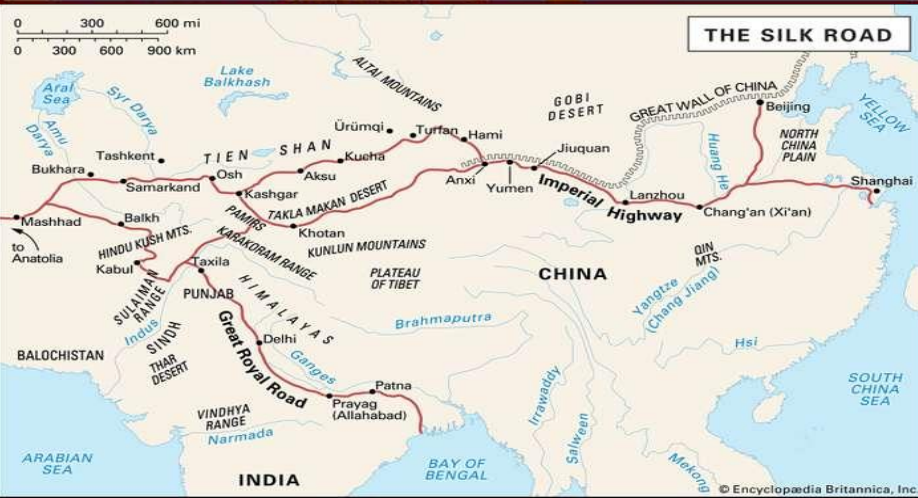


SHANGHAI, AN INTERNATIONAL BUSINESS AND TRADE HUB.





- City on the sea.
- Port.
- Silk road.

“Every place has a story to tell”



- History.
- East meets West culture.
- Colonial influences.
- Cosmopolitan city.

“Shanghai’s cosmopolitan brand becomes equated with a certain look or style comprising various key aspects: to be cosmopolitan is to appear elegant and fashionable, to be clean and civilised, and to display the presence of high-end foreign products and an international global elite, without marginalising the centrality of Chinese national culture to the city’s identity (De Giorgi 2017, 117).”



- Trade zone
- Value of business travel
- Value of tourism
- Foreign investment
- Expats
- Export/ import industry. EU largest trade partner followed by the US Volume was 971.5 billion dollars in 2018. Export items largest products are electrical and mechanical.

- Safe city
- Advanced artificial intelligence
- High conviction rates
- Heavily policed.
- Largest problem is petty crime, such as pick-pocketing, financial fraud and scams.



Language

- ❑ Putonhua- standard mandarin chinese
- ❑ shanghainese - dialect of wu chinese
- ❑ English



Shanghai cuisine- Hu Cuisine

Braised Jumbo Sea Cucumber with Shrimp Roe (Xia Zi Da Wu Shen)

Eight Treasures Chilli Sauce (Ba Bao La Jiang)

Flash Fried River Shrimp (You Bao He Xia)

Bamboo Shoot Soup with Fresh and Pickled Streaky Pork (Yan Du Xi'an)

Sautéed Mashed Eel (Qing Chao Shan Hu)



Large Tourism events

- ❑ New years bell striking
- ❑ Yu garden lantern festival
- ❑ Tourism festival
- ❑ World travel fair 2020
- ❑ FHC 2020 China



RELIGION



- Majority are non-religious.
- Buddhism - biggest following
- Daoism - big following
- Protestant
- Catholic
- Islam
- Confucianism

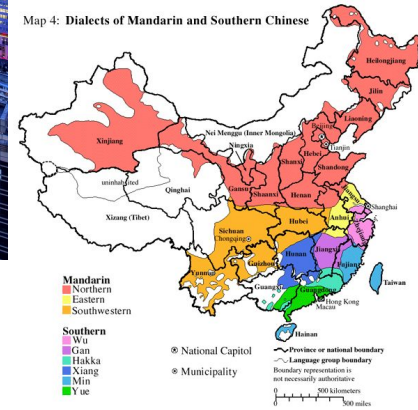


Welcome to the era of smart cities

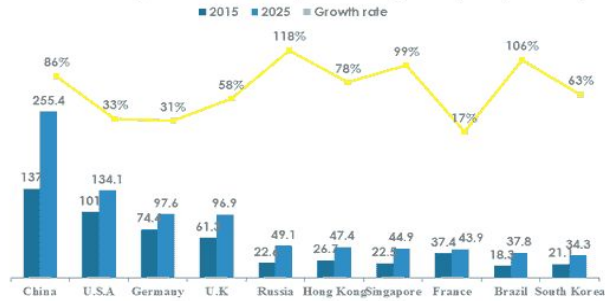


- Technological Developments

Map 4: Dialects of Mandarin and Southern Chinese



Top 10 Countries by Travel Spend (USD/billion)



