An Outlook on The Contribution of Growing Number of Chinese Tourists in International Tourism

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ABSTRACT: The benefits of international travel extend well beyond the tourist sector. The retail, healthcare, and education sectors may all benefit from an increase in outbound tourism, which can help many nations' economy grow. The rise of Chinese outbound travel is a significant recent trend in the tourist sector. The rapid growth of Chinese outbound tourism has piqued the curiosity of academics as well as practitioners in the business. Many nations across the globe are now making it easier for Chinese people to get visas than they were in the past. In this paper, the contribution of number of Chinese tourists in international tourism is brought under review. Several past researches made over the contribution of Chinese outbound tourism in international tourism is reviewed. Based on this review, this paper gives some guidance for future empirical study on this important subject matter.

Keywords: Chinese outbound tourism, international tourism, tourism market, global economy.

1. INTRODUCTION
It has been estimated that Chinese outbound tourism is now the world's largest tourist sector. Due to more flexibility in foreign travel restrictions (visas), an increased desire to see the world outside of their comfort zone, and rising affluence, Chinese tourists are increasingly travelling farther afield. [1]
In terms of visits and expenditures, China is the world's most popular outbound travel market. Visitors from China visited 4 billion domestic destinations in 2021 and 117 million foreign destinations, with the number of Chinese tourists travelling abroad predicted to reach 160 million by 2025. Approximately 131 million Chinese tourists will travel outside of China in 2021. More than 70% of Chinese visitors go on vacation with friends and family, and they spend the most money per trip than any other group of travellers.
In addition, the Chinese outbound tourism industry is predicted to rise at a CAGR of 5.4%, reaching over $315 billion annually in 2025, according to the report. From 2016 to 2021, the number of outbound journeys from China grew at a CAGR of 15%. [2] China's internal tourism business is being fueled by Chinese tourists, but they are also having an increasing impact on regional and global economies, according to a research.
As the number of Chinese tourists travelling outside of China rises, so do their travel habits, spending habits, and preferences. While certain misconceptions about Chinese visitors exist in the tourism business, many myths and outdated perceptions endure. Our poll found eight fallacies that travel agents and other actors can tackle in order to effectively serve this important category of travellers. According to the stereotype that Chinese visitors mostly come to buy, they favour experience based tourism. For certain traveller groups, excellent eating is becoming a more important part of their trip experience, and Chinese tourists are no exception.
Assumptions made about Chinese visitors should be re-examined. Since China is the world's most populous outbound tourist market, it is the primary driver of global outbound tourism growth. Despite the fact that outbound tourism is predicted to expand by 6.5% year, the total amount spent on trips outside the country is likely to decrease. In most of the countries they visit, Chinese tourists are the biggest spenders. Chinese visitors, for example, are the most expensive in Japan, with an average expenditure of $2,200 per person. When it comes to inbound tourism expenditure, China is Australia's second-largest market. Furthermore, after more than a decade of expansion, China has become the leading source of inbound visitor expenditure in the United States. When it comes to businesses, this increase in spending is important, but only when it can be tapped into. According to our findings, a prevalent belief among Chinese tourists travelling abroad is that they only want to pay in cash. For housing and activity reservations, Chinese tourists are more likely to utilise digital channels (e.g. apps, forums, and websites) than than face-to-face interactions. In fact, firms who do not have mobile applications and payment methods are likely to lose out on tourists' spending power. Visitors from China visiting Hong Kong, Macau, and Southeast Asia, on the other hand, are more likely to utilise Chinese-owned online travel agencies (such as Ctrip and Mafengwo) than visitors from other parts of the world, such as Europe (such as Expedia and TripAdvisor). When it comes to smartphone applications, the younger generation (aged 20 to 24) tends to be more technologically competent than older generations. Travel booking applications are still the primary method of booking travel for this generation, but they also utilise online trip planners and payment systems. [3]

Negative impacts of outbound tourism
There are two main ways in which the economy of the destination might be harmed.
The primary problem is tourism-related economic leakage. A Hilton Hotel or McDonald's fast-food restaurant may be recognisable to outbound travellers, who may prefer to spend their money there. As a result, less money stays in the tourist destination area, which reduces the overall good effects of tourism.

1.1. Role of China in international tourism
In spite of the hazards created by the conflict in Ukraine and the rise in fuel costs, international travel is likely to begin its long path to recovery this year. According to Tourism Economics' baseline forecasts, worldwide foreign arrivals in 2022 will increase by...
roughly 40% above 2019 levels, a significant improvement over the two-year lows. Global international travel is predicted to fully recover by 2025.

