

CHINA - BEIJING



2019 China Tourism Facts & Figures

Prediction of 2019 China Tourism Statistics

	Expected Goal in 2019	Increasing Rate over 2018
Inbound Tourism Arrivals	143 million	1%
Inbound Tourism Revenue	USD 129.6 billion	2%
Outbound Tourism Trips	166 million	11%
Domestic Tourism	6.06 trillion	9.5%
Domestic Tourism Revenue	CNY 5.6 trillion	10%
Total Revenue	CNY 6.52 trillion	9.3%

	Statistics	Increasing Rate over the Same Time Period of 2018 (%)
Total Inbound Tourist Arrivals	136,324	-18.1
Foreign Tourists	119,780	-18.3
From Hong Kong	8,211	-18.3
From Macau	1,189	34.4
From Taiwan	7,144	-20

Cuisine



Peking Duck



Chaoganr 北京炒肝: Stewed Liver, Beijing Style



Douzhir 豆汁儿: Fermented Bean Drink

Why do travelers return to Beijing?

With the success of the organization of Beijing Olympic Games 2008 has again become the most powerful evidence for this ancient city. Opening a new era of tourism in Beijing. Highlighting deep and magnificent cultural elements.

www.beijingimpression.cn/beijing-guide/Beijing-

Why Decide to return to Beijing.

1.Decision to travel

2 Activities at destination

3.Recollection of the trip and destination.

Cooper, C. and Hall, C.M. (2008) Contemporary Tourism: An International Approach, Oxford: Butterworth-Heinemann.

History *The Great Wall Of China*



(Beijing Impression)

The Forbidden City



(Lonely planet)

The Terracotta Army



(China Highlights)

The National Library of China



- *Over 5 million visitors in 2016.*
- *4395 exhibitions.*

Hot picks on cultural tourism in Beijing

Lu Xun Museum



Street Life



Hutong

Street Market



Street Food



"Cultural sensitivity should teach us that culture and behavior are relative and that we should be more tentative, and less absolute, in human interaction".

Moran RT, et al (2007) Managing

Cultural Differences, Elsevier, Oxford

Arts

The Chinese Kungfu Show, named the Legend of Kung Fu or Kung Fu Legend, follows the story of a young boy trying to fulfill his dream of becoming a Kung Fu master.

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(Theatre Beijing)



*“Contrast of two
different worlds”*



Festivals

Chinese new Year



Happy New Year

新
Xīn
年
nián
快
kuài
乐
lè!

The Year of The Rat



Spring Festival





*National grand
theatre Beijing*

京剧 (*jīng jù*) -
Peking Opera

Music

“To educate somebody, you should start with poems, emphasize ceremonies, and finish with Music”

- Confucious



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