



## COTRI Yearbook 2012

By Wolfgang Georg Artt

Peter Gmbh Lang Nov 2012, 2012. Taschenbuch. Condition: Neu. Neuware - China is developing into the biggest international tourism source market in the world. China Outbound Tourism Research Institute (COTRI) presents in the 2012 edition of its yearbook articles from international tourism scientists and practitioners working with the Chinese outbound market. As Chinese are travelling to varying destinations, the Yearbook 2012 covers a number of different geographical regions, from France, Spain, Switzerland and Germany in Europe to East Africa and Taiwan. Important Chinese visitor activities and segments are analysed, including the shopping behaviour of package and self-organised travellers and geographical distribution pattern of first-time and regular visitors. The book deals with the importance of Chinese visitors in several destinations and with successful forms of marketing both from governments and from the private sector - including social media marketing. COTRI Yearbook 2012 offers research results with a strong focus on practical application. Therefore, it is an important source of information for students and researchers as well as for practitioners all over the world. 134 pp. Englisch.



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