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Chinese outbound tourism as a form of diplomacy [Texto impreso]/ Tony S.M. TSE

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 156-158 : 41 refs.

Abstract: In China, outbound tourism is a manifestation of soft power and is inextricably linked with politics. The Chinese government is seen to be exercising control and influence in shaping its outbound tourism development so that tourism is developed in line with the country's political agenda. To comprehend China's outbound tourism, it is as important not only to know the consumer needs and wants, but also to understand the policy and politics. There is ambiguity in China's outbound tourism policy, and it lies not so much in the consumer area but in the politics and how tourism is treated as a form of diplomacy. The policy and politics often pose difficulties and barriers for those destinations that would like to develop the Chinese market. The present paper examines the political roles of Chinese outbound tourism and the impact of politics on tourism, using cases from Hong Kong, Macau, Taiwan, Japan, Korea, Thailand, the Philippines, Indonesia, and Sri Lanka. It was found that China uses outbound tourism to add clout to its soft power in dealing with diplomatic issues in the respective countries and regions.

Tourism planning and development. -- 2013, v. 10, n. 2, may, p. 149-158

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Chinese youth tourists views on local culture [Texto impreso]/ Hilary du Cros and Liu Jingya

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References: p. 202-204 : 48 refs.

Abstract: Research on independent youth tourism in Asia has tended to examine visits to peripheral and exotic destinations rather than to developed, urbanised cities such as Hong Kong. The present research addresses this significant gap, with its principal aim being to increase understanding of independent outbound Chinese tourism, before visa arrangements change and it becomes more widespread outside of the current approved destinations, such as the Hong Kong Special Administration Regions (SAR) of China. The research is also linked to work on the "experience economy", especially within the wider context of globalisation and the changing role of cities and places within the tourist economy. This article investigates the extent to which outbound Chinese independent youth tourists will follow this trend to discover ever deeper cultural experiences of the local culture of host societies, as against imitating current forms of mass sightseeing tourism, albeit in a non-institutionalised form. The study found that both trends were common as well as others in the experiences this group of youth tourists sought of Hong Kong, which has implications for destination planning and marketing of urban destinations further afield that will receive these kinds of tourists one day when visa arrangements have changed.

Tourism planning and development. -- 2013, v. 10, n. 2, may, p. 187-204

3**Oriental and occidental approaches to complex tourism systems [Texto impreso] / Rodolfo Baggio**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 225-227 : 73 refs.

Abstract: This paper examines the methodological approach to the study of complex tourism systems and how they evolved. In particular, the need for a systemic holistic view is called for, and is considered more suitable than traditional reductionist approaches in providing meaningful insights. In examining complexity theories, a parallel with oriental philosophies and world views is made. It is argued that in a new globalized epoch, cross-fertilization of Eastern and Western thinking styles can promote further development of systems disciplines and be highly beneficial for the understanding of the structural and dynamic characteristics of tourism systems.

Tourism planning and development. -- 2013, v. 10, n. 2, may, p. 217-227

4**Shangri-La and the new "great game" [Texto impreso] : exploring tourism geopolitics between China and India / Kevin Hannam**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 185-186 : 37 refs.

Abstract: This paper investigates how the concept of self-organized travel in China is shaped by travellers' engagement with social media. The investigation reveals some of the dynamics behind travel-related postings on the Internet and how the understanding of the Chinese traveller is deepened. The article is intentionally descriptive, and it presupposes two things. First, that an involvement towards a more advance and sophisticated level of Internet use in China starts around the millennium, and second, that the Chinese reform period had not existed for more than a few years before short distance self-organized travelling within the larger cities became very popular. This form of travelling was often in small groups and centred around local transit hubs. Locals with knowledge about a certain area became self-appointed tour organizers and a self-organized travel phenomenon slowly emerged. This article uses a famous trial from 2006 to exemplify how the bulletin board system (BBS) played a decisive role in creating self-organized travel in China and thus describes how Chinese self-organized travel developed on the Internet. By proving a link between the BBS and self-organized travelling the groundwork is laid for describing how social media and self-organized travel are related. The article follows the concept of donkey friends to show that postings on a BBS were a premature form of social media postings and that the period between the first BBS travel postings and the first Sina blogs can be classified as the origin of an Internet-based travel community in China. The users of these blogs and BBS developed into celebrities who excelled in self-organized travel. They used travelling as a way to distinguish themselves from other bloggers. The article then investigates how social media is used to promote travelling by different agents in the travel market. Again the trendsetting bloggers provide a link between promotion and social media. There will be a short introduction of the statistics on Chinese social media and a prediction of future trends followed by some concluding remarks.

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The characteristics of independent chinese outbound tourists [Texto impreso] / Yixian Xiang

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References: p. 147-148 : 23 refs.

