China Outbound Tourism Annual Report 2011 chinese Edition

This book presents how tourism initiates economic development and how constraints to the growth of tourism in Sub-Saharan Africa can be addressed. With 24 case studies that illustrate tourism development, it reveals that despite destination challenges, the basic elements needed to initialize or intensify success are applicable across the region. United Nations publication. Sales no. E.08.XVII.28--T.p. verso.

The 2020 edition analyses tourism performance and policy trends across 51 OECD countries and partner economies. It highlights the need for coherent and comprehensive approaches to tourism policy making, and the significance of the tourism economy, with data covering domestic, inbound and outbound tourism, enterprises and employment, and internal tourism consumption.

Number four of the UNWTO/GTERC Annual Report, highlights the rapidly growing tourism sector of Asia and the Pacific region which enjoyed an exceptional increase of 9% in international arrivals in 2016, influenced by technological developments in transport and the digital revolution.


These guidelines from the China Tourism Academy and UNWTO offer valuable insights into the factors motivating Chinese tourists to travel. It also presents a valuable toolkit to guide destination managers and decision makers on the best way to tap into this lucrative and productive market.

Booming Mainland Chinese outbound travel is one of the most exciting phenomena in the world tourism industry’s recent history. From 2000 to 2010, Chinese outbound travel increased at a compounded annual rate of 18.5 percent, and it is forecasted that by 2020 China will generate approximately 100 million outbound trips a year, making China the fourth largest source of outbound travel in the world. The new Chinese tourists are more confident, technologically savvy, value conscious, and ready to explore unfamiliar territory. For tourism marketers and researchers who are getting ready to or just celebrated their initial "west-meets-east" moments, the new Chinese tourists are showing up at their doors and presenting new challenges for marketing and service. In this book, leading authors from around the world share their most cutting-edge findings and thoughts on the Chinese outbound travel market.

The book reflects on the paths of the Chinese outbound travel development, reports new trends and issues, and provides new insights and recommendations. For practitioners around the world (e.g., destination policymakers and marketers, travel and tourism service providers, owners, and managers), this book provides hands-on guidance on understanding tourists from Mainland China. For tourism scholars, educators, and students, this book provides basic yet essential knowledge on the Chinese outbound travel market and tourist behavior and points out important future directions. Most tourism programs today have an international component in their curriculum, usually including a global tourism class. This book serves as an excellent supplemental reading for students in these classes.

The People's Republic of China has changed from a country which actively discouraged tourism into one of the major source markets for the international industry; the 35 million Chinese travelling across the border in 2005 are merely the tip of the iceberg. China's Outbound Tourism is the first book on this major development and has been written using a multitude of sources from China and around the world. The topic is approached from many angles, using methods from the fields of economics, political sciences, sociology and cross-cultural studies. The book explains the economic and social background of the surge in tourism and the changes in policy in the country since 1949, when it moved from prevention through controlled development to encouragement of outbound travels. Throughout the book, facts and figures are given for the global development as well as in-depth information about China's key destinations. The growing importance of tourists from China is however not just a question of quantity; the text explains the features which distinguish their travel motivations and behaviours from 'western' and Japanese tourists, and the consequences for product adaptation and marketing methods for destinations interested in attracting and satisfying Chinese tourists. Arlt's groundbreaking book cannot be ignored by professionals, academics and students of tourism and leisure; it offers fresh insight into the topic and indicates some of the future lines of development in this area.

The report highlights in its first chapter the rapidly growing tourism sector in Asia and the Pacific. The second chapter examines the potential of the Chinese outbound tourism market. The third chapter focusses on Health Tourism in Asia. The final chapter shows how Sport Tourism can help meet several key Sustainable Development Goals.

