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**ASSESSING THE EVOLVING LANDSCAPE OF CHINESE TOURISM
POST-PANDEMIC AND ITS IMPLICATIONS FOR GLOBAL TOURISM**

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SUMMARY:

During the COVID-19 pandemic, the Chinese tourism industry suffered a shock that had a significant impact on the international tourism market. This paper will analyze the evolution of the Chinese tourism industry during the pandemic, the recovery policies adopted by the government, and the impact of the boom on international tourism destinations. The paper will examine the context of the Chinese tourism industry, the challenges it faced during this period and future trends. The literature review conducted will contribute to a better understanding of the Chinese tourism industry during the pandemic and provide valuable insights for countries and destinations wishing to strengthen their relationship with this market and capitalize on the opportunities it offers in the future.

Keywords: Chinese tourism, Global tourism industry, Pandemic impact, post-pandemic recovery, Tourism policies.

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1.INTRODUCTION

International tourism was severely affected by the COVID-19 pandemic. China's tourism industry initially suffered during the COVID-19 pandemic. When the pandemic began, China implemented strict travel restrictions, lockdowns, and quarantines, which significantly impacted domestic and international tourism. Tourist destinations were temporarily closed, and travel came to a halt as authorities prioritized public health and safety. These measures had a severe and immediate impact on the tourism sector, with a sharp decline in tourist arrivals, revenue, and job losses. However, China's proactive response and effective containment of the virus eventually allowed for a swift recovery in domestic tourism, and the industry rebounded faster than many other countries. This paper will analyze the state of Chinese tourism during the pandemic and its impact on international tourism. The paper will look at the evolution of Chinese tourism during the epidemic, the policies adopted by the government to revitalize tourism, and the impact of the epidemic on international tourism destinations.

It is important to emphasize that the role of the Chinese tourism industry in the global tourism recovery is crucial. Therefore, this paper will explore the immediate and long-term impacts of the epidemic surge on the international tourism market.

Through the literature review, we will gain a better understanding of the context of Chinese tourism, the challenges faced during the pandemic, and future trends. This work will contribute to the understanding of Chinese tourism during a pandemic and provide valuable information for countries and destinations seeking to strengthen their relationship with this market and capitalize on the opportunities it presents in the future.

1.1 Justification

The choice of this topic stems from its critical relevance in the context of the global tourism industry. The COVID-19 pandemic has had a profound impact on international tourism, making it imperative to investigate the role of one of the world's largest source markets, China. This research aims to shed light on how Chinese tourism, with its unique characteristics, responded to and influenced the global tourism sector during and after the pandemic.

The primary objectives of this master's thesis are:

1. To analyze the immediate and lasting impacts of Chinese tourism on the global tourism industry during the COVID-19 pandemic.
2. To assess the policies introduced by the Chinese government and their effectiveness in mitigating the pandemic's impact on tourism.
3. To compare and contrast the responses and policies of the Chinese and Japanese governments in addressing the pandemic's impact on tourism.
4. To provide recommendations for the international tourism industry in dealing with similar crises in the future.

This research employs a mixed-methods approach, combining both qualitative and quantitative methods. The methodology includes:

1. Literature Review: An extensive review of academic literature, government reports, and industry publications to provide a comprehensive understanding of the topic.
2. Data Analysis: Quantitative analysis of tourism statistics, economic data, and policy documents to assess the impact of Chinese tourism during and after the pandemic.

3. **Case Studies:** Examination of case studies to delve into the experiences of specific destinations and companies affected by Chinese tourism.

4. **Comparative Analysis:** A comparative study of policies and responses of the Chinese and Japanese governments during the pandemic.

This master's thesis draws upon various subjects of my degree, including:

1. **Tourism Economics:** To analyze the economic impact of Chinese tourism on the global tourism industry.

2. **Policy Analysis:** To evaluate the policies introduced by the Chinese government and their effectiveness.

3. **International Relations:** To understand the diplomatic and geopolitical aspects influencing the policies of both China and Japan during the pandemic.

Brief Introduction to Each Chapter:

In recent years, Chinese tourism has undergone a remarkable transformation, fueled by a combination of factors such as economic prosperity, relaxed travel restrictions, and the burgeoning middle class. This surge has not only reshaped the tourism landscape within China but has also had profound implications for international destinations around the globe.

Before the COVID-19 pandemic, Chinese tourists were known for their robust spending power, particularly in luxury shopping and high-end experiences. With 149 million outbound trips in 2018 and a total expenditure of \$130 billion, Chinese tourists were a significant driving force in the global tourism economy. Destinations worldwide scrambled to cater to their preferences, from luxury boutiques in Paris to cultural landmarks in Thailand.

However, the pandemic brought about an abrupt halt to this thriving tourism industry. The immediate impacts were severe, with international and domestic travel grinding to a near standstill as governments implemented strict

measures to curb the spread of the virus. China responded with stringent lockdowns and travel bans, leading to a sharp decline in tourist arrivals and widespread closures of hotels and attractions.

In response to the crisis, both China and Japan implemented distinct policy responses. China's approach was characterized by early intervention, mass testing, and aggressive contact tracing, while Japan opted for gradual border closures and testing measures. Both countries prioritized vaccination and digitalization efforts to aid in the recovery of the tourism sector.

As the world gradually emerges from the shadow of the pandemic, Chinese tourism is beginning to show signs of revival. Government policies, adaptation by tourism businesses, and shifting consumer preferences are shaping this recovery phase. Safety and hygiene have become paramount concerns for travelers, leading to increased use of mobile apps and social media for trip planning and booking.

While the rise of Chinese tourism presents significant economic opportunities for international destinations, it also brings challenges such as overtourism and cultural degradation. Striking a balance between reaping the economic benefits of Chinese tourism and preserving the authenticity and sustainability of tourist destinations remains a pressing issue for policymakers and industry stakeholders alike.

Looking ahead, the long-term effects of Chinese tourism on the global tourism industry remain uncertain. While it has undoubtedly transformed the sector, from creating jobs and boosting economies to straining infrastructure and cultural heritage, finding sustainable solutions to these challenges will be essential for ensuring the continued growth and prosperity of the tourism industry in the years to come.

1.2 Background of Chinese Tourism

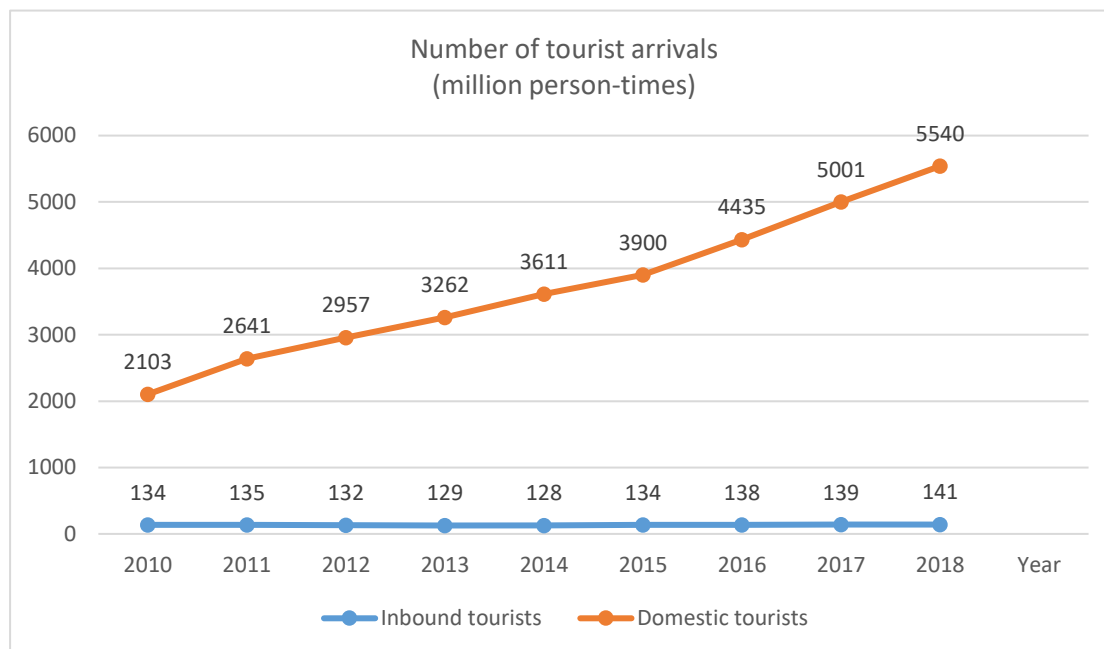
Evolution of tourism

The opening of the economy and the introduction of market forces have enabled China to achieve rapid economic growth. The economic development experienced by many Chinese cities is a revealing example of this progress, which is also reflected elsewhere in the country (Service, 2019).

These changes demonstrate how people and institutions are committed to a process of economic growth that translates into social development. Hence,

this combination of economic and social success has paved the way for a well-structured tourism industry that is the envy of many other countries around the world.

Figure 1: Evolution of tourism figures



Source: China National Tourism Administration (2019)

The growth of international tourism to China over the past decade and a half has been spectacular. International tourist visits to China surged from 10.5 million in 1990 to 53 million in 2008 and 63 million in 2019. This growth in tourist visits to China has been accompanied by an equally extraordinary increase in tourism revenue, reaching \$50 billion.

Currently, Chinese tourists can also apply for visas to travel individually to more specific destinations, such as Hong Kong, Macao, Australia, New Zealand, Japan, and Denmark, among others.

In terms of quantitative development, China is currently the largest source market in Asia, with 57.4 million tourists crossing the country's borders in 2010. However, this represents less than 5% of the population. In 1995, the figure was 7.139 million international departures, and in 2001, the market size grew to 12 million tourists, equivalent to less than 1% of the country's total population.

In this process, as visa barriers continue to fall, the promotion of prosperity and the development of the Chinese source market increase.

In this context of development, Chinese citizens have become the most important tourists in the world when considering the mass of outbound tourists. In this regard, according to complete data from 2013 onwards, the Chinese source market has reached 98.18 million people, nearly a billion on a scale. In short, China's source market is massive. From the perspective of overseas consumption, China's source market spending has reached \$128.7 billion (Lojo, 2016).

The fact that China promotes the role of social and economic development of tourism destinations worldwide is very evident. In this way, outbound Chinese tourists contribute billions of dollars to global tourism growth, a figure that has already reached 19.62%, meaning that nearly 20% of global tourism growth can be attributed to the billions of dollars spent by Chinese tourists.

