共赢。"[3] 这次演讲圆满结束，同时也宣扬了完善全球治理的中国主张。中国不仅与许多周边国家和发展中国家建立了命运共同体，也与其他发达国家建立了命运共同体。除了倡导亚洲命运共同体，中国还提出了"中国一东盟命运共同体"、"中非命运共同体"、"中国一拉美命运共同体"等理念。

2017年2月10日，构建人类命运共同体的主张首次成为联合国决议的一部分。2017年3月11日，联合国安理会决议也提出了同样的主张;在 2017年9月11日，通过讨论和协作协商，实现共享增长的基本原则写入了联合国大会关于联合国全球治理的决议。2017年10月18日，习近平在第十九届中国共产党全国代表大会的报告中，主张建立共商共享的人类命运共同体，并一直强调这是中国特色社会主义新时代思想的一个重要组成部分。

[1] 习近平:《携手构建合作共赢新伙伴同心打造人类命运共同体———在第七十届联合国大会一般性辩论时的讲话》，人民日报，2015年9月29日，http://politics.people.com.cn/n/2015/0929/c1024-27644905.html 上网时间:2019年2月4日。

[2] 习近平:《谈治国理政第二卷》，外交出版社，2017年，537–549页。

[3] "Xi Jinping: Work Together to Build a Community of Shared Future for Mankind-Speech by H. E. Xi Jinping, President of the People's Republic of China, At the United Nations Office at Geneva", 18 January 2017, http://www.xinhuanet.com/english/2017-01/19/c_135994707.htm. 上网时间:2019年2月6日。

作为国际秩序的新概念，人类命运共同体的理论具有深刻的思想基础。这一理念植根于中国悠久的历史和文化，借鉴了中国特色社会主义理论的内涵，吸收和升华了中国外交的精髓。[1]

首先，儒家思想对中国文化和社会生活等方面起着耳濡目染的作用。数千年以来，施行仁政，反对霸权、强权政治，构建美好大同世界的思想早已渗入到每一个中华儿女的心中。"作为中华文化的核心，'和'文化蕴含着'天人合一'的宇宙观、'天下为公'的 政治观、'和而不同'的社会观等重要价值观念。"[2] 人类命运共同体的理念也继承了中国几千年来的"天下"思想，包含了中国传统的"协和万邦"和"天下大同"的政治哲学。构建人类命运共同体的命题，是建立在崇尚博爱和中华民族智慧成果的中国传统文化基础上的。人应该有实现整个世界和谐的雄心，并努力使世界成为一个更美好的家园。这一崇高的雄心是中华文明的天然成果，几千年来一直保持着旺盛的生命力，而中国从未像今天这样接近这一愿景，国家的最高领导层提出了"一带一路"倡议。因为"中国文明从未像今天这样与全球文明完全融合在一起。中国人民从来没有像国际社会的成员那样充满自信和自尊，"[3] 所以对中国来说，人类命运共同体是中国展示其作为国际社会重要成员意愿的方式。构建人类命运共同体的命题，恰恰反映了中国的雄心和对全球进步的承诺。

其次，中华千百年的传统文化是"人类命运共同体"这一概念的基础。习近平表示，"中华民族是爱好和平的民族。而对一个民族的最深刻的追求，则源于世代相传的民族性格。中华文明有着五千多年的历史，始终珍爱和平。追求和平、和睦、和谐是中国特色的重要组成部分，是中国人民的血脉。"[4] 在当今世界的发展和交往过程中，中国提倡各个国家之间平等、互利、合作、共赢的发展理念，体现了人类共存共发展的思想，是中华传统文化的活的灵魂，也是与当下中国现实境遇与未来世界发展的融合。

再者，中国特色社会主义理论是人类命运共同体理念的有力思想指导。中国特色社会主义理论是中国科学社会主义理论与社会发展理论的融合。中国特色社会主义理论不仅指导了当代中国社会主义现代化的实践，而且根据时代的变化和实践中存在的问题，为理论思维带来了创新。"中国与世界的关系是社会主义事业成败的重大

[1] Chen Yue, Pu Ping, Niu Yunping (transl.), Building a Community of Shared Future for Mankind, China Renmin University Press, 2017, p. 20.

[2] 王帆、凌胜利(主编):《人类命运共同体:全球治理的中国方案》，湖南人民出版社，2017年版，第2页。

[3] Jun Ding, Hongjin Cheng, "China's Proposition to Build a Community of Shared Future for Mankind and the Middle East Governance", *Asian Journal of Middle Eastern and Islamic Studies*, Vol. 11, No. 4, 2017, p. 4.

[4] Xi Jinping, The Governance of China, First Edition, Foreign Language Press, 2014, pp. 291–294.

问题。”[1] 中国外交的特点也植根于社会主义思想。马克思主义社会史观认为，人类最终会团结起来，通过这种团结，实现各国的团结、友好和共同繁荣。从追求一个理想的人类社会的角度来看，人类社会的未来是一种具有鲜明社会主义特征的国际主义。在某种意义上，构建人类命运共同体的命题，是国家承诺与国际承诺、爱国主义与国际主义的结合，是中国当代马克思主义的创新。这一概念促进了主权平等和包容，强调尊重多样性，倡导建立国家间的平等伙伴关系，并共享发展机遇，共担风险和成本。中国建议不同的发展模式相互借鉴，世界体系不应以西方的观念和价值观为主导。

另外，人类命运共同体是中国外交经验的升华，是根据中华人民共和国近70年的外交实践而提出的现实构想。无论国际风云如何变幻，中国始终坚持独立自主的和平外交政策。“和平”是中华人民共和国自成立以来一直奉行的核心外交理念。这在外交实践中逐渐形成了一系列中国世界观和国际关系的基本理念。中国的外交实践包括在1953年提出的和平共处五项原则:互相尊重主权和领土完整、互不侵犯、互不干涉内政、平等互利、和平共处。冷战结束后，中国明确表示，应建立和奉行以和平共处五项原则为基础的国际新秩序。这将给予每个国家决定本国国内事务的机会，而且国际事务应该由所有国家平等协商，并在所有国家合作的前提下应对全球挑战。中国把维护世界和平与发展，推动国际秩序朝着更加公平的方向发展作为自己的外交使命。

最后，中国主张建立一个休戚与共的群体反映了国际社会的共同愿望，符合《联合国宪章》所倡导的促进国际关系的基本原则包括(国家平等、相互尊重主权、互不侵犯、互不干涉内政与和平共处)。它强调国际社会为建立公正合理的国际秩序所作的努力。构建人类命运共同体的命题， 更关乎整个世界和全人类的未来。这是对过去几个世纪全球治理成功和失败的经验教训的总结。“基于过去和展望未来， 这一命题为全球治理的新智慧提供了一个新的视角，使我们能够突破现状。”[2] 总的来说，人类命运共同体以中国传统文化与思想、中国特色社会主义、中国外交经验为基础， 而且符合联合国在《联合国宪章》提出的基本原则，因此，这一理念不仅反映了中国对全球治理和国家关系的思考，而且通过联合国也被国际社会所接受。

2) 新型国际关系的理念

新型国际关系是习近平总书记提出的重要理念之一。2013年3月， 访问俄罗斯的时候，习近平第一次提出构建新型国际关系的主张。2014年11月，习近平总书记在中央工作会议上强调有关外交事务的问题时表示，一个人不能生活在21世纪，但是保存

[1] Chen Yue, Pu Ping, Niu Yunping (transl.), Building a Community of Shared Future for Mankind, China Renmin University Press, 2017, p. 23.

[2] Jun Ding, Hongjin Cheng, “China’s Proposition to Build a Community of Shared Future for Mankind and the Middle East Governance”, *Asian Journal of Middle Eastern and Islamic Studies*, Vol. 11, No. 4, 2017, p. 5.

冷战时代的过时的思维方式。他认为, 需要促进建立一个互利共赢的新型国际关系,和双赢的合作愿景转化为外部合作的各个方面, 包括政治、经济、安全、文化等领域。构建以合作共赢为核心的新型国际关系, 成为中国外交的重要指导思想。2015年9月,总书记习近平表示, 峰会期间, 恰逢联合国总部纪念联合国成立70周年, 这是弘扬《联合国宪章》的宗旨和原则, 构建合作共赢、促进人类未来共享的新型国际关系的关键时刻。他的讲话受到国际社会的广泛赞扬。构建以合作共赢为核心的新型国际关系,成为世界各国普遍认同和接受的理念。[1] 之后, 2017年10月党的十九大报告提出推动建设相互尊重、公平正义、合作共赢的新型国际关系。[2]

长期以来, 中国外交一直专注于促进建立一个和平与合作的新型国际关系, 促进国际关系民主化进程, 支持基于多边主义的订单运行机制, 强调合理的变化元素等传统国际政治霸权主义和强权政治, 倡导不同文化和价值观的多元融合相互学习。[3]中国所倡导的新型国际关系不能完全脱离旧的国际关系。它仍然建立在主权国家之间的关系之上, 这意味着主权国家仍然扮演主要的角色。不过, 在新型国际关系中, 非国家角色的作用正在凸显, 并将继续增强。新型国际关系的基本原则包括相互尊重、公平正义, 这是合作共赢这一重要组成部分的基础。在新的国际关系下, 这种只对一方有利的合作应该摒弃。可以想象, 如果只有一方获胜, 或者一方比另一方赢得更多, 而不是平衡的双赢局面, 这种合作是不可能持续的。这一新型国际关系观支持中国的核心国家利益:维护主权、安全和发展。[4] 新型国际关系的实质是聚集合作、管控分歧。它包括政治上结伴不结盟、经济上包容发展、安全上合作共享和文化上交流互鉴四个方面的内容。[5]

在现有国际体系和秩序框架下, 西方发达国家往往凭借技术、知识产权、国际话语权、规则制定权等优势, 从与发展中国家的合作中获得明显不均衡的利益。这显然会损害那些在与其他国家合作中一无所获的国家的利益。推动和坚持互利共赢的合作, 有利于使整个国际关系领域更加稳定和可持续。新型国际关系倡导各国在国际舞台上的平等地位。促进相互尊重在内政和国际事务之间有一条明确的界线。

[1] "Build a New Type of International Relations Featuring Win-Win Cooperation", The Ministry of Foreign Affairs of the People's Republic of China, 1 July 2016, https://www.fmprc.gov.cn/mfa_eng/wjb_663304/wjbz_663308/2461_663310/t1376908.shtml.上网时间:2019年2月7日。

[2] 刘建飞:《新型国际关系"新"在那里》, 中国共产党新闻网, 2018年4月16日, http://theory.people.com.cn/n1/2018/0416/c40531-29927502.html. 上网时间:2019年10月14日。

[3] 秦亚青:《中国特色大国外交的思想内涵》, 中国共产党新闻网, 2017年08月30日, http://theory.people.com.cn/n1/2017/0830/c40531-29503248.html.上网时间:2019年10月14日。

[4] 秦亚青:《中国特色大国外交的思想内涵》, 中国共产党新闻网, 2017年08月30日, http://theory.people.com.cn/n1/2017/0830/c40531-29503248.html.上网时间:2019年10月14日。

[5] 张宇燕(主编):《习近平新时代中国特色社会主义外交思想研究》, 中国社会科学出版社, 2019年,第105页。

构建以合作共赢为核心的新型国际关系，体现了新中国外交的特色，符合《联合国宪章》主权平等、和平解决国际争端和国际合作的宗旨和原则，顺应时代潮流。这是一项超越传统国际关系的创新理论，具有深刻的理论和现实意义。[1] 在这种新型合作中，首先，中国把构建人类命运共同体作为处理国际关系的共同目标，摆脱过去其他国家的殖民主义、帝国主义和霸权主义。相反， 新型国际关系倡导平等包容的伙伴关系、公平正义的安全架构、共建共享、开放创新、包容发展。其次，新兴国际关系理念以共同利益为处理国际关系的重要基础，立足当今世界各国联系日益紧密、相互依存日益加深、利益更加紧密交织的现实形势，倡导一个更全面的处理国际关系的方法。

再者，中国提出的合作共赢模式与冷战时期坚持零和博弈、以各国生存为主要目标的主流国际关系理论形成鲜明的对比。合作共赢源于互利共赢， 与互利密切相关，也促进了互利共赢。也就是说，中国在追求国家利益的同时，也充分照顾了其他国家的正当关切和利益。中国坚持把自己的利益同世界人民的共同利益结合起来，扩大各方的共同利益，致力于促进全人类的共同利益。各国不应相互拆台，而应取长补短，共同进步。[2] 同时，零和博弈的旧思维应该让位于合作共赢的新思路。

综上所述，合作是处理国际关系的首选方式。两国关系应与区域和全球合作机制相辅相成，其目标不仅是为了更快更好地发展经济和技术，也是为了应对恐怖主义、气候变化、资源安全等非传统安全威胁。同时，国际关系理论的新自由主义者提出，由于世界经济变得更加相互依赖，各国愿意合作而不愿冲突，这是合理的，因为随着相互依赖的加深，发生重大经济或军事冲突的风险也相应减少。[3] 通过包容性合作，有可能以对话取代对抗，从而为各国带来良好机遇。

如前文所述，新型国际关系理念的核心是合作共赢，这应该取代冷战零和博弈的旧理念。合作共赢理念的基础是:

(1) 建立伙伴关系而不是结盟;

(2) 前提是国家不分大小、强弱、贫富一律平等;

(3) 主权国家在履行自己的义务的同时，也在追求自己的利益;

(4) 实现两国共同发展的目标，既符合两国自身的利益，也符合人类的共同利益。[4]

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[1] "Build a New Type of International Relations Featuring Win-Win Cooperation", The Ministry of Foreign Affairs of the People's Republic of China, 1 July 2016, https://www.fmprc.gov.cn/mfa_eng/wjb_663304/wjbz_663308/2461_663310/t1376908.shtml. 上网时间:2019年2月7日。

[2] Chen Xulong, "Win-Win Cooperation: Formation, Development and Characteristics", China Institute of International Studies, 17 November 2017, http://www.ciis.org.cn/english/2017-11/17/content_40072596.htm. 上网时间:2019年2月9日。

[3] Andrew Gamble, Anthony Payne, "The World Order Approach", in Frederik Soderbaum, Timothy M. Shaw, ed., *Theories of New Regionalism*, Palgrave Macmillan, 2003, pp. 44.

[4] Chen Yue, Pu Ping, Niu Yunping (transl.), *Building a Community of Shared Future for Mankind*, China Renmin University Press, 2017, pp. 53–54.

通过中国发起和支持的"一带一路"、"17+1"等各种倡议和合作机制， 中国正在践行新型国际关系和互利共赢的理念， 努力从理论走向实践。上面列出的第二点强调，国家无论大小、强弱、贫富都是平等的，都应该得到平等对待。这是拉脱维亚等许多小国的重要表态，并为评估中国发展同小国合作的可行性奠定了一定基础。中国始终是发展中国家利益的维护者，是20国集团等国际组织的桥梁建设者。[1]

按照联合国的分类，拉脱维亚等中东欧欧盟委员国家属于发展国家，[2] 从中国领导人的话语中可以看出， 中国的外交政策也将中东欧国家列为发展中国家。[3] 作为一个发展中国家，中国同情其他发展中国家，主张南北平等。不干涉原则是中国一中东欧关系在南南合作的背景下得以坚持的原因之一。[4] 与西欧和美国不同， 特别是在"17+1"合作机制启动后，中东欧国家不干涉、不评论中国内政问题。有学家认为，东欧和中欧国家被视为欧盟的"外围"，是欧盟政治和经济影响力扩散的地区。[5] 因此，从中国的角度看，"17+1"合作机制有助于缩小西欧与中东欧之间的发展差距。

3. 中国的多边外交和区域合作战略:以"一带一路"倡议和"17+1"合作机制为例

(1) 中国的多边外交和区域合作战略概述

中国对全球多边主义和区域合作的兴趣， 可以追溯到上世纪70年代恢复在联合国的席位，特别是70年代末的改革开放。20世纪80年代，中国加快融入众多国际机构、不断融入国际体系的进程。也有学者认为，中国的外交政策传统上仍然遵循正统的双边方式。[6] 直到1994年，中国参加东盟地区论坛，开始接受区域合作方式，但仍有一丝疑虑。2001年，中国提出建立中国一东盟自由贸易区，2002年签署了自由贸易区协定。[7] 该协议成为中国签署的第一个对外自由贸易协定。

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[1] Sabine Mokry, "Decoding Chinese Concepts for the Global Order", Mercator Institute for China Studies, 4 October 2018, https://www.merics.org/sites/default/files/201810/181008_MERICS_ChinaMonitor_Foreign_Policy.pdf 上网时间:2018年9月18日。

[2] United Nations Department of Economics and Social Affairs et. al, "World Economic Situation and Prospects 2019", United Nations, 2019, p. 169, https://www.un.org/development/desa/dpad/wp-content/uploads/sites/45/WESP2019_BOOK-web.pdf 上网时间:2019年3月18日。

[3] Bartosz Kowalski, "China's Foreign Policy towards Central and Eastern Europe: The 16+1 format in the South-South cooperation perspective. Cases of Czech Republic and Hungary", *Cambridge Journal of East Asian Studies*, No. 1, 2017, p. 6.

[4] Ibid., p. 14.

[5] Marcin Kaczmarski, Jakub Jakóbowski, "China on Central-Eastern Europe: "'16+1' as seen from Beijing", *The OSW Commentary*, No. 166, 2015, p. 3.

[6] Joseph Yu-shek Cheng, "Multilateral Approach in China's Foreign Policy", Singapore, 2018, p. 6.

[7] 《中国—东盟自贸区介绍》， 中国—东盟自由贸易区商务门户，2019年5月1日，http://www.cn-asean.org/about/201908/t20190822_886219.html 上网时间:2019年2月28日。

后来，中国主动组织了“上海五国”集团，并于2001年正式成立“上海合作组织”。上海合作组织是中国最早发起的多边和区域合作机制之一，是中国多边主义和区域合作的重大突破。2000年，中国—非洲合作论坛应运而生。然而，中国在2001年加入世界贸易组织 (WTO) 后，积极参与多边主义和国际体系的步伐明显加快。

此后，中国开始积极参与世界各地的多边区域合作。2010年1月1日，中国-东盟自贸区全面建成。2012年，中国一中东欧 (“17+1”)合作机制成立，2014年中国一拉美论坛(中国—拉美和加勒比国家共同体论坛)成立。中国还积极与海湾合作委员会国家开展合作。该地区在中国外交政策中的重要性体现在2016年发布的《中国对阿拉伯国家政策文件》中。[1] 不过，中国提出的惠及世界大部分地区的最大多边项目是“一带一路”倡议。

(2) “一带一路”倡议

中国在世界各地区建立了不同类型的新型合作机制。最为人所知、富有见地的倡议是“一带一路”全球发展战略。“一带一路”倡议是中国为促进世界共同繁荣和发展所提出的构想，着眼于世界各国人民的共同愿望，旨在实现和平与发展。2013年9月习近平主席访问哈萨克斯坦期间，提出了该项倡议。随后他在哈萨克斯坦发表演讲，第一次推动了 “丝绸之路经济带”的倡议。2013年10月习近平访问印度尼西亚时提出了“海上丝绸之路”的设想。2013年11月 “一带一路”倡议正式升级为中国外交关系的顶层设计。到2017年1月，已有100多个国家对该倡议给予了积极响应和支持;40多个国家和国际组织与中国签署了合作协议;中国企业投资超过500亿美元，在沿线国家开展了众多重大项目。[2] 作为一个新兴的世界大国，中国愿意同尽可能多的国家发展富有成果的关系，开展合作。中国同29个国际组织和123个国家签署了171项合作文件，包括发达国家和发展中国家 。[3]

自习近平上任以来，他提出了一系列的经济和贸易倡议，如“丝绸之路经济带”，将中国连接到中亚和欧洲， 以及连接中国、东南亚和中东的“海上丝绸之路”。中国还宣布计划建立400亿美元的丝路基金，以支持中亚国家的经济发展，并建议设立亚洲基础设施投资银行(简称:投资银行) (Asian Infrastructure Investment Bank – AIIB)，以促进地区基础设施建设。2014年10月，中国与其他20个亚洲国家共同宣布成立亚投行，

[1] 《中国对阿拉伯国家政策文件》，中华人民共和国外交部，2016年1月13日，https://www.fmprc.gov.cn/web/ziliao_674904/tytj_674911/zcwj_674915/t1331327.shtml 上网时间:2019年10月27日。

[2] Chen Yue, Pu Ping, Niu Yunping (transl.), Building a Community of Shared Future for Mankind, China Renmin University Press, 2017, p. 164.

[3] Zhu Wenqian, “China has signed 171 B&R cooperation documents”, Belt and Road Portal, 7 March 2019, https://eng.yidaiyilu.gov.cn/qwyw/rdxw/81686.htm 上网时间:2019年6月30日。

并承诺出资500亿美元。2014年11月， 在北京举行的亚太经合组织(APEC)领导人峰会上, 习近平进一步提出了未来10年中国在海外投资1.25万亿美元的计划。[1]

中国认为, “一带一路”项目的推广在于倡导和平与合作、开放和包容、相互学习、相互受益。该一倡议促进了各领域务实合作、构建了以政治互信、经济融合、文化包容为核心的利益共同体、命运共同体和责任共同体。政策协调、设施互联互通、贸易的畅通无阻、金融一体化和人文交流是 “一带一路”建设的核心内容。显然, 中国自身的成功发展与其他国家的经济增长息息相关, 如果没有和平、稳定的外部环境和周边地区的发展, 中国就无法实现“伟大的民族复兴”。

人类命运共同体是 “一带一路”的建设目标, 也是事关中国国家前途和道路的重大战略选择。[2] 人类命运共同体主要内涵包括三个层面:利益共同体、情感共同体和责任共同体。该理念已经从外交辞令转变为具体行动。这一点在中国积极推动与其他国家加强经贸关系的努力中得到了最显著的体现。

建设“人类命运共同体”的理念， 是中国共产党中央委员会在习近平总书记的领导下提出的。这一思想不仅是中国解决与人类前途命运有关的重大问题的良方, 也是中国外交的指导原则和指导方针。在这一思想的指导下, 中国外交许多方面拥有了重大创新的目标, 提出了建设“人类社区共享未来”的新目标外交。为了实现该目标, 中国将自己定位为世界和平与全球发展的贡献者和全球秩序的保护者。它在外交实践中进行了创新, 发挥了主导作用, 开创了一种新的合作模式, 承担了作为大国的国际责任。“一带一路”是中国构建社会命运共同体、构建国际关系新与跨国合作模式的系统理念。

“一带一路”倡议最初提出时的路线不包括拉脱维亚。2016年， 两国政府签署了《关于共同推进丝绸之路经济带和21世纪海上丝绸之路建设的谅解备忘录》。[3] 但中国通过 “17+1”与拉脱维亚和其他16个中东欧国家开展了积极合作。该合作机制成立于2012年, 在将该地区各国与“一带一路”倡议联系起来方面发挥了重要作用。

[1] Jian Zhang, “China's New Foreign Policy under Xi Jinping: Towards ‘Peaceful Rise 2.0'?” Global Change, Peace&Security, Vol. 27, No. 1, 2015, p. 15.

[2] 向宏等(主编):《大交通:从“一带一路”走向人类命运共同体》, 成都西南交大出版社, 2017年版, 第169页。

[3] “Par Latvijas Republikas valdības un Ķīnas Tautas Republikas valdības saprašanās memorandu par sadarbību Zīda ceļa ekonomiskās joslas un 21. gadsimta jūras zīda ceļa iniciatīvas ietvaros”, Latvijas Republikas Ministru kabinets (《中华人民共和国政府与拉脱维亚共和国政府关于“丝绸之路经济带”和“21世纪海上丝绸之路倡议”框架下合作的谅解备忘录》), 拉脱维亚共和国政府, 1. novembris 2016, http://tap.mk.gov.lv/lv/mk/tap/?pid=40402866&mode=mk&date=2016-11-01 上网时间:2019年3月27日。

(3) 中国中东欧国家合作机制(17+1)

2012年，在中国推出“一带一路”倡议之前，中国总理温家宝在华沙峰会上宣布了一个包括16个中东欧国家和中国的合作平台。当时，所谓的“16 + 1”或“中国一中东欧合作机制”发起的目的是，提高中国与该地区之间在贸易、投资、运输和物流、教育、文化、人文交流等方面的合作。在华沙举行的中东欧国家和中国政府领导人会议上，各方注意到:“与会领导人赞赏近年来中国与中东欧国家各领域合作的进展，一致认为在当前不断变化和相互依存日益深化的世界里，所有国家的利益更紧密地交织在一起，应进一步加强交流与合作，以便更好地把握机遇，迎接挑战。”[1] 根据中国外交部2012年提出的“16+1合作机制”定义，中东欧国家包括维谢格勒集团四个国家(波兰、匈牙利、捷克共和国、斯洛伐克)、东南欧国家(罗马尼亚、保加利亚、斯洛文尼亚、克罗地亚、塞尔维亚、马其顿、波斯尼亚-黑塞哥维那、黑山、阿尔巴尼亚)和波罗的海三国家(爱沙尼亚、拉脱维亚、立陶宛)。[2] 2019年4月由于希腊加入该合作机制，“16+1”成为“17+1”。

中国和17个中东欧国家在历史上有一些共同点，都与社会主义有联系。中国将这17个国家视为前社会主义国家，与它们有着相似的历史渊源。[3] 诚然，中国之所以专注于与中东欧地区建立关系，不仅是因为相似的历史经验。值得注意的是，参加中国—中东欧合作机制的国家中有13个欧盟成员和4个候选国家，[4] 所以该地区对中欧关系也具有重要意义。虽然中国对中东欧国家的关注显然与其地理位置和物流潜力有关(这可能有助于贸易向东欧和西欧国家扩张)，但历史因素也很重要。有学者认为，随着反西方情绪的兴起，中国同情那些没有卷入西方列强帝国主义和殖民主义政治的国家。“17+1”合作机制下的中东欧国家，除前奥匈帝国外，多数不参与西方帝国主义政治。由于中国在历史上经历过帝国主义列强(19世纪末一20世纪初的西欧国家和日本对中国的政策)侵略，如今它对其他有过同样经历的国家表示声援。

如上所述，从中国领导人的表态中可以看出，中东欧国家在中国外交政策中属于发展中国家。中国也把自己定位为发展中国家，同情其他发展中国家，主张全球南北平等。中国——中东欧关系之所以在南南合作的背景下被概念化，原因之一是坚持不干涉原则。与西欧国家和美国不同，中东欧国家不干涉、不评论中国内政问题，尤其是

[1] 《中国与中东欧国家领导人会晤新闻公报》，中华人民共和国中央人民政府，2012年4月26日，http://www.gov.cn/ldhd/2012-04/26/content_2124347.htm 上网时间:2019年2月13日。

[2] Song Lilei, “China-CEEC Cooperation: an Inspiration for the Belt and Road Initiative”, China Today, 18 July 2018, http://www.chinatoday.com.cn/ctenglish/2018/commentaries/201807/t20180718_800135663.html 上网时间:2019年2月14日。

[3] Anastas Vangeli, “Global China and Symbolic Power: The Case of 16+1 Cooperation”, *Journal of Contemporary China*, Vol. 27, Issue 113, 2018, p. 683.

[4] 欧盟候选国:阿尔巴尼亚、黑山、马其顿、塞尔维亚。

在“17+1”合作机制启动后。有学者认为, 中东欧国家积极寻求其他合作方式的意愿被视为对“华盛顿共识”的挑战, 与90年代初选择的合作方向背道而驰。[1] 这意味着, 上世纪90年代中东欧国家经历的变革, 并没有实现当初制定的愿景时所期望的效果。

中欧和东欧的经济潜力尚未开发。由于其社会主义的历史原因, 东欧与一些中欧和西欧国家的发展并不平衡。该区域大多数国家在冷战结束后进入自由贸易市场, 并如前所述经历了改变。这导致其财富水平低于西欧, 也蕴含着更低的价格和劳动力成本。但同时, 中东欧国家也能提供高技能工人和先进技术。中东欧国家与西欧国家比邻而居, 是中国通向西方市场的桥梁。中东欧国家在连接欧亚市场方面发挥着重要作用。[2] 客观说来, 中东欧国家将在确保中国丝绸之路经济带达到它最终目的地—西欧发挥重要作用。[3] 对于中国来说, “17+1”机制是一个了解该地区状况的机会, 比如投资条件和计划。对于“一带一路”的实施以及推动在欧洲建立对中国的积极形象至关重要。

“17+1”合作机制还为中国创造了进入中东欧国家的机会, 使之成为中国投资者和欧盟市场营销的试验田。从中国投资者的角度看, 中东欧国家是一个优越地理位置、高技能廉价劳动力、开放贸易和投资完美结合的地区, 同时提供了良好的物流平台与资本和产业投资机会。从中东欧国家的角度来看, “17+1”合作机制把17个国家联合在一起组成一个群体, 提高了各国在中国投资者眼中的知名度和价值。一些中东欧国家可能对与中国的合作特别感兴趣。由于这些国家近年来经济发展水平不断提高, 达到了欧盟的平均发展水平, 从2020年开始, 它们从旨在实现经济发展趋同的欧盟结构凝聚力基金中获得的资金将大幅减少。中东欧国家的经济政策很大程度上依赖于充裕的外部资金支持, 它们希望与中国发展更紧密的关系。

总之, 一方面, 该地区的历史是中国与之建立关系的重要基础, 另一方面, 靠近西欧的地位是中国未来的计划(在欧洲实现“一带一路”)的又一个重要因素。中国与中东欧国家合作的关键性在于它通过“17+1”机制创造试验和创新的途径。从在政治层面上看, 该合作对中国而言意义重大。通过与中东欧国家合作, 中国正在自信地展示自己的发展理念和与国际合作的愿景。当然, 中国与中东欧国家的合作并不是单方面的。中东欧国家对加强与中国的关系抱有浓厚兴趣, 尤其是在经济方面的合作。中国的投资、市场准入、中东欧国家在中国的发展, 对各地区和各国都是有利的。“17+1”合作由于各方的多样性难免会有缺点, 但是, 它不失为一个使各国能够根据自己的设想

[1] Anastas Vangeli, “Global China and Symbolic Power: The Case of 16+1 Cooperation”, *Journal of Contemporary China*, Vol. 27, Issue 113, 2018, p. 684.

[2] Liu Zuokui, “The Role of Central and Eastern Europe in the Building of Silk Road Economic Belt”, *China International Studies*, Vol. 47, 2014, p. 18.

[3] Inna Šteinbuka, Tatyana Muravska, Andris Kuznieks, “Cooperation Formats of China and Europe: Synergies and Divirgences”, *Baltic Journal of European Studies*, Vol. 7, No. 1, 2017, p. 10.

和愿景发展与其他各方关系的平台。再者, 鼓励成员国发展它们自己在国际事务中作为个体行动的能力。

(三) 小国外交与大国外交的交汇:多边外交和区域合作战略的合力对拉—中关系的推动

1. 拉脱维亚加入欧盟对拉—中关系的促进

拉脱维亚愿意同中国交往, 是在国际政治体系内采取行动的结果。2004年, 拉脱维亚作为一个独立的国家加入欧盟, 由于欧盟的国际声誉和影响力, 拉脱维亚获得了更高的知名度和与不同国家加强关系的机会。拉脱维亚是按照欧盟的官方立场来运作的, 与其他国家的许多互动是由欧盟协调的。拉脱维亚作为一个小国, 资源和能力有限, 一开始与中国的互动不是很频繁, 基本上坚持了欧盟对中国的主流立场。然而, 同许多国家一样, 拉脱维亚尽其所能从同中国的合作(以及同其他具有经济潜力的国家的合作)中获得经济利益。这在很大程度上是拉脱维亚对中国合作的主要动力。[1] 拉脱维亚对中国关系采取务实态度, 忽略分歧, 而是注重建立富有成果的合作关系。

于小国而言, 加入一个世界瞩目的国际组织多有裨益。拉脱维亚加入欧盟后, 在双边和欧盟框架下, 有更多机会发展和深化与中国的关系。中国对拉脱维亚作为欧盟成员国兴趣的增加, 以及拉脱维亚的共同市场等也促进了这一进程。这些变化使双方有更多的机会在商业、国际政治、文化和教育方面进行合作。欧盟是中国经济和政治上最重要的合作伙伴之一。作为欧盟成员国, 拉脱维亚的知名度与以往相比更高。拉脱维亚是一个政治和经济联盟的一部分, 该联盟一直被认为是欧洲国家之间合作共赢的结果, 并将被视为新型国际关系的典范。欧洲一体化的本质就是不同国家之间的合作, 建立一种新型的合作共赢的国家关系。[2]

然而, 作为欧盟成员国, 拉脱维亚也有自己的义务:该国不能采取与欧盟政策或策略相悖的行动。拉脱维亚视中国为重要合作伙伴, 也认为“17+1”合作机制是补充拉—中关系和中欧对话的良好全球合作工具。[3] 在2018年1月会见中国主席习近平时, 拉脱维亚议会议长Ināra Mūrniece指出:“经济合作是两国关系的重中之重。中国是世界

[1] Una Aleksandra Bērziņa-Čerenkova, Māris Andžāns “Latvia: A Pragmatic Approach Without Making Significant Concessions to China”, in Tom Nichols et al., ed., Political Values in EU–China Relations, European Think-tank Network on China, 2018, p. 55.

[2] 程卫东:《中欧建立新型国际关系:认知与实践》,《世界经济与政治》, 2016年第9期, 第19页。

[3] Ministru prezidents: “Jāturpina aktīvi attīstīt sinerģijas starp Eiropas Savienības un Ķīnas iniciatīvām”, Latvijas Republikas Ministru kabinets (《中欧倡议之间的协同效应需要积极发展》拉脱维亚共和国政府); 7. jūlijs 2018, https://mk.gov.lv/lv/print/aktualitates/ministru-prezidents-jaturpina-aktivi-attistit-sinergijas-starp-eiropas-savienibas-un 上网时间:2019年3月25日。

经济发展的动力。我们的共同利益是中国和欧洲基础设施的兼容性, 以及贸易和投资的兼容性。我们相信, 中国的"一带一路"倡议将为中欧基础设施的兼容性带来新的机遇。"[1] 在2018年年度报告中, 拉脱维亚外交部长Edgars Rinkevičs强调:"拉脱维亚与中国合作的兴趣一直保持在相当高的水平。拉脱维亚政府通过参加最高级别政府间对话, 将加强贸易关系、改善运输和后勤以及旅游领域的合作作为优先事项加以支持。"[2] 鉴于中国经济规模仍在不断扩大, 中国对全球许多国家来说都是一个具有吸引力的合作伙伴。因此, 拉脱维亚同其他许多国家一样, 渴望从同中国的合作中获得最大的经济利益。从一个角度来看, 中国无疑为拉脱维亚提供了经济合作的机会, 当然, 中国也获得了自己相应的利益。

在拉脱维亚代表的官方言辞中, 经济合作无疑被视为优先项, 其他合作领域在某种意义上不如经济合作。拉脱维亚积极发展与中国的关系, 表明其外交政策的范围不仅限于区域合作。总的来说, 拉脱维亚的外交政策没有选择孤立的立场;该国通过双边和多种国际组织及合作形式参与了与许多国家的互动交流。近年来, 拉脱维亚与中国合作的兴趣有所增长, 主要有以下原因:第一, 中国经济快速发展;第二, 中国在世界经济和政治中的影响力越来越大;第三, 自2008年金融危机和对俄罗斯的经济制裁以来, 拉脱维亚产品的市场急需扩大。

与中国的良好关系也使拉脱维亚对中国的周边国家, 如印度和日本与拉脱维亚的合作越来越感兴趣。由此可见, 拉脱维亚积极参与与中国合作的主要原因是经济。不仅因为中国市场大, 产品和服务需求旺盛, 而且由于中国的购买力迅速增长。[3] 另一方面, 中国作为一个崛起中的大国, 正在接触新的伙伴, 并热衷于与他国建立关系, 以获得国际社会对其不断提高的地位的认可。此外, 拉脱维亚在中国这样一个强大的大国眼中的知名度越来越高, 也越来越受到中国所在地区国家的关注, 因为拉脱维亚是欧盟成员国之一。

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[1] "Ināra Mūrniece: China is an important partner for us", Parliament of the Republic of Latvia, 1 September 2018, http://www.saeima.lv/en/news/saeima-news/26482-inara-murniece-china-is-an-important-partner-for-us 上网时间:2019年4月3日。

[2] "Ārpolitikas ziņojums 2018", Ārlietu ministrija, (《外交报告2018》), 拉脱维亚外交部, 27. decembris 2018, https://www.mfa.gov.lv/images/ministrija/Arpolitikas_zinojums_2018.pdf 上网时间:2019年3月3日。

[3] Bērziņa-Čerenkova, U. A. "Latvijas ārējās un drošības politikas gadagrāmatas 2019 prezentācija" (《2019年拉脱维亚安全与外交政策年鉴》演讲), 22. janvāris 2019, http://www.lai.lv/jaunumi/ieskats-publikacijas-latvijas-arejas-un-drosibas-politikas-gadagramatas-2019-prezentacija-772 . 上网时间:2019年1月22日。

2. “17+1”机制建立对拉—中关系的推动

如前文所述，拉脱维亚是一个小国，地处波罗的海东海岸，与中国相距甚远。这就产生了一个问题:为什么对中国来说，与拉脱维亚的合作如此重要?另外，拉脱维亚视中国为其商品的巨大潜在市场，因此经济合作是双方优先考虑的领域。然而，中国有更大的贸易伙伴，与拉脱维亚的贸易份额似乎不太重要。

不过，这两个国家之间的关系要放在更广泛的背景下分析。首先，中国倡导国家不分大小、不分贫富，一律合作包容，并正在发展和加强同世界各国的关系。其次，拉脱维亚也是中国—中东欧国家的合作机制“17+1”的参与者，负责监督中国与中东欧国家在交通物流领域的合作。2016年，拉脱维亚交通部下成立了中国—中东欧国家“物流合作联合会”，这一举措再次证明了物流合作作为经贸的一部分，是中国与拉脱维亚合作的优先领域之一。

不仅如此，拉脱维亚的地理位置和基础设施同样吸引了中国的注意，至少在官方措辞中，中国和拉脱维亚官员都提到了拉脱维亚作为该地区运输和物流中心的潜力。拉脱维亚地处欧洲大陆的中心，西临波罗的海，历来是欧洲贸易的重要枢纽。如今，拉脱维亚仍然是连接新亚欧大陆桥和海上丝绸之路的重要枢纽。里加不仅是波罗的海三国中最大的港口，也是该地区最大的国际机场和铁路枢纽。交通和物流是经济的两大支柱产业。拉脱维亚凭借地理位置和基础设施优势，有望成为连接欧亚大陆的物流中心之一。拉脱维亚拥有发达的铁路和港口基础设施，在运输物流领域有着丰富的经验和技术。中国驻拉脱维亚大使黄勇指出:“拉脱维亚积极参与“一带一路”建设，把自身打造成中“一带一路”上的中转站的经济发展思路是正确的。”[1]

除此之外，虽然按照地理位置和联合国的分类，拉脱维亚在传统意义上是一个北欧国家，[2] 但它主要仍然被称为“后苏联”或者“后社会主义”的东欧国家。这种分类主要是出于经济和历史原因，因为拉脱维亚是前苏联的一部分。在中国的官方发言中，拉脱维亚也被称为东欧国家，并正在参与中国-中东欧合作机制。与此同时，尽管在中国鲜为人知，拉脱维亚还是区域政府间合作平台——北欧与波罗的海区域合作(简称NB 8)的成员，其中还包括丹麦、爱沙尼亚、芬兰、冰岛、立陶宛、挪威和瑞典。该合作平台已得到中方认可，八国议会领导人于2018年1月在华举行会晤。访问期间，两国议会领导人会见了中国国家主席习近平，习近平对新的合作平台表示欢迎:“此次各国议会领导人联合访华，是北欧和波罗的海国家集体同中国开展高层交往的一种新形式，

[1] 李德萍:《黄勇:拉脱维亚希望将自身打造成“一带一路”中转站》，新华网，2017年11月21日，https://news.sina.cn/gj/2017-11-21/detail-ifynvxeh5509916.d.html .上网时间:2018年9月29日。

[2] “Geographic Regions”, United Nations, https://unstats.un.org/unsd/methodology/m49/ . 上网时间:2019年3月28日。

标志着双方政治互信和各领域交流合作进入快速发展的新时代,我对此表示欢迎。"[1]该组织也为拉脱维亚带来了身份认同问题:拉脱维亚归根到底属于哪个区域?然而,另一方面,它也使拉脱维亚有机会决定该国愿意接受和保持哪些特征:后苏联时代东欧国家的特征,还是发达、环保的北欧国家的特征。

拉脱维亚作为东欧国家的身份应根据上文所述的论点加以修正。政策制定者和学者一致认为,将拉脱维亚提升为一个北欧国家,会给它在中国带来更多的知名度。在中国,北欧国家被认为是绿色和高度发达的国家,有着可持续发展的经济和环境政策。北欧产品被认为是生态的,食物被认为是有机的,不含各种各样的化学物质。拉脱维亚与北欧邻国具有相似的价值观,即维护一个绿色、清洁的环境 (2012年耶鲁大学和哥伦比亚大学发布的一项环境绩效指数显示, 它在全球最环保的国家中排名第二[2]),生产高标准的产品,例如食品和化妆品。拉脱维亚必须继续保持其北欧特征,并确保每一个拉脱维亚公民都能以身作则。拉脱维亚在战略和公共定位上的任何分歧,都会发出危险的信号,削弱其在中国这一合作伙伴眼中的竞争力。[3]

总的来说,虽然中国和拉脱维亚各个方面的差距悬殊,但两个国家也有几个共同点。在外交政策方面,该共同点就是区域合作。对拉脱维亚来说,参加各种各样区域合作机制很重要,因为作为一个小国,拉脱维亚的资源有限,与世界每一个国家保持积极的双边关系很难。而且,小国在国际舞台上并不引人注目。

对大国来说,区域合作的重要性也不容小觑。在新的全球战略和基于合作共赢理念的新型国际关系背景下,中国积极主动地与不同地区的国家建立关系。然而,由于国家众多,仅维持双边关系就会耗费大量资源,因此中国一直致力于推动区域合作机制,如中—欧关系或"17+1"。拉脱维亚作为欧盟成员国和"17+1"合作机制的参与者,一直受到中国的关注,特别是自2012年中国—中东欧国家合作启动以来,两国在不同领域的合作明显活跃。作为一个经济规模较小的国家,尽管拉脱维亚在全球经济和政治扮演的角色微乎其微,但作为欧盟的一员特别是其他国际区域合作的一员,其优越的地理位置和基础设施以及发达的技术使它成为一个值得合作的伙伴。

[1] 《习近平集体会见北欧和波罗的海国家议长》,外交部,2018年1月10日,https://www.fmprc.gov.cn/web/gjhdq_676201/gj_676203/oz_678770/1206_679210/xgxw_679216/t1524739.shtml.上网时间:2019年2月14日。

[2] "Switzerland Ranks at Top of 2012 Environmental Performance Index; Latvia Takes No. 1 Spot in New Trend EPI Rankings", Yale Law School, 26 January 2012,https://law.yale.edu/yls-today/news/switzerland-ranks-top-2012-environmental-performance-index-latvia-takes-1-spot-new-trend-epi 上网时间:2019年3月29日。

[3] Bērziņa-Čerenkova, U. A. Latvijas Ķīnas politika un "16+1" loma tās izveidē (《拉脱维亚的"中国政策"与"16+1"对该政策的影响》), Sprūds A., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2019*, Latvijas Ārpolitikas institūts, 2019, 156. lpp.

四、拉脱维亚与中国关系发展面临的挑战与应对之道

拉脱维亚与中国合作关系正在不断向前推进，但也面临一些问题和挑战。本章探讨拉—中关系发展存在和面临的问题与障碍及应对策略。首先分析政府主观决策和政策方面的问题与对策，然后研究客观因素的影响与解决方案，最后探讨第三方因素的影响与应对策略。

（一）政府主观决策问题与政策建议

中国与拉脱维亚的合作正在蓬勃开展，两国政府和不同机构的领导人互访频繁。两国外交关系和拉—中务实合作进展顺利。中国企业对拉脱维亚的兴趣日益浓厚，希望与拉脱维亚高产能企业开展合作，在发展业务的同时进入其他欧洲国家市场。拉脱维亚被视为通往欧盟和独立国家联合体以及北欧的一个重要门户。与其他欧盟成员国相比，拉脱维亚在地理位置和消费模式方面具有优势。关于中国投资者正在进入的行业，据介绍，中国在木材加工方面进行了投资，对基础设施(港口、航空和铁路)的兴趣也在增加。[1]

首先，表面看来，中国的贸易和投资前景似乎颇具吸引力，但两国合作也有一定的困难。两国距离遥远、市场规模差异巨大、进入市场的时效性不足(尤其是在中国，拉脱维亚作为一个国家并非众所周知，更不用说作为业务合作伙伴)、拉脱维亚在中国的代表性不足。如第一章所述，中国与拉脱维亚之间不平衡的贸易也是一大难题，有学家把这视为一种威胁。[2] 此外，尽管对中国贸易正在逐步扩大，但与拉脱维亚对外贸易统计的总体背景相比，其所占份额仍是相当有限，尤其是考虑到中国在拉脱维亚出口总额中所占份额仅仅略高于1%。另外，与欧盟相比，中国对市场准入仍保持着更严格的控制，经常变化的监管规定也带来了一些问题。[3] 外国企业进入中国市场和在华经营往往面临困难，拉脱维亚企业也不例外。“淘宝”等在线交易平台，以及“微信”或“支付宝”等集交易和支付功能于一体的多功能移动社交媒体，为小进口商提供了更多机会，无需向他们施加过大压力，也不会将公司管理层拖入潜在的腐败圈子。[4]

[1] “Latvia as a business partner for China”, Investment and Development Agency of Latvia, KPMG Baltic SIA, 2016, p. 29.

[2] David Scott, “China and the Baltic States: Strategic Challenges and Security Dilemmas for Lithuania, Latvia and Estonia”, *Journal on Baltic Security*, Vol. 4, No. 1, 2018, p. 26.

[3] Janis Priede, Haidong Feng, “Evaluation of Latvia-China Trade Potential”, *European Research Studies Journal,* Vol. 10, No. 3A, 2017, p. 939.

[4] Andžāns, M., Bērziņa-Čerenkova, U. A. “16+1” formāts un Ķīna Latvijas ārpolitikā: starp vērtībām un interesēm (《“16+1”与拉脱维亚外交政策中的中国:价值与利益的关系》) Sprūds, A., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2017*, Latvijas Ārpolitikas institūts, 2017, 166. lpp.

然而, 哪怕一家进口商举足轻重, 它仍面临着市场准入困难、寄望于中国投资合作方、在组建合资企业时采取冒险行动等结构性问题, 因为要打赢一场针对当地合作伙伴的官司将困难重重。

根据毕马威拉脱维亚研究机构2016年的一系列调查采访, 在进入拉脱维亚市场面临的最大困难中, 中国企业家提到了签证过程的复杂性(工作签证的有效期太短);税负过重;工业基础太薄弱。[1] 同时, 采访提到了中国民众必须增进对拉脱维亚的了解, 这是增加中国商人进入拉脱维亚市场兴趣的一个关键:“虽然从国家机构得到的支持是非常有益的, 但拉脱维亚在中国一般不受重视。大多数中国人对拉脱维亚知之甚少, 要吸引更多的中国投资者, 需要在中国采取更广泛的宣传措施, 让更多的商人了解拉脱维亚。”[2] 鉴于政府的地位和公职人员的参与对中国商业文化的重要作用, 政府层面和机构间的成功合作是促进经济合作的重要因素。对拉脱维亚企业家来说, 中国市场相当复杂, 不仅因为距离比较远, 这意味着运输成本高, 而且中国还没有完全向外国进口商开放市场。

其次, 尽管自“17+1”合作机制启动以来, 经济方面的合作一直被视为重点, 每次政府领导人会议都有一个商业论坛和“投资”站作为该倡议的主要目的(随后是运输、金融、科学、教育、文化), 但波罗的海三国, 包括拉脱维亚, 对该方面的合作形式并没有很高的期望 。至少对拉脱维亚来说, “17+1”机制下的合作并没有促进中国对拉脱维亚的投资。对此, 有以下几种解释:拉脱维亚拒绝接受中国的基础设施贷款, 因为这与欧盟的立法几乎不符, 所以导致了令人失望的结果。[3] 在调整了提议并将其重点放在运输和物流领域的投资之后, 中国同拉脱维亚方面签署了一些合作协议。然而, 这仍然没有导致投资额的显著上升。真正的问题在于中国方面的做法, 这是从以往与其他国家合作的经验中得到的规律:专注于大型基础设施项目, 而忽视中小企业。[4] 此外, 他们更倾向于从中国贷款来资助这些项目, 而这些贷款通常需要国内机构的担保, 以及优先选择中国承包商、分包商、劳动力、技术和材料, 这一做法也让人有些难以接受, 尤其是对欧盟国家来说, 因为欧盟也提供类似的资金。然而, 近年来, 中国小型企业正在拉脱维亚兴起, 它们青睐的领域是木工。这种趋势提供了一个机会来重新考虑与中国

[1] Investment and Development Agency of Latvia, *Latvia as a business partner for China*. KPMG Baltic SIA, 2016, p. 29.

[2] Ibid., p. 29.

[3] Una Aleksandra Bērziņa-Čerenkova, “Starting Small – an Emerging Profile of Chinese SME Investors in Latvia to Challenge the Preconceptions on Chinese FDI”, in Lukasz A. Janulewicz, ed., *Experiences with Chinese investment in the Western Balkans and the post-Soviet space: Lessons for Central Europe?* Center for European Neighborhood Studies, 2018, p. 26.

[4] Andžāns, M., Bērziņa-Čerenkova, U. A. “16+1” formāts un Ķīna Latvijas ārpolitikā: starp vērtībām un interesēm (《“16+1”与拉脱维亚外交政策中的中国:价值与利益的关系》) Sprūds, A., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2017*, Latvijas Ārpolitikas institūts, 2017, 167. lpp.

在拉脱维亚的直接投资有关的各种选择，并为解决产品数量的可接受性问题提供了一个新的备选方案。[1]

最后，政府决策也对两国学术领域的关系产生影响。根据拉脱维亚大学孔子学院中方院长尚劝余教授的说法，汉语和武术教师申请办理拉脱维亚签证的过程比以往更为漫长，手续比以前更为繁琐，有时候不能按时赴任，极大影响了教学;其次，汉语教师在拉脱维亚申请办理银行账户和银行卡的手续比以前繁琐，有些银行手续费暴涨，有些银行审批不通过;[2] 此外，学术领域棘手的问题是拉脱维亚方面的资金不足。拉脱维亚学生在中国有很多机会参加不同的交流项目，并获得奖学金。然而，拉脱维亚对中国的学生资助机会和资源有限。[3] 拉脱维亚也不是中国学生的首选目的地;他们通常选择学术历史和经验丰富的国家。然而，拉脱维亚可以提供比西欧国家或美国更安全的环境，更低的学费和生活费以及良好、健康的环境。阻碍中国学生赴拉脱维亚留学的因素还包括语言障碍(拉脱维亚官方语言不是英语)、签证问题、拉脱维亚在中国的知名度以及拉脱维亚华人社群规模等。[4] 利用远程教育学习模式(distance education)是大学与学生之间合作的一个契机。[5]

总的来说，政府的主观决策与政策对两国关系的影响重大，尤其是对想在对方国家发展或工作的人而言。对将要在拉脱维亚生活与发展的中国人来说，其中最大的障碍是语言与文化的差异。为了吸引中国与其他国家的企业家、投资者、教育家和科学家等群体，拉脱维亚需要提供和发展能运用多种外语进行交流的服务。在拉脱维亚各种政府机构，能收到的临时英语或其他外语的咨询很难。对想搬到拉脱维亚的移民或者在拉脱维亚经商的企业家来说，这一方面会带来很多问题。从另一方面来看，因为拉脱维亚是一个人口稀少的国家，需要保护其官方语言，所以对使用拉脱维亚语的政策与法律比较严格。然而，这对吸引外国人造成了障碍。爱沙尼亚同样也是一个小国，但它在政府的各个层面更接受英语。例如，注册一家公司，可以用英文填写各种文件等。在拉脱维亚，大部分需要用拉脱维亚语来书写，不过最近有了一些改进。例如，到2019年9月，在不违反国家语言的法规管理的前提下，拉脱维亚国家税务局计划加大对外国投资者提供的英语支持(如通信、提交文件等)。

[1] Una Aleksandra Bērziņa-Čerenkova, “Starting Small – an Emerging Profile of Chinese SME Investors in Latvia to Challenge the Preconceptions on Chinese FDI”, p. 27.

[2] 《与拉脱维亚大学孔子学院中方院长尚劝余教授访谈记录》，2019年2月21日，详见附录I。

[3] 《与北京第二外国语言学院拉脱维亚语教师Dace Ratniece访谈记录》，2019年2月19日，详见附录II。

[4] Stūrmane, A. “Latvijas un Ķīnas attiecības izglītības jomā”(《拉脱维亚与中国教育方面的关系》)，10. augusts 2018, http://www.liaa.gov.lv/files/liaa/attachments/agnese_sturmane_prezentacija_10.08.pdf. 上网时间:2019年9月17日。

[5] 《与北京第二外国语言学院拉脱维亚语教师Dace Ratniece访谈记录》，2019年2月19日，详见附录II。

为了改善拉脱维亚和中国在教育领域的合作， 拉脱维亚方面需要提供足够的财政支持。目前，很多拉—中教育项目在中方得到资金支持，因为拉—中良好合作不只是对该两个国家有好处, 欧盟也可以从中受益, 拉脱维亚可以与欧盟联合开展对华交流。拉脱维亚可以从欧洲基金吸引财政资源以支持各种项目，例如，为有意到拉脱维亚学习的中国学生提供奖学金等。

(二) 客观因素制约与解决之道

阻碍拉脱维亚与中国关系发展最明显的客观因素是距离。由于两国之间距离远, 双方关系发展出现了几个问题。例如， 两国人民互相不了解对方的文化、政治与经济等情况, 这对拉脱维亚与中国关系的未来是很大的挑战。虽然建立"17+1"合作机制之后，通过举办各种文化交流活动，音乐会、展览以及学术交流、会议、语言学习机会等中国与拉脱维亚文化交流取得了一些进展， 但当中国人听到"拉脱维亚"一词的时候, 他们多数仍需要思考一段时间, 多数的拉脱维亚人对中国的了解还很匮乏, 更不用说对"17+1"合作机制的了解。另外, 距离也对两国之间的货物流通带来一系列。此外, 两国规模的差异作为客观的因素, 也带来了一些挑战。

第一，两国对彼此的了解不足。2016年10月，里加举行中国—中东欧合作机制国家领导人会晤前, 曾在拉脱维亚三所大学的政治学学生中进行了一项研究。研究结果显示, 89.6% 的政治学专业学生对中国的了解较低或一般, 超过一半的受访者从未听说过中国—中东欧国家合作机制。[1] 然而, 尽管这一特定调查问卷的结果不能一概而论， 但受访者(政治学专业的学生)应该每天都关注政治性的问题。2013年拉脱维亚最大的公共广播的新闻网站(www.lsm.lv)共发表56篇有关中国的文章，其中三篇提到中国与拉脱维亚关系;然而，2017年有关中国的文章达到了112篇，其中21篇提到拉—中关系。2018年发表的文章数量相近，多为中美贸易战，只有7篇文章提到拉脱维亚。这表明, 对中国事件的报道有所增加, 但拉脱维亚公共媒体对中国的整体形象仍可视为矛盾的, 这表明对此事进行本土化分析的必要性日益增强。[2]

拉脱维亚孔子学院中方院长尚劝余教授在接受论文作者的采访中透露， 拉脱维亚公众对中国的了解不是很充分，但情况有所好转，尤其是在年轻人当中:"拉脱维亚人对中国的知识总体来说不是很丰富， 但是现在越来越多的拉脱维亚人特别是年轻

[1] Māris Andžāns, Liu Zuokui, "Relationship Between China and Latvia – Perspective of Latvian Political Science Students", in Māris Andžāns, ed., *Afterthoughts: Riga 2016 International Forum of China and Central and Eastern European Countries*, Latvian Institute of International Affairs, 2016, pp. 62–63.

[2] Bērziņa-Čerenkova, U. A. Latvijas Ķīnas politika un "16+1" loma tās izveidē (《拉脱维亚的"中国政策"与"16+1"对该政策的影响》), Sprūds, A., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2019*, Latvijas Ārpolitikas institūts, 2019, 155. lpp.

人知道中国。多年前,拉脱维亚人见到东方面孔,都会用日语和韩语打招呼,但是现在他们见到东方面孔都会用汉语“你好”打招呼,这在很大程度上应该归功于孔子学院。”[1] 尚教授也指出,贝德高(Pēteris Pildegovičs)教授和拉脱维亚大学孔子学院在拉脱维亚推广汉语和介绍中国方面起了很重要的作用。贝教授经常受邀在电视台、广播电台和学校等媒体或机构举行讲座和介绍中国。尚院长还以为,可能妨碍拉脱维亚公众了解中国的一个原因是拉脱维亚方面提供的资金不足。为了发展富有成效的合作,双方都应该对此表示关注。然而,教育部门并不是2018年国家预算支出的重点,预计也不会是2019年预算支出的重点。[2]

拉脱维亚作为一个小国在中国获得广泛的知名度也极其困难。大多数人要么从未听说过拉脱维亚,要么认为它属于前苏联共和国。在网络上有关拉脱维亚的中文介绍很片面很失真,有的人认为拉脱维亚是女儿国,1个男人可以娶10个老婆。[3] 笔者还询问了在中国生活或曾经在中国生活过的拉脱维亚公民,根据他们的经验,谈谈中国人对拉脱维亚是否了解。毫无意外,大多数的受访者(84.3%)表示,对拉脱维亚的认知水平较低,人们只知道它曾是前苏联加盟共和国之一;一些人仍然认为它是俄罗斯的一部分,还另有一些涉猎较广的受访者知道拉脱维亚和俄罗斯之间的关系并不好。关于拉脱维亚女性美丽和大多数为女性的刻板印象也出现在答案中。有12.5% 的受访者表示,由于拉脱维亚是欧盟成员国,他们对拉脱维亚的了解有所增加,一些中国人也认识到这一点;有些人知道“Stenders”品牌。“Stenders”是被中国公司收购的拉脱维亚沐浴和身体护理化妆品品牌。两名受访者表示,根据他们的经验,中国人了解拉脱维亚,甚至有一名受访者表示,得益于“17+1”合作框架下物流运输领域的合作,中国人对拉脱维亚的了解是全面的。[4]

这些回答虽然反映的是少数受访者的意见, 但却符合中国人对拉脱维亚的总体认知水平。对于拉脱维亚这样的小国来说,这是非常具有挑战性的,很难得到很好的认可,尤其是在许多国家都有兴趣与中国合作的今天。然而,拉脱维亚可以从提高在

[1] 《与拉脱维亚大学孔子学院中方院长尚劝余教授访谈记录》,2019年2月21日,详见附录I。

[2] “Valdība atbalsta 2018. gada budžetu: prioritātes – aizsardzība un veselība”, *TVNET* (《政府批准了2018年的国家预算,优先考虑国防和卫生》) TVNET新闻网, 2017. gada 10. oktobrī, https://www.tvnet.lv/4553005/valdiba-atbalsta-2018-gada-budzetu-prioritates-aizsardziba-un-veseliba. 上网时间:2019年3月23日。

[3] 《与拉脱维亚大学孔子学院中方院长尚劝余教授访谈记录》,2019年2月21日,详见附录I。

[4] 《中国与拉脱维亚关系发展与面临的挑战:问卷调查》,附件III。

中国省市的知名度开始,这已经是一大进步。在“17+1”合作机制的推动下,17个中东欧国家的文化和产品在浙江省宁波市得到积极推广,人们纷纷从拉脱维亚购买产品。[1]

第二,中—拉之间的距离也对经济合作带来了一些问题。在“17+1”合作机制中,拉脱维亚主导物流运输领域的合作。不过,虽然拉脱维亚负责监督物流运输领域的合作,但这方面的实际成果尚未显现,例如,中—拉之间仍没有定期的货运列车往来。[2] 然而,双方不断强调这方面合作的重要性。在铁路连接方面,拉脱维亚崭露头角还需要一段时间,因为目前还没有连接北欧或西欧的铁路,只有与俄罗斯和白俄罗斯的铁路连接。“波罗的海铁路项目”(Rail Baltica)铁路基础设施项目旨在将波罗的海三国纳入欧洲铁路网。由于项目的复杂性和涉及国家的数量以及资金资源问题,铁路建设尚未启动,预计2026年完成。[3] 当然,由于波罗的海国家已并入欧洲铁路网,拉脱维亚作为一个过境伙伴的吸引力预计将增加。2016年,中国曾表示有兴趣投资该项目,但至今尚未签署真正的合作协议。

拉脱维亚方面也持怀疑态度,因为主要货物显然将通过白俄罗斯(白俄罗斯和中国最大的合作项目“大石头”工业园正在白俄罗斯建设)、波兰,然后进一步进入西欧国家。[4] 因此,运输和物流领域的合作重点应转移到包括波罗的海、亚得里亚海和黑海在内的“三海港口”项目下通过港口的货物运输。但该项目也包括大型基础设施项目,如道路、物流枢纽、仓库等。从理论上看来,这一领域的合作会导致波罗的海三国之间,特别是拉脱维亚和立陶宛之间的内部竞争和分歧,因为立陶宛也有一个港口,可以连接到白俄罗斯的工业园。

归根结底, 拉脱维亚与中国的距离遥远、大小各异是主要的原因。往返拉脱维亚与中国的货车,从中国到拉脱维亚通常满载货物,而从拉脱维亚返回中国的时候货物很少,因为在很多情况下,拉脱维亚的公司难以提供满足中国买家需求的货流数量,所以运输成本高。从基础设施角度来看,拉脱维亚有成为中国在中东欧货物流通重要

[1] LIAA: “Latvijas uzņēmēju interese par iespējām strādāt Ķīnas tirgū palielinās”, *TVNET* (《拉脱维亚投资发展局:拉脱维亚企业家对中国市场的兴趣增展了》), TVNET新闻网, 2018. gada 13. jūlijā, https://www.tvnet.lv/4831675/liaa-latvijas-uznemeju-interese-par-iespejam-stradat-kinas-tirgu-palielinas 上网时间:2019年3月28日。

[2] Arnicāns, M. “Ķīnas kravas pa dzelzceļu Latvijai aizvien iet garām”, *LSM* (《中国的货运列车仍在错过拉脱维亚》) 拉脱维亚公共媒体, 2017. gada 1. oktobrī, https://www.lsm.lv/raksts/zinas/ekonomika/kinas-kravas-pa-dzelzcelu-latvijai-aizvien-iet-garam.a252142/ 上网时间:2019年3月29日。

[3] Rail Baltica, http://www.railbaltica.org/wp-content/uploads/2017/04/R_B_buklets_21x21.pdf 上网时间:2019年6月30日。

[4] Pelane, A. “Zīle neiesaka paļauties uz būtiskām kravām no Ķīnas”, *LSM* (《欧洲议会副从拉脱维亚 Roberts Zīle建议不要传递强烈的来自中国的货物流动》) 拉脱维亚公共媒体, 2017. gada 24. janvārī, https://www.lsm.lv/raksts/zinas/ekonomika/zile-neiesaka-palauties-uz-butiskam-kravam-no-kinas.a220437/ 上网时间:2019年3月29日。

伙伴的潜力。拉脱维亚的铁路、港口、机场与道路发展水平都越来越高。但是拉脱维亚的市场很小，为了吸引中国公司的注意，需要建设波罗的海铁路项目。该铁路将把拉脱维亚和其他北欧与西欧国家连在一起，增加拉脱维亚成为该区域物流中心的潜力。

综上所述，两国合作面临的主要挑战有:拉—中两国对彼此的了解不足、拉脱维亚方面资金支持不足以及签证难等。但对于拉脱维亚这样一个小国来说，重要的是要观察中国通过孔子学院、不同智库、学生交流项目等渠道在拉脱维亚的影响力分布，避免把相互依赖转化为不对称依赖或单方面依赖。为了加大中国对拉脱维亚的关注，拉脱维亚在各个方面都需要强调自身作为北欧一员的身份，把自己提升为一个北欧国家。北欧国家在中国被视为绿色清洁、高度发达的国家，环境与空气很都很干净，各种食品、护肤品和化妆品都做到绿色创造，在生产过程中，不过量使用农药或其他化学品。

拉脱维亚应该利用其北方国家的身份在中国推销自己。最有可能成功发展的合作领域是旅游、运输和物流，因此，拉脱维亚应集中精力发展与中国在这些领域的关系合作。近年来，拉脱维亚的旅游业取得了一些进展。2019年10月23日，在拉脱维亚首都里加举办了第五届中国与中东欧国家“17+1”旅游合作高级别会议。该会议也强调拉脱维亚和中国该方面合作的重要性。2019年，拉脱维亚将首次在中国国际进口博览会上设立国家馆。拉脱维亚国家馆的重点之一是介绍拉脱维亚作为北欧旅游线路新目的地;其次，介绍拉脱维亚作为欧洲，尤其是波罗的海地区最重要、实用的运输物流枢纽之一。如果拉脱维亚继续把这两个合作领域作为优先领域，举办重要会议、在中国参加不同的展览，它在中国的知名度就会提高。另一种方式是继续推进拉脱维亚与中国各省市的合作。拉脱维亚与中国宁波的合作是这一战略中最典型的例子。考虑到拉脱维亚与中国在资源、市场规模等方面的巨大差异，这将是最合乎国情和现实的方法。

（三）第三方因素的影响与应对策略

1. 欧盟与美国的影响

欧盟是欧洲的中心和最重要的组织，“17+1”合作机制的参与者大多是欧盟成员国和其他候选国，因此欧盟的重要性和影响力不容小觑。在中东欧17国中，欧盟一体化进程仍是多数国家经济政策的核心内容。尽管欧盟存在一些弊端，但大多数中东欧国家仍严重依赖欧盟市场和资本。如前所述，欧盟表达了对这一合作平台的关注，中方也一直在努力表明无意分裂欧洲，特别是最近指出“17+1”是欧洲纳入“一带一路”的桥梁。然而，欧盟国家对“17+1”合作机制所带来的成果寥寥无几的不满情绪正在升温，欧盟27国大使签署的一份报告就证明了这一点，该报告批评中国试图影响市场经济，

为本国企业家创造优惠条件。[1] 这对深化合作提出了挑战, 因为17个中东欧国家与欧盟有密切联系。在“强权政治”的世界里, “17+1”合作机制可以使中国对拉脱维亚等小国施加更大的影响力。因此, 欧盟对中国建立“17+1”机制的动机表示担忧。一方面, 对于欧盟成员国, 也包括候选国和潜在候选国来说, 与包括中国在内的欧盟外部强国的关系, 有助于增加自身在欧盟内部与欧盟的谈判筹码。[2] 另一方面, 虽然欧盟成员国都是主权国家, 都有自己的内外政策, 但欧盟在决策过程中的影响是显著的, 因为它是该区域最强大的跨国组织和最主要的安全保障。

拉脱维亚按照欧盟在政治价值观、自由权利等方面的做法行事, 外交部强调, 欧盟至少需要在总干事级别与中国开展人权对话。[3]不过, 据一位经验丰富的国会议员和前拉脱维亚议会外交事务委员会的主席Ojārs Ēriks Kalniņš所说, 国际政治价值和国内价值应该保持独立:“只要他们内部价值观在国际上并不适用于我们, 我们不应该对他们进行评判。在人权等问题上, 我们与欧盟立场一致:我们承认与中国的价值观存在分歧, 但我们不会把自己的观点强加于人。”[4] 同样, 中国不把自己的观点强加于人, 拉脱维亚的政治价值观也没有因为与中国的合作而出现变化的迹象。在与中国的关系方面, 拉脱维亚自1994年两国邦交正常化以来一直坚持这一立场。

拉脱维亚在许多不同方面依赖欧盟, 包括国家安全。安全是拉脱维亚外交政策的首先考虑的重点。[5] 拉脱维亚作为一个小国, 必须相应地维护其利益;因此, 中国参与“17+1”合作机制应被视为对欧盟与中国合作的补充。另外, 拉脱维亚的外交政策与欧盟的外交政策是相辅相成的。因为拉脱维亚视欧盟为其发展的保障, 视北约为其安全的保障, 所以拉脱维亚外交政策将不会与欧盟的外交政策指令发生冲突。由此可以

[1] Pastors, T. “Sadarbība ar Ķīnu nepiepilda ES valstu cerības”, *LSM* (《与中国的合作没满足欧盟国家的希望》) 拉脱维亚公共媒体, 2018. gada 2. maijā, https://www.lsm.lv/raksts/zinas/ekonomika/sadarbiba-ar-kinu-nepiepilda-es-valstu-ceribas.a276980/ 上网时间:2019年3月30日。

[2] Iulia Monica Oehler-Şincai, “The 16+1 Process: Correlations between the EU Dependency/Attitude Matrix and the Cooperation Intensity with China”, Conference: 16+1 High-level Academic Forum, Budapest, 6–7 November 2017, p. 12, https://www.researchgate.net/publication/321134898_The_161_Process_Correlations_between_the_EU_DependencyAttitude_Matrix_and_the_Cooperation_Intensity_with_China 上网时间:2019年6月27日。

[3] Una Aleksandra Bērziņa-Čerenkova, Māris Andžāns “Latvia: A Pragmatic Approach Without Making Significant Concessions to China”, in Tom Nichols et al., ed., *Political Values in EU–China Relations*, European Think-tank Network on China, 2018, p. 55.

[4] Ibid., p. 56.

[5] “Ārlietu ministra ikgadējais ziņojums par paveikto un iecerēto darbību valsts ārpolitikā un Eiropas Savienības jautājumos 2018. gadā", Ārlietu ministrija (《外交部部长关于2018年国家外交政策和欧盟活动进展和预期活动的年度报告》), 拉脱维亚外交部, 22. janvāris 2019, https://www.mfa.gov.lv/belgium/konsulara-informacija/konsularais-registrs/439-zinas/62224-arlietu-ministra-ikgadejais-zinojums-par-paveikto-un-iecereto-darbibu-valsts-arpolitika-un-eiropas-savienibas-jautajumos-2018-gada 上网时间:2019年4月5日。

看出欧洲成为大国争夺利益的据点, 特别是欧盟的中东欧地区成员。在中东欧地区国家, 欧盟的影响力较强, 美国也通过北约维持着军事存在。[1] 在中美贸易战的背景下, 欧盟还保持比较中立的态度。不过, 中—美在贸易方面的冲突会对欧盟(包括拉脱维亚)产生影响。

除欧盟外, 在拉脱维亚外交政策中发挥积极作用的另一方是美国。历史上, 美国被视为拉脱维亚唯一的战略合作伙伴, 是其主权和安全的保障。[2] 这一方针在美国历届总统任期内都得到了坚持, 拉脱维亚在华盛顿得到了两党的支持。唐纳德·特朗普的总统任期在该方面没有带来重大变化。尽管有人越来越担心特朗普对俄罗斯感兴趣以及他在多边环境中早期采取的破坏性举措, 拉脱维亚和美国保持甚至加强了两国异常密切的合作。然而, 拉脱维亚方面一直担忧不已。这一次, 美国总统的行动可能比两国此前的任何分歧产生的影响深远得多。但是, 尽管欧盟和美国之间的关系面临着不可预测性和不同的政策问题, 美国和拉脱维亚的关系并没有受到影响。美国是拉脱维亚的主要安全保障, 与华盛顿的关系始终是拉脱维亚外交的重中之重。美国与拉脱维亚的关系可能会影响拉脱维亚与其他国家的关系, 尤其是与美国关系不太友好的国家。由此可见, 第三方对拉脱维亚对外战略的影响是显著的, 必将对拉脱维亚发展同其他国家双边关系的战略产生影响。

2. 俄罗斯的影响

俄罗斯是拉脱维亚和欧盟最大的邻国。自2014年俄乌冲突以来, 俄罗斯已被视为拉脱维亚和欧盟成员国最大的安全威胁。拉脱维亚与俄罗斯关系基本保持在经济合作层面, 2014年以来两国外交关系停滞不前。除了俄罗斯对拉脱维亚的军事威胁, 网络安全也不容小觑。因此, 拉脱维亚亦密切关注中俄关系。中国与俄罗斯, 特别是在中亚地区的合作很密切, 两国也在不同领域推动了战略伙伴关系。俄罗斯和中国于2017年7月在波罗的海举行的联合军事演习, 引起欧洲特别是波罗的海舆论的广泛关注。[3] 波罗的海国家对俄罗斯在其边境附近举行军事演习十分敏感。但中方表示, 此次海军演习不针对任何人, 目的是发展中俄全面战略伙伴关系。[4]

[1] 刘作奎:《中国和中东欧合作是中国建构新型国际关系的新尝试》,《当代世界》, 2016年12期, 第39页。

[2] Potjomkina, D., Elferte, J. "Latvija un ASV: nenoteikta stabilitāte?" (《拉脱维亚与美国:不稳定的状态?》), Sprūds, A., red., *Latvijas ārējā un drošības politika. Gadagrāmata 2019*, Latvijas Ārpolitikas institūts, 2019, 123. lpp.

[3] Julian Tucker, Mart Veliste, "China's Mixed Message in the Baltics", Institute for Security and Development Policy, 28 August 2017, http://isdp.eu/chinas-mixed-message-baltic/ 上网时间:2018年9月19日。

[4] Fang Tian, "Joint China-Russia naval maneuvers not aimed at anyone, expert says", *People's Daily Online*, 21 July 2017, http://en.people.cn/n3/2017/0721/c90000-9244827.html 上网时间:2018年9月20日。

由于俄罗斯在中国和拉脱维亚之间的地带在传统上拥有强大影响力，俄罗斯参与欧亚交通走廊对拉—中运输和物流方面的顺利合作至关重要。考虑到俄罗斯与拉脱维亚关系的活力不足，中国是唯一有实权与俄罗斯就此事进行谈判的一方。[1] 然而，俄罗斯发展交通走廊可能带来的好处不局限于经济方面，还可能对周围地区产生政治影响。

对于拉脱维亚这样的小国来说，加入与大国的双边关系以及参加国际组织和合作形式，对于在国际体系中生存和确保其主权是至关重要的。然而，作为一个小国，它也面临着更多的挑战，需要更多的外交手段来坚持自己的价值观，确保国家的安全，维护自身的利益。在与任何国家的关系中，理解其外交政策、战略和目标在整个政治生态中都是非常重要的。这需要对某个国家的语言、文化和历史有深入的了解，而学习汉语与了解中国文化历史，是一个艰难而漫长的过程。两国距离遥远，语言文化差异大，中国具有悠久的历史和璀璨的文化，两国建交仅28年，因此在拉脱维亚，人们对中国的政治了解还不够。拉脱维亚最近出版的专业学术著作中，分析当代中国政治、以中文材料为基础的作品并不多。这表明，拉脱维亚对这一严峻而复杂的问题缺乏认识，难以从拉脱维亚方面评价中国与拉脱维亚合作的目标，也难以从拉脱维亚方面制定对中国的合作战略。

五、结论

中国是东亚大国，拉脱维亚是波罗的海东岸的一个小国。两国于1991年正式建交。在2012年中国—中东欧合作机制建立之前，两国关系发展缓慢。2012年中国——中东欧国家合作机制建立，拉—中关系变得日益密切，合作更加积极。“17+1”为拉脱维亚提供了在世界舞台上发挥全球作用的机会，促进拉—中两国合作迈上了新台阶。“17+1”提升了拉脱维亚在中国的知名度，两国政治、经济与人文交流和文化教育合作不断加强，相互了解不断加深。

根据小国外交战略理论:小国倾向于采取多边外交战略，积极参加多边和区域合作机制。作为一个小国，拉脱维亚的各种资源很有限，和很多国家的关系是通过各种国际组织或者合作机制建立和发展起来的。而且拉脱维亚的地理位置与目前国欧盟和美国与俄罗斯之间关系的错综复杂状态，令拉脱维亚把跟周边国家与欧盟的关系

[1] Rātfelders, T. “Vai Latvija spēs izteikt Ķīnai gana vilinošu piedāvājumu?”, *TVNET*（《拉脱维亚能否向中国提出有吸引力的报价？》），TVNET新闻网, 2019. gada 18. janvārī, https://www.tvnet.lv/6501420/vai-latvija-spes-izteikt-kinai-gana-vilinosu-piedavajumu-sinologe-par-vel-neiepazito-kinu 上网时间:2019年3月30日。

作为外交政策的重点。拉脱维亚目前是欧盟、北约、N8、“17+1”合作机制等国际与区域组织的成员。“17+1”除了中国外，包括其他中东欧地区国家，所以拉脱维亚不仅可以和中国发展关系，还可以继续加强和周边国家的关系。

在中国新的全球战略和基于合作共赢理念的新型国际关系背景下，中国积极与不同地区的国家建立关系。然而，由于国家众多，仅维持双边关系就会耗费大量资源，因此中国一直致力于发展多边和区域合作机制，如中欧关系或“17+1”。拉脱维亚作为欧盟成员国和“17+1”合作机制的参与者，一直受到中国的关注，特别是自2012年“17+1”合作启动以来，两国在不同领域的合作十分活跃。尽管拉脱维亚作为一个经济规模较小的国家，在全球经济和政治中的角色微不足道，但作为欧盟的一员，特别是其他国际区域合作组织中的一员，由于它的地理位置优越和基础设施，技术等发达，使得它是一个值得发展合作的伙伴。多边外交和区域合作战略是拉脱维亚与中国—两个差距悬殊的国家的外交战略和外交政策的交汇点。

虽然近年来拉—中关系发展很快，各种方面的合作越来越密切，两国还是面临一些挑战。从政府决策方面来看，中国企业家认为拉脱维亚的签证过程的复杂性(工作签证的有效性太短)、税负过重、工业基础薄弱。对拉脱维亚来说，中国对市场准入仍保持着更严格的控制，经常变化的监管规定为执行带来了问题。学术领域合作面临的一个具有挑战性的问题是拉脱维亚方面的资金不足。

障碍拉脱维亚与中国关系发展的主要客观因素是地理距离。该因素对经济合作有着比较大的障碍。从经济方面来看，中国与拉脱维亚之间不平衡的贸易也是一大挑战。此外，尽管对中国贸易正在逐步扩大，但在拉脱维亚对外贸易中所占份额还是相当有限的，中国在拉脱维亚出口总额中所占份额仅略高于1%。另外，与欧盟相比，中国对市场准入仍保持着更严格的控制，经常变化的监管规定的执行也带来了许多问题。还有一个问题就是拉脱维亚在中国的知名度不高。虽然从2012年起拉—中关系与合作越来越积极，两国举办了各种各样的访问、活动等，很多中国人没听过有拉脱维亚这个国家。当然，拉脱维亚人有关中国的知识也不是很丰富。虽然拉—中在人文交流方面的合作被认为是最成功的，两国之间的相互了解尚有待进一步加强。

最后，第三方因素对两国关系的影响比较大。欧盟的外交政策对拉脱维亚有很大的影响，因为拉脱维亚视欧盟为其发展的保障，视北约为其安全的保障，所以拉脱维亚外交政策将不会与欧盟的外交政策发生冲突。为此，拉脱维亚将按照欧中关系战略发展对中国关系。除了欧盟，美国对拉脱维亚的影响也比较大。美国是拉脱维亚的主权和安全的保障。影响中国和拉脱维亚政治关系的另一个因素是俄罗斯。俄罗斯被视为欧洲，尤其是东欧最大的安全威胁，所以拉脱维亚也会关注中—俄关系的发展。

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欧洲怀疑论与中国-中东欧国家:欧盟机构的回应[1]

凡佳娜

摘要:条条大路通北京, 不再通罗马----欧洲人正日益清醒地认识到这一现实。本文旨在分析一个假说, 即大多数欧洲怀疑论国家在基础设施和地缘政治领域呈现出高度合作态势, 这体现在中国-中东欧国家倡议内, 即众所周知的17 + 1框架内。本研究旨在回答如下核心问题:欧盟机构对中国-中东欧国家框架下的欧洲怀疑论的反应是什么?本研究的动因在于, 迄今为止, 将公众舆论对欧盟的立场和中国-中东欧国家机制内国家的表现二者之间联系起来并对其相关性进行分析和深入研究的成果付诸阙如;因此, 本研究具有学术价值, 可填补这一方面文献空白。2019年, 随着希腊成为最新成员, 原先众所周知的16 + 1转变为17 + 1, 本论文是第一个分析此案例的研究成果。论文主要包括三个部分:第一部分对中东欧-12国家的舆论欧洲晴雨表数据进行收集与说明;第二部分将欧盟委员会报告"欧洲未来2016-2018"的结果与合作强度联系起来, 对定量方面的基础设施和定性方面的地缘政治进行深入研究;最后一部分对有关17 + 1毫无根据的批评进行澄清, 强调没有确凿证据表明中国有削弱或分裂欧盟的动机。相反, 中国-中东欧关系应该在不违反欧盟标准的情况下得到加强, 建议布鲁塞尔寻求更大的努力与17 + 1互动, 因为该倡议对整个欧盟都有利可图。欧盟不赞成的原因源于欧元区债务危机削弱经济导致的内部衰弱, 随之是移民危机、民粹主义和分离主义运动兴起、希腊可能退出欧元区。本文收集的数据验证了论文开始所述的假设, 即对欧盟持消极态度的国家与中国的合作强度更高, 并对研究问题做出了回答。

[1] 本文系凡佳娜(Jana Vanaga-Medjānova)在上海外国语大学国际关系与公共事务学院国际关系专业留学期间撰写的硕士学位论文(2020年), 导师熊文驰, 在此衷心致谢。

Euroscepticism and China-CEEC: response of the EU institutions

Jana Vanaga-Medjānova

Abstract

All roads lead to Beijing and no longer to Rome–the reality Europeans are waking up to. The thesis aims to analyse the hypothesis that the most Eurosceptic countries present the highest cooperation intensity in areas of infrastructure and geopolitics within China-CEEC initiative, also known as 17+1. The research aims to answer the central question: what is the EU Institutional response to the Euroscepticism under framework of China-CEEC format?

Research was prompted by the lack of in-depth research done so far connecting and analysing correlation between public opinion position towards the European Union and performance of countries within China-CEEC mechanism; therefore this research adds value and fills in the literature gap. In 2019, formerly known 16+1 was transformed in 17+1 welcoming Greece as a newest member and this thesis is the first research analysing this case study.

The thesis consists of three main parts: first, collection and illustration of Eurobarometer data of public opinion in CEE-12 countries. The second part connects results of European Commissions' reports "Future of Europe 2016–2018" to cooperation intensity studying in depth one quantitative aspect – infrastructure; and one qualitative aspect–geopolitics. The final part acknowledges the unfounded criticism of 17+1 highlighting that there is no hard evidence China could have motivation to weaken or divide the EU. In contrary, the China-CEEC relations should be enhanced without violating the EU standard and Brussels are advised to seek greater engagement with the 17+1, as the initiative can be profitable for the EU as a whole. The reason of EU disapproval is believed to be internal weakness in the aftermath of Eurozone debt crisis weakening the economy, followed by migration crisis, rise of populism and separatist movements, potential exit of Greece from the Eurozone.

This collected data tests the stated hypothesis at the beginning of the thesis – countries with the negative attitudes towards the EU are the ones with the higher levels of cooperation intensity with China and answers the research questions.

1. Introduction

The first chapter introduces the background of the issue and presents the research problem of the thesis. It continues with the aim and research question.

1.1 Background

All roads lead to Beijing and no longer to Rome – the reality Europeans are waking up to. Undeniably, China's rise is recognised as one of the superior trends in contemporary international relations. Following from that, China has strategically adjusted its foreign policy, including one towards Europe. When the Sino-European relations are being discussed, it most probably refers to China's relations with the industrialized countries in Western Europe or the European Union with the focus placed on the western part of the continent (Song, 2018). China and Central and Eastern European Countries (CEEC) did not show any interest in each other almost entirely for much of the post-Cold War period as for China these were "minor, almost unimportant partners" (Fürst and Pleschová, 2010). Nonetheless, in recent years the situation has changed significantly as China and CEEC rediscovered one another after a long period of relationship stagnation (Song, 2018).

A new peak in international arena, offering multidimensional paradigm shifts from the post-Cold War period to the contemporary development strategies joining China to the outer world, is achieved by the Belt and Road Initiative (BRI) (Blockmans, 2019). The initiative established its extensions, including the 16+1 forum (now being 17+1 as Greece joined in 2019) launched in 2012 by Chinese Ministry of Foreign affairs. It is portrayed as an innovative approach to regional cooperation with the purpose of meetings to promote business and investment relations between China and 17 Central and Eastern Countries (CEEC) – 12 are EU member states (Bulgaria, Croatia, Czech Republic, Estonia, Greece (since 2019), Hungary, Latvia, Lithuania, Poland, Romania, Slovakia, Slovenia), six of which are also members of the single currency Eurozone: (Estonia, Greece, Latvia, Lithuania, Slovenia, Slovakia), and 5 Balkan countries: four are EU candidate countries (Albania, Montenegro, North Macedonia, and Serbia), and one is a potential candidate state (Bosnia and Herzegovina) (Grieger, 2018).

Institutionalized with a Secretariat within the Ministry of Foreign Affairs of the People's Republic of China (PRC), the "17+1" cooperation is particularly noticeable by the abundance of high-level meetings and bilateral agreements, at the expense of genuine regional cooperation. Summits at Prime Minister level (one per year, rotating in different member countries); meetings of the Ambassadors of the sixteen CEE states in Beijing (four per year in Beijing); National Coordinator meetings (two per year, one in Beijing, the second in the country to host the annual summit) trace the framework of meetings that drive the China-CEEC decision-making forums. In addition to these initiatives, thematic or academics meetings are organized at different frequencies in different CEE countries or in China, within think tanks or thematic cooperation forums (Budeanu, 2018).

China has identified 3 priority areas for increasing cooperation under the initiative: infrastructure, advanced technologies, and green technologies. Although framed as multilateralism, in practice this format has remained largely bilateral and highly competitive in nature (Hillman and McCalpin, 2019). This triggers an important aspect for the research–which CEE countries and why are more prone to cooperate with China than others. This thesis will address a complex correlation between 17+1 forum's EU member states' cooperation intensity with China and the level of Euroscepticism. Following from that, the paper analyses European institutional response to China-CEEC bilateral relations.

In the late 1990s, the Chinese government launched a "go global" strategy to encourage Chinese businesses expansion overseas and officially formulated strategic frameworks have increasingly managed these efforts since the global economic downturn initiated in 2008 (Song, 2018). It culminated impressive initiatives, for instance, Asian Infrastructure Investment Bank (AIIB), the BRICS (Brazil, Russia, India, China and South Africa) process and the high profile above-mentioned Belt and Road initiative. Most recently, CEE accumulated great attention from Chinese policymakers. 2008 Global Financial Crisis hit many CEE countries hard and their economies had struggled due to the global financial and Eurozone crises between 2009 and 2012 thus transforming attitude towards the EU, which lead to Euroscepticim. The traditional, western European business partners of the region were in trouble and financial liquidity dried-up (Butler, 2018). Therefore, China became a highly attractive focus for new economic opportunities including inward foreign direct investment (FDI). China had a lot of money to invest and excess industrial and construction capacity to find business opportunities for. CEE looked like a good opportunity – the nations of the region shared a history similar to the Chinese and they were in need of investment. In spite of the encouraging circumstances, China has not been able to successfully penetrate the infrastructure building market of the region, and even some of its remarkable investment sprees have turned into a disaster (Matura, 2019). While in 2012, the CEECs had enthusiastically embraced this form of cooperation as a chance to diversify their EU-focused economic relations in the wake of the 2008 financial crisis, but by 2018 some of them had voiced dissatisfaction with the economic results it had yielded for them (Grieger, 2018).

Apart from infrastructure, the 17+1 format is also viewed as a tool to increase political influence within CEECs, as it is one of China's main platforms and extensions to portray vision of BRI (Grieger, 2018). Recently, this has presented some side effects, one of them being CEECs giving priority to Chinese political interests over the EU interests in some instances. On contrary, European observers struggle to understand the Chinese approach, often expressing criticism and rising negative perception regarding this cooperation. According to the EU officials, the central reason of these concerns is that this mechanism could further undermine EU unity on policies towards China (Garlick, 2019). In summary, recently rediscovered China-CEEC relations are of great importance posing a question whether infrastructure and geopolitical cooperation intensity and Euroscepticism level are interconnected, and if so, how do European Institutions respond to this issue.

1.2. Research Aim and Purpose

The purpose of this research was prompted by the *Joint Communication to the European Parliament, the European Council and the Council*, highlighting that neither the EU nor any of its Member States can effectively achieve their aims with China without full unity, issued in Strasbourg 12th of March 2019 (European Commission, 2019). This *EU-China* Strategic outlook brings into attention that all Member States, individually and within sub-regional cooperation framework China-CEEC, have a responsibility to ensure consistency with EU law, rules and policies in cooperating with China (European Commission, 2019).

It was not the first time European Institutions would emphasize the unity when it concerns other actors. In 2016, The European Commission's Joint Communication on Elements for a new EU Strategy on China insisted that any bilateral relations with China – including in group settings such as the 16+1 format – should be coordinated with the European Union to assure that relevant perspectives are "in line with EU law, rules and policies, and that the overall outcome is beneficial for the EU as a whole." (European Commission, 2018).

China's growing global influence and interests lead to a corresponding demand for a greater say in global governance and the EU expects its relationship with China to be one of reciprocal benefits in both political and economic terms but it must project strong, clear and unified voice in its approach (Odgaard and Biscop, 2007: 54–80).

The thesis aims to analyse the hypothesis that the most Eurosceptic countries present the highest cooperation intensity in areas of infrastructure and geopolitics within China-CEEC initiative. The research will continue aiming to answer the central question, what is the EU Institutional response to the Euroscepticism under China-CEEC initiative?

The paper is divided into three main parts. Firstly, the author will analyse the context of Euroscepticism/ EU-scepticism (terminology depends on the author) explained as criticism of the European Union (EU) and European integration (Gulmez, 2013). The scope ranges from hard Euroscepticism/anti-EU – those who oppose the EU membership outright and see the EU as unreformable to soft Euroscepticism – oppose some of the EU institutions and policies believing in reforms (Szczerbiak and Taggart 2004).

In order to understand which countries are more Eurosceptic than others, Public opinion data will be collected from official European Commission website from spring 2009 up until 2019 to work with. The goal of this paper is to analyse correlation between public opinion towards the EU (namely Euroscepticism) and performance intensity of countries within China-CEEC initiative. What is important to clarify here, the full Public Opinion data 2009–2019 regarding Trust in the EU is available only for the EU member states and it narrows the research from 17 to 12 countries – *Bulgaria, Croatia, Czech Republic, Estonia, Greece, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia, Slovenia,* namely CEE-12. However, Greece joined only in 2019, so it will be used as an exclusive case study in the profound analysis.

Furthermore, this paper also excludes Western European member states as they are not members of the 17+1, and also because Central and Eastern European (CEE) participants of the initiative have the shared experience and history of being communist countries. With the collapse of communism in 1989, the CEE region embraced the "Return to Europe" idea and turned away from Russia, the former Soviet space and those countries where communism remained, including China. Instead, they focused their foreign and economic policy energies towards integration with Western Europe in post-Cold War era (Butler, 2018).

The second part, after collection and analysing Euroscepticism in the CEE-12 countries and portraying it in the graphs, looks into the participation intensity of these countries within 17+1 forum to see whether there is any correlation. As it is better to say more about less than less about more, in order to narrow down the research, only two factors will be studied in depth: one quantitative, namely infrastructure, and one qualitative: geopolitics. The choice of these two determinants can be supported by the nature of the European Union – it is an economic and political union, therefore, this thesis did not want to narrow only to economic factors as trade, FDI and infrastructure. Instead, the author made a decision to choose one economic and thus, quantitative, aspect as well as one political.

In conclusions, the author will address the hypothesis stated that the most Eurosceptic CEE-12 countries present the highest cooperation intensity in areas of infrastructure and geopolitics within China-CEEC initiative. The research is based on primary and secondary data. Finally, summarizing quantitative and qualitative data of cooperation intensity, the paper will address the combining element of this thesis and answer the research question. – what is the EU institutional response to the Euroscepticism under China-CEEC initiative?

1.3. Literature Review

The second chapter's aim is to introduce research done before within this topic. Furthermore, in order to highlight the value of this specific research, the suitable position for the present thesis among other studies will be found. It will highlight the contribution of this study to the research done thus far.

In recent years, China-CEEC relations have attracted a lot of attention, especially since 2012 when the Central and Eastern European Countries and China reflected a new maturity in their relations by establishing 16+1 form of cooperation (European Parliamentary Research Service, 2018).

There are a lot of publications and articles about the China-CEEC relations more generally, concerning trade, investment and infrastructure analysis by Scott (2018); Blockmans and Hu, (2019); Vangeli (2017); Greiger, (2018). In addition to that, different authors have analysed the conceptual gaps in balancing interests, strategic challenges and strategic partnership hindering the communication between the CEEC and China (Scott, 2018; Blockmans and Hu, 2019)

In order to conduct the research, the primary data from official European Union website (https://ec.europa.eu/) will be collected and analysed. The first step is summarizing

Eurobarometer results of the Public Opinion of the European Union for the past decade since spring 2009 and put into diagrams to see the change of trust level in the 12 EU countries throughout the period. Euroscepticism has been analysed in various contexts, for instance, by Austers (2017) in Baltic States and by Grieger (2018) within CEEC countries. What is important to highlight, the Public Opinion data regarding trust in the EU is available only for 12 out of 17 countries – those that are actual members of the EU, thus narrowing and excluding candidate countries. To narrow the research, as it is better to say more about less than less about more, thus, only most Eurosceptic countries will be analysis in greater depth regarding causes of low trust in the EU including insights of Blockamans and Hu (2019), Austers (2017), Vangeli (2017).

Furthermore, the data concerning cooperation intensity within China-CEEC initiative will be collected and compared to the Eurobarometer results (https://ec.europa.eu/commfrontoffice/publicopinion/index.cfm). Briefing by European Parliament (2018) introduced the influence of China-CEEC cooperation in areas like trade, FDI and infrastructure – contributing to quantitative analysis. Another research by Europe Now Journal helped to understand influence in political area – contributing to qualitative research (Butler, 2018).

However, there is not enough in-depth research done so far connecting and analysis correlation between Euroscepticism and performance of countries within China-CEEC initiative, therefore this research adds value in the literature gap. This collected data will test the stated hypothesis at the beginning of the thesis – countries with the highest Euroscepticism level are the ones participating most actively in the initiative of cooperation between China and Central and Eastern European Countries (CEEC), also known as *17+1*.

Another issue dominating not only in the media, but also in an official *EU-China – A Strategic outlook* by European Commission and HR/VP contribution to the European Council (12 March, 2019) is regarding full unity within the EU. The Joint Communication states that all Member States, individually and within sub-regional cooperation frameworks, such as the 17+1 format, have a responsibility to ensure consistency with EU law, rules and policies in cooperation with China. It implies that neither the EU, nor any of its Member States can effectively achieve their aims with China without full unity (European Commission, 2019).

Turcsany (2014) and Butler (2018) supplemented abovementioned concerns by alarming that the EU views 16+1 as a Chinese "Trojan Horse" within the EU. Furthermore, numerous articles were published in *The Diplomat* "China's Europe Policy Poses a Challenge to EU Cohesion" (Weifenfeld, 2018) and "EU China Policy: Time to Toughen Up?" (Kuo, 2019) bringing attention to possible instability within EU unity. Therefore, it is vital to understand how is China-CEEC affecting the EU and is 17+1 weakening the EU or the future of the EU. A helpful source is Blockams and Hu (2019) research whether Chinese investment meets EU law or is it systemic rivalry. This literature review sparked the need to research not only the China-CEEC effect on the EU, but also how the EU institutions react to the expanding summit. Until April 2019, it was 16+1, but as announced in the ninth summit in Croatia, Greece became part of the initiative (Kavalski, 2019).

The China-CEEC initiative has expanded and this thesis will analyse whether it influences internal functioning of the EU like European Council, how behaviour in the European Institutions changed or was affected by China-CEEC initiative, were there any reform initiatives and did any regulations become stricter.

In summary, this research focuses on the literature gap that combines previously analysed elements by scholars and attempts to answer the research question. The innovative side of the thesis involves analysis of the correlation between Euroscepticism and cooperation intensity within China-CEEC as a basis to understand what is the EU Institutional response to the initiative. The results of the thesis aim to contribute to the understanding of what is the EU reaction to the high 17+1 involvement by Eurosceptic countries and whether the EU interferes in the initiative.

1.4 Methodology

The third chapter's aim is to explain ontological and epistemological standpoints as well as the methods employed for conducting the research. In addition, the chapter displays how the data was collected and what the author has done to increase the validity and reliability of the thesis.

1.4.1 Meta-theoretical considerations

The conclusions of the research are drawn from the data collected in Chinese, Latvian and English, therefore ontologically this thesis is taking the constructivist standpoint implying that there is neither one truth nor result existing about the topic and the reality is in constant change (Crotty, 1998). Epistemologically, thesis based on interpretivist approach and according to it, everything in the world has a subjective meaning depending on the author (Bryman, 2008: 28).

1.4.2 Research design and collection of data

The thesis aims to analyse the Euroscepticism level in the 17+1 member states to draw parallels with their cooperation intensity within the forum. Following from that, the response of the EU institutions will be applied. The answers of the research question can be contested and interpreted differently than in the present research. Therefore, thesis is based on the qualitative approach and the research is designed to explain the link between Euroscepticism and CEE-12 cooperation intensity with China supplemented by the institutional response, thus the research in nature is explanatory (Yin, 2009: 6)

The research is based on quantitative and qualitative data. The first part, **quantitative research**, relies on the collection and analysis of numerical data to describe and explain variables (Gay, Mills, & Airasian, 2009). It will be *nonexperimental research design* – variables are measured as they occur naturally, without interference of any kind by the researcher (Mertler, 2014). In this research, explanatory correlation research will be applied to measure and describe the relationships between two or more variables occurred in the past (Johnson, 2008). Namely, data from Eurobarometer 2009–2019 measuring public opinion (citizens' trust in the EU) correlating with activity within 17+1 format.

The second part of the research analyses **qualitative** data – the primary data that consists of official EU and Chinese Foreign Ministry's documents and publications providing the facts. The research is complemented by the secondary data including articles and publications written by experts, scholars and officials. This part mostly focuses on the EU institutional response. Thesis also includes case study, which is suitable for a research seeking to establish understanding of complicated social phenomenon (Yin, 2009: 4).

This study draws on various publications and data from European and Chinese think tanks and governmental organizations such as the EU, the OECD, the National Bureau of Statistics of China, and research institutes and statistics of the countries of the region studied.

1.4.5 Reliability and validity

It has been argued if it makes sense to seek for validity within qualitative research approach and according to Silverman: "Qualitative researchers have no "golden key" to validity" (Silverman, 2005). Nevertheless, the research process was attempted to be transparent and in order to reach opinions of both parts, the author analysed texts also in Chinese for this study.

2. Euroscepticism in CEE-12

In order to better understand the " forest", we need to differentiate the "trees", therefore this chapter analyses the EUscepticism in 12 Central and Eastern European Countries (CEE-12) to estimate the causes of closer relations within 17+1 format.

2.1 Background

A few decades after the China-EU diplomatic relations establishment in 1975, the China-CEEC cooperation was launched in 2012. Most of the CEE countries joined the EU in 2004 (the four Visegrad states, the three Baltic states, and Slovenia), during the EU's biggest enlargement wave, followed by the 2007 wave (Romania and Bulgaria) and Croatia's accession in 2013 (Deng and Liu, 2018). With an exception of Greece, which also is European member and part of 17+1 since 2019, but joined the EU in 1981.

Despite being perceived as one block within the 17+1 cooperation, in reality CEEC is a very heterogeneous group of states (Kowalski 2017). This heterogeneity also embraces various levels of political and socio-economic development as well as linguistic, cultural and religious characteristics that feed into domestic role expectations and is not limited to the EU membership (Song/Wang 2018). What these states have in common is a shared but diverse communist past, resulting in a strong quest for autonomy while pursuing EU membership (Chen and He, 2018).

Economic and political development in Central and Eastern European Countries has as stimulated due to the accession to the European Union. Nevertheless, the fluctuations occurred following financial and refugee crisis (European Commission, 2017). This lead to the rise of different voices and Euroscepticism spread at an accelerating pace during past years throughout the region (Erdal, 2018).

There has been conducted an existential variety of research regarding Euroscepticism and how it can be differentiated or approached (de Vreese, Boomgaarden, and Semetko, 2008; Fossum and Schlesinger, 2007; Lubbers and Scheepers, 2005; McLaren, 2007; Taggart and Szczer-biak, 2001, 2008; Wessels, 2007). Continuing from that, Boomgaarden, de Vreese, Elenbaas and Schuck (2011) suggest – public opinion towards the EU is central in majority of all the academic debates referencing present and future integration of the EU.

As stated above, Euroscepticism can be examined as a separate detailed study divided into hard and soft Euroscepticism (Szczerbiak and Taggart, 2001), however, within the framework of this thesis, the analysis will be based on Eurobarometer data on public opinion 2009–2019. The EU Commission regularly conducts public opinion surveys – the Eurobarometer – on a range of topics: it evaluates and measures the public attitude towards the EU, the trust in the EU and other topics related to the union (Zalan, 2019).

2.2 CEE-11 position towards the EU

In order to visually outline the Euroscepticism, this part takes into account the attitude towards the EU as an entity according to the primary data based on Eurobarometer results (the public opinion surveys published by the European Commission twice a year) and compare to the secondary data literature. Since Greece joined the forum only in 2019, the collected data will addresses CEE-11 and covering Greece as a case study in the next chapter.

Historically, CEE countries have been more pro-EU than the Western European countries, nevertheless, popularity and party-based Euroscepticism have been on the rise following global economic and financial crisis (Heinisch, Mühlböck, 2014). Not only due to political, economic and socio-demographic determinants, but also elite's influence on public opinion (Durach, 2016). In addition to that, the migration crisis supplemented rising Euroscepticism, as the EU solutions it, with a new impetus viewed as perceived intrusion on matters of identity and national sovereignty eroding public support for the EU as a whole, integration and its institutions (Heinisch, Mühlböck, 2014).

It is uneasy to measure exactly a country's perspective on an entity, organization or another country, baring in mind that the attitudes vary among different groups: experts, businessmen, journalists, population, politicians, political parties, and others (Oehler-Sincai, 2017). It is supported by divisive results, for instance, according to Eurobarometer results; the majority of the citizens from the V4 countries – Czech Republic, Hungary, Poland and Slovakia – hold a positive stance towards the EU and its institutions. In contrary, the V4 countries hold a sceptic and critical attitude at the political level (See: Table 1).

Table 1: CEE-12 trust in the EU (%) 2009–2019

Source: Own representation of Standard Eurobarometer primary data "Public Opinion in the European Union" based on European Commission (2009–2019)

Trust in the European Union (%)													
	2009	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**Average 2009–2019**	**Average 2012–2019**
EU 27	47.5	42.5	37.5	66	31	34	36	34.5	41.5	42	43.5	41.45	41.06
Bulgaria	66	63	59.5	60	55	51.5	50	49	55.5	54.5	57.5	56.50	54.13
Croatia	32.5	35.5	33.5	35	37.5	38	47.5	44	43	46	44.5	39.73	41.94
Czech Republic	57	50	41.5	34	34.5	37.5	35	28.5	32.5	34.5	37.5	38.41	34.25
Estonia	68.5	66	56	46	51	51	47.5	44	52	53	57	53.82	50.19
Greece	57.5	39.5	30.5	18	20	23.5	22	18.5	22.5	26.5	33	28.32	23.00
Hungary	51	58.5	50.5	44	47	46	48.5	41.5	47.5	46	53.5	48.55	46.75
Latvia	44	45	41	38	39	44	44	44.5	46.5	49	52	44.27	44.63
Lithuania	56.5	57.5	51	49	51.5	58.5	63.5	56.5	64.5	65.5	69	58.45	59.75
Poland	52	55	49.5	48	42	45	42.5	47	43.5	46.5	51.5	47.50	45.75
Romania	66	55	56	45	46.5	59	63	49.5	54	51	54.5	54.50	52.81
Slovakia	68	68	54.5	45	46	42	43.5	41	45.5	43.5	44.5	49.23	43.88
Slovenia	50	47.5	41	39	35.5	38.5	35.5	36	40	40.5	45.5	40.82	38.81

As the Eurobarometer data is published twice a year – in spring and autumn, Table 1 shows average of each year to present clear-cut data. In addition, the author calculated average trust 2009–2019 as a 10-year span and 2012–2019 since CEEC joined the forum. With an exception of Greece, the lowest average trust in the EU is in Czech Republic and Slovenia. Croatia also is at the bottom of trust percentage, however, it is vital to highlight that Croatia joined the EU only in 2013 and since then, the trust % kept rising (European Union, 2019).

Furthermore, with the lowest trust numbers in CEE-12 are Slovakia 49.23% (2009–2019); 43.88% (2012–2019), and Latvia 44.27% (2009–2019); 44.63% (2012–2019). If for Latvia both average trust data is similar, then Slovakia had very high trust percentage before 2012. However, since 2014, trust percentage in Latvia is higher than in Slovakia. In average 2009–2019, four countries portray lower trust as the EU average – Croatia, Czech Republic, Greece and Slovenia. Whereas in average 2012–2019, it is previously mentioned three countries except Croatia, as its trust is above the EU average. In political level, Croatia now is seen as Euro-optimist, which is also supported by rising trust level. Similarly, Slovenia's trust is also on the rise and on political level, it is not considered as Eurosceptic country (Oehler-Sincai, 2017).

In order to compare the collected data, the author gathered views about the European Union among the citizens to summarize the percentage of "total positive" attitude in CEE-12 (Table 2).

Table 2: "Total positive" views about the EU among the citizens of the CEE-12 countries (% of the total number of interviewees)

Source: Own representation of Standard Eurobarometer primary data "Public Opinion in the European Union" based on European Commission (2009–2019)

"Total positive" views about the EU among the citizens of the CEE-12 countries (% of the total number of interviewees)												
	2009	**2010**	**2011**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**Average 2009–2019**	**Average 2012–2019**
EU 27	46.5	40	35.5	35.5	37	39	44.5	40	40	43.5	38.65	37.79
Bulgaria	61.5	57.5	56	51.5	52.5	51.5	50	56	56	60	55.25	53.93
Croatia	26.5	28	32.5	38.5	41.5	49	36	33.5	36.5	42	36.4	39.57
Czech Republic	40	33.5	27.5	24.5	33	32	27	27.5	29.5	30	**30.45**	**29.07**
Estonia	45.5	40	33.5	33	44.5	42.5	34	39	43.5	48	40.35	40.64
Greece	50.5	33.5	29.5	16	22.5	23.5	16.5	20.5	26	32	27.05	22.43
Hungary	36	40.5	33	33	36.5	41	35	39.5	42	52.5	38.9	39.93
Latvia	26	26.5	23.5	29.5	35.5	35.5	32	35	40	43	**32.65**	**35.79**
Lithuania	45	44.5	36.5	38	49	54	44.5	48.5	47.5	51.5	45.9	47.57
Poland	52.5	54.5	45	44	56.5	54	49	50	52	52	50.95	51.07
Romania	62.5	51.5	52.5	42	57	59.5	46	49	51	56	52.7	51.50
Slovakia	54	51	40.5	32.5	34.5	36.5	32	37	33	34.5	38.55	34.29
Slovenia	51.5	43	40.5	30.5	39	35	33.5	35.5	37	44	38.95	36.36

The data in Table 2 is calculated in the same manner as Table 1 – every year's data represents average number of spring and autumn "Total Positive" views. Similarly, this table also offers average trust 2009–2019 as a 10-year span and 2012–2019 since CEEC joined the forum. Greece, once again, is included in the table as being the member of 17+1, but won't be discussed in this chapter. The lowest "Total positive" views about the EU among the citizens of the CEE-11 countries can be seen in Czech Republic in average

(2009–2019) is 30.45% and (2013–2019) since being part of 17+1, the average is 29.07%. In addition, if analysing specific years, Czech Republic had the lowest "Total Positive" percentage every year since 2013, with 30% in 2019. The second lowest "Total Positive" views percentage among the citizens of the CEE-11 countries is in Latvia with 32.65% in average (2009–2019) and 35.70% (2013–2019) implying that after joining China-CEEC forum, the "Total Positive" views about the EU went up. Thus can be concluded that joining 17+1 does not influence opinion about the EU negatively.

Throughout the research, the author noticed that the data does not match, therefore, as a third source, the thesis uses the latest Special Eurobarometer 479 Report issued by European Commission: Future of Europe (European Commission, 2018). The report offers an insight in total "positive" views of the EU for 2016–2018, seen below. What is important to highlight is that despite of constant exacerbation of the high Euroscepticism in CEE-11, it can be observed that the support for the EU is still high among the citizens as the Table 3 below shows: in 2016 nine of these countries portray higher satisfaction level than the EU average, but in 2017 and 2018 eight countries (European Commission, 2018). If in 2016 Bulgaria's total "positive" percentage was equal to the EU27 average, Czech Republic and Hungary were the only 2 countries portraying lower positive rates. In 2017 and 2018 Slovakia became the third country with the below-the-EU-average percentage of positive views. Greece is included in the table for the purpose of further analysis, being omitted in this chapter.

Table 3: Total "positive" views about the EU among the citizens of the CEE-12 countries 2016–2018 (% total "positive")

Source: Own representation of Special Eurobarometer 479 Report issued by European Commission: Future of Europe 2016–2018 based on European Commission (2018)

Total "positive" views about the EU among the citizens of the CEE-12 countries 2016–2018 (% total "positive")			
	2016	**2017**	**2018**
EU 27	69	75	77
Bulgaria	69	79	83
Croatia	77	80	86
Czech Republic	60	58	66
Estonia	81	86	84
Greece	44	58	61
Hungary	62	71	72
Latvia	78	84	82
Lithuania	89	91	92
Poland	81	84	85
Romania	82	83	85
Slovakia	78	72	76
Slovenia	74	83	82

In Table 3 can be seen that in average total "positive" views are rising, Lithuania, Romania, Poland and Estonia there are observed the highest shares of "total positive" views about the EU among the citizens in 2016; with addition of Slovenia in 2017, but in 2018 the highest shares of "total positive" were in Lithuania, Poland, Romania and Croatia, even though according to previous data, trust and positive views of the EU were among the lowest (European Commission, 2018).

According to Teokarevic (2016), Hungary and Poland, member of V4 (Visegrad group) are Eurosceptic, however, according to the Table 3, Poland is one of the countries with the highest total "positive" shares, in contrast to Hungary – being the second lowest. Poland was the second country in the region to conclude the strategic partnership with China in 2011, followed by Czech Republic in 2016. What is more, China and Poland upgraded abovementioned strategic partnership to a new and comprehensive level in June 2016 (Chen, 2017). According to overall public opinion analysis among 3 Tables above, Poland's trust and its positive view towards the EU are above the average. In regards to Hungary, it is a partner with a special status manifesting the most obvious political will to strengthen bilateral relations with China (Goralczyk, 2017) and will be analysed further.

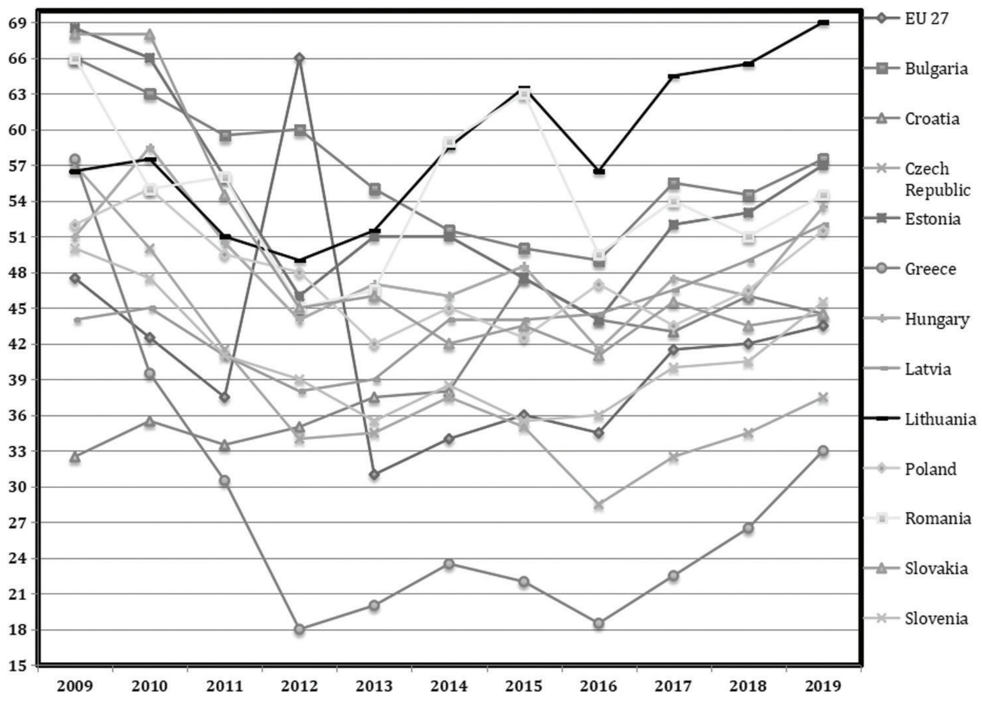

Chart 1: CEE-12 Trust in the EU (%) 2009–2019

Source: Own representation of Standard Eurobarometer primary data "Public Opinion in the European Union" based on European Commission (2009–2019)

The aim of this chart is to visually portray the Trust in the EU among CEE-12 countries. With an exception of Greece, the only country below the average EU27 in 2019 is Czech Republic. The downfall of the trust in the EU can be seen between 2012 and 2016 with numbers rising up until 2019. The following Chart 2 portrays the average trust of CEE-12 in the EU in 2 overlapping periods – 2009–2019 and 2012–2019 to see whether the Trust in the EU has decreased after establishment of 17+1 forum.

With an exception of Croatia and Lithuania, the average Trust in the EU for period 2012–2019 is lower than in 2009–2019. Next, Chart 2 clearly displays the lowest average trust in the EU is in Czech Republic, Croatia and Slovenia (Chart 2).

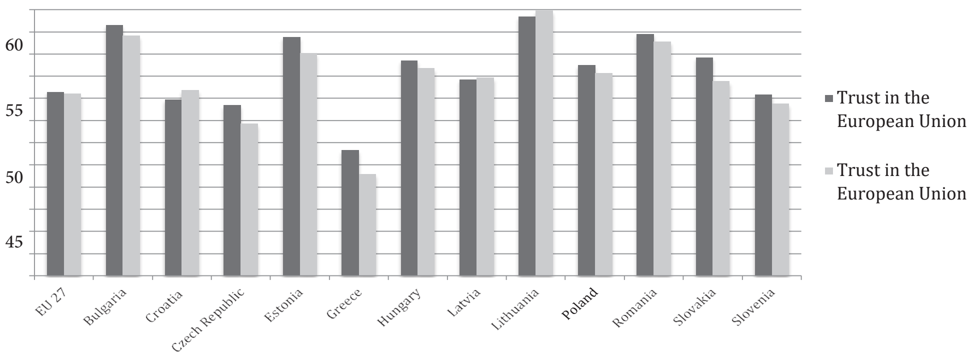

Chart 2: Average CEE-12 Trust in the EU (%) 2009–2019 and 2012–2019

Source: Own representation of Standard Eurobarometer primary data "Public Opinion in the European Union" based on European Commission (2009–2019)

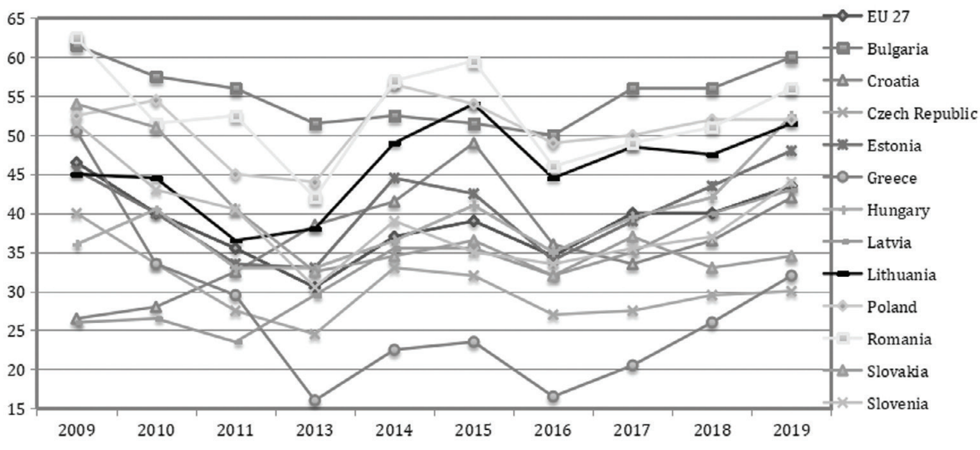

Chart 3: "Total positive" views about the EU among the citizens of the CEE-12 countries (% of the total number of interviewees)

Source: Own representation of Standard Eurobarometer primary data "Public Opinion in the European Union" based on European Commission (2009–2019)

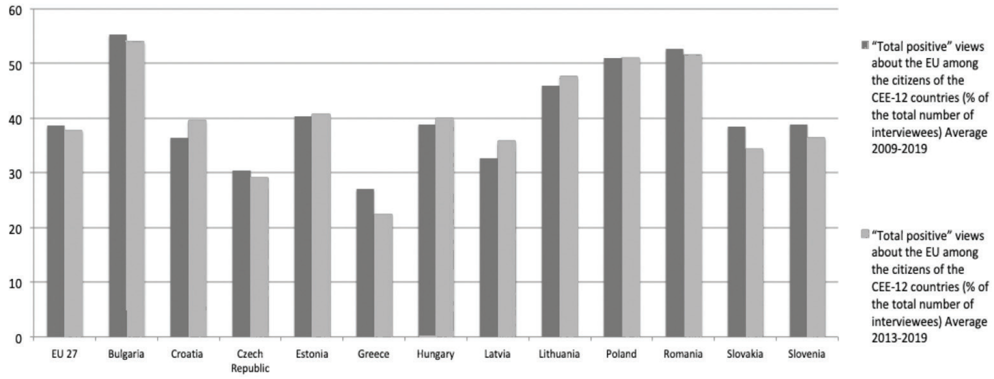

Chart 4: Average "Total positive" views about the EU among the citizens of the CEE-12 countries (% of the total number of interviewees) 2009–2019 & 2012–2019

Source: Own representation of Standard Eurobarometer primary data "Public Opinion in the European Union" based on European Commission (2009–2019)

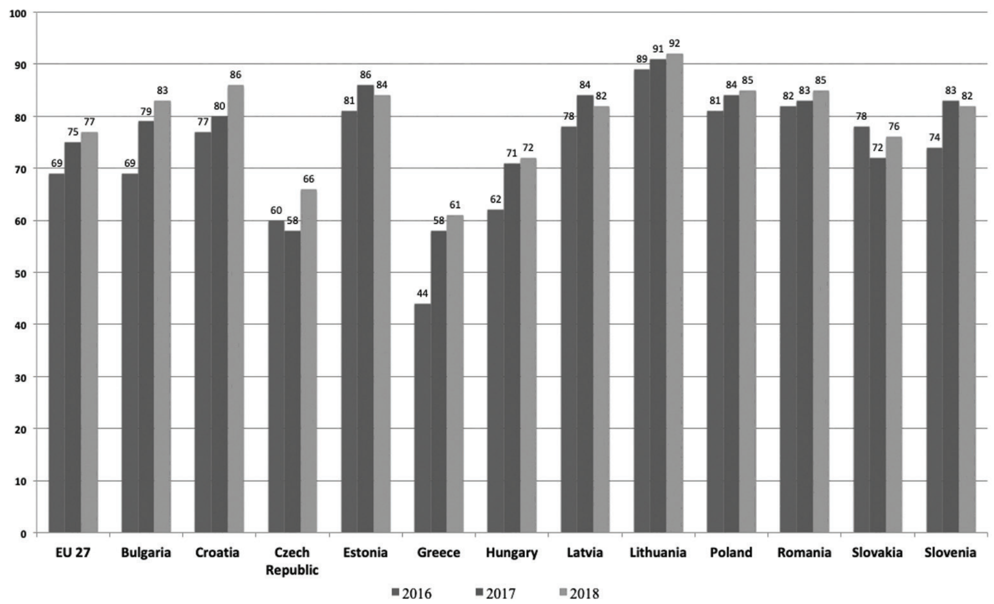

Chart 5: Total "positive" views about the EU among the citizens of the CEE-12 countries 2016–2018 (% total "positive")

Source: Own representation of Special Eurobarometer 479 Report issued by European Commission: Future of Europe 2016–2018 based on EC (2018)

Chart 3 and Chart 4 graphically portray the information from Table 2 about the "Total positive" views about the EU among the citizens of the CEE-12 countries based on the percentage % of the total number of interviewees from the annual Standard

Eurobarometer. The data is only of citizens who are "total positive" excluding just "positive". The lowest point for CEE-12 countries was year 2013 followed by a slight increase and another stagnation in 2016. In the past four years the "Total positive" views have risen with an exception of Slovakia. In 2019 the lowest data is by citizens of Czech Republic – it coincides with the conclusions of Chart 1 and Chart 2 (see above).

Moreover, according to Chart 3 and Chart 4, Latvia's citizens have low "Total Positive" view of the EU – especially 2009–2011 after the financial economic crisis, as after 2013 the trust was on the rise with the minor setback in 2016 – just like all other CEEC (Chart 3). In case of Latvia – in Chart 1 and Chart 2 can be seen that the "Trust in the EU" is above average EU27 and in 2019 had the 6th highest percentage of citizens who "Trust in the EU".

Due to not having the same pattern throughout the different data as in Table 1 and Table 2 can be seen that countries with the high "Trust in the EU" can be seen with the low "Total Positive" view of the EU. The only 2 countries portraying similar views in every category is Greece and Czech Republic. Thus, the author collected more data, as a basis taking not only annual Standard Barometer, but also the Special EuroBarometer report issued by European Commission: Future of Europe 2016–2018. It offers more precise projection of public opinion as including not only "total positive", but also "positive" views for the time period 2016–2018, being the latest available data (Chart 5).

Analysing CEE-11, the lowest percentage of total "positive" can be witnessed in Czech Republic and Hungary (Chart 5). In spite of Hungary being well-know Eurosceptic, this is the only chart where the country is highlighted due to low perception of the EU. Regarding "Trust in the EU", Hungary is above EU27 in average and in every year individually 2013–2019 (Chart 1 and Chart 2). Equivalently, Chart 3 and Chart 4 present that "total positive" percentage if above the average EU27 and to compare 2016–2018, Chart 3 shows the data is rising being above EU27, Latvia, Slovenia, Slovakia, Croatia, Czech Republic and Greece (Chart 3). However, the Chart 5 exhibit similar concept of public opinion as Chart 3, but with more accuracy indicating the latest available results of views about the EU (Chart 5).

Keeping in mind the situation after Eurozone debt crisis and later the EU faced chain of internal challenges ranging from the migration crisis, weakness of the economy, rise of populism and nationalism, separatism movement, etc, Poland, Hungary and Czech Republic were the strongest voices highlighting the EU governance failures (Oehler-Sincai, 2018). Today, the European power elite views Hungary, Czech Republic and Poland as politically problematic, describing their leaders as "bad guys" that harm core European values and also threaten European Unity (Vangeli, 2018). Poland is the biggest country participating in the 17+1 initiative with the largest population and GDP level (Przychodniak, 2018). Even though Poland's economy strongly depend on the EU, it has tense relations with Brussels – alongside Hungary being called as a "headache" for the EU due to backslide in the rule of law and democracy as well as defiance of EU norms and rules (Gotev, 2017). In short, Poland has behaved as Eurosceptic, however, according to the Eurobarometer data, public opinion towards the EU is positive (Table 2 and 3). Trust in the EU is also above average EU27, thus contradicting if Poland can be viewed as Eurosceptic in the framework of this thesis.

In summary, the data was not consistent among the Tables as can be visually seen in graphs above. The only CEE-11 country that displayed lowest public opinion in “Trust in the EU” as well as “Positive” views about the EU, and has also established its Eurosceptic position politically is Czech Republic. In the next chapter, research will address the cooperation intensity between China and Czech Republic to determine whether the stated hypothesis is true. On the basis of Chart 5, the author will closely examine Hungary’s cooperation intensity within China-CEEC format, in spite of mixed conclusions among other Charts (Chart 1–4). The third and the newest case that was kept separately, but will be addressed below is Greece. Even though the country joined China-CEEC forum only in 2019, thus making it 17+1, there is no research regards this compelling correlations. Evidently, if including Greece in CEE-12, its position is the lowest in both, “Trust in the EU” and “Positive” views about the EU. Therefore, author decided to address this case separately.

2.3 From CEE-11 to CEE-12: case of Greece

Beyond shadow of a doubt, Greece is financially troubled member of the EU’s southern wing and for the first time since establishment of 16+1 format in 2012, a new member was considered and subsequently accepted. Greek Prime Minister Alexis Tsipras upgraded the mechanism and Dubrovnik Summit in 2019 witnessed the first enlargement of the cooperation pattern, thus transforming 16+1 into “17+1” and CEE-11 into CEE-12 (Ciurtin, 2019).

Greece’s admission was indeed one-on-one negotiation concerning Athens and Beijing and only later the opinions of 16 CEEC were taken into consideration. In reality, Beijing’s acceptance was the decisive factor with the notification and consultation of other 16 members as a background (Hackaj, 2018). As Greece felt neglected by the EU, it allowed other players to build a position in the region – a closer relationship with Beijing offered broader benefits and linking up the infrastructure projects (Ciurtin, 2019). In reference to the other part of the thesis, China saw the declining functionality of 16+1 and unwillingness of some key member, for instance, Czech Republic and Poland, to fully commit to the forum required the introduction of a next element to dispel the diplomatic inertia (Ciurtin, 2019). In addition, bringing new life into the static 16+1 project was a politically desirable outcome for the China.

Greece was already a part of BRI and has welcomed Chinese investment after being severely hit by the Eurozone debt crisis even before joining China-CEEC (Hopkins, 2019). One of the key factors important to highlight is Greece being a compliant partner for Beijing as it previously aligned with China’s interests, for instance, blocked the EU statement on regarding a sensitive issue in China at the United Nations (Ciurtin, 2019). This statement sums up the Euroscepticism towards the EU and willingness to cooperate within the “17+1” format. Since Greece just joined the forum in 2019, there will be no available data yet to proceed with correlation. Nevertheless, according to Liu Zhen *South China Morning Post* correspondent from Beijing, one of the key agenda of Greece joining the summit is development of a China-funded, multibillion-dollar Athens-Budapest rail line – an infrastructure aspect (Zhen, 2019). The head of European studies at the China Institutes of Contemporary International Relations in China, Feng Zhongping, claimed that it was a logical step for Greece to joining the 16+1 group. He continued: "Greece has similar needs and demands in terms of cooperation with China as Central and Eastern European countries" (ANA, 2019).

According to Chinese scholar Hu Hong, who is an assistant research fellow at the Department for European Studies at the China Institute of International Studies, Greece's participation in the China-CEEC initiative is not only mutually beneficial for both countries and the forum as a whole, but also good for the Balkan region and the European Union (Hu, 2019). As an example, the article mentions digitalization of Greek agriculture that will certainly add value to Greek economy. Also, Greek was a missing peace in Balkan region that is part of China-CEEC, therefore, now projects can have more prospects and development as it covers all region. A vital aspect is Port of Piraeus – Greek port that is an important link between China and Europe. Since Greece joined the mechanism, a huge project China-Europe Land-Sea Express Route has seen a push by leaders of related countries in the region (Hu, 2019).

Railway line linking Athens and Budapest was mentioned as another benefit to Central and Western Europe as it brings Balkan region closer to the core of Europe (Hu, 2019). It was strategically foreseeable – infrastructure was an important aspect as it brings more dimensions of regional cooperation in the Western Balkans, which became the focus of the European Union in the past few years. Overall, Greece will do a favour for the development of the European Union as it will bring more dynamics to the regional cooperation and accelerating the process of accession to five non-EU member of the 17+1 that are Western Balkan countries applied for the EU membership (Wang, 2019).

