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THE PROFILE OF CHINESE TOURISTS – RECOMMENDATIONS FOR THE DEVELOPMENT OF RECEPTIVE TOURISM IN SERBIA

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Abstract

With a population of over one billion, China is one of the largest countries in the world that generates tourists. Although the development of Chinese outbound tourism is a relatively recent phenomenon, China has quickly become a major tourist generative market. Chinese outbound tourism provides a number of business opportunities for foreign tourist destinations– not only in the number of visitors, but also in the incredible income from Chinese tourists. Chinese tourists are known as the biggest consumers of luxury goods. Today, the perspective that they bring is valuable and special attention is given to the needs and habits of Chinese tourists in the global tourist market. Both the economy and culture of a particular country benefits from that, because there is growing mutual understanding. According to some estimates, the Chinese will travel more in the future and they are a new hope for the international tourism industry. The purpose of this paper is to analyze the profile of Chinese tourists using theory and research that are relevant to this topic, which also represents the recommendations for the holders of tourism industry development in our country for penetrating the Chinese tourist market and receptive tourism development in Serbia.

Keywords: *profile of Chinese tourists, tourism development.*

Introduction

Potential Chinese outbound market is too big to be ignored. While many countries are struggling with a difficult economy, tourist destinations are eager to attract the Chinese to visit them. The Chinese government,

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through the establishment of a system ADS (Approved Destination Status), allowed Chinese citizens to travel abroad for fun in the 90s. Yet some may argue that the starting point of China's outbound tourism can be traced back to 1983 when the citizens of mainland China were allowed to visit Hong Kong and Macao under special conditions (Qu & Lam, 1997; Zhang & Heug, 2001). The Chinese government formally revised its tourism policy in 1997 through the adoption of the document "Provisional Regulation on the outbound travel" so that citizens were able to travel abroad at their own expense (Arlt, 2006; Guo et al., 2007). There were 139 countries and territories with approved destination status, and 104 of these agreements were realized. In 2009, citizens from mainland China carried out about 47 million trips made outside their territory.

Current research of tourists is still limited. Recent years have been flooded with published literature on tourism and tourists. Disciplines such as sociology, anthropology and social psychology joined the economics and geography. Most authors agree that tourism should be the subject of multidisciplinary and interdisciplinary, or even extra-disciplinary studies. There is still lack of comprehensive studies that take the heterogeneity, complexity and dynamics of the phenomena into account.

The interpretation of Chinese culture

This paper focuses mainly on Chinese tourists traveling to European countries. In the tourism industry, exploration of tourists' behavior is a fairly new area for the tourist academy, but it is necessary. There are several misunderstandings of Chinese tourists by the Western society.

Most Western researchers had forgotten about the existence of the geographical and cultural differences in China. The result is a generalization of Chinese culture as a whole. A typical criticism is that of Hofstede cultural dimension. His research has gained credibility by giving recommendations to industry, including the tourism industry, as people do their jobs across different cultures.

Hofstede does not take into account that within a culture there is the possibility of regional variations, subcultures and individual differences (Sun, 2006). China serves as the official home to 56 ethnic groups, each group has its own characteristics, culture and even their language. The largest group, the Han group, represents more than 92% of China's huge population, and it is the element of Han civilization that the world

considers to be “Chinese culture”. Another 55 ethnic minorities, situated further at the vast Chinese borders, maintain their rich traditions and customs. Despite this diversity, even within the Han culture, there are subcultures due to geographical and cultural reasons. Generalization and every cultural peculiarity of the nation seems to be illogical, particularly when applied to the execution of marketing strategies. The consequence can lead to business failure.

