

# Introduction to the Marketing and the Sustainability concept. Part 2

Practical part.

Case of the Chinese-Russian cross - border sustainable tourism development

The second part shows the practical case of the Chinese-Russian cross-border sustainable tourism development. This practical case-study illustrates the thirty-year history of entrepreneurship between two neighbouring regions in the tourism industry from the marketing perspectives.

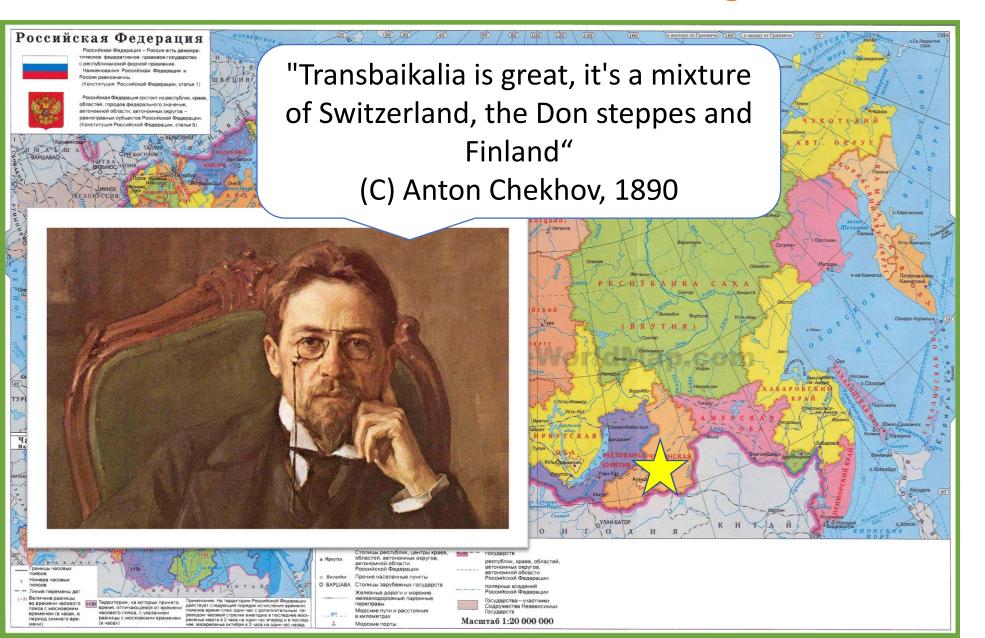


## Transboundary region: Transbaikal region (Russia) – Inner Mongolia (China)





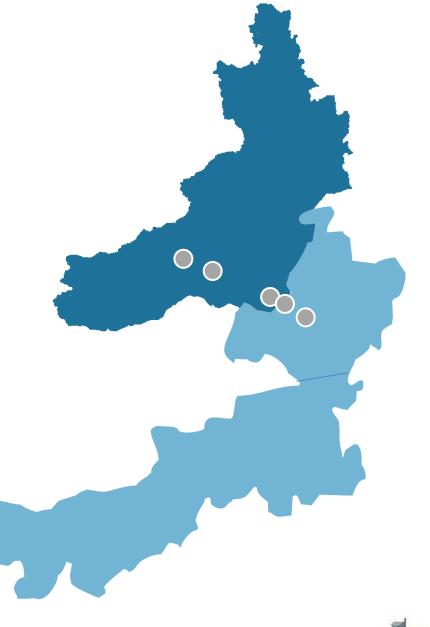
## Location of Transbaikal region in Russia



