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1. Welsh missionaries in China

-How many were there? Who went? When/where did they go? How many/who returned? What did they achieve? What is their legacy? Criticisms?

-Griffith John, Timothy Richard etc

-Abundance of secondary sources (books on topic), unsure about primary sources. Wales-China book good starting point.

2. Chinese tourism in Wales

-Why do Chinese tourists choose to travel to Wales? What expectations do Chinese people have of Welsh tourism? How do they rate hotels, transport, place of interest etc? How does this compare to China?

-Chinese language sources, reviews, **translation necessary**, survey hotels and scenic spots/historical places, can interview subjects.

3. Chinese art/artefacts in Wales

-Which Chinese artefacts are currently in Wales? Where are they? Why are they here? To whom do they belong? Should they be returned to China? Are there any Welsh artefacts in China?

-Research involving fieldwork, visiting museums, stately homes etc search for chinoiserie in Wales

4. Chinese studies in Wales

Who is studying here? Why are they studying here? What are they studying here? Confucius Classroom, Confucius Institute etc. History of Chinese students in Wales. ONS data. Post-study achievements/ambitions.

-Questionnaire, interview etc. May be difficult to conduct research as many students are children- consider ethics, parental consent to interview etc.

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Abstract

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Bibliography

Appendix 1. Questionnaires

Welsh Government

From 1975 until its abolition in 2006 the Welsh Development Agency (WDA) was responsible for promoting tourism in Wales¹. Since 2006 until present, this role has been performed by the Welsh Assembly Government.

In 2014 The Welsh Government launched the 'Just Ask Wales' campaign aimed at attracting foreign investment into Wales and into Welsh Tourism. Now operating under 'Trade and Invest Wales', it said of the Tourism Industry in Wales:

"Tourism in Wales is a £5 billion industry with great potential for growth. Wales has three National Parks and five Areas of Outstanding Natural Beauty. The award-winning 1,400 km Wales Coast Path, as well as our mountains, rivers and lakes draw visitors from all over the world. Wales has a distinctive culture, with two living languages. It has three UNESCO World Heritage Sites, and more castles per square km than anywhere else in Europe."²

Most recently, the Department for Heritage's tourism component, Visit Wales³, has been responsible for promoting Tourism in Wales. Visit Wales has a Chinese-language sister site, Wales.cn which is a hub of information relating to Wales including a section on tourism. Of the 21 offices that the Welsh Government has in 12 countries, three are in China: in Beijing, Chongqing and Shanghai. The Wales.cn website is managed by the Chongqing office of the Welsh Government, as are the *Weibo* and *WeChat* Welsh Government social media accounts.

A marketing agreement with Qatar Airways was implemented in 2018 in order to raise global awareness of tourism in Wales. Direct flights from Cardiff to Doha commenced in May 2018 alongside an advertising campaign in China, featuring Chinese actor Jin Dong traveling to and showcasing Wales. Journalists from Qatar, China, India and Australia were also invited to Wales to meet with Tourism Minister Lord Elis-Jones to discuss Culture, tourism and Sport. Lord Elis-Jones said of the agreement:

"It's extremely good news that we've been able to work with Qatar Airways on this significant marketing partnership agreement. The new route provides an unprecedented opportunity to enhance global tourism and trade links and showcase Wales internationally. The majority of international visitors to Wales visit as part of a UK-wide tour. This new route into Cardiff provides an additional UK entry point from Asia-Pacific markets."⁴

Social Media- Weibo

Weibo is a Chinese microblog website where users can make short and frequent posts. As of March 2019, it had 462,000,000 active monthly users⁵. The Welsh Government created an official account in January 2018 under the name "英国威尔士政府重庆办公室" (British Welsh Government Chongqing Office).

¹ See <https://www.gov.uk/government/organisations/welsh-development-agency>

² See <https://tradeandinvest.wales/key-industries/tourism>

³ See <https://www.visitbritain.org/structure-tourism-britain>

⁴ See <https://gov.wales/marketing-partnership-agreement-qatar-airways-will-raise-wales-profile-globally>

⁵ See <https://data.weibo.com/report/reportDetail?id=433&sudaref>