

## **A Study on the Characteristics of Chinese Citizens European Outbound Market and Its Targeted Expansion Strategy**

Si Li<sup>1, a\*</sup>, Jianli Zhou<sup>1</sup>, Zengwei Yang<sup>1</sup>, Jiajun Shen<sup>1</sup> and Qiuyue Gong<sup>1</sup>

<sup>1</sup>No. 2 Beinong Road, Huilongguan Town, Changping District, Beijing, North China Electric Power University

<sup>a</sup>297974540@qq.com

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**Abstract.** With the rapid development of China's economy, the National also made a deeper spiritual life needs, and the tourism industry has been booming in this context, especially outbound tourism is gradually received more attention. In 2014, Chinese tourists that traveled overseas had been reached about 120 million, which is about twice than 5 years ago. Europe as the first choice for outbound travel and its tourists had reached about one million people. This passage collects tourists' data all over the country that traveled to Europe in 2014, analyses the characteristics of European outbound tourism market. Regard Italy as the focus of discussion, will design and development tourism products, which according to the relevant statistical data of Italy National Tourism Administration. And will explore the improvement of the European market and further expand consumer groups.

### **The Characteristics of Chinese Citizens European Outbound Travel Market**

**Young Consumer Groups Are Becoming the Main Force.** According to the survey result analysis, recent years, the age structure of the European outbound travel consumer groups has a great change, young consumer groups grow rapidly and 20 to 40 years old, accounting for more than 50% of the consumers. Due to the long history of Europe and its rich tourism resources, the attraction of the young group continued to rise. What's more, the improvement of China's domestic economic capacity and the background of the times are giving more travel opportunities to the 80s and 90s, so the burden on the European tour of the young group reduces a lot. As a result, it broke through the age structure which mainly led by the middle aged group at 40-50 with a higher social status, is becoming the new force of the European outbound travel.

**Household Consumption Groups Increased.** As early as a few years ago, European tour price is higher to the average family as leisure and it is more difficult to afford it, so the European outbound consumers mainly go for business, government and academic. From 2000, because of the rapid development of China's economy, travel and entertainment spirit consumption, and European outbound travel has improved more on traffic and language, thus attracting many families travel to Europe. In 2014, the number of Chinese tourists to Europe reached a total of more than 4 million, for which the family travel consumers accounting for more than 30%. According to the survey, in recent years, the European outbound tour stressed the family element, which is popular among parents and couples travel. Chinese citizens, under the premise of economic conditions, always tend to let their children exposure to foreign open culture and education from childhood. And among the newly married couples, the romantic and mysterious culture of Europe is always a hot, so the proportion of family travel consumer groups increased gradually.

**The Consumer Group Is Still a High Paying Group.** European outbound travel consumer groups are still dominated by a high salary group. In 2014, consumers' survey data show that most of the monthly income of more than 10000 yuan, accounting for 15.5% of tourists. People with monthly income more than 5000 yuan are cumulative to approximately 60%. Additionally, people have a higher education and work in the non-state-owned enterprises accounting for relatively large. However, in recent years, due to the continuous improvement of the domestic travel agencies in Europe outbound travel, visa procedures to simplify and shorten the approval time, the tour guide training and configuration more reasonable. And in order to attract consumer groups, agencies tend to

launch a more affordable travel packages, so the proportion of low wage owners in European tourism has improved. Currently, European outbound travel is still a social status symbol of high income family and also an important part of their entertainment and leisure life. With the continuous development of the economic and social market can also pay attention to the lower income family.

**Tourists Prefer Italy Which Is Regarded as a Must.** The classic combination of European outbound travel has long been the focus of France, Italy, Switzerland, accounting for more than 60% of the Europe, other countries have smaller market share. In 2014, the market shares in turn are as follows: Germany made up about 13%, about 4% was Holland, about 3% was the UK, Spain, Belgium and Austria and other countries, accounting for only about 1%-3%.

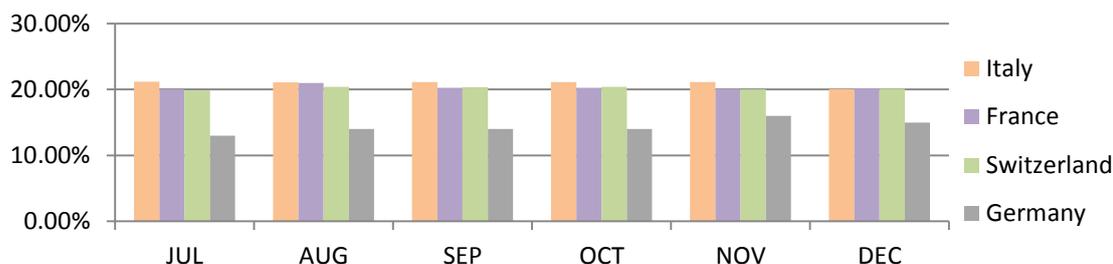


Figure 1. Chinese citizens' European travel market share (From July to December, 2014)

Among France, Italy, Switzerland, the consumer group is more inclined to travel in Italy. On the one hand, with the structure of tourism resources in Italy itself, the tourism in Italy is divided into four levels. The first level scenic spots contain the Alps and the Po plain and the northern coastal zone, where consumers can enjoy the common European style landscape. The second grade scenic area are mainly the Apennine mountains area, cities located there have the medieval European style buildings all over the region, which for tourism appreciate and understand the culture. On the other hand, the climate of Italy is suitable for tourism throughout the year, to a large extent to bring convenience to the outbound travel. The geographical position of Italy is closer to the major tourist source countries in Europe, so the traffic is very convenient in the way, it also brings the attraction to the consumer groups. By contrast, France's potential safe difficulties are more serious than Italy, just like riots and terrorist attacks in some cases, consumers always put more consideration on the safety factor. And the plains in Switzerland are relatively simple, thus consumers travel to Italy as the center of the start in Europe for several years.

