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LOYOLA UNIVERSITY CHICAGO

TOURISM IN CHINA:
POLICIES, ORGANIZATION, AND EDUCATION

A THESIS SUBMITTED TO
THE FACULTY OF THE GRADUATE SCHOOL
IN CANDIDACY FOR THE DEGREE OF
MASTER OF ARTS
DEPARTMENT OF EDUCATIONAL LEADERSHIP AND POLICY STUDIES

BY
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LIST OF ABBREVIATIONS

<u>BTT</u>	<u>Bureau of Travel and Tourism</u>
<u>CA</u>	<u>Air China</u>
<u>CITS</u>	<u>China International Travel Service</u>
<u>CTS</u>	<u>China Travel Service</u>
<u>CYTS</u>	<u>China Youth Travel Service</u>
<u>DPLE</u>	<u>Department of Personnel, Labor and Education</u>
<u>GATT</u>	<u>General Agreement on Tariffs and Trade</u>
<u>NTA</u>	<u>National Tourism Administration</u>
<u>NTO</u>	<u>National Tourism Organization</u>
<u>PRC</u>	<u>People's Republic of China</u>
<u>WTO</u>	<u>World Tourism Organization</u>

INTRODUCTION

For three decades (from 1949-1979) most travelers were restricted from visiting the People's Republic of China (PRC). Since the 1980s, China has become the unlikely "hot" destination for tourism. This thesis will explore the factors that led to this tourism boom.

The thesis will examine the political evolution of Chinese tourism policy and its organization. It will also assess the political and developmental implications of the current structuring of tourism in the PRC.

This thesis will explore the development of tourism programs and curricula at various levels of education in China, particularly training programs of tour guides who are able to provide services that meet high standards. This thesis will further discuss characteristics of the tour guide, his or her qualifications, and the major role of Chinese tourism. Meanwhile, from my own experience, working as a tour guide for Westerners in China and a tour guide for Chinese in America, I will describe tourism in China, and comment on travelers in terms of their style, taste, and preference.

China has the longest continuous historical and cultural tradition of any country on earth. The civilization which took shape in the Yellow River Valley of North China in the second millennium B.C. eventually came to dominate all of East

Asia, including Japan, Korea, and Vietnam. What attracts so many tourists to China? The mysterious and inscrutable Orient? The pleasure of Bruce Lee movies or Chinese food? The magnetism of a newly opened country? The challenge of a different culture? The empathy for a "serve the people" ideology? The curiosity about Chinese culture? No one can say what combination of interests, desires of status, feelings, or intellectual curiosity conditions foreigners to want to visit the People's Republic of China.

After being closed for almost 30 years the Middle Kingdom suddenly swung open its big red doors--to the outsider world. In the 1980s China began to attract tourists. The political decisions that have led to this tourism boom illustrate the volatility of Chinese policy-making and the massive re-evaluation of acceptable strategies currently underway. In this thesis I will outline the evolution of Chinese tourism policy and explain why the changes in policy occurred and its probable impact on Chinese developmental goals.

CHAPTER I

EVOLUTION OF CHINESE TOURISM POLICY

Chinese tourism policy from the 1949 establishment of the People's Republic of China (PRC) until 1977 can be summarized as cautious in nature. It appeared--the fewer outsiders the better. This attitude was not unreasonable. For most of the first two decades of the PRC's existence, major tourist-generating countries were unrelievedly hostile to the communist regime. Travel to the PRC was forbidden by the United States and many other western governments. China reciprocated by generally denying entry to most foreigners.

Historically, Chinese governments from the time of Confucius to the era of Mao Zedong have had a policy that foreign access to Chinese society should be limited. This may be a result of xenophobia or a fear of manipulation by outsiders. As Fox Butterfield explains in his brilliant book, *China Alive in a Bitter Sea*, "The very Chinese name for their country, Zhong Guo, is redolent of the antiquity and the pride Chinese feel about themselves", it means "central country", the seat of civilization at the middle of the known world.

In the course of political reform and greater openness,

great changes took place in China's tourism policies in the 1980s. The government discarded its long-standing closed-door policy and become more open to the outside world. China's travel policy has taken several dramatic leaps--mostly in the direction of expansion and easing of restrictions.

Early Years of the People's Republic of China

After the founding of the People's Republic of China in 1949, the Overseas Travel Service (the predecessor of today's China Travel Service) and the China International Travel Service(CITS) were set up to service overseas ethnic Chinese who came back to visit their relatives, as well as foreign travelers, primarily coming from socialist countries. In 1954, CITS was established to shepherd groups of "foreign friends" to a few selected sites. And its major task was to sell tickets of international flights and trains. Although CITS branches were set up in several major cities, tourism of this kind remained essentially a public relations exchange with representatives of a few friendly countries, mainly socialist countries.

In the early 1960s, Premier Zou Enlai visited fourteen of the Asian and African countries. France established diplomatic relations with China. More and more people in the world sought to visit China. In order to enhance the leadership and management of tourism, the China Bureau of

Travel and Tourism, under the State Council, was established in 1963. Still, tourism was scarcely in a "take-off mode," as figures show that, in 1966, CITS still handled no more than 4,500 foreign tourists.

After the PRC was established in 1949, the travel business became a form of special political activity. From the early establishment of travel services shortly after 1949, until the eve of the reform in 1978, tourist activities were nothing more than an activity serving the foreign affairs of China. It typically centered around "people-to-people diplomacy," seeking no economic benefits for the country in any way. Tourism was a means for the young People's Republic to cultivate friends, understanding, and sympathy from the world.

The Great Leap Forward and The Cultural Revolution

The Great Leap Forward(1958-1960)¹ and the Cultural Revolution(1965-1970)² made the expansion of tourism a non-issue. Priorities were elsewhere. The Great Leap Forward of 1958 involved the forced consolidation of rural holding into huge communal entities and forced the development of rural-based industries. Agriculture, first a partner to industrialization, became the primary basis for a new strategy. The sudden and unexpected withdrawal of aid and all Soviet-made equipment in 1960 brought a shift from an emphasis

on large-scale capita-intensive projects to agriculture. Mao, stating the Chinese equivalent of "Pull yourself by your boot straps; we can make it on our own!" led the transformation of the Chinese economy.

During the Cultural Revolution from 1966 to 1970, only 300 to 400 foreigners visited China a year. Although the China Bureau of Travel and Tourism remained, only twelve staff were left in charge of tourism. In that period some Chinese family members who had relatives outside mainland China were considered as possible "spies" and were under strict surveillance. Under such conditions, the expansion of tourism was absolutely impossible.

Early 1970s

In an interview with Edgar Snow in 1970, Chairman Mao said he placed great hopes in the American people and in an atmosphere of developing international cooperation. He arranged with U.S. Secretary of State Henry Kissinger for President Richard Nixon's well-publicized visit to China in 1972. The visit resulted in the Shanghai Communique, which set forth China's stand on Taiwan as a basis for furthering Sino-U.S. relations. The PRC's entry into the UN in 1971, together with US President Nixon's visit, led many countries to establish diplomatic relations with the Chinese government in Beijing.

The Chinese encouraged visits by groups with professional orientations, especially when such visits were designed as "people-to-people" (as opposed to government-to-government) exchanges. Groups were normally organized in a specific professional, civic, or other association. Thus, they were also defined as "affinity groups." The range of people invited has been broad, from academics (university trustees, high school students) to civic organizations (League of Women Voters, Women for International Understanding); from economists (American Economic Association) to scientists (American Federation of Scientists); from museum curators and textbook editors to dairy farmers.

Late 1970s

1978 was a year of great significance for China. In that year, the Chinese Communist Party (CCP) held the Third Plenary Session of its 11th Congress, at which an epoch-making decision was made to shift emphasis from political struggle to economic reconstruction. This was based on the so-called "Four Modernizations" of industry, agriculture, science and technology, and the national defense.³ In addition, the CCP decided to open its door to the outside world. These decisions are often referred to as China's "second revolution" (the first revolution being the Communist victory in 1949). Tourism in China could never have been what it is today

without these historical policy changes.

A national conference on tourism was held in Beijing in January 1978. This conference formalized the new initiatives and unveiled an even more ambitious blueprint for developing tourism. Tourism not only promotes mutual understanding and friendship, but accumulates funds for the splendid plan of the Four Modernizations. In 1978 CITS handled 124,000 foreign tourists, a figure equivalent to the total it had dealt with in the previous twenty-four years of its existence! Between 1977 and 1980 tourist arrivals doubled each year.

1980s to Present

From 1980 to 1985 the growth of tourism averaged 21 percent, slowing to a quite impressive 8.5 percent in 1986. Between 1977 and 1986 there was little doubt that the PRC was making every effort to expand its tourist infrastructure and training capabilities. Crash courses in English and Japanese were set up to meet the needs of guides and for other commercial contacts. By 1987, 10 percent of all Chinese were studying English.