Written and edited by leading Chinese economic and finance advisers, this key book offers a detailed analysis of China's financial situation in 2012. It will enable the reader to understand China's financial climate plus the likely financial trends and commercial opportunities in 2012 and beyond. Given China's increasingly crucial influence in global finance this book gives the latest expert analysis on China's own financial development. Contributors include Li Yang, Vice President of the Academy of Social Sciences, Vice President of China Institute of International Finance, Executive Director of China Finance Society and Executive Director of China Urban Financial Society.

Scientific Essay from the year 2010 in the subject South Asian Studies, South-Eastern Asian Studies, grade: 1.3, University of Applied Sciences Berlin (MBA EurAsia), language: English, abstract: According to the World Tourism Organization (UNWTO), China will become the world's flagship tourism destination as the largest host country worldwide and the fourth largest to send tourists abroad by 2020. This paper focuses on the growing marketplace for the Chinese tourism industry and evaluates the current industry trends, evolving market and growth prospects of the tourism industry, focusing on inbound tourists, i.e. international visitors from abroad. Including current figures about the tourism sector of this global player, a collection of further reading and important surveys about the tourism market and its challenges nowadays, this paper provides an in-depth insight into
the future of this industry.

Consumerism in China has developed rapidly. The Changing Landscape of China’s Consumerism looks at the growth of consumerism in China from both a socio-economic and a political/cultural angle. It examines changing trends in consumption in China as well as the impact of these trends on society, and the politics and culture surrounding them. It examines the ways in which, despite needing to "unlock" the spending power of the rural provinces, the Chinese authorities are also keen to maintain certain attitudes towards the Communist Party and socialism "with Chinese Characteristics." Overall, it aims to show that consumerism in China today is both an economic and political phenomenon and one which requires both surrounding political culture and economic trends for its continued establishment. The ways in which this dual relationship both supports and battles with itself are explored through appropriate case studies including the use of New Confucianism in the market context, the commodification of Lei Feng, the new Chinese tourist as a diplomatic tool in consumption, the popularity of Shanzhai (fake product) culture, and the conspicuous consumption of China's new middle class. Provides innovative interdisciplinary research, useful to cultural studies, sociology, Chinese studies, and politics. Examines changes in consumerism from multiple perspectives. Allows both micro and macro insights into consumerism in China by providing specific case studies, while placing these within the context of geo-politics and grand theory. From 1998 to 2001, the number of outbound travellers from China has increased annually by one million, and in 2001 reached over 12 million. According to World Tourism Organization forecasts, China is likely to have 100 million outbound travellers by the year 2020 and to become the fourth largest source of outbound travel in the world. This publication examines the development of China's outbound tourism market and policy trends, foreign tourism organisations in China and marketing issues, as well as looking at profile aspects of the outbound tourism sector, including gender, age and occupation of outbound travellers, purpose and modes of travel, and outbound destinations.

The growth of the Chinese economy and the emergence of the Chinese middle class have fuelled the rapid expansion of China’s outbound tourism market, with many destinations around the world trying to capitalise on the opportunities created by the growing number of Chinese visitors. This book specifically focuses on the demand for food and wine tourism experiences by Chinese tourists, which has become an important constituent of destination competitiveness. Looking at the different ways in which individual destinations have responded to this increasing demand, this book provides a better understanding of the preferences, motivations and perceptions that underlie food and wine consumption by Chinese tourists. It also illustrates how food and wine tourism experiences have been used in a range of international destinations to specifically attract visitors from China. Including a range of case examples from the Asia-Pacific region and Europe, this book ultimately investigates the strategic directions adopted to guide destination development and marketing initiatives. Such a perspective provides a novel contribution to the still limited body of knowledge on China outbound tourism and will be of interest to upper level students, researchers and academics in Tourism and Hospitality.

