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INTERCULTURAL COMMUNICATION AND UNDERSTANDING - WHY AND HOW TO ATTRACT TOURISTS FROM CHINA?

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Abstract

Having in mind the steady and rapid growth of the tourism sector and number of tourists in the world, it is especially important for Serbia to invest in this sector and to adapt its offer to the different demands of tourists coming from the local and global environment. A large number of Chinese people and middle-class growth in China are certainly some of the reasons why Chinese tourists in the world are gaining increasing importance. The benefits of those tourists have been felt by all countries that have managed to attract them, such as Japan, Thailand, Singapore, Australia, America and several destinations in Europe, including Spain, Great Britain, Italy and France. Although in Serbia the number of tourists from China is not large, this number is growing significantly year after year. One of the reasons is a visa-free regime, but that should not have to be the only reason. Serbia must seriously engage in a race for tourists from China.

Key Words: *tourism, training, China, EU, tourism sector.*

JEL classification: *J24, L15, M54, Z32*

Introduction

We live in a period characterized by globalization. The impact of technology on our lives and businesses is significant. Multinational companies bring new cultural forms and strengthen intercultural communication. Cheaper transportation allows us to go to distant parts of the world, but also to get others to come to us. New possibilities significantly affect the tourism sector as well.

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There are various reasons why people travel. According to UNWTO, travel for holidays, recreation and other forms of leisure accounted 53% or 657 million of all international tourist arrivals in 2016. Some 13% of all international tourists traveled for business and professional purposes, and another 27% travelled for other reasons such as visiting friends and relatives (VFR), religious reasons and pilgrimages, health treatment, etc. The purpose of visit for the remaining 7% of arrivals was not specified (UNWTO Tourism Highlights, 2017).

However, tourist trips are important due to the increasing income of the sector and significant benefits for the country. Benefits are reflected in the growth of tourism revenues, but also in the increase in the number of jobs in tourism and related sectors.

According to World Travel & Tourism Council, “Travel & Tourism’s direct contribution to GDP is expected to grow at an average of 3.9% per year over the next ten years. By 2027, Travel & Tourism is expected to support more than 380 million jobs globally, which equates to 1 in 9 of all jobs in the world and the sector is expected to contribute around 23% of total global net job creation over the next decade. Meanwhile, total Travel & Tourism GDP is expected to account for 11.4% of global GDP and global visitor exports are expected to account for 7.1% of total global exports” (p. 4).

Figure 1: *The contributions of global travel and tourism*



Source: *World Travel & Tourism Council*

In Press Release, from 15 Jan 18, UNWTO highlighted that “international tourist arrivals in Europe reached 671 million in 2017, a remarkable 8% increase according to 2016. Growth was driven by the extraordinary

results in Southern and Mediterranean Europe (+13%). Western Europe (+7%), Northern Europe and Central and Eastern Europe (both +5%) also recorded robust growth”.

Special importance is given to tourists from China in recent years in the world. The large number of Chinese people and growth of the middle class in China contributed to this trend. The World Tourism Organization predicts that China will become the largest travel destination and the fourth largest source country by 2020. In that year, there will be 137.10 million international travelers to the country, taking up 8.6% of the global share, and 100 million outbound Chinese visitors, 6.2% of the worldwide outbound visitors (Travel China Guide, 2017a).

Making ready for guests from China, whose significant number is expected in 2018, as a result of an initiative launched from a partnership between the EU and China, training of hotel staff and tourist workers began in Europe. This is done in order to better understand the requirements and expectations of guests from China. It is also important to train tour operators, who need to develop new products to provide an authentic experience and attract these tourists to destinations.

Taking into account the above-mentioned certain preparations and analyzes are necessary to be done by Serbia as well.

Why is it important to attract Chinese tourists?

China tourism industry experienced great development in recent years due to the substantial increase in people's personal income and the further implementation of the Reform and Opening-up Policy.

According to the statistics of the China National Tourism Administration, 62.03 million outbound trips were made in the first half of 2017, which is an increase of 5% compared with the same period in 2016 and ranked the first among all countries in the world. It is predicated that the outbound tourism number will keep increasing. Notably, the Chinese outbound tourism market still has great potential, since 90% of Chinese citizens still have not applied for passports for outbound tours (Travel china guide, 2017b).