The Third National Seminar on Tourism Economics, sponsored by the Institute of Finance and Trade Economics of the Chinese Academy of Social Sciences in late 1983, was unusual in that problems of Chinese tourism not yet resolved were at least noted and reported and defects in earlier

sanguine approaches were acknowledged. The seminar noted six areas of particular concerns. First the absence of special organizations charged with domestic tourism was deplored, because domestic tourism could be a way of fostering patriotism. Second, the seminar concluded that there was a lack of nationwide coordination and conflicting policies among organizations. Third, the seminar report argued that the government administration of tourism and tourist business operations needed to become more distinct and separate. Fourth, liaison work with overseas organizations was considered too centralized. Fifth, the PRC needed coordinating organizations among administrative areas so that tourist operation, development, utilization, and protection of tourist resources and construction of infrastructure would not be restricted by administrative area. Finally, "the system of personal responsibility within the tourist industry is not fully carried out." The seminar also made a wise decision in recommending that the government concentrate in site development and the environment, where returns are long in coming, leaving the accommodation sector to collectives, individuals, foreigner business, and organizations abroad. The government has, in fact, embarked on a major restoration of the Ming Tomb near Beijing as a part of a large resort complex being built by the Japanese.

There is a new trend in Chinese tourism in 1990s. As incomes have improved and political tensions relaxed in the mid-1980s domestic tourism has flourished. In 1986 there were some 27 million domestic travelers, and that number is expected to double in the 1990s.

More recently, China joined members of the Pacific Asia Travel Association (PATA) to promote the "East Asia Year of Travel" in 1994. These actions, together with other marketing moves, show that China has now embarked on the right tract for tourism development.

NOTES

1. In 1958-1960, the Great Leap Forward was launched, during which the Chinese experimented with indigenous approaches to development and emphasis on local decision making; equalization between the sexes, with former housewives engaging in production; and further collectivization of property through the establishment of rural people's communes. Fredric M. Kaplan, The China Guidebook (New York:Eurasia Press, 1984), 26.

2. The aim of the Cultural Revolution was to struggle against and crush those persons in authority who were taking the capitalist road... and to transform education, literature, and art and all other parts of the superstructure that did not correspond to the socialist economic base, so as to facilitate the solidation and development of the socialist system. Joe Cummings, China (Berkeley: Lonely Planet Publications Inc., 1991), 30.

3. In Spring 1978, China's leadership announced the "four Modernization" program, an economic development strategy that would provide the country with a "powerful socialist economy" by the year 2000. The modernization thrust was to focus agriculture, industry, national defense, and science and technology. Fredric M. Kaplan, The China Guidebook (New York: Eurasia Press, 1984), 38.

CHAPTER II

ORGANIZATION AND ADMINISTRATION OF CHINESE TOURISM

Tourism does not follow a single model for development. Its organization and administration depend on particular national and local needs and circumstances. China has developed its own special tourism organizations and is constantly modifying its organization structures in order to meet the demands of both domestic and international travelers.

Organization of Travel Services

With the rapid growth of tourism in the late 1970s , and a deeper understanding of its significance in the course of reform, the National Tourism Administration of the People's Republic of China (NTA) was set up in 1981 to replace the Bureau for Travel and Tourism (BTT). The NTA became China's principal national tourism organization (NTO) under the direct jurisdiction of the country's State Council. As such, it became entirely independent from the Foreign Ministry. The function of the NTA was different from that of its predecessor. It concentrated on the macro-management of the tourism industry through the development to tourism plans for the whole nation. The NTA was also involved in formulation of

rules and regulations governing tourism, conducting major overseas travel promotions, facilitating state-to-state cooperation, and providing tourism information, education, and training services. Like all other government departments in China, the NTA did not entirely cast off the traditional ways of administration. However, as a new state organ born in the course of reform, it has paid much more attention the economic and legal aspects of administration and to market demands, an international practice in business management. Since the mid-1980s, the business operations (travel arrangements) of the NTA have gradually been separated from its governmental functions. For the most part, travel structures in China today have become corporate entities with their own decision-making power.

At the time when China was still under a strong, centrally-planned economic system with tourism being treated as a political activity, tourist business operations were, as mentioned above, were tightly held in the hands of state organizations. All travel business was monopolized by a handful of centrally-controlled travel services. The First were the China International Travel Service (CITS) and China Travel Service (CTS). These were later joined by the China Youth Travel Service (CYTS). These were known as the "three magnates" of travel services in China. In fact, they were not

independent business operations, but part of the government bureaucracy. Hotel and transport services were also centralized at the national level, with little participation by regional and local entities. But with the deepening freedom and booming tourism of the 1980s, government control has been gradually relaxed. The days when the "three magnates" dominated the travel business are now gone. The NTA classified travel agencies in China as First, Second, and Third Category Travel Agencies. There were 2380 travel agencies in China by the end of 1992. Among those, 170 were entitled to do business directly with overseas tour operators (known as First Category Travel Agencies), 708 were Second, which could cater international visitors, 1500 were Third, which could cater only to domestic tourists.¹

In late August, 1993, the China Tourism Association Consultants Inc. (CTACI) was jointly established in Beijing by the China Institute for Tourism and China Tourism Association to provide tourists with better arrangements. High-ranking scholars and experts from domestic and overseas tourist fields and related organizations were invited to give advice on improving Chinese tourism. Among the major activities are:

1. Guiding domestic and overseas investment in Chinese tourism;
2. Making surveys and appraisals of tourist resources, and designing and manufacturing tourist products;

3. Training high and medium ranking managerial personnel for tourism departments and enterprises;
4. Organizing study by trainees abroad;
5. Offering domestic and overseas tourism information;
6. Providing international tourism conferences with interpretation services in English, French and German Japanese, Russia, Spanish and Arabic;
7. Offering domestic and overseas law consultancy services and providing lawyers to handle law suits involving tourism;
8. Providing consultancy services for development , production, marketing and management of tourist services.

Tourist Categories

There are many categories of tourists on the PRC, with separate policies and organizations for each category.

1. The First Category

The first category of tourist is the foreign, non-Chinese tourist whose visit falls under the auspices of the China International Travel Service. Tourists in this category constitute the most rapidly increasing element in Chinese tourism. They also are the ones targeted for bringing in foreign exchange. Consequently, most of the tourist infrastructure development is directed at this group. Since this category consists primarily of the affluent and experienced middle-aged traveler, this is a group with high

comfort expectations and few proletarian sympathies.

2. The Second Category

The second category consists of Chinese living in Hong Kong, Taiwan, and Macao. The PRC considers each of these places an integral part of China proper and officially refers to their citizens as "compatriots". However, none of the three compatriot places has experienced direct rule under the communist government of China. Indeed, they have often represented the very antithesis of the political and economic policies of the PRC. While significant visa differences do exist, compatriot Chinese who visit the PRC experience similar border formalities as do other visitors. There are two major types of compatriot Chinese: those from the British colony of Hong Kong and the Portuguese colony of Macao, and those from the ROC on the island province of Taiwan.

3. The Third Category

The third tourist category is the overseas Chinese, which refers to ethnic Chinese who live beyond the areas claimed as territory by the PRC. Overseas Chinese reside on every continent, although the vast majority are in Southeast Asia, followed by North America. (Table 2.1)

Table 2.1 1990 Compatriot and overseas Chinese Populations

Number of ethnic Chinese(in Millions)		
Indonesia	7.2	
Thailand	5.8	
Malaysia	5.2	
Singapore	2.0	
Burma	1.5	
Philippines	0.8	
Vietnam	0.8	
Southeast Asia Total		23.3
USA	1.8	
Canada	0.6	
Latin America	1.0	
Americas Total		3.4
Rest of Asia and the Pacific	1.8	
Europe	0.6	
Africa	0.1	
OVERSEAS CHINESE TOTAL		29.2
Hong Kong	5.9	
Macao	0.5	
Taiwan	20.7	
COMPATRIOT CHINESE TOTAL		27.1
WORLD TOTAL		56.3

Source: Kao 1993; The Economist 1992

Out of the PRC's 38,114,945 visitors in 1994, all but 34,108,518 are compatriots and overseas Chinese.

4. The Fourth Category

The fourth category of tourist is youth groups. Their travel needs are primarily the responsibility of the newest of the PRC's three licensed travel services, the China Youth

Travel Service (CYTS), which was founded in 1980. CYTS is the travel department of the All China Youth Federation, which is an organization with 300 million members drawn from Chinese youth clubs. The CYTS is to concentrate on the youth market and to develop hotels and camps targeted toward youth. Currently it has headquarters in Beijing and in 20 branch offices.

Some 4300 Japanese students made up the largest educational tour ever to visit Beijing when they arrived at the end of 1994 under the guidance of the Beijing Overseas Tourism Corp. Members of the group were from twelve high schools from Japan's Fukuoka, Kagoshima and other areas. They came to China in groups. During the one-month tour the students visited some middle schools and colleges for exchanges, in addition to regular tourist sites.

