

謝
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www.china-outbound.com



Welcome and Introduction

Presenter
Current publications:
China's Outbound Tourism (Routledge, Oxford 2006)
Deutschland als Reiseziel chinesischer Touristen
(co-editor with Prof. W. Freyer, Oldenbourg, Munchen 2008)

The biggest part of Chinese outbound tourism to Europe is organized, so online booking and practical 'getting-around' information for individual travellers is less important.

Gaining prestige: (Paid) visits of important Chinese publicised in the Chinese press; having a Chinese player in the local sports team; inviting Chinese TV producers to shoot films; incorporation of destination/product in Chinese-language guidebooks

Showing respects: Having a Chinese-language website which is interculturally correct and bigger than the Japanese version, picturing other Chinese visitors at the destination and giving information about superlatives and shopping opportunities

Telling stories: In brochures connecting local cultural and natural sights with Chinese folklore or local romantic names and stories (if in short supply, invent), citing poems of famous authors connected to the sight.

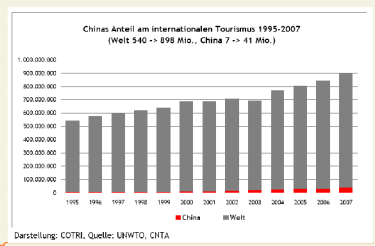
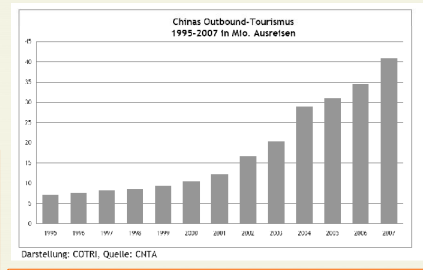
Networking:
In fairs and through contacts with incoming agencies connect to possible providers of visitors to your destination;
Inclusion of local business contacts to China. In the wider home area find other companies / regions willing to adapt their product to Chinese needs to organize a suitable offer;
Including retail as integrated part of the tourism offer (Shopping Guides / own shops).

Creating Win-Win-situations

CHANNELS

Chinese Outbound Tourism: HOW BIG IS IT?

Tourism of Chinese citizens in 2007:
Domestic: 1.6 billion trips
Outbound: 41 million trips
27 million Hong Kong & Macao,
7 million border trips,
7 million real bums on seats outbound travels .
90% trips inside Asia
10% (app. 4 million) outside Asia :
1,200,000 Europe without Russia
800,000 Russia (mainly Siberia, Russian Far East)
1,000,000 Americas (mainly North America)
500,000 Oceania
300,000 Africa
300,000 not known



This place is secure, no mistreatment or injuries to body and pride will happen
This is the famous place all important people visit
This is a place where the Chinese are treated with respect
This is the place where already other important (Chinese/VIP) people have been visiting / shopping / sleeping
This place offers a large number of picturesque, amusing and easy-to-understand typical local attractions connected to some nice story
or
This place offers the latest high-tech development and business ideas to learn from
This place is within short distance of other important places within the perceived destination ("Western Europe")
This place is connected to important cultural / historical figures (the King of England, Jack the Ripper, Beckham)
This is the best brand, the most expensive product but at a special price
This is the shop where you can get all the best products in one go.
or: This is the place for western-educated, cosmopolitan Chinese travellers which will not be mistaken here for bloody mass-tourists (but still offers Chinese characters signs to show that nevertheless Chinese culture is respected)

MESSAGES

Prof. Dr. Wolfgang Georg Art
Chinese tourism to Europe
Hochschule Bremen
January 2009

DEVELOPMENT IN THREE PHASES

Imperial China: Only exceptional outbound trips (Xuan Zang, Zheng He) before 1840
Modern China: Three phases:
1st phase 1983 - 1996: VFR and delegations
2nd phase 1997 - 2004: ADS and chaotic growth
3rd phase 2005 - today:
- Slowdown of growth to 8% (1999-2004 300%)
- End of 'honeymoon period' for hosts
- Choosy customers as guests
- New, more positive, government policy

WHO IS TRAVELLING TO EUROPE?

Top 3% of Chinese society, NOT 'new middle class'
Mostly previous experience in outbound travels to Asia/Oceania
Privileged and very well treated at home
Some special segments:
Red tourism / sponsored tours
Parents visiting students
6 Adults, 1 Kid groups
(Non-ADS) mixture of business or official business with leisure trip
75% first-time visitors

MOTIVATION AND BEHAVIOUR

Motivation:
- Group Orientation
- Prestige Orientation
- Brand Orientation
- Modernity / Backwardness Comparison
- Low Uncertainty Avoidance
Some behaviour consequences for Chinese in comparison to Western tourists:
- Guide and Translators vs. own knowledge and ideas.
- Highlight vs. insider tip.
- Representative of country vs. individual person.
- Tourism: definition of position in society vs. Tourism: definition of oneself.
-> gaze instead of immersion
-> brief stop instead of detailed inspection
Relaxation is not the main motivation for most Chinese tourists to travel to Europe, they are not holidays-makers

MARKETING STRATEGY? PRODUCT ADAPTATION!

'As China is a new generating country of international tourists, its destination countries and regions have only preliminary knowledge of its tourists. As a result, the completeness of service facilities, the creation of service items, the adaptive renovation of relevant environments and the convenience of language and signage of the destinations are far from the extent that Chinese tourists would feel comfortable at.
Therefore, those countries and regions that target China's outbound tourists as their major market should make an effort to improve their environment in order to better attract Chinese tourists and increase their satisfaction.' (Du 2003)
Chinese visitors are not fitting into the products offered for Western 3S-holidaymakers, cultural tourists awed by 'authentic' stones or nature tourists looking for experiences of untouched nature.
When visiting caves in China, colored lights and emperor-style robes make for photo opportunities deep within grottoes. ... Chinese visitors to Australian caves find them too boring and educational, sometimes leaving after a few minutes.
Marketing strategy:
Identifying Chinese customer demand, changing product accordingly, for instance:
- high volume, low intensity of attractions
- clear uncontested stories connected to sights
- stressing of superlatives
- signs of respect to Chinese culture (signage, language)
- treatment of shopping and gambling as important tourism activity of equal right to sightseeing
- positioning of product as either romantic/picturesque or modern
- differentiation between different segments of Chinese visitors
To minimize clash of behaviours with other guests: zoning