It is interesting to know that as reported in the UNWTO World Tourism Barometer: with a 12% increase in spending, China continued to lead

international outbound tourism, followed by the United States, Germany, the United Kingdom and France as top five spenders.

The countries that are able to attract Chinese tourists will have the benefits such as economic growth, job creation and opportunities for development because Chinese people continue to have a strong desire to travel. This is why the enormous Chinese outbound market has drawn the attention of the world.

Also, passport numbers could be a key statistic in predicting overseas tourism “Right now about 120 million people have their passport,” said Jane Sun, chief executive officer of Ctrip (one of the major travel agencies in China), in an interview in Davos, Switzerland, where she was attending the World Economic Forum. “By 2020 that number will be likely doubled so the market will grow tremendously in the next couple of years” (China travel news, 2017).

Countries that Chinese tourists have found attractive

The growth in outbound travel from China benefited many destinations in Asia and the Pacific, most notably Japan, the Republic of Korea and Thailand, but also long-haul destinations such as the United States and several in Europe (UNWTO, Press Release 2017).

According to Travel China Guide the hottest destinations include South Korea, Japan, Thailand, France, Italy, Switzerland, Germany, USA, Singapore and Maldives, while the top outbound tourism destinations in 2017 were: Thailand, Japan, Singapore, South Korea, Malaysia, United States, Indonesia, Vietnam, Philippines and Australia.

Results of the International Visitor Survey in Australia, released 12 Dec 2017 (Tourism Research Australia, 2017), showed that among the top five markets, China had the strongest growth of 12%, with visitors reaching 1.2 million in 2017; while growth in spend was led by Asian markets, with India, Thailand, China, Hong Kong, Malaysia and Japan. Chinese tourists' spending has exceeded \$10 billion. More than eight million international visitors spent a record \$41.2 billion which means that quarter of that spending was by Chinese tourists. According to Tourism Australia, the increase can be partly attributed to the increase of direct flights between China and Australia.

Turkey is seeking to attract as many as one million Chinese tourists in 2018, as China has declared next year Turkey Tourism Year. There are around 70 Turkish tour guides who speak Chinese in Turkey but that is not enough. This is why Turkish tour guides, returned to the classroom. They are learning more about the Chinese people, their lifestyle, eating habits and culture through the courses. The cultural association, in cooperation with the Turkish Union of Tourist Guides, launched the Chinese course in Istanbul and Cappadocia. A total of 48 tour guides are attending the course, while the association is planning to open more in the Mediterranean province of Antalya, the western coastal city of Izmir as well as the capital city of Ankara in the very near future (ECNS, 2017).

In 2016 there was a decline in Chinese travellers visiting Europe due to safety concerns. In 2017 there were growth in about 10 percent over 2016 while 2018 will be the EU-China Tourism Year, with the goals of increasing travel from China to Europe, promote lesser known destinations, improve travel and tourism experiences etc. The initiative is being supported by the European Commission and the European Tourism Association.

According to the "Chinese Tourists to Europe Trend Report 2017" the number of Chinese tourists in Europe in first quarter of 2017 was increased by 103 percent over 2016 year. Eastern Europe and Northern Europe saw the fastest growth. Rome, London, Frankfurt, Paris and Barcelona were the most popular city destinations among Chinese visitors, but Vienna, Prague, Warsaw, Amsterdam and Helsinki also saw rising numbers. Among the favorite European destinations for Chinese tourists in the first quarter of 2017 were Italy, Germany and Britain (Gbtimes, 2017).

In 2017 rapid growth seeing more 'novel', often smaller destinations such as Bosnia and Herzegovina, Estonia and Iceland. In the cases of Morocco and Serbia, according to chinatravelnews.com, the countries' arrivals increases are being driven by visa-free policies for Chinese people, which were the reason to find them on the map as tourist destinations for the Chinese for the first time (China travel news, 2017).