It can be concluded that Greece joining the initiative is a further evidence of inclusiveness and diversity. Prime Minister Alexi Tsipras during his speech at the Dubrovnik Summit highlighted that Greece's collaboration within China-CEEC will be in full respect with the rules and the procedure of the EU and aims to promote economic growth and cooperation with China through this very effective platform (Tzagopolos, 2019). Since 2017, the European Commission is an observer in the network and is able to monitor commitment as well as progress of participatory countries to guarantee consistency with the EU rules, law and policies (Tzagopolos, 2019).

3. China-CEEC cooperation intensity

The aim of this chapter is to seek and analyse correlation between CEE-12 cooperation intensity within 17+1 initiative and content of previous chapter regarding position towards the EU, taking as a basis one quantitative aspect – infrastructure; and one qualitative aspect-political agenda. Evaluation will be followed by the explanatory correlation analysis.

The 17+1 is framed as multilateralism, but in practice this format has remained evident mostly bilateral, across areas like Foreign direct investment (FDI), trade, infrastructure and geopolitics. CEE-12 support this mechanism as it was a chance to diversity their EU-focused economic relations in the wake of the financial crisis – they are interested in the diversification of their export markets and financing sources (Jakobowski, 2018). Next, most of these countries need a better infrastructure and they perceive the cooperation with a strong country outside the EU as a supplementary negotiation power inside the EU where the old member states are at the centre of the decision-making process (Long, 2016).

How far the cooperation format goes beyond no formal multilateralism seems to depend on the political willingness, recourse, capabilities and regional context of the local partner to connect forces and vigorously shape the agenda in line with their own advantages (Garcia-Herrero, 2017). CEE-12 at their advanced stage of development, the China-CEEC mechanism that covers trade and investment, finance, transport connectivity, agriculture, science and technology, education and culture, health, has progressed in a slightly different way from other China-led regional platforms (Godement, 2017). Firstly, high frequency of China-CEEC summits supplemented with lower-level gatherings. Annual summits were held in Warsaw 2012, Bucharest 2013, Belgrade 2014, Suzhou 2015, Riga 2016, Budapest 2017, Sofia 2018 and Dubrovnik 2019 – where 16+1 transformed into 17+1 (Scimia, 2017). Secondly, established local cooperation with Chinese cities and provinces with an aim to compensate for China – CEEC market size asymmetry. Thirdly, the institutionalisation is not China-centred, but on voluntary basis is led by a CEEC covering specific sector (Wu, 2008). Finally, 17+1 is a key platform to promote BRI where CEECs are incorporated based on their specialisation (e.g. Estonia:e-commerce).

The number of summit observers is gradually increasing and currently consists of Austria, Belarus, the EU, the European Bank for Reconstruction and Development, and Switzerland. Forum's guidelines underlines that Chine-CEEC cooperation format is complement to the EU-China comprehensive strategic partnership, and not an alternative. This is also supported by enhancing initiative's transparency (Shi, 2013).

In order to cover and analyse all these areas in appropriate depth, it would exceed amount and time given now, but can be further continued within PhD. Thus, this research will focus on two least researched aspects thus far – infrastructure and geopolitics. The correlation among CEE-12 cooperation intensity within the China-CEEC initiative will be measured against scale of initiatives supplemented by the pace of implementation and position towards the EU. The aim is to test the hypothesis stated at the introduction – higher level of cooperation intensity correlates with the negative attitude towards the EU (Euroscepticism).

3.1 Infrastructure

Data regarding Chinese infrastructure projects considerably differ across various source and some of the construction projects in the CEEC have faced obstacles in a regional environment governed by the EU regulations and norms (Grieger, 2018). As previously mentioned, the EU is the 17+1 initiative's observer, complies with the principles of its strategy towards China through the China-EU Connectivity Platform where works towards cooperation on digital and physical infrastructure (Grieger, 2018).

Analysis of infrastructure is not as straightforward as interpreting trade or foreign direct investment because the standard features of concessional Chinese loans for infrastructure construction are irreconcilable with the EU regulations and norms, especially with the EU public procurement rules on competitive and open bidding procedures (Grieger, 2018). The terms of Chinese loans are not disclosed and are based on intergovernmental agreements, which do not regard public tenders and are engaged to a Chinese main contractor – Chinese SOE (state-owned enterprise). They are also tied to high level of involvement of Chinese equipment, materials and workers. The loans have long maturity periods; the interest rates vary according to the Chinese input as well as being available much faster from Chinese policy banks than from Western financial institutions (Grieger, 2018).

According to IMF reports in 2017, China financed 6.2 billion euros of total projects including railways, energy and roads in Western Balkans (Atoyan, 2018). However, in MERICS BRI database, China has financed completed infrastructure projects in whole CEEC region worth US$715 million and under construction are over US$3 billion worth of projects (Eder, 2018). In 2017, Chinese investment in utilities and infrastructure jumped from 7.1 to 15.3 billion euros followed by decline in 2018 (Hanemann, 2019).

Road and Rail construction projects that are linked to Chinese lending practices have encountered challenged, for instance, in Hungary. Also, some projects have caused negative impact within an existing weak governance and rule of law context (Grieger, 2018). As a result of misleading the EU rules, investigations have been triggered at the EU level causing delays and cost overruns in case of Budapest – Belgrade railway project (Pinxteren, 2017). This railway line has the potential of becoming the main transport rout for Asian goods that arrive by the sea at the Chinese-owned Greek port of Piraeus and head into Europe (Voros, 2018). It is also important to remind that Greece joined the initiative in 2019 supporting the intentions of this project. Hungary agreed to an open tender, but classified that utility of the project's study. The value is US$3.6 billion implying it can take between 130 and 2400 years to break even (Voros, 2018). Linking this information to the previous chapter – Hungary's positive views towards the EU were among the lowest in CEE-12 implying it is Eurosceptic (Chart 5).

This thesis will not analyse Western Balkans (North Macedonia, Montenegro, Serbia, Albania, Bosnia and Herzegovina) in great details, as this region is not part of this research's framework even though the countries have already outlined major energy and transport infrastructure projects – financed by Chinese loans that in some cases are complementary to European ones. According to Bastian (2017) logistic corridor and the transport route in the region is known was Balkan Silk Road, which starts from Greek Port of Piraeus – already under yielding agreement with Chinese company Cosco. And, as already mentioned above, this road will be connected with Hungary if the Budapest-Belgrade railway project will be announced compatible with the EU acquis on public procurement (Bastion, 2017).

SOE China Ocean Shipping Group Company Cosco acquired 51% stake of the Piraeus Port Authority (PPA) – one of the largest seaports in the Mediterranean Sea and Europe (Grieger, 2018). Due to the Greek government-debt crisis since 2009, the government planned to privatise several state-owned assets with the value of 50 million euros, Piraeus Port being of them. In August 2015, Cosco took 51% stake for 280.5 million euros and as a result, port's container handling record rose from 1.5 million prior 2015, to 3,692 million containers in 2017 (Blockmans, 2019). Beijing has already invested above 800 million euros and plans to invest 600 million more (Papidimitriou, 2019). This supports the stated hypothesis, as Greece is known to be Eurosceptic portraying the negative attitude towards the EU (Chart 1–5) and having high cooperation intensity even prior to joining China-CEEC initiative in 2019.

In public tender for the construction of the Croatia's Pelješac Bridge, Chinese SOE *China Road and Bridge Corporation* (CRBC) was awarded the contract bidding 283 million euros, where 85% is co-financed by the EU (Grieger, 2018). In Romania, a number of energy projects have been postponed and even suspended due to the political resistance and renewable energy deals turned out to be short-lived (Drahokoupil, 2017). In Bulgaria, China, at the Sofia summit in 2018, offered to invest in the controversial Belene nuclear power plant project (Kraev, 2018). As Levitin (2016) claimed, China complements the EU and international financial institutions' efforts of upgrading regional connections. He added that infrastructure investments financed by Chinese enterprises are motivated by the ambition to reinforce trade links with the region alongside facilitating the foreign direct investments by Chinese companies in services and various manufacturing sectors (Levitin, 2016).

Another Eurosceptic country, Czech Republic, is expected to further participate in BRI becoming a transport and financial hub connecting China and Europe (Yang, 2019). Czech President Milos Zeman called BRI a "fantastic infrastructure project" encouraging Czech companies to participate in the construction of the Silk Road, especially in the railway construction (Yang, 2019). At the same time, BRI investments in infrastructure often result in bad practices incompatible with the EU's rules and norms, therefore being an irritant source of criticism in the eyes of the EU. The infrastructure construction projects in the CEEC have not bypassed the controversy materialising new Chinese built and financed coal fired plants increasing host countries' CO_2 emission instead of reducing them to the EU standards (Gallagher, 2018). This brings to the challenge of smooth development of infrastructural projects in CEE-12 due to the active role played by the EU funds. For countries where the EU funds are available, it is not desirable to carry more burdens of debts. For EU-member, CEE-12 countries, EU legislation restricts access to the public procurement market and implements the restrictions regarding employment rules, equipment and also technical standards. A suitable example is Hungary – it is trapped in the dilemma to receive China's favoured loans under the EU law framework and struggles to attract the EU funds. As already discussed example – the iconic Budapest-Belgrade high-speed railway construction is postponed by the EU review for possible violation of the EU requirement: for such large-scale infrastructure projects – public tenders must be offered (Xin, 2018). Further example is failure to finish A2 highway project in Poland due to the EU policies and regulations.

In summary, it is not at all surprising that majority of China's financed energy and transport infrastructure projects are carried in non-EU member CEE countries. Western Balkans offer less demanding regulatory frameworks and favourable institutional settings in contrast to CEE-12 and thus being the region of most of Chinese financed infrastructure projects as they are not yet EU members. According to the research, the highest cooperation intensity among CEE-12 countries in the area of infrastructure correlates with the negative attitude towards the EU. Based on public opinion, Greece had the lowest Trust in the EU and the lowest "positive" views about the EU (Chart 1–5). Other two CEE-12 countries that welcomed large-scale Chinese infrastructure investments are Croatia and Hungary. The data regarding position towards the EU was not consistent as Croatia showed low Trust in the EU displayed in Chart 1–4, but still being around the EU27 average, then in Chart 5 can be seen it's high positive views – above the EU27 average (see Chart 1–5). In contrast, Eurosceptic public opinion of Hungary can be most vividly seen in the Chart 5 where data is based on Special Eurobarometer Report issued by European Commission: Future of Europe 2016–2018 (Chart 5).

3.2 Geopolitics

This chapter attempts to evaluate the correlation between the quality of bilateral political relations of China-CEE-12 countries and position towards the EU in order to draw conclusions on the important of the activity in the region. Due to the fact that CEEC cannot be contemplated as the homogenous block, China established bilateral relations with each country individually within the mechanism (Ricci, 2019). At the first Summit held in Warsaw 2012, the basic China-CEEC document was adopted named "China's Twelve Measure For Promoting Friendly Cooperation with Central and Eastern Countries". The basic main aim of the initiative was to achieve an advanced level reciprocal win-win comprehension and political coordination, therefore underlining vitality of this chapter. In addition, infrastructure was highlighted as one of the main priority within the initiative linking research together and being a critical geopolitical project as China and CEE region can be considered as complementary (Ricci, 2019).

The explanation why China develops bilateral relations with each country is straightforward – differences in economy potential and national interests of CEE-12. The first case to analyse in greater details is already discussed example above – Budapest-Belgrade railway project. This infrastructural plan not only explains the importance and interlink of geopolitics and infrastructure, but also clarifies how China-CEEC mechanism is considered as an BRI testbed – *Land Sea Express Route* aims to revitalize the rail connection between Greek harbour and Budapest (Hungary). This ambition is aimed at expanding China's economic and political area of influence from Asia to Europe, making Western world even more reachable (Ricci, 2019). The railway plan is considered to be one of the most important initiative within China-CEEC forum.

17+1 represents the masterstroke of Chinese diplomacy supplemented by BRI, which is impulse to the platform. Some scholars suggest that BRI appears to be more geopolitical strategy than an economic blueprint (Rachman, 2019). The CEE region attracts Beijing's interest from a geopolitical point of view and allows expanding soft political presence – strategic diplomacy (Ricci, 2019). From the CEE perspective China is a global powerhouse that experience remarkable economic boost in the past thirty years, especially after European market demand diminished following financial crisis.

Another aspect why the political results overpass economic progress is shared communist past in the region and, in political terms, among CEE-12 countries, China considers Poland as its most important partner (Farkas, 2011) and Hungary is a partner with a special status (Liu, 2016). Czech Republic is another China's strategic partner, which manifests the political desire to strengthen bilateral relations (Góralczyk, 2017). These countries recognize the need of developing strong relations with significant actors on the world stage combined with the great importance attachment to their national interests (Oehler-Şincai, 2019). Major transport and energy infrastructure projects demonstrate China-CEEC mechanism's mobilizing effect as a result of interactions and political networking.

Scholar Andreea Budeanu (2018) explains that Poland, Hungary and Czech Republic are likely to criticize the EU and its policies by attacking stability of rule of law and freedom of speech. According to public opinion data collected within this research, Poland appears to have low Trust in the EU, even though bring higher than the EU27 (Chart 2). As established earlier in the thesis, Hungary and Czech Republic show the most negative attitudes in Chart 5 and those who are most active with China. Hungary has a long history supporting China politically, especially against the EU plans. CASS analysis issued that Hungary receives the best score as one of the best China cooperation partners in 2016 when it still was 16+1 (alongside Czech Republic and Poland) (Orban, 2018). Anti-EU sentiments are clearly present in Hungary and Czech Republic, which explains political cooperation intensity supporting the hypothesis. In spite Greece joining only in 2019, next paragraph analyses geopolitical cooperation.

In addition to the large-scale infrastructure project financed by China, Greece has expressed long-term political support; for instance, in 2016 Greece blocked a joint EU statement calling on China to respect the International Law of the Sea. It is a significant argument as it links support to China and Greece's anti-EU attitude. In 2017, Greece blocked an EU statement calling on China to respect freedom of speech (Psaropoulos, 2019). In October 2019, Greek Development and Investment Minister Adonis Georgiadis signed "Memorandum of Bilateral Cooperation" with China to deepen political cooperation. Political scientist George Tzagopoulos summarized this paragraph in a key statement: "In the darkest days of the debt crisis, Beijing publicly advocated for Greece remaining in the Eurozone" implying the negative attitude towards the EU as it failed Greece financially, thus motivated cooperate with China (Papidimitriou, 2019).

The research supports the hypothesis stated at the beginning of the thesis – the correlation is present between the CEE-12 cooperation intensity with China and negative position regards the EU. The most vivid illustrations consist of Greece, Hungary and Czech Republic. Next chapter aims to answer the research question: what is the European Union Institutional response to the Euroscepticism under China-CEEC initiative?

4. The European Union Institutional Response

Analysis of Institutional response triggers various sub questions: How does it influence EU integrity on institutional level? Are there any reform initiatives? How the EU reacts? How is China-CEEC affecting the EU? Is 17+1 weakening the EU or the future of the EU? Does it influence internal functioning of the EU like European Council? How behaviour in the European Institutions changed or was affected by China-CEEC initiative? Did any regulation become stricter? How 17+1 reacts when the EU interferes or even blocks the initiative? What is the EU response/reaction to the high 17+1 involvement by Eurosceptic countries? This chapter aims to answer the main research question and summarize thesis.

The EU is not only present at the 17+1 summits as the observer, but also institutionalised its relations with China: in 2015 issued *EU-China* Connectivity Platform marking 40th anniversary of diplomatic relations and in 2016 issued the EU Strategy on China enabling the EU to speak with one voice in relations with China, highlighting unity (European Commission, 2016). Nevertheless, the China-CEEC initiative seems to be an issue in China-EU relations sparking a lot of criticism and controversy. This chapter will capture both, the criticism and actions taken by the EU.

China-CEEC has been called "divisive", "China-centred", "Trojan Horse" with the "divide and conquer" strategy quickly becoming a sensitive issue in the EU-China relations, even though, there were no evidence that CEE countries or China have any motivation to actually try to weaken the EU (Turcsanyi, 2014). Critics of the 17+1 blamed lack of transparency, potential contradiction with the EU high standards, inadequate financing model, diminishing EU project attractiveness (Long, 2016). Furthermore, it was linked to Eurozone sovereign debt crisis and the financial crisis that limited the EU's ability to support CEE countries leading to tensions in the region. Later, critics also claimed that there is "power asymmetry" in favour of China (Jakobowski, 2018) due to consisting of bilateral relations (Turcsanyi, 2017a). The aim of this criticism was to discourage CEEC of engaging in the initiative, however, CEE countries continued supporting the initiative.

The European Parliament research service expressed that the format is controversial, in conflict with the EU laws leading to erosion of the EU norms, values and unity (Grieger, 2017). On the other hand, China and the EU are both strong supporters of multilateralism, putting it at the centre of their relations (Scimia, 2017). Academics praise China's combination of multilateralism and bilateralism in its approach, bringing benefits for all the participants (Jakobowski, 2018). There are four main factors influencing the EU's attitude regarding China-CEEC cooperation framework, both internal and external.

Firstly, the internal EU challenges were triggered by Eurozone debt crisis weakening the economy, followed by migration crisis, rise of populism and separatist movements, potential exit of Greece from the Eurozone, dividing member states and spreading Euroscepticism, namely, in Poland, Hungary, Greece and Czech Republic. The EU institutions feared of the erosion of their own authority in the EU decision-making (Long, 2018). Secondly, Chinese company acquired control of previously discussed infrastructure projects – Land-Sea Express Passage involving Greece and Hungary. Thirdly, China is in the lead in terms of competitiveness, innovations, science and technology. Finally, China defends its core national principles that might friction with the EU priorities, values and economic models (Garcia-Herrero, 2017).

17+1 is profitable for the EU as a whole, not only for individual countries and it is not a tool to destabilize CEE or the EU, but to find complementarities and specific projects bringing advantage for all parties involved, echoing the EU aim of internal balanced development (Oehler-Sincai, 2019). CEE are at the geopolitical juncture of the EU networks and BRI, where China should take into account EU legal framework and standards (Hackaj, 2018).

The real EU motivation causing disapproval of the China-CEEC initiative is not connected with the "divisive" nature of the 17+1 mechanism, but with the internal weakness and discontent instead. It is not China causing the Euroscepticism in the EU – the reason is internal failure. The Eurosceptic CEE countries, Greece, Hungary, Czech Republic, are trying to establish more balanced relations with strong economic partners outside the EU and thus being the main beneficiaries from China (Burjanadze, 2017).

The case of Hungary raises concerns in other EU member states and, most importantly, in Brussels. The above-mentioned failure to open its section of a high-speed railway from Belgrade to Budapest triggered an investigation by the European Commission into whether the project violated the European Union laws (Bogusz, 2017). Apart from raising the issue during diplomatic engagements, the EU is doing little with this respect in comparison to its expressed concerns.

The EU places restrictions on state aid to investment projects that involve private parties and the European Commission's (EC) approval of the two nuclear reactor construction in Hungary illustrates how the state aid rules are applied within the internal market (Blockmans, 2019). In November 15, the EC launched investigations to access whether Hungary's financing plan constituted state aid in break of Article 107TFEU and for possible infringement of EU public procurement rules and procedures. The EU rules on state aid are applicable to China's major investments in transport and energy infrastructure, especially when the investment comes in the form of a loan that is granted to the BRI project between China Development bank and national bank of the recipient country (Blockmans, 2019). In 2018, the EC approved Hungarian government's investment aid to the Chinese SOE BorsodChem in the amount of 45 million euros. The legal obstacles BRI faced in the EU single market were removed to serve the "community interests" (Bryant, 2011).

This implies that the EU rules on state aid and public procurement suffer from two major weaknesses: they only cover aid granted by member states and do not fully address the effects within the single market of subsidies granted by foreign governments (Blockmans, 2019). The fundamental philosophy of the EU-wide screening mechanism is advance coordination of national policies is conditional on a common legal framework to increase legal certainty, protect essential strategic interests, ensure and increase transparency while maintaining one of the most accessible investment regimes in the world.

The European Commission and the High Representatives require member states to endorse the consistent posture to expand cooperation with China on trade and investment meanwhile dealing with security tensions around Chinese technology (JOIN, 2019). The European Union aims to seal an ambitious Comprehensive Agreement on Investment (CAI) with China and it reveals a new level of activism in bilateral ties (Pelkmans, 2018). The EC also adopted the proposal for International Procurement Instrument (IPI) that can help to guarantee reciprocity of access to public procurement markers in the EU by Chinese businesses.

The EU integration process continues to be the central element of the economic policies in the majority of CEE countries and in spite of the EU weaknesses; most of the CEE countries remain strongly dependent on the EU markets and capital.

Thus, it can be concluded that Chinese scholars hold a more positive view of the 17+1 progress compared to other scholars, but analysing the EU Institutions' actions, the response overall has been aimed to assure accordance to the EU competition law, rules, state aid and public procurement to avoid internal division, but to strengthen unity instead.

5. Conclusions

Globalization fostered the need for greater international co-operation, therefore this thesis analysed correlation between CEE-12 position towards the EU and cooperation intensity with China based on infrastructure and geopolitical aspects. The choice of the factors was made based on the priority areas identified by China and lack of in-depth research thus far. It linked to the response of the EU institutions in the final part of the research.

The literature review introduced previous research regarding this topic and found the suitable position for the present thesis among other studies and explained how it contributed to the literature gap as no previous research analysed. This is the first profound research including Greece in the initiative as it joined only in 2019 transforming 16+1 into 17+1. The China-CEEC initiative has expanded and this thesis analysed how it influences internal functioning of the EU and how behaviour in the European Institutions changed based on reform initiatives and advanced regulations.

For conducting this research, ontologically this thesis takes the constructivist standpoint as the reality is in constant change. Epistemologically this thesis is based on interpretivist approach as everything has a subjective meaning depending on the author.

Research is based on quantitative and qualitative approach. The non-experimental research design implies that variables are measured as they occur naturally, without interference of any kind by the researcher. Explanatory correlation was applied to measure and describe the relationships between variables occurred in the past, namely, data from Standard Eurobarometer 2009–2019 and Special Eurobarometer 2016–2018 measuring public opinion against CEE-12 cooperation activity within 17+1 format. In nature, thesis is explanatory; the design also included case study, Greece, which suits seeking understanding of complicated social phenomena.

The research consisted of three main parts. The first one analysed attitudes towards the European Union collecting primary data of public opinion from official European Commission website – Eurobarometer 2009–2019. The research scope was narrowed to those CEE countries that are the EU member states *Bulgaria, Croatia, Czech Republic, Estonia, Greece, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia, Slovenia*, namely CEE-12 with an exclusive case study of Greece. It was uneasy to measure country's perspective as the attitudes vary among different groups – experts, businessmen, journalists, population, politicians, political parties, and others. It led to divisive results represented in Table 1 and 2, further illustrated in Chart 1–5. Table 1 showed the CEE-12 Trust in the EU 2009–2019 including average percentage of two periods to portray the slight difference. The results were displayed in Chart 1 and 2. The author was unable to make conclusion based on this data, therefore collected additional "Total Positive" and "Positive" views about the EU among the CEE-12 citizens (Table 2 and 3) visually presenting in Chart 3, 4 and 5. The most reliable Report was by the latest Special EuroBarometer "Future of Europe 2016–2018" issued by the European Commission in 2018. According to results, the most Eurosceptic countries of CEE-12 were Greece, Czech Republic and Hungary. As Greece was an innovative element, it was analyse separately as a case study.

The second part after collection and analysing Euroscepticism in the CEE-12 countries and portraying it in the graphs, linked the results of Public Opinion (Chart 5) with the cooperation intensity. As it is better to say more about less than less about more, only two factors were studied in depth taking as a basis one quantitative aspect – infrastructure; and one qualitative aspect – geopolitics. According to literature review, both factors are the least research as most literature put emphasis on trade and foreign direct investments. The highest cooperation intensity among CEE-12 countries in the area of infrastructure correlates with the negative attitude towards the EU – Greece welcomed Chinese financed infrastructure project in Piraeus Port, connected with Hungarian railway project. Both countries are Eurosceptic and received large-scale financing. Geopolitics are closely related to infrastructure and author studied the bilateral relations – Hungary is China's partner with a special status, Czech Republic is China's strategic partner and Greece has expressed long-term political support blocking the EU statements that were against China. Analysis of geopolitics was another innovative part – no other paper has researched this element of cooperation. In summary, both chosen aspects – infrastructure and geopolitics presented clear correlation between cooperation intensity with China and negative position regards the European Union.

The final part raised a chain of sub questions that were leading to answering the main research questions – what is the European Union Institutional Response to the Euroscepticism under China-CEEC mechanism. The chapter acknowledged the unfounded criticism of 17+1 highlighting that there is no hard evidence China could have motivation to weaken or divide the EU. In contrary, the China-CEEC relations should be enhanced without violating the EU standard and Brussels are advised to seek greater engagement with the 17+1, as the initiative can be profitable for the EU as a whole. The reason of EU disapproval is believed to be internal weakness in the aftermath of Eurozone debt crisis weakening the economy, followed by migration crisis, rise of populism and separatist movements, potential exit of Greece from the Eurozone.

The EU has halted some projects where it suspected breach of the EU law and rules, therefore the response to that is European Commission's proposals to strengthen legal framework and to truly achieve win-win cooperation and must not fall into the trap of protectionism. Beijing can be a constructive partner and the EU needs to meet China halfway to turn the BRI initiative into a two-way street for economic growth – reciprocal benefits instead of mutual harm. The growing and very active Chinese presence in the CEE brings the seventeen countries to increase their economic and political exchanges and thus enhances the CEE regional integration that will undoubtedly be beneficial to the European project.

17+1 initiative is not a tool to destabilize the CEE region or the European Union, but it aims to find complementary and concrete projects of interest for all actors involved, alongside resonating with the EU goal of internal smooth development. Implementation of infrastructural projects and industrial parks in CEE region, Beijing accomplishes larger admission to the European market, but it also offers what the market seeks in accordance with the supply and demand principles. Next, it brings its contribution to moderating China's trade surpluses. Finally, it assists its own reform process.

Additional opportunity would be to achieve the "17+1" CEE as a once in a lifetime chance to make up for the economic backwardness of the Central Eastern Europe. To do so, the challenge for the CEE states lies in making the infrastructure investments a reality. Some of the reasons of the current delays lie in the unmeasured scale and the unrealistic ambitions of the current infrastructure projects. The financial and diplomatic resources needed for a large-scale transnational infrastructure project, such as the Belgrade–Budapest railway, entail risks that neither side wants to assume. The Chinese strategy needs to adapt to the scale of the small countries of central and Eastern Europe. Then, with fewer resources for smaller scale projects both sides are enabled to see concrete results and thus establish a lasting of trust and mutual knowledge, before moving on to gigantic transnational cooperation projects such as the China-CEEC cooperation is working on to advance or as the new promised Silk Road.

Despite Beijing's efforts to cover all three bilateral, sub-regional and regional levels of cooperation, the China-CEE cooperation economic results remain very modest compared to China's achievements in the Western Europe. However, the 17+1 format generates numerous non-economic results, since it emerges as a prosperous platform for cultural and diplomatic ties with China.

It can be concluded that, CEE-12 countries with negative attitudes towards the EU, based on public opinion data, correlates with cooperation intensity with China in areas of infrastructure and geopolitics, high importance being attached to need of developing balanced relations with major players on the world stage baring in mind national interests. The EU institutions still recovering from internal weaknesses, endorse accordance to the EU rules of law to avoid internal division.

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中国与拉脱维亚性别平等
与女性领导认知比较

文玲

摘要:在世界银行的研究报告“2019年妇女、商业和法律:改革十年”中, 拉脱维亚是世界上男女平等指数为100分的六个国家之一, 而中国得分为76.25分, 略高于全球平均74.71分。本研究考察了中国和拉脱维亚的历史、文化和心理因素, 这些因素影响到人们的性别平等意识、工作环境中的性别平等和女性领导意识、以及女性在性别不平等中的角色等。因为, 除男性之外, 女性也是性别不平等的塑造者。作为传统的守护者, 女性遵循着几千年前女性祖先所确立的过时模式, 在很大程度上参与了这一过程。两性都在为人类的发展和社会框架内的互动作出贡献, 但在性别不平等这方面, 女性应该承担更多责任。

本研究分析了中国和拉脱维亚在影响性别平等的历史、文化、传统和心理等方面的因素的异同。此外, 本文还探讨以下主要内容:性别平等对现代社会对具有重要价值, 因此, 应当建立和发展性别平等的法律、社会, 尤其是家庭基础。这些基础不但有助于赋予妇女权力和动力, 使她们能够发挥领导作用, 并根据她们的才能、愿望和能力成为社会上更积极的成员;同时也有利于将男性从供养家庭的传统角色中解放出来, 让他们可以根据的才能、愿望和能力自由发展。

本文的研究方法主要包括两个主要部分:第一部分是文献研究法, 在研究之前, 作者对拉脱维亚语、英语和俄语的文献进行了研究分析;第二部分通过收集和分析第一手资料, 对中国和拉脱维亚的男性和女性的观点进行了对比研究。本研究成果对于进一步研究中国和拉脱维亚的性别平等观念有着重要的参考价值和意义。本研究的主要发现包括:中国和拉脱维亚的在家庭背景、童年经历和榜样影响等方面的差异;两国在家庭、教育、工作环境中的性别平等意识的差异。最后, 根据研究结果, 作者提出了一些政策建议, 包括:男性育儿假、在中国学校开展促进两性平等的活动、缩小男女工人工资差距、采用弹性工作时间、拉脱维亚回归一些传统价值观等。

A Comparative Study of Gender Equality and Women Leadership in China and Latvia

Helena Avdjukevica

Abstract

In World Bank's study "Women, Business and the Law 2019: A Decade of Reform", Latvia is among 6 countries in the world, that scored 100 points in the gender equality index, while China got 76,25 points, slightly above the average global score of 74,71. Therefore current research analyzes historical, cultural and psychological factors that are forming perception about gender equality in both countries, gender equality and women leadership perception in business and working environment, as well as women's role in gender inequality, to be fair to men. As not only men are participating in creating of gender inequality, but women, as major influential tradition keepers, are doing so at greater scale, following the outdated patterns set by their female ancestors thousands of years ago. Both genders are contributing to the development of humanity and interaction within a social framework, but certainly, responsibility for any bias in this respect lies in women in greater proportion, than on men.

In this thesis, the author analyzes the similarities and differences in China and Latvia explaining the historical, cultural, traditional and psychological background for gender equality in both countries, as well as why it is so important for modern society to understand the crucial value of the topic and to develop gender equality legal, social and especially family base not only for empowerment and motivation of women to assume a leadership position and become more active members of the society according to their talents, desires and capabilities, but also the empowerment of men to switch their traditional role of obligatory providing for the family towards their talents, desires and capabilities.

The methodology of the current research consists of two research stages: the first stage (literature review), and the second stage (first-hand data collection and analysis of the opinion of men and women in China and Latvia). Significance of the study: prior to this research, the author has reviewed the literature in Latvian, English and Russian languages and believes that the research of this thesis and it's findings is a valuable input and grounds for further academic researches about the gender equality perception in China and Latvia. Main findings of this research cover the following areas: family background, childhood and role model influence in China and Latvia; gender equality perception including family, education, working environment. In conclusion, based on the research findings, the author provides policy recommendations including such aspects as parental leave for man, gender equality promoting activities at school in China, minimizing the salary gap between working men and women, flexible working hours in China and Latvia, and returning to some traditional values in Latvia.

1. Introduction

1.1 Research Background

Gender studies has been a great topic for research since the beginning of 20th century, when revolutionary idea stating that women are equal to men has been brought up by Clara Zetkin, Rosa Luxemburg and their followers. That idea was absolutely new and shocking at that time and met a great opposition among the vast majority of men, who thought their powers has been jeopardized. That was very logical and expected. But what surprises much more, is that idea of gender equality met a great opposition among the women! Still, in the Western part of the World, gender equality rapidly developed, especially after the Russian Revolution of 1917. Communist party for the first time put a solid legal and ideological base for gender equality and must be praised for that. Women got the same rights as men, got equal opportunities in work and education, were encouraged actively participate in governance and management. Latvia was not part of the Soviet Union up until 1940, but the idea of women being equal to men was not new in the society due to gender role development in villages and countryside, which comprised majority of population. In the Western Europe and in Russia, there was still a fresh memory and a very good perception of the golden times of great women rulers, Empress Catherine the Great in Russia, Queens Elizabeth II and Victoria in Britain, writers like George Sand, Jane Austen and Charlotte Bronte and scientists, like Marie Sklodowska-Curie. Therefore, gender equality movement went on and brought a great success in sustainable development of the countries.

Latvian women has rights to vote since 1919, but had a lot of influence de-facto long before that date, considering rural set up of household, which will be discussed later in this thesis. On the other hand, Chinese women were granted the rights to vote and the same rights with men only 30 years later, but de-facto had very small influence on social and economic life at that time. Therefore the progress, that has been achieved in gender equality perception in China by CCP is really impressive.

In China, during last four thousand years of history, there was a lot of great women as well, who came to the light despite the prevailing ideology and made their contribution to governance of the state, military success, poetry and politics. First known stateswoman Qin Mi Bazi (4th century BC), Empress Dowager Dou (200–129 BC), poet Zhuo Wenjun (179–118 BC), historian Ban Zhao (49–120 AD), Female Emperor Wu Zetian (624–705 AD), poet Li Qingzhao (1083–1151 AD), general Liang Hongyu (1100–1135 AD), general Qin Liangyu (1574–1648) and hundreds other notable female leaders and talents. But for many centuries it was adapted Confucian ideology, that women have no talents and are inferior to men. Therefore, after 1949, women received a great liberation and empowerment throughout all the society, especially in the cities. The author considers a real and undisputable achievement of Communist Party to promote women rights and to raise their status on legal grounds. In comparison to Latvia, where women had legally same rights with men since 1919, and before that traditionally had almost equal status, China has made an enormous progress since 1949, jumping from feudal tradition of having several wives (for nobility and rich) to the equal status, when women for the first time were allowed to participate in social and economic life on the same grounds with men.

1.2 Research Objectives and Significance of the Study

Gender equality has the utmost importance in all areas of our everyday life, from quality of labour force and country economy to health, education and family. Now there are a lot of studies on gender equality and inequality, but still there are huge disperancy in perception of this term between men and women and among different countries. A notable progress in promoting gender equality is seen in every area of our everyday life. United Nations included gender equality in the Chapter 17 of Sustainable Development Goals: "Achieve gender equality and empower all women and girls."

In European Union last year there was conducted a study, clearly showing that growth in gender equality index leads to the growth of GDP per capita and in absolute numbers. This finding is also very important to China, who has a great potential to further gender equality situation improvement by means of encouraging women participation in highest levels of management.

In China Daily 2018 article "President Xi calls for inclusive, rule-based world economy", Xi Jinping stressed the correlation between Diversity and Inclusion and Innovation progress. "We should reject arrogance and prejudice, be respectful of and inclusive toward others, and embrace the diversity of our world," he said, adding that "we should seek common ground while putting aside differences, draw upon each other's strengths and pursue co-existence in harmony and win-win cooperation."

According to study "How Diverse Leadership Teams Boost Innovation" conducted by Boston Consulting Group on January 23, 2018, average innovation revenue reported by companies with below average gender diversity score was 26%, at the same time, companies with above average gender diversity score reported 45% average innovation revenue. This study shows, that perceiving both gender equal and therefore promoting women managers has very positive economic effect and contribute to country's sustainable development. As many economists are concerned now about slowing down of China economic growth rate, this is one of the fields that will certainly has a great reserve for improving.

Therefore, study of both disruptive and positive patterns in women role in development of gender equality has great importance for both the economy and sustainable development of the countries.

According to the World Bank's study "Women, Business and the Law 2019: A Decade of Reform", Latvia is among 6 countries in the world, that scored 100 gender equality index, while China got 76,25 points, less than two points above the average global score of 74,71. Therefore, author took Latvia as her native country and a country with more developed gender equality standards, to see how it has developed under the family and other influential factors in comparison to China.

Perception of gender equality is shaped by family factors, social factors, cultural factors and historical factors which are rarely described and analyzed in the literature about the gender equality. Therefore, the main objective of my thesis is to provide insights about general perception of gender equality in China and Latvia and factors that influence it, complete missing information about this topic in the respective academic literature, considering the specific psychological, historical and cultural background.

1.3 Research Questions

Women comprise half of the society and historically are the major keepers of the traditions and family. But, as it has been mentioned before, not all women and girls want to be empowered and assume the responsibility for further development of the country. Furthermore, still some of them keep up to the old believes and traditions, set thousands of year ago, when majority of women just wanted to live a peaceful life at home, without any participation in social life, and put all the responsibility on men. Part of it can be found in psychological concept of victimization, which author will discuss in current thesis, as assuming responsibility and take a leadership is always much harder than blaming somebody else for all the misfortunes and receive sympathy.

At the same time, there was a great number of extraordinary ancient women, who surpassed men of the times in their talents, strategy and leadership abilities. Therefore, author believe it is crucial to understand reasoning behind such a destructive behaviour in the first case and see what brings motivation for women to step forward in the second case. Current research answers to the following main question: Considering specific historical, psychological and cultural aspects, what are the main differences and similarities in perception of gender equality between China and Latvia as well as between men and women in both countries?

Additionally, the research answers to the following additional questions about perception gender equality and points out motivational and priority factors for both genders in both China and Latvia below:

1) *How would you describe your childhood and family background?*
2) *What were the most important events in your childhood and youth that influenced your future career and life decisions?*
3) *What are your favourite movie, books heroes?*
4) *Whom do you admire and can set example for yourself (can be politician, leader, neighbour or relative).*
5) *What are the things that motivate you to move forward?*
6) *What are the most important priorities for you?*

2. Literature review

Theoretical part for this chapter is primary based on the classical concept of gender equality, its perception, influencing psychological factors, family factors, leadership and values, organization management and organizational behaviour theories. Additionally, the literature review reflects historical, cultural, traditional and psychological factors of gender equality in China and Latvia.

2.1 Theoretical framework of the research

The following theoretical statements have been integrated into the primary data collection stage of the current research work (online questionnaire and follow up in-person conversations with men and women in China and Latvia): "Values tend to be relatively stable and enduring (S. P. Robbins, T. A. Judge, T. T. Campbell; 2010) and that a significant portion of the values people have are established in early years – from parents, grandparents, siblings, teachers, friends and others (S. P. Robbins, T. A. Judge, T. T. Campbell; 2010)."

The main factors influencing the values are: age, occupation and education as well as role of parenting. These factors have been included as questions in the online questionnaire in order to examine the existing situation in both countries.

As per first-hand data collection stage of the current research, influential family, education, occupation and social factors have been examined.

2.2 Key Concepts of Gender Equality

2.2.1 Definitions of gender equality

The following definitions has been offered:

Wikipedia: "*Gender equality, also known as sexual equality or equality of the sexes, is the state of equal ease of access to resources and opportunities regardless of gender, including economic participation and decision-making; and the state of valuing different behaviors, aspirations and needs equally, regardless of gender.*"

Encyclopædia Britannica: "*Gender equality, also called gender egalitarianism, sex equality, or sexual equality, condition of parity regardless of an individual's gender. Gender equality addresses the tendency to ascribe, in various settings across societies, different roles and status to individuals on the basis of gender. In this context, the term gender generally refers to an individual's gender identity (e.g., male, female, or neither) or to a person's gender role, which is the manifestation of one's gender identity. Gender is not necessarily associated with the anatomical sex of an individual. Accordingly, the term gender equality is sometimes also used to mean "universal equality irrespective of gender, sex, or sexuality.*"

The manifestation of gender equality is multidimensional. It may be apparent, for example, in employment experience, in educational opportunity, or in health. Interpretations for the existence of unequally treated individuals span a broad spectrum of issues. They include essentialist arguments (including those from biological reductionism and evolutionary psychology), whereby an individual's experience in society is a reflection of discrimination based on innate biological or physiological and psychological sex differences. Cultural accounts of gender inequality generally claim that individuals are herded into different or unequally valued roles because of constructed social norms.

Based on these definitions, gender equality for this specific work can be defined as availability of equal opportunities for individuals in working, social, home, family, legal environment disregarding their gender. Specific part of gender equality author would like to address is women leadership and it s perception in China and Latvia.

2.2.2 Definition Women Leadership

The classical leadership theory states that leadership is not only about leaders themselves but also about the followers and the situation.

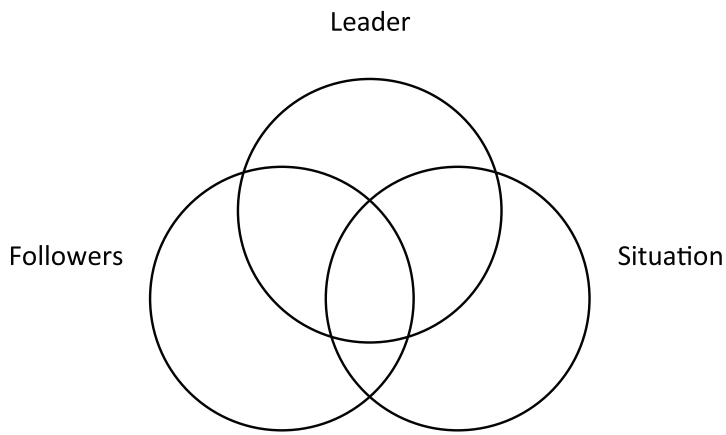

Figure 1. An international framework for analyzing leadership

Source: Adapted from E. P. Hollander, Leadership Dynamics (New York: Free Press, 1978)

Leaders tend to succeed in certain situations having influence over their followers that possess some mental characteristics that are beneficial to these leaders and the situation.

2.2.2.1 Women leadership in the World

Here author would like to mention some most influential women of 2019, contributing a great deal to setting real gender equality and currently taking leading roles in Economics or Politics, mentioned in various sources of top leaders. Author is pleased to announce, that some of them are Chinese, setting a great example of further development or positive perception of gender equality in PRC:

Table 1. Successful Women Role Models around the world

Source: Compiled based on Forbes annual study list for the year 2019[1]

Name	Country	Role and Achievements
Angela Dorothea Merkel	Germany	Chancellor of Germany since 2005; Key person in solving the Eurozone debt crisis and works in this key leadership position for 15 years already, often perceived as de-facto leader of European Union
Christine Lagarde	France	French lawyer and politician, in 2007–2011 became the first woman Finance Minister of France, 2011–2019 was Chair and Managing Director of the International Monetary Fund (IMF) and since 2019 is Head of European Central Bank
Nancy Pelosi	USA	52nd Speaker of the US House of Representatives, that makes her second in line for presidency
Ursula Von Der Leyen	Germany	President of European Commission, the executive branch of the European Union, since 2019, previously was Minister of Defence of Germany
Mary Barra	USA	CEO of General Motors since 2014, has invested a great deal into innovation and technologies, electric and self-driven vehicles. She has highest compensation package among any leader of Detroit Big Three automakers, earning 21,9 billion US$ in 2018
Kristalina Georgieva	Bulgaria	Bulgarian economist, CEO of World bank 2017–2019 and current Managing Director of International Monetary Fund since October 2019
Jessica Tan	China	Co-CEO of Ping an group since 2018
Ho Ching	Singapore	Head of wealth fund Temasek for 17 years
Tsai Ing-wen	China	Current president of Taiwan since 2016
Mingzhu Dong	China	President of China's top air conditioner manufacturer and leader of this industry the world, Gree Electric, she also strives for innovation and environment protection
Maggie Wei Wu	China	CFO of Alibaba Group since 2013, led the company internal compliances to IPO
Feng Ying Wang	China	CEO of Great Wall Motor, China's leading manufacturer of SUV and pickup trucks. Exactly like her American colleague Mary Barra, invests into innovative electrical vehicles, which follows a shift in Chinese government policy, implementing production quotas for zero-emission and low-emission vehicles
Jane Jie Sun	China	CEO of Ctrip since 2016, largest online travel agency in China

[1] Edited by Moira Forbes and Maggie McGrath, Reported by Nicolette Jones, Brianne Garrett and Erika Burho "The World's 100 Most Powerful Women", Forbes.

2.2.2.2 The number of women leaders in senior management increases worldwide

The Grant Thornton Report "Woman in Business: Building a Blueprint for Action 2019" reveals that around 29% of senior management positions worldwide are held by women, which is significantly higher indicator comparing to the previous years (19% in 2004; 21% in 2013). Eastern Europe (region, where Latvia belongs) has the highest percentage of women in top roles, 32% of senior management in the region made up of females, compared with ASEAN (region, where China belongs), where percentage is just 1% below the world average, 28% and the worst performing Latin America, at just 25%.

The most common top management positions occupied by women are Head of Human resources – 43% (21% in 2013) and Chief Financial Officer (CFO) – 34% (13% in 2013). In Chief Executive Officer (CEOs) position 15% (9% in 2013) are women.

There are several explanations to this phenomenon of significant increase of proportion of women in top management.

First, as Peter Bodin, the Global CEO for Grant Thornton states: "I know from my own personal experience that gender diversity leads to higher performance, a more inclusive culture, more balanced decisions. I believe a business that is not gender balanced is not going to be sustainable. The responsibility to build that inclusive culture is in the hands of us as leaders."

Second, as showed in studies of World Bank, legal base for women having the same legal background as men is significantly improved all over the world.

And third, overall global perception of gender equality significantly shifted towards the understanding of value of women input into sustainable development of the businesses as well as of the nations.

2.2.2.4 Conventional perception about men leadership vs. women leadership

Gender difference stereotypes related to management appear to come from a view of *males being more objective, aggressive, independent, task oriented,* and better able to handle managerial responsibilities than women. On the other hand, *women are considered to be more passive, sensitive, gentle, and less suitable for positions of high responsibility in organizations than males*. (Terborg and Ilgen, 1975; Bartol, 1978). It seems more likely that women managers experience more difficulties than male managers in balancing the various demands on their total life space because working women frequently are expected to fulfill both the housekeeper and career roles (Berger et al., 1977; Epstein, 1970; Holahan and Gilbert, 1979; O'Leary, 1974).

In the Figure 2 from Grant Thornton studies, it is very interesting to see that senior leaders male and female are facing slightly different barriers in their everyday life. Women are more inclined to learn and invest in their education, finding the money for that and pushing employers. It is also easier for women to find the time alongside core job responsibilities, because they have significantly more caring responsibilities outside the work. Still men leaders find in easier to have networking and finding job opportunities because of networking easy access.

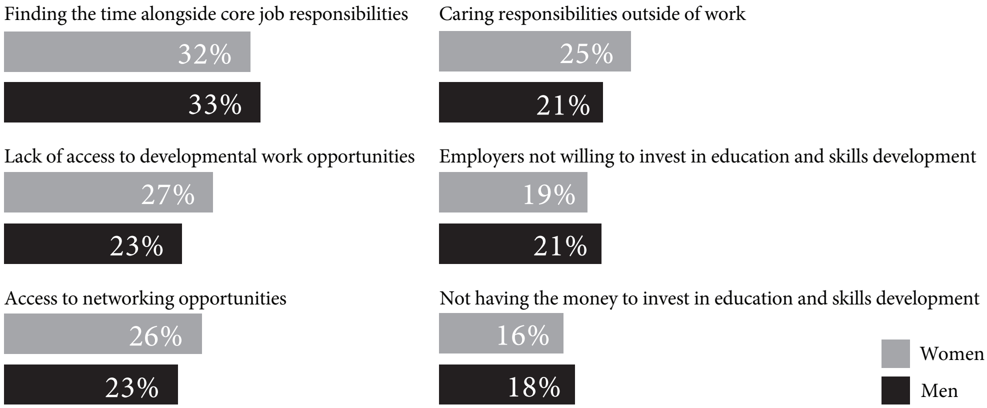

Figure 2. Barriers that senior leaders are facing by gender
Source: The Grant Thornton Report "Woman in Business: Building a Blueprint for Action 2019"

Recent evidence also indicates that there is a strong relationship between job and life satisfaction for women as well as men (Kavanagh and Halpern, 1977). Earlier findings (Brayfield and Wells, 1957) had suggested that for women job satisfaction was not an important contributor to life satisfaction, which at that time was true for men. This statement is examined in the primary data collection and analysis part of the current research, in order to evaluate whether it is a common situation in modern China and Latvia. Additionally, the statement that "*the rising numbers of dual career families, in which both heads of a household pursue full-time careers, is likely to shift the distribution of home responsibilities more towards sharing*" (Hall and Hall, 1978; Rapoport and Rapoport, 1971), is researched and included into the questionnaire and personal interviews during the primary data collection and analysis part of this paper.

In conclusion of the current subchapter, the author would like to cite main conclusions from several articles addressing the questions whether men make better leaders than women:

"*Men make better leaders than women – this statement is false. There is little evidence to support the myth that men make better leaders than women. Evidence suggests the opposite. From the dawn of the "great man" theory through the late 1980s, the common belief regarding gender and leadership effectiveness was that men made better leaders than women. This stereotype was predicated on the belief that men were inherently better skilled for leadership due to having a stronger task focus, lower emotionality and a greater propensity to be directive. The most recent assessment of the evidence concludes that women actually have a leadership advantage. Although the differences are fairly small, meaning that there is a great deal of overlap between men and women in their leadership styles, women do have, a slight edge over men. A recent review of 45 companies found that Women leaders were more transformational than male leaders. The authors concluded, 'These data attest the ability of women to perform very well in leadership roles in contemporary organizations". It is true that men continue to dominate leadership positions. But being chosen as leader is not the same as performing* *well once selected. Research suggests that more individuals prefer male leaders. Given the evidence we've [authors] reviewed here, those preferences deserve serious examination.*"[1]

2.2.3 Gender Equality Rating in the World Bank Study

Each year World Bank issues explicit study on Gender equality situation all over the world. Last year study is called "Women, Business and the Law 2019: A Decade of Reform". It attests the countries on the following key indicators, represented in the Figure 3 below. These indicators were calculated, answering the questions listed in Appendix 2.

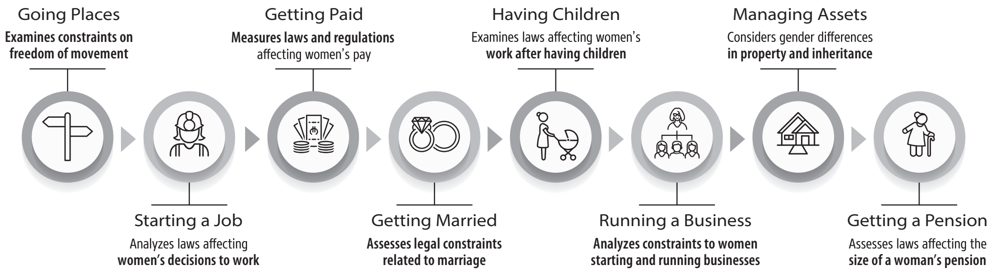

Figure 3. Indicators measure how laws affects women in their working life

Source: Women, Business and the Law

In the Table 2 below are the scores for China (Hong Kong and Taiwan showed separately) and Latvia. Author also included numbers for Russia and the United States, to have a better and more explicit comparison.

Table 2. Scores for each analyzed area for China, Latvia, Russia and the United States

	Going places	Getting married	Running a business	Managing assets	Starting a job	Getting paid	Having children	Getting a pension	Wbl 2019 score
China	100	100	25	80	80	75	100	50	76.25
Latvia	100	100	100	100	100	100	100	100	100
Hong Kong SAR, China	100	100	75	100	40	100	100	75	86.25
Taiwan, China	100	100	100	100	80	75	100	75	91.25
Russian Federation	100	50	25	80	80	75	100	75	73.13
United States	100	100	75	100	20	100	100	75	83.75

[1] Sources: A. H. Eagly, "Female leadership advantage and disadvantage: resolving the contradictions", *Psychology of Women Quarterly*, March 2007, pp. 1–12; and A. H. Eagly, M. C. Johannesen-Schmidt and M. L. van Engen, "Transformational, transactional, and laissez-faire leadership styles: a meta-analysis comparing women and men", *Psychological Bulletin*, July 2003, pp. 569–591.

As it is clear from the table above, biggest challenges for Chinese women in comparison to men is getting equal pay and decent pension. In China, early retirement for women reduces their welfare compared to men, as women aged 60 and older receive about half of the amount of men's social pensions (Lee, Zhao and Zou 2017; Zhao and Zhao 2018). On positive side, China is one of 35 economies who banned sexual harassment at work.

On having children side, positive development is that China introduced paid paternity leave, depending on the province and mother's condition, from 10 to 15 days. In Shanghai it is 10 days, in Guangzhou 15. But still parental leave legislation is missing, which would allow having take care of the child for any of the parents on the same legal grounds. Now in China only maternity leave exists, forcing woman to go on maternity leave and not allowing her husband to do that instead of her.

2.3 Background and Theoretical Base of Gender Equality

2.3.1 Psychological Theories on Gender Equality

In this subchapter several psychological theories from Western authors are very briefly introduced. It is very interesting, that classical psychology is not dealing with males or females. All psychological types are universal for both men and women. These theories help to understand the very basis of gender equality perception.

Theory of archetypes, by Carl Gustav Jung. He identified the following universal Archetypes, which exist in all cultures of the World: The Great Mother, the Wise Old Man, the Shadow, the Tower, Water, and the Tree of Life. Jung considered the collective unconscious to surround all of us and in a way define the unconscious mind, distinguishing it from the personal unconscious, which was studied in Freudian school of psychoanalysis. Jung argued that the collective unconscious has inevitable influence on the lives of individuals, who faced its symbols and wrapped them in meaning through their experiences.

Out of these Archetypes, author would like to discuss the very first and strongest one, The Great Mother. Her authority is unquestionable, in human subconscious she comes in front of Wise Old Man, as her influence is much stronger. When author was studying Archetypes, this fact was deeply influential, bringing the understanding, that every man and woman would listen to what The Great Mother says. If she is supportive to her daughters, they can assume leadership and achieve tremendous results. If she is telling the daughters to step back and stay home, they will do so. Same goes for the sons.

Theory of victimization, by Daniele Giglioli, stating in short, that being the victim has its advantages and being the victim is much easier, than being a leader. Victimization theory is very useful in understanding why so many women prefer passive roles instead of taking responsibility. It is always easier to blame somebody for failure, men, society, government, employer, than really do something in order to improve situation.

Theory of psychological types by Carl Gustav Jung, explain, how different types of personalities are interacting in the outside world. First definition, on extraversion-introversion. Extraverts are action-oriented, while introverts are thought-oriented. Extraverts seek breadth of knowledge and influence, while introverts seek depth of knowledge and influence. Extraverts often prefer more frequent interaction, while introverts prefer more substantial interaction. Extraverts recharge and get their energy from spending time with people, while introverts recharge and get their energy from spending time alone. Jung identified two pairs of psychological functions: The two perceiving functions, sensation and intuition; The two judging functions, thinking and feeling.

2.3.2 Historical Background of Gender Equality

2.3.2.1 Historical Background of Gender Equality in China

China has more than 3.200 years of written history, way too long to describe here in full. Author will make a very brief introduction into most successful in gender equality respect periods, giving examples of very few historic figures, that had an impact on further course of country's development. All the information has been researched and compiled from the book "Notable Women of China: Shang Dynasty to the Early Twentieth Century".[1]

In author's opinion, gender equality was reaching its maximum in Shang and Tang dynasties. By very interesing coincidence, these two periods of time are considered to be golden age for economics and trade. According to Bernard Lietard, former creator or Euro, who was making research on the most prosperous times in Egyptian and European histories, also pointed out that the more power and freedom women had, the more rich and wealthy economy was.

On the religious side, times of relative gender equality dominating philosophies were, for understandable reasons, either folk religion or shamanism, or Taoism and Buddhism, as we will see in later description. Confucianism, for obvious reasons of strict hierarchy, did not favour gender equality.

Shang 商 dynasty is said to be rich, prosperous and very entrepreneural, even character商 nowadays is used for trade, commerce and business. According to Xia Shang Zhou Chronology Project 夏商周断代工程 calculations made in 1996, the period of Shang rule is from 1600 to 1046 B.C. It was slave society with main focus on highly developed agriculture, animal husbandry and hunting. Peasants planted millet, rice, wheat and flax. Domestic animals included pigs, sheep, cattle, horses and dogs. Textile and alcohol production were highly advanced. Used covry shells as currency. Tools made of stone, jade, bones and bronze. Bronze making, pottery and architecture highly developed. Laws of Shang gave women almost the same rights as for men, and women actively participated in social, economic and political life. Excess of wealth led to the fall of the last king of Shang, Zhou Wan, who was exceptionally clever and strong, and almost conquered the territories on whole China at that period, but at the same time he was very arrogant and cruel,

[1] "Notable Women of China: Shang Dynasty to the Early Twentieth Century", Editor in Chief Barbara Bennett Peterson, Associated Editors He Hong Fei, Wang Jiyu, Han Tie, Zhang Guangyu.

therefore found a nice companion, beauty Da Ji, and together they led dynasty to collapse and rule of Zhou Dynasty started.

Fu Hao or Lady Hao妇好 (?–1192 BC). First known female general in history of China. Never lost a battle, therefore after she died, was divinated as Goddess by military generals. She was also a priest, performing mass ceremonies alone, although her husband was supreme priest. Died from illness at the age of 33. Buried near the Palace, and the worshipping temple was over her tomb, therefore her grave was never robbed, until discovered in 1976 by woman archeologist Zheng Zhenxiang. Fu Hao had 4 husbands, 3 of them in afterlife. Her husband Wu Ding really cared about her well being in the other world, therefore he initially married her to First ancestor, King Da Yi, and later to 2 other ancestors.

Zhou Dynasty lasted for almost 700 years (1046–256 BC), and that period is divided into Western Zhou (1046–771 BC) and Eastern Zhou (770–221 BC), which in its turn has been divided into Spring and Autumn Period (770–476 BC) and Warring States period (475–221 BC), ended with Qin Shihuang unifying of China. This period is not particularly well known for gender equality, but produced number of outstanding women. For the purpose of this paper author will not go into the story of Xi Shi, who ruined Wu kingdom around 500 BC. But would like to mention:

Mother Meng (ca 400–350 BC), mother of Mengzi, known in the West as Mencius. She is famous in Chinese history for educating his son and teaching him a virtues, which enabled Mencius to be almost equal to Confucius. To commemorate her deeds, one room in Mencius temple was built for her alone. Her husband died very young, and since then she never remarried, being able to care for herself alone and standing firmly on her grounds. She moved the house several times for her son to have proper environment and made several lessons for him very well remembered in history and traditions.

Mi Bazi (ca 324–265 BC) or Qin Xuan, first known stateswoman of China, Queen Dowager, born in the state of Chu, but living for most of her life in Qin. She ruled Qin state for his son, and put the grounds for her great-great-grandson Qin Shihuang unifying of China. She led wise politics or affiliating the states, adding territories and even killing for states interests her second husband. Mi Bazi had talent for choosing people and besides her own relatives had very talented, but infamous for his cruelty against state of Zhao, general Bai Qi.

After Qin Shihuang conquered all remaining states, his dynasty was very shortlived. And after the period of turmoil, Liu Bang, the first emperor of Han Dynasty (206 BC–220 AD) came to power and here author would like to say a few words about his wife and daughter-in-law:

Lu Zhi (241–180 BC), or Empress Lu, married Liu Bang when he was merely local magistrate, but her father saw emperor aura around him. After Liu Bang death, she managed to keep the court in order, preventing coups, wars and separation. Empress Lu ruled wisely as excellent politician, she improved conditions of common people, lowered taxes, increased state revenues and promoted peace. Her power in court was surpassed only by Wu Zetian, who came more than 860 years later. She was infamous for her cruelty acts towards her husband's concubines. The country she managed to keep, lasted for 400 years, except for turmoil of Wang Mang (9–23 AD).

Empress Dowager Dou (ca 200–129 BC), wife of Emperor Xiaowen of Han, was initially sent by Empress Lu to spy on prince Dai. But gradually they developed mutual affection and Dou Yi became very astute in politics. She was in power during the rule of her husband, son and grandson, most famous emperor of Han, Wu Di. Empress Dou is famous in Chinese History by ruling the court by Taoist philosophy 无为而治 or "governing by doing nothing against nature". By this Taoist meant doing what comes naturally, not inaction. If one goes with the flow, one will have no failures. Ideal political state was unsophisticated and simple, without excessive rituals and etiquette. Taoist ideas were accepted widely in Han dynasty, to replace cruelty of Legalism, inherited from Qin.

Ban Zhao (49–120 AD), China's first female historian, famous for completing Han Shu (History of the Han Dynasty). It became the model of further dynastic history writings in methodology and style.

After the fall of Han Dynasty, in turmoil of Three Kingdoms (220–280), Jin (265–420 AD) and Northern and Southern Dynasties (420–581 AD), author would like to mention:

Cai Wenji (ca 177–244 AD), a poet and musician, is famous for her rewriting by head of poetry of her father, as well as writing her own poetry like Song of Anger and Sorrow.

Madam Han (4th century AD) military adviser, famous for the defence of Xiangyang.

Empress Feng (442–490 AD), wife of Emperor Wen Chengdi and regent for two subsequent emperors. Originated land equalization policy and system of three chiefs. Had legasy of stabilization of the economy, selecting able ministers. As a ruler, she used her powers sometimes crucially, but certainly for the best interests of the common people, who formed the base of success of the country.

Madam Xian (ca 515–610 AD), general and military strategist, serving three dynasty emperors, the Liang, the Chen and the Sui.

Sui Dynasty (581–618) was short-lived, but extraordinary successful, because of the very talented first Emperor, Yang Jian, who had only one wife, Empress Dugu Jialo, no concubines, probably that's why he was able to concentrate on state affairs and achieve so much in such a short time. Their son, unfortunately, ruined father's great country by incapable governancy and terror against his cousin's clan Li, founders of Tang. During the turmoil of the revolt of 618,

Princess Pingyang (ca 600–623 AD), a general, daughter of the first Tang emperor Li Yuan, organized the army to lead uprising in Chang'an, that led to enthroning of her father and the golden age of China.

During Tang Dynasty (618–907 AD) gender equality reached its peak in ancient history of China. None of the subsequent dynasties had that much of success and that much of gender equality. There were many women poets, generals, politicians, artists and craftsmen. Here author cannot avoid mentioning her role model, the only ruling female emperor in the history of China.

Wu Zetian (624–705 AD), wife of two and mother of three emperors. She founded her own dynasty Zhou (690–705 AD), interrupting Tang Dynasty. This is very interesting phenomenon of gender discrimination case by historians, because Wang Mang Xin dynasty, interrupting Han Dynasty, lasted only for 12 years, (9–23 AD), always mentioned in historical tables and dynastical lists, but Wu Zetian's Zhou Dynasty, lasted for 15 years, and never mentioned separately. She was extraordinary talented ruler, recruiting capable ministers for key positions. Wu Zetian was "in the office" leading state affairs for more than 50 years, because her second husband Emperor Gaozong was suffering from illness. She managed to further increase wealth of the country, conquerred new territories and promoted talented people disregarding of their origins. As all the other women rulers, she said to be very cruel, legends say she killed her own daughter in order to get Empress position, her son and grandson for disobeying her. But her first husband, Li Shimin, killed his own brothers and cousins during the coup in order to get to the throne, why he is not considered to be cruel? Author personally thinks those legends about Wu Zetian were falsified by her male political opponents and later Confucian historians.

Lu Meiniang (8^{th} century AD) was very famous craftswoman, who was impressing everyone with her skills in embroidery. Legend says after she died, her room was filled with amazing fragrance, and her coffin was found empty, only shoes left. Since then she became fairy, flying in the clouds or over the sea in Hainan.

After the Ming and Qing Dynasties, when status of women was very low, the first basis for the real gender equality has been laid by May 4th movement and establishment of Republic of China. Later on, People's Republic of China and Chinese Communist Party strengthened gender equality perception in the society since 1949. The jump from the feudal society, allowing man to have concubines, into the contemporary world of equality is unprecedent step forward in extraordinary short terms. Only 70 years passed, and women in China now outnumber men in Universities, getting better education and contributing to the society on the same grounds. Mao Zedong's saying, the women hold half of the sky empowered so many women to step forward and brought fantastic breakthrough in the perception of traditional gender roles. Although there is still way to go, this achievement is amazing.

2.3.2.2 Historical Background of Gender Equality in Latvia

Women in Latvia had rights to vote since 1919 (Constitution of Latvia from August 19, 1919). This was the legal step for women to enter "the men's world". But certainly that was not very new from the historical point of view.

Due to its geographical location, between Russia, Nordic Countries and Europe, Latvian territory since 12^{th} century was constantly annexed by various kingdoms. German, Swedish, Polish and Russian rule changed, but Latvians managed to maintain its ethnicity, traditions and language, although, certainly, had an influence from all ruling countries.[1]

The written history of Latvia goes back to the 12^{th} century when German traders and preachers wanted to convert the local pagan population to Christianity. When they did not succeed, Germans decided to settle in this territory and in 1201 founded the capital city of

[1] http://en.wikipedia.org/wiki/History_of_Latvia

the country – Riga. In the 13th century the state Terra Mariana (Livonia) was established. Germans were present in this territory for three centuries. During the territorial wars starting from the 16th century, the territory of Latvia was ruled by the Lithuanian-Polish Empire (16th–18th centuries), then for a short period of time – by Swedish Empire (17th–18th century), and later by Russian Empire (18th–20th century) that was a dominant power there for two centuries. After WWI and Bolshevik Revolution in Russia in 1917, for the first time in nine centuries of it's territorial existence Latvia gained independence that lasted for 22 years (1918–1940). In 1940 the country was occupied by the Soviet Union and occupation lasted for 51 years (except 3 years from 1941 till 1944 during WWII when the Nazi Germany was temporary occupying the country). The Soviet occupation remained till 1991, when USSR collapsed and Latvia regained it's independence for the second time. This historical background shows that people of Latvia were ruled by other countries for nine centuries (900 years) out of which the nation was independent only for 43 years.

Latvia for most of time in history was mostly agrarian country. Latvian, Western Belarus and Polish countryside was organized completely different from China and Russia. There was a large piece of land, belonging to one family, basically a farm. The family was growing crops, fruits, vegetables, cattle husbandry etc. and managing group of servants (not slaves, servants were free to go anywhere if the masters were bad). Masters, husband and wife, had to be more or less equal in their capability to manage the whole farm. Husband with male servants was taking care of physically harder work, and wife with female servants of physically lighter work and children of the family. But in case husband was away for purchases or some business, wife was taking care of the male part of work, and male servants obeyed her orders. And it worked vice versa as well, author's great grandmother was very good at trade, so she often went to fairs to sell their products, and author's great grandfather had to take care of children and women's part of farm work. Therefore, women in Latvia, Poland and Belarus countryside were relatively free, with good business acumen, leadership and management skills and not very dependent on their husbands. Girls were sent to school or educated at home exactly like boys, otherwise they would not be able to manage trade and farm business. Both fathers and mothers encouraged education of their children, going to school was very important. Author guess one of major reasons was lack of population, therefore everyone was equally important for countryside development and sustainability of family business.

During the Soviet Union period, this natural gender equality pattern was actively continued with industrialization, when majority of population moved to the cities by the end of 1950s. Both author's grandmothers had University degree and that was very common and considered to be a norm. They were working full-time and their mothers and husbands, who had free working schedule, were taking care of children.

The trend of two-earner family nowadays is so common in modern Latvia, that being just a housewife is extraordinary rare and considered not acceptable by the society. It is OK to be freelancer, writer, painter, designer, educator, but being just a mother and a wife is kind of disgrace, woman should have a profession.

In the last 29 years of Latvia's independence, the country had a woman President for 2 terms, 8 consecutive years (Vaira Vīķe-Freiberga). None of the male Presidents after her was selected for the second term. Currently, the Parliament (Saeima) of Latvia has 31% of women and the Speaker of Parliament of Latvia for 3rd time also is a woman (Ināra Mūrniece), current ministers of Education and Science (Ilga Šuplinska), Welfare (Ramona Petraviča) and Health (Ilze Viņķele) of Latvia are women. The most trusted politician of the last 29 years of independent Latvia is a woman (recent State Controller of Latvia – Inguna Sudraba), etc. Additionally, on the list of the richest 100 women in Latvia[1] (the total population of the country is around 2 million people) 80% are self-made business women, and only 20% wives of rich men. In social and non-governmental organizations in Latvia 99% of leaders are women.

2.3.3 Cultural and Traditional Background of Gender Equality

The current subchapter reviews cultural and traditional grounds for gender equality, that currently exists in the society for both Latvia and China. It is very interesting that for both our societies Goddess Creator of humankind is a woman.

2.3.3.1 Cultural and Traditional Background of Gender Equality in China

Despite the fact, that Chinese culture is heavily influenced by patriarchal Confucianism, surprisingly, it has many traditions, which clearly are coming from prehistoric times of matriarchal society and managed to survive patriarchal Confucian ideology. Here the author will mention only some of them, as the purpose of this work is to concentrate more on contemporary society.

First, the Creator of Humankind, according to traditional accounts, is female, Goddess Nüwa. Once Nüwa was walking in the forests, bored with her loneliness, as there was no one in the world to talk to. Wondering alone, she came to the banks of the river and started making figurines of various animals out of the clay. To her surprise, they immediately turned out to be alive. Goddess leaned towards the water and saw her own reflection. Amazed with a wonderful idea to make companions, looking just like herself, she started composing human figurines with a great skill. Her work went on for a long time, but then her fingers were numb and tired. Then she picked up the rope, dipped it into the mud and started swinging the rope, so that producing of humankind would not stop. According to the legend, those she made herself later became nobility, but the other ones became peasants. This legend reminds the Christian legend of creating the humans, as they were made from clay according to the appearance of the God, but in Christian case God was male!

Second, traditionally Chinese women did not accept their husband's family name. They belonged to their father's house. This created even some dynastic casualities during Chinese history. For example, Wu Zetian, although married to two Li family men, had to found her own dynasty Zhou in 690, because her family name was Wu, not Li. This interesting tradition also has many examples in Chinese nobility inheritance traditions.

[1] http://viplounge.lv/heroes/first-100/487 (source in Russian)

Third, marriage in China, has very interesting peculiarity of "buying the husband". In this case, children belong to mother's family and have her surname. We never had this tradition in the West, all children always had father's surname and belonged to father's family, even in case when mother came from significantly richer or much more noble family.

Fourth, in Taoist tradition, which reflects the very essence of Chinese inner alchemy and philosophy, in fact, more than Confucianism, because Taoism incorporated many tradition and knowledge from prehistoric times, both male and female could become Gods after the death according to their deeds. Therefore, in Taoist pantheon there are a lot of very respected Goddesses.

For the purpose of current work author will not go into details of minority nationalities in China, who has even more matriarchal traditions, but these traditions still have an impact on gender perception in contemporary society.

2.3.3.2 Cultural and Traditional Background of Gender Equality in Latvia

Latvian traditional culture in general has stronger background of gender equality tradition, than Chinese. These traditions outlived Christianity, and pagan Gods and Goddesses are still very respectful in Latvia.

First, unlikely with Chinese and absolute majority of other societies, it is quite remarkable, that in Baltic (Latvian and Lithuanian) mythology, as well as in German and Scandinavian, the Sun (Saule) is female. Her husband (according to German and Scandinavian tradition – brother) the Moon (Mēness) is male. Sun is considered superior, and all traditional festivals are devoted to her and solar cycle. Latvians also have Goddess creator, Māra, her function is to give human souls the body, and then take the body at the time of death.

Second, both bride and groom had right to choose their life partner. Besides the fact, that the agriculture work was performed by men and women together, there were a lot of traditional festivals, where prospective bride and groom could freely interact, dance together and talk as much as they want, to form appropriate opinion and liking. All traditional folk dances in Latvia, as well as in Eastern Europe, should be danced in pairs, man and woman. The tradition goes, that if there is not enough males available for dancing, women can dance together. But if there were not enough women, men were not allowed to dance together. If there was round dance, the big round was formed by the order man – woman – man – woman etc.

Third, from the prehistoric times, Latvian men, as well as men in all Christian countries, were allowed to have only one wife, disregarding rich or poor. Mistresses or concubines were forbidden by law and the church, and if the man had a lover, he kept it in secret, fearing wife would discover it. Therefore, traditionally woman was sort of valuable asset, because it was not so easy to displease her and men could not say "I will have another wife or concubine". So husbands were forced to treat their wives good, or, at least, decent.

Fourth, very popular plot of Latvian (and Russian and Eastern European) fairy tales is that woman tells the man not to do something, he does it, and the rest of fairy tale he is dealing with the consequences or she is trying to get him out of trouble. So men learned to listen to what woman say since early childhood.

3. Research methodology

The current paper researches gender equality perception in China and Latvia also touching family background and role model influential factors.

3.1 Research Design and Methodology

The current study consists of two research stages: the first stage – literature review and theoretical part (in Chapter 2) and the second stage – a first-hand data collection and analysis through questionnaires with both men and women in Latvia and China.

3.2 Data Collection

The second stage, the first-hand data research and analysis, of the current paper consisted of an online questionnaire (see the list of questions in Table in Appendix) and follow-up in-person conversations with some of the respondents. The questionnaire consisted of 18 questions which were based on the findings from the literature review. Questions of the questionnaire covered the following categories: family background as a basis for gender equality perception, gender equality perception questions, influential factors, motivational factors and personal information. Personal e-mails, WeChat with short introduction about the purpose of the study and link to the online form have been sent to about 300 respondents, former colleagues, friends, acquaintances and their friends and acquaintances. The final number of respondents was 181 (response rate – 60%). In order to confirm answers of the respondents, the author contacted some of the respondents in person. Author sent out individual thank you messages to those respondents.

3.3 Data Description

The findings from the literature review put grounds for the development of the questionnaire for the second stage of the research of society perceptions in both China and Latvia. The group of random representatives from various ages, educational background and occupations has been selected for this stage due to possibility to contact them directly and by means of friends, colleagues and acquaintances via various WeChat groups, LinkedIn and Facebook.

The mix of 181 respondents from primary research questionnaire, is represented in Statistics of the Respondents section below.

3.4 Statistics of the respondents

In Table 2 below are shown descriptive statistics about the respondents of the online questionnaire from the first-hand data research who represent China men (total number of respondents from this group – 37).

Table 3. Statistics of Chinese men respondents

Occupation	No	%	Education	No	%	Age group	No	%
Business owner	3	8%	High School	5	14%	18-25	5	14%
Individual Entrepreneur	6	16%	Bachelor's Degree	23	62%	26-32	13	35%
Company Executive Officer	3	8%	Master's Degree	8	22%	33-40	11	30%
Middle level company manager	5	14%	PhD	1	3%	41-55	8	22%
Other: Government worker	1	3%						
Other: Teacher, Educator, Professor	1	3%						
Other: Student	2	5%						
Employee, worker	16	43%						

In Table 3 below are shown descriptive statistics about the respondents of the women from China (total number of respondents from this group – 78).

Table 4. Statistics of Chinese women respondents

Occupation	No	%	Education	No	%	Age group	No	%
Business owner	7	9%	High School	9	12%	18-25	31	40%
Individual Entrepreneur	5	6%	Bachelor's Degree	38	49%	26-32	20	26%
Company Executive Officer	1	1%	Master's Degree	28	36%	33-40	15	19%
Middle level company manager	7	9%	PhD	3	4%	41-55	12	15%
Other: Government worker	2	3%						
Other: Teacher, Educator, Professor	4	5%						
Other: Housewife	2	3%						
Other: Student	25	32%						
Employee, worker	25	32%						

In Table 4 below are shown descriptive statistics of the respondents from Latvia (total number of respondents from this group – 12).

Table 5. Statistics of Latvian men respondents

Occupation	No	%	Education	No	%	Age group	No	%
Business owner	2	17%	High School	3	25%	18-25	3	25%
Individual Entrepreneur	4	33%	Bachelor's Degree	5	42%	26-32	2	17%
Company Executive Officer	1	8%	Master's Degree	4	33%	33-40	2	17%
Middle level company manager	1	8%				41-55	4	33%
Other: Student	1	8%				55<	1	8%
Employee, worker	3	25%						

In Table 5 below is shown descriptive statistics of the respondents – women from Latvia (total number of respondents from this group – 54).

Table 6. Statistics of Latvian women respondents

Occupation	No	%	Education	No	%	Age group	No	%
Business owner	6	11%	High School	7	13%	18-25	5	9%
Individual Entrepreneur	15	28%	Bachelor's Degree	9	17%	26-32	7	13%
Company Executive officer	3	6%	Master's Degree	36	67%	33-40	11	20%
Middle level company manager	11	20%	PhD	2	4%	41-55	22	41%
Other: Government worker	1	2%				55<	9	17%
Other: Teacher, Educator, Professor	4	7%						
Other: Student	2	4%						
Employee, worker	12	22%						

4. Perception of women leadership and gender equality

During the this research stage on-line survey of 181 male and female from both China and Latvia have been covered. All 181 represent different generations, various educational background and different occupations. The paragraphs below present findings from the secondary research and cover some similarities and differences between successful women in the government and business in Latvia.

4.1 Attitude towards women leadership

The first notable conclusion from this study is that answer to the question Do you think woman can be a good leader? ALL men from both China and Latvia said “YES”. Although, if there would be real problem in gender equality perception, author would expect some men to say “No” or “Other”.

At the same time, 2 women from Latvia and 2 women from China said “NO”, and 2 women from Latvia and 1 woman from China choose “Other”. In “Other” there were the following answers from Latvia: “*Everyone can*”, “*Depends on her background*”. And “*There are more male leaders than female leaders. However, whether it is a good leader depends on personal characteristics, not on men and women*” from China.

Although 100% of man think woman can be a good leader, women themselves are not that sure about it. And very interesting that Chinese women (96%) are more confident about women leadership capability, than their Latvian counterparts (91%).

4.2 Women’s gender perception in career

For this section author was analyzing only women answers, not taking into account of men. However, author would like to mention here, that none of Latvian men specified they have faced gender discrimination or it had an impact on their career, but 5 Chinese men said they have faced gender discrimination and 10 consider it had an impact on their career.

4.2.1 Facing gender discrimination in career

Here the answers are analyzed and represented in the following table:

Table 7. Statistics on facing gender discrimination in career

Q11 - During your career, have you faced gender discrimination?	**China**				**Latvia**			
	Total	**Yes**	**No**	**Cannot say definitely**	**Total**	**Yes**	**No**	**Cannot say definitely**
Male	37	5	26	6	12	0	9	3
Female TOTAL	**78**	**24**	**27**	**27**	**54**	**21**	**27**	**6**
%		**31%**	**35%**	**35%**		**39%**	**50%**	**11%**
Female High School	9	1	5	3	7	2	5	0
Female Bachelor's Degree	38	9	14	15	9	5	3	1
Female Master's Degree	28	12	8	8	36	12	19	5
Female PhD	3	2		1	2	2		
	78				**54**			

Q11 - During your career, have you faced gender discrimination?	**China**				**Latvia**			
	Total	**Yes**	**No**	**Cannot say definitely**	**Total**	**Yes**	**No**	**Cannot say definitely**
Female Business owner	7	3	3	1	6		5	1
Female Individual Entrepreneur	5		4	1	15	9	5	2
Female Company Executive Officer		1	1		3	1	2	
Female Middle level company manager	7	2	4	1	11	4	6	1
Female Other: Government worker	2	1	1		1		1	
Female Other: Housewife	2		2		0			
Female Other: Student	25	5	5	15	2		1	1
Female Other: Teacher, Educator, Professor	4	1	1	2	4	2		1
Female Employee, worker	25	12	6	7	12	5	7	
	78				**54**			
Female 8-25	31	7	5	19	5	2	2	1
Female 26-32	20	6	12	2	7	3	4	0
Female 33-40	15	8	5	2	11	4	5	2
Female 41-55	12	3	5	4	22	7	12	3
Female 55<					9	5	4	0
	78				**54**			

This result was expected, based on literature review and World Bank Study, because, as Chinese women were answering the descriptive part, most of working women faced gender discrimination either at school, or during the job interviews. 35% of Chinese women and 50% of Latvian women said they never faced gender discrimination, and higher number for Latvian women is also explained by the better perception of gender equality in Latvian society.

At the same time, 31% of Chinese and 39% of Latvian women said they faced gender discrimination during their career. These numbers are interesting, because at first glance, it seems, that situation with gender discrimination in China is better, as less women report the fact of facing gender discrimination. But, here comes the third answer:

Only 11% of Latvian women cannot say definitely, whereas 35% of Chinese women are really not sure, whether it was or it was not gender discrimination. The reason for it, in author opinion, because in Latvia, as well as in European Union, a great deal of attention has been paid to gender discrimination, therefore Latvian women are better informed, what is and what is not a gender discrimination, and therefore have clear perception of it, which shown in “yes” answers.

4.2.2 Impact of gender discrimination on career

Table 8. Statistics on gender discrimination impact on career

Q14 - Do you think gender discrimination had an impact on your career?	China				Latvia			
	Total	Yes	No	Other	Total	Yes	No	Other
Male	37	10	23	5	12	0	12	0
Female	**78**	**41**	**28**	**9**	**54**	**11**	**39**	**4**
%		**53%**	**36%**	**12%**		**20%**	**72%**	**7%**
Female High School	9	5	2	2	7	2	5	0
Female Bachelor's Degree	38	22	13	3	9		8	1
Female Master's Degree	28	12	12	4	36	8	25	3
Female PhD	3	2	1	0	2	1	1	0
	78				**54**			
Female Business owner	7	1	5	1	6	1	5	0
Female Individual Entrepreneur	5	1	4	0	15	6	8	1
Female Company Executive Officer	1	1		0	3		3	0
Female Middle level company manager	7	4	3	0	11	2	9	0
Female Other: Government worker	2	1	1	0	1		1	0
Female Other: Housewife	2	1	1	0	0			0
Female Other: Student	25	13	5	7	2		2	0
Female Other: Teacher, Educator, Professor	4		3	1	4	1	1	2
Female Employee, worker	25	13	5	7	12		10	2
	78				**54**			
Female 8-25	31	15	6	10	5		4	1
Female 26-32	20	8	7	5	7		6	1
Female 33-40	15	7	8	0	11	3	8	0
Female 41-55	12	5	6	1	22	4	17	1
Female 55<					9	3	4	2
	78				**54**			

"Other" answers for Chinese women included: "*Maybe, still not known*" (3), "*Not in the short term, somehow in the long term*", "*Maybe, but I haven't met it. Of course, I'm against sexism in any area myself!*", "*In beauty industry most of employees are girls. I think it is impediment to take my brother into this business.*" Author thinks it is very remarkable answer, as it shows also attitude towards men in some industries, like beauty industry. Hairdressers males seems to be OK, but cosmetologists, visagists are still perceived to be out of socially acceptable norm in China.

"Other" answers for Latvian women included: "*Sometimes*", "*Not in Latvia but in Central Asia probably yes*".

The results of this table are also not surprising, because Latvian gender equality score is better than Chinese. Only 36% of Chinese women, as opposed to 72% of Latvian women (twice higher number!) can say that gender discrimination had no impact on their career.

And only 20% of Latvian women, as opposed to 53% of Chinese women (more than twice higher number!) said that gender discrimination had no impact on their careers. Author thinks this result is very sad for China, so many potentially great employees and talents could have been lost, if the situation is not improved in nearest future.

4.2.3 Women gender perception influence on achievements

Table 9. Statistics on perception of achievements, if women were men

Q15 - Do you think you could achieve more if you were a man?	China				Latvia			
	Total	Yes	No	Other	Total	Yes	No	Other
Female	**78**	**33**	**27**	**18**	**54**	**21**	**24**	**9**
%	**42%**	**35%**	**23%**		**39%**	**44%**	**17%**	
Female High School	9	1	2	6	7	4	3	
Female Bachelor's Degree	38	17	13	8	9	2	5	2
Female Master's Degree	28	13	12	3	36	14	16	6
Female PhD	3	2		1	2	1		1
	78				**54**			
Female Business owner	7	2	5		6	3	3	
Female Individual Entrepreneur	5	2	1	2	15	9	6	
Female Company Executive Officer	1		1		3		2	1
Female Middle level company manager	7	4	3		11	2	5	4

Q15 - Do you think you could achieve more if you were a man?	China				Latvia			
	Total	**Yes**	**No**	**Other**	**Total**	**Yes**	**No**	**Other**
Female Other: Government worker	2		1	1	1	1		
Female Other: Housewife	2			2	0			
Female Other: Student	25	10	10	5	2		2	
Female Other: Teacher, Educator, Professor	4	3		1	4	1	1	2
Female Employee, worker	25	15	6	4	12	5	5	2
	78				**54**			
Female 8-25	31	13	11	7	5	1	4	
Female 26-32	20	9	6	5	7	5	1	1
Female 33-40	15	6	7	2	11	3	5	3
Female 41-55	12	5	3	4	22	9	11	2
Female 55<					9	4	3	2
	78				**54**			

The results represented in this table are amazing, because shows sudden improvement of statistics for Chinese women and dramatic drop in confidence for Latvian women. Although still Latvian women show a better result than Chinese. Author will offer explanation in conclusion part.

"Other" answers for Chinese women included: *"I don't know"(5), "I'm not sure, but at present, men may go a long way, because girls have children that really affect their careers.", "Maybe"(5), "Gender is not everything", "Maybe. Because man can spend more time in business than woman", "haven't thought about it", "It depends. I think the encouragement from family is also very important. It's not important to be a man, important to be valuable person.", "Males have their problems to solve"*

"Other" answers for Latvian women included: *"I don't know"(3), "My answer is fifty fifty", "Maybe"(2), "Maybe, children need more time spend with Mother.."*

4.3 Particular cases of gender discrimination – descriptive part

In this part answers to the following 2 questions are revealed: "*Can you describe most severe discrimination cases?*" and "*How did you deal with gender discrimination and how did you overcome the consequences of these events?*"

Author included opinions of men, as some of the answers are very interesting, showing the attitude of male part of the humankind towards perseption of gender discrimination.

Table 10. Latvian men on gender discrimination

Age	Occupation	Education	Can you describe most severe discrimination cases? How did you deal with gender discrimination and how did you overcome the consequences of these events?
41–55	Company Executive Officer	Master's Degree	"*I never faced with gender discrimination neither male nor female*"
33–40	Employee, worker	High School	"*I've not been discriminated against in sense of gender, if woman has gotten some advantage, I've not regarded it as discrimination against me. I'm patient person.*"
26–32	Employee, worker	Master's Degree	"*I just found it weird and wrong that in financial markets most management positions were composed by men.*"
41–55	Individual Entrepreneur	Master's Degree	"*I can't think of any case of gender discrimination. I've always worked in places where equality was the norm.*"

Out of these four males, two are especially interesting, because they talk about discrimination of men in comparison to women. In Latvia such cases are quite common. For example, the author herself was in fact conducting gender discrimination against men, because gave strict order to HR department to select only female candidates for accounting positions. But interesting point is that man is not considering the case of giving woman priority as discrimination! Although in this case woman would say that she was discriminated.

Table 11. Chinese men on gender discrimination

Age	Occupation	Education	Can you describe most severe discrimination cases? How did you deal with gender discrimination and how did you overcome the consequences of these events?
18–25	Employee, worker	Bachelor's Degree	"*Women can't have the equal opportunity to get a job like men do*"
33–40	Employee, worker	Bachelor's Degree	"*Women only, no men*"
26–32	Employee, worker	Master's Degree	"*Women can't do a job because they have to be on duty during the night time*"
26–32	Individual Entrepreneur	Bachelor's Degree	"*Some companies recruit only men*. Not dealt with"
41–55	Employee, worker	Bachelor's Degree	"*Not respected woman. Gender respect is important in the society*"
41–55	Employee, worker	High School	"*Modern people are more or less depressed. Don't think about it*"

Age	Occupation	Education	Can you describe most severe discrimination cases? How did you deal with gender discrimination and how did you overcome the consequences of these events?
33–40	Other: Government worker	PhD	*"If there is a problem, it's business. It's my responsibility. I take it. I admit it. It's not my responsibility. I don't have to shirk it. I'll show the evidence directly. I believe in rules, in reason. If you don't touch right and wrong, you don't have to be afraid of cause and effect."*
41–55	Company Executive Officer	Bachelor's Degree	*"Business failure, almost suicide. Think more about your parents and practice Buddhism"*
26–32	Individual Entrepreneur	Bachelor's Degree	*"Some companies promote only boys after recruitment.* Ignore"
33–40	Employee, worker	Bachelor's Degree	*"Judge people by their appearance. Go your own way, let others talk"*

Chinese men clearly have heard about gender discrimination cases and some opinions show that women and men still are not on the same grounds. But some answers rather opinions that the person took from somewhere, mass media or friends, not their personal experience. And some opinions clearly show biased attitude towards woman as a performer of the job. Author likes opinion on dealing with gender discrimination as business only. Also, there are some points where men in China are discriminated, judging on appearance and "women only" thing (although the last one probably a joke).

Table 12. Latvian women on gender discrimination

Age	Occupation	Education	Q12 - Can you describe most severe discrimination cases?	Q13 – How did you deal with gender discrimination and how did you overcome the consequences of these events?
18–25	Employee, worker	Bachelor's Degree	*Mansplaining, not taking into account my suggestions.*	*Either ignorance, talking with the specific person or turning to higher management.*
18–25	Other: Teacher, Educator, Professor	Master's Degree	*"You have to be a pretty girl to work here. English teaching job. So actually it was discriminating men"*	*"I was fine, didn't care too much. But I do know that the problem is a big deal. It comes from parental education (as far as I can see that)"*
26–32	Employee, worker	Bachelor's Degree	*"Not so.*	*I do not pay attention to this. We are all people by the way."*

Age	Occupation	Education	Q12 - Can you describe most severe discrimination cases?	Q13 – How did you deal with gender discrimination and how did you overcome the consequences of these events?
26–32	Employee, worker	Bachelor's Degree	*"In school and at work, nothing concrete but definitely there were some things said.*	*I know my worth, so just ignore no sayers."*
26–32	Employee, worker	Master's Degree	*"I study a lot. My knowledge is my power."*	
26–32	Employee, worker	Master's Degree	*If you want people to respect you, you just need to work hard to let you deeds show your talent and ability to take the place you want.*	
26–32	Employee, worker	Master's Degree	*"I am paid less than a man in the same position. A Boss does not take me seriously. It is considered that a woman should not be a director / head of unit.*	*Work hard and get better results than men in the same position. Speak, discuss everything with my colleagues (men), try to be in the same level."*
33–40	Individual Entrepreneur	Master's Degree	*"Male employees have higher salary.*	*The situation was was not too severe, so I did nothing. Its pretty common men have higher salary even if they have same job as the female colleagues."*
33–40	Business owner	Master's Degree	*Sometimes Chinese male people think that woman is not a serious person and ask to see her husband to talk. In Latvia I didn't feel discrimination.*	*Either I tell the men that they are not right, or ignore it.*
33–40	Middle level company manager	High School	*Attitude towards woman*	*Don't care much about it*
33–40	Individual Entrepreneur	Master's Degree	*Lower salary for equal job*	*Start work as selfemployed*
33–40	Middle level company manager	Master's Degree	*I know about cases in Korea and Japan, but only from friends. Could be that I am used to mild discrimination and don't recognize it*	*Can not recall*

Age	Occupation	Education	Q12 - Can you describe most severe discrimination cases?	Q13 – How did you deal with gender discrimination and how did you overcome the consequences of these events?
33–40	Middle level company manager	Master's Degree	*Only jokes of Men at work. Nothing more.*	*I haven't have any problem*
33–40	Employee, worker	Master's Degree	*Asking questions about my private life.*	*Don't do anything*
33–40	Individual Entrepreneur	High School	*I don't meet definitely.*	*Everyone makes decisions and responsibility himself; it doesn't matter whether it is a woman or a man.*
41–55	Individual Entrepreneur	Master's Degree	*A man will always listen and follow the advice of (also, take as a partner) another man, rather than that of a woman, even if the woman is much more competent .*	*There's really nothing in our competitive society, with its values, that will help a woman. A whole new philosophy is needed for that.*
41–55	Middle level company manager	Master's Degree	*Boss opinion that women should be paid the same as man because somebody should care about her.*	*Just do my best at work*
41–55	Middle level company manager	Master's Degree	*Emotional incompatibility*	*I haven't*
41–55	Individual Entrepreneur	Master's Degree	*One of my clients in the car hit me in the chest.*	*I wrote a statement to the Latvian Security Police (since I was still threatened with physical violence and rape).*
41–55	Company Executive Officer	Bachelor's Degree	*"I am dealing with very """man""" industry. During interview had been given an clue that woman will probably less fit to this kind of position.*	*Ignore them, got the job anyway."*
41–55	Individual Entrepreneur	Master's Degree	*Women don't get as much money, as men.*	

Age	Occupation	Education	Q12 - Can you describe most severe discrimination cases?	Q13 – How did you deal with gender discrimination and how did you overcome the consequences of these events?
41–55	Other: Teacher, Educator, Professor	Master's Degree	*"I think I didn't really face discrimination because I was pursuing paths considered suitable for women: HR and teaching. However, when I worked as consultant in Central Asia I heard stories of attitude to women which was discriminative because authorities in those countries prefer male specialists.*	*Since I belong to 3rd gender I had to be careful from childhood and learn to play by the rules of the game. I could not defy the system and had to find my own ways to survive-ways of chameleon"*
41–55	Individual Entrepreneur	Bachelor's Degree	*"Some doctors think I can't understand something because of I am a woman. I try do not work with people like this."*	
41–55	Individual Entrepreneur	High School	*"I was fired, and the man was left*	*I found a more interesting job"*
41–55	Individual Entrepreneur	Master's Degree	*"I would like to meet the person who would try to do that to me:)"*	
41–55	Individual Entrepreneur	Master's Degree	*"Money related. I was told by customer in Russia, that he would pay more to man for the same job.*	*Did nothing. Told OK."*
55<	Individual Entrepreneur	Master's Degree	*In Latvia in tender for boss job often choose man, only that he is man. For Boss job, not financial director.*	*I'd like to show him mirror with stupid face*
55<	Individual Entrepreneur	Master's Degree	*None.*	*I became aware of male domination in our world very early in life and just register cases of sexism or male chauvinism.*
55<	Middle level company manager	PhD	*I was interviewed many times to get my job as finance director and there were several cases when I was told that for such position they prefer to hire a man. Just went for interview to another company*	

Age	Occupation	Education	Q12 - Can you describe most severe discrimination cases?	Q13 – How did you deal with gender discrimination and how did you overcome the consequences of these events?
55<	Other: Teacher, Educator, Professor	PhD	*Men less qualified took the leader position, payed more than more qualified women.*	*It was impossible. Men who has rights is ALWAYS RIGHT. I just developed my professional competence.*
55<	Middle level company manager	Master's Degree	*When your boss is a man much less qualified than you.*	*Sometimes tried to compromise or to be patient. Usually it's unreal to persuade your boss.*

In general, female in Latvia face gender discrimination not that often. Some of them mentioned about being fired instead of a men or not taken to the job because they are women. But author's personal opinion is that most probably they were not suitable for the job, there was nothing to do with their gender. In case of underpayment for the same job author knows from personal experience, that women are asking less than men for some reason. Author always asked for bigger salary than males and always got it, if taken to the job. Also positive sign is that some women are thinking about men discrimination.

Table 13. Chinese women on gender discrimination

Age	Occupation	Education	Q12 – Can you describe most severe discrimination cases?	Q13 – How did you deal with gender discrimination and how did you overcome the consequences of these events?
18–25	Employee, worker	Master's Degree	*"It's not too severe. But men are more welcomed to a company or school. If a man applied to my position, he can easily be admitted. The requirements to him will be much lower than the women.*	*I can do nothing, but make myself more competitive."*
18–25	Other: Student	Master's Degree	*"I can't think of it, but my friend is said it was hard to find a job because of gender.*	*I haven't met."*
18–25	Employee, worker	Bachelor's Degree	*"I didn't meet. But if it happens to me, I don't think I will pay attention. It's important to prove your strength by yourself."*	

Age	Occupation	Education	Q12 – Can you describe most severe discrimination cases?	Q13 – How did you deal with gender discrimination and how did you overcome the consequences of these events?
18–25	Other: Student	High School	*"They will not respect your decision and not give chance to voice up opinion. Prove that you can be a good leader too."*	
18–25	Other: Student	High School	*"The money donated to the girls went to the boys.*	*None of my personal concerns, and there is nothing I can do about the news but rage."*
18–25	Other: Student	Bachelor's Degree	*Because gender can't apply*	*Consultation and talking it over with leaders*
18–25	Other: Student	Master's Degree	*In the overseas engineering recruitment, there is a hidden rule (when I was a undergraduate two years ago) in the school recruitment. Either the real girlfriend of the successful boyfriend or a fake girlfriend, and they are matched with each other*	*I didn't apply for a job*
18–25	Other: Student	Master's Degree	*When applying for a job, many units will ask women about their personal love and marriage, and thus reject female job seekers.*	*Choose another unit; escape*
18–25	Other: Student	Master's Degree	*It is not easy for women to be leaders*	-
18–25	Other: Student	Bachelor's Degree	*After one exam, the students were hysterical and suspected of sexism*	*I just don't think I'm good enough*
18–25	Other: Student	Master's Degree	*There is no apparent discrimination*	*It seems that we can only accept*
18–25	Other: Student	Bachelor's Degree	*No serious cases encountered, for personally, if a woman is confident enough, she would simply ignore these so-called social discriminations.*	*No cases encountered./ Simply don't mind.*
18–25	Other: Student	Bachelor's Degree	*Still In school, but heard about it has occurred in some profession*	*Haven t met yet*

Age	Occupation	Education	Q12 – Can you describe most severe discrimination cases?	Q13 – How did you deal with gender discrimination and how did you overcome the consequences of these events?
26–32	Employee, worker	Master's Degree	*I was asked if I had a boy-friend when applying for job*	*Prove myself, prove my capability*
26–32	Employee, worker	Bachelor's Degree	*Thought women's logic must be inferior to men's, so gave the opportunity to men without any selection*	*well, i did nothing…*
26–32	Employee, worker	Bachelor's Degree	*Assignment to another task*	*Let it be as it is*
26–32	Employee, worker	Master's Degree	*Some jobs are for male Demand women not to have children in their first year of work*	*Passive acceptance*
26–32	Business owner	Bachelor's Degree	*I am very lucky as I haven't met any gender inequality in my career. However, I have witnessed gender bio towards other women who have had a child before. When they look for a new Job they will be asked if they would have another child*	-
33–40	Business owner	Bachelor's Degree	*My boss asked me to be gentle and not aggressive because as a woman leader I should not show my aggression like a guy.*	*I had a talk with my boss and of course I didn't show much of aggression at the work, I started to talk to people more and get mutual understanding more.*
33–40	Other: Teacher, Educator, Professor	Master's Degree	*When I took the doctorate exam. The teacher said he liked boys, not girls.*	*Continue to take the test and change to another teacher.*
33–40	Middle level company manager	Bachelor's Degree	*Labor contract prolongation. The company prefer male*	*Think ahead and always learn.*
33–40	Business owner	Bachelor's Degree	*"The severest case is the very traditional Fan Ju of China. Women like hostesses, that very terrible thing for women. No respectable, no meaningful, no endless...*	*I am 33 yeas old right now. I need to consider the fertility problems, family issues, also my company. If I am a man, some problems would not exist. Life is hard, I have to work hard and earn more money to chase the ideal life what I want."*

Age	Occupation	Education	Q12 – Can you describe most severe discrimination cases?	Q13 – How did you deal with gender discrimination and how did you overcome the consequences of these events?
33–40	Middle level company manager	Bachelor's Degree	*It's mainly maternity leave. I haven't met it*	*Never met.*
33–40	Employee, worker	PhD	*When was looking for a job, boss made it clear to recruit only boys*	*. Went to more tolerant units*
33–40	Employee, worker	PhD	*Male preferred by employer*	*Open to accept and seek alternative*
41–55	Other: Government worker	High School	*There are many such cases*	*Ignore*
41–55	Employee, worker	Bachelor's Degree	*The boss directly told me that he wanted a boy not a girl for the job. Abandoned work in the office, went freelance*	
41–55	Business owner	Bachelor's Degree		*I am against sexism. When I face gender discrimination in my life, I try to find examples to persuade others that men and women are born equal.*
41–55	Business owner	Bachelor's Degree	*Job interview rejected, job choice*	*Multiple attempts, personal charging*
41–55	Business owner	Master's Degree	*It seems that not have happened. Apart from the preference of boys over girls when I was a child, I don't seem to encounter gender discrimination when I grow up.*	
41–55	Employee, worker	Bachelor's Degree	*Sorry I did not experience it*	*If it happens, I will definitely voice out to the higher authority*
41–55	Other: Government worker	Master's Degree	*Unfair treatment in the working environment.*	*Self salvation. Set goals, study hard, exercise every day, and give yourself confidence. Plus the encouragement of friends.*
18–25	Individual Entrepreneur	Master's Degree	*People will think that I should get married earlier. No one at work suffers*	*I'm a firm believer. I'm not easily influenced. I usually argue directly*
26–32	Middle level company manager	Master's Degree	*Loss of promotion opportunities due to reduced work intensity during pregnancy*	*I resigned and switched to an easier job*

Age	Occupation	Education	Q12 – Can you describe most severe discrimination cases?	Q13 – How did you deal with gender discrimination and how did you overcome the consequences of these events?
33–40	Company Executive Officer	Master's Degree	"*Lost a million dollars project*	*Self adjustment on failure Team member adjustment*"
18–25	Other: Student	Master's Degree	"*My two college classmates (one male and one female) were junior high school teachers in the same school. The school attached great importance to the training of male students and regarded them as the future leaders, but in fact the female students were more capable.*	*If this happens to me, I will try to prove to the leadership that I am capable of getting the opportunity to be valued.*"

It is quite clear, that Chinese women face gender discrimination much more often than Latvian women. Many of gender discrimination cases are connected with wrong perception of women capabilities (like in case described for training for boys), but most important – and it it is not the case for Latvia – that women is discriminated for childbearing! In Latvia, we have a legal background to avoid such a cases. First, the woman can go to the court if she is asked question about private life and children. And second, we have a law that any of the parents, man or woman, can take parental leave at the time when child is born up to 3 years. Previously, 10 years ago, it was maternity leave only for women, as it is in China now. But now 38% of men are using parental leave, therefore the employers are not asking this question not only because it is not legal, but also because woman's husband can go on parental leave.

4.4 Perception of gender equality – descriptive part

In this part author discloses the opinion on gender equality in China and Latvia, first giving men opinions, sorted by country and age group, and second – women opinions, also sorted by country and age group.

Table 14. Chinese men perception of gender equality

Age	Occupation	Education	What you can add about gender equality?
18–25	Employee, worker	Bachelor's Degree	*There's no real gender equality, cuz the difference of nature, men are more powerful, and have heavier responsibility for their families and their life, women can live by their beauty, men can't.*

Age	Occupation	Education	What you can add about gender equality?
18–25	Employee, worker	Bachelor's Degree	*Don't be influenced by the outside world, have your own judgment ability, don't be bothered by the material, don't compare*
18–25	Other: Student	Bachelor's Degree	*This is the truth that belongs to natural law*
26–32	Employee, worker	Master's Degree	*Should be equal*
26–32	Employee, worker	Master's Degree	*Equality is not homogenization, equality is not ignoring differences*
26–32	Individual Entrepreneur	Bachelor's Degree	*With the development of society, gender equality will be better and better*
26–32	Individual Entrepreneur	Master's Degree	*Every gender has different advantages, and it is perfect to compliment each other.*
26–32	Business owner	Bachelor's Degree	*Starting with education*
26–32	Employee, worker	Master's Degree	*Mao Zedong said that women can hold half of the sky. It means that men and women are equal and undertake human biological and social responsibilities equally.*
26–32	Middle level company manager	Master's Degree	*Say No to Gender Discrimination!*
33–40	Employee, worker	Bachelor's Degree	*Can create the same value.*
33–40	Employee, worker	Bachelor's Degree	*Most of the work is equal for men and women, and individual work has their own advantages*
33–40	Individual Entrepreneur	Bachelor's Degree	*In Chinese society, I think gender equality is OK*
33–40	Employee, worker	Master's Degree	*Women have a high status in China*
33–40	Other; Government worker	PhD	*Now the society has been very good in terms of gender, so it is not necessary to increase women's power excessively. The key is culture and education, which should be equal between men and women, without difference, rather than women's need for care. Advocate that we should not treat everything asexually in our work and life. Women should not have more power than men.*
33–40	Business owner	High School	*Both men and women need to respect each other*
33–40	Employee, worker	Bachelor's Degree	*Sexual distinction needs to be diluted, people should treat one another on the basis of equality. Both the historical background of matriarchy and patriarchy society and the current impulsive human desire affect the early realization of equality.*

Age	Occupation	Education	What you can add about gender equality?
41–55	Middle level company manager	High School	*Give full play to our strengths and do well in ourselves. The reason for sexism is that the government didn't do a good job.*
41–55	Employee, worker	Bachelor's Degree	*Give the opportunity to everyone whoever men or women*
41–55	Employee, worker	High School	*Genders should be equal*
41–55	Individual Entrepreneur	High School	*All things in the world should be equal*
41–55	Company Executive Officer	Bachelor's Degree	*Because of the differences in physiology and mentality, men and women will have differences in career choice, but it is wrong to exclude women without factual basis.*
41–55	Employee, worker	Bachelor's Degree	*Nowadays, the status of women is very high. China is the country with the most complete liberation of women. In fact, the essence of some so-called gender discrimination is not gender issues, but the actual working environment, which is indeed unequal.*

It is quite clear, that majority Chinese men do not see any real problem of gender equality in China, and some of them think women are not as capable as men. Some of the respondents think that women status is very high in China. This is because, clearly, they have not been to other countries. As current study reveals in Chapter 5, on priority factors in life, absolute majority of Chinese men put travelling and seeing the world as one of their last priorities. Current study does not answer the question, why majority of Chinese men are not interested in seeing other cultures and customs, but, clearly, it has an impact on their perception of gender equality.

Table 15. Latvian men perception of gender equality

Age	Occupation	Education		What you can add about gender equality?
18–25	Business owner	Bachelor's Degree	Latvia	*Important issue, however cannot be taken out of context. Representation of certain gender on statistical terms does not always correlate with discrimination – Jordan Peterson speaks well on the topic*
26–32	Individual Entrepreneur	Master's Degree	Latvia	*In order to achieve gender equality, people should not treat others differently because of their gender*
26–32	Employee, worker	Master's Degree	Latvia	*I support feminism and I think in management we should have more gender equality. When I worked in financial markets I saw that most management positions were filled by men and this is wrong. There's no reason for this to happen.*

Age	Occupation	Education		What you can add about gender equality?
33–40	Employee, worker	High School	Latvia	*Just remembered that once I didn't get a position that I was promised cause the girl who held the position at the time and had intended to resign and had made it clear she will resign, but after she asked to have a new contract and as the manager was a guy and couldn't resist her charm he signed contract with her and had an embarrassing conversation with me where he explained that he can't sign with me as agreed before. Anyway, had to wait for few months till there was another opening.*
41–55	Middle level company manager	Bachelor's Degree	Latvia	*Demand equality of opportunity, not equality of outcome*
41–55	Employee, worker	Bachelor's Degree	Latvia	*Sometimes we took the wrong decisions looking on visible side of described problems. The deep analysis of whole situation can reverse our mind for 180 degrees*
41–55	Company Executive Officer	Master's Degree	Latvia	*I guess that there is no big problem of gender inequality in Latvia. This is also position of my wife.*

Current research suggests that Latvian men know much more about gender equality, than Chinese. There is very typical answer of one of the men, who asked opinion of his wife, before including his answer in survey. Many Latvian men would do that. And another answer show, that in Latvia situation on the job market is rather equal, when women are accepted to more jobs, than men. One of the reasons is paternity leave, when either of the parents can look after the newborn, and employers are not biased by this aspect.

Table 16. Chinese women perception of gender equality

Age	Occupation	Education		What you can add about gender equality?
18–25	Employee, worker	Master's Degree	China	*Fewer children, more gender equality.*
18–25	Employee, worker	Bachelor's Degree	China	*It is suggested to refer to some sociological and demographic papers on gender issues*
18–25	Other: Student	Master's Degree	China	*It's complex issue, and everyone understands it differently. I don't know if I'm a feminist, but I also advocate gender equality.*
18–25	Employee, worker	Bachelor's Degree	China	*I think it's very subjective whether gender equality exist or not or how people see it.*
18–25	Other: Student	High School	China	*Everyone should be treated equally regardless of gender or race*

Age	Occupation	Education		What you can add about gender equality?
18–25	Employee, worker	Bachelor's Degree	China	*There is a difference between gender equality and gender equity, and people tend to confused the two.*
18–25	Other: Student	Master's Degree	China	*Pure equal pay for equal work is not true gender equality, because physiological differences are unavoidable. But it is a long way to put women in the position of respect. The influence of patriarchal society in history is too obvious.*
18–25	Employee, worker	Master's Degree	China	*Can pay more attention to women's physiological period of work*
18–25	Other: Student	Bachelor's Degree	China	*Women will be stronger and stronger*
18–25	Other: Student	Bachelor's Degree	China	*Gender equality needs the efforts of the whole society. Because of various physiological differences, women who give birth are bound to work harder than men. At this moment, men's company is particularly important, and men's maternity leave is an indispensable part.*
18–25	Other: Student	Master's Degree	China	*Gender equality also includes non discrimination against men (imposition of certain responsibilities and social pressures in Yiwu)*
18–25	Other: Student	Master's Degree	China	*"The other half of the sky" once mentioned that "women are not difficult problems, but solutions; the plight of girls is no longer a tragedy, but an opportunity." Will real gender equality come?*
18–25	Individual Entrepreneur	Master's Degree	China	*I have a lot of female employees myself. I think the gender differences need more understanding and help. For example, in the work during pregnancy, it has a more positive impact rather than dismissing or denying that woman can't work. Being a mother, for a female, may bring different talents and insights to a person.*
18–25	Other: Student	Bachelor's Degree	China	*"Every woman should truly accept, love and respect themselves first before starting to care about what others/other men say. Even sometimes we feel like fighting back in words immediately some old-fashioned thoughts and stereotypes, it could not be a wise and sophisticated move, for action speaks louder than words. It is for every woman to break her own limits at an individual level."*
18–25	Other: Student	Master's Degree	China	*I hope to achieve gender equality in work and life as soon as possible.*
18–25	Other: Student	Bachelor's Degree	China	*It s important, but there's some practical reasons and sometimes I can understand. But it doesn't mean it s a forgivable action when it exists.*

Age	Occupation	Education		What you can add about gender equality?
26–32	Employee, worker	Bachelor's Degree	China	*Hope society can give women more tolerance and understanding, help and support*
26–32	Employee, worker	Master's Degree	China	*Women should be independent and improve themselves, and the discrimination brought about by the society now is their own doing.*
26–32	Employee, worker	Bachelor's Degree	China	*"Women are far more superior than men. Most of us women just require more confidence and believe in ourselves to achieve more than men."*
26–32	Employee, worker	Master's Degree	China	*Independence, self-improvement, creativity and learning ability*
26–32	Employee, worker	Bachelor's Degree	China	*I think it become better in this problem…the important thing is your own thinkness.*
26–32	Employee, worker	Bachelor's Degree	China	*It's hard to achieve complete equality*
26–32	Individual Entrepreneur	Bachelor's Degree	China	*Everyone can do things by their own ability, and there should be no sexism*
26–32	Employee, worker	Master's Degree	China	*It also depends on personal pursuit. Some of my friends also like to be full-time wives. There are differences between men and women in some jobs*
26–32	Business owner	Bachelor's Degree	China	*There is some stereotypical minds about gender like most of our parents would tell us that women are born to be less talented in math and science than man so we should choose liberal arts in school and find a job related to that. This leads to the lack of female professors and specialists in scientific fields in our country. I hope that my generation would abandon this kind of stereotype and encourage our daughters to chase for their study and career according to their interest and ambition*
26–32	Business owner	Bachelor's Degree	China	*I don't think gender equality is absolute. I'm against the so-called male chauvinism or feminism! Originally men and women are different in all aspects! We should do our own job well and play our own role. We should not overemphasize absolute equality and respect ourselves and others. We will naturally win equal treatment!*
26–32	Individual Entrepreneur	Master's Degree	China	*In developed countries, that's not defying everything. Of course, in some countries, women's rights still need to be improved*
26–32	Other: Teacher, Educator, Professor	High School	China	*Different genders have different natural advantages. There is no complete equality. People should understand each other*

Age	Occupation	Education		What you can add about gender equality?
26–32	Employee, worker	Master's Degree	China	*Men should spend more time with the family and understand the difficulties that his wife facing*
33–40	Business owner	Bachelor's Degree	China	*Women should be independent first and be self-aware, fight for equality for themselves and tell people they should not treat them differently just because they are women.*
33–40	Business owner	Bachelor's Degree	China	*ADVISE: 1. Keep your real first heart, do something that you really love. 2. Persist in , don't afraid the big mountains. 3. Keep patience to yourself, 4. Be yourself. 5. Be the best of you.*
33–40	Employee, worker	PhD	China	*Mutual understanding*
33–40	Employee, worker	PhD	China	*This is an unchangeable objective fact*
33–40	Middle level company manager	Master's Degree	China	*Some things should be done by men naturally, such as heavy physical labor should be done by men, children should be done by women, and so on. All other things should be equal between men and women.*
33–40	Middle level company manager	Bachelor's Degree	China	*Work hard and believe in yourself*
33–40	Middle level company manager	Master's Degree	China	*Women deserve higher salary.*
33–40	Other: Teacher, Educator, Professor	Master's Degree	China	*It's hard for the society to be equal. It's very important for everyone to cooperate with each other.*
41–55	Other: Government worker	Master's Degree	China	*Women can also make remarkable achievements in areas they are good at. It's not about gender*
41–55	Other: Government worker	High School	China	*Don't discriminate against women*
41–55	Employee, worker	Bachelor's Degree	China	*The government needs to do more*
41–55	Business owner	Bachelor's Degree	China	*Because of various factors, gender equality is a very complex social problem, but many people are working hard and believe that there will be a very good future.*
41–55	Other: Housewife	High School	China	*Everybody is equal*

Age	Occupation	Education		What you can add about gender equality?
41–55	Business owner	Bachelor's Degree	China	*We need to enrich ourselves and show ourselves fully. Then the opportunity will gradually come to us, and the gender differences will naturally fade away.*
41–55	Employee, worker	Bachelor's Degree	China	*Hope that women will be giving more opportunities to proof themselves at work.*
41–55	Employee, worker	High School	China	*The salary rating should be the same, and men and women pay the same*
41–55	Other: Housewife	High School	China	*I dont believe in gender equality. Unless man can become pregnant. Otherwise there will never has equality between male and female.*

It is very remarkable, that a lot of Chinese women are strong, independent and very proactive. As later research questions reveal, they are actually more competitive and fight for higher social status more than men. At the same time they recognise, that gender equality situation in China is not perfect. Therefore, some of the respondents point out that there is necessary involvement of the government, and also men should be willing to pay attention to the family more. It is very common kind of escapism, when man is saying he is busy at work, in order not to participate in family life, leaving household and children to wife, who is also working.

Table 17. Latvian women perception of gender equality

Age	Occupation	Education		What you can add about gender equality?
18–25	Employee, worker	Bachelor's Degree	Latvia	*It's nice to have it in healthy amounts. Otherwise it sometimes seems ridiculous.*
18–25	Employee, worker	Master's Degree	Latvia	*It's always people (equally men and women) who make equal things become unequal. Yes, centuries of patriarchal structures left their imprint. But can't say women do not hold a responsibility for such situation (and also, let's keep in mind that also men are often discriminated by stronger women).*
18–25	Other: Student	Bachelor's Degree	Latvia	*In some countries the situation is ok, but in others it is really needed to fight the gender discrimination*
26–32	Employee, worker	Master's Degree	Latvia	*I think that what people used to say is that we are equal, but still I think that mostly people take women as a weaker ones, but as far as I can see right now women are getting stronger than men, while men are becoming shy and less confident , make decisions not like it was before, men are getting weaker.*
33–40	Individual Entrepreneur	Master's Degree	Latvia	*I think its a lot easier for men in almost any kind of career path...*
33–40	Individual Entrepreneur	Master's Degree	Latvia	*It has less influence with the age*

Age	Occupation	Education		What you can add about gender equality?
33–40	Middle level company manager	Master's Degree	Latvia	*Women and men are different and this is very good. But to succeed and build a career can anyone who wants it. Gender does not matter.*
33–40	Middle level company manager	Master's Degree	Latvia	*Just do your best and it won't be an issue.*
33–40	Individual Entrepreneur	High School	Latvia	*Each person is responsible for their choice. The choice is the consequences. Gender inequality is a term that allows people to fly through their independence to others. In everything, balance is important – no need to polarize your life too much. In any case, this led to dissatisfaction. This is also an advantage. My choice is striving for balance and life and work are fun! When you do what you love, there is no dissatisfaction and inequality :)(Sorry for my english)*
41–55	Employee, worker	Master's Degree	Latvia	*Religion might have impact to the restrictions of career.*
41–55	Individual Entrepreneur	Master's Degree	Latvia	*It's impossible, because the concept of equality today, as it is presented, is impossible. Men and women are equal, but better for different things. Womens virtues are not appreciated. Mens are highly valued and our society is based solely on them.*
41–55	Middle level company manager	Master's Degree	Latvia	*"In my academic research 10% of female students responded positively about gender Discrimination in professional life. 0% – male students :) Data is gathered in Latvian HEI"*
41–55	Individual Entrepreneur	Master's Degree	Latvia	*It is necessary to change attitudes in society.*
41–55	Company Executive Officer	Bachelor's Degree	Latvia	*In many countries at this point this kind of discrimination have almost disappeared.*
41–55	Individual Entrepreneur	Master's Degree	Latvia	*World is ruled by male's psychology*
41–55	Other: Teacher, Educator, Professor	Master's Degree	Latvia	*There is a lot of hypocracy around this issue when things are not said openly (or are even mocked) but in reality discrimination exists. There is a way to improve – it is to teach about it and about ways to fight it (eg girls should insist they have the right to education in muslim countries)*
41–55	Employee, worker	High School	Latvia	*It is often in our society and relationships that males feel and show that they are higher than females. Sometimes it is violence in families. It is sad. I think this question is still very important.*

Age	Occupation	Education		What you can add about gender equality?
41–55	Individual Entrepreneur	High School	Latvia	*Self-realization of each shold not depend on his gender*
41–55	Individual Entrepreneur	Master's Degree	Latvia	*Sometimes for the man it is more comfortable to solve questions with men. Women tend to solve problems more wisely and very indirect. Men like direct approach.*
55<	Individual Entrepreneur	Master's Degree	Latvia	*It will be good to do home works for both equaly. Or man pay for all these special services*
55<	Individual Entrepreneur	Master's Degree	Latvia	*Gender equality can be attained in legal sphere. All people are equal under the law, consequently men and women. Female chauvinism can sometimes take grotesque forms like in some cases of male harassment highlighted in mass media.*
55<	Middle level company manager	PhD	Latvia	*I hired a lot of finance and accounting employees and my work experience in this field is more than 20 years. My opinion is that men are worse workers than women*
55<	Other: Teacher, Educator, Professor	PhD	Latvia	*Person on high positions/top leading level must be qualified and very professional in a broader areas: not only professional knowledge and skills but fluent or with good command of several foreign languages, friendly with IT, acquired the basics of philosophy, psychology, have some leadership skills and appropriate personal qualities. Gender does not matter.*

Latvian women recognise the female part of humankind responsibility for creating gender inequality. They also recognise female chauvinism, that nowadays, unfortunately is more and more popular. Women in Latvia are very well aware of their rights and historically are equal to men. It is very interesting, that, although study by World bank reveals that Latvian women have 100 gender equality index, still some of them are not satisfied with the current situation, following outdated patterns.

5. Influencing, motivational and priority factors of gender equality

The findings of this stage answer to the additional questions of current research:
Influencing Factors of Gender Equality:

- *How would you describe your childhood and family background?*
- *What were the most important events in your childhood and youth that influenced your future career and life decisions?*

- *What are your favourite movie, books heroes?*
- *Whom do you admire and can set example for yourself* (*can be politician, leader, neighbour or relative).*

Motivational and priority factors for both genders:

- *What are the things that motivate you to move forward?*
- *What are the most important priorities for you?*

5.1 Influencing Factors of Gender Equality

As has been discovered during the first stage of the research (literature review) one of the major influential factors on values of gender equality perception are family and parenting, as well as influence of role models that person chooses for him- or herself. .

5.1.1 Family background and parenting in China

As revealed in current research, for Chinese people major 3 family background factors are "Parents treated each other with mutual respect" (53% for men and 49% for women), "Mother spent time with children more than father" (51% for men and 54% for women) and "Father was head of the family, earning more than mother" (24% for men and 18% for women).

Current research Chapter

Table 18. Family background influential factors in China

How would you describe your childhood and family background?	China Male	%	China Female	%	China TOTAL	%
Number of respondents	37		78		115	
Father was head of the family, earning more than mother	9	24%	14	18%	23	20%
Father spent time with children more than mother	1	3%	3	4%	4	3%
Mother spent time with children more than father	19	51%	42	54%	61	53%
Grandparents spent more time with children than parents	4	11%	7	9%	11	10%
Mother was head of family and earned more than father	1	3%	6	8%	7	6%
Parents treated each other with mutual respect	20	54%	38	49%	58	50%

"Other" answers for Chinese men included: "*Incorrect values from parents*", "*Parents have little cultural knowledge and do not know how to raise children*", "*Parents' conservative way of Education*"

"Other" answers for Chinese women included: "*Now many parents do not favour any gender and emphasise that my brother, me and my sister all have to work hard for our own future*", "*Father has a bad temper and too much education*", "*Parents don't make much money, they need grandparents to participate in the work of the whole family*", "*In debt*", "*I was born in an very ordinary business family. I have two young brothers. My father is a businessman who started up a real estate company in Jiangxi when I am 7 years old. My family was very rich in my hometown. But after two years, he went broke, even in debt so that my brothers and I don't have money to go to school. Fortunately my father's friend borrowed some money to help him startup a small restaurant in my hometown. Then my brother and I have money to go to school. That's why I have to study hard and work hard to help family*", "*Set of correct etiquette*", "*Parents divorce*".

5.1.2 Family and parenting background in Latvia

Table 19. Family background influential factors in Latvia

How would you describe your childhood and family background?	**Latvia Male**	%	**Latvia Female**	%	**Latvia TOTAL**	%
Number of respondents	12		54		66	
Father was head of the family, earning more, than mother	3	25%	8	15%	11	17%
Father spent time with children more than mother	1	8%	5	9%	6	9%
Mother spent time with children more than father	4	33%	15	28%	19	29%
Grandparents spent more time with children than parents	4	33%	15	28%	19	29%
Mother was head of family and earned more than father	2	17%	8	15%	10	15%
Parents treated each other with mutual respect	7	58%	9	17%	16	24%

Additional answers for Latvian men in the option "Other" were: "*Dad owns a business, so* he had the time to delegate to his employees in order to raise us, *too. Mother was half-time working as a teacher.*", "*I grew up with a single mother*".

Additional answers for Latvian women in the option "Other" were: "*I only have mother in my family, she does everything*", "*Parents live separately*", "*Parents worked much, children spend time alone*", "*Only mother*", "*Mother's illness. Because of that she stopped to be socially active at the age of 44*".

5.1.3 Role models in China

Table 20. Role model influential factors in China

	China Male	China female	China total
Mao Zedong	6	4	10
Deng Xiaoping	3	2	5
Zhou Enlai	2	4	6
Father	4	4	8
Parents	6	17	23
Mother	2	13	15
Grandfather	2	2	4
Grandmother		1	1
Grandparents	1	5	6
Teacher	4	4	8
Boss, leader at work	4	5	9
Steve Jobs	2		2
Marie Curie	1	1	2
Xi Jinping	1	1	2
Cao Cao	1		1
Wu Zetian		1	1
Angela Dorothea Merkel		2	2
Putin		1	1
Tu Youyou (the best biologist and doctor in China) Hua Mulan (ancient Chinese Heroine) Chen Mei (famous service woman in China who is a famous bio weapon specialist)		1	1

As is clearly seen from the table, major role model for both genders in China are parents as whole, mother and father. For women, more important is mother, for men – father was mentioned more. Another important role models are political leaders. Mao Zedong (mentioned 6 times for Chinese men and 4 times for women), Zhou Enlai (2 times for men 4 times for women) and Deng Xiaoping (mentioned 3 times for men 2 times for women.

Equally important for both men and women are teachers (4 times from men and 4 times for women) and bosses at work (4 times for men and 5 times for women).

5.1.4 Role models in Latvia

Table 21. Role model influential factors in Latvia

	Latvia Male	Latvia female	Latvia Total
Zhou Enlai	1		1
Father		9	9
Parents	1	6	7
Mother	1	9	10
Grandfather	1	3	4
Grandmother		1	1
Grandparents		6	6
Teacher	1	3	4
Boss, leader at work	1		1
Steve Jobs	1		1
Marie Curie		2	2
Vaira Vike-Freiberga	1	2	3
Cao Cao		1	1
Putin		1	1

In Latvia, major role model can be defined only from women responses, and it is mother (10) followed by father (9), parents as a whole (7) and grandparents (6). Teacher as a role model was mentioned 4 times. And the only political leader worth mentioning for Latvians is Vaira Vīķe-Freiberga, woman President of Latvia for 2 terms, 8 years. Clearly, after being under so many regimes and being able to preserve own identity for hundreds of years, Latvians are not seeing politicians as role models.

In general, comparing responses for two countries, Latvians are much more individualistic, relying on themselves, and going their own way, rather than setting or following role models.

5.2 Motivational and Priority Factors for Men and Women

Additional questions of the current research are: *What are the things that motivate you to move forward? and What are the most important priorities for you?* The findings from the second stage of the research analyzing the first-hand data of men and women in China and Latvia provide basis for answering the research additional questions.

5.2.1 Motivational and priority factors for men in China

From the Table 14, we can see, that top motivational factors for Chinese men are: “Help parents and family” (68%), “Realize the dream” (59%), “Material Independence” and

"Create Beauty and Make Society Better" (51%). These are major things that motivate them to move forward in everyday life.

It was amazing to see that "Competition" (11%) is the least mentioned factor for men in China, although, as mentioned in Chapter 2, conventional perception is that men should be more competitive.

Table 22. Motivational factors for men in China

What are the things that motivate you to move forward?	China Male	%
Number of respondents	37	
Material independence	19	51%
Realize the dream	22	59%
Career aspiration	13	35%
Higher position in society	11	30%
Competition	6	16%
Create beauty and make society better	19	51%
Travel and see the world	10	27%
Help parents and family	25	68%

The following priorities for Chinese men were mentioned by the majority of the respondents: "Benefit for the society" (43%), "Creativity and beauty" (43%), "Job performed well" (41%). It was a great surprise to see, that men are caring about beauty and creativity as their top motivational factor, because in the conventional perception women should care abou the beauty and creativity more.

Table 23. Priority factors for men in China

What are the most important priorities for you?	China Male	%
Number of respondents	37	
Money	11	30%
Recognition	12	32%
Well being of employees	12	32%
Well being of the family	12	32%
Job performed well	15	41%
Creativity and beauty	16	43%
Benefit for the society	16	43%

The question had an option "Other", where respondents mentioned their personal values not offered above. Answers in the option "Other" included: "*Value implementation*".

5.2.2 Motivational and priority factors for women in China

For Chinese women, the current research identified the following top 3 motivational factors: "Material Independence" (77%), "Help parents and family" (73%) and "Realize the dream" (60%).

Table 24. Motivational factors for women in China

What are the things that motivate you to move forward?	China Female	%
Number of respondents	78	
Material independence	60	77%
Realize the dream	47	60%
Career aspiration	40	51%
Higher position in society	32	41%
Competition	17	22%
Create beauty and make society better	44	56%
Travel and see the world	35	45%
Help parents and family	57	73%

And the following top 3 priority factors were mentioned by the majority of female respondents: "Job performed well" (58%), "Benefit for the society" (55%) and "Creativity and beauty" (54%).

Table 25. Priority factors for women in China

What are the most important priorities for you?	China Female	%
Number of respondents	78	
Money	22	28%
Recognition	39	50%
Well being of employees	35	45%
Well being of the family	38	49%
Job performed well	45	58%
Creativity and beauty	42	54%
Benefit for the society	43	55%

It is very interesting that priority factors differs from motivational factors. Author suggests, that Chinese women keep priorities for themselves and are motivated by more material things, but keep in mind, that they should work well benefiting the society with creativity and beauty (which maybe depicts realizing the dream from motivational part).

5.2.3 Motivational and priority factors for men in Latvia

The following motivational factors for Latvian men, as current research reveals, are: "Material Independence" (83%), "Help Parents and Family" (58%), "Travel and see the world" (50%) and "Realize the dream" (50%).