Most studies related to Chinese culture and Chinese tourists describe certain parts of Chinese tradition simply, calling them the Chinese culture, and try to explain the question: “what are the reasons for this phenomenon?” Almost all marketing books, guides and cross-cultural reference books made this kind of error. Pearce (1982) describes a Chinese tourist in his book “The Social Psychology of Tourist Behaviour” as a group orientation, plenty of time for shopping, selection of Chinese food, etc. The worst example which can be found in the article on Chinese tourists in Singapore, is that Chinese society is described as uncivilized and conservative and the Chinese described as the sole remaining in groups and making loud discussions in public places (Sun, 2006). Most research remains on the surface of Chinese culture similar to the abovementioned cases. Some of them lack information or they find it difficult to penetrate deep into Chinese culture. The term culture includes three forms: first, it is not limited to “high culture”, referring only to the painting, classical music, but also to the other products of human life. Secondly, culture is not a civilization; all human groups have a culture. Moreover, the culture cannot be condemned as “civilized” and “primitive”. Third, culture is not the same thing as society, although they are closely linked. The society consists of people; culture is a way of life that they have in common (Berry, 1992).

Every culture has its fundamental value, which is maintained and passed down from generation to generation. As noted above, culture is associated with the society. Culture coexists within the social environment and interacts with the social and economic status, age, marital status, race, religious preference, geographic location. Social transformations can change the cultural value. These types of transformations can be caused by social and demographic and even political reforms. The third level of misunderstanding is that most Western researchers do not take this kind of social transformation into consideration. Hofstede’s study was done in the 80s by comparing the current changes in Chinese society, especially in economics and social and structural reform (Sun, 2006). Most of its

dimensions are not as applicable to the current situation. Unfortunately, his theory is still used by many academic institutions and marketing companies.

The tourism industry is considered to be a mirror reflecting the transformation and progress of Chinese society with economic, political and technological improvement. Outgoing passengers or tourists in Europe are considered to be a special group that has a representative position of the current Chinese society. Generally speaking, tourism industry, tourism and society (including the culture, economy, social and demographic and political system) are already considered as one system, which is a complexity rather than simplicity.

Economic development and tourism

The rapid expansion of tourism in the second half of the 20th century has its roots in the increase of global income, an increase in free time, increasing world population and a higher level of well-educated people globally (Wen & Tidsell, 2001). Economic development as a critically important part of modernization gradually provides all the conditions of development of the tourism industry in China.

China's economic development and the development of the tourism industry have had a parallel growth in recent decades. The tourism industry has benefited from sustainable economic development, both internal and external. Therefore, tourism development after 1978 was a positive response to the economic development and the result of liberal economic policy, which is carried out by China, which has in turn helped to create China's continued economic growth.

1) The first initiative for traveling to Europe – money

China's economy is fundamentally based on the family unit; family as the smallest unit of the social economy is relatively different in the Western society. The Chinese have a philosophy of their daily consumption and it can be literally translated - clothes, food, house, traveling. These are the basic needs taken into account in order to survive in the Chinese society (Sun, 2006). The income of a Chinese family is unevenly distributed in these (4) aspects; according to the official survey – 30% for clothing and food (basic needs of daily life), 65% for housing and the last proportion of income is allocated to travelling, which is less than 5%. They will consider a holiday plan only after satisfying first three aspects (clothing,

food, housing); although a substantial number of tourists do not follow this traditional track for social and cultural reasons, even they cannot afford the cost of a holiday.

2) The second initiative is free time for a holiday

For most Chinese tourists, the crucial problem is not finance but time (Sun, 2006). Most people always complain about the lack of holidays, and it is difficult to make a schedule for the holiday with a two-week period, for example. This situation has had a great progress because of Chinese economic and political reforms.

The socialization of the service industry

Service industry has improved and it has set family members free of heavy family responsibilities and obligations. This is taken into account as a change in the global lifestyle of the Chinese that destroys plain and traditional way of life. At the same time, the classification of individual roles in society requires that every member of society takes on the responsibility that corresponds to his or her classification. In the urban area of a large number of “family services” has opened during the past years and they provide services to an urban family such as a baby sitter and care for the elderly. In addition, in rural areas, service of mechanical cultivation was introduced; formation of professional cultivation companies provides effective and economical service throughout the harvest season.

