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# **China and Indonesia Reflections**



**NORTHERN  
IRELAND**

**UNITED  
KINGDOM**

□ Dublin

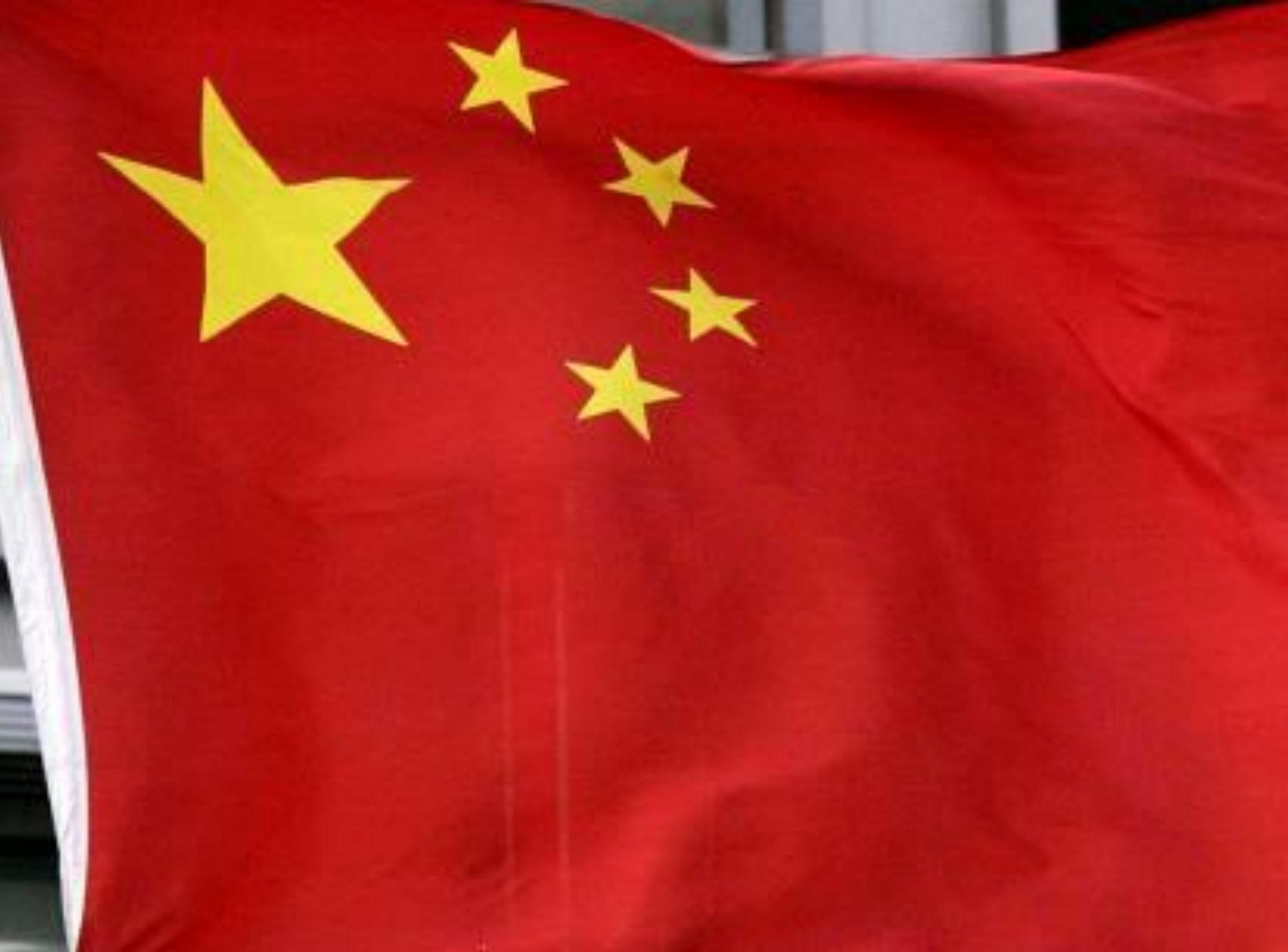
Atlantic  
Ocean

**REPUBLIC  
OF IRELAND**

Cork □

*Irish  
Sea*







MONGOLIA

RUSSIA

Vladivostok

Beijing

Tianjin\*

**Dalian**

Qingdao

