



Chinese Tourist Welcome Seminar Outline

中 **Module 1. Introduction**

- 中 General overview of China
- 中 The development of Chinese outbound tourism
- 中 Different traveller groups with different purposes of travel
- 中 The spatial distribution of travellers from China
- 中 Chinese Outbound statistics

中 **Module 2. Market Characteristics**

- 中 The attitude of Chinese travellers towards outbound tourism
- 中 The travel purposes of Chinese outbound tourists
- 中 The “Cultural Backpack”
- 中 Shopping and Sightseeing
- 中 Travel? Why, When, Where, How?

中 **Module 3. Dealing with Chinese**

- 中 Language basics
- 中 Names, titles and greetings
- 中 VIP, Special, Global citizen
- 中 Food Culture

中 **Module 4. How to market Chinese tourists (Marketing strategy for the Greek tourism)**

- 中 Background and current situation
- 中 The direct flight issue - The VISA issue
- 中 Market strategy
- 中 Product “adaptation” – Sales Promotion
- 中 Proposal for marketing Crete to the Chinese market (for discussion and brainstorming)