Transbaikal region 赤塔 and Inner Mongolia

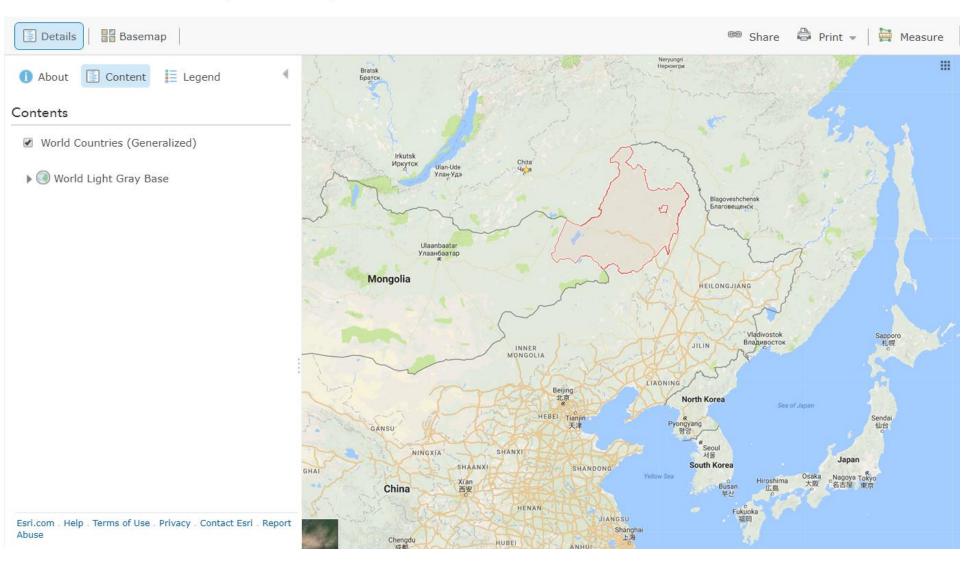
呼伦贝尔:海拉尔,

满洲里,。。。





### **ArcGIS** ♥ World Countries (Generalized)







## Tourism in the 1980s



- From 1985 there was Perestrioka, a set of economic reforms in the USSR.
- Tourism was one of the first steps in collaboration between the transboundary regions. Initially, the groups of tourists were more oriented on business goals in establishing connections with Chinese partners.





## Tourism in the 1990s



Russian visitors	Chinese tourists		
<ul> <li>entrepreneurs,</li> <li>import oriented entrepreneurs,</li> <li>tourists (to the Manzhouli and to other destination in China)</li> </ul>	<ul> <li>Chinese tourists were awarded with a tour packages to Russia by Chinese local and central government.</li> <li>University lectors, Communist Party representatives, artists, teachers all groups were belonging to specific field.</li> <li>The main destination was Chita.</li> <li>Every summer there were a set of groups visiting Moscow and Saint Petersburg passing Transbaikal region.</li> </ul>		







## Tourism in the 2000s

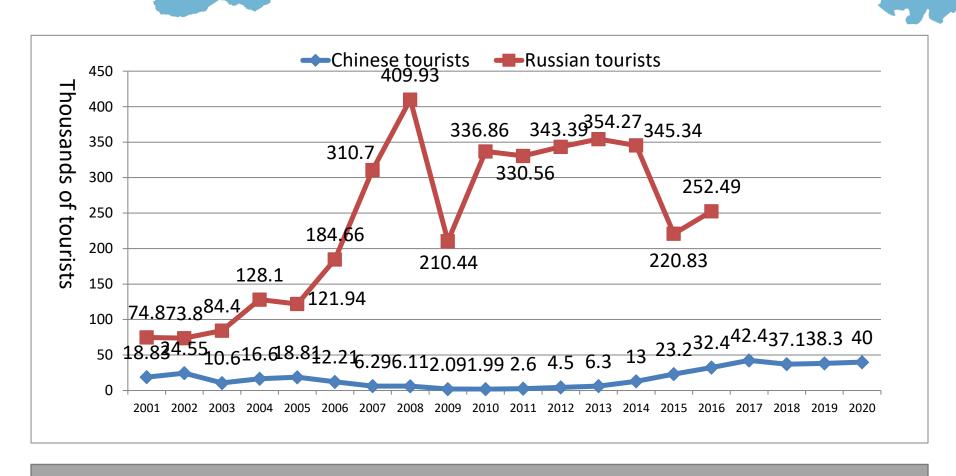


Main framework, key figures and the major trends of transboundary tourism.

- Almost 90% of cross border tourism is going under the no visa Agreement. 29/02/2000
- There is a framework for tour packages.
   The tour package for Chinese tourists is 4 days tour to Chita, The tour package for Russian tourists is 3 days/2 nights in Manzhouli
- An asymmetry between inbound and outbound tourist flow.



