

A. Domestic Tourist Interview Guide

访谈开始前，请留下您的个人信息；这些信息将会被严格保密。

Please leave your personal information and all the participants' information will be kept confidential.

年龄： 性别： 国籍：

Age: Gender: Nationality:

请问您何时游览过夫子庙？来之前有没有具体的目的呢？

When did you visit the Confucius Temple? Did you have any specific purpose or expectation before your visit?

请问您游览夫子庙期间，曾参观过夫子庙大成殿、江南贡院或者科举博物馆吗？

During your visit, did you visit Dacheng Hall, Jiangnan Imperial Examination Hall, or the China Imperial Examination Museum?

请问您游览夫子庙期间，曾进行过消费吗？

Did you make any purchases during your visit to the Confucius Temple (food, beverage, souvenir or other service)?

游览后，您对夫子庙有什么样的印象呢？可以用几个词形容一下吗？

After your visit, what impressions did you have of the Confucius Temple?

您觉得夫子庙的路标、指示牌、景区地图清晰好用吗？

Did you find the directional signs, signposts, and scenic area maps at the Confucius Temple clear and easy to use?

您在游览过程中有关注或者阅读路标、指示牌、景区地图等的英文内容吗？（例图）

During your visit, did you pay attention to or read the English content on directional signs, signposts, or scenic area maps? (Show example photos)



这些景区内的路牌/标牌加上了英文，您是如何看待的？

What are your thoughts on these scenic area signs having English text added to them?

您在游览过程中有关注或者阅读介绍牌/历史解说牌的英文内容吗？（例图）

During your visit, did you pay attention to or read the English content on heritage interpretation panels or historical introduction boards? (Show example photos)



这些景区内文物介绍牌/历史解说牌加上了英文，您是如何看待的？

What are your thoughts on these heritage interpretation panels having English text added to them?

有些标牌上除了英文还有日语和韩语，请问您有关注到吗？您是如何看待的？（例图）

Some signs include Japanese and Korean in addition to English. Did you notice this?

What are your thoughts? (Show example photos)



在您游览过程中，有注意到步行街区文化介绍牌吗？如文源桥/贡院街等。（例图）

During your visit, did you notice the cultural introduction boards along the Pedestrian Street? For example, those at Wen yuan Bridge or Gongyuan Street. (Show example photos)



在您游览过程中，有关注到“天下文枢”牌坊/“古秦淮”牌坊/乌衣巷等小景点吗，给您带来什么样的感觉？（例图）

During your visit, did you notice smaller heritage features such as the Tianxia Wenshu (Cultural Centre of the World) archway or the Gu Qinhuai(Ancient Qinhuai) archway//Wuyi lane? What kind of feeling did they give you? (Show example photos)



看到文明旅游/社会主义核心价值观宣传栏，您有停下来看吗？（例图）

When you saw civility promotion boards or socialist core values posters, did you stop to read them? (Show example photos)



请问就您的游览体验而言，夫子庙大成殿/科举博物馆/江南贡院给您留下怎样的视觉印象呢？

Based on your visiting experience, what visual impressions did Dacheng Hall / the Imperial Examination Museum / Jiangnan Examination Hall leave on you?

请问就您的游览体验而言，夫子庙大成殿/科举博物馆/江南贡院给您留下怎样的文化感受呢？

Based on your visiting experience, what cultural impressions or feelings did Dacheng Hall / the Imperial Examination Museum / Jiangnan Examination Hall leave on you?

请问就您的游览体验而言，夫子庙步行街给您留下怎样的视觉印象呢？

Based on your visiting experience, what visual impressions did the Pedestrian Street leave on you?

您可能在店铺招牌上看到过“南京”或“金陵”这样的词。地名、历史地名出现在商店招牌上，您是什么感觉？（例图）

You may have seen words like "Nanjing" or "Jinling" on shop signs. How do you feel about place-names and historical place-names appearing on commercial signage?

(Show example photos)





您对景点内的商业标牌上出现的英文有什么看法？会影响您的消费选择吗？（例图）

What are your thoughts on English appearing on commercial signs within the scenic area? Does it influence your purchasing decisions? (Show example photos)



您对景点内的商业标牌上出现的繁体/书法体有什么看法？会影响您的消费选择吗？（例图）

What are your thoughts on traditional Chinese characters or calligraphic script appearing on commercial signs within the scenic area? Does it influence your purchasing decisions? (Show example photo)



整体来看，各类标牌有让你觉得夫子庙是一个有特色的旅游景点吗？为什么？

Overall, do the various types of signage make you feel that the Confucius Temple is a distinctive tourist destination? Why or why not?

