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TOURISM DEVELOPMENT IN CHINA

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Tourism in China has greatly expanded over the last few decades since the beginning of reform and opening. The emergence of a newly rich middle class and an easing of restrictions on movement by the Chinese authorities are both fueling this travel boom. China has become one of the world's most-watched and hottest inbound and outbound tourist markets. The world is on the cusp of a sustained Chinese tourism boom.

Key words: tourism, international business, global business, development.

China has a large number of wonderful tour destinations including delicate water towns, imposing imperial palaces, splendid national cultural heritage and colorful folk custom. It will take years to visit all of these attractions, but it is fairly easily to tour the top attractions. Over years, Travel China Guide has handpicked many tour itineraries to cover these highlights throughout the country. China has a large number of wonderful a tour destinations including delicate water towns, imposing imperial palaces, splendid national cultural heritage and colorful folk custom With the start of the new millennium, China's inbound tourism volume is expected to increase even further. This prediction is based on three major principles:

- (1) China joining the World Trade Organization,
- (2) China becoming a center of global business,
- (3) The 2008 Beijing Olympic Games.

When China joined the WTO in 2001, travel restrictions in the country were relaxed further. The WTO reduced formalities and barriers for cross-border travelers, and global competition helped cut costs. These changes additionally enhanced China's position as a country for financial investment and international business. The rapidly developing business environment has helped the tourism industry prosper. Many businessmen and entrepreneurs often visit popular sites while on their business trips [1].

It is no longer uncommon to see the country on the cover of a Lonely Planet or Frommers. Travel memoirs about the Middle Kingdom are on bookstore shelves everywhere, and travelers from all over are now able to share personal photo of their Asian adventures with the world. It is not surprising that the tourism industry would thrive so well in China. The country is filled with endless wonders. From the Great Wall to the Terracotta Army, and from sprawling mountain valleys to

neon metropolises, there is something here for everyone. Forty years ago, no one could have ever predicted how much wealth this country was capable of generating. Chairman Mao certainly didn't see it. And he definitely did not foresee the irony that preceded his death. It is amusing how the man who detested tourism would one day become a tourist attraction, as a preserved body on display for capitalistic gains.

The fast development of China's transportation infrastructure provides wide-ranging travel for domestic and overseas tourists. Throughout China a great many hotels and restaurants have been constructed, renovated or expanded to satisfy all levels of requirement, and there are now 9,751 hotels with star ratings. All large or medium-sized cities and scenic spots have hotels with complete facilities and services for both domestic and international visitors.

China currently has 1,364 international travel agencies, 249 of them located in Beijing, Shanghai, Tianjin and Chongqing. On June 12, 2003, the China National Tourism Administration and the Ministry of Commerce jointly issued Interim Regulations on the Establishment of Foreign-funded or Wholly Foreign-owned Travel Agencies. On July 18, 2003, the China National Travel Administration approved the registration of JALPAK International (China) Ltd. as the first wholly foreign-owned travel company to enter China's tourist market. The company has started operations in Beijing, mainly handling Japanese tourism in China. On December 1, 2003, TUI China Travel Company was formally established in Beijing – the first overseas-controlled joint venture in China's tourism industry. The controlling party is Martin Buese China Limited and TUI Europe's largest travel group. Their Chinese partner is China Travel Service that has a network of over 300 local offices [1].

As a whole, China inbound tourism slipped slightly in 2014 compared with 2013. There were 128.4983 million overseas tourists, of which 55.622 million stayed overnight in China, decreased by 0.45% and 0.11% respectively compared with 2013. The total foreign exchange income was USD 56.913 billion.

Overseas Tourist Arrivals in 2014 [1]

	2014 (million)	2013 (million)	Growth (%)
Total Tourist Arrivals	128.4983	129.0778	-0.45
Foreign Tourists	26.3608	26.2903	0.27
From Hong Kong	76.1317	76.8846	-0.98
From Macau	20.6399	20.7403	-0.48
From Taiwan Province	5.3659	5.1625	3.94
Total that stayed overnight	55.622	55.6859	-0.11
Foreign Tourists	20.8127	20.8071	0.03

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From Hong Kong	25.8745	26.0759	-0.77
From Macau	4.2075	4.2297	-0.52
From Taiwan Province	4.7274	4.5732	3.37
International Tourism Receipts	56.913 billion USD	51.664 billion USD	10.16

Overseas Visitors By Geographic Area Foreign Visitors

In 2014, 26.3608 million foreigners visited China of which 20.8127 million stayed at least one night, increases of 0.27% and 0.03% respectively compared with 2013. The revenue from foreign tourists, also up 9.84%, totaled USD 35.126 billion. Asian visitors still composed the largest share of foreign tourists. There were 16.3615 million visitors from Asia comprising 62.07% of the total. South Korea still sent the most tourists to China, 4.1817 million.

The next largest share was from Europe which had a total of 5.4841 million visitors, accounting for 20.8% of the total. Next was the American market, making up 11.78% with a total of 3.1065 million visitors. The fourth largest was the Oceanian market with 0.8101 million, constituting 3.07%. Finally, there were 0.5969 million visitors from Africa, accounting for 2.26%.

