

# CGG30 Unit 1: What is Travel and Tourism?

## Activity 7: Tourism Growth

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### Overview

You will look at the growing trend of tourist visiting Asia and the affect it has on the region and the tourism industry worldwide. You will also read a case study on China.

### Lesson

With Hong Kong receiving 21 million visitors, Malaysia receiving 23 million visitors and China receiving a staggering 51 million visitors every year, Asia has become the fastest growing force in the travel and tourism industry. Although Europe is still the most visited continent worldwide, will Asia's growth eventually surpass Europe? What affect would that have on both regions and the tourists traveling there?

Is this growth the result of the shift in demand from mass tourism to alternative tourism, or is it because of an effort from China to control the world's tourism industry? These are just some of the things for you to think about and consider as you read the following case study China and its growing tourism economy.

#### ***Case Study: China***

Popular tourist locations in China include the complex known as the Forbidden City, located in Beijing, which was once the center of Chinese Imperial power. The most popular tourist attraction in China, however, is the Great Wall of China, a massive stone wall built along the country's borders. "The Terracotta Army" also draws a number of visitors. The archaeological site holds a vast collection of terracotta statues of Imperial soldiers constructed by one of China's emperors during its Imperial period.

Tourism in China has greatly expanded over the last few decades. The emergence of a newly rich business class and an easing of restrictions on movement by the Chinese authorities are both fueling this boom in travel - within China and increasingly beyond it too. Most recently, China played host to the 2008 Beijing Summer Olympics, further opening its doors to the rest of the world.

The Republic of China (Taiwan) also has many options for tourists, including the cities of Taipei and Kaohsiung, but travel between Taiwan and mainland China is still regulated as a result of diplomatic tensions.

#### **Organization**

Tourism is still controlled. In the last few years, the Chinese government has negotiated a series of agreements with selected countries. These limit tourism to officially-approved tour groups, partly to give the host country protection against illegal migrants and otherwise to allow the state to control any

aspect of tourism which it feels a need to regulate. Individual tourism is still rare within China. However, tourists visiting China are generally allowed to move freely.

## **Language**

Even though English is becoming more and more popular in China, most Chinese people do not understand or speak the language. However, most that live near and in urban areas can read and write English. Standard Mandarin is virtually universal in mainland China, though many dialects do exist, with some, like Cantonese having millions of speakers.

## **Famous tourism sites - Hainan Island**

Hainan Island, sometimes referred to as the "Hawaii of the Orient", is located off the south coast of mainland China. It hosts most of China's tropical resorts and is, therefore, very popular with mainland Chinese as well as those from Hong Kong and nearby Asian countries. During the past few years, the Chinese government has heavily promoted Hainan Island as a world class resort with plentiful beaches and golf courses. In addition, the ability to visit traditional Li and Miao cultural villages, hike among lush tropical rainforests and mountainsides, and visit significant cultural artifacts from long ago dynasties, has had a significant effect on tourism on the island. The Chinese and Hainan governments intend to continue spending a great deal of money on the infrastructure (December 2004 completion of Hainan to mainland China train; expressways for cars and buses) and the promotion of Hainan Island.

## **Assignment**

1. What is the most popular tourist attraction in China?
2. Which part of the English language do most Chinese have the most difficulty with?
3. Which Chinese Island is sometimes referred to as the "Hawaii of the Orient"?
4. Imagine that you are a tourist returning from a trip to China and are upset at the fast growth and development of the region for tourists and tourism. You witnessed green land being converted into hotels and tourist attractions, while entire villages and natural habitats were being destroyed and flooded to create massive dams and energy projects to fuel China's rising electricity demands.

Write a brief letter to the Chinese Government about your environmental concerns. Include reference to the rise of alternative tourism, which allows tourists to enjoy nature and adventure in a natural environment. Encourage the government to consider moving away from mass tourism that is more harmful to the environment and the way of life of the local people.