Abstract: The characteristics of independent Chinese outbound tourists are addressed from five aspects: sociodemographic characteristics, motivations, decision-making process, spatial pattern of destinations, and consumer patterns. Comprehensive study methods including a questionnaire, indepth interview and content analysis of online travelogues are adopted to present a distinct profile of these tourists that is generally absent from former research. Key findings are that these tourists could be categorized as middle class in China and their main motivation remains sightseeing, followed by leisure/holiday and business. "Doing homework" is a seemingly indispensable matter for them to make decisions. The macro spatial pattern is changing with more optional destinations, and the micro spatial pattern distinguishes them from group tourists. Their consumer modes are categorized as frugal, hedonistic and mixed.

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The increasing mobility of chinese repeat visitors to France [Texto impreso] / Benjamin Taunay

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References: p. 216 : 26 refs.

Abstract: This paper examines the characteristics of Chinese tourist repeat visits to France. The focus is on the different ways these Chinese tourists acquire mobility skills, pointing out the social profiles and trajectories of such individuals. This approach brings both an empirical and theoretical contribution—as modest as it is—to the definition of the concepts of social capital and mobility skills applied to Chinese tourists. The analysis of social trajectories is based upon a corpus of ten tourists interviewed biographically, which corresponds to three ideal types determined from interviews with influential operators in the field, the really active fringe of accredited agencies to welcome Chinese tourists in France. As in other countries, we can observe that Chinese international tourists individualize their tourist practices when progressively expanding their mobility skills. While all of them were visiting the French territory in groups until very recently, some Chinese tourists are now discovering France on a more individual mode and are venturing outside traditional tourist haunts.

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The second wave of chinese outbound tourism [Texto impreso] / Wolfgang Georg Arlt

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References: p. 133 : 19 refs.

Abstract: This introductory paper attempts to show a few aspects of the universal task tourism scientists and tourism practitioners alike are facing, to better understand the new world champions of travel. For tourism scientists the challenge is to understand tourism forms which are not based on Western ontologies, values and consumption patterns, and which are no longer fringe elements. The second wave of Chinese outbound tourism offers increased opportunities for destinations and tourism service providers in off the beaten track destinations to get a share of the Chinese outbound source market. However, they will have to make sure that their product is adapted to the special needs and expectations of this new kind of Chinese guest and that their staff are prepared to welcome these global yet patriotic travellers.

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Travel and social media in china [Texto impreso] : from transit hubs to stardom / Anders Ellemann Kristensen

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References: p. 177 : 8 refs.

Abstract: This paper investigates how the concept of self-organized travel in China is shaped by travellers' engagement with social media. The investigation reveals some of the dynamics behind travel-related postings on the Internet and how the understanding of the Chinese traveller is deepened. The article is intentionally descriptive, and it presupposes two things. First, that an evolvment towards a more advance and sophisticated level of Internet use in China starts around the millennium, and second, that the Chinese reform period had not existed for more than a few years before short distance self-organized travelling within the larger cities became very popular. This form of travelling was often in small groups and centred around local transit hubs. Locals with knowledge about a certain area became self-appointed tour organizers and a self-organized travel phenomenon slowly emerged. This article uses a famous trial from 2006 to exemplify how the bulletin board system (BBS) played a decisive role in creating self-organized travel in China and thus describes how Chinese self-organized travel developed on the Internet. By proving a link between the BBS and self-organized travelling the groundwork is laid for describing how social media and self-organized travel are related. The article follows the concept of donkey friends to show that postings on a BBS were a premature form of social media postings and that the period between the first BBS travel postings and the first Sina blogs can be classified as the origin of an Internet-based travel community in China. The users of these blogs and BBS developed into celebrities who excelled in self-organized travel. They used travelling as a way to distinguish themselves from other bloggers. The article then investigates how social media is used to promote travelling by different agents in the travel market. Again the trendsetting bloggers provide a link between promotion and social media. There will be a short introduction of the statistics on Chinese social media and a prediction of future trends followed by some concluding remarks.

Tourism planning and development. -- 2013, v. 10, n. 2, may, p. 169-177

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**Under control performing chinese outbound tourism to Germany [Texto impreso] /
Rainer Fugmann and Berenice Aceves**

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References: p. 167-168 : 35 refs.

Abstract: It is perceived as common knowledge that tourism is somehow the opposite of the mundane, that the concepts of everyday life and those experiences far away from home do not overlap at all. This article aims to question this very notion, articulated through modern "Western" liberal ideas, values, and paradigms. Through a wide range of qualitative fieldwork results and an in-depth literature review, the authors examine the structures and the framework of Chinese outbound tourism, as well as the behaviour of Chinese outbound tourists. It was found that Chinese outbound tourism is especially prone to connectedness with daily realities back home in several ways. By identifying three different layers of control, the authors stress that tourism cannot be simplified just to the concept of a counter-world to the mundane.

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