

# SERVICE DELIVERY GUIDELINES PREPARING FOR THE CHINESE VISITOR FACE



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.

You may have heard the term Chinese “face”. It has many descriptions and definitions but in simple terms it is all about respect: **Respect for others, Respect for elders, Respect for society, and Respect for self.**

## WINNING “FACE” IS WHAT IT IS ALL ABOUT

The image that a person portrays to others, being true to that image and being treated accordingly is critical. It also naturally involves “status”.

Receiving or winning “face” is what it is all about. Chinese people also try to “give face” to others in all their communication and engagement.

Losing “face” is what Chinese people fear most – either for themselves or causing others to lose “face” – and this is caused when there is conflict, disputes, or embarrassment.

This is why Chinese tend to “talk around” issues and tend to be more indirect than direct. Closed questions leave no room to move if the answer is negative so try to use open questions.

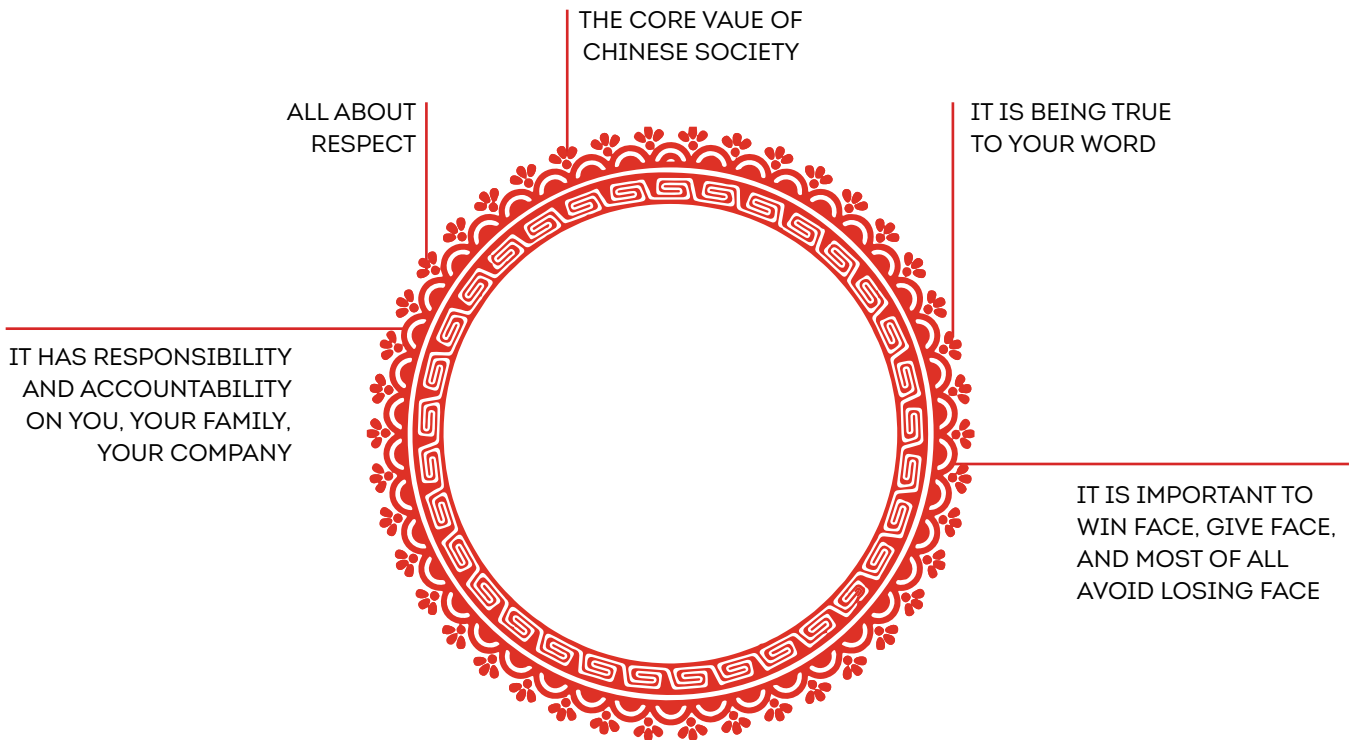
To avoid this situation:

- 1 Use open questions
- 2 Avoid black or white options
- 3 Try to stay within a middle ground.

We can also “give face” with our actions and this is very important in a number of areas.

<b>MEETING &amp; GREETING</b>	It’s all about respect and what Chinese visitors are used to. <ul style="list-style-type: none"> <li>• They expect fast assistance on arrival</li> <li>• A (firm but not hard) hand shake is the preferred method women can give a “half hand” shake</li> <li>• Avoid uninitiated physical contact</li> </ul>				
<b>TWO HANDS</b>	Use two hands to exchange items eg business cards, credit cards, room keys.				
<b>FAREWELL</b>	In many ways, this is more important than the welcome, as they look for and expect acknowledgement of their business on departure. See the customer out of your door and all the way to their car or the street kerb. This denotes genuine “thanks” for their business.				
<b>THE DECISION MAKER</b>	Chinese society is based on respect of, and for, seniority so within any given group of people the most senior person will be the decision maker. Others may speak for, or on behalf of them, due to language barriers, but you need to recognise that leader through your body language and attention.  In a business situation the ultimate decision maker is the boss – again the most senior person in that company or group.  The decision maker, male or female, should be greeted first, served first and treated with more attention than others in the group. They should never be put in a position where they may be embarrassed.				
<b>NAMES ARE SERIOUS BUSINESS</b>	<table border="0"> <tr> <td>1 Names can be difficult and have few consistent rules, They also have Chinese characters which also have meaning.</td> <td>2 They can contain 2 or 3 parts eg Chung Leik Kok/ Li na, and usually the family name is first eg Chung or Li.</td> <td>3 Family names can also be first names eg Gong Li, and names are not gender specific.</td> <td>4 Titles are good (eg: Mr, Miss, Madam) and “Madam” is a sign of respect for older women. When in doubt use the full name.</td> </tr> </table>	1 Names can be difficult and have few consistent rules, They also have Chinese characters which also have meaning.	2 They can contain 2 or 3 parts eg Chung Leik Kok/ Li na, and usually the family name is first eg Chung or Li.	3 Family names can also be first names eg Gong Li, and names are not gender specific.	4 Titles are good (eg: Mr, Miss, Madam) and “Madam” is a sign of respect for older women. When in doubt use the full name.
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<b>OFFER HOME COMFORTS</b>	Little things can make a big difference and also give “face” – like a small travel pack with slippers or thongs (to be Australian!), Chinese teas (jasmine is appropriate) and/or instant noodles (not Maggi!)				

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## 3 GOLDEN RULES:

- 1) avoid conflict;
- 2) avoid embarrassment; and
- 3) avoid disputes.

## GIVE FACE THROUGH YOUR SERVICE

- Be respectful – greet, serve and deal with senior members of groups first
- Use their full names (if you know them) and Mr, Miss, Madam (when you can)
- Provide fast assistance on arrival
- Most importantly, acknowledge their business on departure
- Always use two hands to exchange items (whether business cards, room keys or receipts)
- Offer home comforts, like a travel pack that includes slippers or thongs (to be Australian!), Chinese tea (jasmine is appropriate) and/or instant noodles (not Maggi!)
- Use open questions rather than closed questions to help avoid potential embarrassment

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## CONTACT

For more information and the full series of Service Delivery Guidelines - Preparing for the Chinese visitor, see [www.tourism.sa.gov.au](http://www.tourism.sa.gov.au)