



# Get 'China Ready' through Training Programmes & Accreditations



# Get 'China Ready'

China is the biggest outbound tourism source market in the world – 116m travellers spent \$160 billion in 2019.

**One in ten of all international travel begins in China.**

The Chinese visitor is vastly different to the traditional recreational holiday maker from the traditional markets of Europe and the USA.

Reasons for travel in China are complex and sophisticated, and trips are very much today's status symbol in China. There are many distinct kinds of travellers with many distinct levels of experience and expectations for many different reasons.

Understanding Chinese customers from package-tour first timers to "Second Wave" sophisticated self-organised travellers and responding to their demands, communicating readiness, and offering the right kind of services to the right kind of market segment is key to success in this market.

So how do you attract this major market segment and turn Chinese visitors into satisfied customers who go on to recommend your business and destination to friends and colleagues?

The key to success lies in understanding and respecting the unique Chinese culture and their motivations.



**The Get 'China Ready' programme**, delivered by the Centre for Competitiveness as Ireland's COTRI Country Partner, is a bespoke programme delivered in-company that will provide your business with the tools to both attract and appropriately 'welcome' Chinese visitors.

Our programme is certified by COTRI, (China Outbound Tourism Research Institute), the world's leading independent research institute for Chinese outbound tourism and recognised by Tourism NI, Fáilte Ireland and Tourism Ireland.

Our training helps Hotels, Restaurants, Coach Tour Companies and Tourist Destinations, Activities and Products to position themselves at the forefront of the biggest global outbound tourism source market by understanding the different market segments, adapt products and services and by communicating the special attention given to the market by Chinese tour operators.

It will also provide access to a networking partnership that offers exclusive benefits designed to promote your travel business in the Chinese marketplace.

It is designed for individual organizations- or groups of enterprises within a destination- and targets management and front-line staff to develop their awareness and competences so that they can create and manage a special 'Ireland Welcome' for the Chinese Tourist.



# Content, Structure & Approach

Over 4 Modules, and a basic test, the course content combines comprehensive Chinese market access information and guidance, audio visual materials, service delivery training, access to a full range of China-related services, and links to tourism research and marketing services.

The workshop equips both customer-facing and marketing-oriented individuals with valuable insights into the motivations for China's outbound tourism and the expectations and needs of Chinese tourists as they experience the Products and Services and the related touristic experiences in Ireland.





## **There are 4 core modules in the workshop:**

### **1 Chinese Travelers Abroad**

Useful, relevant and practical background information about Chinese outbound tourism, particularly into Dublin; with direct flights from China, & Hong Kong.

### **2 Chinese tourists' motivation, needs, expectations and behaviour**

Chinese attitudes towards foreign travel - why they travel, what they hope to achieve through travelling, with focus on accommodation and eating habits.

### **3 Product adaptation and Marketing**

How to tailor your individual product or service to best match Chinese needs and expectations. Creating a story to make your destination or product memorable. The module also highlights ways of establishing your company and reputation in China. Types of food dishes, service standards and menu compilations are also covered in this module.

### **4 Chinese language, service and ambience**

Communicating with, or without, knowing the language. Ways to use Chinese signs, phrases and technology to compensate for not speaking the language. The Service expectations of Chinese customers are also examined during the Module.

These modular workshops will be delivered to front line service employees and the supervisory and management team, over a 3-hour period - morning or afternoon.

Workshop participants are also required to complete a simple test to check their understanding and competence in welcoming Chinese tourists.

Successful delegates are awarded the 'Chinese Tourist Welcome Host' Certificate, accredited by COTRI, World Travel and Tourism Council, (WTTC) and the Centre for Competitiveness (Ireland).

In addition, the organisation will be awarded the Get 'China Ready' Quality Label to recognise the new range of services, standards and facilities available specifically for Chinese Tourists.

**For further details and to chat about our Get 'China Ready' Training and support for your Tourism & Hospitality Business, contact us at [compete@cforc.org](mailto:compete@cforc.org) or phone +44 (0)28 9073 7950 or our Dublin office +353 8 7224 2575.**