

Tourism Development in China (2011)

1. China's tourism sector has maintained stable and robust growth

2011 is the first year of China's "12th Five-Year Plan" period. In the face of the complex and severe domestic and international economic situation, China's tourism sector has earnestly followed the policy of the Chinese government of "turning tourism into a strategic pillar industry of the Chinese economy and a modern service industry with improved public satisfaction", and maintained stable and robust growth by expanding tourism consumption, improving tourism services, advancing reform and innovation and transforming mode of development.

In 2011, China recorded 57.58 million of inbound overnight tourist arrivals, up by 3.44%, US\$48.5 billion in foreign exchange tourism revenue, up by 5.78%; 70.25 million outbound tourists, up by 22.42%, 2.64 billion domestic travels, up by 13.2%, and RMB 2.25 trillion in total tourism revenue, up by 20.1%.

China is already the world's third largest inbound tourism destination, the third largest source of outbound tourists in terms of tourism consumption and the largest market for domestic travels. China has entered a new stage of tourism development with tourism products becoming more affordable to the public and tourism industry evolving with greater maturity.

2. Sharing development opportunities with the world and actively carrying out international cooperation

As a major tourism country, China is willing to share the opportunities of tourism development with tourism operators around the world. This is a consistent policy of the Chinese government. China stands ready to advance cooperation with other countries and regions to enlarge the scale of two-way tourist exchange, and further expand and deepen cooperation on tourism industry development with the rest of the world.

(1) Supporting Japan's post-disaster tourism recovery. In order to support Japan's post-disaster reconstruction and the recovery of Japan's tourism sector, China National Tourism Administration (CNTA) sent a delegation to Japan soon after the earthquake. On 30 May, a Chinese tourism delegation led by CNTA Chairman Shao Qiwei, with representatives from the tourism departments of 20 provinces and

autonomous regions and 38 large tourism companies, paid a visit to Japan, and proposed five specific measures for supporting Japan's post-disaster tourism recovery. Prime Minister Kan of Japan met with the principal members of the delegation and expressed his appreciation for the Chinese support.

(2) Further expanding the scope of ADS. In 2011, China signed memorandums of understanding on ADS with Uruguay and Cameroon, and officially launched the group travel by Chinese tourists to Iran. At present, 114 countries and regions have received the approved destination status for hosting Chinese tourist groups.

(3) Advancing Northeast Asian regional cooperation through the mechanism of China-Japan-ROK Ministerial Conference on Tourism. In May 2011, CNTA Chairman Shao Qiwei attended the Sixth China-Japan-ROK Ministerial Conference on Tourism in Gangwon-do together with the tourism ministers of Japan and the ROK. The three countries signed the *Joint Statement of the Sixth China-Japan-ROK Ministerial Conference on Tourism*. During the conference, the tourism departments of China and the ROK signed the *China-ROK Agreement on Tourism Exchange and Cooperation*. The China-Japan-ROK Ministerial Conference on Tourism, which constitutes an important part of the Trilateral Summit mechanism, has laid a solid foundation for further expanding tourism exchanges and cooperation between China, Japan and the ROK.

(4) Carrying out cooperation with major international tourism organizations. Vice Premier Wang Qishan received the open letter of the "Global Leaders for Tourism Campaign" on behalf of the Chinese government in his meeting with Secretary-General Taleb Rifai of the World Tourism Organization (UNWTO). China has maintained close cooperation with the UNWTO, World Travel & Tourism Council (WTTC), Pacific Asia Travel Association (PATA), Asia-Pacific Economic Cooperation (APEC), South Pacific Tourism Organization (SPTO), T20 Tourism Ministers' Meeting and other international organizations, taken an active part in the relevant activities and international conferences, and made positive contribution to world tourism development.

(5) Hosting major international conferences, forums and other activities. In 2011, CNTA successfully hosted a number of major international events, including PATA 60th Anniversary and Conference, the First China-Eurasia Forum on Tourism Cooperation and Development, China-Caribbean Economic and Trade Cooperation Forum - Tourism

Seminar, the Fifth China-US Tourism Directors Summit and China-Australia Tourism Summit. These activities have played a significant role in promoting broader and deeper tourism industry cooperation between China's tourism sector and the international community and boosting the global influence of Chinese tourism.