

SERVICE DELIVERY GUIDELINES PREPARING FOR THE CHINESE VISITOR ACCOMMODATION



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.

For the 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.

Whilst the more mature Chinese visitors have an independent mind-set, this does not necessarily translate to being able to travel independently. Chinese visitors are used to structure and guidance in their lives, so tourism operators need to help them to engage with the product / experiences by providing information that helps Chinese visitors understand “how things are done” and how to make their stay “easy”.

It's important not to assume knowledge. By providing suggestions relating to the offering in terms of what to expect, how they can best engage and what they need to know in advance, the business can help them not to 'lose face' from any embarrassment, conflict or dispute.

Aspects of “regional Australia” may also prove challenging for Chinese visitors. They may not be aware of reduced opening hours overall, lack of 24hr service at reception and the informal and formal rules of local society.

Any information should be provided in both English and Simplified Chinese, and Chinese visitors given both versions.

An operator's visitor information sheets can also be used to manage Chinese visitor expectations in relation to regional differences. Operators can make Chinese visitors aware not just of elements within their own product but also of elements within the region or relating to the visitor's onward journey. With such “on-ground” information for Chinese visitors in place, tourism operators will be in a better position to manage their interactions with Chinese visitors and avoid unnecessary conflict or loss of face.

Any information should be provided in both English and Simplified Chinese, and Chinese visitors given both versions. While many Chinese visitors read and write English better than they speak, the operator has a vested interest in making sure the Chinese visitor fully understands the information they are being given and this is achieved more successfully with a Chinese version.

Providing information to Chinese visitors is also important in terms of “face”. If the operator lets Chinese visitors know the “rules of engagement” up front, then if the Chinese visitor breaks the rules, they lose face. If, however, the operator assumes knowledge of the rules and then the Chinese visitor breaks them and the operator reacts to the breach, it is the operator that loses face (and respect), in the eyes of the Chinese visitor.



PROVIDING INFORMATION

- Chinese visitors read and write English better than they speak and listen
- Learn a few phrases in Mandarin
- Provide some simple written material in simplified Chinese characters
- Use international signage symbols where possible
- Don't be afraid to communicate any rules

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SAMPLE ACCOMMODATION INFORMATION SHEET FOR CHINESE VISITORS

HELPING CHINESE VISITORS UNDERSTAND SOME OF THE THINGS WE TAKE FOR GRANTED

Introduction	<p>Welcome to (insert the name of your property).</p> <p>One of the key features of XXX region is the interaction with real Australian country experiences and real "locals." This is a great experience, but it is different to the city experiences and we want to make sure you have the best stay possible.</p> <p>By taking time now to read this information will be able to make the most of your stay with us.</p>
Rates	<p>The room rate applicable is dependent on the number of people (adults AND children) who are in your group. Please confirm the total number of people in your group on arrival.</p>
Air Conditioning	<p>Most accommodation includes individual air conditioning and specific details of use are provided in the units.</p>
Cooking	<p>Hot water jugs are provided in each room to make tea and coffee. Please only use these to boil water and do not try to cook in them as they may catch fire or break.</p> <p>Toasters may also be provided and we ask that only single slices of bread are placed in them. The toasters cannot cook filled sandwiches as they may catch fire or break.</p> <p>Please be aware of smoke alarms, especially when cooking facilities are available. If you set the alarm off and the fire brigade needs to attend there will be a fee billed to you.</p>
Toilets	<p>All of our toilets are western facilities and we ask that guests sit on the seat and refrain from dropping any items in them other than the toilet paper provided. Please use the bins provided for all other materials.</p>
Exit / Entry	<p>If you are arriving or leaving out of normal office hours please familiarise yourself with the key collection/return system before using it.</p>
Smoking	<p>Many areas within our facilities are non-smoking, please check with reception for the location of the designated smoking areas.</p> <p>Most accommodation is non-smoking by law. If you smoke in the rooms additional cleaning charges will apply.</p>
Hygiene	<p>For the comfort of other guests and for health reasons, we ask that you refrain from spitting in all public or common areas.</p>
Noise	<p>The openness of the natural environment means that noise carries and can affect the comfort of other guests. We ask that you do not make excessive noise after 10pm.</p>
Grounds	<p>Whilst most of our grounds provide natural settings that we want you to explore, please use pathways around any formal garden areas.</p>
Driving	<p>As many visitors arrive by vehicle, there will be traffic in areas with pedestrians - so we ask that you take care, follow all speed limits, and take care when reversing.</p>

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