From a long-term perspective, China's source tourism will be mainly beneficial for international development in order to achieve the internationalization of China's tourism industry: "The level of development of outbound tourism is a symbol of the country's economic development. China is an open country, and international integration is at the forefront; outbound tourism has also developed national tourism growth, as well as improving international business opportunities" (Lojo, 2016).

China's source tourism will exhibit certain long-term trends:

Firstly, the outbound tourism market will continue to expand and maintain a high growth rate through a long historical development stage.

Secondly, foreign travel agencies will be allowed to enter the Chinese market after policy adjustments, and Chinese travel agencies and other tourism-related businesses will reorganize in a round of reorganization, enhancing their competitiveness.

Thirdly, outbound tourists will become more rational, and the degree of internationalization of tourists will undergo a qualitative leap.

Main Tourist Destinations in China

The top 10 tourist-receiving cities in recent decades have been Guangzhou and Beijing. Compatriots tend to concentrate in regions where they have ethnic ties, such as Guangdong (for visitors from Macao and Hong Kong) and Fujian (for Taiwan). In contrast, overseas Chinese tourists have a more evenly distributed pattern throughout the country.

On the other hand, foreign tourists prefer major cities like Beijing and Shanghai as their tourist destinations. Although the percentage of foreign tourists in Guangdong Province is relatively high (compared to national totals), considering the total number of international visitors to this province, it seems that foreign tourists make up only a small portion of arrivals. This is because the compatriot segment dominates this market due to geographical proximity and family ties.

Figure 2: Main cities visited in China

<i>CITY</i>	<i>Percentage</i>
Guangdong	35,1%
Beijing	10,1%
Shanghai	6,6%
Fujian	5,4%
Jiansu	5,4%
Yunnan	4,2%
Zhejiang	3,8%
Guangxi	3,1%
Shanxi	2,5%
Shandong	2,5%

Source: China National Tourism Administration (2019)

1.2 Influence of Chinese Tourism on International Relations

After China joined the WTO in 2001, the country's travel restrictions were further relaxed. The WTO has reduced procedures and barriers for cross-border travelers, and global competition has helped reduce costs.

These changes further strengthen China's position as a country for financial investment and international business. A rapidly growing business environment has contributed to the flourishing tourism industry. Many businessmen and entrepreneurs frequently visit popular websites while traveling.

Some economists also believe that the Olympics have contributed to an increase in tourism due to global exposure. The Olympics also showcased Beijing's most incredible spectacle.

Furthermore, the opening and closing ceremonies displayed China's rich culture and history to the world. Shortly after the games, Beijing hosted a tourism industry development conference to launch new plans to increase profits through the momentum of the games.

During the meeting, a multi-year plan was developed to increase tourist arrivals by 7%. To achieve this goal, the government plans to take a series of measures, including strengthening tourism promotion, developing more leisure facilities, and reducing air pollution. A total of 83 leisure tourism projects were offered to potential investors. These projects and goals, along with the ongoing modernization of the country, will undoubtedly keep the tourism industry growing in the foreseeable future.

Since the days of President Mao, China's tourism industry has undergone significant expansion. Travel memoirs about China fill the shelves of bookstores, and travelers from around the world can now share personal photos of their Asian adventures with the world. It's no surprise that tourism thrives in China. This country is full of endless wonders. From the Great Wall to the Terracotta Warriors, from vast valleys to neon metropolises, there is something

for everyone. Forty years ago, no one could have predicted how much wealth this country could generate. President Mao certainly didn't see it. He definitely didn't foresee the irony before his death. It's interesting that those who hate tourism will one day become a tourist attraction as a preservation institution to showcase the gains of capitalism.

From 1998 to 2009, the "holiday system" was launched, mass tourism flourished, and the tourism market prospered. In the context of the country's overall transformation, further promoting the transformation of the economic structure to make the most of the positive role of tourism in "sustaining growth, expanding domestic demand, and adjusting the structure," the State Council's 2009 "Opinions on Accelerating Tourism Development" proposed to "cultivate tourism into a strategic pillar of the national economy and a modern service industry that satisfies the people more" - 30 years later, it was another "dual-objective positioning," and then the "People's Republic of China" (Pastor Ruiz, 2015).

The Tourism Law of the People's Republic was enacted, and the first National Leisure Plan was issued, reflecting the "strengthening and protagonism" of the role of tourism in the national economy and, at the same time, being a "deep manifestation" of the importance of tourism in national life.

Since the 18th National Congress of the Communist Party of China, in accordance with the "Various Opinions on Promoting the Reform and Development of Tourism" of the State, the tourism industry has been actively combined with new industrialization, informatization, urbanization, and agricultural modernization.

The grand pattern, with the spirit of reform of economic, social, cultural, and ecological coordination, is fully integrated into the national strategic system. In the process of promoting "tourism +," "big tourism," and "global tourism," a new pattern has been transformed and improved. In accordance with the "five-

in-one" overall design and the development requirements of "four comprehensives," "global tourism" is not only a development requirement that conforms to the laws of tourism but also an important means to promote overall promotion and coordinated development of the economy and society (Pastor Ruiz, 2015).

General Secretary Xi Jinping pointed out, "The development of global tourism is the right path, and we must persist in it." "Vigorously developing global tourism" has become an important affirmation of the positioning of tourism at the 2017 Central Economic Work Conference.

The transhistorical development of tourism follows a "gradual line" of people's needs, and the development orientation that properly corresponds to this demand is not a process of artificial orientation or elevation. The gradual change of the main social contradiction determines the different roles of tourism. The process of positioning tourism is a process of understanding the increasingly profound relationship between tourism and the economy and society.

The flourishing development of market segments is turning tourism into a threshold business, and professional travel services are indispensable for citizens to travel freely in a wider range of the world.

The demand for individual fragmentation requires viewing tourism resources from a more inclusive macro perspective, accessing more individual resource sources, and integrating these resources with more efficient capabilities to build a dynamic open platform. Tourists' pursuit of efficiency and rationality will inevitably require a faster response in service delivery and a shorter and more efficient service chain. The global Direct-to-Consumer (DTC) wave is impacting the tourism industry, and the direct customer model may be the future choice for many types of nodular businesses in the tourism chain. From the current perspective, tourists' adherence to companies is still insufficient, requiring travel service providers to learn to "operate customers" rather than "serve customers" once. Market actors' attempts in private domain traffic and paid memberships confirm this trend (Pastor Ruiz, 2015).

From the market supply side perspective, the financial performance of publicly traded travel agency companies is good, and the internationalization pace of leading companies is accelerating. The trend of source suppliers' direct sales is becoming pioneers in exploring "direct connection + interconnection." The wholesale space is facing compression, and the role positioning needs to be rethought, from pipe thinking to user thinking and pipe thinking. The B2B platform is regenerating after shuffling and regaining favor in the resource market. The relationship between group travel and local operators in the travel chain is changing. Local agencies are shifting from "entrusting material processing to customers" to "actively taking the initiative to attack brands." After reaching the internet, local agencies are expanding to a broader range of customers.

From the perspective of public market supply, the boundary between government and the market has shifted, and platform (large) companies are inevitably involved in industry governance and play the role and function of active governance. In the field of public services, companies can be widely viewed, and it is possible to form a new business model under the concept of co-construction, co-governance, and participation by both the government and market actors.

2. Analysis of the Evolution of Chinese Tourism Before the Pandemic

The total revenue generated by the travel and tourism industry in China amounted to approximately 6.6 trillion yuan in 2019, indicating steady growth over the past decade. Meanwhile, more than 28 million people were employed in the tourism industry. The impact of tourism on China's labor market was even greater when considering indirect employment. According to the United Nations World Tourism Organization, China had grown to become the world's largest source market for tourists before the pandemic. In 2019, Chinese tourists spent a total of 255 billion dollars on international travel, making them significant contributors to the tourism economies of the countries they visited. The destinations

most visited by Chinese tourists included countries in Asia and Europe, such as Thailand, Japan, South Korea, the United Kingdom, France, and the United States (Academy, 2019).

Chinese tourists' length of stay in their international destinations exhibited considerable variation, ranging from several days to several weeks. The duration of their visits was largely influenced by factors such as the location and the type of experience they sought. For instance, when embarking on cultural exploration journeys to historically rich countries, many Chinese tourists opted for longer stays, often extending into multiple weeks. These extended visits provided them with the opportunity to delve deep into the local culture, history, and heritage (Interesse, 2023).

Chinese tourists' remarkable spending power played a pivotal role in enhancing their travel experiences. It allowed them to indulge in various aspects of their chosen destinations, from savoring the local cuisine at renowned restaurants to exploring the most iconic landmarks. They would often invest in immersive experiences, such as guided tours, cultural performances, and local craftsmanship. Their contributions to the local economies were significant, as their expenditures rippled through various sectors, benefiting restaurants, hotels, transportation services, souvenir shops, and more.

This pattern of extensive spending during their stays not only enriched the Chinese tourists' experiences but also had a transformative impact on the economic landscape of the host countries and regions. The revenue generated from Chinese tourists' enthusiastic spending further underscored their importance in international tourism, establishing them as a significant driver of economic growth in the tourism industry.

Domestic tourism, a pillar of growth and employment, accounted for over 6 billion trips in that year alone, supporting jobs and businesses across the country (Blazyte, 2022). Furthermore, domestic tourism in China has seen rapid growth, with approximately 6.6 billion domestic trips recorded in 2019 (Tourism

China National, 2020). Chinese tourists' spending within the country significantly bolstered the national economy.

The rising purchasing power of the population and the growing demand for travel and tourism have contributed significantly to this impressive growth. It is estimated that China's middle class could have a purchasing power of over 340 billion dollars by 2022, further supporting the trend of both domestic and international tourism (China Power, 2020).

Another significant factor in the growth of Chinese tourism is the improvement in the country's tourism infrastructure. Since the opening of the Great Wall of China in 1987, China has been committed to developing many large-scale tourist destinations. The government has made substantial investments in tourism infrastructure, allocating approximately 15% of the annual infrastructure investment budget to the tourism industry (Yanyun Zhao, 2020). Government investments, such as airport and railway expansions, as well as the construction of hotels and tourist attractions, have significantly improved the quality and accessibility of tourist destinations in China.