Table 26. Motivational factors for men in Latvia

What are the things that motivate you to move forward?	Latvia Male	%
Number of respondents	12	
Material independence	10	83%
Realize the dream	6	50%
Career aspiration	3	25%
Higher position in society	1	8%
Competition	0	0%
Create beauty and make society better	3	25%
Travel and see the world	6	50%
Help parents and family	7	58%

The question had an option "Other", where respondents mentioned their personal values not offered above. Answers in the option "Other" included: "*Independent thinking*", "*To help others to solve their problems*".

Top priority factors for Latvian men, as identified in current research, include: "Wellbeing of the family" (83%), "Money" (58%), "Job performed well" (42%) and "Creativity and beauty" (42%)

Table 27. Priority factors for men in Latvia

What are the most important priorities for you?	Latvia Male	%
Number of respondents	12	
Money	7	58%
Recognition	4	33%
Well being of Employees	1	8%
Well being of the family	10	83%
Job performed well	5	42%
Creativity and beauty	5	42%
Benefit for the society	2	17%

The question had an option "Other", where respondents mentioned their personal values not offered above. Answers in the option "Other" included: "*Independence*".

5.2.4 Motivational and priority factors for women in Latvia

For Latvian women, top 3 motivational factors, discovered in the research, are: "Material Independence" (65%), "Travel and see the world" (61%) and "Realize the dream" (57%).

Table 28. Motivational factors for women Latvia

What are the things that motivate you to move forward?	Latvia Female	%
Number of respondents	54	
Material independence	35	65%
Realize the dream	31	57%
Career aspiration	9	17%
Higher position in society	8	15%
Competition	4	7%
Create beauty and make society better	22	41%
Travel and see the world	33	61%
Help parents and family	27	50%

The question had an option "Other", where respondents mentioned their personal values not offered above. Answers in the option "Other" included: "*Take care of children, meeting more interesting and charismatic people*".

Current research identified the following major priority factors for Latvian women: "Well being of the family" (56%), "Creativity and beauty" (39%), "Money" (39%) and "Job performed well" (30%).

Table 29. Priority factors for women in Latvia

What are the most important priorities for you?	Latvia Female	%
Number of respondents	54	
Money	21	39%
Recognition	13	24%
Well being of Employees	5	9%
Well being of the family	30	56%
Job performed well	16	30%
Creativity and beauty	21	39%
Benefit for the society	11	20%

The question had an option "Other", where respondents mentioned their personal values not offered above. Answers in the option "Other" included: "*Sorry, but for money, I can buy all, mentioned below*", "*Myself*", "*Money and not to harm others*", "*My partner*".

It is very interesting that priority factors differs from motivational factors. All of a sudden Latvians and Chinese women switched places, and for Latvian women well-being of the family became priority, but on motivation it was less important.

6. Conclusions and discussions

After conducting two stages of the research: first (literature review, description in Chapters 2 and 3), and the second stage (first-hand data research of 181 men and women in China and Latvia, findings described in Chapter 4 and Chapter 5), to conclude the current research, in this chapter there are summarized answers to the main question and additional questions of the research as well as policy recommendations are provided, based on the findings of the research.

6.1 Conclusions of the Research

6.1.1 Conclusions on Perception of Gender Equality

After careful analysis of the survey answers, the following conclusions are made:

1. 100% of men in both countries consider that women can be good leaders, but only 96% in China and 91% in Latvia are sure about that. Author strongly beleives women confidence should be boosted in this respect, because not trusting the other women produce more gender inequality and prevents capable women leader to move forward.
2. In China, 31% of women faced gender discrimination during their career path, 35% definitely have not encountered such a problem, and 35% are not sure about their experience in this respect. In Latvia, 39% of women faced gender discrimination, 50% have not faced it and only 11% are not sure. Interesting finding, that half of Business owners in China faced it, but none of Business owners in Latvia. But for Latvia, 60% of Individual enterpreneurs faced gender discrimination, while none in China! Situation for employee/workers is worst in China, almost 50% faced gender discrimination and 36% in Latvia.
3. When describing most severe cases of gender discrimination, two Latvian women mentioned physical violence, but none of Chinese women. That probably answers the question, why China have not yet implemented the Law on Domestic violence, which worsens gender equality score in World Bank report, it is simply because the problem of domestic violence for China is not as big as for Latvia, who implemented that law long ago, but cases still happen. Author would like to praise China for overall security, this is certainly safest country in the world, for both men and women.

Other discrimination cases for Chinese women included asking personal questions, asking about children, boyfriend or prohibiting the woman to have children during the first year of work. Only one woman in Latvia mentioned personal question issue, and none mentioned children, because in Latvia both men and women can go on parental (maternity) leave. Both China and Latvia women mentioned that women are paid less for the same job.

Men in Latvia actually did not consider giving priority to woman as discrimination! While women would probably say it was discrimination, if the guy was taken to the position. Some Chinese men wrote woman is not capable enough, and also mentioned cases that employers prefer males.

4. Important finding from the descriptive section, is that so many women in both countries did not do anything about gender discrimination cases they faced. They wrote "accept", "ignore", "don't do anything", "this is the way it is" etc. Only very few women said they went or would go to the authorities, leaders, police etc. And interesting, that absolute majority of those, to whom it happened, took passive position, while those, to whom it did not happen, said they would do something.
5. Question about gender discrimination impact on career clearly show the major difference between China and Latvia, as 53% of Chinese women said "yes", but 72% of Latvian women think there in no impact of gender preferences on their career.
6. But answering the question whether women would achieve more if they were men, situation changes! For Chinese women "yes" answer drops from 53% to 42%, but for Latvian women "no" answer drops from 75% to 44%. Author thinks it is connected with general perception of males as position of power and not accepting by Latvian women their feminine advantages, which is very sad. Chinese women are stronger advocates of femininity.
7. On gender equality, it is very positive, that majority of both males and females in both countries realize the necessity of further improvement in this field. Many women are talking about non discriminating of men and accepting the responsibility for creating gender inequality. Research reveals clear difference between Chinese and Latvian males. None of the Chinese males mentioned their wives in the survey, but one of Latvian males did so. None of the Latvian men have fear of women, none of Latvian men wrote women are incapable, but several Chinese men wrote it is bad to give women excess power, women are not capable of doing the job, women are inferior to men, emphasizing physical differences. Author understands it is a result of Confucius teaching, but numerous examples from Chinese history would be very useful for those men.

To conclude this part, author would like to mention one funny case about gender perception in China and Latvia from Chinese class of Confucius institute in Latvia couple of years ago. Chinese teacher, young girl from Taiyuan of about 25, was making long and explicit introduction of Yang Guifei and Wu Zetian. She was telling the stories about ruthless Empress, ruling the court and China with iron hand, usurping the power from her husband and sons, and gentle beautiful Yang Guifei, loved by Emperor so much, that he built her the palace and was ordering leeches to be brought to her by special envoy from the south. At the end of the story, Chinese girl asked Latvian girls, whom would they like to be, Wu Zetian or Yang Guifei. And all Latvian girls without any hesitation told they would like to be Wu Zetian. That was a deep shock for Chinese girl, who was asking: "But wouldn't you want to be loved so much, that the man would bring a leeches for you?". And Latvian girls said: "Wu Zetian would get those leeches herself, why bother asking the man?" That gender perception case is amazing, because apparently a lot of Chinese girls are taught to be beautiful, do nothing, and expect men to bring them everything!

6.1.2 Crucial Factors of Gender Equality

Gender Equality Influencing factors:

- *How would you describe your childhood and family background?*

Family background factors are similar to male and female in the same country. For Chinese males, most influential factor is that "Parents treated each other with mutual respect", second factor is that "Mother spent time with children more than father". And the third is the same for both genders, "Father was head of the family, earning more than mother".

For Chinese women, most influential factor is "Mother spent time with children more than father", then "Parents treated each other with mutual respect".

But for Latvia, situation is slightly different. For Latvian males, exactly like for Chinese males, most influential factor is that "Parents treated each other with mutual respect", but second and third "Mother spent time with children more than father", and "Grandparents spent more time with children than parents". For Latvian women, most influential factors are that "Grandparents spent more time with children than parents" and "Mother spent time with children more than father", and third is "Parents treated each other with mutual respect".

Author was expecting to see greater grandparents involvement in China, but that probably is explained by the fact that mothers in majority of cases were not working, whereas for Latvia normally both parents were working, giving children to grandparents, like in author's family case.

In any case, for both countries Mother's important role in family is indisputable, and gender perception in majority of the cases corresponds to what mother taught children during the childhood.

- *Whom do you admire and can set example for yourself* (*can be politician, leader, neighbour or relative)?*

On influential role model factors, for China, again, the most important were parents and their example, mother, father and grandparents. Also, role of teachers and bosses from work is undisputable. From the political figures most influential is Mao Zedong, who said that women hold half of the sky, followed by Zhou Enlai and Deng Xiaoping.

For Latvia, most important role model is mother, followed by father and family as a whole, grandparents and grandfather. Teachers are somewhat important, but not as important, as in China. Out of the political figures, only former woman president of Latvia, Vaira Vīķe-Freiberga is worth mentioning.

Motivational and priority factors for both genders:

- *What are the things that motivate you to move forward?*
- *What are the most important priorities for you?*:

Besides the conclusions, drawn in Chapter 5, author finds it very interesting and would like to highlight, that statement in Chapter 2, discussing women leadership, regarding the conventional belief, that men are more aggressive and competitive than women, the research proves this belief is wrong! For China, all three factors “Career aspiration”, “Higher position in the society” and “Competition”, that represent these qualities, has significantly higher score for women, than for men. For Latvia, women are not that career oriented, but has higher score on “Higher position in the society” and “Competition” anyway.

Women in both countries are willing to travel and see the world more, than men. And for Chinese men the score for Travel and seeing the world is second from the bottom. That might explain why Chinese men are so sure, that women have highest status in China, simply they have not been to other countries.

Countrywise, Chinese people are really caring about benefit for the society, but, unfortunately, for Latvians this is not the highest priority. Latvians seem to be more materialistic and caring for money in their own pocket and their own experiences during the travel time.

6.2 Policy recommendations

Based on the current research findings and conclusions, this chapter provides several public policy recommendations in order to promote gender equality in China and Latvia, which in turn will stimulate the growth of the country’s economy in general and improve gender relationship in the society by developing mutual understanding.

6.2.1 Policy on strengthening of gender equality at schools

A finding of the current research is that majority of questioned women respondents from China consider that boys are treated better than girls at schools or boys are given priorities over girls.

Author suggests special attention must be paid to this problem in China. First, all such cases should be recorded and brought to school administration. This is responsibility of parents as well. If there are parents meetings with teachers, it is advised to educate parents on equal treatment of children. Although author thinks for this moment situation in big cities and developed part of China is good, still it is better to make such a policy nationwide.

Second, teachers should be instructed to refrain from expressing their opinion that girls are not as capable as boys or any other statements promoting gender discrimination. As current research shows, teachers are role models for many respondents, both men and women, in both China and Latvia, therefore have great power to influence people’s mind and form opinion of the society.

Preference of boys over girls is not the case for Latvia, because it has much longer history of gender equality strengthening and implementation, as a result over 90% of teachers at schools and more than 80% professors at the universities currently are women. Latvia, on the contrary, has to implement policies on encouraging men to choose teacher's profession, currently the situation is biased and unhealthy.

Fundamental changes in the education system in both China and Latvia can be achieved through sustainable efforts of education of teachers in the leadership field as well as extra activities inside schools for children (both boys and girls), where they are taught such practical skills as communication, presentation, negotiation and other skills. This approach would, firstly, let them understand their field of interest at early age, and secondly, later help them to become more successful in the professional field.

Author would like to praize China for the efforts in this field, as she has witnessed some public speaking and public debate competitions, and the level of children, both girls and boys, was amazing, and both boys and girls worked together as one team, without showing any intolerance to the other gender.

6.2.2 Policy on implementation of parental (maternity) leave for men in China

The current research finding about the situation with gender equality in China reveals that one of the reasons employers prefer to employ men is because they fear woman might go on maternity leave. Currently in China, depending on the province, paternity leave for young fathers of newborns vary from 10 to 15 days, depending on mother's condition. Although it is positive tendency in comparison to estrange fathers from taking care of the child at all, this certainly is not enough. Because capable strong woman is forced to leave working force on maternity leave, at the time, when her husband, who maybe works less and have more spare time, legally cannot do so.

Author considers this situation as discrimination against men, who are willing to take care of their newborn children on full time basis, but not allowed to do so based on their gender.

Currently in Latvia 38% of men go on parental (maternity) leave instead of women, to take care of newborn children for the period up to 2 years, without loosing their working places. Author understands, that in China this period is too long, but at least men should have legal rights to go on parental (maternity) leave exactly the same way, on the same legal grounds and for the same length as woman, which is currently in the Hainan and Henan provinces 190 days, in the Heilongjiang and Gansu provinces 180 days, in Beijing, Shanghai and some other provincial regions, women employees are now allowed to have 128 days off after having given birth.

6.2.3 Policy on flexible working hours

As per the conclusion about gender equality in China and Latvia, which would help both men and women to balance their family and working life would certainly be *flexible working hours*. In majority of the government institutions and private companies in both China and Latvia, the working time is quite strict which prevents employees from both genders to balance their work and family life.

A good practice has been started by Microsoft Latvia, which offers flexible working hours for the company's employees as well as promotes this practice among other private companies in the country. On May 31, 2013 Microsoft Latvia organized in the capital city Riga the campaign "Work Anywhere!", where other organizations in Latvia were encouraged to use modern technologies (computers, smartphones etc.) and implement in their organizations opportunities for employees to work from any place outside of an office according to their own work schedule. Currently, 85 private companies in Latvia support Microsoft Latvia in this endeavour[1].

The current research author encourages the government of China and Latvia to support this initiative and draft a national policy, which would encourage flexible working hours not only in the private sector but also in the government (except positions related to work with clients) and non-governmental organizations, which, as showed the practice of Microsoft Latvia, make organisations' employees more satisfied with their work and increases productivity (since the implementation of the practice, productivity of the organisation's employees has increased by 40%).

6.2.4 Policy on equal payment for men and women

As per the current research findings, many women in both China and Latvia are complaining about not being paid equally with men for the same job.

As China Daily states[2], for the year 2018, salary gap became smaller in comparison to 2017 by 8,7 percentage points. Currently women in China on average are paid by 21,7% less than men. The data of the Latvian Central Statistics Bureau[3] indicated that in during the last year (2018) women in Latvia, on average, received 14,1% less salary than men (in financial and insurance industry this number is even 27%, but in education, mining industry and construction the situation is the opposite, women are paid more than men by 5%).

Although equality of salaries between women and men is still one of the major challenges in gender equality in most countries of the world, the case of the Nordic countries in Europe has proven that equal treatment at workplace between men and women is possible. According to the Global Gender Gap Report 2019[4] four Nordic countries – Iceland, Finland, Norway and Sweden have the highest ranking in the world in gender equality. The formal legislation of these countries foresees equal treatment at work and minimization of the salary gap between both genders. For example, in Sweden, on average, monthly salary of women is 94% of men's[5] (one of the best indicators in the world).

Based on the current research finding about the women in Latvia as main earners in their families and best practices in salary gap minimization between men and women in

[1] http://www.microsoft.com/lv-lv/about/press/2013/3105.aspx (source in Latvian)

[2] www.china.org.cn/china/2019-03/07/content_74544691.htm

[3] https://www.csb.gov.lv/lv/statistika/statistikas-temas/socialie-procesi/darba-samaksa/meklet-tema/2802-sieviesu-un-viriesu-stundas-darba-samaksas (source in Latvian)

[4] https://www.weforum.org/reports/gender-gap-2020-report-100-years-pay-equality

[5] http://www.sweden.se/eng/home/society/equality/facts/gender-equality-in-sweden/

Nordic countries, the policy recommendation to the governments of China and Latvia is to minimize the average salary gap difference between working men and women in China from 21% to about 12% and in Latvia from 14% to about 6%, which is the case in Sweden.

6.3 Limitations of the Study

First, currently there is limited publicly available literature about the gender equality perception and origins specifically in China and Latvia. The theoretical basis for this research has been taken from the Western gender equality theory, historical and modern figures of China and Latvia and Western psychology theories.

Second, it is important to mention that the first research stage of the current paper is based on the secondary research of theoretical backgrounds of gender equality perceptions and partly includes author's subjective judgment based on the available online sources.

Third, author was translating both questions and answers from/to English/Chinese, and some of the translations may be not precise, as author's knowledge of the language is intermediate and she had no access to professional translators during coronavirus outbreak.

Finally, the number of 181 respondents of the online questionnaire (comprising of 12 men and 54 women of Latvia and 37 men and 78 women of China) might not be a sufficient number in order to make conclusions relevant to all population in China and Latvia.

6.4 Future Research

The current research puts basis for an in-depth (PhD level) research of the reasons and influential factors for the current gender equality perception situation in China and Latvia. In the future research, the gender equality study might further be expanded to women and men leadership comparison as well as mass media, cinema and education institutions influence on gender equality perception.

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拉脱维亚文化传统和佛教中的万字符对比与研究[1]

欧阳兰

摘要:本文旨在对拉脱维亚和佛教两种文化背景下"卐"文化符号的发展历程进行梳理和解读, 剖析其含义演变与异同, 从而使人们对"卐"字符有一个正确的认识与理解, 以便在现实生活中维持和强化文化身份的重要性的同时, 也积极推动文化多样性的传播与发展。

A Comparative Study of the Sign 卐 in Latvian Culture Tradition and Buddhism

Paula Ozolina

Abstract

This paper aims to sort out and interpret the development of the cultural sign "卐" under the two different cultural backgrounds of Latvia and Buddhism, and analyze the evolution of its meaning and similarities and differences, so as to help people understand the cultural sign "卐" and be aware that while it is important to maintain and strengthen cultural identity in real life, it is also important to actively promote the spread and development of cultural diversity.

[1] 本文系欧阳兰(Paula Ozolina)在华南师范大学国际文化学院汉语言专业留学时期撰写的学士学位论文(2018年), 导师范妍南, 在此衷心致谢。

一、引言

“卐”作为一种特殊的文字符号，在不同历史文化背景下都有着不同内涵。多数人一看到该字符便会联想到希特勒的纳粹党，并对此深恶痛绝。“卐”字符是纳粹党党徽的一个显著标志， 因此人们自然而然会联想到第二次世界大战时期希特勒的纳粹党及其所施暴行。除此之外， “卐”或“卍”符号亦是上古时代许多部落的一种符咒。“在美洲土著文化、罗马文化、基尔特文化以及北欧海盗的遗迹和其他较为久远地年代遗迹里，我们同样可以发现“卐”字符的诸多使用。”[1]“卐”字符自古以来，便代表着不同含义并广泛流传于世界各地。因此有关其起源、象征等问题学者间异说纷纭， 或认为是太阳、电光、流水的象征，或说依据旋毛而有，或说是女性的象征。

“卐”字符在拉脱维亚传统文化中又被称为“雷神的十字符号”，象征着吉祥，昭示着好运即将来临，同时又代表活力、太阳、火、风、雷等具体物态。从现今发掘出的约公元三世纪拉脱维亚古物上， 可以发现部分“卐”字符存在于上。“卐”字符兼有守护符作用。例如，人们经常会把该字符刻在婴儿床上或者把其编织在婴儿腰带上。亦有人将“卐”字符镌刻于所居住房子的正门之上，祈祷免受雷击之灾。

“自公元前五、六世纪佛教兴起后， 佛教徒大量借用佛教释迦牟尼三十二瑞相之一的“卐”字符并将其意译为“吉祥万德”。[2]因此， “卐”字符很快便成为佛教文化的标识之一，并被赋予了神圣的宗教含义。佛教寺庙建筑物也往往是“卐”字符的天下，窗墙、门格、梁头等都刻有“卐”字符。在佛教遗物上我们经常可以看到“卐”字符的踪影。在佛教造像中，佛像的胸部上经常刻有“卐”字符。

“卐”字符在两种文化中扮演着什么角色?是独立存在还是彼此之间密切相关?德国第三帝国对“卐”字符的使用对两种文化有何影响?人们如今是否仍在使用该字符?本研究将深入探索上述问题，揭示“卐”字符的奥秘。

本研究通过认真梳理和解读“卐”文化符号的发展历程以及与两种文化背景的关系，发现该符号对人们的世界观产生源远流长的影响。本研究对现实生活具有重大意义，不仅有利于促进人与人之间相互尊重和理解，同时又能维持和强化文化身份的重要地位， 增强文化身份的重要性;有利于引起社会重视的同时开拓了新的研究领域。此外，有利于向社会传播与该字符相关的文化知识。探究两种文化中的“卐”字符含义有利于消除多元文化背景下人们对于“卐”字符含义的文化误解。

二、拉脱维亚传统文化和佛教中的“卐”字符分析

(一)拉脱维亚文化传统中的“卐”字符

1.形式

拉脱维亚地理位置优越，与立陶宛、爱沙尼亚和俄罗斯等国接壤。在历经被瑞典、德国、波兰等侵略占领的历史之后， 拉脱维亚独立于1918年。其曲折历史和地理位置在使其成为兵家必争之地的同时，亦创造了丰富的文化。“卐”字符在拉脱维亚文化传统中通常以幸福十字(也称为火焰十字、火十字、雷霆十字、幸运十字、莱玛十字)的形式存在。其轮廓主要是一条长度相等的十字, 其闭合成直角, 给人以圆周运动的印象。它既可以朝时钟的方向倾斜，也可以朝相反的方向倾斜。因此，十字构造通常是“卐”字符在拉脱维亚文化传统中的主要表现形式。“另外, 在拉脱维亚民间艺术中, 人们也总是喜欢使用一半甚至四分之一的符号类似长方形的作品构造中。”[3]同时为了识别这个符号，必须运用想像力来填充缺失的部分，直到得到这个符号的完整形式。不仅在常见活动布置或工艺作品中能看到幸福十字的影子, 具有光耀闪烁的太、钻石等也是幸福十字的构造依托。拉脱维亚赋予“卐”字符的形式表达，摆脱了旧世纪对该字符的繁琐呈现方式, 具有时代性与进步性。

2.来源与分布区

“卐”字符主要是由拉脱维亚文化中“火”的蕴意构造演变而来。火是人们生活发展的重要载体之一，除烤制食物与照明之外，火亦是荣耀与权力的象征。由于火的不规则形状与变化，拉脱维亚人从复杂的火的交叉中衍生出“卐”字符。在拉脱维亚所有的传统文化传播符号中, 火的交叉是最广泛传播的元素之一, 并随时代发展而不断变化。自3世纪以来， 这个标志就在拉脱维亚的领土上出现并被广泛用于珠宝首饰——珠饰、项链等装饰品。在旧铁器时代晚期的纺织物品中也发现了该符号的存在。“例如, 在传统的Stāmerienas披肩上, 中央广场用于装饰的37个十字架有16个变体, 形变多为“火的交叉”符号，大多较为完整细致，并无省略。”[4]披肩中心的火焰装饰十字架是由铜环做成, 并布置在深蓝色的羊毛底座上。“另一种类型的“火的交叉”即“卐”字符则被发现于Kaldabruuna披肩的下围。同一种织物有49个符号， 还有2个是木炭， 其中有36个不同的变体。”[5]例如，在铁器时代早期，居住在拉脱维亚境内的芬兰-乌戈尔部落的搪瓷胸针上, 就描绘了“火的交叉”符号。由此可见铁器时代该符号应用已相当广泛, 火的相关寓意与形状构造是“卐”字符的主要来源。该字符主要分布于拉脱维亚较为

发达的平原小镇等地区，此外，农业与后期商业的发展为“卐”字符的广泛使用与流传奠定了基础。

3.意义

“卐”字符在拉脱维亚文化中扮演了重要角色并有着深刻的意义内涵。通常它被认为是太阳运动轨迹的象征， 描述子太阳在天空中的运动状况。考古学家也证实了“卐”字符是关于古老太阳星座的解说。“卐”字符从情感意蕴上来说，代表着幸福，是祝福、力量、精力、勇气、健康和幸福的象征。幸福对于妇女来说， 意味着其婴儿的出生。只有孕育出新生命，妇女才能在公众中处于领先地位。因此新生婴儿包裹的带子上通常会绣有“卐”字符的标志，装饰这个标志以保护佩戴者免受邪恶伤害。因此在这种环境下，“卐”字符蕴含了幸福的意义。另一方面，“卐”字符象征着监护人的地位，这一点能够从古代儿童的手腕上得到证明。本文亦在后文进行了介绍。“最后，在拉脱维亚人的信仰里，把火烧过后的十字架用在猿类的一侧，能够有效治疗破伤风;将其刻在一栋建筑的门上则能保护房子不被雷击。”[6]在拉脱维亚西北部，有一项传统记录表明，在孩子出生时，在马具的末端挂着一根木制的“卐”字形状的火十字架。只有标记所指向的人死亡时，才会将其删除。因此“卐”字符在拉脱维亚文化中的意义是多元的，但大多是正面积极的，对人们的生活产生了极为深刻的影响。

4. 纳粹党的影响

1941年夏，希特勒进攻苏联并占领拉脱维亚。1944年至1945年5月，苏联红军解放拉脱维亚全境，拉重新并入苏联。1990年2月15日，拉脱维亚通过恢复国家独立的宣言，2月27日恢复它从前的国旗、国徽和国歌。时至今日， 火的十字架还经常出现在手套、袜子等装饰物上。纳粹党在拉脱维亚的短暂入侵，给“卐”字符的演变轨迹带来了重要影响， 为异国文化的交融与碰撞创造了重要的环境。“纳粹党在基于拉脱维亚文化发展基础之上， 将拉脱维亚文化因素中带有广泛重要意义的“卐”字符象征暴力与王权，削弱了“卐”字符在拉脱维亚的正面影响，促进了跨文化的交流与碰撞。”[7]

(二)佛教中的“卐”字符

1. 形式

“卐”字符在佛教中的表现形式经历了较复杂的演变过程。在中国的佛经中，卐字有时亦传写作卍字，其实这个卐和卍是同一个字，而且是对称的，作为佛祖胸前的标识，卐是右旋，代表佛祖胸前的十字向自己右手边旋转;“卐”为左旋，代表佛祖胸前的

十字向自己左手边旋转。“卐与卍也与佛教一起同时出现在中国的文学、戏剧、美术、雕刻等各个方面。”[8]《红楼梦》中与茗烟发生关系的一名丫鬟即名为“卐儿”。此后佛教东传日本，卐与卍也随同汉传佛教传到了日本，在日语中卐读まんじ(manji)，在日本漫画家久保带人的漫画《BLEACH》(又译《死神》)中，斩魄刀的二次解放亦称“卍解”。

中国除汉传佛教外，同时也受到了藏传佛教的极大影响。作为卐标识，来自古印度的两种不同法传的佛教却有惊人的相似之处。在西藏日土岩画中第一次出现卐，距今已有数千年历史。从岩画考证得知，卐表示的是太阳及其光芒，最初画一个圆圈，边上画几道光，逐渐减化后，便演变为卐，其形制与汉传“万”字一样。发展到象雄王朝时代有文字后，藏人称此符号为“雍仲”。在象雄语中，最初当为太阳永恒，或永恒的太阳之意，发展到后来，演变引伸为固、永恒不变、避邪，以及吉祥如意的象征。“象雄王朝时代的西藏本土宗教——苯教也以“雍仲”符号为该教派的标志。佛教于公元七世纪传入西藏后，佛教也用这个标志，而佛教的雍仲称为“右转雍仲”即卐，但是法台桌帷上的雍仲一般有二个或四个，不管一对还是两对，均把雍仲放置于二角或四角上，一为左转，另一为右转。多数桌帷的雍仲，或全是左转，或全是右转。”[9]有专家考证认为，左、右转的雍仲是由于观察太阳运转者的角度不同而产生的:站在地球上观察太阳的运转，为右转;从太阳上方往下观察太阳运转，则为左转。因此，每个雍仲从前后看都可以是左转或右转，左、右转是统一的，进而说明太阳的运转，藏民族对宇宙的看法是统一的。雍仲图案在西藏寺庙、民居、服装、节日、婚礼等建筑和节庆中广泛应用。同时也同藏传佛教一起流传至汉地，与汉地的卐逐渐会合使用。于是，卐与卍均同时出现，并行使用在汉、藏佛教的各种仪轨之中。佛教“卐”字符形式具有较丰富的表现形式与过程。

2. 来源与分布区

卐最早是在古希腊被发现的， 这个标记在当时古希腊的某种宗教中被用来代表神至高无上的智慧好比太阳一样普照万物。后来古代西亚的一支有这种古希腊宗教信仰的游牧民族， 即古代亚利安人(德国人所属的日尔曼人其祖先就是亚利安人)向古印度东征，在古印度融合建立了阶级统治的宝法拉帝国，出现了古印度的婆罗门教，并用婆罗门教从精神上配合国家实施奴隶种族阶级压迫制度。婆罗门原教旨主义者继承了这种古希腊的代表神的智慧的标记卐作为婆罗门教之神的标记， 用以代表比太阳还要明亮很多的某种物体，后来婆罗门教用这个标记来表示大觉者的智慧。

约公元前500年(生卒年代尚无定论)，古印度释迦族诞生了一位王子，姓乔达摩，名萨波悉达多，他有感于人生生老病死的各种苦恼，因对婆罗门教阶级压迫的不满，苦行不成，进而在菩提伽耶的婆罗树下静坐觉悟，成为佛教创始人。此后人们尊称其为释迦族的圣人，故尊名“释迦牟尼”。由于当时释迦牟尼创立佛教是在古印度婆

罗门教的宗教环境下，所以他的悟道也在古印度被称作为大觉者的智慧，于是婆罗门教中的卐被继承下来，既用作比喻佛祖出生时独具三十二种吉相之一的标识，又作为佛祖身上的一种标志，表示大觉者的智慧。

无独有偶，卐在古印度、波斯、希腊等国都有。除婆罗门教和佛教使用外，耆那教等宗教也将其纳为符号使用。后来佛教传入华夏大地，卐也便传到了中国。鸠摩罗什、玄奘将其译为“德”字，北魏的菩提流支则在《十地经论》中将其译为“万”字，唐代慧琳在《一切经音义》卷二十一认为应译为“德”字。至武则天统治时期，武周长寿二年(公元693年，巧合的是与今年同是癸巳年)，武则天正式制定此字读为“万”，意为“吉祥万德之所集”，从此卐被佛教界广泛使用。卐又称“吉祥海云相”，汉传大乘佛教认为卐是释迦牟尼佛胸部所现之瑞相，而小乘佛教则认为此相不仅限于胸部，也可出现在脚底等其他部位。

3. 意义

“卐”字来源于古印度梵文，在梵文中读作Srivatsalaksana(音译:室利靺蹉洛刹那)，意为“胸部的吉祥标志”。”[10]古时传入中国后，先人将之译为“吉祥海云相”。众所周知，释迦牟尼佛祖在出生时独具三十二种吉相，而吉祥海云相即为其中之一，意思就是指呈现在大海云天之间的吉祥象征。它出现在佛祖如来的胸部，被佛教徒认为是“瑞相”，能涌出宝光，据称“其光晃昱，有千百色”。这就是卐字的本来面目。“其实，卐是古代的一种符咒、护符或宗教标志，被认为是太阳或火的象征。”[11]它出现在上古时代的许多部落，在古代印度、波斯、希腊、埃及、特洛伊等国的历史上均有记载。“卐”是佛教吉祥的符号，汉传佛教在武则天长寿二年(公元693癸巳年)被正式统一译为“万”，意为“吉祥万德之所集”，又称“吉祥海云相”，是佛教认为释迦牟尼佛祖出生时的三十二吉相之一的标志符号。其根源来自于古印度婆罗门教的标识，即指“大觉者的智慧”。藏传佛教中称之为“雍仲”。“卐是佛教中原有的基本图案，此后在佛经、法事或仪轨中出现了对称型且同义的卍，两者仅有左旋与右旋的区别，本质上一致。”[12]“卐”字符在佛教中的意义较为深刻，佛教徒亦将其作为教标志的象征。

4. 纳粹党的影响

二十世纪初，德国纳粹选用了同源于古亚利安文化的卐字作为党旗标识，此卐字来源于鲁尼文，在古亚利安表示无上的力量。但德国纳粹所用的卐均是黑色的，且呈斜45度摆放。为区别于纳粹标记，佛教徒们为防误会，在二战以后往往采用卍作为“吉祥海云相”。但事实上，我们应当理解，佛教中的卐与卍均是“吉祥海云相”，其中卐是正体，卍为变体，它们是正方形摆放的，一般采用金黄色或者红色，绝不使用黑色。综上所述，凡是不呈黑色字且正方型摆放的卐与卍，均表示佛教的“吉祥海云相”。平时我

们在佛教文化中使用卐与卍都是正确的，但人们为了避免对纳粹党的标志产生混淆误解，更多的在佛教中使用后者。其实卐才是“吉祥海云相”的正体，而卍只是对称变体而已。“在各种场合我们辨识只有使用黑色的卐且呈斜45度摆放的才是纳粹的标志，应予坚决禁止。”[15]因此，纳粹党对“卐”字符的使用，一定程度上造成了该字符在佛教文化传播中的误解，并在整个宗教文化中产生了一定影响。

三、拉脱维亚传统文化和佛教中的“卐”字符比较

(一)形式特征对比

拉脱维亚传统文化与佛教文化，都是世界文化的重要组成部分，是世界文化发展的重要标志。其既有交融性又有着明显的差异与区别。“卐”字符在两种不同文化里的传播应用，是特定文化因素在不同文化环境中的对比衍生。

在表现方式方面，拉脱维亚传统文化中的“卐”字符，常被镌刻于门框、铁器，或是被绣在新生儿襁褓的系腰中。不难发现在拉脱维亚传统文化中“卐”字符日趋时代化与大众化，与人们的生产生活相结合并能在人们的附着物品中给予人们以精神力量寄托，总而言之，在拉脱维亚的传统文化中，“卐”字符的表达形式都是日趋简单化、便利化的。而佛教中“卐”字符的使用与制造都需要遵守一定的原则规范，否则在教徒眼中，这将会触动“神灵”并引发惩戒。因此，无论是佛教寺庙、庙宇石碑中的“卐”字符或是佛教徒身着的教服、所佩戴的教帽中，“卐”字符都有其自身的规范形状与尺寸，且不可任意更改。因此在“卐”字符的表达方式上，佛教中“卐”字符的应用与表达更为严谨。

(二)意义对比

在内涵蕴意方面，拉脱维亚传统文化和佛教中的“卐”字符都是蕴含着积极正面的能量象征。都预示着美好生活的希冀。但相对佛教来说，拉脱维亚传统文化中“卐”字符的意义更倾向于个人的美好生活希冀，如在婴儿所佩戴的外腰上“卐”字符或自家门框所镌刻的“卐”字符所带来的福祉仅与其个人和部分亲人相关，是小众化的生活期盼。而在佛教中，“卐”字符常预示着广大芸芸众生的福祉，是一种无私的、涉及众多子民的“吉相”，具有“普渡众生”的人文价值关怀。因此，拉脱维亚传统文化中“卐”字符与佛教中“卐”字符在意义表达上具有一定区别，但二者的基本释义都是建立在“卐”字符原始意义的分解基础上。最大的区别之一在于现代用途上。目前佛教中的卐字符仍然保持宗教信仰角色及意义，但是拉脱维亚中的卐字符的古意已被消减了。

四、"卐"字符的现代用途

"卐"字符的使用具有绵长的历史过程，多与宗教及人们的希冀有关。尽管一些应用艺术大师们往往不了解古代文字的意义，但由于其形式优美、丰富，它在今天的民间艺术中仍然占有稳固的地位。

"卐"字符不仅仅是意味深远的宗教图符，作为传统吉祥观念的艺术表现形式，千百年来，早已融入到了一些民族的文化生活之中，成为其民族民俗文化的重要组成部分，是传统吉祥观念的艺术体现。它被广泛地应用于寺院、民居、服装、节庆、婚丧等等之中：寺院、民居家什及门窗的木格上用其进行装饰。有的藏族妇女还喜欢将此字符绣在衣服的背部，认为这样可以免除天灾人祸，人们以此表达着对幸福、平安和吉祥的憧憬与追求。在北京天坛的建筑上面有数不清的"卐"字符，象征了无数天神们居住的天。大多数人认为卐应以左旋为准，代表吉祥，右旋代表毁灭。且由于社会的现代化发展与全球化信息时代的来临，文化交融势不可挡。因此"卐"字符也被用于越来越多的场合与作品中。人们逐渐突破宗教、地域等限制， 在商品时代创造性的发挥其周边的商品性价值，推动简单化、时代化"卐"字符的应用与发展，在继承"卐"字符的同时，又对其应用注入了新的时代元素。

五、结论

文化是影响人们生存发展的重要外部因素。拉脱维亚传统文化和佛教文化作为不同的文化类种，对"卐"字符的发展演变都做出了重要贡献。真正的文化，是具有差异包容的真实存在。本文通过对其两种文化背景下"卐"文化符号的发展历程的认真梳理和解读， 剖析了其含义演变与异同， 从而能推进人们"卐"字符的正确认识与理解。因此我们在现实生活中在维持和强化文化身份的重要地位的同时，也要增强文化身份的重要性，推动文化多样性的传播与发展。

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感知形象对拉脱维亚旅游者选择中国作为目的地的影响[1]

林伊娃

摘要:拉脱维亚的经济形势每年都在好转。人们有更多的机会到国外旅行， 选择更多的旅游目的地。中国是一个非常具有异国情调和吸引力的旅游目的地，但拉脱维亚游客往往不会选择太多。人们对中国的印象相当消极，宁愿选择其他国家去旅游。

本研究的目的在于了解拉脱维亚游客对中国旅游目的地形象的感知，以及如何克服这种负面形象。由于旅游者在旅游后往往对国家有更积极的印象，本研究也关注旅游前后目的地形象的变化。这项研究回答了如何提高中国作为旅游目的地的形象以及改善两国关系的问题。

由于混合方法有助于捕捉目的地的精确图像，所以在问卷设计中使用了开放式和封闭式问题。开放式问题被用来捕捉旅行前后的中国形象。这些问题的答案被分成关键词， 然后按频率进行分析。采用配对问卷的封闭式问题来观察图像之间的变化。随后通过频率进行分析，并进行F检验和T检验，以确定变化是否显著。

The Influence of the Perceived Image on Choosing China as a Travel Destination by Latvian Tourists

Ieva Salina

Abstract

Economic situation in Latvia becomes better every year. People have more opportunities to travel abroad and choose further travel destinations. China is a very exotic and attractive travel destination, but Latvian tourists tend not to choose it too often. People hold a rather negative image of China and would rather choose other countries to travel.

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The aim of this study is to find out what exactly is the China's destination image perceived by Latvian tourists and how to overcome the negative image. Since tourists tend to have a more positive image of the country after the travel, this research also focuses how does the destination image change before and after the travel. This research answers the question of how to improve China's image as a travel destination as well as improve relationship between the two countries.

Since mixed methods help to capture the precise image of a destination, both, open-ended and close-ended questions were used in the questionnaire design. Open-ended questions were used to capture the image of China before and after the travel. Answers of these questions were divided in key words and later analyzed by frequency. Paired questionnaire close-ended questions were used to see the changes between the image. This was later analyzed by frequency and an F-Test and T-Test was performed to see if the change was significant.

1. Introduction

It is undeniable that in spite of its growing relevance and proven contribution to GDP, jobs and exports, tourism still lacks due political and economic recognition. During 2010, UNTWO strengthened its advocacy work to promote the value of tourism as a driver of socio-economic growth and development and to encourage its inclusion as a priority in national and international development policies.

Tourism creates millions of jobs, accounting for 1 in 12 worldwide. Tourism is one of the major economic sectors of developing countries and the primary source of foreign exchange earnings in a vast majority of these. At the same time, tourism has the power to deliver significant international earnings for environmental protection as well as giving economic value to cultural heritage. (UNWTO)

According to WTO (World Tourism Organization), tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries.

Tourism in China is a very special industry. According to reports from Ministry of Culture and Tourism of People's Republic of China, China inbound tourism trips have reached 139.48 million in 2017, a rise of around 0.8% over 2016. This number continues to grow year by year. Foreign exchange revenue was USD 123.417 billion in total, with a 2.9% year-on-year growth. Foreign tourists spend about USD 69.547 billion in China, increased by 4.1% over 2016 (Travel China Guide).

Why do people choose China as a travel destination more frequently? It is connected with more convenient visa policies, different kinds of cultural activities between China and other countries, the "One Belt One Road" initiative, as well as various study opportunities, for example, exchange programs in China.

1.1 Latvian Tourists and Travel Trends

Latvia is a very small country in northern part of Europe, with a population of around 2 million people. Latvian people are very keen on exploring the world and they become more interested in visiting China. However there several difficulties to bare before actually they can come to China. Some of them are, making a visa, language barrier, cultural differences, location and not enough information about China and what is needed to be done to come here. For example, to apply for visa, all the information is given in English or Chinese, but a lot of people speak neither. At the same time, there is a lack of information about China and what it offers. Most likely, an average person will only know that in China you can see the Great Wall, but will not know about the cultural heritage.

Most of the Latvia's citizens will choose another destination over dealing with all the inconveniences. When we talk about a choice of a travel destination, Latvian tourists are interesting tourists, if there is something new – Latvians will go there. The peak season for travelling is spring – April, May and June, as well as fall – September and October. Usually Latvians travel together with their families and the most popular destinations are resorts, for example, in Greece, Spain, Turkey etc.

Nevertheless, there are a lot of individual tourists too, and they prefer to choose further travel destinations. Since 2016, people have been more keen on traveling further – destinations such as China, Japan and South Korea are often chosen. It is because the economic situation in the country is more stable and people simply can finally afford to travel further. For example, past few years Thailand has been a top choice for New Year celebration.

1.2 China-Latvia Relation in Tourism

People's Republic of China was one of the first countries in the world that recognized the restoration of the independence of Latvia in September 7, 1991. Diplomatic relations between the two countries were established in September 12, 1991. Cultural cooperation between Government of the Republic of Latvia and the Government of the People's Republic of China is based on agreement between the two countries on cultural and educational cooperation (September 2, 1996). Since the cooperation was established, many events have taken place to promote cultural exchange between the countries. For example, from October 22, 2016 to January 8, 2017, the Art Museum of Riga hosted an exhibition of art from the Ancient China "The Silk Road". It included items of ancient Chinese art from the region where the Silk Road originated. In 2015, students of major in Latvian from Beijing International Studies University took part in a project "Found in Translation: Rainis and Aspazija". In May 2015, the first Chinese Film Festival was held in Riga. Since

2015 there has been discussions about a direct flight from Riga to China that would allow closer cooperation in the aviation field.

China in Latvia is considered as 'the big unknown'. China has been connected with big factories, with communism, with the Forbidden City and, of course, the Great Wall. People do not know China. In Europe, especially in East-Central European countries, where communism is associated with dark memories of history, China, that is so far away has not raised a lot of interest among tourists. At the same time, information about China is very confusing – there is communism, but China has a huge impact on global markets and people can easily travel abroad.

Despite this, every year more and more Chinese people choose Latvia as a travel destination. Latvia seems really attracting to them due to the variety of natural resources, beaches, nature and so on.

1.3 Research background

Table 1: Top Source Countries for 2017 China Inbound Tourism

Source: Ministry of Culture and Tourism of People's Republic of China

	Countries	Rate taken up (%)
1.	Burma	22.5
2.	Vietnam	15.2
3.	South Korea	9
4.	Japan	6.2
5.	Russia	5.5
6.	America	5.4
7.	Mongolia	4.3
8.	Malaysia	2.9
9.	Philippines	2.7
10.	Singapore	2.2
11.	India	1.9
12.	Canada	1.9
13.	Thailand	1.8
14.	Australia	1.7
15.	Indonesia	1.6
16.	Germany	1.5
17.	Britain	1.4

Table 1 shows that the biggest number of inbound tourists in 2017 in China come from Asia – Burma, Vietnam, South Korea etc. And then there are some countries from other parts of the world – America, Canada, Australia. But from Europe, in this list, there is only Germany and Britain and the percentage level is very low, comparing to Asian countries.

Latvia is a very small country in northern part of Europe, with a population of around 2 million people. Latvian people are very keen on exploring the world and they become more interested in visiting China. However there several difficulties to bare before actually they can come to China. Some of them are, making a visa, language barrier, cultural differences, location and not enough information about China and what is needed to be done to come here. For example, to apply for visa, all the information is given in English or Chinese, but a lot of people speak neither. At the same time, there is a lack of information about China and what it offers. Most likely, an average person will only know that in China you can see the Great Wall, but will not know about the cultural heritage.

Because of the growth in economic sector in China, many Chinese tourists choose to come to Latvia and other European countries to travel. The number of Chinese tourists is growing year-by-year. But, on the other hand, China is a country full of resources, so why not so many tourists from Latvia choose to come to China? It has been more than 10 years since Latvia faced the dramatic consequences of economic crisis in 2008. Now, the country's economy has been recovered and more people can afford to travel abroad, and not only to Europe, but worldwide. As data of Central Statistical Bureau of Latvia show, Latvian tourists choose China as their travel destination more frequently. In 2015 710 tourists traveled to China with travel agency, the number increased to 840 in 2016 and in 2017 it climbed up to 999 tourists (Central Statistical Bureau of Latvia, 2018).

However, not so many Latvian tourists choose China as their travel destination for vacation, they still rather choose European or other countries that are geographically much closer. One of the biggest problems is the image of China for Latvian tourists. Because of the lack of information, lots of people know that China is an economically developed country, but it still has a lack of cultural and environmental development. Some of the problems that tourists are feared to face are air pollution, food security, corruption, overpopulation, language barrier etc. From this, other problems arise too – people just simply do not know in advance what to see and what to do in China.

Some people may say – the inbound tourism in China is developing every year. More and more tourists choose China as a travel destination. China cannot really complain about the tourism flow. Why is it important to have more Latvian tourists? The biggest problem lies in the destination image. Most likely, an average Latvian tourist will have a negative image of China, and tourists from surrounding countries, like Lithuania and Estonia could have developed the same image. The negative image is developed simply because there is a lack of information about China. 20–30 years ago people knew that China is a country with a lot of factories, where people produce a lot of things but in poor quality, and later these things are exported abroad and sold. They knew that people have to work really hard to survive, but the salaries were very low. It was not better for students – grades had to be excellent otherwise they lost the opportunity to find a good job.

1.4 Importance of the study

Now China is a giant in terms of economy, every city has skyscrapers, people have good jobs, the quality of life has increased. Everything has changed to the good side in a very short period of time. And people in Latvia do not understand how this happened. It is important to understand why there is such a lack of information about China and to evaluate what is the exact image of China for Latvian tourists. Both countries are participants of One Belt One Road initiative, that is why if image of China would improve, China would receive not only more tourists from Latvia, but from other countries participating in this initiative too. It can be considered an economic benefit for tourism development in China.

The aim of this study is to find out what are the key factors of why Latvian tourists have perceived a negative image of China, to find out what do Latvian people know about China. Another thing is to see how the perceived image changes after people come here. Most likely, before the travel people do not know a lot about China or they believe in such stereotypes as heavily polluted air, people crowds and enormous traffic jams. After the travel, the image will change to a positive one, because people would see that not only the stereotypes are not true but have unique travel experiences, visit tourist attractions that did not know about before. At the same time, to find a solution of what can be done to change the negative image to a positive one. Latvia is a small country and probably does not play a big role when we talk about inbound tourism of China, but it does play a role in terms of business and diplomatic relations. The author believes that Latvia's bordering countries could have similar perceived image of China.

Several studies that have concentrated on pre and post destination image have been done before, but none of them have been related with Latvian tourists and China. More Latvia-China related research has been done in terms of business, economy and politics, but none academic research has been done related to destination image. There is a solid literature of destination image, but only some of them mention about how and why images of destinations change considering the experiences of pre and post trip (Yilmaz et al., 2009). Most research has focused on either the pre visit image (Fraas, Rodriguez, Casteneda, Sabiote & Buhalis, 2012; Lin, Chen & Park, 2012) or post image separately (Beerli & Martin, 2004). Understanding of the differences between pre and post trips have a practical implication. It helps tourism marketers to reach out to potential tourists as well as managing their travel experiences. If the image after the travel is more positive that before, it means that the country has not done a good job to market its unique attractions and experiences. On the other hand, if the image is more negative, then the country has failed to live up to expectations (Jani, D., & Nguni, W. 2016). There are no previous studies concentrated on pre and post travel experience or destination image comparison. Some previous research has been in done in Latvian or Russian language, but in English there are only a few studies. Since the destination image study between the two countries has not been done before, the author chose this topic as a starting point to this kind of further research.

1.5 Research Questions

Q1: What is the perceived image of China by Latvian tourists?
Q2: How does the destination image of China change after Latvian tourists visit?
Q3: What can be done to change the negative image of China to a positive one?
To answer these questions, following things must be done

1. To review Destination Image and Destination Branding literature
2. To evaluate Latvian tourists travel trends
3. To identify the image of China as a tourist destination in Latvian tourists' perspective
4. To find out the negative reasons that may limit Latvian tourists from travelling to China

Hypothesis

H1: The perceived image of China by Latvian tourists is uncertain or rather negative.

H2: There is a significant change of the image of China before and after Latvian tourists visit it.

2. Literature Review

2.1 Destination Image and Framework

A great work has been done to define destination image and framework. San Martin and Del Bosque (2008) created a table to show differences and similarities between definitions of the destination image. In total there are 20 definitions. The author of the thesis chose 5 to show the differences between them. The definitions are:

1. Lawson and Baud-Bovy (1977) – an expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual has of a specific place.
2. Moutinho (1987) – an individual's attitude toward the destination attributes based on their knowledge and feelings.
3. Echtner and Ritchie (1991) – the perceptions of individual destination attributes and the holistic impression made by the destination.
4. Milman and Pizam (1995) – visual or mental impression of a place, a product, or an experience held by the general public.
5. Bigne, Sanchez and Sanchez (2001) – the subjective interpretation of reality made by the tourist.

First, Hunt (1975) defined destination image as the expression of all objective knowledge, impressions, prejudice, imaginations and emotional thoughts an individual or group hold for a certain place. Crompton (1979) gave the idea that destination image is a combination of beliefs, ideas, impressions and expectations that a tourist has for a destination. Since the knowledge about destination image gets deeper, Ratkai (2004) said that the definition of the destination image has become more advanced during this time, but it still lacks an absolute definition. The biggest amount of definitions proposed in the table by San Martin and Del Bosque (2008) include such words and phrases as "impression" and "perception of tourists" when describing destination image. Here, clearly, we can see that tourists are the ones who influence how a destination is seen by the world.

Baloglu and McCleary (1999) stated that destination image has two interconnected components: the cognitive component and the affective one. The cognitive component consists of persons belief and knowledge about destination aspects, such as food, recreation, weather, landscape, transportation and the welcoming attitude of local people. The affective component, however, refers to a persons feelings towards the destination, for example, happy, tired, relaxed and so on. At this point both images are different but interconnected.

Baloglu and McClearly (1999) created a model of destination image formation made up on responsive relationship between the destination image, personal factors and stimulus factors (figure 1). This framework was made for better understanding and visualization of the formation of the destination image. The personal and stimulus factors are shown as two impacts on the destination image. The personal factors are divided into psychological factors, such as consumers' values, motivation and personality and social factors which are age, education, marital status and others. Then stimulus factors are consist of information sources, previous experiences as well as the distribution channels. Different evaluations happen when these two factors act up on the destination image. The perceptual or cognitive evaluation consists of beliefs and knowledge about the destination, and the affective evaluation is made from persons' feelings for the destination. The cognitive and the affective evaluation both make up a worldwide image of the destination. From this we can conclude that both components are very important because the combination of them can create a positive or a negative image.

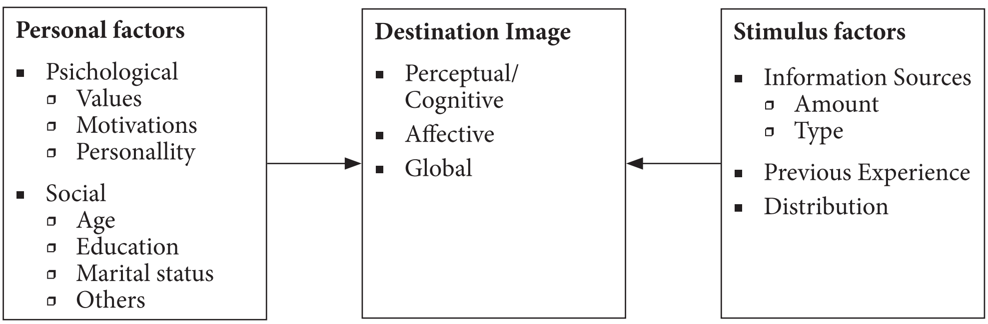

Figure 1: A General Framework of Destination Image Formation

Source: Baloglu and McClearly (1999)

In Figure 1 we can see a dimension of destination image that a lot of researchers have used. The model composed by Etchner and Ritchie (1991) consists of three dimensions – attributes/holistic components, functional / psychological characteristics and common / unique components.

When we look at the model, we can see that attributes and holistic components include psychological and functional characteristics. The functional characteristics of holistic aspect refer to the mental pictures of destination, for example landscape, villages, cities etc. Psychological characteristics refer to general impressions of mood and atmosphere of a destination. Attribute aspect consists of perceptions of individual features of destination and it ranges from psychological to functional characteristics.

On the one dimension, destination image includes common psychological characteristics, for example, friendliness of local community, the reputation of a destination, safety, landscapes and it also can include common functional characteristics like prices, transportation, city planning, accommodation. On the other one, it includes unique functional characteristics–traditions, symbols and special activities and unique psychological characteristics, for example, feelings towards historical events, current situation, cultural heritage of a destination. When we mention symbols, a lot of examples come to mind, like, Eiffel Tower in France, the Great Wall in China, the Mount Everest in Nepal, the Statue of Liberty in the United States of America and so on.

To sum up, this model represents the conceptional framework of destination image. The main two main components are holistic and attributes aspects. The model also includes functional characteristics that refer to tangible and measurable features and psychological characteristics that refer to not measurable features. Other aspects included in the model are common and unique, they are important because destination image can vary from features that are common in a lot of destinations to the ones that are very unique.

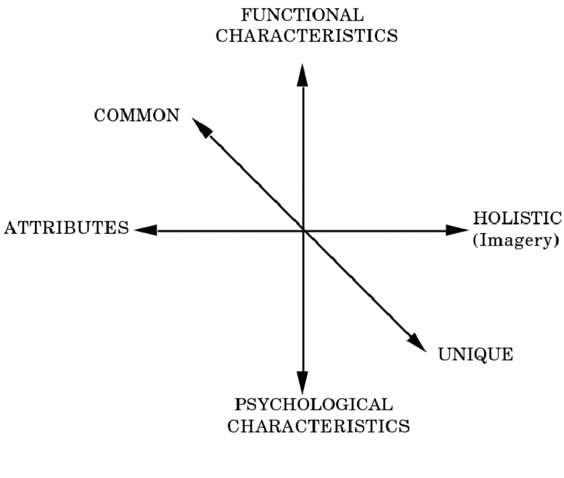

Figure 2: The Components of Destination Image

Source: Echtner and Ritchie (1991)

Every destination has different aspects that can influence the image formation. Echtner & Ritchie (2003) put these aspects together, grouped into categories and added a functional – psychological continuum. What they found out was that majority of studies have not been using these aspects as a measurement instrument. Previous study was more concentrated on the functional aspects rather than psychological ones. In the figure, total number of studies referenced was 14. Those include: Scenery and natural attractions, costs and price levels, climate, tourist sites, nightlife and entertainment, sports facilities, national parks, wilderness activities, local infrastructure, architecture, historic sites, beaches, shopping facilities, accommodation facilities, cities, fairs / exhibitions / festivals, facilities for information and tours, crowdedness, cleanliness, personal safety, economic development, accessibility, degree of urbanization, extent of commercialization, political stability, hospitality and friendliness, different customs and culture, different cuisine, relaxing, atmosphere, opportunity for adventure, opportunity to increase knowledge, family, quality of service and reputation (Echtner & Ritchie, 2003).

Since the attributes counted in the list are so many, the author of thesis has picked some of them to include in the research. These are scenery and natural attractions, tourist sites, nightlife and entertainment, national parks, local infrastructure, shopping facilities, cities, crowdedness, cleanliness, personal safety, economic development, hospitality and friendliness, different cuisine, relaxing, atmosphere, quality of service and reputation.

According to Jenkins, 1999, when we have to use attributes to measure images, there are two important aspects of the measuring process. The first one is evaluative perception, which means that the respondent should evaluate the place with a certain construct. For example, on a scale from 1 to 5 (1 – not at all beautiful to 5 – very beautiful) "How would you rate China in terms of scenery?" The second one is construct preference, which means that the person rates the importance by himself. For example, on a scale from 1 (not important) to 5 (very important), "How important is the scenery in your travel decision making?". According to Fishbein's (1963) model, a person's attitude towards a destination is as important as the preference for each attribute of destination multiplied by the importance added to it.

The perceived image of a destination is important as it can influence the new tourists and their decision making process later on. Gunn (1972) created a seven stage framework for the process of how a tourist forms an image of a destination (figure 4). This theory includes image that is constantly changing and modifying and goes through different levels – the organic, induced and modified-induced. The organic image is the first stage of seven and forms up from different information sources, such as books, TV, school, friends and family. The induced image makes up from stage 2 to stage 4. It is made up from researching before the travel and checking marketing promotions, for example, advertising, brochures, booklets and so on. And the last one – modified-induced image – stage 5 to stage 7. It is developed from the actual experience of the tourist in the destination – the activities, accommodation, places visited. Potential visitors, non-visitors and returned visitors form different images (Gunn, 1972).

2.1.1 Image Formation

One of the most important factors in the decision making process is the destination image, especially for potential and first time travelers. Two main aspects influence the travelers choice of the destination, those are the image shown by destination marketers and the image formed from other different sources.

Past visits, advertising and promotions, conversation with friends and family and news – these are some of the ways how tourists get the destination image (Gartner and Hunt, 1987). Tasci and Gartner (2007) put the image formation agents in three groups: 1. Supply-side or destination; 2. Independent or autonomous; 3. Demand-side or image receivers. The image also forms from the personal experience. The image shown by destination marketers is not always compatible with the image from actual tourists (Fakeye & Crompton, 1991).

Reynolds (1965) identified the formation process of destination image as a mental picture that comes from the information flood of the destination. The information comes from different types of sources, for example other people's opinions – family and friends, travel agents, literature of promotion – travel brochures, posters, flyers and media – books, television, social media, movies and so on. Every person's image varies on the initial information and on the experience after the visitation. Many researchers have done research about the influential factors of image formation process. Hunt (1975) has stated that people usually choose a destination near their usual place of stay and have received information from family, friends and media of.

According to World Tourism Organization (1980), a country's tourism image is often associated with its national image. It means that the image is connected with economical, historical and social factors. A positive image is developed when a tourist has a positive destination image and positive experience in the destination. On the other hand, a negative image develops when tourists have a positive destination image, but the experience of the travel is negative. The best outcome would be if a tourist has perceived a negative image, but the experience is highly positive (Chon, 1992). Echtner & Ritchie (2003) stated that there are two main issues in the formation process of the destination image:

The destination image can be held even if person has never visited a destination or has not perceived information. In this case, marketers can recognize the strengths, weaknesses, precise and imprecise of the existing destination image. They should plan a very effective promotion strategy.

It is very important to distinguish the destination image of non-visited tourists and returned tourists because of the changes in the image before and after the visitation.

2.1.2 Factors Influencing Image Formation

Many researchers, for example, Um & Crompton (1990) stated that individual factors as well have a great influence on destination image formation. It is impossible for two people to have exactly the same image of a destination (Dann, 1996). Even though the information flow is the same, each person will develop his or her own image. It will differ because each person's characteristics, understanding, past experiences, motivation differs. The perceived image is consumers mental picture (Beerli & Martin, 2004). Chen and Tsai (2006) stated that destination image depends on the perceived quality, value and satisfaction with the destination. On the destination image depends whether a tourist will choose to visit the destination and whether will he or she recommend it to others. Goodall (1990) noted that destination image is one of the most important factors in destination marketing. The factors that influence image formation are the main key point to identify travelers and markets and to target them.

The results of previous studies of socio-demographic characteristics have a big contrast (Tasci & Gartner, 2007). Some of them say that the image would be different because of age, gender, level of education, social class differences, but at the same time it was discovered that there were no differences because of this. Other still have mixed opinions. Differences in culture, social norms and values stimulate people's interest and want to explore new destinations.

Another important factor in destination image formation is motivation. Because it helps to understand tourists' behavior and decision making, it is of primary importance to pay attention to motivation when marketing a destination (Baloglu & McCleary, 1999; Beerli & Martin, 2004, Fodness, 1994). Motivation has direct and indirect influence on forming a destination image. Due to people having different motives and they will choose a destination based on their needs and affective domain. Motivations are socio-psychological forces that come from a not-satisfied need and that makes a person to take part in a need-fulfilling activity (Schiffman and Kanuk, 2004). Tourism marketers need to make an appropriate offer and branding towards the right target markets, because each destination can reach only a certain amount and type of demand (Buhalis, 1999). Because the motivation has the push factor hence the resulting actions, motivation is included as a major influential factor in the image formation (McWilliams & Crompton, 1997). Baloglu & Brinberg (1997) and Gartner (1993) stated that some researchers have come to conclusion that a persons motivations resulting from their travel experience have an affect on the affective image. Motivations influence the overall image because the affective image does it too.

Research on tourist behavior implies that personal travel experience has an influence on future decision making in an internal information search way (Crompton, Fakeye & Lue, 1992, Evans & Berman, 1993) Information from travel experiences before are compared to the present ones to form a repeat tourists' images (Schreyer et al., 1984). Sometimes, past experiences have more value and influence than external sources, this has to do with the fact that people like to place more value to their own experiences (Beerli & Martin, 2004). A lot of researchers have focused on how past experience influences the image formation.

Fakeye and Crompton (1991) discovered that there is a slight difference between images held by potential visitors, first time visitors and the ones who repeat their visit. To see how the previous experience influences the image formation, the differences between first time visitors and repeat visitors are taken into consideration (Hu & Ritchie, 1993, Milman & Pizam, 1995) Kaplanidou (2007) did a research on familiarity as a factor of image formation. He came to conclusion that familiarity can positively affect a persons' image of a place, because people in general like to be familiar with places. So previous travel experience has an influence on destination image. Other researchers proved that past travel experience does not have an influence on destination image (Chen & Kerstetter, 1999).

Another very important factor is destination image itself. It is believed that a tourist will choose a destination if the positive features of the image will exceed the negative ones (Chen & Kerstetter, 1999). Yet the image itself has no be not only positive, but strong (Alhemound & Armstrong, 1996, Ross, 1993). One more important aspect is that a destination image should be different from tourists' everyday life experiences. Otherwise the tourist might not be so interested to pick the destination. At the same time, it should not be too extreme (Bramwell & Rawding, 1996).

Plog (1974) designed a travel destination model which shows how a tourists' personality can influence destination preference (Figure 5). Here the travelers are divided into five segments, from psychocentric to allocentric, based on their personality. The five segments are:

1. Psychocentric
2. Near-psychocentric
3. Midcentric
4. Near-allocentric
5. Allocentric.

The psychocentric travelers tend to be not so adventurous. They prefer to go to familiar places, that they know the food, expected activities and the locals. This kind of tourists prefer to drive a car, the like to stay in typical accommodations and eat in restaurants. The allocentric travelers look for new experiences and adventures that are not typical. They like to get to destinations before other tourists have done that. They like to meet people, but they avoid to stay in chain-type hotels. Midcentric tourists are the combination of the both (Plog, 1974).

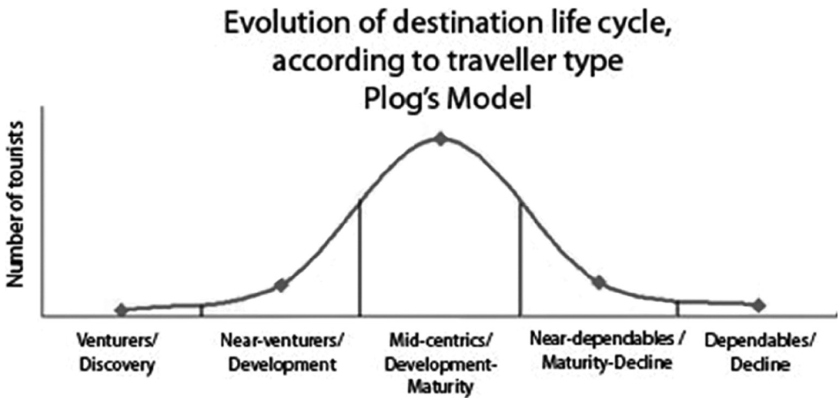

Figure 3: Travel Destination Preference Model

Source: Plog (1974)

Other researchers still argue that it is important what the destination has to offer (Gartner & Shen, 1992), for example, destination package that includes the travel, accommodation, food, etc. as well as tourists' needs and wants (Joppe, Martin & Waalen, 2001).

2.2 Destination Branding

Branding of a destination can change a tourists' perception of the job has been done well. Williams and Palmer (1999) gave a definition that destination brand is a combination of projected images by organization and then received by a consumer, then the combination is modeled by consumers' previous knowledge, experiences and attitude. A definition of branding was given by The American Marketing Association (2010) as well – it is a perception of a brand in people's minds. People have a perception of a brand and they connect it with their feelings and expectations. As to that, when a purchase has been made, in that moment an emotional connection happens.

The place name, the symbol and the positioning plan – the three main positioning elements for destinations (Pike, 2008). These elements are used to distinguish destination from one another as well as for representation. The awareness and the relevance are the two keys of an effective brand (Sevier, 2005). First, the consumer has to notice the brand, then he or she has to understand how the brand differentiates itself from others and the last, the consumer has to search for the brand.

In terms of strategy, detailed analysis of the brand image spread to the market is required by marketing management, because exactly this image is the one that will affect consumer choice. Brand image is difficult to work with, because it is characterized by a strong subjective component. Public relations are the most valuable aspects for brand management (Ferreira, 2011). Avenarius (1993) says that public relations becomes a tool that lets organizations to strategically develop brand image and to create desired corporate image when used with consistent communication.

A measurement system "The Brand Equity Ten" proposed by Aaker (1996) has ten components in the brand equity. They are divided into five categories:

1. Loyalty Measure – Price Premium, Satisfactory, Loyalty
2. Perceived Quality, Leadership Measures – Perceived Quality, Leadership Popularity
3. Associations, Differentiation Measures – Perceived Value, Brand Personality, Organizational Associations
4. Awareness Measure – Brand Awareness
5. Market Behavior Measures – Market Share, Market Price, Distribution Coverage.

This system is well recognized in the academic research (Johanson, Martensson & Skoog, 2001). Branding has a certain contribution in the marketing field but not as much in the tourism field. Only in recent years branding of a destination became more popular among researchers.

Ritchie and Ritchie (1998) divided Ten Measurements into pre- and post- experience categories according to selection and impression roles and branding effectiveness. For pre-experience categories the measurement of fulfillment is made from factors that made the consumer choose the destination instead of others. Some of these are the degree of recognition, lack of confusion with other destinations, the reason why a brand generates a wish to visit the destination and the intensity of the desire to visit.

After the visit the given measurements help to remember the experience and even give the idea for a repeated visit, if the memories and experiences are positive. Such as the brightness of the experience in the destination, the way the brand includes itself in memories of the destination and the visitor's experiences, the confirmation that the choice was made right, the brand as a link between the memories and experience and destination and the brand as the most important key in the memories.

Here the destination branding is included in different stages and different strengths in memories and associations. Mostly it takes part in decision making process which has a great influence in destination branding.

Despite the fact how the destination brand is being marketed, image of the destination is still connected with stereotypes, past experiences, historical events and word of mouth as well as opinions of friends and family (Tasci, Gartner & Cacusgil, 2007). A destination has two kinds of image – the perceived image and the emitted image. The perceived image is an image that a person sets individually, depending on feelings, experience, knowledge and so on. But the emitted image is made up for the purpose to be advertised and shown to large crowds of tourists by different kinds of marketing campaigns (Gali & Donaire, 2005). Destination brand can help to perceive an image, but the big picture the consumer will make by him or herself.

2.3 Travel Decision-making

Consumer behavior is a field where research is based on different areas and processes which include individuals and groups of people that make a decision, buy and use products, ideas, services and experiences for satisfaction of their wishes and needs. Market researchers have a great deal of interest in the places consumers gather (Reynolds, 2003). Place of residence makes a great influence on the decision-making process for potential buyers of tourism product or service. Even though this influence is very important, it has not been studied enough previously. For the distributors of tourism services as well as for the tourism destinations, consumer behavior is extremely important. Tourism consumers have options to choose from so it is necessary to know how the make the decision. By knowing this, distributors can make effective promotions that are oriented to reach consumers wishes, needs and preferences and benefit in other ways as well. Atmosphere when making the decision, is important too. When tourism destinations are concerned, this kind of research is effective to attract buyers and create strategies that are attractive and needed by them. Research in this field is related to destination image too and what kind of tourists it wants to attract (Djeri et al., 2004).

Knowing the factors influencing tourists' destination choices are important to the institutions and companies that are responsible for the development and promotion of domestic destination. Actually, destination is not only a tourism product, but it is a concept that tourists interpret differently and it is dependent on wide range of factors (Buhalis, 2000). Tourist decision process is super complex and it includes different stages and sub-decisions as well as elements and concepts, as researchers have concluded (Hsu et al., 2009; Smallman and Moore, 2010; Cohen et al., 2014). Recognizing and choosing are the key points of decision-making. The choice has to be made from available solutions to the problem according to the circumstances (Al-Tarawneh, 2012). Choice set approach was to explain this process (Sirakaya and Woodside, 2005), as the key point of consumer behavior is choice. We know that decision-making is based on a choice between two or more that two options (Djeri et al. 2007). Choice deals with the change of motivation into buying process (Moutinho, 1987). A decision is made when a solution to a problem is finally chosen. Generally tourists follow a funneling process of choices among different destinations.

Location is one of the geographical factors that influence the behavior of potential tourists. The main point is that people who live in one place or location, have the same or more or less similar needs, but people who live in a different location have different needs that are similar between them. Geographically speaking, people who live in one specific area share the same values, attitudes and preferences. The differences between these areas are caused by climate, customs, history and other factors, for example, religion and culture. Mobility to move geographically is extremely important aspect of the population that is used for tourism market segmentation. If there are changes in the place of residence, there will be changes in the democratic profile of the consumers in the segment of tourism. This happens due to the fact that change of location causes changes in preferences of potential tourists that are caused by geographical determinants (Djeri et al., 2004).

Usually, decision-making is divided into five stages: problem recognition, alternative information search, alternative evaluation and selection (choice), selection and purchase, and post purchase process (Hawkins et al., 1995; Moutinho, 1987; Sirakaya and Woodside, 2005). There are four basic phases proposed by K. Djeri et al. (2007) concerning decision-making about a tourist destination. They are: introspective, retrospective, prospective and prescriptive. And there are three core stages in a tourism destination choice (S. Um and J. L. Crompton, 1990). The first stage is the awareness set; the second one is using some of those destinations and forming a consideration set; and the last destination chosen from those in the late consideration set. After analyzing the huge amount of information that they have, tourists finally choose a destination that fits them (Crompton, 1992). Tourist needs, wants and habits as well as other external factors together with many other different changeable factors make a huge impact on selecting a destination and the process of decision-making (Djeri et al., 2007). Internal factors are important too. For example desire to escape, rest, relax, need for fitness and health, adventure seeking and social interaction influence decision-making. And external factors make up the attractiveness of the destination, they include tangible resources and tourist's expectations and perceptions (Hsu et al., 2009). P. Kotler et al. (2006) states that consumer purchasing processes remain highly influenced by social and cultural, personal and psychological factors. Tourism marketers cannot control these factors, but they can be considered. Analysis of these factors that affect consumer behavior help to see what kind of products and services are used in which kind of situations. Cultural factors include themselves as elements of culture, sub-culture and social class. Social factors include family, roles, groups and status. Personal factors, which include age and life-cycle, occupation, economic situations, lifestyle and personality. Finally, psychological factors include motivation, perception, learning, attitudes and beliefs. When it comes to explaining motivations, the push and pull theory is most commonly applied. Push motivations can explain the desire to travel and pull motivations explain the actual choice of destination (Hsu et al., 2009). Tourists are pushed by different their needs to travel and pulled by different attributes of destination (Cohen et al., 2014). Satisfied tourists will recommend a destination to others, leave a good review and probably visit again. On the other hand, not satisfied tourists will recommend to choose a different tourism destination (Chen and Chen, 2010).

To understand what factors influence tourists and lets them make a decision, requires a deep analysis of internal and external environments that make use of tourist behavior (Hung 2008, Sirakaya and Woodside 2005, Kotle et al., 2003). Decision making of a destination is complex process and it has many stages (Sirakaya and Woodside, 2005). These stages involve sub-decisions and the final choice is based on evaluative judgements (Smallman and Moore, 2010). Tourist behavior has interactions between various factors, which are classified as internal – socio-psychological and demographical, and external – from the environment to which a consumer is exposed (Kotler, 2000). The most valuable of the internal factors are - motivations, attitudes, preferences, and values. Destination image on the other hand, is likely to be among the most influential factors of the external domain (Denys V. & Mendes J., 2014).

How to measure and operate the abstract and multidimensional concept of habit has raised many discussions. Verplanken and Orbell (2003) introduced a Self-Reported Habit Index (SRHI). This model allows to measure different habits at the same time, for example, eating and drinking habits as well as the choice of transportation. The first ones who applied this model to the field of toursm were Bjork and Jansson (2008). They did it by elaborating Solomon's et al. (1999) theoretical framework and by gathering empirical results with a questionnaire built on the SRHI.

Decision-making continuum, created by Solomon et al. (1999), includes habitual decision making approach on the left side and it has extensive decision making approach on the right side. Habitual decision making approach means that every decision is made fast and has only a bit of mental effort and involvement. The biggest advantage of this approach is that it does not take much time and energy and it reduces the risk of being disappointed. People who use this approach, most likely are travelers with high knowledge of available alternatives and low need for information. However, extensive decision making approach will take up more time and energy to make a decision. Traditionally traveler will go through these five stages: problem recognition, information search, evaluation of alternatives, product choice and outcomes.

High	Perceived knowledge about available alternatives	Low
Low	Perceived need for information	High
Low	Involvement	High
Low	Mental effort	High
Short	Length of time to each decision	Longer

Figure 4: Decision-making continuum.

Source: Solomon et al. (1999), Mayo and Jarvis (1981), adopted from Bjork and Jansson (2008, p. 14)

Previously, research has been done on decision outcomes, but the whole process is important too. Travel decision making is not just one big decision, it consists of many sub-decisions as where to go, when to go, what to do and how to get there. Decisions about where to go are the ones when we have to make a choice when going on vacation – to stay at home or go somewhere. It is influenced by emotions, activities and previous experiences. Decisions about when to go are the ones that include time – on which time of the year to go. It is influenced by work and study schedule, weather, as well as season of the year. Decisions about what to do are the ones that include a choice of activity in vacation. Some people like to have a peaceful vacation, some want to do something active – hiking or camping or other. This decision is influenced by the destination and what it has to offer. Lastly, decisions about how to get to a destination include transportation choice. It is influenced by availability, anxiety, health issues and others (Bjork & Jansson, 2008).

Decrop and Sneiders (2005) stated that decisions that are made extensively can turn to habitual ones later on. For example, a decision of where to go skiing. For the first time it was made extensively, evaluating areas and ski resorts, checking reviews etc. Later on, this decision can become a routine so then made as a habit.

The core of the consumer behavior is peoples' formulation of decisions. Tourism destinations using attractions, amenities, accessibility, image, price and human resources and many other attributes, make these destinations available and interesting for tourists. Type of tourism destination is important too, since it has to meet tourists' needs and purposes and still be in an available geographical location, including a good environment and certain structures (urban, seaside, alpine and so on) (Seyidov J. & Adomaitiene R., 2016).

Influences on the tourism decision making

Cooper et al. (1993) states that there are four main things that influence tourism decision making: energizers of demand, tourist roles, effectors of demand and determinants of demand.

Energizers of demand refer to personal and social determinants of travel behavior, because they influence decision making process. The main influencer is motivation. It is described as “tension in the motivational system that occurs when some need arises and that this disturbance of equilibrium drives the organism to elicit a course of action that is expected to satisfy the need and to restore equilibrium” by Crompton (1979, p. 409). The process ends as soon as equilibrium is restored. Capper (2010) says that some researchers see motivation as a need, but others use the push and pull theory.

Every tourist has its own role. All tourists are not the same, every tourist has different expectations, different needs and goals. Previously researchers tried to group tourists by typologies and to characterize differences between them. “Sociological Tourist Typology” was created by Cohen (1972). Basis of this typology is the degree of which tourists look for familiarity or uniqueness when traveling. Four groups were made: organized mass tourist, individual mass tourist, the explorer and the drifter. The organized mass tourists usually are not adventurous, they look for familiar places and tend to buy all-inclusive package holidays. Individual mass tourists are more free from restrictions organized mass tourists are. Explorers seek for adventures, but sometimes they need something more familiar. And drifters look for the most unique adventures available and are the complete opposite of a traditional tourist.

Effectors of demand include advertising, promotion, travel literature, suggestions, recommendations as well as reports from other travelers and they can pace up or less down travel stimuli. Capper, 2010, stated that through these effectors, tourist can develop ideas as well as expectations of destinations and other tourism products with the help of learning.

Determinants of demand are the searching for reasons why people travel (Capper, 2010). Determinants that affect purchasing behavior are divided into two groups. First one consists of age, gender, family makeup, education and life cycle and the second one is barriers to participation that can result to no travel at all. It is proved by research that women have stronger fear of violence, however age influences purchasing behavior the most. As for family makeup, children serve as a barrier to participate in different kinds of activities. Attitudes, perceptions and motivations are influenced by education. Life cycle influences decisions because new cycle evolves at a different age. Lastly, barriers that can lead to no travel are cost, lack of time, health problems, fear, safety and other circumstances. But these travelers can overcome these problems, if the motivation for travel is strong enough (Capper, 2010).

3. Research methods and design

Destination image is among the most frequently measured constructs in empirical survey research. Academic tourism researchers tend to use multi-category scales, often called “Likert scales” (Dolnicar & Grun, 2013). According to Baloglu and McCleary (1999), the “initial image formation stage before the trip is the most important phase in touristic destination selection processes”. Academic researchers and tourism marketing managers measure destination image to: 1) to see what tourists think of a destination, 2) to see how destination would like to be perceived, 3) to use marketing actions to change the destination image, 4) to see if the change has happened. A lot of approaches have been used in survey studies, the most popular international tourism journals (Journal of Travel Research, Tourism Management and Annals of Tourism Research) have published 86 journal articles on destination image. 89 percent of empirical survey studies on destination image in these journals have used seven- or five-point scales (Dolnicar & Grun, 2013).

Most of the researchers in destination image field choose the quantitative approach with the structured methods. Almost all of the researchers have chosen Likert scales or semantic differential scales to measure the destination image. But, it is also said that the qualitative approach at the primary stage would be a great tool of data collection, especially, focus groups would be a perfect approach and very helpful to expose the attributes that are important to consumers (Echtner and Richie, 2003). Reilly (1990) chose to use open-ended questions to let participants describe their experience and impressions in their own words, while others kept using the structured methodologies.

As the research of destination image gets deeper, it is said that the combination of structured (quantitative) and unstructured (qualitative) methodologies should be used in the future. The reason is that the mix of these methodologies lets researchers to capture the true image that a person has perceived, researchers can 'catch' the unique traits, psychological characteristics and holistic impressions of a destination image.

Because of Echtner & Brent Ritchies' recommendations, many researchers started to apply unstructured approach, more and more researchers started to use interviews and focus group methods. Jenkins (1999) developed a model of research of destination image that includes both – qualitative and quantitative approaches.

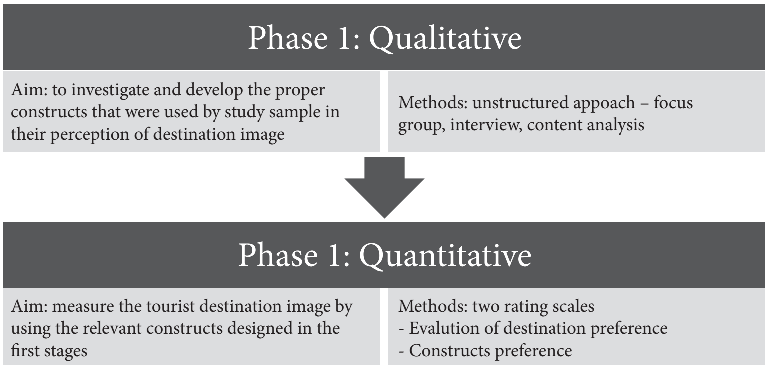

Figure 5: A model for conducting destination image research

Source: Jenkins, 1999

As the Figure 5 shows, the first phase is qualitative and it uses the unstructured methods to evaluate the proper inputs. Then, in the second phase, the quantitative approach is used to measure the destination image using the valid set of scales.

The author of thesis wants to capture the idea of perceived destination image of China of Latvian tourists'. Then to see how the image changes after visiting China. The aim is to find out what is the perceived image of China for Latvian tourists before they have arrived to China and how did it change after visiting the country. Since it is mostly believed that Latvian tourists' have perceived a negative image of China as a travel destination, one of the main tasks is to evaluate the reason of this kind of perception and how to change it to a positive one. Quantitative research approach is selected for data collection and measurement. Quantitative research methods mostly concern with the collection and analysis of information in numerical forms such as percentages or statistic. It is the most effective way to collect data. It is highly used among researchers due to its high convenience, time-efficiency and feasibility. Quantitative methods are frequently used in social sciences researches: marketing, economics, sociology, political sciences in the hope of generating the objective results which can be generalized to the large scale of population.

A survey questionnaire will be used to measure destination image which is considered as the most productive tool to gather information that represents the general views of the whole target group. By using the survey questionnaire, author can collect a large amount of necessary data in a short period of time with relatively low cost. In order to have explicit questions, the author did a deep review of literatures, prior studies and articles concerning with destination image measurement. The preliminary research of existing documents provides profound information for authors in defining the relevant content and essential elements for generating effective questions. These questions should elicit and encourage the participants to share their opinions, thoughts as well as experience at the site.

The destination image comprises of many components, therefore it is important to measure fully all of these elements: attribute – holistic, psychological – functional, common – unique. For this part open ended questions are used to capture these elements of the destination image. For the part two and three – the paired questionnaire part, a set of scales is used to discover the important attribute traits. Questionnaire part two and three both centralize around China's characteristics as a tourist destination and participants' experiences or perceptions on China's tourism. The questions content and scales items are derived based on the similar questionnaires in previous studies. The survey questions include many features that would help to elicit the image of China as a tourist destination: local cuisine, transportation, tourist attractions, safety, hygiene and so on. These features are very useful in evoking the participants' memories or perceptions of the destinations.

The target population is 200 Latvian tourists, who have visited China. The questionnaire is divided into 5 parts: first one is the background of the respondent, including age, education and gender. Other two very important questions are whether or not the respondent has visited China and if he or she has friends and relatives in the country. Then, the second part is to find out about previous visits to China and to capture the perceived image of China, using open-ended questions, like:

1. What images or characteristics come to mind when you think of China as a travel destination?

2. How would you describe the atmosphere or mood that you expected to experience while visiting China?
3. Please list any distinctive or unique tourist attractions that you can think of in China.

Another approach in obtaining image difference is to ask the same tourists to respond to a set of paired items capturing the pre and post-trip image. Wang and Davidson (2010) used departing tourists in obtaining the image differences by having a pair of 21 items with one set used for capturing pre-trip and the other one for post-trip destination image. This kind of approach is more likely to lead to more detailed image difference or change from the same respondents (Jani, D., & Nguni, W. 2016). The approach is more effective if respondents have fewer set of items to respond to, but for a more significant research more items should be used for measurement.

Questionnaire part two and three both have 25 questions that are the same. The attributes used in this part of the questionnaire are a lot, but this allows to do deeper research. Respondents are able to finish the questionnaire in several parts. If they have limited time, they can start the questionnaire and then fill it out later as well. These questions are used to measure destination image before and after tourists' travel to China. Part two concentrates on the image that was perceived before traveling to China and asks respondents to agree or disagree with statements using five-point Likert scale. The use of structured methods, such as Likert and semantic differential scales, requires an individual to rate a set of pre-determined attributes subjectively, or to characterize stimuli using standardized rating scales (Jenkins, O. H., 1999). The third part concentrates on the image after the travel and is measured the same way. Lists of attributes included are sightseeing, local cuisine, safety, traffic, crime, hygiene and others. The scales include five intensities starting from 1 – strongly disagree to 5 – strongly agree with a neutral mid-point.

The fourth part includes open-ended questions to see how the image of China changed after the travel there. This part is concentrated on capturing what exactly changed, did stereotypes break or not, what was expected and did not become true. The questions are:

1. How did the image of China change after you traveled there?
2. In your opinion, do Latvian tourists often choose China as a travel destination? Why or why not?
3. In your opinion, what is the perceived image of China for Latvian tourists?

Here the open ended questions are used, because it allows respondents to express their honest opinion, mention other feelings and emotions that were not expressed before. This allows the research to be more significant, to capture the real destination image. This would not be possible by only using close-ended questions.

3.1 Study sample

Research sample is a group of people, objects or items that are taken from a larger population for measurement. The sample should be representative of the population to ensure that we can generalize the findings from the research sample to the population as a whole. The size of the sample will depend on resources, budget and survey method. It is popular in statistics to use samples in research because it is impractical to survey every member of a population, it allows for inferences about the characteristics of a population and samples can be helpful representations of the population in question.

While it is impossible to know exactly how great is the difference between the population and sample, researchers are able to statistically estimate the size of the sampling errors. The larger the sample size, the smaller the level of error. When the sample becomes closer to reaching the size of the total population, the more likely it is to accurately capture all of the characteristics of the population. The only way to completely eliminate sampling error is to collect data from the entire population which is too expensive and time consuming. Researchers choose to use samples which can be as effective. For this particular research the amount of 200 people is a proper sample size.

The research problems and target group are always the core part in all researches. The target group or population is defined as a set of people, events or objects that the researchers would like to study about them. It is extremely hard or even impossible to investigate the entire population due to undefined amount of objects. It is also extremely expensive and timely to study the whole group of population. Therefore, the sample is used to replace the population in most of the studies. The sample is considered as a subset of the population as it is directly withdrawn from the population. In other words, the sample is a small group of people or objects randomly chosen from the population and it represented for the whole population in the research. Hence, by investigating the sample, the author can generalize the findings back to the population.

Regarding from the nature of this study, the population are the Latvian citizens who are aged from 19 to 69 years. The aim of the research is to see the perceived destination image of China in Latvia and to see how does it change after the travel. That's why the target group are only Latvian citizens that author would like to investigate. As it is impossible to study every single Latvian citizen across the country, this study is focused on the people of the author's personal social network, friends and family, people who have visited China. Also the survey was published in social media, for example, Facebook and Instagram to reach wider population – active social media users and people who communicate with travel agencies using social media. People were expected to spend around 10 to 15 minutes to fill in the questionnaire and their information is kept confidentially and only served for this study's purpose.

3.2 Research implementation and data collection

The research process has 3 major parts: literature review, questionnaire design and research implementation. The literature review provides the essential knowledge and information for the design stage. By reviewing the prior destination image studies, literatures, salient articles, the author figured out the proper research techniques, relevant questions' construct and content, as well as list of appropriate image attributes for target population. In the second stage, the questions and scale are developed based on the knowledge and documents derived from literature review. The third stage is the implementation phase where the survey questionnaire is sent to the participants.

As the study focuses on Latvians' awareness of China's destination image, only Latvian visitors were asked to fill in the questionnaire in their free time. All the respondents have visited China for tourism, study or business purposes. It is expected to spend 15 min on doing the survey. It is published online in both English and Latvian, and people can fill it in in both languages. Planned data collection was during December and January.

In total 224 responses were collected from Latvian participants. 8 of them were invalid and were not used in data analysis because 8 people were not Latvian citizens, they were Russian or other. These responses are primary and priceless sources of information for addressing the research's problems.

3.3 Data analysis

Questionnaire was divided into several parts. First the demographics were analyzed. Respondents were divided by gender, into age groups, by level of education, occupation. Demographics were analyzed by frequency and percentage using Statistical Package for the Social Sciences (SPSS) as well as Microsoft Excel. The same approach was used to analyze background of respondents- weather or not they have traveled to China and if they have friends or relatives there.

As for the next part, open-ended questions were used. For the open-ended questions, a response is known as a verbatim. The responses are mostly meaningful texts, phrases and description, hence the main objectives in analyzing these questions were to identify, categorize and label the group of descriptions and words used by the respondents. "Coding" or "tagging" each open-ended response with one or more codes helps capture what the response is about, and in turn, sum the results of the entire survey effectively. Coding can be similar to text categorization. Texts later can be analyzed just like numerical data. The answers were divided into key words, which later were counted and analyzed by frequency. Coding was made manually. Coding frame was chosen to be flat because all of them are of the same level of specificity and importance. It is easier and faster to manually code with and it easily provides consistent coding. Coding style was inductive. The author started from scratch and all codes were made directly from survey responses. It is important to make sure that codes contrast each other and reduce data. Then, the author used the repetition frequency of the words to define the most universal holistic characteristics and unique traits that commonly hold the Latvian citizens. Analysis of this part of the questionnaire shows whether or not H1 is approved.

For the close-ended questions and scale rating, the data are indicated on the graphs of intensity. The analysis of scale appeared in the table which displayed the average rate for attributes items. For the comparison part, the average rate was compared and conclusions were made. SPSS and Microsoft Excel was used to analyze the quantitative data from the questionnaire. Different analyzes use statistical packages such as SPSS, that provide statistical procedures such as cluster analysis, factor analysis, multidimensional scaling, provide quite more sophisticated analysis. For every research, type of statistical analysis need to be chosen appropriately by research questions and the nature of the data (Jenkins, 1999).

Data was collected in comparatively short amount of time, it was coded for the use of SPSS and analyzed later. Since it was important to compare paired attributes, such items as mean, mode and median were used as well as standard deviation. Pearson bivariate correlation was used as well in terms of correlating answer of the question and age or level of education of the respondent. These tools were used to look at the questions separately and to see which ones had slight difference and which ones had a significant one. To see whether or not the H2 is approved, the author chose to first perform an F-test, and a T-test after that. F-Test was performed to see if the variances of two populations are equal. T-test is one of many tests used for the purpose of hypothesis testing in statistics. It is used as a hypothesis testing tool, which allows testing of an assumption applicable to a population. There are three types of T-test. The first one is the correlated (paired) T-test. It is performed when the samples typically consist of matched pairs of similar units, or when there are cases of repeated measures. This method applies when samples are related in some manner or have matching characteristics. Other two types are independent T-tests. It means that samples are independent of each other – data sets in the two groups don't refer to the same values. So, the equal variance T-test is used when the number of samples in each group is the same, or the variance of the two data sets is similar. And the unequal variance T-test is used when the number of samples in each group is different, and the variance of the two data sets is also different. This test is also called the Welch's test. Paired T-tests are typically used to test the means of a population before and after some treatment. In this case, the author of thesis used this tool to test the means of population before and after the travel.

For the last part of the questionnaire, open-ended questions were analyzed in the same way as previously. Answers were captured, coded with one or more codes and analyzed by frequency as numerical data. Here more emphasis is set on analysis of pre and post-trip images, so the first part of the questionnaire is compared with the last one. This chapter also talks about why Latvians do or do not frequently choose China as a travel destination and what are main thoughts of China for an average Latvian tourist. Open ended questions are great for getting authentic feedback because they give people a chance to describe what respondents experienced in their own words. The use of open-ended questions helps the author of thesis to capture essentials, since it is not entirely possible via close-ended questions.

4. Findings

In this part, the collected data and findings of the study are displayed in the graphs and tables to facilitate the readers easily following the content. In addition, the meaningful descriptions are also provided to support the graphs in explaining the contents to the readers. The following sections are clarifications of primary data collected from the survey questionnaire.

Table 2: Demographics of respondents

Demographic	Frequency	%
Gender		
Male	114	53
Female	102	47
Age in years		
15–24	42	19.4
25–34	108	50
35–44	36	16.6
45 and above	30	13.9
Education		
High-school diploma	48	22.2
Bachelor's degree	78	36.1
Master's degree	72	33.3
Doctor's degree	18	8.3

216 valid questionnaires were collected. As Table 2 shows, 53% of respondents were male and 47% were female. The most frequent age group of people were aged between 25 and 34 (50% of 216). It is the age group of young students and employees and they usually tend to choose further travel destinations as other age groups might. The average age of the respondents is 33.0 years old. Majority of respondents have higher education: 36.1% have obtained Bachelor's degree and 33.3 % have Master's degree, 8.3% of respondents have Doctor's degree as well. Of all 216 respondents, 16.1% works in science and education field, 10.7% in real estate, and banking, IT, marketing, government and unemployed were 5.4% each.

Table 3: Respondents travel background

Question	Frequency	%
Have you ever been to China?		
Yes	216	100
No	0	0
Do you have friends or relatives in China?		
Yes	156	72.2
No	60	27.7

Here, Table 3 shows that all of the respondents have visited China and 72.2% of them have friends or relatives there.

According to Ferreira, 2011, variables, for example, age, level of education, occupation, whether or not a person has visited the destination before, will strongly influence destination image. Meaning, working with these variables is a unique opportunity to create and strengthen a positive image of a destination and increase a chance of choosing the place as a travel destination.

4.1 Image of China before the travel

On the question about perceived image of China "What images or characteristics come to mind when you think of China as a travel destination?", the most common key answers were: "Crowded, polluted, different food, exotic, dirty, tall buildings, ancient culture, language barrier, fast growing economy, low living standard".

As of the second question "How would you describe the atmosphere or mood that you expected to experience while visiting China?" the most common answers are: "I expected China to be loud and crowded", "Everything to be only in Chinese", "I expected to discover the ancient China's culture", "Busy and traffic jams", "More history and culture", "A lot to see and learn", "Crowded, busy and loud", "I expected China to be crowded and full with traffic jams", "Big contrast with Europe", "Mystical", "I did not know what to expect".

Table 4 shows the most common answers for the third question: "Please list any distinctive or unique tourist attractions that you can think of in China". By frequency the most popular tourist attractions are the Great Wall, Tiananmen square and the Forbidden City and Zhangjiajie National Park.

Table 4: Unique tourist attractions

Unique tourist attractions	Frequency	%
The Great Wall	200	92.6
Tiananmen square and the Forbidden City	186	86.1
Zhangjiajie 张家界 National Park	153	70.8
Temples	122	56.5
Mountanous regions	98	45.4
Glass bridges	56	25.9
Rice and tea fields	34	15.7
Beijing, Shanghai, Xian	25	11.5
Hong Kong, Macau, Tibet	23	10.6
Pandas	11	5.1

We move to the second part of the questionnaire, where people gave answers about their impression of China before they had travelled there. For example, question no. 8: "China has a large variety of tourist attractions to visit". By frequency the most common answers were "Strongly agree" (144 out of 216) and "Agree" (36 out of 216). Latvian tourists are aware that there are a lot of tourist attractions in China. And they listed unique tourist attractions in question no. 3 as well. One more thing is that there is a correlation between question no. 8 and education level of the respondent. Coefficient by Pearson bivariate correlation is 0.177, which means that the more educated respondent was, the more he or she agreed with the statement. This is important, because in schools in Latvia, the program does no really cover any knowledge about China. Only a short chapter about dynastic times in China, but nobody talks about 20^{th} or 21^{st} century. So, the more educated the respondent was, the more research they have done by themselves, if they are interested to find out something more about China.

Next question covers attribute about nightlife and entertainment. The question is "Nightlife and entertainment are available in most cities". Here, by frequency, the most common answers were "Agree" (78 out of 216) and "Neither disagree nor agree" (72 out of 216). Here, tourists tend to somewhat more agree with the statement than they are not sure. Surveyed respondents who answered "Agree" and "Strongly agree" are already aware of the fact that nightlife has a lot to offer in most cities in China. Others, who are not sure or disagree, probably are not interested in nightlife in general, if their age is 50 and above. There was a correlation with education and this question as well, the coefficient is 0.154, which means that people with higher education tend to agree more with the statement than people with lower education.

Another important attribute is safety, so the next question no. 18 goes "The level of crime (robberies, murders, people gone missing) is high in China". By frequency, the most common answers were "Disagree" (60 out of 216), "Neither disagree nor agree" (54 out of 216) and "Strongly agree" (48 out of 216). The difference of responses is very little between these three answers. The average answer here is 2.92, respondents are not sure about the crime rate in China, but somewhat they still disagree that the rate is high. With this question there was a correlation by the same Pearson bivariate method between age and education. Correlation coefficient with age was 0.112, which means that the older the respondent was, the more he or she agreed with the statement. Nowadays, especially in Latvia, elder people like to check the news, others not so much. News and social media is the place where we can find out about things in other countries. Latvian media is the one who is more interested in talking about crime in other countries, since it raises more interest among audience and China is no exception. That is why, older respondents agree with the high crime rate statement. Another correlation was with education level – 0.108, the educated respondents were, the more they agreed with the statement.

Question no. 23 "Cities in general are dirty". This is a very important attribute, because, in a country as big as China is, it is expected that cities are dirty. Same as, for example, Paris in France, New York in USA and Mumbai in India. The most frequent answer was "Strongly agree" (66 out of 216) and the second most frequent answer was "Agree" with 60 out of 216. Here we can look back to the open-ended question part. The first question in this part is "What images or characteristics come to mind when you think of China as a travel destination?" and one if the key answers was "dirty" as well. Since recycling is not very popular in China, people actively recycle only in recent years and China is famous for its use of plastic, it is only normal that people agree with this statement. There is a correlation between the statement and education, coefficient is 0.076. In this case the correlation is not significant, but it is not negative as well. The same situation is with age. The coefficient is 0.059, and here the correlation is not significant as well.

The last question for this part is no. 24 "The standard of living in China is not too high". By frequency the most common answer was "Neither agree nor disagree" – 66 out of 216, the second most common answer was "Strongly agree" – 60 out of 216. Here respondents are quite unsure whether or not to agree with the statement. It can be related with the fact that knowledge of China in Latvia is not very rich with facts. People know that China is powerful in terms of economy, manufacturing and labor force, but they are also aware of the fact not everyone gets high-salaries, people have to work long hours and the annual leave is only weeks long, the contrast is quite big. Average answer to this question is 3.56, in general respondents tend to agree more with the statement than they are unsure. Next, there is a correlation with age, the coefficient is 0.246, it is quite significant. We can conclude that the older respondents agreed more with the fact that living standard in China is not too high.

This part of analysis was concentrated on capturing the image of China before Latvian tourists had traveled there. Open ended questions were used to find out the most important and common impressions of what do people expected before the travel, what was the impression of China in general. Then six questions from the second part (paired questionnaire) were analyzed and compared with first part of the questionnaire. The questions were analyzed by checking the most frequent answers, average answer and correlation of the question with age or education. From the analysis of the first part of the questionnaire, we can conclude that hypothesis 1 is approved. From content analysis of the questionnaire we can see that Latvians are unsure about the image of China and it is somewhat negative, and the analysis of second part of the questionnaire shows similar results.

4.2 Paired Questionnaire analysis

As for the next part – the part two and three of the questionnaire, the author has chosen several items to compare and see what are the differences in opinions before and after the visit.

4.2.1 Analysis by Frequency

For this part, author used SPSS to cross the paired answers of the questions, to see the average point of both of them and to compare and to make conclusions. As mentioned before in paragraph about data analysis, here the paired attributes were compared with their mean, median, mode and standard deviation. And, Pearson bivariate correlation was used too.

For example, question no. 10 and 35 "Driving a car in China in inconvenient because of major traffic jams" (Table 5). Question 10 responds to expectation before traveling to

China. On a scale from 1 to 5 (Strongly disagree to strongly agree) average answer was 4.06 so, we can see that the most common answers were agree and strongly agree. As for the question 35, which responds to experience after traveling to China – the average answer dropped to 3.58. We can see here, that even though there are traffic jams, it is not as inconvenient to drive a car as it was expected.

Table 5: Driving a car in China

		10) Driving a car in China is inconvenient because of major traffic jams.	35) Driving a car in China is inconvenient because of major traffic jams.
N	Valid	216	216
	Missing	8	8
Mean		4.06	3.58
Median		4.00	4.00
Mode		5	4
Std. Deviation		1.055	1.405

Another example, questions no. 11 and 36 "Public transportation is inconvenient and often crowded" respectively before and after the travel. Average answer for question 11 was 3.53, so respondents somewhat agree that the public transportation is inconvenient and crowded, but for question 36 the average answer dropped to 2.67. We can conclude that after the visit, people see that public transportation in China is quite convenient to use. Next pair questions – no. 14 and 39 "Shopping facilities are poor in China" average answers were 2.61 and 1.81. Even before the travel, Latvian citizens tend to disagree with the statement and after the travel they disagreed even more. This could be explained with the fact that online shopping is very developed in China and other countries in Asia and almost everybody knows how to shop on "Aliexpress". Things bought on this website can be delivered to Latvia as well.

Another important attribute is entry formalities. Questions 15 and 40 (Table 6) talk about this aspect: "Entry formalities (visa, border crossing) are complicated". Here the average answer before the travel was 3.47 and it dropped to 2.83 after the travel. Since Latvian tourists need a visa to come to China (Exception in Hainan island where Latvian citizens can stay 30 days visa-free if the purpose of travel is tourism), it is not easy to come to this country, especially if we compare traveling around Europe. Since the average response dropped to 2.83 after the travel, we can conclude that for young people it is not so hard to prepare all the documents and get a visa. Since the average age of respondents is 33.0 years old, there are more young people among respondents as there are elder ones. Because all the information is only in English or Chinese, and unless tourists choose to make visa through travel agency, for young people it is easier to understand what documents are needed to prepare. In Latvia elder people are more fluent in Russian than in English due to the fact that they grew up in Soviet Union times and most likely never learned English.

Table 6: Entry formalities

		15) Entry formalities (visa, border crossing) are complicated.	40) Entry formalities (visa, border crossing) are complicated.
N	Valid	216	216
	Missing	8	8
Mean		3.47	2.83
Median		3.00	3.00
Mode		3	2
Std. Deviation		1.193	1.367

When we talk about food in China, actually a lot of people do not know what to expect. They know that the food in China is a lot different than in Europe, that it varies even in borders of China, but they do not know what do they eat and details of food culture in China. This we can see in data as well, for example, questions 16 and 41 "There is a big variety of local cuisine". Average response before the travel was 4.06 and after it raised to 4.64. We can see that people tend to find out more about local cuisine during the travel.

Next three pair of questions include safety and hygiene attributes. Questions no. 17 and 42: "Local standards of cleanliness and hygiene are low". Average answer (Table 7) before the travel was 4.17, where we can see that Latvian tourists tend to agree with this statement, they believe that China in general is not very clean and not sanitary. But there is a positive change after the travel – average answer drops to 3.28 and tourists disagree more with the statement after they have visited China.

Table 7: Cleanliness and hygiene

		17) Local standards of cleanliness and hygiene are low.	42) Local standards of cleanliness and hygiene are low.
N	Valid	216	216
	Missing	8	8
Mean		4.17	3.28
Median		4.00	4.00
Mode		4	4
Std. Deviation		0.801	1.468

Next pair is questions no. 18 and 43 (Table 8): "The level of crime (robberies, murders, people gone missing) is high in China". Average answer before the travel was 2.92. Basically we can see that people are not sure about what to expect, they tend to disagree as well as they are unsure and agree with the statement as well. As for after the travel, the most frequent answers were "Strongly disagree" and "Neither disagree nor agree" (108 and 54 out of 216). People feel that the crime level is not so high but still they are a bit unsure. Author of thesis thinks that here a major role plays media, how often do they talk about crimes, murders and others. If crimes happen somewhere far from where tourists are staying, people will not feel disturbed and vice versa.

Table 8: Crime rate

		18) The level of crime (robberies, murders, people gone missing) is high in China.	43) The level of crime (robberies, murders, people gone missing) is high in China.
N	Valid	216	216
	Missing	8	8
Mean		2.92	2.00
Median		3.00	1.50
Mode		2	1
Std. Deviation		1.385	1.157

For the questions no. 19 and 44: “In general China is not safe to visit”, average answer before the travel was 2.64 and after the travel 1.58. Latvian tourists disagree with the fact that China is unsafe and they disagree even more after the travel.

Another important attribute is about local people. (Table 9) Questions no. 20 and 45: “Locals do not speak foreign languages”. It is known worldwide, that if you travel to China, you must learn at least a bit of Chinese, otherwise it is impossible to get around. For example, if a person takes regular taxi, not “DiDi”, from airport, they have to have the name of the destination in Chinese, otherwise most likely the driver will not understand where to go. Other than that, it is easy to find your way with English language, because all the maps and directions are in written in English. Nowadays there are a lot more Chinese people who speak good English and there are a lot of foreigners who live in China, so it is no problem to ask them for help. In the data it shows as the average answer before the travel 4.03 and after the travel it dropped to 3.33.

Table 9: Locals and foreign languages

		20) Locals do not speak foreign languages.	45) Locals do not speak foreign languages.
N	Valid	216	216
	Missing	8	8
Mean		4.03	3.33
Median		4.00	4.00
Mode		4	5
Std. Deviation		0.899	1.456

Next questions, no. 21 and 46: “Locals are not welcoming foreigners”. In some countries locals really do not welcome tourists since they leave a lot of trash and can ruin touristic places. For China it is not the same. And Latvian tourists are quite aware of it. Average answer before the travel was 2.92, where tourists somewhat disagree with the statement and after the travel it changed to 2.11.

Yet another important attribute is cities. Next two pairs talk about situation in cities. First one, questions no. 22 and 47: "Cities are crowded". This attribute is very important because China is the largest country in the world in terms of population. When choosing a travel destination, people are concerned about this factor because it can lead to a negative experience during the travel (big lines in shops, crowded public transports, streets full of people). Average answer before the travel was 4.08 and after it changed to 3.39. We can conclude that cities in China indeed are crowded but not as crowded as tourists expected it. Next pair question no. 23 and 48: "Cities in general are dirty". Average answer before the travel was 3.58 and after it dropped to 2.61.

Table 10: Dirty cities

		23) Cities in general are dirty.	48) Cities in general are dirty.
N	Valid	216	216
	Missing	8	8
Mean		3.58	2.61
Median		4.00	2.00
Mode		5	2
Std. Deviation		1.280	1.321

Here, between both answers the contrast is quite big. Since it was believed that standards of cleanliness and hygiene are low, tourists also believe that cities in general are not clean. However, after the travel, they see that in a country this populated and this busy, the situation is not that bad. And now recycling is becoming more and more popular in China, which helps to improve the situation as well. Further, questions no. 25 and 50: "China is a very stressful and not suitable as a travel destination".

Table 11: China as a travel destination

		25) China is a very stressful and not suitable as a travel destination.	50) China is a very stressful and not suitable as a travel destination.
N	Valid	216	216
	Missing	8	8
Mean		2.58	1.86
Median		2.00	2.00
Mode		2	1
Std. Deviation		1.365	0.978

Latvian tourists somewhat disagree or are unsure with this statement, (Table 11) average answer before the travel is 2.58. after the travel it drops significantly, to 1.86. We can see that Latvian tourists disagree with this statement. They believe that China is a good travel destination. So, the fact that only small amount of Latvian tourists choose China as a travel destination, is most likely because of geographical location and because it is not cheap to visit. Not the fact that people believe that China is not suitable for vacations and traveling. Next pair, questions no. 26 and 51: "China is a good destination for an educational or learning experience". Average answers are respectively 3.33 and 3.56. For question no. 26, the most frequent answer was "Neither disagree nor agree", 90 out of 216. Now it is possible to get Chinese Government Scholarship to study Chinese language, Bachelor's, Master's or Doctor's degree in China. Every year around 10–20 students receive this kind of scholarship for studies in China. Since only a small percentage of Latvian citizens actually go to China for study purposes, they probably do not know what to expect. Although, after experiencing this, they change their opinion and agree with the statement. In the data, the most frequent answer for question no. 51 was "Strongly agree".

The last pair that the author will analyze is question no. 29 and 54: "Air pollution is very high every-day problem in China". It is a well-known fact that air pollution is a problem.

Table 12: Air pollution

		29) Air pollution is very high every-day problem in China.	54) Air pollution is very high every-day problem in China.
N	Valid	216	216
	Missing	8	8
Mean		4.31	3.33
Median		5.00	4.00
Mode		5	4
Std. Deviation		0.846	1.475

During previous years, China even bough air quotas from Latvia to help to fight this problem. In the last years a lot of action has been done and air pollution is not as bad as it was 3 years ago. Of course, it is still a problem and it will take time to fight it completely. As for Latvian tourists, they still believe that this is an every-day problem in China. Before the travel the average answer was 4.31 and the most frequent answer was "Strongly agree" – 114 out of 216 responses. But, after the travel, people see that it is not that bad and average answer dropped to 3.33. Almost half of territory of Latvia is covered with forests, so the air is very, very fresh. Air pollution is a big concern for Latvian tourists.

4.2.2 T-test Analysis

T-test paired two sample for means tool performs a paired two-sample Student's Test to see if the null hypothesis (if means of two populations are equal) can be accepted or rejected. Two sample T-test paired two sample for means is usually used for "before" and "after" data. Paired T-tests are typically used to test the means of a population before and after some treatment. In this case, the author of thesis used this tool to test the means of population before and after the travel.

Table 13: F-Test Two-Sample for Variances

F-Test Two-Sample for Variances		
	After the travel	*Before the travel*
Mean	2.838	3.486
Variance	0.729	0.388
Observations	15	15
df	14	14
F	1.879	
P(F<=f) one-tail	0.125	
F Critical one-tail	2.483	

First, F-Test was performed to see if the variances of two populations are equal. The most important thing in this part is that variance of variable 1 (this case "After the travel") is higher than of variable 2 ("Before the travel"). This is the case, 0.729 > 0.388. If this is not the case, then data has to be swiped. Since the variance of variable 1 is higher than that of variable 2, F value was calculated (F = 0.729 / 0.388 = 1.879). Here the conclusion is that F < F Critical one-tail, so the hypothesis is approved and the variances of two populations are equal. After this, the author performed a T-Test: Paired Two Sample for Means.

Table 14: T-test: Paired Two Sample for Means

T-Test: Paired Two Sample for Means		
	Before the travel	*After the travel*
Mean	3.53896	3.05108
Variance	0.34558	0.83172
Observations	25.00000	25.00000
Pearson Correlation	0.82827	
Hypothesized Mean Difference	0.00000	
df	24.00000	
t Stat	4.53612	
P(T<=t) one-tail	0.00007	
t Critical one-tail	1.71088	
P(T<=t) two-tail	0.00014	
t Critical two-tail	2.06390	

Here in the table we can see that P(T<=t) two-tail is 0.00014 and the absolute value of the t-Stat is 4.53612 and it is larger than the t Critical two-tail value, which is 2.06390. Alpha is this test was set to 0.05, which in this case is larger than the p value, so we conclude that H2 is rejected and there is no significant difference between and after the travel.

4.3 Image after the travel

The fourth part of the questionnaire includes open-ended questions to capture the image of China for Latvian tourists after the travel, to see how often Latvian tourists choose China as a travel destination and what is the perceived image of China in Latvia.

The first question of this part is "How did the image of China change after you traveled there?" and the most common answers were: "It changed to the good side, I suggest everybody to come here at least once and see for themselves", "China is a great place for traveling but not for settling down", "The change was big, all the stereotypes were proven to be wrong", "I didn't have much expectations", "China is a very interesting and diverse country", "Since I expected the worst, I was pleasantly surprised that it's not that bad", "I liked China and I would love to come here again", "China is a very interesting and diverse country. In some parts my opinion changed a lot, in some it did not at all. I would like to come here again", "My expectations became true and turned out to be even better. People are very kind and helpful. Very diverse country". So here we can see that people liked China. For some the expectations became true, for some stereotypes broke. Almost all of the respondents would like to visit China again.

The next question goes "In your opinion, do Latvian tourists often choose China as a travel destination? Why or why not?". The most common answers were: "Medium often" and "Not often". The reasons are a lot, mostly because China is geographically far from Latvia and it is quite expensive to come here. Other reasons are that tourists need to learn Chinese or find someone who will help them to get around with, some think that tourism industry is poorly developed, many do not know about opportunities. A lot of respondents mention, that there is a lack of information about China, people do not know what do to and what to see in China. Since we need a visa and there is no direct flight, it would be better to travel with travel agency, they will help with visa making process and with getting around in China.

And the last question "In your opinion, what is the perceived image of China for Latvian tourists?" the most common answers were:

1. Dirty, people eat only rice, crowded.
2. Most of them know very little about China beyond the general information or famous locations.
3. From seeing Chinese tourists in Latvia, the image would be that everyone is loud and messy.
4. Everybody works for "Aliexpress".
5. Besides being crowded and polluted, China is interesting culture and history wise.
6. People do not trust the food quality.
7. Very communistic.

8. It has a lot of temples.
9. Latvians do not know China.
10. They think that China is like a different world – everything is different.
11. They think that a lot of people eat dog meat and do kung fu.

The noted positive and negative image shifts between pre and post trips to China serve information to country's destination marketers and managers in tourism related businesses. The tourist perception of the country being good for educational might be due to the fact that Chinese people want to do more business with other parts of the world and in this way they welcome foreigners to visit China, learn the culture and spread a good word further. Furthermore, the perception of the country being suitable as a travel destination can be due to the fact, that China has a lot to offer culture and history wise. There are a lot to see and do, but this is a good travel destination for single travelers, not so suitable to family trips. Touristic attractions are comparatively far from one another and due to the pollution and crowdedness it is not too suitable for kids. Some of the tourist attractions, for example, the Great Wall, are not so easily accessible. Badaling Great Wall is a good example, if outside the wind is strong, the cable cars will be closed. If a family chooses to go to Badaling Great Wall on this particular day, they would face the problem of climbing the wall and this experience would not be as enjoyable as planned. So, destination managers should improve this kind of facilities and infrastructures.

For some attributes, there were positive shifts in the image. Pre-trip image was slightly lower than post-trip image, which means that tourists could select other alternative destinations which have conducted a more positive pre-trip image. Here the gap between pre-trip and post-trip images should be narrowed, destination marketers and managers should communicate with the potential tourists the desired destination image.

After analyzing the data and capturing the image before the travel, the author concluded that the image before the travel is negative or rather uncertain, hence H1 is approved. Comparing before and after the travel experiences, the author saw that there is a change before and after the travel, but it is not significant, hence H2 is rejected. Before the travel, Latvian tourists did not know a lot about China, they did not know what to expect but they knew that China is a very different and diverse country. For the paired questionnaire part, for some questions the contrast was quite big before and after the travel, for some it was not as big. Anyways, people tend to disagree more with the negative facts after the travel. As for the image change after the travel – people say that a lot of stereotypes were broken, some expectations became true and Latvian tourists would like to visit China again.

5. Discussion

In this part, the author will concentrate more on the perceived negative image of China by Latvian tourists.

Awareness of China's destination image in Latvia is still very weak and vague. Some respondents say that China is too far away for the Latvians to even have an image. Lots of them only know the general information about the country and some famous touristic attractions. From the historical point of view, China has always been the top country in manufacturing, meaning that a lot of people work long hours in factories with a lack of rest time. China has always been a very exotic country, especially food wise. Even though this was not shown in the questionnaire or data analysis, but the author from personal experience knows that Latvians believe that people eat different kinds of animals in China – frogs, dogs, cockroaches, scorpions etc. and the street food is very popular as well. This somewhat makes people question the food quality in China and that has a significant impact on China's destination image. One more thing is that domestic tourism in China is not very developed. Of course, people know that there are a lot of tourist attractions, lot of places to visit, that the nature is very beautiful, but getting around China is not that easy. The main problem is Chinese language. Many touristic spots have signs only in Chinese, tour guides do not speak foreign language, so it is merely impossible to get around without a special tour guide or a friend or relative who lives there.

How to overcome the negative image? First thing to do is for China to improve all the touristic spots, to make them more foreigner-friendly. In big cities, as Beijing and Shanghai, it is easier for foreigners to get around, but the problem still lies in small cities. As mentioned previously, destination branding is very important as well. If China would put more effort in advertising and reaching out to more countries, this would help a lot. People would be more aware of the actual situation in China that it is highly developed and more suitable for tourists to visit. Advertising is the most effective and easiest way to reach out for new opportunities. If Chinese tourism board would promote China as a unique and authentic travel destination, mention the exotic travel experiences that are possible there, that would catch public attention and create a strong positive destination image of China in Latvia. Latvian people like to choose unique travel destinations, something completely different from every day routine, rainy and cold weather, especially for their vacation holidays. When Latvian tourists have a good image of China, they would like to know more about the place.

In addition, China needs to be actively providing reliable, valuable and helpful tourist information to Latvian people. Participating in international travel fairs, cooperating with local agencies and setting up travel representative offices in Latvia are the effective ways to approach the Latvian or even the Baltic tourist market and deliver valuable information to the potential travelers. Now, more and more Latvian people choose to learn Chinese every year. A lot of students are seeking opportunities to study or work in China. There are many study and work related exhibitions and fairs happening in Latvia every year, if China would participate, they could reach out for thousands of potential tourists. Information about country's economic, politic, safety, hygiene and environmental conditions and tourist attractions should be widely spread not only through travel agencies, but different kinds of marketing meetings and exhibitions as well so that Latvians would have a general understanding about China at the current stage. Destination marketers need to communicate with Latvia's markets continuously to ensure the potential tourists can get information about the country. The high use of Internet and word of mouth by tourists as well as their combination in getting travel information implies marketers should use these sources extensively compared to the use of print media that are losing ground in informing the potential tourists (Jani, D. & Nguni, W, 2016).

6. Conclusions and limitations

6.1 Conclusion

As mentioned before, this paper focuses on finding out what is the perceived image of China for Latvian tourists and what are the changes of the image before and after the travel. It is important to understand why Latvian tourist do not choose China as a travel destination so often and what do Latvians in general think of China.

In total 224 questionnaires were collected out of which 216 were valid. The data derived from the responses of open-ended questions helped to generate the overall image of China in terms of holistic and unique characteristics. The perceived image of China before the travel was not so negative as expected, but it was rather uncertain.

From the questionnaire and data analysis we can see that Latvian tourists could name the most popular tourist attractions in China, such as the Great Wall, Summer Palace, the Forbidden City, which means that they have a general understanding about the county's tourism. They could also name the most popular cities in China, such as Beijing, Shanghai, Xian, Guangzhou and others that are comparatively developed for tourism. People mentioned that they did not know what to expect before the travel. They said that they did expect something a lot different from Europe, but they could not name anything specific. They thought of different food, different culture, different people, but they could not define what does the "different" mean.

To measure destination image of China before and after the travel, a 5-point Likert scale was used. The scale is a productive tool in eliciting the attribute-based and common characteristics of China's destination image. The scale ranting is aimed to measure the influential extent of different attribute items. Based on the average scale score and the comparison of the questions in the second and the third part of the questionnaire, it was concluded that there was a change in some of the statements before and after the travel. For example, traffic, crowdedness, entry formalities, shopping facilities, food safety, security, China being suitable as a destination for educational purposes and travel and others. Before the travel Latvian tourists agreed that one of the biggest problems in China is air-pollution, traffic jams, that streets are dirty and crowded. They were unsure if China is safe, if shopping facilities are poor, if locals welcome foreign tourists and do they speak foreign languages. After the travel, they tend to change the opinion to be more positive.

For these statements, there was a slight change with the agreement after the actual travel experience. However, after performing the T-test, we can see that there was no significant change before and after the travel.

As for the last part of the questionnaire, that includes the details of what exactly did change, many people say that the image changed to a more positive one than it was perceived. At the end the majority of respondents would choose to come to China again and would recommend other to travel here as well. There is a change in destination image before and after the travel. For some of the statements the change was significant, for some there was only a slight change.

As mentioned before in discussion part, certain things need to be done to improve perceived image of China as well as tourists' travel experience. For improving China's image as a travel destination, special attention needs to be paid to advertisement in internet as people tend to look for information there and share, and discuss their travel experiences in blogs on social media. As for improving tourists' travel experience, close attention should be paid to personal safety, accommodation, pollution, transportation and food safety. Increasing public safety is important because it would reduce robberies and theft, stricter traffic regulations are needed to improve safety on streets and roads. A lot of hotels are not allowed to receive non-Chinese tourists, especially in small towns in China, no division in smoker and non-smoker rooms as well as transparent glass instead of a wall between the room and bathroom are a few things which make accommodation a weak point in terms of travel experience. Control and improvements are needed in this field. Other great issues that affect travel experience and peoples' daily life are sanitation of public toilets, pollution and food sanitation. Improvements in these areas would create a lot more positive image of China, which can be spread worldwide and help with improving pre-trip image not only by Latvians, but tourists from other countries as well.

6.2 Limitations

For this research, the biggest limitation was number of samples collected. In total 224 questionnaires were collected of which 216 filled in by Latvian tourists were valid for the research. Big part of people living in Latvia are actually Russian ethnic, so the author had to be careful with collecting data. 216 respondents do not represent opinion of all Latvian tourists. Other limitation was time. Since Latvians are a small population comparing to the other nations in the world, and not a lot people have visited China, it took a long time to collect a proper amount of questionnaires and analyze the data.

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中国旅客访问拉脱维亚背后的动机[1]

张安娜

摘要:随着拉脱维亚和中国关系的改善, 越来越多的中国游客开始前往拉脱维亚旅游。本研究的主要目的是考察中国游客到拉脱维亚旅游的动机。这项研究是根据推拉因素的理论组织的, 这有助于确定游客访问拉脱维亚的动机。

该研究回答了以下问题:是什么推动了中国游客的旅游动机;是什么拉动因素激励着中国游客去某个目的地;拉脱维亚最想去的地方是什么;在逗留期间最想从事的活动是什么; 哪些因素影响旅游目的地的最终决策;受访者以前的旅游背景是什么。

Travel Motivations Behind Chinese Tourists Visiting Latvia

Anastasija Zlidena

Abstract

As Latvia's and China's relationship gets better, more and more tourists from China start taking trips to Latvia. The main purpose of this research is to investigate Chinese tourist's motivations in visiting Latvia. The research was organized following the theory of push and pull factors that helps to identify the tourist's motivation in visiting Latvia.

The research answers the questions about push and pull factors that motivate Chinese tourists to travel; what are the most desired places to visit in Latvia; what are the most desired activities to engage in during the stay; which factors influence traveler's final decision making about a travel destination; what is the respondents previous travel background.

[1] 本文系张安娜(Anastasija Zlidena)在北京第二外国语学院旅游管理学院旅游管理专业留学期间撰写的硕士学位论文(2018年), 导师李宏, 在此衷心致谢。

1. Introduction

1.1 Background

"Climb the mountain so you can see the world, not so the world can see you."

– David McCullough Jr.

Tourism is the most-favorite leisure activity. The motivation which causes someone to choose a certain leisure activities and a destination for vacation is an interesting issue, which allows for a better understanding of people's behavior in the area of leisure spending. The reasons behind why people choose a destination over another have been the topic of many researchers and are important considerations for both planners and managers of tourism industry. In many tourism studies motivations are recognized as starting point in order to understand tourist behaviors (Crompton, 1979). Motivations have also been seen as a tool to segment tourism market. According to Backman et al. (1995) motivations are associated with individual basic needs for participating, for instance, in activities. Hence, motivations of tourists are important in explaining why tourists are travelling.

Motivation is the driving force which compels an individual to take action (Schiffman and Kanuk, 2004). This implies that motivation moves a person to do something (Ryan and Deci, 2000). Motivations are thus the basis of all behavior (Fodness, 1994), including traveling. Tourist motivation, therefore, can be defined as "the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience" (Pearce, Morrison and Routledge, 1998).

Although expecting motivation to account for a large portion of the variance in tourist behavior is probably too optimistic (many other interrelated influences exist), tourist motivation is none the less considered a critical variable and a driving force behind tourist behavior (Crompton, 1979). As a critical explanatory factor of tourism behavior, motivation is regarded as an important topic in tourism research. However, tourist motivation is not easy to study. It is possible to describe who, when, where and how, the challenge in tourism is to answer the question why (Crompton, 1979). Travel motivation relates to why people travel; consequently, this area is a relatively difficult research area of tourism inquiry.

1.2 Purpose of the research

The purpose of this research is to investigate possible reasons of why tourists from China choose Latvia as their destination point. Consequently, the findings of the study to some extent may give professionals in the tourism industry a better understanding of Latvia's current tourism industry situation; therefore, professionals in the tourism industry can manage their businesses better and encourage more tourists from China to visit Latvia.

1.2.1 Research questions

The research will answer the following questions:

- What are the push factors that motivate Chinese tourists to travel?
- What are the pull factors that motivate Chinese tourists to a certain destination?
- What are most desired places to visit in Latvia?
- What are the most desired activities to engage in during the stay?
- Which factors influence the final-decision making about a travel destination?
- What is the respondents previous travel background?

1.2.2 Division

In general, this thesis will be divided into five parts. The first part, the introduction chapter, will contain the background and purposes of the thesis, the introduction about Latvia's current situation. In the second part, the theory chapter, main literature in tourism motivation and consumer behavior will be reviewed. In this part, the concepts motivation, attitude and activities will briefly be introduced. The third part is methods chapter, the materials and the research methodology will be described. This chapter will focus on the measurement, analysis, and techniques of the main concepts. The fourth part, the results chapter, will indicate and explain the results from the survey. The last part which is the fifth chapter will discuss and conclude this study.

1.3 Introduction to Latvia

Latvia is officially known as the Republic of Latvia. Country is small – about the size of Ireland. There are just under 2 million people in Latvia. It is one of the few countries to have a smaller population today than it did 20 years ago. This is partly due to Russians returning to Russia since Latvia's independence (1991). About two thirds of Latvians live in the cities and towns.

Latvia has a history of invasion from other countries that wanted to use its important trade routes. For most of the 20th century Latvia was under the control of Russia. This has resulted in a strong Russian influence today. It is thought that about 29 per cent of the population is Russian. All three Baltic states have gained their independence since 1991.[1]

Very little was heard of Latvia during the period from the end of World War 2 until 1991 when it was part of Soviet Union, and before then it had only a brief period of existence as a unified and independent country. As an ethnic cultural area, Latvia is very old, bur as a nation it is very young.[2]

[1] Latvia. Claire Throp, p. 4.

[2] Latvia. Stephen Baister, Chris Patrick, p. 6.

1.4 Tourism in Latvia

Currently, tourism is one of the fastest growing sectors in Latvia. This growth has been steady over the past several years, boosted by the Latvian government's implementation of the EU Open Skies policy and incentives for air carriers to attract additional passengers to Riga International Airport. In 2016, 5.4 million passengers flew through the Riga airport.

Capitalizing on its status as a European Capital of Culture for 2014 and tenure as the Presidency of the Council of the European Union during the first half of 2015, Latvia is emerging as a global destination and attracting new tourists each year. Although the number of new tourist accommodations has grown significantly, the market still would benefit from the presence of additional international chains. World brands such as Accor Hotels and Kempinski Hotels have begun to enter the Latvian market.[1]

Various global events have affected travel to a certain extent; therefore, due to security reasons travelers prefer destination closer to their place of residence (Hall, 2005, p. 283) and Latvia is located near the tourism generating regions of Europe and Russia.

One of the most significant factors that will affect tourism in the future is the ageing demographic structure in industrialized countries (UN, 1998; Hall and Page, 2002, p. 341). By 2050 one in five people will aged 60 or older (UN, 1998). Along with the improvement of living conditions the average life expectancy will increase, although in Latvia the average life expectancy is 8 years less than the average in Europe: 71.3 years in 2003, compared to 66.7 in 1995. This factor will present challenges in for the development of tourism product and infrastructure in the future. Considering its tourism resource potential, Latvia is ready for these challenges. The country is also well positioned in relation to the globalizing driving forces of IT, telecommunication and international trade.

1.4.1 Political and geographical position

Germans, Swedes, Poles and Russians have recognized the advantages of Latvia's geographical position. However, Latvia should better position itself as the center of the Baltic States, promoting the development of Riga as the capital of Baltic region. Within a one-hour flight of Riga live 100 million people. The Baltic States should collaborate to develop common tourist products for the international tourism market, with Latvia as the heart of such cooperation (Latvian institute, 2005).[2]

1.4.2 Natural and cultural heritage tourism resources

Latvia is characterized by a variety of natural and cultural landscapes, ancient folklore and folk art traditions and traditional cuisine. UNESCO declared the Latvian Song and Dance festival together with the Lithuanian and Estonian Song festivals "masterpieces of intangible culture heritage" in 2003 (Ministry of Culture of the Republic of Latvia, 2003).

