



The Travel & Tourism Research Association (TTRA)

Educational Webinar Series:

China Travel Trends

Featuring

Dr. Xiang (Robert) Li

Choose from one of two live presentations:

- **Wednesday, March 9, 2011 at 8:00pm–9:15pm** (US Eastern Standard Time*) or
- **Thursday, March 10, 2011 at 10:00am–11:15am** (US Eastern Standard Time*)

For time zone visit: <http://www.timeanddate.com/worldclock/>

- What is the size of the Chinese outbound travel market?
- What services do Chinese tourists expect when traveling outside Asia?
- How do Chinese tourists view some of their dream destination countries?
- What factors may motivate/attract Chinese tourists to travel outside Asia?

Session Overview:

“Chinese outbound tourists” has been the buzzword in the Western tourism community for a while. A recent *Newsweek* article asserted that “Chinese tourists are poised to lead the world into a new era of adventure and spending” owing to their market size and purchasing power (Baker 2010). Yet, marketing Western destinations to Chinese tourists can be a huge challenge due to substantial differences in culture, economy, and ideology.

In this webinar, Xiang (Robert) Li will provide insights on this fast growing market. His presentation will focus on findings from a multi-phase, mixed-method project on the Chinese outbound travel market. In the presentation, he will: (1) explain the geographic distribution of Chinese tourists and estimate their market size; (2) provide an overview of Chinese tourists’ service expectations when traveling outside Asia; (3) identify and position top “dream destinations” from Chinese tourists’ perspectives; and (4) reveal key “push” and “pull” factors that may affect long-haul Chinese outbound tourists’ destination choice. He will conclude the webinar with some recommendations to Western destinations and tourism service providers.

Featured Speaker

Dr. Xiang (Robert) Li is an assistant professor at the School of Hotel, Restaurant, and Tourism Management, University of South Carolina, and associate director of USC’s Alfred P. Sloan Foundation Travel & Tourism Industry Center and International Tourism Research Institute. He is the author and co-author of over 60 scientific publications. His academic work has been recognized by a number of awards, including the prestigious *Journal of Travel Research* Charles R. Goeldner Article of Excellence Award (2010). His research mainly focuses on destination marketing and tourist behavior, with special emphasis on international destination branding, customer loyalty, and tourism in the Asia Pacific area. His clients include the United State Department of Commerce/Office of Travel and Tourism Industries (OTTI), China National Tourism Administration (CNTA), as well as numerous organizations, destinations, and companies. Dr. Li’s research on China and Japan outbound tourism has drawn wide attention from both American and international media. His project on American outbound travel market is one of the first marketing research projects the China National Tourism Administration commissioned to a western university. Robert currently serves on the editorial boards of the *Journal of Travel Research*, *Journal of Leisure Research*, *Tourism Analysis*, *Asia Pacific Journal of Tourism Research*, and *Journal of China Tourism Research*. He is also the guest co-editor of a special issue of the *Journal of Business Research*.

For more information about Dr. Li, please visit his web site at http://www.hrs.m.sc.edu/hrtm/faculty-staff/li_xiang.html.

Announcement: www.ttra.com/resource, TTRA Educational Webinar Series (March 2011 – Trends in Outbound Chinese Travel)

Registration: Register on-line at TTRA.com/Members/log-in (join/visitor), www.ttra.com Select **Purchase**

<https://netforum.avectra.com/eweb/DynamicPage.aspx?Site=TTRA&WebCode=LoginRequired>

Session Fee: TTRA Members \$20.00, non-members \$50.00

About The TTRA Educational Webinar Series

The Travel and Tourism Research Association (TTRA) is a non-profit professional association whose major purpose is to increase the quality, value, effectiveness and use of research in travel marketing, planning and development. Our association strives to be a leader for the global community of practitioners and educators engaged in research, information management and marketing in the travel, tourism and hospitality industries.

The TTRA Educational Webinar Series is teleconference based sessions presented by leading experts from around the world. Members and non members are invited to participate. For more information on TTRA or to join as a member see our website at www.ttra.com or contact **Connie Brauer** at cbrauer@ttra.com.