Italy is expecting 2 million Chinese travelers in 2018, but as Giancarlo Dall'Ara, president of Chinese Friendly Italy said "they are not just going for shopping and guided tours, they are looking for experiences. They want to live like the locals: tasting the wines and the local products

typically found in smaller cities and secluded villages” (Iselle, 2017). Their website is a major source of important information and they try to help hotels and tour operators in Italy to be more attractive to Chinese travelers. He said that Amalfi, Verona, Ferrara, the Liguria Region, Sicily are some of the new destinations Chinese tour operators are becoming aware of, alongside the usual destinations like Rome, Florence, Venice and Milan.

Italy has always been loved by Chinese people: long history, art cities, good food and last, but not least, luxury shopping, have been attracting people from all over China. But as Giancarlo Dall'Ara said "Chinese tourists arriving to Italy are now younger and more social than before. They come from big cities and have many interests and passions. They choose our country after they have done researches and they know what they are looking for. They travel with friends and families and not as part of big groups anymore. They have been abroad already. They are different from what we were used to see in the past” (Iselle, 2017). They are looking for an environmentally friendly and culturally rich holiday, so in order to attract more people from China - Italy should be more "Chinese". It should have a long term marketing strategies. Considering that 2018 will be the EU-China Tourism Year, Italy see this as an opportunity succeed in becoming China's favorite travel destination.

But some insights suggest that Serbia could play an important role in attracting tourists from China. Christopher A. Hartwell and Katarzyna W. Sidlo from Center for Social and Economic Research (CASE) in research report *"Balancing the European gateway open"*, wrote that visa liberalization between the China and Serbia, from November 2016, when China approved Serbia's proposal to abolish the need for visas between the two countries for short-term stays (under 30 days), may help to increase tourism in the Balkans from China. They mentioned that additionally, "as the agreement if first one of this kind between China and a European country, it does underscore the importance that China places on Serbia as a gateway to the European continent" (Hartwell & Sidlo, 2018).

Some characteristics of Chinese travelers

The two main segments of Chinese travellers are tour travellers and independent travellers: (Pfundt & Schuller, 2017)

- To attract tour travellers from China it would be necessary to set up a network with Chinese tour companies, to understand who they are and how to get listed by them. Ctrip and Huayuan International Travel are two major travel agencies in China.
- To attract independent travellers, it would be necessary to become visible for Chinese travelers by providing information about company (service) via various communication channels in China (webpages – internet and mobile internet users, social media-Wechat, Baidu, Youku etc.).

According to Kow (2017) and some further researches, some of the characteristics of Chinese tourists are the following:

1. Chinese travellers want to experience authenticity.

Travelling became a lifestyle of more and more Chinese travelers. The Chinese market shows more interest in "living as local residents." This means tour and activity operators need to start developing more sophisticated offerings. To attract millennial travellers it is important to offer a mix of adventure and relaxation.

2. Spending habits of Chinese travellers are slowing down.

In the previous period Chinese travellers shopped a lot during their trips abroad due to significant price differences, better product quality and design but now Chinese travellers are becoming more interested in spending money on local food, wine and other unique cultural experiences, rather than on things. One of the reasons for slowing down could be the rising costs in housing and education as well. It is not enough just to develop new products to satisfy the Chinese market and to attract them to destinations, how much each visitor spends is also important.

3. There is a growth of independent Chinese travellers.

More travellers want to go independently avoiding massive bus tours that bring Chinese travellers to "top-sights" and shopping malls. They want to explore a destination in small groups, with family or friends.

4. Family travels to Chinese tourists are becoming important.

More and more families are going on self-organized trips. From one side there are young and affluent professionals living abroad who are flying their relatives out to spend the holidays; while on the other side there are travellers older than 55 years who are taking their families on holidays abroad. During Chinese New Year 2016, 56% of young luxury travelers

traveled abroad, 90% of those traveling was with family or friends (Hallanan, 2017).