Analyzed from the perspective of traveling purpose, most visitors, 8.9299 million or 33.88% came to China for sightseeing/leisure. The second largest group was those who came for meeting/business, totaling 5.3957 million and accounting for 20.47%. Analyzed by age, the majority, 45.91% or 12.1024 million individuals, were ages 25-44; followed by those aged 45-64, who totaled 9.61 million and accounted for 36.46%

Top 18 tourism source countries			
Order	Country	Number of Tourist Arrivals (Unit in 10,000 persons)	Growth over the same period of 2013(%)
1	South Korea	418.17	5.4
2	Japan	271.76	-5.6
3	United States	209.32	0.4
4	Russia	204.58	-6.4
5	Vietnam	170.94	25.2
6	Malaysia	112.96	-6.4
7	Mongolia	108.27	3.1
8	Singapore	97.14	0.5
9	Philippines	96.79	-2.9
10	India	70.99	4.9

11	Australia	67.21	-7.1
12	Canada	66.71	-2.5
13	Germany	66.26	2.1
14	Thailand	61.31	-5.9
15	United Kingdom	60.47	-3.2
16	Indonesia	56.69	-6.4
17	France	51.70	-3.1
18	Kazakhstan	34.36	-12.7

Market of Hong Kong, Macau and Taiwan. In 2014, 76.1317 million residents of Hong Kong traveled to the mainland, a reduction of 0.98% compared with 2013, and 25.8745 million of them stayed overnight, a decrease of 0.77%. The revenue from Hong Kong tourists in 2014 was USD 11.523 billion, 10.28% more than in 2013. Although decreased a little, Hong Kong remained China's largest source of tourists.

20.6399 million people from Macau visited the mainland spending USD 3.344 billion, decrease of 0.48% and increase of 12.24% respectively. Among Macau visitors, 4.2075 million stayed at least one night on the mainland, a 0.52% decrease.

There were 5.3659 million visitors from Taiwan and 4.7274 million of them stayed overnight, increases of 3.94% and 3.37% respectively. They spent USD 6.920 billion, an increase of 10.62% [2].

By November of 2014 China's yearly outbound tourists reached 100 million for the first time, a milestone in China's outbound tourism. In the whole year, the outbound tourists reached 107 million, an increase of 19.49% over 2013. In the first ten months of 2014 other countries in Asia received most Chinese visitors, 85.42 million, an increase of 16.1%, compared with the same period in 2013. There are several reasons: cultural differences are relatively few; travel costs are lower; transportation is more convenient and short-distance travel requires only short and more flexible holidays. Among the Asian regions Hong Kong was the favorite destination by mainland visitors, with Macau the second favorite. Together they received about 70% of mainland outbound visitors in the first ten months of 2014. Following Asia was Europe, receiving 3.43 million Chinese visitors, an increase of 10.4%. Africa surpassed America and received the third most Chinese visitors, reaching 2.69 million, an increase of 93.2%. America dropped to fourth, but still received 2.63 million, an increase of 14.8%. The last was Oceania, welcoming 1.09 Chinese, an increase of 21%.

Chinese visitors made great contributions to the development of outbound destinations in many aspects during the year, including hotels, restaurants, attractions, airlines and retails. The destination countries also adopted new policies to attract the Chinese, such as decreasing visa fees, simplifying visa applications, oper-

ating more international flights to China and employing Chinese tour guides and salespersons. However, as more and more Chinese traveled abroad, discussions about bad behaviors of Chinese tourists got hotter. We hope that Chinese visitors behave themselves in foreign countries/ regions and pay respect to local culture and customs. At the same time we also hope that local people show more understanding and forgiveness of any improper behaviors by Chinese, caused by different habits and cultural differences. Trend of China Outbound Tourism in 2014 the outbound tourism turned into a stable growing period from the previous explosively growing period. The origin of travelers is not limited to the first tier cities in developed eastern areas any more, but also second and third tier cities in middle and western China. Traveling abroad is enjoyed not only by officials and the elite class any more, but also by common people. Fewer Chinese traveled abroad for shopping, while more traveled to experience different cultures and appreciate different scenery. A large number traveled by themselves. Outbound Tourism by Travel Agencies. In the first three quarters of 2014, travel agencies organized 1,1759,000 visitors to foreign countries, an increase of 9.47% over the same period in 2013. Among them, 80% went to other Asian destinations. Top 20 Outbound Destinations by Travel Agencies in First Three Quarters of 2014[2]:

Destinations	Number of Chinese Mainland Tourists
Hong Kong	5,370,884
South Korea	3,546,921
Thailand	2,884,539
Taiwan	2,671,350
Macau	2,434,431
Japan	1,394,203
Singapore	990,159
Malaysia	677,836
Indonesia	646,048
France	619,294
United States	553,846
Italy	497,453
Vietnam	440,683
Switzerland	436,771
Australia	413,333
Germany	397,611
Russia	354,065

United Kingdom	239,967
New Zealand	222,566
Philippines	218,010

The Sizes of Travel Services and Their Business Statistics in Quarter Three: According to China National Tourism Administration, there were 26,583 travel agencies in mainland in the third quarter of 2014 and 25,900 of them submitted operating figures. In the quarter, they organized 41.9403 million and received 46.9332 demotic visitors, increased by 4.24% and 2.46% compared with the same period of 2013. The number of outbound visitors organized by agencies was 11.759 million, increased by 9.47%. The number of inbound visitors reached by agencies was 4.0761 million, decreased by 8.47% [3].

The Sizes of Star Hotels and Their Business Statistics in 3Rd Quarter of 2014 in the third quarter of 2014, 12,611 star-rated hotels (about 93.36% of all star hotels in the database of China National Tourism Administration) submitted operating data and 11,727 are under operation. Among all the 11,727 operating ones, 134 are one-star rated, 2,748 are two-star rated, 5,659 are three-star rated, 2,427 are four-star rated, and 759 are five-star rated. Their total revenue was CNY 54.816 billion: 40.43%, which was CNY 22.162 billion was from affiliated restaurants; and 47%, CNY 25.764 billion was from the rooms. Their average room rate was CNY324.40/room/night; average occupancy was 58.31%; the revenue per available room was CNY 189.16/night, and the revenue per room was CNY 34407.29.

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