Lastly, the active promotion of tourist destinations by the Chinese government has greatly contributed to the growth of tourism. The promotion of Dongtan, a newly built eco-city near Shanghai, and Mount Huangshan, a famous cultural and scenic destination in China, are examples of how the government has promoted China's tourist destinations. Through the "Belt and Road" strategy, China has established connections worldwide to plan tourism links as part of its global development initiative. Among all participating countries, this initiative will provide opportunities for trade, tourism, cultural, and educational exchanges, ensuring friendly relations between nations (Office of the Leading Group for the Belt and Road Initiative, 2017).

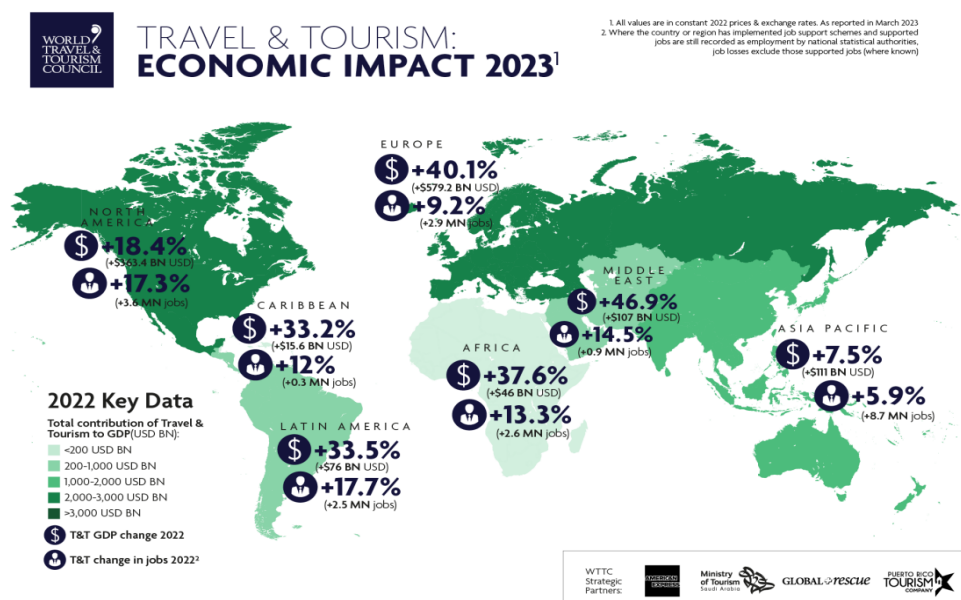
In summary, tourism in China has experienced spectacular growth in recent decades, driven by factors such as the increasing purchasing power of China's middle class, government investment in tourism infrastructure, and active promotion of tourist destinations by the government. Although the COVID-

19 pandemic temporarily slowed this growth trend, Chinese tourism is likely to continue being a key driver for both the national economy and that of many other countries in the future, given the importance the government places on the industry.

2.1 The Importance of Chinese Tourism for the Economy and International Relations

Chinese tourism is not only crucial for the country's economy but also for international relations. Economically, tourism is a significant contributor to China's Gross Domestic Product (GDP) and is responsible for the creation of numerous jobs in the tourism industry and related sectors, such as hospitality and retail (World Travel & Tourism Council, 2020). Additionally, tourism sits at the intersection of many sectors of the economy, including transportation, construction, and agriculture, which means its economic impact extends far beyond the industry itself.

Figure 3: Travel and tourism economic impact 2023



Source: WORLD TRAVEL AND TOURISM COUNCIL

In terms of international relations, Chinese tourism can be a contributing factor to China's cultural diplomacy, i.e., China's influence on culture and international relations through tourism. State-owned media outlets like China Daily use tourism to showcase the best of China to the world, promoting Chinese tourist destinations and highlighting the economic, cultural, and political benefits of tourism (CHINA, 2022).

For example, **Confucius Institutes**: China's global network of Confucius Institutes promotes Chinese language and culture worldwide. Chinese tourists, by interacting with people from different cultures during their travels, act as informal cultural ambassadors. Their experiences and interactions abroad can serve as testimonials to the appeal of Chinese culture, fostering a deeper interest in learning the Chinese language and understanding its traditions.

Cultural Exchanges: Many Chinese tourists actively engage in cultural exchange activities when traveling abroad. This may include participating in local traditions, workshops, or even volunteering in cultural events. These interactions allow for a cross-cultural exchange that fosters mutual understanding and appreciation of each other's cultures.

Experiential Tourism: Chinese tourists often seek authentic experiences during their travels. This can lead to a deeper appreciation of local customs, traditions, and ways of life. When they return to China, they may share their newfound appreciation for the cultures they encountered, which, in turn, can create a ripple effect of cultural curiosity among their peers and communities. For example, A Chinese tourist visiting Japan might explore local street markets, trying traditional Japanese dishes like sushi or ramen. This immersive experience could lead to a newfound appreciation for Japanese culinary traditions. Upon returning to China, the tourist may share their culinary adventures through social media, sparking interest among their friends and followers. This can lead to increased curiosity about Japanese cuisine, prompting others to explore it.

Promotion of Traditional Chinese Arts: Chinese tourists interested in traditional arts, such as calligraphy, martial arts, and Chinese opera, often engage in activities related to these arts during their travels. Their participation and enthusiasm for traditional Chinese arts can serve as an indirect form of cultural diplomacy, showcasing China's rich artistic heritage and facilitating cultural exchanges.

Participation in Local Arts Festivals and Chinatown: For Example, Chinese tourists actively participating in or contributing to local arts festivals and Chinatown during their travels. By sharing elements of traditional Chinese arts in a local context, the tourists contribute to the diversity of the festival. This involvement sparks conversations and cultural exchanges, fostering mutual respect and understanding.

The Chinese tourists' involvement in traditional Chinese arts serves as a form of soft power, subtly promoting China's cultural richness. Through their participation and enthusiasm, they contribute to cross-cultural dialogues, breaking down cultural barriers, and promoting a deeper appreciation for China's artistic heritage on the global stage.

Cultural Diplomacy Through Gastronomy: Chinese tourists' culinary experiences can be a form of cultural diplomacy. They explore local cuisines and may, in turn, introduce foreign flavors to China by sharing their discoveries. This culinary exchange can foster cross-cultural appreciation and understanding.

These examples demonstrate how Chinese tourists, through their travel experiences and interactions, play a role in promoting Chinese culture and contribute to cultural diplomacy. Their impact goes beyond mere economic contributions, extending into the realms of people-to-people connections, cultural exchange, and international goodwill.

China's interest in different regions varies, and its approach to cultural diplomacy through tourism is not uniform across all countries. The level of engagement and focus on cultural diplomacy through tourism depends on a variety of factors, including political relations, economic interests, and strategic objectives.

Africa:

Economic Engagement: China's engagement with African countries is primarily driven by economic interests, such as resource extraction, infrastructure development, and trade. China is presently involved in infrastructure projects in 35 African countries. A concentration of projects is to be found in Angola, Nigeria and the Sudan. However, China is planning a new range of projects in other countries, especially in the DRC. The country's activities have been divided fairly evenly among two main sectors: power generation (especially hydropower), and transport (especially railroads), followed by ICT sector (mainly equipment supply) (IDE-JETRO).

China has been a significant player in the development of Africa's infrastructure, particularly in the power and rail sectors. The power sector has been a focal point, attracting the largest share of Chinese financing, totaling over US\$5.3 billion in cumulative commitments. This substantial investment has primarily been directed towards hydroelectric projects, with Chinese involvement in financing 10 major dams across nine African countries by the end of 2007.

The rail sector also holds strategic importance in China's involvement in African development. While China's initial foray into Africa's rail sector dates back to the construction of the Tanzania-Zambia railway in the 1970s, recent years have seen a resurgence in Chinese commitment to the African rail industry. Financial commitments in this sector have reached approximately US\$4 billion, encompassing the rehabilitation of over 1,350 kilometers of existing railway lines and the construction of more than 1,600 kilometers of new railroad infrastructure. This resurgence marks a renewed emphasis on rail development

as a cornerstone of China's contributions to African economic growth and connectivity.

Future Tourism: Chinese tourists traveling to Africa may not be as numerous as in other regions, but their presence is growing.

Zambia has been involved in various infrastructure projects funded by China, including the construction of roads and the Kenneth Kaunda International Airport (Nyabiage, 2021). Enhanced infrastructure may contribute to the development of Zambia's tourism sector. Improved accessibility to natural attractions such as Victoria Falls could attract more tourists.

Kenya has been a key partner in China's Belt and Road Initiative (BRI). The Standard Gauge Railway (SGR) project, connecting Mombasa and Nairobi, is a flagship Chinese investment in Kenya's infrastructure. **Tourism Implications:** The SGR project has the potential to boost tourism by providing a convenient and efficient means of transportation for visitors. Improved infrastructure may attract more tourists to Kenya's wildlife reserves and coastal areas.

China often encourages cultural exchange programs to improve its image and strengthen relations on the continent (Kartik Jayaram, 20117). **Cultural Centers:** China has established Confucius Institutes in many African countries to promote language and cultural exchange. These institutes play a significant role in enhancing China's soft power on the continent.

South America:

Trade and Investment: China's interest in South America has been largely driven by trade and investment. For example, China is a major importer of Brazilian soybeans. The two countries have a significant trade relationship in soybean products. China's demand for soybeans, used in various industries including animal feed, has driven substantial exports from Brazil. In Brazil, Chinese companies have invested in infrastructure projects. For instance, China's State Grid has acquired a majority stake in Brazil's largest private electricity

distribution company, CPFL Energia. While the number of Chinese tourists visiting South America is increasing, it's not as prominent as in other regions.

Tourism: The importance of Chinese tourism in South America extends beyond mere economic transactions, encompassing economic development, cultural exchange, and enhanced international relations. As Chinese tourists increasingly explore the diverse landscapes and cultures of South America, the region stands to gain significantly in various aspects. **Job Creation:** The influx of Chinese tourists creates job opportunities across different sectors of the economy, particularly in the hospitality and service industries. This helps alleviate unemployment and fosters economic growth. **Diversification of Economy:** South American nations, traditionally reliant on industries like agriculture and mining, can diversify their economic base through the growth of tourism. This sector becomes an additional source of income, contributing to economic stability.