5. Chinese travellers (70% of Chinese) search for information online.

They use search engines or social media. Bloggers have a big impact and help inform consumers about destinations, so destinations can cooperate with bloggers as well. According to The State Council Information Office of the People's Republic of China, China has 731 million Internet users as of December 2016, 53.2% of Chinese population has access to Internet and 659 million Chinese accesses Internet via mobile phones. Internet can help Chinese travellers to plan, book and share their experience.

6. Chinese travellers like "Chinese friendly" surrounding.

"Taking this into consideration famous hotel chain Hilton developed a specific hospitality program customized for Chinese tourists, Hilton "Huanying" ("welcome") and Emirates Airline increased their luggage allowance because they recognized when Chinese travelers go abroad, they come home with more than when they left (due to they won tremendous market share of the Chinese travellers)" (Cvetkovski at al., 2016). For young couples because they will have to take care of both their parents and their children, they want to choose places connected with direct flights and with family friendly accommodations and activities.

For hotels and resorts looking to attract Chinese family travelers, there are several things to keep in mind. They need to have a Chinese menu or just do have some Chinese breakfast options available. It is important to provide families adjacent rooms with connecting doors or a suite with multiple bedrooms and it is important to provide wide variety of activities for all ages, as well. Chinese travelers often prefer local cuisine and new food experiences, but children as well as elderly Chinese travelers are more conservative with their food choices. Lacking of Chinese service and lacking Chinese-language TV programs or menus were some of the most unsatisfying factors of Chinese travellers. "Mutual respect and understanding will help enable the tourists to have good time, meet new people and meet all those goals that are motivation for travel" (Langović Milićević, Cvetkovski, 2016, p. 475).

7. Chinese tourists mainly travel during three periods of the year: Chinese New Year (January/February), summer holidays (July/August) and Chinese public holidays (beginning of October).

In the past, Chinese families stayed home during the New Year holiday but now they use the long holiday to travel both domestically and abroad.

With 6.15 million Chinese people traveling abroad during the holiday in 2017, Chinese New Year has become a golden opportunity for tourism providers who can meet the needs of multi-generational travelers (Hallanan, 2017).

8. During the Chinese New Year, packages and promotions are important. During the winter, especially Chinese New Year many people will look for warmer locations and Australia and the United States are very popular choices. In recent years, countries such as the United Arab Emirates, Morocco, lately Serbia, as well, have received a growing number of Chinese travelers due to relaxed visa requirements.

Destinations all over the globe are trying to capitalize on Chinese New Year, offering specially designed packages and discounts (Hallanan, 2017): The Chinese New Year (2016) Travel San Francisco ran a campaign through Chinese online travel agency Ctrip. They inspired consumers to visit by live streaming interesting neighborhoods, cafes, and sites throughout the city. World-famous hotels including the Burj Al Arab in Dubai offered Chinese travelers exclusive holiday rates. For the 2017 New Year, as part of the Beverly Hills Chinese New Year celebration, several hotels such as The Beverly Hilton, Luxe Rodeo Drive Hotel, Montage Beverly Hills, The Peninsula Beverly Hills and Waldorf Astoria Beverly Hills offered special packages throughout the month of February which included discounted rates and customized amenities such as a hot water kettle with Chinese tea and in-room Chinese breakfast dining options.

9. For Chinese travellers skiing is becoming more popular as Beijing was selected as host city of the 2022 Winter Olympics. Chinese government is encouraging more of its citizens to get involved in winter sports. This is opportunity for some European and North American countries to attract more winter sports fans.

In the future, as number of traveler increases, the Chinese market will become more segmented market, with lot diversity in type of tourists and their travel habits. It will up to destinations, tour or activity operators to decide who they want to attract.

It is important do not stereotype the Chinese market. Translate marketing materials into Mandarin and hire a Mandarin-speaking guides would be a good move for sure.

Chinese tourists in Serbia

The number of arrivals and overnights of foreign tourists in Serbia is constantly increasing.

