

China Outbound Tourism Research Institute

COTRI is the world's leading independent research institute for analysis, consulting and quality assessment relating to the Chinese Outbound Tourism market.

COTRI - The China Outbound Tourism Research Institute offers information, analysis, publications, consulting, advice and coaching for destinations and companies interested in the biggest Asian source market in international tourism - China.

COTRI organizes since 2004 the CTW China Tourists Welcoming Award to disseminate best practice examples of providing exemplary services to Chinese travellers outside China. Members of the CTW Award Winners Club include ACCOR Hotels, Galeries Lafayette, different National Tourism Boards, Hard Rock Café, African Network, etc.

COTRI provides current and background information about Chinese Outbound tourism on its websites www.china-outbound.com and www.win-chinese-tourists.com. The latter host COTRI Premium Content offering rich resources for companies and destinations requiring deep understanding about the China outbound tourism market, the Premium Content Website makes available valuable scientific and practical means such as different statistics and graphs or COTRI's annotated bibliography of research and publications on Chinese Outbound Tourism.

COTRI was established in 2004 by its director, Prof. Dr. Wolfgang Georg Arlt, answering the tourism market need of a Chinese-market specific research, analysis and consulting institute. Thanks for the continuous support and recognition from our high profile customers worldwide, COTRI has developed into a well-structured, resourceful institute.

COTRI is closely working together with the UNWTO, PATA, UNCTAD, the Tourism Research Institute of the Academy for Social Sciences (Beijing), the Sun Yat-sen University (Guangzhou), the Hong Kong Polytechnic University and other international organizations, National and Regional, Tourism Boards, private companies and experts from many countries.

COTRI organizes China Outbound workshops both public and in-house. COTRI customized workshops have been taking place in Europe, Asia, Middle America, the Caribbean and South America.

COTRI is offering self-learning programs. As with "[*Are You Ready? For Chinese International Travellers*](#)". This is a self-study programme for tourism managers and professionals to learn about the Chinese Outbound Tourism market. The publication is the first one of a series of joint publications with PATA Pacific Asia Travel Association.

COTRI's future publication is the "COTRI Yearbook 2010, China's Outbound Tourism Development". The book is a compilation of articles related to the Chinese outbound tourism market in different countries and places including Germany, Mexico, Belgium and London, among others

Since 2008, **COTRI** verifies companies and institutions engaged in providing excellent services for Chinese visitors with the [COQ China Outbound Tourism Quality Label](#).

§ 1. COQ Quality Label Silver

Short Product Description:

The primary goal of the "China Outbound Tourism Quality Label" (COQ Label) is the sustainable improvement of the product and service quality of international tourism offers for Chinese customers. The main focus of the certification is the adaptation of the products and services to the special needs, expectations and behaviour of Chinese travellers by the participating companies and organisations.

Procedures:

1. Identification and training of a host -- "Certified China Outbound Tourism Quality Host"
2. Implementation in the company -- Develop an action plan
3. Submission of documents for certification Examination by COTRI and expert network
4. Examination and certification as China Outbound Tourism Quality Label (COQ) Silver. valid for two years

Target Group:

- Hotel industry
- Gastronomy establishments
- Local, regional and national tourism marketing organizations
- Inbound tour operators
- Leisure and cultural facilities
- Temporary attractions (Events)
- Transport companies, institutions and associations
- Retail

Benefits for the clients:

- Ensuring an excellent service for Chinese tourists
- Broaden knowledge
- Sensitize the tourism stakeholder
- Improving the satisfaction of Chinese travelers
- Increase quality awareness
- Improve the price / service ratio
- Increase the competitiveness of the participating institutions
- To promote international cooperation
- Right to be part of China Outbound Tourism Quality Club.

Price for the clients:

- 188 € COQ HOST
- 888 €, COQ Label Silver

§ 2. COTRI customized Workshop

Short Product Description:

As one of COTRI's customized research solutions to thoroughly understand the Chinese outbound tourism market, this workshop helps customers to sharpen their knowledge of this fast-growing market as well as assists expansion and optimization of existing and future strategies.