Growing flight connections have unlocked new doors for Chinese tourists to explore South America (win, 无日期). In 2018, Peru experienced a substantial surge in Chinese tourism, recording an impressive 20% increase as over 50,000 Chinese tourists explored the country—an upward trend also observed in Chile and Brazil. This influx of Chinese visitors has proven to be an economic boon for South American nations, particularly due to their noteworthy spending habits. Chinese tourists, surpassing their international counterparts in expenditure, contribute significantly to the region's tourism-driven economies. On average, a Chinese tourist in South America allocates approximately \$1,100 during their stay, a notable contrast to the \$648 spent by visitors from other countries. This underscores the robust economic impact and the preferential spending patterns associated with the growing wave of Chinese tourism in the region.

Adventurous Chinese tourists should cross the globe and visit the world's largest tropical forest, according to state governments from Brazil's Amazon. The promotional push coincides with the Brazilian government's decision to waive visas for visiting Chinese tourists and business people, which was announced during Brazilian president Jair Bolsonaro's trip to China at the end of last month. "China could become our largest tourism partner," tourism minister Marcelo Álvaro Antônio told a recent forum in Macao. He identified theme parks, resorts, and transportation infrastructure, as areas for potential foreign investment (MAKICHUK, 2019).

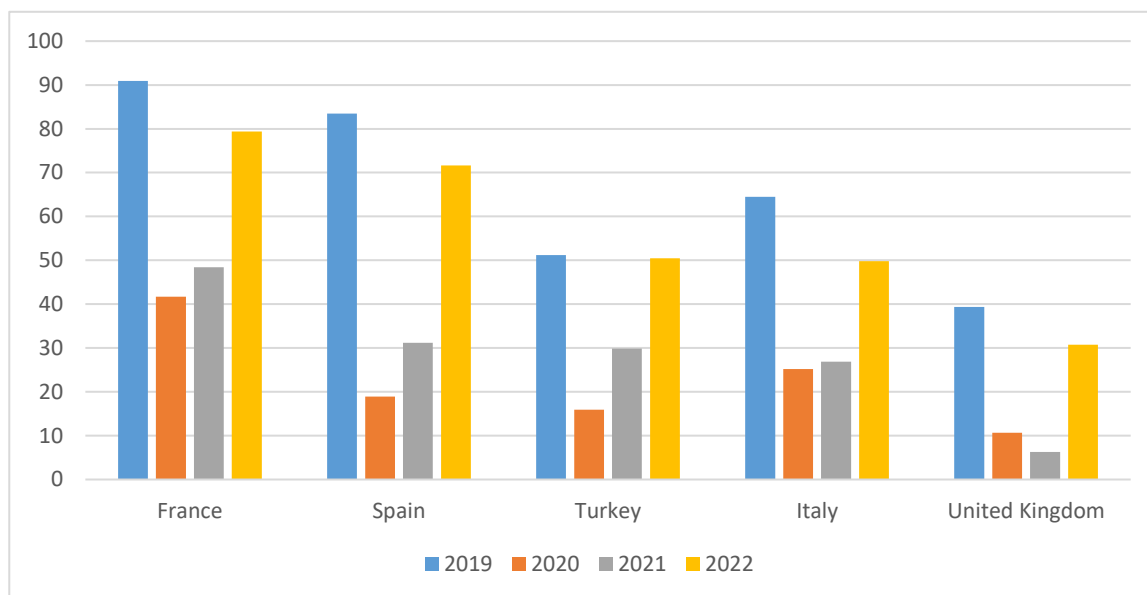
There are efforts to promote tourism and cultural exchange between China and South American nations, with a focus on strengthening bilateral relations (Campell/Beijing, 2018). The tourism sector provides a platform for South American countries to strengthen diplomatic ties with China. Positive encounters between Chinese tourists and local communities can enhance the overall relationship between nations.

Europe:

Tourism and Education: Europe is a popular destination for Chinese tourists. It's also a region with which China actively promotes cultural and educational exchanges. For instance, China sponsors scholarships for European students to study in China. The Confucius Institutes in Europe play a vital role in promoting Chinese language and culture (Cornu, 2018). In 2019, before the pandemic, nearly 10 million Chinese tourists visited the EU with inbound revenue worth 12.2 billion, according to World Travel & Tourism Council data (Wang, 2023). Europe is now the second largest destination for Chinese tourists after Asia. Culturally, Chinese tourists differ from Western tourists in that they mostly travel in groups to discover Europe, generally visiting three or four countries per stay. Although individual travels and customized itineraries are increasing, 42% of Chinese travelers to Britain were part of a tour group. Traditional destinations

still remain a big draw for Chinese tourists with the most-visited European countries including Russia, Italy, Britain, Germany, France and Spain.

Figure 4: Highest number of international tourist arrivals in Europe from 2019 to 2022
(in millions)



Source: Statista (statista, 无日期)

As you can see from the charts, France and Spain have seen the highest number of people going to France and Spain in recent years. Here are a few ways to see why so many travelers are choosing France and Spain as their travel destinations.

Cultural Attractions:

France: France is home to world-renowned cultural landmarks such as the Eiffel Tower, Louvre Museum, Notre-Dame Cathedral, and Palace of Versailles. The country's rich history and contributions to art, literature, and philosophy attract cultural enthusiasts.

Spain: Spain boasts a wealth of cultural attractions, including historic sites like the Alhambra in Granada, the Sagrada Familia in Barcelona, and historic neighborhoods in cities like Seville and Toledo. The country's diverse regions each have a unique cultural identity

Art and History:

France: The Louvre in Paris is the world's largest art museum, housing thousands of works, including the Mona Lisa. France's historical significance, especially during the Renaissance and the Enlightenment, makes it a treasure trove for history enthusiasts.

Spain: Spain's historical heritage, with influences from Moorish, Roman, and medieval periods, contributes to its allure. Visitors can explore medieval castles, Islamic architecture, and Gothic cathedrals.

Mild Climate:

France: Regions like the French Riviera benefit from a Mediterranean climate, attracting visitors seeking sun and pleasant weather.

Spain: Many parts of Spain, especially along the coasts, enjoy a Mediterranean climate, making it an attractive destination for those seeking warm and sunny weather.

Cuisine:

France: French cuisine is celebrated worldwide for its sophistication and variety. From pastries and cheeses to gourmet meals, France offers a culinary experience that attracts food enthusiasts.

Spain: Spanish cuisine, known for tapas, paella, and a variety of regional dishes, is a major draw for food lovers. Cities like Barcelona are particularly famous for their culinary scenes.

One of France's biggest draws is its transportation, according to Global-Data. Travel between major cities is relatively easy, with high-speed train connections. France is also well connected with other European countries via long distance and overnight trains (Hughes, 2023).

Chinese tourism preferences in European countries can go beyond economic benefits, influencing various aspects of international relations. Cultural,

economic, educational, and diplomatic ties can be strengthened, contributing to a more interconnected and collaborative global landscape.

Cultural Diplomacy: Chinese tourists' interest in France's cultural heritage, including iconic landmarks and art institutions, fosters cultural exchange. Collaborative initiatives, such as joint exhibitions or cultural events, enhance mutual understanding and strengthen cultural ties between China and France. As was announced by Minister for Europe and Foreign Affairs Catherine Colonna and her Chinese counterpart, Wang Yi, during the November 24, 2023, high-level dialogue on people-to-people exchanges, the official launch of the Franco-Chinese Year of Cultural Tourism (ATC) is taking place today in China during the opening ceremony of the Harbin International Ice and Snow Sculpture Festival, with Olivia Grégoire, Minister Delegate for Small and Medium-Sized Enterprises, Trade, Small-Scale Industry, and Tourism, in attendance (Diplomacy, 无日期).

Global Image Enhancement:

Spain's popularity among Chinese tourists for its historic sites and vibrant cities contributes to Spain's global image. Positive travel experiences shared by Chinese visitors can enhance Spain's reputation in China and the world, potentially leading to increased collaboration in various sectors. Chinese tourists are highly motivated by the desire to gain cultural experiences during their travels. They particularly value the cultural sites of a destination, such as Sagrada Familia and Barrio Gótico, more than other cognitive attributes of the Tourism Destination Index (TDI). Prestige and social networking motivations exert a noteworthy influence on the cognitive attributes of a destination's tourism landscapes and the visitors' affective evaluation. Additionally, these travel motivations significantly impact the overall image evaluation of the destination. Therefore, the travel behavior, such as social networking during the trip, the prestige of the destination or the tourist landscapes of the city, and visiting the cultural sites and landscape, thus enriching their cultural experience in relation

to the destination, are the key attributes of the formation of TDI for the segmentation of Chinese tourists (by Mingge Tian).

Asia:

Chinese travelers often exhibit a strong preference for exploring Asian regions, and several factors contribute to this inclination.

Geographical Convenience: The geographical closeness of Asia to China renders it a convenient and easily reachable travel destination. With shorter travel distances, Chinese tourists benefit from reduced transportation costs and spend less time on their journeys.

Simplified Travel Procedures: The ease of travel is further amplified by streamlined visa procedures and reduced travel time, making Asian destinations more appealing to Chinese tourists.

Cultural Affinities: The shared heritage among many Asian countries and China establishes a profound cultural and historical connection. Similar traditions, customs, and historical ties foster a sense of familiarity, contributing to the attractiveness of Asian destinations for Chinese tourists.

Cultural Proximity: China's neighboring countries in Asia receive a significant number of Chinese tourists. These countries often share cultural and historical ties with China. The cultural exchange between China and Asian nations is robust, with programs to foster mutual understanding.

Before the pandemic, Chinese travelers had several favorite cities in Asia, often driven by factors such as cultural richness, historical significance, and modern attractions. Cities like Tokyo, Seoul, Bangkok, Singapore was among the top choices. Tokyo and Seoul offered a blend of traditional and contemporary experiences, including vibrant street life, historic sites, and technological advancements. Bangkok attracted tourists with its cultural landmarks and bustling street markets, while Singapore's clean and modern environment, along with its diverse cuisine, appealed to many.

After the pandemic, the preferences of Chinese travelers might undergo some changes based on factors such as safety, health measures, and new travel trends. Cities that effectively implement health and safety protocols while still offering unique cultural experiences may see continued popularity. The shift in preferences could lead to increased interest in cities with outdoor attractions, spacious environments, and a focus on well-being. Ultimately, the favorite cities post-pandemic will likely be those that successfully adapt to the evolving needs and preferences of Chinese travelers in the context of the new normal.