Benefits of tourist services

The development of Chinese tourism, especially the outbound sector, has completely changed the situation in the tourism industry. In the early 90s, three main companies CITS (China International Tourism Service), CTS (China Travel Service) and CYTS (China Youth Travel Service) controlled China’s outbound tourism. The price or the share of overseas travel were monopolized by these three companies (Sun, 2006). During this time, the Chinese very rarely traveled abroad. After the 90s, the Chinese government has taken the tourism industry as the initiative of economic reasons; tourist benefits such as transport and the opening of the airport, construction of rapid railway and highway brought more amenities to the citizens and benefits for the tourism industry. All these measures encourage the Chinese to begin travelling within the country. At the same time, the situation of the monopolized outbound tourism has changed. Outbound market is open to private companies and foreign

enterprises; this provides more accessibility and benefits for the Chinese who are planning to travel abroad.

General tourist policy

Tourist policy has had several development steps. Generally speaking, the tourism industry drew attention from both the central and local governments. The industry has benefited from a number of incentive policies of the government. Due to the important position of the tourism industry in Chinese economy, Chinese tourism has had a tremendous development over several decades. Several time periods such as New Year, May the 1st and October the 1st are the peak of Chinese tourist season; this is due to the change in Chinese holidays policy. In 1995, a five-day workweek was introduced. Since then, urban citizens had one more day off. Basically, it makes the change in the situation of the outbound tourism. Chinese tourists follow the model of traveling – Spatial model of urban residents flow (Wu et al., 2000). According to this model, a Chinese tourist or a traveler presents a special concept in terms of space and distance. This model explains the improvement in the choice of destinations, short trips and excursions are preferred from the start, due to limitations in finance and time. With the increase in personal income, the budget is no longer the issue for most urban residents.

In September 1999, the central government announced another change in its holidays policy, which extended annual state holidays from 6 to 10 days (Sun, 2006). More importantly, it has deliberately created a three-week long holiday a year, combining and moving public holidays in their adjoining weekends. With the creation of a three-week long vacation, later called “Golden Week”, people are encouraged to travel and increased consumption. Significantly, outbound tourism had enormous benefits from this policy. People mostly travelled abroad during these three weeks. This holidays policy has still some negative impacts such as the cost of planning and transport congestion. The outcome of this policy met travel expectations. Not only does it promote 'holiday industry' but it also helps the Chinese people to change their attitude towards work and vacation.

As a developing country, China is committed to the priority of inbound tourism to achieve foreign currency earnings in the early stages of tourism. In the early stages, the Chinese government adopted restrictive policies against outbound tourism. Outbound tourism should develop in

an organized, planned and controlled manner. The mechanism was to limit the number of permits for several travel agency. It is anticipated that the outbound journey must be in the form of tourist groups. In general, the policy of outbound tourism constitutes a series of strict limitations on the ADS (Approved Destination Status), status of operators and operational procedures. Under this general policy, each province had a limited quota for outbound travel, which is why people who have the financial accessibility still do not have real access to outbound traveling, especially travelling to Europe.

Assuming that the holidays policy provides a time opportunity for the Chinese tourist, travel agencies are intermediaries. One characteristic of the administration of China's outbound tourism is ADS system (Approved Destinations Status). Status is given to those countries and regions that are China's political partners and rich in attractive tourist resources. It is not just the result of market choices. With the further opening of China to the outside world, in political and economic terms, more and more countries and regions were approved, with an average annual growth of 5 seats. By mid-2005, more than 90 countries and regions have become destinations for Chinese tourist groups. With the agreement between the EU and China, Chinese citizens have been allowed to travel to the EU (especially Schengen visa area) – a package tour provided by licensed Chinese travel agencies.

