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China Cultural Information and Training Resources for Tourism Operators

TOURISM
& EVENTS
Queensland



Cultural Overview of China and the Chinese Traveller

Why are Chinese visitors so important to Queensland?

China is Australia's fastest growing and most valuable inbound tourism market. Chinese visitors are expected to spend up to 13 billion a year by 2020¹.

Chinese visitors accounted for 18.8 per cent of all visitors to Queensland in the year to June 2018, worth AUD 1.32 billion YE June 2018 to Queensland's economy². China's economic boom means there's an increasingly wealthy and internationalised middle-class with money to spend on travel.

In world terms, Chinese travellers made more than 131 million overseas trips in 2017 and continue to lead global outbound travel in terms of expenditure³.

Why do Chinese visitors come to Queensland?

Chinese visitation to Queensland has grown strongly with expenditure up 19.4 per cent and visitation up 14.2 per cent in the three years ending December 2017.

While historically most Chinese visitors travelled to Queensland in groups, the number of free independent travellers (FIT) from China has seen a steady increase with 48% of Chinese visitors surveyed identified as FIT travellers⁴.

The main motivators for Chinese visitors to travel are world-class nature, good food and wine, spectacular coastal scenery, safety and security, and value for money.

While Australia was the ninth most visited destination by Chinese travellers in 2016, the high value Chinese traveller ranks Australia as the number one destination for consideration of long haul travel in the next two years⁵.

Some basic China statistics

ONE IN FOUR PEOPLE
IN THE WORLD LIVE IN CHINA



It is the world's most populated country with **1.39 BILLION RESIDENTS**⁶

China is extremely diverse **GEOGRAPHICALLY**. In the west, it adjoins the world's **HIGHEST MOUNTAIN**, ranges to **TROPICAL** IN THE SOUTH and **SUBARCTIC** IN THE NORTH



CHINA IS ONE OF THE **BIGGEST COUNTRIES**
IN THE WORLD



AND IT IS AUSTRALIA'S **NUMBER ONE** TRADING PARTNER, WITH 40 YEARS OF DIPLOMATIC TIES¹³



of international students **CURRENTLY STUDYING** in Australia are from China.¹⁴

By the end of 2017, over **1.4 MILLION** Chinese nationals will have studied abroad as international students.¹⁵

MORE THAN **160 CITIES** IN CHINA HAVE A POPULATION OF **ONE MILLION+**



SHANGHAI = **24M**

BEIJING = **19M**

GUANGZHOU = **14.5M**

SHENZHEN = **12M**⁷

CHINA IS THE WORLD'S **SECOND LARGEST ECONOMY**¹¹



THEY ARE THE **LARGEST EXPORTER** AND THE **SECOND LARGEST IMPORTER**

OF GOODS IN THE WORLD, WITH A WEALTH OF NATURAL RESOURCES TOO¹²

Over the next decade, the population of China's middle class will **GROW** from its current **150 MILLION** to about

400 MILLION⁸



CHINA IS INCREASINGLY URBANISED

In 2011, the number of people living in cities topped those in rural areas for the first time.

60% OF THE POPULATION

live in a 1,000km wide strip along the coastline.⁹



For centuries China was a **LEADING CIVILIZATION** outpacing the rest of the world in the arts and sciences.



It has arguably the **WORLD'S LONGEST CONTINUOUS CIVILISATION** with **5,000 YEARS OF RECORDED HISTORY** plus strong philosophies, traditions and values, many still important today.

In China, there are more than

\$\$\$ ONE MILLION \$\$\$
MILLIONAIRES

The average age is 39, **MAINLY MALE** with an average of **THREE CARS**, **FOUR LUXURY WATCHES** and go on **THREE INTERNATIONAL TRIPS A YEAR**¹⁶



CHINA IS THE **LARGEST SMARTPHONE MARKET** IN THE WORLD¹⁰

Nearly **40%** of people in China use the internet, particularly via mobile phones.



Key cultural background to understanding Chinese visitors

The most important thing is to remember that with such a diverse and populated country, people's experiences and aspirations can be very different. The following points are to assist the Queensland tourism industry understand Chinese visitors.