Key topics for **typical one-day workshop Chinese Outbound Tourism**

- Development of China's Outbound tourism 1983 – 2010 worldwide and to "your destination"
- Behavior and expectations of Chinese outbound tourists
- Product adaptation including Human resources.
- Marketing for the Chinese outbound tourism

Target Group:

All organisations and companies working with the Chinese tourism source market on international to local level

Benefits for the clients:

- Thorough support for special plans and activities
- Tailor-made market strategy regarding particular contexts of the customer
- A 40-50 pages analysis paper with "destination"- specific part (in English), delivered at least two weeks before workshop for translation, if necessary, and copying
- Varieties of presentation, for instance, PowerPoint, Mind-map, Chinese map of the World, Q&A session

Price for the clients:

Fee is calculated on the base of 3000 EUR/customized workshop plus travelling expenses from/to Germany for Prof. Dr. Wolfgang Georg Art

§ 3. COTRI China Outbound Clinic (COC)

Short Product Description:

China Outbound Clinic (COC) is an innovative way of giving answers and finding solutions for real experiences and questions while welcoming Chinese outbound travelers. This solution-orientated two-hour session with COTRI experts and a small group of non-competing companies and organizations worldwide discuss their experiences and problems. Participants can enhance their understandings for this market and learn from the others' business experiences of success and failure. Interactive presentation enables the participants to gain varieties of innovative ideas and to help formulate new marketing and sales strategies.

Target Group:

All organisations and companies working with the Chinese tourism source market on international to local level

Benefits for the clients:

- Real case studies and discussion on success and failure of participating companies
- To learn yourself from the others, and then to help your organization/company formulate new marketing and sales strategies
- Feedbacks and guidance from COTRI's tourism expert network and one-on-one assistance

Price for the clients:

- 300 Euro per participant per session

§ 4. COTRI Consulting and Coaching

Short Product Description:

COTRI offers to make available 30 years experience with China and Chinese tourism for the projects and experiences of companies and organisations for the Chinese tourism source market.

The COTRI consulting portfolio includes analysis and planning of products, product adaptation, product development and marketing planning, market entry strategies, human resource development and related fields; if feasible in conjunction with our worldwide COTRI network of China outbound tourism experts.

COTRI also offers coaching for the development of the Chinese tourism source market with one-day coaching sessions every three, six or twelve months.

Consulting and coaching can be combined if feasible with other COTRI offers including in-house workshops, trainings etc.

Target Group:

All organisations and companies working with the Chinese tourism source market on international to local level

Benefits for the clients:

- One-to-one support for specific plans and activities
- utilization of know-how of most important independent research institution in the field
- customized solutions
- practical solutions based on deep understanding of customers and market

Price for the clients:

- Consulting: fee is calculated on the base of 800 Euro/day; price negotiable according to level of difficulty and length of engagement
- Coaching: fee negotiable as case-by-case or annual fee

§ 5. Premium content website Win-Chinese-Tourists.com

Short Product Description:

COTRI's premium content website of www.win-chinese-tourists.com provides customer with many valuable and useful info entries, for instance, a wide selection of current and upcoming events, research papers on different destinations around the world, reliable statistics and graphs, presentation slides, video and audio files on Chinese outbound tourism, a comprehensive list of annotated bibliography, and practical information among many others.

Target Group:

- All organisations and companies working with the Chinese tourism source market on international to local level
- Universities, colleges and tourism research institutions
- Tourism professors, researchers and students
- Tourism journalists and media
- Those who are interested in Chinese outbound tourism market

Benefits for the clients:

- Rich and most up-to-date intelligence on Chinese Outbound Tourism
- Validated name list and contact information of Chinese Tour Operators, China tourism experts and Chinese tourism Media
- Most recent statistics and data of Chinese outbound tourism
- Resourceful researches papers with different destination context concerning Chinese outbound tourism
- Get updated information about the situation of the Chinese Outbound Tourism Market
- Get plenty of research resources
- Be aware of competitors, new products and markets

Price for the clients:

- 120 EUR for 12 months of access

§ 6. Publication *Are You Ready? For Chinese International Travellers* by COTRI/PATA

Short Product Description:

Are You Ready? For Chinese International Travellers is a self-study programme for tourism managers and professionals to learn about the Chinese Outbound Tourism market. The text is divided into eight main chapters. Each chapter is again divided into eight sub-chapters. The first six of these provide focused information and necessary background facts for the practitioner and are followed by a dialogue and a conclusion. Each chapter ends with a "Transfer to Practice" element which is meant to help starting right away with the Chinese outbound market. On the first page of each chapter readers will find a Chinese character, explaining a major idea of Confucianism.