It was not an easy task to handle such a large-scale tour group. It all began early in 1994 when the Beijing Overseas Tourism Corporation consulted with relevant organizations in Japan to make preparations for the group's travel details, students exchanges, accommodation, touring and shopping in China. The Japanese organizers also sent representatives to China to facilitate the trip. Due to the concerted efforts of the Chinese and Japanese travel services, the educational tour was accomplished

satisfactorily.

The Fifth Category

The final tourist category consists of citizens of the PRC. Despite the fact that the Chinese consider their culture without peer, unlike many socialist countries where tourism is encouraged and even subsidized, the PRC only recently has begun to devote its scarce resources to domestic tourism. This may reflect that a country of one billion people has countless other more urgent priorities or that tourism is not seen as a particularly important means of integrating the PRC's minority groups into the dominant Han culture. Ironically, foreign tourists have the greatest likelihood of visiting minority areas.

However, Chinese forecasts made in the mid-1980s assume a 14 percent per annum increase in domestic tourism for the foreseeable future.² The increase in mass purchasing power has encouraged more discussions of domestic tourism and local governments have begun to organize tours, build facilities, and develop better transport for local use. It is a task well worth the effort.

China's economic growth has brought forth unprecedentedly rapid developments in domestic tourism. A working conference on domestic tourism, held December, 1994 in Kunming, presented the following encouraging figures: in 1993, 410 million of

this country's tourists were Chinese. This means one third of China's total population was enjoying leisure travel, and turnover from tourism hit 84.6 billion yuan, or 20.2 percent of the total national turnover from tertiary industry. In 1994 the above two figures increased to 450 million people and 95 billion yuan.³ More than half of the guests staying at three-star hotels in the better tourist areas were Chinese.

The Destinations of the Tourists

The leading tourist markets for China are Japan, USA, United Kingdom, USSR (now CIS), Germany and Australia. We can really divide these markets into two groups of tourists. Many of the visitors coming from USSR, Philippines, Thailand, and Singapore are visiting relatives: they can be grouped as *huaqiao*, the overseas Chinese. In contrast, the visitors from Europe, Japan, USA, and Canada are not necessarily visiting relatives. There is an essential difference in the motivations of these two sets of visitors.

Where a tourist comes from largely determines where the tourist goes. They are returning to the location of their family origin. Whether tourists are from the USA, Japan, France, or the United Kingdom, the top five destinations are Beijing, Shanghai, Guangzhou, Xian, and Guilin. There is some variation in ranking of destinations among these countries: for example, tourists from the United Kingdom exhibit a

stronger preference for Guangzhou. All of these cities are on the standard tourist itineraries.

For countries that supply mostly overseas Chinese as visitors, there is a strong differentiation. The preferred destinations for travelers from the Philippines are Shanghai, Beijing, Guangzhou, Quanzhou, and Xiamen. Quanzhou is a major city in Fujian Province; most Philippine Chinese migrated from this province. For visitors from Singapore, the major destination include big cities and Shantou. Shantou, in Guangdong Province, was a major source for Chinese out-migration to mainland South-east Asia.

Visitors from the former USSR inscribe a much different geography. The leading destinations are Beijing, Shanghai, Urumqi, Harbin, and Dalian. Urumqi, capital of China's Xinjiang Uyghur Autonomous Region in the Northwest, has same Russians in its population. There is even a far larger population of Kazaks, Uzbeks, and Uyghurs in Urumqi who have relatives across the border. Air, rail, and bus connections bridge the border. Harbin and Dalian, in China's Northeast also have Russian populations. There are also growing tourist opportunities for people coming from the Russian Far East.

There are more and more visitors coming from Taiwan. Their preferred destinations are the cities in Fujian, Zhejiang and Shanghai, since many were born in or have

ancestors from those areas. Taiwan's business investments have also focused on those places.

Specialist Tours

One of the more salutary developments in China travel during the 1980s was a shift toward active modes of tourism, including camping, trekking, mountain climbing, wilderness exploration, and cross-country bicycling.

There are endless possibilities for specialist tours: for those interested in medicine and acupuncture a visit to Nanking is essential; snuff bottle collectors should visit Boshan in Shandong Province; lovers of arts and crafts will want to visit many of China's cities, including Suzhou, Yangzou and Luoyang; porcelain and ceramics collectors should go to Henan Province, to Jingde zhen in Jiangxi Province, to Yixing near Wuxi in Jiangsu and Foshan near Guangzhou. Those interested in the development of Chinese art should visit one of the famous grottoes at Luoyang, Dunhuang or Datoung. Gourmets should visit the four main centers of regional cooking-- Beijing, Shanghai, Chengdu in Sichuan and Guangzhou. Historians and archaeologists would visit the Yellow River, Luoyang and Zhengzhou in Henan Province; and of course Xi'an. Botanists and seekers of wild life should visit Emei Mountain in Sichuan and Yunnan Province. Steam engine enthusiasts should go to Datong--where the steam train is still produced.

The arrangements for tours of a specialist nature will be made by specialist tour operator together with travel agencies, and where necessary the relevant state organizations will be contacted to arrange meetings and visits.

NOTES

1. Hong B. Wang. General Introduction of Tourism (Beijing: China Travel and Tourism Press. 1993), 116.

2. Ibid. P.38

3. Xia Li "Touring China: It Gets Better Every Year." China Today. Vol. XLIV No. 6 (June 1995), 35-36.

CHAPTER III

ECONOMIC AND SOCIO-CULTURAL IMPACTS OF TOURISM

In 1978, China adopted an open-door policy for the country's economic reform. As a result, the travel industry changed from a political propaganda machine to foreign currency generator. The travel and tourism industry also became a vehicle for overseas visitors to conduct commercial, scientific, chronological, and cultural exchanges.

Tourist Arrivals

Owing to global economic recessions, conflicts and war in Persian Gulf, political crises in the former Soviet Union, and various environmental catastrophes, worldwide tourism growth has remained marginal since the turn of the 1980s. The average annual growth of international visitor arrivals has only been approximately 4 percent, while international tourism receipts from 1980 to 1992 increased by a total of only 10 percent. In sharp contrast to the world situation, China's tourism over the past decade has experienced rapid growth in arrivals and expenditures.

Inbound Tourism

From 1978 to 1991, China's inbound visitor arrivals

averaged an annual growth of 25 percent, while foreign exchange earnings from visitors averaged a 20 percent annually increase. In 1992, China received 38 million international visitor arrivals, among which some four million were foreigners. Total foreign exchange earnings from visitors for 1992 were close to US\$4 billion. From an almost insignificant beginning only a dozen years ago, China now ranks among the top Asian tourist destinations.¹

Some 43 million tourists visited China in 1994, an 8.4 percent increase over the previous year, according to Liu YI, head of the National Tourism Administration (NTA). The figures include 7.6 million people who came on organized trips, an increase of 3.5 percent over 1993. Foreign exchange earnings from overseas tourists were expected to reach US\$7 billion, a rise of 49.5 percent over 1993.²

Domestic Tourism

For most of the period since 1949, leisure travel had been considered a bourgeois life style and contrary to communist ethics. Therefore it was considered socially and politically taboo for the Chinese people. As a result of the Four Modernizations and the emancipation of people's liberties, domestic tourism has increased significantly in the past decade.

Outbound Tourism

Outbound tourism of Chinese citizens is a more recent phenomenon. With deepening reforms, rapidly increasing wealth, and greater openness to the outside world, more and more people in China are expressing interest in temporary travel outside the country. Cross-border day tours in the frontier areas with Russia, Korea, and Mongolia in the north, and to Vietnam, Laos, and Myanmar (Burma) in the south, have been rapidly increasing. Control over Chinese outbound tours has been gradually and cautiously relaxed since 1990.

A handful of travel agencies are now authorized to make travel arrangements to a limited number of countries and regions, including Singapore, Malaysia, Thailand, Hong Kong, and Macao. According to the Ministry of Public Security, over 590,073 people visited Hong Kong and Macao in 1991. Among these, 144,834 were visiting friends and relatives and 416,620 were group inclusive tours. In 1992, the northernmost province of Heilongjiang reported some 1.2 million departures of non-official businessmen crossing the borders to neighboring countries, among which 550,000 were made through the small border city of Heihe alone.³

Tourism Infrastructure

China boasts a long history and rich culture, and there is indeed no lack of tourist attractions of all descriptions. Unfortunately the tourist infrastructure and service

facilities were not ready when the country decided to promote tourism in the late 1970s. Both quantity and quality were lacking. Arduous nation-wide efforts over the past decade, however, have resulted in great improvements to China's tourism infrastructure.

Accommodations

In the 1970s and early 1980s the first international tourists traveling through modern China saw themselves, in many ways, as adventurers because the infrastructure was so poor in almost every regard. The hotel in China referred to the small guesthouse with rooms containing four or more beds, with all guests sharing a common bathroom and toilets. Until fairly recently, foreign visitors to China disliked these places, but because there was nothing better, they were forced to make do. Fortunately the last 15 years of rapid change have brought great improvements to the hotel industry.