Chinese tourists have become a major force in global tourism, especially in Asia. Their travel preferences, consumption habits and large numbers have had a profound impact on the economies of host countries and have contributed to the development of international relations. Thus a few points on the multifaceted impact of Chinese tourists on the economy and international relations of Asian tourism.

Visa Policies: The ease of visa procedures significantly influences destination choices. Countries with favorable visa policies may attract more Chinese tourists. **Bilateral Agreements:** Bilateral agreements and collaborations between China and host countries play a role in facilitating tourism and strengthening international relations.

Revenue Generation: Chinese tourists contribute significantly to the economies of Asian countries. Their spending spans various sectors, including accommodation, dining, shopping, and attractions.

Job Creation: The influx of Chinese tourists has led to job creation in the hospitality, retail, and service industries. Employment opportunities arise as businesses expand to cater to the growing demand.

Belt and Road Initiative (BRI) Countries: Strategic Focus: China places a particular emphasis on countries involved in the BRI. This initiative aims to strengthen infrastructure connectivity and economic ties. Cultural exchange

and tourism promotion are integral components of BRI, enhancing cultural diplomacy in these regions.

North America:

Cultural Exchanges: While not a primary destination for Chinese tourists, North America sees a growing number of visitors. Cultural exchange initiatives focus on education and understanding, with an aim to improve people-to-people relations.

Island Nations:

Tourism Promotion: China has shown an increased interest in island nations in the Pacific and the Caribbean. Tourism development and cultural exchange activities play a significant role in fostering relations with these nations. With respect to investment, PRC courtship has focused on tourism and infrastructure projects in countries such as the Bahamas, Jamaica, Trinidad and Tobago, Guyana, and Suriname, among others (Ellis, 2022).

China tailors its cultural diplomacy efforts through tourism to align with its strategic and economic interests in different regions. While Europe and Asia receive significant attention due to their popularity among Chinese tourists, China is expanding its efforts in other parts of the world, including Africa, South America, and regions connected to the BRI. The level of engagement and interest varies, reflecting the complexity of China's global relations.

Therefore, Chinese tourism could present a valuable opportunity to build stronger relationships between China and other countries.

Another aspect that makes Chinese tourism a significant factor in international relations is how the Chinese government uses tourism as a means to influence foreign policies. For example, China has used tourism to exert political pressure on Taiwan, restricting the number of tourists allowed to visit Taiwan during periods of political tensions (Je-Liang Liou, 2019). Additionally, tourism has been used in the past as a reward for countries aligning with China on

political matters. This is exemplified by the case of the Philippines, which saw an increase in Chinese tourists after the Philippine government adopted a pro-China stance in international affairs (Embassy of the People's Republic of China in the Republic of the Philippines, 2019).

In summary, Chinese tourism is important both for China's economy and the country's international relations. As a significant contributor to China's GDP, tourism also has a significant impact on many other sectors of the economy.

The tourism industry is often seen as a key driver of economic growth and development, and this holds true for China as well. The impact of Chinese tourism extends to various sectors, including:

Transportation: Airlines, railways, and other modes of transportation benefit from the influx of Chinese tourists. To accommodate the growing number of travelers, there has been substantial investment in expanding and upgrading transportation infrastructure. Airports, high-speed railways, and other transportation hubs have experienced significant growth.

One notable example is the continuous development of China's high-speed rail network. The country boasts the world's largest high-speed rail network, with constant efforts to expand and enhance its reach. For example, the Beijing-Shanghai high-speed railroad, one of the busiest business and tourist routes, has been expanded to accommodate more passengers. The high-speed railway that currently connects Beijing and Shanghai operates at nearly full capacity, and since demand is still not entirely met, a second line is already being planned (Y.Y, 2019).

In terms of aviation, China has invested heavily in expanding its airports. Beijing Daxing International Airport, inaugurated in 2019, is a prime example of this effort. Serving as a major hub, it was designed to alleviate congestion at Beijing Capital International Airport and meet the rising demand for air travel.

These examples underscore China's commitment to upgrading transportation infrastructure, ensuring a seamless travel experience for the increasing number of Chinese tourists choosing air and rail travel.

Food and Beverage: The restaurant and foodservice industry benefits from Chinese tourists' dining preferences. Countries often adapt their culinary offerings to cater to Chinese tastes. Additionally, China's large outbound tourist population boosts Chinese restaurants abroad. Having Marketing Plan: that's the Key in China.

To do so, Spain, through a specific agenda called the China Tourism Plan, is willing to adapt dishes to Chinese taste, introduce more Chinese tour guides, set up Chinese channel in hotels and even try to overcome the language barrier. It seems like Spain is decided to seduce Chinese tourist after all (GMA, 2023).

Retail and Shopping: Chinese tourists are known for their shopping activities, including luxury brand purchases and souvenir shopping. This fuels the retail sector, both domestically and internationally. Duty-free shops and luxury boutiques have experienced a surge in sales due to Chinese tourists.

Thailand - King Power Duty-Free, Bangkok:

Thailand, with its vibrant culture and attractions, draws Chinese tourists for both tourism and shopping. King Power Duty-Free in Bangkok is a prime example of a shopping haven for Chinese visitors. The store offers a range of products, including cosmetics, electronics, and luxury items. France - Galeries Lafayette. King Power International Group hosted a first-ever Chinese-language livestream on its duty free platform at Suvarnabhumi Airport, Bangkok earlier this month (Haikou, 2024).

Paris:

Chinese tourists contribute substantially to the luxury retail sector in France. Stores like Galeries Lafayette in Paris, known for its high-end fashion

and luxury brands, attract a significant number of Chinese shoppers. The store has implemented services such as Mandarin-speaking staff and UnionPay payment options to cater to the preferences of Chinese visitors. Galeries Lafayette is a top hotspot for picking up Louis Vuitton items, as it was listed in 55.9 percent of all posts mentioning a shopping center in association with the brand. This helped propel the department store to be the most-mentioned French shopping center on Chinese social media (Flora, 2016).

Employment:

The ripple effect of Chinese tourism on these sectors is substantial. The industry generates revenue, creates jobs, and stimulates economic growth. Therefore, it plays a crucial role in the economic development of many countries, both domestically and internationally.

Cultural and Entertainment Attractions: Museums, cultural sites, and entertainment venues benefit from Chinese tourism by hiring staff to manage visitor services and attractions. For example, in France, tourist sites like the Louvre Museum and Disneyland Paris employ multilingual staff to accommodate Chinese visitors and enhance their experience. Eager to attract more Chinese tourists to France, Atout France will launch a new training program for travel professionals to enhance their product knowledge and impart a profound understanding of France's diverse touristic offering this year. The idea is to reach out to as wide a network of Chinese professionals across China as possible (Daily, 2023).

Moreover, Chinese tourism can be used as a tool of cultural diplomacy and a means to influence foreign policies. During the COVID-19 pandemic, the dynamics of Chinese cultural diplomacy through tourism experienced significant changes as many countries closed their borders and imposed travel restrictions. The pandemic disrupted the traditional flow of Chinese tourists and their influence on foreign policies in several ways:

Diplomatic Tensions: The pandemic led to diplomatic tensions between China and some countries. Accusations and disputes related to the origins and handling of the virus strained relations. In some cases, this affected the perception of Chinese tourists, and some countries became more cautious about promoting Chinese tourism. Australia: Diplomatic tensions between China and Australia were exacerbated during the pandemic. This led to reports of reduced interest in Chinese tourists traveling to Australia. For example, in 2020, China's Ministry of Culture and Tourism issued warnings to Chinese citizens about traveling to Australia, citing racial discrimination and violence as concerns (Staff, 2020).

Border Closures: As many countries closed their borders to curb the spread of the virus, the influx of Chinese tourists to these destinations came to a sudden halt. This limited the opportunity for direct people-to-people cultural exchanges. Japan: Japan, a popular destination for Chinese tourists, imposed strict entry restrictions during the pandemic. The number of Chinese tourists visiting Japan significantly declined due to these restrictions, affecting cultural exchanges. Europe: European countries like Italy and Spain, which were heavily reliant on Chinese tourism, closed their borders. This led to a sharp drop in the number of Chinese tourists visiting European cultural sites and experiencing local traditions (Pitrelli, 2023).

International Perception: The international perception of China's response to the pandemic influenced its soft power and cultural diplomacy. In some countries, skepticism or criticism of China's handling of the crisis affected the image of Chinese tourists and their cultural influence. Global Perceptions: China's initial handling of the pandemic had implications for the perception of Chinese tourists. Negative media coverage influenced the way some countries viewed Chinese travelers, particularly in the early stages of the pandemic. Mask Diplomacy: China's mask diplomacy, where it supplied personal protective equipment to countries in need, was seen as a form of diplomatic soft power.

Although not directly related to tourism, it influenced how China was perceived during the pandemic.

Economic Impact: Many countries heavily reliant on Chinese tourism revenue experienced significant economic hardships due to the sudden drop in Chinese tourist arrivals. This economic impact influenced bilateral relations, as countries sought to recover economically. Thailand: Thailand, which welcomed millions of Chinese tourists annually, experienced a severe economic downturn when Chinese arrivals dwindled. The Thai economy, particularly in tourist-dependent regions, suffered significantly. Southeast Asia: Many Southeast Asian nations, including Cambodia and Vietnam, saw substantial drops in tourism revenue when Chinese tourists stopped arriving. Economic struggles had an impact on foreign policies and diplomatic relations with China (Kongkunakornkul, 2023).

Virtual Engagement: To adapt to the limitations imposed by the pandemic, virtual cultural exchanges and tourism promotion became more common. Virtual tours, online language and cultural programs, and digital engagement tools played a role in maintaining cultural diplomacy efforts. Online Cultural Exchanges: Many institutions and destinations turned to virtual engagement to maintain cultural diplomacy efforts. For example, museums and cultural centers offered virtual tours and online exhibits, allowing people to engage with Chinese culture from their homes. Online Language and Cultural Programs: Educational institutions and cultural organizations continued to offer online Chinese language courses and cultural programs, facilitating cultural exchanges in a virtual space.

Policy Adjustments: Some countries reassessed their policies and strategies for attracting Chinese tourists, taking into account the new travel landscape post-pandemic. Health and safety measures became a priority, and destinations had to adapt to the new normal. Health Protocols: Countries introduced stringent health and safety protocols to ensure the safety of both tourists

and locals. This included health screenings, testing, and quarantine measures, reflecting changes in tourism policies and strategies.

