

SERVICE DELIVERY GUIDELINES PREPARING FOR THE CHINESE VISITOR LANGUAGE



Chinese visitation to Australia has been growing strongly over the past ten years and has seen Australia reach its 2020 goal of one million visitors in March this year – making it the largest and fastest growing of all inbound markets.

Year ending March 2016, 34,000 Chinese visitors included South Australia in their itinerary, spending \$211 million, making it our most valuable international market. Projections suggest that if we maximise the growth of

Chinese visitation to South Australia we could attract up to 57,000 visitors by 2020 with associated expenditure of \$450 million.

To achieve this potential, it is essential we understand the current Chinese visitor, as well

as the likely changes in travel patterns that are to occur over the next five years and look at ways to prepare and deliver the expectations of the market.

The South Australian Tourism Commission in partnership with Fastrak Asian Solutions

has developed this series of service delivery guidelines to assist our industry partners in preparing South Australia to meet the expectations and grow visitation from one of the fastest growing markets – China.

Over 90% of visitors to Australia from Asia (including from mainland China) have tertiary education, and in many cases their English reading and writing skills are much better than their speaking or hearing skills.

When providing written materials in English to Chinese visitors, use simple language, short sentences and international symbols where possible. The best method of communication for mainland Chinese visitors is Mandarin for

spoken elements and Simplified Chinese characters for written elements. If you don't have any Mandarin speaking staff, just attempting to say a few phrases will be appreciated.

Welcome	Huang Ying Ni	(who-won ying knee)
How are you?	Ni Hao Ma	(knee how mar)
Thank You	Xie Xie	(she-eh she-eh)
Goodbye	Zai Jian	(jai jee-en)

The Chinese language is based on characters and each character has a meaning in its own right. Each can be joined with another character to form new words or meanings. For example, Beijing is made up of two characters meaning North Capital. So the meaning is more important than the word used. When you are translating English to Chinese, it is important to ensure it is the meaning that is translated.

Chinese visitors often use Google translate to assist their understanding of English materials. They also use GPS mapping programs for working out where they are, as well as using social media extensively to share their experiences. As photos are a critical part of the holiday providing proof for bragging rights and showing interaction and engagement, fast and reliable WiFi connectivity is expected and essential.

The use of colour-coding, especially on site-maps, has proven to be very effective with Chinese visitors. Highlight the main pathway (if there is one), the different areas (eg: wildlife, water, Australian native), key facilities (food, water, toilets) and especially "no-go" areas.

STAYING CONNECTED

- High speed WiFi is critical for translation, GPS & social media – if you don't have it, let them know the closest hotspots

LANGUAGE

- Chinese visitors generally read and write English better than they speak and hear it
- Use simplified characters and Mandarin dialect for written delivery
- Learn a few phrases

GETTING THE MESSAGE ACROSS

- Provide some written material for Chinese visitors – but keep it short and sweet
- Use international signage symbols where possible
- Don't be afraid to explain rules
- Colour-code maps

GETTING THE MESSAGE OUT

- Photos are a critical part of the holiday, so provide photo opportunities and easy WiFi access

Disclaimer: This summary has been prepared by the South Australian Tourism Commission (SATC) in good faith and based on information provided by Fastrak Asian Solutions. While every care has been taken in preparing the information, the SATC does not represent or warrant that it is correct, complete or suitable for the purposes for which you wish to use it. By using this information you acknowledge that it is provided by SATC without any responsibility on behalf of the SATC and agree to release and indemnify the SATC for any loss or damage that you or any third party may suffer as a result of your reliance on this information.

CONTACT

For more information and the full series of Service Delivery Guidelines - Preparing for the Chinese visitor, see www.tourism.sa.gov.au