A "covid-zero" policy by the Chinese government is projected to keep China, the world's top outbound market for spending in 2019, mainly closed to overseas visitors until the second half of 2022. Entry limitations generally influence outbound travel, but they also impact domestic travel, which in turn reduces the number of people who may leave the country. This means that Chinese tourists will return home significantly slower than the other four major pre-pandemic overseas source markets in 2022 and 2023. [4]

Foreign tourism is very concerned about the speed of China's reopening, considering that the country plays such an important role in supplying international travellers (almost 12 percent of spending and 8 percent of visitors worldwide in 2019). In the decade preceding to the pandemic, China accounted for one-quarter of the rise in foreign travel expenditure and 15% of the increase in visitors.

China's outbound recovery is expected to catch up with the recovery of the other four main source markets by 2026 and to exceed them in the following years, according to the baseline projections. With rising family incomes, a greater willingness of Chinese citizens to travel, and a rise in the number of middle-class families, this catch-up—and the overall long-term outlook—will be driven in the future. China's outbound tourism might be weakened by geopolitical tensions or protracted isolation, which could have a negative impact on the global tourist rebound.

As an example, if China's outbound visitors in 2026 stay 50% lower than in 2019 (rather than the baseline growth prediction), considerably more growth elsewhere would be required to achieve the same worldwide recovery of 15% more foreign travellers. A 6 percent to 7 percent rise would be needed in every other market, a total of at least an additional third of the anticipated growth. An rise five times the volume of the baseline upswing from the United States, four times for Germany or Britain, and roughly 40 times for India would be required to offset China's weakness in one market alone. [5]

Despite the fact that this is very implausible, it shows how important China is to global international tourism. It doesn't matter where you're from; all areas are vulnerable to a slowdown in Chinese outbound travel. Prior to the pandemic, China was the driving force behind development in all destinations, and it will continue to play a critical role in recovery and long-term progress. [6]

2. LITERATURE REVIEW

Previously a country that intentionally discouraged tourists, China has now become a key source market for the worldwide sector; the 35 million Chinese who crossed the border in 2005 are only the beginning. The first book on this significant trend, China's Outbound Tourism, draws on a wide range of sources, both inside China and beyond. Methods from economics, political science, sociology, and cross-cultural studies are all used to analyse the problem. It outlines the economic and sociological reasons for the rise in tourism, as well as how the country's policy has changed since 1949, when it went from preventing to encouraging travel.

There is a lot of information on the world's progress and China's important destinations in this book. Not only is there an increase in the number of Chinese tourists, but there are also distinct characteristics that set them apart from 'western' and Japanese tourists in terms of their travel motivations and behaviours, which have ramifications for product adaptation and marketing strategies for destinations hoping to draw in and satisfy Chinese tourists. Those involved in the field of tourism and recreation should read Arlt's ground breaking work since it gives new perspectives on the subject and suggests potential directions for further research. [7]

As commerce, assistance, and investments between China and Africa have grown, so has the number of visitors from China. For the Beijing Action Plan of the Forum on China-Africa Cooperation (FOCAC), a number of areas of cultural cooperation are defined: education, press, publishing, and media cooperation; tourism and people-to-people exchange programmes in academia and think tanks among young people, women, and athletes. Even while IR experts are aware that tourism is a kind of soft power, they aren't yet ready to include tourist promotion in their usual IR discourse. The political dimension of China's outbound tourism to less developed countries like Africa has been noted by professors of tourism studies. China's government utilises outbound tourism to execute its perceived connection with African countries; that is, Beijing wants to be recognised as a benevolent rising power that can assist smaller nations grow and maintain harmonious partnerships. While both economic and cultural aspects of outbound tourism are important, it is difficult to separate the two. We have found that not all African nations' national tourism strategies are competent or willing to prioritise courting Chinese visitors. South Africa is also quite active in working with Chinese public relations firms to market the country as a tourism destination there. [8]