The largest number of foreign tourists who visited the Republic of Serbia in 2016 were tourists from Bosnia and Herzegovina (101thous. arrivals, 223thous. nights), Montenegro (77thous. arrivals, 196thous. nights), Bulgaria (88thous. arrivals, 146thous. nights), Croatia (76thous. arrivals, 142thousand. nights) and Turkey (84thous. arrivals, 142thous. nights) (Statistical Yearbook of the Republic of Serbia 2017). A similar trend continued in 2017. According to Statistical office of the Republic of Serbia - catering and tourism statistics, the most number of overnight stays in 2017, from foreign countries, were again realized by tourists from Bosnia and Herzegovina (234,758 nights), followed by tourists from Montenegro (198,119 nights), Turkey, Croatia, Russia, etc. We can see that the large majority of international travel takes place within travellers' own regions - it is intraregional tourism.

In the period January-December 2017, the trend of growth in the number of tourists continued, so that 12% (3,085,866 tourists) more tourists stayed in Serbia compared to the same period in 2016. Of the total number of tourists, domestic tourists amounted to 1,588,693, or 8% more than in 2016, and foreign 1,497,173 tourists, which is by almost 17% more (Statistical office of the Republic of Serbia, catering and tourism statistics, number 18).

According to the Statistical office of the Republic of Serbia - catering and tourism statistics, in the past year, overnight stays were 11% higher than in 2016, of which domestic tourists accounted for 7% more and foreign 16% more. Domestic tourists were recorded the highest number of overnight stays in spas (mostly in Vrnjačka Banja), and in mountain resorts (Zlatibor, Kopaonik), while most foreign guests were staying in Belgrade, Novi Sad, Zlatibor, Kopaonik, Vrnjačka Banja.

Figure 2: *Tourists' arrivals and nights 2012-2016*

TOURISTS' ARRIVALS AND NIGHTS, 2012–2016

Република Србија / Republic of Serbia												
укупно Total	Београдски регион Beograd- ski region	Регион Војводине Region Vojvodine	Регион Шумадије и Западне Србије Region Šumadije i Zapadne Srbije	Регион Јужне и Источне Србије Region Južne i Istočne Srbije	Регион Косово и Метохија Region Kosovo i Metohija	укупно Total	Београдски регион Beograd- ski region	Регион Војводине Region Vojvodine	Регион Шумадије и Западне Србије Region Šumadije i Zapadne Srbije	Регион Јужне и Источне Србије Region Južne i Istočne Srbije	Регион Косово и Метохија Region Kosovo i Metohija	
допласци / Arrivals						ноћења / Nights						
Укупно / Total												
2012	2079643	660674	296360	768903	353706	...	6484702	1431384	758981	2978903	1315434	...
2013	2192435	718943	347138	791545	334809	...	6567460	1489801	928606	3042876	1106177	...
2014	2192268	753742	371490	737507	329529	...	6086275	1535341	929604	2625382	995948	...
2015	2437165	807607	413332	854448	361778	...	6651852	1686017	994314	2904523	1066998	...
2016	2753591	913150	446492	996565	397384	...	7533739	1867150	1123923	3414123	1128543	...
Домаћини / Domestic												
2012	1269676	189375	173465	631763	275073	...	4688485	493531	462672	2568791	1163491	...
2013	1270667	182006	195281	641707	251673	...	4579067	453526	554777	2613333	957431	...
2014	1163536	155977	202908	571638	233013	...	3925221	393158	548866	2177877	805322	...
2015	1304944	157245	227291	667498	252910	...	4242172	400323	583399	2402765	855685	...
2016	1472165	176087	243439	777881	274758	...	4794741	406674	660016	2825256	902795	...
Страни / Foreign												
2012	809967	471299	122895	137140	78633	...	1796217	937853	296309	410112	151943	...
2013	921768	536937	151857	149838	83136	...	1988393	1036275	373829	429543	148746	...
2014	1028732	597765	168582	165889	96516	...	2161054	1142185	380738	447505	190626	...
2015	1132221	650362	186041	186950	108868	...	2409680	1285694	410915	501758	211313	...
2016	1281426	737063	203053	218684	122626	...	2738998	1460476	463907	588867	225748	...