Xian

CHINA

Jiangyin

Shanghai\*

Fuzhou

Xiamen

Guangzhou

Hong Kong

Sanya

Taipei

TAIWAN

Kao-hsiung

NORTH KOREA

SOUTH KOREA

Inchon

Seoul

Pusan

Mokpo

Cheju City

Nagasaki

Kagoshima

Osaka

Kobe

Hiroshi

Fukuoka

Okinawa

THAILAND

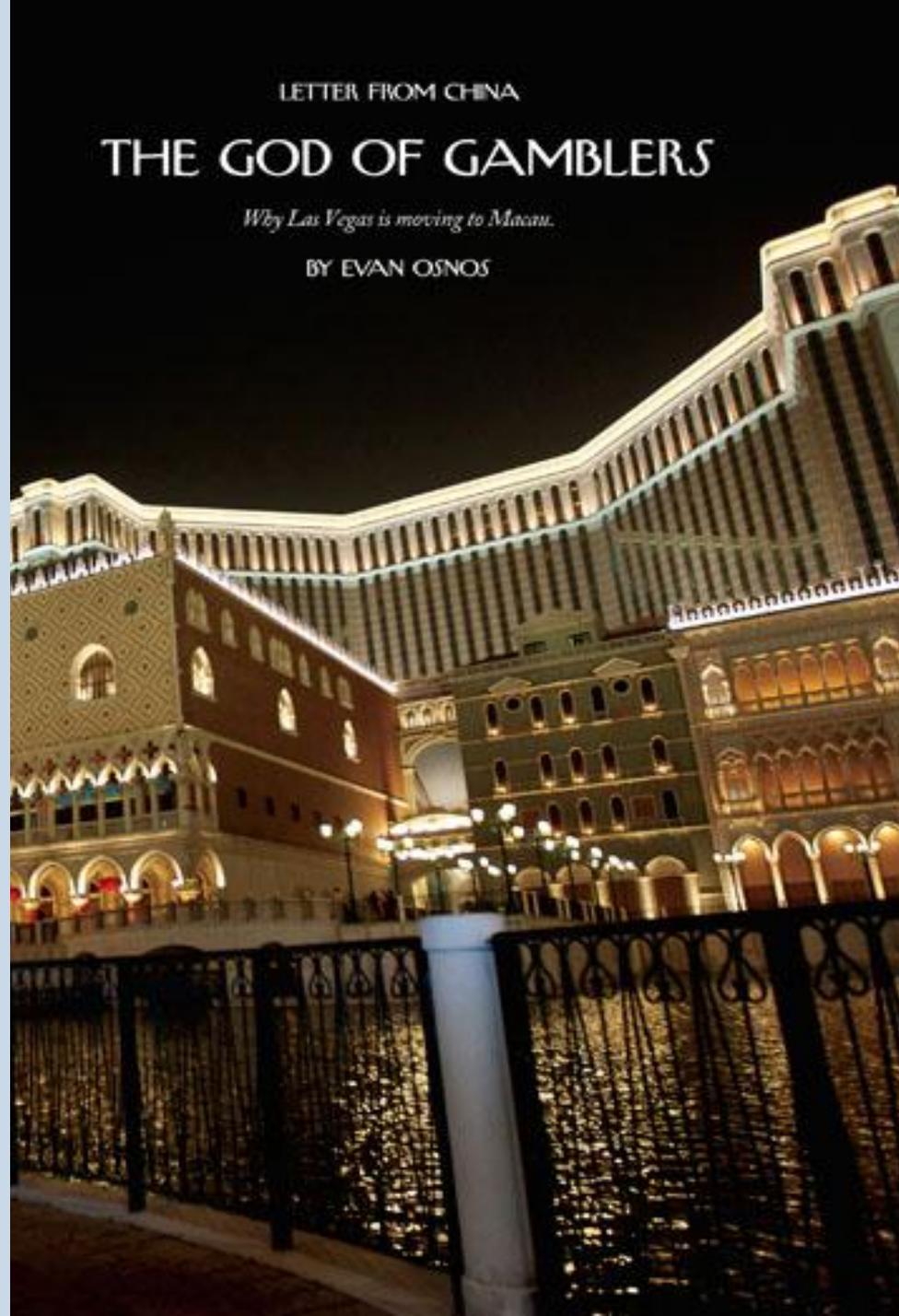
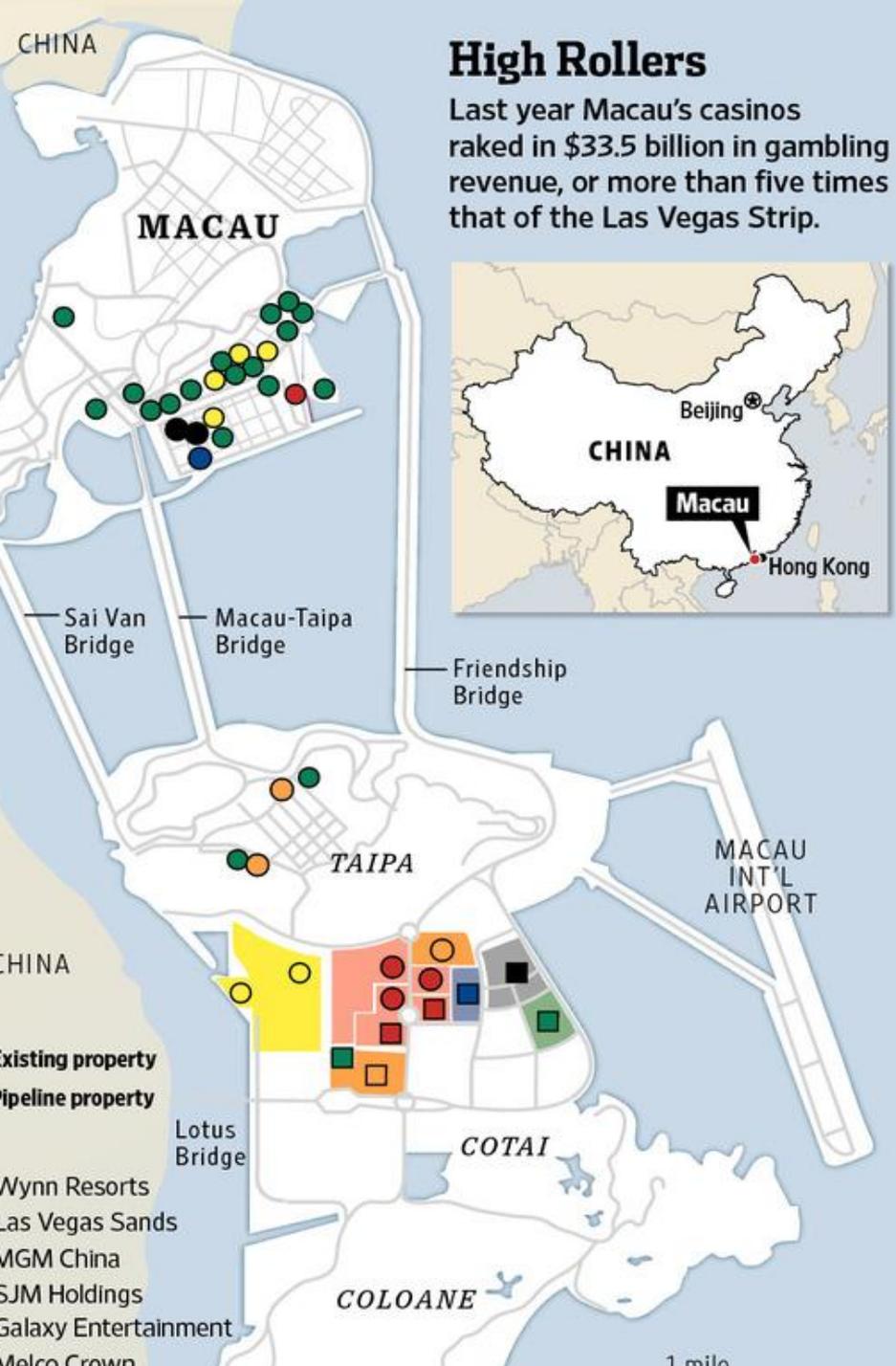
MYANMAR