## Tourism in the 2000s



Dynamics of inbound and outbound tourist flows in the framework of the implementation of the Agreement served by tour operators of the Trans-Baikal Territory in 2001-2016. (on the visa-free channel)

### 俄罗斯西伯利亚

### 赤塔市游程

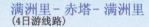






Transfers Guide





第一天: 满洲里公路口岸乘国际班车出境, 抵达俄罗斯后 贝加尔斯克, 转乘649次(19: 42-05: 47) 火车赴赤塔, 一路欣赏俄罗斯自然风光、富有诗意的乡间民居。

第二天: 清早抵达俄罗斯赤塔市, 入住酒店。早餐后参观 市容市貌、列宁广场、军事博物馆、胜利公园(二战纪念 公园)。午餐赴郊外品尝布里亚特风味餐,午餐后参观十 二月党人博物馆, 访俄罗斯民居, 晚餐时观看俄罗斯歌舞 表演。

第三天: 早餐后参观西伯利亚地区最大的东正教教堂, 登 鹿山 (城市至高点)俯瞰赤塔市全景,前往莫洛科夫矿泉 品尝天然矿泉水,午餐后自由购物,晚餐后乘650次 (18: 54-5: 38) 火车上晚餐, 返回后贝加尔斯克。

第四天: 早抵达后贝加尔斯科, 转乘国际班车入境返回满 洲里市,结束愉快旅程!

### 海拉尔-赤塔-海拉尔 (三日游线路)

第一天:海拉尔机场口岸乘坐国际飞机出境,抵达俄罗斯 后赤塔市。入住酒店。午餐后参观市容市貌、列宁广场、 军事博物馆、胜利公园(二战纪念公园)。晚餐时观看俄 罗斯歌舞表演。

第二天: 早餐后参观西伯利亚地区最大的东正教教堂, 登 鹿山 (城市至高点) 俯瞰赤塔市全景, 前往莫洛科夫矿泉 品尝天然矿泉水,午餐后访俄罗斯民居,参观自然历史博 物馆。晚餐后自由时间。

第三天: 早餐, 自由购物, 送到赤塔机场, 乘坐国际飞机 入境返回海拉尔。结束愉快旅程!

### 接待标准:

- 舒适的游览车
- 餐,每天三次。提供欧式, 中式, 布里亚特式
- 一会说中文的俄罗斯族导游 一赤塔途中火车往返带餐 一送给每个旅游者一张明信片
- (集体的照片作为明信片)例如:











### 百斯特旅行社

总公司:俄罗斯, 后贝加尔边疆区,赤塔市 分公司: 后贝加尔斯克镇, 莫斯科市

电话 /传真 +7 (3022) 28-30-50(多线电话) 翻译手机号码: +7 924 271 0502 QQ: 1 404 7979 95, 11 21 077 937 邮箱:Best\_Tour2@mail.ru 网站:www.best-chita.com (中文版本)

**BEST** TRAVEL AGENCY





### Туристическая фирма «Бэст» Россия, Забайкальский край, г. Чита, ул. Ленина 127а ТЦ «Виктория» 4 эт.

Дорогие друзья, в целях постоянного повышения качества обслуживания, в соответствии со стратегией развития нашей компании, предлагаем Вам заполнить данный опросный лист.

1.	Ваш социальный статус:							
	Гос. служащий, Частный предприниматель (бизнесмен) Учащийся/студент							
	Другое							
2.	Оцените по 10 бальной шкале важность влияния указанных аспектов на Ваш выбор посетить							
	Россию и Читу							
	• Подходящая цена:							
	1 2 3 4 5 6 7 8 9 10							
	• Удобный случай посетить приграничный русский город:							
	1 2 3 4 5 6 7 8 9 10							
	• Уникальность природы территории							
	1 2 3 4 5 6 7 8 9 10							
	• Культурно- исторический потенциал территории							
1 2 3 4 5 6 7 8 9 10								
• Религиозный потенциал территории, православный собор, объекты буддизма и з								
	1 2 3 4 5 6 7 8 9 10							
	• Существование семейных связей							
	1 2 3 4 5 6 7 8 9 10							
	• Другое							
3.	Оцените по 10 бальной шкале, на сколько вы оцениваете качество предложенного							
	обслуживания.							
	• Уровень инфраструктуры в целом							
	1 2 3 4 3 6 7 6 9 10							
	• Качество обслуживания в ресторанах и питание							
	1 2 3 4 5 6 7 8 9 10							
	<ul> <li>Качество сервиса гостиницы</li> <li>1 2 3 4 5 6 7 8 9 10</li> </ul>							
	Качество работы гида     На 1 2 2 4 4 5 1 6 1 7 1 0 1 0 4 0							
	1 2 3 4 3 6 7 8 9 10							
4.	Соответствует ли качество и уровень обслуживания цене тура: ШДа; ШНет							
5.	Кемпланировалось Ваше путешествие:							
	Ш Мной лично ☐ Компанией, в которой работаю ☐ Правительством КНР							
б.	Это Ваш первый визит в Россию: Да; Нет							
	Если, нет то укажите в каких городах России Вы были							
7.	Это Ваш первый визит в Читу 🖳 да; 🔲 Нет							
8.	Нравится ли Вам русская кухня: Цда, ЦНет							
	Хотели бы Вы, находясь в России, попробовать китайскую кухню: Да, Нет Ваши пожелания (на китайском языке):							