请问您喜欢拍照打卡吗？

（如果有，请问您在夫子庙拍了哪些照片？）

Do you enjoy taking photographs at scenic spots for social media check-ins?

(If yes) What photographs did you take at the Confucius Temple?

您觉得夫子庙的招牌，是应该统一风格，还是各家有各家的特色更好？为什么？

Do you think the shop signs at the Confucius Temple should have a unified visual style, or is it better for each shop to have its own distinctive design? Why?

B. International Tourist Interview Guide

Please leave your personal information and all the participants' information will be kept confidential.

Age: Gender: Nationality:

When did you visit the Confucius Temple scenic site? Was this your first visit to Nanjing?

What motivated you to visit the Confucius Temple? Did you have any particular expectations beforehand?

After your visit, how would you describe your overall impression of the site in a few words?

How did you find your way around the scenic site? Did you rely on the directional signs, maps, or other navigation tools?

Were the directional signs easy to understand and follow? Did you encounter any difficulties navigating the site?

Did you notice that many signs at the site include English translations? How useful did you find the English on directional and safety signs?

Did you visit any of the ticketed cultural sites — Dacheng Hall, Jiangnan Imperial Examination Hall, or the China Imperial Examination Museum?

(If yes) Could you describe your experience inside? What stood out to you?

Did you read the English descriptions on the heritage interpretation panels inside the museums or cultural sites? Were they sufficient for you to follow the exhibitions? (Show example photo)



Was there anything you felt you were missing or could not fully understand due to language?

Did you notice the traditional Chinese calligraphy, inscriptions, or archways around the site?

What impression did they make on you, even without being able to read the Chinese text?(Show example photo)



Did you walk along the commercial Pedestrian Street? What was your impression of the shopping area?

Did you make any purchases? If so, what influenced your decision?

Did you notice any English on the commercial shop signs along the Pedestrian Street? How did you feel about it?(Show example photos)





Some shop signs use traditional Chinese characters, calligraphic script, or archaic-looking designs. Did you notice these? What impression did they give you?(Show example photo)



Overall, did the signage at the Confucius Temple help you feel that this was a culturally distinctive destination? Why or why not?

Is there anything about the signage or the visual environment that you think could be improved for international visitors?

Did you take any photographs during your visit? If so, what did you photograph and why?

C. Shop Owner / Employee Interview Guide

请问您在夫子庙经营多久了？您的店铺主要经营什么？

How long have you been operating at the Confucius Temple? What does your shop mainly sell?

您的店铺是自营、加盟还是连锁？

Is your shop independently owned, a franchise, or part of a chain?

您店铺的招牌是谁设计的？是自己设计的、请人设计的，还是总部统一的？

Who designed your shop sign? Did you design it yourself, commission a designer, or was it provided by headquarters?

您的招牌上用了哪些语言？为什么选择这样的搭配？

What languages appear on your sign? Why did you choose this combination?

您觉得招牌上有中文就够了，还是需要加上英文或其他外语？为什么？

Do you think Chinese alone is sufficient on the sign, or is it necessary to add English or other

foreign languages? Why?
(如果有英文)招牌上的英文是怎么来的? 是谁翻译的? (If English is present)How was the English on your sign produced? Who translated it?
(如果没有英文)您有没有考虑过在招牌上加英文? 为什么没加? (If no English)Have you ever considered adding English to your sign? Why not?
您的招牌在安装之前需要经过审批吗? Did your sign require approval before installation?
景区管理部门对招牌的设计、颜色、材质等有没有具体要求? Does the scenic area management have specific requirements regarding sign design, colour, or materials?
您在设计招牌的时候, 有没有考虑过要配合夫子庙的整体风格或文化氛围? When designing your sign, did you consider matching the overall style or cultural atmosphere of the Confucius Temple?
您的顾客主要是哪些人? 本地人多还是外地游客多? 有外国游客吗? Who are your main customers? Mostly locals, out-of-town tourists, or international visitors?
招牌上的语言对外国游客有帮助吗? Does the language on your sign help international tourists?