VIETNAM

LAOS

*Pacific Ocean*

McKinsey Global Institute placed the city thirty fifth in the world (of more than 2,650); beating more recognizable and historic cities such as Chicago, Sydney and Delhi in terms of contribution to the global economy and growth.



# Macau- The "Monte Carlo of the Orient"

- Macau legalized casino gambling in 1847
- 35 casinos /600,000 population.
- Macau is the world's largest gambling market - US\$43 billion turnover in 2014.
- About 90% of the government tax revenue.
- 28 Square KM
- 31 million Visitors in 2014.

# \$50 ..... GAMBLING REVENUE ..... IN BILLIONS



Las Vegas strip\*



Sources: UNLV Center for Gaming Research;  
Nevada State Gaming Control Board

\*Figure for 2013 is as of November  
The Wall Street Journal





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Wing Lee

永利







Cartier

TUDOR









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Tak Chun Group presents

# 澳門國際啤酒節 2013 Macau International Beer Festival

## 第二屆啤酒、葡萄酒及烈酒博覽會 2<sup>nd</sup> Beer, Wine & Spirits Expo

蔚雨芯

Rainky Wai



黃偉燐

Nuno Wong



# 啤酒美食派對 Beer & Food Carnival

## 1-4.8.2013

### 5pm - 1am

澳門漁人碼頭古羅馬表演場  
Macao Fisherman's Wharf Roman Amphitheatre

DJ靚模駐場

Drink n' Rock With Celebrity DJ Models

勁BAND組合

Rock n' Roll With Funky Band

特備節目“皇者爭霸戰”

The Champion Showdown

慈善義賣

Charity Bazaar

IMAGE GIRL美女/猛男助興

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澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAU GOVERNMENT TOURIST OFFICE

**National tourism policy in China  
has experienced two major  
changes, namely, tourism  
serving politics, and tourism  
serving the economy.**

# Reasons for government involvement in tourism

- Political reasons
  - Travel across national boundary--entry and exit--overseas destination approved by CNTA.
  - Enhance the national and international image.
- Economic reasons
  - China trade surplus in 1980s-encourage outbound trips-balance of payment.