### **《百斯特》**能游公司

俄罗斯,后贝加尔边疆区,赤塔市,列宁大街 127a 电话/传真 网站/邮箱

亲爱的朋友,按照我们公司发展的方向,我们想为您提供更好的服务,您的建议和意见很重要,请回答下面的问题。

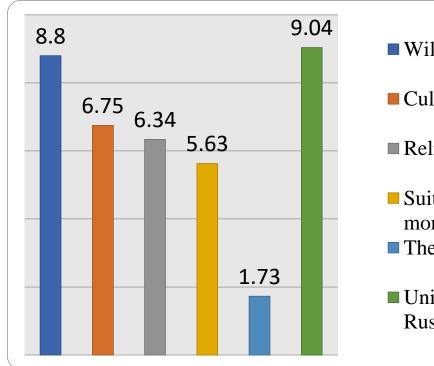
1.	您的社会位置:
	○ 公务员,○ 实业家,○ 大学生,○ (其他)
2.	为什么决定来俄罗斯,来赤塔市。哪一个原因对您最重要。(10 很重要,1 根本不重要)
	<ul> <li>价格很合适</li> </ul>
	1 2 3 4 5 6 7 8 9 10
	<ul><li>有机会去俄罗斯</li></ul>
	1 2 3 4 5 6 7 8 9 10
	<ul> <li>俄罗斯的自然</li> </ul>
	1 2 3 4 5 6 7 8 9 10
	• 俄罗斯文化和历史
	1 2 3 4 5 6 7 8 9 10
	• 看见各种宗教派的古迹
	1 2 3 4 5 6 7 8 9 10
	• 您在俄罗斯有亲戚 
	1 2 3 4 5 6 7 8 9 10
	<ul><li>其他</li></ul>
3.	请评价我们公司服务的水平(10很高,1很低)
	<ul> <li>我们公司提供的服务</li> </ul>
	1 2 3 4 5 6 7 8 9 10
	• 餐质量和服务水平
	1 2 3 4 5 6 7 8 9 10
	• 宾馆质量和服务水平
	1 2 3 4 5 6 7 8 9 10
	<ul><li>导游的工作</li></ul>
	1 2 3 4 5 6 7 8 9 10
4.	旅游价格适不适合提供服务的水平: 适合; 不适合
5.	您的旅行由谁安排的:
	我自己,□我的公司,□中国政府
6	首次来俄罗斯吗?□是;□不是
0.	如果来过的话,请写哪一个城市
7	第一次来赤塔市吗?□是:□不是
	您喜欢俄罗斯的饭菜吗?──喜欢;──不喜欢
	您想在俄罗斯尝尝中餐吗?──想; ──不想
10	. 您的建议,请用汉字写出来:



## Tourism in the 2000s



Why do Chinese tourists prefer to visit Russian Transbaikal region 草原



- Wild nature and landscapes
- Culture and History
- Religious potential of the territory
- Suitable tour price (value of money)
- The existence of relatives
- Unique opportunity to visit Russia



## Tourism in the 2000s



### What is the cost of transfer in the structure of tour package

- Package cost including accomodation, catering, transport and guide service, RUB
- Costs of transfer, RUB