Increasingly, emphasis has been given to Chinese overseas direct investment (OFDI) in tourism as China's outbound tourism grows. The lagged regression model was used to show the quantitative link between China's outbound tourism and tourist OFDI from 2004 to 2016. There was a negative correlation between the rate of change in outbound tourism and the OFDI of the tourist sector, according to the findings. [9]
China's tourism industry is enjoying one of the fastest development rates in the world, and is expected to become the world's biggest tourist destination within the next decade. As a result, the research of this industry merits special attention. The study’s goal is to evaluate 95 academic articles published between 1997 and 2008 in the world's top three tourism journals: Annals of Tourism Research, Journal of Travel Research, and Tourism Management, in order to assess the current condition of China tourism research. The researchers summarized the key findings, as well as journal and citation rankings, as well as contributions from individuals and organizations. [10]

Tourism researchers are increasingly interested in Chinese outbound travel. Chinese outbound tourism is discussed briefly in this study in light of the current theoretical debates surrounding modernity and alternative modernity. The binary structure-agent technique is used to chart the growth of Chinese outbound tourism. Over the course of four decades, it studies the shifting opinions of Chinese outbound visitors and the evolution of the Chinese tourism controlling body as a social structure and as an actor. According to the findings, China's outbound tourist industry has grown as a result of an emerging kind of alternative modernity. The growth of Chinese outbound tourism may be traced back to the evolution of contemporary institutions and concepts of modernity across time, according to the report. [11]

Over the last two decades, several empirical research have been conducted on China's outbound tourism. Collectively, these research cover a broad range of topics. Chinese outbound tourism has attracted a huge number of researchers because of the variety of study topics and the need to learn more about this crucial sector, as shown by the enormous number of discoveries. This market's cultural, linguistic, and government-imposed hurdles make it difficult to comprehend. There have been over 80 publications published on Chinese outbound tourism that have been included into this research. Focusing on the primary areas of interest, we will examine how they are connected to the tourist framework, critically assess the study topics, and look at possible future possibilities. The study recommends that future research on Chinese outbound tourism focus on the source market, where the main causes of tourist flows can be found; the social impacts of Chinese outbound tourism on the country's own people and destinations; and the legal and ethical aspects of outbound Chinese tourism. [12]

Travel and tourism is one of China's most rapidly expanding economic sectors. On the national development and reform commission's "Several Opinions on Accelerating the Development of Tourist" paper, which was released in 2009, it was made clear that the tourism sector should be developed into a key pillar of the national economy. This article examines the present state of China's tourist business from three perspectives: domestic tourism, outward tourism, and inbound tourism. Periods of political reception, tourist income generation, tourism popularisation and tourism integration all fall under this heading. After that, this essay examines the latest developments in China's tourist business in detail. [13]

Outbound tourism is receiving a lot of attention from academics and businesses in the tourist industry. As a result, China is currently the world's greatest consumer of international tourism. Hence, this article is produced to investigate the elements that impact China's outbound tourism sector, and to serve as a reference for future research. There is evidence that the number of Chinese tourists travelling outside the country is linked to many factors, including the length of their vacations, the value of their currency, the amount of money they have saved up, and the number of travel agencies there are. We develop a multivariate linear regression model using econometric approaches and R-Studio. An end result is reached by quantitative data analysis and qualitative examination of the legislation governing tourist travel. In the logit of the number of Chinese tourists travelling abroad, Chinese residents' deposits, the logarithm of their leisure trip durations, and the logarithm of the number of tourism agencies, we discovered linear relationships. [14]

China's open-door policy and economic reforms established by Deng Xiao-Ping in 1978. China's government has now begun to see tourism as a tool for growth and modernization of the economy. The Approved Destination Status (ADS) system, which is based on bilateral tourist agreements between China and international locations, has been used to govern and regulate Chinese outbound travel. For the years 1984–2004, the arrival patterns of Chinese tourists to Australia were examined using the ratio-to-moving average approach and the univariate time series modelling of Box–Jenkins (1970). Additionally, tests for stationarity in the time series of visitor arrivals are performed. [15]

3. CONCLUSION

Precursors to Chinese investment and consumption abroad include Chinese tourists. It contributes significantly to the creation of employment in the countries of destination. Up to 100 million employments have been generated as a result of their travels across the globe. For tiny nations, this is going to be the biggest news. Travelers from other nations seldom spend as much money in China as Chinese visitors do. As a result, numerous tourist locations across the globe are eager to attract Chinese tourists. Chinese outbound tourism promotes a diverse culture which attracts people towards China and the country that visited by Chinese tourists. A further investigation can be made for understanding the pattern of the Chinese tourism that benefits the international tourism and economy.

4. REFERENCES