Tourism is one of the open sectors in China, and it has more favourable atmosphere for the development of environment, both inside and outside the country. At the present stage of China's outbound tourism, especially in Europe, the Chinese government and tourism authorities have adapted their policies and liberated the citizens from such political and administrative narrowing. With the economic development and increased demand of the market, the Chinese government, especially non-governmental bodies such as the CNTA (China National Tourist Association) and MOFCOM (Ministry of Commerce of the People's Republic of China) were preparing an openness to tourist affairs, they set administrative methods and regulated the industry with laws and acts.

Chinese Culture and Tourism

While trying to understand the Chinese consumer in general or in a particular area such as tourism, culture as an important explanation will never be neglected, especially an incomparably rich culture such as

Chinese culture, history as long as China's and the most diversified society such as Chinese society. Chinese tourists as a very important social group are a strong correlation between the pattern of consumption and culture. The best method when trying to understand Chinese people is to understand Chinese culture. With its origins from more than 5,000 years, Chinese culture is a rare ancient civilization that has survived and is still vital. Since China has always been, in one way or another, isolated from other parts of the world, some features of its culture were developed independently.

Several common characteristics relating to consumers behavior (especially tourists):

1) Collectivism orientation

In comparison with the Western culture, Chinese culture is more collective. Individuals are seen in relationships, and some of these connections are particularly important. Chinese cultural values are largely based on interpersonal relationships and social orientation. However, it should be noted that collectivism does not mean homogenous society. Collectivism operates in small social contexts such as the family, tribe, or labor unions, and the nation consists of these small units (Tian, 2001). All social activities should and can only be achieved in certain groups, whether it is between colleagues, friends or family members. Thus, several concepts should be brought into the discussion, which can help us to understand the reason for group travel. Confucius philosophy still has strong influence on the Chinese community today.

2) Family orientation

Family is the main collective group in Chinese society. In traditional China, the ideal family consists of several generations living under one roof, sharing a common wallet and a common cooker, and with the head of the family (Game, 1999). Families organized on the basis of "coordinated" relations were discussed by the Confucian students to be fundamental to maintaining social harmony and political stability in China. Although the "One child policy" has changed the social demographic structure of China's population to a certain extent, this teaching has been passed on from one generation to another through the family and school education. Maintaining family ties with each member in harmony is very important in the Chinese family both the traditional and the modern. Family reunion is considered a tradition and the initiative of this harmony. Traditionally, several festivals are set for this purpose, such as the Lantern Festival (Chinese calendar, January 15th), Kinming

(Chinese calendar, April 4th), the festival of the full moon (Chinese calendar, August 15th) and the Spring Festival (Sun, 2006). The current government has already authorized all these festivals as national holidays, on the one hand it was for economic purposes, and on the other for a family reunion. Travelling with your family is considered to be the best way to improve family relationships along the way.

3) GuanXi (network) - organized social connection

Another important Confucian philosophy is the relationships among society members. Confucius emphasizes the hierarchy between different social groups within the government, organizations, even families. Most Confucian scientists believe that his philosophy is deeply rooted in Chinese society, especially in the remote areas. Another importance of his philosophy is "powerful distance," which was noticed by Hofstede (Sun, 2006). He did not know about the concept of GuanXi, which exists in Chinese society. GuanXi is an important factor of Chinese culture based on personal relations, which differ from the relationships in the Western culture (Sun, 2006). Network "GuanXi" can be formed with friends, relatives, colleagues, employers and high-ranking officials.

Due to the importance of this network, its maintenance and expansion is very difficult for the Chinese. The Chinese have a tradition of giving gifts as a way to achieve the abovementioned purpose. The choice of an appropriate and proper gift requires knowledge and sensitivity. There is a great suggestion - do not give as a present something that people already have. Valuable gifts should be given by an individual only in private and strictly as a gesture of friendship. European trip is considered as the best change to find some regular items as gifts, such as French perfumes, Italian wardrobe and German electronics. Of course, the selection of gifts also depends on the position of the recipients, in most cases, local souvenirs, which are representatives of local culture and traditions are welcome. Therefore, the Chinese spend a lot of money on shopping.

