



### Meet the Chinese Tourists

**Chinese travellers are on their way to Europe, are YOU ready to take your share?**

- **Do you want to learn more about the Chinese tourists?**
- **Do you want to access Chinese travel market?**
- **What does travel mean to the Chinese?**
- **When do most Chinese travel?**
- **What Chinese travellers do before and during a trip?**
- **Top 8 tips to win the Chinese!**
- **Learn how to treat and cater Chinese tourists**
- **And much more .....**

#### Contents:

#### **Section 1: Introduction to China**

- Country and population overview
- Geography
- Population
- Language and ethnic groups
- Administrative Divisions
- Infrastructure and communications
- Political system
- International trade

#### **Section 2: China tourism historical background**

- A young industry
- Approved destination system
- Trends and current regulation

#### **Section 3: Foundations and how to read today's market**

- The holiday system
- Travelling: a social tool
- Perceptions and expectations

#### **Section 4: The demand: Chinese customers**

- The outbound travel market
- Profile of the Chinese outbound traveller



- Client segmentation
- Where Chinese travellers form their opinions
- What do Chinese travellers value
- Outlook and forecast

### **Section 5: The supply chain: market players**

- Historical evolution of the Chinese tour operators
- The market players
- The challenges of working with Chinese tour operators
- The online market and travel agencies

### **Section 6: Market Realities**

- Opportunities and challenges
- Doing business with the Chinese
- The Chinese media and tools for promotion
- Current prospects

### **Section 7: Working with the Chinese Market**

- Background and methodology
- Destinations and products offered
- Europe's image in China
- Selling Europe and Cyprus

### **Section 8: Practical advice**

- Establish partnerships with local agencies
- Use the internet to reach your customers
- Use the Chinese language to communicate with the public

### **Section 9: Useful information**

- Relevant exhibitions and trade fairs
- Institutions and industry associations
- Top 10 travel agencies in China
- Popular tourism-related websites

### **Section 10: Case studies**

- Travel products that become a major trend in the Chinese market

### **Section 11: How to treat Chinese tourists**



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- Preparation: make sure you are ready to receive the Chinese tourists, language, etiquette, food and other services
- Market intelligence: get a lot of information available, the development of business plans
- Prepare information for visitors: visa and related materials

### Section 12: Learn Chinese to cater Chinese tourists

- How Chinese characters are made?
- How to pronoun Chinese words?
- First words
- Welcome!
- How do you do?
- What's your name
- Chinese names
- How to address Chinese people?
- Chinese food: various styles
- Place settings
- Chopstick usage
- Table manners for inviting guests
- Etiquette
- Shopping and hobbies
- Useful phases