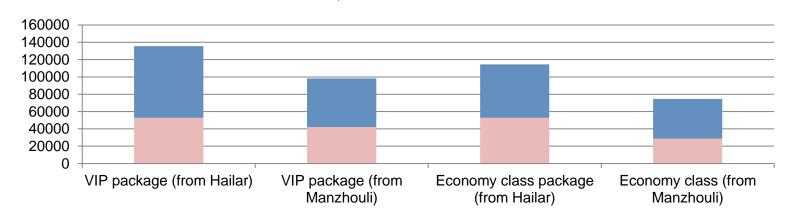


Figure 2. Tour package structure for Chinese group of 10 tourists



## The Calculation of inbound tourism market Capacity

- Number of tourists for the period of 2012-2016
- The price and the structure of the tour packages each year
- Include/exclude the transfer depending on whether Chinese or Russian company makes a transfer service.
- Collected data about tourists purchases during the trip.
- Taking into account the Russian currency exchange rate drop in the end of 2014 we recalculated the income of stakeholders in USD.

2012	2013	2014	2015	2016	Total, thousands USD
1319,74	1944,88	2118,53	2882,59	6320,86	14550,34



## 5-minute break Part 3 Quiz

We will play a quiz game on tourism facts that will definitely surprise you.

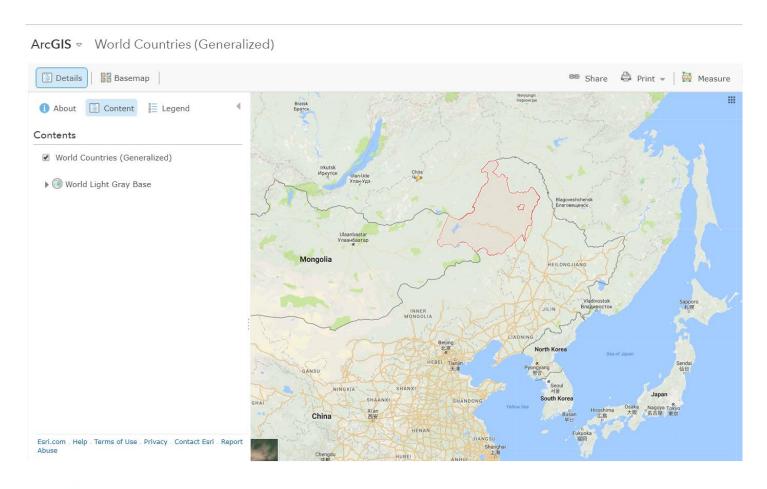
Here is one spoiler:

"The world's biggest nesting doll is located in the world's biggest city. Please, name this city. The territory of this city is bigger than Italy's, and it's not Moscow."





## Can we copy the entire country?





## Can we copy the capital of France, Paris?

Tianducheng (Chinese:天都城), also called Sky City, is a housing estate in the suburbs of Hangzhou, Zhejiang Province, China. Construction at Tianducheng began around 2007. Its central feature is 108-metre-tall replica of the Eiffel Tower and 31 km2 of Parisian style architecture, fountains and landscaping. It opened in 2007, and can accommodate more than 10,000 residents

### **Quiz starts**





# PARIS OR CHINA: CAN YOU TELL REAL THING FROM REPLICA? 20 PICTURES

https://edition.cnn.com/travel/article/fake-paris-china/index.html







## Video

## Highlights



## Task 1

Please, describe the impact of the tourism industry on the economical development of your home region (city)? You may share your answer in our 腾讯会议 chat.



### Jianing Wang

My hometown is Wenling in Zhejiang. In recent years my hometown has attracted a lot of tourists to visit because the government paid much on development of the agricultural tourism like 农家乐 and they built many Internet famous attractions for the youngsters to join. According to those financial reports published by our government, the tourism has contributed much in the town's GDP. And residents living there are becoming more and more wealthy.

### 210711 Yuanguan Fan

My hometown is Taiyuan, Shanxi Province, which is located in the middle of the China. There are ancient county seat, East Lake Vinegar Garden, Twin Pagoda Temple and other cultural and historical landscapes in Taiyuan City, which can attract a large number of historical and cultural lovers to visit, thus greatly promoting the development of tourism and related industries.

### Jiaxin Wang

Yunnan has many beautiful places, and the income from tourism helps the poor areas develop their economy and carry out the poverty alleviation work.

### 210710 Yulong Gao

Indeed, the tourism industry has greatly improved the economic development of my hometown Gansu. The establishment and development of industries such as farmyard and fresh picking also provided a new way for agricultural development. The development of tourism itself also develops the rich cultural and tourism resources in this region, promotes the development of infrastructure and service industry while promoting the regional culture, and promotes the overall regional economy.