Recovery and Adaptation: As countries reopened to international tourists, including Chinese travelers, there was a focus on recovery and rebuilding tourism relationships. Health protocols, safety measures, and communication strategies were key to attracting Chinese tourists back to these destinations. Greece: Greece adapted its tourism policies to accommodate Chinese tourists upon reopening. Initiatives such as direct flights from China to Greece and language training for locals were implemented to attract Chinese travelers (Carassava, 2023).

United Arab Emirates: The UAE took steps to rebuild tourism relationships with China. Dubai launched the "Dubai China Readiness" program to train local businesses in accommodating Chinese tourists. They also focused on health and safety measures to regain the trust of Chinese travelers (Patrick Ryan, 2022).

In summary, the COVID-19 pandemic disrupted the traditional dynamics of Chinese cultural diplomacy through tourism by limiting physical travel and face-to-face cultural exchanges. It also highlighted the importance of diplomacy in international relations and the need for flexibility and adaptability in cultural diplomacy efforts, especially in the context of global crises. As countries continue to navigate the complexities of the post-pandemic world, Chinese tourism is likely to play a role in shaping diplomatic relations and cultural exchanges, albeit with some adjustments and precautions.

In this regard, tourism is a crucial tool in the geopolitics of international relations, and its implications should be carefully considered.

3. Immediate Impacts of the Pandemic on Chinese Tourism

The COVID-19 pandemic had a severe short-term impact on Chinese tourism, resulting in a significant decline in international and domestic tourist arrivals, leading to economic losses and job cuts in the tourism industry. However, the Chinese government has implemented various measures to mitigate the impact, including eliminating entrance fees to attractions, providing financial incentives to tourism businesses, and promoting the digitalization of the tourism industry. These efforts aim to support the recovery of domestic tourism, stimulate foreign tourism, and modernize the online tourism sector, although full recovery may take time.

3.1 Description of How the Pandemic Affected Chinese Tourism in the Short Term

In March 2020, COVID-19 became a global pandemic and had an unprecedented short-term impact on Chinese tourism. The Chinese government, along with many other countries, implemented restrictive measures to curb the spread of the virus, resulting in a sharp decline in international tourist arrivals in China and a decrease in domestic tourism.

In the first quarter of 2020, international tourist arrivals in China fell by 80.8% year-on-year, a significant drop compared to the same period the previous year (Xuecong Fan, 2023). At the same time, hotel bookings across the country decreased by 85%, and most tourist attractions and hotels closed entirely (Fei Hao, 2020). The tourism industry was severely hit, leading to job losses for many in the industry due to a lack of income.

The decline in domestic tourism also had severe consequences as Chinese domestic tourism accounts for over 60% of the country's tourism market (O., 2020). Restrictions imposed to halt the virus's spread resulted in road closures, flight cancellations, and an 80% decrease in the number of tourists dur-

ing the Chinese Lunar New Year in January and February 2020. Hotels, restaurants, and other tourism-related businesses suffered significant economic losses.

Although the situation has improved since then, Chinese tourism has not fully recovered to pre-pandemic levels. The number of international tourists visiting China remains low, and many of those who do visit are business travelers or repatriating travelers. Additionally, the pandemic has brought significant changes in how people approach travel, with many tourists now prioritizing safety and hygiene in their travel decisions.

Overall, the pandemic had a dramatic short-term effect on Chinese tourism. However, over time, the industry is likely to recover. China has taken steps to boost domestic tourism and attract foreign tourists. The country is also investing in the digitalization of the tourism industry to adapt to new trends and tourist needs (Briefing, 2022). The pandemic has highlighted the need for the tourism industry to be more resilient and sustainable in the future. While industry recovery is expected over time, the long-term effects of the pandemic are likely to change how the tourism industry operates and relates to tourists.

3.2 Measures Taken by the Chinese Government to Mitigate Its Impact

The Chinese government has implemented measures to mitigate the impact of COVID-19 on the country's tourism industry. These measures aim to boost the recovery of domestic tourism and provide financial support to tourism-related businesses affected by the pandemic.

One of the measures adopted by the Chinese government was the elimination of entrance fees to tourist attractions. Local tourist attractions offered full refunds and discounts to maintain customer confidence (Luqi Yang, 2022). This was implemented to attract travelers back and stimulate the domestic tourism economy. In addition, incentives were provided for tourism businesses, such as deferred tax payments and reduced loan rates. Special funds and loan

guarantees were also extended to tourism companies to help them overcome the crisis.

The Chinese government has also taken measures to promote the long-term recovery of foreign tourism. China will reintroduce fast-track services starting from May 15, 2023 (BRIEFING, China Reopening After COVID: Latest Developments and Business Advisory, 2023). Visa restrictions have been relaxed, and the validity period of visas extended, allowing foreign tourists to plan trips to China in the future. Specific measures have been implemented at airports and transport stations to improve epidemic control procedures and ensure the safety of tourists.

Efforts have been made to digitalize the tourism industry. The digital economy can directly drive the development of urban tourism (Hong Tang, 2022). Programs like the "Smart Tourism" initiative have introduced technologies such as artificial intelligence, virtual reality, and online connectivity to enhance the quality and efficiency of tourism services and promote online tourism.

Overall, the measures taken by the Chinese government aim to support the recovery of domestic tourism, stimulate foreign tourism, and modernize the online tourism industry. However, despite these efforts, the full recovery of the tourism industry may take time in the context of the ongoing pandemic.

In summary, the Chinese government has implemented a series of measures to mitigate the impact of COVID-19 on the country's tourism industry. The primary focus has been on promoting domestic tourism and providing financial support to affected tourism businesses. All small and individual enterprises in sectors affected by the pandemic will be able to defer payment of the three basic social security premiums (BRIEFING, China Releases 33 New Stimulus Measures to Boost Economy, 2022). Efforts are also being made to promote foreign tourism and modernize the online tourism industry. These measures are likely to help drive the long-term recovery of the tourism industry in China.

4. Policy Responses of the Chinese and Japanese Governments During the COVID-19 Pandemic: Impacts and Implications for International Tourism

The policy responses of China and Japan to the COVID-19 pandemic differed in their approaches to border control, with China implementing rapid and extensive closures while Japan opted for a more gradual strategy. Both countries prioritized mass testing, vaccination campaigns, and health certificates for international travel. These policies had significant implications for the international tourism industry, with China experiencing prolonged disruptions and Japan facing milder impacts. The experiences of both countries offer valuable lessons for the global tourism industry, emphasizing the importance of balancing public health measures with economic considerations and collaborating on standardized travel requirements.

4.1 Policy Responses in China

- **Early Intervention and Lockdown Measures**

The Chinese government's response to the COVID-19 pandemic was characterized by swift and stringent measures. This included the lockdown of Wuhan, the epicenter of the outbreak, and the implementation of widespread travel restrictions within the country. The strict quarantine measures contributed to the containment of the virus but also had a profound impact on domestic and international travel.

- **Mass Testing and Contact Tracing**

China employed an aggressive strategy of mass testing and contact tracing to identify and isolate infected individuals promptly. Mobile applications and QR code-based health monitoring systems played a crucial role in this approach. These measures aimed to ensure the safety of travelers and regain public trust in travel safety.

- **Travel Bans and Border Controls**

To prevent imported cases, China imposed strict travel bans and border controls, suspending international flights and limiting the entry of foreign nationals. These restrictions significantly affected international tourism, leading to a sharp decline in inbound and outbound travel.

- Vaccine Rollout and Health Certificates

China swiftly developed and deployed multiple COVID-19 vaccines, leading to one of the world's most extensive vaccination campaigns. The introduction of health certificates showing vaccination status and testing results became integral to international travel from China.

4.2 Policy Responses in Japan

- Gradual Border Closures

Japan adopted a less stringent approach to border control initially, gradually restricting the entry of foreign nationals but maintaining essential international travel. This approach aimed to balance economic concerns with public health measures (Japan, 2023).

- Testing and Quarantine Measures

Japan implemented a combination of testing and quarantine measures for travelers. All inbound travelers were required to undergo testing and quarantine upon arrival. However, Japan faced challenges in implementing these measures consistently.

- Vaccination Campaign

Japan's vaccination rollout faced initial delays but eventually gained momentum. The government promoted vaccination as a key strategy to facilitate the resumption of international travel.

- Travel Subsidies and Promotion

To mitigate the economic impact on the tourism industry, Japan introduced domestic travel subsidies and launched promotional campaigns to encourage domestic tourism. To support the revitalization of hotels, inns,

and tourist districts, the government secured ¥55 billion in the third supplementary budget for fiscal 2020 (Yagasaki, 2021). These initiatives aimed to bolster the tourism sector amid international travel restrictions.

4.3 Comparative Analysis and Implications for International Tourism

The policies put in place by the Governments of China and Japan are similar in that both recognize the importance of strict measures, including quarantine and testing, to contain the spread of the virus. In addition, both countries have prioritized the vaccination of their populations as a priority for the resumption of international travel.

The difference between the policies of the Governments of China and Japan lies in China's approach of rapid and extensive border closures, whereas Japan initially adopted a more gradual strategy of border control. China's stringent measures had a more immediate impact on containing the virus, but also caused longer disruptions to international tourism. Japan's approach was designed to balance public health and economic concerns by allowing some international travel to continue

The policies implemented by both China and Japan had significant repercussions for the international tourism industry. The strict measures adopted by China led to a prolonged disruption in international travel, affecting airlines, hotels, and tour operators. Japan's gradual approach resulted in a milder impact but still caused a decline in inbound tourism.

The experiences of China and Japan offer valuable lessons for the global tourism industry. Rapid response, mass testing, and vaccination campaigns were crucial in controlling the virus and instilling confidence in travelers. Flexible border control measures that balance public health and economic considerations may serve as a model for other countries.

As vaccination rates increase and international travel gradually resumes, the policies introduced by China and Japan during the pandemic will continue to shape the future of international tourism. Health certificates, testing, and quarantine measures are likely to remain integral to travel protocols. Additionally, governments may need to collaborate on standardizing travel requirements to facilitate smoother international travel.