# FACTS

- 1.34 billion people – Chinese Dream.
- 769 million workers.
- The size of its economy surpassed the United States in 2015.
- Chinese worker works between 2,000-2,200 hours every year (1770 OCED).
- The hospitality and catering work an average 51.4 hours of work per week.

- Nearly 120 million Chinese tourists traveled overseas in 2015.
- That number could double by 2020.
- Spent an average of around \$1,206 each.
- Chinese citizens increasingly travel visa-free.
- Domestic tourists reach 3.3 billion.

# Demographic

## Trends

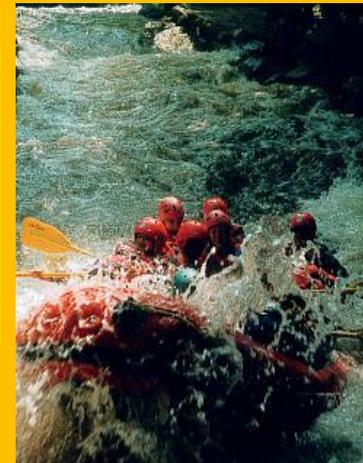
- Increasing population.
- Aging population.
- Urbanisation.
- Decline in the traditional family.
- Intergenerational travel popular.



# Economic

## Trends

- Rising incomes
- Continued growth of national economy
- Polarisation of wealth
- Increase in paid holiday entitlements



# Environment

- Ozone depletion
- Sea level rising
- Extreme weather events/natural disasters

## *Resource Depletion*

- Energy/water shortage
- Deforestation/desertification
- Biodiversity/species loss

## *Interest in sustainability*











Qingdao

<http://www.dailymail.co.uk/news/article-2015225/Only-China-Holidaymakers-happily-frolic-algae-covered-beach-deep-green-sea.html?ito=feeds-newsxml>







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Daying county, Sichuan

<http://www.dailymail.co.uk/news/article-2026178/Chinas-Dead-Sea-Is-worlds-packed-swimming-pool.html>







Dalian

<http://www.dailymail.co.uk/news/article-1200986/Is-worlds-crowded-swimming-pool-Thousands-try-escape-Chinas-scorching-heatwave.html>



# Political

## Trends

- Travelers seek safe, secure destinations
- Security policies can be a hindrance to travel





## PHILIPPINES HIT BY CHINA TRAVEL WARNING

Economy affected by falling tourist numbers

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1.000  
MADE IN  
KOREA



# Socio-Cultural

- Money rich-time poor/working vacations
- Value for money/good service
- Experimental/authentic/educational
- Safety conscious
- Social/environmental concern
- Influence of media/pop culture
- Small groups/clubs