In order to speed up the development to meet the needs of foreign visitors, the Chinese government initiated foreign investment and joint-venture incentives for overseas investors to develop lodging facilities in China.

The first successful joint-venture hotel was the Jianguo Hotel in Beijing, built in 1982 with a total capital investment of US\$ 322.8 million. This joint-construction and management effort was an instant success. In the first six

months of operation the hotel generated a gross income of US\$ 7.66 million. Its financial success and systematic management encouraged government agencies at various levels to aggressively seek overseas investors and management partners.

Statistics from 1994 show that by the end of that year China had 1,175 star-level hotels, including 30 five-star and 77 four -star establishments.⁴

There is a trend that the tourism industry is beginning to take into account. Accommodations designed to suit nature-lovers or those interested in meeting the Chinese people are very much on the increase. In Yunnan, a multinational province in the southwest of China, bamboo dwellings, constructed in the style of the Dai people, are taking the place of high-rise hotels. In the evenings visitors can sit around a camp fire, enjoying the soft moonlight and warm air as they snack on rice cooked in bamboo and listen to old people of the Dai minority singing folk songs. Or further north, on the boundless grasslands of Inner Mongolia, they can get the feel of the nomadic life by staying in a Mongolian yurt, sipping milk tea, eating roast mutton, and listening to the powerful voices of herdsmen echoing in song across the rolling plains.

Transportation

In the past few years, noticeable efforts to improve

China's transportation situation have been undertaken, including the purchase and lease of larger airplanes and new train coaches ,as well as continuing construction and maintenance of roadways.

In the 10-year period from 1978 to 1988, the total passenger traffic on long-distance mass transit increased from 2.5 billion to 9.3 billion. Rail traffic grew from 815 million to 1.2 billion, while air traffic grew from 2.3 million to 14.4 million. In terms of civil aviation, by the end of 1991 China's national airline(CAAC,or Air China) had a fleet of 221 airplanes with a seating capacity of 25,574. Air China flew 49 international air-routes to 46 cities in 33 countries worldwide. In addition, over 400 domestic air routes linked up over 100 cities, while direct flights and charters flew between Hong Kong and some 20 cities in the mainland.⁵

China established 35 new domestic routes in 1994, with the scheduled number of flights rising to 5,954 and available seats to 847,000, showing rises of 15 percent and 21 percent respectively over 1993. The 35 include Shang to Zhenjiang and Tianjin to Kunming, to Nanning,to Beihai and etc. In addition, various major airlines will increase numbers of their scheduled flights to Shanghai, and other big cities. China's civil aviation sector currently has 340 passenger

aircraft with 4,700 available seats. Improvements have appeared in airports, a number of which have been expanded or newly built in many of the larger cities.

In terms of road transport, there were over 63,000 vehicles used by the tourist sector in 1990 compared to less than 3500 in 1980. Expressways link cities with scenic areas different levels are in service at the same time to satisfy different needs. Luxury cruise ships have increased in number.

Although the travel industry would argue that it takes investment to make money, the PRC had made some costly import decisions that have reduced foreign exchange holdings. West German railway cars have been imported for foreigners. One entire train of such cars now takes over 16,000 tourists a week to the Great Wall, a trip of less than four hours that could have been made in refurbished Chinese railway cars at a fraction of the cost while employing Chinese in the effort.

Communication

China joined the Pacific-Asian Tourism Association(PATA) in March 1994, thus putting itself in touch with a whole new marketing field. In July CITS, the largest travel service in China, connected up with World Link, a travel service with 100,000 reservation terminals across the world. This will enable overseas tour operators to make reservations for China

directly through the Sable System. In future, World Link will also join the World span and Apollo system.

Tourist Attractions

In the early days of opening to the outside world, only a select number of Chinese cities were accessible to foreign tourists. By the end of 1978, only 107 cities or regions were open to foreign visitors, and the principal attractions being offered were model factories, schools, neighborhoods, and communes.

The situation is totally different today. According to the NTA, at the end of 1992 there were 888 cities and countries open to overseas visitors and over 500 points of entry and exit in the country. There are numerous special interest tours nationwide, and local tourist organizations vie with each other in offering more unique and innovative tours to attract incoming tourists. In the course of Chinese tourism development, some changes have taken place in the tourist attractions, which can be summarized in three generations.

The first generation of tourist attractions was developed in the early 1980s. At that stage, big cities were emphasized. Typical choices were the Great Wall, Ming Tombs, Palace Museum, Summer Palace and the Temple of Heaven in Beijing; Museum of Qi Terra Cotta Warriors, Wild Goose Pagoda,

Forest of Steles and Huaqing Hot Spring in Xi'an; Shanghai Municipal Children's Palace and Yu Garden in Shanghai; Lijiang River cruise in Guilin; and Temple of Six Banyan Trees, Dr. Sun Yat-Sen Memorial Hall and Mausoleum of the 72 Martyrs at Huanghuang in Guangzhou.

Built on developed economies, they are scattered in eastern coastal cities, which possess better reception conditions and tourist transportation facilities. Tours usually last 10-15 days. Sightseeing constitutes the major content, with mountain and river scenery, and man-made scenery. These sites constitute the first choice foreign visitors to China thanks to their few seasonal influence.

The Second Generation of Tourist Attractions occurred when China's tourism shifted to the quite different Silk Road and the Three Gorges on the Yangtze River. The two routes run from east to west, one in the south and one in north. Silk Road tours feature local conditions and views of the desert, in addition to the Buddhist culture of the Mogao Caves in Dunhuang. Both short and long Silk Road tours exist. The short itinerary starts from Lanzhou of Gansu Province, through Wuwei, Zhangye, Jiuguang and Jiuquan to Dunhuang of Gansu Province, in seven days. The long itinerary sets out from Lihuang, going on to Turpan and Urumqi of Xinjiang Uygur Autonomous Region and take at least ten days. Yangtze River

tours follow either up river or down river routes, coming from Wuhan or Yichang, via Zigui of Hunan province, Wuhan County, Fengjie and Wui County to Chongqing in Sichuan Province, taking several days. In high seasons (June, July, September) tickets of the Three Gorges Tours are hard to get.

The Third Generation of Tourist Attractions which occurred in the 1990s achieved fairly rapid development. Since then, it has brought out a third generation of tourist attractions, which place priority on southwestern minority regions, such as the Tibet Autonomous Region, Yuannan and Guizhou provinces. These places have rich folk customs and colorful festivals. Travellers mainly visit Lhasa, Zetang, Xigaze and Bngari in Tibet Autonomous Region; Kunming, Xihuangbanna, Dali and Ruili in Yunnan Province; and Guiyang, Anshun and Kaili in Guizhou Province.

Local folk festivals include the Shoton (Sour Milk Drinking) Festival in August in Tibet; Water-Sprinkling Festival in mid-April in Xishuangbanna; Third Lunar Month Fair of the Bai nationality in Dali of Yunnan Province; and Reed-Pipe Gathering in September in Guizhou Province. These regions have underdeveloped tourist infrastructure, sanitary and transport facilities. Tourism is strongly influenced by the seasons. However, local tradition is well preserved and a number of festival activities attract many sightseers.

Some of latest tourist attractions have been upgraded and others mixed with the two, forming new tourist hits and give impetus to further innovations.

The Impact Of Tourism

The rapid development of China's tourism industry has had a great impact on the nation's overall economic development and on the cultural life of the Chinese life. It has contributed to the following areas

1. The development of the tourism industry creates employment opportunities. The number of employees of international tourism trade grew from 64,736 (1982) to 708,263 (1991). Among these, some 547,532 are in the hotel trade, 55,176 are in travel agencies, and 40,085 are in the coach and cruise industry(the remainder are listed as administration and other.⁶

2. The tourism industry is highly fragmented. The development of China's tourism industry has impacted on a variety of services, including food services, lodging accommodations, transportation, telecommunication, and shopping facilities. Like the growth in the number of travel agencies, these companies create new jobs and contribute to a more stable society.

3. China's tourism industry promotes the development of local cottage industries that produce handicrafts and tourist

souvenirs. Facing an increase in domestic tourist demand, many enterprises have begun to produce travel products and souvenirs with local materials and local cultural motifs. The production of travel merchandise and souvenirs can thus increase a company's profits and create more jobs.

4. With 56 ethnic nationalities, China has a great diversity of cultural traditions. Domestic travel has the potential to strengthen local cultural traditions and better cultural understanding among people in different parts of the country.

5. Tourism attracts foreign investment in tourism. To coordinate more open strategies in coastal and border areas, and improve investment environment and reception conditions in some places, China approved a total of 68 new buildings, renovation and hotel extension projects using foreign funds in the first half of 1993. Foreign investment totaled US\$ 1.35 billion, including direct foreign investment of US\$ 848 million. By the end of June, 12 state-class tourist holiday zones sanctioned by the State Council had signed over 200 agreements with foreigners to set up joint venture, cooperative and wholly foreign-funded projects. More than US\$ 300 million of foreign investment had been put into place.