5 The Rise of Chinese Tourism after a Pandemic

The recovery of Chinese tourism after the COVID-19 pandemic has been influenced by effective government policies, adaptation of tourism businesses, and changing consumer behavior. Factors fueling the boom in Chinese tourism include economic growth, government promotion of tourism, and the increasing purchasing power of the middle class. Both domestic and international destinations have benefited from the surge in Chinese tourists, with a focus on safety, hygiene, and tailored experiences shaping the industry's trajectory.

5.1 Analysis of China's tourism recovery after the epidemic

Chinese tourism has begun to show signs of recovery after the COVID-19 pandemic. However, the recovery has not been uniform across the country and has been influenced by several factors, including the implementation of epidemic control policies, the adaptation of tourism businesses, and the public's confidence in travel safety.

In the second quarter of 2020, the Chinese tourism industry started to recover as virus control measures eased. Urban and rural hotels are more likely to collaborate with tourism and health authorities to reduce the negative impact of COVID-19. Implementing these measures would help kickstart the recovery process in the hotel industry (Rafael Robina Ramírez, 2021). Additionally, a

large number of Chinese tourists began to travel within their own country, leading to a frenzy of flight, train, and hotel reservations.

Tourism figures have also improved in some areas of China that opened to international visitors in an effort to boost their tourism economy. The Chinese government's effective prevention and control policies have significantly mitigated the impact of COVID-19 in both the tourism and non-tourism sectors (Can). National and local authorities have established health and safety protocols for hotels, airports, and other tourism-related businesses, instilling confidence among consumers. In some cases, this has led to fierce competition among tourism businesses striving to demonstrate effective safety measures to attract more customers.

Health and hygiene will be much more important in the tourism and hotel sector. When the COVID-19 crisis ends, tourists are likely to show greater interest in hygiene and public health standards at travel destinations, including lodging establishments (Lunkam, 2021). For example, stricter cleaning and disinfection practices have been implemented in hotels and restaurants, and virtual tours and online activities have been launched to inspire people to travel without leaving their homes.

However, it's important to note that the recovery of Chinese tourism may be uneven and likely depends on the evolution of the pandemic. Tourism demand may vary depending on infection levels and outbreaks in different parts of the country and the rest of the world. Additionally, how Chinese tourists decide to travel and spend their money may also evolve continually based on the pandemic.

In conclusion, the recovery of the Chinese tourism industry during the COVID-19 pandemic has been achieved through the implementation of effective prevention and control policies by the government and the adaptation of tourism businesses. While recovery is not yet uniform across the country and is expected to be affected by other factors such as the ongoing pandemic's

evolution and economic conditions in the near future, Chinese tourism is expected to flourish again over time.

5.2 Factors Fueling the Boom in Chinese Tourism

The boom in Chinese tourism in recent years has been driven by several factors, including the country's economic growth, government policies to promote both domestic and international tourism, and the growing Chinese middle class with increased purchasing power and a desire to travel.

In terms of tourist destinations, Chinese tourists have been interested in visiting both domestic and international destinations. Domestically, Chinese tourists are attracted to their country's rich history and culture, as well as its beautiful natural landscapes. Additionally, Chinese cities like Beijing and Shanghai offer a wide variety of attractions, from modern skyscrapers to ancient temples and traditional architecture.

Regarding international destinations, Asia and Europe have been of great significance due to proximity and shared historical and cultural connections between nations. Among Asian countries, Thailand, Japan, South Korea, Singapore, and Malaysia are the most popular among Chinese outbound tourists. Among European and American countries, Chinese outbound tourists prefer the United Kingdom, France, and the United States (Ipsos, 2018). Chinese tourists have also shown increased interest in less-explored destinations such as Cuba, Iran, and Eastern European countries.

The economic benefits of tourism are enormous for China. In 2018, China ranked second in the world in terms of the contribution of travel and tourism to GDP (\$1.5 trillion) and first among countries with the highest income from employment contribution (79.9 million jobs) (ChinaPower, 2022). Most countries have been proactive in attracting Chinese tourists by implementing more flexible visa policies and promoting tourism cooperation agreements. Moreover,

countries have adapted their tourism products to meet the needs of Chinese tourists, including providing Chinese-language guides and adapting cuisine.

Key drivers behind the market growth include the rising affluent and middle-class population, the liberalization of tourism policy, such as the Approved Destination Status (ADS), open-door policy, and other less stringent government agreements, as well as the increase in passport holders in the country (China Outbound Tourists Visit and Spending (Top 12 Countries), Purpose of Visits & Spending (Holiday, Business, VFR & Others) - Forecast to 2025, 2019). With greater purchasing power, Chinese tourists are spending money on tourism both within and outside China. According to a report by the World Tourism Organization, Chinese tourists are the world's biggest spenders on tourism, with a total expenditure of \$258 billion in 2017.

In conclusion, the boom in Chinese tourism has been driven by a variety of factors, including economic growth, favorable government policies, and a growing middle class with increased purchasing power. The source and destination regions are diverse, with both domestic and international destinations being of great significance. The tourism industry has significantly benefited from this boom, and policies and promotions continue to be crucial in maintaining the flow of Chinese tourists.

6. Consumer Patterns and Preferences of Chinese Tourists Before and After the Pandemic

Chinese tourism has experienced rapid growth in the last decade and has gained a significant role in the global economy and international relations. Before the COVID-19 pandemic, Chinese tourists were known for their high spending power and preferences for luxury products and shopping experiences. However, the pandemic has drastically disrupted spending patterns and preferences of Chinese tourists.

Chinese tourists were known for spending substantial amounts of money on luxury shopping and high-end experiences. In 2018, Chinese tourists made 149 million trips abroad, with a total expenditure of \$130 billion, according to a report by the China Tourism Academy (XINHUAMET, 2019). The study also found that Chinese tourists spent more money on hotel stays and luxury goods shopping than on any other travel expense, including transportation and food.

In terms of spending preferences, China has become the world's third-largest luxury market. The desire for a material and modern lifestyle leads Chinese consumers to crave internationally renowned luxury fashion brands (Bopeng Zhang, 2013). Brands like Givenchy, Gucci, and Louis Vuitton are some of the most popular among Chinese tourists. Shopping tourism has also been a growing trend, especially in cities like Hong Kong, Tokyo, and Paris. In addition to luxury goods, Chinese tourists have also shown interest in gastronomy, culture, and the history of tourist destinations.

The pandemic has had a massive impact on the tourism industry, and spending patterns and preferences of Chinese tourists have also changed dramatically during the pandemic. The temporary closure of borders and social distancing measures have significantly reduced the number of Chinese tourists traveling abroad. Additionally, many Chinese tourists have chosen to spend less due to economic uncertainties and decreased incomes.

Due to the pandemic, luxury consumption in China is shifting away from impulsive spending towards more "rational" spending. Purchases are becoming increasingly calculated and intentional, whether it's packaged food or luxury items (Thechinaproject, 2023). Furthermore, Chinese tourists have heightened their focus on safety and health during their travels, as well as a preference for nearby tourist destinations with fewer travel restrictions.

Another significant change in the preferences of Chinese tourists is their increased use of mobile applications during their travels, allowing them to

search, book, and pay for various services such as transportation, accommodation, tourist attractions, and restaurants. This has also driven the popularity of domestic tourism in China, as the use of mobile apps is easier and safer for tourists during the pandemic. The rise and prevalence of social media have sparked great interest in the study of user-generated content. The tourism sector is one of the most influenced by user-generated content (Zhuoli Wang, 2022). Mobile applications have also contributed to the digital transformation of the tourism industry in China.

Changes in spending patterns and preferences of Chinese tourists during the pandemic have reshaped the landscape. The increased focus on safety and health may be a lasting trend that will continue even after the pandemic is under control. Tourist destinations, travel agencies, and the tourism industry as a whole are expected to adapt to this new reality.

7. Immediate Effects of the Rise of Chinese Tourism on International Tourism

The rise of Chinese tourism has brought both significant economic benefits and challenges to international tourist destinations, including increased revenue and job creation alongside concerns about overtourism and cultural impacts, highlighting the need for efficient regulation and sustainable tourism practices.

7.1 Impacts of the Surge in Chinese Tourism on International Tourist Destinations

The rise of Chinese tourism has had significant impacts on international tourist destinations, both positive and negative. In terms of immediate positive impacts, the surge in Chinese tourism has generated substantial revenue for the tourism industry in destination countries, boosting the local economy and

creating jobs in the tourism sector. The demand for tourism has also incentivized the expansion of tourism companies and the construction of new tourism-related infrastructure and services.

Furthermore, Chinese tourists often spend more money on tourism than other tourists, so the increase in Chinese tourists has led to significant growth in the global tourism industry. According to the report by the World Tourism Organization, in 2019, Chinese tourists spent a total of \$255 billion on international travel, while domestic tourism served as a pillar of growth and employment, with over 6 billion trips taken that year, supporting jobs and businesses across the country (UNWTO, 2023).

However, there are also immediate negative effects of the rise of Chinese tourism on international tourist destinations. Where the cultural and natural heritage of a place is at risk, or where costs of living and real estate have substantially increased and caused a decline in quality of life. The spread of overtourism could cause the loss of authenticity and imply a significant risk to the future attractiveness of a destination (Paul, 2018). It can also lead to an increase in the rate of wear and tear on tourist sites and dissatisfaction among local residents, some of whom may feel that their cities, monuments, and homes are being overrun.

Lastly, excessive dependence on Chinese tourism can also be detrimental to the receiving country. The Chinese understanding that they play a crucial role in boosting the local economy can drive up the prices of tourism goods and services, making them less accessible for the local population and harming the quality of tourism for other travelers. Destinations experiencing high seasonality are especially vulnerable and exposed to economic strains during off-peak periods, while unexpected events or impacts can disproportionately affect destinations heavily reliant on tourism. High levels of seasonality can also put pressure on employment in other sectors during peak periods (OECD, Chapter 3. Rethinking tourism success for sustainable growth., 2020).

In conclusion, the rise of Chinese tourism has had significant effects on international tourist destinations, which have been both positive and negative. Despite the immediate negative impacts such as congestion, overloading of tourism infrastructure, environmental impact, decline in tourism quality, and price increases, Chinese tourism remains beneficial for the global tourism economy. Therefore, it is important for destination countries to work together towards efficient tourism regulation and mitigation of its impact on the environment and quality of life while promoting sustainable and respectful tourism, always taking into account their needs.

