Chapter 6
The Chinese Incoming Segment: Opportunity for the Central and Eastern European Market

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ABSTRACT
The tourism domain has represented, for a long time, one of the main sources of revenue for the different destinations that have awarded a special focus to its development and enrichment. Its types of impacts, whether economic, social, or environmental, bring both great benefits and pose a certain level of risk. Regardless of the latter, people will be always willing to travel to get to know new cultures, and there will always be competition between destinations at the time of attracting and maintaining tourism flows. The last decades have been marked by the emergence of a new tourist flow (i.e., the Chinese outbound segment), which brings great economic potential to the Central and Eastern Europe region. To this end, this chapter focuses on presenting the current situation of the presence of the Chinese segment within CEE and some of the specificities of their tourist consumer behavior.

INTRODUCTION
The evolution of tourism in the last decade transformed this activity step by step and to an increasing extent, from an alternative of spending free time to a complex industry, with economic and social effects, outlined on the human community.

In the current context of world economic development, there is an increase in the number of participants to the touristic movement, but also in the number of countries, amplifying its contribution to social economic development and claiming, at the same time, adaptations to the new requirements of the tourist clientele. Therefore, it is all about the promotion and development of tourism forms that meet specific needs of well-defined market segments, like youth tourism, business tourism, ecotourism etc.

The chapter starts by presenting a general overview on tourism, its forms and importance within the general economic framework. The following step of the chapter is aimed at providing an in-depth...
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analysis of the Chinese outbound segment, in terms of tourism flow, tourism expenditure, and tourism expectations. The third major part of the article contains a description of the presence of the incoming Chinese tourism segment on the Central and Eastern European market.

This chapter aims at thoroughly describing the outbound segment of an emerging market of great potential – the Chinese tourists. The second main objective is to provide an overview on the presence of outbound Chinese tourists on the Central Eastern European market, with a view towards finding directions of action for the Romanian tourism stakeholders. Given the ever greater importance of the Chinese tourists, in terms of both international flows and expenditure, i.e. potential revenue for the host destinations, the incoming segment from the above mentioned country is of great benefit and should receive special focus from the Romanian authorities, agents and providers of services.

Background

Tourism is a complex socio-economic phenomenon, characteristic to the modern civilization and strongly influenced by its emerging evolution. (Minciu, 2004)

The term “tourism” corresponds to the movement of persons away from their domicile. Obviously, any definition should be precise and over the years, numerous definitions and characteristics of the tourism concept occurred. One of the first efforts from the tourism defining process belonged to Professors Hunziker and Krapf from Berne University. In 1942 they established that tourism ought to be defined as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, so far as they do not lead to permanent residence and are not associated to any money making activities”. In 1973, in the United States, the National Resources Review Commission agreed that a person who travels at least 80 kilometers (only one way) could be considered a domestic tourist. 11 years later, the US Census Bureau described tourism as a tour of 100 miles at least. The Canadian government also came up with a definition that exemplified tourism as a circuit of at least 40 kilometers from the borderline of the tourist’s residence. (Neacsu et al., 2016)

Basically, the tourism concept went through a series of transformations until everyone officially agreed to a final form, one created by the World Tourism Organization and endorsed by the UN’s Statistical Commission in 1993:

*Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.*

The dynamism and depth of transformations in all economic sectors and in the social life as defining features of contemporary evolution are reflected, among others, in changes of the economic structures, in the re-ranking of the divisions in accordance with the requests of the scientific-technical progress, with balanced exploiting of resources at full potential and increasing efficiency, with the contingency of enhancing life quality. In this context, tourism presents itself as a distinct aspect of the economy, with a higher active presence in both economic and social life, with an important engagement in general progress and not least of all, as an element of sustainable development and also as a promoter of the globalization process. (Minciu, 2005)

Tourism represents an economic and social phenomenon of the present day civilization, strongly anchored within the lifestyles of the society and in a relation of interconnection with it. Thereby, the trends registered in the world economy evolvement, both the positive ones manifested through increased
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