6. Tourism's stimulus to the arts and cultural preservation may also be seen as subsidizing a source of national pride.

The consistent growth in world tourism serves as an

indication of world peace and economic development in general. China's political stability and the sustained growth of its economy will continue to boost the country's tourist industry. Thank to its abundant and unique resources and its favorable government policies for tourism development, China's tourism (both foreign and domestic) has a promising future. Arduous efforts must be made to meet the serious challenges of other major tourist destinations, and to guard against the negative impacts which tourism can bring to the country and people. Given that the favorable situation will continue, China is striving to be the top tourist destinations in Asia and one of the largest tourist countries in the coming 21st century.

NOTES

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CHAPTER IV

HOSPITALITY AND TOURISM EDUCATION

When China opened its doors to the outside world in 1978, it gave birth to a new industry in which travel, tourism, and hospitality became moneymaking business activities, as opposed to foreign policy functions. The new and rapidly developing tourism industry created a great demand for competent tourism and hospitality managers and arrangements personnel. Tourism and hospitality education programs were quickly developed to try to meet this new demand. Since 1979, China's tourism authorities have made great efforts to establish tourism and hospitality educational institutes to train competent people for work in the tourism industry. There are specialized tourism and hospitality education colleges, professional schools, and high schools that offer comprehensive training with academic degrees and professional certificates. Many other schools simply offer tourism and hospitality courses in their curricula as a career focus. In China, high schools, professional schools, technical schools, and vocational schools comprise the secondary school level. Post-secondary schools include Universities, Colleges, and Institutes.

Continuing and adult education are offered in training centers.

The Development Of Tourism And Hospitality Education

The Tourism and Hospitality Schools and Programs

The first tourism school in China, the Jiangsu Technical School of Tourism, was established in 1987. However, this school initially did not have tour guiding, guest service, and culinary courses in its curriculum. Several other schools were established in the period from 1979 to 1981, including the Shanghai Tourism Institute, the Beijing Tourism Institute, and the Sichuan Tourism School. The Beijing Second Foreign Language Institute also developed tourism economics courses on a trial basis. The State Council turned over Beijing Second Foreign Language Institute to the National Tourism Administration (NTA) to become the Beijing Tourism College over the competing bid of the Ministry for Foreign Trade.

Many other schools also began to offer travel and hospitality courses and degrees. This period was the Golden Age in the development of Chinese tourism and hospitality education. The following are examples of the many tourism schools and programs that were opened during this period:

Tourism Department in Nakai University in Tianjin

Hotel management Department in Zhongshan University in Guangzhou

Tourism Department in Northwest University in Xian

Tourism Department in Hangzhou University

Tourism Department in Xian Foreign Language Institute

Guilin Tourism Institute

Zhejiang Tourism School

Hubei Tourism School

Shanxi Tourism School

Jinsong Vocational School in Beijing

Since 1988, there has been only a slight increase in the number of tourism and hospitality schools in China. The recent period has been characterized by the development of continuing education training centers targeted at improving the job skills of tourism and hospitality managers and employees. Nine new tourism training centers and two continuing education schools were founded between 1988 and 1991, including the China Tourism Management Institute in Tianjin, with the funding of US\$3 million from United Nations Development Program, and the Jinling Hotel Management College in Nanjing. By the end of 1991, there were altogether 268 tourism and hospitality education programs at various levels in China, with a total enrollment of 58,141 students.

In order to meet the needs of tourism development of all the provinces and municipalities, NTA in 1990 developed a policy, "Where you come, where you return." For instance, if

the student is from Xian Jiang Province, he should go back to Xin Jiang Province to work in the tourism services after he graduates from the tourism school.

At present, tourism education in is in a stable period. The emphasis is not on expanding the number of schools, but on optimizing existing resources and improving educational quality.

The purpose of tourism education programs at post-secondary higher education institutions is to train senior tourism and hospitality management personnel. Tourism education programs at post-secondary schools offer both three-year diplomas and four-year bachelor of art degrees. Students graduating with a bachelors degree are hired at the highest management levels. The university tourism programs enroll qualified students who have had six years of junior high and high school education. Two universities now offer a master degree in tourism economics. No doctoral programs are available in tourism or hospitality, although tourism is a major focus in some selected disciplines, such as in the Geography Department of Beijing University.

Curriculum and Textbook Development

Courses offered in Chinese tourism and hospitality institutions follow education guidelines and policies established by the government to meet the needs of the

industry. Most of the schools adopt, to varying degrees, international pedagogical methods and curricula structure when setting up tourism and hospitality courses. Variations in curriculum structures reflect different levels of training. The majors offered in schools of higher education typically include tourism economics, hotel management, tourism finance, food and beverage management, culinary arts, and tour guiding and interpretation. Majors offered in secondary school tourism programs are usually limited to hotel service and management, and cooking skills. Table 4.1 shows the core courses offered to tourism and hotel management majors in most higher education schools, and to hotel service and management majors in most secondary schools.

Teaching materials for tourism and hospitality courses were developed rapidly after China became serious about the industry in 1987. Most of the textbooks in China are written by faculty members in various tourism and hospitality schools. Recent textbooks are incorporating more concepts from foreign tourism and hospitality sources, as well as new developments from Chinese authors. The DPLE is primarily responsible for compiling professional and academic teaching materials for

Table 4.1 Major Tourism and Hospitality Courses Offered in
China

Higher Learning Institutions (colleges, universities, ect.) With 3 to 4 Year programs	Professional Schools and high Schools With 2 Years programs
Political Economics	Hotel Housekeeping
Western Economics	Food and Beverages Management
Management Theory & Practice	Front Desk Operations
Accounting	Hospitality Accounting
Quantitative Methods	Introduction to Hospitality
Computer Applications	Introduction to the Travel Industry
Travel Psychology	
Introduction to Hotel Management	
Travel Laws and Regulation	
Property Management	
Food and Beverage Management	
Guest Service Management	
Human Resource Management	
Hotel Engineering and Maintenance	
Hotel Safety and Security	
Hospitality Marketing	

Source: Department of Personnel, Labor and Education of
National Tourism Administration of the PRC.

nationwide use. From 1985, the DPLE's committee organized faculty from four-year tourism and hospitality institutes and experts from the tourism industry to write tentative textbooks (total 24). In the first half of the year of 1990, they published 13 textbooks, including "Room Service", "Culinary Service", "Chinese Food", "Western Cursing", and "Basic Knowledge of Tour Guider."

At present, there are five series of textbooks which were written and published under DPLE guidance. They include:

the standard series of textbooks for colleges

the series of reference materials for colleges

the series of translated textbooks from overseas

the series of textbooks for professional and high schools

the series for textbooks for continuing adult education

All of these teaching materials are recommended by the DPLE to schools for adoption. Individual schools can compile their own teaching materials or choose textbooks other than the recommended ones. A survey conducted by the DPLE, however, found that these materials are very popular and well received in most of the country's tourism and hospitality schools.

Tourism and Hospitality Faculty

The quality of teachers in China's tourism and hospitality schools is considered a major factor in the success of tourism and hospitality education in the country. School administrators pay great attention to the composition and development of their teaching staff. Teachers for tourism and hospitality schools are educated and recruited in one or more of the following ways.

The majority of the Chinese faculty are trained domestically. Domestic training mainly includes school course work, short-term training programs, and internship in the tourism and hospitality industry. Currently, all of the major secondary and post-secondary tourism schools in China

have programs to train teachers. Among the more prominent are the graduate program in the Tourism Department at Nankai University and the tourism and hospitality education major in the Shanghai Tourism Institute. These programs were established for the purpose of training qualified tourism and hospitality educators. The Department of Personnel, Labor and education (DPLE) of the NTA organizes short-term teacher training program on a regular basis.

Most of China's tourism schools have a rule that professional teachers must work as interns for six months to a year in a travel or hospitality enterprise before they can officially start teaching. This industry experience is designed to bring practical experience to the classroom.

Some Chinese faculty are also sent to foreign tourism and hospitality schools for further education and training. More than 200 faculty have been trained overseas in recent years. Courses they take include travel industry management, hotel management, and western culinary arts. Among the more prominent schools they attend are:

1. Austria: the Salzberg Tourism Institute
2. Britain: the University of Surrey, University of Strathclyde
- 3 Germany: Bavaria Hotelfachschule Altotting, and Fachhochule rheinland-pfalz

4. Italy: the Turin Training Center, and the Tourism Science International School
5. Japan: Linnai University
6. Switzerland: Ecole hoteliere de Lausanne
7. United States: Cornell University, the New School of New York, Northern Arizona University, and the University of Hawaii

This overseas education and training greatly enhances the academic level of the Chinese tourism and hospitality faculty.

