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**FROM KOKKOLA TO CHINA**

**Business Travel Package for Kokkolan Matkatoimisto**

**Thesis**

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**ABSTRACT**

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<p>This thesis was made to provide a business travel package to the commissioner company, Kokkolan Matkatoimisto.</p> <p>The aim of this thesis was to give some introduction into the current situation in Chinese tourism environment, and analyse the fact what could provide more opportunities to help Finnish businessmen to seek business cooperation in China. Moreover, the main part of this thesis was to analyse the reason why China can be a good destination for those businessmen and the possibility of expanding the local market (Kokkola), Some simple analysis about the Finnish business travel market was shown in this thesis as well.</p> <p>The main objective of this thesis was to make a real business travel package which works for the Kokkola local business tourists who would like to travel to China. A preparatory schedule of the travel plan was made and some pricing information also be done. This thesis was a practice-based thesis; the travel package was designed in English. And a Chinese travel agency was found and the cooperation between the Chinese and Finnish travel agencies was built up. All the information about the package must be offered by the Chinese travel agency based on the actual service that Chinese travel agency has now.</p>		
<b>Key words</b>		
China, business, Kokkola, Kokkolan matkatoimisto, travel package		

## **ABSTRACT**

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## 1 INTRODUCTION

This is a practice-based study; the focus is to create a real travel package which can be considered as a real business idea. A practice-based thesis and its mission are not only to the author's practical experience and knowledge, but also to help the commissioner to provide better services and products. Practice-based papers are designed to provide practical advice, guidance, organization and rationalization.

Therefore, this report has the following sections: first part is theoretical part, it includes some analysis about current situation both in China and Finland, the analysis would try to figure out the reason why this package will be useful for Finnish businessmen and what attractions in China can interest them; second part is the practical part, many optional incoming travel agencies will be provided by the author and a specific travel package will be made. In order to finish this project, there are quite many questions that need to be answered such as: what is the most attractive part for Finnish businessmen in China? What kind of programs will interest tourists? How to organize a good business tour? What policy will be related in this project? What services can be provided by Chinese incoming travel agencies? How much profit can be earned with this package?

Theoretical part supports the empirical part of the design of the package. The theoretical part including tourism marketing and tourism industry show how to promote the business, and how to use the modern tools, such as marketing of the tourism operators, and how to plan and design a new travel package. In the empirical part there is the implementation of the introduction of the travel package, then the detail and reality based information will be provided, the final work will be a demonstration of the package plan or even a real package that can be sold to the customers.

To solve all those problems, plenty information, methods of tourism industry, necessary knowledge of making a real travel package and statistical information on internet are

needed.

This thesis presents the basic requirements of a business tour, and it also gives some potential business cooperation companies for its commissioner. The commissioner company is Kokkolan Matkatoimisto, in English Kokkolan Matkatoimisto means Kokkola Travel Agency, the group manager Kimmo Kalliokoski supervised the author on some specific points. During the process, the author followed the topic which was given by Mr. Kalliokoski and all the products should be useful for Kokkolan Matkatoimisto. Certainly, all those work should be discussed between the author and commissioner, commissioner would explain the big picture of the project and all research made by author must be agreed by the commissioner. Since the commissioner company is Kokkolan Matkatomisto, most part of theoretical research should focus on the local situation, so that the package will suit the local circumstances.

In this thesis, the reader will see the reason why China is the destination of this tour and what can the customer get from this package. On the other hand, a preparatory schedule will be shown in chapter 4, it contains the accommodation, transportation, entertainment, guidance and many other information that needed in the trip, and the accounting plan is following the preparatory schedule, the price is provided by the agency in Beijing, and the commissioner can see the pricing details.

All those information is given after deliberation with the Chinese agency, those data represent the actual situation. But, there is an agreement between the author and the Chinese agency: the schedule can be changed and Kokkolan Matkatoimisto has the right to ask Chinese agency to change or adjust the program and the schedule. One more important thing is the policy that must be noticed in this project, such as the visa rules and insurance for the customer. In this study, all those necessary research are done by the author and readers can find the detail from chapter 5.

Moreover, the project is just a start, the business travel package in this thesis can be a test

product since China is a very big country, more and more business opportunities will appear in Beijing and many other cities, this time the author can provide a package from Kokkola to Beijing, next time, according to commissioner's requirement other plan can also be made. Another point that should be noticed is, not only business travel has big market, among the tourism industry; there are quite many subjects that have development space. So the main idea of this thesis is to show there is a way to arrange a travel group package from Kokkola to China and it is not very hard.

## 2 BACKGROUND INFORMATION

The main objective of this thesis is to make a real travel package which works for the Kokkola local businessmen who would like to travel to China, and a specific package to the commissioner company, Kokkolan Matkatoimisto. In this chapter, some basic information about Kokkolan Matkatoimisto will be shown and reader can have a picture of what kind of the products and service that Kokkolan Matkatoimisto can provide.