[1] https://www.export.gov/article?id=Latvia-Travel-and-Tourism.

[2] Tourism in the New Europe: The Challenges and Opportunities of EU Enlargement, p. 171. Derek R. Hall, Melanie K. Smith, Barbara Marciszewska.

The presence of a number of religions within the country helps to promote tolerance in society. Aglona Basilica in the south-east is a major Catholic pilgrimage destination, which annually celebrates the Assumption of Blessed Virgin Mary, attracting more than 420,000 people. Soviet heritage provides new tourism products, such as the employment of military objects in Liepaja Military port and Ventspils International Radio Astronomy Centre (former USSR military cosmic communication center).[1]

1.4.3 Latvia as a new tourist destination

As a member of European Union, Latvia is now better positioned in the international tourism market. Many EU citizens mainly travel around the territory of the European Union. Over a period of 2 years it was found that three-quarters of all European Union citizens did not travel outside of the Union's borders (European Commission, 2003). Latvia is a comparatively cheap, relatively high quality, comfortable and not overcrowded destination. In 2004 border-crossing data indicated that 37% of foreign visitors were arriving in Latvia for the first time (Briksne, 2005). Indeed, arrivals were increased every year since 1995, rising by 2004 to 3 million (0.7% of all European travelers), a 22% increase on the previous year.

A majority of foreign visitors are still from neighboring countries, notably Estonia and Lithuania (in 2004, 28% and 30% of the total, respectively). The number of foreign travelers from the CIS countries has diminished (Briksne, 2005). German arrivals in 2004 occupied third place (7%). More than 50% of all foreign tourist overnights in provincial areas were by German tourists (Seilis, 2005).

1.4.4 Destination marketing in Latvia

The market of visitors has grown for the last decade both in Europe and Latvia. The number of tourist-visits to Latvia has significantly increased during the last years.

The main incoming tourist markets are tourists from Germany, Estonia, Finland, Lithuania, Russia, Sweden.[2]

Latvia area consists of 14 structured cities and 21 municipalities. The country has a tradition of tourism development; it actively works on the country tourism brand development and tries to increase its recognition.

Latvia lacks of a strong and homogenous image – one single association that could encourage foreign tourists to choose Latvia as a travel destination. The recognition of Latvia and its competitiveness in the international market is still low. To promote the recognition of Latvia worldwide, it is necessary to create a united Latvian tourism image that attracts foreign tourists and is accepted by the local population.

The tourism brand platform of Latvia is based on the concept of unhurried leisure in Latvia. "Latvia – best enjoyed slowly!" is in step with Slow Tourism' which is rapidly gaining

[1] Tourism in the New Europe: The Challenges and Opportunities of EU Enlargement, p. 171. Derek R. Hall, Melanie K. Smith, Barbara Marciszewska.

[2] Latvian Tourism Marketing Strategy 2010–2015.

popularity worldwide. Unhurried or "slow tourism" as a separate branch of tourism first was defined in Italy and is depicted by a snail. By now, Slow Tourism is offered in Italy, France, Ireland and England, Switzerland, Spain, Greece, Russia and Scandinavia as well.

Figure 1. Main incoming market to Latvia
Source: Latvian Tourism Marketing Strategy 2010–2015

Destination marketing strategy which is used for the development of tourism in Latvia is not only applied at the national level but also at the level of regions and even individual cities. Undoubtedly, small towns of Latvia cannot claim to be well-known and well-recognized brands in the international tourist market, though they actively seek to emphasize their identity using the tools of marketing communication oriented on increasing their recognisability and attracting visitors in the domestic tourism market of Latvia.

Currently Riga is the tourist center of Latvia that attracts the largest number of tourists. Nevertheless, the recent years the State Tourism Development Bureau (TAVA) aspires to draw the tourists' attention not only to the capital city, but also to the regions: Kurzeme, Zemgale, Vidzeme and Latgale, which have a number of attractions and places of interest. In their turn, the local government of each city seeks to develop their tourism, to engage tourists to visit the local attractions, to explore the sightseeing points, to take part in local events and festivals, and to get acquainted with local traditions on the basis of existing tourism resources and the creation of new tourism products. Thus, a certain image of a city is formed. Cities of Latvia use a number of branding tools to enhance the effect of a particular image formation, and also to follow the widespread trends of marketing use in urban development and communication capabilities.[1]

1.4.5 Latvia and China

Latvia highly appreciates that the People's Republic of China (PRC) was one of the first countries to recognize the restoration of Latvia's independence on September 7, 1991. Diplomatic relations between the Republic of Latvia and the People's Republic of China were established on September 12, 1991. In the wider historical view of our country, it was very important that during the years of Latvia's occupation, the Chinese government did not recognize the incorporation of the Republic of Latvia into the USSR.

History of Diplomatic Relations

On January 10, 1992, the Chancellor of the Chargé d'affaires of the PRC, Chen Di, officially started his activities in Latvia, and in August 1994, the Embassy of the Republic of China was opened in Riga. On September 8, 2015, Chinese Ambassador to Latvia, Huang Yong, presented an accreditation letter to President of Latvia – Raimonds Vejonis.

The Ambassador of the Republic of Latvia to the People's Republic of China is Māris Selga, who on February 29, 2016, presented an accreditation letter to Chinese President Xi Jinping. He replaced Ingrida Levrence, who presented an accreditation letter to Chinese President Hu Jintao on January 15, 2009.

Honorary Consul of the Republic of Latvia in the Hong Kong Special Administrative Region since September 30, 2016 is Stephen King.

Cultural cooperation

Cooperation in the field of culture is based on the agreement between the Government of the Republic of Latvia and the Government of the People's Republic of China on cultural and educational cooperation (02.09.1996).

On January 29, 2016, a Memorandum of Understanding between the Government of the Republic of Latvia and the Government of the People's Republic of China was signed on the establishment of the Chinese Cultural Center in Latvia. It is planned that the Center's functions would include the organization of various cultural events, including exhibitions,

[1] Tools of marketing communications and branding in positioning and in promotion the identity of Latvia destinations. Jekaterina Voznuka, Baltic International Academy, pp. 50–51.

cinematographic workshops, seminars, performances of various cultural collections, and other events promoting Chinese culture.

The Culture Exchange Program of the Ministry of Culture of the Republic of Latvia and the Ministry of Culture of the People's Republic of China, 2016–2020, was also signed in November 2015 in the Second Central and Eastern European Countries and China (16 + 1) Culture Cooperation Forum in Sofia, Bulgaria.

The Latvian National Museum of Art in cooperation with the Chinese National Museum (China) is organizing exhibitions.

From October 22, 2016 to January 8, 2017, the Art Museum of Riga hosts an exhibition of art from the Ancient China, "The Silk Road", in cooperation with the "Art Exhibitions China". It has a collection of around 100 artifacts from the Western Zhou Dynasty (from 1046 to 771) to the Min Dynasty (1368–1644), showing various items of ancient Chinese art from the region where the Silk Road started and discovering the interactions between Eastern and Western cultures during that period.

In July 2016, Balsis choir participated in the China International Chorus Festival (China International Chorus Festival).

In July 2016 folk metal band Nine Treasures participated in the contemporary ethnic and traditional festivals "Sword and Lemes".

March 2016 Dancers from the Beijing Dance Theater participated in the 21st International Baltic Ballet Festival.

In 2015, students from the Beijing Foreign Languages University, who are learning the Latvian language, participated in the creative project "Found in translation: Rainis and Aspazija", which took place in foreign universities and was celebrated on the occasion of the 150th anniversary of the literary celebrations.

In November 2015, the youth choir "Balsis" under the direction of Ints Teterovskis took part in the first Asia-Pacific World Expo, held in Macao.

In July 2015, the youth choir "Kamēr…" under the direction of conductor Jānis Liepiņš took part in the August Choir Festival in Beijing.

On July 3, 2015, Chinese acrobats featured in the circus of Riga.

16th–17th 2015 Within the framework of the Culture Program of the Presidency, the National Performance for the Performing Arts Center took place at the National Theater of the Ballet "Princess of the Blessed Princess" in June.

On June 1, 2015, the National Opera of Latvia hosted a guest show of the Chinese National Peking Opera Company, "Female Generals of the Yang Family".

In May 2015, the first Chinese Film Festival was held in Riga.

8–9th of August 2015 In May, Tianjin city television produced a television program about Latvian culture, which in the autumn saw more than 20 million Chinese.

From December 20, 2014 to January 6, 2015, a concert tour of the Liepaja Symphony Orchestra (11 concerts) took place in several cities in East China, including Beijing and Shanghai.[1]

[1] http://www.mfa.gov.lv/arpolitika/divpusejas-attiecibas/latvijas-un-kinas-tautas-republikas-attiecibas

Direct flights

On Thursday, March 9, Kaspars Ozolins, State Secretary of the Ministry of Transport (MoE), met with Wang Zhiqing, Deputy Administrator of the Civil Aviation Administration of China, and discussed bilateral cooperation between the two countries in the field of aviation.

Ozolins noted the positive trend that the memorandum concluded between countries will allow Latvian and Chinese airlines to cooperate in direct air transportation, also noted that Riga International Airport is the most important hub of aviation transport in the Baltic region. The Secretary of State pointed to the opportunities offered by the Latvian national airline airBaltic's interest in joining Chinese airlines to jointly operate flights from Latvia to China and/or passengers from China from smaller airports to Europe from elsewhere in Europe.

Ozolins pointed out that in 2016, 13 Chinese airline companies have used the airspace of Latvia, and the number of flights from China to Latvia has increased by 9.1% as compared to 2015.[1]

Ozolins informed that the Ministry of Economics, the Latvian Investment and Development Agency, in co-operation with the Ministry of Transport, is working on a special offer for potential Chinese tourists, which would therefore be even more interested in visiting Latvia, which could further increase the number of charter flights in the future.

Ozolins confirmed that now, step by step, China and Latvia are moving towards closer cooperation in the field of aviation, including providing good opportunities for cooperation in the field of investment, passenger and freight transport, regular / seasonal and charter flights, as well as post and e-commerce transportation and freight logistics centers at Riga airport.

2. Literature review

2.1 Motivation

People's motivation to make certain decisions is an interesting issue to explore, especially in understanding tourism motivation. The relationships between motivations are the fundamental reasons for a particular traveling behavior and play a vital role in understanding the decision making process of tourists, as well as assessing the subsequent satisfaction of tourist's expectation (Snepenger, King, Marshall, and Uysal, 2006). There are a great number of definitions of motivation. In general, the term motivation is simply the processes that answer the question about why and how people's behavior is activated

[1] http://m.lvportals.lv/visi/preses-relizes?id=285749

and directed. Therefore, motivation is considered as the internal factors that raise and control human behavior.

Motivation is described as a driving force that makes people move (Solomon, 2004: 114). Similarly, Romando (2008) has defined motivation as an "internal drive" that moves behavior to act and gives direction to the behavior. According to Solomon (2004), motivation itself is the processes that leads people to behave as they do, and the processes begin when a need arises that a consumer wishes to satisfy. He explains that "once a need has been activated, a state of tension exists that drives the consumer to attempt to reduce or eliminate the need" (Solomon, 2004: 114). He continues that the goal is the end state that is desired by the consumer; drive is the degree of arousal present due to a discrepancy between the consumer's present state and some ideal state; and want is a manifestation of a need created by personal and cultural factors.

In general, basic motivation theory describes a dynamic process of internal psychological factors namely needs, wants, and goals, which generate an uncomfortable level of tension inside of human's minds and bodies (Fodness, 1994). These inner needs and resulting tension then stimulate to activate actions to satisfy the needs. Motivation, thus, can be seen as the inspiration to satisfy needs. Maslow in 1943 was the first to attempt to understand human motivation, discover needs people have and how they can be fulfilled, he came up with his needs hierarchy theory, now the best known of all motivation theories. Additionally, according to Maslow (1943), human demands do not have ending points but will raise other needs and demands once the present ones have been.

It is possible to apply Maslow's hierarchy of needs theory to travel motivational theory. Implicit and explicit applications of the Maslow hierarchy to tourism studies are discussed. Among those studies, the chapter highlights the approaches of the travel career ladder (TCL) and travel career pattern (TCP). The chapter will examine the push and pull concept as another line of travel motivation studies. Mannell and Iso-Ahola's model of escaping and seeking dimension, though developed as a framework of leisure motivation, informs the discussion leading to general implications and applicability in tourism studies.

2.1.1 Maslow's hierarchy of needs

The theoretical frameworks of travel motivation studies are primarily rooted in sociology and social psychology. Many tourism researchers base their theoretical analyses on Maslow's hierarchy of needs theory (Jang and Cai, 2002), which is one of the most influential motivation theories in the academic world and in the public domain. Since the publication of Motivation and Personality in 1954, in which Maslow presents the hierarchy of needs theory, the theory has received growing attention from authors who publish in major professional journals in psychology, education, business and other social sciences.[1]

Maslow's theory was originally developed in the context of his work in the field of clinical psychology, but has become widely influential in many applied areas such as

[1] Arch G. Woodside, Drew Martin. *Tourism Management: Analysis, Behaviour and Strategy*, p. 14.

industrial and organizational psychology, counseling, marketing, and tourism. One of the main reasons of popularity of Maslow's hierarchy of needs is probably its simplicity. Maslow argues that if none of the needs in the hierarchy were satisfied, then the lowest needs, the psychological ones, would dominate the behavior. If these were satisfied, however, they would no longer motivate, and the individual would move up to the next level in the hierarchy, safety needs. Once these were satisfied, the individual would move up to the next level, continuing to work up the hierarchy as the needs at each level were satisfied.[1]

Maslow's theory has received little clear or consistent support from research evidence. Some of Maslow's propositions are totally rejected, while others receive mixed and questionable support. Witt and Wright (1992) criticize the theory for not including several important needs, perhaps because they do not fit conveniently into Maslow's hierarchical framework. Such needs are dominance, abasement, play and aggression. They prefer Murray's (1938) classification scheme, suggesting that from the point view of tourist motivation it provides a much more comprehensive list of human needs that could influence tourist behavior. Murray listed a total of fourteen physiological and thirty psychological needs, from which it is possible to identify factors that could influence a potential tourist to prefer or avoid a particular holiday. However, due to its complexity, Murray's work is not as easy to apply as Maslow's hierarchy, and has therefore not been adopted by tourism researchers.

Attempts to explain tourist motivation have identified with Maslow's needs hierarchy. Mill and Morrison (1985), for example, see travel as a need or want satisfier, and show how Maslow's hierarchy ties in with travel motivations and the travel literature. Similarly, Dann's (1977) tourism motivators can be linked to Maslow's list of needs. He argued that there are basically two factors in a decision to travel, the push factors and the pull factors. The push factors are those that make you want to travel and the pull factors are those that affect where you travel. In his appraisal of tourism motivation, Dann proposed seven categories of travel motivation:

1. Travel as s response to what is lacking yet desired. We live in an anomic society and this, according to Dann, fosters a need in people for social interaction that is missing from the home environment.
2. Destination pull in response to motivational push, already discussed.
3. Motivation as a fantasy.
4. Motivation as a classified purpose, such as visiting friends and relatives or study.
5. Motivational typologies, which will be studied in depth later in this chapter.
6. Motivation and tourist experiences.
7. Motivation as auto-definition and meaning, suggesting that the way tourists define their situations will provide a greater understanding of tourist motivation than simply observing their behavior.

[1] Consumer behavior in Travel and Tourism by Abraham Pizam, Yoel Mansfeld, p. 8.

Krippendorf (1987), in an enlightening book on tourism, sees a thread running through all these theories of tourism motivation. First, travel is motivated by "going away from" rather than "going toward" something; second, travelers' motives and behavior are markedly self-oriented. The author classifies these theories into eight explanations of travel: recuperation and regeneration, compensation and social integration, escape, communication, freedom and self- determination, self-realization, happiness, and travel broadening the mind.

The tourist motivation model proposed by Plog (1974) has been one of the widely citied. According to Plog, travelers may be classified along two dimension: allocentrism / psychocentrism and energy. Travelers who are more allocentric are thought to prefer exotic destinations, unstructured vacations rather than packaged tours, and "touristy" areas. Later, Plog added energy, which describes the level of activity desired by the tourist; high-energy travelers prefer fewer activities.

According to Maslow all human needs can be arranged in a hierarchy of five categories, beginning with physiological needs such as hunger, thirst, and ascending stepwise to the needs of safety, belongingness and love, esteem and self-actualization. An individual normally attempts to satisfy the basic needs first. After the lower-level needs are mostly sated, higher-level needs in the hierarchy emerge as salient and urgent. Human needs usually follow this hierarchical order. However, there are exceptions in which higher level needs may predominate in an individual's mind even when lower level needs have not been met (Maslow, 1970).

Although, Maslow's theory originally was developed for clinical psychology, the premise is applicable for other areas, such as industrial and organizational psychology, counseling, marketing and tourism.

Pearce (1982) applies Maslow's hierarchy to tourist motivation and behavior, and analyses 400 cases of travel experiences or incidents provided by some 200 tourists in the USA, Canada, and Australia. Each respondent was asked to write down one positive travel experience and one negative travel experience. The tourist experience data were analyzed and coded into five categories in accordance to Maslow's hierarchy of needs. For positive experiences, the percentages of each need satisfied are as follows: psychological (27%), safety (4%), love (33%), self-esteem (1%) and self-actualization (35%) needs.

For negative experience, the percentages of the five categories are psychological (27%), safety (43%), love (17%), self-esteem (12%) and self-actualization (1%). Based on this information, Pearce suggests that travel motivation has the properties of an approach avoidance paradigm. He argues that tourists are attached to holiday destinations because of the possibility of fulfilling self-actualization, love and belongingness and psychological needs in that order of importance. When considering the avoidance aspect of the motivational paradigm, a concern for safety is predominant feature with additional emphasis concern for safety is the predominant feature, with additional emphasis placed on failure to satisfy psychological, love and belongingness and self-esteem needs. 13

Maslow (1970) does discuss two other sets of important human needs: the aesthetic need, and the need to know and understand. These needs are less known to people because they were not included in the hierarchical needs model. However, from a tourism standpoint, these needs carry more weight than others beyond the hierarchical needs model. People travel to learn about something new, and to be exposed to objects of beauty. Unfortunately, few tourism studies have applied Maslow's model in relation to these two sets of human needs.

Figure 2. Maslow's hierarchy of needs

Source: www.simplypsychology.org

1. *Biological and physiological needs* – air, food, drink, shelter, warmth, sex, sleep, etc.
2. *Safety needs* – protection from elements, security, order, law, stability, etc.
3. *Love and belongingness needs* – friendship, intimacy, trust, and acceptance, receiving and giving affection and love. Affiliating, being part of a group (family, friends, work).
4. *Esteem needs* – which Maslow classified into two categories: (i) esteem for oneself (dignity, achievement, mastery, independence) and (ii) the desire for reputation or respect from others (e.g., status, prestige).
5. *Cognitive needs* – knowledge and understanding, curiosity, exploration, need for meaning and predictability.
6. *Aesthetic needs* – appreciation and search for beauty, balance, form, etc.
7. *Self-actualization needs* – realizing personal potential, self-fulfillment, seeking personal growth and peak experiences.[1]

[1] www.simplypsychology.org

2.1.2 Push and Pull

Dann (1977) and Crompton (1979) adopt different methodological approaches to tourist motivation research. Crompton practices a qualitative method by employing unstructured interviews and content analysis; the research process is inductive, similar to Pearce (1982). In contrast, Dann begins his research process by developing and empirically testing hypotheses, which is deductive process. Because the two studies generated remarkable results, both approaches are valuable.

The push and pull dichotomy is adopted extensively in tourism research (Yuan and Mcdonald, 1990; Jamrozy and Uysal, 1994; Turnbull and Uysal, 1995; Zhang and Lam, 1999; You et al., 2000; Hsu and Lam, 2003; Yoon and Uysal; 2005). Using both push and pull factors, Yuan and Mcdonald (1990) examine the motivation for overseas pleasure travel among tourists from Japan, France, West Germany and the United Kingdom. They identify five push factors from 29 motivational items: *novelty, escape, prestige, enhancement of kinship relationships and relaxation/hobbies*. Generally, novelty is ranked as the most important motivation factor in the decision-making process of taking overseas vacations. Seven pull factors identified from 53 attractions items are *budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities and hunting*. Significant differences are found among travelers from different countries on the level of importance individuals attached to the push and pull factors.

Jamrozy and Uysal (1994) study travel motivation variations among German travelers. They identify eight push factors and eleven pull factors from 30 motivational push items and 53 pull items. The push factors are *escape, novelty, family/friends togetherness, sports, adventure and excitement, familiar environment, luxury/doing nothing and prestige*. The pull factors are *active sports environment, unique natural environment, safety, sunshine, inexpensiveness, cultural activities, entertainment, sightseeing, local culture, different culture and cuisine and uniqueness of small towns/villages/mountains*. The study identifies five travel groups and relates group characteristics to the push and pull factors. For example, overseas travelers from Germany display variations in push motivations while traveling alone or and in friendship groups, in contrast to when traveling as a family, a couple or organized tour groups. Using the same data source but a different subsample, Turnbull and Uysal (1995) examine the interrelationship of push and pull factors of German visitors to the Caribbean, North American and Latin American destinations. This study identifies five push factors labelled as cultural experiences, escape, re-experiencing family, sports and prestige, and six pull factors labelled as heritage / culture, city enclave, comfort/ relaxation, beach resort, outdoor resources and rural area/inexpensiveness. Differences in importance of push and pull factors were investigated among the three destination categories using analysis of variance. Results indicate that significant differences exist in re- experiencing family as a push factor and heritage/culture, beach resort, comfort/ relaxation and rural area/inexpensiveness as a pull factor.

Yoon and Uysal (2005) investigate push and pull motivations in a structural model that integrated satisfaction and destination loyalty. *Safety and fun, escape, knowledge and education* and achievement are important factors, while cleanness and shopping, reliable weather and safety, different cultures and water activities are important pull factors. In addition to exploring the underlying push and pull dimensions, Yoon and Uysal examine the effects of push and pull motivations on travel satisfaction and destination loyalty. Pull motivation has a negative effect on travel satisfaction, while push motivation has no significant influence on satisfaction. However, push motivation has a significantly positive effect on destination loyalty.

2.1.3 Historical examples of travel motivation

In former times it was essential to travel to places where the climatic conditions were suitable. The aim was to ensure the survival. The fact why birds are migrating is the same. The motive to satisfy basic needs changed when nomadic people settled down. They travelled because of economic reasons. Geographical reasons were negligible. The motives were mainly to improve the quality of live, and to reach coveted goods which were not accessible at the home destination (Mundt, 2013). During the Roman Empire, Romans were traveling to seaside and mountain villas; physiological needs motivated them to leave the cities in summer (Holden, 2008). After the collapse of the Roman.

In the Middle Ages, the reasons for travelling were the necessity of trade and pilgrimage (Holden, 2008). In the early 17th, one of the most popular periods of tourism emerged, the ‘Grand Tour’. This episode is marked by a rediscovery of the classical teaching of young aristocrats of Italy and Greece. The idea of traveling for pleasure, for example to visit beautiful landscapes, as opposed to the travel for necessity is a recent phenomenon. Until the nineteenth century and the introduction of the railways, travel was still an expensive and an exclusive undertaking. Thus tourism was initially limited to a few people (Freyer, 2006). After the Industrial Revolution, over two hundred years ago, changes in the society occurred which influenced the way we live now. Increasing rates of urbanization, and the adoption of an ideology of consumerism as a global principle, are placing increasing demands upon our environment (Holden, 2008). The process of urbanization had the effect of removing people from nature.

2.2 Typologies of tourists

Tourism researchers have tried tourist recreational behavior by developing typologies of tourist roles. Most are based on empirical data obtained from questionnaires and/or personal interviews. One of the first – Cohen (1972) – proposed for classifications of tourists:[1]

1) The organized mass tourist, highly dependent on the “environmental bubble”, purchasing all-inclusive tours or package holidays;
2) The individual mass tourist, who is more autonomous and free than the previous group;

[1] Consumer behavior in Travel and Tourism by Abraham Pizam, Yoel Mansfeld, p. 10.

3) The explorer, who seeks new areas but would sometimes opt to step back into comfortable accommodation, etc.;

4) The drifter, who avoids any kind of "tourist establishment".

Cohen also introduced a differentiation between the "institutionalized" and "non- institutionalized" forms of tourism. The first two tourist roles can be regarded as institutionalized types, as they deal with the institutionalized tourist system. The latter two roles are categorized as noninstitutionalized types, because they do not depend on the services offered by the tourist establishment.

Following Cohen, other researchers have developed different typologies of tourist roles. Perreault, Darden, and Darden (1977) questioned 2000 households and found evidence of five distinct groups or types of vacation orientation:

1) The budget travelers (28 percent), whose interests are economy-oriented;
2) Adventurers (24 percent), who exhibit a relatively low desire for relaxing travel and a relatively high disposition for venturesomeness;
3) Homebodies (20 percent), who enjoy relaxing travel, but have no interest in vacation travel, do not seek travel information, and are no venturesome;
4) Vacationers (7 percent), who plan ahead more, but are undecided about their vacations;
5) Moderates (21 percent), who have a high predisposition to travel, but are not interested in weekend travel or sports.[1]

2.2.1 The Bubble Travelers

Tourists in this initial phase of international travel are characterized by relatively low affluence and low travel experience. Their motivation for travel to foreign countries is very much one of curiosity, and the traditional package holiday concept is an ideal product for consumers in this phase. The Henley center borrowed Urry's theory of "bubble travel" (Urry, 1990), where the tourist has the opportunity to observe a foreign culture without having to immersed in it. This bubble insulates the consumers from the difficult aspects of life in a foreign environment and gives them the basic confidence to travel.

2.2.2 Idealized-Experienced Seekers

Consumers in this phase are more affluent and have a base of overseas travel experience unpon which to draw. With this experience comes greater confidence, which manifests itself in a desire for more adventurous, more flexible, and more individually oriented types of travel. They will tend to look further afield in either cultural or geographical terms for their holiday destinations.

2.2.3 Wide-Horizon Travelers

Consumers have the confidence to experiment with and experience a wider range of cultural environments, both similar and dissimilar to their own. Their desire for

[1] Consumer behavior in Travel and Tourism by Abraham Pizam, Yoel Mansfeld, p. 11.

independence and flexibility manifests itself in more individually oriented travel to a wider range of destinations.

2.2.4 Total Immersers

Finally, consumers reach a stage that is almost beyond tourism as it is currently understood. Their travel motivation is not one of wanting to experience an idealized version of foreign culture, but rather to reproduce the cultural experience of a native of that country; to become exposed to and fully immersed in its language, culture, heritage, and patterns of life.

2.3 Consumer behavior

Marketing is so much more than creating a memorable phrase or a jingle that people will sing for days. Understanding consumer behavior is a vital aspect of marketing.[1]

One "authorized" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Although it is not necessary to memorize this definition, it brings up some useful points:

Behavior occurs either for the individual, or in the context of a group (e.g., friends influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).[2]

Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.

Consumer behavior involves services and ideas as well as tangible products.

The influence of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.[3]

A recent example of a change in consumer behavior is the eating habits of consumers that dramatically increased the demand for gluten-free (GF) products. The companies that monitored the change in eating patterns of consumers created GF products to fill a void in the marketplace. However, many companies did not monitor consumer behavior and were

[1] http://study.com/academy/lesson/what-is-consumer-behavior-in-marketing-factors-model-definition.html

[2] http://study.com/academy/lesson/what-is-consumer-behavior-in-marketing-factors-model-definition.html

[3] https://www.consumerpsychologist.com

left behind in releasing GF products. Understanding consumer behavior allowed the proactive companies to increase their market share by anticipating the shift in consumer wants.[1]

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how:

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products, and retailers);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The behavior of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer;
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.[2]

To fully understand how consumer behavior affects marketing, it's vital to understand the factors that affect consumer behavior: psychological, personal, social and so on.[3]

2.3.1 Psychological factors

In daily life, consumers are being affected by many issues that are unique to their thought process. Psychological factors can include perception of a need or situation, the person's ability to learn or understand information, and an individual's attitude. Each person will respond to a marketing message based on their perceptions and attitudes. Therefore, marketers must take these psychological factors into account when creating campaigns, ensuring that their campaign will appeal to their target audience.[4]

2.3.2 Personal factors

Personal factors are characteristics that are specific to a person and may not relate to other people within the same group. These characteristics may include how a person makes decisions, their unique habits and interests, and opinions. When considering personal factors, decisions are also influenced by age, gender, background, culture, and other personal issues.

[1] http://study.com/academy/lesson/what-is-consumer-behavior-in-marketing-factors-model-definition.html

[2] https://www.consumerpsychologist.com

[3] http://study.com/academy/lesson/what-is-consumer-behavior-in-marketing-factors-model-definition.html

[4] https://open.lib.umn.edu/principlesmarketing/chapter/3-1-factors-that-influence-consumers-buying-behavior/

For example, an older person will likely exhibit different consumer behaviors than a younger person, meaning they will choose products differently and spend their money on items that may not interest a younger generation.

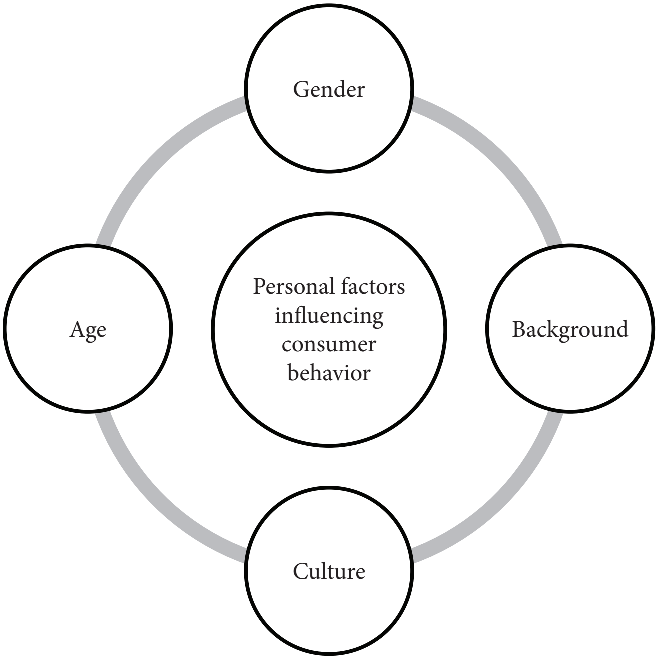


Figure 3. Personal factors influencing consumer behavior

Source: Baloglu, S (1998). An empirical investigation of Attitude Theory for Tourist Destinations. Journal of Hospitality& Tourism Research, 22(3), 211–224

2.3.3 Social factors

The third factor that has a significant impact on consumer behavior is social characteristics. Social influencers are quite diverse and can include a person's family, social interaction, work or school communities, or any group of people a person affiliates with. It can also include a person's social class, which involves income, living conditions, and education level. The social factors are very diverse and can be difficult to analyze when developing marketing plans.

However, it is critical to consider the social factors in consumer behavior, as they greatly influence how people respond to marketing messages and make purchasing decisions. For example, how using a famous spokesperson can influence buyers.[1]

[1] http://study.com/academy/lesson/what-is-consumer-behavior-in-marketing-factors-model-definition.html

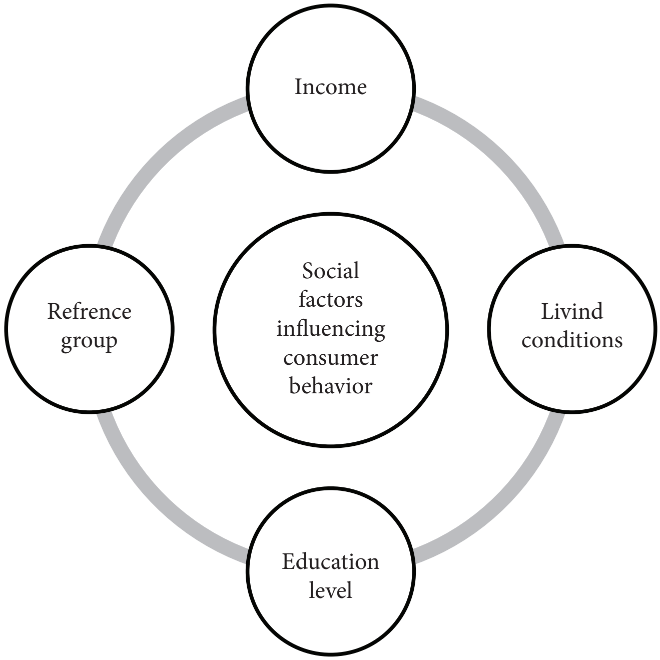


Figure 4. Social factors influencing consumer behavior
Source: Baloglu, S (1998). An empirical investigation of Attitude Theory for Tourist Destinations. Journal of Hospitality& Tourism Research, 22(3), 211–224

2.3.4 Decision-making

Understanding consumer decision-making is a cornerstone of marketing strategy. Consumer behavior in tourism is underpinned by general assumptions about how decisions are made. The processes involved in consumer behavior decision-making require the use of models rather than definitions alone to understand their complexity (Swarbrooke & Horner, 2004). Traditionally, consumer behavior research has been influenced by research outside tourism, notably the classical buyer behavior school of thought, whether the grand models of consumer behavior (Engel, Kollat, &Blackwell, 1968; Howard & Sheth, 1969) or tourism consumer behavior models (Mathieson & Wall, 1982; Wahab, Crompton, &Rothfield, 1976) view consumers as rational decision-makers. One of the main assumptions of these models is that decisions are thought to follow a sequence from attitude to intention to behavior (Decrop, 2010; Decrop & Snelders, 2004). Consumer behavior research in tourism continues to be marked by studies underpinned by the assumption of rational decision-making. These studies explore causal relationships by means 'variance' analysis, which estimates how much of an outcome (or dependent) variable is explained by relevant explanatory (or independent) variables (Smallman & Moore, 2010). The theories of Reasoned Action and Planned Behavior, which are based on the expectancy-value model of attitudes (Fishbein, 1963), are examples of sequential theories which continue to be used by tourism researchers (Oh, Hsu, 2001; Quintal et al., 2010).

These models continue to be criticized by several researchers, who challenge their assumptions. One of the main arguments against such models is that they are unable to capture the complexity of decision-making in tourism, which comes from the unique context in which travel decisions are made (Hyde & Lawson, 2003). Complexity arises from the fact that travel decision-making involves multiple decisions about the various elements of the vacation itinerary (Decrop & Snelders, 2004; Hyde & Lawson, 2003), some of which are made prior to the arrival, while others are made while at the destination (Choi et al., 2012). Moreover, these models do not take into account dyadic or group decisions, which have been shown to be common in a tourism context (Bronner & de Hoog, 2008; Kang & Hsu, 2005; Litvin et al., 2004) and which we will discuss further in the section on group and joint decision-making. Finally, complexity is also heightened by the fact that many travel decisions are highly influenced by situational factors (Decrop & Snielders, 2004; March & Woodside, 2005), the habituated aspects of tourist decision-making and its implications for tourism marketing are in urgent need of research.

2.4 Destination decision making

A range of theoretical models have been advanced in the academic literature to explain the destination decision process (Chon, 1990; Woodside and Lysonski, 1989; Gunn, 1989; Clawson and Knetch, 1966). It has been widely argued by researches concerned with such a purchasing decision, that the consumer's decision to purchase is a multi- staged process (Chon, 1990; Woodside and Lysonski, 1989; Mayo and Jarvis, 1981; Hunt, 1975; Gunn, 1972; Clawson and Knetch, 1966). Kotler (1989) for example, identifies that when involved in a purchase decision, the consumer transits the stages of:

1) Need recognition;

The need recognition stage of the buying process is often identified as the first and most important step in the Customer's Decision Process. If a consumer does not have a need for a purchase, then nothing is bought. But if they have a want which is the recognition of an unfulfilled need and a product that will satisfy it then a purchase may occur. Usually the want to purchase something is triggered by internal stimuli (such as being hungry or thirsty) or external stimuli (such as advertising or word of mouth). Stimulus is a unit of input affecting the senses: sight, smell, taste, touch, or hearing.[1]

2) Information search;

According to Kotler et al.(2009), once a consumer has decided that they need to purchase a product or service then they will begin to search for information surrounding

[1] MKTG8: Principles of Marketing by Lamb/Hair/McDaniel. https://thestudyofmarketing.wordpress.com/chapter-6-consumer-behavior/

the product. The sources of information available to the consumer are numerous and include inter alia the Internet, print media, advertising, personal recommendations and where appropriate an in-store experience (Solomon et al., 2010). This can either be a very detailed process if the consumer is unfamiliar with a product, or a rapid process reliant on informal information such as word of mouth recommendation (Kotler et al., 2009). The organization which is selling the product can also be a source of information if they are attempting to up-sell or cross-sell products as part of an integrated marketing campaign (Lamb et al., 2011). Lamb et al. (2011) also point out that in order to increase the likelihood of conversion it is imperative that all of these sources of information provide a consistent message to the consumer.[1]

For example, if the consumer is interested in certain destination, it is anticipated that they will look for travel reviews, recommendations, as well as practical data such as availability and price when deciding whether or not they should go to that certain destination.

3) Evaluation of alternatives;

Once this information has been gathered then the consumer will evaluate alternatives and based on their personal interpretation. Solomon et al.(2010) explain that an individual consumer will give a different personal weighting to various factors gathered during the information search, such as perceived value, brand value, price, speed of service and possibly location. The more an organization understands its consumers, the more they can help the consumer to evaluate the alternatives, for example by emphasizing the features and benefits of a product (Kotler et al. 2009).[2] This is the stage where consumers would assess different variables such as price, additional extras and other static factors.

4) Choice of product or service;

At this stage consumer will decide what they will purchase at this stage and if a consumer has previously received a product or service which they are happy with, then in future they are likely to repeat purchase meaning they will jump straight to this stage in the process (Solomon et al. 2010).[3]

5) Post-purchase evaluation.

This is the final stage, after the item has been purchased or the destination has been visited. Consumers retrospectively evaluate their purchase decision against their original assessment and purchase criteria, identifying the extent to which an item has met, exceeded or even failed to meet expectations (Lamb et al., 2011). According to Solomon et al.(2011) positive evaluation at this stage will almost inevitably lead to repeat purchase and future positive word of mouth recommendation. Hirschman (2010) explains that branding is

[1] https://www.ukessays.com/essays/marketing/consumer-decision-making-process-marketing-essay.php

[2] https://www.ukessays.com/essays/marketing/consumer-decision-making-process-marketing-essay.php

[3] https://www.ukessays.com/essays/marketing/consumer-decision-making-process-marketing-essay.php

integral to this process and when consumers feel a strong affinity with the brand, that is to say an emotive or personal connection then this will significantly influence the decision-making process.[1]

3. Methodology

The purpose of this chapter is to discuss research methodology which is chosen by the author for this research study. The chapter contains the sections explaining approach to the research design, research instruments, research methodology, and research sample of the study.

3.1 Research design and methodology

The objective of this research is to analyze the possible travel motivations behind the Chinese tourists visiting Latvia. The research will be conducted through the data collected from the quantitative research.

In order to make a research on this topic a quantitative method has been chosen. It will allow to gather significant information from the respondents. Later, when all the necessary data will be collected the researcher will proceed to analyze data with the help of SPSS Statistics software, which will help to build all the necessary results.

3.2 Research Instrument

In order to obtain significant data for the purpose of gathering information from the respondents a quantitative questionnaire was chosen as a research instrument. Questionnaire with its set of questions allows the researcher to obtain statistically useful or personal information from individuals. The questionnaire was firstly designed in the English language and then it was translated into Chinese language, both were modeled by the researcher who is a graduate student in Beijing International Studies University. The participation in the questionnaire was voluntary.

Both questionnaires were distributed among the Chinese people in order to obtain the needed information for the research. Half of the questionnaires were distributed online, which allowed the participants to answer the questions from their electronic devices such as a mobile phone, and another half was distributed personally while visiting famous scenic spots in Beijing such as The Palace Museum, The Summer Palace etc.

The questionnaire consists of 14 questions. They are modeled in a simple, understandable way in order for respondents to be able to clearly understand them. The questions are modeled with a purpose to later get analyzed and get significant results about possible push and pull factors. Question number 6 is about choosing the most

[1] https://www.ukessays.com/essays/marketing/consumer-decision-making-process-marketing-essay.php

desired cities that the participants would like to visit, the question was designed with pictures therefore it would not be complicated for participants to make their choice. Question number 7 was designed in order to understand to what extinct some outlined pull elements of tourist destination are important to the participants. Participants could choose the importance level varying from 1 to 5, where 1 meant completely unimportant and 5 meant very important. Question number 8 was designed in order to understand to what extinct some of the outlined push elements can be related to the participants.

3.3 Research sample

The target of this questionnaire was Chinese population, it was distributed by random sampling method among Chinese citizen's who are more than 18 years old, both male and female, which could indicate they are already graduated from high school and can start their full time work or be university students. This signifies that they could be potential tourists for choosing Latvia as their travel destination in the near future.

350 Chinese citizen's both male and female voluntary took part in this quantitative research. Both Chinese citizens who have already traveled to Latvia and who have never been to Latvia could take part in this questionnaire.

After the receiving 350 answers from female and male citizens the goal was to analyze their preferences and possible motivations for choosing Latvia as their destination for travel.

The questionnaire was modeled on online platform (https://www.wjx.cn/) and was distributed through Wechat application which allowed the participants to answer the questionnaire comfortably through their mobile device from anywhere in the world they might be at that particular moment.

Secondly, the questionnaire was also distributed first hand personally. Busy places in Beijing (scenic spots, with a lot of people, such as the Palace Museum, the Summer Palace etc.).

3.4 Data analysis

Marshall and Rossman (1999: 150) describe data analysis as the process of bringing order, structure and meaning to the mass of collected data. It is described as messy, ambiguous and time-consuming, but also as a creative and fascinating process.

After that all the necessary data was collected and then processed in response to the research questions posed in chapter 1 of this thesis. The data will be analyzed through the SPSS software, which will help to make all the necessary conclusions and reach significant results. The gathered data will be tabulated and put into order.

1) Descriptive analysis

It is the first step in the data analyzing. It is used to describe the basic features of the data in the study. It provides simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data.

Large amounts of data are provided, often as absolute frequencies or counts of observations, making it difficult to discern the main differences between women and men. Additional processing and analysis are developed when more analytical reports or articles focused on specific topics are prepared. The differences between women and men may become more visible.[1]

2) Factor analysis

Factor analysis is a technique that is used to reduce a large number of variables into fewer numbers of factors. This technique extracts maximum common variance from all variables and puts them into a common score.

3) Pearson bivariate correlation analysis

After all the necessary data from 350 respondents will be collected the researcher will make a Pearson bivariate correlation analysis between push and pull factors.

The Pearson product-moment correlation coefficient (or Pearson correlation coefficient, for short) is a measure of the strength of a linear association between two variables and is denoted by *r*. Basically, a Pearson product-moment correlation attempts to draw a line of best fit through the data of two variables, and the Pearson correlation coefficient, r, indicates how far away all these data points are to this line of best fit (i.e., how well the data points fit this new model/line of best fit).

The Pearson correlation coefficient, r, can take a range of values from +1 to –1. A value of 0 indicates that there is no association between the two variables. A value greater than 0 indicates a positive association; that is, as the value of one variable increases, so does the value of the other variable. A value less than 0 indicates a negative association; that is, as the value of one variable increases, the value of the other variable decreases.[2]

3.5. Questionnaire

The questionnaire was modeled according to two motivation theories mentioned in the second chapter: Maslow's hierarchy of needs and Push and Pull theory.

Push and Pull theory

Question number 8 contains 6 the most popular push factors that motivate people to leave their homes and go travel: I need a break from my everyday life; I want to meet new people; I want to escape ordinary responsibilities; I want to reduce stress; desire to learn about different countries culture and history; experiencing new or different lifestyles; I want to visit a place I never visited before.

[1] https://unstats.un.org/unsd/genderstatmanual/Descriptive-analysis-of-data.ashx Descriptive analysis of data. Zheng

[2] https://statistics.laerd.com/statistical-guides/pearson-correlation-coefficient-statistical-guide.php

Question 7 contains 16 pull factors that a destination can offer and therefore “pull” a tourist: personal safety and security; the destination can be easily reached (direct flight…); overall cleanliness of the destination; unspoiled nature; climate conditions; diversity of cultural/historical attractions (architecture, tradition and customs…); the quality of the accommodation (hotel, motel, apartment…); friendliness of the local people; organization of the local transportation services; the offer of the local cuisine; possibilities for shopping; night life and entertainment; opportunity for rest (beach, spa…); offer of cultural and other events; availability of sport facilities and recreational activities; cost of stay.

In the two questions (8 and 7) mentioned above the respondent had to choose an answer from 1 to 5 to what extent they agree that these statements represent them. 1 meaning completely disagree and 5 meaning completely agree. Later on all their responses will be analyzed. Respondents push and pull factor responses will be analyzed according to their age group, marital status, employment status, to see the differences in the respondent answers according to different socio-demographic variables.

Question number 6 contains 7 photos of the most famous travel destinations in Latvia: Riga, Jurmala, Gauja National Park, Sigulda Turaida Museum Reserve, Cesis, Kuldiga and Latgale. The respondents had to choose which of these places mentioned they would like to visit if they had a chance. All the destinations contained a picture so that the respondent would make their choice easier and faster. Later the answers will be gathered and analyzed. Respondents destination preferences overall and according to their age group.

Maslow’s hierarchy of needs

Elements from the Maslow’s hierarchy of needs theory were applied in different questions.

In the question number 7 the respondent is asked to what extent they agree that these elements of the destination are important. 1 meaning they completely disagree and 5 meaning completely agree. Elements such as personal safety and security, overall cleanliness of the destination, offer of local cuisine, opportunity for rest (beach, spa…) and others were mentioned. Later when all the necessary responses will be collected it will be visible what kind of elements are important to the respondent, according to the age group, marital status, and employment status.

4. Results

In this results chapter, an overview of the data collected through questionnaire will be presented. As previously mentioned, the data was collected from the Chinese people in order to make a research about their possible motivations to come to Latvia.

The out results are listed below.

4.1 Socio-demographic background

The questions were focused on obtaining the general profile of the respondents. Socio-demographic related questions were listed in the back of the questionnaire, as the last ones. Due to finding the gender, age group, marital status of the respondents it is possible to make further analysis and later perform a tourist segmentation based on this analysis.

Gender

The research was based on both male and female respondents. As shown in Table 4.1. the sample consisted of 39.71% males and 60.29% females.

In order to make a valuable research it is important to know the gender of person answering the questionnaire. Gender is one of the personal factors that influence consumer behavior.

For example, a female will likely exhibit different consumer behaviors than a male, meaning they will choose products differently and spend their money on products that may not interest a male person.

Age

The target sample of this research were Chinese people who are 18 years old or older, because they are a part of workforce or will be in few years and could be potential tourists and target market.

The majority of Chinese respondents were a part of the age group between 18–22, the second largest group between 23–28, the third between 33–42, the fourth between 29–32. The fifth between 43–52, the sixth group 53+.

Marital status

Martial status is also one of consumer behavior factors. The research shows that 33.71% of the respondents were married, and 66.29% were single.

Employment status

Employment status is an important factor. A student might have a different preference when traveling than people who are working or already retired. Students when making a final decision about a travel destination might be more influenced by the cost of the travel, meaning that they are more sensitive to the prices because they are not working full time yet and don't have a stable income.

In terms of current employment status, the biggest respondents group are students (41.43%), one of the causes of this phenomenon is that the majority of respondents belonged to the age group between 18–22. The questionnaire was distributed electronically online, and the younger generation Chinese people were the most responsive ones. The second largest group is full-time job (38.29%), the third is self-employed (13.71%), the fourth is part-time job (3.43%), the fifth is unemployed (2%), and the sixth retired (1.14%).

Place of residence

Because the questionnaire is designed for Chinese people, the question is modeled to find out in which city in China they are currently living. People from the north of China might have different preferences when traveling than people from south of China.

The research shows that the majority of respondents (48.85) are residents of Beijing, the second largest group are residents of Shenzhen (7.72%), the third is Shanghai (5.14%), the forth is Guangzhou (4.29%).

Table 1. Socio-demographic information of respondents

Variables	Category	Respondents
Gender	Male	39.71% (139)
	Female	60.29% (211)
Age	18–22	37.71% (132)
	23–28	22.29% (78)
	29–32	8.86% (31)
	33–42	20.57% (72)
	43–52	7.43% (26)
	53+	3.14% (11)
Marital status	Married	33.71% (118)
	Single	66.29% (232)
Employment status	Full-time job	38.29% (134)
	Part-time job	3.43% (12)
	Unemployed	2% (7)
	Self-employed	13.71% (48)
	Student	41.43% (145)
	Retired	1.14% (4)
Place of residence	Beijing	48.86% (171)
	Shenzhen	7.72% (27)
	Shanghai	5.14% (18)
	Guangzhou	4.29% (15)

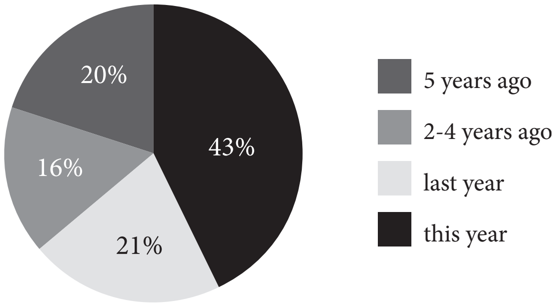
4.2 Previous travel background

It is important to find out the previous travel background of the respondents.

When was the last time you went out for travel trip?

As shown in the Table 2 the majority of the respondents (42.57%) answered the last time they went for a trip was this year (2017). 21.43% of the respondents went out for a trip was last year. 16.29% went on out for a travel trip 2–4 years ago. 19.71% of the respondents traveled last time 5 years ago or longer time ago.

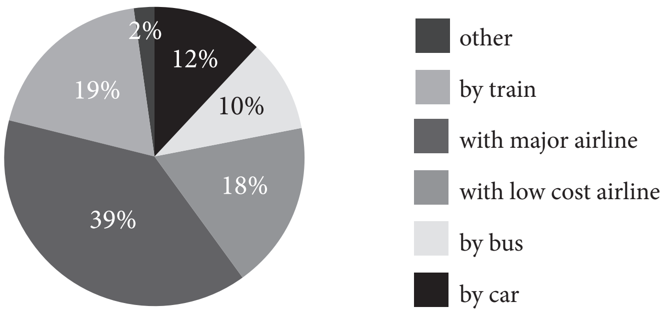
Table 2. When was the last time respondents went out for a trip



How do you usually travel?

The majority of the respondents answered that they travel with major-airline (68.57%), which could possibly be Aeroflot, Air China, Air France, British Airways, China Airlines as an example. 33.71% of respondents travel by train, 31.14% travel with low-cost airline, 20.29% travel by car, 17.14% travel by bus, and 3.71% choose other and mentioned shipcruise and high- speed train.

Table 3. How respondents usually travel



Which activities would you like to engage in during your stay?

As shown in the Table 4 the respondents would like to engage in cultural (.89 mean) activities the most. Cultural activities that they could engage in Latvia could possibly be looking at architecture, parks, visiting Latvian National Opera and Ballet, museums, participate in summer solstice celebrations, music festivals, song and dance celebrations and so on.

The second most chosen activity is wellness, spa and beach (.63 mean). Latvia's Baltic Sea coastline is 500 km and has dunes, steep cliffs, sandstone outcrops and rock formations. Guesthouses and countryside spa centers offer massages using various medicinal plants, whereas in a Latvian sauna tourist can experience an authentic bath ritual.

The third most chosen activity is sport (.20 mean), the fourth – educational (.17.).

40 respondents (.11 mean) also mentioned other activities they would like to engage in, for example, trying out local authentic cuisine, experience nightlife, shopping and others.

Table 4. Which activities would respondents like to engage in during their trip

Descriptive statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Sports	350	0	1	0.20	0.398
Cultural	350	0	1	0.89	0.312
Wellness, SPA, beach	350	0	1	0.63	0.485
Education	350	0	1	0.17	0.377
Other	350	0	1	0.11	0.319
Valid N (listwise)	350	0	1		

As shown in the Table 5 the respondents who would like to engage in the sport activities the most are the respondents in the 18–22 (.25) age group. The ones, who would like to engage in the sports activities the least are the people in the 53+ (.09) age group.

The respondents who would like to engage in the cultural activities belong to the age group of 43–52 (.96 mean). The ones who would like to engage in the cultural activities the least belong to the age group of 53+ (.82 mean).

Respondents, who would like to engage the most in the wellness, spa and beach activities belong to the age group of 23–28 (.68 mean). The respondents from the age group of 29–32 (.52 mean) would like to engage in wellness, spa and beach activities the least.

The respondents who would like to engage in the educational activities belong to the age group of 43–52 (.38 mean). Respondents from the age group of 23–28 (.13 mean) would like to engage in the educational activities the least.

Respondents in the age group of 43–52 (.31 mean) would like to engage in other tourism activities.

Table 5. Activities the respondents would like to engage in depending on age group

11，年龄		Sports	Cultural	Wellness, SPA, beach	Education	Other
	Mean	0.25	0.89	0.61	0.15	0.08
18-22	N	132	132	132	132	132
	Std. Deviation	0.435	0.319	0.490	0.360	0.268
	Mean	0.19	0.92	0.68	0.13	0.08
23-28	N	78	78	78	78	78
	Std. Deviation	0.397	0.268	0.470	0.336	0.268

11，年龄		Sports	Cultural	Wellness, SPA, beach	Education	Other
29-32	Mean	0.23	0.84	0.52	0.16	0.10
	N	31	31	31	31	31
	Std. Deviation	0.425	0.374	0.508	0.374	0.301
33-42	Mean	0.11	0.88	0.67	0.18	0.14
	N	72	72	72	72	72
	Std. Deviation	0.316	0.333	0.475	0.387	0.348
43-52	Mean	0.11	0.88	0.67	0.18	0.14
	N	26	26	26	26	26
	Std. Deviation	0.402	0.196	0.504	0.496	0.471
53+	Mean	0.09	0.82	0.64	0.18	0.27
	N	11	11	11	11	11
	Std. Deviation	0.302	0.405	0.505	0.405	0.467
Total	Mean	0.20	0.89	0.63	0.17	0.11
	N	350	350	350	350	350
	Std. Deviation	0.398	0.312	0.485	0.377	0.319

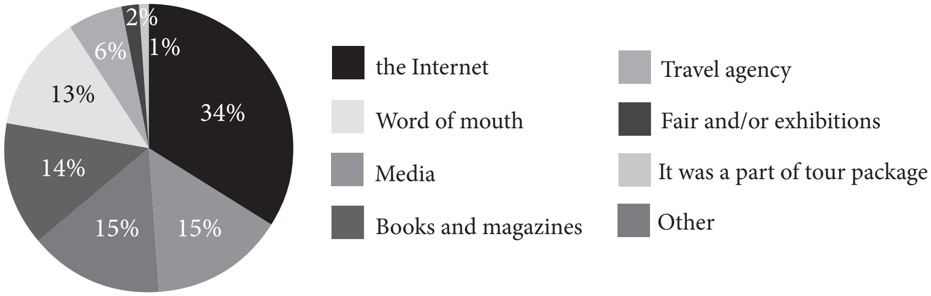
4.3 Previous knowledge of Latvia

In order to find out the source of the respondents first knowledge about Latvia a question was put in: "How did you first learn about Latvia?"

The main purpose of this question was to find out what is the most common sources people from China learn from Latvia. Later on, this answers could give professionals in tourism industry a better idea of the current situation and with these answers they could manage their businesses more properly and choose the most effective distributions channels.

As shown in the Table 6 below, the majority of the respondents (34%) answered that they first learned about Latvia through the internet. Media (15%) are the second largest source of learning about Latvia. Another 15% of the respondents wrote their source by themselves, examples are: China's One Road One Belt Initiative, when an opportunity to work or study abroad aroused, social media (Instagram). One of the most mentioned other sources was a bachelor degree major in Latvian language which is obtainable at Beijing International Studies University. Books and magazines were chosen as a source of knowledge about Latvia by 14% of the respondents. Word-of-mouth, which is the passing of information from person to person by oral communication, got 13%. Travel agencies (6%), fair and exhibitions (2%), and a part of tour package (1%) were the least popular sources of learning about Latvia.

Table 6. How did the respondents first learn about Latvia



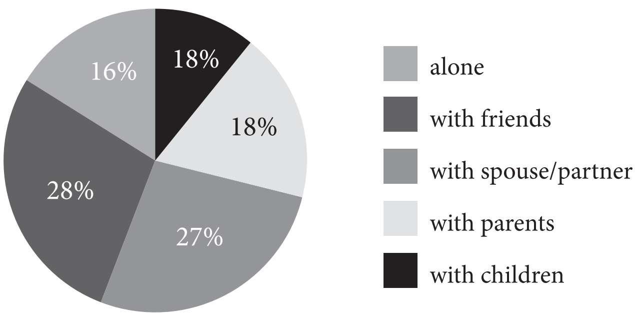
4.4 Travel preferences

The main purpose of this research is to find out the travel preferences of Chinese people in order to maintain our travel agency businesses properly and attract more people from China to Latvia.

Regarding your next trip, can you specify who would you like to travel with?

As seen in the Table 7 below, the majority of the respondents answered that on their next trip they would like to travel with their friends (28%). The second largest respondent group answered that they would like to travel with their spouse or partner. The third group answered that they would like to travel with their parents (18%). 16% of the respondents answered that they would like to travel alone on their trip. And just 11% answered that they would like to travel with their children on their next trip.

Table 7. Who would the respondents want to travel with



Travel companions' preferences depending on an age group

In the report below (Table 8) it is visible that the respondents who would prefer to travel alone the most belong to the 18–22 (.39 mean) and 23–28 (.38 mean) age groups.

The ones that would prefer to travel alone the least belong to the 43–52 (. 15 mean) age group.

The respondents who would prefer to travel with their kids the most belong to the 33–42 (.67 mean) and 43–52 (.58 mean) age groups.

The respondents who would prefer to travel with their parents the most belong to the 33–42 (.46 mean) age group.

The respondents who would prefer to travel with their spouse or partner the most belong to the 29–32 (.61 mean) and 33–42 (.72 mean) age groups.

The respondents who would prefer to travel with their friends the most belong to the 18–22 (.80 mean) age group.

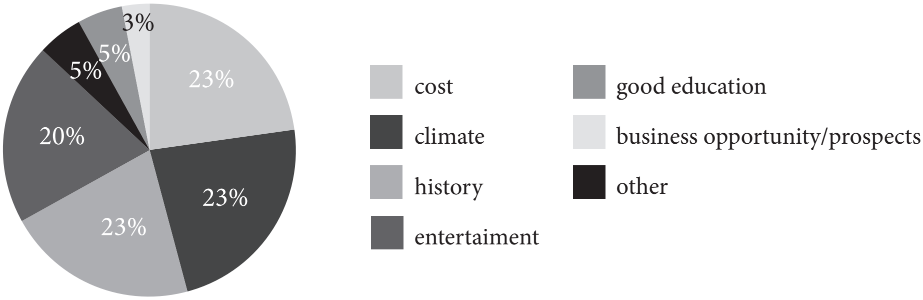
Table 8. Travel companions' preferences depending on an age group (Report)

11、年龄		第14题(自己)	第14题(子女)	第14题(父母)	第14题(伴侣)	第14题(朋友)
18-22	Mean	.39	.03	.42	.49	.80
	N	132	132	132	132	132
	Std. Deviation	.489	.172	.495	.502	.399
23-28	Mean	.38	.05	.38	.58	.55
	N	78	78	78	78	78
	Std. Deviation	.490	.222	.490	.497	.501
29-32	Mean	.29	.23	.26	.61	.48
	N	31	31	31	31	31
	Std. Deviation	.461	.425	.445	.495	.508
33-42	Mean	.26	.67	.46	.72	.42
	N	72	72	72	72	72
	Std. Deviation	.444	.475	.502	.451	.496
43-52	Mean	.15	.58	.35	.62	.50
	N	26	26	26	26	26
	Std. Deviation	.368	.504	.485	.496	.510
53+	Mean	.36	.18	.00	.55	.45
	N	11	11	11	11	11
	Std. Deviation	.505	.405	.000	.522	.522
Total	Mean	.33	.23	.39	.58	.61
	N	350	350	350	350	350
	Std. Deviation	.472	.421	.487	.494	.489

Which factors do you think will influence your final decision-making about a travel destination?

With the help of this questions the researcher will find out what are the most influential factors that influence final decision-making for Chinese people when choosing a travel destination. Cost (23%), climate (23%), history (21%) and entertainment (20%) were the most important factors that influence respondents final decision-making. Good education/university (5%), business opportunity/prospects (3%) and other (5%), for example, local cuisine, culture, local conditions were less important factors to the respondents.

Table 9. Factors that will influence respondents final decision-making



Which places in Latvia would you like to visit the most during your stay?

This question has 7 answer choices. It has an opportunity to choose multiple answers. These 7 destinations are the most popular ones among tourists that come to travel to Latvia.

First answer choice is **Riga**.

Riga is the capital and the largest city of Latvia. Population of Riga is 639,630 people; Riga is the largest city in the Baltic states. Riga's territory covers 307.17 square kilometers. Riga was founded in 1201.

Riga's historical center is a UNESCO World Heritage Site, noted for its Art Nouveau architecture and 19th century wooden architecture. Riga was the European Capital of Culture during 2014, along with Umeå in Sweden. Riga hosted the 2006 NATO Summit, the Eurovision Song Contest 2003, the 2006 IIHF Men's World Ice Hockey Championships. It is home to the European Union's office of European Regulators for Electronic Communications.

Second answer choice is **Jurmal**a.

Just 20 minutes' drive from Riga, with miles of sandy beaches, swaying pine trees and deliciously fresh air, eclectic architecture and plenty of fun, Jurmala has a vibrant life on the beach and in the unique spas, offering a tempting menu of mud packs and massages.

It is a great place to get back to nature, strolling the miles of pine-fringed shore or admiring beautiful timber summer cottages.

Third answer choice is **Gauja National Park**.

The Gauja National Park is the largest and oldest of the national parks in Latvia, characterized by great biological diversity, variety of landforms, natural springs, sandstone outcrops, picturesque views and unique natural, cultural and historical monuments.

Magnificent sandstone outcrops, rocks, cliffs and caves are among the park's major attractions. The reddish, yellow and grayish sandstones were formed 350–370 million years ago.

Fourth answer choice is **Sigulda, Turaida Museum Reserve.**

Latvia is a land of ancient traditions, and the best place to experience them is the Turaida Museum Reserve near Sigulda. Explore the medieval castle and its intriguing museum, connect with Latvia's musical heritage on Folk Song Hill and take in sweeping views of the lovely Gauja River Valley.

Fifth answer choice is **Cesis**.

Cesis is a town with an intriguing mixture of hipness and history. Savour the timeless ambience of the old town, get into medieval life at the ancient castle, enjoy cute cafes and soak up diverse artistic and musical events.

Sixth answer choice is **Kuldiga**.

Drift back to a gentler age in Kuldiga (Kuldīga), an ideal destination for a romantic weekend or family vacation. This beautiful town offers a mixture of Baroque splendour and soulful timber houses, Europe's widest waterfall and enchanting restaurants and guesthouses to ensure a magical stay.

Seventh answer choice is **Latgale**.

Latgale is an off-the-beaten-track gem that deeply rewards visitors. From a museum to legendary artist Mark Rothko to awe inspiring Aglona Basilica, Latvia's eastern region is packed with surprises. Stunning lakes, fascinating traditions, timeless handicrafts and heartfelt hospitality will make this a place you will never forget.

In the table 10 the results of this question it is visible that the most desired place to visit among all the respondents is Jurmala (17%). The second most desired place to visit is Riga (16%). Gauja National Park and Cesis both have been by 15% of the respondents. Sigulda, Turaida Museum Reserve and Kuldiga both received 13%. Latgale is the least desired place to visit with 11%.

Table 10. **Which places in Latvia the respondents would like to visit**

As shown in table 11:

- 18–22 age group respondents would like to visit Jurmala (.77 mean) the most and would like to visit Latgale (.52 mean) the least.
- 23–28 age group respondents would like to visit Riga (.73 mean) the most and would like to visit Kuldiga (.49 mean) the least.
- 29–32 age group respondents would like to visit Jurmala (.94 mean) the most and would like to visit Kuldiga (.55 mean) the least.
- 33–42 age group respondents would like to visit Jurmala (.78 mean) the most and would like to visit Latgale (.46 mean) the least.
- 43–52 age group respondents would like to visit Riga (.85 mean) the most and would like to visit Latgale (.58 mean) the least.

- 53+ age group respondents would like to visit Riga (.91 mean), Jurmala (.91 mean) and Sigulda (.91 mean) the most and would like to visit Gauja National Park (.55 mean) the least.

Table 11. Which places in Latvia the respondents would like to visit depending on age

age		Riga	Jurmala	第6题(Gauja National Park)	Sigulda, Turaida Museum Reserve	Cesis	Kuldiga	Latgale
18-22	Mean	.70	.77	.67	.59	.68	.67	.52
	N	132	132	132	132	132	132	132
	Std. Deviation	.461	.421	.473	.494	.468	.470	.501
23-28	Mean	.73	.72	.67	.54	.67	.49	.53
	N	78	78	78	78	78	78	78
	Std. Deviation	.446	.453	.474	.502	.474	.503	.503
29-32	Mean	.74	.94	.68	.61	.61	.55	.58
	N	31	31	31	31	31	31	31
	Std. Deviation	.445	.250	.475	.495	.495	.506	.502
33-42	Mean	.68	.78	.68	.67	.64	.57	.46
	N	72	72	72	72	72	72	72
	Std. Deviation	.470	.419	.470	.475	.484	.499	.502
43-52	Mean	.85	.81	.81	.73	.69	.81	.58
	N	26	26	26	26	26	26	26
	Std. Deviation	.368	.402	.402	.452	.471	.402	.504
53+	Mean	.91	.91	.55	.91	.73	.64	.64
	N	11	11	11	11	11	11	11
	Std. Deviation	.302	.302	.522	.302	.467	.505	.505
Total	Mean	.72	.78	.68	.62	.67	.61	.52
	N	350	350	350	350	350	350	350
	Std. Deviation	.448	.413	.468	.487	.472	.489	.500

4.5 Push and pull factors

Push and pull factors are those factors which either forcefully push people into travel or attract them. A push factor is forceful, and a factor which relates to the country from which a person travels away from. It is generally some problem which results in people wanting to move. Different types of push factors can be seen further below. A push factor is a flaw or distress that drives a person away from a certain place. A pull factor is something concerning the country to which a person is traveling to. It is generally a benefit that attracts people to a certain place.

4.5.1 Push factors analysis

In the question number eight the respondent is asked to indicate from 1 to 5 to what extent they agree that motivations for traveling mentioned below describe them. 1 meaning strongly disagree and 5 meaning strongly agree.

The motivations mentioned below are the push factors that make people move.

Push factors mentioned: I need a break from my everyday life; I want to meet new people; I want to escape ordinary responsibilities; I want to reduce stress; experiencing new or different lifestyle; I want to visit a place I never visited before.

Descriptive analysis

In the Table 12 below it is visible that the most common push factor to travel is "I want to visit a place I never visited before" with the mean of 4.47. The second most common push factor is "*Experiencing new or different lifestyle*" with the mean of 4.31. And the third most common push factor is "I want to reduce stress" with the mean of 3.95.

Table 12. Push factors means (Descriptive statistic)

	N	Minimum	Maximum	Mean	Std. Deviation
I need a break from my everyday life	350	1	5	3.94	.997
I want to meet new people	350	1	5	3.55	1.053
I want to escape my ordinary responsibilities	350	1	5	3.75	1.069
I want to reduce stress	350	1	5	3.95	.980
Experiencing new or different lifestyles	350	1	5	4.31	.883
I want to visit a place I never visited before	350	1	5	4.47	.848
Valid N (listwise)	350				

In the Table 13 below it is possible to observe push factors depending on an age group.

The push factor "*I need a break from my daily life*" has the highest mean in the 29–32 (4.13 mean) age group. The lowest mean for this push factor is in the 53+ (3.73 mean) age group.

The push factor "*I want to meet new people*" appears with the highest mean in the 18–22 (3.77 mean) age group. The lowest mean for this factor is in the 33–42 (3.00 mean) age group.

"*I want to escape my ordinary responsibilities*" push factor appears with the highest mean in the age group of 18–22 (3.95 mean) respondents. It appears with the least mean in the age group of 43–52 (3.31 mean) respondents.

Push factor "*I want to reduce stress*" appears with the highest mean in the 18–22 (4.17 mean) age group of respondents. And with the lowest mean in the 43–52 (3.54 mean) age group.

"*Experiencing new or different lifestyles*" factor has the highest mean in the 18–22 (4.45 mean) age group. It has the lowest mean in the 43–52 (3.96 mean) age group.

The last push factor "*I want to visit a place I never been before*" has the highest mean in the 53+ (4.64 mean) age group. And has the lowest mean in the 43–52 (4.27 mean) age group.

Table 13. Push factors depending on an age group

Age group		I need a break from my everyday life	I want to meet new people	I want to escape my ordinary responsibilities	I want to reduce stress	Experiencing new or different lifestyles	I want to visit a place I never visited before
18-22	Mean	3.96	3.77	3.95	4.17	4.45	4.60
	N	132	132	132	132	132	132
	Std. Deviation	.911	.913	.911	.763	.622	.591
23-28	Mean	3.96	3.72	3.82	4.04	4.33	4.49
	N	78	78	78	78	78	78
	Std. Deviation	1.086	1.018	1.125	1.038	.963	.864
29-32	Mean	4.13	3.65	3.94	4.03	4.26	4.32
	N	31	31	31	31	31	31
	Std. Deviation	1.088	1.170	1.063	1.048	1.094	1.077
33-42	Mean	3.78	3.00	3.44	3.61	4.17	4.32
	N	72	72	72	72	72	72
	Std. Deviation	1.141	1.007	1.174	1.095	1.061	1.111
43-52	Mean	4.12	3.27	3.31	3.54	3.96	4.27
	N	26	26	26	26	26	26
	Std. Deviation	.588	1.343	1.192	1.104	.916	.778
53+	Mean	3.73	3.64	3.55	3.64	4.18	4.64
	N	11	11	11	11	11	11
	Std. Deviation	.786	.809	.820	.809	.751	.674
Total	Mean	3.94	3.55	3.75	3.95	4.31	4.47
	N	350	350	350	350	350	350
	Std. Deviation	.997	1.053	1.069	.980	.883	.848

In Table 14 below it is possible to observe the push factors depending on a gender of the respondent.

From the most common to least common push factors among male respondents:

1) I want to visit a place I never visited before (4.42 mean);
2) Experiencing new or different lifestyles (4.26 mean);
3) I need a break from my everyday life (4.03 mean);
4) I want to reduce stress (3.90 mean);
5) I want to escape my ordinary responsibilities (3.68 mean)
6) I want to meet new people (3.60 mean).

From the most common to least common push factors among female respondents:

1) I want to visit a place I never visited before (4.50 mean);
2) Experiencing new or different lifestyles (4.34 mean);
3) I want to reduce stress (3.98 mean);
4) I need a break from my everyday life (3.89 mean);
5) I want to escape my ordinary responsibilities (3.80 mean);
6) I want to meet new people (3.52 mean).

Table 14. Push factors depending on a gender of respondent

Gender		I need a break from my everyday life	I want to meet new people	I want to escape my ordinary responsibilities	I want to reduce stress	Experiencing new or different lifestyles	I want to visit a place I never visited before
male	Mean	4.03	3.60	3.68	3.90	4.26	4.42
	N	139	139	139	139	139	139
	Std. Deviation	.963	1.048	1.084	.973	.912	.884
female	Mean	3.89	3.52	3.80	3.98	4.34	4.50
	N	211	211	211	211	211	211
	Std. Deviation	1.017	1.057	1.059	.985	.865	.824
Total	Mean	3.94	3.55	3.75	3.95	4.31	4.47
	N	350	350	350	350	350	350
	Std. Deviation	.997	1.053	1.069	.980	.883	.848

4.5.2 Pull factors analysis

The seventh question contains a table in which a respondent should indicate on scale from 1 to 5 to what extent they think they agree that element is important when choosing a travel destination. 1 meaning strongly disagree and 5 meaning strongly agree.

The elements mentioned are pull factors which attract tourists to a certain destination. Every destination has a different variety of pull factors it can offer.

A pull factor is something concerning the country to which a person travels. It is generally a benefit that attracts people to a certain place. Elements mentioned: personal safety and security; the destination can be easily reached (direct flights…); overall cleanliness of the destination; unspoiled nature; climate conditions; diversity of cultural/historical attractions (architecture, tradition and customs…); the quality of the accommodation (hotel, motel, apartment…); friendliness of the local people; organization of the local transportation services; the offer of the local cuisine; possibilities for shopping; night life and entertainment; opportunity for rest (beach, spa…); offer of cultural and other events; availability of sport facilities and recreational activities; cost of stay.

Descriptive analysis

As shown in the table 15 the pull factor that proven to be the case as the most important one for the respondents is "Personal safety and security" with the 4.60 mean. According to Maslow's hierarchy of needs, firstly the lowest needs, the physiological ones, would be the priority of any individual. If these were satisfied, they would no longer motivate, the individual would move up to the next level in the Maslow's hierarchy of needs, which are – safety needs. According to the results of the research the respondents consider this pull factor the most important one.

"*Overall cleanliness of the destination*" comes second with the mean of 4.29. The respondents believe that the overall cleanliness of the destination might affect their choice whether they would like to travel to that particular destination or not.

"*Unspoiled nature*", with the 4.28 mean, is the third most important pull factor. Unspoiled nature and overall cleanliness of the destination could be a pair and they had

Table 15. Pull factors means (Descriptive statistics)

	N	Minimum	Maximum	Mean	Std. Deviation
Personal safety and security	350	1	5	4.60	.946
Overall cleanliness of the destination	350	1	5	4.29	.873
Unspoiled nature	350	1	5	4.28	.897
Diversity of cultural/historical attractions (architecture, tradition and customs...)	350	1	5	4.26	.876
Offer cultural and other events	350	1	5	4.23	.898
Cost of stay	350	1	5	4.16	.883
The offer of local cuisine	350	1	5	4.13	.909
The quality of the accomodation (hotel, motel, apartment...)	350	1	5	4.11	.892
The destination can be easily reached (direct flight...)	350	1	5	4.10	.920
Organization of the local transportation services	350	1	5	4.09	.849
Friendliness of the local people	350	1	5	4.07	.909
Opportunity for rest (beach, spa...)	350	1	5	4.00	.938
Climate conditions	350	1	5	3.94	.927
Possibilities for shopping	350	1	5	3.90	.985
Availability of sport facilities and recreational activities	350	1	5	3.59	1.033
Night life and entertainment	350	1	5	3.55	1.031
Valid N (listwise)	350				

just a slightest different in the mean (4.29 and 4.28). Respondents claimed, that it is very important to have a clean environment at the destination they would consider visiting.

"*Diversity of cultural/historical attractions*" s the fourth important pull factor, with the mean of 4.26. Respondents claimed that it is very important for a destination to have a cultural and historical attractions diversity, for example, exquisite architecture, scenic spots, UNESCO World Heritage Sites and so on.

It is also important to have cultural and other types of events in which the tourists could take part. That is why "Cultural and other events" are the fifth important pull factor, with the mean of 4.23.

"*Cost of stay*" is undeniable another major factor one has to take into consideration when choosing a travel destination. The mean of this element is 4.16. Majority of the respondents are price sensitive and plan their travel expenses carefully.

"*The offer of local cuisine*". According to Maslow's hierarchy of needs theory, hunger and food belong to the physiological needs of an individual. Majority of the respondents answered that it is an important or very important factor (4.13. mean).

The eight factor with the 4.11. mean is "*The quality of the accommodation*", which could be a hotel, motel, hostel, an apartment and so on.

"*The destination can be easily reached*" is the ninth factor with the mean 4.10. It is fortunate, that this factor holds a ninth position since there are no available direct flights available at the moment from China to Latvia.

"*Organization of the local transportation services*" with the mean 4.09 holds a tenth position among pull factors. It is very important to have a well-organized local transportation services thus tourists would reach the destination they need easily.

"*Friendliness of the local people*" with the mean 4.07 holds eleventh position. According to previous researches based on why people choose to return for travel purposes to Latvia more than one time it has been discovered that one of the main reasons is the friendliness of local people.

"*Opportunity for rest*", holds twelfth position in pull factor list. Respondents claimed that it important to have beach, spa and other places they could have a rest at.

"*Climate conditions*" has a mean of 3.94 and is thirteenth on the list. "Possibilities for shopping" has a mean of 3.90 and is fourteenth on the list.

"*Availability of sport facilities and recreational activities*" with the mean 3.59 together with "*Night life and entertainment*" with the mean 3.55 turned out to be the least important pull factors. Majority of the respondents consider sport facilities, recreational activities, night life and entertainment a not so important factors when traveling, it is the least important for them.

In the table 16 we can see pull factor means depending on an age group of the respondents. In the age group of 18–22 respondents, the most important three pull factors are:

- Personal safety and security (4.80);
- Overall cleanliness of the destination (4.41) and diversity of cultural and historical attractions (4.41);
- Unspoiled nature (4.37).

In the age group of 22–28 respondents, the most important three pull factors are:

- Personal safety and security (4.54);
- Offer of cultural and other events (4.36);
- Cost of stay (4.21.) and diversity of cultural and historical attractions.

In the age group of 29–32 respondents, the most important three pull factors are:

- Unspoiled nature (4.19) and diversity of cultural and historical attractions (4.19);
- Overall cleanliness of the destination (4.16);
- Personal safety and security (4.10), organization of the local transportation (4.10), offer of cultural and other events (4.10), cost of stay (4.10).

In the age group of 33–42 respondents, the most important three pull factors are:

- Personal safety and security (4.51);

- Unspoiled nature (4.14);
- Overall cleanliness of the destination (4.11).

In the age group of 43–52 respondents, the most important three pull factors are:

- Personal safety and security (4.81);
- Overall cleanliness of the destination (4.73);
- The destination can be easily reached (4.54).

In the age group of 53+ respondents, the most important three pull factors are:

- Diversity of cultural and historical attractions (4.64);
- Unspoiled nature (4.55);
- Overall cleanliness of the destination (4.27).

Table 16. Pull factor means depending on an age group of the respondents

age		Personal safety and security	The destination can be easily reached	Overall cleanliness of the destination	Unspoiled nature	Climate conditions	Diversity of cultural/historical attractions	The quality of the accomodation	Friendliness of the local people	Organization of the local people	The offer of the local cuisine	Possibilities for shopping	Night life and entertainment	Opportunity for rest	Offer of cultural and other events	Availability of sport facilities and recreational activities	Cost of stay
18-22	Mean	4.80	4.16	4.41	4.37	4.07	4.41	4.32	4.18	4.23	4.36	4.14	3.62	4.12	4.36	3.86	4.30
	N	132	132	132	132	132	132	132	132	132	132	132	132	132	132	132	132
	Std. Deviation	.520	.770	.641	.692	.793	.629	.702	.780	.672	.722	.811	1.023	.838	.680	1.020	.728
22-28	Mean	4.54	4.01	4.15	4.18	3.87	4.21	4.12	4.06	4.06	4.08	3.79	3.62	4.06	4.36	3.50	4.21
	N	78	78	78	78	78	78	78	78	78	78	78	78	78	78	78	78
	Std. Deviation	1.028	.830	.884	.908	.945	.917	.853	.795	.858	.834	.998	.996	.902	.882	1.016	.945
29-32	Mean	4.10	3.74	4.16	4.19	3.84	4.19	3.90	4.00	4.10	4.00	3.71	3.65	3.90	4.10	3.48	4.10
	N	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31
	Std. Deviation	1.399	1.094	1.036	1.195	1.186	1.250	1.193	1.238	1.106	1.095	1.189	1.226	1.136	1.076	1.235	1.044
33-42	Mean	4.51	4.08	4.11	4.14	3.81	3.93	3.85	3.82	3.85	3.93	3.67	3.36	3.82	3.96	3.33	3.94
	N	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72
	Std. Deviation	1.187	1.135	1.157	1.130	1.016	1.012	1.016	1.105	1.030	1.092	1.113	.997	1.053	1.067	.964	1.019
43-52	Mean	4.81	4.54	4.73	4.50	3.96	4.54	4.15	4.31	4.15	4.00	3.92	3.35	3.77	4.08	3.38	4.00
	N	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26
	Std. Deviation	.402	.647	.452	.648	.916	.706	.925	.679	.675	.980	.935	1.056	.992	1.017	.898	.800
53+	Mean	4.18	4.09	4.27	4.55	4.00	4.64	3.91	4.18	3.91	3.64	3.82	3.55	4.00	4.09	3.55	4.09
	N	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
	Std. Deviation	1.250	1.300	.905	.688	.894	.674	.831	.874	.701	.924	.982	.934	.632	.944	.934	.701
Total	Mean	4.60	4.10	4.29	4.28	3.94	4.26	4.11	4.07	4.09	4.13	3.90	3.55	4.00	4.23	3.59	4.16
	N	350	350	350	350	350	350	350	350	350	350	350	350	350	350	350	350
	Std. Deviation	.946	.920	.873	.897	.927	.876	.892	.909	.849	.909	.985	1.031	.938	.898	1.033	.883

In the table 17 it is possible to see the pull factor mean results according to gender of the respondents.

The most important five pull factors for male respondents are:

- Personal safety and security (4.48);
- Overall cleanliness of the destination (4.25);
- Unspoiled nature (4.24).
- Offer of cultural and other events (4.19);
- Diversity of cultural and historical attractions (4.17).

The most important five pull factors for female respondents are:

- Personal safety and security (4.68);
- Diversity of cultural and historical attractions (4.32);
- Overall cleanliness of the destination (4.31) and unspoiled nature (4.31);
- Offer of cultural and other events (4.25);
- Cost of stay (4.21).

Table 17. Pull factor means depending on gender of the respondents

9、性别:		Personal safety and security	The destination can be easily reached	Overall cleanliness of the destination	Unspoiled nature	Climate conditions	Diversity of cultural/historical attractions	The quality of accommodation	Friendliness of the local people	Organization of the local transportation services	The offer of local cuisine	Opportunities for shopping	Night life and entertainment	Opportunity for rest	Offer of cultural and other events	Availability of sport facilities and recreational activities	Cost of stay
male	Mean	4.48	4.06	4.25	4.24	3.91	4.17	4.05	4.09	4.04	4.07	3.81	3.73	4.05	4.19	3.68	4.07
	N	139	139	139	139	139	139	139	139	139	139	139	139	139	139	139	139
	Std. Deviation	1.059	.926	.894	.898	.916	.908	.887	.889	.859	.937	1.026	1.055	.973	.945	1.084	.848
female	Mean	4.68	4.12	4.31	4.31	3.96	4.32	4.16	4.07	4.11	4.16	3.96	3.43	3.96	4.25	3.53	4.21
	N	211	211	211	211	211	211	211	211	211	211	211	211	211	211	211	211
	Std. Deviation	.857	.918	.860	.897	.935	.851	.894	.923	.843	.890	.955	.999	.915	.867	.997	.903
Total	Mean	4.60	4.10	4.29	4.28	3.94	4.26	4.11	4.07	4.09	4.13	3.90	3.55	4.00	4.23	3.59	4.16
	N	350	350	350	350	350	350	350	350	350	350	350	350	350	350	350	350
	Std. Deviation	.946	.920	.873	.897	.927	.876	.892	.909	.849	.909	.985	1.031	.938	.898	1.033	.883

In the table 18 it is possible to see the pull factor mean results according to the employment status of the respondents.

The most important three pull factors for full-time employed respondents are:

- Personal safety and security (4.54);
- Unspoiled nature (4.23);
- Overall cleanliness of the destination (4.20).

The most important three pull factors for part-time employed respondents are:

- Overall cleanliness of the destination (4.33);
- Personal safety and security (4.25);
- The destination can be easily reached (4.08) and the quality of the accommodation (4.08).

The most important three pull factors for unemployed respondents are:

- Personal safety and security (4.71);
- Unspoiled nature (4.57);
- Opportunity for rest (4.43), offer of cultural and other events (4.43) and cost of stay (4.43).

The most important three pull factors for self-employed respondents are:

- Personal safety and security (4.33);
- Diversity of cultural and historical attractions (4.21);
- Overall cleanliness of the destination (4.19).

The most important three pull factors for student respondents are:

- Personal safety and security (4.77);
- Diversity of cultural and historical attractions (4.44);
- Overall cleanliness of the destination (4.39).

The most important three pull factors for retired respondents are:

- Overall cleanliness of the destination (5), unspoiled nature (5) and diversity of the cultural and historical attractions (5).
- Personal safety and security (4.75) and friendliness of the local people (4.75);
- Cost of stay (4.5) and climate conditions (4.5).

It is important to point out that among all the employment status respondent groups, the highest importance among most of the groups were personal safety and security (4.33–4.77).

Cost of stay was the highest among students (4.43) and retired (4.5) respondents.

Table 18. Pull factor means depending on an employment status of the respondents

Employment status		Personal safety and security	The destination can be easily reached	Overall cleanliness of the destination	Unspoiled nature	Climate conditions	Diversity of cultural/historical attractions	The quality of the accomodation	Friendliness of the local people	Organization of the local transport services	The offer of the local cuisine	Possibilities for shopping	Night life and entertainment	Opportunity for rest	Offer of cultural and other events	Availability of sport facioliti es and recreational activities	Cost of stay
full time	Mean	4.54	4.10	4.20	4.24	3.79	4.09	3.96	4.03	4.02	4.03	3.74	3.51	3.95	4.13	3.44	4.12
	N	134	134	134	134	134	134	134	134	134	134	134	134	134	134	134	134
	Std. Deviation	1.067	.972	.987	.967	.982	.992	.888	.917	.880	.965	1.018	1.009	.983	.956	.993	.885
part time	Mean	4.25	4.08	4.33	4.00	3.83	4.00	4.08	3.75	4.00	4.00	3.58	3.50	3.75	4.00	3.67	3.83
	N	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
	Std. Deviation	1.215	1.165	.651	1.206	1.193	1.206	1.240	1.485	1.206	1.206	1.165	1.168	1.215	1.279	1.231	1.193
unemployed	Mean	4.71	3.71	4.14	4.57	3.86	4.29	4.29	4.00	4.00	4.14	3.71	3.57	4.43	4.43	3.43	4.43
	N	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
	Std. Deviation	.488	.756	.690	.535	.900	.488	.488	.816	.816	.900	.756	1.134	.535	.535	.787	.535
self-employed	Mean	4.33	4.10	4.19	4.17	4.00	4.21	3.96	4.00	3.98	3.96	3.81	3.63	3.94	4.08	3.46	3.90
	N	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48
	Std. Deviation	1.389	1.096	1.197	1.173	1.092	1.071	1.220	1.130	1.101	1.091	1.197	1.196	1.060	1.127	1.148	1.153
student	Mean	4.77	4.12	4.39	4.34	4.06	4.44	4.31	4.15	4.19	4.28	4.10	3.55	4.06	4.37	3.78	4.28
	N	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145
	Std. Deviation	.540	.754	.626	.691	.780	.611	.702	.758	.687	.743	.839	.993	.843	.687	1.003	.743
retired	Mean	4.75	4.00	5.00	5.00	4.50	5.00	3.75	4.75	4.25	4.00	4.50	3.75	4.00	4.00	3.50	4.50
	N	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
	Std. Deviation	.500	2.000	.000	.000	.577	.000	.957	.500	.500	.816	.577	.957	.816	1.414	1.291	.577
Total	Mean	4.60	4.10	4.29	4.28	3.94	4.26	4.11	4.07	4.09	4.13	3.90	3.55	4.00	4.23	3.59	4.16
	N	350	350	350	350	350	350	350	350	350	350	350	350	350	350	350	350
	Std. Deviation	.946	.920	.873	.897	.927	.876	.892	.909	.849	.909	.985	1.031	.938	.898	1.033	.883

In the table 19 it is possible to see the pull factor mean results according to the marital status of the respondents.

The most important three pull factors for married respondents are:

- Personal safety and security (4.53);
- Overall cleanliness of the destination (4.25);
- Unspoiled nature (4.24).

The most important three pull factors for single respondents are:

- Personal safety and security (4.64);
- Offer of cultural and other events (4.32);
- Overall cleanliness of the destination (4.31).

Table 19. Pull factor means depending on a matial status of the respondents

10、婚姻状况		Personal safety and security	The destination can be easily reached	Overall cleanliness of the destination	Unspoiled nature	Climate conditions	Diversity of cultural/historical attractions	The quality of the accomodation	Friendliness of the local people	Organization of the local transport services	The offer of the local cuisine	Possibilities for shopping	Night life and entertainment	Opportunity for rest	Offer of cultural and other events	Availability of sport facioliti es and recreational activities	Cost of stay
married	Mean	4.53	4.17	4.25	4.24	3.92	4.21	3.97	4.02	3.98	4.02	3.78	3.42	3.88	4.03	3.41	4.00
	N	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118	118
	Std. Deviation	1.068	.981	.987	.984	.957	.904	.956	.978	.961	1.004	1.047	.999	.980	1.021	.945	.952
single	Mean	4.64	4.06	4.31	4.30	3.95	4.29	4.19	4.10	4.14	4.18	3.97	3.61	4.06	4.32	3.69	4.24
	N	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232
	Std. Deviation	.877	.888	.810	.850	.913	.862	.850	.872	.783	.854	.948	1.043	.912	.813	1.065	.837
Total	Mean	4.60	4.10	4.29	4.28	3.94	4.26	4.11	4.07	4.09	4.13	3.90	3.55	4.00	4.23	3.59	4.16
	N	350	350	350	350	350	350	350	350	350	350	350	350	350	350	350	350
	Std. Deviation	.946	.920	.873	.897	.927	.876	.892	.909	.849	.909	.985	1.031	.938	.898	1.033	.883

4.5.3 Pearson bivariate correlation analysis

As a final step among all analysis the Pearson bivariate correlation analysis was performed in order to find possible correlations between some push and pull factors. The total data obtained from the questionnaire results was used in this analysis.

Table 20. Correlation no. 1

		Push factor (I need a break from my everyday life)	Pull factor (Opportunity for rest (beach, spa…)
Push factor (I need a break from my everyday life)	Pearson Correlation	1	.401**
Pull factor (Opportunity for rest (beach, spa…)	Pearson Correlation	.401**	1

A medium correlation was found between push factor *I need a break from my everyday life and pull factor opportunity for rest* (*beach, spa…)* due to r > .4

Table 21. Correlation no. 2

		Push factor (I need a break from my everyday life)	Pull factor (Offer of cultural and other events)
Push factor (I need a break from my everyday life)	Pearson Correlation	1	.437**
Pull factor (Offer of cultural and other events)	Pearson Correlation	.437**	1

A medium correlation was found between push factor *I want to reduce stress* and pull factor *opportunity for rest* (*beach, spa…)* due to r > .4.

Table 22. Correlation no. 3

		Push factor (I want to reduce stress)	Pull factor (Opportunity for rest (beach, spa…)
Push factor (I want to reduce stress)	Pearson Correlation	1	411**
Pull factor (Opportunity for rest (beach, spa…)	Pearson Correlation	.411**	1

A medium correlation was found between push factor *I need a break from my everyday life* and pull factor *offer of cultural and other events* due to r>.4.

Table 23. Correlation no. 4

		Push factor (I want to meet new people)	Pull factor (Friendliness of the local people)
Push factor (I want to meet new people)	Pearson Correlation	1	.341**
Pull factor (Friendliness of the local people)	Pearson Correlation	.341**	1

A medium correlation was found between push factor *I want to meet new people* and pull factor *friendliness of the local people* due to r>.3.

Table 24. Correlation no. 4

		Push factor (Experiencing new or different lifestyle)	Pull factor (Offer of cultural and other events)
Push factor (Experiencing new or different lifestyle)	Pearson Correlation	1	.596**
Pull factor (Offer of cultural and other events)	Pearson Correlation	.596**	1

A strong correlation was found between push factor *Experiencing new or different lifestyle* and pull *factor offer of cultural and other events* due to r > .5.

5. Conclusions and limitations

5.1 Conclusions

This chapter presents the summary of the most significant conclusions that were made during this research.

According to the sociodemographic results of the respondents female respondents were more responsive to this research questionnaire than male. The biggest respondents age group were people from the age of 18 to 22, that is the reason for most of the respondents employment status being a student and being single. The most popular place of residence among the respondents was Beijing as the research was held in Beijing city.

All of the research questions were answered.

1) What are the push factors that motivate Chinese tourists to travel?

Push factors conclusions

This chapter will discuss the conclusions obtained through various statistical procedures.

In general, the calculated median for all six push factors was found to be 3.55 or above indicating that all of the push factors have some influence to some extent.

Four out of six push factors (I need a break from my daily life; I want to meet new people; I want to escape my ordinary responsibilities; I want to reduce stress) showed some influence (mean 3.55–3.95) whereas the other two (experiencing new or different lifestyles; I want to visit a place I never visited before) exhibited greater influence (mean 4.31 and 4.47).

Push factor Gender-based conclusions

The results for gender-based analysis did not show significant differences in the influence of the push factors with respect to gender. In general, both males and females had similar answers for each push factor. The top 5 push factors that were common among both male and female respondents but in different order were: I want to visit a place I never visited before; experience new or different lifestyles; I want to reduce stress; I want to escape my ordinary responsibilities; I want to meet new people; I need a break from my everyday life.

Push factor age-group based conclusions

More variety was found in the age-group based results. Respondents who would like to travel the most because they need a break from their daily life are from the age group of 29–32 (4.13 mean).

The respondents who would like to travel the most because they want to meet new people belong to the age group of 18–22 (3.77 mean).

That respondents who would like to travel the most because they want to escape their ordinary responsibilities are from the age group of 18–22 (3.95 mean).

That respondents who would like to travel the most because they want reduce stress are from the age group of 18–22 (4.17 mean).

That respondents who would like to travel the most because they want to experience new or different lifestyle are from the age group of 18–22 (4.45 mean).

That respondents who would like to travel the most because they want to visit a place they never visited before are from the age group of 53+ (4.64 mean).

The main pull factor that proven to be the case as the most important one for the respondents is “Personal safety and security” with the 4.60 mean. According to Maslow’s hierarchy of needs, firstly the lowest needs, the physiological ones, would be the priority of any individual. If these were satisfied, they would no longer motivate, the individual would move up to the next level in the Maslow’s hierarchy of needs, which are – safety needs.

2) What are the pull factors that motivate Chinese tourists to a certain destination (Latvia)?

Pull factor Gender-based conclusions

The results for gender-based analysis did not show significant differences in the influence of the pull factors with respect to gender as well. Both males and females had similar answers for each pull factor. The top 5 pull factors that were common among both male and female respondents but in different order were: Personal safety and security; overall cleanliness of the destination; unspoiled nature; offer of cultural and other events; diversity of cultural and historical attractions.

Pull factor age-group based conclusions

18–22, 23–28, 33–42, 43–52 all the respondents from these age groups had personal safety and security as their most important pull factor. For respondents from the age group of 29–32 the most important pull factors were unspoiled nature (4.19) and diversity of cultural and historical attractions (4.19). For the respondents from the age group of 53+ the most influential pull factor was diversity of cultural and historical attractions (4.64).

Pull factor employment based conclusions

No significant differences in respect to employment status were noticed. Personal safety and security still remains the most important pull factor in the respondent's groups of full-time employed, unemployed, self-employed, student. It remains as a second important pull factor in the respondent's groups of retired and part-time employed.

Other important pull factors were noticed to be overall cleanliness of the destination, unspoiled nature, the destination can be easily reached, the quality of the accommodation, opportunity for rest, offer of cultural and other events, diversity of cultural and historical attractions.

Pull factor marital status based conclusions

No significant in respect to marital status were found as well. Both married and single people had personal safety and security and overall cleanliness of the destination as an important pull factor. Married respondents put unspoiled nature more importantly than single respondents; single respondents put offer of cultural and other events as an important pull factor.

Overall pull factors conclusions

The most important pull factor among all the respondents was Personal safety and security. In nowadays world, where a lot of dangerous things happen such as terrorist attacks people start to worry about their personal safety and security more seriously.

Some parts of the world are inherently riskier than others. These locations (and their boundaries) change with the political winds, so tourists should apprise themselves of the current situation before venturing into any regions that they do not know to be politically stable.

It is assumed that a woman is more at risk then a man, a weak person more at risk than a strong one, and a tourist more at risk than a local[1]. When looking at a pull factor results in respect to gender we can see that the mean for women choosing personal safety and security as an important pull factor is much higher (4.68) comparing to men (4.48). Which indicates that women are more concerned about their personal safety and security while traveling to different destinations.

This is Latvia's strong point; it has always been known as a safe destination. No terroristic attacks ever took place here.

3) What are most desired places to visit in Latvia?

The most desired place to visit among all the respondents is Jurmala (17%). During the summer time it is a great place to sunbathing, taking long beach walks or bicycle rides. The generations of folk coming to relax have left a unique architectural blend with everything from ornate timber cottages to giant Soviet concrete sanatoria, plus a few contemporary masterpieces.

Even during the cold winters people come visit the seaside in Jurmala. The sea is frozen and the beach is full of snow as it is very cold in Latvia in winter.

4) What are the most desired activities to engage in during the stay?

The respondents would like to engage in cultural (.89 mean) activities the most. Cultural activities that they could engage in Latvia could possibly be looking at architecture, parks, visiting Latvian National Opera and Ballet, museums, participate in summer solstice celebrations, music festivals, song and dance celebrations and so on. Latvia has a lot to offer when it comes to Cultural activities. With Latvia being located on the crossroads between Western and Eastern cultures, and having a history of tumultuous developments, it is clear that foreign nations have left significant footprints in Latvia.

Latvians continue to observe the traditions of their ancestors – culture embedded in Latvian folklore that is best experienced during the Summer Solstice or "Jani" holiday, and the massive.

Song and Dance festivals, as well as through traditional crafts and handiwork, events organized by museums, and a lot of other activities.

Those who enjoy music and performing arts will enjoy major opera festivals in Riga and Sigulda, and a large number of various concerts and festivals across the country.[2]

5) Which factors influence the final-decision making about a travel destination?

People working in the travel industry should take into account that cost (23%) and climate (23%) are very important factors that travelers will take into consideration when they will make their final decision.

[1] https://www.onebag.com/safety.html

[2] http://www.latvia.travel/en/article/culture

Latvia has four seasons: winter, spring, summer and autumn. The winter in Latvia usually lasts from mid-December to the beginning of March. Air temperature can fluctuate from +5 degrees Celsius all the way down to –30 degrees. The spring may begin already at the end of February or as late as in late April, and the spring season lasts until the beginning of June. The average air temperature in spring is 0 to +15 degrees.

The summer in Latvia starts in June and continues until September. The average air temperature in the summer is around +19 degrees, but on some days it may rise to +30 degrees. Autumn in Latvia lasts from September to December. The average air temperature decreases from +10 degrees in September to 0 degrees in November.

Sometime at the beginning of the autumn, there is an Indian summer when temperatures rise to up to +20 degrees, whereas the first snow may fall already in October or November.

During the golden autumn period, foliage turns colorful red, orange, and golden across Latvia.

Taking all those season things into consideration, the decline time of tourists to visit Latvia would be the winter and early spring, because the temperature is really low and most of the tourists would not enjoy the trip. Spring often has significant floods as Latvian rivers overflow.[1]

6) What is the respondents previous travel background?

According to the previous travel background the majority of the respondents (52.57%) claimed that the last time they traveled was this year (2017). They travel with major airlines companies (68.57%) which could possibly be Aeroflot, Air China, Air France, British Airways, China Airlines as an example.

Pearson bivariate correlation analysis conclusions

The most significant Pearson bivariate correlation was discovered between push factor *I want to experience new or different lifestyle and pull factor Offer of cultural and other events* (.596).

It can be concluded that respondents who want to experience new or different lifestyle are more likely to be interested in different cultural and other event offers. Through these events they want to be involved and participate in differing cultures.

5.2 Recommendations

Latvia should focus more on offering cultural and other events that the tourists could participate in and in this way more tourists will be attracted towards the destination.

Cultural activities that Latvia could offer could possibly be looking at architecture, parks, visiting Latvian National Opera and Ballet, museums, participate in summer solstice celebrations, music festivals, song and dance celebrations and so on. Latvia has a lot to offer when it comes to Cultural activities. With Latvia being located on the crossroads between

[1] http://www.latvia.travel/en/article/weather-latvia

Western and Eastern cultures it is a perfect place to observe and see what significant footprints foreign nations have left in Latvia. Travelers who enjoy music and performing arts will enjoy major opera festivals in Riga and Sigulda, and a large number of various concerts and festivals across the country.[1]

Tourism agencies in Latvia should market Jurmala and Riga the most, as the majority of the respondents answered they would like to visit these places.

Jurmala should market itself as a resort destination. Travelers can enjoy the beach, the sun and the sand, forest and beach walks or bicycle rides. Jurmala offers a lot of recreational facilities, SPA and sanatoriums.

Together with previously mentioned it is important for Latvia to point out that comparing to other countries it is a very safe destination.

The best time to visit Latvia is in the spring, summer and autumn as the winters in Latvia are very cold and Latvia doesn't have a lot to offer activity vise in such weather conditions.

Latvia and China should arrange a direct flight between their two countries, as it is important to some extent that the destination can be easily reached. At this moment the most convenient way to reach Latvia from China is with transfer in Moscow, operated by Aeroflot airlines, which takes at least 13 hours in total.

5.3 Limitations

The biggest limitation that was in this research was the number of the samples obtained. 350 samples of Chinese citizens were obtained during the research period; however, those 350 respondents do not represent the opinion of all the Chinese citizens.

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拉脱维亚旅游市场的提供与中国出境市场的需要相符合[1]

梦竹

摘要:于1978年开放后的中国旅游市场已经历了几个步骤, 逐步打开呈现旅游业的对外开放，允许中国游客到国外去。中国出境旅游市场潜力巨大，是一个非常重要的客源国。拉脱维亚是公认的有潜力的中国旅游市场。与其他国家相比较, 去拉脱维亚的中国游客数量非常小。本论文的目的是研究审查拉脱维亚旅游资源的潜力, 根据中国出境游客的需求和喜好, 来满足他们的旅游需求。因此, 本论文所进行的研究对发展两国旅行社之间的合作是有益的。

本论文研究、介绍了拉脱维亚的国情、国家的旅游资源以及中国出境旅游的动机,需要编制出可供旅游使用的信息。根据所收集的资料进行了分析研究，找出拉脱维亚旅游资源的优势和弱势。分析表明，建立一个符合中国游客喜好的、拉脱维亚市场有能力吸引更多中国游客的去拉脱维亚旅游,并开展宣传工作,对吸引中国出境游客是非常必要的。论文还研制了拉脱维亚旅游业用矩阵, 介绍了一些最有名的拉脱维亚旅游景点。

Compliance of Latvian Tourism Market Offer with Chinese Outbound Tourism Market Needs

Zanna Musina

Abstract

Chinese tourist market after opening up in 1978 has undergone several steps gradually opening its tourism to outside world and allowing Chinese tourists to go abroad. Chinese outbound tourist market has huge potential and is regarded as a very important tourist generating country. In Latvian tourism policies Chinese tourism market is acknowledged as potential

[1] 本文系梦竹（Zanna Musina)在北京科技大学东凌经济管理学院国际贸易专业留学时期撰写的硕士学位论文（2012年）,导师Guan Zhian, 在此衷心致谢。

market, although, among Latvians it is few known about Chinese tourist preferences and needs, Chinese tourists' behaviour.

Moreover, number of Chinese tourists visiting Latvia comparing with other countries' tourists is very small. There is an obvious need to evaluate the potential of Latvian market and introduce Chinese tourists' needs and preferences to Latvian travel agencies. Therefore, the aim of this research is to examine the potential of Latvian tourism resources according to the Chinese outbound tourists' needs and preferences. This research is useful to develop cooperation between two countries' travel agencies.

This research consists of five chapters, and introduces Latvia and countries' tourist resources or in other words aspects of tourism product, as well as compiles available information on Chinese outbound tourist motivation, needs and constraints going abroad. Gathered information was analysed and ranked, to find out the strong compliances and the strengths of Latvian tourism resources, and vice versa, weaknesses were revealed as well.

The results of the analysis show that there is a compliance of Chinese tourists' preferences, thus Latvia has a potential to attract more Chinese tourists. However, to make Latvian market more attractive for Chinese outbound tourists more adjustment and more promotional work should be done. Developed Latvian tourism offer matrix should be useful for Chinese travel agencies and potential tourists as a source of information, and introduces several most well known Latvian tourism attractions.

1. General Introduction

1.1 Tourism tendencies and research significance

In the age of the World Globalization tourism is a one of the driver sectors for economical and social progress. As it is noted in the World tourism organization UNWTO highlights, tourism has become fastest growing economic sector in the world, tourism ranks fourth after such export categories as fuels, chemicals and automotive products. [1] Tourism and travel have high contribution in countries GDP, employment increase, and infrastructure development, resulting in an overall development of the countries and citizens well-being. Tourism has very important role in strengthening social and business ties among people all over the World.

Professor Zhang Linyu is convinced, that outbound tourism not only is "an important tool of China's peaceful diplomacy policy", but "to some extent, it also balances the foreign exchange account, reduces trade friction and relieves the pressure on the RMB to further appreciate". [2] This opinion is shared among other scholars. In the 2nd International Forum on Chinese Outbound tourism held in Beijing in November 2005 Mr. Zhang

Jianzhong, Director, Policy and Regulation Department, CNTA (China National Tourism Administration), "explained that tourism serves three purposes: it exemplifies China being a 'Tourism Superpower'; it meets the growing travel needs among the Chinese; it helps to balance trade surplus. The Chinese government acknowledges that outbound tourism is a kind of 'civil diplomacy' and it communicates a country's achievement." [3] Prosperous Outbound tourism is a sign of 'Strong Nation'. [2]

Tourism provides satisfaction to the needs mentioned in Maslow's theory of needs. As well as has great role in satisfying people's willingness to know about different countries, diffusing information about other cultures, cultural heritages, different thinking, different economies, people, products, business opportunities, and appreciation of beauty of the Earth and the cultural heritage.

In 2010 tourism sector has been continuing to recover after the shock caused by the global financial crises of 2008–2009. UNWTO reports worldwide arrivals, in year 2010, had increased to 940 million or 6.6% over 2009. In 2010, Europe was recovering slower than other regions, showing 3% growth of arrivals over 2009. By the year 2020 it is expected that worldwide international arrivals will reach 1.6 billion, 1.2 billion of these will be intraregional and 0.4 billion will be long-haul travelers. Europe's share of world arrivals as forecasted will decline to 46% in 2020, although maintaining the biggest share of world arrivals. [1]

In year 2010 according to the UNWTO highlights international tourist traveling purpose mostly were for recreation and holidays (51% or 480 million arrivals). Business and professional purposes trips are accounted for 15% of international tourist arrivals, 27% of international tourist traveled to visit friends or relatives, health treatment and religious purposes, 7% of international tourists did not specify traveling purposes. [1]

Chinese tourism market is growing fast and steadily. According to the UNWTO highlights, in 2010, China is one of the top international tourist destinations. World Tourism Organization also forecasted that China will be the fourth biggest country in the terms of generating tourists by 2020. In 2010, China also had acquired 3rd higher ranking position in terms of expenditures in the international tourism market, comparing with 2005, when China held 7th position. [1] This fast grow is possible because of the rising of the well-being of the Chinese people due to sound economy performance. These changes are possible also because of the changes in the policies on the outbound tourism in China and a part of further opening up to the outside world policies initiated by Deng Xiaoping and his followers in 1978.

China's tourism development after founding of People's Republic of China in 1949 has gone through three main stages: First stage characterized as inbound tourism; second stage as inbound tourism and domestic tourism, third stage included inbound, domestic and outbound tourism, which was developed from visiting friends and relatives (VFR) in Hong Kong, Macao and four Southeast Asian countries to the gradual approval of other countries to visit in Asia, Oceania and Europe. [4, 5] Zhang admit that outbound tourism in China has a high development potential and is still in the infancy stage. [5]

Chinese government has implemented approved destination status (ADS) in the end of 1980's. Based on bilateral agreements between government holding ADS status countries, are allowed to receive Chinese leisure tourists groups. Europe countries started to receive

ADS status relatively recently, in year 2004, 26 EU countries were approved, and Latvia was among them. [4] China is in the process of reform, and policies toward tourism are changed frequently in the direction from control to the regulation. [5]

Zhang points that nowadays Chinese outbound tourists represent a higher income social group. Present Chinese outbound leisure tourists mainly reside in the more developed areas such as big cities as Beijing, Shanghai, Guangzhou and eastern coastal area of China. Chinese long-haul travelers share is increasing, however still is relatively small. And the real share of outbound tourists in China comparing to some developing countries is smaller, thus there is a great potential. [5] With Chinese population's disposable income increase, more social group will be able to go abroad.

Chinese outbound tourism market has been regarded as potential and very attractive for foreign tourism destinations, due to its rapid economic growth and one of the biggest populations of more than 1,338 million people (in 2010). Chinese people disposable income in 2009 for urban residents was 17,175 RMB and for rural residents 5,153 RMB, 8.8% growth and 0.6% growth from previous year respectively. According to the publication in China Briefing journal, cities with highest disposable income per capita are Shenzhen (28,838 RMB), Shanghai (28,837 RMB), Guangzhou (28,266 RMB), Wenzhou (28,021 RMB), Hangzhou (26,864 RMB), Beijing (26,738 RMB), Suzhou (26,320 RMB). [6]

According to the China National Tourism Administration mentioned in Xie and Li work, in 2007 almost 45% of the total Chinese long-haul tourists choose Europe as a first-stop destination. Chinese tourists visited usually more than one European country. Majority of Chinese long-haul tourists visit Western Europe the smallest percentage choose Northern Europe. [4]

Tourism sector has a very important role in EU Economy. In average it produces 4% of the GDP of EU. [7] Tourism in Latvia's development possesses important strategic role, it is a government defined priority sector. According to World Travel & Tourism Council direct contribution to Latvia's GDP, in 2011, would be 3.2% or LVL 430.5 mln (In 2007 direct contribution to GDP was 1.5%). Total contribution, in 2011, containing direct and indirect contribution (including effects from investment, supply chain and induced impacts) is expected to be 8.6% of GDP, or LVL 1,154.3 mln. [8] Tourism produces 1/5 of total service export in Latvia. The stated goal is to increase export of tourism service every year 5–10% comparing to previous year. [7]

After entering EU Latvia had experienced an increase in tourist flow, although, comparing to neighboring Lithuania and Estonia number of inbound tourist in Latvia is smaller. One of the reasons is the low recognition of Latvia as a goal destination in international tourism market. The goal for Latvia is to develop country's tourism export power, to attract more visitors from other countries by strengthening competitive advantage and implement marketing activities to promote Latvia's tourism destinations and Latvia's tourism product in International market. [7]

Latvian Tourism Development Agency has defined China's tourism market as a "potential market". [9] Therefore, it is important to analyze and get more information on China's tourism market to successfully promote tourism destinations in Latvia.

To successfully present the opportunities of Latvia's tourism to Chinese market, it is very important to understand the needs of Chinese tourist, find the right way to promote the tourism products and destinations of Latvia, adjusting tourism products according to the wishes of potential Chinese consumers.

This paper analysis results on compliance of Chinese tourist needs and preferences with information about Latvia's tourism resources or aspects of tourism product, would be important both for developing China's outbound tourism market and Latvia's inbound tourism market. It will contain information of new and poorly known market of North Europe, which can be of interest for China's travel agencies. The paper provides the overview of China's outbound tourist characteristics, their needs, preferences collected from various researches. This information will be useful for Latvian travel agencies, and Latvian tourism development agency. The information collected in this paper would be important for developing tourism flow between China and Latvia.

As long as demand for goods and services is generated by consumers, it is of a great importance for tourism destinations, tourism policymakers, for marketing divisions of Latvian and Chinese tourism agencies and operators to understand Chinese outbound tourists preferences in compliance with Latvian tourism market offer, so tourists can fully enjoy their tours. Due to the fact, that tourism from China to Latvia is undeveloped, the analyses results are a good initial stage of presenting Latvia to the potential Chinese tourism market and agencies.

1.2 Research methodology

The research methodology is qualitative. The research topic is "Compliance of Latvian tourism market offer with Chinese outbound tourism market needs". The aim of this research is to examine the potential of Latvian tourism resources, aspects of tourism products according to the Chinese outbound tourists' needs and preferences. Thus, this research will help to find out the aspects of Latvian tourism product which meet Chinese outbound tourists' needs and traveling preferences, and are representing the strength of Latvian tourism. This research will help to find weaknesses to be alleviated to improve Latvian tourism offer and destination attractiveness for Chinese outbound tourists.

Main research questions, objectives and hypotheses are as follows:

Research Questions

(1) What is the characteristic of inbound tourism market of Latvia?
(2) What is the characteristic of outbound tourism market of China?
(3) What is the Latvian tourism resources offer?
(4) Which are the characteristics of Chinese outbound tourists?
(5) Which are the needs, preferences, and constraints of Chinese outbound tourists?
(6) Which kind of tourism product aspects and attractions of Latvia can attract Chinese tourists?
(7) Which tourism product aspects, attractions should be developed in Latvia to attract Chinese tourists?

Research Objectives

1) To describe tourist market of Latvia
2) To describe outbound tourist market of China
3) To compile available information on needs and preferences of Chinese outbound tourists
4) To gather information on Latvian tourism resources, aspects of tourism product
5) To analyze which tourism resources in Latvia potentially are more attractive for Chinese tourists
6) To find aspects of Latvian tourism resources which can be developed to make Latvian tourism more attractive for Chinese tourists

Research Hypotheses

H1: Latvia's tourism sector offer for international inbound tourists meet Chinese outbound tourists' needs and expectations

H2: Latvia is a potentially attractive tourism destination for Chinese leisure tourists

To reach the aim and objectives, as well as answer the questions of this research, it was necessary to do some investigation both in Latvia and China. Accompanied by my supervisor professor Guan Zhian we went to CITS which is the largest tourism agency in China, that is also working with outbound tourism; and to the Tourism School of Lianhe University in Beijing where we had discussions with experts. They have provided very useful informative materials and suggestions on Chinese outbound tourism. To gather information about Latvian tourism market, author of this thesis visited a tourism exhibition Balttour 2012 in Latvia, where gathered materials and had discussions with tourism agencies' representatives.

This research was based mainly on the secondary data available from different sources. Such as European, Latvian and Chinese statistical data available online and in statistical yearbooks, bulletins and other reports; Information available in research papers, Master papers, articles on Chinese outbound tourists' characteristics preferences; Official tourism promotional web-page contents on Latvian tourism product as well as journal articles, and the materials, booklets, maps obtained during the Balttour 2012 expo in Latvia; Monographs and articles were used for the theory and methodology part.

This research is divided to five main chapters. In the first chapter the tendencies of the modern tourism, significance of research and the methodology of the research are discussed. In the second chapter a theoretical review on tourists' decision making is given. The third chapter gives brief insight into the tourism sector of Latvia, its resources and aspects of tourism product. The fourth chapter is a compilation of the information available on Chinese outbound tourism, and Chinese outbound tourist psychographical characteristics and its travel and tourism activities preferences. In the fifth chapter gathered information is analyzed, and suggestions are made.

To reach the aim of this paper and make analysis several methods were used. As Professor Walter Freyer suggests when making "potential" or also called "attraction" analysis, the methodology of strategical analysis, particularly SWOT – strengths, weaknesses, opportunities and threats, or a part of it, e.g. strengths and weaknesses analysis is usually used. [10]

In this paper we decided to use only Strengths and Weaknesses analysis, due to the shape of the research, which did not have an objective to analyze external factors which can influence Latvian tourism, and its strategical position, but was mainly concentrating on the Latvian tourism resources, and Chinese tourists' preferences.

As the first step, we are ranking Latvian tourism resources (which also are aspects of tourism product) and Chinese tourists' preferences towards these aspects. We are ranking the tourism resources from stronger to weaker basing on the ranking, which is provided in the official promotional materials of Latvian tourism (which we believe are reflecting expert opinion), Latvian Barometer survey (which reflected Latvian people and experts opinion on the Latvian tourism strengths) and personal experience. Chinese outbound tourist preferred tourism types and preferences are ranked according to the combined results of the papers and articles which were analyzed in the fourth chapter.

The ranking will be used in the compliance analysis of Latvian tourism offer to Chinese tourists' preferences. Also in another SW analysis we show the strengths and weakness of other factors which are related to tourism offer, thus, influence it. We are doing this analysis with regard of Chinese outbound tourists' needs, preferences and constraints. In the third step, the matrix of Latvian tourism attraction offer is developed to show which Latvian attractions may be offered for Chinese visitors'.

1.3 Research weaknesses and limitations

This research is focusing mainly on the leisure and holiday tourist market. We did not find any research on Chinese outbound tourists' motivation to visit Latvia or any of the Baltic States. This can be explained by the fact, that tourism between Latvia and China is undeveloped and there is a lack of primary information sources. Therefore, we decided to use the information presented in the different research papers. This can bring some ambiguity into the research. However, the information is not fully reflecting the situation for Baltic States, and Latvian in particular, but we believe this information is good enough to see the main tendencies, and is acceptable for this research. This research paper takes Chinese outbound tourists as a homogeneous segment, not differentiating tourists from different regions of China. The reason of this is the aim of research to make overall picture of Chinese outbound tourists' characteristics, and also constraints in time and budget available for this research.

In the analysis part we followed the information collected in the previous steps and made the decision according to the previous research results and our own subjective opinion. We acknowledge that this fact brings the bias in the research results. Due to the abundance of tourism resources and lack of time and knowledge limitation, it was impossible to introduce all the Latvian tourism resources in this paper either.

2. Theoretical review

2.1 The nature of tourism and tourist

Tourism is complicated in its nature. According to Stablers at al. review on literature there are discussions in whether the tourism is an industry or a market. Stabler at al. acknowledge that no agreed definition and conceptualization of tourism have emerged yet. Tourism can be seen as a set of industries or a set of markets. Nevertheless, Stabler at al. admits that it is problematic to treat tourism as a set of markets. Author also assumes tourism can be viewed as a sector of the economic system. [11]

By-turn, J. Jafary points that before tourism was viewed as "industry or phenomenon, or both", yet nowadays holistic conceptualization of tourism has gained popularity. As an example mentioning that tourism is "study of man (the tourist) away from his usual habitat, of the touristic apparatus and networks responding to his various needs, and of the ordinary (where the tourist is coming from) and nonordinary (where the tourist goes to) worlds and their dialectic relationships". [12]

Tourism is usually accepted as a service product. Tourism product has characteristics as amalgam, rigidity of supply, intangibility, perishability, seasonality, with substitution effect. Gilbert offers definition of tourism product: "An amalgam of different goods and services offered as an activity experience to the tourist." [15]

Mill and Morison describe tourism as system consisted of four parts: Market, Travel, Destination and Marketing. Where Market – is tourist, or person who decided to travel; Travel is a pattern of tourists movement from one destination to another, includes analyzing of tourist flows, travelling modes; Destination – is the place, where traveler consumes tourism product; Marketing – is an activity of promotion of destination and attraction of potential tourists. [13]

Tourism as an activity can have different forms. Tourists choose the forms of tourism according to their demand aspects; hence, different form of tourism can be used by tourist in one trip. There can be defined very many different types or forms of tourism. E.g. in the Tourism law of Republic of Latvia there are defined such forms of tourism:

- **active tourism** – a type of tourism, in which the tourist carries out all necessary activities himself or herself;
- **nature tourism** – a type of tourism, the aim of which is to discover nature, view typical landscapes, biotopes, observe plants and animals in natural conditions, as well as to educate oneself regarding issues of nature conservation;
- **culture tourism** – a type of tourism, the main aim of which is getting to know cultural and historical heritage and notable places;
- **recreational tourism** – a type of tourism, the aim of which is to renew a person's physical and mental potential, making rational use of natural and artificial recreation and recuperation resources;

- **sports tourism** – competition in the best or fastest performance of individual skills of active tourism, as well as competition in set categories of difficulty in the completion of tourism routes;
- **eco-tourism** – sustainable, environmentally friendly tourism the main purpose of which is to facilitate the ascertainment of nature and cultural values and environmental protection, as well as to improve the environmental education and awareness of the general public;
- **rural tourism** – a type of tourism the purpose of which is, on the basis of local social, cultural and nature resources, to offer tourists the opportunity for recreation or the utilisation of the tourist accommodation in rural territory;
- **international tourism** – tourism of aliens in the territory of Latvia (export of tourism services) or the tourism of residents of Latvia in foreign states (import of tourism services). [14]

This list can be expanded. For example following tourism types can be added: entertainment tourism, shopping tourism, culinary or gastronomic tourism, business tourism, leisure tourism and others.

In the International Recommendations for the Tourism Statistics 2008 by U.N. is proposed to use definition *traveller*, *visitor*, *tourist*, and *same-day visitor* (*or excursionist).*

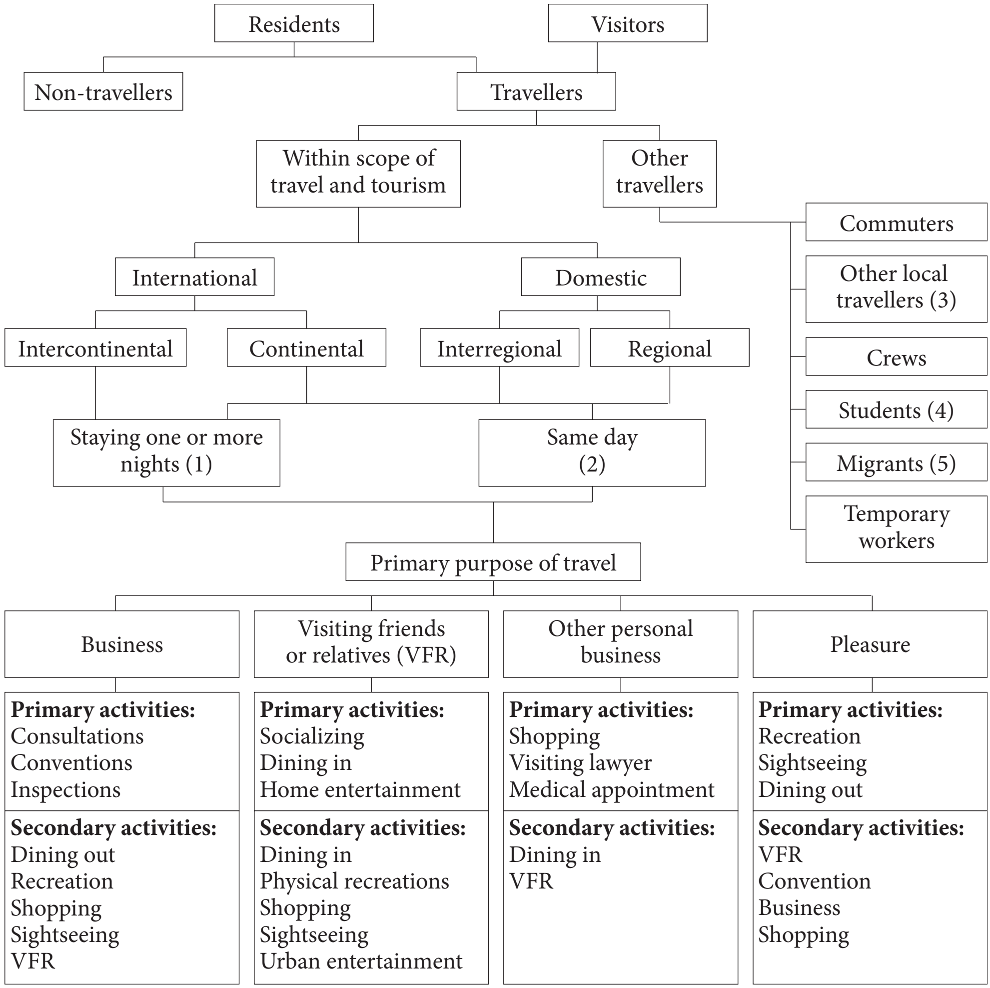
"*Traveller* –...a traveller is someone who moves between different geographic locations, for any purpose and any duration;

A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited;

Tourist (*or overnight visitor)* – A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a *same-day visitor* (*or excursionist*) otherwise." [16]

Another classification of travelers and their activities is represented below in the Figure No. 2.1 Classification of travelers by Chadwick. This classification scheme offered by Chadwick in 1987 is widely used in research papers. As it is shown, Chadwick does not differentiate between travellers and tourists. Because usually travellers are partially tourists we can notice that their activities can be of a different kind including those relating to tourism as an primary activity or a primary goal, or tourism activities are mentioned as the secondary activity. Primary activities represent purpose of a trip, while secondary activities represent other possible activities of a traveller of a certain group. [15]

It is not very easy to distinguish tourists from travellers. The "tourist" definition found in different researches can be classified within "the wider category, of roles of "travellers." [17] The border between two meanings is vague. E. Cohen recognizes the fact that travelers can be fully engaged in tourism or those partially engaged in tourism. Cohen offer a "tourist" definition as follows: "A "tourist" is a voluntary, temporary traveller, travelling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round-trip." [17]



(1) "Tourists" in international technical definition
(2) "Excursionist" in international technical definition
(3) Travellers whose trips are shorter than those which qualify for travel and tourism, e.g. under 50 miles (80 km) from home.
(4) Students travelling between home and school only – other travel of students is within scope of travel and tourism
(5) All person moving to a new place of residence including all one-way travellers such as emigrants, immigrants, refugees, domestic migrants and nomads.

Figure 2.1. Classification of travelers by Chadwick

Source: D. C. Gilber citation of Chadwick (1987) [15]

Cohen has isolated six dimensions of the tourist roles:

"(1) The tourist is a temporary traveller, possessing a fixed place of abode, which is his permanent address even during his trip...

(2) The tourist is a voluntary traveller, who goes on a trip of his own free will, is able to terminate his trip whenever it pleases him and is free to return to his permanent place of abode...
(3) The tourist is a traveller on a tour, *a round-trip*, so that his point of departure is also his final destination...
(4) The tourist is on a relatively *long* journey, and not merely on a short trip or excursion...
(5) The tourist is on a *non-recurrent* trip, or at least on one which he undertakes rarely, rather than on a trip which he embarks on regularly and to which he is well accustomed...
(6) The tourist is a traveller, the purpose of whose trip is *non-instrumental;* that is, his trip is not a means to another goal (like a business trip) but an end in itself." [17]

Plog has found that people can be divided to *dependables* (*psychocentrics)* and *venturers* (*allocentrics)*, which represent two opposite types of travellers. He has found that Americans' willingness to travel, frequency of travel, the activities they choose, tourism destination choice, the amount of money tourist are ready to spend depends on the personality archetypes. In between *dependables* and *venturers* there are bigger group *near dependables, centric-dependables, mid-centrics, centric- venturers, and near venturers* – the group of people who have certain amount of characteristics of one of the archetypes. (Figure 2.2 Psychographic personality types) He has noticed that *dependables* comparing to average person earn less, travel less frequently, spend shorter period of time traveling, spend less money, prefer to by typical souvenirs, prefer things and activities they are familiar with, they prefer low activity which are offered at like "sun-and-fun" and highly developed spots, select well-known tourist destinations and prefer to return in the places they already have visited. *Venturers*, on the opposite, travel more frequently, like to explore, take relatively long trips, spend more, strongly prefer unusual and undeveloped tourist destinations, avoid tourist crowds, prefer to participate in local customs, prefer to be on their own, purchase authentic local arts and crafts, they need a unique vacation experience and try new destinations next time. [18]

Other researchers also have sorted out types of travellers very close to the definition of travellers by Plog. For example, Goodall quotes Cohen's (1972) definition of *institutionalized travellers* and *non-institutionalized travellers*. [19] *Institutionalized travellers* are the travellers, who are willing to exist in the "environmental bubble", such as mass tourist. In the opposite, *non-institutionalized travellers* are "those who venture outside, e.g. ...*drifters* and *explorers*."[19]

Tourists also are divided to impulse buyers and meticulous planners of their holidays regarding the nature and extent of their purchase search. Impulse buyers are the buyers of last-minute tours, which are heavily discounted, they spend less time to gather information about tourism destination and rely on spatial knowledge of it. Meticulous planners, in opposite, spend a lot of time to search the information about the holiday from different sources, compares details of different holidays and destinations before deciding on

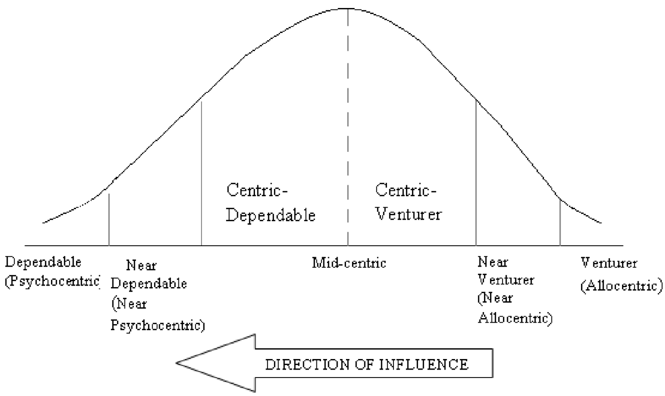


Figure 2.2. Psychographic personality types

Source: Plog [18]

individual tailor-made holiday. [19] Travellers also are grouped, regarding their readiness to take risks, their travelling experience, etc.