Source: *Statistical Yearbook of the Republic of Serbia 2017*

Although the number of tourists in Serbia (the number of arrivals as well as the number of overnight stays) has been steadily increasing, the number of Chinese tourists in Serbia by 2012 was not significant. In 2012, only 4,812 Chinese tourists visited Serbia. However, since 2012 the number of arrivals of these tourists has been steadily increasing between 120% and 170% per year. In 2017 this growth was as high as 240%, compared to 2016. Last year, 51,691 Chinese tourists visited Serbia. That is, compared to 2012 an increase of 1074%. Obviously, Serbia is attractive to Chinese tourists, but there is a need to find ways to increase that number further, taking into account the number of Chinese tourists in the world and their spending.

According to UNWTO Tourism Highlights for 2017, China continues to lead global outbound travel, following ten years of double-digit growth in spending, after rising to the top of the ranking in 2012. Expenditure by Chinese travellers grew by 12% in 2016 to reach US\$ 261 billion. The number of outbound travellers rose by 6% to reach 135 million in 2016.

Figure 3: *Tourists' arrivals by country of origin, 2012-2016*

	2012	2013	2014	2015	2016	
Доласци / Arrivals						
УКУПНО	2079643	2192435	2192268	2437165	2753591	TOTAL
Домаћи туристи	1269676	1270667	1163536	1304944	1472165	Domestic
Страни туристи	809967	921768	1028732	1132221	1281426	Foreign
Из:						Coming from:
Аустрије	25216	24740	25408	26268	29726	Austria
Аустралије	8772	10713	10668	11830	11902	Australia
Белгије	7090	6984	7799	7886	8775	Belgium
Босне и Херцеговине	62276	68117	74785	87397	100579	Bosnia and Herzegovina
Бразила	1652	1915	Brazil
Бугарске	35243	43430	51424	70891	88089	Bulgaria
Канаде	5140	6073	6183	7045	7687	Canada
Швајцарске и Лихтенштајна	11273	13192	18119	20149	23067	Switzerland and Liechtenstein
Чешке Републике	10042	12924	11828	11500	12190	Czech Republic
Немачке	50896	55468	59797	60886	63935	Germany
Данске	5471	5714	6369	6050	6780	Denmark
Шпаније	6584	6758	8052	8585	10212	Spain
Финске	2223	2672	3066	3393	3301	Finland
Француске	20219	21747	24281	25654	26364	France
Велике Британије	20291	21855	23447	25310	28092	Great Britain
Грчке	26900	37025	43417	43869	61749	Greece
Хрватске	47229	53394	63779	65886	75732	Croatia
Мађарске	20315	24528	24399	27421	30978	Hungary
Ирске	2049	2128	2447	2364	3232	Ireland
Израела	3957	4217	8878	8897	15129	Israel
Исланда	539	466	495	593	717	Iceland
Италије	50580	43376	45883	44314	47430	Italy
Јапана	5251	5130	5327	5196	5245	Japan
Јужне Кореје	10370	7662	South Korea
Кине	4812	5783	9592	14238	18409	China
Кипра	2862	5843	Cyprus
Луксембурга	485	416	437	403	521	Luxembourg
Црне Горе	54703	67658	61684	70861	77396	Montenegro
Македоније	35083	35575	39621	43404	55263	Macedonia
Холандије	14027	14846	15693	16206	17716	Netherlands
Норвешке	6765	7152	6006	6193	6244	Norway
Новог Зеланда	974	1272	1155	1559	1337	New Zealand
Осталих европских земаља	22190	29696	41300	29923	28286	Other European countries
Осталих ваневропских земаља	22558	37790	44692	46353	41708	Other non-European countries
Пољске	23323	30003	39004	41214	34631	Poland
Португалије	1967	2005	2775	2799	2922	Portugal
Румуније	32042	35495	36959	44225	53053	Romania
Руске Федерације	31628	43070	50571	41623	43916	Russian Federation
Шведске	12186	13945	15487	16512	18798	Sweden
Словеније	55723	57498	64389	65754	74096	Slovenia
Словачке	6579	8272	9148	10164	10812	Slovakia
Турске	20865	32437	45490	64191	83676	Turkey
Украјине	7220	9141	Ukraine
Сједињених Америчких Држава	16501	18204	18878	23111	27170	United States of America

