China’s international tourism development: The case of Japan

Tourism in China’s outbound market

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2. Summary

(1) Purpose of study
The purpose of this paper is aimed to define the each different characteristic tourism development stage in China. Moreover, will use the data about tourism from government-institution and analysis these data and try to make clear China’s current tourism industry situation. On other hand will use JNTO official data to make clear of the situation of Chinese outbound market in Japan tourism and find out the characteristics points of Chinese tourists who visit Japan.

(2) Contents
China tourism industry has a huge development in these 60 years, in these 60 years there are two essential event has come out which are culture revolution and reform and opening. The first one make a huge damage to China, however through the nations hard work and the effect of reform and opening China’s tourism industry has grown up year by year and in recent days China has be a position which is the leader of world tourism industry. On other hand, Japan also was the main destination Chinese tourist go, as the data shows in these 5 years the number of Chinese people who visit Japan has huge increased and the trend of Chinese travel model also has been changed.

(3) Conclusion
Overall, in these days China has improved their tourism industry significantly and it also been a leader position in international tourism industry. However, the development of China’s industry development has a hard load, but China conquered the difficulties of them and still improve them day by days. Japan is the neighborhood of China and it was the main destination where Chinese people to go. In these days, the number of Chinese tourists has been Japan more and more. Moreover, compare with the before days the behavior of them also has a significant change.