Tourism schools often invite foreign experts to conduct teaching and training courses for the Chinese faculty in China over the years, more than 500 foreign teachers have been invited to teach in China's tourism and hospitality schools.

Finally, many tourism and hospitality institutions offer adjunct teaching positions to professionals in the industry in order to better integrate teaching with practice. These industry professionals include travel agency managers, hotel managers and highly skilled chefs. Their classes are well received by the students because of their rich experience in the industry.

Continuing Education Programs

The Yearbook of China Tourism Statistics records 1.7 million people employed in China's tourism industry at the end of 1991.¹ The majority of these workers were transferred from

other industries without adequate professional education and training. Therefore, one of the major tasks of Chinese tourism education is to enhance the professionalism of its work force through various forms of continuing education.

National and local governments have recently begun to develop continuing education training centers, including the Tianjin Tourism Training Center and the Jinling Hotel Training Center. These two continuing education schools are relatively large in size, and are intended mainly for training management personnel from hotels, travel agencies and tourism administrative bureaus. They also train teachers from tourism schools in newer techniques and technologies. These two training centers recruit students all over the country. Smaller continuing education training centers have been established in more than a dozen of other provinces for local training. In addition, post-secondary tourism and hospitality universities, colleges, and institutes have begun to offer continuing education classes for tourism and hospitality managers and employees.

Education And Training of Tour Guides

In the development of Chinese tourism, the tour guide becomes the major actor. He is the speaker, propagandist, and performer. To some extent, he represents the whole country.

The Definition of A Tour Guide

According to the "Temporary Regulations of Tour Guides" issued by NTB in November 1987, tour guides are the personnel who are responsible for working out itineraries for the travelers and serve as escorts, guides and interpreters and accompany the tourists in the whole trip.²

In the third conference of "Interpreters and tour guides" held by CITS in 1963, Premier Zhou Enlai mentioned that "A tour guide should be "five actors." The "five actors" could be explained as the following. A tour guide should be an:

- a. Interpreter: who can speak the language of the travelers.
- b. Servant: who should help with any problems--from produce; to travel, from shopping to laundry -- that may arise.
- c. Propagandist: who propagandizes about our policy, culture, history, and tries to understand others.
- d. Security Guard: who should be responsible for the safety of the tourists and protect the personal property of them.
- e. Researcher: who should know the requirements, habits, interests, and cultural background of the tourists in order to provide good service.

The Requirements for the Tour Guide

In order to become a tour guide, he should meet the following requirements

1. Loving the country

A tour guide is the "mouth of the country". His attitude,

words and behavior reflect the whole nation. They should be patriots. And the slogan is "Keep National Pride in Mind" when dealing with foreigners.

2. Well-educated

They should be skilled at discoursing with foreigners on many subjects--from politics to culture.

The tour guide qualification examination is conducted to ensure that potential tour guide meets the qualification for this particular job position.

3. Warm-hearted

His major task is to provide service. He should be full of enthusiasm for his work. They will respond courteously to endless questions and do all in their power to keep tour members happy and comfortable.

4. Independent

In the whole trip, the tour guides have to deal with various problems that may arise. He should be capable of solving them calmly. For instance, he should know what he should do if a tourist is sick suddenly, if there is a car accident, if the airplane is canceled or delayed, etc.

5. Skilled in tour-guiding

"The beauty of the country depends on the mouth of the tour guide". His description may make the scenery, a seemingly ordinary stone or building more impressive, vivid and

meaningful.

6. Proficient in language

He should speak the language of the travelers. All interpreters have a particularly grueling task, since they bear the major burden of making Chinese society comprehensible to the foreigner. To some extent, a successful trip depends on the language proficiency of the tour guide.

7. Well-behaved

A tour guide should seek to exercise courtesy and patience. The rude behavior or words may reflect a total insensitivity to civil courtesy and a lack of concern for the impact it may create in the minds of foreigners. The wrongdoing is also offensive to the sense of national pride and national dignity.

8. Amiable

A good tour guide should know how to get along well with all types of tourists--officials, workers, the seniors or kids. He should be nice all the time.

9. Healthy

Tour-guiding is both the physical and mental labor. He should be energetic and active.

School Education of the Tour Guide

The purpose of the tourism education program at post-secondary higher education institutions is to train senior

tourism and hospitality management personnel. Tourism educational programs at post-secondary schools offer both three-year diplomas and four-year bachelor of art degrees. Students graduating with a bachelors degree are hired at the highest management levels. The university tourism programs enroll qualified students who have had six years of junior high and high school education. Two universities now offer a master degree in tourism economics. No doctoral programs are available in tourism or hospitality, although tourism is a major focus in some selected disciplines, such as in the Geography Department of Beijing University.

Tour guiding programs are often offered in the foreign language institutes since the primary requirement for a tour guide is the ability to speak a foreign language. I will take the English Department of China Tourism Institute as an example. The four-year graduates from that department will be an interpreter or tour guide. The four-year undergraduate courses are as following:

THE FIRST ACADEMIC YEAR

INTENSIVE READING
EXTENSIVE READING
ENGLISH LISTENING
ORAL ENGLISH
TRANSLATION(ENGLISH TO CHINESE)
HISTORY OF CHINESE COMMUNIST PARTY
THE WORLD HISTORY
CHINESE LITERATURE
CHINESE COMPOSITION

 THE SECOND ACADEMIC YEAR

INTENSIVE READING
 EXTENSIVE READING
 ENGLISH LISTENING
 ORAL ENGLISH
 POLITICAL ECONOMICS
 CHINESE
 INTERNATIONAL RELATIONS

 THE THIRD ACADEMIC YEAR

INTENSIVE READING
 ENGLISH LISTENING
 ORAL ENGLISH
 TRANSLATION (ENGLISH TO CHINESE)
 ENGLISH COMPOSITION
 TERMINOLOGY
 SECOND FOREIGN LANGUAGE (GERMAN, JAPANESE, SPANISH, RUSSIAN,
 OR FRENCH)
 PHILOSOPHY
 INTERNATIONAL LAW

 THE FOURTH ACADEMIC YEAR

ORAL INTERPRETATION
 CULTURAL COMMUNICATION
 CHINESE HISTORY
 SIMULTANEOUS INTERPRETATION
 THE ART OF TOUR GUIDING
 ORAL ENGLISH
 TRANSLATION
 SECOND FOREIGN LANGUAGE (GERMAN, JAPANESE, SPANISH, RUSSIAN,
 OR FRENCH)

The Types of Tour Guides and their Routine Duties

Most tour groups are accompanied by professional guides and interpreters. They are conveniently provided at transfer points and for formal or pre-arranged segments of a visit. There are three types of tour guides.

The whole trip tour guide (Quan pei) is the tour guide who accompanies the travelers for the whole trip. Before the

tourists arrive, the tour guide should make the following preparation:

1. a. Having a list of the travelers(including name, sex, age and nationalities)
 - b. Knowing the specific requirements of the tourists(food hotel etc.)
 - c. Working out itineraries
 - d. Making the reservation of hotel, transportation and restaurants.
2. Meeting tourists
 - a. Meeting tourists at the airport and helping them go through customs and claim their luggage.
 - b. Talking with the leader of the group and counting the total travelers.
3. Guiding on the way to the hotel
 - a. Making welcome speech
 - b. Introducing the airport they arrive at, their hotel and major buildings and interests outside the bus.
 - c. Answering questions of the travelers
4. Guiding in the hotel
 - a. Helping to check in and find the rooms
 - b. Introducing the hotel accommodation
 - c. Discussing itineraries with the group leader
4. Guiding the tour

Doing everything according to schedule except in emergencies.

5. Activities at night

- a. Film
- b. To International Club(drinks, games, dance etc.)
- c. Watching dance troupers, puppet show, acrobatic acts or opera etc.
- d. Going to the Night Market(food, clothing, entertainment)

6. Sending off to the airport

- a. Helping check out in the hotel
- b. Assisting check in at the airport and going through customs.

7. Writing a report to the supervisor after the group leaves.

Local tour guide (Di Pei) is in charge of tour guiding in one certain city. They meet the tourists at the airport and the task of tour guiding is transferred from *Quan Pei* to *Di Pei*.

"Spot" tour guide (Di di dao you) is the tour guide who is responsible for tour guiding in one specific spot. For instance, tour guide in the Forbidden city.

The travelers may have a *Quan pei* in the whole trip and different *Di pei* in each city and several *Ding dian dao you* in

their whole trip.