Source: *Statistical Yearbook of the Republic of Serbia 2017*

Figure 4: *Tourists' nights by country of origin, 2012-2016*

	2012	2013	2014	2015	2016	
Ноћења / Nights						
УКУПНО	6484702	6567460	6086275	6651852	7533739	TOTAL
Домаћи туристи	4688485	4579067	3925221	4242172	4794741	Domestic
Страни туристи	1796217	1988393	2161054	2409680	2738998	Foreign
Из:						Coming from:
Аустрије	47900	45038	47004	52141	59100	Austria
Аустралије	19717	23792	24475	27730	26569	Australia
Белгије	15146	14245	15797	15397	18096	Belgium
Босне и Херцеговине	148784	155868	163695	192176	222888	Bosnia and Herzegovina
Бразила	4821	5684	Brazil
Бугарске	76622	74232	88953	119937	146196	Bulgaria
Канаде	12387	15023	15509	19756	18386	Canada
Швајцарске и Лихтенштајна	25354	29160	40140	46644	52951	Switzerland and Liechtenstein
Чешке Републике	21598	33562	24365	22437	26374	Czech Republic
Немачке	103325	107840	114997	122590	128897	Germany
Данске	15286	15213	16365	14155	17448	Denmark
Шпаније	17335	17799	18974	21887	25584	Spain
Финске	5262	6115	8719	9117	8414	Finland
Француске	45698	47166	53053	56570	57158	France
Велике Британије	51991	53161	56238	59660	65216	Great Britain
Грчке	52509	67262	76600	80370	122062	Greece
Хрватске	91645	100483	116921	121381	141783	Croatia
Мађарске	42289	52822	41533	47436	63271	Hungary
Ирске	5362	5292	6678	5805	8322	Ireland
Израела	9070	10169	19502	21823	42385	Israel
Исланда	1782	1420	1621	1503	1965	Iceland
Италије	148147	105985	103573	103509	109965	Italy
Јапана	14754	13146	13201	12344	12586	Japan
Јужне Кореје	13890	9043	South Korea
Кине	13665	14047	30749	32779	42986	China
Кипра	8311	18160	Cyprus
Луксембурга	1096	942	971	808	1259	Luxembourg
Црне Горе	132083	137520	137084	171234	199970	Montenegro
Македоније	68087	71079	77328	85053	107371	Macedonia
Холандије	32315	31107	32865	33549	36608	Netherlands
Норвешке	22515	20499	16741	17166	17048	Norway
Новог Зеланда	1859	2392	2229	2823	3184	New Zealand
Осталих европских земаља	46637	51989	81908	64851	60781	Other European countries
Осталих ваневропских земаља	65274	137154	116908	134257	122300	Other non-European countries
Пољске	40350	46346	63506	65338	58670	Poland
Португалије	5509	5284	6869	7193	8139	Portugal
Румуније	62916	67983	76982	94571	114921	Romania
Руске Федерације	91517	120899	153811	129110	131323	Russian Federation
Шведске	29443	32209	35588	41251	46373	Sweden
Словеније	115718	121997	112237	115449	131827	Slovenia
Словачке	14115	17193	16511	20957	21989	Slovakia
Турске	35839	55017	81710	115038	141608	Turkey
Украјине	14749	18136	Ukraine
Сједињених Америчких Држава	45346	49943	49144	62114	69002	United States of America

Source: *Statistical Yearbook of the Republic of Serbia 2017 and Catering and tourism statistics, Statistical Office of the Republic of Serbia*

Figure 5: *Increase in number of Chinese tourists in Serbia*

Year	Arrivals	An increase over the previous year
2012	(4,812 arrivals)	-
2013	(5,783 arrivals)	an increase of 120%
2014	(9,592 arrivals)	an increase of 165%
2015	(14,238 arrivals)	an increase of 148%
2016	(18,409 arrivals)	an increase of 129%
2017	(51,691 arrivals)	an increase of 280%