### 210710 Wenye Guo

My hometown is Anhui, and Wuhu is the most affected by tourism. It can be said that Wuhu Fangte has driven the development of the whole Wuhu economy. Ten years ago, Fangte built a roller coaster in Wuhu, which is called the highest and most dangerous in China, which has attracted people from all over the country to visit. I also went to experience this winter holiday, which was really exciting.

### Fangyang Chi

Xiangsha Bay in Ordos, Inner Mongolia, a 5A tourist attraction. Ringing Sand Bay means sand can sing. It used to be a desert with few people, but after the development of local tourism, with the development of economy, many desert amusement facilities have been set up, many people even make a living on it. I think that's what tourism does to this place.

### Chenyang Wu

Tianjin has a park for the display of the aircraft carrier, attracting both aircraft carrier lovers and other people to pay a visit. And it's also next to Beijing, which brings lots of travelers. There are trip packages that include the visit to Beijing and Tianjin. Also, being the economic hub in Northern China, it appeals to lots of travelers for business. All these factors promote the development of Tianjin city

I come from Bengbu, Anhui Province. Tourism does not contribute much to urban development. Because there are no famous tourist attractions and cultural deposits. There are few tourists. The economic structure of the city is heavily industrial.

### Enyu Si

My hometown is Jining. Qufu in Jining is a typical tourist city, and also the birthplace of Confucian culture. With the Confucius Temple and the Confucius Forest (World Cultural Heritage), it is an important destination representing the tourism image of Shandong. Direct tourism consumption includes food, transportation, accommodation, play, etc. It has a strong pull on the urban economy and has also led to social employment.

### Xingzhou Ma

Tourism promotes the development of national economy, drives and promotes the development of tertiary industry, and promotes social progress. Enhance national competitiveness and international influence, export national culture to the world, and deepen foreigners' understanding of their own history and culture. For example, Qingdao, my hometown, is an important tourist city in northern China. Tourism has played an important role in increasing the city's GDP and urban environment construction

### 尚炫争

My hometown is Handan, Hebei Province, where tourism stimulates consumer demand and makes the service industry develop rapidly. Handan is a traditional industrial city, and the development of tourism contributes to the industrial upgrading and sustainable development of Handan

### 200718杨茹裕

My hometown Qinhuangdao is famous for the sea and is a famous summer resort. Chairman Mao Zedong has also written poems for my hometown many times. Because of the scenery and food in my hometown, Qinhuangdao is now a famous tourist destination in China

### 2007674075 Ruyu Yang

My hometown Qinhuangdao is famous for the sea and is a famous summer resort. Chairman Mao Zedong has also written poems for my hometown many times. Because of the scenery and food in my hometown, Qinhuangdao is now a famous tourist destination in China

### 韩宜吟

My hometown is Datong, Shanxi Province, which is one of the first historical and cultural cities in the country. There are many historic buildings here such as Yungang Grottoes and some temples. Every year, it will attract a lot of tourists to play here, driving the employment of Datong

### YiQuanLi

Luoyang's tourism status at home and abroad is remarkable. Compared with other cities, Luoyang's tourism resources have great advantages and potential. Firstly, it has a deep historical and cultural heritage and many humanistic landscapes. Luoyang is a place where Confucianism originated, where Taoism was founded, where Buddhism was first transmitted, where the science of science was developed, and where many important ancient scientific and cultural achievements were made. The Longmen Grottoes, the White Horse Temple and the Guanlin Temple are among the "Old Three" national 4A scenic spots, which are renowned overseas. The food and folklore culture of Luoyang, represented by the water seating and swallow dishes, and the Tang Three Colours, has become a special feature of Luoyang tourism.

### 210710方正宇

Ganzhou in Jiangxi Province is my hometown. Because there are many red revolution tourist attraction, it's attracted many tourists and tourism is developing well. Ganzhou was not very developed in the past. With the development of tourism, it has become one of the richest cities in Jiangxi.

### 210710Wenjing Ma

My hometown is in Binzhou, a city in Shandong, which is the hometown of Sun Tzu, along the Yellow River. Tourism has brought a lot of facilities related to the Yellow River, such as national parks, brought a lot of economic benefits and, at the same time, promoted environmental governance, and created ecological benefits.