Most Chinese tourists are between 30-35 years old, and a certain percent of them are nouveaux riches, who began their careers during the poverty and lived in a period of shortage of material products (after the Cultural Revolution in 1978). When they get enough income, long-term pressure of the poor economic situation begins to explode. In most cases, this type of high expenses is intended as the boasting with their wealth, and it is called "the revenge for their poor life."

The other reason is the “symbol value” of branded items (such as branded suits for men, branded cosmetics for women) which reminds us of the social status and class, that help to tell the customer apart from others. Due to the lack of proper management of consumption, this kind of irrationality has a very negative impact on Chinese society. Chinese culture tends to avoid or interfere in the harmony of others, including the nature and other society members. Connecting with their travel pattern, most Chinese tourists are not willing to have interactive programs, such as festivals, beach resorts, where they can have more contact that is personal with the local or other tourists. Most programs are packed so that Chinese tourists have almost no contact with residents at the destination.

The expectations of Chinese outbound tourists

Yu & Weiler (2001) analyzed the behavior of citizens from mainland China who travelled to Australia for pleasure and came to the conclusion that they preferred organized trips for their convenience and favourable price. They also concluded that the level of satisfaction of Chinese tourists varies between the sexes and educational profiles. Tourists from mainland China prefer an organized trip that includes more countries than a trip that includes only one destination (Guo et al., 2007).

Customer expectations of Chinese travellers differ based on their trips abroad (Wang et al., 2008). The survey results obtained by adapted SERVQUAL questionnaire show that Chinese tourists expect reliable service and adequate facilities, similar to what typical hotels in China offer. It was also found that customer expectations of Chinese tourists in restaurants are largely influenced by their previous experience in local restaurants.

Huang conducted a survey with tourists from mainland China in Canada. He summed up 55 expectations in 12 factors. According to his study, there are three forms of expectations of tourists from mainland China in Canada, relating to entertainment, variety and low prices (Li et al., 2011).

Moc & DeFranco (1999) proposed a conceptual model of Chinese cultural values and understanding of the behavior of Chinese tourists from several key Confucian values such as respect for authority, interdependence, group orientation and harmony.

In general, such overviews suggest that due to cultural, social, and economic reasons, Chinese travellers can have specific expectations and requirements on the journey that the Western marketing still does not understand. Several studies have systematically investigated the expectations of outgoing tourists from mainland China.

Hotel/accommodation

Cleanliness (hygiene) and safety are two important criteria for selection. Chinese tourists prefer to choose hotels in good locations, close to tourist sites. They prefer hotels with three stars or better. Chinese hotels traditionally provide a large set of “standard services” (for example toothbrush and toothpaste, combs, shampoo and lotion, slippers, even disposable razors and shaving cream). Chinese tourists (especially those who are “outgoing tourists” for the first time) generally expect the same things in foreign hotels. This expectation, if not met, could create a bit of frustration among Chinese tourists, who do not pack these things when travelling, and they may not be able to seek these items from hotel staff because of the language barrier.

Food and Restaurants

Chinese tourists are willing to try local food or a new cuisine, but they would not be able to do it for long or often. They find that Chinese food should be provided during the journey; if the lunch is in the western style, then the dinner should be Chinese. Many Chinese tourists have complained that Western food is too sweet, unhealthy (a large number of calories), fried and there is little fruit and vegetables.

Tour guides/routes

“Weather” is the most important criterion when residents choose a package deal (Wong & Kwong, 2004). Many Chinese tourists prefer a “less busy” schedule. This is also supported by the study carried by Zhu who found that relaxation was one of the primary motives of Chinese outbound tourists (Li et al., 2011). In addition, they consider that schedules are not always properly done; too little time is spent on tourist attractions and too much on shopping.