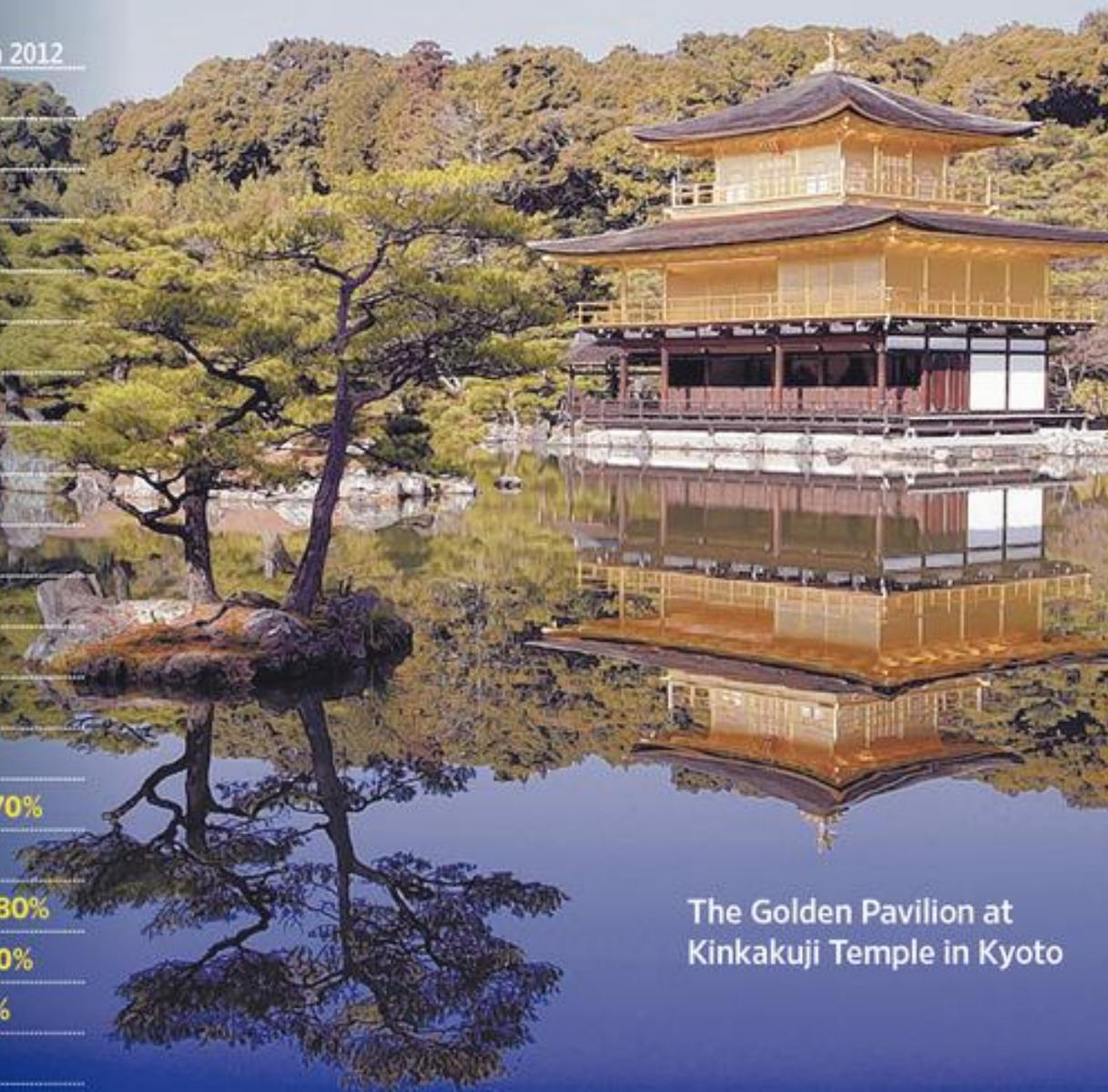


(Source: Dwyer 2007)

# Chinese Travelers Look Further Afield

Top 20 most popular destinations for Chinese travelers during July and August\*

Rank	Destination	Increase from same period in 2012
1.	Hong Kong	50%
2.	Phuket	250%
3.	Taiwan	350%
4.	Bangkok	270%
5.	<b>Paris</b>	<b>360%</b>
6.	Dubai	210%
7.	Macau	50%
8.	Seoul	180%
9.	Singapore	170%
10.	Bali	310%
11.	Rome	180%
12.	Chiang Mai	180%
13.	New York	280%
14.	London	120%
15.	<b>Jeju Island</b>	<b>570%</b>
16.	Boracay	360%
17.	<b>Kyoto</b>	<b>580%</b>
18.	<b>Kota Kinabalu</b>	<b>550%</b>
19.	<b>Hanoi</b>	<b>510%</b>
20.	Kuala Lumpur	190%



The Golden Pavilion at Kinkakuji Temple in Kyoto

## **Top 10 Outbound Destinations in the First Half of 2015:**

- 1. South Korea
- 2. Taiwan
- 3. Japan
- 4. Hong Kong
- 5. Thailand
- 6. France
- 7. Italy
- 8. Switzerland
- 9. Macau
- 10. Germany

## **Top 10 Destinations for Tourists Organized by Travel Agencies**

- 1. Thailand (15%)
- 2. Hong Kong (13%)
- 3. South Korea (12%)
- 4. Japan (11%)
- 5. Taiwan (8%)
- 6. Macau (7%)
- 7. Singapore (4%)
- 8. Vietnam (3%)
- 9. Malaysia (3%)
- 10. Indonesia (2%)



