

# POST-PANDEMIC SITUATION OF CHINA'S OUTBOUND TOURISM: How to prepare for a sustainable and successful re-start of Chinese outbound tourism

## 1. Agenda

**10:00 – 10:10: Opening speech and presentation of the EU SME Centre**

**10:10 – 10:50: Module I: Situation**

- Challenges of tourism development before and after pandemic.
- Chinese outbound tourism development until spring 2021.
- Characteristics of post-pandemic major market, segments of the Chinese outbound market by age, travel experience, place of living, mode of travel, purpose of travel, special interests.

**10:50 – 11:30: Module II: Consequences: New needs and new approaches for sustainable development of dealing with Chinese outbound market**

- Product adaptation & development.
- New quantitative and qualitative KPIs including methods for their measurement.
- New institutional private-public partnership structures.
- Brand building and marketing.
- Communication and distribution channels.

**11:30 – 12:10: Module III: Outlook: China outbound market in the coming years**

- Trends and ways to stay competitive in the market.

**12:10 – 12:30: Q&A and closing remarks**

## 2. About the expert ~ DR. WOLFGANG GEORG ARLT

**LinkedIn profile:** <https://www.linkedin.com/in/prof-dr-wolfgang-g-arl/>.

**Fields of expertise:** Tourism, Intercultural communication, research, and strategic planning.

**Position:** Chief Executive Officer at COTRI China Outbound Tourism Research Institute.

Prof. Dr. Wolfgang Georg Arlt is the founder and director of the China Outbound Tourism Institute (COTRI), the world's leading independent research institute for consulting, research, information, training, and quality assessment relating to the Chinese outbound tourism market.

Established in 2004, COTRI is a privately organised and independent institute registered in Hamburg, Germany, which goal is to enable private companies and public institutions all over the world to offer successfully high quality travel, tourism, and leisure services for Chinese visitors according to their specific expectations and demands.

Prof. Dr. Wolfgang Georg Arlt first visited the People's Republic of China in 1978 and from 1991-1999, he owned Inbound Tour Operator China-Europe with offices in Beijing and Berlin.

With more than 40 years of practical and academic experience in Chinese tourism, Prof. Dr. Wolfgang Georg Arlt held for many years the position of Professor for International Tourism Management at West Coast University of Applied Sciences in Germany (Heide). He has also been a visiting professor in several international universities in China (Ningbo U, Sun Yat-sen U Guangzhou), United Kingdom (Leeds U), Australia (Curtin U), and New Zealand (Tai Poutini U).

Among his extensive professional experience, it is worth noting that Prof. Dr. Wolfgang Georg Arlt is also a Fellow of the Royal Geographical Society and Royal Asiatic Society, researcher fellow for the Japanese Society for the Promotion of Science and Member of the expert panel (Madrid) at the United Nations World Tourism Organization (UNTWO).