

COTRI IN THE NEWS



The Future of Chinese Travel

By [Resonance](#)

Quote:

"Some places are feeling the effects of too much affection from travellers, 'over-tourism' has become a catchword for its crowds and bad behaviour, and the Chinese - visible and ubiquitous, although often not the rudest - are often singled out without supporting evidence. Wolfgang Georg Arlt, director of COTRI, notes a "growing number of sometimes violent protests by the inhabitants of destinations" who feel they are becoming dispossessed by visitors from far away. Chinese tourists, he says, figure prominently in the complaints. Perhaps unfairly -certainly, more and cheaper airlift all over Europe is as much a culprit. Economist Thierry Malleret told the Global Wellness Institute that 46% of all travellers go to just 100 cities or destinations, which means there's an enormous opportunity to appeal to travellers to visit out-of-the-way places in off-peak times, when their smiling faces and selfie sticks would be welcome sights. After all, much of the pleasure of 'experiences' in travel is the very satisfying sensation of 'discovering' a place. Nothing beats a selfie at a world-recognized landmark—unless it's a selfie at an amazing place your friends back in Beijing have never heard of. China, then, is more than just a threat. As more Chinese travel independently, over-tourism grows hand in hand with the opportunity to share the wealth with small, smart markets that can offer off-the-beaten-path and off-season experiences."

The following appeared as part of Resonance's 'The Future of Chinese Travel' Report. To download a copy of the report, please see the following link:

<http://resonanceco.com/reports/2019-the-future-of-chinese-international-travel/>