2.2 Role of tourist's motivations, preferences and goals in taking holidays decision

Demand for the particular tourist destination arises from those factors which generate overall need and motivation to travel, but there are other factors which specify holiday products and destinations tourist is willing to experience. Thus, decision making which precedes demand is a complicated process. It involves rational and irrational thinking, subjective evaluation, motivation, needs, preferences, experience, constraints of different kind, availability of information etc. Customer's cultural (e.g. culture, social status), social (e.g. family, status), personal (e.g. occupation, age, self-esteem) environment, its' psychological (e.g. motivation, believes, perception) particularities influence customer's buying behaviour. [20] Thus, influences tourist destination choice.

Tourists are willing to get not only new information, or improve health, but also get an emotional satisfaction. Emotional satisfaction may prevail over price or other concerns. Decision making process is influenced by two factors: psychological (motivation, needs, believes) and non-psychological (time, pull factors, marketing). [21] "Pull factors" are the factors which raise an interest toward certain destination, in turn, factors, which make people engage in tourism are called "push factors". "Push factors" are associated with socio-psychological motives of tourist, "pull factors" – with certain tourism destination or holiday package in which tourist is potentially interested.

Two main questions in destination or holiday process selection by a tourist are why do tourists travel? And, how do they choose specific destination or holiday package? Motivation to be engaged in tourism activities arises from needs and wants of tourist.

While specific features of destinations depend on the tourist's preferences, goals, and constraints. Latter also arises from the motivations and needs, which can be satisfied in different ways among which there is certain tourist's most preferable way.

According to Maslow's Theory of Human Motivation all the human beings are motivated to satisfy their basic needs or "set of goals". These are physiological, safety, love, esteem, and self-actualization needs. These five needs have the hierarchical structure of prepotency. Usually, when a need is fairly satisfied, the next higher need needs to be satisfied, becoming an active motivator. These needs are not mutually exclusive; all the needs are satisfied only partially, and the higher is the need in the hierarchy the less satisfied it tends to be. Sometimes some needs can be neglected to satisfy other needs. Besides the basic needs which people have, they also desire to satisfy certain more intellectual needs, like the desire to know, to understand, to analyze etc. Curiosity, desire for the exploration, for the facts sometimes drives people to mitigate need of safety. Maslow notes that the desire to know is a very strong drive among intelligent people. [22]

Personal motivation can be a reflection of social pressure, which can make individual's true motivations for travel less recognizable by tourist or replace them. Living in society we are often influenced by values and norms we have in the society. Our demand will be driven not because we are willing this, but because in this society we need this to feel ourselves part of this society. For example, person will take certain holiday and choose certain tourist destination to display the status and wealth it possesses. Or individual will take holiday because "everybody takes holidays". [23, 25]

Cropmton (1979) cited by Goodall, recognized the socio-psychological need of an individual to balance misbalanced socio-psychological state by changing the routine which caused this misbalance, e.g. taking holidays. Goodall further quotes Dann, which saw holidays as form of escapism, in which *ego enhancement* and *escape from anomie* are the deep-rooted motivations. The latter emphasizes escape from the monotony of life and former- "through real or imagined activities,... enhance an individual's self-image and appreciation". [19] Moutinho divides motivation to general, e.g. educational and cultural, relaxation, adventure and pleasure, health and recreation, ethnic and family, to social, competitive, and other specific motivation. [23]

Travel Career Ladder (TCL) theory is following Maslow's hierarchy. Traveller's needs have been put in the hierarchy starting from need of relaxation, followed in order by safety / security needs, relationship needs, self-esteem, development needs, and fulfillment needs. Among these needs one level of needs is dominant. With the accumulation of travel experience and life stage changing, pattern of travel motives also changes, going upward through the levels of motivation, thus people are developing "travel career". Novelty, escape/relax, relationship, and self-development motives "could be understood as the "backbone" or "skeleton" of all travel motivation <...> regardless of one's travel experience." [24]

Motivations are initiators of taking holidays and are representing needs, which should be satisfied. Preferences, goals and constraints are filtering the choice of holidays and tourism destinations and are forming the end-decision. Personal preferences are more specific than motivations. Basing on individual's personality, lifestyle, financial status they shape structure of holidays, particular activities to be taken, facilities to use, attractions to visit etc. For example, as a motivation to balance imbalanced socio-psychological state, person will want to take holidays. Preferences will direct the choice of tourism activity in this holiday, e.g. biking or hill-walking etc. [19]

Each tourist by compiling motivations and preferences according to their hierarchy, which represents state of satisfaction it delivers, creates hierarchy of goals. Goals represent the expectations of a holiday and are "explicit targets". Precision of general goals and specific goals depend upon the tourist's knowledge and experience. General goals represent wider range of tourism destinations, such as climate, specific goals, more precise, such as proximity of accommodation to sea shore. [19]

Apart of motivation, tourist needs, preferences and goals, there are other factors which can stimulate or opposite prevent from choosing certain tourism destination. These are different constraints such as financial, time, information, currency exchange rate in the destination place, time and difficulty of travel document issuance, friendly local population, and language barrier. [25]

2.3 Tourist destination image and importance of available information in the process of tourism destination selection

As opposite to regular purchases of goods, taking holidays, buying tour package to a tourist destination is a risky purchase, because holidays are a part of a service, and, because tourist can not be fully aware of what he/she is buying, tourist cannot see what he is purchasing before making a purchase. Therefore, selection of a certain destination arises after a certain complicated process when potential customer compares its needs and preferences with the tourism destination offer, and if these two aspects match, then chooses preferable and affordable tourist destination. As it was discussed above, purchaser of holiday filter different holiday and destination alternatives through his needs, preferences and goals. Potential tourist can relay only on the information he/she will collect about the preferable tourist destination.

To start the selection process, potential tourist should first acknowledge its motivation to take a holiday. Second step is the obtaining the information about holidays available, tourism destinations. Information is needed to recognize different tourism destination and holidays alternatives. Third step is the selection of feasible and preferred holiday between different alternatives, followed by purchase. Holiday selection process ends with experience obtained in the destination chosen. [19, 20]

All the possible holidays available in particular time comprises an *opportunity set*. Potential tourist has its *awareness set* of the alternatives which he/she recognizes and has knowledge. The more information potential tourist have, the bigger will be his *awareness set* of holiday alternatives, more choices as goal destinations, goal holidays will he have. [19] Therefore, information and its sources are of a significant importance.

Tourist is using internal search, e.g. retains information from the memory, and external search, involving obtaining information about tourism destination / product from the variety of information sources. Communication, depending on the source of information, "can be classified as primary (experience derived directly from destination), secondary (mass communication), tertiary (information obtained from travel agencies or exhibitions), and personal". [23] These sources of communication at the same time are significative stimuli for tourist (e.g. previous visit to a destination), symbolic stimuli (e.g. tourism industry marketing communications), and social stimuli (e.g. contact with other people)." [19] According to Moutinho tourist uses obtained information to evaluate the alternatives, to reinforce past choices, to resolve conflict between buying and postponing, to remind when to buy, and to acquire knowledge. [23]

Tourist destination image is used to refer to holiday in overall. Holiday attributes can be both resource-based, as climate and nature, and facility-based, as accommodation, infrastructure; tangible (parks, monuments), and intangible (culture, emotional satisfaction, hospitality). [19]

Each tourism destination is unique. Some destinations are almost similar, with slight differences, some are unique and inimitable. Each potential tourist in the process of gathering information and recognizing holiday alternatives is creating mental images of each tourism product, tourism destination. Tourist personal mental image of tourist destination / product is defined as *naive image*. Goodall cites Crompton (1979): "Image of a holiday product or destination is ... a function of the holiday-maker's level of awareness of that product, attitudes towards product, and expectations created by (limited) knowledge of that product, i.e. it is the sum of all those emotional and aesthetic qualities such as experience, beliefs, ideas, recollections and impression a person has of a holiday destination." Naive images are compared and measured with evaluative images, those which conform to the tourist's goals, expectations from the tourist destination / product. Thus, destination images, due to limited or incomplete information are not the real destination image, but tourist's perception of it. [19] Destination images, therefore, will be different for each tourist.

Lack of information of certain destination or product, can fully exclude it from the *opportunity set*, or mitigate chances for destination to be recognized by potential tourist, and excludes it from the destination selection process. Cognitive dissonance, which arises after the purchase will be smaller if the potential tourist will have more information about tourism destination / holiday he/she is buying. However, some types of tourists, like *venturers* may be attracted to the destination with limited or incomplete information. [19]

Tourism destinations have their life cycle. They have their initiation stage, stage when they gain popularity and can become fashionable destinations, and the time when interest towards it is becoming weak. Plog made an attempt to show which types of tourist are attracted in each of tourist destination life cycle stages, using his theory of the psychographic personality types. He has noted that at the early stage, while the tourist destination has authentic and unique characteristics it attracts *venturers*. After a while, when *venturers* spread information about newly found destination, this destination start to attract wider *near venturers* group. Hence, the destination has more money to develop, and attracts another group *mid-centrics*. After it become popular and well-known place with infrastructure similar to infrastructure of other tourist destinations it start to attract small group of *near dependables* and *dependables*. *Venturers* and *near venturers* are losing interest for this destination, because it is already well-know and not unique. The destination is in the decline phase after *near dependables* and *dependables* become their customers. Plog warns that this tendency should be taking into account and tourism planners should pay attention to control the development, and be attractive to different type of tourists, offering different types of tourism product. [18]

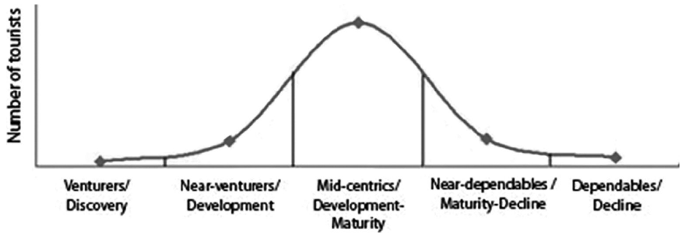


Figure 2.3. Evolution of destination life cycle according to Plog's psychographic personality types
Source: Plog, http://www.destinationworld.info/newsletter/feature27.html (Checked on 04.03.2012)

3. Latvian tourism resources

3.1 Information about Latvia

3.1.1 Geography

Latvia is situated in North-East part of Europe on the shore of the Baltic see and Gulf of Riga. It possesses a unique geographical location on the shore of the Baltic Sea and at the centre of the Baltic countries (Lithuania, Latvia, and Estonia). Latvia is bordered by Estonia to the north, Russia and Belarus to the east and Lithuania to the south, and has a maritime border with Sweden to the west. Other neighboring countries include Finland, Poland and Germany. (See map 3.1)

Territory of Latvia is 64 589 sq. km, with 531 km long coastline, with two warm-water harbors Liepaja and Ventspils. Latvia's wild shoreline is one of the last remaining wild shorelines in Europe, it is protected by law, where is prohibited to build constructions nearer than 1 km to the sea. [26] Latvia's territory is divided to four historical and cultural regions: at the west – Kurzeme (or Courland), in the centre – Zemgale, at the north – Vidzeme and at the east – Latgale (or Latgalia). (See map 3.1) The land relief was formed 10–13 thousand years ago, when glaciers started to melt, shaping the land. Latvia's land is flat, with gentle rolling plains covering most of the territory. Highest elevations are found in Vidzeme: Gaizin kalns (311,6 m) and Sirdskalns (296,8 m). Lowest are sea level flats along the coast covered by sand dunes.

Map 3.1. Latvia in Europe and Regions of Latvia

Source: http://geography.howstuffworks.com/europe/geography-of-latvia.htm (checked on March 15th, 2012) and http://www.latvia.travel/ (checked on March 17th, 2012)

Latvia is abundant with its water resources. There is a network of more than 12 400 rivers in Latvia, which bring visual beauty of the land. Only 17 are longer than 100 km. Longest rivers are the Gauja (452 km), the Daugava (352 km in the territory of Latvia, 1005 km in total), the Venta (178 km in the territory of Latvia, in total – 346 km), the Lielupe (119 km). Rivers are creating unique and picturesque landscapes. On the banks of the Daugava, river which has it beginning in Russia, flows through Belarus and empties in the Gulf of Riga, can be found important and interesting biotopes. the Gauja's swift streams which in some places form whirls and dangerous river bottom, is very popular river for rafting, also because of picturesque sceneries, e.g. revealed Devonian sandstone cliffs landscape. Different caves are formed in the banks of these rivers. [27]

There are about 2250 lakes bigger than 1 hectare in Latvia. Mainly lakes were formed due to melting of Glacier. Some lakes were formed when sea was abandoning the land and some are made by ground waters. Mostly lakes are small in size, there are only 16 lakes bigger than 1000 ha or 10 km^2. Latgale's uplands are especially rich with lakes. Biggest lakes are the Lubans (80.7 km^2), the Raznas (57.6 km^2), the Engures and the Burtnieks (40.5 km^2 and 40.1 km^2), the Usmas (37.2 km^2). Latvian lakes are shallow usually from 0.5 to 2 m in depth. Deepest lakes are the Raznas with average depth – 7 m and 17 m as a deepest place, and the Usmas in average 5.4 m deep and 27 m – deepest place. Lakes are attractive places for recreation, fishing and water sports. [27]

Abundant ground waters, reason for many springs. Sodium Chloride mineral water are widely distributed, and used for medical treatment and as drinking water, in Latvia are well known Siguldas, Valmieras, Mangali water. The Kemeri and the Baldones Hydrogen sulfide waters are well known for their curative features. Well known springs in Latvia are the Davida dzirnavu springs in the Vidzeme, which are formed from 34 springs on the slope; the Dzerves Berzinu springs in Kurzeme formed from many big vortex springs; the Saltavots and the Kallu struklu springs in Vidzeme biggest springs in Latvia; the Saltavots water is always cold, even in summer water temperature is below +5 °C and other springs. [27]

Around 10 % of the territory of Latvia is covered by peat bogs, swamps and marshes, some of which are covered with stunted forest. Forest is an ultimate feature of Latvia occupying 40% of territory. Pines, spruces, oaks, linden, birches, maples, aspens and willows are wide spread trees. Forests bottoms are rich with different berries and mushrooms. Latvia's forests are rich with different animals, such as wolfs, red foxes, wild boars, beavers, otters, deers, elks, lynxes. As well as abundant with different birds species. According to World Wildlife Fund Latvia has unusual population of Black Storks, Lesser Spotted Eagles. [26] Hunting and bird watching due to abundance of wild animals and birds are popular activities.

3.1.2 Climate

Latvia's climate is humid, continental and tempered by the proximity to the Baltic Sea and the Atlantic Ocean streams. Going from seacoast climate is changing from Oceanic climate to Continental. Average temperatures in January are –7 to –3 °C, with more moderate temperatures near the sea. Average temperatures in July +16 to +18 °C, on the uplands and farther from the sea temperatures are higher. Maximal temperatures in winter and summer can reach respectively – 40 °C and +35 °C near Daugavpils in Latgale. Temperatures along seashore are more moderate and temperature variance amplitudes smaller. Maritime influences humidity, average annual precipitation in Latvia is 600–700 millimeters. [27, 28]

Latvia has four seasons. Summers are warm, with highest temperatures in July and with lots of thunderstorms especially in July and August. Springs and autumns are fairly mild. Spring usually starts in April, bringing sunny days with few rains. May is sunniest and driest month in a year. Autumn starts in middle of September. Temperatures are dropping, occurs first frost. Days are overcasted with cold rains and strong wind. Middle of November is first month of winter. Daylight time is steadily decreasing. Temperatures are falling below zero. Earth is covered with snow. Some winters are especially rich with snow, some can have extreme temperatures. Differences between temperature of earth and entering air masses are due to fog formations. Climate changes and Global warming affects climate in Latvia and winters, which are changing, becoming shorter.

3.1.3 History

Latvia is a country with rich cultural-historical heritage. The Latvians are surviving members of Baltic branch, belonging to the Indo-European ethnolinguistic group. The Balts are thought to have spread into eastern coast of Baltic Sea areas around 3000 to 2000 BC. The Latvians are descendants of Baltic tribes, who settled in the territory of modern Latvia: Letts or Latgalians, the Selonians, the Semigallians and the Cours or

Curonians, and Livs or Livonians, speaking Finnic language. The Balts in Ancient times were known through their trade of amber for precious metals to Rome and Byzantium. [28, 29]

Starting with 9th century Christianity came to Latvia firstly with the Sweden and Danes in 11th century. It was not easy to convert pagan population to Christianity. Pope called for a crusade against pagans in North Europe. German crusaders led by Bishop von Buxhoevden of Bremen, in 1201, founded Riga as the seat of his bishopric. Von Buxhoevden made Riga the base for subjugating Livonia. During the first period of German rule, Riga became thriving trading city and major city in the German Baltic. In 1282, Riga joined the Hanseatic League and several other Latvian cities joined it later, they promoted trade between Russia and the Western Europe. The history of Livonia, which was spread on the territory of modern Latvia and Estonia, is full of power struggles between the Church, knights, and other authorities. [28, 29]

Historical Livonia times and German (Teutonic Order) was followed by Polish-Lithuanian times. Latvia was conquered by Poland in 1561 and Catholicism was firmly rooted, albeit, was also affected by Protestant Reformation. In 1629 Latvia was colonised by Sweden, and after Great Northern War (1700–1721) became part of Russia. During the 19th century Latvians self-awareness was awakened, due to social changes, e.g. emerging of independent farmers, who repurchased land, increase of influence of Latvian bourgeoisie, and with the help of the Young Latvian movement, which laid the groundwork for nationalism. The rise in use of Latvian language was known as First National Awakening. However, only after World War I was ended, leaving devastated territory of Latvia, due to the "created power vacuum" the People's Council of Latvia proclaimed the independence of new country in Riga on November 18, 1918. [28]

In 1939, with the Molotov-Ribbentrop Pact, Soviet occupation began. It caused deportation of wealthy Latvian to Siberia, mass killings and nationalisation. During the World War II Latvia was occupied by Nazi Germany from 1941–1945, and after Nazi Germany capitulation was reoccupied by Soviets for another 40 years. Latvia regained its independence with Soviet Union brake up in 1991. In 2004, Latvia joined European Union. [29]

3.1.4 Culture and traditions

Because of the rich history and influence of different nations in different times culture of Latvia is broad, possessing uniqueness of Baltic culture with multicultural mix of other nations. Along with whole Latvia's uniting cultural features, each region of Latvia has its inimitable heritage.

The capital Riga is famous by its baroque and art nouveau architecture. Riga's Old town is the reminder of medieval history with rich architecture. Museums, art galleries, churches, theaters and Opera all are found on the picturesque streets of Old town and other places in Riga. In modern times Classical music, choral music, pop music, visual arts are flourishing in Latvia. Many artists became well known in the West countries and Russia. Different cultural events are held in Riga and other major cities of Latvia. Riga, Liepaja, Daugavpils, Jelgava and other cities are reflecting multicultural historical heritage. German, Swedish, Soviets art, and architecture have its traces in the different cities of Latvia.

Latvians are well known for their love of dance and singing songs, especially folk songs called “dainas”. Traditional dance folk songs date back over a thousand years. [28] Every four year in summer in the capital Riga, people are gathering to celebrate Song and Dance festival. Wearing traditional costumes, which are usually hand-made, with traditional jewels and ornamented belts people are dancing traditional folk dances, and are singing the folk songs.

In Latvia pagan festivals and traditions coexists with Christian and Hebrew traditions, as well as German and Slavic cultural traditions. Christmas and Easter, New Year’s Eve are widely celebrated Christian festivals. In summer, one of the most loved festivals in Latvia is Summer Solstice also called Ligo, or Jani. This festival roots in the pagan tradition. It is possible to see old pagan rituals, to hear folk songs and to enjoy dances during this festival. However, generally, people are following the tradition of gathering around the bonfires to wait the first rays of the next day’s sun. Girls are wearing flower garlands, while lads wear oak garlands. Oak trees are the symbol of masculinity, while linden is symbol of feminine. People are singing Ligo’s folklore songs, dancing, some brave people jump above the bonfires, or go to the forest to find mystical “fern blossom”. Special made cheese with caraway seed, beer, and rye bread are the main products during this feast.

Heritage of the rural Latvia and fishermen’s traditions and cultures are well preserved, showing the life of common peasants and workers. Buildings, farmsteads, traditional dresses, ornaments, and utensils, traditional crafts can be seen and learned in the museums throughout the country. On the other side, lifestyles of medieval age European gentry can be experienced by visiting medieval castles or palaces, and strongholds which are abundantly found in the country. The castles are rich of unique architecture, paintings, and stories of their owners’ lives.

3.1.5 Population, political system and economy

In 2011 population of Latvia was 2.067. 887. Latvians with Livs (Livonians) are indigenous people of Latvia, compose almost 62% of total population, second biggest group are Russians – around 27%. Belarusian, Ukrainian, Polish, Lithuanians, Jews are other nationalities composing population of Latvia. [30] Most of the people in Latvia are living in cities and towns – 68% of total population. Latvian’s in rural areas prefer to live in single family homesteads, rather than in villages. Official language of Latvia is Latvian. English, Russian, German and French are also spoken, especially in big cities. [31]

Nearly all the people are literate. Education is compulsory and is free at all levels. Outstanding students are granted the scholarships to study in the higher education institutions. The Latvians can be described as reserved, self-sufficient and independent in their character.

Major cities are Riga with approximately 713 thousand inhabitants, in Daugavpils lives 105 thousand inhabitants, and in Liepaja 85 thousand. Other major cities are Jurmala, Jelgava, Valmiera, Ventspils. In Ventspils, Liepaja and Riga there are three significant sea harbors. The biggest and steadily developing airport in the Baltic States - The International Airport Riga is situated near Riga. In 2011 it has served 5 million passengers. On the March 20th, 2012, 82 destinations were reached from the airport Riga. [32] (See the map 3.2 in Attachment A: Chapter 3)

Latvia is parliamentary democracy. Legislative power is in the hands of the single chamber Saeima, which has 100 deputies, elected in the general elections. Parliamentary elections are held every 4 years. Latvia's head of state, the President, and the Prime minister – the head of Government are elected by the Saeima for a period of 4 years. The President of Latvia performs representative functions, signs laws and choose the Prime Minister. Latvia is member of European Union, NATO, United Nation Organization, World Trade Organization, and Council of the Baltic Sea etc. [31]

Latvia was one of European countries severely stricken by the World Financial crises of 2008-2009. The GDP of Latvia drop dramatically 4.2% in 2008, 18% in 2009, and 0.3% in 2010. The GDP of Latvia in 2009 was EUR 18 538.7 mil. Unemployment rate rose from 8%, in 2008, to 17%, in 2009. Inflation rate decreased from 15.4%, in 2008 to 3.5% in 2009. To prevent Latvian insolvency and stabilize financial system Latvian government developed and implemented Latvia's economics stabilizing program. Due to this program and overall World's Economy recovery, Latvia's economy started to recover. GDP in 2011 grew 5.5% comparing to 2010. 2010 GDP was EUR 17 974.8 mil. [33] After inflation rate dropped to – 1.2% in 2010, it grew to 4.2% in 2011. Unemployment rate continued to increased and reached 18.7% in 2010. [7] According to Human Development Index Latvia is in the group of very high Human development countries, ranked 43. [34]

3.2 Tourism policies

In long term development strategy of Latvia tourism is recognized as strategical opportunity and priority for Latvian development. Tourism is an industry with high value added services. It has positive impact on employment, taxation collection to the governmental and regional budgets, export growth, SMI growth, and balanced development of regions. [35]

In Latvian tourism development guidelines for 2009–2015 political and economical goals are to develop sustainable and qualitative Latvian tourism product and services; to promote Latvia as recognizable and attractive goal destination in the Baltic Sea region. [36] The Baltic Sea region (which includes such countries as Denmark, Estonia, Iceland, Latvia, Lithuania, Norway, Poland, Finland, Germany, Sweden and Russian Republic Kaliningrad and St.Petersburg regions) is attractive destination for tourists, and possesses strong development potential. It is noted that it is important to promote Baltic Sea region as goal destination among potential tourism markets, e.g. China, in cooperation with Baltic Sea region cooperation partners. [36]

Latvia is developing cooperation and participates in European Travel Commission (ETC), European Commission's Tourism council and Sustainable tourism working group and Latvia was participating in the United Nation World Travel Organization (UNWTO) until beginning of 2012. Latvia's tourism policies are based in European Union (EU) tourism and pertinent policies as well as in UNWTO World Tourism ethics code and are taking in consideration Latvian tourism sector required development according to present tourism sector situation and future tendencies. [36]

Latvia participates in Baltic region cooperation organizations. The Baltic 21 organization has a goal of sustainable development of Baltic region. Cooperation aspect include: sustainable environment development (rural, recreational tourism development), promotion of fair competition in tourism, creating favorable social environment for tourists and local residents. Latvia has also joined HELCOM Baltic sea region united environmental program, which goal is to restore good ecological status of the Baltic Sea. [35]

The main positive factors which influenced tourism development in Latvia are as professor Silinevica sees (with our changes and amendments): a) joining to EU; b) development of the airport Riga; c) city and business tourism development; d) establishing of middle and budget accommodation hotels; e) relatively low prices of goods and services and; f) entering the Shengen zone; g) development of tourism destination image. In contrary, several factors are harming tourism development in Latvia, e.g. a) lack of financing in the country's and counties' budgets; b) incomplete information about the country; c) some limitation in transport accessibility; d) lack of universally known prestigious tourism destinations; e) seasonality; f) high VAT 21% for tourism sector, and 10% for accommodation.

In European Union tourism is third main economical sector. European Commission has goals to develop competitive, sustainable tourism in Europe. Some tasks are as follows: to promote an image of qualitative and sustainable European Union tourism routes and destinations, to strengthen knowledge of Information Management System and innovations in tourism industry, to develop European countries cooperation in tourism, to establish or improve cooperation between member states of EU and other countries like China, Brazil, Russia, India and Mediterranean Sea states.

Tourists are protected by the law. In case of tour operator insolvency, to ensure compensations and return back to the tour starting point, each tour operator is due to hold a security guarantee for the money deposited by consumers. A merchant, who provide tourism services has duties to inform tourist about security situation in the place to which tourist desires to travel. State and authorities have duties to insure international cooperation in the field of protection of rights and security of tourists. [14] Main governmental institution to develop and promote tourism in Latvia are shown in the table 3.1 in the Attachment A: Chapter 3.

Latvian tourism sector has wide offering spectrum to satisfy customers' needs and interests. Latvia is relatively new tourism destination in the World and Europe, as well as relatively cheap, qualitative, comfortable, not overcrowded, and undiscovered. Cultural heritage (especially in Riga), rich nature and picturesque landscapes are the strategical tourism resources of Latvia. [37] Priority tourism types are culture and leisure tourism, active and rural tourism, recreational and health tourism, conference, congress and corporate tourism.

3.3 Overview of tourism resources in Latvia

Latvia is country rich of different tourism resources. It is the country proud with richness of unspoilt nature, picturesque landscapes, sandy beaches, unique biotopes, national parks, manors and castles, crafts and arts, architecture, religious and sacred places, tales of nature powers and ghosts, singing and dancing traditions and many other significant and unique tourism resources. Tourism motto is "Best enjoyed slowly" welcoming tourists to fully enjoy richness of the nature, historical and cultural sites, like do Latvian people, without rush with deep immersion in the atmosphere and ambience of Latvia, escape from routine and urbanized life, or in contrast, enjoy different cultural events and night life in the biggest Latvian cities. Along with several UNESCO heritage listed objects and European heritage labeled sites Latvia can offer diverse tourism product packages and high quality of tourism. According to the Central Statistical Bureau of Latvia 67% of tourists agreed that the quality of services, in 2010, was good. They highly ranked were people responsiveness, cleanliness of towns and language skills of people. Price and quality relationship was marked as good in 47% and adequate in 37% cases. [38] High transportation prices and accommodation prices also was mentioned.

Due to the acknowledgment of the tourism importance, with the help of government and European development funds, a lot has been done to promote tourism in Latvia. Accommodation facilities have been expanded across the country. In 2010, there have been 628 registered hotels and other accommodation establishments in Latvia, with 34657 beds. These numbers include: hotels, motels, spa hotels, rehabilitation centers, guest houses, boarding houses, tourist and recreation centers, camp-sites, youth hostels and others. Highest number of accommodation establishments was in Riga and near Riga accounting to 115 and 183 respectively. In other parts of Vidzeme in 2010 there were 113, in Kurzeme 114, in Zemgale 53 and in Latgale 50 accommodation establishments. In 2010 there were 1963 visitors from China staying in the hotels and other accommodation establishments, which is 0.015% of the total number of visitors. [38]

Tourism information hotlines are offering help and serve tourists. Widespread web of tourism information bureaus have been developed, offering tourism information, assistance, maps and other materials to help tourists in Latvian, English, Russian, German languages.

Latvian people love their nature. This love is deeply rooted in their culture. Their songs, dances, traditions, ornaments are usually representing their perception of nature and its powers. There are established 42 nature parks, 4 nature sanctuaries and many other protected areas covering 12% of countries territory. This led to a better protection and reservation unique habitats, biotopes, landscapes of Latvia. Tourist can watch birds, wild and rare animals, trees, plants, see bog and swamp life, and discover Latvian forests, rivers and lakes richness, pick up mushrooms and berries, see waterfalls, springs and caves. They can learn more about nature preservation and ecology. Specially established walking paths, bicycle routes are specially made for the nature-curious and active tourists. During or after hiking, tourists can have picnics, barbeques and stay for rest in the camping sites or small guest houses.

Wide white sandy beaches and dunes are spread along the Baltic Sea coast and the Gulf of Riga. Some parts of the coast are 20 meters steep like in the place Jurkalne with its unique picturesque sea landscape. It is possible to relax near the water and take sunbaths on the white sand. Or be active and enjoy big variety of water and other sports. Tourist can learn how to sail, or just rent a boat or motorboat, go canoeing. Tourist also can rent a bicycle and ride, or take walking sticks and walk, enjoying beautifulness of the white dunes and pine trees, smell the fresh air – a mix of fresh water, pine tree and forest fragrance. It is possible to see and feel unique atmosphere of the small fishermen villages, where they can learn how to smoke fish and taste it. Different museums, some of which are established in the lighthouses are exhibiting fishermen life and utensils, and how it has changed through the centuries. [39, 40]

Nowadays rural and ecotourism is very popular in Latvia. Local eco-farms and rural tourism establishments offer to observe more closely domestic animals, such as cows, goats, rabbits, horses, even ostriches and camels. Hostess will teach you how to feed and to milk animals, how to take care of livestock. Tourist also can be taught how to gather honey, how to bake traditional Latvian rye bread. In the same rural establishment guests can enjoy steamed bathhouse or sauna and spend night or more in the guest house. Kids and grown up can enjoy variety of activities which are activities of a daily life of the farmers, and are vanished in the urban environment. Rural and ecotourism provides good recreational and learning environment. [39]

Latvia's regions are rich with medieval, the Renaissance, Baroque and Art Nouveau, Jugendstil architecture. Country is abundant with different castles, manors and palaces with beautiful parks. Tourists are offered to try different crafts and learn different skills. They can learn how to use bows, crossbows, swords, try on medieval knight armour, see the apartments of dukes. There are different centuries and different confessions' churches, with their unique style. Some of the churches are very important places for pilgrims, like Basilica in Aglona in Latgale. [39]

Tourists who are interested in the military objects can find a lot of interesting places in Latvia. In city Daugavpils in Zemgale region is remaining well preserved 19th century fort from the Czarist Russia time. After Latvia regained its independence Soviet army has left many interesting military object, like Irbene Radio Telescope and Karosta or War Port in city Liepaja in Kurzeme region. Tourist can also see the echoes of the World War two and Cold War. For example tourists are offered to see military bunker in Ligatne built to protect high rank official in case of atomic war. Or become a Soviet prisoner or become a soldier for 24 hours in the Prison Museum in Liepaja, Kurzeme province. [39, 40]

Latvian food does not possess any worldwide known dishes. However it is proud of the rye bread and sour-sweet rye breed, Latvian caraway-seed cheese and other species of cheese. Sweet-rye bread soup, onion klops, brown peace with ham, sorrel soup, "summer soup" (which is made using kvass or sour milk "kefir" and fresh vegetables), sour cabbage fresh and cooked in pot, and different types of sea fish fresh and smoked. These are several traditional dishes popular among Latvians. Non-alcoholic drink – kvass, different kinds of beer (Latvians are proud of their beer), Riga Black Balsam with special secret recipe are must try drinks in Latvia. Tourist interested in wine, can visit town Sabile, where the most northerly wine garden in the world is situated and grapes are grown outside. Tourist can enjoy cakes and pastries, which are fresh and with splendid taste in cafes. It is possible to visit diary and milk product museum near Kuldiga in Kurzeme region. See how famous "Laima" confectionery is producing its famous in the neighboring countries and Europe confectionery products, chocolates and sweets. [39, 40]

Latvian land is full of mystic places. In different places of Latvia as believed there are big boulders with healing powers and were places of worship for pagan Latvians in ancient times. Other places, like Pokaiņi in Kurzeme are believed to be sacred places for pagan Latvians before they accepted Christianity. [39]

Throughout the year in different places of Latvia broad choice of entertainment is offered. Summer season is especially reach with different open-air musical festivals with played jazz, pop, rock, country music. In autumn the untamed experimental music and movie festival; "Skanu mezs" or Forest of Sounds invites to listen and see the most interesting new artists of experimental music in unusual venues, like abandoned factories or empty multi-story buildings. Riga and other cities are venues to meet World-rank singers and bands. Ballet and symphony festivals are held in the capital city – Riga throughout the year as well. [39]

In spring in the Latvian Ethnographical Open-Air Museum, Turaida Castle Park (in Vidzeme region) and other cities and historical castle parks throughout the country Easter and the spring equinox are celebrated. Tourists can see performance of ancient customs and rituals, and listen traditional songs. Interesting event which became a tradition in capital city-Riga is "Go Blond" festival. Blonde haired women from all around the world gather in Riga to participate in this festival. [39, 40]

In summer one of the biggest festivals is Sea and Fishermen's festival, usually held in July. People gather in little towns and cities to honor fishermen for their work and sea for its abundance. Different events take place, and fresh fish is in abundance. Another big festival "Meteni" is held in the end of February. During this festival Latvian sing their folk songs and dances, perform ancient pagan rituals, local food is served. This festival is an ancient tradition dedicated to welcoming present years spring and farewell winter. [39]

In autumn Riga holds colourfull festival "Staro Riga" or (Beaming Riga), with many light installations set up on a various Riga buildings and other objects. It is possible to visit ice curving festivals, Christmas celebrations events and to see the winter Solstice log-pulling rituals. Many people prefer to spend their winter days in ski slopes in Gaizins, Mezezers and other ski tracks. The accommodation facilities, saunas and Jacuzzi can be enjoyed at the same places. Sporting competitions are welcoming guests in Sigulda. Various ski hills in Sigulda in Vidzeme region as well as places in Kurzeme are good for downhill skiing and snowboarding. The only bobsleigh and luge track –hosting various World competitions is also a part of Sigulda's sport facilities. Various distances and skill level cross-country ski tracks are available. Those interested in water sports, can try winter windsurfing, which takes place on the frozen lakes and coastal areas. Extreme sportsmen can try winter swimming or ice fishing. [39, 40]

In autumn haunting season starts, large animals, water birds and other animals can be hunted. Hot-air balloon festivals, running, cycling and kayaking marathons, dancing competitions, orienteering competitions, spring rafting, Kontinental ice hockey league games, and many other activities can be enjoyed in Latvia. [40]

The largest resort town in Baltic states-Jurmala is the city situated on the shore of Gulf of Riga. It is 25 km from Riga and 15 km from International airport Riga. The town is proud of its natural resources- therapeutic thermal waters, peat mud, healthy climate, white sand and "The Blue-Flag" beaches, sign of the high quality, safe and well-equipped beaches in Majori and Jaunkiemeri. In Jurmala are available SPA hotels and resorts, where tourist can relax and enjoy various health-care and beauty procedures.

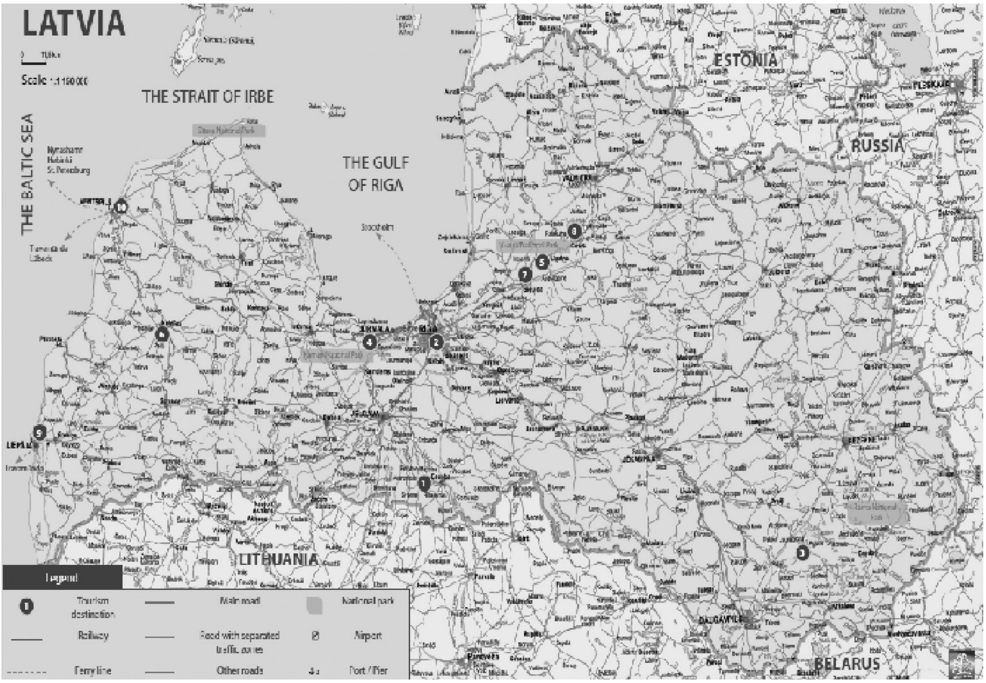
Riga is with tourism assets most rich Latvian city. It offers broad range of historical, cultural sights, active, culinary, entertainment, and business tourism facilities. Riga is proud by its UNESCO listed heritage – Old town of Riga, and Art Nouveau and Jugendstil architecture. It is situated near to the International Airport Riga (10 km from Riga) and is easy reachable by public transport or taxi. It also has a maritime passenger's port, which has welcomed 70 cruise ships last year and is expected to have 90 cruise ships this year. [41]

In the table below top destinations of Latvia are listed.

Table 3.1. Top 10 destinations in Latvia

Destination	Brief description
Rundale Palace	The palace of Ernst Johann von Biron, a favourite of the Russian Empress Anna Ioannovna, designed by the legendary architect Francesco Rastrelli of the Russian Royal court is one of the most outstanding monuments of Baroque and Rococo art in Latvia. Bauska Castle with medieval castle ruins and expositions of antique clothing is located just 15 km away and the majestic Mezotne Palace – the most outstanding monument of Classicism architecture in Latvia, is also nearby.
Old Riga	UNESCO heritage site – Old Riga is the historical and geographical centre of Riga, located on the right bank of the Daugava River. It comprises a fairly small 13th–18th century interior fortification system with unique monuments of medieval architecture – complexes of residential buildings and sacred buildings that have surprisingly survived both World Wars. The narrow cobbled streets and squares exude antiqueness of an old town. It is impossible to leave the vivid Art Nouveau buildings unnoticed – Riga is justly considered the capital of Art Nouveau architecture in Europe.
Aglona Basilica	Aglona Basilica gathers thousands of Catholic believers every year. In the 18th century built church holds a broad collection of paintings, sculptures and artistic property.

Destination	Brief description
Jurmala Seaside Resort	Jurmala resort medical and rehabilitation facilities and SPA centers offer wide variety of SPA and resort procedures with medicinal mineral waters and peat mud all year round. The city boasts its unique 19th century and early 20th century wooden and Art Nouveau architecture and the natural resources of Kemeri National Park. Jurmala is an excellent place for recreation for the whole family – there are numerous attractions, children playgrounds and the biggest water park in Northern Europe.
Gauja National Park-Ligatne	The picturesque ancient valley of the Gauja River has been attracting tourists from all over the world for centuries. A true nature lover should not miss the Ligatne nature trails, where one can see all sorts of wild animals and the nearby 333 sandstone caves; admirers of the military heritage will gain an unforgettable experience from a visit to the Ligatne secret underground bunker which was intended for use in case of a nuclear war.
Kuldiga	The centre of Kuldiga, developed in 17–18th century, has preserved its old wooden houses shaping small and narrow streets, while foundations of the houses in the old town form the banks of the small Alekshupite River. The picturesque brick bridge in Kuldiga is one of the longest such bridges in Europe. The town is also famous for the widest waterfall in Europe Ventas Rumba (249 m).
Turaida Museum Reserve-Sigulda	Walking around the defensive wall, all visitors of Turaida Museum Reserve can learn about the Baltic history and culture from the 11th century. There are several nature trails on the grounds of the Museum Reserve, which reveal rare plants, sandstone outcrops, castle fortifications and towers from new and unusual angles. Sigulda, one of the most beautiful cities in Latvia, is situated nearby in the Gauja Valley.
Cesis	The cobbled streets of the old town of Cesis have preserved their layout since the medieval times. They are surrounded by ancient buildings with red tiled roofs, closed backyards and renovated facades. Cesis Castle complex is the most impressive witness of the centuries old history of the town. Near to Cesis an even more ancient populated area is located – Araisi Lake Castle. It consists of more than 20 reconstructed Bronze Age dwelling houses on a small island in the middle of the lake.
Liepaia (Liepaja)	Liepaia is home to both broad and sandy beaches and a peculiar cultural, architectural and military heritage. The adorable wooden architecture and Art Nouveau buildings, art galleries and the fortifications built at the turn of the 19th and 20th centuries. It is a home of the world's longest amber necklace and the biggest mechanical organ in the World. Liepaia is proud of the labyrinths of the Northern Forts with torchlight, the exotic nature of the architecture of the Military Port Karosta or the former prison
Ventspils	Ventspils is an ancient 13th century mariner and fishermen city, with the harbour and a "Blue Flag" beaches. It is also called the capital of flowers and fountains. This seaside city is family and recreation friendly. Children with parents can enjoy time in outdoor and indoor water amusement parks, two play towns, and the adventure park, which offers skiing on an artificially created hill in the winter and various tracks in the summer. It is a special experience to ride the 1916 steam engine "Mazbanitis" from the Seaside Open Air Museum or take a trip on the excursion boat "Hercogs Jekabs" along the harbour. The city is also famous for its cow parade, extravagant flower sculptures, flower-beds and fountains.



Map 3.2. Top 10 destinations in Latvia
Source: www.latvia.travel.lv (Checked on March, 2012)

4. Chinese outbound tourism market

4.1 Brief overview of Chinese outbound tourism policies and tourism tendencies

In the 2nd International Forum on Chinese Outbound tourism held in Beijing in November 2005 Mr. Zhang Jianzhong, Director, Policy and Regulation Department, CNTA, 'explained that tourism serves three purposes: it exemplifies China being a 'Tourism Superpower'; it meets the growing travel needs among the Chinese; it helps to balance trade surplus. The Chinese government acknowledges that outbound tourism is a kind of 'civil diplomacy' and it communicates a country's achievement.' [3] Prosperous Outbound tourism is a sign of 'Strong Nation'. [2]

China's tourism is controlled by CNTA (National Tourism Administration of People's Republic of China) and China's ministry of public security and Ministry of foreign affairs. Chinese government was implementing "appropriate development", which was changed to “controlled development” and then in 2009 was changed to “orderly development”. The policy change is indicating that the government is gradually relaxing its policy on outbound tourism, at the same time it “also strengthen supervision and provide appropriate guidance for the industry”. [42]

In recent years foreign exchange outflows caused by outbound tourism is no more considered as a threat, because these outflows are negligible compared to China’s current trade surplus. Professor Zhang has pointed, outbound tourism “to some extent, also balances the foreign exchange account, reduces trade friction and relieves the pressure on the RMB to further appreciate”. [2] Earning foreign exchange is no longer the main priority. Since the adjustment of service trade in 1997, China’s tourism in the service trade has always been in surplus. This surplus has grown and tourist service trade ranks first in terms of import and export. Thus, professor Zhang notes that “<...> it is useless for China to restrict tourism services imports and expand tourism services exports.” [2] However, in 2009, as it is reported in the Annual Report of China Outbound Tourism Development 2009/2010, for the first time a trade deficit of 4 billion US dollar in tourism service appeared in this sector. [42]

“Under the background of globalization, the tourism industry in our country [in China (our remark)] should be treated as one which is of strategic significance for the national modernization.” – notes Zhang. [2] He also notes that people hope to improve their welfare, and living standards through overseas study, emigration, and overseas investment. The travel and migration are basic human rights, and attempts to restrict the outbound travel violates this rights, and is “just plain unreasonable”. He also considers that “the development of outbound tourism is a benchmark for China’s modernization.” [2] Other countries experience show, that developed outbound tourism over time complement and boost inbound tourism. [2]

As it is shown below in the Figure 4.1 after the Chinese government has relaxed traveling constraints for residents in 1990s number of tourist traveling to foreign countries has been growing steadily. Change in holiday structure with “golden weeks” holidays (During the Spring Festival, National Day and Labor Day), as well as decreasing working days in a week to 5 days, and introduction of paid holidays contributed to the growth of Chinese outbound tourism. Modern Chinese tourism market is about to enter “Golden age” according to Zhang. [2]

The list of officially approved destinations in October 2011 had already 111 countries, which means more and more ADS (approved destination status) countries are allowed to receive Chinese tourist groups. The ADS countries have to follow seven guidelines. Countries should have outbound tourists going to China; the political relationship with China should be favorable; countries should have attractive tourist resources and suitable facilities for Chinese travelers; safety and guaranty from discrimination should be guaranteed; the destination countries should be easily accessible by transportation; the destination countries should have a balance of tourism expenditures with China; and, seventh, market share of tourist to China with inbound Chinese tourist should increase reciprocally. [43] Any travel agency involved in the outbound tourism is not allowed to organize Chinese tourists to travel to any country or region other than the destinations holding approved destination status. [42]

International tour agencies are due to licensing. To obtain right to work with outbound tourist, travel agency should receive inbound travelers and according to the number of received inbound tourist a quota on outbound tourist is granted to those travel agencies. [44] According to the new Regulations on travel agencies (1 May, 2009) a restriction on establishing foreign wholly owned tour agencies and its branches was lifted. [45] Before that establishing joint ventures with Chinese tour agencies was a known practice. It is also allowed to establish representative office by foreign government tourism department for non-profit activities. [46]

In the tourism development plan for next decades, government has a goal to increase outbound tourist number to 88 million by 2015, with average annual growth of 9% from 2010 to 2015. Chinese government has also a task to further improve facilities and services provided for Chinese tourist in overseas countries, as well as negotiate to shorten time for obtaining visa and other procedure at the countries boarder. As well as improve work of countries government offices, e.g. foreign affairs, security, communication. [47]

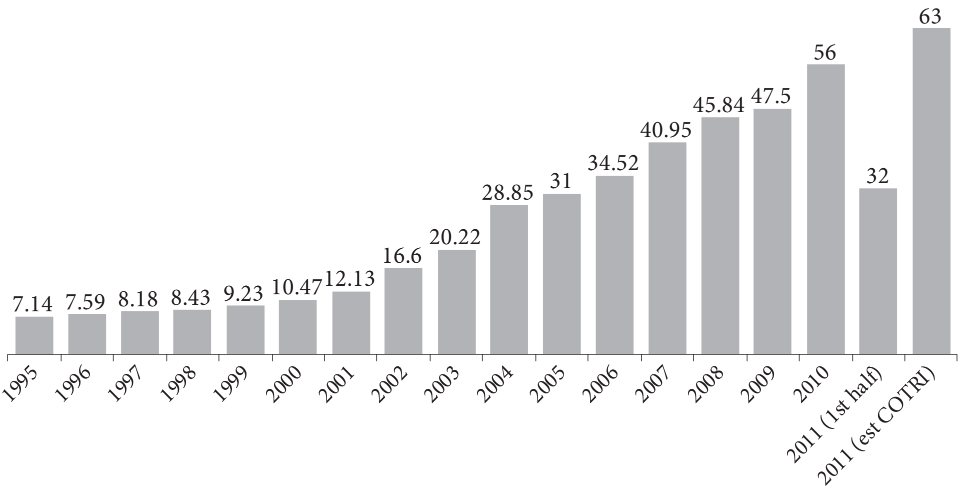


Figure 4.1. China Outbound Tourism 1995-2011 in million border-crossings

Source:http://www.china-outbound.com/index.php?option=com_content&view=article&id=110&Itemid=103 (Checked on April 4th, 2012)

According to the UNWTO (World Tourism Organization) highlights, in 2010, China is one of the top international tourist destinations. In 2010, China also had acquired 3rd higher ranking position in terms of expenditures in the international tourism market, comparing with 2005, when China held 7th position. [1] COTRI (Chinese Outbound Tourism Research Institute) has estimated the number of Chinese tourist traveled abroad in 2011 would reach 63 million. (See the Figure 4.1) UNWTO has predicted Chinese outbound tourists' number will reach 100 million by 2020, ranking China 4th largest market in the World.

4.2 Chinese outbound tourism market characteristics

Chinese outbound tourists represent a higher or middle income social group. Usually outbound tourists are well-educated in the age from 24–45 years old. [42, 48] There is difference between source regions of outbound tourism; mainly they are coastal well-developed cities. [5] However, with steady Economy development, outbound tourist number from western parts of China is also growing. [49] Tourists are usually highly educated-holding university diploma. Number of male and female outbound tourists is mainly equally distributed.

The difference between Chinese outbound tourists from different regions of China was pointed out in several researches. [3, 48] Hemstrom et al.cited the Swedish Tourist Authority provides an example: Beijing tourists have preference for nature, culture, architecture and art; Tourists from Shanghai prefer entertainment, diverse amusement and shopping; Tourists from Guandong are more adventurous.

Usually tourists are 'white-collar professionals with annual income of 25,000 USD on average'. [50] Any kind of tourism is expensive, and the long-haul destinations are even more money and time consuming, therefore income, spare time and person's physical strength to perform a journey are playing most crucial role. Guo et al.notes that people in the age above 50 years form smaller group of outbound travelers, mainly due to their habit of living frugally. Tourism is regarded by them as a 'non-essential luxury', as well as low pensions, and lack of physical strength are constraints for seniors to travel. Another reason is lack of interest from travel agencies to promote tourism among the elderly people, due to being unable to generate large profits from this group. [43]

Hemstrom at al in their marketing research on how in the best way represent Sweden in China, have cited Swedish Tourist Authority, which, in 2004, acknowledged four main Chinese tourist groups "more Europe friendly". First group was intellectual Chinese, who gain their interest towards Europe through literature, music, television. Second group – young people, who are eager to know European way of living. Third group referred to wealthy Chinese, who sees Europe as an alternative exotic destination. Fourth group is represented by common Chinese who made a long time savings in order to visit Europe. [48]

With relaxation of travel policies and implementing IVS (Individual Visit Scheme), in 2003, Chinese outbound tourist can perform fully independent travel (FIT) to special administrative regions (SAR) of China. It is expected that a similar IVS policy can be implemented to other overseas destinations in future. It is expected that number of individual outbound travellers will continue to increase and is a long-term trend. [42]

Traveling in groups is more popular, especially for long-haul destinations. In instance, typically leisure travelers to Europe are groups of 30–40 people. FIT travelers as well as visiting friends and relatives (VFR) independent travelers are normally difficult to organize, due to requirement of official or business passport. In 2008, survey by MasterCard showed 78% travelers to Europe travelled in groups and 22% – alone. [51] Hemstrom et al.notes that tourist groups are focusing on low prices and visit more than one country during their trip. Family travel as a segment of a group travel is becoming a tendency. [42, 48, 50] Hemstrom et al.believes that so called "white collars", Chinese tourists who can speak English prefer to make family trips.

4.2.1 Preferred destinations for Chinese outbound tourists

Asia has a large share of China's outbound market as a result of the proximity and better knowledge about available destinations by Mainland tourists. The important fact is that trips to Hong Kong, Macao, Taiwan are officially recognized as outbound tourism. Thus, percentage of tourist travelling via Hong Kong and Macau to other countries may not be included in the official statistics. Short-distance outbound tourism mostly flows to Northeast and Southeast Asia.

According to ETC Market insight (2011) Hong Kong and Macao attracted 72% of total outbound trips. Other Asian countries accounted for 19%, Europe 4.5%, North and South America 2.4%, Oceania 1.1% and Africa for 0.7%. The same tendency was in the previous years, for example, according to Annual Report of China Outbound Tourism Development 2009/2010, outbound travellers to the destinations other than Hong Kong and Taiwan, was accounted to 12.5 million person-times or only 26.9% from all outbound trips. Figure 4.2 shows Chinese outbound destinations in 2008. This figure does not include information on tourists travelling via Hong Kong and Macau. Although, it includes Russia with its part in Asia (which account for 45% of the total for Russia) as destination in Europe.

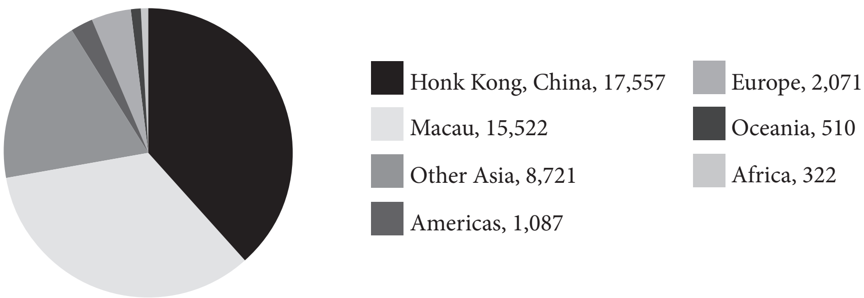


Figure 4.2. Chinese outbound destinations in 2008 (in thousands of departures)

Source: CNTA, ETC

In 2007, Western Europe was a preferred destination for long-haul tourists of China. According to China National Tourism Administration (2008) 44.5% of the total number of Chinese long-haul tourists chose Europe as first-stop destination. Chinese tourists visited usually more than one European country, and some of them started their trip in Hong Kong.

Among the total number of outbound travelers of China Comfort Travel Group 6.52% chose to travel to Europe (China Comfort Travel Group was one of the three larges travel groups in China according to The Top 200 China Outbound Tour Opertors Directory-Handbook to China's Outbound Travel Market (2008)). Among them – majority (67.81%) visited Western Europe and the smallest percentage only 2.67% had chosen Northern Europe. [4]

According to Euromonitor Report (2010), in 2009, Western European countries were most popular European destinations for Chinese long-haul tourists going to Europe. France, Austria, Germany and United Kingdom held their leading positions. In Americas-United States of America held the leading position. [52]

'Statistically, Beijing appears to generate much stronger demand for Europe than Shanghai and the South. However, this is to an extent misleading: Shenzhen channels a great deal of demand from the whole of China for Southeast Asia, Oceania and Europe through Hong Kong, while Beijing attracts business from the whole of China for Europe – and in particular handles much of the demand for eastern Russia.' [51]

It have been noticed that statistical figures on departure provided by CNTA and the arrivals provided by destinations differ substantially. Moreover, large number of tourists travel unmonitored across the frontiers on multi-country tours, this fact also raises the question of reliability of statistical figures. [51]

4.2.2 Chinese outbound tourists' purpose of travel and activity preferences

Due to the fast growth of leisure tourism it has overcome tourism for official purposes, which was dominating in the first stage of China's outbound tourism development. Figure 4.3 represents this tendency. For European destinations business, MICE (Meetings, Incentives, Conferences and Exhibitions) and FIT travel are increasing rapidly. [51]

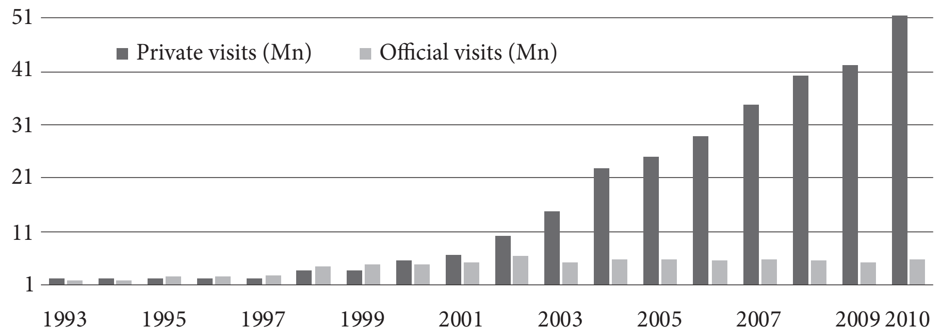


Figure 4.3. Development of private and official visits 1993–2010

Source: Wang and Wei [49] from CNTA, National Bureau of Statistics of China

Top business destination for Chinese travelers the United States of America, in 2009, suffered a decline of 10% compared with 2008. In overall, business departures was declined by 4% in 2009. Nevertheless, Euromonitor reports MICE departures have increased by 2% in 2009. [52]

According to International's World Travel Monitor, the Chinese leisure tourists have a preference for city holidays, which account for an estimated 40% of all outbound trips, followed by beach holidays (close to 30%) and touring trips (23%). First-time travelers to Europe is naturally attracted to well known, representative tourism object, such as Versailles, Buckingham Palace, the Louvre, Eiffel Tower and Colosseum. [51]

There is recognized tendency of emerging interest towards in-depth tours. According to Annual Report of China's Outbound tourism development of 2006 cited by Xie (2009) Chinese travelers have preference for countries with long history which are culturally different from China, primary consideration for choosing tourism products is the culture, rather than the price 'The pioneer high-income tourists now hesitate to visit multiple countries in a single package tour but prefer a slow paced, high-quality holiday that will provide them with unforgettable experience.' [4] Furthermore Xie notes that high-quality travel products and services that are personalized and unique has become a fashion led by high-income Chinese consumers. [4] The desire of knowledge and novelty seeking as a push factor for Chinese outbound tourists were mentioned also in several other works. [49, 53]

According to the Annual Report of China Outbound Tourism Development 2009/2010 results in 2009, sightseeing was primary travelling purpose for Chinese outbound tourists, traveling for leisure and recreation was increasing, other purposes were relatively small. The sightseeing as the main purpose of travel was recognized also in other works, e.g. Hemstrom et al. Zhang Guangrui. Sightseeing products had the leading demand, though certain percent of tourists showed interest in entertainment activities, were willing to understand local cultures, experience adventures and other in-depth tourism. [42] Attractiveness of the tourist site was the main concern while making decision on the tourist destination, which was followed by price concern. Natural scenery and cultural resources were biggest attractions for Chinese outbound tourist in 2009. [42]

Shopping tourism is regarded one of the main interests of Chinese people. However, not all the Chinese people acknowledge shopping as the main desirable activity. Chow has found out that tourist going to Australia regarded shopping as the least desirable activity. Dining was placed on the first place, followed by sightseeing, culture and heritage, participatory activity and entertainment. In sightseeing biggest preference was visiting beaches and coastal areas. Authors admit, because the survey was held during the trips to Australia, placing shopping as the least preference could be as a result of fear to be taking by guides to the expensive shops. [54] This research has little disagreement with research by Australia Bureau of Tourism Research (2003) with the founding the most popular activities for Chinese travelers in descending importance were shopping (81%), going to beach (60%), visiting wildlife parks/zoos/aquariums (47%). [54]

Shopping is the main activity for visitors going to Hong Kong. Chinese travelers are interested in shopping due to their willingness to buy luxury goods that are available with cheaper price in overseas destination, as well as a common tradition for present giving to family members and relatives. ETC agrees that sightseeing and shopping are the main pull factors for Chinese outbound tourist. In a study of Chinese travelers to the United States cited in article by Chow (2008), shopping, dinning, city sightseeing, visiting historical places was ranked in this sequence. Sightseeing as biggest preference, followed by participatory entertainments, adventure activity was also mentioned in Chow at al work citing Du and Zhang (2003).

Chinese outbound tourists mainly prefer destinations with relative proximity to China and cultural affinity. Long-haul destinations in Europe are destinations with high interest for Chinese people. Unfortunately, they are still unaffordable for most of potential outbound leisure tourists, due to the high costs. [1] Therefore, outbound long-haul tourism in China has great potential.

4.3 Main constraints for outbound traveling

Li et al.in his research has examined several constraints which could stop or prevent Chinese outbound tourists to travel overseas. First and biggest constrained mentioned is language barrier. Second most important barrier is the destination countries are far away. The difficulty of obtaining travel documents and lack of sufficient holiday time was mentioned next. Lack of information about destination was mentioned among other constraints. [55] Hemstrom et al. had the results which agrees with Li et al.results, particularly, for Chinese outbound tourists language barrier, complicated and long visa issue process along with high prices were mentioned as a barriers for travel. [48]

As Chinese people don't feel comfortable in the foreign countries, because of the language barrier, therefore, group escort and guide should speak Chinese language. This is also one of the reasons, why Chinese tourists prefer to travel in groups to the long-haul destinations. Chinese food is of great importance for Chinese tourists, and the grate attention from receiving parties should be paid to provide it. [3, 48, 51] In UNWTO and ETC survey it was found out that tour operators noticed that Chinese tourists are not interested in churches and museums and remote countryside's. [56] Li et al. also suggested providing more detailed information of destinations. This information should be available in Chinese language. [55]

5. Latvian tourism products' aspects compliance to Chinese outbound tourist preferences

5.1 Ranking of aspects of Latvian tourism products

The September 2010 survey "DnB NORD Latvijas barometrs", which was questioned more than 1000 Latvian residents in age from 18 to 74 years old, showed that the nature resources of Latvia had a first place as values which should be shown, when creating image of Latvia. In descending importance were mentioned architecture and historical monuments, national traditions, ecologically clean, unspoilt nature, typical products, Latvian culture and other values. [57] (More results are shown in Figure 5.1.) These results show the perception of tourism resources and values, which can be shown representing Latvia. These results will be used in our further analysis, because we believe they show the strengths of Latvia which are acknowledged by Latvian people.

Experts' comments on the results of the important image creation values of Latvia valued by the residents of Latvia, show that more often experts had agreed with the main strength of Latvian tourism resources- Latvian unspoilt nature. However, it was also mentioned by Gastons Neimanis the director of the Riga's tourism development bureau, and Janis Vanags vice-president of corporate communication department of national airline "airBaltic", that convenient routes for tourists to enjoy nature are not developed properly, and should be improved. Some experts, e.g. Ieva Kalnina the project manager of Riga tourism coordination and information centre, mentioned that Latvia's image can be based on Latvia image as modern and opened for business country. Aiga Lapina the head of marketing department of "Radisson Blu" hotels, and Gastons Neimanis also share the same view that business tourism has great potential. The important successful campaign of branding Riga "LIVE RIGA" was mentioned by 2 experts. Gastons Neimanis has pointed out that culture and architecture of Latvia are the values which, actually, highlight Latvia. Marina Pankova, head of the tourism business competitiveness department of Ministry of Economics also stressed the importance of cultural resources of Latvia. Neimanis also mentioned the need to improve the availability of information available in English language in the transport hubs. As strengths he mentioned good command of Russian, Latvian and usually English languages among Latvians, safety of the country and Latvian historical connections with Imperial Russia, Sweden kingdom and Soviet Union. [57] We can conclude that experts mentioned Latvian nature, possibility to have peaceful relaxation near the nature object, business tourism opportunities and culture as biggest strengths.

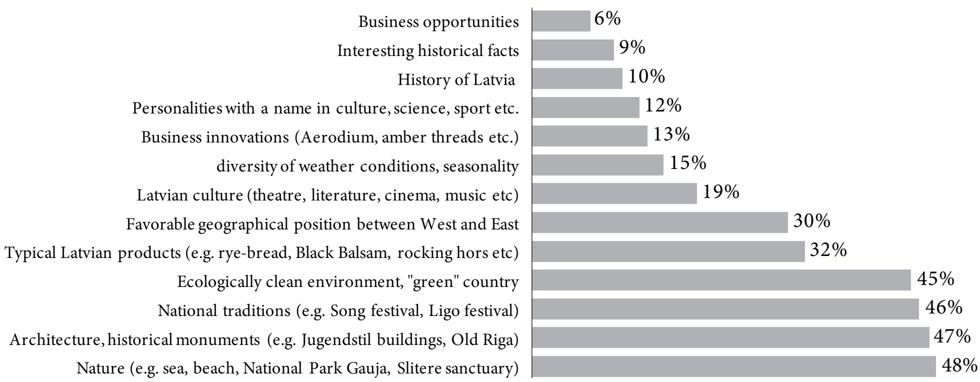


Figure 5.1. Values to be shown when creating Latvia's image in foreign countries

Source: DnB NORD Latvijas barometrs. Nr. 30. (Translation from Latvian)

We have ranked the tourism resources of Latvia and presented the results in the table 5.1 below. As the tourism resources can be seen as aspects of tourism products, we have used Gilbert's offered structure of these aspects. We took into account the results of the "DnB NORD Latvijas barometrs" survey, expert opinion, and the information provided in the official tourism promotional web-sites, particularly their ranking of tourism sights in Latvia. However, our opinion provided in the table is subjective, we are basing our results not only on our experience, but also on information obtained during the research.

Table 5.1. Ranking of aspects of Latvian tourism products

Source: own work

Rank	Tourism resource	Brief description
1	Nature	Parks, open areas, beaches, walking, rambling , cycling, hiking etc.
2	Heritage	Visiting castles, stately homes, museums, ancient monuments, religious sites, galleries, battlefields, architecture sights.
3	Relaxation	Sunbathing, resting, reading etc.
4	Sport activities	Taking part in, or watching, various forms of indoor or outdoor sport including those of a specifically rural or urban nature.
5	Entertainment	Other than sport, this would include visits to the cinema, theatre, bars, concerts, discos, restaurants etc.
6	Health	Taking health care treatment, SPA, saunas, massage, therapy.
7	Dining	local food, visiting famous restaurants
8	Attractions	Visiting zoos, safari parks, waxworks, theme parks, son et lumiere etc.
9	Shopping	Browsing, souvenir or antique hunting, special-purchase trips for new outfits, gifts, new high-cost equipment, brand name goods.

Nature, cultural and historical heritage are most abundant and appreciated tourism resources of Latvia. Relaxation is motto of Latvian tourism, and is one of a key tourism product's of Latvia. Natural resource like ecologically clean nature, natural parks and sanctuaries, coastal line and beaches are biggest strengths which are creating tourism products in sightseeing, relaxation and recreation and rural and ecotourism. In Cultural and Historical heritage biggest strengths are architecture, abundance of castles and manors, local traditions and festivals, historical heritage from German, Sweden, and Soviet Union times. For relaxation perfect place is Jurmala resort with SPA facilities and blue flag beaches. Various sport activities available for those who prefer not very active sports like fishing, boating, cycling and those who prefer more active and extreme sports, for example beach volleyball or football, rafting, hunting. Entertainment is reach with cultural, musical, art festivals, nightlife and different shows, that available all around the year. It is very popular and widely offered such health care facilities like saunas. Attractions like zoos also can be found, especially, small zoos are opened for visitors in rural areas, other facilities like special theme parks, waxworks are not developed enough yet. Shopping is at the end of the list. It is possible to find souvenirs and antiques, brand-name goods in Latvia, but, the offer is not very diverse, another weakness, high taxes and prices make offered goods less attractive.

5.2 Ranking of Chinese tourists preferred aspects of tourism products

Basing on the results of the research papers which are compiled in the fourth chapter, most preferred aspects of tourism products by Chinese tourists' were natural scenery and cultural resources. Shopping was third preferred outbound tourists' aspect of tourism product. Other activities like entertainment, dinning, participatory activities, and adventure activities were mentioned in other works. Dining was very important tourism products' aspect. Entertainment also was mentioned as somewhat important, it was noticed, that Chinese tourists are less interested in entertainment and sport activities. Chinese tourists are seeking knowledge and novelty. Relaxation as an aspect was mentioned in one work, so it is not enough data to make a conclusion on this parameter. Health care tourism was not analysed in the research papers which we have checked. City holidays and Beach holidays are main leisure holiday types.

Table 5.2. Ranking of Chinese tourists preferred aspects of tourism products

Source: own work

Rank	Tourism resource	Brief description
1	Nature	Parks, open areas, beaches, walking, rambling , cycling, hiking etc.
2	Heritage	Visiting castles, stately homes, museums, ancient monuments, religious sites, galleries, battlefields.
3	Shopping	Browsing, souvenir or antique hunting, special-purchase trips for new outfits, gifts, new high-cost equipment, brand name goods.
4	Dining	Local food, visiting restaurants
5	Entertainment	Other than sport, this would include visits to the cinema, theatre, bars, concerts, discos, restaurants etc.
6	Sport activities	Taking part in, or watching, various forms of indoor or outdoor sport including those of a specifically rural or urban nature.
n/a	Attractions	Visiting zoos, safari parks, waxworks, theme parks, son et lumiere etc.
n/a	Health	Taking health care treatment, saunas, massage, and therapy.
n/a	Relaxation	Sunbathing, resting, reading etc.

5.3 Compliance analysis of Latvian tourism products' aspects to Chinese tourists' preferences

In table 5.3 we are making analysis on compliance of Latvian aspects of tourism product with Chinese tourists' preferences basing on the rankings we have assigned above. Due to unavailability of data on Chinese preferences to attractions, health and relaxation, we decided to eliminate this aspects of tourism product from our analysis below.

Table 5.3. Compliance of Latvian tourism products' aspects to Chinese tourists' preferences

Source: Own work

Aspects of Latvian tourism product		Chinese tourists' preferences	
Rank			**Compliance**
1	Nature	Nature	Yes "="
2	Heritage	Heritage	Yes "="
3	Sport activities	Shopping	No "<"
4	Entertainment	Dining	No "<"
5	Dining	Entertainment	Yes ">"
6	Shopping	Sport activities	Yes ">"

As the Table 5.3 shows nature and heritage have equal compliance. These aspects of tourism products are Latvian strengths and at the same time are preferred by Chinese tourists. Because sport activities and entertainment are relative strengths of Latvian tourism, they meet needs of Chinese tourists, because the rank of Chinese preferences towards these aspects is lower. Shopping aspect is important for Chinese tourists; however, it is less developed aspect for Latvian tourism. This means, Latvian shopping aspect in Latvian tourism product will be a weakness in the eyes of Chinese tourists. The same situation is with dining, however, it is less weak aspect of tourism product comparing to shopping, because difference in ranking is just one pace, while for Shopping it is 3 paces.

5.4 Analysis of strengths and weakness of Latvian tourism with regard to Chinese tourism preferences and constraints

We have assigned ranking numbers for Strengths from "5" – representing biggest strength to "3" – representing Strength which is weaker. Weaknesses are ranked from "1" to "2.5", biggest weaknesses ranked with number "1", with decending weakness ranking "2.5".

Table 5.4. Strengths and Weaknesses of factors related and influencing Latvian tourism

Source: Own work

Strengths	Ranking	Weaknesses	Ranking
Riga International Airport	5	World-wide known tourism objects	1
Favorable geographical location (proximity to Northern Europe and Western Europe countries, and Russia and Belarus)	5	Proximity to China	1
Stability of political system	5	Direct flights from China to Latvia	1
Shengen zone	5	Chinese food availability	1.5
Ecology	4.5	Availability of information in Chinese language	1.5
Good accommodation facilities	4.5	Awareness of Chinese people cultural particularities	2
Availability of information in English language	4.5	Possibility to exchange RMB Yuan to local currency	2
Tourist safety	4.5	Cooperation between Latvian and Chinese tourism agencies	2
Passenger ports	4	Chinese speaking guides	2.5
Tourism services' quality	4	Facilities for families with kids	2.5
Easiness to reach tourism objects	3.5	Facilities for handicapped people	2.5
Easiness to get visa	3.5	Knowledge about Latvia among Chinese people	2.5
Availability of information bureaus and free tourism booklets	3.5	Seasonality of tourism	2.5
UNESCO heritage sites	3.5	Goods Prices	2.5
Number of sightseeing objects	3	Transportation prices	2.5
Local markets	3	Accommodation prices	2.5
Good weather conditions	3		

As we can see, main strengths of Latvia are favorable geographical location, participation in Shengen zone, International Airport Riga, safety of tourists, good accommodation facilities and service, passenger ports. However, the biggest weaknesses are the lack of information materials in Chinese language, not so many tour guides, who can speak fluent and good Chinese. However, because Chinese language studies are popular in Latvia, more Chinese speaking guides may appear in the labour market very soon. Another disadvantage is high prices for accommodation and transportation. Latvia is not well known country among Chinese people, it does not posses universally recognized sightseeing and it is far away from China.

5.5 The matrix of Latvian tourism offer

We have listed most interesting objects of Latvian tourism in regard of the needs such as relaxation, novelty seeking, learning, sightseeing, shopping and active tourism with types of tourism resources, e.g. nature, culture and history, culinary/dinind, traditions, sport and entertainment.

Table 5.5. The matrix of Latvian tourism offer

Source: own work

Part 1

Activity / Tourism resource	Relaxation and recreation	Special experience/novelty seeking
Nature	Jurmala Seaside resort, Gauja National park, Slitere sanctuary, Blue flag beaches in Liepaja and Ventspils, visit Kemeri Sanatorium and take special mud treatment or sulphur spring baths	Sailing to the see on the "Libava" copy of the 17th century sailing ship
Culture and History	The world's largest mechanical pipe organ in the Holy Trinity Church in Liepaja, Enjoy the ancient music festival in Rundale, Medieval festival in Cesis Castle	Narrow gauge train Gulbene-Aluksne, and steam train "Mazbanitis", Soviet secret nuclear bunker in Ligatne, "Karosta prison" in Liepaja, "Irbene" – 8th largest telescope in World
Culinary	Latvian beers, cakes and pastries, caraway cheese, rye bread, brown peas with ham	Taste sweet rye bread soup, or sorrel soup, or make candies in "Skriveru Saldumi"
Traditions	Ethnographic Open-air museum in Riga and in Pedvale, Latvian farmstead at farm "Lieluruzes" and other places	Ligo summer sun solstice festival, Meteni autumn sun solstice, "Go Blonde" festival, Hot air balloon festivals
Sports	Fishing in lakes and rivers, beach volleyball and football activities, play golf in "Rein trase" and other golf courses	"Aerodium" vertical wind tunnel, windsurfing and kiteboarding at Jurkalne High Coast and Pavilosta

Activity / Tourism resource	Relaxation and recreation	Special experience/novelty seeking
Entertain-ment	Listen to operas or watch ballet performances in The Opera House in Riga, Listen to classic music festival "Kremerata Baltica", attend "Beaming Riga" festival, visit KHL hockey league games or shows on ice in Arena Riga	Experimental music festival "Forest of sounds", New music festival "Arena". Biggest stars' performances in the concert hall "Palladium"

Part 2

Activity / Tourism resource	Shopping	Active tourism
Nature	Buy jewellery and craftsmen works made from amber, curative herbal teas, ecologically clean honey, linen traditional dresses and tablecloths	Explore Ligatne nature trails, Watch birds in Engure Lake Nature Park, or Pape Nature Park, ride the bicycle routes in different National parks, take a horse rides, rafting on Gauja, boating in the Baltic Sea, explore forest landscape park “Siguldina” (with information trails and World War I bunkers), try cross country skiing in tourism and leisure centre “Ligo”, Ventspils adventure park
Culture and History	Buy souvenirs, art and craftsmen works	Participate in different Latvian festivals, play the spy game “Escape from the USSR” in Karostas prison in Liepaja, forge medieval money or become a knight in Niedru lija, Nazi concentration camp in Salaspils

Activity / Tourism resource	Shopping	Active tourism
Culinary	Riga central market, buy freshly smoked fish in the fishermen villages, homemade cheese in the farmsteads and eco-product shops, honey and bee products. Try Latvian beer, Black Balsam, traditional rye bread, pastries	Cooking rye bread in the bakery “Laci”, tour in “Kares” bee apiary, or Rideli Mills
Traditions	Visit Christmas fairs, buy traditional pottery, woolen and linen goods	Take part in Jani and Ligo, Easter, Christmas celebrations, participate in pottery, wood, weaver, leather craftsmen workshops
Sports		Take part in “Riga marathon”, visit “Livu aqua park”, try skiing facilities at Ozolkalns, Zagarkalns and others. Ride a horse or go on hiking trips at horse farm “Kaljumi” and other farms
Entertain-ment		Experience nightlife in biggest cities like Riga, Liepaja, Ventspils. Visit casinos

Part 3

Activity / Tourism resource	**Learning**	**Sightseeing**
Nature	Open air zoo in Ligatne, Slitere Sanctuary, Big Kemeri Moor introduces ecosystem of the Kemeri National Park, Dvietes Paliene Nature Park	Ventas rumba waterfall in Kuldiga, the Gauja primeval valley in Sigulda, Araisi lake fort, Zvarte cliff, Cape Kolka, the ruins of the Koknese Castle, Medni boulder, Rocky beach of Vidzeme, Mazsalaca, Veini Underground lakes, waterfall Abavas rumba
Culture and History	Occupation museum in Riga, the museum of history of Riga and Navigation, the Riga Art Nouveau museum, the museum of Christmas battle at Tirelpurvs (World War I historic battlefields detailed modeling)	The Riga old town, Turaida Museum Reserve (13th century castle), Cesis Medieval and new Palaces, Araisi lake fort, Aglona Basilica, Rundale Palace, neo-classical style Mezotnes palace, Livonian Order castle in Bauska, Jelgavas palace, Jaunmoku Castle, 19^{th} century Daugavpils Fortress, Manor houses and castles of Vidzeme, Cinevilla studio cinema town
Culinary	Visiting diary products museum, Black Balsam museum, Aglona bread museum, Valmiermuiza beer-brewery, E. Pupols's grape collection	Visit Riga central market, Varnava "Wine Mountain", different organic farms throughout Latvia
Traditions	Fishing traditions are introduced in the coastal Open Air Museum near Ventspils and other fishermen villages. Latgale art and handicraft center, "Laima" confectionary	The cult place of ancient Latgallians "The big stone of Kameneca", pagan cult place Pokainu forest, the sacrificial caves of the Livs, The blue hill

Activity / Tourism resource	**Learning**	**Sightseeing**
Sports	Learn windsurfing and kiteboarding at Jurkalne High Coast and Pavilosta, learn canoeing, boating in other sport centers near water facilities	Bobsleigh track "Sigulda"
Entertain-ment	Learn traditional folk songs and dances	The Riga Dome cathedral organ music, mechanical pipe organ in the Holy Trinity Church in Liepaja, visit World Choir games (2014)

5.6 Testing of the hypotheses

At the beginning of this research we stated two hypotheses:

H1: Latvia's tourism sector offer for international inbound tourists meet Chinese outbound tourists' needs and preferences

H2: Latvia is a potentially attractive tourism destination for Chinese leisure tourists

After finishing the analysis of research findings we can conclude that H1 is proved only partially. There is compliance between main Latvian tourism aspects of tourism product, which are considered strengths, particularly, country is reach with nature, culture and history heritage which comply with Chinese tourists preferences. Main pull factors for Chinese tourists are beautiful scenery, knowledge and novelty. Latvian shopping tourism, which is one of the important activities for Chinese tourists', is not strong enough to fully comply with Chinese tourist needs. Another weaknesses of Latvian tourism is lack of information in Chinese, scarce offer of traditional Chinese meals. These factors are among the needs of Chinese tourists when travelling abroad. The lack of world wide recognized tourism objects is also seen as a weakness. Along with this fact, low recognition of Latvia among Chinese people make it less preferred tourism destination. Big distance and no direct flights to Latvia also put it aside from firstly preferred tourism destinations. However, Chinese people are less price sensitive, when buying goods, they usually prefer to economize on transportation and accommodation.

Second hypothesis is proved, regarding the results of compliance of Chinese tourists' preferences and Latvian tourism aspects of tourism resources. Latvia is potentially attractive for Chinese outbound tourists. Particularly, compliance between nature, heritage, entertainment and sports activities make it attractive.

5.7 Recommendations

Chinese outbound tourism possess great potential, number of tourist are growing very fast. Outbound tourist are coming mostly from the wealthiest coastal regions of China, however, more and more tourist from other parts of China can afford to travel. It is important to remember, that tourist which come from different regions can have different preferences. It is a mistake to show the same tourist products for tourist groups from Shanghai and groups from Beijing. In the future, more deliberate researches are needed to find out behavioral differences and differences in preferences of tourist different regions of China.

Chinese outbound tourism market is changing with every step of policy easing. It is already recognized that more and more Chinese tourists prefer individual tours to group tours. Chinese people are becoming more and more skilled in English language. Young generation of outbound tourists has different "pull" factors of visiting other countries. Chinese wealthier outbound tourists have different preferences and needs from less wealthy country mates. These differences should be noted when making tour packages offer to Chinese outbound tourists.

To develop tourism between China and Latvia, more efforts should be made to make Latvia well recognized tourism destination in Northern Europe. Latvian tourism agencies should be prepared to offer Chinese meals, Chinese speaking guides and informative materials in Chinese language. Due to relatively small territory of Latvia and its tight historical and cultural connections with neighbouring countries, Latvia's tourism agencies can develop tours showing Baltic States and Northern Europe. Due to relatively high interest towards Russian culture, and Soviet Union legacy, tours in Baltic States as former Soviet Union countries and Russian Federation can be developed. By offering tours, which include other Northern European countries Latvia can compensate weakness in Shopping tourism.

Latvia possesses such strengths as Nature, Culture and History, its' unique traditions. These resources can become a pillar attractions and offer to Chinese tourist. However, Latvia is not a mass tourism country, and to sustain its ecological balance, researches on the sustainable tourist flows, which will not harm the ecology and will allow to maintain its' heritage in proper conditions should be done. It is worth to analyse which types of tourism (package tours including Latvia, or Latvia as a final destination) will benefit Latvian tourism and Chinese tourists' interests.

According to the Plog Latvia may be an attractive destination for Chinese outbound tourist of *venturer* type. As it was mentioned in the second chapter *venturers* and *near-venturers* prefer relatively unknown and undiscovered tourism destinations, and Latvia is such destination for Chinese tourists.

Because this research is the first step in the recognition of destination potential and it's evaluation further researches are needed. The survey researches on image of Latvia, research on recognition of Latvia as tourism destination would provide helpful information to further promote Latvia among Chinese outbound tourists. The research on improving information channels and information availability for potential Chinese tourists is needed as well, due to the importance of information in decision making process. It would be helpful to make researches with regard of the origin of Chinese outbound tourists.

It is important to further develop cooperation between Latvian tourism agencies and operators, with Chinese tourism agencies. Research on cooperation between Latvian and Chinese tourism agencies will be helpful to see present situation and find new ways to develop cooperation among two countries.

6. Conclusion

In the modern world tourism plays very important role. It has high contribution to countries GDP, employment increase, and infrastructure development, resulting in an overall development of the countries and citizens well-being. Moreover, tourism plays significant role for satisfaction of people needs, e.g. needs for relaxation, escape from routine, seeking knowledge and novelty, learning, new emotions, recreation etc.

Chinese outbound tourism plays important political, economical and social role. Chinese government acknowledges that outbound tourism is a kind of 'civil diplomacy' and it communicates a country's achievement.

China is recognized as a potential market in the Latvian tourism policies. The number of Chinese tourist in Latvia is very small. There is no official data on the number of Chinese leisure tourists in Latvia, however, the number of Chinese citizens accommodated in Latvia in 2010 was only slightly less than 2000 guests, which is less than 0,02% of all accommodated tourists.

The results of consultation with representatives of travel agencies which had participated in the exhibition Balttour 2012, showed that they know very few about Chinese tourists, their needs, their preferences. From our daily life experience, Chinese people are fairly aware of Latvia as tourism destination. Therefore, we believe the information on compliance of Latvian tourism resources and Chinese tourism needs and preferences is very helpful for further development of tourism between two countries.

Latvia is a small country in North-Eastern Europe. It is situated on the shore of Baltic Sea and Gulf of Riga and is one of the Baltic States. Latvia is small country regarding to its territory and population. However, it is rich with historical and cultural heritage, beautiful nature, white sandy beaches, traditions, beautiful sceneries. "Best enjoyed slowly" the motto of Latvian tourism welcomes tourist to enjoy Latvian beautiful nature and abundant historical and cultural heritage without rush with deep immersion in the atmosphere and ambience of Latvia.

Chinese outbound tourist market is very diverse. Chinese outbound tourist generating regions are wealthy coastal areas; however, tourist number of other regions of China is rising. Chinese outbound tourist mainly are traveling to Hong Kong and Macao which has a lion share of all outbound trips, followed by other Asian countries, Europe is most popular long-haul destination and attracted 4.5% of Chinese tourists. However, Northern Europe still is the least attractive region of Europe among Chinese tourists.

According to the collected information from other research papers Chinese outbound tourists mainly are well educated, high or middle income class, from 24 to 45 years old. Group tourism is especially popular among leisure tourists for long-haul destinations, due to the constraints which individual travellers can meet, e.g. difficulty to obtain travel documents, poor knowledge of languages, insecurity in the foreign country and the fact that travel agencies can organize only group tours and only to ADS countries. However, the tendency in the increase of individual travel has been noticed.

We have found out that Latvian tourism resources (or in other words aspects of tourism products) such as nature, heritage fully comply with Chinese tourist preferences. These two aspects nature and heritage are main parts in sightseeing activities. Entertainment and sports activities offer potentially is exceeding the need on these aspects by Chinese tourists. Therefore, nature, heritage, sports activities and entertainment are strengths of Latvian tourism offer for Chinese tourists. However, biggest weakness is shopping as aspect of tourism product, due to high prices, and the fact that Latvia does not have worldwide recognized own brand products. Another weakness is dinning. However, Latvia offers good quality, delicious European foods, and has its own unique traditional foods, but it is hard to find genuine Chinese food in Latvia.

Other strengths of factors related to tourism are biggest in the Baltic States airport-Riga International airport, participation in EU and Shengen zone, good ecology, good quality of services and accommodation, safety of tourists, UNESCO heritage sites. For the first time Chinese travellers lack of world wide recognized tourism object is also seen as a weakness. Along with this fact, low recognition of Latvia among Chinese people make it less preferred tourism destination. Big distance and no direct flights to Latvia also put it aside from firstly preferred tourism destinations. And the lack of information in Chinese language is seen as a weakness, because for Chinese people it is a constraint when they lack such materials in Chinese language. We recommend to Latvian travel agencies to concentrate their offer for Chinese torists on sightseeing, shopping. However, shopping must be guided, but tourists have to have opportunity to decide by themselves to go shopping or not. Rundales Palace, Riga, Jurmala resort city, Kuldiga city, Liepaja city, Cesis and Sigulda cities as we think must have biggest appeal for Chinese tourists, due to the natural, historical and cultural resources. Tourism agencies should provide Chinese language speaking tour guides, Chinese food should be served in the hotels of stay. However, sampling of local foods must be included in the itinerary as well.

This research is the first step in the recognition of Latvia's tourism appeal for Chinese tourists. The survey researches on image of Latvia, would provide helpful information to further promote Latvia among Chinese tourists. It would be helpful to make researches with regard of the origin of Chinese outbound tourists and their age group, due to the difference on their needs, preferences and motives to travel abroad.

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关系及其在西方管理者和中国员工之间的适应性:基于拉脱维亚的一项研究[1]

李思达

摘要:本研究实证检验了关系(正文中将予以解释)过程对西方管理者(特别是拉脱维亚管理者)面对中国员工时的影响。两个研究问题分别是:西方管理者在管理中国员工时最主要的困难是什么?面对中国员工时,西方管理者会使用中国的“关系” 对员工进行管理还是以他们自己的文化方式进行管理?

本研究包含3个假设。假设1检验了中国和西方员工的主要差异。假设2试图证明, 当西方管理者开始领导中国员工时, 他们会同时使用中国的“关系”管理和西方的领导成员关系理论, 对员工进行区别对待, 保持礼尚往来的关系。假设3与2相关, 从中国员工视角出发。调查结果显示作者是正确的, 但并非所有判断的情况都适用于特定的研究。在结论部分,作者讨论了当西方管理者决定管理中国员工和领导多元化时, 他们最应该强调的要点是什么。

本硕士论文是作者博士研究论文的中间步骤。本科毕业以后,作者在过去的四年中一直致力于研究关系和东西方情境下的管理, 西方情境主要指作者的家乡拉脱维亚, 因为作者在那里申请了博士学位并且与导师讨论了博士研究课题。该硕士论文意味着拉脱维亚的管理专业发展又迈进了一步,其中包括帮助学生展示如何处理中国商业情况的最佳方式。将来, 这项研究会以新的主题出版成书, 为拉脱维亚的所有大学提供参考。

Guanxi and its Adaption between Western Managers and Chinese Employees: Latvia Focus

Krista Busa (Davida)

Abstract

This study empirically examines the impact of guanxi (explained in work) process and influence to Western (especially Latvian) leaders when they

[1] 本文系李思达(Krista Busa (Davida))在西安交通大学管理学院管理科学与工程专业留学期间撰写的硕士学位论文(2018年), 导师张喆教授, 在此衷心致谢。

face Chinese workers. There are two research questions: what are the main difficulties Western leaders have to deal with when they lead workforce in China, and do foreign managers, once they are in China, apply guanxi way of managing labor or do they lead in their own cultural way.

Three hypotheses were generated. Hypothesis 1 examined the main differences between Chinese and Western employees. Hypothesis 2 tries to prove that, by the time Western leaders start leading Chinese employees they adapt to Chinese way of guanxi, first of all by treating each employee differently, and having 'give and take' kind of relationship (including different treatment, task giving and personal relationships). Hypothesis 3 is related with 2, just from other side – from Chinese employee's point of view.

Results of our surveys will show that author has been right in only few ways, but not all of the judged circumstances were applied for particular research. Which will lead to future research, and clearer view of points, that author should pay more attention.

In summary author discuss what should be the main difficulties leaders must stress, when they have decided to manage Chinese employees and lead multi cultural colective in China.

This master thesis is a middle step author needs for doctoral research. Since Bachelor thesis paper, author has been into guanxi and East-West management research for last 4 years. Paying attention to author's home country Latvia, where author already has applied for doctoral studies and has been discussed research topic with supervisor back there. Master thesis is one step closer to design new subject content in management majors in Universities in Latvia, which includes to help students to show the best ways how to deal with business situations in China. One day this whole research will be a published book, and also a new subject, which author will provide for all Universities in Latvia.

1. Introduction

1.1 Motivations

Since 1994, when Mayfair Mei-hui Yang published the first academic volume on business relations with The People's Republic of China, researchers, scientists and businessmen began to write articles about guanxi 关系 (network of relationships). Today, after more than 30 years of diligent research, China's business relationship has gained a completely different status.

The author has conducted a research study over 4 years of reference literature and own experience, which, with the help of data, has clarified the current state of affairs in China, as well as the importance of guanxi in today's society. As the result of author's work (Bachelor thesis, published article in Latvia), it has been discovered that guanxi is a relationship process rather than knowledge, but in order to be able effectively integrate into the guanxi network, adaption of different business behavior ways, are necessary for this process.

In the past decades, more and more Western firms have made significant inroads into East Asia, while at the same time, more and more firms from China have expanded their business operations in to the Western countries. Managers from both sides challenge themselves of leading a more culturally diverse workforce, but understanding the cultural schemes of supervisor and subordinate relations is important for managers from both regions to maintain the effectiveness of leadership.

This thesis consist of four main terms, that complement each other – starting with guanxi (business relationship in Chinese context), continuing further with practicing guanxi, then author tries to find out the main difficulties leaders might face with Chinese employees and then through questionnaires, which are expand from these difficulties observe all the data.

1.2 Research Questions

Before taking advantage of the growing opportunities of the Chinese market, investors will do well to understand the strong influence of Chinese culture on the way businesses operate, how they govern themselves, and how they interact with each other. (Smith, D. Guanxi, Mianzi, and Business: The Impact of Culture on Corporate Governance in China. Washington, DC: Private Sector Opinion. No. 26, 2012). Many international companies are developing subsidiaries and joint ventures (JVs) overseas to lower costs and to participate in the global marketplace. The boundaries of today's business are increasingly global (House R., Javidan M., Hanges P., Dorfman P. *Journal of World Business*, 2002, vol. 37, issue 1).

First of all, the author wants to focus on understanding how the labor market and labor relations work, and to comprehend that, Western businessmen has to get the core meaning of guanxi in China. Although many Chinese are prepared to forgive your lack of expertise (especially the younger and better-educated ones who may have travelled overseas and hence understand what it is like to be on the other side of the fence) there are those who still lay great store on adherence to the rituals of gentlemanly politeness that distinguish the Confucian Superior Man; and for whom outward form may be more important than inward motive (Mazey R., *The Research & Development Bulletin*, Volume 3, no. 2, June, 2005). This is the reason why hearing the negative experiences of a partnership with Chinese businessmen, entrepreneurs condemned the situation, but in fact, foreign leaders do not sacrifice their time and energy to get the understanding of the local business, what brings them to failure.

Critics see guanxi as fueling the country's rampant corruption, and as an obstacle to China's becoming a modern society based on the rule of law. Those who see it in a more favorable light contend that guanxi adds an element of humanity to otherwise cold transactions, and comes to the rescue in the absence of consistent regulations or guidelines for social conduct (Gold T., Guthrie D., Wank D. *Social Connections in China: Institutions, Culture, and the Changing Nature of Guanxi*. New York: Cambridge University Press, 2002). As for today, there are more arguments about this, than scholars themselves, as well as author's purpose is not to decide whether guanxi is positive or negative, objectionable or undetectable, good or bad. Goal is to get effectiveness in business relationships with Western leaders / managers in partnership with Chinese entrepreneurs and local labor.

Therefore, it has to be taken in consideration, disagreement over the extent to which guanxi is something unique to China: To some observers and practitioners, guanxi is an essential and defining element of Chinese culture, handed down relatively unchanged through time and space. To others, guanxi is little more than a Chinese word for the personal networks, social capital, and gift economies found in all societies. And then there also come new researchers, who maintain, that since China opened up to the global market in 1979, it formed an economic system or in another words network Capitalism, but once the economy develops into a mature capitalistic society with its own functioning set of legal institutions and secured property rights, the necessity of maintaining guanxi connections for being successful in business will come to an end. Now in 2018, scholars can see, that guanxi still exists till today, and is explained in more than 20 world languages. Moreover, it has gained the role of the phenomenon, which the Western world is trying to gain enough knowledge about, so they can be capable independently manage and operate market in China.

Since 1979, the most dramatic and consequential changes have taken place in China, with active participation of foreign-invested enterprises. China has become the largest receiver of foreign direct investment during the first years of the 20th century (UNCTAD, 2002). In 1998, there was a world-wide fact: Long term success in China depends on the recruitment and retention of a local workforce (National Foreign Trade Council and Towers Perrin, 1998). At that time, as much as world wanted, they could not face the fact that, poor cross-cultural leadership results in dissatisfaction and suboptimal performance of the Chinese employees. To make it work effective, multi-national managers must successfully lead local employees, and this is the problem foreign CEO's are dealing with today. To explore and improve their leadership skills, this study focuses on how Western managers can gain effective way to lead Chinese employees, and gives enough knowledge to start business with Chinese partners.

Considering all questions above the research question is: what are the main difficulties that Western leaders face when they start to manage Chinese labor? As author has research this question in previous study, in this period of time we got 7 manager experts to consult with, 5 of them are from Latvia, one of them is from Germany, one from France and one from United States of America. Once author cleared out the main difficulties and had discussed with each of experts, we can establish the main question: When Western leader starts to deal with Chinese employees, do he/she adapt to the Chinese concept of guanxi (style of dealing with things), or force Chinese employees accept Western business traditions.

1.3 Methodology

We used different methods for different research questions. We used two surveys to collect data for the research question about factors that influence with complex of guanxi, between Western managers and Chinese employees.

1.4 Purpose of the Study and Research Contributions

This thesis research provides several references in the literature, to exploring ways for promoting effective relationship between foreign managers and Chinese employees in Chines contexts.

The actuality of this topic is equally important for both experienced business people and businessmen who have just started their business and are keen on cooperating with China. Paying special attention to the Latvian businessmen, since no article has been published in Latvian or some research on the guanxi theme has been translated. This is one of the main reasons for choosing this Master Thesis theme. Once author will finish Master studies, every advice will counts from University professors, to improve the future work, and finally give Latvian students, a real lectures, and material, about studying Chinese business culture.

The second most important goal in the choice of Master paper is the lack of knowledge of Western businesspeople about China's internal business relations, as well as the economics and business management of the student programs do not explain the importance of guanxi, thus reducing the opportunities for young businessmen or experience West business people to cooperate with the Eastern countries. As well as the author's personal interest in cooperating with Chinese people, cultivating relationships, strengthening and expanding the business network.

Master thesis is an interdisciplinary study, as the topic touches on management, economics and business, as well as on cultural studies, sociology and anthropology. The brief introduction of the work is that, author tries to give understanding of the function of guanxi and the practical business features that Western entrepreneurs should know before starting to cooperate with the People's Republic of China. But the aim of the master's thesis is to ascertain whether Western managers enter the Chinese society, and when they start to lead a team, do they also adapt the guanxi principle or, nevertheless, this is not the case.

1.5 Thesis and Chapters Structure

The structure of the thesis consists of five chapters: Introduction; Guanxi explanation – Western and Chinese leader differences and similarities; Methodology how author will research questions, used survey and how will get data analysis; Results; The last chapter consists of conclusion that summarize the entire study. It shows the main difficulties Western leaders have to deal with, when they stand in front of

Chinese employees. Author will give advices how to overcome these difficulties and also reveals the shortcomings that should be explored more in future studies and issues that should be given particular attention, if the author is willing to pursue doctoral studies continuing this research.

In the following figure, a more illustrative picture of the thesis structure can be found:

Chapter 1	Chapter 2	Chapter 3	Chapter 4	Chapter 5
Introduction	Literature review and hypothesis statement	Methodology	Results, reports and data analysis	Conclusion, advices and further study

Figure 1. Thesis structure

2. Literature Review and Proposition Statement

This chapter introduces the underlying theories used for the research questions, elaborates the relevant studies and shows the development of the hypothesis. As demonstrated in first chapter, our research questions are based on guanxi cultivation principle, including study and literature on cross – cultural leadership. To find out the solutions, this chapter reviews these particular theories, based on the hypotheses that will be proposed.

2.1 GUANXI

If we look at guanxi from the Chinese culture point of view, guanxi is a clear Chinese phenomenon that is closely related to social structure. Definitions for this concept are just as much as the people who have studied it. "An impersonal relationship network based on the mutual benefit of cultivating business partnerships", this is one of the last headlines that explains it and is likely to be as precise as everyone else (Ambler T., Witzel M., Chao X. *Doing Business in China*. Routledge; 3rd ed. 2008, pp. 96–97).

Guanxi, literally translating, means "network" or "relationship" as a noun but "related" as a verb. The translation can be attributed to objects, sections of the public, or people. In situations where the word is used among people, it not only refers to the relationship between husband and wife, parents and children, teachers and students, cohabitation and friendship, but can be used as a link with a particular person indirectly based on common interests. The word guanxi includes a different name connotations, but in this sense, this word does not contain anything from the connotation of how these relationships work. Since the concept of Guanxi is explained much more than just relationships or links / networks, then author prefer not to translate it at all.

Guanxi is part of the construction of the Chinese society. Personal relationships are central to any direction, including business. In Western countries, business talks are direct, clear debates about the deal, while in Eastern countries, transactions are about people–to–people relationships (Smith, D. *Guanxi, Mianzi, and Business: The Impact of Culture on Corporate Governance in China*. Washington, DC: Private Sector Opinion. No. 26, 2012, p. 8).

Important thing to understand in this study is that, family relationship is not a guanxi relationship, you will never hear that guanxi will be used when talking about the family, for example, me and my father we have a good guanxi. In fact, friends are the best candidate for guanxi – type relationships, as not as close as relatives, but very well-known. It is important to understand that guanxi relationships are possible only when both parties are interested in cultivating relationships, that is, if someone says that he has a strong guanxi with the particular person, it means they have been known for a long time, worked to develop relationships and much helped each other (Hamilton, G., Chung, W. K. *Social Logic as Business Logic: Guanxi, Trustworthiness and the Embeddedness of Chinese Business Practices*. Oxford: Rules and Networks: The Legal Culture of Global Business Transactions, 2001, pp. 2, 5).

If we look at guanxi as 'the value of everyday life' and 'basic ethics', then guanxi would be the key to understanding and analyzing the behavior of the Chinese society. Chinese culture creates a profound psychological inclination for individuals to actively develop and influence social relationships, because there is a need for mutual benefit. Although guanxi is organized in a structure, in its core, it is the relationship between two people who want to give a benefit and receive it. A Chinese person who has a problem, personally or in organization, is turning to his relatives or neighbors, friends or acquaintances to search for who will be able to help in the given situation. Guanxi is a mechanism of giving and receiving between people or companies that makes China move forward, they are not money transactions, but the provision of a benefit or service.

Guanxi relationship is characterized by a chain system called the guanxi network (关系网), which connects a series of two-way relationships, where each person is ready to help the next person in the system, and it is possible that the person asking for help at the very beginning is not personally familiar with the person who finally provides assistance or fulfills the requested service. The guanxi network is crucial to successfully reaching any goal in almost all areas of Chinese public life.

The following example explains the essence of guanxi: A mechanic whose friend is a store vendor needs prescription drugs. Unfortunately, the seller of the store cannot provide him with medication, but to help his friend, he presents it to his friend, who works as a security guard at the hospital. The store vendor knows that the security guard has already helped in this situation. A mechanic goes to the hospital and introduces himself as an old-fashioned acquaintance of the store's seller, as well as explains that he is urgently in need of specific medication. The guard, who has already encountered such a situation in the past, communicates with a well-known doctor himself in order to receive medicines. Consequently, the store vendor has provided guanxi service, although it does not immediately reach the target (Krausse, R. M. *Guanxi as a Model of Social Integration*. Frankfurt: Humanities Online, 2010, p. 12).

Guanxi is the 'lubricant' that helps in any situation of life. It helps in matters of employment in order to apply for and develop projects, enroll in schools and universities, conclude a bank loan, get promotions, win a lawsuit, take medical care, arrange for a driver's license, create and print articles in journals and newspapers, and even publish dissertations etc.

2.1.1 The reciprocal obligation

Guanxi means interdependence based on common interests. The Chinese believe that there are two sides altogether; life is in the middle between benefits and losses. Guanxi is based on an obligation where one provides the service to others as a social contribution, clearly aware of the expectation of something in return. It is not just a 'cold' exchange, but it has added value-an emotional bond, which is why the process is upgraded to another level.

Guanxi boundaries in the social environment can be categorized as: relatives (亲人), neighbors and native affiliations (熟人), relationships between strangers or relations without emotional links (生人) (Yang, M. M. *Gifts, favors and banquets: The Art of Social Relationships in China*. London: Cornell University Press, 1994. p. 111). Most of the relationships on which guanxi is based are past relationships. The relationship with the previous University course mates is particularly important. Even today in Chinese society, when talking about communication, very often referred to classmates. Differences in duties are also divided into relationships, relationships with relatives are much more complicated and have more powerful rules, often individually for each family. Friends and acquaintances with strong guanxi basically make up the classic guanxi system. Strangers or newcomers with whom general guanxi relationships are related are most often not subject to any specific conditions. Most often guanxi is between male and male, female and female, these links are definitely emotional. Usually they are bounded by hobbies, common interests or just the other personality that allows guanxi to develop.

At a time when a guanxi relationship is established between two people, each one may ask for a service or ask for help knowing that in the future, the service provider on the other hand will be fired or repaid by another type of service. This relationship is like a circle that revolves around successive arranged exposures. Guanxi's partner expects honesty in the relationship, it's not subject to inconvenient situations, and relationships need to be continuous, meaning that mutual contact is expected, not just when something is needed. Guanxi is not an emergency service. If guanxi relationships are restored only when one of the parties needs help, this party is in danger of ending the relationship and being disconnected from the network without any further communication.

The concept of mutual obligation is the center of the guanxi system. In other words, guanxi is the basis for the gift of the economy that exists in China, and this economy has particular rituals, traditions and rules that it attracts. This practice can be based on the following principles: mutual, intangible, practical, context, long-term and personal (Luo, Y. *Guanxi and Business*. London: World Scientific, 2007, pp. 10–11). Guanxi cannot make things work, it can only improve the quality of the particular case. If the mechanism itself does not work, guanxi cannot start it. Collaboration cannot happen, for example, if a friend wants to get to know a business partner, but cannot provide affordable pricing or the best quality of production.

Guanxi relationship is not 'all or nothing' type of relationship, there might be different situations, persistence and stability of guanxi. Guanxi itself is more of a process than a situation. This is a way through which you can circumvent the laws and regulations of a country by using a familiarity link with public officials or people who control limited resources. When a person wants to get guanxi connections, he's 'looking for guanxi' (找关系), then he tries to 'rely on guan' (靠关系) and 'do business – entering through the back door' (走后门), (吉林省高级人民法院. 析审判工作中的人情案关系案金钱案问题. 出自: 当代法学. 第4期, 1995. 22页).

It is widely acknowledged that the gift economy coexists with the current economy, and maybe it has become more significant than the current one. The reciprocal obligation is the reason why the Chinese feel very comfortable in guanxi relationships, especially if they have provided a service, they feel superior if someone owes him/her, and it's a sense of security. In Chinese society, it has been assumed that each person must be a part of at least one guanxi network. On the other hand, any Chinese, being outside the guanxi network, have a discomfort feeling (感到浑身不自在), (于竺言. 莫结新的关系网. 出自: 领导科学. 第7期, 1998. 17页).

2.1.2 Western leader and guanxi

It is not an exaggeration that, in recent years, a large part of foreigners was 'stuck' with the explanation of the term guanxi, which could be seen both, as a title for countless studies, and also as topics for discussion in the analytical sectors. The authors warn that the 'outsiders' consider the guanxi to be a mysterious and inconceivable concept. In particular, one has to put emphasis on the patience and be ready to invest time and work when decided to make a research of studying guanxi, arguing that if these qualities person do not exist, then it may not even start (Tangled, W. *China Survey section: The Economist*. April 8, 2000, p. 7).

Often, when in contact with the Chinese, it is believed that you can get into guanxi relationship with dignity and respect. Similarly, the representatives of the business industry believe that the functions of guanxi are for intermediary purposes only, when Chinese people emphasize the fact that guanxi must have emotional connections. The Chinese are building a business with people who understand guanxi, because of the importance of interactions, the rules in the entire network and the moral obligation to follow them.

As for now, we are closer to this study research questions and hypothesis that will be shown later. In literature review it has been proved that (Vanhonacker, W. R. *Guanxi Networks in China*.., Seligman, S. D. *Chinese Business Etiquette*, Gold, T., Guthrie, D., Wank, D. *Social Connections in China*, Hamilton, G., Chung, W. K. *Social Logic as Business Logic*, Yang etc.), Westerners see this system as 'non-ethical' use of people. In China, however, the 'use' type relationship is an obligation, and while this obligation is fulfilled, the relationship is considered to be morally ethical.

Guanxi has its own negative and positive sides. Critics see it as 'filling up' and increase national corruption, and this imposes an obstacle for China to become a modernized society as Western states – based on the law. Those who see the positive side argue that the added value of guanxi is humanity that gives a little 'heat to cold business'. Compared to corruption, guanxi has no fixed time deadline or specific limits. This means that the person who gives and receives deals when it is necessary to exchange another service when someone needs it. The guanxi system requires long-term relationships, but corruption usually ends with a single transaction process. Similarly, it applies to bribery, in fact, one could say that guanxi is the opposite of bribery, if I can bribe you, then it can be done by anyone. The difference is that these relationships work exclusively in the network. You need to be inside a network to give someone a bribe.

One more thing for each of Western leaders, which they have to face once doing business in China. Guanxi creates an 'extra currency' for a commodity exchange system that has emerged as a socio-economic hybrid, which is unlikely to work as a business strategy for Western culture. Foreigners who live and work in China have access to the guanxi network, but they have to follow certain laws and procedures that may not always be the most enjoyable. Likewise, enthusiasts are expected to accept other people acquaintances and friends and help those who enter the network, which usually does not seem acceptable to a Western person.

In order to engage in business development in China, it is necessary to provide resources that are not nearly as easy to obtain as market information, land, raw materials, electricity, and trained workforce. Foreign businessmen in China need local partners for exactly the same reasons as the rest of the world. Join in partnerships with dealers, suppliers, customers and local authorities. Western international companies are not competitive with these resources. Guanxi is an effective way of working with local partners to provide these resources. Maintaining relationships through such long-term services is the ability to achieve a strong guanxi based on friendship and trust (Pearce, J. A., Robinson, R. B. Cultivating Guanxi as a Foreign Investor Strategy. *Business Horizons*, 2000, p. 31).

2.1.3 Function of guanxi

Guanxi is a fundamental network of relationships that flows through the Chinese society, which should not be spoiled for the 'bad' bribery relationship with 'good' friendships. Guanxi is a continuous activity of multidimensional relationships. Relationships are important everywhere in the world, but China's business is relatively well-managed compering with other countries, that is based on relationships and connections that are less common in other economies. Mainly, for three reasons, first of all, the government plays a very important role in China's economic life, which is more significant compared to the Western countries. Secondly, a radically different attitude to the law, as elsewhere in the world. It is important for a Western person to coordinate any service, as it should be properly enforced or enforced according to written law. Thirdly, as the most important aspect, the Chinese society, including business, is organized and based on the principle of reciprocal cultivation of relationships (Ambler, T., Witzel, M., Chao, X. *Doing Business in China*. Routledge; 3rd ed., 2008, p. 96). These three things are important for understanding the system, and what is the reason why it is needed. The practice of everyday guanxi is what keeps the Chinese business function.

2.1.4 Guanxi role in the future

The Chinese community today is struggling to gain new moral support in order to be able to modernize and integrate into the global economic situation. More and more emphasis is placed on material values between Guanxi's partners. The Guanxi concept is mature in society, becoming less eye-catching and becoming more sophisticated every year, as well as moving directly into the business industry as it moves away from politics.

It is known that national law and guanxi logic work like a glove by hand to make Chinese businesspeople feel as influential as they are today. This process of working in Chinese networks creates a businessman who is able to adapt in any kids of economic conditions. When these processes are embedded in the economic environment, structured through legal institutions, then the level of economic risk in the future decreases and is projected to increase. Globally, legal institutions in the future will determine progress in the Chinese economy, which will continue with success, based on the ability of China to jointly structure the impersonal networks created from the mutual guanxi network (Hamilton, G., Chung, W. K. Social Logic as Business Logic: Guanxi, Trustworthiness and the Embeddedness of Chinese Business Practices. Oxford: Rules and Networks: The Legal Culture of Global Business Transactions, 2001).

Guanxi is rooted in the collective Chinese society, so it is unlikely that it could completely lose its laws and influence on business transactions in the Chinese market (Su, C., Mitchell, R. K., Sirgy, M. J. Enabling Guanxi Management in China. Journal of Business Ethics. Vol. 71, No. 3 2007, p. 304). China nowadays is already developing in legal infrastructure, and some of the main, relationship – based companies disappear, so the value of guanxi could become less and less important. But the cultural heritage remains. In fact, look at the sides of Hong Kong, Singapore and Taiwan to see that guanxi have survived in an economically modern world, even though national law prevails.

The guess is, that guanxi will change under the influence of globalization, but will remain the basis of orderliness and stability. Guanxi is not just a series of collaborative terms, but has relationships with its unique cipher in ethics, which will always be a component that will be needed to engage in business development in China.

Considering all this rational, we proposed that:

P 01: The main difference between Chinese and Western employees is that, they want to establish personal type of relationship with their leaders to develop their relationship in terms of guanxi.

P 02: Once Western leaders start leading Chinese employees they adapt to Chinese way of guanxi, by treating each employee differently, and having 'give and take' kind of relationship.

P 03: Chinese employees with their Western leaders, they have professional and personal type of relationship.

3. Methodology and Hypothesis Statement

3.1 Research Strategies

A research process consists of a number of sequential steps. It begins with finding the research area and formulating research questions. Further, the investigation method should be chosen along with research design and data collection techniques. Finally, the collected data is analyzed and interpreted what leads to drawing conclusions. (Bryman and Bell, 2003)

The research method is a technique for collecting data which can involve specific instruments such as self-completion questionnaires or structured interview. For the purpose of this master thesis a qualitative research method has been chosen to provide a description of how people apprehend the guanxi relationship on a working environment. According to Morgan and Smircich (1980) the choice of the method should be made based on the nature of the research problem. Qualitative methods are based on the facts which are socially constructed rather than objectively and are based on peoples experience (Noor, 2008). Qualitative research is an inductive approach where theories are generated out of collected data (Bryman and Bell, 2003). Thus this method is most appropriate for this thesis since it uses people's experience.

3.1.1 For the first research question

As said in the previous chapters, for the first research question: what are the main difficulties that Western leaders face when they start to manage Chinese labor?

To answer this research question, we first found all the possible difficulties based on previous researches and the author's bachelor thesis research. Nine difficulties were sent as a questionnaire to Western leaders in China, and one open question is to add one more difficulty that would be assessed as the respondents experience is really acceptable. We have also stated one hypothesis from the main proposition for this research question and used the same survey to test them. So basically, from the first proposition stated at the end of the previous chapter, we can elaborate the following hypothesis.

Hypothesis 11: There is a significant difference between the listed difficulties, i.e. all means for randomized agreement variables are all different and have matter in importance.

From this first questionnaire (SURVEY N1) respondents will be asked to rate the nine contingencies found, and the last one they will add will be automatically added at the end of the list. Using these rates and the literature research done previously, we can at:

Stage 1) List of difficulties from previous research and pilot question, and selection of experts;

Stage 2) Use a Delphi process to rank these difficulties based on the respondent's answers and classify the difficulties from the least serious to the more serious and draw out solutions to solve the main ones. Then use hypothesis testing (one way ANOVA) on the means of all difficulties to test H1 and show that actually there is a significant different between the mean answers;

Stage 3) Validate by using a t-test given back to experts and summarize the identified difficulties by experts to final draw out a conclusion.

The following figure is the research scheme for RQ1:

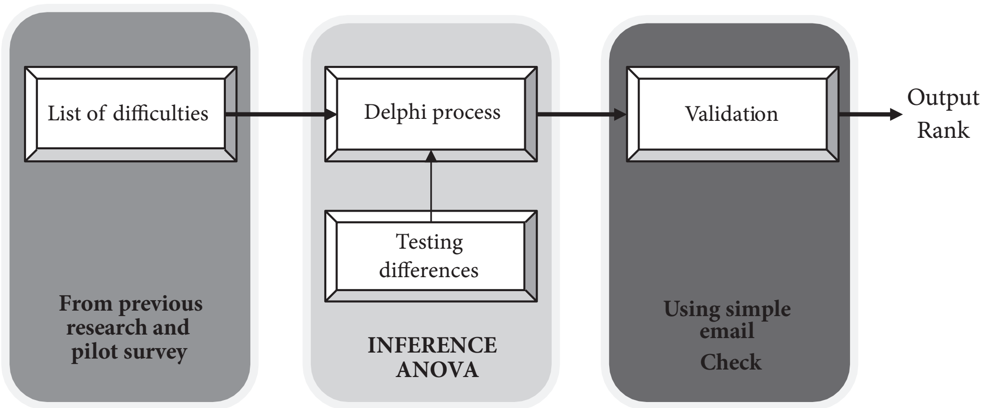

Figure 2. Research scheme for RQ1

Following these 3 steps it will be easy for us to give some advices and overcome the main problems facing by Western managers while dealing with Chinese employees and also for Chinese labor how to get a better collaboration with the foreign managers.

3.1.2 The Delphi method

Introduction to Delphi process:

The Delphi process method was then developed by the RAND Corporation in the1950s as a research tool that gives expert opinions on a complex research problem, then there is no precise information available (Linstone & Turoff, 2011). The tool takes on structuring group communication steps in a good manner in order to achieve a reasonable convergence of opinion from a group of experts (Linstone & Turoff, 2011; Gupta & Clarke, 1996). The research data – i.e. is typically taken by means of several rounds of high questionnaires, which generates a series of data for analysis. The findings will then find the form and content of subsequent questions; and so on until the group opinion is formed and is stable (Gupta & Clarke, 1996).

The primary features of the Delphi method are fourfold:

1) Statistical group response. This can be done by way of a ranking-type response, for example the Likert sliding scale from 1–5, using a statement of agreements
2) Anonymity of Delphi participants. This allows the participants to freely express their individual opinions without the tendency to conform to the group's dominant opinion (Skulmoski & Hartman, 2007).
3) Controlled feedback. The research information generated during data collection is fed to a study group coordinator who processes the data, eliminates irrelevant information, and formulates new questions based on the received information (Landeta, 2006). This main action gives the Delphi study to take a good approach needed to work out a main research problem, or to work over the study to introduce new parameters previously found by the researcher.
4) Iteration of data collection. The repetition of questionnaire rounds gives the participants an opportunity to reconsider their opinions in light of the information received from the other participants (Landeta, 2006). In this way, the opinions could be easily worked out.

As we can notice all these advantages, the Delphi process could have some shortcomings that we should care about:

1) The poor selection of experts will tend to give good results, and may lead to instability of answers and poor convergence of opinions;
2) Less participation and low response rate can result from the experts' low motivation to participate, or the view that the study is too lengthy or pointless;
3) Not well written questionnaires can confuse the experts, which may result in the experts giving bad answers due to their lack of understanding on the research matter;
4) The iteration of data collection may also frustrate the experts, some of whom will inevitably provide similar responses;
5) The consensus achieved in Delphi may not be a true consensus, resulting from a poorly designed close-ended questionnaire and the tendency of the Delphi method to eliminate extreme opinions. So we must be careful in this while designing our process.

Designed Delphi for RQ1

We describe here the application of the Delphi method we used in this research. The objective of the Delphi study is to distil a convergent list of difficulties from the Delphi experts and previous research that is then used to validate the research model. The expected research outcome is qualitative; however successful application of the Delphi technique will require the responses to be quantitative so that they can be analyzed statistically. As one of the main objectives of this thesis is to rank difficulties

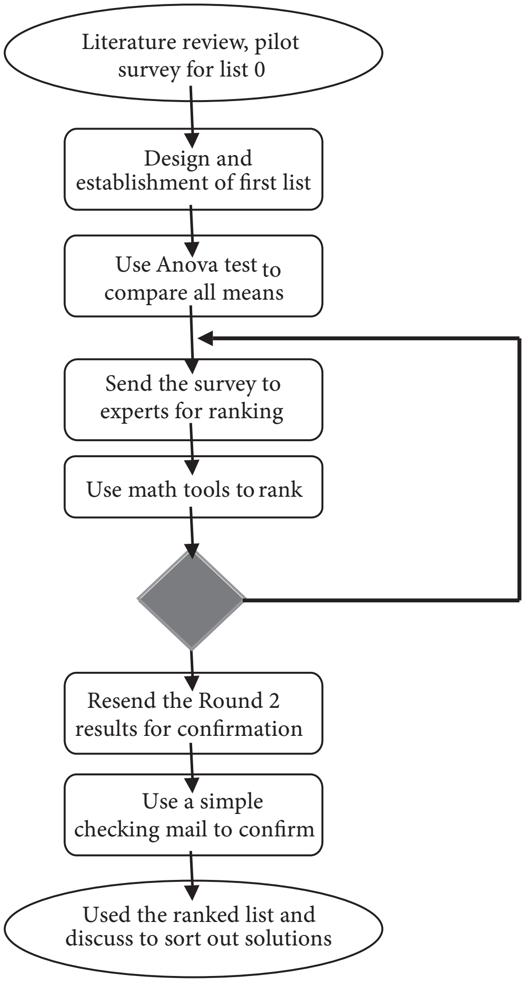

Figure 3. The selected Delphi process for RQ1

managers face while dealing with Chinese labor, the Delphi is chosen first of all for these simple reasons:

- Our problem is not subjectively driven so we could get analysis from judgements and reviews as well;
- The managers we have to question do not know each other, are working in different environment and come from completely different backgrounds;
- The qualitative way of Delphi can make us avoid hazardous answers;
- The timing problem that we have from iterations is solved as we started the first part of this process in previous work;
- The popularity of Delphi on forecast researches is also is a plus on our final decision to use it.

Therefore, the process designed for this research is as follow:

Round 1 Brainstorming and literature review: during our professional activity and previous bachelor work, the author had finished various exchanges with past papers and strong literature review. In this step the author finished a simple questionnaire asking managers to state the difficulties they think could merge while dealing with Chinese labor. This round has included these different steps:

- Previous research collection;
- Focus on a given panel of Western managers dealing with Chinese employees;
- Evaluate the willingness of work;
- Establish the first open question to collect various difficulties that could happen;
- Review the most concurrent difficulties managers face and chose the most occlusive.

Round 2 Ranking and validating: the second questionnaire reported the first round results to the managers. The managers were then asked to re-rank the difficulties whilst giving due consideration to the other experts' opinion in the previous round. I performed the second survey S1 and gave it to managers: during this step data will be collected by email and online links. Managers will be asked to give their level of agreement on a given difficulty the steps would be:

- Questionnaire design;
- Conduct the survey;
- Data collection;
- Sampling the distribution of managers and estimate it as a normal distribution;
- Demographics analysis for expertise gender and divergence proof;
- Use quantitative equation for ranking factors;
- A comparison hypothesis testing will be performed to find out whether or not these difficulties are similar;

Round 3 Validating: in this case a t-test validation will be performed to prove that actually the interpersonal relationship difficulties are indeed the ones that have the biggest mean in rank factor:

The figure 3 shows approximatively the simple steps used for this Delphi application:

3.1.3 For the second research question

For the second research question: whether Western leaders practice the actual guanxi while dealing with Chinese labor, or they are using their traditional Western way of treating everyone equally. We stated two propositions and changed them to useful and testable hypothesis.

For the two propositions, we will try to define a single variable which identifies the level of agreement of managers or employees as they will be asked to give their opinion on a lanker scale form 1 to 5. In the later lines we will name this variable as the mean of means denoted by Gamma.

Proposition 2.1: Chinese employees cultivate guanxi with their Western leaders and they have professional and personal type of relationship.

From this proposition, we will literally test the following alternative hypothesis:

Hypothesis 21: All the means of the single agreement variable (on foreign manager's behavior statements) are bigger than the estimated mean rated as the mean of the means.

As the sample is completely random and the number of respondents is satisfactory, we will use a simple t-test and make the assumption that the population is normally distributed.

Proposition 2.2: Once Western leaders start leading Chinese employees they adapt to Chinese way of guanxi, by treating each employee differently, and having given and take kind of relationship.

From this proposition, we will literally test the following alternative hypothesis:

Hypothesis 22: All the means of the single agreement variable (on relationship with Chinese labor) are bigger than the estimated mean rated as the mean of the means.

To test this we will use a simple t-test on the agreement variable gamma, as the sample is verily random and there is no relationship between two different managers that will take part on this study.

Questionnaires were sent to 1) Chinese employees for finding whether or not they are threated based on the guanxi concept 2) Western leaders to identify if they naturally apply guanxi and are adapted to the Chinese interpersonal relationship way of managing human resources. From these two questionnaires respondents will be asked to rate each behavior they think is happening. Each group of behavior will represent one measure (personal relationship, treatment support) and at the end we could use hypothesis testing from the mean and standard deviation of these measures to support both null hypotheses.

The following figure shows the simple scheme used both for H21 and H22 to test the agreement and prove the propositions that we stated earlier:

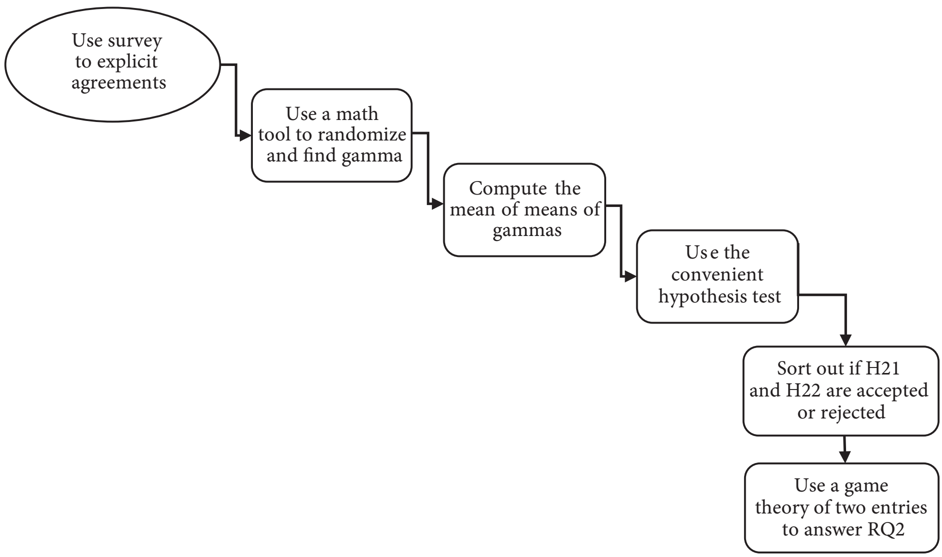

Figure 4. Research scheme for RQ2

Once we test the two hypotheses H21, H22 we would have to test the general RQ2. This is done using a simple game theory with two entries, to find the answer of the general question 2.

3.1.4 Hypothesis testing

In this section we will simply introduce the different hypothesis testing we used in this research, and how we will actually use them depending on which situation respectively.

One way ANOVA for RQ1

As we are trying for a part of our Delphi process to compare all means pair by pair to prove and support our proposition, the one way ANOVA test is convenient. The ANOVA test is used to compare means. Following this a simple t or z test could be then performed. The table below should the simple equations used for the ANOVA test.

Table 1. ANOVA equations

Source	Equation	*F* (test)
Mean square treatment	$\dfrac{n1(\bar{y}1-)^2 + n2(\bar{y}2-\bar{y})^2 + \ldots + nk(\bar{y}k-\bar{y})^2}{K-1}$	$F = \dfrac{MSTr}{MSE}$
Mean square error	$\dfrac{(n1-1)S1^2 + (n2-)S1^2 + \ldots + (nk-\bar{y})Sk^2}{N-K}$	
	Where N = total numbers of observation, K = numbers of groups, N = sample size in each group, ❒i = mean of group i, Y = overall mean, Si^2 = variance of group I	

The repeated measures form of ANOVA was used because a single expert manager answered all the questions. Using ANOVA we were testing that all the difficulties are different, that there is actually a difference in the means of agreements. As we taste the alternative hypothesis that all the means are different and after ranking show that interpersonal have higher rank, the null hypothesis should be: H0: all the means of agreement variable are same.

❒ → T-test

As the sample is random but we do not know the population standard deviation, a one tailed t-test would be convenient for all our tests. $(n > 30)$ and σ unknown df = n-1

The steps for all t-tests in this work would be:

1. State the null and alternative hypothesis
2. Define the level of confidence (that would be fixed to 95%)
3. Computing the score using
4. Compare with original value and reject or fail to reject the null hypothesis

$$t = \frac{x - u0}{s / \sqrt{n}}$$

The proactive steps and calculations will be provided in the coming chapter.

3.2 Data Collection

In order to collect appropriate data for the study, different sources have been used. For the theoretical background, a literature study has been conducted, using both scientific articles written by professionals in the field of interpersonal relationship.

Further to collect data, semi- structured interviews were chosen in order to obtain most accurate answers based on the interviewees" opinion and experience, and to facilitate further analysis. The interview is an insightful tool which focuses directly on the studied topics but also includes bias and can be manipulative. Interviewing is one of the most common sources for collecting qualitative data (Yin, 2009). For the statistics part data was collected through primary and secondary sources via questionnaire and previous research, government reports, and documents respectively. Secondary data is used when getting the primary data was impossible. Therefore there are some small differences in the different surveys we performed.