Source: *Statistical Yearbook of the Republic of Serbia 2017*

The Minister of Trade, Tourism and Telecommunications, Rasim Ljajić, in 2017 said that Chinese tourists during the trip usually visit at least two, and usually three countries, and the best-selling arrangement in China is the one that offers a package of visits to Italy, France and Switzerland. So in order to attract more tourists, we need to offer regional tourism products. He said “As an independent tourist destination, in terms of attracting a large number of Chinese tourists, Serbia does not really have a great chance, it is necessary to bring together potentials and Serbia, with Montenegro already offers package tour "Put Valtera (Valter`s road)" to Chinese tourists, with Bosnia and Herzegovina Serbia also talks about joint tourism products, with Hungary already has set up a clear plan of action towards the Chinese market (Mondo portal, 2017).

Hotel business operations are also faced with a number of changes, the advantage of which should be used by management. “A change may act as a source of innovative activities. By changing demands of service consumers and the nature of competition, arises a need for a change in the competitive strategy” (Langović Milićević, Ognjanović, 2017, p.28).

Jelena Despotović, an associate at the Confucius Institute in Belgrade, told in an interview for the magazine “Tursitički Svet” that hotels with Chinese tourists should be adjusted to their needs and habits. Guests from China insist that in a hotel room, there is two glasses, a bottle of water and possibly tea bags and a water cooker, as the Chinese have the habit of drinking a glass of hot water or tea before bedtime. Never place them in room number 4, because this figure in Chinese is pronounced the same as the word death. On the other hand, the positive symbolism is connected with number 8 - the happiest number, or numbers 9 and 6. "It is important to them that the accommodation is clean and tidy, that the rooms are spacious, and that in the bathroom, besides clean towels, hotel slippers,

baths and shampoos, there are toothpaste and a toothbrush. That is some standard in all Chinese hotels" (Turistički svet, 2017).

It is interesting that Chinese tourists are beginning to stay longer in our country and to visit the Serbia only, which has been unusual for them so far. Chinese tourists like nature, traditions and our hospitality. Given the earlier ties between China and Yugoslavia, older generations like to listen to stories about Tito and Yugoslavia, while new generations are interested in Novak Đoković and nightlife in Belgrade.

Conclusion

“Considering what tourists mostly visit in Serbia, it is obvious that Serbia could develop in the first place city tourism (City Breaks). Most of the tourists visit Belgrade primarily because of the various events (e.g. Belgrade Beer Fest) and good fun. Novi Sad became recognizable by Exit (EXIT) and Leskovac by Leskovac Barbecue. In Serbia, people are prone to party, hospitable but also energetic, proud and open, which leads to the fact that foreign tourists in Serbia feel comfortable. This could only be an initial step in the development of other tourist products of Serbia. Mountains and lakes are currently a poorly developed tourist product but a product of great potential as well as rural tourism” (Cvetkovski et al., 2014, p.69)

Chinese tourists like to travel through Serbia. Although the biggest visits are primarily related to cities, especially Belgrade, they are interested in mountain resorts and Vojvodina's farms. “The world of symbols, visual and mental images, as a sign, stamp or ambiguous reality, is related to the most receptive human sense – eyesight” (Cvetkovska Ocokoljić, Cvetkovski, 2012, p. 1903). However, these tourists are increasingly showing the desire for participation and inclusion of all senses in order to fully experience the destination and the life of the local population.

The whole Europe is working to attract Chinese tourists. This is the path that Serbia should go to. To tailor a tourist product according to the needs of Chinese tourists while retaining authenticity is the key to success. The country has a certain role, then tourist organizations, tour operators, hotels and others. When talking about the quality of the service, the service providers, employees, are especially important. “Employees value the feeling that their involvement contributes substantially to the success of business, as well as the ability of managers to recognize this and be

interested in their personal circumstances” (Langović Milićević et al., p. 298).

Obviously, in attracting domestic tourists as well as those from around the world (the same is in attracting Chinese tourists) certain roles has the country, tourist organizations, travel agencies, hotel operators, restaurants, culture organizations, etc. because the tourist product is complex and the tourist experience is multi-layered. It is determined by many elements, as well as the expectations with which tourists come.

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