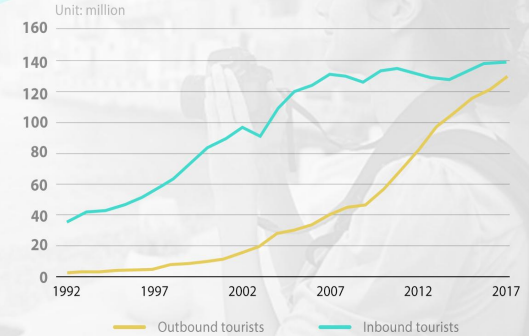
China Internet Watch

Source: Visa, Oxford Economics, Jun 2016

- Tourism
- Best time to visit
- Getting around the city
- Inbound - Outbound visits
- The big smoke of the East... Literally. **Air pollution.**



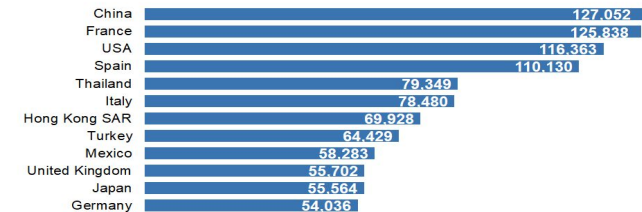
China's outbound and inbound tourists on the rise



Sources: China Tourism Academy, China's National Bureau of Statistics

These will be the world's biggest tourist destinations in 2030

Number of estimated arrivals in 000s, based on the Megatrends Shaping the Future of Travel report



Source: Euromonitor International

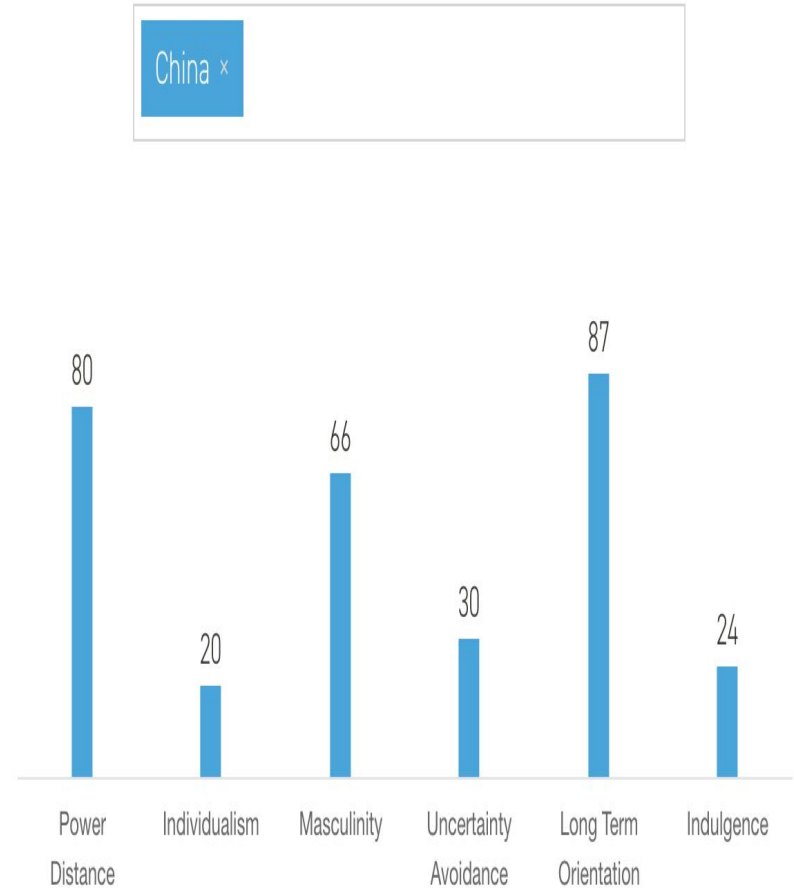


Reiteration.....

- Progressive
- Opposite to Beijing in terms of culture
- Open and welcoming of other nationalities and cultures.
- Embedded in its society and culture

Shanghai, it can seem like constant flux; the very impermanence of things has become the city's greatest defining characteristic, while simultaneously this state of rapid, ongoing change is frequently seized on as a "return" to an earlier form—a reawakening of the "old Shanghai", frenetic once again after decades trapped in a communism-induced "coma" (Harper, Pitts, and Mayhew 2006, 7). (Harte, 2007)

Illustrating the importance of cultural background on the tourist experience and how it is a major determinant in repeat visitation.



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