### Targeted Market Development Strategy

**Design the Tourism Products Put Italy as the Center.** For decades, Italy has been a must in European outbound travel, although other countries are improving tourism to snatch share of the European travel market, Italy still firmly occupy an important part with its long history of tourism and a highly developed tourism industry. According to the characteristics of European outbound tourism market, the tourism product that mix with Italy as the center is more attractive to the consumer market.

Italy, as the European tour center, can plan travel routes based on its unique tourism resources and structure. The northern region of Italy is the main tourist object, while the southern region from neighboring countries as the main source of the tour is far less value, traffic transfer is complicated and will greatly reduce the interest of tourists. According to the Italy itself resources, the tour line is divided into four, one of which is enjoy the exotic landscape scenery line, mainly contains the Alps and the Po plain and the northern coastal zone, in which can be combined to human and natural landscape tour browsing and mountain climbing, boating and swimming exercise, recreation and tourism. The second line is cities located in the Apennine mountains area, has unique cultural landscape and site, especially the city-Florence, which is world-famous and admired by many tourists. Throughout the medieval style of church architecture, the Florentine Academy of fine arts with the

Uffizi Gallery can greatly enhance the tourist's interest, so this line is focused on the development of cultural tourism, in the tour do organic combination of culture and tourism. The third or fourth scenic resources in Italy is relatively low degree of development, contains Mediterranean scenery tourism resources. So in Italy travel routes can be the first and the second lines as the focus, and consumers can choose to visit the third or fourth scenic line freely.

According to the feedback of consumers' tourism preference in recent years and market share of the European tour, Italy as the center, focus on the design of tourist route is easily to attract consumers. The European tour of tourism products can still be combined into classical line- France, Italy and Switzerland , but the visit focused on Italy. For the Mediterranean coast, in the tourism products can develop better in Spain, Greece and other countries as auxiliary.

**Aim at the Seasonal Characteristics of Tourism to Develop Tourism Package.** This market also has obvious seasonal characteristics, showing a strong tendency of seasonal peak, also the school summer holidays and major holidays related. June or July is outbound travel seasons, and during summer holidays, parents with children to go abroad also play a great relationship. Taking Italy as an example, the first half of the number of visa is a growing trend, the second half is the downward trend, which is the annual trend of the tourism business.

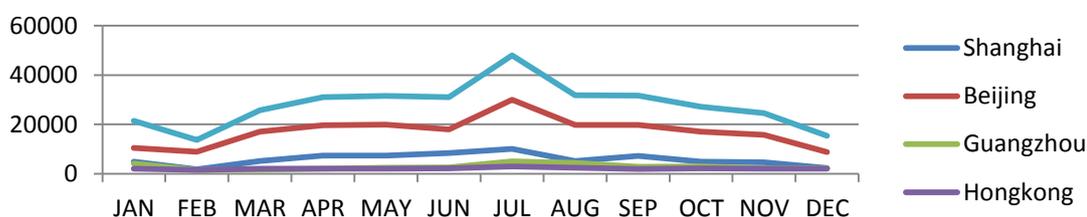


Figure 2. ADS China 2014

In the development of market, aimed at the seasonal characteristics, agencies can develop tourism packages suitable for all kinds of people which can expand consumer groups. For June and July should focus on the development of students , not just launched the traditional family packages or parent package, instead market can consider students' adventure, freedom spirit to launch a "half free meals" ,with a certain security insurance, and it contains accommodation, transportation and general tour route , but consumers can freely arrange travel time and other issues. For the National day, Spring Festival and other important holidays, the elderly population as a new market that should be paid attention to the needs of them, design the price- cheaper and more convenient transportation and more appropriate "old packages", can further expand the market.

**Strengthen Cultural Exchanges between China and Europe to Promote the Development of Outbound Tourism.** Culture is an important feature of the tourism consumption, so the actively strengthen communication culture can greatly expand the European travel market. For Chinese citizens, there is a large cultural gap between each other, consumers yearn for experience of European history style, especially in the history of Renaissance. The human element of the Renaissance in14-17 century, left an attractive romantic and mysterious to Asians, it is the culture of curiosity and longing led to the development of the European tour.

Government should step up publicity. During the holiday of Chinese traditional culture can be organized culture week, culture activities, the public can personally get into the experience from European cultures and customs, and will be more likely to lead to their yearning and look forward to the European tour. China's economic development is getting better and better, gradually raise the people's standard of living. As a result, travelling to Europe is no longer a leisure entertainment just for wealthy upper family that is highly educated or with high culture level, and it has become the tour can be more accepted by ordinary people. In the domestic tourist attractions have been saturated and in the travel congestion situation, continue to strengthen cultural exchanges between China and Europe can promote the development of outbound tourism, will become the choice of more people.

**Take Efforts to Guarantee Security Issues.** Now travel abroad for Chinese citizens, economic

capacity is not the primary problem, more is for security reasons. The communication and transport as well as the riots and other security issues are the most important elements and have a great influence on the tourism consumer's choice. For travel agencies and other businesses, consumers in the selection will tend to choose the more well-known airlines or the hotel accommodation that geographical position is relatively safe and an experienced guide etc., when planning the route should combine with news and current affairs, choose a relatively stable state, the first must be their security problems. So the security problem can't be ignored, the European security efforts to increase security outbound tour will continue to maintain the vitality of European travel market.

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