Tour Guide Company

The Beijing Tour Interpreter and Guide Co., the first such venture in China, has 800 registered part-time tour guides who can speak over 20 languages. Their services have been offered 202 times to 115 travel agencies since the business was founded in 1993. The firm has received 21,000 domestic and foreign tourists, with its top-notch services gaining great popularity among both groups.³

General Manager Fang Zehua said his firm intends to pursue management reform of the travel business.⁴ Due to the lack of a labor market to regulate tour guide supply and demand, Fang noted, there is an obvious shortage in the peak period. At times guides versed in particular languages are in great demand while there is a surplus of those for other languages. A further problem has been the lack of an intermediary institution for travel agencies. Agencies may not pay attention to training of their part-time guides so their qualifications can not be enhanced. In addition, some eager beavers who are good at foreign languages can not find any opportunity to show off their abilities while a number of travel agencies cannot offer satisfactory devices as their guides are not up to quality. Factors such as these have led to creation of the company.

Fang said his firm was established to supply tour guides in line with market regulations. Travel agencies can regulate availability of guides, and draw on strengths while overcoming weakpoints through its agencies. Moreover, the company can also act as an employment agency for qualified individuals who want to contribute to tourism, enabling them to fully display their talents.

The tour guide company can offer guide services for tourists and consulting services for tour guides. Besides undertaking training programs for tour guides, it is also responsible for pre-exam preparation, enrollment, and assignment for part-timers. To date, the company has formed its own teaching group with related universities and travel agencies and has drawn up a curriculum with regulated objectives, contents, style, terms and standards. The firm has helped four series of tour guiding training classes attended by over 1,150 people from 200 travel agencies. Nearly 30 percent have passed the tour guide qualification exam.

Experience as a tour guide⁵

I once worked as a tour guide for Westerners in China and a tour guide for Chinese delegations in America. Their interests, their styles and preferences are quite different.

The Differences Of Interests

Americans tourists would like to know the real life of Chinese and see the relics of 5000-year-history China. Whereas Chinese want to see the modern part of America and want to find out how freedom are Americans. Following are the sample itineraries of Americans in China.

China Tour (via Hong Kong)

18 days (14 in China)

Day 1--Depart San Francisco for Hong Kong

Day 2-- Arrive Hong Kong

Day 3-- Fly to Beijing

Day 4-16--Travel in China:Beijing(4 days), Nanjing(3 days), Suzhou (3 days), Shanghai(2 days), Guangzhou(1 day)

Day 17-- Depart Guangzhou via train to Hong Kong

Day 18-- Depart Hong Kong for San Francisco

The following are the sample itineraries of China in America.

18 Days (East& West Coast)

Day 1-- Depart Beijing for Los Angeles

Day2-4-- Los Angeles (2 days)

Day5-7-- Depart Los Angeles to the Grand Canyon, and Las Vegas and back to Los Angeles (by bus)

Day8-10--Depart Los Angeles to New York (New York 2 days)

Day11-14-- Depart New York to Philadelphia, Atlantic City, and Washington D.C. and back to New York (by bus)

Day15-17-- From New York to Hong Kong

Day 18--Flying from Hong Kong to Beijing

Almost all the Chinese delegations will go to New York just like all American tourists will go to Beijing.

Mostly Asked Questions

Most Chinese delegations ask the following questions:

- a. Could Americans do whatever they want?
- b. Is prostitution legal in America?
- c. How much is a car?
- d. Does each family have a computer?
- e. How are the Chinese students' life in America?

Most American tourists may ask:

- a. How long have you learned English?
- b. What do you think if human rights in China?
- c. What do you think of the one-child policy in China?
- d. What do you know about America?
- e. Do you want to study in America?

Mostly asked questions by Chinese are about the life of America, but Americans are quite interested in political subjects.

Guides in all cities agreed that the easiest tourists to have are the Japanese. They are more polite, are accustomed to group travel, and are less likely than Americans to indulge in political dialogues. A redeeming quality was American

frankness and informality.

Norms of Behavior and Decorum

The Chinese expect their guests to behave as representatives of their own society and are respectful of cultural and national differences. Visitors should feel free to be themselves, to speak openly about differing political, economic, religious, or social beliefs. Spirited disagreements, however, should not be allowed to degenerate into remarks that indiscreet or disrespectful toward aspects of Chinese society or particularly toward its leaders, past or present.

A courteous handshake is acceptable. As one gets to know the Chinese, great familiarity becomes possible. Public displays of affection among members of visiting groups are also regarded as unseemly.

The Western manner is "Ladies first", while in China it is "the Senior or old first". Norms of etiquette in the PRC do not differentiate between men and women, and members of both sexes are treated equally.

In America, it seems to be impolite to ask about marriage, salary or age. In China, it seems friendly and appropriate to ask these questions, as "Are you married?", "How old are you?", "How much did you spend on that necklace?" etc.

Tipping

Officially, tipping is prohibited in China. Many tourists like to bring along inexpensive giveaways to show their appreciation to guides, drivers, or anyone who has been particularly nice. It also should be noted that local customs on tipping are changing, and may vary with the circumstance.

In America, most services expect to pay tips. For instance, room service, food services and so on.

Food

When Americans come to China, they want to eat real Chinese food, in stead of American Chinese food (such as Sweet & Sour Chicken). They will eat Peking Duck, drink Chinese tea, and use chopsticks. Chinese people seem to be quite conservative on foods. Few of them would like to try any American food. They still look for China town or a Chinese restaurant to have dinner. Some of them, especially the old people, even prefer to be hungry until they find a Chinese restaurant at which to eat.

Dress

The American tourists try to dress as comfortably as they can when they travel in China, except when there is a formal meeting or banquet.

But Chinese groups all dress formally.

Hotel

Most American tourists would like to live in the hotel

that is near to downtown or central business district, for it is convenient for them to go shopping or sightseeing. But the Chinese delegation would like to live near China town because it is guaranteed that they could eat Chinese food.

Gifts

The American tourists often buy notable and splendid Chinese arts and handicrafts. Following is a list of the most popular items bought in China: Rugs, Ceramics, Ivory, Bamboo and rattan, Clay figurines, Cloisonne, Furniture, Jewelry, Silk, Embroidery, Furs and suedes, Scroll paintings, Woodblock prints and stone rubbings, Papercuts, Maotai and other liquids.

NOTES

1. Gang Sun, ed. 1992 The Yearbook of China's Tourism Statistics (Beijing: China Travel and Tourism Press), 29.

2. In November 1987, NTB issued the "temporary Regulations of Tour Guides". It includes twenty-one regulations and rules. Lai y. Wang. How To Be A Good Tour Guide, (Beijing: China Travel and Tourism Press. 1993), 67-68.

3. Fang emphasized that his firm was established to supply tour guides in lines with market regulations. Beijing Review Jan. 2-8 1995, 33.

4. Ibid. P 35.

5. From 1983-1989, I worked as a part-time tour guide for the tourist from English--speaking countries. Since 1992 I came to the United States, sometimes I was hired as an interpreter for the Chinese delegations.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATION

China's tourism has a bright future, although it will require arduous efforts to develop it effectively. The opportunities and challenges that China faces are discussed, and the strategies are identified as recommendations for future development.

Opportunities

Opportunities for further tourism development in China are widespread, and much of it is self-evident.

Diversity of Landscapes

As China's more accessible attractions-- the walls and palaces of Beijing, the archeological sites of Xi'an, the gardens of Suzhou, the spectacular Karst formations of Guilin--become crowded, remoter and less visited areas are opened. The effects upon local economy and environment are incalculable. A new airport brings tour groups to the Buddhist caves of Dunhuang on the fabled Silk Road. Dazu, a remarkable group of Buddhist cliff sculptured which, unlike the long-celebrated caves of Lungmen and Datong, were not raided by collectors for foreign museums, can now be reached

by a new road and is serviced by new hostel facilities comparable to those in nearby Chongqin. A cable car runs up sacred Taishan.

2. Special tourism

There is great potential in China for specialized tourism, focusing on ethnic groups and environmental adventure. This form of tourism has been growing steadily over the years.

China also offers an almost limitless array of educational programs and tours for travelers with special interests: bicyclist, mountain climbers, bird watchers, art lovers, musicians, gardeners, cooking enthusiasts, and hobbyists of ever type. Travelers can sign up for courses on Chinese language, classical painting, pottery, massage, taichi and much more. China also offers training courses and exchange programs for professionals in all fields. Accredited continuing education programs are available for teachers, doctors, nurses, practioners of acupuncture and traditional Chinese medicine, and professionals in many other areas.

Economic Reform

Further deepening of the recent economic reforms and increasing openness to the outside world will help China's economy grow faster. The country's gross domestic product(GDP) is expected to grow at 8 to 9 percent per year

through the 1990s.¹ A strong economy will afford further improvement in infrastructure for tourism development. Wealthy Chinese will increasingly join the army of foreign tourists at international hotels and resorts. Tourism, as an important industry, may enjoy more preferential government policies in the future, drawing wider attention and support from society.