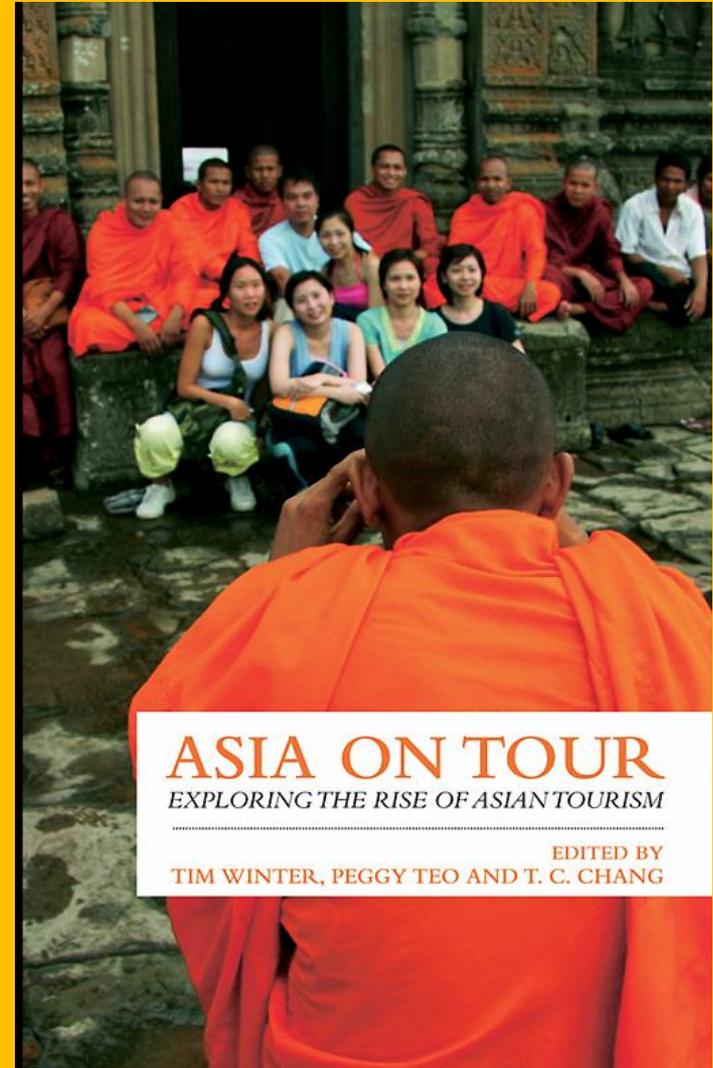
Great  
KOREA

韓國館



# 1. Chinese Backpackers

- Proliferation of Internet and virtual communities in the 1990s.
- Allowed for information exchange, laying the foundation for self-organized backpacking trips.
- Chinese backpackers are highly educated, urban-based and upwardly mobile professionals.
- China has 400 million people between the ages of 15 and 34.



- Every stage of the process is documented in a virtual environment where backpackers post information, exchange tips and discuss travel 'dos and don'ts.'
- A traveler's reputation is often reinforced or destroyed on the net, due to his/her conduct and behavior on tour.

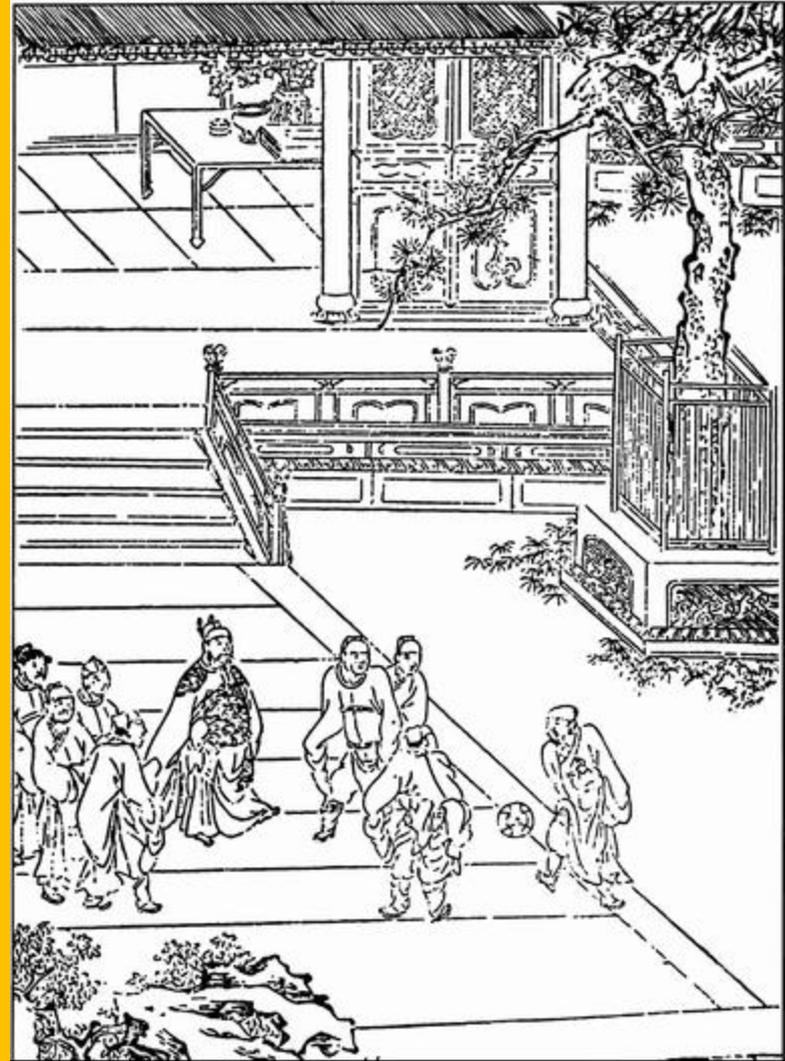


- These travelers are called 'friends of donkeys'
- Do not understand the "hostel" concept as we all know it.
- They are interested in history, sightseeing, and especially shopping. They are not interested in adventure travel. **Do not expect them to go canyoning, skydiving, rock climbing, etc.**
- They are health conscious. They are not big drinkers, and they prefer healthy food.
- They tend to have full itineraries planned out well in advance, so their schedules are not flexible.



