

A. Tourist Participant

Code	Age	Gender	Origin	Visitor Type
S1	20s	Female	Jiangsu	Domestic
S2	20s	Female	Zhejiang	Domestic
S3	10s	Female	Henan	Domestic
S4	20s	Female	Xi'an	Domestic
S5	50s	Male	Anhui	Domestic
S6	30s	Female	Shanghai	Domestic
S7	30s	Male	Hunan	Domestic
S8	20s	Male	Jiangsu	Domestic
S9	40s	Female	Zhejiang	Domestic
S10	10s	Male	Shanghai	Domestic
S11	40s	Female	Jiangsu	Domestic
S12	30s	Female	Beijing	Domestic
S13	50s	Male	Jiangsu	Domestic
S14	20s	Female	Jiangsu	Domestic
S15	20s	Female	Hongkong	Domestic
S16	30s	Female	Jilin	Domestic
S17	20s	Male	Shandong	Domestic
F1	30s	Female	Netherlands	International
F2	50s	Male	Britain	International
F3	40s	Male	Germany	International
F4	20s	Female	Singapore	International
F5	50s	Female	Britain	International

B. Shop Owner/Employee Participant

Code	Business Type	Interviewee Role	Sign Code Choice
SO-01	Food & beverage (restaurant)	Hired staff	Chinese + English
SO-02	Retail (specialty food shop)	Shop owner	Chinese+English
SO-03	Food & beverage (snack vendor)	Hired staff	Chinese only
SO-04	Art/cultural space	Hired staff	Chinese + English
SO-05	Food & beverage (bubble tea chain)	Franchisee	Chinese + English
SO-06	Food & beverage	Shop owner	Chinese only
SO-07	Food & beverage	Staff	Chinese + English
SO-08	Retail shop	Staff	Chinese only