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Tourism

Wolfgang Georg Arlt (ed.)

COTRI Yearbook 2012

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China is developing into the biggest international tourism source market in the world. China Outbound Tourism Research Institute (COTRI) presents in the 2012 edition of its yearbook articles from international tourism scientists and practitioners working with the Chinese outbound market. As Chinese are travelling to varying destinations, the Yearbook 2012 covers a number of different geographical regions, from France, Spain, Switzerland and Germany in Europe to East Africa and Taiwan. Important Chinese visitor activities and segments are analysed, including the shopping behaviour of package and self-organised travellers and geographical distribution pattern of first-time and regular visitors. The book deals with the importance of Chinese visitors in several destinations and with successful forms of marketing both from governments and from the private sector – including social media marketing. COTRI Yearbook 2012 offers research results with a strong focus on practical application. Therefore, it is an important source of information for students and researchers as well as for practitioners all over the world.

Contents: Wolfgang Georg Arlt: The Second Wave of China's Outbound Tourism. Introduction to the COTRI Yearbook 2012 – Benjamin Taunay: The Evolution of the Chinese Tourist Mobility in France – Daniel Tomas Gaimundiz: Chinese Tourism in Spain. Background and Perspectives – Julie Cartwright: The Chinese Economic Expansion. Opportunities and Threats from a Swiss Perspective with Special Focus on the Tourism and Leisure Industry – Sandra Rwese: Tourism Income Mix. The Role of Chinese Tourists in Kenya's Hospitality Renaissance – Jane Jingxian Zhang Rice: Tourism between Mainland China and Taiwan. A Political Perspective – Lindsay Brown & Qian Liangying: Shopping Behaviour of New Chinese Tourists. Focus on the German Retail Market – Anders Ellemann Kristensen: Chinese Social Media and Travelling. An Inquiry into the Use of Chinese Social Media in Relation to Selling and Promoting High-end Travel Products

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