## 2. Sport

- Sports are part of every culture, past and present.
- China has a long tradition of sporting invention, participation and achievement.
- Different cultures have their own definition of what constitutes sport.





China finished in the top three  
of the medal standings in  
Sydney (third), Athens (second)  
and Beijing (first).....But what  
about Mass participation.



# 3. Cruise Tourism

- Royal Caribbean Cruises will base its newest ship in Shanghai, from 2015.



- China has formed an initial cruise market with focus placed on the Yangtze River Delta, the Pearl River Delta and the Bohai Bay in the north.
- Shanghai and Tianjin to South Korea and Japan include Busan, Incheon, Cheju, Kobe, Nagasaki, Osaka, Kagoshima and Fukuoka.

# 4. Spa Tourism

- China's bathing culture has a long and colorful history going back 5,000 years.
- China has abundant resources of hot springs at more than 3,000 locations across the country, including Guangdong, Hainan, Fujian and Jiangxi.



# GLOSSARY

## A SIMPLE GUIDE TO TCM TREATMENTS

### ***Tuina***

Traditional Chinese massage therapy. A therapist uses hand techniques to massage muscles and tendons, acupressure to affect the flow of *qi* and joint manipulation to realign muscles, bones and ligaments (bone setting).

### **Cupping**

Using heat or suction, a therapist places cups on acupoints, drawing blood to the surface, and stimulating blood flow and *qi* in the process, thereby drawing out toxins.

### **Scraping**

Similar in principle to cupping, a practitioner drags a small flat "scraper", made of animal horn or jade, down specific areas of a patient's body to release disease-causing "bad *qi*".

### **Bone setting**

Sometimes considered a subset of *tuina*, bone setting involves relocating misaligned bones and discs.

### **Herbal bath**

Patients are immersed in baths infused with prescription TCM herbs, absorbing the medicines through their pores.

### **Moxibustion**

The lesser known cousin to acupuncture, moxibustion makes use of dried herbs, rolled into cigar shapes, which are lit and held closely over a patient's acupoints.







# 5. Wedding Tourism

- Western Style romances have become the fashion, and most brides now dream of a white wedding.
- Pre-wedding photographs is driving Chinese travel.
- Overseas students.









# 6. Luxury Shopping

Luxury shopping is a bright spot in the world economy as upmarket shops attract Chinese tourists seeking bargains.



**A record 4.5 million  
Chinese people are  
estimated to have  
traveled overseas during  
Spring Festival 2014.**



# Chinese New Year: London parade welcomes Year of the Horse



Thousands of people have turned out to celebrate the Chinese New Year in central London.



# 8. (Urban) Ecotourism

- Increasingly recognized as having potential to produce positive environmental impacts because of its economies of scale and tendency to be confined into manageable restricted spaces.
- Needs to emphasize ecosystems-based attractions, transformational education, and sustainable management that enhances the environment at a global scale.

- Ecotourism works when it is more accessible. In Jakarta, Mass transit systems can get one to many urban ecotourism locales..but too Ports?
- Urban ectourism introduce many more people to the appreciation and love of wildlife and local ecosystems .
- Urban ecotourism makes urban spaces more livable while ensuring protection of the natural resources and ecosystems that sustain us.