Major Factor in the Development of Tourism in Asia

Internationally, China is situated in the rapidly growing Asia/Pacific realm. Both the economies and tourist travel are expected to grow faster in this region than the rest of the world. According to a World Travel and Tourism Council projection, global tourism growth in both arrivals and expenditures during the 1990s will be less than 6 percent, while the growth in the dynamic Asia/Pacific market is estimated to be between 7 and 10 percent. In addition to Japan, which is expected to continue to be a major tourist market for China, the improvement of diplomatic and economic relations with neighboring countries and regions in the Asia/Pacific area is bringing increased numbers of tourists and business travelers. China is the largest country in the Asia/Pacific region and an active member of the Pacific Asia Travel Association (PATA). As a unique and interesting destination, China will be a major factor in the future

development of tourism in Asia.

5. Increased International Tourists Arrivals

According to estimates by the NTA. Canada joined by the United States as the second western country that sent more than 100,000 tourists to China in 1993. In the European market, there have been rapid rises in arrivals from Italy, Greece, and Portugal. There are also some emerging tourist generating markets in south America. In 1992, tourists from Columbia, Chile, and other Latin American markets will continue to grow.

Other Opportunities for Tourism Development

The resumption of member status in GATT provides other opportunities for China's tourism development, including:

- few formalities and barriers for cross-border travelers,
- reductions in traveling costs as a result of global competition,
- removal of some protectionist policies, and
- improvement in communication, financial transactions, and information facilities.

The Advantage of the Central Government

The central government in Beijing still maintains great authority over the direction that development takes at the local level. The central governments of very few other large countries have the ability to have such a direct influence at

all levels of society. Recent policies allowing the expansion of domestic tourism is one positive example of this influence. The trend in China is toward the decentralization of authority and decision-making. Decentralization, however, has a long way to go and the centralized bodies will likely retain much authority into the near future. If used effectively, this authority can constructively guide into overcome the many challenges it faces in tourism development in the 1990s, and beyond.

Challenges

Along with the numerous opportunities, however, China will continue to encounter strong challenges

Inadequate Facilities

In the past, many overseas tourists complained of confusion at the peak of the tourist season. People who had hotel reservations were sometimes told that space was not available, forcing them to scour for accommodations elsewhere. Some airports could not cope with demands, and their facilities were poor and messy.

A German business visitor reflected that the biggest headache faced by tourism in China was transportation. Flight delays and cancellations at airports cause anxiety and gripes among waiting passengers.

Although there are now decent washrooms at major scenic

spots, some believe further hygienic improvement is needed in toilets and lavatories in China's shopping centers to eliminate offensive odors.

Other Asian countries and areas, especially the ASEAN countries, Hong Kong, and Taiwan, are more competitive than China in this region owing to their successful economies, well-developed tourism infrastructure connections, and effective promotion with the help of powerful regional tourist associations.

Improved Service Required

Some foreign tourists complain that hotel and shop service has not been satisfactory. Workers are cold and not receptive.

A Malaysian Airlines worker felt China tourism to be extremely commercialized. Some guides and drivers arrange too much time for shopping. Even on scorching hot summer days, they have tourists look for buys in the morning and bake under the sun on the Great Wall at high noon.

In travel service operations, the lack of service attitude and the low productivity of tour guides are major hindering factors on the improvement of visitor satisfaction.

Large Bureaucracy

A major barrier to China's development in tourism, and the areas that support tourism, is its large and entrenched

bureaucracy. The same centralization that enables China to make tremendous social and political shifts is high resistant to its own need for institutional changes. Corruption among local officials has been a major impediment to international investment in China.

The Minority Ethnic Groups Problem

The reputation of China's tourist industry is less than desirable and leaves much room to improve. The Han Chinese, and the many spectacular natural attractions, should always remain the core of China's tourism development. While this approach is obvious from the standpoint of the international marketplace, it is unclear what the role of ethnic minorities, and the peripheral environment that they occupy, should be in China's tourism development. There is a real threat in China that minority traditions will be lost, or only seen and experienced in museum-like compounds. A great sensitivity to, and support of, minority difference is sorely needed in the Han Chinese dominated government authorities.

5. Flight Safety

With the gradual liberalized aviation policy, China now has at least a dozen of domestic airlines. Some of the airlines are poorly staffed and equipped because of the shortage of qualified pilots and air-traffic controllers in the country to meet such dramatic growth. Which accounted for

a fifth of the world's airline passenger fatalities in 1992. In addition, ten airplane hijacking were reported in 1993 alone. There is a lack of experience and proper equipment for effective airport security. Improved airport security and flight safety are vital for China to further promote its tourism industry.

Outbound Tourism Boom

In addition to more frequent and longer domestic trips, greater openness to the outside world is encouraging increasing relaxation of law regulating cross-border travel for Chinese citizens . This has resulted in a steady increase in outbound international travel by Chinese citizens. Much of this has been in the form of combined business and pleasure trips. Neighboring countries and those of ASEAN are the primary destination for Chinese at present. More distant destinations will likely become available to wealthy Chinese individuals in the near future. Although a greater balance between domestic, inbound , and outbound tourism will not be realized in the short term, there will likely be a boom of outbound tourism very soon.

Strategies

Given the highly centralized nature of Chinese society, even under the unprecedented reforms of the 1990s, appropriate government strategies and policies will be key to the future

success of the country's tourism industry. China should persist in its economic policy of developing tourism, and more supporting policies favorable to industry should be formulated. The continued building of transportation infrastructure remains a development priority, including airport facilities, rail systems, and highway development. Only with a well-established transportation network, can China efficiently move its rapidly increasing numbers of international and domestic tourists.

Improving the Productivity of the Industry

Instead of the current policies which focus on increasing the numbers of international arrivals, greater effort should be made to improve the productivity of the industry. This can be achieved by developing human capital through training and education, and by introducing modern methods of management and supervision. In addition, laws, rules, and regulations governing tourism development should be initiated and developed. An industry code of conduct can direct business operations to be more effective and ethical, and a certified travel counselor(CTC) program, as practiced in the U.S., can improve the management effectiveness of the travel services. Communication and education between the government and local populations should also be carried out in order to avoid or reduce the negative impacts of tourism economically,

culturally, socially, and environmentally.

Expanding of International Marketing and Promotion Effort

Choice and adjustment to target markets should be made according to the changing trends of international tourism, with products being introduced and renovated according to the needs of both international and domestic travelers. The immediate contact of the NTA with the international market has generally been through its non-profit overseas offices. These overseas offices are primarily liaison offices and their marketing efforts are quite limited. More aggressive marketing, including regional and international cooperative campaigns, should be undertake. To do this, it is imperative for China to understand international market demands and develop appropriate travel products and services.

Protecting Tourist Resources

China also needs to pay greater attention to the management and protection of its major accessible tourist resources. The degradation and destruction of tourism resources by careless development or uncontrolled tourist use can destroy the drawing power that pulls the tourists to China in the first place. A demand-based, environmentally sustainable, and culturally sensitive development strategy is needed to guide China's resource assessment and development. These are issues that tourism developers are facing in many

developing countries, and China should actively take part in the international discussion on how to best resolve these problem.

Providing Better Quality Guest Service

It is strongly recommended that China take greater steps to provide better quality guest service to improve the visitor's experience and satisfaction. The concept of service is not well accentuated in China's tourism industry, and visitor discontent and complains often derive from the poor attitudes and device they encounter. Now that most of service employees regularly expect and accept gratuities from the international tourists, they must begin to provide the level of services acceptable by the image of China and the country will lose repeat business, as well as potential new visitors. Service is really an attitude. The teaching and training of service at schools and workplaces needs to focus on developing proper attitudes in tourism workers.

Setting Ambitious Plan

The NTA has an ambitious plan for tourism development into the year 2000. Its goals include an increase in annual receipts from international tourism to US\$10 billion by the year 2000 (with annual growth rate of fourteen percent). The goals for the annual income generated from the domestic tourism is RMB120 billion by the year 2000 (with an annual

growth rate of 21 percent).² If these goals are met, the total contribution of tourism to the national economy would be RMB1100 billion in decade from 1990 to 2000. In line with this plan are several large tourism campaigns, including:

1. The East Asia and Pacific Year of Travel in 1994
2. The 1997 Visit China Year in celebration of Hong Kong's returning to the mainland.
3. The 1990 celebration of the 50 anniversary of the People's Republic of China and the return of Macao to the motherland.

Other themes for tourism promotion include: natural landscape for 1993, history and antiquity for 1994, folk cultures for 1995, and leisure travel for 1996. These promotions are designed to give full exposure to China's tourism resources, ranging from natural wonders to cultural and historic sites, and modern, man-made attractions. In addition to this advertising approach, tourism authorities and the private and semi-private hospitality industry need to impress upon the government the importance of political stability to their success. As tourism becomes increasing more important, perhaps its voice on these issues will have greater influence.

A long-term, sustainable development approach supported by adequate infrastructure, well-trained human resource, and aggressive marketing plan could bring international and

domestic tourism development in China to the new heights by the year 2000, and beyond.

NOTES

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2. Ibid. P 243.

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The thesis is therefore accepted in partial fulfillment of the requirements for the degree of Master of Arts.

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