One of the reasons why people choose group travels when travelling abroad is that they expect to have fewer cultural and language barriers. Chinese tourists expect from their tour guides to have knowledge of the culture and the language ability. Furthermore, many have stressed the importance of professionalism.

Entertainment/activities

Many Chinese tourists have shown interest in the local culture and customs, such as participation in local events, festivals and performances. For example, younger tourists who visit England want to go to a concert and the older tourists to the opera. As for the activities, some tourists are interested in shopping. They also believe that tour operators should have a better understanding of Chinese habits when it comes to shopping. For example – what gifts they prefer to buy for the elderly and what for the children? What is the type of product they usually buy abroad? Other activities include extreme sports, gambling, horseback riding, fruit picking, parties, etc.

Most Chinese tourists suggest that service providers in the Western countries have to know more about the Chinese way of life and their food. This is probably because they are not quite impressed with accommodation and food. Consumer habits of Chinese tourists and their motivation for the trip are two other things that the Western marketing must understand.

Chinese tourists in Serbia

Always in groups, with the indispensable camera around their necks, Chinese tourists have already visited Europe's more developed half. Now it is time for the Eastern part of the continent to have its turn, including the countries of the former Yugoslavia. They come to Serbia usually with a large Balkan tour and go sightseeing around Belgrade, ethno villages, or Zlatibor Mountain as well as historical heritage, such as monarchist heritage at Oplenac. They save on the accommodation to spend more in branded stores, and give priority to Chinese food.

China is aware that its tourists present the economic power of the country all over the world, and they encourage travel and spending money abroad using various methods, including the increase in the number of days off. By 2020, according to pessimistic forecasts there will be 100 million Chinese travelling the world and according to the optimistic ones there will be even over 400 million. The Chinese have, for the first time, started coming to Serbia in an organized way in February 2012 and during that year, there was a growth of their visits by 39%, and the first two months of 2013 increased by 42% with extending their stay in the country (Đukić, 2013).

Chinese tourists are different from the European ones, and in the absence of clearly outlined what they want to see, their aim is to see as much as they can. Therefore, each tour includes several countries and the days spent in buses. They started coming to Serbia as they travelled the whole Western Europe, mainly within the tours which include Hungary or Croatia, Montenegro and Bosnia. Here they like well-known cities like Belgrade and especially Kalemegdan but their attention is drawn by the rest of Serbia too - Zlatibor, Drvengrad, national parks and Oplenac. "They particularly like Novi Sad because it is small, and as they say, pleasant" (Đukić, 2013). According to them, all European cities resemble each other but they still like to visit them, always organized, always in groups, and particularly when guides take them to places, where they have something to take pictures of. "Saint Sava's Temple is an inevitable item of every Chinese tourist, but not for the interest in our religion, but because they like something that has the superlative – when it is the most significant, the oldest, in this case, the oldest Orthodox building in the Balkans."

According to some estimates, young Chinese people will travel more in the future, and they are a new hope for our tourism industry. It is a generation that does not remember the permit requirements for travelling, which has travelled with their parents since childhood. They are much more similar to the Western tourists because they have a clear idea of what and why they want to see and their idea of a good time is more similar to our own. This part of the population will be interested in Belgrade's nightlife and they will look for the information on travel conditions on the Internet.

All generations of Chinese tourists now have a largely positive experience from our country. The biggest reproach are the strict visa regime and bad roads. If they had not been satisfied with touring our country, Tourist Organization of Serbia probably would not have won two prestigious awards at the Chinese tourist fairs in the past year (where it frequently performs with Montenegro, offering joint arrangements).

Chinese tourists - recommendations for the development of receptive tourism

Tourism has shown itself, in practice, to be an effective instrument of the development emissive and receptive areas, especially in the case of economically disadvantaged areas of the country (Gajić, 2010).

