



Activity Title and Number: EU-China Seminar on Tourism Cooperation; A426-C1	Beneficiary: China National Tourism Administration
Location and Date: Beijing, 20 January 2016	Stakeholders: Tour operators, Travel agencies, National tourism organisations, European Travel Commission (ETC), European Tourism Association (ETOA), World Tourism Organisation (UNWTO), China Tourism Academy

Brief Activity Report

Relevance and Impact

Europe is the world's number one tourist destination with a market share of 51% in 2014. The tourism industry generates 9.7% of total EU-28 GDP, a share which is forecasted to rise to 10.4% by 2025. On the other hand, in 2014 China has overtaken the USA as world's largest outbound travel market, both in terms of generated arrivals and total travel expenditure. China remains by far the fastest-growing tourism source market in the world over the past decade.

However, both Chinese inbound tourism from the EU and outbound tourism to the EU are less significant compared with other countries and regions. There is thus much room left for the development of the EU-China tourism industry. The promotion of Europe's unique destinations, show-casing successful transnational products, the improvement of job skills and the internationalisation of tourism SMEs in long-haul markets are important challenges and main actions that deserve full cooperation with the Chinese authorities to achieve mutual benefits.

In order to discuss these issues and promote the implementation of the EU-China Joint Statement on Tourism Cooperation signed in 2013, the EUCTP II organised a seminar on tourism cooperation.

Activity Description

European and Chinese representatives from institutions and businesses were given an opportunity to discuss three main areas aiming at improving the competitiveness of the tourism sector:

- the optimization of investments and B2B matching;
- the improvement of tourism services;
- the promotion of tourism destinations between EU and China.

Presentations were followed by discussions on how to facilitate partnerships among operators from different European countries in order to better serve the aspirations of Chinese tourists. One discussed solution was to fund B2B events between these partners and Chinese operators at international fairs in Europe and in China.



Christophe BESSE, European Union Delegation to China on 20th January 2016, Beijing, China

Results and Dissemination

This was the first seminar to be implemented since the signature of the EU-China Joint Statement on Cooperation in the Field of Sustainable Tourism – recognising the need to further cooperation between the two parties in order to promote new tourism initiatives, and improve and boost the competitiveness and innovation of China and Europe's tourism sectors. It provided a platform for Chinese and European tourism stakeholders to discuss how to further promote inbound and outbound tourism to both destinations.