For the Delphi process, the first pilot question was sent to experts last year and we used almost a year to finish this first step and get a list of plausible difficulties that foreign managers could face while dealing with Chinese employees. Participants were sent the survey one month in advance and all questions were answered. For the Round2 of the Delphi process the survey was sent and within a month we could get all needed answers from managers which are actually experts in this area.

For the survey sent to Chinese employees, we just used an online link and within a week we got satisfactory answers scales to start .We asked employees that worked at least a year with a foreign manager to answer the surveys, to avoid any bias information.

For the survey sent to foreign managers, we used different ways such as emails and well-formed help form, it took longer than expected but though the answers came back within a month as well.

3.3 Questionnaires Structure

There are a number of different types of interviews and some of them are more applicable to one method then to the other. For instance the most common types, structured or semi-structured interview, are most often used in qualitative research. In the semi-structured form, the interviewer prepares a number of questions that are in the general form of an interview schedule. It is standardized in order to minimize differences between interviews within one project. Moreover, the sequence of questions may vary and the follow up questions can be asked in response to some significant replies (Brymann and Bell, 2003). For this research the surveys were made as a result of previous researches and authors own work. It should also be noted that all the questions we gave are grouped in the background into 3 main indicators that could be used for testing (Treatment, Relationships, Task giving and trust).

SURVEY N1 for RQ1

The questionnaire for Survey number one was actually the results of the author's bachelor work which led to the pilot questionnaire Q0 and past literature review. At first we had to collect basic information of these expert mangers where number of years of experience and education were toppy mentioned. As this is the second round of the Delphi process, they had to give their level of agreement about a given list of difficulties that foreign managers could face while dealing with Chinese labor.

SURVEY N2 for RQ2 to test H21

The questionnaire items were developed as a result of an analysis of previous researches and reports used to identified solar energy projects in different countries. Questionnaires originally written in English were translated into Chinese, and then checked by being translated back into English to ensure conceptual consistency. The Chinese employees were first asked do give information about their gender, age, level of education and most importantly the number for years they have been dealing with foreign managers. Secondly the participant had to answer questions about the behavioral and working routines dealing with his/her specific foreign manager.

SURVEY N1 for RQ1:

After getting basic information about the managers, they were asked to give their level of agreement on 1 to 5 scale level with all the proposed questions that could define the guanxi practices in their respective working environment.

3.4 Respondents Demographics

Respondents who were from almost all over the world were sent an e-mail requesting their help in the survey questionnaire, along with a simple, two-page format listing the questions for which input was sought and an explanatory note. An online questionnaire has also been established to gather all the data needed from targeted respondents (companies, researchers, experts). Telephone interviews and in-person interviews were then conducted, with some respondents also filling out and returning the survey formats.

For all the three surveys we used a completely random sampling as we had no preference on the subject and all of them had equal chances to be selected so our population and samples are all random.

SURVEY N1 for RQ1:

As the sample we selected was completely random, the expert managers used for the Delphi process were all working with Chinese labor for at least 10 years and have a master degree or above. Ten different copies of the first survey were sent to the high managers working in Xi'an, Beijing, shanghai and Guangzhou in Chinese Mainland, but we got only seven that agreed to participate in the study. We got support from them and the top management as well and as our targeted population was reached, we could work with these expert managers and get all we want about difficulties that they could face while dealing with Chinese labor. The table below shows a representation of the expert's demographics. Among the seven experts, just two of them were woman whereas the others were men.

Table 2. Respondents age

Variable	Mean(central tendency)	St Deviation
Age	55	5.2

Table 3 Respondents experience for S1

Experience	Frequency	Percentage
0–5	0	0%
5–10	3	42.85%
>10	4	57.72%

Table 4. Respondents study level for S1

Variable	Frequency	Percentage
PhD	2	28.57%
MBAs or Ms	4	57.14%
Bachelor	1	14.28%

As we stated upper we could see from the table that among the seven expert managers that agreed to participate in our study, 57.14% had a master degree and 28.57% are actually doctors in various fields. We also had more than 71% of them which are working with Chinese labor for more than 10 years, so the contingency of the Delphi process would be satisfactory for the second and third rounds.

SURVEY N2 for RQ2H1

Twenty Foreign-owned companies in different cities (Beijing, Shanghai, Xi'an, Guangzhou) in Chinese Mainland, accepted to take part in the study. A total of 150 copies of questionnaires were distributed, and 530 were returned. After selecting valid responses according to the timing spent with the foreign manager, just only 4 were rejected and 526 were useful. The tables bellow shows a demographic representation of the survey N2.

Table 5. Age and gender for S2

Variable	Mean (central tendency)	St Deviation
Age	35.7	3.1
Female	403	–
Male	123	–

Table 6. Respondents experience for S2

Years with Foreign manager	Frequency	Percentage
1–3	344	65.39
3–5	68	12.92
5–10	75	14.25
>10	39	7.4

Table 7. Respondents study level for S2

Variable	Frequency	Percentage
PhD	26	4.94
MBAs or Ms	152	28.89
Bachelor	348	66.15

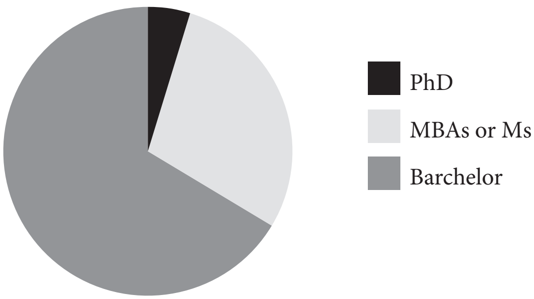

Figure 5. Circular diagram for education level

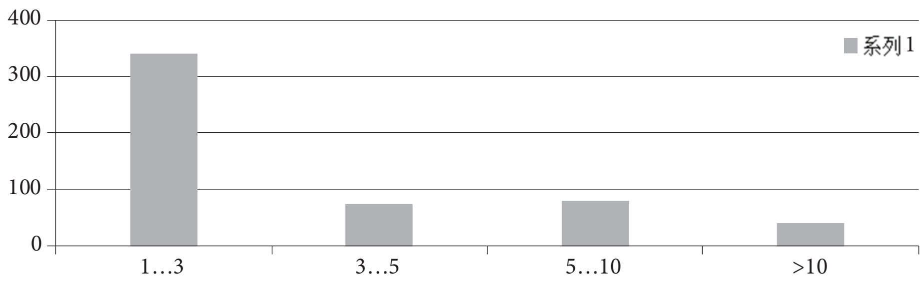

Figure 6. Graph of experience with foreign managers

As we can see for this survey we had 403 women and 123 men labor that took part in the study. At least 20% of them have been working for more than five years with a foreign manger and 66% of them have at least a bachelor degree and some even masters and Phds. As the sample selected was random and every Chinese employee there was asked freely to answer these questions, we can assume the answers would be convergent.

SURVEY N3 for RQ2H2

As we stated early, the initial invitations Forms and questionnaires were sent out by email and electronic link to potential mangers dealing with Chinese labor. In compliance with research ethics policy, the study did not start until I got all the answers. We sent the surveys to 20 companies and 50 copies of the questionnaire, and we got 30 back before the beginning of the study, all answers were useful.

Table 8. Respondents experience for S3

Experience	Frequency	Percentage
0–5	5	16.66%
5–10	18	60%
>10	7	23.33%

Table 9. Respondents study level for S1

Variable	Frequency	Percentage
PhD	5	16.66%
MBAs or Ms	15	50%
Bachelor	10	33.3%

Respondents were ages between 42 and 56, and we just collected 5 women out of the 30 participants. 50% of them had at least a master degree, 33.5% are PhDs. Participants have had involvement with KM in their careers. 23.3% of participants have had more than 10 years of experience and 60% more than 5 years of involvement Chinese labor. These results are meaningful for the next steps and are eager to use it for the next steps of the study.

This chapter described the survey method we used for hypotheses testing and the Delphi method. The next chapter reports how we analyze the data collected from the survey and the results of data analysis as well.

4. Results

This chapter reports how we analyze the data collected from the survey, and presents the results of data analysis. As described in last chapter, this part will show results of both research questions using the described tools in chapter 3. In the following, we will refer as Qi, the statement number i from each of the questionnaires we provided, to make the redaction concise. For the list of complete statements and explanations annex is giving a reference.

4.1 For the First Research Question

As we mentioned in chapter 3, we had to do 3 major steps to answer the first research questions.

Round 1: As we had mentioned above we stated nine difficulties that were returned to us from literature review and previous pilot survey. After receiving these difficulties, the priority now is to find if there is a main difference between them and finally generate an approved rank so that would draw out meaningful solutions. So basically these are the difficulties that would be asked to rank:

D1. They expect me to establish friendly relationship with them;
D2. They ask for leave or quit suddenly;
D3. They are trying to get every benefit out of their contract;
D4. They are trying to make a good impression about themselves, expressing that as gift giving, compliment saying or pointing out their work progress;
D5. The language barrier, even though we understand each other, still sometimes the task I ask, is different from task I receive;
D6. Family matters, they always place family before work deadline;
D7. They are often late, for work or for meetings;
D8. They speak "between flowers", they don't say directly what's on one's mind;
D9. They like to play with phone in worktime, as WeChat etc. social media sites.

In this round we classified all the difficulties in 3 major indicators as mentioned above.

- Interpersonal relationship difficulties: D1 D2
- Task giving and trust difficulties: D5 D8
- Working attitude difficulties: D6 D7 D9

Round 2: In this round, after sending the questionnaire S1 to our seven expert managers as stated in chapter 3 we got the following descriptive results. Then we can perform a one way ANOVA test to find if there is a significant difference between the mean values:

H0: $\mu1= \mu2= \mu3= \mu4= \mu5= \mu6= \mu7= \mu8= \mu9$

H1: there is a significant difference between the means (claim)

The table below shows the average values of the linker scale for each manager while rating the difficulties:

Table 10. Explicit answers from the seven expert managers

Difficulty	M1	M2	M3	M4	M5	M6	M7
D1	5	4	5	4	5	4	4
D2	4	3	2	2	3	3	2
D3	3	3	4	3	4	3	4
D4	3	4	3	1	5	4	3
D5	4	2	3	2	4	3	3

Difficulty	M1	M2	M3	M4	M5	M6	M7
D6	3	4	5	3	4	3	4
D7	2	3	1	3	3	2	1
D8	4	3	3	2	4	3	3
D9	3	2	4	3	3	3	4

From these explicit difficulties we can perform the ANOVA test using Microsoft excel with a 95% level of confidence. The results are shown below:

Table 11. One way ANOVA for testing differences between means

ANOVA: Single Factor						
SUMMARY						
Groups	*Count*	*Sum*	*Average*	*Variance*		
D1 5	6	26	4.333333	0.266667		
D2 4	6	15	2.5	0.3		
D3 3	6	21	3.5	0.3		
D4	6	20	3.333333	1.866667		
D5 4	6	17	2.833333	0.566667		
D6 3	6	23	3.833333	0.566667		
D7 2	6	13	2.166667	0.966667		
D8 4	6	18	3	0.4		
D9 3	6	19	3.166667	0.566667		
ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	21.14815	8	2.643519	4.102011	0.000976	2.152133
Within Groups	29	45	0.644444			
Total	50.14815	53				

F > F crit, we reject the null hypothesis. This is the case, 4.1 > 2.15. Therefore, we reject the null hypothesis. The means of the nine populations are not all equal, so in conclusion our difficulties have different means so different importance according to our experts.

The first step is to find the means of all difficulties from experts such that we can use the formula stated in chapter 3. We allocate the values from 1 to 5 to strongly disagree to strongly agree respectively, the mean of agreements for the different questions is presented as follow:

Table 12. Agreement status from experts for Delphi round 2

Difficulty	Strongly agree	Strongly disagree	Average
D1	5	1	4
D2	5	1	2 .17
D3	5	1	3
D4	5	1	3
D5	5	1	4
D6	5	1	3
D7	5	1	1.5
D8	5	1	4.33
D9	5	1	3.33

This table shows the extreme results for the least significant difficulty depending on the level of agreements. From this simple exploratory factor we can see that D8 has a bigger mean from experts, but we also went deep in the results to see check the ranks expert by expert. But this is just a classification using sample average per respondent. Now let's use a single math formula to compute the ranks for the Delphi process. And according to the seven managers ranks:

Table 13. Ranks received by experts after round 1

Difficulty	M1	M2	M3	M4	M5	M6	M7	Average rank
D1	1	2	2	1	1	3	1	1.57
D2	4	1	5	4	4	4	4	3.71
D3	5	8	6	5	5	5	2	5.14
D4	6	5	4	6	8	2	7	5.42
D5	2	3	3	3	2	1	6	2.85
D6	7	6	7	8	6	8	5	6.71
D7	9	9	9	9	9	9	9	9
D8	3	4	1	2	3	6	3	3.14
D9	8	7	8	7	7	7	8	7.4

Using this table we can now use math equations to perform a final rank. The difficulties rankings in Round 2 are shown in the 4 below. For the purposes of statistical computation, let i be the difficulty, $r_{i,j}$ be the rank given to difficulty i by participant number j. Let m be the number of participants and n be the total number of difficulties listed.

Convergence of rankings is measured using Kendall's coefficient of concordance W, computed as follows:

$$R_i = \sum_{j=1}^{m} r_{i,j};\ \bar{R} = \frac{1}{2}m(n+1)$$

Where m and n are defined above and S is the sum of squared deviations.

R_i is the total rank given to difficulty i, and R is the mean of these total ranks which is basically 35. Based on this formula, let's compute the convergence coefficient to see the rank's consistency:

Table 14. Computing the convergence rate

Difficulty	Ri	(Ri-Rb)^2
D1	11	576
D2	26	81
D3	36	1
D4	38	9
D5	20	225
D6	47	144
D7	9	576
D8	22	169
D9	52	289

From that table we can find S as 2061, which will be useful to finally compute the convergence rate. Using this we get W = 0.7 which is definitely acceptable. So finally, using the mean ranks we can then sort out the following rank from most important to least important:

Table 15. Final proposed rank

Difficulty	Ri	(Ri-Rb)^2
D1	11	576
D2	26	81
D3	36	1
D4	38	9
D5	20	225
D6	47	144
D7	9	576
D8	22	169
D9	52	289

From the table we could definitely see how the interpersonal relationship difficulties are very well ranked, but we realized also some difficulties such as D8 They speak "between flowers", they don't say directly what's on one's mind; come at very important rank.

Round 3 for this round, we just resent the complete rank to the same panel of expert managers and we almost got unanimous acceptance on the ranks, so we validated the convenient ranks for these difficulties.

In this part we demonstrated the survey results, which supported our propositions for the first research question in difficulties that foreign managers face while dealing with Chinese employee to discuss issues open-mindedly with their foreign managers and did well in innovation. We had a rank of nine difficulties that we have proved affecting the leader and employee relationship differently. We also realized that even the interpersonal issues are really important in this cross cultural working environment, a difficulty seemed to be very well noticed as it was agreed by all the senior managers that took part in this study: they are D8. They speak "between flowers", they don't say directly what's on one's mind; which means managers have to find a collective way to deal with this, and we will give some plausible solutions in the next coming part. The other difficulty that we realized important is D5: The language barrier, even though we understand each other, still sometimes the task I ask, is different from task I receive; where we think both parties should be involved, as foreign managers should learn Chinese and Chinese employees as well should improve their English.

4.2 For the Second Research Question

In this part the task will be to present the results of the two surveys that we performed and explained the goals in chapter 3, and finally use the results of these two surveys to draw out a conclusion for the second research question.

4.2.1 For the survey N2 about Chinese employees

For this survey we mapped the questions per factor as we stated in chapter 3. So the results and the central tendencies would not be analyzed per question but grouped and randomized per factor. The graph below shows a simple mapping we choose for the questions given to Chinese employees to rate their level of agreement on the statements we provided.

Table 16. Questions statements mapping for S2

Treatment	Q1,Q2,Q3,Q4,Q5
Relationships	Q6,Q7,Q10,Q14,Q15
Task giving/trust	Q8,Q9,Q11,Q12,Q13

So while performing the hypothesis testing that all the statements is practiced on a Chinese foreign based working environment, we have to generate the practices agreement for each factor of measurement.

Before we start testing the hypothesis we made at this stage, it would be interesting to specify the quality or rates of agreements generated by the Chinese labor working with foreigners.

We have to test each question one by one, and then sort out a small summery for the corresponding factor, and finally get the total result for H21.

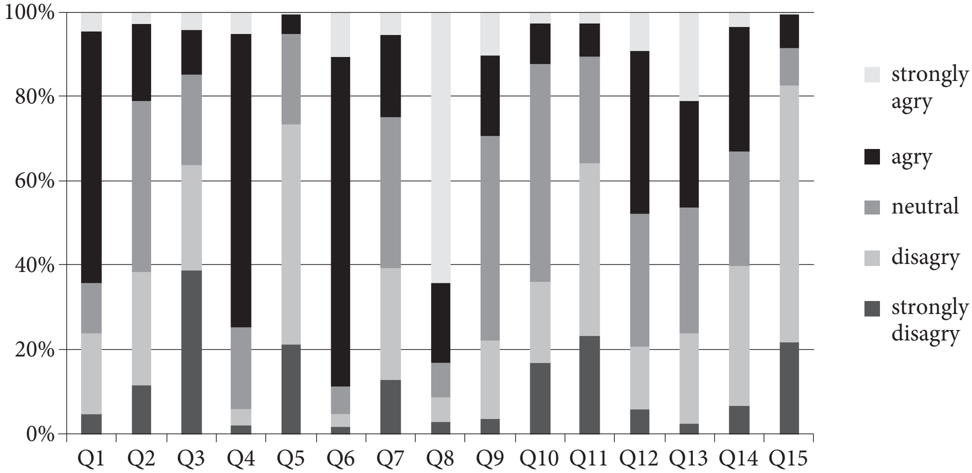

Figure 7. Level of agreement for Chinese employees

From the graph, we could clearly see that not all the agreement factors on these management practices that we have chosen through secondary data have been approved by our participants. The most important management factors to take care of should be the Q8 and Q4 factor statements as they have the huger rate of agreement from our participants. The complexity of answers and possible inadequacies in the structuring of agreement package may be a very good reason for the generation the final conclusion on guanxi practices. Therefore, a hypothesis testing on central tendencies of every agreement statement and factor is needed to make all the categories easy to handle and to decide.

Hypothesis testing:

As mentioned before to test H21: All the means of the single agreement variable (on foreign manager's behavior statements) are bigger than the estimated mean rated as the mean of the means. We should test all the statements that we gave to Chinese labor working all around China if the mean of agreements is actually greater than 3.1, a fairly good acceptance threshold we fixed ourselves.

To test H21 we must perform 15 of these small tests:

$$H0\text{: } \mu i \leq 3.1$$
$$H1\text{: } \mu i > 3.1$$

To perform the test we need to take the values of mean and standard deviation from the table above and use the formula provided in chapter 3 to compute the t-value and decide whether it is accepted of not. We used Microsoft excel to perform the test as the code is relatively simple. The figure bellow shows the table for t value calculation for the first question statement.

Table 17. Computing a single t-value

Count	5
Mean	3,406844
Standard d	0,191153
Std error	0,095576
Hypmean	3,1
Alpha	0,05
Df	4
Tstat	3,210462
Tcrit	2,353363

From the number of point on the Likert scale diagram, we can find 4 degrees of freedom, and we initially fixed ourselves a level of confidence of 95%, so the value of alpha is 0.05. Using the mean and the standard deviation for each question, we can repeat this step 15 times to get the acceptance state of all the statements depending on the answers. The table below shows the t-values for all the questions.

Table 18. T-values for H21

	Mean	Std deviation	T value
Q1	3.406844	0.191153	3.21
Q2	2.741445	0.091478	-7.8
Q3	2.169202	0.033279	-55
Q4	3.724335	0.232048	5.38
Q5	2.117871	0.084374	-23.38
Q6	3.937262	0.264504	6.33
Q7	2.785171	0.077071	-8
Q8	4.452471	0.273314	9.89
Q9	3.153992	0.106669	1.01
Q10	2.617871	0.117414	-8.2
Q11	2.260456	0.063381	-26

	Mean	Std deviation	T value
Q12	3.321293	0.119519	3.70
Q13	3.420152	0.089369	7.16
Q14	2.908745	0.093301	-4.09
Q15	2.04943	0.092426	-22

From the different t values, we can see that not all the statements are accepted. We just have enough evidence to reject the null hypothesis for Q1, Q4, Q6, Q8, and Q12 because their t-value is bigger than the critic value 2.35. For the other ones we do not have enough evidence at 95% level of confidence to reject the null hypothesis. The table below shows per factor the accepted questions.

Table 19. Agreed statements per factor

Agreed statements	
Treatment	Q1,Q4
Relationships	Q6
Task giving/trust	Q8,Q12,

So from the 15 statements we sent to the Chinese employees working with foreign managers for more than half a year; After hypothesis testing we just realized that just 5 of them were actually agreed out of the 526 participants that participated in our study. A better development of this part will be provided in the coming chapters.

4.2.2 For the survey N3 on foreign managers

The results about agreement states and proportions could be found in the table below, all the detailed results could be found in appendix. From our respondents and from the secondary data we've elaborated, we practically designed eight questions for three different factors. The questions were annualized by the respondents and gave their rate of agreement with the statement. The range sequence is from strongly disagreeing to strongly agree suing a five point Linkert scale. This status can help to identify at a first stage which question has which better rate of agreements. The groupage of the questions and factors were explained in chapter 3, and the full questionnaire will be provided in appendix:

Table 20. Agreement level presentation

	strongly disagree	disagree	neutral	agree	strongly agree
Q1	0.00%	13.30%	23.30%	26.70%	36.70%
Q2	0.00%	0.00%	10.70%	71.40%	17.90%
Q3	0.00%	40.00%	30.00%	23.30%	6.70%

	strongly disagree	disagree	neutral	agree	strongly agree
Q4	0.00%	3.30%	3.30%	76.70%	16.70%
Q5	33.30%	43.30%	10.00%	10.00%	3.30%
Q6	0.00%	20.00%	43.30%	30.00%	6.70%
Q7	0.00%	16.70%	40.00%	43.30%	0.00%
Q8	50.00%	40.00%	6.70%	0.00%	3.30%

From the table, we have a clear concept of the agreements with our statements that we will design all by the help of our responses. It clearly shows that we should much pay attention about Q1 as the statement has the higher rates of strongly agreements that as a leader of team I have to treat each team member equally.

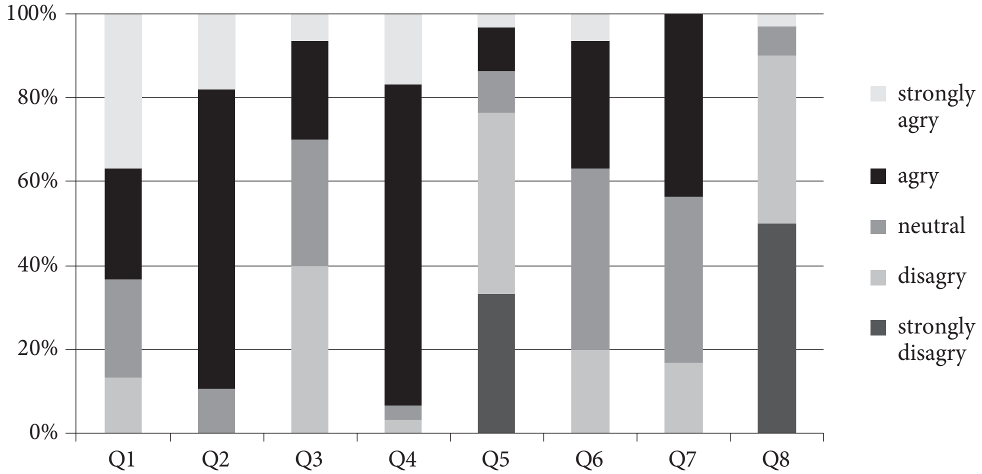

Figure 8. Graph of agreement for the eight factors revealed in S3

From the graph sorted, we can clearly see that all the agreements factors that we have chosen through secondary data have been approved by our participants. The graph clearly shows that the last statement Q8 has a very high rate of disagreement whereas the central tendencies are equally likely split for statement Q4 to Q5.

Even if this graph gives us clear understanding on almost which statement was accepted by the managers and which one was not, we have to perform 8 t-tests on these statements to see whether or not they are actually could be approved. As we mentioned in chapter 3, the approval rate is 3.1 is the statistic should be at least 3.1 to reject the null hypothesis and accept that the practice is actually convivial with our research question. This means that to accept a statement we just considered agreed and strongly agreed.

Hypothesis Testing: testing H22: All the means of the single agreement variable (on relationship with Chinese labor) are bigger than the estimated mean rated as the mean of the means.

To test H22 we must perform 8 of these small tests:

$$H0: \mu i \leq 3.1$$
$$H1: \mu i > 3.1$$

To perform this hypothesis testing, we should perform a t-test on all eight statements that we generated and explained in chapter 3.

So for each question, the mean value of answers, standard deviation, and acceptance rate are sorted in the table below:

Table 21. Post central tendency survey S3 summary

	Mean	Variance	Std deviation	Satisfactory rate
Q1	3.92	1.12	1.06	71.67
Q2	4.07	0.28	0.53	76.79
Q3	2.97	0.9	0.95	49.17
Q4	4.07	0.33	0.57	76
Q5	2.07	1.13	1.06	26
Q6	3.83	0.71	0.84	55.83
Q7	3.77	0.53	0.73	56.67
Q8	1.67	0.76	8.87	16.67

Using the table above we can use the formula stated in chapter 3 to compute the t values for each statement. The level of confidence is 95%, and as n = 30 we assume there is very less chance to make a type one error. The t scores for different statements are listed on the table below.

Table 22. Scores for all the eight statements

	Mean	Std deviation	T value
Q1	3.92	1.06	4.55
Q2	4.07	0.53	10.6
Q3	2.97	0.95	−0.2231579
Q4	4.07	0.57	9.8561404
Q5	2.07	1.06	−4.7
Q6	3.83	0.84	5.1738095
Q7	3.77	0.73	5.5178082
Q8	1.67	8.87	−0.8006764

For a 95% level of confidence, the tcrit is 2.042.we can clearly see that just for Q1, Q2, Q4, Q6 and Q7 we can to reject the null hypothesis, for Q3, Q5, Q8 we fail to reject the null hypothesis.

In other words this means that for the first group of statement, we have enough evidence at 95% level of confidence that the managers agree on the different statements that we provided. For the second list, we do not have enough evidence to support the hypothesis that these practices actually happen on working environment.

So finally we could say that we do not have enough evidence to support H22 which states that all the means are bigger than the acceptance rate, instead we realized that for some of the practices the managers do not agree.

As we stated in chapter 3, all the questions that we used here are mapped under fuzzy factors that are Treatment, Relationships, Task giving / trust, and general management practices .The table below shows the simple mapping for the statements in the survey.

Table 23. Questions statements mapping for S3

Field	Questions
Treatment Relationships	Q1, Q3, Q6 Q2, Q4
Task giving / trust	Q7, Q8

From the above table and the results from the survey we could see that all the statements coming from treatment have passed the approval and agreement from managers, whereas one statement from relationships and task giving were rejected each.

5. Discussion

To summarize, the results of this study have showed in which ways Western managers face difficulties when they lead Chinese employees. As for Chinese employees, they helped us to find out, in which ways Western managers apply to Chinese concept of guanxi, and which statements author gave are wrong.

Based on the discussion with seven manager experts, we made a two questionnaires. Based on respondent answers, we will find out the points we must stress out and discuss:

After proving and discussing difficulties that Western managers might face in Chinese environment, author goes to the next big step, which is core of this research. The proposition we made in first part, was weather or no Western leaders, who are working in China, adapt to the concept of guanxi, or they come along with their own business and leading culture.

5.1 Research Question N2

We tested this part with quantitative method of 2 surveys. One that has to be responded from Chinese employees, and other one from Western leaders, so author could get full image and objective opinion about this statement.

In third chapter author has shown the results. All the customs that apply, has to be greater than 3.1, to be acceptable and valid for future research.

As for N2, the result shows, that 6 of statements pass:

My manager treats me differently than other employees (treatment);

I like to treat my manager with lunch, dinner or small gift as a thank You gesture (treatment);

My manager and I can call our relationship as friends (persona; relationship);

My manager knows exactly which tasks I can do the best, so he/she gives me those (task giving and trust);

My manager knows that I am loyal and he/she can ask for help any time, professional or personal matters (task giving and trust);

My manager is fully dedicated and if I have any problem professional or personal I can ask for help (task giving and trust).

This time for sector classification, we again chose 3 parts. Author divided relationship in two parts - manager treatment and personal relationship with manager. Author also discussing task giving and trust part, but has left out the working attitude part, as it has been shown before, there is no need for further research on it.

To summarize the Chinese workforce responses the answer to author's proposition number 2 and stated hypothesis for it, is that it is not totally true. Author cannot say, that Western leaders have managing their teams fully in the guanxi way, as well as we are not right to say that they come with their own culture and develop here in China's work environment. Author suggests that, again, we are narrowing our research to relationship sector which has been divided in treatment and personal relationships and has shown importance. It by all means, that the most significant difference leaders might face is guanxi concept, but only parts about worker's treatment and relationships.

5.2 Research Question N3

The same sector implementing author did for Western leaders' survey. Questions and statements in this survey were more straightforward and personal, since the managers are more less that employees, we had to be as specific as we can. The questions that pass were:

I believe that as a leader of team I have to treat each team member equally (relationships vs treatment);

I manage a team, where some of team members I see more loyal than others (task giving and trust);

When I receive new project or task, I know my team so well, that I know exactly which task give to whom (task giving and trust);

There are some team members I cannot get along, because of cultural differences (relationships);

I think that I am adapting more to Chinese culture in workplace than showing them mine (general).

To summarize the Western managers responses the answer to author's proposition number 3 and stated hypothesis for it, is that it is not totally true. Author cannot say, that Western leaders have managing their teams fully in the guanxi way, as well as we are not right to say that they come with their own culture and develop here in China's work environment.

Since the biggest part of statements for Western managers applied in this survey, author can see the parts that has to be emphasized. Also, the last question, about leaders opinion, whether or not they think themselves that they adapt to Chinese way of guanxi or not, Q7 applied, but Q8 not. So even though, there is no 100% one sided answers, research shows in every survey on the way, that China's labor pays attention to work engagement, and relationships more than Western people. So the main aim has been showed that, once You are in position where You have to lead Chinese workforce, one has to make a deeper research about customs and traditions they establish, and only then, there might be a decision for compromise, or changes. Otherwise friendly and successful team membership might be at risk.

5.3 Suggestions for Western Managers

Author has found three categories in which foreign workers find the most distinctive features: personal relationships – guanxi network, employment treatment – gift giving, and the concept of mianzi or reputation, which is responsible for work engagement and task giving factor.

After result gathering manager experts who helped in this paper pointed out things that should be researched and explained in this paper, in order to help Western businessman cultivate good relationships with Chinese managers.

5.3.1 Entering the Guanxi network

Basically, China has moved from a group based society to a networked society. In these types of companies, the group boundaries are more flexible, the interaction of things is different, the link between the many networks and the hierarchy, if any, is recursive. People who spend time together at work, at home, in towns, in public institutions, in sales outlets, each of these types of group can be considered a social network. The importance, entry and exit of each of these groups, its boundaries are determined by the members participating in them.

That's why in work place, or work environment, is so important to be a part from guanxi network. The biggest network or friend you have the best opportunities you can get. Author wants to explain what guanxi network is and why it is so important for Western managers:

Like any social network, guanxi are also based on network members that are interconnected. These links consist of specific relationships such as kinship, frequent daily contact, information exchange, or emotional support. These links connect network members to specific entities that have resources in the social system. The template for this relationship is a social networking structure that organizes an exchange system, control, dependency, co-operation and conflict. Guanxi network is definitely not money-based, that is very important factor. Members who are on the net call each other friends.

There is no such assumption that guanxi groups are a normal setting in the social system, or that there is no deviation from any of these groups. These groups are not privileged by definition, they are up-to-date. Guanxi group is a type of social network, but one that is closely interlinked with members and is based on certain people for a long period of time. In order to understand and study the essence of guanxi, there must be an empirical approach when you want to connect with the social network. China, like the rest of the world, is now faced with a paradigm shift, not only in the way people perceive society, but more in a way in which people interact with institutions.

People and organizations in the network have a dual effect. Just like people belong to organizations, the organization also belongs to people. If two people belong to one organization, they are automatically connected because there are colleagues in that particular location. Similarly, if a person owns two organizations, they are automatically united automatically.

Strategic thinking is important when starting to plan business operations in guanxi networks. First of all, there must be a solid business strategy that will create short-term and long-term guanxi goals and needs. Secondly, the company has to think how it can be useful for guanxi and what service it can offer. Guanxi ways are flexible, efficient, accessible and adapted to low-cost social capital.

For Western managers trying to get started in China, it's very difficult to understand guanxi. Especially, if we take into account that individuality is dominated by foreign societies, not collectivism. Academic scholars have shown that, generally speaking, Western business people make this type of relationship relatively problematic, meaning that they will be even more difficult to reach out to local people on entering the Chinese market. Researchers have described this process a lot, about how to enter a guanxi network, but no lesson was so accurate that it can be repeated and successful and easy to get started with. Regardless of this, practice is the main key to achieving the effect, and the effect is guanxi.

It cannot be denied that today in China, like in Western countries, people are already part of one or more networks, they try to change their routine by introducing concrete links that can only be based on a couple of hours, days, months, or years of cooperation. They prefer to invest in relationships that are close, kinship or friendship, much better than in relationships with acquaintances, neighbors or colleagues. They can change links and networks based on the opportunities offered, the complexity, the circumstances in the personal or professional area, and not subject to externally imposed terms. On the contrary, they want this mutual obligation to enjoy and make themselves more attractive to society.

5.3.2 Gift giving

Although the gift – giving is in any country and it is perfectly acceptable, the author in this part wishes to make some practical advice to the Western people. As we can understand from the whole work, guanxi is not a simple relationship between the employer and the subordinate, it is a lifestyle. A way of life that is deeply ingrained in Chinese culture, and person has to know it, if they are willing to be a part of successful, functioning business.

From an ethical perspective, it is very difficult to predict when to give a gift and what kind of gift to choose. Based on the amount of demand and recipient's social status, the gifts that are expected can range from a simple fruit basket or chicken roast to a common meal, to expensive stereo equipment and widescreen TV or refrigerator.

There are some rituals that characterize the guanxi gift process. The most important thing is that a gift can be rejected from one to three times. The Chinese people's representative can begin to protest loudly that it will not accept and feel uncomfortable about this gesture. A gift will really not be accepted only if it is too valuable, or if it is accepted, a person may experience an unpleasant situation in the future. Such situations usually do not occur at formal meetings, but often between acquaintances and friends. It is very important that the gift should be delivered directly to the chosen person or delivered when no one else is nearby. Otherwise, a person will be offended by a morale and feel confused by others, the reaction to such a violation of the law will be negative and exaggerated, then the tutor will be placed in an awkward situation or humiliated in the eyes of others, because he cannot afford to show that he wants to receive something from a partner to a gift.

Famous business partners or friends are encouraged to provide music tracks, art books on Chinese art in English. For women, the best choice is cosmetics, perfumes and various beauty products that are not expensive, but not available in China. In relationships where guanxi is a formal and between personally unfamiliar partners or relationships in which the gift of any kind, an international event, foreign beverages, a bottle of wine and cigars are highly valued.

A Chinese delegation traveling abroad often comes with a huge amount of gifts. Companies, universities or just organizations that they expect to be gifted with all these gifts. The more this organization has done to their benefit, the more valuable gifts will be. If a foreign organization plans to give a gift to a Chinese delegation, art works are a good choice. Another option is a gift made in a given country, brilliant if it presents a certain country's culture or art. A book with beautiful photographs of a local city, the Chinese, who do not have the opportunity to leave the country every day, will require much to learn.

It is also possible to present someone who presents a company or organization visited by the Chinese, if you have been on the exchange for the second time, then the album with pictures from the previous time will be an invaluable gift. Individual gifts should be small, of little value. Various things produced by a particular company. The most common types of gifts in China are: pens, calculators, lighters, measuring tapes, flashlights, folding knives, digital clocks, shirts, bags where the company logo is displayed. Tickets for local theatrical performances or music shows are also considered as very valuable gifts. Business relationships also have things that should not be given, watches, it symbolizes the accession to the death of their parents, and the cut flowers symbolize a funeral and a green hat that symbolizes the man who was murdered. The presentation of very valuable gifts should be avoided, as it is then possible that the other party will not be able to repay it.

It is best to give a gift to a company during a banquet, at the place of the toast or at the end of the meal. It cannot be as surprising that it is better to notify a representative of a Chinese company beforehand, it will allow you to escape from the unpleasant situation that the other party will not have anything to give in a return. The Chinese tradition does not include unpacking gifts immediately upon receipt, however, according to a special desire and explanations of Western cultural traditions, the Chinese will gladly open the gift they received. Accepted to thank the words after opening the gift, but the Chinese are opposed to exaggerated ovations and calls. The value of the Chinese is not intended as a gift. This is also their saying: 礼轻人意重, which means: the gift is insignificant, but the feeling is complete.

The gift must be served with both hands, this symbolizes courtesy. Individual gifts can be placed at their intended locations, but gifts for larger organizations should be served formally with both hands. Gifts should be wrapped in bright red paper, which is a Chinese holiday color, maybe add other colors, but do not bind in white. The white color in the Chinese society is associated with mourning. Chinese people leave their price tags for their gifts.

A large part of the Chinese accept gifts without even wanting to engage in relationships, and would rather not go through difficulties that come with an obligation for at least three reasons. First of all, any type of refusal has the risk of losing reputation or importance. Second, it shows that a person does not want to enter into relationships and help. Thirdly, most people are open to new offers, because it means that their guanxi network will be replenished, with the same knowledge that they engage in debt by engaging in relationships, so others will be indebted to them.

After the gift giving, it is not common of immediate ask for help or wait for a gift in return, the debt can be deferred indefinitely. They can be postponed for up to 4–5 years, when really what's important and will need to ask for help. Better to be in a position where the other party owes, the longer, the better, because it increases the position of guanxi in the network and increases the chances of future deals. In the relationships in which one person who renders the service repayment immediately is socially meaningless, they have no future. It is highly likely that a higher-ranking person might react to a lower standing so that a service that is obviously disadvantageous to a senior position is no longer required, stating that the relationship is about to end.

5.3.3 Reputation or concept of mianzi

As the last tip, the author wishes to emphasize a very important part of the system – 面子, literary translation – face that plays a big role in the business industry in China.

This is a sociological expression that is as the desire to maintain social stability, hierarchy and respect, the need for respect in others' eyes and avoidance of shame in a social environment, in other words – reputation. To provide a service in itself is a matter of honor and reputation. Basically, the mianzi can be obtained (增加面子), given (给面子) or lost (丢面子). The most important part is to keep a mianzi (留面子) because of losing mianzi affects the ability to function successfully in society.

A mianzi can be obtained by giving or losing only if there is an audience that evaluates the particular situation in the guanxi network. For example, only someone with his own guanxi network can give a mianzi to other. On the one hand, these people themselves value their relationship with themselves and others by deciding or starting relationships, which means fulfilling their obligations. On the other hand, the amount affects the growth of mianzi (mianzi), which depends on the network and the decision that they want directly from other partners, the more invitations are received and confirmed, the more services are provided, the greater the number becomes of mianzi, how much is rejected, how offended, this significantly reduces the amount of mianzi.

The mianzi is considered to be the greatest treasure of the Chinese businessman. The reputation is both personal and organization. Ministries, corporations, companies, all have their own mianzi. Economic progress is based not only on the company's products, but also on the reputation of guanxi in the network. How good a member he is to other members, and how respected his partner is in the eyes of others. The reputation of the Chinese economy is enormous. Mianzi is one of the key words that play an equally important role in The People's Republic of China as other two: money and power. If someone uses the money and power as much as the Chinese, who lives in prosperity, wearing branded clothes, holding daily meals in restaurants, basically looking for ways to demonstrate their good living conditions, then in principle, this is due to this reputation.

In cooperation with the Chinese, often foreigners are surprised at their obsession with the role of the mianzi in business relationships, but much Westerners do not pay enough attention to it. Any Chinese citizen who deals in trade, service or business spends a great deal of time thinking of a reputation in the eyes of others, seeing the situation and the course of business much more and more connected with that than foreigners.

Friends in China who help in business are not comparable to friends in any other place. It is typical for the West that in a relationship with a friend you are asked for help as an individual, it is important to who you are and how you can help. In China, relatives and relationships are important, for example, your friend is a grandson to the local senator, which means that he should be treated with extreme care and respect, although his reputation is based only on kinship ties, but already higher than a powerful businessman. On the other hand, if you are close to your friend, it can increase your personal reputation.

A mianzi or reputation can easily be lost. The matter is not necessarily great if it comes to the public with some controversy or contests, refuses the invitation to an event or meeting without relying on a strong argument, the reputation is lost. If someone disagrees or does not want to provide a service to a user on the network, he creates a distrust or loses his/her mianzi. Conversely, if in the network is a member who is well known in the community, then the provision of a service to this member can increase his reputation. Reputation helps to keep up with the rules and eliminates confusion, because nobody wants to be excluded from the network.

Foreigners may consider that in their dealings they are immune to a loss of mianzi or an increase in reputation, as they are not their internal rules, but in fact any transaction in China can only take place if you know these rules. For example, a Western company wanted to talk to one Chinese government minister. The Chinese ministry dismissed them twice as an excuse for having been busy and for many overseas visits. After two refusals, the company still wanted to meet, but the fear of the third rejection was too strong to send another letter. After a while, a company's manager told his Chinese friend about the situations, and Chinese friend answered that, they should try the third time, because, if they reject three times, they have been threatened to lose their mianzi. As a surprise for Chinese company positive response followed immediately after the third letter and an appointment was made.

Life style is also important. People whose place of residence is not attractive enough, in a good residential area, known partners for years, they cannot invite a simple dinner at home. They better chose to invite them to expensive restaurants, even tho they have to suffer till next salary. Also, designer clothes on a daily basis and ordering sophisticated food brings a reputation in the eyes of others. The Chinese will never understand how wealthy foreign businessmen can wear casual jeans, cheap clothes, if they can afford not to do so. In order to leave the best impression in the restaurant, they are ready to order a cooked salmon with shrimp or anything that is expensive and first-class to give the people a very good impression even if they won't have money next day.

Individuals are threatened with loss of mianzi if they are unable to control themselves in a public place; in fact, any kind of self-control over the effects of anger, sadness, anxiety or other emotions is undermining the reputation. Including the use of alcohol to a level where you cannot control yourself. Likewise, the reputation is automatically lost when the relationship between guanxi partners breaks down, looking at the mianzi of a particular situation, both one and the same partner can lose their mianzi.

The only way to save a situation in a process where loss of reputation is lost is to apologize for what has been done, and it's very typical for the Chinese to figure out a situation or excuse for their actions that would not harm either party, in rare cases, they can save money or very valuable services what is needed at the moment. No resident of China could call his life as full or balanced if it did not play a significant role for the dignity and favor of others.

6. Conclusion

The introduction of the thesis has proven that the concept of guanxi is very important in the culture of modern business. The author can conclude that it is precisely for Latvian entrepreneurs that such work research will improve opportunities for cooperation with China, develop the most advanced mutual relations and be able to explain activities that are not in themselves understandable.

As for differences we can see that Chinese businessmen work better with local partners, build long-term relationships, while the West prefers ignorant partners, impersonal deals and maximizing benefits. Chinese businessmen prefer guanxi as the main form in business relationships. Guanxi relationships can provide security, avoid confrontation, reduce transaction costs, provide the necessary resources, increase the business network and get significant commitments. Basically, guanxi is the link between two individuals that can be realized irrespective of nationalism, if the relationship is based on trust and respect.

Data observed has proved us the parts of guanxi, or manager–employee relationship author will pay more attention to. Talking with experts and top managers we can summarize that in some ways Western managers have agreed to apply way of guanxi. But still some of the ways they don't want to be part of.

This research paper helps author to focus on these 3 main factors in future research, and also as The People's Republic of China develops really fast, we will continue to update our information and try our best to help students in Latvia, and if possible other Westerners to be prepared once they have decided to bound with Chinese partners.

Guanxi is rooted in Chinese society, so it is unlikely that it could completely lose its laws and influence in business transactions. State law and guanxi is working as a glove by hand, Chinese networks create a businessman who is able to adapt to different economic conditions. The belief is that people will change under the influence of globalization, but will remain with their unique cipher ethics, which will always be an integral part of business development in China. As for author, she finds this study significant and will continue to work on it on daily bases.

6.1 Limitations and Future Research

Based on an analytical study, the author concludes that in the future, the study should include the professional distribution of managers and employees. The research needs to be narrowed down to a specific sector, for example, the digital world, where today is the most foreign leaders (linkedin.com/research), in order to be able more concretely when it comes to understand satisfaction of employees and what kind of Western particularities are allowed to enter the Chinese labor market.

The author now finds that there are still major cultural differences in the market in 2018, but the truth is that both foreign traders and the Chinese market want to cooperate, so the prospect of such research grows with each passing year.

As mentioned before these research is a step closer to greater plan. Guanxi and Western style of doing business are now at the proper level to bring something new to Chinese culture, not only to the Western world. Therefore, working on helping Latvian universities develop new subject content, also we will focus on Chinese students, these research in future can be both sided, so we can help Western and Chinese managers.

Author in the future studies also wants to include the concept of Emotional Intelligence that has been introduced to the Western world in recent years, but for China is still unfamiliar.

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拉脱维亚巧克力公司LAIMA进入中国市场所遇商贸障碍及其分类和克服方式的分析[1]

路娃

摘要:本文主要以拉脱维亚巧克力公司Laima为研究对象,分析其进入中国市场所遇的商贸障碍及其克服方式。中国市场目前是世界上最大以及最有前景的国际商贸市场之一,所以拉脱维亚公司在中国市场看到了巨大的商机。但是拉脱维亚公司在开拓中国市场的过程中遇到了一些商贸障碍, 其中就有巧克力制造商Laima公司。笔者选择该研究题目是因为拉脱维亚巧克力制造商Laima公司对中国市场不熟悉,也不了解中国消费者对巧克力的需求、对巧克力质量的需求和中国其他市场的情况也不太了解,而这些问题是目前的出口公司所面临的集体问题,有很具有代表性,所以本文以该公司为研究对象。希望通过描述该公司存在的出口障碍并加以分析,给出可行性建议,以便让Laima公司在中国市场顺利发展,同时也希望能够给别的公司提供借鉴意义。本论文的第一章为国际商贸障碍的分类;第二章为Laima公司的介绍;第三章分析Laima公司已经克服的商贸障碍和尚未克服的商贸障碍;第四章为Laima公司已经克服的商贸障碍采取的方式;第五章为Laima公司尚未克服的商贸障碍提出应采取的方式和建议;第六章为对拉脱维亚其他欲进入中国市场的公司企业提供建议。研究方法是采取访谈法获取相关Laima公司的第一手资料和材料;材料分析法。

[1] 本文系路娃(Natalija Rodionova)在华南师范大学国际文化学院商贸汉语专业留学时期撰写的学士学位论文(2016年),导师张久,在此衷心致谢。

Latvian Chocolate Manufacturer Laima Company: Trading Barriers Entering China's Market and Its Methods to Overcome These Barriers

Natalija Rodionova

Abstract

The object of this research paper is Latvian chocolate manufacturer Laima company. Author of this paper will research Laima's faced trading barriers entering China's market and its methods to overcome these barriers. China's market is one of the biggest and most prosperous markets in the world, therefore Latvian companies consider China as big business opportunity. However, Latvian companies entering China's market face trading barriers that obstruct to put on the market their products and obtain income, among these companies is this research paper object Laima company. Author choose this object because Laima company is not familiar with China's market – it's consumers preferences in chocolate products, market regulations, quality regulations and other corresponding requirements of local market, thus Laima company face trading barriers entering China's market. Author will classify these barriers and analyze methods of overcoming them, so that Laima company can smoothly develop in China's market. This research paper will also help other Latvian companies to understand China's market and deal with trading barriers that Laima company faced. The first chapter classify international trade barriers; The second chapter is Laima's company introduction; The third chapter analyze trade barriers that Laima company already overcome and not yet overcome; The fourth chapter summarize Laima's used methods to overcome trade barriers; The fifth chapter includes recommendations for Laima company to overcome barriers that still exist; The sixth chapter includes suggestions for other companies who willing to enter China's market. Research method is interview method, that obtain first-hand information and materials of Laima company; data analysis.

一、商贸障碍的分类

在国际贸易范围内有不同种类障碍妨碍进出口, 这些障碍有两个通用的类型 - 关税壁垒和非关税壁垒。笔者将简单回顾一下这两个类型, 以了解国际外贸障碍的系统。

关税壁垒

关税是世界各国普遍征收的一个税种， 是指一国海关对进出境的货物或者物品征收的一种税, 而且是最古老的政府在经济活动中的干预形式之一。政府实施这些关

税有明确的经济目的。首先它们为政府提供财源。其次， 关税能够提高国内企业和供应资源商对经济的回报。关税被广泛用来保护国内生产者的收入和应对来自国外的竞争。这种保护是以经济成本为代价的，国内消费者对进口竞争的商品付出更高的价格，而对整个经济体制来说，通过资源的低效配置来降低国内产业和进口产业之间的竞争。[1]

非关税壁垒

非关税壁垒， 又称非关税贸易壁垒， 是指一国政府采取除关税以外的各种办法，来对本国的对外贸易活动进行调节、阻碍、特定的市场需求、管理和控制的一切政策与手段的总和，其目的就是试图在一定程度上限制进出口，以保护国内市场和国内产业的发展，因此让进口或出口活动变得艰难和 / 或昂贵 (文件要求，包装、标签、禁运、许可要求，行政事业性收费，标准要求等)。[2]

另外从拉脱维亚来说，公司想要出口还要面临着出口障碍。出口障碍不但包括关税壁垒和非关税壁垒，而且包括另外一些障碍类型。这种类型的贸易障碍是本论文研究的关键，所以笔者将更详细的对这些障碍进行分类。

出口障碍

出口障碍可以定义为政府在态度、结构、操作和其他方面的限制， 阻碍了企业的创业能力，发展或维持国际业务。[3] 按照塞浦路斯大学教授Leonidas C. Leonidou对出口贸易障碍的界定可以分类如下:

- 国际竞争
- 贸易风险
- 消费者文化的差别
- 质量标准
- 非竞争性的价格
- 缺乏市场信息
- 同商业的行为
- 产能力不足
- 艰难支付方式
- 缺乏政府支持措施
- 限制性规章制度

[1] Daniel A. Sumner, Vincent H. Smith, C. Parr Rosson. *Tariff and Non-Tariff Barriers to Trade*, 2009.

[2] Non-Tariff Barriers to Trade http://www.tradebarriers.org/ntb/non_tariff_barriers

[3] Seyed Hossein Jalali. Export Barriers and Export Performance. *South-Eastern Journal of Economics*. Vol. 1, 2012.

- 官僚要求
- 装运
- 征收高关税 / 非关税壁垒
- 文件/ 程序的难处理

等等。[1]

二、Laima 公司介绍

拉脱维亚糖果业的创始人是德国人Theodor Rigert。他在不同国家旅游的时候, 积累了不少创业的经验。在1870年, 他在里加成立了第一家糖果工厂, 并开始生产类似于巧克力的糖果。经过多年的坚持不懈努力和发展,Rigert的工厂已经成为波罗海国家和俄罗斯最大的糖果生产商。1921年Vilhelms Kuze成立了Laima巧克力公司, 公司在Vilhelms Kuze的带领下迅速发展和壮大, 到1930年该公司的员工已经达到500名。该公司的糖果产品不仅在拉脱维亚出售, 同时也在法国、英国、埃及、黎巴嫩、巴勒斯坦和其它国家出售。在20世纪30年代后期Laima公司的创始人决定离开里加,1937年拉脱维亚政府收购了Rigert股份公司和Laima股份公司, 并将两个工厂合并在一起, 依然使用Laima为公司名称。目前Laima公司已经有140年制作巧克力和拉脱维亚糖果制造的传统经验。[2]

在近五年期间, 该公司不断在制糖技术、机器设备和维修中投入大量资金, 同时在公司的形象和品牌的改善上提供投入大量资金。在2014年, 公司在新产品发展中投入了100, 000欧元, 其中包含出口市场的产品发展。[3]自2010年以来, Laima公司制定了进入中国市场的计划并积极参与2010年的上海世博会。此次参展的目的是为了了解中国消费者对黑巧克力的需求、口味差异, 以及寻找未来进入中国市场的潜在合作伙伴。[4]需要强调的是,Laima是一家面向多国出口的公司, 其中中国市场是重要战略出口市场, 这样Laima就有多元化出口市场, 减少对单一出口市场的依赖。

[1] Leonidas C. Leonidou. Export Barriers: Non- Exporters Perceptions. *International Marketing Review*. Vol. 11, 1995.

[2] Laima公司历史，http://www.laima.lv/lv/par-laimu/vesture/

[3] 去年Laima公司的利润下降了近17倍，http://news.lv/Klientu_portfelis/2015/08/06/laimas-pelna-pern-sarukusi-teju-17-reizes

[4] Laima公司寻找与中国批发商合作，http://nra.lv/ekonomika/114416-laima-plano-sadarboties-ar-kinas-vairumtirgotajiem.htm

三、Laima公司进入中国市场所遇到的商贸障碍

在2008年之前, Laima 公司依靠在国际市场上已经获得的成就和已有的出口国市场并没有寻找新的出口国际市场。2008年底, Laima最大的出口国家——俄罗斯市场发生了经济危机, 当时卢布的贬值给Laima公司的产品带来很大的危机, Laima产品在俄罗斯市场成本变得十分昂贵。Laima公司的出口经理Ieva Jansone表示, 俄罗斯市场低迷是造成Laima四处寻找其它出口国市场的主要原因之一。Ieva Jansone解释说:“因为Laima在俄罗斯最有出口经验, 所以不可能完全就放弃俄罗斯市场, 一边继续向俄罗斯市场出口产品, 另一边加快步伐寻找其他市场, 其他市场广泛定义为美国和亚洲市场”。

Ieva Jansone表示:“刚刚开始向亚洲市场探索时, 尤其是中国市场, 我们对此根本一无所知, 不了解这里的消费者情况, 不了解这里的竞争情况等等, 不过我们可以唯一确定的是, 这是一个具有巨大潜力的大市场。人脉在中国市场上起着举足轻重的作用, 在一个很偶然的机会, 我接触到一个住在日本的中国人, 他不但在中国有公司, 而且他对从波罗海国家进口产品到中国销售感兴趣。在有着共同的利益和目标下我们互相合作, Laima公司也因此获得了大量的中国市场信息, 获得了在中国市场Laima产品的代表权。”

(一) Laima公司已经克服的商贸障碍

1. 产品认证和注册的国家要求

每一个国家的出口商都知道, 要在中国做生意需要通过许多繁琐的手续和获得各种各样的经营许可证件。这些手续和证件申请需要投入很多时间和金钱。尤其是在国际贸易上的产品申请和认证是出口商面临的最大障碍, 这也是能否进入中国市场的先决条件, Laima公司也不例外。Laima公司需要办理的第一部分文件手续包括:和可靠的进口商建立商务关系并签合同、在商务部和其他相关的机构登记公司。第一部分Laima公司顺利完成, 初战告捷。但是这也只是进军中国市场的小开端, 第二部分才是该公司最难的部分, 该公司需要把产品登记在海关并获得其他和产品的证件有关的文件。

(1) 商标

制定产品的商标并不是一件难搞的事情, 但是把所有的产品信息都用中文翻译出来就不是很容易的事情了。Laima公司选择了拉脱维亚的一家著名的翻译公司帮忙翻译公司的商标, 一是为了节省费用, 二是为了向中方证明在拉脱维亚也有有经验的

翻译, 没想到却因此花费了更多时间和金钱。翻译工作完成之后, Laima公司开始直接生产中文版的商品标签贴纸。“当时我方被告知,中方监管要求产品的标签必须是在发货前就贴上的, 所以我们就自己在拉脱维亚把商标翻译成中文并全部贴上标签, 这一切根本没有和中方沟通与确认”, Jansone解释到, “产品运到中国之后, 我们的进口商发现我们品牌名称不能获得食品标签验证书,因为翻译公司把公司的英语名字翻译成中文“赖马”, 此名称从中文发音上来说, 中文意思是“bad horse”, 也正是因为这个原因Laima公司的产品没有过关。这件事情的结果不仅令我们觉得可笑而且也难过, 公司已经在标签贴纸上投入了大量的钱却不能通过而且还需要重新生产新的标签贴纸。最后, 经过和中方的协商, 我们选择了与“赖马”差不多的发音“来爱玛”这个商标名称, 意思是爱在途中。并且此期间Laima公司发现了中国检验检疫局允许在国外产品的商品标签可在中国贴, 而这完全是与其合作的中介公司的责任。”

这里笔者要强调, 不仅Laima公司, 连合作的中方都不知道外国公司的汉语名称是应该由中方选择的。另外公司的汉语名称要反映公司好的愿景, 并不一定要和英语的发音一样。根据Laima公司这个案例,笔者建议在选择汉字字体和发音还有一些与产品相关资料时, 包括公司地址与名称都事先与中国中介公司进行协商, 进行全方面调查和研究, 了解中国的商业文化, 减少没必要的经济损失。

(2) 中国卫生证书

Laima公司已经符合中国注册产品的要求, 不过在标签问题得到解决后, 还有一个问题需要解决, 就是必须要获得中国的产品卫生合格证书。要获得这个证书, 必须要通过国家质量监督检验检疫局的检验。国家质量监督检验检疫局通常会在所有产品中选定3到5种巧克力棒作为样品进行抽样检查, 通过检查就可以发放证书。但是检验过程中对产品的要求经常有变化, 而且经常无法给出变化的原因, 同时对不同的产品有不同的标准和要求。比如, 在Laima公司已通过了8个产品的检验时, 国家质量监督检验检疫总局又提出要求Laima公司提供制造巧克力的可可豆成分供应商的许可证。Laima公司需要从加纳销售公司获得可可豆成分的材料证明, 再翻译成中文然后交给国家质量监督检验检疫总局, 这期间耗费了大量的时间, 延迟了产品投入市场的时机。“如果你没有耐心, 那就不要来中国发展。因为整个过程将是一场耗时耗力的拉锯战”, Jansone解释说, “在中国的申请进口手续费用也不可低估, 无法确定一个精准的预算, 所以必须要准备一份额外的应急资金。当然重要的是要找到一些有关系和背景的中国人帮忙照顾, 这样能做到支出最小化”, 她补充道。因此, 笔者建议国外公司在进入中国市场前, 必须要做好随时应对各种意想不到的情况与中国政府对其各种证件要求的心理准备。一定要有耐心, 在资金费用上要有备案, 要始终与中国的合作伙伴保持良好的关系, 否则将很难进入中国市场。

2. 消费者口味和购买力与价格

(1) 口味

“2010年的上海世博会是我们第一次进入中国市场，我们带去的产品类型有:白巧克力、牛奶巧克力、黑巧克力、不同馅料的巧克力(比如干果、坚果、果酱等等)、棉花糖、饼干。基本上带去了该公司所有的产品，让中国消费者品尝”，Jansone回忆道，“在拉脱维亚与欧洲其他国家， 消费者主要喜爱的口味以馅料巧克力和牛奶味巧克力为主。”Laima公司希望中国消费者也有同样的口味爱好，所以带去的巧克力产品大多是不同口味的馅料巧克力。在上海世博会期间Laima公司把他们的产品免费分享给参展的中国人，并获得大家对所品尝的巧克力的反馈信息，这些顾客都表示喜欢该公司的所有产品，但是再次回来购买的人却少之又少，这种情况在拉脱维亚是很少见到，如果顾客说喜欢该产品， 一定会再光顾购买的。“大多数的中国人喜欢吃纯的黑巧克力，他们认为不仅仅口感好，而且在健康方面对身体也有好处”，她解释说。由于黑巧克力是在中国最受欢迎的巧克力之一，而且对身体健康有益处，Laima公司推出了一款黑巧克力，该巧克力具有低脂肪含量，以及增加血液中抗氧化剂的能力。吃巧克力在中国也被作为释放工作压力的好方法， 并作为款待自己的方式。Laima公司在世博会上分析和研究中国消费者的口味爱好后， 按照他们的分析数据决定生产第一批出口的巧克力品种，例如:黑巧克力(52%和47%可可)、苦巧克力(90%可可)，黑巧克力绿茶味(52%可可)，杏仁苦巧克力(70%可可)、多孔黑巧克力(52%)，多孔的苦巧克力(70%)、花生巧克力糖果(42%)。

(2) 购买力和价格

在过去几年中中国的中产阶级收入迅速增长， 与20世纪80年代巧克力刚刚进入中国时相比， 现在更多的人有能力购买进口产品。虽然在中国巧克力消费量仍然很小，但是在中国一个人每年消费200克巧克力差不多等于欧洲人每年消费10公斤巧克力，这也是中国有非常大的巧克力市场的发展空间的原因。中国每年的糖果销售额增长2%，主要是由于消费者的购买力上升，以及越来越多地使用糖果做零食成为某些特殊时刻的风尚。[1]巧克力在中国市场依然存在着阻碍消费者消费的障碍，不仅仅是因为巧克力高含量的糖分(因为中国人偏爱选择低脂肪的糖果)， 而且在价格上要和韩国和日本投放在中国市场的各种小吃做竞争。在欧洲消费者被分为三个档次:低档次消费者*(the value buyer)*，这种消费者在购买巧克力的时候会选择有优惠价格的巧克力或者最便宜的巧克力;中档次消费者*(the convenience buyer),* 这种消费者是购物时

[1] Consumer Trends – Confectionery in China, Market Indicator Report March 2012, International Markets Bureau of Canada. http://www5.agr.gc.ca/resources/prod/Internet-Internet/MISB-DGSIM/ATS-SEA/PDF/6128-eng.pdf

间比较少的人， 他们在购买巧克力的时候会优先保留巧克力然后再吃或者能分享给其他人;高档次消费者*(the luxury buyer)*, 这种消费者在购买巧克力的时候只指定高档次品牌的巧克力。[1]在欧洲的消费者群体中中档次消费者和高档次消费者居多。经过研究, Laima公司发现, 巧克力在中国定义为高端产品, 因此在中国不像在欧洲那样, 每个消费者的平均收入能决定购买能力。在中国中档次消费者群体非常少, 而且中等巧克力品质可供选择的也比较少, 并且从价格上来说对中国消费者还是比较高的。对此Laima公司提出了克服这种价格消费障碍的战略。Jansone表示"对中国消费者来说, Laima巧克力在味道与成分方面是最佳的产品选择, 而目前在中国占主导地位的巧克力大品牌的价格偏高， 我们将尽可能的提供在巧克力行业中新市场利基最便宜的价格, 这样任何人都可以享受健康美味的巧克力。"研究表明, 在中国巧克力的主要消费群体是中年妇女(55%)、儿童和青少年, 这也是Laima公司出售巧克力主要拓展的消费者群体。[2]中国进口的巧克力的平均价格为10—20元／棒， 高者达每盒200元。拉脱维亚的巧克力是2-4元／棒, 最高每盒50元。

3. 品牌

中国人在购物时主要以大品牌为主, 不仅仅表现在服装或汽车行业, 而且在食品行业选择食品时也有同样的想法。对于Laima公司来说心理评估是很大的障碍， 因为中国人从来没有听说过这种巧克力牌子。从品牌战略方面来说, 市场营销起着关键性的作用。对于许多公司来说, 在中国推出一种新产品的关键市场是当地市场的低品牌意识。如果一种食品或者饮料品牌在欧洲是众所周知的, 但是它也需要在中国市场上找到自己合适的地位。[3]在这里中国语言和文化背景起到一个很关键的角色。即使对中国消费者来说, Laima公司并不是公众所熟知的品牌, Laima公司依然具有推广的优势。"我们了解到, 在中国社会, 传统的继承下来的东西能够获得中国消费者高度评价, 这点我们公司占很大的优势", Jansone认为。Laima公司有着悠久的生产巧克力的历史, 自从1870年成立至今已经有百年的历史， 这是中国人最为欣赏的部分。Laima公司在推广产品的时候不仅强调了Laima巧克力历史悠久, 而且还突出表现了该公司生产的巧克力的独特味道。在接受中国媒体采访时董事局主席兼董事会主席Rolands Gulbis强调说:"Laima公司是所有巧克力生产公司当中比较罕见的的公司， 是少有的使用可

[1] The Global Chocolate Market Remains Robustly Defiant, and is Predicted to Grow Over the Next Five Years. http://www.kpmg.com/by/en/issuesandinsights/articlespublications/press-releases/pages/global-chocolate-market.aspx

[2] The Food & Beverage Market in China. EU SME Center, 2013. http://www.liaa.gov.lv/files/liaa/attachments/eu_sme_centre_report_the_food__beverage_market_in_china_en.pdf

[3] The Food & Beverage Market in China. EU SME Center, 2013. http://www.liaa.gov.lv/files/liaa/attachments/eu_sme_centre_report_the_food__beverage_market_in_china_en.pdf

可豆，而不是使用可可脂来制造巧克力的公司”。[1]Laima公司生产的这些巧克力具有的独特魅力，以及Laima公司的新中文名字也给中国消费者留下了一个良好的印象，Laima公司的首次产品推广获得了不小的成功。Ieva也表示“Laima公司选择了非常正确的中文品牌名称--来爱玛，在广告宣传的过程中特别强调Laima巧克力能带来爱并且适合消费者选此当做礼物送给我们所爱的人，这一点深深地触动了中国消费者的心”。

（二）尚未克服的商贸障碍

1. 竞争力

在中国巧克力市场90%是由巧克力巨头品牌例如Dove, Mars, Kraft, Hersey, Lindt等占据。[2]虽然Laima产品适合在中国市场出售，但是该公司一时想与国际品牌竞争是不可能的，因为Laima公司出口产品金额小、在国际市场花费巨大投资加上资金缺乏。巧克力巨头品牌主要分布渠道在大城市，如北京、上海和广州三大城市占主要的比例。因为巧克力大品牌已经占据大的潜力市场，所以对于新来的国际产品公司在大城市有非常小的发展空间。“中国大多数的经销商往往是对批发方面比较感兴趣，他们不愿意主动推动和发展新品牌，并且对市场上推出的新产品采取保守主义的态度。他们只对市场上已经推广的产品感兴趣，比如对通过灰色渠道获得分销商的产品感兴趣”，Jansone解说。因此，在中国这个国际巧克力行业的竞争力是非常激烈的，也因此很难在中国市场产生一个良好关系，以及很难吸引消费者到食品连锁店购买产品。“目前为止我们正在努力通过中国食品展览会推广我们公司的产品，同时在不同的娱乐活动场所出售产品”Jansone解释。大品牌的巧克力公司在推销他们产品过程中投入了不少资金，如电视广告，杂志广告，公共领域的广告等等。而Laima公司不能这么做，因为这样的广告营销方法费用很高，而且利用这种营销方式也有一定的弊端。在欧洲市场上巧克力有很多品牌，品种也是各种各样，每一家超市都有专门的巧克力部门，欧洲人比较喜欢品尝新品牌的产品而不是特别注重价格与巧克力的品牌。如果商场有新品牌的巧克力推出，很多消费者都会选择购买并品尝它们的口味。这也是该公司能迅速打入欧洲市场的重要原因，例如在食品店做一个小型促销活动来推销新产品就能吸引人们去买它。而在中国却是恰恰相反的，中国人不会很轻易去试一种新的产品，尤其是对中国消费者来说，已经有了熟悉的巧克力品牌，就更不愿意尝试新的产

[1] 来爱玛:甜蜜巧克力，视频 http://www.56.com/u17/v_NzMxOTc1MjY.html

[2] Chocolate Confectionery in China. http://www.euromonitor.com/chocolate-confectionery-in-china/report

品了。由于在中国巧克力的消费量小而且价格高, 中国消费者一般只购买唯一值得信赖的品牌。如果一个新产品进入中国市场, 最好的方式是通过互联网来推销新产品。中国人通常使用在线购物而且在这方面中国比欧洲更发达。把产品的最佳表现放在网上商店是非常重要的, 并且促进本产品在具体方面与其他产品有所不同。包装也是很重要, 中国人喜欢买巧克力作为礼物送给别人, 原包装会吸引更多的消费者。还需要考虑的是, 在二、三线城市, 国外品牌的知名度比较小, 所以开发新的品牌比在大城市会更容易。

2. 沟通

(1) 表达方法

由于不同国家存在跨文化交际的困难, 所以打开中国巧克力市场需要一个很长的过程, 很多时候远远超出最初的预想。比如在欧洲的交际文化里, 人们有开放的思想, 他们可以直接说出自己的观点。假如有合作伙伴对你的陈述表示不同意的话, 他们会直接说出他们自己的想法, 然后双方继续进行谈判直到都满意为止。"如果你不同意别人的观点, 你可以直接简单地说"不"并说出来自己的看法, 然后谈判继续进行, 直到双方都得出一个结论", Jansone解释说。"在中国很少有人会说"不", 即使他们面对自己根本不喜欢的产品, 或者他们根本不同意别人的观点, 也不会轻易的说"不"。没有任何一个人说"不"或者"我不同意"或者"你的想法是错的"这样的话, 这种交际文化差异给来自欧洲文化圈的公司企业带来了不少交际上的困难。"当我们在与进口商探讨有关产品问题的时候一切都是很顺利进行的, 虽然期间他们也警告了我们某些事需要慎重考虑, 但是最终进口商还是同意了我们所有的陈述", Jansone说明。"在商谈的过程中我们也曾提到了关于贴中文版标签的事情, 当时我们的合作伙伴并没有突出强调商品品牌中文发音有问题, 即使当时我们也多次询问所有的文件是否正确, 他们依然没有提出这个问题。后来我们理解了, 他只是把我们的选择, 想成"这是你的选择, 所以你想要怎样就怎样"。另一个例子是在Laima寻找经销商的过程中, 很多经销商经常会说:"包装是不错的"、"味道还可以"或者"我们会尽可能和你们联系"等等, 而这些话很少能得到后期的积极回应。当邀请中国消费者品尝巧克力的时候, 询问反馈信息时, 得到的信息都是说好吃, 以至于Laima 公司也不清楚哪一款产品是他们最喜欢的和哪一款是他们不喜欢的。在中国, 直言说"不"是很不礼貌的。即使某件事根本办不到, 人们可能会告诉你这件事很难办, 而不是简单地告诉你"我办不成", 因为这样会被认为很丢面子。中国人所说的面子主要是指私人间的情分。中国人不仅在乎自己的面子, 同样也照顾对方的面子。中国人说话一般比较委婉, 所以, 人们不会直接指出对方的缺点。在不同意别人的观点时, 也不会直接说明。如果你直接表达出否定的意见, 中

国人可能会一时难以接受，因为你没有顾及到他的面子。如果你觉得中国人开始犹豫地回答问题或者表达自己的观点，如果对方不知道某个问题的积极结果，或者对你的陈述表示不同意，你应该把它当作不一致或否认。

(2) 谈判

“当时中国的一家公司对于Laima巧克力销售网络方面很感兴趣，所以中国这家公司派出代表团来参观拉脱维亚的巧克力制造过程。在参观期间一切都很顺利，Laima公司的董事局主席、出口部经理和几个年轻主管都热烈地欢迎中国代表团参观，向他们展示Laima公司的发展历程，在制作巧克力方面是最好的一家。他们在参观期间表现的很有兴趣，但是一回到中国，我们之间的关系变的很冷淡。我们甚至不明白为什么我们专业的技术和经营理念不受他们的欢迎”，Jansone回忆。为了加强与中国那家公司的关系，Orkla Foods(Laima公司的挪威主管)主动帮助解决这个问题，因此Laima公司的主席SVERRE JOSVANGER和Orkla Confectionery & Snacks的负责人以及政府高层董事会主席带领一些人员来到中国与那家公司进行了面对面的会议。会议结束后，两家公司的合作有了很大的进展。Jansone接着说:“虽然我们派的新团队谈判成功，甚至都没有改变当初的想法。但是我们却始终不明白为什么第一次谈判并不成功”。在中国文化中，年龄和经验受到高度重视。参加谈判的人员具有比较高的职位，年龄偏大，更能代表合作的诚意。所以，当你的公司和中国公司谈判时，一定要注意人员的选择和配备问题。在建立商贸关系时，年轻人员的参加者被视为缺乏资历，所以中方不会那么认真对待，如果外国企业的领导是年轻人，因为中方觉得年轻人在面对大的交易时对他们来说是太难处理了。

四、商贸障碍的克服方式

(一) Laima公司已经克服的商贸障碍所采取的方式

1. 拉脱维亚政府支持和市场分析

要进入一个新的国际出口市场，得到本国政府的支持是很重要的。拉脱维亚政府给了Laima公司大力支持。在2010年和2014年期间拉脱维亚投资发展署(LIAA)帮Laima公司组织商贸代表团参加上海世博会与成都的食品世博会，同时还帮Laima公司签到博览会、安装柜台、寻找有实力的中国合作伙伴、提供关于目标市场的信息[1]。Laima公司也得到了欧盟财务支持其进入新的国际出口市场 — 在2011–2012年期间

[1] LIAA 商贸代表团http://eksports.liaa.gov.lv/pakalpojumi/tirdzniecibas-misijas

欧盟财务向该公司资助了73215,53欧元，在2012–2013年间又资助了117144,84欧元。[1] Laima公司同时也获得了驻拉脱维亚中国大使馆和驻中国拉脱维亚大使馆的大力支持。为了明确了解中国巧克力市场的潜力， Laima分别详细的研究了有关欧盟中小企业(欧洲中小企业支持机构)研究的论文, 包括指导文档和证件要求还有中国市场分析和拉脱维亚中央统计局的中国经济发展的分析资料、消费者购买力的分析资料, 以及中国进口结构分析资料。Laima公司也做了以下几方面的调查研究， 特别是在中国巧克力消费者信息方面:如中国消费者对巧克力的口味爱好，在参加不同的中国商贸博览会时, Laima公司聘请中国翻译专家来帮助翻译和解释中国消费者对所品尝的巧克力的反馈信息;研究在中国巧克力的发展历史;在中国这样的文化背景下, 研究怎样更好的推广Laima公司的巧克力品牌。

Laima公司在进入中国市场时获得了很多宝贵的契机, 首先通过拉脱维亚政府机构的大力支持和宣传获得一定数量的国际市场上的人脉, 其次Laima公司也借助专家在特殊地区如熟悉亚洲市场的专业知识， 最后通过政府机构获得不少其他公司的成功经验信息来为自己公司提供经验参谋。作者认为多参加世博会是一个让消费者了解新产品的好办法。Laima公司在世博会展览期间聘请翻译专家来获得消费者对巧克力的口味的偏好的反馈信息, 这一点很重要。当Laima进入中国市场前, 公司已经对当地人喜好口味有所了解, 而且知道哪一种产品能够受到大家欢迎。拉脱维亚的政府对Laima公司进入中国市场的大力支持成为该公司强有力的后盾。如果Laima公司在刚开始进入中国市场时没有在金融资源、市场信息、联系人等这些方面获得政府的大力支持, Laima公司是不能如此成功进入中国市场。

2. 合作伙伴

目前为止可以说在Laima公司一路能够成功进入中国市场， 好的合作伙伴在其中起到了很大的作用。其中Orkla Foods公司帮助Laima公司与中国的合作伙伴建立了业务关系，同时一直陪着Laima团队到中国与中国合作伙伴进行谈判。Wallenius Wilhekmsen物流公司帮助Laima安排通过海运物流发货物到中国。除了拉脱维亚政府机构的大力扶持， 也少不了中国政府机构的支持。中国进口商帮助处理Laima公司的相关文件与认证包括公司注册和寻找经销商等。另外分销商和批发商帮助产品配送到食品连锁店。Ghana Cocoa Marketing Company支持Laima公司并为Laima提供在中国市场上所需要的文件。

[1] 领导糖果Laima公司的出口额增加了22% http://www.laima.lv/lv/par-laimu/preses-relizes/vadoso-saldumu-razotaju-laima-un-staburadze-produkcijas-eksports-pieaudzis-par-22/

五、Laima公司尚未克服的商贸障碍应采取的方式建议

（一）竞争力

1. 推广

要想成功的把Laima巧克力介绍给最终的消费者，最关键的营销策略是通过社交媒体平台。如果只是通过地区电视台和在报纸上广告产品，只能让地方地区或城市的消费者知道和了解，而且这样的广告策略需要投入大量的资金。目前，中国的社交网络覆盖了全国各地，从投资和推广方面来看网络营销更便宜。研究表明中国的微信、微博、优酷、淘宝等等的媒体平台可以把产品推广向全中国各地。这里起关键作用的是人力资源的投资。投资的大V博主已准备好在其社交网站上推销Laima公司的产品。在不同的流行的网页上面设置弹出产品的小屏幕也是一种吸引消费者注意的一个好办法。同时，在促进Laima巧克力时广告词需要强调Laima公司有着悠久的制造巧克力的传统和历史，突出强调黑巧克力的独特的口感以及能保持身体健康。另外产品包装也非常重要，产品包装必须高端大气上档次，中国人喜欢买巧克力作为礼物或者在一些特殊场合送出。例如在广告上，要反映出一个家庭场景或者情侣场景，能把家人之间或者爱人之间的那种浓浓的爱表现出来，才能吸引中国人的注意力。要利用中国传统文化如送礼的重要性，家庭的重要性、女生对“公主”和“白马王子”式的爱情的向往，因此顺利的吸引到中国消费者的注意。

2. 利基市场

利基市场是指向那些被市场中的统治者或有绝对优势的企业忽略的某些细分市场或者小众市场，指企业选定一个很小的产品或服务领域，集中力量进入并成为领先者，从当地市场到全国再到全球，同时建立各种竞争壁垒，逐渐形成持久的竞争优势。国际大品牌巧克力公司已经占据了一线城市，如北京，上海，广州。笔者建议Laima公司先通过媒体平台和在互联网上销售产品来提高该公司品牌的知名度。由于目前中高端的巧克力市场已被Dove巧克力公司占据，Dove巧克力公司以其独特的口味与明码的价格著名，Laima公司在这方面无法与Dove巧克力公司竞争。目前中国的中、西部二线城市的GDP逐年增加，这意味着人们的购买力也在增加，但是他们对国外的品牌并不是很了解，所以笔者建议Laima公司把推广力度放在二线城市上，如成都，西安，重庆等等。在那些城市大牌竞争力不强，Laima公司还有发展的空间，而且价格可以根据当地的市场制定。

2015年中国城市GDP几个强城市排名如下:

- 重庆16100亿元, 同比增长11%(人口:3001万)
- 成都 10800亿元, 同比增长8%(人口: 1442万)
- 西安 6000亿元, 同比增长7.8%(人口:862万)
- 长沙 8600亿元, 同比增长9.7%(人口:731万)
- 兰州 2000亿元, 同比增长8.2%(人口:401万)[1]

(二)商务文化

在中国的交际文化里直接说“不”是一种不礼貌的交际行为。即使中国人不同意你的观点看法和行为, 他们可能会告诉你, “这个很难处理”而不是直接说“我不能做”, 因为这样做会被视为很没面子。这在中国是一种很常见的情况, 中国人尊重他人的感情, 如果直接表示不同意或拒绝你, 这将导致彼此失去良好的交际关系。在这种情况下, 笔者建议国外的合作伙伴改变他们的沟通方式, 不要只给出一种积极的选择, 最好给够给中方提供更多的选择, 这样中国的合作伙伴会找到最好的方式来回应客户。

在中国的传统文化里, 一个人的年龄和资历是非常重要的。对于中国的合作伙伴来说, 这一点对企业也是非常重要的, 中国的合作伙伴基本上不会派年轻的主管去参加重要的会议。在中国, 年轻的职员几乎是不可能在政府和大公司成为领导的, 因为他们很看重一个人的资历, 这代表着一个人的人生的经历。如果你想得到中国合作伙伴的信任, 你需要证明你具备认真的态度, 在这方面他们往往觉得年轻人经验不足。

相反的是, 在欧洲有很多年轻的领导和年轻的政府官员, 欧洲的职场文化里并不是很看重一个人的资历, 更看重的是一个人的知识和雄心。当然为了能够顺利完成谈判任务, 笔者建议Laima公司选择高管和有应对国外市场丰富经验的人来参加会议, 这样才能给中国的公司留下一个很好的印象。笔者还要强调, 在中国年轻的职员不允许向职位比他高的提意见。所以和中国合作伙伴开会时, 最好先陈述表明你的立场, 要接受中方的立场, 只有在会议结束后可考虑年轻管理人员的意见。在欧洲每个人的地位都是平等的, 而且每个年龄段的人有权利提出他们自己的想法和意见。老板也很想听自己员工的意见和建议, 不在乎员工的年龄的大小和经验的多少。公司代表可以处理各种不同的情况, 在公司里除了非常重要的事情或者遇到没有老板的决定就没有办法解决的情况下, 老板是希望自己不要被任何问题打扰。在中国这样的情况很少发生, 即使你有意见或者反对老板的想法你也不能提出来。就算老板错了, 你也必须同意老板的想法和决定, 中国人称这为尊重长者。中国代表很少主动解决问题, 常常是等待上级领导的指示。因此, 外国企业, 特别是欧美企业, 要注意到这种细微的文化

[1] 2015中国城市GDP排名出炉http://www.pcpop.com/doc/1/1793/1793754.shtml

差别。也要注意一些另外的中国人文化特点， 比如合同、伙伴关系、上下关系和人情。在欧美国家合同已经签订，就不能再修改或补充，要认真遵循合同的规定。但是中国是一个重人情和关系的国家，人们对于合同存在不同的看法。中国人正常认为合同是人定的和合同只有指南的作用，可以改变。既然双方已经建立了友好的合同关系，在万不得已的情况下，不能完全按照合同执行，也是可以谅解的。为了和中国人建立良好商务关系， 请伙伴吃饭、给伙伴送比较贵的礼物、打电话问候一声或亲自前往拜访一下。要记住，不要断了彼此的联系，这是至关重要的。上下关系的话要注意，地位高的人拥有绝对的权力, 地位低的人一般不会对地位高的人提出异议。人情也是非常重要的, 人情就是人与人之间的相处之道。如果中国人邀请你吃饭, 要找机会回请, 否则他被看成没有人情。

六、针对拉脱维亚其他公司和企业欲进入中国市场的建议

通过Laima公司进入中国市场的过程我们能了解到中国市场的大致情况。下面就从进入亚洲市场在语言方面, 文化方面, 以及办理符合所有证件等方面给出以下建议。

1. 进入中国市场之前必须要有详细的计划

例如:首先做好市场调查与分析。调查中国市场是进入新市场的第一步。调查内容包括中国各地的经济怎么样、市场营销怎么样、市场情况怎么样、消费者购买力, 等等。其次成立在中国营销部门。成立一个营销部门主要负责产品在中国的营销的全过程， 这也是公司在中国的一个代表处。接着拓展市场。中国是一个消费市场非常大的国家，想要推广公司的产品，必须要在激烈的市场竞争中坚持提高销售量，尽量把公司的产品推广到中国各地。最后管理费用和预算。公司必须对产品有一个明确的销售价格，产品的价格的制定要包括生产成本，利润与其他费用。最好也包括运输方面的资金预算。

2. 在中国寻找和公司的工作态度合拍的合作伙伴

在中国不仅要熟悉本地商贸文化, 而且也要寻找熟悉欧洲商贸文化的伙伴, 这样在相互商谈的过程中不会出现太多互相不理解的问题。例如:Laima公司在第一次运产品到中国时，因为翻译公司把公司的英语名字翻译成中文“赖马”，此名称从中文发音上来说, 中文意思是“bad horse”, 他们的品牌名称令他们不能获得食品标签验证书。

3. 在中国寻找可靠的进口商

找到可靠的进口商是非常重要的， 因为进口商会尽自己最大能力来帮助公司解决所遇到的问题(证件， 品牌中文版名称等等)。就算是Laima一开始遇到了不少的困

难，这是因为Laima和中方合作伙伴的文化差异，当时Laima还不熟悉中国人的文化，很少与中方合作伙伴联系。但是不管怎么样Laima在中国的合作伙伴还是帮助了不少，尤其是在办理证件方面。

4. 在做任何决定前要提前和中方沟通

根据Laima公司在初期所遇到的挫折，笔者建议公司应该尽量在每一个细节都和中国合作伙伴提前沟通，这样能大大减免不必要的损失。例如:Laima在选择品牌名称时没有和中方合作伙伴再次确认，产品运到中国时中方合作伙伴才发现由于这名称中文发音上来说，中文意思是“bad horse”产品无法过关。

5. 进入中国市场前必须准备紧急备用金

在进入中国市场的过程中总是会有很多意想不到的事情发生，所以紧急备用金是非常有必要准备好，以免到时由于资金问题而影响所有过程。在这方面由于Laima公司在第一次的品牌名称不能过关，而公司已经在标签贴纸上投入了大量的钱却不能通过所以需要重新生产新的标签贴纸，Laima公司幸好有准备备用金，不然的话他们还要等一段时间来处理这件事情。

6. 在等待中方的答复的过程中一定要主动追问中方的意见或态度

由于欧洲和中国的文化差异，中国人不会轻易说“不”造成欧洲国家的投资者在等待中方答复问题时遇到不少交际困难，主动追问中方意见和态度能大大减少没有必要浪费的时间。例如:在商谈的过程中Laima公司也曾提到了关于贴中文版标签的事情，当时Laima公司的合作伙伴并没有突出强调商品品牌中文发音有问题，即使当时Laima公司也多次询问所有的文件是否正确，中方合作伙伴依然没有提出这个问题。所以笔者建议在这方面必须得找一家与外国企业有合作经验的公司，如果没有的情况下至少在进行合作当中必须多次与中方合作伙伴联系到双方确定为止。

七、结论

综合上述内容，初期阶段Laima公司对中国市场了解甚少，进而在进入中国市场的过程中遇到了很多困难，最主要的原因是文化差异引起了不少的交际上的障碍。后期通过拉脱维亚政府的支持与Laima公司的不懈努力终于能够顺利进入中国市场。目前Laima公司对于中国市场还没有了解透彻，依然会有一些问题或困难存在。笔者希望本论文能够为那些想要进入中国市场的欧洲公司和企业给出启示，同时提出一些可行性意见，为欧洲公司和企业进入中国市场时提供借鉴和成功的范例。最后本文希望能够给拉脱维亚的其他公司带来绵薄的贡献，进而促进双方国家的商务合作，增强双方的友谊。

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中国化工企业在欧盟的营销策略[1]

白丽娜

摘要:由于越来越多的中国化工企业在全球扩张, 对中国化工企业在欧盟的营销策略的研究至关重要。由于化工产能过剩， 中国化工企业在国内市场面临极端竞争, 导致企业寻求多元化的可能性和新的终端市场。

这项研究探讨了中国化工企业进入欧盟市场的国际战略和可能机遇。分析了世界化工行业的发展动态和趋势，以及化工行业的地域影响转移所提供的机会，并分析了中国化工市场的现状以及中国化工企业向全球市场拓展的必要性, 剖析了拓展欧盟化学品市场的进入利益和壁垒。

本文分析了中国化工企业在欧盟扩张的主要原因、问题和利益， 并分析成功案例和提出建议, 重点关注了两家国际公认的中国化工企业-中国化工集团公司(也被称为中国化工)和万华化学集团股份有限公司， 也被称为万华化学集团), 在欧盟成功的关键营销策略, 及在欧盟扩张的效果。这项研究的结果将有助于中国化工企业设计战略性的欧盟市场拓展计划，以便更加成功地参与全球市场和战略。这项研究的结果也将有助于欧洲化学公司了解中国化工企业的国际战略并制定国内市场保护计划。

Marketing Strategies of Chinese Enterprises in Chemical Industry in the EU

Katrīna Barisa

Abstract

The research on Marketing Strategies of Chinese Enterprises in Chemical Industry in the EU is vital because more and more Chinese chemical enterprises are expanding globally. Chinese chemical companies in domestic market face extreme competitiveness due to chemical overcapacity, leading companies to look for diversification possibilities and new end markets. This research will pave way for the Chinese chemical enterprises

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to recognize the most successful international strategies and opportunities in EU market. It will provide analysis of world's chemical industry's development and trends to understand the Chemical industry's geographical influence shift provided opportunities, an analysis of Chinese chemical market to outline reasons for Chinese chemical enterprises' need to expand to global markets, as well as analyse of EU chemical markets to outline main market entering benefits and barriers.

It will also focus more closely on two internationally recognized Chinese chemical enterprises' – China National Chemical Corporation also known as ChemChina and Wanhua Chemical Group Co., Ltd. also known as Wanhua Chemical, successful key marketing strategies in EU to provide knowledge and information for other Chinese chemical enterprises wanting to expand in EU. The outcome of this research will help Chinese chemical enterprises to design strategic EU market expansion plans to more successfully participate in global market and strategy how to diversify company in competitive domestic market. The result of this study also will help European chemical companies to understand Chinese chemical companies' international strategy and create plans for domestic market protection.

The research will in general highlight the major reasons, problems and benefits to Chinese chemical enterprises expanding in EU, and analyse successful examples to give recommendations on it.

1. General Introduction

1.1 Research Background

Chemical industry is one of the largest and the most diverse sectors in the manufacturing industry in the world. The situation in the global chemical market has cardinally changed from that one from 30 years before. Economic growth and market opportunities in Asia have led to the Europe market losing its dominant position in chemical industry to the East, to China. With increasing influence of Asian players in chemical industry the way of doing business is changing. New, more competitive environment is taking shape.

In recent years the Chinese chemical market has become the largest market in the world. Chinese chemical companies mainly focus in commodity chemical production, producing large quantities for low price. The chemical industry is one of the most important industries in People's Republic of China, and the government finances and in other ways supports the chemical companies. The biggest and most influential chemical companies in China are State-owned enterprises (SOEs). Chinese chemical companies due to several reasons have expanded their capabilities, which have led to extreme competitiveness and chemical product overcapacity in domestic market.

European Union (EU) chemical market for decades is one of the leaders by chemical market share in the world. It also is highly competitive and mature market. European chemical companies mainly focus in advanced speciality chemicals, new chemical material and solution developments and innovations. EU chemical industry is vastly controlled by the government with implications of norms and regulations.

This study will research the major reasons, problems and benefits to Chinese chemical enterprises entering EU market, and analyse two successful examples – China National Chemical Corporation also known as ChemChina and Wanhua Chemical Group Co., Ltd. also known as Wanhua Chemical – successful key marketing strategies in EU to give recommendations for Chinese chemical enterprises on it.

In this research's context EU will be looked upon as a political and economic union of 28 member states, including United Kingdom. Chinese chemical companies' international marketing strategies that take place in countries that are member of European Economic Area (EEA), European Free Trade Association (EFTA) or are simply located in Europe region, but are not members of EU, will not be looked upon.

1.2 Significance of the Study

Chinese chemical companies are capable and willing to fight for their place in the global chemical industry, leading to more and more enterprises venturing in the EU's market. These companies are looking for new end markets, ways of differentiation in competitive domestic market. EU chemical enterprises are interested in preventing other enterprises of obtaining bigger market share on their behalf, and EU chemical market is heavily regulated by government. Understanding challenges and identifying right strategic options are necessary actions to thrive in new environment.

In this research the world's chemical industry's development and trends will be examinated and understood to outline the Chemical industry's geographical influence shift provided opportunities, the Chinese chemical market will be analysised to summary reasons for Chinese chemical enterprises' need to expand to global markets, as well as EU's chemical market will be investigated to point out main market entering benefits and barriers. Two Chinese enterprises', ChemChina and Wanhua Chemical, cases who are successfully working in EU market will be studied and described. Based on obtained information, the study will identify the main reasons, problems and benefits that Chinese chemical companies encounter when entering EU market, as well as the successful key marketing strategies for Chinese enterprises in EU market.

This research will provide knowledge and information for Chinese and other countries' chemical enterprises wanting to expand in EU, will serve as a guideline when designing strategic EU market expansion plans, preparing to more successfully participate in global market, and planning how to diversify company in competitive domestic market. The result of this study also will help European chemical companies to understand Chinese chemical companies' international strategy and create plans for domestic market protection.

While doing the research on the topic, author haven't found any related research of marketing strategies of Chinese enterprises in chemical industry in EU, but have found several studies of strategies for European enterprises entering the Chinese market.

2. Literature Review

2.1 Overview of Marketing Strategies

Marketing's main concept is to find the right products for your customers (Kotler and Keller, 2012). Marketing is set of institutions and processes that are responsible for generating, communicating, and delivering value to customers, clients, partners and society overall, customer relationship management that benefit the organization and its stakeholders (American Marketing Association [AMA], 2013) (The Chartered Institute of Marketing [CIM], 2015) (Kotler and Keller, 2012). It is central to business processes and it addresses fundamental aspects of the market. Marketing is about understanding the competitive marketplace, fallowing the market trends, reaching consumers with the right product at the right price, place and time.

Organizations' marketing management conducts marketing research, develops marketing plans and marketing strategies in order to reach its goals, and successfully compete in the market place.

The term "Marketing strategy" is wildly used. According to Schnaars (1998) the term "strategy" has been applied to three types of marketing issues, each at a different level of aggregation: (1) On macro level, the 4P marketing mix variables (product, price, place and promotion) – choosing a price for a product, designing and advertisement campaign, and deciding on a plan of distribution; (2) On a narrower concept, describes individual elements from the 4P marketing mix like "skimming versus penetration" pricing strategies. (3) Product – market entry strategies, – building, defending, or harvesting market share.

The most appropriate term "Marketing strategy" definition for this thesis research is the last described one – "product – market entry strategy", because this study investigates Chinese chemical enterprises building, defending and harvesting a market share in the EU.

Planning a marketing strategy begins with a detailed and continues investigation of the market (CIM, 2015) – marketing research. Marketers use the term "market" to cover various groupings of customers (Kotler and Keller, 2012), for example, in this research the term is used in geographical sense – European Union market.

Marketing research connects the consumer, customer, and public to the marketer; it specifies the requirements, develops means for collecting and obtains information about marketing opportunities and problems as well as monitors and analyzes marketing performance and communicates the findings and their implications (AMA, 2004). The purpose of marketing research is to provide management with relevant, accurate, reliable, valid, and up to date market information. It addresses the process of specifying the needed information, collecting the data, analyzing the results, and give conclusion about the market environment. From obtained data, organizations' marketing management draws marketing plan and identify marketing strategies.

After gaining information about market environment, companies create marketing plan based on achieving their long term objectives. Usually strategic marketing planning focuses on three important parts: (1) managing an organization's businesses as an investment portfolio, (2) evaluating each business's strength by considering the market's growth rate and the company's position in that market, (3) forming a strategy (Kotler and Keller, 2012). It's vital for organizations to consider market research results and recognize their best investment opinions and available founding recognize its strong points and position in targeted market to form marketing strategy.

In this time of globalization more and more companies for several different reasons decide to pursue global markets. Entering into international markets provide for companies more opportunities, but several risk factors also must be considered, to successfully compete in global arena.

According to Kotler and Keller (2012) venturing into foreign markets gives companies an access to larger customer base, greater profit opportunities, possibility to reduce dependency on one market, fight global competitors in their home market, a chance to attend customers needs who expands globally, while the potential threats are not understanding the different culture and preferences, unknown and complex foreign regulations, unexpected costs, lack of international experience, foreign markets political and economical instability.

After company have considered all pros and cons, and have decided in favor to expand their business overseas, the internationalization process can be observed in four stages. First of all, company has minimal or no export abroad, second stage involves export using independent representatives, third – company establishes sales subsidiarities, and in the last stage company owns abroad production facilities (Johanson and Wiedersheim-Paul, 1975). A company which has successfully completed all stages can be considered a truly international company.

To plan international strategy, company first have to decide on which overseas market it is going to pursue. Considering companies abilities and needs, the organization have to decide between developed or developing market, and entering in one or several markets at the same time (Kotler and Keller, 2012). It is really important to choose the right market, strategy and time to enter it to successfully compete on global stage.

International strategies concern company's management and organizational tactics and competitive strategies used in foreign markets. Typically such strategies differ in trade-off between global efficiency and flexibility, and are divided in four categories: global strategy, transnational strategy, home replication strategy and multidomestic strategy (Figure 1). A company who has ventured in global market usually chooses one of them.

In home replication strategy the company replicates its domestic market advantages in the international market, where the enterprise wants to enter (Lymbersky, 2008). It means that the organization directly uses the same strategy in foreign market as they are using in domestic market.

Global Strategy is characterized by product standardization, significant participation in all major markets and coherent competitive strategy (AMA). Typically such companies develop and manufacture standard products in few countries, but distribute those across the world applying one united strategy for all the markets, for example, soft drink Coca-Cola. It doesn't matter where on the earth the drink is bought, the taste is identical.

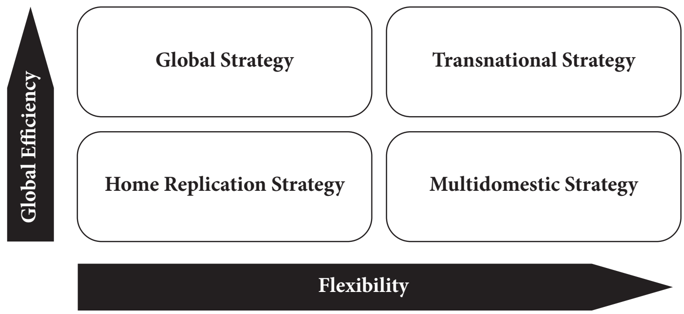

Figure 1. International strategies, trade-off between global efficiency and flexibility
Source: Lymbersky, 2008

In Multidomestic strategy company's individual subsidiaries compete independently in different domestic markets, while the organizations' headquarters only to some degree manages financial control and partially may centralize some marketing policy, R&D or component production (AMA). Enterprise, which uses such strategy, typically has several domestic markets where the companies' subsidiaries are responsible for respective their own strategies for their respective markets and investing their earnings for market growth.

Transnational strategy combines the advantages of both–global and multidomestic strategy, meaning that, the company do not respective all its power in one headquarters, but some organizational parts of the company are centralized, while other are not (Lymbersky, 2008). It means subsidaries in their respective markets have some level of freedom, and the entire decision making process is not decided by one head organization, but rather are coordinated by cooperation.

There is variety of options how to enter the market that differs with cost, risk and the degree of control which can be exercised over them. None of the market strategies works for all markets, so depending on market research, enterprises must choose one – the most suitable.

The main market enter strategies are: indirect and direct exporting, licensing, franchising, partnering, joint ventures, buying a company, piggybacking, turnkey projects and greenfield investments.

2.2 Overview of Chemical Industry

Chemical industry is known as one of the largest and the most diverse sectors in the manufacturing industry in the world. It is estimated that the chemical industry consists of hundreds of segments with 70,000 different product lines produced by more than 1,000 large and middle sized companies and countless small companies, and almost every other industry is among its customers, such as construction, agriculture, electronics etc. (Budde, Felcht and Frankemölle 2006).

The chemical industry is made by companies that use raw materials obtained from environment and converts them using chemical processing or chemical reactions into chemical intermediates, which in the finale process are converted into end or consumer products (Heaton, 1994) (Smiley and Jackson, 2002). In this definition "raw materials obtained from environment" is understood as natural resources, such as oil, natural gas, minerals etc.

Through history of mankind people always have used chemicals, but when talking about the origin of chemical industry, the scholars' opinions generally are divided in two believes.

One opinion believes the beginning of what we know today as modern chemical industry is found during Industrial revolution (1760–1820). The mechanization of many industries, such as manufacturing, agriculture etc., created an inorganic chemical demand (Cayuela Valencia, 2013), for example, bleacher for bleaching cloth.

The other opinion states that chemical industry was established later on in 1860s, when William Henry Perkin discovered mauve – the first synthetic dyestuff (Budde et al., 2006). They firmly believe that this finding marks the beginning of the world's first science based industry – chemical industry.

2.2.1 Chemical Industry's Classifications

Since the chemical industry is very complex, and often is referred as industry of industries, the sre no fixed division of the industry. There are several ways how to classify the industry in sectors, divisions, categories, etc. Adding to complexity, it has to be taken in account that some segments in one classification can be categorized as sectors, but in other as sub-sector.

According the European Chemical Industry Council [Cefic] (2013), chemical industry can be divided in 5 key factors: (1) the petrochemical sector – produces organic building blocks, such as olefins, aromatics, alcohol, etc.; (2) the basic inorganic industry – produces inorganic building blocks, such as fertilizers, industrial gases, ammonia, chlorine, etc.; (3) the polymer industry – uses petrochemicals to create long polymer chains, such as plastics, synthetic rubber, man-made fibers, etc.; (4) speciality chemicals – produced at small quantity, but with significant value, created for a specific client's need and 7espect a specific function, the sectors products are paint, inks, dye, pigments, corp protection, auxiliaries for industry, etc.; (5) consumer chemicals – already sold to customers as end products, such as soaps, detergents, perfumes, cosmetics, etc.

Pollak (2011) divides the chemical industry in three parts: commodities, fine chemicals and specialties (Table 1).

Commodities, as seen from Table 1, are standardized, single pure chemical substances that are produced in dedicated plants, used for many applications and sold on chemicals specification. This category's chemicals are produced are large volume, and sold for low price – less than 1$/1 kg.

Commodities include petrochemicals, basic chemicals, heavy chemicals, monomers, commodity fibers, plastics, etc., and the end user markets include other basic chemicals, specialties, and other chemical products; manufactured industries like textiles, automobiles, appliances, many other manufacturing processes and also some non-manufacturing industries (Innovest, 2007).

Fine chemicals, as Table 1 suggests, are more complex, single pure chemical substances that are produced in multipurpose plants in low quantities – less then 1000 mtpa, and sold for high price more than 10$/kg, Fine chemicals are used for few applications within the chemical industry and sold on specification.

Table 1. Chemical industry's division and definitions

Source: Pollak, 2011

Commodities	Fine Chemicals	Spacialities
Single pure chemical Substances…	single pure chemical substances	Mixtures
produced in dedicated plants	produced in multipurpose plants	Formulated
high volume / low price	low volume (<1000 mtpa) high price (>$ 10/kg)	Undifferentiated
many applications	few applications	Undifferentiated
sold on specifications	sold on specifications "what they are"	sold on performance "what they can do"

Specialty chemicals, as seen from Table 1, are mixture chemicals and are formulated containing one or more fine chemicals as active ingredient, made based on individual customers demand and sold for their performance characteristics.

Innovest (2007) also mentions that specialty chemical company's strength is based on intellectual property and R&D, and noted that development of new products is vital for company's ability to compete in the market. The specialty chemical subcategories include adhesives, catalysts, agrochemicals, food additives, pharmaceuticals and many more, and these chemicals are used in manufacturing fine chemicals, additives, advanced polymers, adhesives, sealants, specialty paints, pigments, coatings, and other products.

Whereas Innovest Strategic Value Advisors, Inc. (2007) provides two chemical industry's classification methods: according to the types of chemicals produced and according to the market segments they serve. Innovest also note that in the financial community it is usually mentioned if the pharmaceutical data is also included in analysis.

According to the market segments they serve, the chemical industry, similar to Pollak provided division, can be divided in commodity chemicals, diversified chemicals, the specialty chemicals, and subsectors as petrochemicals, pharmaceuticals, bio-based chemicals and agricultural Chemicals (Innovest, 2007). In this classification, the fine chemicals are included in Speciality chemicals.

Innovest (2007) also mentions that specialty chemical company's strength is based on intellectual property and R&D, and noted that development of new products is vital for company's ability to compete in the market.

According to the types of chemicals produced, the chemical industry can be divided in organic chemicals and inorganic chemicals.

As the name suggests, organic chemicals' compounds are more than 90% organic. Main organic chemical characteristic are that they are made up by carbon, and are generally derived from petroleum, coal natural gas. This chemical category are highly diverse and includes thousands of individual chemicals and compounds, such chemicals as benzene, ethylene vinyl acetate, and vinyl chloride, formaldehyde and any more, that are essential ingredients in plastics, synthetic fibers, rubber, adhesives, inks, dyes, explosives, and fertilizers (Innovest, 2007).

Main inorganic chemical characteristic are that they don't contain carbon-carbon bonds, and most of the time are derived from metal and non-metallic minerals. Inorganic chemicals include nitrates, fluoride, metals, silicones, silanes, borates; aluminum sulfate, ammonia, chlorine, caustic soda, hydrochloric acid, hydrogen peroxide, nitric acid, sodium chlorate, etc., and are used as basic chemicals for industrial processes, end products for consumption, and used in manufacturing chemical and nonchemical products (Innovest, 2007).

2.2.2 Chemical Industry's Characteristics

When talking about chemical industries characteristics one has to mention it is mature industry. Many basic processes of producing intermediate chemicals are mature and were developed long time ago in 1960s and 1970s when chemical industry was experiencing rapid growth (Heaton, 1994). Most of their pattern protection has expired (20 years after gaining status of patent), and now can be replicated anywhere in the world.

This industry is also a large energy consumer. Chemical industry not only consumes large amounts of energy to manufacture its goods, but it also uses even larger quantities of oil and gas as raw material for it's products creation (Cayuela Valencia, 2013). Due to the large energy consumption, recent year chemical industry's trend shows that companies are moving their value chains to countries where large quantity of energy resources are available for cheaper prices.

Chemical industry is known as high tech industry, because it pays a lot of attention to digitization and computers. In recent years digitization allows chemical industry companies to achieve new levels of efficiency and effectiveness, as well as offer new solutions that may change companies and customers relationship (Price Waterhouse Coopers [pwc], 2017a). Digitization allows chemical industry's companies to satisfy growing demand for customized chemicals.

Companies in chemical industry show commitment to and invest large portions their profits in research and development (R&D). The creation of new products is the main reason for chemical industry's size today. Today companies invest in R&D to improve already existing products and processes, to solve environmental problems, satisfy governmental regulations and concerns human health (Smiley and Jackson, 2002). Chemical industry's origin, growth and even strategy largely are based on investment in R&D.

In chemical industry the value being added in every step of production process, meaning that the end products have many times value of raw material (Heaton, 1994). For example, chemical process where from crude oil creates ethylene – in chemical market the later will exceed the former's value.

A tendency can be observed where developing nations' specializes in raw materials, more simple chemicals, but developed nations – in fine chemicals, high tech chemicals (Heaton, 1994). That can be explained by expiration of patent protection and developed nation access to technology and skills, and large amount of money what is invested in industry and R&D by a particular country.

Chemical industry has the best employee safety record among all major industries (Smiley and Jackson, 2002). Chemical industry implements high level safety regulations which results in low accident ratio.

3. Trends and development of Chemical Industry

In the last 30 years global chemical industry annually has grown by 7% and has reached 2.4 trillion EUR in 2010 (Schulz, O., Forrest, R., Rings, T., Hoyningen-Huene, J., et al., 2012). Asia has been the main driving force behind such expansion, and now owns almost half of the global chemical sales.

In 2016 global chemical sales reached 3.360 billion EUR, rising by 12.8 billion EUR or 0.4% from 3.347 billion EUR in 2015 (Cefic, 2017). A minimal growth if compared to last years achieved 14% growth.

Based on table's 2 data, currently China is leading with 1.331 billion EUR in world chemical sales, and has the world's largest market share 39.6%. The second comes NAFTA with 528 billion EUR sales, and 15.7% market share in 2016, all 28 member states of EU occupy the 3th place with 507 billion EUR sales, and 15.1% world's chemical market share. If counted EU together with the rest of the Europe, then Europe as a region is responsible for 17.8% of world chemical sales. The top 3 biggest chemical markets – China, EU, and NAFTA – accounts for 70.4% of total world's chemical sales.

Most of the countries that belong to largest chemical producers, except China, Japan and few other Asian developing countries, experienced a decline in chemical sales from 2015 to 2016 (Cefic, 2017). That could explain the minimal growth of chemical market in 2016, as well as it highlights the trend of chemical industry's value chain shift towards Asia and changes in competition.

Table 2. World chemical sales: geographic brakedown
Source: Cefic, 2017

World Chemical Sales (€ billion)	2016	share
European Union (28)	507	15.1%
Rest of Europe*	90	2.7%
NAFTA**	528	15.7%
Latin America	127	3.8%
Rest of Asia***	407	12.1%
China	1,331	39.6%
Japan	140	4.2%
South Korea	113	3.4%
India	76	2.3%
South Africa	13	0.4%
Rest of the World	28	0.8%
World	3.360	100.0%

* Rest of Europe ccovers Switzerland, Norway, Turkey, Russia and Ukraine

** NAFTA covers North American Free Trade Agreement

*** Asia excluding China, India, Japan, South Korea

Excludes pharmaceuticals

EU (28) includes United Kingdom

Believing that the current trend in the industry continues, then, in the next 20 years, the global chemical market is expecting annual growth of 3% led by the major players in Asia and Middle East, while the growth in Europe is anticipated to be moderate 1% (Schulz, O., et. al., 2012). That means that the trade flow and value chains increasingly move towards the East. Asian chemical industry's market is going to flourish while Europe will stagnate.

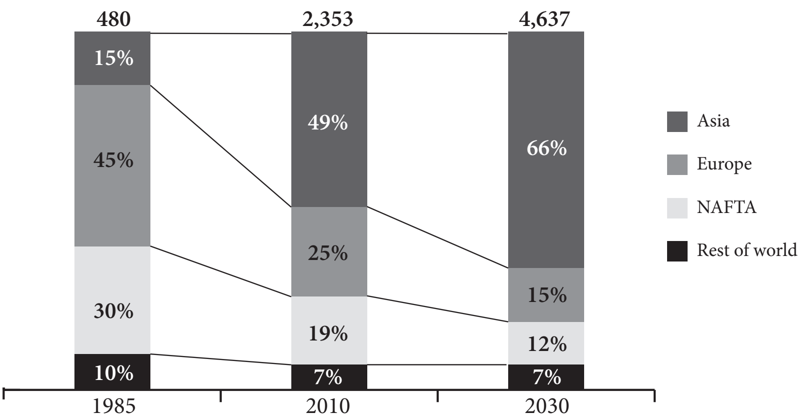

Figure 3. Chemical Industry's Sales
Note: € billion; 2030 is calculated at 2010 prices and exchange rated
Source: Schulz, O., et al., 2012

If all of the current chemical industry's tendencies are going to continue for an other 20 years with no big surprises that could change the course of chemical industry, then by applying ruler strategy, it can be estimated that in 2030 approximately 66% of global chemical sales will be in Asia, while Europe's and NAFTA's market share are going to shrink till 15% and 12% respectively. Asian companies are going to became more powerful and occupy larger market share. The global chemical industry is going to change and the environment is going to became more competitive.

It is estimated that in 2030 five till eight of the global top chemical companies are going to come from Middle East and Asia. This trend will lead Chinese state-owned enterprises [SOE] like Sinopec, ChemChina and PetroChina rise to the top (Schulz, O., et al., 2012). Chinese companies are going to become more powerful and bigger. They are having bigger influence on global chemical market, becoming more competitive.

Table 3. World netwok of major chemical exports flows (2015, € billion)

Source: Cefic, 2017

Partner / Declarant	EU	Rest of Asia*	United States	China	Middle East	Japan	Rest of Europe**	Latin America	Africa	Oceania	Others	World
EU		30.0	29.9	11.3	10.0	4.9	22.7	9.4	11.0	2.1	5.0	**136.2**
Rest of Asia*	14.4		7.9	46.4	6.3	7.9	1.7	4.3	6.0	2.7	1.7	**99.3**
United States	23.9	18.7		10.1	2.7	5.9	1.3	16.7	2.0	2.2	38.8	**122.4**
China	10.9	41.2	8.9		3.3	6.1	2.0	6.5	4.1	2.2	1.9	**87.0**
Middle East	7.0	21.6	1.9	10.2		0.5	0.3	1.2	4.7	0.5	0.2	**48.1**
Japan	4.8	23.4	5.5	12.5	0.5		0.3	0.6	0.4	0.3	0.4	**48.8**
Rest of Europe**	17.1	6.1	2.5	2.1	0.5	0.4		3.2	0.7	0.1	0.4	**33.2**
Latin America	2.4	1.1	2.9	0.7	0.1	0.2	0.1		0.3	0.1	0.8	**8.8**
Africa	2.7	1.8	1.1	0.4	0.5	0.1	0.1	0.4		0.1	0.0	**7.2**
Oceania	0.3	1.2	0.4	0.3	0.1	0.3	0.0	0.1	0.0		0.1	**2.7**
Others	1.7	1.5	20.9	1.4	0.1	0.2	0.1	3.5	0.1	0.3		**29.9**
World	**85.4**	**146.5**	**82.1**	**95.3**	**24.0**	**26.5**	**28.6**	**46.0**	**29.3**	**10.5**	**49.3**	**623.5**

* Asia excluding China, Japan and Middle East

** Europe excluding EU; it covers Russia, Norway, Turkey, Switzerland and Ukraine.

Note: Chemical industry excludes pharmaceuticals; EU refers to EU 28

As it can been seen from Table 3, in 2015 the EU was world's biggest chemicals exporter region with 136.2 billion EUR in 2015. The biggest EU's partner regions were Rest of Asia with 30 billion EUR, United Stated with 29.9 billion EUR and Rest of Europe with 22.7 billion EUR exports to those regions. China was ranking as fourth in EU chemical export destination ranking in 2015, accounting for 11.3 billion euro exports. Second larger chemicals export region were United States with 122.4 billion EUR. The third were Rest of Asia with 99.3 billion EUR, but the fourth – China accounting for 87 billion EUR total export to other regions. In 2015 China's top three largest export regions were Rest of Asia (41.2 billion €), Eu (10.9 billion €) and United States (8.9 billion €).

According to Cifec (2017), in 2015 the EU region accounted for nearly 22% of world chemical exports, and the top four largest chemicals exporting regions in the world altogether made up 71.4% of total world chemicals exports.

Concerning import, the table 2 suggests that in 2015 the world's largest chemical importer was the Rest of Asia with 146.5 billion EUR, and their biggest partners are China and EU, accounting for 42.1 billion EUR and 30 billion EUR respectively. That can explained by fact that most of the countries that are included in this category is developing countries, and while their economies are improving, and are undergoing industrialization, they yet don't have the technology to create more advanced chemicals themselves. The second largest chemical importer in the world was China accounting for 95.3 billion EUR, importing mainly from the Rest of Asia 46.4 billion EUR worth chemicals. The third largest – EU, importing in 2015 chemicals valued for 85.4 billion EUR. The EU's main chemical import regions are United States with 23.9 billion EUR and the Rest of the Europe 17.1 billion EUR worth chemicals.

According to Cifec (2017), in 2015 the top four world's largest chemicals importing areas were the Rest of Asia 23.5%, China 15.3%, the EU 13.7%, and the United States 13.2%, and together they accounted for 65.7% of total world chemicals imports.

Recent year development shows that due to chemical industry's stagnating demand and profitability, companies have been seen using M&A for portfolio realignment, seeking innovations and consolidation of market position. Big chemical companies like Bayer and Monsanto, ChemChian and Syngenta AG, and Dow and Du Pont, ect. have announced their M&A have closed or announced deals.

They are buying product lines that would enhance and compliment their produced goods or allow them to venture in potentially profitable market areas (pwc, 2017b). Across the chemical market vertical and horizontal M&A activity can be observed.

Table 4. Global chemical merger and acquisitions activity (2010 to 2017)

Source: Deloitte, 2018

	2010	2011	2012	2013	2014	2015	2016	2017
Volume (# of transactions)	579	646	609	537	635	612	650	637
Value (US$ billions)	55.6	55.1	41.8	31.8	77.8	145.8	231.1	46.6

As Table 4 shows, the 2016 chemical industry's M&A activity set new records. The volume reached 650 transactions, and the deal value achieved record high 231.1 billions USD. In 2017 the number of deals was slightly lower than 2016, but still higher than years

2012 to 2015, recording 637 transactions. The total deal value in 2017 was the lowest in last three years dropping to 46.4 billion USD, returning to the after 2008 year's economic crises values.

The 2017 can be characterized as year without any major deals. According to Deloitte (2018) only one chemical M&A deal surpassed 5 billion USD in 2017, when there were 5 such deals in 2016.

If talking about world trends then one should mention that the connectivity and interdependence among world markets and business will increase, and the world will become more sensitive towards crises (Schulz, O., et al., 2012). In future, because of globalization and world's digitization phenomena, natural disasters, economic crisis, wars, etc. will impact the entire world. Companies planning their strategies will need to consider the economic inconsistency factor more seriously.

Trends that impact and characterize chemical industry today are feedstock problem, R&D and innovation, eco-friendly product demand and environment protection.

Today in chemical industry can been seen tendency where the chemical producers are collaborating more closely with clients on new product creation. The customer's demand for environment friendly products has risen, as well as developing countries fight with pollution and waste, these factors could potentially lead to new material innovation and reconfigurate supply chains (pwc, 2015) (pwc, 2017a). Customers' willingness to pay higher price for eco-friendly products will drive the chemical industry to create new products, processes and solutions connected to environment protection. Also, more and more companies are exploring digitization and 3D printing provided opportunities.

In recent years United States due to effective shale oil and gas drilling has become one of the most attractive locations for petrochemical production in the world, and leading to ethylene feedstock and ethylene production rise by 45% through 2025 (pwc, 2015). That means United States chemical producers have ethylene producing advantage over their closest European and Asian competitors, saving costs for manufacturing industry. Ethylene in chemical industry is widely used in other chemical production processes.

3.1 Analyse of Chinese Chemical Market

Now China holds the first place in the chemical industry's global ranking of top sales – a position once firmly held by Europe. In 2016 China's chemical sales were 1,331 billion EUR or 39.6 % of world chemical sales (Cefic, 2017). Chinese enterprises in chemical industry are now a force to reckon with.

Nowadays European Union is China's main trade partner, while China is EU's second biggest chemical trading partner. In 2016 China – EU export accounted for 12.5 billion EUR, but China – EU import was 11.6 EUR (Cefic, 2017). China export more chemicals to EU, than importing from it. EU is becoming important chemical trade partner to China.

Chinese chemical industry is important for China's economy. In 2015, it placed first among Chinese industrial sectors in terms of operating income, earning 12 trillion RMB, and trade, accounting 2.4 trillion RMB (A. T. Kearney, 2017). Because of the chemical's industry contribution to the economy, the Chinese government is interested in the industry's growth and development.

Chinese chemical industry today produces chemicals for more than 20 subsectors, like basic chemicals, agricultural chemicals etc., and have four completed 20 million ton per annum refinery bases and nine above 1 million ton per annum ethylene bases, and 381 chemical parks above designated size (A. T. Kearney, 2017). China has invested a lot of money in manufacturing chemicals and their production facilities, and in 30 years' time period have developed large scale global chemical industry from a scratch.

China is mostly known for producing commodity chemicals, such as synthetic rubbers, basic chemicals, etc., and even tops the global output in several commodity chemical productions (A. T. Kearney, 2017). This type of chemicals can be manufactured without advanced technology and knowledge, and are produced in large quantity and low cost.

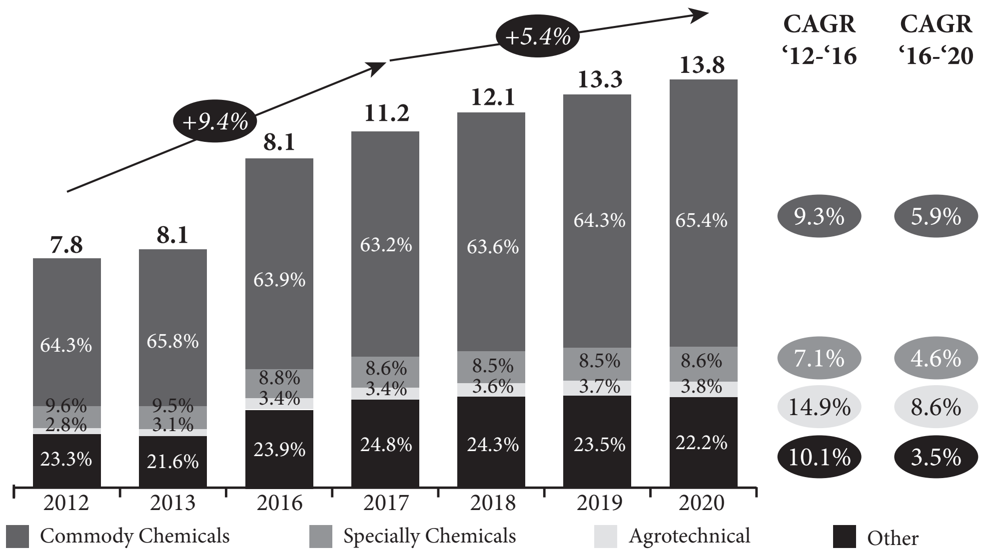

Figure 4. Chinese Chemicals market value forecast by segments (RMB trillion)

Source: A. T. Kearney, 2017

As it can been seen from Figure 4, China's chemical industry's largest market is commodity chemicals accounting a bit more than 60% of total China's chemical market, second is the other sector, and then comes specialty chemicals, and lastly agrochemicals. The compound annual growth rate [CAGR] in time period from 2012 till 2016 was 9.4%, and it is expected to decelerate to 5.4% in upcoming time period from 2016 to 2020. In other words, China's chemical industry will experience a slow down. In 2020 similar market distribution is expected, and commodity chemical sector is still going to be the market's largest segment in China.

Factors that are influencing Chinese enterprises' competitiveness in chemical market are China's economic development, Chinese government support for chemical industry, Chinese domestic companies have expanded their capabilities, Chinese government are implying stricter environmental protection policy and the labor costs in China are increasing.

First of all, the author has to mention China's economic development. In recent years China has experienced macroeconomic transformation, and it is believed this trend is going to continue. China's economy is shifting from high-speed growth to medium-to-high speed growth, from investment-driven, large scale development to consumption focused and innovation driven, but industrial sectors are shifting from basic raw material processing and manufacturing to high-end and intelligent manufacturing (A. T. Kearney, 2017). It means that in future, it is expected that China is going to be one of the largest if not the largest markets in the world, driven by middle class increasing purchasing power. In chemical industry, it means that a shift towards specialty chemicals is expected.

With governments support Chinese enterprises are expanding their capabilities. China has moved from being chemical net import country towards self-sufficiency (Hodges, 2017). This phenomenon leads to the fact that Chinese enterprise's capacity of many chemicals has risen dramatically, and production of many chemicals has exceeded far above the rate of local consumption, meaning China in future is going to become and net exporter of more and more chemicals (Hodges, 2014). Chinese chemical companies at home market will face huge competitiveness due to chemical overcapacity, and in order to survive they will look for new end markets. Chinese chemical enterprises on global scale are going to become more competitive and will be able to fight for bigger global market share.

It is quite clear that with China's macroeconomic transformation some of the historical cost advantages of China will disappear. In the last ten years the average wage in China has dramatically increased due to the country's economic development. One child policy also has contributed to the labor cost increase. This creates opportunities for less developed countries such as India, Indonesia etc. where costs are lower and has been less industrial development (Hartman & Deutschmann, 2012). Increased labor costs reduce Chinese enterprise in chemical industry competitiveness; lose it to less developed countries.

Although China still heavily relies on energy-consuming and high-polluting industries for economic development the emergence of Chinese urban middle class has given the government a strong push to imply stricter environmental protection policy (Independent Chemical Information Service [ICIS] Chemical Business, 2016). Chinese government will order to shut down outdated facilities and encourage entity transformation and technology innovation to solve ecological problems (A. T. Kearney, 2017). Balancing profit growth with environmental protection will raise Chinese enterprises' in chemical industry expenses. They will lose their competitiveness to emerging market countries with lower environmental protection regulations.

Ever since tragic explosion of a chemical storage facility in Tianjin in 2015, the Chinese government has introduced stricter chemical industry's safety regulations (Deloitte, 2018).

The government has closed down dangerous facilities and plats, which have increased Chinese chemical enterprise's expenses.

Other problem in Chinese chemical industry is feedstock, as China is the largest oil importer in the world. A lot of chemicals use it as raw material to produce other chemical intermediates. China actively is looking for ways how to diversify its energy mix - importing gas and coal from Central Asia and Russia (A. T. Kearney, 2017).

The answer for all of mentioned Chinese chemical industry's trends and challenges is globalization. According to A. T. Kearney (2017), a leading global management consulting firm, the Chinese government in "the 13th Five Year Plan" support development of advanced manufacturing capacities globally and encourage acquisition of overseas companies that have advanced technologies to meet domestic and international market demand. The government invests large sums of money in several initiatives, such as "One belt, one road" initiative. It plans to combine China's high-quality production capacity – on place equipment, facilities and skilled workers, with the advanced technologies and expertise from developed countries to support the urbanization and industrialization needs in developing countries (A. T. Kearney, 2017). In this project, China's chemical industry is also nominated as one of the key industries, and is receiving Chinese government investment, favorable governmental regulations, and advantageous loan policies from Chinese banks that allow Chinese chemical enterprises to purchase companies in EU.

Chinese chemical enterprises for their internationalization strategy mainly in the form of M&A, as recent years have shown rapid growth in cross-border M&A by SOEs and private entities (A. T. Kearney, 2017). Other types of Chinese chemical enterprise market entry strategies in global market are rare, if not none existing.

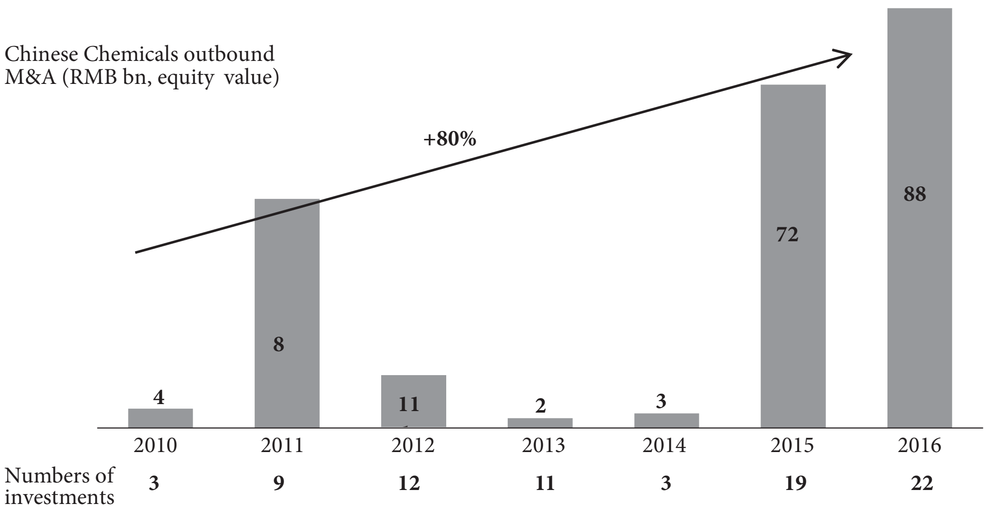

Figure 5. China overseas chemical investments

Source: A. T. Kearney, 2017

As from the Figure 5 can be seen, the Chinese chemical companies have completed a record high 22 investments, accounting for 88 billion RMB, but in 2015 there were 19 investments for 72 billion RMB. If compared to Chinese chemical overseas investments in 2010, the Chinese chemical outbound M&A have grown for 80%. Chinese M&A trend in 2015 and 2016 goes hand in hand with global M&A volume and amount records.

This trend is run by some of largest Chinese SOE (A. T. Kearney, 2017), such as ChemChina or Sinopec. Chinese chemicals outbound M&A will become an important tool for creating Chinese international chemical cooperations.

China is investing in more than 30 countries and regions in chemical industry, including in EU (A. T. Kearney, 2017), where the largest investments are located in Germany, France, Netherlands, Norway and Italy. Current trend shows that Chinese chemical companies generally are interested investing in German companies since they are known for their advanced technology and expertise, and the Eastern Europe for their growing market share and local champions (A. T. Kearney, 2017).

3.2 Analyse of European Union Chemical Market

About 20 years before the European Union chemical industry was in the leading position, accounting for 30% world's share. Today this position is owned by China. Still even now, EU's chemical industry is recognized in the world as one of leading chemical markets that specializes in chemical innovations, high quality and advanced chemical production.

Recent years EU's chemical industry is experiencing slow down. The world's annual chemical market growth is about 3%, while EU's is only 1%. As Table 5 shows, although world chemical sales have increased every four years, and EU chemical sales have grown from 334 billion EUR in 1996 to 553 billion EUR in 2012, the market share is decreasing from 32.5% in 2012 to 18.1% in 2012. In 2016, EU experienced a drop in chemical sales, accounting for only 507 billion EUR, if compared to 2012. Another tendency, which can be seen by Table 5, is that in last 20 years the EU chemical market share have decreased by half, from 32.5% in 1996 to only 15.1% in 2016. This phenomenon can be explained by emerging market countries growing participation in chemical competition.

