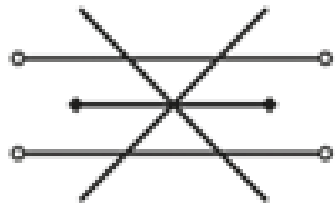


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# Ilja Kok, MSc

Lecturer  
& documentary filmmaker



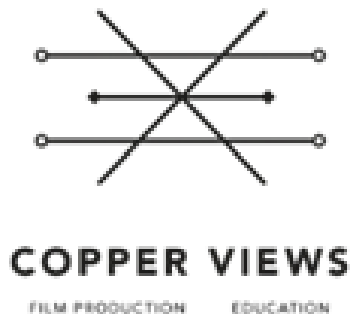
**COPPER VIEWS**

FILM PRODUCTION    EDUCATION



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Documentaries about:  
  
intercultural encounters  
within a tourism context  
  
suitable for education.



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# Documentaries & Education / learning

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Easier  
provoke  
creativity  
/solutions

Challenge  
multiple  
perspectives

Give greater  
room to more  
personal  
perceptions

With the ultimate goal:

**A better mutual  
Understanding**

NI HAO



HOLLAND

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# CHINESE TOURISTS ARE MAKING HEADLINES EVERYWHERE

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**Chinese tourists**  
*Coming to a beach near you*  
**How the growing Chinese middle class is changing the global tourism industry (The Economist, April 19, 2014)**

China's growing middle class is splashing record amounts of cash on foreign holidays, boosting economies as far apart as Japan and Iceland (CNN Money, March 21, 2016)

**Chinese tourists go on shopping sprees (Deutsche Welle, March 30, 2017)**

Number of Chinese tourists visiting UK soars nearly 40%. (Guardian, 27 January 2016)

Direct flights between China and Ireland set to boost tourism (Irish Times, April 24, 2017)

Chinese tourists top global spending league (Travel Weekly, April 13, 2017)

# OUTBOUND TOURISM FROM CHINA

Year	Outbound trips (millions)
2001	12.1
2002	16.6
2003	20.2
2004	28.9
2005	31.0
2006	34.5
2007	40.9
2008	45.8
2009	47.7
2010	57.4
2011	70.3
2012	83.2
2013	98.2
2014	109
2015	120
2016	135

**<10%**  
of Chinese  
population,  
indicating the  
enormous  
potential of  
this market

2001-2012: National Bureau of Statistics of China (2013). China Statistical Yearbook 2013

2013: China Daily (9 January 2014), 2014

[www.chinadaily.com.cn/china/2014-01/09/content\\_17224806.htm](http://www.chinadaily.com.cn/china/2014-01/09/content_17224806.htm)

2014-15:

[www.forbes.com/sites/profdrwolfganggarlt/2016/01/01/2016-chinas-outbound-tourism-moving-on-to-change-the-world-of-tourism/#1365652a50df](http://www.forbes.com/sites/profdrwolfganggarlt/2016/01/01/2016-chinas-outbound-tourism-moving-on-to-change-the-world-of-tourism/#1365652a50df)

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# free on-line European course offering insights into the incoming Chinese tourist market

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knowledge  
clips &  
assignments

visual stories

case  
studies &  
best  
practices

reading  
materials

interviews  
Chinese  
tourists &  
others

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# TOPICS

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- Chinese tourism: development, current trends, future outlook;
- Chinese tourists: different generations of Chinese travellers that increasingly visiting Europe;
- Chinese social media and tourism: targeting the Chinese market;
- Mutual understanding: cross-cultural differences in tourism & hospitality (EU - China)';
- New (visual) understandings of Chinese tourists and their expectations and preferences;
- Best practices and case studies: learning from European entrepreneurs who are successful on the Chinese outbound market;
- Practical tips for providing hospitality to Chinese visitors;
- Tools for European entrepreneurs to attract Chinese tourists;
- Practical insights for creating better experiences for Chinese tourists;
- A network to connect entrepreneurs and other people all over Europe with interests in incoming Chinese tourism to learn from each other



# AIMS

creating a better understanding of Chinese incoming tourists, in order to offer them better hospitality

providing European entrepreneurs with some practical tools to attract Chinese tourists

offering insights into creating experiences for Chinese tourists

and hereby attracting more -and more satisfied- Chinese tourists to the European market

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# TARGET GROUP

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Europeans employed in the hospitality, leisure and tourism industries as well as entrepreneurs and students in these fields

a FREE, easily accessible and visually attractive way to get acquainted with and increase knowledge of Chinese tourists and Chinese tourism

hands-on solutions to satisfy the specific needs of Chinese tourists in Europe

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# supported by

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- ECTAA – The European Travel Agents' and Tour Operators' Associations
- ETOA – European Tourism Association
- HSMAI Region Europa, Hospitality Sales and Marketing Association
- HOTREC
- EFCO&HPA – European Federation of Campsite Organisations and Holiday Park Associations
- AccorHotels Group, France
- Estonian Hotel and Restaurant Association, Estonia
- Dutch Federation of Travel Organizations, The Netherlands
- Dania Academy of Higher Education, Denmark
- Haaga-Helia University of Applied Sciences, Finland
- Multidimensional Tourism Institute, Rovaniemi, Finland
- European Travel Commission, Brussels
- Efteling Theme Park, The Netherlands
- Innoguide
- Eindhoven365, The Netherlands
- China Southern Airlines
- Confturismo Italia, Italy
- Eurogites – European Federation of Farm & Village tourism
- ETTSA - European Technology and Travel Services Association