The publication is available in three formats:

- self-learning programme for tourism industry
- academic version for use in institutions of higher education (only available to such institutions)
- PowerPoint Presentation with explanations as "Train-the-trainer" instrument for further education training programmes

The purchase includes one year free access to the premium content on www.win-chinese-tourists.com, worth 120 € and to a free feedback by COTRI experts on your Chinese Travellers action plan developed in Chapter 8 of "*Are you Ready?*".

"*Are You Ready? For Chinese International Travellers*", jointly published by PATA and COTRI, provides detailed introduction of Chinese outbound tourism business, Chinese traveller behaviour, their likes and dislikes, as well as how to provide superior services for them from an insider point of view.

Target Group:

All organisations and companies working with the Chinese tourism source market.

Benefits for the clients:

- Practical self-learn program
- Published by leading tourism organisation PATA and leading independent research institute COTRI
- Purchase includes benefits like free access to Premium content website and free feedback by COTRI experts for action plan

Price for the clients:

- The publication is available from the PATA store (www.patastore.com)
- self-learning program for tourism industry 499 US\$ (PATA members 350 US\$)
- academic version for use in institutions of higher education 175 US\$
- PowerPoint Presentation with explanations as "Train-the-trainer" instrument for further education training programmes (available from Spring 2010)

§ 7. COTRI/ CTA Publication

Short Product Description:

The survey is edited by the China Tourism Academy (CTA), which is a dedicated research institute of China National Tourism Administration (CNTA). The English version is published in cooperation with COTRI by Profil Publishers (Munich).

China outbound tourism has become a significant section of the China tourism industry and is changing the layout of China tourism economy, and even affecting the world map of international tourism. From 1992 to 2008, the outbound departures made by Chinese tourists have been increased from 3 million to 46 million, with an annual growth of 18.6% averagely.

CTA conducts annual surveys on the China outbound travel and tourism market, analyzing the consumption mode and industry operational features of China outbound tourism market; predicting the market demand and trends; examining outbound developing trends of the main outbound tour originating cities in China; and providing academic support for the government to set up policies and regulations and for companies involved in the outbound industry to make development strategies. This report also delivers a comprehensive analysis from the market demand side, and is very valuable for international organizations, which are promoting their tourism destinations and products to (or interested in) the Chinese market, to better understand the market.

The Report comprises 9 chapters. Chapter 1 introduces the market environment, scale, structure, characters and industry innovation of the China outbound tourism in 2007-2008. Chapter 2 examines the factors which affect the outbound tourism industry. Chapter 3 analyses the market consumption characters of the industry in 2007 and 2008. Chapter 4 further illustrates the industry situation, characters and product development and innovation. In Chapters 5, 6, 7, and 8, the analysis is made on features of the market, factors affecting on outbound tourism, features of outbound tourists' consumption and the industry operational features in the main outbound tour generating cities, Beijing, Shanghai, Guangzhou and Chongqing respectively. Chapter 9 predicts the trends and provides a range of suggestions to the outbound tourism industry stakeholders including government, enterprises and tourists etc.

Target Group:

All organisations and companies working with the Chinese tourism source market on international to local level.

Benefits for the clients:

- Most comprehensive survey results available from government institution
- Clear analysis based on insider view
- English version published in cooperation with leading independent research institute COTRI

Price for the clients:

Price 250 Euro; subscription price before April 15th, 2009: 190 Euro

§ 8. COTRI Yearbook 2010

Short Product Description:

The COTRI Yearbook 2010 offers a variety of articles from distinguished scholars and tourism experts from China and other countries. Readers will gain new insights into the development of outbound tourism from China to countries as diverse as Belgium, Germany, Jamaica and Mexico. They will also find practical information about how to increase the level of service quality for the specific needs of Chinese travellers.

Target Group:

All organisations and companies working with the Chinese tourism source market on international to local level

Benefits for the clients:

- Introduction by UNWTO Secretary General Taleb Rifai
- Prolific authors from China, Europe and the Americas
- Up-to-date information on Chinese outbound tourism from leading independent research institute COTRI
- Practical examples and case studies from several countries

Price for the clients:

- The publication is published by Martin Meidenbauer publishing house (Munich/Germany) (www.m-verlag.net), available also from www.amazon.com
- Price 29.90 Euro (published March 2010)