Table 5. EU's share of global chemical market (1996–2016)

Source: Cefic, 2017

EU chemicals sales (€ billion)			
	EU chemicals sales (euro billions)	**World**	**World share %**
1996	334	1.029	32.5%
2000	421	1.469	28.6%
2004	436	1.428	30.6%
2008	530	2.059	25.7%
2012	553	3.051	18.1%
2016	507	3.360	15.1%

From 28 EU member countries, Germany is the largest chemical producing country with sales of 145 billion EUR accounting for 28.7% of EU chemical sales or 4.3% global chemical sales in 2016 (Cefic, 2017). Other largest chemical producing countries in EU are France, Italy, Netherlands, Spain, United Kingdom and Belgium.

In Table 6, the top EU chemical trade partners can be seen. In 2016, the total EU trade flow was worth 245.2 billion EUR, and EU had trade surplus of 42.7 billion EUR, meaning EU exported more chemicals than imported. The biggest EU chemical trade partner isUSA with 53.6 billion EUR, or 21.9% of total extra–EU trade, making trade surplus of 7.5 billion EUR. The second partner is China, with 24.1 billion EUR chemical sales, 9.8% of total extra – EU trade, and trade surplus of 0.8 billion EUr in favor of EU. Other EU largest trade partners are Switzerland, Middle East, Russia, Japan, Turkey, South Korea, India, and Brazil. The other countries and EU trade are amounting to 72.3 billion EUR in 2016, making up 29.5% of total extra–EU trade.

Table 6. Extra – EU trade flows with top EU partners

Source: Cefic, 2017

	EU trade 2016	Trade balance	Top 10
Extra-EU	245.2	47.2	100.0%
USA	53.6	7.5	21.9%
China	24.1	0.8	9.8%
Switzerland	19.8	–1.4	8.1%
Middle East	17.0	3.2	6.9%
Russia	14.0	2.3	5.7%
Japan	11.1	–1.1	4.5%
Turkey	10.9	7.0	4.5%
South Korea	8.6	–0.1	3.5%
India	7.9	–0.4	3.2%
Brazil	6.0	3.3	2.4%
Others	72.3	26.1	29.5%

EU chemical industry, as seen form Table 7, specializes in speciality chemicals. EU specialty chemicals (mostly in auxiliaries for industry, paints and inks) sales reached 27.2% of total EU chemical sales. This type of chemical production requires a lot of investment in R&D, advanced technologies and know-hows, highly trained workforce and is many times more valuable than the materials it is created from, focuses on better value capture.

As Table 7 shows, the second largest EU chemical industry's sector by sales are petro-chemicals with 25.9% of total EU chemicals sales, but third is polymers (mostly plastics) with 21.6%. From this we can understand that EU chemical industry is quite diverse, and generally focuses on highly advanced chemicals that involve innovative technical solutions for their customers, focuses on chemicals that create larger value – better value capture.

Table 7. EU chemical industry sales by sectoral breakdown

Source: Cefic, 2017

<table>
<tr><th colspan="4">Sectoral breakdown</th></tr>
<tr><td>Petrochemicals</td><td></td><td>Petrochemicals</td><td>25.9%</td></tr>
<tr><td rowspan="3">Basic inorganics</td><td rowspan="3">11.7%</td><td>Other inorganics</td><td>4.5%</td></tr>
<tr><td>Industrial gases</td><td>2.6%</td></tr>
<tr><td>Fertilizers</td><td>4.6%</td></tr>
<tr><td rowspan="3">Polymers</td><td rowspan="3">21.6%</td><td>Plastics</td><td>19.2%</td></tr>
<tr><td>Synthetic rubber</td><td>0.9%</td></tr>
<tr><td>Man-made fibres</td><td>1.5%</td></tr>
<tr><td rowspan="4">Specialty chemicals</td><td rowspan="4">27.2%</td><td>Dyes & pigments</td><td>2.3%</td></tr>
<tr><td>Crop protection</td><td>2.1%</td></tr>
<tr><td>Paints & inks</td><td>7.7%</td></tr>
<tr><td>Auxiliaries for industry</td><td>15.1%</td></tr>
<tr><td>Consumer chemicals</td><td>13.6%</td><td>Consumer chemicals</td><td>13.6%</td></tr>
</table>

One of the focuses in EU chemical industry is environment protection by greenhouse gas [GHG] emission reduction. In 25 years, from 1995 to 2015, EU chemical industry has decreased its GHG emmisions by 60.5%, accounting for 128.2 million of tonnes of GHG in 2015, while in 1995 it was 325.0 million tonnes (Cefic, 2017). EU shows commitment to environment protection by shifting to less carbon intensive energy resources. EU chemical enterprises invest a lot of money in developing new, more ecological solutions for chemical production process, innovate new environmentally friendly material.

Considering environment protection and human health, the European Commission have created regulation called "Registration, Evaluation, Authorization and Restriction of Chemicals" or more largely known as REACH. It came in to force on on June 1, 2007, and is considered as one of most important EU legislation. REACH purpose is to ensure the safe use of all chemical, manufactured and imported, substances from the production to disposal in the EU (Cefic official web page). This legislation means that all involved in the chemical supply chain have obligation to provide data on the the substances that are used in chemicals' production. From this information are calculated the risks that this substance and its production provision to the human health and the environment. EU ecological regulations add costs to EU companies, and make their products less competitive with developing countries' chemicals.

The EU legislation REACH also effectively works as trade barrier, because if some company wants to directly import anything from outside the EU or the European Economic Area [EEA], almost certainly these companies have some responsibilities under REACH (UK REACH Competent Authority, 2016). Chemical companies most definitely fall under this category. They have to trough long process of chemical registration and give detailed information about all the substances and processes used in producing chemical.

European chemical companies are loosing their market share, and have to be ready to face new challenges and compete with developing countries chemical enterprises, especially Chinese, and defend their home markets. Their strategy is to develop growth platforms based on innovation and better value capture, participate more forcefully in Asian growth markets, build the skills and scale required to compete, as well as use governmental institutions to issue norms and regulations to protect the market (Schulz, O., et al., 2012). EU's enterprises in chemical industry are interested in preventing developing countries' enterprises to obtain bigger market share on their behalf, stopping their expansion in global market, and are willing to fight for their influence on global stage.

4. Analysis of ChemChina and Wanhua Chemical Marketing Strategies in the EU

4.1 ChemChina

In 2004, China National Chemical Corporation also known as ChemChina was estabilished by reorganizing and incorporating the most important subsidiary companies owned by Ministry of the Chemical Industry, People's Republic of China, in one company (ChemChina official webpage). ChemChina is a SOE with headquarters in Beijing and the largest China's chemical company. ChemChina is internationally well recognized and ranks as 211th on the 2017 "Fortune Global 500" annual list, ranking 7 continuous years in the list (The Fortune 500, 2017).

ChemChina opperations can be divided in six business sectors: (1.) new chemical materials and specialty chemicals, like organo-silicon, fluoro-rubber, and methionine etc.; (2.) basic chemicals, like chlor-alkali; (3.) oil processing; (4.) agrochemicals, like herbicides and insecticides; (5.) rubber products, like tires, rubber and latex; (6.) chemical equipment – chemical machinery manufacturing.

According to ChemChina official webpage, the company ranks the second in the world in Methionine output, and third in the world in organo-silicon output.

As it can be seen by the Figure 7, China National Chemical Corporation or ChemChina is 100% owned by the State Council of People's Republic of China, and is supervised by State-owned Assets Supervision and Administration Commission [SASAC] of the State Council. ChemChina is very large cooperation and global company, according to the company's sustainability report 2016 (2017), the company has production and R&D bases in 150 countries, operates six strategic business units, four directly affiliated units, 92 production and operation enterprises, ten overseas enterprises, and 26 research institutes and design academies. ChemChina that acts as Mother Company is not listed company, but seven of its domestic subsidiaries have been listed, such as Bluestar Adisseo Company, Shenyang Chemical Co., Sichuan Tianyi Science & Technology Co., Aeolus Tyre

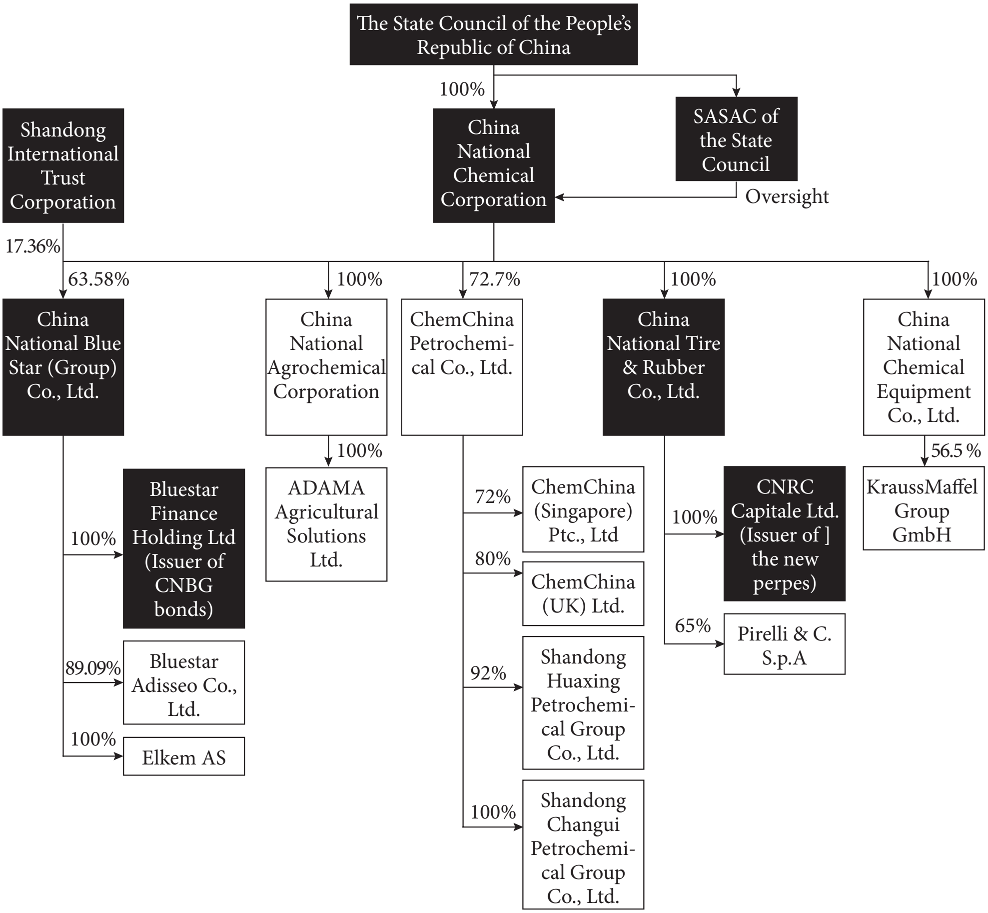

Figure 7. ChemChina ownership structure

Source: Deutsche Bank, 2017a

Co. Ltd., Cangzhou Dahua Group Co. Ltd., Hubei Sanonda Ltd. and The Tianhua Institute of Chemical Machinery & Automation Co., Ltd.

In the Figure 7, all the subsidiarities even can't be shown, displayed are only the most important ones, such as China National BlueStar (Group) Co., Ltd, China National Agrochemical Corporation, ChemChina Petrochemical Co., Ltd., China National Tire & Rubber Co., Ltd. and China National Chemical Equipment Co., Ltd., etc. The company has large international marketing networking, because of its representment in so many countries and regions.

ChemChina is innovation-oriented enterprise. It regards scientific innovations as the driving force for sustainable development. According ChemChina official website, the development strategy is "new science new future", meaning it tries to improve scientific innovation mechanisms promote scientific conversions and applications, boost intellectual property protections and enhance self-innovations and sustainable development.

The company vision regards international strategy, according to ChemChina webpage, is to become a highly respected, internationally competitive chemical company.

ChemChina is determined to become a world-leading chemical enterprise with international competitiveness taking full advantage of both domestic and international markets to look for diversified and prospective cooperation on a more open stage.

Making full use of external resources, ChemChina strengthens its main businesses and capital operation, and seeks valuable acquisition targets worldwide to enhance industrial competitiveness. According to ChemChina Sustainability report 2016 (2017), the Company cooperates with enterprises with complementary advantages, extends the industrial chain, promotes healthy and sustainable development of the oil, rubber and other industries, and improves the infrastructure construction and economic development of partner countries.

Table 8. ChemChina M&A activities

Source: Deutsche Bank, 2017a

ChemChina M&A						
Year	**Company**	**Country**	**Total Consideration**	**Main businesses**	**Support from policy banks**	**Capital funding from SASAC**
2006	Adisseo France S.A.S.	France	400 million EUR	Methionin, ruminants, enzymes, vitamins and feed Additives	340 million EUR loan facility from CDB for up to 12 years	500 million RMB
2007	Rhodia Group's global silicone and sulphide business	France	N/A	Release coatings, engineering elastomers, healthcare products, specialty fluids, emulsions and resins	295 million EUR loan facility from EIBC for up to 12 years	N/A
2015	Pirelli &C. S.p.A.	Italy	7.1 billioin EUR	Tyres of car, motorcycle, truck, bus and agricultural use	800 million EUR syndicated loan from CDB, EIBC and CCB	500 million RMB
2016	KraussMaffei Group GmbH	Germany	925 million EUR	Plastic and Rubber production machines and rubber Processing Solutions	N/A	N/A

From the Table 8 can be seen, that ChemChina key strategy in EU market is M&A. So far the company has made 4 deals in EU. Other strategic deals that are not in EU market, but are in Europe region, such as acquisition of Swiss company Syngeta in 2017, in this thesis are not looked upon. According to interview with Ren Jianxin, chairman of ChemChina, by Xiao Wan in China Daily newspaper (2008), a company can have lots of options for international strategy, like form cooperation agreements with foreign companies etc., but ChemChina firmly believes for its development the most suitable is M&A strategy, because this gives possibility for the company to obtain larger markets, get more advanced technology, as well as bring in more talent. In this way ChemChina owns and holds the control packet of the other acquired company and makes all decisions concerning its business.

In 2006 ChemChina acquired Adisseo Group for 400 million EUR. The French company's main business is Methionin, ruminants, enzymes, vitamins and feed additives. This deal was possible with Chinese governmental support with amount of 500 million RMB, and loan from CDB bank with total amount for 340 million for up to 12 years. According Xiao Wan (2008), Adisseo's produced methionine products take 30% of global market share, while in China a trend is seen where the demand for such goods are increasing by 10% year by year. After purchasing the company, ChemChina have improved the manufacturing capacity and gained larger market share, establishing ChemChina as one of largest methionine product manufacturers, and currently ranks the company as the second in the world in Methionine output. Clearly the driving force behind this deal was winning larger market share globally and in domestic market, and to give the Chinese company competitive advantage.

In 2007, ChemChina bought another French company, Rhodia Group's global silicone and sulphide business. Its main business portfel is release coatings, engineering elastomers, healthcare products, specialty fluids, emulsions and resins. Also for this deal, ChemChina was supported by Chinese EIBC bank loans in amount of 295 million EUR for up to 12 years. This deal included purchase of Rhodia Group's global silicone and sulphide business' patents, manufacturing equipment and distribution channels (Xiao Wan, 2008). Acquisition of Rhodia Group's global silicone and sulphide business lead to ChemChina's topping in the third place in the world in organo-silicon output, meaning the purpose of this deal was for the company to attain bigger market share than they held previously. Another purpose for ChemChina's M&A of Rhodia Group's global silicone and sulphide business can be seen as gaining new advanced production technology, as ChemChina before that only had advantages in the upstream sector of organic silicon production.

As seen from Table 8, in 2015, the Beijing SOE paid 7.1 billion EUR for Pirelli, the Italian tyre company. This deal was possible with Chinese governmental support with amount of 500 million RMB, and loans from various banks with total amount for 800 million EUR. According to Mitchell (2017), a year after the acquisition, ChemChina's Aeolus Tyre unit sold most of its car tyre business to Pirelli. The main strategy behind ChemChina's M&A of Pirelli was to obtain larger market share internationally and in the growing domestic market with the help of Pirelli tyre brand name. From the Pirelli deal, ChemChina gained internationally well known tyre brand name which is recognized for its product supreme quality and is closely linked to famous Formula 1 motorsport championship. The ChemChina previously owned tyre company Aeolus' brand name is realatively unknown, so acquisition of world recognized brand Pirelli helps ChemChina to obtain bigger global market share, as well as make the Chinese company more competitive in their domestic market.

According the Table 8, in 2016, ChemChina successfully completed the acquisition of the global leading plastics and rubber machinery manufacturer KraussMaffei Group from Onex Corporation for 925 million EUR. According ChemChina sustainability report 2016 (2017), after the acquisition, the KraussMaffei Group would be ChemChina's principal business entity in the operating and managing of related machinery enterprises. The strategy behind this deal was to gain KraussMaffei Group's experience, competence and secret know-hows and introduce the German the manufacturing tradition of craftsmanship into ChemChina's advanced manufacturing segment. This deal will help the Chinese chemical company to provide new integrated solutions for more customers around the world, especially in domestic and emerging markets. The main advantage that ChemChina gained from this deal is the new advanced technology and competence in plastics and rubber machinery manufacturing, as well as improving the competitiveness of the company in global chemical market.

Based on the analysis of ChemChina activities in EU, the author of this thesis can conclude that the main strategies behind the ChemChina large number of M&A in EU market are: (1.) obtaining necessary new advanced technology from leading EU's chemical enterprises; (2.) learning experience and competence from world leading chemical companies, as all Chinese chemical companies are relatively new in the advanced chemical industry; (3.) winning larger market share internationally and in domestic market; (4.) obtaining globally well known brand name; (5.) to stay competitive in highly competitive and fast growing Chinese market.

4.2 Wanhua Chemical

Wanhua Chemical Group Co., Ltd. [Wanhua Chemical] also known as Yantai Wanhua Polyurethane Co., Ltd. due to government's asset restructuring was established on 16 December 1998 by Yantai Wanhua Synthetic Leather Co., Ltd. with official approval of the People's Government of Shandong Province, and investment from with Dongfang Electronics Co., Ltd., Yantai Moon Co., Ltd., Yantai Spandex Group Co., Ltd. and Hongta Industrial Investment Co., Ltd. (Wanhua Chemical annual report 2016) In 2001 the company was listed on the Shanghai Stock Exchange.

But the company's beginning is found so much earlier. In 1978 the government of People's Republic of China ordered Yantai Wanhua, who at that time was a Chinese SOE synthetic leather manufacturer, to to build MDI plant in Yantai using Japanese Tosoh licensed technology (Trembly, 2016). This company later on became Wanhua Chemical Group Co., Ltd.

The Wanhua Chemical headquarter is located in Yantai city of Shandong province economic and technical development district, China. In China the company has facilities in Yantai, Beijing, Ningbo, Beijing, Shanghai, Zhuhai and Chengdu, and foreign subsidiaries or branches in America (one in Philadelphia, two in Houston), Brazil (Sao Paulo), Hungary (Kazincbarcika), India (Mumbai), Japan (Tokyo), Korea (Seoul), Russia (Moscow), Turkey (Istanbul) and United Arab Emirates (Dubai).

The business portfel of Wanhua cemicals is R&D, manufacturing and sale of polyurethane, like isocyanate, petrochemical, like propylene, functioning materials, water-based coatings and specialty chemical, as well as facility maintainance, technical services, and other services related to chemical production.

Wanhua Chemical is the biggest global methylene diphenyl diisocyanate (MDI) producer accounting for 24% of the total global market share (Deutsche Bank, 2017b). MDI generally is used to create polyurethane foams, and it has wide application for its outstanding performance in various fields – it is used in construction, aviation and aerospace, automobile, housing, medical treatment, military etc.

Trough history Wanhua Chemical always has relied on R&D. The company annually invests about 3.5%–5% of its sales revenue in R&D (Wunhua Chemical official webpage). Continues investments in R&D are Wuanhua Chemical developments' driving force, have strengthen Wanhua position as world's leader in isocyanate and its derivatives production.

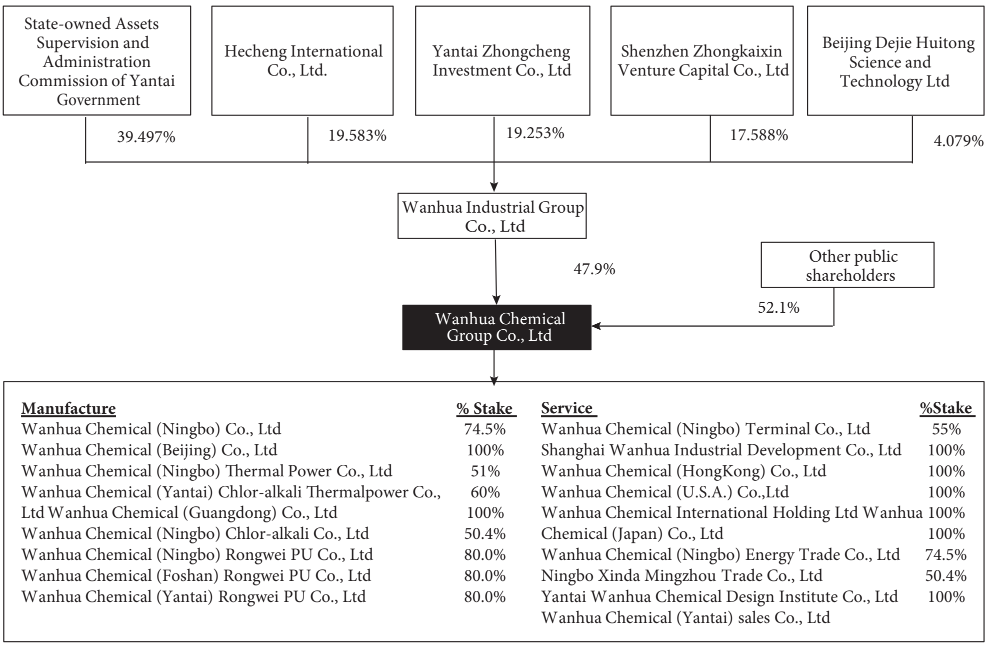

Figure 8. Wanhua Chemical business structure

Source: Deutsche Bank, 2017b

As showd in Figure 8, 47.9% of Wanhua Chemical Group Co., Ltd. is owned by Wanhua Industrial Group Co., Ltd., but 52.1%, the rest of shares, are held by other public shareholders. The mother company of the Company is Wanhua Industrial Group Co., Ltd. is State-owned Assets Supervision and Administration Commission of Yantai Government, meaning, since more than 20% of company is owned by government, Wanhua Chemical is SOE. The Figure 8 also shows the company's subsidiarities and stakes in them, they are divided in to parts based on operation nature – manufacture and service.

According to Wanhua Chemical official website, the company's vision states that it sees itself as enterprise that wants to become an innovative, world-class chemical company, admired by their employees and respected by the community. It indicates that the company sees itself as participant in global chemical market, and are designing and carrying out international strategies to fulfill this vision.

Ever since Wanhua establishment, the company have been seriously dedicated to international market expansion. The EU chemical market is one of the Wanhua targeted markets. To successfully compete in this market, the company has made several strategic steps. In this chapter, Wanhua marketing strategies in EU are going to be analysed in chronological order.

Since the beginning of Wanhua Chemical in 1998, it has hired westerners and Chinese with foreign working experience for important positions, for example, Robin Grieve from 2002 to 2010 advised Wanhua Group on overseas sales (Trembly, 2016). In order to successfully participate in global chemical market, Wanhua obtained knowledge and experience about the global chemical market by employing people from western countries and foreign trained Chinese, who have experience and vision in proposing long term strategic goals, as well as drawing an effective international market strategic plan.

On November 6th 2006, Wanhua Chemical registered a wholly-owned subsidiary in Netherlands called Wanhua Chemical Netherlands B.V; it functioned as sales office and was located in the WTC at Schiphol International Airport, Amsterdam (Wanhua Chemical annual report 2015, 2016) (Wanhua Chemical official webpage). This can be considered as the first step in EU market's geographical expansion strengthening their position. The sales office main operation nature was service. It proved better service to their EU market's customers and connected clients with their mother company Wanhua.

On 1st February 2011, Wanhua Chemical took over Hungarian isocyanate producer BorsodChem, by acquiring all the shares held by Permira and Vienna Capital Partners for 1.2 billion EUR (BorsodChem official webpage, 2011) (Bryant, 2011).

Borsodhem is one of the largest chemical factories in Kazincbarcika, Hungary. It officially was established and named as Bordsodhem in 1991, and was a successor of a complex of local chemical factories (BorsodChem official webpage). The company is a local champion and one of the leaders in MDI, Polyvinyl chloride (PVC), Toluene diisocyanate (TDI) production in EU, the same chemical manufacturing field as Wanhua Chemical. Besides mentioned production facility in Hungary, the company also has another two in central Europe – one in Ostrawa, Czech Republic and one in Kedzierzyn Kozle, Poland (ICIS Chemical Business, 2012).

According Jason Ding, chief executive of Wanhua Chemical, interview Bryant in Financial Times (2011), the company had outgrown local markets, and was encouraged by government to expand to global markets. The orginal plan was to further expand business and construct a chemical facility in Netherlands, where the company already had sales office. But another opportunity presented itself, when after financial crisis, Borsodchem encountered severe financial difficulties.

Since Permira, previous BorsodChem owner, originally wanted to keep the restructuring process closed, Wanhua persued a secretive M&A strategy. First of all, Wanhua got the right to participate in Borsodchem's restructuring talks by buying large portions of its mezzanine debt; secondly, in debt-for-equity swap Wanhua acquired 38% shares of the Borsodchem company; and lastly, with help of Bank of China loan, invested 140 million EUR in capital for new chemical plant construction and gained a call option, which they used to acquire almost all of the remaining companys' shares (Bryant, 2011).

On December 2015, the liquidation of Wanhua Chemical subsidiarity Wanhua Chemical Netherlands B.V. was finished (Wanhua Chemical annual report, 2015). Since Wanhua now owned a Borsodchem company and chemical production facilities in Central EU, there was no more use for subsidiarity in Netherlands.

Currently Borsodchem is owned by Wanhua Chemical parent company Wanhua Industrial Group Co., Ltd. On 1 February 2014 both companies signed a "the Agreement of Wanhua Industrial Group Co., Ltd. Entrusting Wanhua Chemical Group Co., Ltd. to Manage Hungary BorsodChem Co., Ltd" – a lease agreement, with expiration date of 1 February 2017. According the Wanhua Chemical annual report (2017) the Wanhua Industrial Group Co., Ltd. will entrust Wanhua Chemical to manage the BorsodChem and pay a trust fee of 10,000,000 RMB to the company annually.

Table 9. Wanhua Chemical leasing BorsodChem Zrt.

Source: Wanhua Chemical annual report 2016, 2017

Name of the trustor / main contract or	Name of the trustee /subcon- tract or	Types of assets under trust / subcon- tracting	Inceotion date of the trust / subcon- tracting	Epiration date of the trust / subcon- tracting	Basis of pricing of trust / sub- contracting expenses	Trust / sub- contracting expenses recognized in the current year
Wanhua Industrial Group Co., Ltd.	Wanhua Chemical	Other assets under trust	1 February 2014	1 February 2017	Lease agreement	10,000,000.00 RMB (VAT included)

According to Wanhua Chemical annual report 2016 (2017), on 1 February 2017, a supplementary agreement was signed by Wanhua Industrial Group Co., Ltd. and Wanhua Chemical Group Co., Ltd., where both parties agreed to extend the original agreement time period for another three years. It is unknown when BorsodChem Ztr. is going to be fully included in Wanhua Chemical.

Wanhua Chemical M&A of BorsodChem was horizontal merger between two companies that operate in the same field – chemical industry, producing MDI, TDI, and PVC. This deal automatically positioned Wanhua Group as the second largest isocyanate, mainly MDI, producer in the world (ICIS, 2012). By owning BorsodChem chemical production facilities in Central EU, Wanhua Chemical has successfully entered the EU market, succeeded with companies vision to expand globally, gained strong and well known internationally and in EU brand name. According to Wanhua Chemical annual report 2016 (2017), in 2015 the company also obtained BorsodChem Zrt. technology by technology transfer for 63,162,527.36 RMB. Wanhua Chemcial can use this brand name and technology to produce their chemicals globally. Due to this deal the BorsodChem, Zrt. workers was alble to keep their jobs, and Wanhua Chemcial gained well trained, knowledgeable, and with international experience skillful employees. Acquisition of Borsodchem also brought new investment to Hungary, helped the country's economy. This deal has served as good example of Chinese chemical enterprise global marketing strategy, strategy in EU market, for other Chinese enterprises.

Moreover, acquisition of Borsodchem has prompt other deals in Hungary. According to Braun (2016) Wanhua Industrial Group and Huawei Technologies Hungary in Budapest signed strategic cooperation agreement in 2016 to establish Wanhua European Information Centre in Hungary. This center will concern the company's operation and supply network development, incorporate new type advanced production technology that is created on big-data and cloud technology foundation. With this deal Wanhua will be able to offer new, innovative and advanced products for its customers, differentiate the company in the competitive EU chemical market. The author believes that this deal proves that Wanhua Chemical is truly innovative, world class, leading chemical enterprise, and that previous Borsodchem M&A have been more then successful.

Wanhua Chemical contributes and proves a completely new tendency in Chinese chemical companies' development. If for many years Chinese chemical companies where known as successful producers and exporters of simple commodity chemicals, and their competitiveness was mainly based on low cost working force and limited attention to environmental issues, then Wanhua developed and patented a new production technology for polyisocyanate's – MDI and TDI, which then place them among most advanced world chemical companies (BASF, Covestro, Huntsman, Dow). Therefore the strategic focus of M&A is changed from possibly obtaining new technology and brand name to conquering new substantial market shares in world chemical market.

5. Conclusion

From this research's analyse of Chinese chemical market and world chemical market tendencies, the author concluded that Chinese chemical companies in domestic market face extreme competitiveness due to chemical overcapacity, leading companies to look for diversification possibilities and new end markets. Chinese economy development has let Chinese chemical companies to build their capabilities and look towards global market.

In this research, the author have analysed two Chinese chemical enterprises ChinaChem and Wanhua Chemical. The main marketing strategy of these two companies in EU market is M&A. By analyse of Chinese chemical market and world chemical market tendencies, the author found out that it is the most common Internartional market entry strategy used by all Chinese companies across the chemical industry, and that 2016 set a new world record of M&A deal number and value.

ChemChina and Wanhua Chemical both are SOE, and receive governmental financial help and favorable bank loan conditions to fund both companies' international strategies and expansion in EU market. The Chinese government support indicated that M&A of EU's chemical companies is part of China's new development strategy.

The Chinese chemical company ChemChina frequently uses M&A as their international marketing strategy in EU with the purpose to win market share in their domestic and emerging markets. So far there have been four cases of ChemChina purchasing EU's chemical companies: Adisseo deal, Rhodia Group's global silicone and sulphide business deal, Pirelli deal and KraussMaffei Group deal. The company main strategy is to purchase a company with internationally well known and strong brand name, and produce and sell ChemChina products under these brand names. ChemChina this way also obtain advanced technology, patents and skilled employees, helping company to improve and expand product sortiment. ChemChina use M&A strategy in EU to improve its domestic competitiveness. Because of the successful M&A marketing strategy in EU, the company has become leader in several chemical sectors in China, as well as in Asia.

Wanhua Chemical marketing strategy in EU, in early 2010s shifted from direct export to vertical M&A strategy. The company obtained Hungarian isocyanate producer BorsodChem for 1.2 billion EUR. Wanhua Chemical used M&A strategy to gain stabile ground in EU market by owning their own production facilities in the region, to win global maket share and become one of global leader in MDI production. The acquisition of BorsodChem can be considered as successful, because Wanhua Chemical is the biggest MDI producer in the world, accounting for 24% of the total global market share. In 2016, this M&A also has initiated other Wanhua Chemical marketing strategy in EU, a partnership with Huawei in Hungary to establish its European Information Centre in Hungary for developing the operation and supply network of the company by digitization.

Wanhua Chemical also serves as proof for new, previously unseen Chinese chemical company development tendency, where the company's investments have resulted in developing and patenting a new production technology for polyisocyanate's that puts them among leading chemical enterprises in the world.

From this research, the author can conclude that China's economic growth, government support and Chinese chemical companies' marketing strategies have led to the Europe market losing its dominant position in chemical industry to China. Due to their global marketing strategies, Chinese enterprises are becoming bigger, internationally well known, global chemical industry's leaders, a force to reckon with. Chinese chemical companies use M&A strategy in EU market to increase their influence in global chemical industry.

EU is trying to protect its market and global position in chemical industry by REACH initiative. The EU chemical companies relay on R&D, and are shifting their business strategy to new chemical material and solution development, diversification, and better value capture.

To improve quality of this research, more Chinese chemical company cases and their marketing strategies in EU market have to be analysed. While working on thesis, the author experienced difficulties obtaining information on ChemChina as it is not listed company. The author believes it was the biggest obstacle to improve this thesis quality.

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深圳东风汽车有限公司人才招聘问题与对策研究[1]

艾乐

摘要:在经济蓬勃发展的今天, 人才是企业最宝贵的资源。在竞争紧张的市场环境中, 如何选到适合企业的人, 并且为公司所用, 这些都关系到企业的发展问题。招聘, 是企业获取符合自身要求, 适合企业发展的人才的重要途径之一。有效、合理的招聘工作不仅可以为企业注入新鲜血液, 添加有创造性的人才, 还可以增加创新能力, 增强外部竞争力, 也是企业在行业获取显著优势的基础条件。

近几年来, 随着企业之间的竞争转变为人才之间的竞争, 而且竞争不断激化, 各阶层的企业有关招聘工作方面的问题逐渐显现, 制约着组织的可持续健康发展.本文将就F 汽车集团(深圳)有限公司人才招聘存在的问题及对策分析等方面展开论述。

本文从招聘必要的相关理论、如何提高招聘有效性的角度, 通过对F汽车集团(深圳)有限公司以及人才招聘现状的了解,采用理论、调查研究、参考文献相结合的方法, 对F汽车集团(深圳)有限公司的人才招聘进行分析。并针对F汽车集团(深圳)有限公司人才招聘问题, 将其招聘现状和问题相结合, 进行了阐述, 并提出针对性的对策。

[1] 本文系艾乐(Aleksandra Kila)在深圳大学管理学院人力资源管理专业留学时期撰写的学士学位论文(2020年), 导师马欣川, 在此衷心致谢。

A Study on the Recruitment Problems and Countermeasures of F Automobile Group (Shenzhen) Co., Ltd

Aleksandra Kila

Abstract

With the rapid development of economy today, talents are the most valuable resources for enterprises. Thus, how to select the right people for the enterprise and use them for the company is related to the development of the enterprise, especially in the competitive market environment. Recruitment is one of the important ways for enterprises to acquire talents that meet their own requirements and are suitable for their development. Effective and reasonable recruitment can not only inject new blood into the enterprise and add creative talents, but also increase the innovation ability and enhance the external competitiveness. It is also the basic condition for the enterprise to obtain significant advantages in the industry. In recent years, as the competition among enterprises turns into the competition among talents, with the competition intensifying, the problems related to the recruitment work of enterprises at all levels gradually appear, which restricts the sustainable and healthy development of the organization. This paper will discuss the problems and countermeasures in the recruitment of talents in F automobile group (shenzhen) co., ltd.

From the perspective of necessary theories of recruitment and how to improve the effectiveness of recruitment, this paper analyzes the recruitment of talents in F automobile group (shenzhen) co., ltd. Through the understanding of F automobile group (shenzhen) co., ltd, and the current situation of talent recruitment,and adopts the method of combining theory, investigation and references, it analyzes the recruitment of talents in F automobile group (shenzhen) co., ltd and the recruitment problems of F automobile group (shenzhen) co., ltd. This paper elaborates the current situation and problems of its recruitment and puts forward targeted countermeasures.

一、前言

由于经济的快速发展，企业作为经济的主要参加者，对经济发展产生极其重大的影响。企业在中国的地位很重要，但是和西方国家相比还是存在差距，尤其是在人力资本方面。人力资源是企业健康发展的主要方面，改善其现状对企业来说具有重大作用。除了明确招聘工作的重要意义， 针对现在环境下企业在招聘过程中存在的问题，使用前沿的管理理念至关重要。提升人才招聘能力对企业人才的使用，增加企业的核心能力，促进企业的不断进步和社会地位的提升都意义重大。

二、招聘的基础理论

招聘是企业获取符合企业要求, 适合企业发展的人才的重要途径, 与人力资源管理有关的其他职能有紧密的联系。招聘作为企业获取人才的重要环节, 可以为企业增加新鲜血液, 促进企业进步, 而且对企业未来的可持续发展有很大意义。

(一) 招聘的含义

有效的人力资源管理有助于公司建立其竞争优势, 并敏捷应对不断发展变化的商业环境。招聘是企业获得人才的主要途径之一, 企业的成败在一定程度上受到人才数量的多少和质量好坏的制约。所以企业为了争取更多的人才, 实现长远发展, 就必须遵守企业制定的人力资源规划, 对招聘岗位进行具体分析, 满足其所要求的数量与质量标准, 并把所招聘到的人才安排到企业所需岗位。从宏观上谈招聘, 包括三大步骤:招聘前所做的相关准备、招聘相关工作的执行, 和正式录用员工后对招聘执行步骤的总结和评估;从微观上谈招聘, 招聘只指招聘工作流程的执行, 只包括三个具体步骤:招聘、甄选、录取。

(二) 招聘的相关理论

因为中国的人力资源管理发展较晚, 招聘作为其中的一个环节也不例外, 在一些方面存在不足。许多企业没有专门的招聘人员, 招聘工作不能达到专业化的效果。但是, 为了实现"人岗匹配", 首先就要做到有效招聘企业所需的人才, 从这方面来说, 招聘的意义显而易见。

1. 招聘有效性的含义

招聘有效性指企业在规定的招聘时间内, 用适合企业的招聘方法, 利用企业拥有的资源要素, 找到适合企业的最佳人力资源。也就是说, 以最低成本在最短的时间内, 为企业招聘到满足岗位要求的优秀人才, 它也需要满足对招聘时间, 招聘成本, 招聘结果数量和质量的要求。

2. 提高招聘有效性的重要性

招聘作为企业从人才市场上选择优秀人才的重要方式之一, 努力提高招聘工作的有效性是企业的一项重要工作。这样不仅能为企业注入新鲜的血液, 为公司带来创造、创新的动力, 而且还可以保证企业长期、稳定的发展。

(1) 使员工满意度上升和减少员工流动

要想为企业带来可观的利益，一开始就要招聘到合适的人员。据估计，企业获得的此种经济收益

能达到企业现有生产水平的“6%～20%”。甚至有学者认为，尤其对小型的企业中，企业的盈利和亏损的关键就在于招聘工作是否有效。总之，招聘的成功率高，意味着所招人才与空缺职位要求匹配，员工与组织有一致的价值观，员工的自身条件和职位要求的标准一致，员工对企业有好感，对工作可以负责等等;从而降低不出勤、情绪不稳定等因素的几率，为企业留住了人才，减少了员工不必要的流动。

(2) 可以减少对新员工培训的负担

如果企业因为对招聘工作不够重视，准备工作不充分等原因，导致招聘工作的失败，招聘到了学历水平不够，专业知识欠缺的员工，那么在对这些人进行就职前培训时，企业要为此承担很高的培训费用，还会因为员工自身条件与所招岗位的要求存在差距，导致企业在未来将要一直承担过重的经济负担。相反，素质高、专业性强，具有岗位所要求技能的员工，接受了一定培训后，效果会比前者高，培养后成为正式员工，为企业创造高利润的几率也会有提高。

(3) 可以减少劳动纠纷的发生率

员工在工作中会存在一些不可逃避的人际关系处理， 包括与顾客、直接领导、同级人员、下属等。在处理人际关系时，员工受到关于工专业技能、学历、工作等级、沟通语言问题，特别是自身性格、气质等各方面的差异限制，更容易为了个人经济、地位的需求与公司产生劳动纠纷。如果招聘负责人对招聘流程进行严格把关，招聘员工时严格按照企业招聘的要求，使新员工的素质、能力与岗位匹配，使其自身利益追求与企业需求一致，就会降低发生劳动纠纷的概率。

(4) 提高组织绩效水平

利用合适的招聘流程和选拔手段，可以为企业吸引和留下真正需要的合适人才。适合企业岗位的员工能很快适应企业内部环境，融入到企业大集体中，快速拥有良好的工作精神状态，在有限的适应期内不用进行大规模的培养，就能够为企业获取较高利润。可以说，员工利用自身的工作能力为公司带来利益，提高公司的整体水平，是企业在招聘工作中一直追求的更好目标。

三、F 汽车集团(深圳)有限公司概述

(一) F 汽车集团(深圳)有限公司简介

F 汽车集团(深圳)有限公司位于深圳市坪山区坑梓街道, 经营项目包括环卫设备的销售;汽车销售(含国产小轿车);经营汽车配件;经济信息咨询;国内贸易;兴办实业;经营进出口业务(法律、行政法规、国务院决定禁止的项目除外, 限制的项目须取得许可后方可经营);自有房屋租赁, 物业管理;汽车相关产品研发及技术咨询服务。长期、快速的发展为公司积累了雄厚的经济实力, 近几年来不断创造出高额的销售业绩, 为F汽车集团(深圳)有限公司创造了前所未有的利润。

近年来, F 汽车集团(深圳)有限公司开始更加注重品牌, 通过对销售服务的创新变革, 为客户带来满意的附加值, 使客户认可度不断提升。

(二) F 汽车集团(深圳)有限公司组织结构图

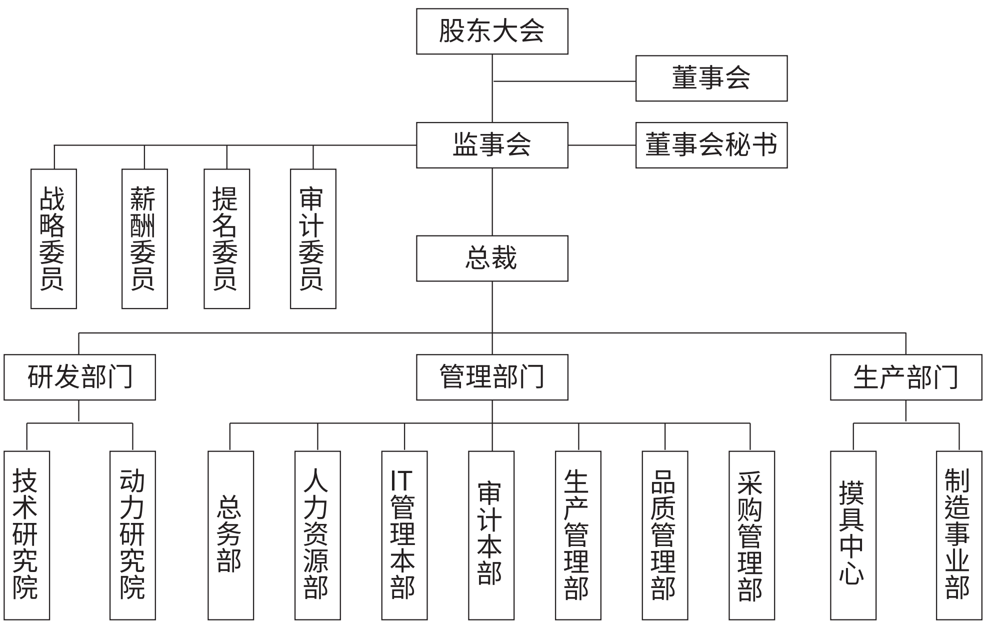

图1 F 汽车集团(深圳)有限公司组织结构图

来源:官网整理

四、F 汽车集团(深圳)有限公司人才招聘现状

F 汽车集团(深圳)有限公司主要以生产为主, F 汽车集团(深圳)有限公司所有员工中, 基层一线员工占比最大, 研发部门和管理部门占比相对较少, 员工招聘以基层员工为主。

(一) F 汽车集团(深圳)有限公司发展现状

从F 汽车集团(深圳)有限公司的行业位置来看, 公司在汽车行业一直在扩大规模, 增强对外竞争力, 对人员数量需求量比较庞大, 此时, F 汽车集团(深圳)有限公司本应该采取人才扩充战略, 大量招聘高素质的人才, 为其发展提供人才支撑。

从F 汽车集团(深圳)有限公司的发展历程来看, 公司的发展潜力得到了外界的肯定和认可, 销售额一路攀升。虽然该公司拥有大量资产, 但大部分资产都投入到了研发领域, 与人力资本投入相比悬殊较大。F 汽车集团(深圳)有限公司注重研发和销售, 对人力资本的投入较少。

(二) F 汽车集团(深圳)有限公司招聘准备工作

F 汽车集团(深圳)有限公司进行招聘准备工作, 包含以下四大部分:

第一, 在着手招聘工作前, 分析岗位所需人才需求, 包括与用人部门的双方沟通, 对所需的岗位进行统计, 由用人部门主管确定所需人员的资格能力和人数。

第二, 招聘渠道的选择:F 汽车集团(深圳)有限公司在察觉到各阶层管理人员存在某些岗位无人胜任时, 会采取内部高层推荐的方式, 在相关的人力部门确定了某些岗位无人胜任时, 向职位空缺部门主管发放《职员晋升推荐表》, 让其主管推荐适合职位的员工, 并根据推荐人员的日常业绩和表现, 确定人员。基层员工存在职位空缺时, 因为需求量较大, 所以一般采用外部招聘, 包括互联网招聘、校园招聘、现场招聘。

第三, 确定了招聘渠道后, 发布招聘信息, 包括F 汽车集团(深圳)有限公司概况, 需要的员工年龄范围, 学历, 工作年限和工作职责, 薪资水平, 联系方式及联系人的基础信息。

(三) F 汽车集团(深圳)有限公司招聘人员素质要求

现实中,F 汽车集团(深圳)有限公司的人力资源部门内部存在职位不清, 工作分配不够细化, 对于传统人事管理要求仅仅只能得到满足的情况, 也没有明确的招聘专员、薪酬专员等各类具体专业的划分。对招聘人员的调查, 也仅限于对经常从事招聘人员进行的调查;调查显示:在学历水平上:招聘人员大部分在专科等级, 虽然有本科的

招聘人员，但是比例相对较少，甚至存在中专学历水平的招聘人员，具体招聘人员学历情况如下图2所示：

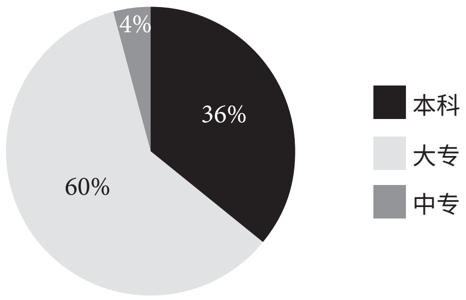

图2 招聘人员学历图

来源:网络

由图可知，F 汽车集团(深圳)有限公司对招聘人员的学历要求标准平均在专科等级，本科学历占比较低，存在对中专学历需求的现象。

其次，对于F 汽车集团(深圳)有限公司负责招聘的人员所学专业方面的要求来分析，其专业分布分散，占F 汽车集团(深圳)有限公司人力部门总人数比例最大的虽然是人力资源专业，但相比下市场销售专业和技术人员的比例也不低。大部分不是专业的人力资源从业人员，没有从事人力资源管理的相关经验，所以对招聘工作的开展基本上都是基于多年的岗位经验和文献资料的查询进行的。具体招聘人员的专业分布情况如下图3 所示：

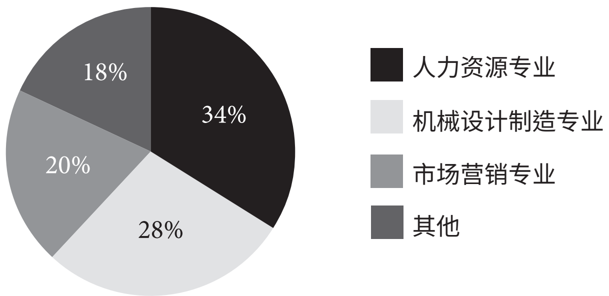

图3 具体招聘人员的专业分布情况

来源:数据来源于网络

由图可知, F 汽车公司招聘人员, 在专业水平上, 大部分不是专业出身, 有其他专业混杂的现象。

(四)F 汽车集团(深圳)有限公司招聘流程

F 汽车集团(深圳)有限公司招聘流程包括以下环节:第一, 用人部门给出所需的岗位及人数;第二, 人力资源部门开始着手进行招聘工作;第三, 对应聘者进行面试考察, 对内部招聘的人员只需要用人部门的同意和总经理的审批即可补充空缺职位, 对于外部招聘的员工, 要经过确定的招聘团队人员进行面试考察后, 方可进入试用阶段;第四, 试用结束后, 还要结合F 汽车集团(深圳)有限公司内用人部门和HR 双方的意见, 确定出满足F 汽车集团(深圳)有限公司要求的正式员工入选名单。F 汽车集团(深圳)有限公司具体的招聘流程图如图4所示:

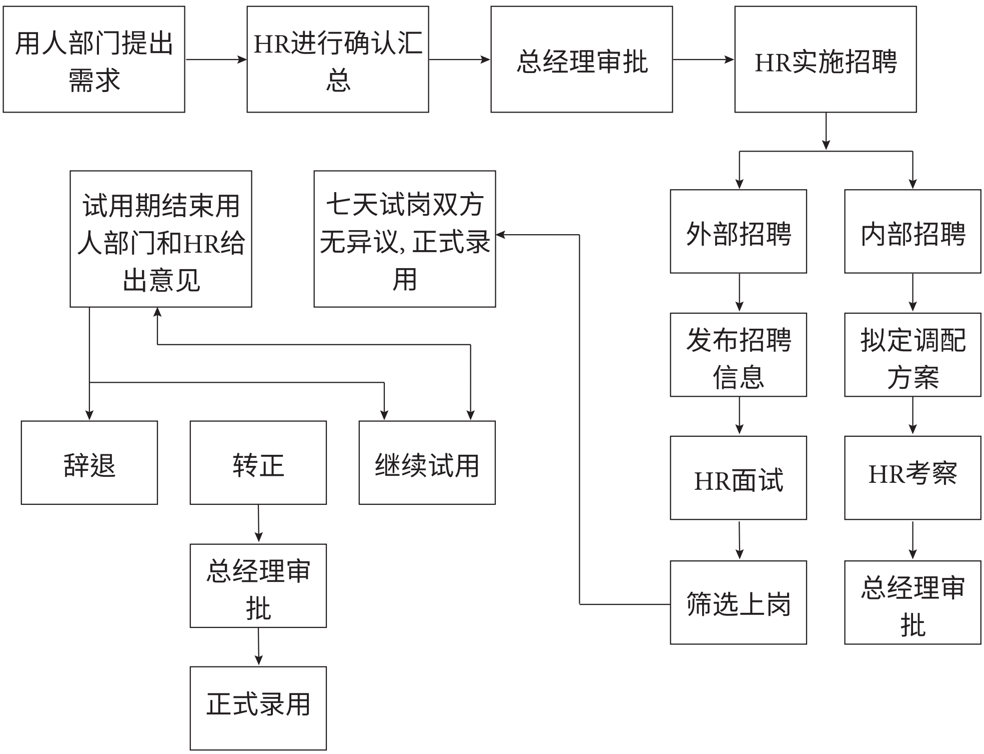

图4 F 汽车集团(深圳)有限公司招聘流程图

来源:根据官网整理

五、F 汽车集团(深圳)有限公司人才招聘中存在的问题

从F 汽车集团(深圳)有限公司人才招聘现状的分析反映的情况来看, 其关于人才招聘中存在的问题, 主要体现在:第一, 对招聘前期准备工作不足, 每一环节内, 资料和分析不足, 而且缺少一些必要的环节;第二, 招聘人员制定的岗位标准和F 汽车集团(深圳)有限公司现期的发展现状不符合;第三, 招聘人员学历水平较低, 专业性较差;第四, 招聘工作的实施过程不够专业, 不规范。

(一) 招聘准备工作不足

一个完整的招聘计划应该从全方位、多角度去准备, 包括对所招聘岗位需求的分析, 岗位标准的确定, 同时也要确保面试的各种硬件设施的完备, 总之, 招聘工作的充足准备是招聘顺利完成的重要环节。F 汽车集团(深圳)有限公司对于招聘的准备工作存在四大问题, 主要有:

1. 缺少明确的岗位说明书

F 汽车集团(深圳)有限公司在执行招聘的相关工作之前, 对需人部门进行需求统计分析时, 缺少对所招岗位各方面的具体分析, 包括对需要员工部门和负责招聘的相关人员共同对所招岗位:基本信息、承担的职责、应该达到的标准、应做的具体工作、岗位程序、未来是否有晋升空间、要和什么样的人打交道、能享受的薪酬待遇等方面的分析, 都没有形成具体明确的岗位说明书。导致对求职人员的要求模糊, 标准上下浮动, 使招聘有效性降低。

2. 招聘渠道的选择不合理

F 汽车集团(深圳)有限公司招聘时, 内外分工明确, 外部招聘用来招聘从事车间、维修等基层工作的人员, 内部招聘则用来招聘各阶层的管理人员。这样分配的内外部招聘方式虽然给F 汽车集团(深圳)有限公司的内部员工提供了许多晋升机会, 但是也造成了F 汽车集团(深圳)有限公司内部的管理层思想陈旧, 不能及时为其带来活力的新鲜血液, 导致招聘人员选择了不适合的招聘渠道, 从而造成招聘成本增加, 招聘不及时, 招聘人员的素质要求不符合等后果。

3. 拟订招聘信息不全面

F 汽车集团(深圳)有限公司对招聘信息发布时, 缺少对所招聘岗位福利待遇, 公司文化、在同行业中所表现的显著优势、应聘者未来发展平台的介绍;对公司信息介绍不全面, 可能造成应聘者和F 汽车公司价值观不符, 应聘者对公司期待与公司现实情况严重不符, 造成导致员工流失率高, 留不住人才。

4. 缺少面试官编制面试题库

F 汽车集团(深圳)有限公司缺少面试官对面试题库的准备，而是采取随机发问，不利于面试官准确判断出应聘者的专业知识水平，造成面试官过于依赖简历信息和过多重视第一印象，主观判断，缺少客观、综合能力的考察，造成招聘有效性降低。

(二)招聘标准和公司现状不符

F 汽车集团(深圳)有限公司拥有实力较强的研发团队和开发设计能力。在制造汽车的多个环节都有了具有独特技术和标准，及得到法律保护的知识产权。为保住其快速发展，F 汽车集团(深圳)有限公司应该大量招聘、培养高端技术研发人员。

但根据对官网信息的调查，F 汽车集团(深圳)有限公司对于研发人员的招聘存在标准较低的问题。校园招聘的所有人员学历要求均为本科生。调查可知，F 汽车集团(深圳)有限公司无论是采取校园招聘还是采用社会招聘，招聘的823 个研发人员中大部分都是本科学历，对研究生学历的需求为零，对专科学历的需求占小部分。但由F 汽车集团(深圳)有限公司的发展趋势来看，F 汽车集团(深圳)有限公司会继续扩大规模，继续加大对研发的投入，此时F 汽车集团(深圳)有限公司要想发展速度更快，得到外界更加肯定的认可，应招聘更多的高素质、高能力人才。显然，招聘的研发人员学历标准较低，不能有力增强公司的研发实力。

F 汽车集团(深圳)有限公司对管理部门人员的招聘，实际上仍然存在招聘标准和能力要求不符合的问题。管理部门是其核心部门，需要的人才除了要有从事工作的相关专业技能，和基础知识外，还要对内外部环境具备超强的观察分析能力。这样，当其组织结构、职能等内部环境发生变化，或者外部汽车市场环境产生变化时，管理部门会立刻结合F 汽车集团(深圳)有限公司的发展现状调整之前的安排，不会错失良好机遇。所以对于管理人员的招聘要求要做到高标准，高要求。然而，通过对F 汽车集团(深圳)有限公司招聘管理人员的学历调查，调查结果如图5:

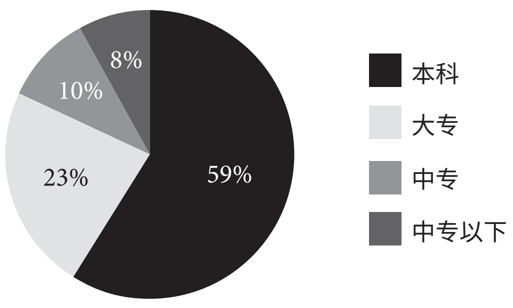

图5 F汽车集团(深圳)有限公司招聘管理人员情况

来源:数据来源于网络

由图5得知，招聘管理相关的学历水平要求中，虽然对大学本科学历的要求有较大的比例，但还是存在对低学历员工的需要，甚至F汽车集团(深圳)有限公司对管理人员的需求还包括中专及以下的学历，例如高中学历，初中学历。在F汽车集团(深圳)有限公司快速发展的阶段，公司需要的应该是高素质、高能力的管理人员，所以公司对管理人员的招聘要求存在招聘标准过低，与公司发展现状不符的问题。

（三）招聘人员专业性不强

现实中，F汽车集团(深圳)有限公司的人力资源部门内部存在职位不清，工作分配不够细化， 传统人事管理要求仅仅只能得到满足的情况。招聘人员大多是外专业出身，不具有相关的人力资源招聘专业知识，更不要说具有专业的招聘能力了，这就影响了F汽车集团(深圳)有限公司招聘工作的有序进行。

F汽车集团(深圳)有限公司人力资源本部员工，并没有具体的分工，没有专业的招聘专员。对于经常参与招聘工作的人员来说， 专业性不强主要表现在两个方面:学历水平普遍较低，凡是从事过招聘工作的人员，其学历水平大部分在专科等级，本科等级的人员很少，甚至存在对中专学历水平的招聘人员。在专业要求方面，由上图4可知，专业分布较分散，占比最大的虽然是人力资源专业，但场营销专业和机械设计制造专业的人员比例也不低。总体来说，非人力资源管理专业的人员占绝大多数。

从对招聘人员的学历程度和专业性上分析， 表明其人力资源部门内部员工大部分学历文化程度低，大部分都未从事人力资源工作，没有从事人力资源管理的相关经验，对招聘工作的开展基本上都是基于多年的岗位经验和文献资料的查询进行的。而且F汽车集团(深圳)有限公司存在过于重视内部招聘现象，尤其包括:内部提拔和转岗两种方式。对于那些一直为F汽车公司一线制造和技术研发做出巨大贡献的人， 可在一定年限内转岗文职。所以存在一部分技术类员工从事招聘工作的老员工。

无论是外部引进的学历不符或专业不符的人力人员，还是从F汽车公司内部技术部门调岗到人事部门，从事招聘工作的老员工，没有相关的人力资源经验，导致非专业的招聘负责人收到许多不满足公司要求的简历和招聘到拖沓的员工。

这些招聘人员受年龄、学历、专业条件的限制， 通常在面试中会表现得机械呆板，敷衍了事，使应聘者认为该公司没精打采、缺乏朝气，且由于对一些求职者存在偏见，在招聘工作中可能表现不公平行为，也会影响招聘效果。

（四）招聘工作实施过程不规范

招聘工作的是否能顺利进行，在很大机率上受企业是否有成熟、规范的招聘流程影响。F汽车集团(深圳)有限公司在招聘流程方面存在不规范，如上图5所示，招聘流程

图虽然表面上看起来, 每个环节环环相扣, 相辅相成, 但是仍然存在漏洞, 首先内部选拔过程, 完全由人力资源部门操控, 考察, 忽略了用人部门的意见, 其次, 对于外部招聘, 存在一次面试通过的现象, 缺乏复试综合能力的考察环节, 且缺少用人部门的积极参与。

从传统的思想可知, 招聘是人力资源部门应该完成的工作, 而与其他部门关联性很小。现今公司之间竞争的核心转变为人才资源的竞争, 人才的选聘成为各公司重视的焦点, 多部门共同参与招聘成为一种大趋势。单独由人力资源部招聘的员工已经不能满足各部门与F汽车集团(深圳)有限公司的快速发展。

因为F汽车集团(深圳)有限公司发展迅速, 业务量较大, 所以日常其他部门工作较多, F汽车公司的人力资源部将会组织开展招聘工作, 并全权为其负责, 这也造成了F汽车集团(深圳)有限公司用人部门缺乏积极参与的的情况。人力部门对应聘者的专业技能的把握往往不够准确, 引发的后果就是选择的求职者不能满足岗位的任职要求, 使招聘有效性大打折扣。所以参与招聘的人员的不仅应有招聘人员, 也应该有用人部门的相关负责人。

六、F 汽车集团(深圳)有限公司人才招聘的对策

为有效地解决F 汽车集团(深圳)有限公司人才招聘中现有的以上四大问题。我认为, 首先管理者要从思想上重视招聘工作, 加大投入;其次, 应规范招聘工作的实施过程, 组织有效的招聘活动, 最后要善于对招聘工作总结评估, 为下一次招聘奠定基础。

(一) 加强对招聘工作的重视程度

人才招聘关系着F 汽车集团(深圳)有限公司未来的发展, 所以F 汽车集团(深圳)有限公司应着重从两个方面加强对招聘工作的重视。一方面, 其领导者和各层管理者要对招聘高度重视, 要亲自抓, 舍得增加投入。因为只有公司的高层管理者知道公司的未来的发展趋势、最了解公司对外的竞争能力、最知道公司对人才的需求, 所以只有领导重视了, 招聘工作才能落到实处。另一方面, 人力资源部也需要在F 汽车集团(深圳)有限公司的发展战略中起到相应的作用, 并与其各个部门加强沟通与合作, 尽力预测和减少F 汽车集团(深圳)有限公司未来不良事件的发生, 并在这些事件发生前做好预防工作, 制订计划以满足公司对人员的需求。

（二）完善招聘准备工作

充足的招聘前期准备工作是招聘顺利完成的基础。从其招聘前期准备工作的分析来看，存在不完善的地方;F 汽车集团(深圳)有限公司应该对招聘前期的准备工作进行充足的准备。

1. 完善岗位说明书

在着手招聘工作前，分析岗位所需人才需求，不仅要包括与用人部门的双方沟通，对所需的岗位进行统计，由用人部门主管确定所需人员的资格能力和人数。还要对所需岗位标准进行具体分析，依照F 汽车集团(深圳)有限公司的发展规划以及各阶段的详细用人计划，结合用人部门的需求制定相应的人员需求数据，详细分析各部门提出人员的需求，统计用人需求汇总数据。依照统计的需求数据，制定出需求表格，并向上级请示，做出人事决定，然后制定与F 汽车集团(深圳)有限公司用人部门相符的岗位说明书，使其能够最大程度协助招聘工作的顺利进行。具体的岗位说明书模板如下表1 所示:

表1 具体的岗位说明书

来源:网络

一、基本资料	
1. 岗位名称:	4. 岗位编号:
2. 所在部门:	5. 岗位定编:
3. 直接上级:	6. 直接下级:
二、认知基本资格	
1. 性别年龄:	4. 学历:
2. 专　业:	5. 岗位定编:
3. 协调能力:	6. 自身条件:
三、职业技能要求	
部门职责	
五、考核标准	
六、职责与工作任务	
七、工作条件	

2. 选择合适的招聘渠道

招聘负责人要根据某些岗位不足的人员要求, 结合F 汽车集团(深圳)有限公司的实际情况进行分析, 对以往的招聘渠道进行评估, 结合这些岗位的任职要求, 对招聘渠道进行恰当的选择。从F 汽车集团(深圳)有限公司岗位所需人数以及对人员的要求上, 结合其实际发展情况, 满足其对招聘的要求。所以, F 汽车集团(深圳)有限公司应该根据需求人员的岗位, 对招聘渠道进行合理筛选, 保证招聘到适合本公司以及某些岗位所需人才的需求。具体的招聘渠道选择如下表2 所示:

表2 F汽车集团(深圳)有限公司招聘渠道

来源:根据官网资料整理

工作层面	招聘渠道
高层管理人员	提拔晋升、猎头招聘
中层管理人员	提拔晋升、互联网招聘、人事外包
中低层管理人员	提拔晋升、互联网招聘、人事外包
基层管理人员	提拔晋升、工作调换、互联网招聘
基层员工	互联网招聘、校园招聘、现场招聘

3. 拟订全面招聘信息

其中不仅包括F 汽车集团(深圳)有限公司的概况, 职位的要求和标准, 薪资水平, 联系方式及联系人基础信息, 更要对具体岗位的福利待遇进行介绍, 吸引人才。其次, 对F 汽车集团(深圳)有限公司文化、公司显著优势及公司的发展平台进行详细介绍; 保证应聘者对F 汽车集团(深圳)有限公司充分了解, 正式录用后不会因个人期望与现实不符, 价值观与公司不符等原因造成招聘失败。发布的招聘信息越全面, 会越有效降低员工流失率。

4. 确定面试官和面试题目

F 汽车集团(深圳)有限公司人力资源部选择合适的面试人员, 除了人力资源部门的相关负责人之外, 还应建议用人部门了解参与招聘的某些环节, 确保求职者的工作能力、自身素质等与所需人员部门的岗位资格符合。只有求职者与用人部门双方都满意, 这项招聘才能成功进行。而且, 招聘前应根据所招聘的岗位要求和标准, 根据不同的岗位要求编制不同的面试题库, 但是题目的编制要坚持四项原则:首先, 题目要能考察出应聘者是否具备应聘岗位所需的各项知识;其次, 考察应聘者是否具备所在岗位

的专业技能;还要能考察应聘者是否具备对突发事件的临时反应与创新能力;最后，设计的题目要满足岗位考核方式所需要的能力。同时，还要准备好面试过程中所需要用到的物品以及对公司的各方面介绍的PPT 等。人力资源部门面试人员，要提前五天通知岗位需求的部门负责人参与面试， 参与面试的人员中尽量保证部门负责人可以直接参与、或与求职者进行沟通，使其双方进一步互相了解，以便协助人力资源部做出更合理、正确的决策，提高招聘的准确度。

（三）建立符合公司岗位要求的招聘标准

由图5 数据可知，F 汽车集团(深圳)有限公司招聘的823 个研发人员中大部分都是本科学历，对研究生学历的需求为零，对专科学历的需求占小部分，但由F 汽车集团(深圳)有限公司发展一直处于上升阶段，F 汽车集团(深圳)有限公司会继续扩大规模，为保证公司的快速发展，公司除了加大对研发的投入，还应招聘更多的高素质、高能力人才。所以对于研发技术人员，F 汽车集团(深圳)有限公司应该提高学历的硬性标准，扩大对研究生学历的招聘需求，大量招聘985、211 类的本科院校学生，减少甚至舍去对大专学历的招聘需求。

管理部门作为公司的核心部门， 需要的人才基础的专业知识技能是一定要具备的，而且长远的眼光，厉害的洞察力，所以对于F 汽车集团(深圳)有限公司的管理人员的招聘要具有高标准，高要求。对于其管理部门人员的外部招聘，F 汽车集团(深圳)有限公司应该继续扩大对本科生、专科生的招聘需求， 舍去中专及以下学历的招聘需求，以保证管理层的员工无论专业、学历、能力都能促进F 汽车集团(深圳)有限公司可持续的发展。其次，对于内部一线员工转岗文职的现象，应该根据公司的发展情况进行合理安排， 而不能盲目的把各类不懂管理的老员工随意安排到管理部门的关键岗位，影响管理工作的有序进行。

（四）提高招聘人员的专业水平

F 汽车集团(深圳)有限公司招聘人员作为为公司挑选人才的执行者，能否为公司招聘到优秀人才，就要看他们的专业程度。虽然F 汽车集团(深圳)有限公司招聘时，配备了人力资源部门经理，两名招聘人员，但是相对来说人员组成依然显得专业性不高，此外，面试过程中并没有用人部门的参与。这种情况，应大致从两方面解决:

1. 组织有效的招聘团队

对于招聘团队中人员的挑选，应从两个部门选择。首先，从负责人力的部门，挑选对公司所有岗位的分布和设置都了解的人力招聘人员，最好能够代表本公司文化;其

次，从用人部门选择:清楚招聘岗位具体标准，能力和岗位职责的优秀代表员工，也可以是用人部门主管，保证从能力、激励、机会等方面挑选员工入职后的绩效完成度。挑选招聘人员:要从两个标准“经验”和“互补”下手。“经验”的意义在于，招聘人员如果有跟招聘相关的经验和知识，更容易在面试过程中挑选合适、匹配的人才;“互补”的意义在于，每一个面试者本身的能力、个性等等都不同，与此同时，招聘人员的知识面、所在部门、年纪也不一样。通过团队成员之间的经验和互补，可以使招聘团队对所有面试者有更准确、更专业的挑选。

2. 对招聘团队进行合理培训

专业的招聘团队除了应该具备专业素养，还应该有决断的意志和镇静的头脑，认真负责的态度。因此，需要定期进行严格的绩效考察和专业的能力测试，公司也需要重视对人力资源招聘团队的定期培训。这样可以尽可能地从根源上保障招聘的水平和有效性，规范该公司参与招聘工作的团队人员，也可以避免招聘团队专业性较差的情况出现。对于参与招聘工作中面试的人员的培训，应该包含以下几个方面，具体培训内容如下表3:

表3 F 汽车集团(深圳)有限公司培训内容

来源:F 汽车集团(深圳)有限公司官网

培训时间	2017 年X月X日-2017 年X月X日
培训方式	讲授培训
培训内容	对面试官素质培训:面试官应着装得体，语言文明。要给人以刚正不阿、公平和良好品德的感觉，使每位应聘者在与面试官的相互了解，感受到双方的价值。
	对面试官的面试技术、专业知识和与其相关的法律常识进行培训与考核。
	面试官在允许个人判断与理解有细小差别的基础上，需要明确的和大体上一样的考核标准。
培训反馈	根据培训的结果，反馈给培训的每一位成员。

（五）完善招聘流程

F 汽车集团(深圳)有限公司招聘是否能有效得到提高，其必要工作中就包括对招聘流程的改善，使其完整，合理。F 汽车公司汽车公司的招聘环节，这些环节一环扣一环，每个环节进行前都要有具体的针对性计划、执行方法、要求或规定，保证顺利开展整个招聘工作，使招聘的整个环节有效，在较短的时间内，招到高质量的人才。

F 汽车集团(深圳)有限公司的发展情况以及招聘流程仍然存在一些不完善、不规范，主要体现在甄选环节，缺少用人部门的复试，和用人部门在整个招聘流程中的积极参与。本文将对此做出一些调整。招聘流程的完整流程图如图6:

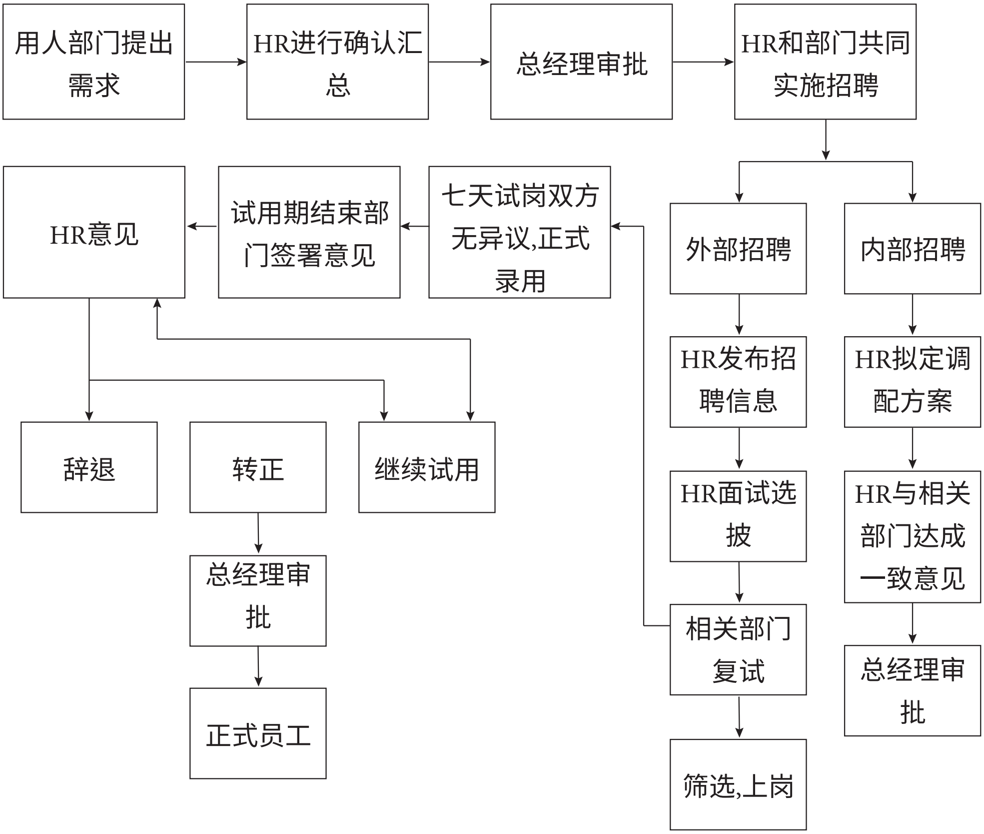

图6 招聘流程图

来源:自己整理

随着公司竞争转变为人才的竞争，越来越多的公司重视人才的选拔，多部门参与招聘成为招聘工作的一种大趋势。单独由人力资源部招聘的员工，已经不能满足各部门与公司的发展。F 汽车集团(深圳)有限公司应该鼓励用人部门积极参与招聘各个环节，以准确把握应聘者专业知识水平，满足胜任岗位要求，提高面试效果。

用人部门参与外部招聘环节对应聘者进行复试，不仅可以专业、准确地考察面试者的专业知识，专业能力，而且可以通过复试的方式，采用多种面试方式，有利于HR和用人部门对面试者综合能力进行考察，提高外部招聘的有效性。同时，用人单位参

与内部调配，提拔晋升员工,因为用人部门对用人的要求、标准清晰明确，可通过对调配人员的日常表现，业绩等进行评估，根据是否符合用人要求来给出相应意见，提高内部招聘有效性。

(六)增加对招聘工作的总结

F 汽车集团(深圳)有限公司招聘到合适的人员，补充空缺的岗位，并不意味着招聘的结束。对招聘的整个计划来说，最核心的步骤就是:F 汽车集团(深圳)有限公司招聘负责人应对、分析和总结招聘工作，其中包括:其工作能否按所制定的规划成功执行，招聘各个方面所消耗的成本是否超支，各个岗位所采用的招聘渠道是否合理、有效，是否在面试过程中采用了合理的方法，各个岗位的要求是否与招聘标准一致等等。通过对其整个流程的分析，总结和归纳，总结本次招聘过程中的成败经验，必要时可以以招聘文本的形式呈现出来，以便使F 汽车集团(深圳)有限公司在以后的招聘工作中扬长避短，一次次提高招聘工作有效性。不断总结出优良的招聘策略和方法，使其符合F 汽车集团(深圳)有限公司的特点，规范招聘工作。

七、结论

通过对F 汽车集团(深圳)有限公司的案例分析，可发现其人才招聘问题主要体现在四大方面:招聘准备工作不足;招聘标准与公司现状不符;招聘专业人员不够专业化;招聘过程实施不规范。

F 汽车集团(深圳)有限公司想要在汽车行业竞争具有显著的优势，招聘工作除了具有专业水平之外，一定要符合本公司和本行业的整体发展趋势。人才是未来公司竞争力的关键因素，也是发展转型的重中之重。招聘工作一定要结合现实，认清形势，在日常的工作流程中依照自身特色、寻找恰当的人力资源管理手段。

经济全球化进程不断深入的今天,企业的竞争成为了人才的竞争。企业能否保持平稳快速的发展，提高自身竞争力，让适合企业高速发展的人才长期留任，是企业可持续发展的重心。招聘工作作为企业人才发展的基础，其重要性可想而知。企业要想提高招聘的成功率，就要制定适合企业发展和岗位需求的招聘计划，建立符合本公司发展的招聘流程，并针对不同的岗位选择具有针对性的招聘渠道、科学的面试方法以及专业化的招聘团队将其有效落实，发挥招聘工作在企业经营活动中的基础性、决定性作用。

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基于不同视角与感知对宁夏回族自治区土地政策管理研究 节选(第五章)[1]

凯利

摘要:建国以来，中国在防止土地退化方面取得了很大的进展，尤其是在西北地区, 宁夏回族自治区成为中国第一个实现“人进沙退”的省级行政单位。全球干旱半干旱地区的地理生态环境复杂, 经济较为落后，人口相对边缘化。干旱半干旱地区土地退化问题是一个长期以来受到广泛关注的环境、经济以及社会问题, 也是一个生态环境方面学术研究和政策制定的主要关注领域。

本论文从多学科角度入手，采用定量与定性相结合的研究方法，包括官方文件和文献分析、气象数据分析、访谈、参与观察、堆排序(pile-sort)和堆排序数据的多维尺度分析等，对宁夏回族自治区陶乐县与同心县两地草地与土地退化管理情况进行调查与研究。论文首先论证了干旱半干旱草地的根本属性是系统性。目前中国的监管体系目标为系统性的土地评估,但相关学术文献与专家的论点均显示该体系在实施过程中出现不足。学术界强调不同视角对土地条件变化感知的重要性, 现有文献里计算宁夏土地退化程度差异较大, 但是关键在于这种感知差异是否在一定程度上造成了宁夏草地土地质量报告上的一系列矛盾。

其次,本论文在总结村、乡、县、省各级草地管理监测体系与评估报告机制的基础上发现评价体系越全面， 植被指标越被重视。两个研究地点草地状况的官方报告表明，两地都表现出随整体的植被覆盖度和生产量增加，生物多样性和其他植被质量指标也越来越高。

再次，本论文从研究地点气候因素的角度展开进一步分析，从降水量的历年变异(variance)情况来看，同心与陶乐都恰好处在平衡和非平衡生态系统之间。因此两地的放牧与耕地压力的降低可能并不会直接导致草地生物量

[1] 本文系凯利(Kārlis Rokpelnis)在中央民族大学环境与生命科学学院民族生态学专业留学时期撰写的博士学位论文（2016年）, 导师Peter Ho,在此衷心致谢。 本摘录包括论文第五章, 论文的其它部分已经在学术期刊发布, 读者可以参考：凯利, P. Ho. 2016. 宁夏回族自治区同心县和陶乐镇干旱土地的管理研究. 中央民族大学学报(自然科学版), 25(1), 86–91. Zhao H, Rokpelnis K. Local perceptions of grassland degradation in China: a socio-anthropological reading of endogenous knowledge and institutional credibility. *The Journal of Peasant Studies.* Taylor & Francis, 2016: 1–18.

的长期增加。随着年平均气温增加且年总降水量下降,茂密植被长期覆盖的可能性降低。现行土地利用监管体系重点在于土地承受压力的减小,但是本论文的气候条件分析结果表明，研究地区土地使用压力的减小对防止土地退化没有积极影响。

最后，本论文在草原健康监测报告和区域气候分析背景下应用民族生态学(ethnoecology)方法检验当地农牧民对土地动态变化的感知, 揭示了同心和陶乐两个社区之间存在极大的差异。研究显示,在陶乐实施沙漠绿化工作,当地农牧民的感知在很大程度上与监测报告相符，而在同心所进行的土地退化防治手段制约了农牧民的生计，研究显示当地群众意识不到土地退化，也感知不到政策落实之后的土地恢复。这种差异是用一系列堆排序和多维尺度分析结果证实的。由此看来， 当地农牧民对土地变化的感知与预防土地退化政策的实施方式有一定的相关性:对预防土地退化政策有影响的地区, 当地农牧民感知与官方报告相符;对预防土地退化政策无影响的地区农牧民不但感知不到土地退化的状态, 也感知不到报告里所论述的解决方案。

总之, 本论文总结目前宁夏草地管理监测体系的数据上报过程过于简单,以此数据为基础的分析报告在当地应用非常有限，草地监测报告没有从系统的角度来分析土地局势。通过目前的草地监测体系无法全面地评估土地变化与气候、社会经济、生态因素的相互关系，因此，监测结果的实用性非常有限。在参与到预防土地退化对策并从中受益、而且生计不受此政策限制的地区,农牧民对土地变化情况的感知与官方报告相同。这表明， 今后草地监测体系的发展应涵盖更广泛的监测指标和更多的自我反思。未来如果想要使监测数据和土地变化的感知情况达到一致，当地农牧民对于土地退化防治对策的积极参与是十分必要的。

Approaching Ningxia Hui Autonomous Region Land Policy and Management through the lens of perspective and perception – Excerpt (Chapter Five)

Kārlis Rokpelnis

Abstract

Arid and semi-arid land degradation is a long-standing environmental, economic, and social problem, and is a major focus of research and policy experimentation. Globally, arid and semi-arid regions are geographically and ecologically complex, economically depressed, and socially marginalised. China has made major advances in land degradation prevention, particularly in the Ningxia Hui Autonomous Region, which is the first provincial-level

administrative unit that has achieved “retreat of the sand and advance of people”.

Chapter 1 lays out the case for viewing drylands as a system. It argues that existing regulatory frameworks set out to assess land systematically, but literature points to significant shortcomings in the implementation of that approach. The importance of accounting for different perspectives and divergent perceptions of land conditions has been suggested. Existing literature shows significant contradictions in the reported state of the land in Ningxia, which raises the question of whether perceptive differences might contribute to the contradictory reports of grasslands conditions in Ningxia.

Chapter 2 explains how this thesis examines the process in place for monitoring the health of grasslands in Ningxia, using two locations – Taole and Tongxin – as case studies. Taking a multidisciplinary perspective, the employed methods integrate quantitative as well as qualitative approaches. Key document and literature analysis is supplemented with weather data analysis, interviews, participant observation, and pile-sorting and multidimensional scaling analysis of the pile-sorting data.

After assessing the administrative grassland management and monitoring system through the village, township, county, to the provincial level, Chapter 3 evaluates the reporting mechanism and finds it to be increasingly comprehensive but highly vegetation focused. These reports show that both research areas are exhibiting increases in overall vegetation cover and amount of biomass, and the biodiversity and other quality indicators of the vegetation are also increasing. It also concludes that socioeconomic information is not included in reporting, and the reporting mechanism provides aggregated data for upward reporting which then cannot be effectively used to analyse local trends.

In Chapter 4 the climatic conditions in the two study sites are evaluated. Judging from the year-on-year fluctuation of precipitation, both are right on the cusp between equilibrium and non-equilibrium systems. This implies that the two sites are unlikely to respond to grazing and tilling pressure reduction with a direct permanent increase in grassland biomass. Both are also experiencing an increase in mean annual temperatures and decreasing annual total precipitation, neither of which bode well for a lush vegetation covering the areas in the long term. These conclusions challenge the applicability of the current land use policy, which is focused on reducing pressure on the land system, and further question whether the current monitoring efforts are adequate and appropriate.

In the context of available grassland health monitoring reports and regional climate analysis, an ethnoecological examination of local perspectives and perceptions of land dynamics in Chapter 5 reveals a surprising divergence between two communities in Tongxin and Taole. The community in Taole that has engaged in the greening of the desert, reports a view of land dynamics that largely accord with the monitoring reports. Meanwhile the community in Tongxin for which land degradation prevention has constrained farming and grazing opportunities reports neither land degradation nor a subsequent recovery. This difference in perceptions is confirmed using a pile-sort and multidimensional scaling. Thus it appears that in these case studies local perceptions of land dynamics correspond to the monitoring results in the community where land degradation policies have offered opportunities, while the community that has been curtailed socioeconomically by land degradation prevention does not perceive the problem or the solution.

This dissertation concludes that the current grassland health monitoring system in Ningxia is reductionist, synthesises information for upward reporting with limited local applicability, and fails to assess land as a system. This limits the usefulness of the monitoring results, and prevents a thorough examination of the interactions between climatic, socioeconomic, and ecological factors that drive land dynamics. Despite the limitations, the reporting results are not automatically contradicted by local perceptions. Instead, the community that is engaged rather than constrained by land degradation prevention agenda aligns its perceptions with the monitoring reports. This implies that further development of grasslands monitoring system should cover a wider range of indicators and be more self-reflective. More importantly, local engagement in the program is needed if the monitoring data and local perceptions of land dynamics are to coincide.

第五章 研究案例分析

一、民族志研究方法优缺点分析

至此,本研究将转由定性的方法来解释SKL和DGY这两个研究点的土地退化情况。实际上，公开发布的县和自治区层面关于土地的报告基本不能为研究村落的土地条件提供任何相关的空间信息。两个研究点的县级土地管理部门的相关工作人员表示，他们对村子的具体情况了解并不深，而且没有任何关于村落的数据(采访资料，TL.SFJ，TX.MZR)。在同心县有人提到，在乡镇级行政单位进行工作时，县草原工作站的工作人员都是依靠乡镇官员的专家知识(采访资料，TX.MZR)。但在乡镇一级，草原工作的重点在于政策的执行上, 系统性的草原监理工作不属于乡镇级的工作范围, 乡镇级政府办公室没有关于土地状态的系统的数据(采访资料，TX.HW)。但由于乡镇政府工作人员有长期的工作经验和丰富的地方知识， 因此实施工作中需要的信息在很大的程度上需要依靠这类人才。

除了作者使用米见方的象限(quadrant)、卷尺(有时还需要带捕鸟网和捕虫网)长期测量研究点的土地局势之外，其他取得研究地点土地条件状况的定量性数据的研究方法基本上不存在，更不用说有关长期走势的信息 [1]。当然，这样的研究也是有趣而且有价值的。然而，本研究的重点不在于地方的生态环境，而在于与当地生态环境相关的知识和信息，尤其是关于该地区环境中自然资源的变化。

因此， 本研究对象为接近土地管理和监理的最低层级——县乡政府和土地使用者。而本论文使用的主要研究方法是民族生态学者们常用的办法:参与观察和民族志的描写，问卷调查和文化领域分析(cultural domain analysis)方法。

这些数据的限制和研究方法的选择在很大程度上能够决定可预期的研究结果。把焦点从土地条件转移到土地的知识， 进而注意到各种参与者所具有的关于土地的信息，从而分析他们是如何理解和解释这些信息的。同时，这种调整的前提是放弃任何可能可信的关于当地土地条件的说法。本研究能提供的是描写“日常生活的体验:人人之间的亲密关系，以及这些人与这些善变[……]景观之间的关系”[2]，并阐明他们对土地状态，尤其是土地退化的观点。论文这一章的主要目标是超越视觉的描写分析感知的作用。

(一) 同心县DGY村:土地退化治理对生计的影响

DGY是一座位于同心县南部的干旱地区的村落。同心位于宁夏南部核心地区。根据县政府2013年公布的统计，该县面积为4662平方公里，共有7个镇、4个乡、2个管委会以及170座行政村。39.8万居民中有30万(75.9%)是农业人口。总人口中有34.1万(85.7%)是回民， 是全国回族人口比例最高的县级行政单位。该县坐落在六盘山的北部边缘，同心县南部的海拔比北部的高。同心县从南到北被山脉划分为“西部扬黄灌区、中部干旱山区、东部旱作塬区”三个明显的部分。该县曾在1936年成立中国历史上第一个民族自治行政单位。1983年国务院确定同心县为重点贫困县[2]。

该地区历史上一直是农牧区的分界线。公元8至10世纪这里是吐蕃东北领土的一部分，并形成了西夏和宋朝之间的边境地区与战场[3]。元代的蒙古统治者战胜西夏之后该地区曾用于军事用途的牛群牧场。明代的时候，该地区再次受蒙古人袭击，因此建立了众多防御工事，最明显的标志为下马关附近的长城。在清朝的统治之下，蒙古人的袭击停止之后开始了一段和平发展时期，但19世纪后期清政府镇压同治回变，当地人口受其影响而大量减少[3]。1920年海原大地震严重影响了同心，进一步加剧了土

[1] 从技术角度来说，本研究可以进行卫星图像的分析，但是中华人民共和国测绘法第7条和第51条不允许进行这种分析[42]。

[2] 详细的关于这个术语的讨论见Lipman[43]。

匪活动和军事行动给该地区带来的伤害。1949年8月， 在红军完全控制同心县之后这些动乱才最终结束[3]。

现在的同心县从元代末期以来就有信伊斯兰教的居民[4]，清真寺的建筑可以追溯到明初[4]。明末清初同心地区已被当成伊斯兰教学的重点地区。随着19世纪苏菲教进入清帝国西域,各种苏菲教团都出现在了同心。哲合忍耶(Jahriyya)、虎夫耶(Khufiyya)以及格底林耶(也称“嘎德忍耶”， Qadiriyya)教团当时成立于同心。同治回变被镇压之后， 经过一段时间的人口增长和移民带来了伊赫瓦尼(Ikhwan)复兴主义的思想并出现了自我身份认同[4]。传统的格迪目(Qadim)教派信徒在同心保留[3]。总体而言, 该地区的宗教在今天仍然非常多元化。

同心县在历史上一直是旱地耕作和放牧为主的地区, 灌溉(特别是黄河扬水)年来才被当成了当地发展目标[5], 且较适合为典型的克服巨大生态和社会挑战的地区。当地历史学家马军描写晚清时期当地居民为“回民, 是这个人间地狱的住民”[6]。虽然情况从那时起有所改善， 但贫困程度， 以及吸毒、运毒和贩毒有关的犯罪率都高于全国平均水平[7], 这是同心县社会困难的明显指标。截至2013年, 全县有400万亩灌溉水地, 跟1949年的2000亩相比， 已经增长了2000倍， 比1979年的4.6万亩多了8.7倍[3]。然而还有172.4万亩是旱作农业。扬黄灌区的灌溉工程项目开始于1978年[8]， 该工程不但提供灌溉水, 也是主要饮用水的来源[9]。

这些历史事件是同心出现土地退化问题的大背景。2007年政府决定在同心县中心部分扩大2万亩灌溉土地面积, 被称为“移中部, 扩两翼”。按照这项计划, 该县的西南部丘陵地带大约有13.3万人要被安置到中部。以“将生活在不适宜人类生存地区的贫困人口实施搬迁”为手段, 这项计划旨在“达到消除贫困和改善生态的双重目标”[10]。

DGY是一个同名行政村中的一座自然村, 位于同心县城南部的王团镇。村落分为老村和按照2008年的项目计划搬迁的新村。根据村委会提供的信息， 在这座100%回族穆斯林的社区中， 种植业和畜牧业占居民收入的60%左右[11]。跟很多周边的村落一样, DGY划分为几种不同苏菲教教团。老村新村一共有4座清真寺, 每个村落各有两座, 村子的外边有一座当地马姓祖辈的拱北墓[1]。

行政村中有三种不同的地形层次:(1)较高的山头已被划定为拆除和自然植被恢复地区, 并且计划已经基本落实, 但一些农民还在耕种山里的一些质量较好的旱地农田, 并进行非法放牧;(2)中层的老村和旁边的新村, 周边的土地已改善, 并建成了基础设施， 但滴灌设备目前还未通水[10];(3)最低层为1996年以来固海扬水东三支干渠供

[1] 比较有地位的苏菲祖辈的坟墓, 被称为“拱北”, 是主要宁夏南部穆斯林宗教和社区社会活动场所[44]。

水灌溉的区域[1][12]。这条灌渠吸引了众多农民从中层和较高的自然村往清水河平原下移,但是这块村子下边的地区并未被正式指定作为住宅楼建设用地。

(二) 陶乐SKL村:土地退化及治理中的农牧民生计状方式

与同心相比, 陶乐是一个小得多的地区。它位于由黄河为西部边线和内蒙古自治区往东的地区, 曾经是中国最小的县城。虽然在该地区的人类定居历史可以追溯到至少新石器时代[13], 但是该县的历史根源并不久远。原陶乐县的南部, 是农耕和放牧区域之间的边境地带, 但明朝之前的历史资料不可靠。据陶乐县志, 公元477年, 来自山东的1万居民被重新安置在原陶乐县的南部, 即今银川市兴庆区。公元1024年, 党项族建立的西夏国在陶乐北部建立军事营地。元代时候, 河东区域属于鄂尔多斯, 而明代的时候以现在陶乐往南到灵武边界建设长城[13], 把陶乐留在明代长城防线之外。

明代的时候由于蒙古游击, 黄河西岸农田废除人民迁移。清朝战胜蒙古人, 减少了突击威胁并使养殖在该地区重新开始。最初, 贺兰山和黄河之间的插汉拖辉(也称察罕托灰, 察汗拖护)被分配给蒙古牧民, 也给了他们规模有限的耕地。这种安排导致农民和牧民之间的矛盾, 最终康熙皇帝划定黄河为放牧和农业区之间的不可侵犯的边界[14]。其目的是把河西设定为农区, 河东为牧区。然而, 由于河岸松软和频繁的洪水, 这条边界最后也变得不太稳固了。

1784年的黄河洪水把原来的西岸往西推移, 把平罗县的一部分留在了河东区。这引起了定居的农民和鄂尔多斯牧民之间的用地冲突。1785年, 朝廷派出官员解决边界冲突, 在原河床建立行政边界[14], 用石牌在当时河东划出长18里、宽4里的属于平罗县的内五堆子区域。同年挖出灌溉沟渠在河东开始灌溉农业。沟渠在19世纪中期被扩大了, 但1901年大洪水使当时的河床再次向东迁移[13]。同时在鄂托克旗(现宁夏边界之内)进行的土地复垦最终失败并很快就被遗弃了[15]。部分农民往内五堆子和内蒙的夷五堆子(也称, 外五堆子)迁移。一些蒙古族地主违反规定将土地租给汉族农民等现象, 导致鄂托克旗政府在1905年要求清政府再次确认边线。尽管如此, 根据历史学家冯玉新的总结, 农民在牧场开垦农田的过程在当时已经开始了分析当代鄂托克旗农村人口数据和在汉民与蒙古人住在边界附近的人口密度的统计[14]。

民国初期,来自绥远省(现在的内蒙古自治区中部)的移民在河东允许开垦定居[13]。绥远省都统, 军阀马福祥把河东地区, 包括一些鄂托克蒙古人的牧场的行政管理权交给宁夏省[14]。河东当时建的一些清真寺表明该地区穆斯林人口数量有所增长。1928年[2], 宁夏省政府设定陶乐设治局, 但遭到了绥远省政府的反抗。1930年在同一区域里

[1] 从西海古水渠给离同心往南边的西海、固原、海原县提供灌溉水。

[2] 按照陶乐县志, 该日期是1928年11月8日, 而按照冯博士的说法是1929年11月。

绥远省成立沃野设治局。一直到1937年宁夏政府成立管理的陶乐高仁镇的决定，绥远省政府保持松散的管理权。1940年，该区域建立户籍保甲制度。政府行政能力十分有限，明显的例证为农民不顾政府的禁令依然种植鸦片。1941年四月陶乐县成立[13]。

整个40年代，当地政府和国民党通过各种改革和运动增加行政能力。根据1948年的人口普查数据，陶乐县有828户、共计4004位居民。1949年9月该地区的统治权转移至中华人民共和国[13]。在接下来的几个月，县政府机构建立和初步人口普查显示现有4157位居民[13]。1958年，在石嘴山市进行新组建的宁夏回族自治区与内蒙古自治区政府之间的正式谈判中，决定把鄂托克旗和原来沃野设治局之间的边界所设置为省界[16]。同年第一批来自河南的431人移民到达陶乐，8月政府将荒漠改善目标定为59万亩[13]。类似的小规模移民不断进行，其中包括1966年从附近地区转移的300名“黑四类分子”和其家人的政治搬迁[13]。然而，如图51所示，该县的人口并没有显著的变化, 直到1978年改革开放后才可以看见逐渐的增长。

2004年1月底, 作为当时全国最小的县, 陶乐县被撤县[13]。政府工作人员被转移到石嘴山市的平罗县或银川市的兴庆区，陶乐县的面积也被两个行政单位划分。在原陶乐县城的行政改革引起了直接的经济衰退[17]，直至目前还没恢复。然而，2006年黄河大桥通车, 强化了陶乐地区和平罗县主体之间的联系, 并提供了一定的经济发展机会。

从上述对区划历史的总结，可以看出历史上的大部分时间内，从传统土地所有权、民族习惯和朝廷法规都禁止开垦，最后在各种历史和行政原因的共同作用下，在这些比较适合放牧的地区开始了养殖的历史。晚清和民国时期的养殖事业发展十分缓慢，并且多次失败，这在总体上暗示在该地区耕地从技术和经济方面都存在着很大的困难。随着解放后的革命热情的到来，类似1958年的承诺绿化沙漠的运动开始了, 鼓励人口转移到陶乐地区。然而, 直到改革开放时代才有新的经济措施, 如省级生态移民计划[10]、荒地拍卖和草原围栏驱动往沙漠的前进[18]。新技术，例如空中补播[13], 和增加投资已经为大规模对土地利用的改变提供了可能性。中心支轴式灌溉、滴灌以及将沙子上层撤掉平整沙丘等做法已经实现了在沙漠中种树并扩大了农田，从而导致了人口增长。此外，下面的案例分析证明，这些变化不但给农业发展建立基础，更重要的是, 新的生存机会能随时改变人们的态度, 原来的回避性的人和荒漠共存的状况被积极地入侵式的征服荒漠的行为所代替。

SKL村位于平罗县东北河东红崖子乡，跨越肥沃的黄河流域和干旱沙质的鄂尔多斯高原草原的边界。SKL成立于1985年，是三座自然村中的二队，当时来自宁夏南部丘陵地区的西吉县汉族农民集体迁移到沙漠边缘，通过抽黄河水灌溉把荒漠变成了农田。最初几年，许多移民受不了开垦的劳苦回到了自己的家乡(采访资料, TL.ZYY.2014.2.25_1)，但最终SKL仍然成为了公认的在自治区进行大规模生态移民安置区中的模范安置区域。

从上述可见，DGY和SKL都位于所谓的“生态问题区域”的边界:DGY在同心县的生态移民来自于丘陵脚下，一些村民已经放弃了他们原来在山里从事的生计并定居在新建的村子里。与此同时，新来移民的生计需求对老村原著居民自己的土地和生计方面都有负面影响。SKL的居民基本上住在荒漠边缘和黄河岸之间，该社区是一种移民安置性的区域。

这两个地点都是近来才被认定为生态问题区域的,而且解决问题的手段取得了一些新的突破和成就。它们在中华人民共和国建立之后才产生大量的沙漠绿化开垦活动，而且改革开放之后才有显著的成就。同心的情况也类似，革命年代以来进行灌溉开发项目，但大的改进在改革开放以后才得以实现。虽然两个地点的人口数量大不相同(看图51)，但是这两个研究地点拥有类似的人口变化特点,图52表示两个地点改革开放之后人口增长率的共同点。因为陶乐县撤县，所以没法分析2000年代行政改革之后的陶乐数据[19]。

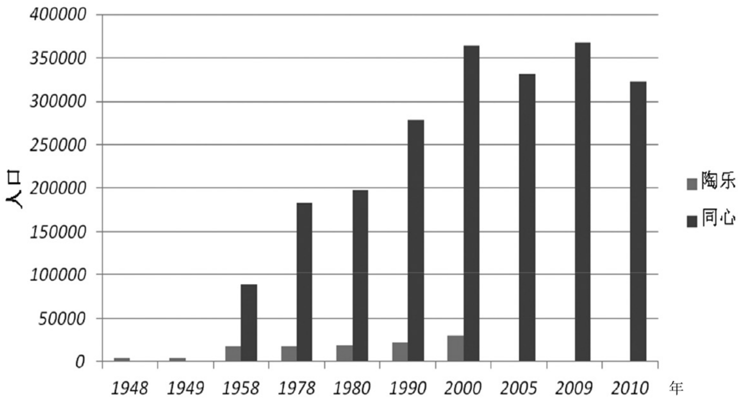


图5-1同心县和陶乐县人口数据

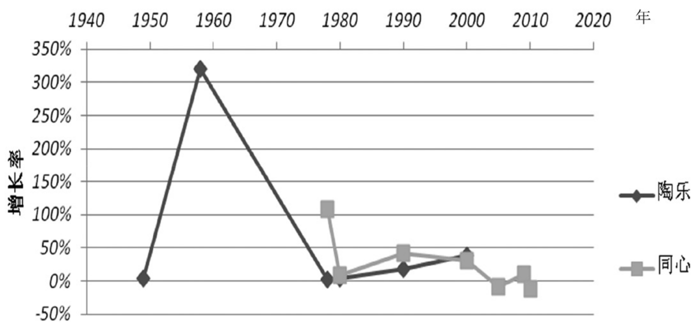


图5-2两个县的人口增长率，每个数据点是两个年之间的增长率，不代表年均变化

两个地点对土地的看法存在着基本区别。在陶乐，沙漠和低生产率的土地是一种资源， 越来越多的土地改良激励着个人和集体通过与沙漠进行斗争而扩大自己的生计。与之相反，在同心，人们在改善生态环境的名义下，腾出了之前耕种的土地，而他们的生计也因此受到了一定的限制。脱贫的努力、防治土地退化的措施以及生态建设方面的社会动员都减少了老百姓可选的种植和养殖方法， 在一定的程度上限制了可选的买房居住的地方。论文接下来的章节将阐述这个视角的差异如何导致人们对土地利用状况变化的不同看法。

二、不同的生计方式影响农牧民对土地的看法

(一)以开垦沙漠改良土地为生计方式的SKL村

2014年2月，作者有幸联系到SKL村书记，第一次到访SKL村。作者也曾在平罗县图书馆认识了一位长期住在陶乐的朋友， 在她的帮助下联系到了村民ZMD。据这位朋友介绍，ZMD是村官，而且在当地比较出名。因为在沙漠治理方面存在与他个人相关的利益，所以对他的采访有很大的价值。

从平罗县过黄河大桥坐了公交到了陶乐之后， 作者来到了一个SKL旁边的村庄，找到了来自SKL的正在参加新年活动的秦腔剧团。尽管天气寒冷，村委楼周围仍然被喧闹的节日气氛所围绕。年龄较大的人聚在戏台前观看表演，年轻人则在离戏台远一点的地方闲谈、玩手机。ZMD介绍了他的表哥ZZH，并请他来解释他们家族自己的土地管理工作。

他们的故事很有魄力。2000年ZMD的另一个堂兄ZZL从陶乐县政府承包邻村的一片国有沙漠化草地。当时县政府把各种大小的沙漠地块无偿提供给了承诺愿意恢复荒漠植被的农民。县政府和农民之间合同的基本原则为“谁开发、谁受益”。在一年之内，ZZL意识到他没有资源来把他承包的土地管理好，便邀请了他的5个堂兄加入他的工作，结果从SKL村东边的灌溉农田往东都成为了他私人承包的沙丘(采访资料，TL.ZZL.2014.3.25_1)。

2004年陶乐撤县之后，合同的官方立约的当事人没有了，给张家留下了无效合同和不确定的土地所有权。ZZL和他家人已多次与平罗县政府接洽，但没有解决基本问题(采访资料，TL.ZZL.2014.8.17)。虽然相关县草原工作站人员确认了有关状态，但截至2016年初案件依旧悬而未决。ZMD同意接受采访的主要的原因便是介绍这种逐渐恶化的局势。

2014年3月，作者第二次回村参加了大家庭的植树项目，同时观察到了治理沙漠工作的规模与其所受的限制。在进村几天之后，终于在一天早上跟随十几个妇女和几个年轻人到沙漠，把沙漠里的柳树劈成插条，顺着沙丘的侧线种植了柳树。然而在晚上，其中一名妇女(ZZH表弟的妻子)透露，这一次他们本来没打算种树，而且前年他们也没做过，是因为有研究者来了她们才种的。

图5-3两位妇女在切割树苗和植树的间歇稍作休息

这个实例再一次证实了这个大家庭的治理沙漠和对沙漠所求所有权的脆弱局面。他们坚持对该块沙漠的所有权和劳动投资，但他们依然无法获得充分土地所有权证明，也没有得到相应的经济利益。然而，他们相信“谁开发、谁受益”的原则将会落实，未来会有一定的经济利益，这激励他们投资和偶尔采取行动，来强调他们对这块土地有所有权。

跟大部分在陶乐地区从事荒漠垦殖的农民相比，这个故事在某种程度上应该算是不寻常的。这些作为SKL村的行政和社会精英的农民(采访资料，TL.SGB.2014.8.15)努力复制附近各种大型植树造林和土地使用改良项目的模式。ZZH在第一次采访中便提到他和他的家人之前在附近的中日合作治沙项目区学会了治理自己承包的沙漠所需要的技术。他还提到一个早期让他产生灵感的包兰铁路沿线的沙坡头沙漠定沙项目(采访资料，TL.ZZH.2014.2.9_1)。

从2001年到2005年，由日本政府提供资金，并由自治区和县级林业主管部门负责在当时陶乐县的南部高仁镇实施了一项植树计划[20]。该项目是当代中国通过外国政府直接捐赠的最大土地改良工程[21]。这些项目应用了保证高成活率的种植技术，而且投入了大量的资金和劳动力，给附近的农业社区提供了就业机会。这种项目的概念成为了周边的农民(其中SKL村的张家[1])从事治理沙漠的范本[18]。对这一时期的时代精神最有代表性的发言当属高人庄乡农民杨金永:“过去因为穷，没有钱栽树治沙，如今这是难得的机会，沙漠可能将从此后退”[21]。

本世纪初国外援助和资源逐渐枯竭，生态发展项目失去了动力，但沙漠边缘仍然是发展的重点区域。平罗县黄河西岸适合开发的土地不足是重要的因素。一个突出的例子是庙庙湖旅游业的发展项目所进行的灵泉寺周边的植被恢复计划。庙庙湖项目由退休的矿业企业家王恒兴实施，他在绿化该地块所投入的总体投资达到了1亿人民币[22](采访资料，TL.WQS.2014.3.24_1)。沿着沙漠边界的其他项目还包括由中国电子科技集团公司与私人投资者西安东庆光电科技有限公司合作开发的160兆瓦光伏发电站[23]。虽然两个参与该项目的私人投资者最终在法院对峙[24]，但该项目的几个部分已经完成，并于2015年初进行了发电。两个本地的规模较小的项目越来越多地推进到了沙漠里:高仁乡清真牛羊肉生态产业园在沙漠饲养包括牦牛在内的各种牲畜[25];马山头生态公墓也以生态建设的名义在沙漠里进行开发[26]。

开发光伏发电站的土地原来是划分给农民的，开发过程中他们拿到了赔偿。但是连这种有一定资格的农民都很少有机会以投资者的身份参加治沙项目(采访资料，TL.CRJ.2014.12.24)。然而，在项目建设中一些低技术含量的就业机会让周边的农民获得了一些直接的好处。建筑和维修工人，特别是那些拥有更多专业技能如砖石类的工人，都能够取得打工赚钱的机会。ZZH所提到的治沙造林技术学习就是在为这种项目打工的时候进行的。在SKL进行的采访中有几个年纪相对较小的男士提到了为高仁乡光伏项目打工的经历。

[1] 这些项目的教学价值扩展到农民对自己所做的项目的描写中。ZZH首先把他们家族承包的沙漠视为一种公众利益的努力。研究助手在转录采访时注意提到了ZZH的说法和描述方法，质疑了ZZH的农民身份。助手认为，没有农民会用这样的口号来形容自己的工作。

另一种治沙开荒直接给农民生计有利的方面是种树苗卖中间人，这些中间人转手倒卖给政府和公司。在SKL有些农民在他们的农田里种杨树苗，但按初步非系统性的观察看来，在SKL苗圃种植不如附近其他村庄普遍。

但在更根本的层面，把自己看成沙漠的对手和在坚持不懈的斗争中开垦鄂托克旗沙地是在SKL现实生活中的重点。有效地改善土地需要4至5年。先把上一层的沙丘用推土机推平，然后用具有粉质的黄河水和有机肥创造适合农业的表土。原有政府支持的规模——三年食品补贴和其他援助——对约一半当时的移民来说太微薄，他们选择了回去。但对坚持下来的、成功避免自己田地盐碱化的农民而言，他们能取得长期的利益(采访资料, TL.ZYY.2014.2.25_1)。

在该地区旱作农业是不可操作的。最初的土地按照每个人3亩分配，县政府设计建造了主要灌溉渠道。尽管政府援助很多，但并不是对所有的土地，有一些地方支渠尚未得到充分开发(采访资料，TL.SGB.2014.8.15)。此外，靠近沙漠的一些集体所有荒地个人可以申请开发(采访资料，TL.ZYY.2014.2.25_1)。可是该荒地比已经开垦田地和村落都低一些，排水能力比较差。其结果是，离村落往东农田和沙地之间有一片盐碱化的地带，一部分是开发的，但大部分是公用的可以放牧的草地。

这就是村子里的主要放牧地点。而夹在黄河和鄂托克旗沙漠之间的SKL，可放牧的土地十分有限。由于沙漠里植被量比较有限，承包沙漠的人禁止自己在沙地放牧也限制他人入沙漠放牧，结果导致在沙地很少有人放牧。羊吃草的地点主要在收获后或当年未种植的地里或者在盐碱化的荒地上。到了冬季，大部分人家把玉米秸秆堆起来喂羊。县政府已经给农民提供建设羊圈的补贴、长期地落实禁牧政策，但在沙漠和田地之间的盐碱化荒地上还是偶尔可以看见羊群吃草。考虑到原来已经缺乏合适的草场，随着禁牧政策和建圈项目的落实，有一些农民已经彻底放弃了放牧(采访资料，TL.SGB.2014.8.15)。

总体而言，沙漠转化成农田已经成为生活的基本形式。各种大小规模的沙漠治理项目已经让人们认为周围的土地是处在一个在不断退化并且需要治理的情况。在本研究进行的过程中，SKL村没有任何一个人表示认同沙漠或者沙地本身有任何价值的说法[1]。沙漠化草地的唯一潜在的价值就是转化和改善。人们都认为通过灌溉和造林改善，土地会有良好结果。

[1] 在研究过程中，作者在陶乐只听到过一次关于沙漠本身的价值的说法。沙漠旁边的那些开发项目之一有一位高级管理员曾经提到对开发项目会引起“沙漠独有的物种消失”的担忧。但他也补充说，这样的消失对于经济发展来说是一个可接受的代价。

(二) 困于旱地农业和灌溉农业之间的DGY村

1. 未发展完全的项目及其对生计的限制

作者通过某个高中生的慈善之旅进入到DGY村。该团美国华人高中生去同心的主要目的是了解当地的贫困条件，给村民提供小额贷款和学习奖学金[1]。结果是该奖学金最终没有分配，小额贷款如河水涓涓细流一般最终流入到一个已经负债累累的社区。但这个活动给本研究打开了进入社区之门。

通过这种接触的方式令人得到的体会是:DGY的居民早就习惯了把自己村看成一个贫困、努力、徒劳且痛苦的地方。相比同心县的其他农村地区, 多数县城人对DGY的评价是“穷困且没特色的地方”。甚至平罗县的居民也不建议外来人长期待在陶乐。一些善意的同心县镇居民则建议作者白天去村子看看晚上回到县城住。作者很感激这些建议, 但是为了专业和客观的进行本研究, 最终并未采纳这些建议。

SKL和DGY还有一个共同点在于它们两个在开发项目中间的位置。不过，与陶乐的治沙造林项目相比, DGY周围很难找到具有生态或经济成就的故事。2008年建设移民村的同时在村落南边修了两条路, 其旁边的山坡上还留有挖土留下的方格图案。90年代末的一个造林项目未能在此地扎根，山坡上的种植孔还留有当时该项目失败的痕迹。

沿着山里方向, 2013年由省级技术部成立的发电系统, 随处可听到小风车转动的声, 太阳能电池板上的电线松散地挂着。这个[27], 当时该项目号称可以在降低20%的生产成本的同时增收30%[28]。有人来考察的时候, 就会把电池装到该系统里面。

继续往山上走，路边有一座公交车站。有一位少年说他“从来没有见过一辆公共汽车停在这里”(采访资料，DGY.WYG.2014.7.6)。过了新老村之间新建的小学校，便会马上走到一座矩形的水池坝子。从远处看, 该坝子的墙壁结构类似那些散落在整个地区的防御工事。按照原来的设计，池子里的水会通过地下管道系统引到中层村子用来喷灌和滴灌土地，使瓜类等利润丰厚的旱地作物能够种植。但是因为水库漏水，所以这个水池坝子最终被遗弃了。站在干燥的水库岸上往山边看就能看到新的水库, 该水库建于2013年并于2014年充满，新水库还在期待能通水那一天。然而，地下管道似乎铺设的不太恰当，好多部分不通水，而且部分管道已经开始摇摇欲坠了(采访资料, DGY.WJP.2014.7.4)。

站在同一个地方向下看，一眼就能看出城市建设浪潮最有说服力的证据:厕所散落在一排排移民安置房整洁分布的直线之间。这些设施分几批由城镇的承包商以几

[1] 连接海外访客和当地社区之间的关键是宁夏惠民小额贷款有限公司在村里的代表。她的职责是接待学生, 也应许作者未来研究入村的时候帮助解决住宿问题。

乎免费或极低的成本建成，新旧厕所挨着彼此。在各种状态混乱的旧厕所旁边，白色塑料板墙搭配蓝色的铁皮屋顶的新厕所无论是在外部设计还是在内部功能方面都显得格外显眼。在这个没有自来水的地方冲水马桶失效了，而且大部分已经被做仓库使用。

图5-4村里的移民安置区。羊在三代不同的厕所旁边吃草。右边是温室的框架，其中大部分因为缺水全年都未使用

移民村庄的旁边、学校的下边有闲田，中间是一片家族的墓地。这块地受到的各种开发发展项目的影响最大。这块地被征用时，老村的居民得到了相当低的，每亩400元人民币的补偿(采访资料，DGY.WYX.2014.8.20)，但是最后这块地还没有被分配给新来的移民。移民村的居民放弃了原来他们在山里所种的旱地，但到现在仍然没有可种的土地(采访资料，DGY.HP.2015.01.22)，老村的农民对赔偿水平太低和征用过程不透明都不满意。对大家来说，在村子中心有这种没有被分配耕种的闲田是一件令人非常伤心的事情。有些地块仍然由原来的主人暂时耕种(采访资料，DGY.WYX.2014.8.20)。

大家不满意的原因是，征地中支付的土地补偿费不足以补偿实际的征地面积。结果不篡改这个账目就没办法给新来的农民分配土地(采访资料，DGY.WYX.2015.10.18)。乡政府提供了另一种解释:该块土地太小了没办法分配。政府正在等待时机安排土地集中出租给种田大户企业，这样能扩大土地的经济产出，让农民们得到比他们自己耕种更多的收入(采访资料，TH.HW)。无论怎么样，对农民来说让这一块地闲置着，比失败的灌溉系统还令人伤心。这次的开发不但没提高生活水平，而且还限制了之前已经有的生计机会。

当然也有好的方面。除了在新移民村政府移民办所建的安置房之外，老村也有一些新房子分散在老的土房之间。在村子下层灌溉区之间大部分房子都是最近10年才建成的。北边道路的一侧有一座胡非耶派清真寺的宣礼塔，其外还有三个清真寺最近已建成或正在改建。清真寺旁边可以看到一家红枣加工企业闪亮的生产设备。然而，

村里的流言说该公司没有兴趣购买当地生产的红枣，公司只是想吸引政府补贴(采访资料， DGY.WYX.WF.WYQ.2015.01.24_2)。另一个看似有效的发展计划是连接在风光互补节灌项目之间部分的大温室项目[29]。由于实验方案的补贴正在被逐步取消， 一部分农民正在坚持使用该技术。当时一些家庭为了竞争项目最后一段补贴周期的参与权甚至还发生了小规模的纠纷。

尽管大量的投资来自政府甚至一些私人慈善机构捐助[30]村子的核心区域依然是一贫如洗，毫无生机。在附近的山里，被遗弃的房屋和清真寺的废墟附近偶尔会出现一些放羊的人或者在附近种地的人。最近安装的高压电力线穿过这块区域, 村里的唯一一条“退耕还林还草”种植带位于电线的下边。那些被认为是过于生态脆弱和贫瘠、不适合人类居住的山头吹过阵阵风沙。

从老村经过大清真寺之后，沿着北便道往前走过主灌水渠和铁路交叉路口很快就能到王团镇行政中心。在路的两边，在灌溉田地里农民种的是玉米(采访资料, TX.HW.2015.01.21_1)。道路两侧都有村民住的房屋, 里边住的大部分都是结婚后从山上和老村搬过来的年轻人。虽然法律不允许在灌溉农田里建房, 但是路边的位置方便种地也方便步行到乡镇里的幼儿园和小学，因此特别吸引新家庭来居住(采访资料, DGY.WYX)。

总体而言, DGY老村的居民抱怨政府未能有效地改善村庄的中间部分, 并对必须接纳移民所带来的不便感到愤怒。他们也明白这种以移民为重点的发展模式有一些好处，比如道路的改善。总体而言，减少对边缘土地的生态压力以及从贫瘠土地区域移出居民等政策显著地减少了移民和接纳他们的老村村民们的收入和生计机会。

新村也好老村也好， 村民都受禁牧政策的影响， 而该政策是通过总体的限制性的土地管理框架而实行的。禁牧偶尔会执行，而且其政策是大家都关注的问题(采访资料，DGY.WJP.2014.7.4)。该村落不是全县范围内的一个关键禁牧区，因此乡镇政府受到的上级要求落实全部禁牧政策的压力不是特别大(采访资料, TX.MZR.2015.15.01.15_2，YC.HWG.2015.01.27)。由于省和县级行政部门要求和鼓励, 乡级政府工作人员仍然禁牧(采访资料，TX.ZXW.2015.01.26)。由于从山上搬下来的移民想要建立非农业生计, 政府目前还没分配土地等原因, 一些农民认为乡政府故意在落实禁牧政策方面放松(采访资料, DGY.HP.2015.01.22)。

三、 民族志收集分析结果

虽然这两个地方的环境条件均被视为恶劣及脆弱， 但是在这两个社区生活的体验非常不同。两座村庄所在的地区都是外部政策正在积极投资、改变其生态条件。在

陶乐, 国内外以及地方政策都在促进植被覆盖率的增长和沙地转成田地。在同心, 人们从边缘的土地搬离。灌溉农田的吸引力是很大的, 但在DGY让所有人都得到灌溉田地目前是不现实的。在陶乐, 土地使用的变化可能, 而且偶尔也确实能创造生计机会。然而在同心, 人们大部分面对的是越来越限制生计的土地政策, 而且原来应该对这些限制进行补偿的各种开发项目的失败让这种状态越来越恶化。陶乐的状态可以描写为“参入性”(cooptive), 而同心所实现的方法可以描写为“强迫性”模式(coercive)。

两个村子之间的区别在第一次的各自采访中已经显现。在SKL, ZZH首先提到他和他亲戚如何从日本和铁路工人在中卫治沙项目学习绿化沙漠的手段。他的经历很激动人心, 同时他也明确表示对政府缺乏支持的失望。DGY村的受访者在第一次采访中连一句关于土地的退化或改善的话都没说。恰恰相反:他就说只要下雨地就是好的;他也强调了政府所提出的建圈喂羊的方法成本太高, 没法实行(采访资料, DGY.YJL.2014.6.24)。这种对两个社区完全不同的初步印象后来都被实地调查证实了。这两个十分类似的社区对自己各自的土地状态和局势的看法,却有着显著的差异。

四、调查问卷分析结果

上述两个研究地点都属于生态脆弱和大量开发发展项目投资的区域, 但其项目产生的社会经济结果有所不同。下述将会分析和讨论两个社区居民对周边的环境所持的想法。非结构化访谈和观察、还有人们关于社区周边的土地条件所持的看法都反映出SKL和DGY居民之间对参与土地改善项目积极性方面存在的差异。SKL人表示关于村子周围严酷的环境和土地生产率很低的遗憾, 以及对他们在与沙漠斗争中所做出的贡献的骄傲。在DGY进行采访的时候并没有听到任何关于土地退化的迹象的言论, 也没有人表达对预防土地退化或改善的赞赏;定量问卷调查也证实了类似的差异。

(一)两个社区相同点

在受访者中, 超过60%(32位)上过小学, 只有三人上过高中, 一位大学毕业。村与村之间的差异不显著(卡方, $p > 0.15$)。受访者平均年龄为45.96岁, 分布是正偏态(0.27)和两个村庄之间没有显著的不同(学生t检验, $p = 0.33$)。70%(35位)的受访者为男性, 两座村庄的男女比例分别相似[1]。

[1] 在大多数情况下, 只有成年男性不在的情况下女性才会参与问卷调查。如果成年儿子或丈夫在场, 大多数女性让他们参与调查, 但依然会保持与男性受访者积极讨论问题的兴趣。

所有受访者都表示拥有土地，但是能看出来在是否种这些地这方面存在一些差异。在SKL，除了一位不种地的受访者以外，所有其他农民都耕种自己的土地。而在DGY1/3人都不种地(卡方，$p>0.01$)。在SKL几乎所有居民都有证明土地所有权的相关证件，而DGY的居民中占1/3受访者表示没有(20%)或只有部分(12.33%)土地所有权的相关证件(两村之比较的卡方，$p>0.001$)。本研究将SKL受访者的回答和该村的土地承包经营权登记记录进行对比，比较结果表明受访者的回答大于在村子统计所登记的他们个人承包的土地面积。不包括Z家所承包的沙漠土地，能在统计表找到进行比较的受访者平均夸大了自己土地面积的80%。没有任何受访者所表示的和官方所统计的个人土地面积相同，不同人和官方统计的差异不同，样本标准差为0.7152或71.5%。

精确收入水平的数据是较难获得:SKL村委会不对外公布收入数据统计，而DGY的数据很矛盾，有时同一个指标的数据的差异超过几倍。从表5-1两个社区的非农劳动力状态表51中可以看出，两个社区的非农业劳动无论是在劳动类型或打工地点离村庄的距离方面的差异都不显著。这表明，该两个社区在非农收入方面应被视为相似。

表5-1两个社区的非农劳动力状态

A	技术水平分类	没	技术	小商	总计
	SKL	68.57%	5.71%	25.71%	100.00%
	DGY	60.00%	20.00%	20.00%	100.00%
	总计	**66.00%**	**10.00%**	**24.00%**	**100.00%**
	卡方, 0.81				
B	打工地点分类	没	县	区	总计
	SKL	68.57%	22.86%	8.57%	100.00%
	DGY	60.00%	26.67%	13.33%	100.00%
	总计	**66.00%**	**24.00%**	**10.00%**	**100.00%**
	卡方, 0.3				

超过78%SKL的受访者表示，土地所有权改革以来他们生活方式没什么巨大变化。但是，值得注意的是，该村庄成立时间为改革之后，因此不容易进行1978年改革之前与之后的直接比较。在DGY，所有的受访者都说改革改变了他们的生计，村庄之间的差异有显著性(卡方，$p>0.01$)。

93%受访者表示他们收到了补贴，两个村庄之间的差异不显著。大部分受访者所收到的政府直接补贴是粮食补贴，还有一些DGY的家庭收到了放弃在贫困地区耕种土地和居住的相关补贴。

在SKL的受访者中，35.29%表示自己正在受到土地退化防治政策的影响，而在DGY，57.14%的人表示他们已经受到了这方面的影响。这种差异无统计学显著(卡方，$p = 0.16$)。

只有一位受访者说，村子里的社会关系受到了土地政策的影响。

总体而言，两个地点的受访者样本之间似乎具有高度的可比性。基本人口指标，如年龄、学历和性别没有显著性差异。尽管土地所有权没有差异，但在实际耕种土地和持有土地使用权相关证件等方面存在差异。这些差异可以通过不同的历史背景和不同政策的影响来解释。

(二) 两个社区偏好的比较

本研究采用了排名来分析社区的偏好。把各个选择排名的众数和平均数直观地绘制在雷达图上来比较社区的偏好。众数表示每个社区三种选择中最常见的选择，平均排名可以当做评价选择众数价值比率的指标。两个社区的数据都被分别绘制出来，还包含了可以做参考的样本的总体数据。估计这种比较手段，目前没有能评价统计学显着性的可靠方法。唯一一个是进行排名的平均值可以通过置信区间判断显著性。

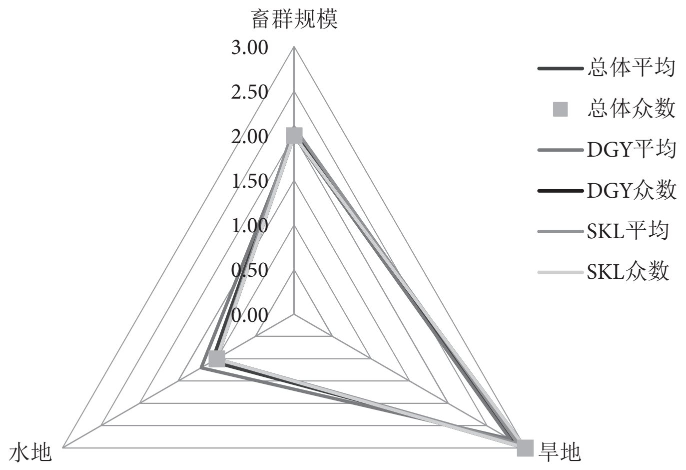


图5-5“水地”、“旱地”、“畜群规模”三个选择的偏好等级

“水地”、“旱地”、“畜群规模”这三个选择的重要性排名在两个社区相同。

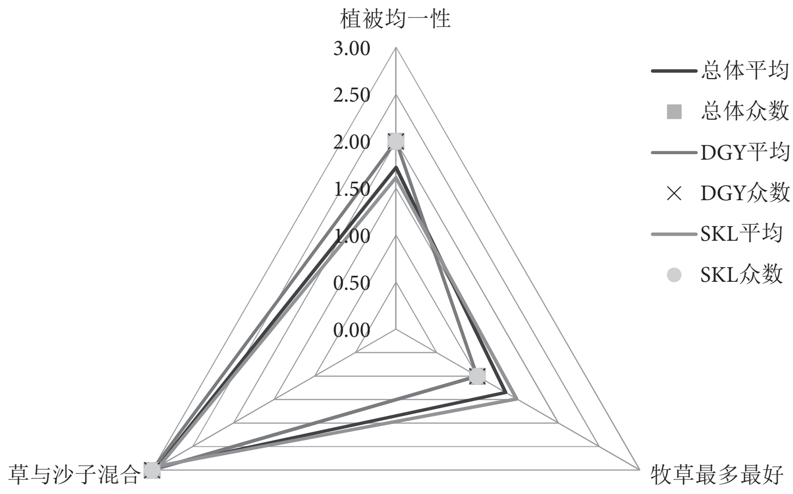


图5-6“牧草最多最好”、“植被均一性”、“草与沙子混合”三个选择的偏好等级

从图5-6“牧草最多最好”、“植被均一性”、“草与沙子混合”三个选择的偏好等级图5-6可以看出，两个社区的观点不是完全统一，但是基本上两个社区都把“牧草最多最好”放在第一位，此后依次为“植被均一性”和“草与沙子混合”。

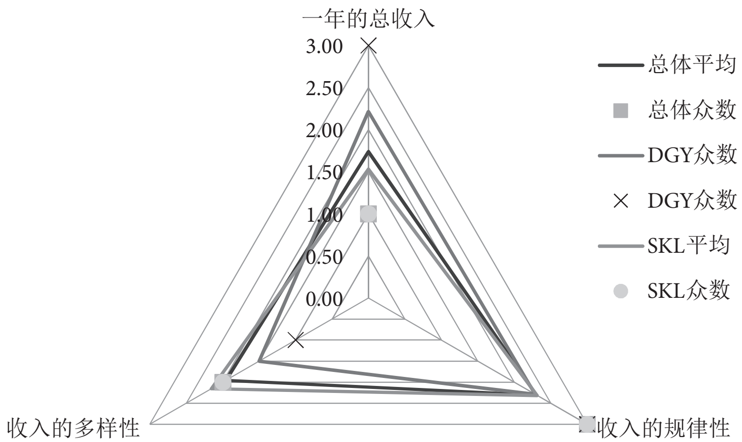


图5-7“一年的总收入”、“收入的多样性”、“收入的规律性”三个选择的偏好等级

在对“一年总收入”、“收入多样化”、“收入的规律性”这三个选择进行排名的时候，两个社区有所差异。两个社区把“收入的规律性”看成最不重要，大部分DGY的受访者说收入的多样性比总收入重要。SKL的居民则一般选择总收入为最重要的因素。

