

COTRI IN THE NEWS



Where to Train for China's Thriving Travel Market

By Richard Whiddington, May 29, 2019

Quote:

“For culture and tourism professionals, it’s easy to feel lost when it comes to dealing with China, now the world’s single [biggest outbound travel market](#). Fortunately, Hong Kong Polytechnic University (PolyU) is offering a new course with solutions to help you understand the unique demands of Chinese travellers. What’s more, students needn’t even step foot on the island city — it’s all online.

The China Tourism Training (CTT) program has been developed in conjunction with China Outbound Tourism Research Institute (COTRI), thereby fusing the industry experience of COLTRI with the academic rigor of PolyU across five specialized tracks: hospitality, retail, attractions, transport, and destinations. Expectations for the program are high, as Poly U’s School of Hotel and Tourism Management is known as a global leader in its field, placing third in [QS World University’s 2018 Hospitality and Leisure Management rankings](#).

“[The] China outbound tourism market is booming in terms of size and consumer power,” says Dr. Tony Tse, Professor of Practice, School of Hotel and Tourism Management (SHTM), PolyU, in correspondence with Jing Travel. “Around 10% of Chinese residents have passports, indicating huge potential for growth...The CTT program aims to provide a better understanding of the Chinese outbound travelers’ behavior and trends.”

Link to the article:

<https://jingtravel.com/where-to-train-for-chinas-thriving-travel-market/>