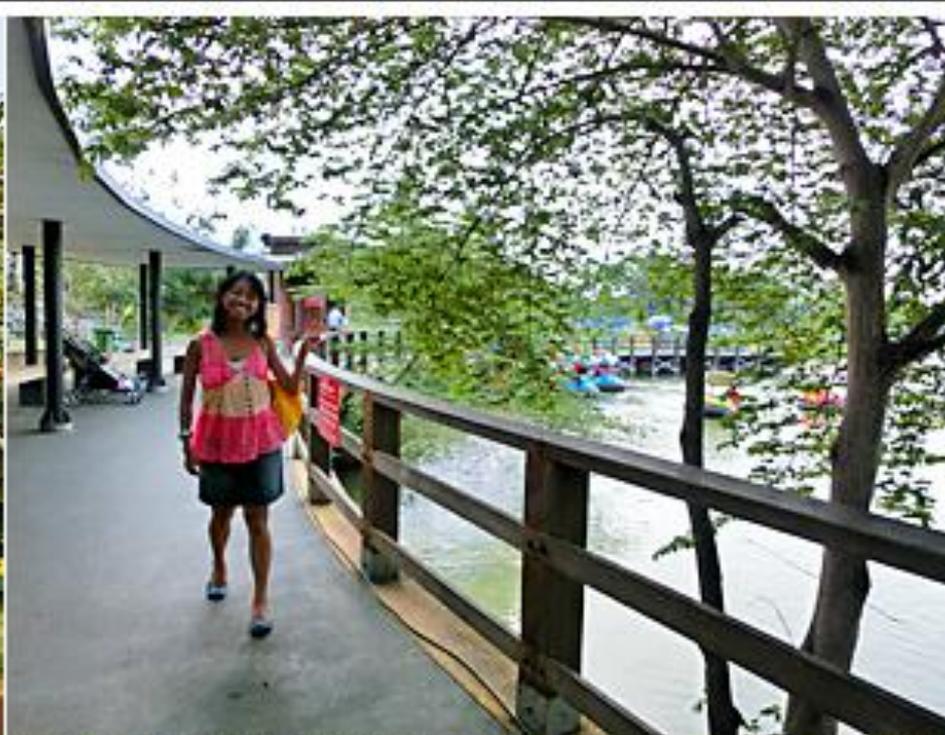
# Example: Delhi



Delhi Urban Eco-tours take citizens of Delhi to places like the landfill sites, lost green spaces, a biodiversity park, a lost lake and the river Yamuna. Includes elements of conservation, education, traveler responsibility and active community participation.

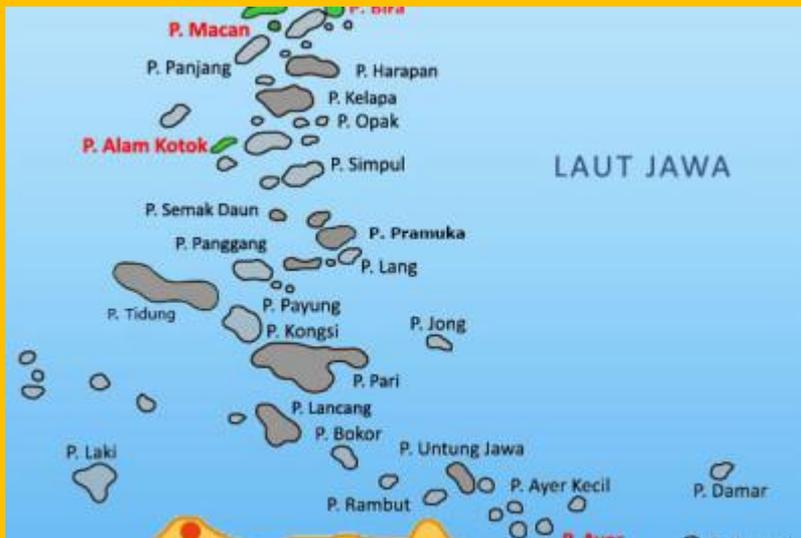
# Example: Singapore







# Questions?



- An eco-friendly transfer?
- Reduction of carbon emissions and minimal habitat destruction in ports where you dock.
- Is the product ready?
- Could it damage the brand?

# Is Indonesia China Friendly?



China Friendly  
友好中国

友好中国

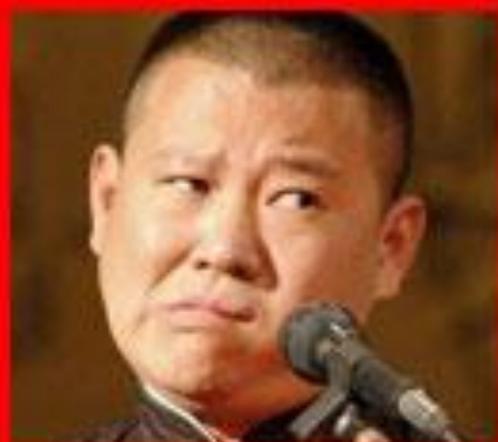
chinese friendly  
international, S.L.



ITALY  
CHINA FRIENDLY  
HOTELS

- Hilton program - added amenities for Chinese travelers at 110 Hilton properties in 30 countries worldwide.
- Simplified Chinese, tea kettles, slippers, Mandarin television channels, and Mandarin interpretation services at the front desk (Internet).
- Congee, fried rice, fried noodles, dim sum, hard boiled eggs, Chinese tea, soy milk and other items, including chopsticks.
- No physical contact when greeting guests
- Visiting card should be presented with both hands.

- Hot water should be served with meals.
- Waiters should remember to serve the eldest or the most highly educated person first.
- Never point with the finger, only with the hand.



- Multiple-entry tourist visas.
- Air services.
- Infrastructural Programme.
- Staging of Events for Chinese
- Approved Destination Status (ADS).
- Destinations other than Bali on itineraries for foreign tourists.
- Increase visitor length. Chinese visitors spend close to five.



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ANY  
QUESTIONS  
?