



THE 12TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING
PROGRAM ON TOURISM POLICY AND STRATEGY

Tourism and Technology



China

China National Tourist Office New Delhi

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SWOT

Strategic Intent on Tourism and Technology



Strengthes

- rapid development of economy
- national policies
- human resources
- cashless & paperless society
- 4 new inventions of China
 - high speed train Alipay
 - bicycle sharing online shopping

Weaknesses

- lack of delicacy management
- lagging of online travel product service system and business process
- unbalanced development

Opportunities

- booming travel market
 - 5b domestic, 130m outbound, 139m inbound
 - 4.57t CNY, 115b USD, 123b USD
- internet enterprise
 - online booking users: 376m, up 25.6%
- Year of Integrated Tourism 2018
- growing of Tourism+IP

Threats

- technology innovation
- vicious competition
- international vision
- supply-side reform
- original IP travel products

Government

top-level design
resource utilization & allocation

Private Sector

new technology applying & innovation

Industry Associations

industry service, coordination

Civil Societies

promotion & feedback

**Stakeholder Roles
And
Responsibilities**

International Organisations

technical & financial support



Highlights of Key Regulatory and Policy Initiatives, Strategies, Programmes and Success Stories in China on Tourism and Technology



515 strategies

tourism+

toilet revolution

integrated tourism

tourism poverty alleviation

**Forum of New Technology
Development on Tourism**

uncivilized traveler records

**World Tourism Alliance(WTA)
109 founding members
in 29 countries and regions.**



Benefits, Lessons Learned and Recommendations



choice of tourists

diverse

travel
services

personalized

online and offline interactions

frequent

tourism marketing

accurate

use of idle tourism resources

universal

tourism business model

complicated

competition among tourism companies

intense

travel destination management

intelligent

will be more



美丽中国 — 2018全域旅游年
Beautiful China — Year of Integrated Tourism 2018

谢谢!

Thank You!