Examine China's impact on the world tourism market! Tourism in China is a comprehensive study of tourism and the travel industry in China--past, present, and future. Since joining many of its Asia-Pacific neighbors in identifying tourism as a vehicle for socioeconomic growth and poverty alleviation, China has become the leader in the Asian travel industry, surpassing all forecasts with high and constant growth in international and domestic tourism activity. In fact, the World Trade Organization predicts that by 2020, China will become the world's leading tourism destination, receiving 145 million visitors. This timely book examines the diverse opportunities and challenges the country's tourism industry faces in meeting those projections. A unique, interdisciplinary guide that appeals to practitioners and academics, Tourism in China has been called "probably the most in-depth analysis of China's tourism industry" by the World Trade Organization's Dr. Harsh Varma. The book presents a collection of articles--scholarly in nature, comprehensive in scope--that serves as a significant (and much-needed) reference on Chinese tourism, though not including minority or border tourism, or the Hong Kong or Taiwan markets. The industry's historical development, its impact on the Chinese economy and ecology, and its current and future markets are examined extensively. Tourism in China also examines: the impressions of Western travelers in China during the 19th century the tourism boom and its development since 1978 the development of ecotourism in China's nature reserves the effect of the tourism boom on the hotel industry the development of theme parks in China. With two-thirds of China's provincial governments committed to making tourism one of their pillar industries, it is essential that tourism professionals, academics, and students around the world have a thorough understanding of this leader in current and future world travel. Tourism in China provides a detailed look at how the country's tourism industry was built and how it will continue to expand. Helpful tables and figures, as well as a glossary of relevant terms, make the information easy to access and understand.

The Asia-Pacific area is one of the fastest growing tourism regions and a major driver of global tourism in general. Tourism industries in Asia Pacific have been challenged in recent years by a number of major crises and disasters including terrorism, outbreaks (e.g. SARS and Bird Flu), natural disasters (e.g. tsunamis, bushfires, flooding), and political crisis (e.g. protests and political instability). This book contributes to the understanding of crisis and disaster management generally, but with a specific focus on the Asia Pacific. With contributions by international scholars and practitioners, the book discusses both the theoretical and practical approaches toward successful crisis and disaster management. This book provides critical in-depth reviews on key themes and issues in tourism research in China. These themes include: Chinese scholars' epistemological views of tourism, rural tourism development, community participation in tourism, tourist market and behaviour, tourist attraction management and tour guiding and interpretation in China. While Chinese scholars are often able to access key research in both English and Chinese, the majority of researchers from outside China without knowledge of the Chinese language are unable to read original research from China. This book seeks to redress this knowledge imbalance and bring key Chinese tourism research to the international tourism academic community. This book will be a valuable reference for tourism researchers, postgraduate students and industry professionals.

This book offers an in-depth understanding of tourism development and destination planning in China's transitional economy. It represents an international collaboration between researchers both in and outside China and provides a unique platform for a broad international audience to better understand China and China tourism issues.

Current Issues in Asian Tourism: Volume II draws together a collection of papers from Current Issues in Asian Tourism (CIAT). CIAT was launched by the editors of Current
Issues in Tourism in response to the growing number of papers about tourism in Asia received by the journal and the increasing number of authors from Asian countries. This volume focuses on three aspects of Asian tourism. Firstly, the section on marketing, consumption and demand for Asian tourism includes papers on mega events, creative experiences, World Heritage Sites and pollution. Secondly, a group of papers focus on sustainable Asian tourism destinations including papers on investment, climate change, energy and local food. Finally, there are two chapters on Asian tourism research methods including the use of photography and qualitative methods. The papers in this book were originally published in Current Issues in Asian Tourism.

The movement of Asian citizens across continents now occurs on an unprecedented scale. What are the interests of Asian tourists and what are the impacts on host communities? This book addresses questions about Asian tourist contact with unfamiliar countries and cultures and the implications for the marketing, planning and policy of tourist markets.

This comprehensive volume was put together in response to the growing amount of research on tourism in Asia and an increasing number of authors from Asian countries. It concentrates on two aspects of Asian Tourism: first, the Asian tourists themselves, and second, economic development and tourism in the Asian region. The first part of the collection focuses on three areas: the motivations of different types of Asian tourist; the characteristics and behaviour of particular Asian tourist segments; and, finally, an analysis of specific research issues. The second part of the book then goes on to explore the governance and organisation of tourism in the Asian region, and the nature of Asian growth and competitiveness as it relates to tourism. The articles in this book were originally published in the journal Current Issues in Tourism.