7.2 Opportunities and Challenges Presented for Tourism in General

The rise of Chinese tourism presents both opportunities and challenges for the global tourism industry. On one hand, the increase in Chinese tourists represents a vast opportunity for tourism industry companies to expand their businesses and increase their revenues. On the other hand, overcrowding of tourism infrastructure and difficulties in adapting to a different culture and language can be significant obstacles to the global tourism industry's ability to harness the potential of Chinese tourism.

One of the biggest opportunities comes from China's already established and growing economy, making tourism increasingly accessible to the growing Chinese middle class. It is expected that the number of overseas trips taken by Chinese citizens will increase from 170 million in 2019 to 228 million in 2030, according to the new China Outbound Tourism Handbook 2023: 88 Practical Ways to Prepare for the New Wave of Chinese Visitors (Moodiedavittreport, 2023). This presents a huge opportunity for international tourist destinations to leverage the potential of Chinese tourists, either through the presentation of special or cultural tourism products or the promotion of distinctive features of the tourism sector.

However, the tourism industry worldwide also faces a series of challenges when trying to adapt to the needs of Chinese tourists. Currency exchange and tax requirements, along with language barriers, can cause communication and financial problems. Additionally, the culture and consumption habits of Chinese tourists may require adaptation so that countries can deal with the peculiarities of demand, which implies changes in tourism and infrastructure offerings to cater to the new tourist profile.

There is a widespread consensus on the importance of both the opportunities and challenges that Chinese tourism presents for the global tourism industry. It is necessary to understand the challenges and opportunities of Chinese tourism as part of a process of adaptation and transformation of the global tourism industry. This adaptation requires tourism companies to understand Chinese tourist preferences regarding price structures, food, lifestyle, and other cultural factors and to adapt to market needs.

In conclusion, the rise of Chinese tourism presents both opportunities and challenges for the global tourism industry, with a rapidly changing flow of tourists in terms of their preferences, expectations, and consumption habits. International tourist destinations have the task of adapting to these demands and offering products, services, and tourism experiences that are attractive to Chinese tourists. Ultimately, Chinese tourism has the potential not only to revolutionize the global tourism industry but also to stimulate economic growth and sustainable development worldwide.

8. Long-Term Effects of the Rise of Chinese Tourism on International Tourism

The rise of Chinese tourism has had profound effects on the global tourism industry, presenting both opportunities and challenges such as economic growth, infrastructure strain, and sustainability concerns. Future trends in Chi-

nese tourism may be shaped by factors such as increasing focus on sustainability, growing purchasing power of the Chinese middle class, and China's foreign policy decisions regarding tourism.

8.1 The Transformative Impact of Chinese Tourism on the Global Tourism Industry

The long-term impact of the increase in Chinese tourism on the global tourism industry is uncertain. However, the rise of Chinese tourism has transformed the structure of the global tourism industry and created significant opportunities for tourism businesses willing to adapt and offer services that meet the needs and demands of Chinese tourists. Chinese tourists can have a significant impact on the national economy of entire countries. They constitute a substantial portion of total tourist arrivals in some regions, and their spending on local products and services provides a significant boost to the local economy (Forbes, 2023).

In terms of the global economy, Chinese tourism has been an asset. Chinese tourism has been responsible for creating more jobs, contributing more to GDP, and generating more revenue in the world's major tourist destinations than any other country in recent years, despite multiple barriers and obstacles in communication and travel organization. According to forecasts by the World Tourism Organization, the sector will increase its contribution to GDP to nearly CNY 27,000 billion by 2033, 14% of China's economy, and employ more than 100 million people across the country, with one in seven Chinese residents working in the sector (WTTC, 2023). In addition to economic benefits, it is important to note the influence of Chinese tourism in terms of image and positioning in international markets.

However, the massive influx of Chinese tourists has also raised concerns in some tourist destinations, especially those unprepared to handle a large number of tourists. Overloading of tourism infrastructure and the difficulty of adapting to different cultures and languages can pose a significant challenge

to the global tourism industry's ability to harness the potential of Chinese tourism.

Another key issue the tourism industry faces regarding Chinese tourism is the push for domestic tourism within the country. The Chinese government is working to promote and develop domestic tourism, which could have a negative impact on the income and flow of tourists to international tourist destinations.

In terms of sustainability, the increase in Chinese tourism has also raised concerns about environmental and cultural impact. Chinese tourists, like any other tourists, are responsible for generating large emissions of greenhouse gases and the accumulation of waste in tourist destinations. China is the largest tourism and travel economy in East Asia and the Pacific; it has the highest index of natural and cultural resources but faces obstacles in achieving environmental sustainability. Therefore, the Chinese government has insisted that tourism development must consider both efficiency and quality (Chaogao, 2022). The homogenization of the tourism offer in response to the demands of Asian tourism could contribute to the loss of diversity and cultural traditions in these areas.

In conclusion, the increase in Chinese tourism has had a significant impact on the global tourism industry. While it has created significant opportunities for the tourism industry, Chinese tourism has also generated challenges such as the overload of tourism infrastructure, the need to adapt to consumption habits, and the preference of Chinese tourists for domestic tourism. Furthermore, the importance of Chinese tourism can lead to changes in the tourism offer of destinations, from cultural diversity to sustainability. It is important to continue studying and analyzing the long-term effects of Chinese tourism on the international tourism industry and to implement policies and measures to ensure that the impact of Chinese tourism is sustainable and beneficial for all parties involved.

8.2 Possible Future Trends of Chinese Tourism and Its Impact on International Tourism

Chinese tourism continues to grow at a rapid pace, and it is expected to continue growing in the coming years. While it is challenging to predict future trends in Chinese tourism precisely, there are some key factors expected to have a profound impact on international tourism.

One of the most important factors expected to affect Chinese tourism is the increasing focus on sustainability and social responsibility. As Chinese tourists become more concerned about the environment and sustainability, international tourist destinations are also expected to improve their practices and policies. The magnitude of indirect effects of air pollution is greater than the direct negative effects in local cities. This study suggests that improving air quality in the local area will effectively promote the domestic tourism industry in the local city. Furthermore, it is deduced that simultaneous improvement of air quality in all cities may not lead to an increase in the number of domestic tourist arrivals (Dong). Additionally, the COVID-19 pandemic has generated a growing awareness of health and hygiene, which could lead Chinese tourists to demand cleaner and safer destinations.

Another factor expected to affect Chinese tourism is the increasing purchasing power of the Chinese middle class. China is home to the largest middle-class cohort in the world. As the country underwent a period of rapid economic transformation, its middle class emerged as a key driver of its economic development (ChinaBriefing, 2023). As more and more people move out of poverty and enter the middle class, Chinese tourists are expected to become more active, and the growth of domestic tourism is not expected to deter the demand for international experiences. This growth could also lead to a diversification of domestic tourism destinations as demand for varied experiences increases.

Furthermore, Chinese tourism could also be influenced by China's foreign policy, particularly regarding the country's attitude toward tourist

9. Conclusions

The discussion on Chinese tourism encompasses various aspects of its growth, impact, and future trends. It highlights the rapid expansion of Chinese tourism over the past decade, its significant economic contributions, and its transformation of international tourism. Chinese tourists are known for their preferences for luxury, shopping, and experiences, yet the COVID-19 pandemic disrupted their spending patterns and behaviors. The rise of Chinese tourism has both positive and negative immediate effects on international tourist destinations, leading to challenges of overcrowding, cultural impacts, and sustainability. As the Chinese tourism market continues to grow, trends suggest a focus on sustainability, increased purchasing power of the middle class, and evolving foreign policies.

Chinese tourism has experienced exponential growth, driven by a burgeoning middle class, relaxed travel restrictions, and increased economic power. This growth has transformed the global tourism landscape.

Factors such as China's economic growth, favorable government policies, and a rising middle class with increased purchasing power have propelled Chinese tourism. International destinations are becoming increasingly popular among Chinese tourists.

The COVID-19 pandemic had severe short-term consequences for Chinese tourism, with plummeting international arrivals and domestic travel restrictions. The Chinese government responded with a range of measures to mitigate the impact.

The Chinese and Japanese governments implemented diverse strategies in response to the pandemic, with China imposing strict lockdown measures and Japan adopting a more gradual approach. These policies had implications for international tourism.

Chinese tourism began to recover in the second quarter of 2020 as control measures eased. The pandemic changed spending patterns, emphasizing

health and hygiene, mobile apps, and domestic travel.

Pre-pandemic, Chinese tourists were known for high spending on luxury shopping and experiences. The pandemic shifted their focus towards rational spending, safety, and mobile app usage during travel.

The surge in Chinese tourism brought substantial revenue to destination countries but also led to issues like overcrowding and overtourism. Excessive dependence on Chinese tourism and sustainability concerns are challenges to address.

The long-term impact of Chinese tourism is uncertain but transformative. It generates economic benefits but also challenges of overloading infrastructure, language barriers, and sustainability. Future trends suggest a focus on sustainability, increased purchasing power of the middle class, and evolving foreign policies.

Chinese tourism provided, it's evident that the rise of Chinese tourism has brought about significant changes to the global tourism industry. The exponential growth of Chinese tourism over the past decade has not only contributed substantially to the economies of destination countries but has also reshaped traveler preferences and behaviors.

The COVID-19 pandemic served as a significant disruptor to Chinese tourism, causing immediate and profound effects on international travel patterns and spending habits. However, as the industry gradually recovers, it's essential to recognize both the positive and negative impacts of Chinese tourism on destination countries.

While Chinese tourists' high spending power has provided a boon to many economies, issues such as overcrowding, cultural impacts, and sustainability challenges cannot be ignored. Addressing these challenges will require collaboration between governments, tourism stakeholders, and local communities to ensure that the benefits of Chinese tourism are balanced with responsible and sustainable practices.

Looking ahead, future research in this area could focus on several key

areas. Firstly, understanding the evolving preferences and behaviors of Chinese tourist's post-pandemic will be crucial for destination marketing and product development. Secondly, exploring innovative solutions for managing over-tourism and mitigating the environmental impact of Chinese tourism will be essential for the long-term sustainability of tourist destinations. Lastly, analyzing the implications of China's evolving foreign policies on outbound tourism and international relations will provide valuable insights into the future trajectory of Chinese tourism on a global scale.

In conclusion, while Chinese tourism presents both opportunities and challenges for destination countries, proactive measures and strategic planning can help maximize the benefits while minimizing the negative impacts. Future research in this area will play a vital role in guiding sustainable growth and development within the global tourism industry.

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