Pride in Chinese Culture

Chinese people take great pride in their country's long and rich culture, history, way of life and socio-political situation. Various religions and philosophies, such as Buddhism and Taoism, have influenced society with Confucianism the constant nucleus of Chinese culture.

Over the past 60 years, China's cultural orientation changed dramatically. The People's Republic of China was established on 1 October 1949, after two decades of civil and international wars. Its founding father was Mao Zedong who converted China into a single party socialist state. It is still the world's largest and most powerful one-party regime.

Economic planning is central to its rule, with the country guided by a series of Five Year Plans. After a series of reforms in 1978, the country has been modernised and has been the fastest growing economy in the world with huge but uneven growth depending on where people lived. It achieved this by producing manufactured goods very cheaply and via its central planning, ploughing massive amounts of money into its extensive and high-speed rail, ports, factories and skyscrapers. Anyone who saw the 2008 Olympic Games in Beijing or Expo 2010 in Shanghai would have noticed the ultra- modern skylines of modern China.

With the rise in capitalism, business men and women have led the growth of a large middle-class resulting in a boom in all consumer goods, particularly luxury items from cars to watches and high-end fashion.

Travel is increasingly important and Chinese travellers are reported to spend 28% of income on international trips, with millennials the big spenders, allocating 35% of their income.¹⁷



Regional variations

China is a huge, multi-racial, multi-cultural, multi-religious society. While the Han racial group make up 94 per cent of the total population and dominate consumer patterns, there are 56 racial groups across the country with different tastes and preferences.

The coastal regions of China are more industrialized, while inland regions are less developed. So not unreasonably, regional differences can be vast. For example, Beijing consumers tend to be more conservative than those from the south, are generally well-informed and quality-conscious. Those from Guangdong – home to many millionaires – tend to be more entrepreneurial and often open to more adventurous travel. Guangdong consumers enjoy spending on expensive food and liquor while those in Shanghai spend more on fashion and personal healthcare products.

The role of the family

The Chinese place great importance on the family, group, consensus, and surface harmony. Chinese culture stresses respect for the old and care for the young, acknowledging the influence of previous generations and the legacy they've created.

For more than 30 years, there has been a one-child policy affecting a lot of the country, so these children tended to grow up with even more attention. They are now part of this burgeoning middle class who enjoy spending money.

Status and Face

Status is important, particularly to older Chinese, and relationships between those of different economic positions or roles are usually more formal.

The concept of 'face' has a strong influence on Chinese interpersonal relationships. 'Face' or mianzi is the regard in which a person is held by others. Preserving 'face' or self-esteem and recognition of others' status, title/ position or prestige is vitally important to Chinese people.

When a Chinese person's reputation or prestige is enhanced, they gain 'face'. If the person is not treated with respect or is insulted in some way, they can lose 'face.'

When addressing Chinese travellers it is important to show respect and address the person of highest rank. Very generally speaking, the highest ranking person will be the eldest in the party and usually male. Be aware that a person translating for a group may not be the leader.

The concept of 'face' also influences many consumers to buy prestigious brand names to show their level of success and prestige.

Confucius says...

Confucius (c.551BCE - c.479BCE) was a renowned Chinese teacher and social philosopher who has deeply influenced life and thinking in China— and elsewhere. He promoted respect, kindness, and positive social and family values.

Here's a quote from Confucius that can be used to welcome Chinese visitors:

How delighted I am (we are) to have friends coming from afar (or in other words: Isn't it a joy to meet friends from afar?)

Yǒu péng zì yuǎnfāng lái, bú yì lè hu? 有朋自远方来, 不亦乐乎?





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- 7 /9** National Bureau of Statistics of People's Republic of China
- 8** Boston Consulting Group forecast
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This document is part of Tourism and Events Queensland's suite of China Cultural Information and Training Resources for Tourism Operators. For more information, including the opportunity to hear pronunciations of common greetings, see queensland.com/china

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Tourism and Events Queensland

GPO Box 328, Brisbane, QLD 4001, Australia

T: 61 7 3535 3535

E: reception@queensland.com

teq.queensland.com



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