This book is an annual research report prepared by the cruise industry experts and scholars at home and abroad invited by Shanghai International Cruise Business Institute based on the current development situations of the international cruise industry, is an important part of the “X Book Series” of the Social Science Academic Press (China). This book consists of five parts, i.e., “General Report”, “Special Articles for High-quality Tourism: Common Value and Government Management”, “The Cruise Industry”, “Policy Suggestions” and “Appendix”, and it has richer and more perfect contents in comparison with the previous versions. Under the Book, the development environment of the cruise industry at home and abroad during 2017-2018 as well as the development situations, strategic paths and future trends is analyzed in the form of the General Report and the current development trend of the cruise industry in China is introduced based on the top ten hot topics. With the economic development trend from the high-speed growth to the high-quality development in China, the new topic “Special Articles for High-quality Tourism: Common Value and Government Management” is presented in the Book to discuss the quality development patterns and paths of the cruise tourism in China, the high-quality development mechanism of the cruise tourism as well as the cruise tourism market cultivation and standardization system, so as to better enhance the quality of the cruise market development in China. In Part 3 “The Cruise Industry” and Part 4 “Policy Suggestions” under the Book, the whole picture of the cruise economy in China in the new era is presented, problems during the industrial development are analyzed and corresponding policy suggestions are given.

China continues to develop as a leading powerhouse in tourism, and it becomes ever more important to examine the various facets of tourism in China in order to understand the potential of this market, and the effect it will have on global tourism. This report analyses the statistics of Chinese inbound metropolitan tourism markets, as well as the outbound trends of metropolitan residents from 2000 to 2007. Twenty of China’s best tourism cities are analyzed. Originally released in Chinese by the Shanghai Institute of Tourism in 2009, this English edition provides special insight into China’s cities as source markets as well as destinations.

Tourism and hospitality industry is facing a substantial amount of opportunities and challenges due to the globalization. The Third International Conference on Tourism and Hospitality between China and Spain (ICTCHS) provides a unique global forum for academics, thought leaders and key industry practitioners from diverse backgrounds and interests to meet, discuss and debate critical issues that will affect the future direction of tourism and hospitality research and practice.

China has been holding its annual China International Import Expo (CIIE), starting from 2018 in Shanghai. This is a significant move for China to actively open the Chinese market to the rest of the world as this supports trade liberalization and economic globalization This book systematically expounds the background and content of CIIE, and studies the opportunities that China's expansion of imports brings to its economy, enterprises, consumers and to that of other countries. It elaborates on how the CIIE facilitates countries and regions from different parts of the world to strengthen their economic cooperation and trade, and promote global trade and world economic growth. The book helps readers understand China’s reform and opening-up, as well as the latest trends and policies of the country’s expansion of import.

The book contains 12 contributions that explain the current state of China’s cruise industry and future development. Dating from the 1960s and with the rapid development of over 50 years, the modern cruise industry has developed into one of the fastest growing industries with the most remarkable economic benefits in the global tourism and hospitality industry, known as a “golden industry on the golden waterway”. In recent years, with the gradual saturation of international cruise market and the eastward-moving trend of the center of cruise market, China has become a strategic emerging market with which international cruise lines have been competing. A number of international cruise lines, including Costa Crociere, Royal Caribbean Cruises, Princess Cruises, MSC Cruises, Star Cruises, Norwegian Cruise Line and Dream Cruises, have entered the cruise market in Mainland China.

This publication gives a background to the growth of Chinese tourism in terms of policy decisions, demographics, socio-economic evolution, catchment areas, and market trends,
all of which have a strong bearing on the position that China occupies in the world today as the leading tourism outbound market.