Specifically, this activity is considered the driving force of the process of exporting economically disadvantaged areas to the threshold of economic development, but apart from this and the immediate effects of such tourism, it affects the level of society's conscious actions in the economic sphere of life (Barry, 2004). The classic division of the tourist market is emissive and receptive. Emissive tourist market is, according to the classic definition, the market from which tourists come and become tourist consumers, but also it is the market where the demand is formed which is then emitted to the receptive market that adapts its offer accordingly. Thus, the receptive market is the one that accepts tourists coming from emissive markets and it shapes and implements the offer under the influence of demand (Luković, 2007).

A new approach to understanding the Chinese market seems urgent to those who are interested in the Chinese market. Detailed and extensive research is a necessity for the formation of the market, especially for the Chinese one. Attempting to analyze the market from different and complex perspectives can help them to achieve a more complete understanding. Significant cross-cultural research has great significance for an entry strategy; improving services and designing tourist products.

While creating a new marketing mix –with the reform of the Chinese society and economy, the social and demographic structure also changed, and the transformation of this kind is quick and permanent. New consumer segments are emerging, new consumption patterns should be brought into the discussion about marketing. For example, the Chinese middle class or "white collar" class requires product marketing adapted specifically for them, and monitoring services for this group is necessary.

New market force brings different methods of targeting this market, reformulated products, price and promotion, and all this should be based on an understanding of Chinese tourists. In marketing, we should apply a different approach to different Chinese markets, whether in geographical, cultural or social structures. This requires a specific study of certain tourist groups. Promotion should not be organized only as the presentation and the exhibition, which are less accessible to ordinary citizens; we need to introduce internet sites, TV, etc.

Chinese tourists are not as sophisticated as the Western tourists; in most cases they are victims of tourist incidents due to the lack of acknowledgment or experience. Most tourists gradually build the correct

concept of travelling, such as the “period of relaxation”, “learning from other cultures.” A certain percentage still goes to “shopping tours” or “show of wealth” while travelling abroad. It cannot change in a day. An attempt to learn from the sophisticated Western tourists will be a good idea to improve this situation.

Conclusion

Taking tourism in the systematic and processed context is a new approach in order to understand the complexity in China that is developing. The tourism industry as a system has many industrial fields, and a systematic concept should be considered at the global level, in which the external and internal factors affect the tourism industry.

Tourism development and social and cultural transformation have a very strong relationship, the economic situation, in particular, changes fond of basic accessibilities for outbound travel of Chinese citizens. The commercialization of social services and family responsibilities also approves another important element for the travelling– the weather. The economic reason is the fundamental reason that contributes to the success of Chinese traveling to Europe.

Tourism is also a powerful industry under the influence of politics, especially in a country like China, the administration and the government are centralized and hierarchically divided. The Chinese government is considering (sensitivity) of the outbound tourism and the importance of tourism development. Consequently, political reform has already given more freedom to the Chinese outbound travel market. This freedom is advancing gradually, a very positive sign for future development of outbound tourism.

Culture is a very fundamental reason when we are trying to understand the Chinese tourist, because of its long history and rich culture. Confucian philosophy, roots of religion and tradition make a simple trip very complicated. But culture is a key for the strategic victory in the marketing of this special group of tourists. Of course, globalization and modernization of technology are also important reasons that contribute to the success of China's outbound tourism, which is provided by external conditions. Comparison is always the best way to illustrate the differences and achieve a better understanding of Chinese tourists. Organized tourists were compared between the Chinese and the Westerners. This helped us

to understand some of the unique concepts that exist only in the Chinese tourism industry.

Chinese outbound tourists are quickly becoming a bigger and more sophisticated group of consumers. When they travel abroad, they expect quality services, quality travelling, and better understanding of their wishes and needs. Thus, a successful marketing should be well prepared to meet the basic needs of Chinese tourists during their first visit, as well as add social and psychological closeness and comfort to the products and services they offer.

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