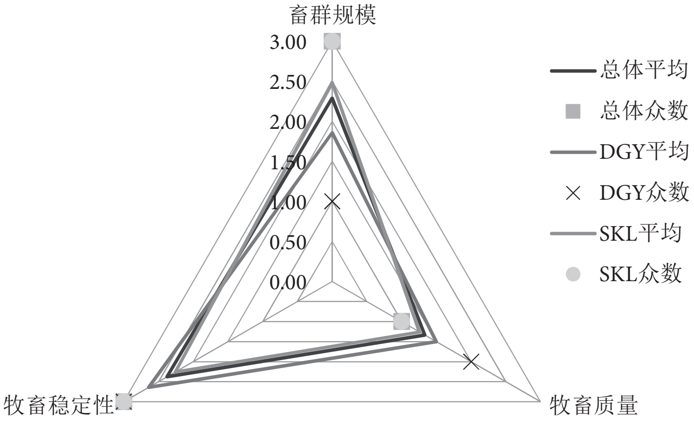


图5-8“畜群规模”、“牧群稳定性”、“牧群质量”三个选择的偏好等级

在SKL, “畜群规模”和“畜群稳定性”两个排名(众数)都是最不重要的因素, 而且两个选择的平均排名在10%水平没有显著的差异。“畜群质量”明确是最常选的最重要因素。看DGY排名里的众数的话有明确的“畜群规模”、“畜群质量”和最后“畜群稳定性”的等级。但是, 考虑到平均排名就可以看见这三个因素的排名不是特别清楚。

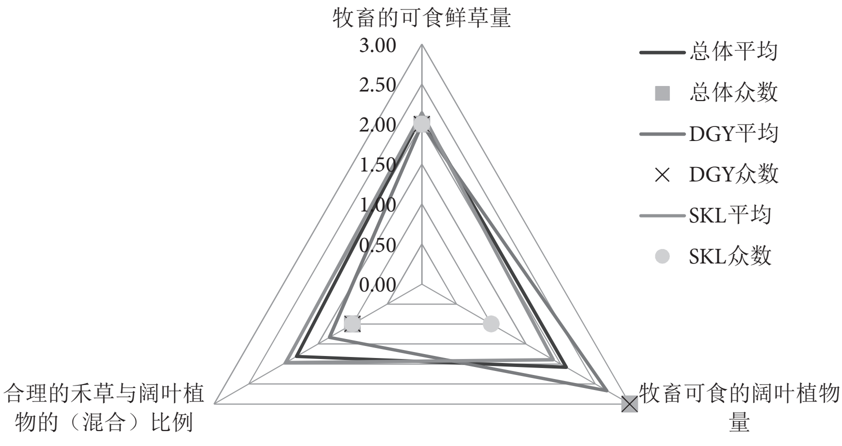


图5-9“牧畜的食鲜草量”、“牧畜可食的阔叶植物量”、“合理的禾草与阔叶植物的(混合)比例”三个选择的偏好等级

有关草和阔叶植物的三个选项中, SKL和DGY的受访者都把“牧畜的食鲜草量”放在第二位。DGY受访者坚决把阔叶植物和草的混合作为第一选择, 纯阔叶植物作为最后的选择, 而SKL受访者选择的差别无法判断。

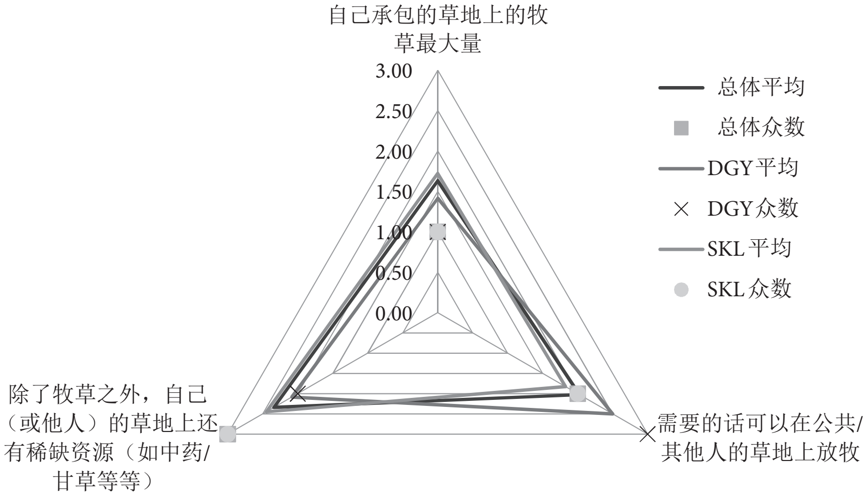


图5-10“承包的草地上的牧草最大量”、“需要的话可以在公共/其他人的草地上放牧”、“除了牧草之外, 自己(或他人)的草地上还有稀缺资源(如中药/甘草等等)”三个选择的偏好等级

虽然两座村庄基本上没有个人承包的放牧草地，　但是两个地点的受访者仍然选择把自己土地上的牧草量作为最重要的因素。但是多数DGY受访者把“除了牧草之外, 自己(或他人)的草地上还有稀缺资源(如中药/甘草等等)”放在第二位和把“需要的话可以在公共/其他人的草地上放牧”放在第三位，　而SKL受访者的偏好是相反的。但是在分析中再加入平均排名的话可以看出来两个社区对第二第三选择的偏好不明显。

总体来说，上述分析证实有一些偏好在两个研究地点类似。而且，由众数所体现出的社区之间的差异是因为社区之内的不统一性(平均值所表示的差别)。也就是说, 尽管在两个社区之间存在对土地偏好的一些差异, 但此差异并不明显, 而且在社区之内不均匀。这表明, 无论两个社区之间的文化和社会经济走势如何明显, Williams在内蒙古已经观察到的蒙古牧民和汉族科学家之间的景观偏好方面的文化差异在这两个社区之间并没有出现。

(三) 土地状况的评估

按SKL受访者的评估，随着时间的推移其个人和村里的土地都越来越好，而DGY受访者更多表示随着时间的推移他们的土地条件没有变化。一个例外情况是，两个样本都表示最近三年之内没有显著的变化。两个社区之间Q1、Q2、Q3、Q4和Q5有统计学的显著性差异(卡方$p<0.10$), Q6差异不显著。

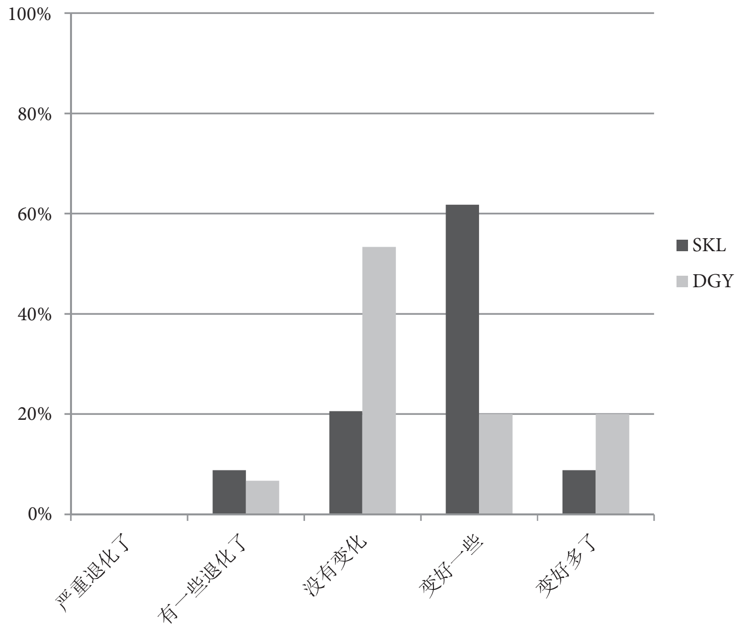


图5-11(Q1)最近三十年之内个人土地的变化;卡方=0.09

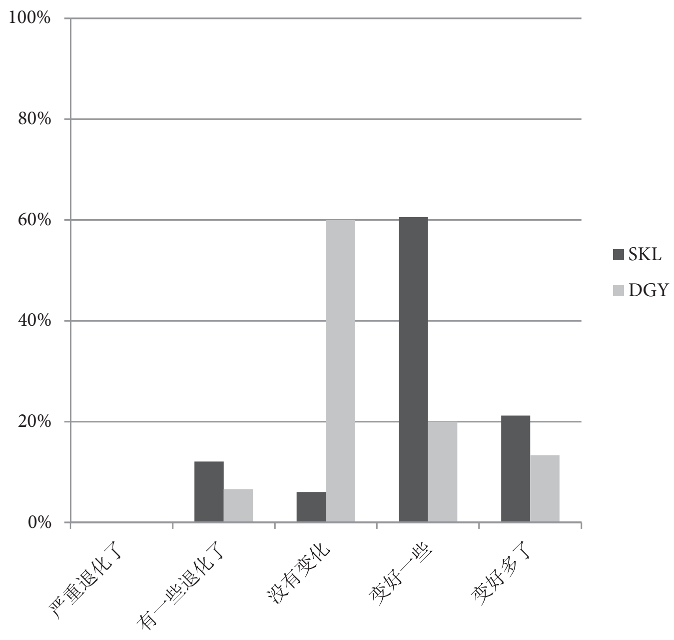


图5-12(Q2)最近十年之内个人土地的变化;卡方=0.04

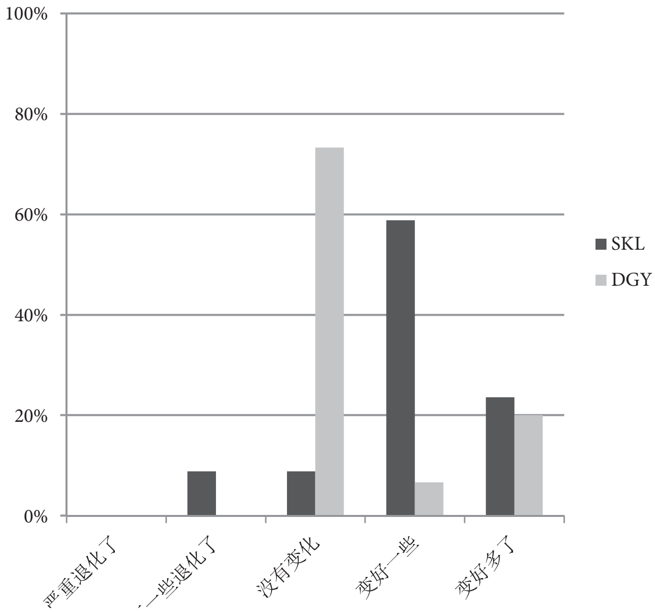


图5-13(Q3)最近三年之内个人土地的变化;卡方=0.07

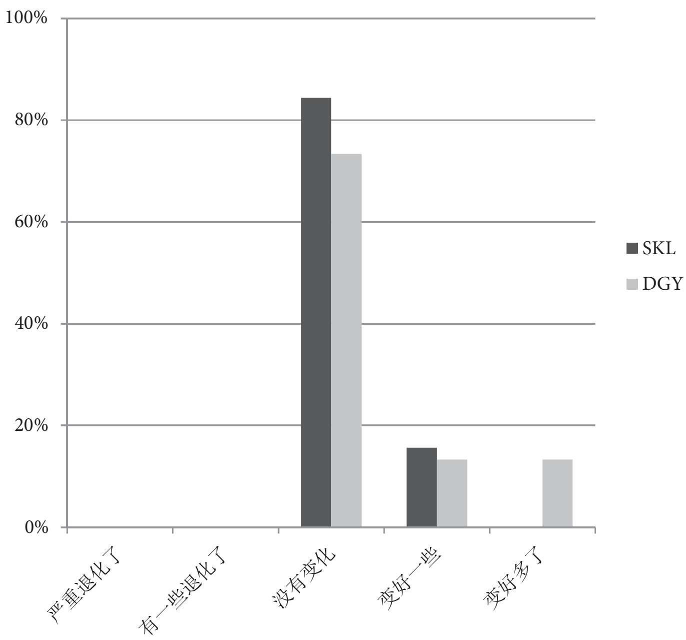


图5-14(Q4)最近三十年之内村里土地的变化;卡方=0.00

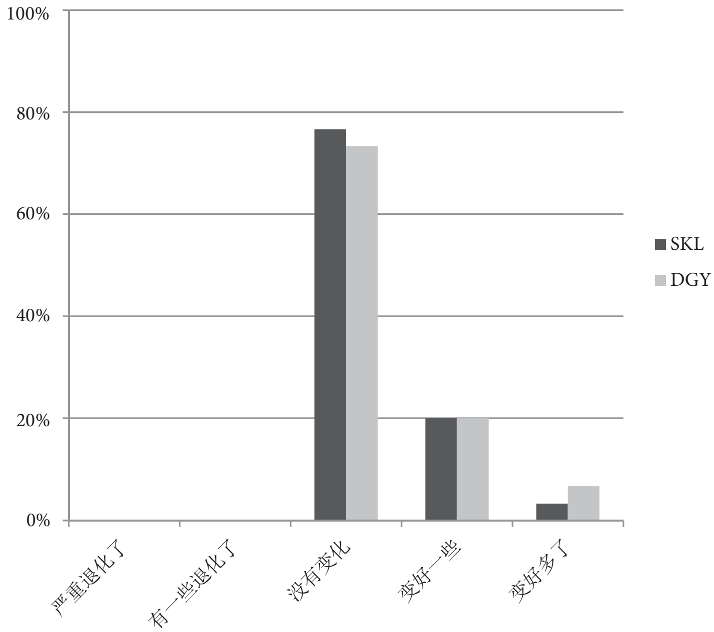


图5-15(Q5)最近十年之内村里土地的变化;卡方=0.00

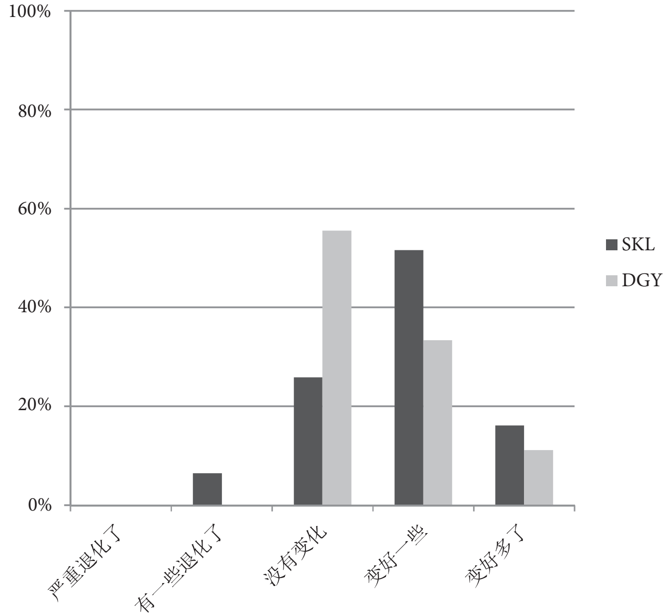


图5-16(Q6)最近三年之内村里土地的变化;卡方=0.11

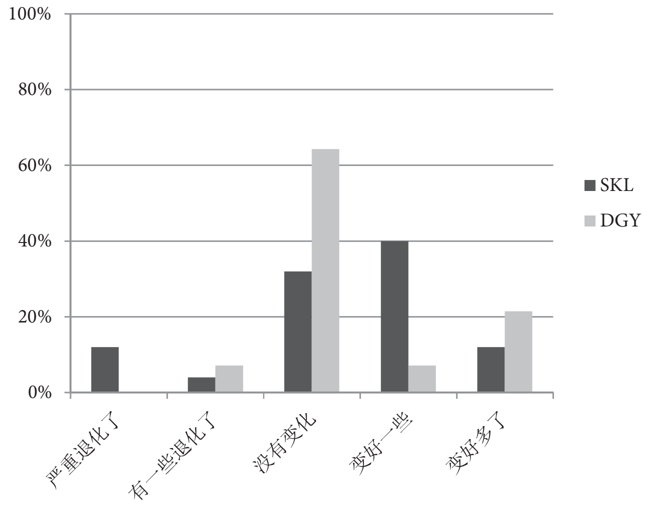


图5-17(Q7)禁牧政策所造成的个人土地的变化;卡方=0.88

Q7两个社区的绝大多数受访者表示,禁牧并没有影响到他们自己土地的状况。

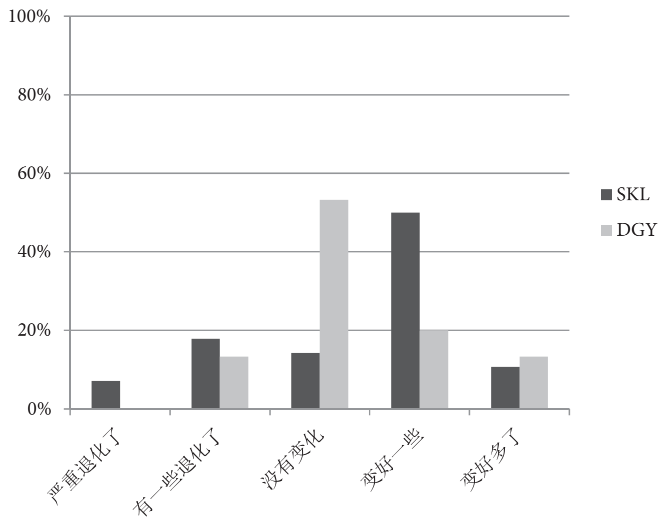


图5-18(Q8)禁牧政策所造成的村里土地的变化;卡方=0.19

Q8跟Q7有一定的矛盾:跟他们自己土地状态相反,有一半以上来自这两个社区的受访者都表示其周围的土地有所改善。两个社区之间的差异在10%水平没有统计学显著性。

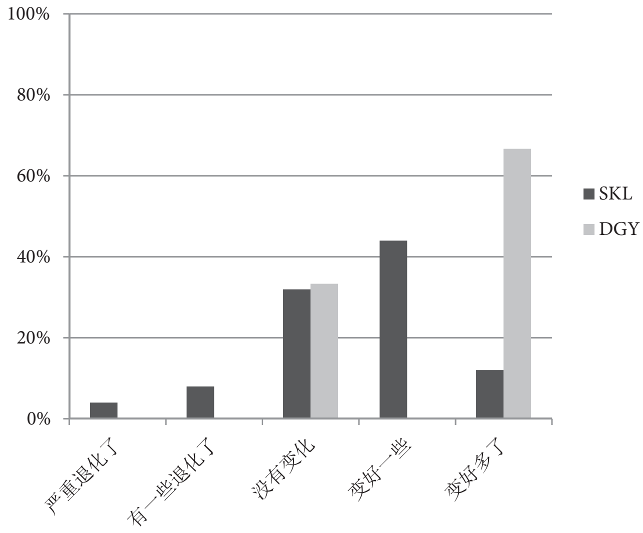


图5-19(Q9)你自己拍卖/承包/划分荒地的变化;卡方=0.45

Q9和Q10与Q1-Q6的走势类似，大多数DGY的人表示自己私人承包的土地和周边的拍卖的土地都没有什么变化， 而SKL的受访者倾向于看到改善的效果。只有Q10在10%水平有统计学显著性。

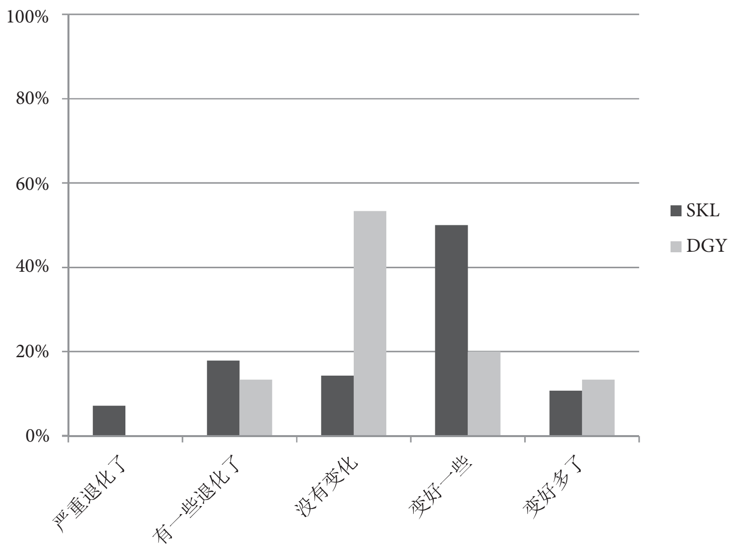


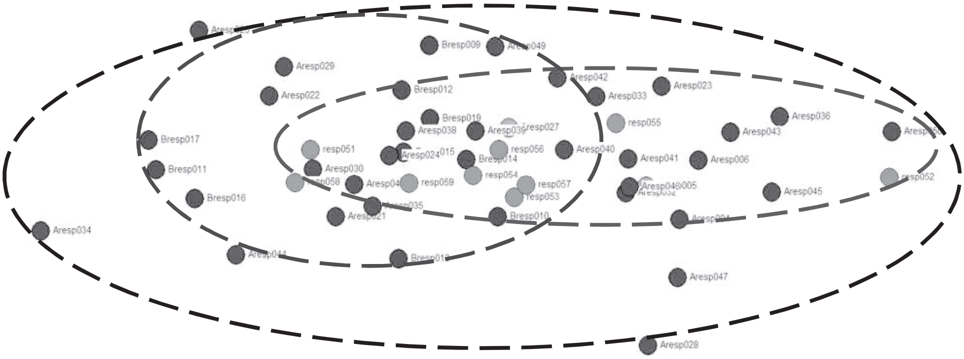
图5-20(Q10)村里其他人拍卖/承包/划分土地胡变化;卡方=0.07

总之，研究结果表示:DGY受访者认为无论是他们自己的土地，还是周边的地，都没有退化或者改善， 而SKL受访者声称有所改善。产生此结果的主要原因是SKL居民在评价土地状态时的侧重点在灌溉水田上， 大量这方面的投资确实保证了产量和经济效益的增长。唯一的例外就是Q8有很大比例的DGY受访者表示显著的改善已经发生了。这或许可以从受访者考虑到了村庄下面的灌溉项目来解释。Q8两个社区回答之间的差异没有统计学显著性。

总体结论是，尽管两个地方的社会经济条件整体相似，但是农民所观察到的土地条件状况有所不同。两个研究地点被认为土地退化严重， 但目前已经在恢复中。然而当地对退化和恢复的理解明显不同。该差异与社会经济条件和预防土地退化政策之中所提供的生计机会有一定的相关性:受到政策利益影响的社区意识到了土地退化和恢复，而主要被政策限制了生计的社区则表示没有任何变化

(四)土地状况评价的堆排序分析

50个受访者参加了照片堆排序，分析结果聚成三个重叠但明显的聚类。从图5-21可以看出，SKL受访者最分散，而DGY和同心草原工作站工作人员形成明显的集群。通过33次迭代获得的50个节点，其压缩达到了0.256的高值。但是其价值还是在Sturrock和Rocha所提出的50节点的0.366截止值[31]。鉴于从SKL受访的数量比从其它两个样本更高，本研究随机选择两个SKL的子集，重复两次进行多维尺度分析。聚类趋势一直类似。该样本量足够进行这种分析[32]。



50节点、33迭代、压缩0.256。开头为A（绿色）节点属于SKL，开头为B（红色）的节点属于DGY。没有大写字母（紫色）节点属于同心草原工作站工作人员。手工画的椭突出显示聚类模式。

图5-21 11张不同条件的土地照片堆排序的多维尺度分析结果

通过分析结果得出的初步结论是， 这些群体在评价同一类土地状况时所提出的评价有所不同。来自DGY的受访者(图521，红)和同心草原工作站工作人员(图521，紫)

节点的聚类表明在这两个社区内对土地退化的理解相当统一，而在SKL(图521，绿)内的统一性相当低一些。在比较DGY和同心草原工作站工作人员这两个在地理和文化背景上相当接近的群体时，发现全职从事土地管理的草原工作站工作人员的照片分类节点比村民的分类更加统一一些。

在SKL也有一些跟DGY和草原工作站工作人员一样将照片分类的人，但总体来说SKL的分类节点比较分散，而且看不出来任何明确的聚类。多维尺度分析出现该结果的可能的解释是，DGY社区内对土地退化的理解比较统一，而在SKL社区对退化的理解相当多元化且不统一。

这种差异正好与两个社区的平均畜群规模不同和在DGY农民选择停止养殖相关。一个不能忽视的关键问题是，随着多年来预防土地退化政策的落实，受政策影响限制的社区表示看不到改善，而受益的社区表示能感知到一定的改善。

五、小结

上述研究把DGY和SKL视为相似案例进行分析——两者都是关注土地退化并且都宣称成功有效地解决了问题的地区。所有的可以进行比较的社会经济指标，尤其在对非农业收入的依赖程度上都很相似。另外，社区的各种偏好具有可比性。然而，受访者所表示的对当地土地变化的理解明显不同，土地图片堆排序的多维尺度分析证明差异甚至存在于感知层级。

本研究的论点的关键是，社区受到土地退化防治政策影响的不同也将会造成该社区对土地变化的感知产生一定的差异。图片堆排序数据多维尺度分析结果进一步证实了问卷调查显示出来的定量性结果，说明了本研究没忽视第一类型错误(type-1 error, 阳性判断错误)，帮助本研究证实两个社区之间确实能观察到显著的差异[33]。

然而，这未必能确保本研究清楚区分相关性和因果关系这两个十分不一样的概念[108]。目前，已经可以明确排除一个关于两个社区所表示的其土地变化没有差异的零假设。本研究建议下一步使用下列表52所实行政策的类型和官方与当地对土地理解的相关性提出的相关性逻辑框架，对政策类型和当地对土地的理解是否符合官方关于土地的报告这两个因素的相关性进行比较。

表52所实行政策的类型和官方与当地对土地理解的相关性

	参入性政策模式	强迫性政策模式	当地土地变化的感知符合官方报道
SKL	是	否	是
DGY	否	是	否

重要的是要注意, 这并不是两个指标之间有因果关系的证明, 而是明确排除没有任何关系证明这种零假设[34]。在理论上, 本研究可以假设"先有政策, 后有影响"这种顺时因果关系[35]。从图5-11(Q1)最近三十年之内个人土地的变化;卡方=0.09和图5-14(Q4)最近三十年之内村里土地的变化;卡方=0.00可以看出来政策的落实时间比较长, 而结果随时间变化有所增加。此处需要注意的是有关政策的短暂性。正如本研究已经证明的, 大多数政策方针执行过程中有都一定的波动性。各种政策方案重叠时, 农民, 甚至官员都没法具体区分不同政策。其结果是, 没法提出一个清晰的政策时间, 去从这个角度更深地进行政策和感知之间因果关系的分析。

政策的模糊性也增大了"我们给变量起了名字不代表我们已经明白了它的意义, 而且起的名字也不一定正确"这种威胁[34]。把通过结构性和非结构性访谈所取得的关于当地人对土地变化的理解与官方的理解进行比较是相当困难的。主要原因是官方数据比较有限。如前面所述, 目前没有公布的针对两个区域草原的条件状况的空间信息的报告。事实上, 这种报告从来都没有被编译, 而且其所需要的基线数据也不存在。然而, 对县和乡级的土地管理相关工作人员所进行的访谈证明, 两地都被视为是原来在退化和目前在恢复中的地区(采访资料, TX.MZR.2015.15.01.15_1、TX.HW.2015.01.21_1、TL.NJJ.2015.01.04_1), 本研究只能通过非常有限的信息与社区内部的感知进行比较。自治区级的监管部门也没有两个研究地点的具体信息, 因为自治区在SKL和DGY的附近并没有设置监测点(采访资料, YC.HWG.2015.01.27)。

在由Li等人所发布的应用卫星图和NDVI数据分析所得的自治区尺度的报告[36]和引用同一数据源的宁夏回族自治区草原监理中心发布分发给地方官员的报告[37]均对土地变化进行了分析。然而这两个报告所提供的地图的尺度并不支持对于两个研究地点进行具体的分析。宁夏草原监理中心发布的报告显示在陶乐北部中度沙化草地减少了, 而轻度沙化草地增加了[37]。Li等人把同一个地区的变化描述为从高度沙化草地变成中度沙化草地[36]。由于这两个出版物使用了相同的数据并由相同的作者所发布, 这一差异显得难以解释。但是, 总体来说这两个报告都进一步证实了平罗县草原工作站发布的报告中所描述的地区的变化[38,39]。

由于两份报告只关注沙化问题,其在评价分析DGY的工程中所起到的作用比较有限。两份报告都显示从同心往南的地区非沙漠化沙地没有变化,但有灌溉的可耕种水地面积增加了[36,37]。此外,在宁夏草原监理中心的报告中,DGY区域的地图显示归类为非草地[37]。在这些方面报告中的信息与DGY居民的想法一致。然而,报告中的信息与县级官员给出的信息有所矛盾。县里的干部表示,虽然面积不是均匀分布, 但是总体上可以明显看出来全县范围内生物产量的增长(采访资料, TX.MZR.2015.15.01.15_2)。一种可能的解释是国家标准《天然草地退化、沙化、盐渍化的分级指标》(GB19377-2003)比较适合分析植被稀、生物产量低的状况, 而且报告中的

侧重点在于沙化，可能分析对县政府年报所报道的变化不敏感[40,41]。考虑到这一点，作者决定把针对同心县的引用NDVI数据的报告的结果看做不准确，而把自治区年报和县草原工作站发布的信息看成“官方报告”。

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功能对等在《遇见未知的自己》中的应用[1]--以《遇见未知的自己》第1-8章英译为例

艾蝶尔

摘要： 不同语言文本的翻译不可避免地会涉及到功能对等。功能对等是两种语言文本之间的一种关系，而不是两种语言本身之间的关系。

本文旨在展示《遇见未知的自己》翻译中功能对等的应用，从功能对等的角度出发，在"动态对等优先于形式对等"的原则下，从宏观和微观两个层面探讨了表达性文本翻译策略。在功能对等理论的指导下， 运用翻译策略——增译、省略和转换，可以最大程度地再现原文且实现与原文的对等。

本文通过实例和实践策略，以功能对等理论为指导旨在为译者在实践过程中提供有价值的参考，并提出提高整体质量的建议。

The Application of Functional Equivalence on the Translation of "Meeting the Unknown Self" – A Case Study of the Translation, Chapters 1–8

Lauma Ēdelmane

Abstract

The translation of texts in different languages inevitably involves Functional equivalence. Functional equivalence is a relationship between two texts in two languages, rather than between the languages themselves.

The aim of this paper is to display the application of Functional Equivalence of "Meeting the Unknown Self" translation. The thesis, from the perspective of Functional Equivalence, and under the principles of "The Priority of Dynamic Equivalence over Formal Equivalence", explores the strategy of expressive text translation at both macro and micro levels. The employment of translation strategies – amplification, omission as well as the application of shifts, under the guidance of Functional

[1] 本文系艾蝶尔(Lauma Ēdelmane)在上海交通大学外国语学院翻译硕士专业留学时期撰写的硕士学位论文(2018年)，导师陶庆，在此衷心致谢。

Equivalence theory can help to reproduce the original message and achieve the equivalence with the source text to ta maximum degree.

By taking examples and presenting practical strategies guided by Functional Equivalence theory, this paper aims to provide valuable references for translators in their practice and give suggestions to improve the quality on the whole.

1. Introduction

The author has chosen to translate "Meeting the Unknown Self" chapter 1–8. The plot discusses the difficulties of the life of female white-collar workers who face mental breakdowns. This book explains how the mode of dominating one's own life is formed.

"Meeting the Unknown Self" is categorized as expressive text. Therefore, the author has applied functional equivalence theory and adapted several translation strategies to keep the flow of language in the target text as in the source text to the highest level.

The translation of the "Meeting the Unknown Self" has high practical value for readers who want to understand how the human mind works. It discusses the most common mental issues among women, it also shows the high importance of human interaction and relationships within the family.

The thesis is based on the functional equivalence theory discussed by Eugene A. Nida and Charles R. Taber, using the application of amplification, as well as omission strategy presented by Mona Baker, and structure shifts introduced by John Catford.

2. Functional equivalence

Equivalence is a translation approach, according to which the source text unit performs the same function as the responding target text unit (Zauberga, 2016: 102).

Eugene A. Nida distinguished two types of equivalence, formal equivalence and dynamic equivalence, also called functional equivalence. Nida stated that formal equivalence focuses on the message in form and content, while functional equivalence emphasizes the importance of the meaning of message (Nida and Taber, 1969: 13).

John Catford explained that a formal correspondent, that can be any target language category, should respond near identically the same element in the target text (Ivir, 1995).

Nida argued that the readability of the translation is more important than the original grammatical structure, therefore even though the message of translation should aim to be the same as in the source text, in some cases translator must make departures from the original structure (Nida and Taber, 1969: 14).

Functional equivalence helps to create a new level of atmosphere between two different cultures to advance interlingual communication (Liu, 2012: 242).

Nida established four guiding principles for translators "contextual consistency, dynamic equivalence over formal correspondence, the aural or heard form of language over the written form[1], and forms that are used by and acceptable to the audience" (Nida and Taber, 1969: 14).

2.1 Contextual consistency

Contextual consistency is the key factor to achieve the equivalence in translation. The translator must ensure that the form of target text message applies to the context that surrounds it. The meaning of message must be preserved rather than the form (Vanessa, 2000).

The meaning loss during the translation may occur, as there are no absolute synonyms between the source language and the target language from the linguistic perspective. Therefore, translator must be aware of the context and other words that lie around, rather than focusing on one particular word (Gao, 2011).

Examples:

1. 半晌, 若菱有些迟疑地说:"关于上次你要我想的问题…" "哦, 你想出来了吗?"

Finally, she said: "The question you asked me to think about last time..." "Oh, did you come up with an answer?"

In this example, the context is the key factor for the amplification of word "answer". The translator added an extra word to improve the meaning of target text message, because the previous sentence indicates a word "question".

2. 这也就是老子说的"道可道, 非常道"。

This is what Lao Tzu meant by "The true way cannot be taught, the true name cannot be told".

This example illustrates the meaning loss during translation. In this famous saying by Lao Tzu each word possess a very deep message that has simplified to avoid long sentences and distraction of readers.

2.2 Dynamic equivalence over formal correspondence

The dynamic equivalence is prior the formal correspondence when meaning of the message is more important than the original form of source text. This principle explores the meaning and formality of translation from the perspective of response to receptors. Nida emphasizes that the most important figure is the readability of translated text (Nida and Taber, 1969: 22).

The priority of the translator is to find the closest equivalent in the target text. Due to the differences between the Chinese and English languages and the cultural background of the author and the translator, there cannot be an identical match between the source text and target text units.

[1] It has a special focus on the translation of Bible, therefore the author will not describe it in more details.

2.3 Forms that are used by and acceptable to the audience

There are different types of factors that should be considered – age, gender, and education level of readers. According to Nida, that translator should focus on the understandable and acceptable language form of the reader instead of traditional ones (Nida, 1964: 160).

Based on the prior investigation, the main audience is the women in the mid-ages that can relate the message of book to their own lives. Therefore, in order to improve the readability of target text, the author has applied a rather simple language style and picked more often used phrases and idioms.

3. Text type analysis

There have been classified various forms of text. Each text type has a different influence on the reader.

3.1 Expressive text definition

Karl Buhler classified three language types: informative, expressive and vocative. Later Newmark distinguished three text types on the basis of the three functions of the language that were adapted by Buhler. He categorized serious imaginative literature under the expressive text type, therefore "Meeting the Unknown Self" is also classified as expressive text. The core of expressive text is the mind of the writer and speaker, who uses his remarks to express the feelings irrespective of all responses (Newmark, 1988: 39).

3.2 Expressive text characteristics

Expressive texts has the most intimate expression because the whole text is produced to express author's feelings. Newmark emphasized that the translator should be able to differ the personal figures of expressive texts that are unusual collocations, original metaphors, strange words and others. He stated that these components forms the "expressive" element of an expressive text and the translator should not normalize them in the translation (Newmark, 1988: 40).

4. Translation strategies in the light of Functional Equivalence theory (amplification, omission and structure shifts)

Based on functional equivalence theory, the author has adapted several translation strategies to keep the flow of language in the target text to the highest level.

4.1 Amplification

Amplification includes extending a sentence or phrase in order to further explain or emphasize certain points of language. Nida proposed additions which are used to adjust the form of the message to the characteristics of the structure of the target language. He emphasized the importance of application of semantically equivalent structures, well-formed stylistic equivalences, and the most important – the equivalent communicative effect (Nida, 1964).

The following samples with comments display the application of amplification in the translation, and it proves the dynamic character of functional equivalence theory.

Examples:

1. "冬夜, 下着小雨。" "It was a rainy winter night."

To keep the SVO (subject, verb, object) form (the basic word order in English) in the target text, the author has added extra words, namely "it" indicating the subject; "was" indicating the verb past tense; "a" indicating the singular.

2. "若菱环顾窗外, 一片漆黑。" "Ruoling looked out of the window only to see an expanse of complete darkness."

The author has added some words to improve the readability of target text. "Only to see" indicates the result of action – that nothing else but a "complete darkness" would be seen. The adjective "complete" was added to emphasize the level of darkness.

3. "你认同自己是一个不幸的人, 是多舛的命运, 不公的待遇和他人错误行为不的受害者。" "You identify yourself as a misfortunate person that has had many problems in life. You put yourself in a victim role that has experienced an unfair treatment from the life and the other people."

The author has split the original sentence in two parts. In the first part of sentence, the author has added explanatory words "that has had" due to the English grammar rules. In the second part of sentence, the author has changed the grammar and word order by adding words "you put yourself in a victim role", that emphasizes the meaning of message.

4. "而今晚和老公大吵一架, 仍旧是重复过很多次的模式, 把她推入哀怨的心理氛围, 又一次凭空跌落在一个未经修葺的乱岗。" "Ruoling had a big fight with her husband tonight. Nothing new. Actually, it has become a routine now; a routine that keeps pushing her into plaintive resentment and a deep feeling of total loss."

The author has split the sentence in three parts. In the second part, the author has added explanatory words "nothing new" to emphasize the negative message. In the third part, the author has changed the form of sentence to make it more smooth.

4.2 Omission

Omission is dropping a word or words from the source language text when translating in the target text. The author has based the theory on Mona Baker's framework. According to Baker, if the meaning conveyed by a particular item or expression is not vital enough to the development of the text, to avoid the distracting readers, translators can omit translating the word or expression in question (Baker, 1992: 41).

Examples:

1. “若菱刚刚被激起的信心又告瓦解。” “Ruoling’s confidence bubble collapsed.”

Based on omission theory and Baker’s statement about “distracting lengthy explanations”, the author has omitted “刚刚被激起” to simplify the text.

2. “万一对面来车怎么办?” 若菱想, “那正好 ! 死个痛快! ” “What if a car comes right in front of me? Oh well, that would be a great death!” Ruoling told herself.”

The author has omitted the last word of question sentence, which, according to Baker, is not vital for the development of text.

3. “两人之间本来话就不多, 现在就更没有交集了。” “Since beginning, both of them did not have too much to talk about but now – even less.”

To shorten and simplify the sentence, the author has omitted some words in the second part of the source text that would distract readers with the lengthy explanation.

4.3 Category Shifts

Catford argued that there are two main types of translation shifts. The first group is level shifts, where the source language item at one linguistic level has a target language equivalent at a different level. The second group is category shifts (Catford, 1965: 141).

Due to the differences between Chinese and English languages, grammatical adjustments have to be applied, therefore the author has used category shift translation technique that helped to reproduce the meaning of source text.

Examples:

1. “你人同自己是一个不幸的人, 是多舛的命运, 不公的待遇和他人错误行为不的受害者。” “You identify yourself as a misfortunate person that has had many problems in life. You put yourself in a victim role that has experienced an unfair treatment from the life and the other people.”

The author has applied a category shift in the first part of sentence, where the word “是” changes its class from the verb with meaning “is, are” to the comparison particle “as”, that belongs to a different grammatical class.

2. “老人到底想得到什么答案?” “What answer does the old man want after all?”

When forming a question sentence in English, its structure has to be changed: question word (what) + noun (answer) + verb (want), therefore the word order in the sentence has been changed “what answer does the old man want”, and “after all” is transformed to the end of sentence due to English grammar rules.

3. “其实这种“自我毁灭”式的思想和行为, 对若菱来说已经是经年累月的习惯了。” “Honestly speaking, the idea of “self-destruction” has been on her mind for quite some time and has become a habitual thought and behavior.”

The first part of sentence shows the change of word order, “the idea” is transformed in front of “self-destruction”. In the second part the noun “习惯” (“habit”) class is changed to adjective "habitual". In purpose of a better readability of the target text, the author has displayed the meaning of source text by changing the word classes and word order.

5. Conclusion

The author has applied the functional equivalence theory to "Meeting the Unknown Self" translation, emphasizing the importance of transferring the meaning of source text in the target text, while keeping readers on the same emotional level as the original text.

To display the functional equivalence, the author has adapted several translation strategies – amplification, omission and structure shifts. The main purpose of functional equivalence is to maintain the language flow in the target text, emphasizing the meaning of message, therefore some departures from the original text are required. All mentioned translation techniques can be used to change the source language structure and transfer the original meaning of message in the target language in a more dynamic way.

The thesis has been a good practice for Chinese–English translation. The author has improved both English and Chinese language skills, as well as got familiar with the use of functional equivalence theory and application of several translation techniques – amplification, omission and structure shifts. During the process of translation, the author has learned new expressions, idioms and metaphors, as well as improved and deepened the vocabulary.

《遇见未知的自己》•(•第1-8章)原文及译文

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
第1章 **一场奇怪的对话** **我是谁?**	**Chapter 1** **A Strange Dialogue** **Who am I?**
冬夜, 下着小雨。	It was a rainy winter night.
一辆雷克萨斯跑车在弯曲的山坡路上奔驰着, 加速, 急转, 超车, 熟练的车技不输赛车选手。	A Lexus was running steadily on a crooked hillside. Speeding up, taking sharp turns and making different maneuvers, the driver demonstrated skills of a professional racer.
在雨天以这样的方式开车, 一般只有两种情况: 赶路, 或者挑命。	Driving this road in such manner during a rainy day could be explained by two reasons – either someone is in a big hurry or he wants to challenge the fate.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
而若菱根本不知道自己要往哪里去。但若是后一种情形, 她又似乎并不在乎命。	Ruoling did not know where she was going, and she did not seem to care about her life.
“万一对面来车怎么办?” 若菱想, “那正好! 死个痛快!”	“What if a car comes right in front of me? Oh well, that would be a great death!” Ruoling told herself.
念头一出, 自己都吓一跳! 为什么最近老有想死的念头?	She was struck by the idea. “Why am I thinking about death so often recently? That is really scary!”
其实这种“自我毁灭”式的思想和行为, 对若菱来说已经是经年累月的习惯了。	Honestly speaking, the idea of “self-destruction” has been on her mind for quite some time and has become a habitual thought and behavior.
“活着好累!”	“I am so fed up with my life!”
这感觉一直是若菱人生的一个背景音乐, 伴随着她从小到大, 每一个场景都不曾缺席。	This feeling has always been there, like a background music of Ruoling’s life, following her through the years, never missing a single scene of it.
而今晚和老公大吵一架, 仍旧是重复过很多次的模式, 把她推入哀怨的心理氛围, 又一次凭空跌落在一个未经修葺的乱岗。	Ruoling had a big fight with her husband tonight. Nothing new. Actually, it has become a routine now; a routine that keeps pushing her into plaintive resentment and a deep feeling of total loss.
心在乱岗, 身却又一次地夺门而出, 想都没想要去哪儿。	Her mind took over her body. She opened the door and stepped out, not knowing where to go. The car was moving up a mountain, as she soon realized.
等回神过来, 车子已经在上山的路上爬坡了。	Suddenly, two strange sound arose from the car and the engine stopped.
突然, 车子响了两声, 居然熄了火。	The engine refused to work.
引擎怎么点也点不着了, 仔细一看, 汽油早已告罄。	“Damn it, out of gas!” Ruoling coursed while searching for her phone. She tried for a while with lights on but without success.
“该死!” 若菱咒骂着, 伸手在身上找手机。摸了半天, 还打开了车内灯, 就是不见手机的踪影。	“Oh no, too bad! I have left my phone at home!”
“这下好了, 手机也没带!”	Ruoling looked out of the window only to see an expanse of complete darkness.
若菱环顾窗外, 一片漆黑。	A lonely woman in the middle of a rainy night, far away in mountains, in a car out of gas, and without a phone.
在冬天的雨夜, 在这样一个荒郊野外的山区, 一个没有手机, 车子又没汽油的孤单女人。	“Such things always happen to me! Why me? Why such bad luck?”

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	**译文**
"每次这种事都发生在我身上, 为什么我就这么倒霉?"	She could not but blame herself.
若菱又忍不住自怨自艾起来。	All of a sudden, from the corner of her eye, Ruoling noticed a light from a small house not far away from the road.
这时, 若菱眼角的余光扫到了一线灯光, 来自路边不远处的一间小屋。	She thought: "It might be a way out – give it a try!"
若菱想:"也许天无绝人之路, 试试看吧!"	She nervously stepped to the house but could not find the doorbell.
她提心吊胆地走到小屋前, 找了半天看不到门铃, 鼓起勇气轻轻敲了敲门。	Finally, she picked up the nerve and gently knocked at the door.
"进来吧!"一个苍老的声音转来。	"Come inside!" said an old voice.
"居然没锁门?" 若菱起了疑心, "到底要不要进去?嗯。。。先推开门看看再说吧!"	"The door is not locked?" Ruoling got suspicious. "Should I go in...? Hmm, Just open the door and take a look first"
门"嘎 "地一声被推开, 眼前是一间温暖的小屋, 居然还有壁炉在生着柴火。	The door opened with a hollow sound and her eyes enjoyed a pleasant scene – a cozy, small living room with firewood in the fireplace.
一位面目慈祥的白袍老人, 正兴味盎然地看着她。	A kind-looking old man greeted her with great interest.
"进来吧, 孩子。"	"Come in, girl!"
若菱像是被催眠了一样, 随着召唤进了小屋。	Ruoling felt hypnotized and entered the room.
"坐吧!"老人招呼若菱在壁炉边的椅子上坐下, 若菱却只顾站 着, 戒备地看着老人, 随时准备情况不对就夺门而逃。	"Take a seat," said the old man, pointing to the chair next to the fireplace. Ruoling stood there on alert, gazing at the old man, ready to flee out of the house at any moment.
老人坐在炉边, 向她示意:"桌上有为你备好的热茶。"	The old man sat down next to the fireplace and said: "There is hot tea on the table for you."
她嘴里说着谢谢, 脚可没有移动半步。	Ruoling thanked him but did not move.
老人一点儿也不在意若菱的防备, 笑着问:"你是谁?"	The old man did not seem to care and went on asking in a warm tone: "Who are you?"
"我……我车没油了, 手机没带, 需要跟您借个电话……"若菱嗫嗫着。	"Me… My car run out of the gas and I forgot to bring my phone, so I would like to use your phone…" Ruoling whispered.
"电话可以借给你, 不过你没回答我的问题, " 老人摇着头说, "你是谁?"	"You can use my phone but first answer my question, please," the old man shook his head. "Who are you?"
"我叫李若菱…"	"My name is Li Ruoling…"
"李若菱只是你的名字, 一个代号, "老人微笑着坚持, "我问的是'你是谁'。"	The old man continued with laughter: "Li Ruoling is your name, it is just a coded, but my question was 'who are you'?"

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	**译文**
"我…"若菱困惑了一他到底想问什么?	"I..." Ruoling was confused about what kind of answer he was looking for.
"我在一家外企计算机公司上班, 是负责软件产品的营销经理。"若菱试着解释。	"I am the marketing manager of a foreign-owned computer company, and I am responsible for software products."
"那也不能代表你是谁, "老人再度摇头, "如果你换了工作, 这个'你是谁'的内容不就要改了?"	"That does not tell who you are either", the old man shook his head again, "if you changed your job, would you answer the question differently?"
在一个奇怪的地方, 跟一个奇怪的人, 进行这样一场奇怪的对话?	Why was at this strange place, having such a weird conversation with this odd man?
这个时候, 若菱感受到了屋子里的一种神秘的气氛, 以及老人身上散发的祥和宁静的气质。这种神秘和安详总让人有所震慑。	At this time, Ruoling started to feel the mysterious atmosphere inside the room and the peaceful and quiet temperament of the old man. People are not used to such a mysterious yet sincere situation.
于是她不自由主地坐了下来。	She finally sit down.
"我是谁?"	"Who am I?"
她的心终于在乱岗上听到这个问题, 像山谷回音般地在那里回响着--我是谁?我是谁?我是谁?	Her heart, despite the inner chaos, finally understood the question. It echoed as a sound at the valley – who am I? Who am I? Who am I?
而那一瞬间, 若菱禁不住回想起过往的种种, 潸然泪下。	At that moment, if Ling could not help but recalled her past, bursting into tears.
"我是个苦命的人, 从小父母离婚, 只见过父亲几面, 十岁以前都由外祖父母抚养。	"I am an unfortunate person. My parents got divorced when I was a child. Since then I have seen my father just a couple of times. My grandparents raised me until I was 10 years old.
继父对我一向不好, 冷酷疏离。为了脱离家庭, 我早早地就结了婚, 却久婚不孕, 饱受婆婆的白眼和小姑的嘲讽, 连老公也不表示同情。	My stepfather has always had a negative attitude towards me – he was cold and alienated. I wanted to leave my family as soon as possible; therefore, I got married at very young age. I was unable to carry a child, so I got bullied and ridiculed. Even my husband did not comfort me.
工作上老遇到小人, 知心的朋友也没几个……"	At the work, I am just an ordinary person, and I do not have too many friends..."
若菱陷入了悲伤自怜的情绪里, 迷蒙中, 一生的种种不幸、不公, 好像走马灯一样在眼前闪过。	The grief and sadness cough her off. Misty, she experienced flashback of all the sadness and unfairness of her life.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	**译文**
她自己都惊讶, 在一个素昧平生的人面前, 居然把酿了很久的辛酸苦水全倒出来, 一点儿也不吝啬。	She was surprised how she could open up in front of a complete stranger and relieve all the pain she has been carrying with her for so long, yet not feeling embarrassed or awkward.
老人的目光现出同情。	The old man gave her a comforting look.
"这是你的一个身份认同, "他缓缓地说, "一个看待自己的角度。"	"This is your identity," he said slowly, "your point of view."
"你认同自己是一个不幸的人, 是多舛的命运, 不公的待遇和他人错误行为不的受害者。你的故事很让人同情, 不过, 这也不是真正的你。"	"You identify yourself as a misfortunate person that has had many problems in life. You put yourself in a victim role that has experienced an unfair treatment from the life and the other people. Even though your story is very pitiful, that also does not identify your real self."
"等一等!"她的心念突然一动, "我天生聪明伶俐, 才华横溢, 相貌清秀! 我是清华大学毕业的高才生, 收入丰厚, 我老公……"张嘴就提起了老公, 却又戛然而止。	"Wait a second!" she just got an idea, "I was born smart, talented and beautiful! I have graduated from Tsinghua University with excellence, I have got a well-paid job and my husband…" when mentioned her husband, she suddenly stopped.
"是、是, 我知道, 你很优秀!"老人理解地点头, "但这又是 你另外一种身份认同, 也不是真正的你。"	"Yes, yes, I know how excellent you are" the old man showed that he understood by nodding his head, "but this is another kind of your identity, yet still not your real self."
若菱刚刚被激起的信心又告瓦解。	Ruoling's confidence bubble collapsed.
"老人到底想得到什么答案?"若菱一贯的好胜心此时蠢蠢欲动, 她想, 老人显然不是要找一般 世俗的答案, 我就朝哲学、宗教的方向试试看!	"What answer does the old man want after all?" Ruoling started to feel impatient and willing to win this battle. She knew that the old man is not looking for a common answer. Let us put it in the direction of philosophy and religion and see what happens!
于是她答道:"我是一个身、心、灵的集合体!"	She replied: "I am a creature with a body, heart and soul!"
说完, 她有些得意地看着老人, 心想:这回, 总应该答对了吧!	Having said, she looked at the old man with some pride, thinking that this time she must have guessed right.
第2章 **老人的读心术** **我不是谁?**	**Chapter 2** **Old man's foresight** **Who am I?**
"那也不全对。"	"It is also not completely right."
老人带着笑意的眼神虽然让若菱有如沐春风的感觉, 但脱口而出的话还是令人泄气。	Even though the old man's smiling eyes felt like a spring breeze, but the words, blurted out, made it frustrating.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
“你是你的身体吗?”	“Do you consider your body as your real self?”
“应该是啊!为什么不是?”若菱拿出大学辩论队的功夫, 用反证法来反问。	“I think so! Why should not it be?” Ruoling could finally use the debating skills she learned at the university to answer the question with a counter-question.
“你从小到大, 身体是否一直在改变?”	“Your body has changed since you were a child and through the years of growing up, has not it?”
当然, 那还用说, 自己小的时候, 真是一个大胖妹, 可是上小学 时, 蹿个儿了以后就一直瘦瘦的;三十岁以后, 小腹和臀部的赘肉又逐渐增加。唉!人生真是无常……	“Of course it has! Actually, when I was a child, I used to be fat, but during the elementary school years, I was very skinny. After the age of 30, the fat in the lower abdomen and buttocks has gradually increased. Ugh! Everything changes so fast...
况且, 其实她看过报道, 我们的细胞每隔一段时间(大约七年)就会全部换新。	Moreover, I actually read some reports about the body cells that renew once in seven years.
诚然, 我“有”一个身体, 而我并不“是”我的身体。	Therefore, I should agree with you, I “have” a body but I am not the body itself.”
“而你所谓的心, 又是什么呢?”老人打断了若菱的思绪, 其实她已经开始想减肥的事了。	“And how about your heart?” The old man interrupted her flow of thoughts. In fact, she already started to think about losing weight.
“就是我们的头脑呀, 包括知识、思想、情感这些吧!”若菱含糊地回答。	Ruoling vaguely answered: “It is our mind that embodies the knowledge, thoughts and emotions!”
“那我们试着从另外一个角度来吧, ”老人换了种语气, “你看得到你的思想吗?你感觉得到你的情感、情绪吗?”他好像又在设陷阱了。	“Then let’s look from another perspective,” the old man changed his approach, “can you see your thoughts? Can you feel your own emotions?” Seemed like he was trying to set a trap again.
“这……这是什么意思? ”若菱解。	“This... What does it mean?” Ruoling tried to find the answer.
“你自己来检查你的回答是否正确, 我来教你, ”老人说, “现在, 闭上你的眼睛。”	“You should check by yourself if your answer is correct or not” the old man said, “but now, close your eyes!”
老人的话带有磁力和一分威严, 若菱照做了。	The voice temper of the old man was magnetic and a bit majestic, and Ruoling followed.
“什么都不要想, 让你的头脑暂停几分钟…”老人说完, 就也 定静不动了。	“Do not think about anything. Let your mind be empty for a few minutes...” he said and sit down.
过了好像一个世纪那么长, 老人指示:“好, 可以睁开眼睛了。” 若菱皱着眉头睁开眼睛。	After a moment that felt like ages the old man said: “Alright, you may open your eyes now.” Ruoling opened her eyes and frowned.
“怎么啦?”老人明知故问。	“What happened?” the old man asked as if he did not know the answer.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
"根本不可能让头脑停下来什么都不想呀!"若菱抗议。	"It is impossible to stop your mind and stop thinking!" Ruoling protested.
"是的, "老人微笑着点头, "那你都在想什么呢?"	"Yes, indeed," the old man smiled and nodded. "What are you thinking about?"
若菱红了脸, 不好意思说, 她在想老人是不是什么怪人, 还是在搞歪门邪道, 自己在被他指使着做些莫明其妙的事, 也不知道反抗。	Ruoling blushed and felt embarrassed. She was thinking whether the old man was strange or not, or practicing exorcism.He made her do some uncertain things, and she did not know how to resist.
"你看到你的思想了吗?"老人理解地不再逼问她想什么了。	"Did you see your thoughts?" the old man sensed Ruoling and did not ask about her thoughts.
"是的。"若菱承认。	"Yes, I did," Ruoling confirmed.
"那你的感觉又是什么呢?"	"How are you feeling right now?"
"有点儿古怪, 有点儿不安。"若菱老实地回答。	"A bit strange, a bit uneasy," Ruoling answered honestly.
"是的, 你可以感受到自己的感觉。"	"Yes, you could experience your own feelings."
老人点头, 然后意有所指地看着若菱。	The old man nodded and gave her a meaningful look.
"嗯…我能觉知到我的思想, 我也可以感知到我的情绪, 所以它们都是我的一部分呀!"若菱说得自己都觉得很有道理。	"Well... I can be aware of my thoughts; I can also feel my emotions, so they all are a part of me!" Ruoling said and felt that these words have a deep meaning.
"你的意思是说, 主体和客体是一回事啰?"老人狡黠地问道。	"What you are trying to say is that the subject and the object is the same thing?" the old man asked cleverly.
若菱知道自己犯了逻辑上的错误, 如果主体"我"能感受到作为客体的思想、情感, 那么两者不应该同为一物的。	Ruoling knew that he has made a logical mistake. If the subject "I" can feel the thoughts and emotions as objects, then the two cannot be the same.
尴尬之余, 若菱只好退却, 答非所问地说:"其实, 我只想来跟你借个电话用用……"	Ruoling tried to get out of the awkward situation and said: "In fact, I just came to borrow your phone..."
老人不放过她:"所以, '我是谁'这个问题, 从正面是很难回答的, 我们目前用的都是否定法一一以上皆非。"	However, the old man did not let her slip away: "So, it is not that easy to answer to the question "who am I", if we start to think about it. We have only discussed the denial methods – but none of them can be used to answer this question."
若菱突然福至心灵地发现:"咦, 你怎么没说灵魂呢?我们就是灵魂吧!"她有买彩票中了大奖的感觉!	Ruoling just remembered one important thing she forgot to mention: "Soul! Why have not we mentioned our soul? We all have a soul!" She felt like she just won the lottery.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
而老人只是意味深长地一笑。	The old man did not do anything but smiled meaningfully.
“灵魂可以说是比较贴近答案的一种说法，但是这个词在很多时候被宗教、哲学滥用了，贴了太多的色彩和标签，没有办法贴切地表达 我们真正是谁。”	“The soul could be something a bit closer to the real answer, but this word is often connected with religion and philosophy, therefore it has too many shades and labels attached. There is not a proper way to explain who we really are.”
“孩子，”他说，“我们在用言语来表达言语不能表达的东西，这也就是老子说的‘道可道，非常道’，所以我说用‘以上皆非’来表达，还比较容易懂一些。”	“Girl,” he said, “we are using words to express things that no words can express. This is what Lao Tzu meant by “The true way cannot be taught, the true name cannot be told” (“道可道，非常道[1]”). That is why I said “all the above mentioned is wrong” and used the comparison to make you understand easier.”
“那真正的答案是什么呢?”	“What is the real answer then?”
“以后我会慢慢告诉你。”	“I can slowly introduce you with the answer later.”
说着，老人伸出了食指:“你看到我的手栺了吗?”	Saying that, the old man stretched out his forefinger: “Have you seen my finger?”
“废话!”若菱心里想，不过还是顺从地点点头。	“Nonsense!” Ruoling was thinking to herself, but still nodded in obedience.
“如果月亮代表我们真正的自己，而且它是无法用语言具体描述清楚的东西，那么我们所有用语言去描述它的尝试，就是这根指向月亮的手指，而不是真正的月亮。”	“If the moon represents our real selves, yet is something that cannot be clearly described in words, then all our attempts to describe it in words are just fingers that point to the moon, not the real moon itself.”
若菱疑惑地歪着头，不知道该怎么接腔。	Ruoling did not understand the meaning and looked confused.
“就好比说，从来没有吃过冰激凌的人，你对他再怎么样描述冰激凌的滋味都没有用，是不是?”老人耐心地解释，“如果他亲自尝了一口，那么所有的语言都是多余的了……”	The old man explained patiently: “It is the same as asking a person who has never heard about an ice-cream about its taste. Right? ” “If he tasted an ice-cream, he would have a lot to say...”
若菱有点儿困了，真的不知道老人为什么拉着她说这么多令人困惑的话。	Ruoling felt dizzy. She did not understand why the old man was telling her so many confusing things.
她瞥了一下四周，要命了，老人像是个隐居的高士，家里居然看不到一部电话!	She started to stare around desperately. The old man acted like a saint. She could not see a phone in the room.

[1] This is a quotation from a word-famous work “Tao-Te-Ching” written by Lao Tzu.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	**译文**
"我告诉你这些是要帮助你认清楚一些事实,因为我们人类所有受苦的根源就是来自不清楚自己是谁,而盲目地去攀附、追求那些不能代表我们的东西!" "你自己就是个最好的例子,不是吗?"老人似乎有读心术,猜得出来若菱心里的想法。 言罢,他伸手从一个柜子里面拉出一部老式电话:"用吧!"	"The things I have told you should help you to deal with some things, because the roots of all the human sufferings are that we do not realize our true selves. We are blindly chasing things that do not represent us." "You are a great example of it! Am I right?" The old man should have read her mind because he guessed what Ruoling was thinking. After finishing the speech, he reached out to a closet and took out an old-style phone: "You can use it!"
第3章 **做爱像去迪士尼乐园?** **我们到底想要什么?** 吵架之后通常是冷战,若菱可以连续两三天对老公志明不理不睬,当他透明。 不过这次,居然第二天就雨过天晴,若菱的脸色好得像朵花。 可是志明总觉得哪里有点儿不对劲儿,若菱似乎有心事。连续好 几天,若菱都有点儿心不在焉,恍恍惚惚的。两人之间本来话就不多,现在就更没有交集了。 若菱和志明的故事可以用才子佳人来形容。 他们是大学同学。在理工科系里,女生一尤其是像若菱这样出 众的女生简直奇货可居,而志明高大英俊,两人走在一起顺理成章。大学毕业后,两人都顺利地申请到了美国大学的奖学金,就这样结了婚、一起出国留学。若菱改念了企业管理MBA,志明念的还是电机的博士学位。	**Chapter 3** **Is making love like going to Disneyland?** **What do we want?** There usually comes a cold war after the quarrel. Ruoling could ignore her husband for two or three days, acting as he did not exist. This time, the next day was different. The rain stopped, and the sun started to shine, same as Ruoling's face. However, Zhiming always thought that something was wrong. Ruling worried about that. Ruoling was a little absent-minded for several days. Since beginning, both of them did not have too much to talk about but now – even less. Their story can be described as "talented scholar and fair lady"[1]. They were classmates at the university. In the Department of Science and Engineering, such outstanding girls like Ruoling were very precious. That time Zhiming was also a tall and handsome man, so both classmates get together very well. After the graduation, Ruoling and Zhiming received scholarships to study in America. They got married, and moved to America. Ruoling studied Business Management (MBA), while Zhiming did Master degree in Electrical Engineering.

[1] Often characters in typical Chinese romances.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	**译文**
回国后, 若菱以高学历和在美国工作过的背景, 顺利地进入一家外企工作, 志明则回到母校从副教授干起, 现在已经是正教授了。	After returning to China, they started to work. Because of the obtained degree and work experience in America, Ruoling successfully applied for the job at one international company, while Zhiming returned to his previous university and became a professor there.
总之, 两人从恋爱到结婚, 都是相当平稳而顺遂。	Long story short, their relationships from falling in love until getting married went smoothly.
只是有一个问题。	There was only one problem.
婚后若菱一直没能怀孕, 志明本人倒还无所谓, 就是志明的家庭似乎有点儿无法接受。	Ruoling could not get pregnant, and Zhiming did not care. This situation was a little unacceptable to Zhiming's family.
一晃结婚十多年了, 两人的感情已经淡漠得像路人。	In a flash, more than ten years of their marriage have passed. Their relationships became so cold as if they were just random people passing each other on the street.
就是所谓的老夫老妻了, 但欠缺了夫妻间的亲密与交流。	They looked like an old couple, without any intimacy or communication in their relationships.
开始, 他说, 她说。后来, 他们一起说。再后来, 她说, 他不说。最后, 她也不说了。	First, he started to talk about this, she talked about this and both of them discussed it. Then she talked about this, he did not say anything. Eventually both kept silent.
若菱的想法比较偏激, 负面情绪很多, 志明每次开口想聊聊自己的事情, 都被若菱连珠炮似的负面评语搞得不想再说。	Ruoling was more emotional and negative when spoke with Zhiming. Each time he tried to have a conversation with Ruoling and tell her about his day, he got so many negative comments that he preferred to keep silent.
问她工作上的事, 就更麻烦了。她开口就会把公司说得没有前途, 老板和同事都糟糕至极, 每天在办公室过的都是牛马不如的生活。	Each time she was asked about her job, things got worse. She told that company did not have a future, the boss and colleagues were terrible, and each day at the office was like a nightmare.
久而久之, 志明烦了, 不愿多问多说了, 两人的心渐行渐远。	As time passed, Zhiming got tired of it. He did not want to know anything anymore. Eventually they alienated from each other and so as their hearts.
那一夜, 志明加班回家晚, 若菱也刚到家。两人都疲惫不堪, 回到沉闷的家中, 谁也没好气。	That night Zhiming took extra shifts at work and came back home late. Ruoling was also just arrived at home. Both of them were very exhausted, and did not have a good mood.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	**译文**
假如家里有孩子或者宠物, 可以让回到家中的人一下子能量、兴致都高涨起来。但是他们的家里就只有静滞的空气。	If you have children or pets, they can instantly charge you with a positive energy when you get back home. Unfortunately, their home was a complete silence.
志明肚子饿了, 看到空空如也的冰箱, 实在一肚子火气。两人短兵相接, 唇枪舌剑。	Zhiming was starving, and after seeing the empty fridge, he blazed up. They started to fight and exchanged with swear words.
多年下来, 双方都已是炉火纯青, 根本不必多言, 胜负立决。	Over the years, they have learned how to control their emotions, so there was no need to say anything at all.
高手就是高手。	The alpha is the superior.
志明一句"不会生孩子, 饭总会吧!"就触通了若菱的要害,她勃然大怒, 夺门而出。	Zhiming said: "If you cannot have children, at least you could make me dinner!" That was too much, Ruoling boiled with anger. She opened the door and left.
而那天雨夜的奇遇之后, 若菱就经常一副若有所思的样子。	After that rainy night events, Ruoling often looked lost in her thoughts.
她开始思索自己以前从来没有想过的一些事情。	She started to think about things she had never thought of before.
我们到底是谁?大学、研究所都没有教过, 从小到大也没听人说过这件事。	Who are we after all? Nobody has taught me this at the school or university. Even during my childhood, nobody mentioned this question.
那夜最后分手的时候, 老人还留了一个功课给若菱思考。这个功课是:我们追求的到底是什么?什么是世界上所有人都想要的东西?	That night when she left the old man, he has taught her a good lesson – to find out what exactly is our pursuit of happiness. What is the thing that every person on the earth wants?
"李经理, 从你们营销的观点来看, 我们这个产品升级以后, 用这个角度切入市场怎么样?"销售部门的老总陈达打断了若菱的思绪, 冷不防地问。	"Manager Li, from your salesman point of view, after we upgrade this product, how do we enter the market?" the Head of Sales department, mister Chen Da asked coldly, interrupting Ruoling's thoughts.
"嗯, 依我的观点来看……"还好若菱反应快, 可以立刻从思绪中抽身, 滔滔不绝地说下去, 否则在这个重要的干部会议上肯定出丑。	"Well, from my point of view…" fortunately, Ruoling responded quickly, so he could give up his thoughts and would not embarrass himself.
"我们到底想要什么?"若菱看着随后侃侃发言的老板, 私下揣度着。	"What do we want after all?" Ruoling looked at the manager who just spoke, secretly trying to figure him out.
她的老板王力是公司的营销总经理, 才四十岁出头, 在爬升公司职位阶梯的过程当中, 无所不用其极, 企图心特强。想必他要钱一当 然, 谁不想要?	Her boss, Wang Li, only in his early forties, already was the general marketing manager of the company. While undergoing the promotion in the company, he had to have strong ambitions. He obviously wanted more money. Who did not?

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
若菱的公司并购另外一家小公司的时候, 王力是那家小公司的老总。小公司的人事部经理不知是一时疏忽还是对老板不满, 居然把全公司的薪水数据用邮件发给所有的人, 员工因而知道他们老板年薪加红利居然有好几百万之多。一般公司并购之后, 子公司的老总难免会沦为"黑五类", 然后悄然隐退, 但是这个王力反而扶摇直上, 成了 "当红派"!	The company Ruoling was working at merged together with a smaller company, where Wang Li was the CEO of the company. The Human resource manager of the smaller company did not like the CEO, so he sent out to all the employees the CEO's salary information. After that, employees found out that their CEO's annual salary plus bonuses was several millions. After both companies were merged together, the previous CEO inevitably got on the "blacklist" and quietly retired. On the contrary, Wang Li reputation grew very fast and people started to call him "the Red Party".
"他肯定很有钱了, "若菱想, "但企图心还是这么强, 显然权 力也是他想要的。"	Ruoling though: "He must be very rich, but his ambitions were so big that it was very obvious that he wanted the power, too."
"我不赞同你的看法, "另一个业务部门的经理李逵直言不讳地反驳王力,	"I do not agree with you," Li Wei, manager of another business unit, refuted Wang Li.
"对老客户我们可以这么做, 但是对新客户而言, 我们必须有一个更有吸引力的诉求点, 才能让他们愿意转用我们的产品。"	"We can act like this to our old customers, but we must find a more attractive way for our new customers to make them want to use our products."
李逵两年前因肝病入院, 休养了一年才回到工作岗位上。从此戒烟、戒酒, 可见惜命如金。	Li Wei was hospitalized due to his liver disease two years ago. After one year of rehabilitation, he returned to work. After that, he quitted smoking and drinking, and began to appreciate the true value of life.
这提醒了若菱:"啊, 我们还要健康。"	This reminded Ruoling: "Ah, we also need a good health!"
当然, 除此以外, 每个人都在追求爱和快乐。	Of course, apart from this, everyone was pursuing love and happiness.
若菱在这么短的时间内就做好了老人交代的功课, 她对自己感到很满意。就是嘛!财富、权力、健康、爱和快乐!这不就是人人都在追 求的吗?若菱志得意满地笑起来。	In such short period of time, Ruoling has already learned the old man's lesson. She was very satisfied with herself. The things everyone was looking for were wealth, power, health, love and happiness! Ruoling started to smile from the satisfaction.
"李经理, 这么高兴, 昨天晚上跟老公很愉快哦?"另一个产品部门的营销经理黄玉魁带着一贯色眯眯的笑容问若菱。	"Manager Li, why are you so happy? Seems you had fun with your husband last night?" Huang Yukui, marketing manager of another product department, asked Ruoling playfully.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	**译文**
"咦, 已经散会啦?"若菱痛恨他的话中有话, 每次借机就来吃口头的豆腐, "我还有事, 再见!"	"Ah, the meeting is already over?" Ruoling could not stand him using every chance to say something inappropriate. "I still have some things to do, bye!"
回到自己的座位上, 若菱想着这个讨人厌的色鬼, 他要的是什么?性吗?他当然不是要爱! 这家伙的下属也对他很不屑。	After getting back to her seat, Ruoling started to think about this disgusting pervert. What did he want? Sex? He definitely was not looking for love! His fellow workers also were very disdainful to him.
出去和客户应酬的时候, 黄玉魁带着下属去, 用自己部门的营销经费付喝花酒的钱, 而且公然带着小姐上楼"办事", 让下属看傻了眼。	When he went out with his fellow workers, he used his marketing department money to pay for the drinks. He also used to bring some girls upstairs, explaining that he is going to "do some business", making all the fellow workers look silly.
那么性是否可以归入"快乐"这个范畴?	Can "sex" belong to the category of "happiness"?
应该可以吧, 若菱想。这种人是在追求什么样的快乐呢 ? 就是那几秒的高潮?这真像去迪士尼乐园排队玩儿一样, 费了半天功夫, 只为了爽那么几下, 真是不划算。这些追求性刺激的男人, 应该还有更深一层的动机吧?	"It should belong," she thought. What kind of happiness is this person looking for? Is it that few seconds lasting climax? It is the same as going to Disneyland, when just for a few moments of pleasure you need to queue up for a half of day. It is not worth it. This kind of men who are looking for a sexual stimulation should have a deeper motivation.
无论如何, 追根究底之下, 快乐是大家都在追求的, 但是, 为什么真正快乐的人那么少呢? 若菱百思不得其解, 下次一定要好好问问老人!	If everyone was looking for happiness, why only a few people were happy? Ruoling felt puzzled, she should ask this to the old man next time.
第4章 **我为什么常常不快乐?** **失落了真实的自己** 胸有成竹的若菱, 带着准备好的答案和满腹的疑问再度拜访老人。轻敲门后, 还是那句"进来吧", 门就应声而开。 若菱进了屋, 这次比较有心思和时间来打量老人的居住环境。 老人的住所极其简单, 传统的中式家具, 简朴的布置, 就是那个洋里洋气的壁炉显得有点儿突兀。	**Chapter 4** **Why am I always so unhappy?** **Losing the true self** Ruoling, having a well-thought-out plan, well prepared answers and new questions, went to visit the old man. After knocking the door, the same old voice said: "Come in!" and the door opened. Ruoling entered the room. This time she was more interested and had more time to investigate how the old man was living. The place was very simple. It was decorated with traditional Chinese furniture, the simple style. Only the Western style fireplace did not fit in.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
“这周过得好吗?” 一坐下, 老人就问她。	The old man sit down and asked: “How was your week?”
“挺好的,”若菱小心翼翼地回答。	“It was alright,” Ruoling answered carefully.
然后两人就陷入了沉默之中。若菱听着柴火发出噼里啪啦的声响, 不知如何开口。	Then they plunged into silence. Ruoling listened to the crackling fire sound and did not know how to start the conversation.
半晌, 若菱有些迟疑地说:“关于上次你要我想的问题…”	Finally, she said: “The question you asked me to think about last time...”
“哦, 你想出来了吗?”	“Oh, did you come up with an answer?”
“嗯, 我想, 每个人都在追求财富、权力、健康、爱和快乐!” 一边说, 芳菱一边偷看老人的脸色反应。	“Well, I think, everyone is looking for money, power, health, love and happiness!” Ruoling said, watching secretly how the expression of old man’s face changed.
“嗯, ”老人点头, “那你呢?也是追求这些吗?”	“Well,” the old man nodded. “What about you? Is it something that you are also looking for?”
“我, 我当然希望有一定的富……” 若菱一直对钱财有很深的不安全感。	“I, of course, I hope to have a certain level of wealth...” Ruoling has always been very insecure about the money.
“有了财富以后, 你会怎么样?”老人问。	“If you become rich, how would it affect you?” the old man asked.
“会比较开心, 不再为未来担忧啦!”若菱简直不敢想象, 这辈子如果有花不完的钱财的话, 那会有多爽!	“I would become happier, and I would not need to worry about my future anymore!” Ruoling thought how amazing it would be if she had endless wealth.
想到可以走进任何一家自己喜欢的精品店, 不看标价就随意选购看中的东西, 若菱简直有点儿飘飘然了。	She thought how she could walk in her most favorite boutique, not caring about the price. Ruoling felt like flying.
“权力呢?”老人打断了若菱的白日梦。	“What about the power?” the old man interrupted Ruoling’s daydream.
“嗯, 我还不是特别想追求权力, 因为好像其他的基本要求部还没有满足…”	“Well, I am not particularly interested in pursuing the power, because it seems that I have not met other basic requirements...”
“如果你很有权力的话, 你会觉得怎么样?”	“If you had the power, how would you feel?”
“那…我应该会很满足, 很过瘾!”若菱想象当上公司首席执行官以后的神气模样, 对现在的众多领导可以摆摆派头、耍耍威风, 颐指气使的, 真是酷毙了!	“Then... I should be very satisfied and pleased!” Ruoling imagined how it would feel to become the CEO of the company. Leaders can behave as they want, they can be imposing and insufferably arrogant. She thought it would be very cool.
“有了健康呢?你又会怎么样?”	“What about the health? If you had a good health, what would you do?”

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	**译文**
若菱除了小感冒外, 没有生过什么大病。对于健康, 她的感觉不深, 不过她可以想象那些健康失而复得的人会多么珍惜健康。"有了建康就很快乐, 很好啊!"	Ruoling has never experienced a serious illness, but she could imagine how important the health is for those who are having big health issues. "Having a good health is already a happiness!"
"好, "老人的一连串问题似乎告一段落, "所以, 这样追究下去, 我们人类所要追求的东西, 也不过五个字就可以表达出来!"	"Alright" seemed the old man's question series came to an end, "So, after this investigation, we find out that everything what people want can be expressed in five words!"
"五个字?"若菱有点儿失望, 她还以为会比自己想的更多呢, 岂知更少。	"Five words?" Ruoling felt a little bit disappointed. She thought that she could think about more than five, but it turned out less.
老人拿起一支粉笔, 在石灰地上开始写字: 爱、喜悦、和平。若菱有点儿惊愕, 看着老人等他解释。	The old man picked up a piece of chalk and began to write on the limestone: love, joy, peace. Ruoling was a little surprised. She looked at the old man, waiting for his explanation.
"你刚才说人类追求的东西, 像权力啦、财富啦、健康啦, 最终自的还是在追求喜悦与内心的和平, 不是吗?"老人探询若菱的意见。	"You just said that the things people are looking for are power, wealth, health and the last would be the pursuit of joy and inner peace, right?" the old man asked Ruoling's opinion.
"是可以这样说啦, 但是快乐和喜悦又有什么差别呢?"若菱不懂。	"You can also say like this, but what is the difference between happiness and joy?" Ruoling did not understand.
"快乐是由外在事物引发的, 它的先决条件就是一定要有一个使 我们快乐的事物, 所以它的过程是由外向内的, "老人顺便理了一下自己长长的白胡须, "然而这样一来, 就有了一个问题啦。"	"Happiness is caused by external things. Its precondition is that there must be something that makes us happy, so its process is from the outside to the inside," the old man said and managed his long, white beard. "However, there is a problem with this."
老人看着若菱, 眼里是意味深长的破折号。	The old man looked at Ruoling, but in her eyes there was a deep meaningful dash.
若菱的脸上只有一个大大的问号。	Ruoling's face seemed very confused.
"问题就是:既然快乐取决于外在的东西, 那么一旦那个令你快乐的情境或事物不存在了, 你的快乐也就随之消失了。	"The question was:since happiness depends on external conditions, once the situation or thing that makes you happy no longer exists, your happiness also disappears."
而喜悦不同, 它是由内向外的绽放, 从你内心深处油然而生的。所以你一旦拥有了它, 外界是夺不走的。"	Joy is completely opposite, because it blooms from the inside. It starts within you – in the depths of your heart. Therefore, once you have it, the outside world cannot take it away."
若菱听得发痴了。她此生连真正的快乐都很少体会到, 更别说喜悦了。	Ruoling went crazy. Her life had a big lack of happiness, not even mentioning the joy.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
“而这里说的爱，也不是你们一般的男欢女爱，而是真正的爱，是无条件、不求回报的……”老人继续阐释。	“Furthermore, this kind of love is not the common love you can feel towards the opposite sex. This is the real love – the unconditional love, without asking in return…,” the old man continued to explain.
“就像父母对孩子的爱?”若菱虽然这样问，但是她自己就从来没有得到过父母那种无条件的爱。若菱父母自顾不暇，没有多余的爱给她。	“Is it the same love parents feel towards their children?” Ruoling asked, even though she had never experienced this kind of love from parents before. Ruoling’s parents did not care about her, therefore, she did not receive any extra love.
她从小就只能艳羡别人，或是在看电视、电影的时候，想象自己是影片中那个幸运的孩子。	When Ruoling grew up, she envied others. She used to watch movies and pretended to be one of those lucky children with happy families.
“是的。有些父母的确可以表现出真爱的特质，但很多父母却是以爱为名，让孩子为他们而活，而不是尊重孩子自己的生命历程。”老人此刻显得有些严肃。	“You are right, some parents can show the qualities of true love to their children, but many parents do not care. They make children to live for them, not caring and respecting children’s own course of life,” the old man had a serious look for a moment.
若菱低下头，红了眼。她自己的父母好像视她为无物，她倒宁愿父母把自己视为财产，横加干预，严厉管教，而不是不闻不问。	Ruoling nodded her head and her eyes turned red. Her own parents treated her as unimportant. She would rather want her parents treat her as their property, willfully intervene and have a strict discipline, not treat her as an empty space.
“好孩子，”老人委婉相劝，“父母也是人，他们有他们自己的限制。”	“My child,” the old man euphemistically persuaded, “parents are also just human-beings. They have their own limitations.”
“但是你要相信，在过去的每一刻，你的父母都已经尽他们所能地在扮演好他们的角色。他们也许不是最好的父母，但是他们所知有限，资源也有限。在诸多限制下，你所得到的已经是他们尽力之后的结果了，你了解吗?”	“You have to believe that in every moment in the past, your parents did their best. They might not be the best parents in the world, but they only had a limited knowledge and limited resources. What you have already received is the result of their efforts. Can you understand?”
若菱委屈地点点头，老人的话的确能安慰若菱受创的心。只是若菱内在始终有个遗憾，永远的遗憾。	Ruoling nodded her head and felt wronged. The old man’s words comforted her. If the pain is very deep, it will last forever.
在迷茫的泪水中，若菱抬起头，看着老人。	While bursting into tears, Ruoling looked up to see the old man’s face.
“我知道你要问我什么，”老人又在发挥读心术了，“你要问我如何才能得到爱、喜悦与和平，是吗?”	“I know what you want to ask,” the old man was reading her mind again, “you want to know how to get the real love, joy and peace, right?”

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	**译文**
"是的, 而且, 我们每个人都在追求这些, 为什么几乎是人人落空?每个强颜欢笑的后面, 隐藏了多少辛酸?为什么会这样?"若菱愈讲愈激动, 似乎代表天下人在发出不平之鸣。	"Yes, you are right. However, if all of us want to find these things, why do we fail? How much bitterness do we hide behind our smiles? Why does it happen?" the more Ruoling talked, the more she represented all the misfortunes of the people.
"因为, "老人等她说完, 简单而平静地回答, "你失落了实的自己。"	"Because," the old man waited her to finish and replied simply and calmly, "you have lost yourself."
人生就像一场戏。	Life is a game.
角色面具。	We hide under the mask.
难怪老人一见面就问"你是谁", 他算准没人答得出这个问题:至少, 他想要的答案没人答得出来。	No wonder why the old man asked "who are you" when we met, and he was sure that no one could answer this question, at least, in a way he wanted.
若菱坐在办公桌上, 看着窗户外面的车水马龙, 痴痴地想着。	Ruoling sat at her office desk and stared at the traffic outside the window.
今天是TGIF(感谢上帝, 今天是周五)。傍晚的交通格外拥挤, 隔着窗户, 若菱都可以感觉到今晚这个城市的躁动。	Today was TGIF (Thank God It's Friday). The traffic was very big in the evening. Even through the window Ruoling could feel the restlessness of the city tonight.
早上匆匆忙忙上班的人, 在五天的名利角逐征战之后, 总算能够休息两天, 追求一番娱乐, 期待某种程度的放松。	Those who have rushed to work in the early mornings, fighting for the fame and wealth five days in a row, could finally get some rest for two days. They could find some entertainment and relax.
家人相聚、做运动、泡夜店、会情人、看电视、看电影、睡大头觉、打麻将……放松之后, 好准备下周一重新投入战场。	Families gathered, some did sports, some went to the nightclubs. Others gathered with the loved ones, watched TV and movies, slept or played mahjong... and after the relax, got ready for the next battle on the following Monday.
当然, 在大都市中, 不缺那些从来不休息的人。周末不是继续加班工作, 就是应付家里老中青三代的不同需求, 自己的家人还不够忙活, 还要应付姻亲。很多私人的事项, 也得周末处理掉。忙碌、忙碌, 每个人都很忙碌。追求、追求, 每个人都伤追求。	Of course, many people did not rest in the big cities. They took extra shifts at work during the weekends to pay for the family member needs. Not only fulfil their family member needs, but also cope with in-laws. Many private matters had to be done during the weekends. Busy, busy, everyone was very busy, and everyone was stressing out to find something.
但是为什么这个社会, 这个世界, 我们人类, 没有越来越好呢?	Why was not our society, the world, our human beings getting better?

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
“若菱, 怎么还不走?”邻座另一个产品部门的营销经理陈玉梅, 拿着包包问。在这个几百人的大公司中, 她足若菱唯一谈得来的好友。玉梅三十出头, 还没有结婚, 和若菱很投缘。	“Ruoling, why are you still here?” Chen Yumei, the marketing manager of another product department the next door, asked, while taking her bag and getting ready to leave. She was the only friend Ruoling could talk to in this big company. Yumei was in her early thirties. She was still single and very close to Ruoling.
“哦, 马上就走了!”若菱回答。	“Oh, I am leaving soon!” Ruoling replied.
“Ok, 拜了, Have a nice weekend! (周末愉快!)”玉梅打扮得花枝招展, 显然下班前已经换装, 并且化了一脸的浓妆。	“Ok, bye-bye, have a nice weekend!” Yumei was dressed up. She changed her clothes after the work and put on some evening make-up.
“没结婚真好!”若菱想。	“It is good to be unmarried!” Ruoling thought.
没结婚, 只有一个家;结了婚, 却一下子有了三个家:你家, 我家, 我们家。	If you are not married, you only have one family, but if you are married, you already have three families – your family, his family and your new family you are building together.
对若菱来说, 年少时的“我家”就是一个冰窖, 好不容易逃了出来;自己的“我们家”, 如今气氛也是冷冰冰的不过跟“他家”比起来, “我们家”算得上是“春天”了。	Ruoling managed to escape from her cold family when she was a child, but her current family was also having a very cold atmosphere. Even though, if compared to the previous family, this was not as cold as winter but more like a spring.
她拖着时间, 下班了还慢吞吞地赖着不走, 原因无他, 只因为今天 得回婆家, 和小姑子、婆婆吃饭。若菱的原生家庭已经是百里挑一的惨了, 她的婆家也可以遴选为倒霉冠军。当然, 是从媳妇的角度看啦!	She took her time, slowly finished her work and left the office. Ruoling did not have where to rush because she was planning to have a dinner with husband’s family tonight – her little sister and mother-in-law. Her real family was miserable but her husband’s family was not much better. Of course, only from her point of view!
婆婆早早守寡, 一个人带大两个孩子。小姑子长得不错, 偏偏一 把年纪了还未嫁人, 变成了“大龄剩女”。	Her mother-in-law became a widow very early, so she had to raise two children alone. The little sister was very pretty but still unmarried.
若菱结婚多年未孕, 婆婆嘴上不明说, 但语言、脸色的暗示, 让若菱很不好过。因此, 若菱视每周回婆家相聚为畏途, 能拖则拖, 能避则避。	If Ruoling got pregnant, maybe her mother-in-law attitude would change. However, the way she spoke and looked at her made Ruoling feel very uncomfortable. Therefore, Ruoling felt negative emotions about going to that family. She used every chance to delay the gathering or avoid it.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	**译文**
避不了,就故意在周末安排别的回去,而且去的时候,还可以因为周五晚上容易赛车,或是老板临时交代了活儿要赶而迟到!	If she could not avoid it, another visit would be arranged on the weekend. Additionally, if they visited on the Fridays, she could excuse for arriving late due to the race of cars and extra work.
吃完饭还可以说:"哦!上了一天班了,真有点儿累了,不好意思,我得先回去了。"	After eating, she could also say: "Oh! It was such a long day I am exhausted. Please excuse me but I have to leave."
这种戏码每周上演一次,若菱痛苦不说,婆婆、小姑子心知肚明,双方隔阂愈来愈深。	This drama was performed once a week. Ruoling did not talk about the suffering. Both sides knew that the gap between them is deepening.
坐上志明的车,若菱又在思考老人临别时交代的功课。这次他说:"你好好想想,我们到底是谁,究竟是什么东西阻碍了我们看见真正的自己。记住,死亡来临的时候,会把所有不能代表真正的我们的东西席卷一空,而真正的你,是不会随时间甚至死亡而改变的。"	While sitting in Zhiming's car, Ruoling was thinking about the homework the old man gave her when she left. This time he said: "Think carefully what is our true self, and what hinders us from seeing our true selves. Remember, when death comes, it will sweep away all things that cannot represent us. Only the real you will not change and stay with you forever."
"今天上班怎么样?你们的产品升级发表会是什么时候?"	"How was your work today? When is your new product upgrade presentation?"
志明照例询问若菱工作的事,作为两人交流话题的破冰。	Zhiming asked casually about her work, trying to break the ice between them.
"嗯,下周吧!"看着两边的路灯向后飞驰,若菱的心,也飞到了那个温暖的小屋,随着壁炉的火光起舞。	"Well, next week!" looking at the street lights on both sides, Ruoling's heart also flew to the old man's warm and cozy room, dancing with the fire at the fireplace."
老人最后是给了一些提示的:我们从小到大,都有一个意识,那个意识在你小时候有记忆以来,就一直存在,随着你上学,读书,结婚,工作。所以,有一个东西,在我们里面是一直没有变的,尽管我们的身体,感情,感受,知识和经验一直都在改变。	At the end, the old man gave her some tips: When you grew up, you had the same consciousness as now. That consciousness has existed since you were a child, and stayed when you went to school, studied, got married and started to work. Therefore, that is the only thing that has not changed in you, even though your body, feelings and emotions, knowledge and experience has changed.
但是我们仍然保有一个基本的内在真我,作为目睹切的察者。	However, as a witness to our identity we always remain our inner true selves.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
这个内在真我不会随你的身体而生, 也不随着死亡而消失, 它可以观察人世百态, 欣常日出月落, 云起云灭, 而岁月的流转, 环境得变迁, 都不会改变它。	This inner self did not born with your body and nor will vanish after your death. It can observe the world, the sunrise and the moonset, the clouds and the empty skies. Even if many years shall pass, it will remain the same.
若菱内在有些东西和老人的话起了共鸣。	Ruoling had some deep thoughts after talking to the old man.
的确, 那个基本的有一个"我"的感觉一直存在, 不曾改变。那为什么我们感觉不到真我的爱、喜悦以及和平呢?	Indeed, the basic feeling of having "I" has always existed and has not changed. Then why cannot we feel true love, joy and peace?
到婆家门口了, 志明停好车, 唤醒了沉思中的若菱。若菱慢吞吞地下了车, 深深地吸了口气。	Arriving at the husband's parent house, Zhiming stopped the car and awakened Ruoling who was lost in her thoughts. Ruoling stepped out of the car slowly and took a big breath.
"又要上场演戏了!"这个思想在电光石火之间, 让若菱的精神为之一振。	"Showtime!" Ruoling imagined herself being in front of flashlights. That gave her extra energy.
我们每个人不都是天天在演戏?扮演好员工、好朋友、好国民、好子女、好媳妇、好女婿、好父母, 甚至好人!然而在这些戏份中, 有多少是我们心甘情愿演出的?	Are not we all playing a role every day? We play good employees, good friends, good people of a nation, good children, good wives, good sons-in-law, good parents, and even good people! However, how many of these plays is our heart willing to accept?
为了演好这些人生大戏的不同角色, 我们每个人都要因时间、地点的不同而戴上一些面具, 难道这就是我们看不见真我的原因之一?若菱为自己的发现而感到非常兴奋, 喜上眉梢。听到小姑子从里面应声开门的声音, 都觉得亲切。	In order to play well these different roles, we wear a mask, depending on the situation. No wonder we cannot find our true selves, this is one of the reasons. Ruoling was very excited and happy about her discovery. She heard the voice of the little sister who opened the door from the inside, and Ruoling felt very close.
"既然得演戏, 就好好演, 好歹去角逐一下金鸡奖, 百花奖!"若菱想, "谁怕谁呀!"	"Since you have to act, you will perform well. It would be like entering the "Golden Rooster Awards"[1] or "Hundred flowers film prize" [2] competition," Ruoling thought, "everyone is afraid of each other!"

[1] It has originated in 1981 and it is one of the most presigious film awards in mainland China nowadays.

[2] It is one of most prestigious film awards in mainland China, originated in 1962.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
第6章 **层层包裹的同心圆** **未知的自己**	**Chapter 6** **Concentric circles wrapped in layers** **The Unknown Self**
若菱又开车上山，这次是轻车熟路了。此刻，她的心情是既兴奋又紧张。每次要见老人之前，就会有这 样的感受。	Ruoling was driving up on the mountain. This time the road was light. She felt nervous yet excited. Ruoling had this feeling each time before she met the old man.
一路上，若菱还在为昨晚的事情感到困惑，或是说好奇吧。	Along the way, Ruoling was still confused and curious about the last night events.
昨天在踏入婆婆家时，若菱决定要扮演一个好演员，她微笑地迎 接小姑子，探入厨房去看婆婆，并且真诚地要求帮忙，和以往客套的虚与委蛇完全不同。饭桌上，她突然觉得婆婆做的菜还真好吃，由衷地赞美了几句。	Ruoling decided to play her role well yesterday. She smiled when met the little girl, helped her mother-in-law in the kitchen and she was completely different from the previous self. At the dinner table, she suddenly realized that the food prepared by her mother-in-law was very delicious. She praised her sincerely for the cooking skills.
若菱看到微笑的婆婆眼中散发出光芒，以往在若菱眼中刻薄的嘴角、严厉的眼神，昨晚竟然消失无踪，好像奇迹一般。 最后离开时，婆婆甚至交代一句："工作别太辛苦了！"	Ruoling saw the smile in her mother-in-law's eyes. Ruoling's bad mouth and stern look was disappeared since yesterday. It was a miracle. When we had to leave, my mother-in-law said: "Do not work too much!"
若菱也感觉到了她的由衷关怀，竟然第一次感到有些不舍离去！	Ruoling felt that these words came sincerely, for the first time making Ruoling willing to stay longer.
"这就是以假乱真吗？"若菱纳闷儿，"为什么我转变了我的状态，她也会有这样大的改变？"	"Can it be true?" Ruoling wondered, "why after changing my attitude, her attitude changed as well?"
"进来吧！"正在门口发呆的若菱没来得及敲门，门就"呀"地一声打开了。门后是老人慈祥的笑脸。	Ruoling did not even knocked the door when the voice from inside said: "Come in!" The door opened with a squeaky sound. Behind the door, with a smile on his face, stood the old man.
每次来到小屋，若菱浑身都会自动放松下来。	Every time Ruoling entered the small room, she felt very relaxed.
这里不是家，却有家的温暖，她的每个细胞来到这里都会微笑。若菱轻松地坐下，却很急切地开口："我发现了一点，我们在世界上扮演的种种角色会遮盖我们的真我。还有，我们如何扮演自己的角色，会影响别人和我们之间的互动！"	Even though it was not her home, it had a very warm feeling, as it was her home. Every time she came there, she wanted to smile. She sat down very calmly, but then the words started gushing out of her mouth: "I have discovered that the characters we play in the world will hide our true selves, as well as the way we play our role will affect the interaction between others and us! "

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
老人看着若菱, 此时的她, 因为兴奋而两颊绯红, 和那个雨夜有家归不得的失意女子判若两人。	The old man looked at Ruoling. At this time, she was full of excitement; her eyes were full of youthful glory. She was completely different from that frustrated woman who came in that rainy night.
“很好!很好!”老人赞赏着, “别太快, 我们一步一步来!你还有很多问题没获得解答呢!”	“Very good, very good!” the old man praised her, “but let's slow down a little and take it slowly! You still have a lot of questions to answer!”
“是呀, 为什么我们这么努力还追求不到自己想要的幸福?真我和爱、喜悦、和平之间又打什么关系?为什么我们会远离真我呢?光是角色扮演就能遮挡我们原来的而目吗?”若菱像连珠炮似的提问。	“Yes, I have. Why are we are struggling so much to pursuit the happiness? What is the relationship between myself and love, joy, and peace? Why are we so far away from our true selves? Can playing different roles can keep us away from our purpose?” Ruoling shot questions like bullets.
老人看着自己的得意门生, 很欣慰若菱在这么短的时间之内, 把几个重点抓得这么清楚。	The old man looked at his proud student. He was very pleased that Ruoling has found the main points and made them so clear in such short period of time.He picked up the chalk and drew a circle on the lime floor.
他拿起粉笔, 在石灰地上画了一个圆。这表示完美的人生, 对吧?若菱寻思。或者, 这足一个套子, 而我们总装在套子里的人?思忖间, 老人的手并不停往, 在圆外又画了一个大一点儿的圆。然后又一个, 又一个, 最后成了一组同心圆, 若菱迷糊了。只见老人提笔在最中间的那个圆圈里面写上:真我/爱、喜悦、和平。	Ruoling was wondering if it meant the perfect life. Did it mean the cover under what we always hide ourselves? While she was thinking, the old man kept drawing a larger circle outside the smaller one. He kept drawing circles one after another. Finally, it became a group of concentric circles. Ruoling felt puzzled. She saw the old man writing in the middle of the circle: true self / love, joy, peace.
然后他解释道:“如果这个图可以代表我们人的心理机制的话,真我是被团团围起来的, 很难碰触得到!”说着, 老人指着周围其他的大圈圈, “猜猜它们是什么?”	Then he explained: “If this picture can represent the psychological mechanism of people, then an untouchable group surrounds me!” saying this, he pointed at the other big circles around. “Try to guess what these are?” he asked.
“最外面这个一定是角色份演, 是我们要戴的面具啰!”若菱还是不忘自己伟大的新发现。	“The outermost one must be our role and the mask we want to wear!” Ruoling did not forget her latest discovery.
“没错, 就是它!”老人同意, 并在外圈写上:角色份演, 身体认同。	“You are right!” the old man agreed and wrote on the outer circle – role of performance, physical identity.
“其他的……嗯, 我猜, 既然是心理机制, 那就应该还有思想、态度、行为习惯等层面的障碍吧!”	“The others… Well, I guess, since it is a psychological mechanism, there should be obstacles at the level of thought, attitude, and behavioral habits!”

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	**译文**
若菱想起来不知道在哪里看到的"思想改变态度、态度改变行为、行为改变命运"等这些说法, 在此胡诌一番不知是否有用。	Ruoling remembered one quote: "Thoughts change the attitude, attitude changes the behavior, behavior changes the fate," but she was not sure if it was useful.
"嗯, "老人思忖着若菱的话, 半晌, 说道, "我们这样说比较具体吧。"	"Um," the old man thought about what Ruoling just mentioned and said, "let's be more specific!"
老人继续写上--思想/情绪/身体。写完, 老人拍了拍手, 掸去手上的粉笔屑, 看着被圆圈圈搞得有点儿晕的若菱说:"我们失去了与真我的联结, 但人类还是得要有'自我感', 于是我们向外发展, 认同我们的身体, 情绪, 思想和角色, 身份等, 而一般人所谓的'小我''自我'(ego)于焉产生, 汲汲追求外在的物质的东西, 以寻求满足。"	The old man continued to write – thoughts / emotions / body. Then he clapped his hands to clean the chalk from his hands. He looked at confused Ruoling who stood next to the circle and said: "Even though we have lost the real bound with our true self, we humans still have a 'sense of self'. Therefore, we develop an outward identity of our bodies, emotions, thoughts and roles, identity, etc. The so-called "ego" of the average person is made by ego, and the pursuit of external material is sought to satisfy."
若菱确定这是她这辈子看过的最抽象、最难懂的图。她决定不畏艰难地, 先从最核心开始发问一	Ruoling realized that this is the most abstract and difficult picture she has ever seen in her life. She decided not to be afraid of asking the questions, so she started from the beginning:
"为什么真我就是爱、喜悦、和平?"	"Why is my true self love, joy and peace?"
"为什么瓜熟了就会蒂落?"老人反问。	"Why is the melon ripened?" the old man asked as a response.
他接着说:"因为这是最自然不过的事情了。你去翻翻古老的智慧经典, 看看古来智者的言语, 他们说的都是同一件事一我们的本质就是爱、喜悦、和平。"	He continued: "Because it is the most natural thing. If you go through the Old classics and see the words of the ancient wise men, you can find that they all are talking about the same thing – our essence is love, joy, and peace."
若菱其实没有任何的宗教信仰, 没碰过佛经或是《圣经》, 而对所谓的古代智慧典籍也素来兴趣缺缺, 只有在学校书本上读过一些孔子、老子的简单教导, 她不知道怎样去印证老人所言为实。	Ruoling was not religious. She has not touched the Buddhist scriptures or the Bible, and had a lack of interest in the so-called 'ancient wisdom books'. Only during the school years, she has read some simple teachings of Confucius[1] and Lao Tzu[2], therefore she was not sure how to prove the old man's words.

[1] Confucius was a world-famous Chinese philosopher.

[2] Lao Tzu was an ancient Chinese philosopher.

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原文	**译文**
“任何能丢弃自己不实的身份认同, 而且不被自己的思想, 情绪以及身体所限制和阻碍的人, 都能展现出真我的特质。”	“Anyone can cast off his false identity. Even people who are emotionally and physically restricted and hindered can show their true qualities.”
老人继续说教, 可是若菱想不起来生活中有哪一个人看起来能够真正地活出爱、喜悦、和平。好像只有特蕾莎修女啦、甘地啦, 这些伟人才有资格, 可是他们离我们现代人是那么遥远。那种境界可是望而不可即的。	The old man continued to preach, but Ruoling could not remember if she has ever met anyone living in love, joy, and peace. It seems that only Mother Teresa[1] and Gandhi[2] were having such abilities, but they were too different from the modern society.
老人看着满脸疑惑的若菱, 遗憾地摇着头说:“好啦, 我会开一些书单给你, 同时, 我会介绍几个能够活出一些真我特质的人, 让你去拜访他们, 眼见为实。”	The old man looked at suspicious Ruoling and shook his head regretfully: “Alright. I will give you some books. At the same time, I will introduce you with a few people with true integrity. You will visit them and experience the truth by yourself.”
若菱笑逐颜开, 觉得这个经历越来越好玩儿。	Ruoling smiled. She felt that this experience was getting more and more fun.
老人还会介绍一些朋友给她?太有趣了!	The old man was going to introduce me with some of his friends? That was interesting.
看着和蔼慈祥的老人, 若菱突然觉得, 眼前的这个人不就是个允满爱、喜悦、和平的化身吗?	While looking at the kind old man, Ruoling suddenly felt – was not the man standing in front of her full of love, joy and peace?
“我们每个人都在寻求爱、喜悦、和平, 对吗?”老人再度发问。若菱点点头。	“Everyone is seeking love, joy and peace, right?” the old man asked again. Ruoling nodded.
“那我问你, 如果你从来没吃过冰激凌, 你会对冰激凌有渴望吗?你会想着冰激凌而流口水吗?”	“Then I will ask you, if you have never eaten an ice-cream, would you have a desire for it? Would you slobber while thinking about the ice-cream?”
若菱不知道为什么老人那么喜欢冰激凌, 不过老人说得对, 没吃过冰激凌的人, 不了解冰激凌的滋味, 怎么可能会有想吃冰激凌的欲望呢?	Ruoling did not know why the old man liked the ice-cream that much. The old man was right. People who have not tasted the ice-ream, do not know the taste of it. How can there be a desire to eat it?
“所以, 爱、喜悦、和平是我们曾经拥有的, 甚至是我们的本质, 所以我们才如此热切地追寻它们。”老人继续举证, “还有个简单的例子, 你看看所有的小baby就知道了。”	“So, love, joy, and peace is what we once owned. It is in our roots, that is why we are so eager to pursue them.” The old man continued to testify: “There is a simple example, if you look at any baby you will understand.”

[1] Mother Teresa was a nun and missionary at the Roman Catholic Church.

[2] Mohandas Karamchand Gandhi was an Indian activist and the leader of the Indian independence.

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若菱的心口抽了一下，随即低下头来。这是她心中的痛。在路上、电视上、杂志上看到那些可爱的baby照片，从爱怜、向往，到哀 愁、怨愤，这结婚十多年的心路历程走得可不容易，只有当事人才能知道 个中辛酸。	Ruoling's heart jumped, she nodded her head. It was a hard topic for her. She always looked at pictures of babies on the TV, when walking down the street or on the magazine covers. From love and compassion, to mourning and grievances, this journey of more than ten years of marriage has not been easy. The ones who have experienced it only know how it feels.
老人说的话，若菱能够理解。每个人看到baby都会打心眼儿里涌出一股喜悦和爱。孩子似乎可以和天使画上等号，当然，是他们不哭闹、不拉屎，不撒尿的时候啦！	Ruoling understood what the old man was talking about. Everyone who saw a baby instantly felt the joy and love. If children did not cry, pull and pee, they could be equal to angels.
"孩子的哭闹是属于生命能量的一种自然流动，完全无损他们的本质。哭完、闹完，他们可以一下子又回到内在和平的喜悦境界。是大人自己没有办法承受，反而去打压他们，才造成问题的呀!"看着若菱不理解的神情，老人又补充道，"孩子的负面情绪会勾起父母自己内在压抑隐藏了多年的痛，所以会不顾一切地用劝慰、转移甚至恐吓的方式，让孩子停止表达负面情绪，但是，这样一来，父母等于在重蹈覆辙一让孩子也和他们童年时一样，无法好好表达自己的情绪，因而造成创伤。"	"Crying children is the natural flow of life energy; it does not harm their nature. When they finish crying and calm down, they return to the inner realm of peace. Adults cannot bear it and try to suppress them. It is only causing problems!" Seeing the confusion on Ruoling's face, the old man added: "The child's negative emotions will provoke the parents' own inner depression and the hidden pain they have been carrying for many years. Therefore, they are desperate to make their children to stop expressing negative emotions. However, in this way, parents are repeating and teaching their children the same mistake. In such manner they cannot express their true emotions and can get a childhood trauma for the rest of their lives."
第7章 **这个世界是什么组成的?** **能量争夺战**	**Chapter 7** **How is this world formed?** **The energy battle**
每次若菱离开的时候，都是带着功课走的，这次也不例外。	Each time Ruoling left, she came back with a completed homework, and this time was not an exception.
老人要她先去体察一下，这个世界的实相究竟是什么。不过，若菱完全不懂"实相"的意思。	The old man asked her to go and find out what was the real world. However, Ruoling did not understand the meaning of "real".
老人问她:"你知道物质组成的最小分子是什么吗?"	The old man asked: "Do you know what the smallest molecule of matter?"

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
若菱语塞, 出校门太久了, 平时从来也不看什么科学类的报纸、杂志, 这是什么意思呀? “物质……嗯, 科学家找出了原子、中子、质子…最后好像又说什么粒子……”她硬着头皮含糊地回答。	Ruoling was speechless. She has forgotten everything she learned at school. She has never read any scientific articles. What did it mean? “Matter... Well, scientists have discovered atoms, neutrons, protons... The last one seems to be so called particle….” she replied vaguely.
老人莞尔一笑, 敲敲前面的桌子, 然后送给若菱一头雾水的话:	The old man smiled, knocked on the table and told her some mysterious words:
“我们通常认为, 空间是空的, 而物质是实在的。可是事实上, 任何物质本质上都是空的。很多现代伟大的物理学家告诉我们, 即使看起来像固态的物质, 包括你的身体在内, 它们的内部几乎是白分之百的空间一一原子和原子之间的距离, 远超过它自身的大小尺寸。在所有的原子和分子的内部空间里, 粒子其实占据了很小的空间, 其余全·是真空。而且事实上, 这些粒子是不停地消失和出现的, 像音符的波动一样, 是振动的频率, 也就是能量, 不是一成不变的。”	“We often think that the space is empty but the matter is real. In fact, any substance is empty. Many great modern physicists tell us that even things that look solid, including your own body, the biggest part of it is empty. The distance between two atoms far exceed its own size. From all the inner space of atoms and molecules, the particles actually take a very smart portion of it. The rest is full of vacuum, and, in fact, these particles are constantly disappearing and appearing like the fluctuation of notes. It is the frequency of vibration, that is, energy, which is not static.”
除了这句话, 老人还推荐一本书让若菱考, 叫作“谁知道答案”。	In addition to this, the old man also recommended a book for Ruoling, called “Who knows the answer”.
日木-一位名叫江本胜的博士, 让水分别听音乐、读文字, 接收电磁波, 看图片, 给它不同的意念, 然后将水冷冻两小时, 通过显微境观察它的结晶。	Rimu, a doctor named Jiang Bensheng, listened the music of water, read the scripts, received electromagnetic waves, looked at pictures and came up with different ideas. That time the water was frozen for two hours and its crystals were observed by a microscope.
结果竟然发现, 水的结晶会因为听到、看到、收到的信息和意念是好还是坏而发生莫大的变化。	It turned out that water could change a lot, depending on the heard, seen and received type of information – positive or negative.
若菱听得目瞪口呆, 半信半疑:“这样说来, 什么都是能量了呀?!”	Ruoling was very surprised and asked: “If you say so, how could all of it be just an energy?”
不仅是所有眼见的物质, 连看不到的声音, 思想, 意念, 情感, 都是某种的特定振动频率的能量啊！这真的是很好玩儿的一个观念！	Not only the material that you see, but also the invisible sounds, thoughts and emotions are energy of a certain vibration frequency! This was a very interesting concept!
但是那又怎样呢?跟我们又有什么关系呢?	How did it have a deal with us?
若菱沉思着, 从她十楼所在的窗户看出去, 整个城市弥漫着一股紧绷、压抑的气氛。	Ruoling was looking out from a tenth-floor window, the city looked very tense and oppressed.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
难怪人家说，美国人在周一和周五生产的车子，我们不能买，基本上周一和周五都是工作情绪比较差的。	There is no wonder why people say nobody buys cars that Americans have produced on Mondays and Fridays. Basically, Mondays and Fridays are bad for work.
为什么情绪比较差，做的车子性能就比较差?难道是工人的负面能量会传递到他所经手制造的机器?	Why if we feel down, our driving skills also get worse? Is it because the driver's negative energy affects the car mechanism?
若菱隐约记得报纸上是报道过，那些量子物理学家曾经证实:观察者会影响实验的结果，所以不同的人做出的实验结果是会有差异的。	Ruoling recalled that it was reported in the newspaper, those quantum physicists have confirmed that experiment observers can affect the results, therefore the results of experiments performed by different people will be different.
若菱知道，有些人特别爱花、爱动物，说来也奇怪，那些植物及动物的成长、发展和表现也会因人而异。这么说来，我们与所有存在的生物之间，都有一定的能量振动的交流，互相啰?	Ruoling knew that some people especially love flowers and animals. It is strange that the growth, development and performance of plants and animals will also vary. With this being said, we have a certain amount of energy and vibration exchange among all the living creatures.
“开会啰！”玉梅提醒陷入迷离思绪中的若菱。	“We have a meeting!” Yumei reminded Ruoling who fell in confusing thoughts.
若菱为了不那么匆忙，特意早一点儿到办公室，没想到还是屁股没坐热就得去开会了。	Ruoling went to the office earlier so that she would not have to hurry, but she did not expect that she would have to attend a meeting in such rush.
一进会议室，若菱就觉得气氛有点儿不太对劲儿。	As soon as she entered the meeting room, Roling felt that something was wrong.
老板王力此刻面无表情地坐在公司老总陈文立旁边，不过面无表情本身就是一种表情，若菱可以感觉得出来他很不高兴。	The boss Wang Li with a blank face sat next to the company's CEO Chen Wenli. Even though having no expressions is also showing a certain degree of feelings, therefore Ruoling felt he was not happy.
销售老总陈达则坐在另外一边，不知道肚子里打的是什么算盘。	Sales manager Chen Da was sitting on the other side, but she could not figure out what was on his mind.
销售和营销两个部门向来在公司里面有些紧张对峙的，销售部的同事总是埋怨营销部的人工作没做好，让他们销售工作难做。营销部的人觉得，销售人员没有好好把握住营销部门举办各种活动所带来的潜在客户，而且常常不支持营销的一些活动，包括提供资源、人力等等。	The sales and marketing departments of this company has always confronted each other. Colleagues at the sales department always complained that the staff in marketing department did everything wrong, making their work more difficult. While the marketing department believed that the sales staff did not grasp the potential customers brought by various activities organized by the marketing department. They often did not support some of the marketing activities, including providing resources, manpower, etc.

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原文	译文
"这也是能最的作用吧!"若菱一面偷偷观察老板们的脸色, 一面想着, "老板的负而能量虽然没有完全表露, 但我们还是都感觉得到。"	"This is also the most effective role!" Ruoling secretly observed CEO's face. She thought: "His negative energy is still present, we all could feel it."
销售老总果然开始放炮:"我否了营销部门有关这个新产品的广告宣传和新闻稿, 觉得自我意识太重, 光谈我们的产品, 却只字不提我们的竞争对手, 还有客户。"	The sales manager started shooting: "I have no marketing or press release for the new product in the marketing department. I feel too self-conscious. Talking about our products, we never mention our competitors or customers."
若菱老板的脸色此时明显不太好看。若菱也急了, 很想开门辩解, 但还是决定看老板怎么应付再说。	The face of Ruoling boss was clearly getting more dissatisfied. Ruoling started to get nervous. She wanted to jump in but felt that she must give more time to her boss.
公司老总除文立今天倒是意气风发, 因为国内一家级有权威的商业杂志刚刚评选他们"年度业界风云人物"。他出来打圆场:"新闻稿和文案当然不提竞争对手, 难不成我们还为他们做广告?谁去向他们收广告费呀?"老总讲话故意很夸张, 表情还特别丰富, 逗得大家笑了起来, 连王力脸上的肌肉都不由自主地放松了。	Company CEO Xu Wenli was very upbeat today, because the local magazines just selected the "people of the year". He smoothed things over: "Press releases and copywriting certainly do not mention competitors. Is it difficult for us to advertise for them? Who is going to charge them for advertising?" The CEO's speech was deliberately exaggerated, and his expression was very rich. It made everyone laugh, and even the muscles on Wang Li's face could not help but relax.
销售老总也在笑, 不过他还是加了一句:"客户是得提提的。"	The sales manager was also laughing, but he added one more sentence: "We should also mention our customers."
王力这时候开始说话了:"我们这些资料, 其实都是以我们客户的需求为中心而撰写出来的, 特别强调产品的针对性, 所以客户是常驻在我们心中的, 见不见诸文字不是那么重要。"他也试着调节一下凝重的气氛, "就像你爱你老婆, 也不必天天挂在嘴边说爱她, 对吧?"	Wang Li said: "This information is actually wrote based on the needs of our customers, with particular emphasis on targeted products. It is not so important if the text is visible or not, because the most important is to show that we care about our customers the most. It is the same as you do not tell your wife that you love her every day, because it is self-evident."
第8章 **你所招引的人, 事, 物 吸引力法则** 为了多了解一些能量的作用, 若菱踏进了从大学毕业以后未涉足过的阁书馆。她拿出大学时候的研究情神, 仔仔细细地收集资料, 把最有用、最有意思的资料整理出来。	**Chapter 8** **Law of attraction: people, things and objects** Ruoling wanted to get more familiar with the role of energy. She went to the library. It was the first time after her graduation. Using the skills she has gained at the university, she picked and collected carefully the most useful and interesting materials.

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	译文
她觉得有一篇报道特别有意思。	She thought some of them were particularly interesting.
美国一所中学做过一个小小的实验:找来两位教学成果差不多的老师, 让其中一个老师去教“放牛班”的学生, 却告诉他这是“资优”, 请老师认真地带领他们。另一个老师去教“资优班”, 却告诉他这一班是普通班, 随便教教就可以了, 不必太费心。	One American high school conducted a small survey: they found two teachers with similar teaching results. One of them was asked to teach the common student class, convince them that they were the most outstanding students and guide them with a deep responsibility. While the other teacher was asked to teach the smart students, but tell them they were mediocre and treat them with no special attention.
结果一个学期下来, 原来普通班的学生成绩竟然比资优班的学生成绩要来得好, 证明了“观察者影响被观察者”的实验结论。	After one semester, the common class students showed better results in studies than the more talented ones. It proved the hypothesis that “the observer can influence the observed person”.
另外一篇报道是说一个日本小学生做的米饭实验。在教室中放三碗米饭, 每天上学的时候, 同学们对第一碗米饭说:“我爱你, 你好好吃哦!”第二碗米饭完全没有得到任何关注。第三碗米饭得到的话语是:“你丑死了, 没人要理你!”	Another experiment was conducted by a Japanese elementary school student. He experimented with three bowls of rice. Every day before the class started, he asked his classmates to tell the first bowl: “I love you”, he asked not pay attention to the second bowl and tell the third bowl of rice: “You are ugly, nobody cares about you!”
一个月后, 第一碗米饭变成黄色, 发出酒香味儿;第二碗米饭变黑发臭, 还长出霉菌, 见证了无人理睬的悲哀;第三碗米饭稍好-点儿, 变黑发臭, 但是因为至少还有人理睬, 所以情况不如第二碗那么糟。	After a month, the first bowl of rice turned yellow and gave a scent of wine; the second bowl of rice turned black and smelly, and it had a mold on the top representing its sorrows of people’s ignorance. The third bowl of rice looked a bit better than the second one, just because people paid a little attention to it; therefore, its situation was not as bad as for the second bowl.
“我们的话语和意念真有这么大的力量吗?”若菱真是不敢相信。	“Does our words and thoughts have such great power?” Ruoling could not believe.
还有一篇文章谈到了“吸引力法则”:在一个房间里放满了不同频率的音叉, 如果振动其中一个音叉, 另外一个和它振动频率相同的音叉也会被引动。	There is also an article about “The Law of Attraction”. If two tuning forks with different frequencies are in the same room and one of them is vibrating, the other will receive its impulse and start to vibrate in the same frequency.
所以如果一个人充满了快乐、正面的思想, 那么好的人、事、物 都会和他起共鸣, 而且会被他吸引过来。同样的, 如果一个人老带着悲观、愤世嫉俗的思想频率, 那么就难怪常有倒霉的事发生在他身上了!	If a person is full of happiness and positive thoughts, he attracts good people and things. If a person is always pessimistic and full of negative energy, then no wonder why bad things often happen to him!

原文标题《遇见未知的自己》	(译文) Meeting the Unknown Self
原文	**译文**
“这也说明了臭味相投、物以类聚的道理吧!”若菱掩着嘴笑。	“This also explains the truth that beards of a feather flock together!” Ruoling smiled secretly.
带着笑意, 若菱又来到了小屋中, 老人还是点上了壁炉的火等着她。	With a smile on her lips, Ruoling came to the middle of the room. The old man patiently waited her next to the fireplace.
“怎么样?能量世界的探索如何?”老人往摇椅上一躺, 优战游哉地问。	The old man lied down at the rocking chair and asked: “Do you know how to explore the energy of the world?”
“真好玩儿!”若菱像个发现新大陆的孩子, “我们的每-个思想都带有一定的能量, 偏偏我们的习惯就是胡思乱想!”	“It is so fun!” Ruoling felt like a child discovering a new world. “Every thought has a certain amount of energy, and we give way to foolish fancies!”
“是啊!”老人同意, 偏过头去斜睨着地板, 上周他在地上面的那些圆还在。	“You are right!” the old man agreed, while leaned his head over the floor. The circles he drew last week were still there.
若菱看着圆圈, 虽然不再那么晕头转向, 但还是不知道能量的研究和这些圆圈有什么关系。	Ruoling also looked at the circles. Even though she did not feel so puzzled anymore, Ruoling could not find the connection between the circles and the discussion about energy.
“你看!“老人指着圆圈最中心,“这里就是我们生命能量的来源!”	“Look at this!” the old man pointed at the middle of circles, “this is the source of our life energy!”
若菱低头看着圆圈, 被这个陀螺深深吸引, 在壁炉柴火的跳动光影中,突然有了些触动和感悟: “哦!所以我们的身体,情绪, 思想和角色份演, 身份认同这些能量,把我们生命量的源头团团围住,也隔绝了爱、喜悦与和平!”	Ruoling looked down at the circle. She was amazed by the gyro. By the pulsing light of the fireplace, Ruoling started to feel sentimental: “Oh! So, it means that our bodies, emotions, thoughts, as well as the roles and the identity of these energies encircle the source of our lives, and it also isolates love, joy and peace!”
说完, 若菱也没有抬头看老人, 只是兀自沉溺在此刻深深的感触之中。	After saying this, Ruoling could not look up at the old man. She could only enjoy the deep feeling of the moment.
老人没有搭腔, 算是默许了若菱的财测。	The old man did not take a seat, it is acquiescence to Ruling’s financial test.
房间的气氛霎时有些严肃。	The atmosphere turned a bit serious in the room.
“你们周一会议室上演的那个幕戏,说明了一个人的能量,不管是正面还是负面的,对他周遭的人、事、物都会造成影响。同时,它也显现出现代人最大的问题——能量争夺。”	“The scene in your meeting room on Monday showed that a person’s energy, whether positive or negative, affects people, things, and other surrounding things. At the same time, it also shows the biggest problem of modern people – energy competition.”

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老人语重心长地说, “我们因为自己生命的源头没有联结, 失去了能量的来源, 所以不停地向外求取,以获得能量。更糟糕的是,和我们的同胞——其他的人, 争夺能量。”	The old man said with a heavy heart: “We have disconnected with our source of life and we have lost our source of energy, therefore people constantly seek ways to regain it. Even worse, we compete with each other in order to get the energy back.”
“你是说像我们公司两个老板的互相较劲儿, 也是一种能量的争夺?”若菱问。	“Do you mean that the competition between the two bosses of our company is also some sort of a battle to win the energy?” Ruoling asked.
“是的,不但是一种能量的争夺,也是ego对ego的战争。”老人点头, “像夫妻之间, 亲子之间, 朋友之间, 亲友之间, 这种ego能量争夺战屡见不鲜。”	“Yes, but it is not only the battle of energy, it is also a battle between their ego.” The old man nodded: “Such fight is uncommon between husband and wife, among relatives, friends and close friends.”
他停顿了一下, 思索着用比较好的词句来解释这个可怕的现象:“现代社会像个杀戮战场, 每个人都在用不同的方式去夺取别人的能量, 像控制他人, 用权利骂凌于他人之上, 获得别人的关注, 认可, 喜爱, 或是证明自己是对的, 高人一等的, 不一而足。”	He paused to think about a better way to explain this phenomenon: “Modern society is like a killing battlefield. Everyone is using different ways to strive for the energy of others, for example, by controlling others; using rights to sway on others; gaining the attention, recognition and love, or proving everyone that he is always right, and that he is the superior one, and so on.”
“所以, 如果人类能够掌握重新联结自己生命能量源头的秘密, 就不需要再用这种手段去争夺能量了?”若菱充满希望地问道。	“So, if human beings can master the secrets of reconnecting to the source of their life energy, there is no need to compete for the energy anymore, right?” Ruoling asked hopefully.
“是啊, 我们现在就像一群穴居人, 在洞穴之中, 为了抢夺火把而拼得你死我活, 却不知道, 只要走出洞外面我们就有取之不尽的太阳能!”老人感慨地说。	“Yes. We are like a group of cavemen now. In order to grab the power, everyone is ready to kill. They do now know if stepped outside the cave they would have the endless solar energy!” the old man explained emotionally.
“那你赶快说说, 怎样才可以突破重重的障碍, 而让我们接触到自己生命能量的源头呢?” 急性子的若菱再也按捺不住了, 她拿起粉笔, 在圆圈圈上画了一些破折线。	“Then you better tell how to break through the obstacles and let us touch the source of our life energy!” the child in Ruoling could not stay silent. She picked up the chalk and drew some broken lines on the circle.
老人笑吟吟地看着迫不急待的若菱:“不急, 不急, 慢慢来。我一定会为你揭晓这个谜底的, 但是关于能量, 还有些事要告诉你呢!”	The old man smiled and looked at the impatient Ruoling: “No hurry, no hurry. Take it easy! I will definitely reveal this mystery for you, but there are still some things I want to tell you about the energy!”
老人停下来喝口茶, 慢条斯理的模样, 让性急的若菱有点儿按捺不住了。	The old man stopped and took a sip of tea, making Ruoling calm down a bit.

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“平常你看到一些人, 是不是会感到亲切, 舒服, 但又说不出个所以然, 为什么对这些人会特别有好感?”老人没头没脑, 突如其来地一问。	“Do you sometimes feel warm-hearted when looking at some people without any special reason?” the old man suddenly asked.
“是呀, ”若菱老实地回答, “但是……”她欲言又止。	“Yes,” Ruoling answered honestly, “but...” she stopped.
“是不是有些人有让你特别讨厌呢?完全没有理由的。”老人仔细端详着若菱的反应。	“Are there some people who make you very annoyed without any special reason?” the old man carefully looked at Ruoling’s reaction.
“是的, 讨厌还算客气呢, ”若菱说, 心想老人果然懂得她的心思, “有的人看了一眼就不想再看第二眼!”	Ruoling answered: “Yes, there are. I dislike them politely”, she thought if the old man could really read her mind, “there are some people I do now want to look at twice.”
“这也是能量的作用。”老人意有所指地说, “因为每个人的能量振动频率或多或少都有所不同, 和你振动频率相近的人, 就是你看得比较顺眼的人啦!”	“This is the role of energy,” the old man pointed, “people have different vibration frequencies. You will find more pleasant people with similar vibration frequency to yours.”
“这就是‘物以类聚’!若菱想起自己在图书馆中的新发现, 不禁服自己的先知先觉,	“That is ‘birds of a feather flock together’!” Ruoling remembered her new discovery at the library. She could not help but admire her foresight.
“等一下, ”若菱突然想到了一个重要的问题, “那么我怎么知道自己能量的振动频率是什么样子的呢?”	“Wait a second,” a question suddenly popped up in her mind, “how can I know what kind of vibration frequency I have?”
“看你周围吸引来的人, 事, 物就知道啦!”老人莞尔一笑, “因为你的思想, 情感都带着一定的能量振动, 所以会吸引和它们振动频率相近的人, 事物呀!这一点, 以后我们在讨论到‘心想事成的秘密’的时候, 我还会再说。”	“Look at the people and things around you and you will know!” the old man smiled. “Your thoughts and emotions are vibrated with a certain amount of energy, therefore you attract people with similar vibration frequencies! When we discuss the secrets of ‘how to make all wishes come true’, we will come back to this topic again.”
“心想事成的秘密?”若菱睁大了眼睛, 兴奋, 期盼地看着老人。	“How to make all wishes come true?” Ruoling looked at the old man with big excitement and surprise.
老人却不再看她, 暗示她可以离去了。若菱带着复杂的情绪再度离开了温暖的小屋。	The old man looked away and told her it was a good time to leave. Ruoling left the warm hut with many emotions as usually.

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后 记

在本书付梓之际, 心潮起伏, 感概万千。

我于2014年赴任拉脱维亚大学孔子学院中方院长，迄今8个多年头，见证了中拉关系的友好进程和拉大孔院的蓬勃发展。

我依旧清晰地记得2016年庆祝中拉建交25周年和孔子学院成立5周年的情景。

2016年9月，孔子学院在拉脱维亚大学主楼大礼堂举办了“中拉一家亲/Ķīna un Latvija: viena ģimene/China and Latvia: One Family”庆典晚会, 隆重庆祝中拉建交25周年和孔子学院成立5周年。来自中国大使馆、拉脱维亚外交部、新华社、拉脱维亚大学、里加工业大学、道加瓦皮尔斯大学、拉脱维亚农业大学、交通与电信大学、里加文化中学、里加34中学、叶尔加瓦斯比杜拉中学、华人华侨联合会、华为公司、拉脱维亚留华同学会、拉脱维亚武术协会、拉中文化协会、北极光文化中心风韵乐队、未来艺术工作室、街舞学院等机构负责人和社会各界人士200余人参加了庆典。

11月，孔子学院在拉脱维亚大学主楼举办了“中东欧国家汉学研究和汉语教学研讨会”，50余位来自中东欧国家的汉学家以及来自中国和其他国家的专家出席了研讨会, 期间孔子学院举办了“拉脱维亚大学孔子学院五周年成果展”, 给每位代表赠送了《拉脱维亚大学孔子学院五周年纪念册》和《拉脱维亚汉语教学研究与探索》。尤其值得一提的是，拉脱维亚大学孔子学院两位院长与中东欧十六国汉学家代表一起前往拉脱维亚国家图书馆，受到出席第五届中国-中东欧“16+1”政府首脑峰会的李克强总理及中东欧十六国总理的接见和合影留念，贝德高院长还给李克强总理赠送了一份国礼, 即他编纂的《精选拉汉-汉拉词典》。

时光荏苒, 白驹过隙, 一晃五年过去了, 我们迎来了2021年中拉建交30周年和孔子学院成立10周年的难忘时刻。

在庆祝中拉建交30周年和孔子学院成立10周年之际，我们编辑出版《拉脱维亚视阈下的拉脱维亚与中国研究》，作为献给两个周年的一份贺礼。在此，对十三位作者纳迪娜(Nadīna Rode)、凡佳娜(Jana Vanaga-Medjānova)、文玲(Helena Avdjukevica)、欧阳兰(Paula Ozolina)、林伊娃(Ieva Salina)、张安娜(Anastasija Zlidena)、梦竹 (Zanna Musina)、李思达(Krista Busa (Davida))、路娃(Natalija Rodionova)、白丽娜(Katrīna Barisa)、艾乐(Aleksandra Kila)、艾蝶尔(Lauma Ēdelmane)、凯利(Kārlis Rokpelnis)表示衷心感谢。

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尚劝余

2021年

于拉脱维亚大学

拉脱维亚视阈下的 拉脱维亚与中国研究

A STUDY ON LATVIA AND CHINA
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