### 2.1 Kokkolan Matkatoimisto and its products

Kokkolan Matkatoimisto is located in the Kokkola city center.



GRAPH 1. Logo of Kokkolan Matkatoimistio (kokkolanmatkatoimisto.fi 2013)

For Kokkolan Matkatoimisto, customer satisfaction is very important, since Kokkola Matkatoimisto has many good partners who can provide a solid foundation for providing services for customers, Kokkolan Matkatoimisto is able to offer a centralized sale of all travel services in Finland, such as domestic and international flights, accommodation booking, ferry and cruise ship, group tour, city tours and charter travel and car rental. (kokkolanmatkatoimisto.fi 2013. )

When customers go to Kokkolan Matkatoimisto's home page, they will find lots of different packages from Kokkola to other cities in Finland or to other countries. Customers are able to find more detailed information about the tour by website or by a phone call.



(kokkolanmatkatoimisto.fi 2013)



**Kokkolan Matkatoimisto  
Karleby Resebyrå**

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**Fredag 27.9 Gardasjön**  
Frukost på hotellet. Idag finns det möjlighet att åka på en kryssning och besöka t.ex. Malcesine eller Riva. Middag på hotellet.

**Lördag 28.9 Limone Sul Garda**  
Frukost på hotellet. Under dagen finns det möjlighet att på egen hand bekanta sig med Limone Sul Garda eller omgivningen runt hotellet eller bara ta det lugnt på hotellet. Middag på hotellet.

**Söndag 29.9 Tremosine – Konstanz**  
Frukost på hotellet. Vi packar bagaget i bussen och startar mot Schweiz och Tyskland. Vi kör till Konstanz som ligger vid gränsen till Schweiz. Middag och inkvartering på Hotell Constantia.

**Måndag 30.9 Konstanz och Mainau**  
Frukost på hotellet. Under dagen finns det möjlighet att bekanta sig med Konstanz och göra en utflykt till Mainau. Konstanz är idag en livlig universitetsstad, men den gamla delen av staden har varit nästan oförändrad sedan medeltiden. Floden Rhen flyter genom staden, norr om den gamla stadskärnan. Utanför Konstanz i Bodensjön finns blomsterön Mainau. Ön består av en stor park med ett slott, planteringar, växthus, fjärlshus, lekplatser, restauranger m.m. Mainau lockar över en miljon besökare varje år. Middag på hotellet.

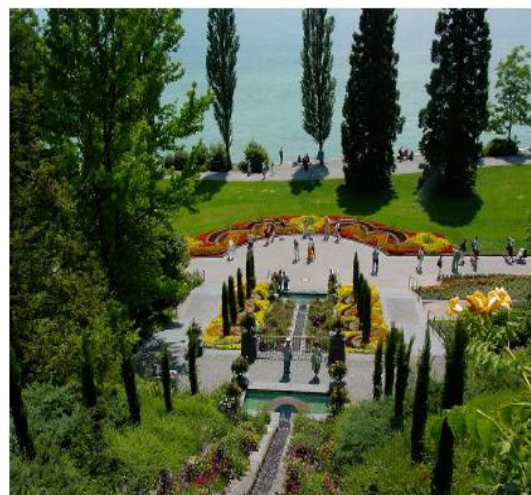
**Tisdag 1.10 Zürich - Helsingfors - Österbotten**  
Efter frukosten åker vi till Zürich flygfält. Finnairs flyg avgår kl 10.55 och anländer till Helsingfors kl 14.35. Bussen väntar på oss vid flygfältet och vi fortsätter färden hem till Österbotten.

GRAPH 2. Introduction of a Kokkola Matkatoimisto travel package

(kokkolanmatkatoimisto.fi 2013)

The reason why the author put that information from Kokkolan Matkatoimisto website is to make a picture of the standard, based on this; this thesis project should follow this style and also accord to Kokkolan Matkatoimisto's package draft.

It is obvious that the price of travel within Europe is also high. This determines our travel plans to go to China the price will not be lower than Kokkolan Matkatoimisto's general level. The reader can see the general travel package price from the Kokkolan Matkatoimisto's homepage, below is an example.



#### **Resans pris**

- 1395 eur/person, förutsätter 30 resenärer
- 1295 eur/person, förutsätter 40 resenärer

#### **I priset ingår**

- busstransport enligt programmet
- flyg Helsingfors – Milano/Zürich – Helsingfors med Finnair inkl. flygfäلتsskatter
- inkvartering 2 nätter i Konstanz i 2-personers rum inkl. frukost och middag
- inkvartering 5 nätter i Tremosine i 2-personers rum inkl. frukost och middag med måltidsdrycker (vin, vatten)

GRAPH 3. Details in Kokkolan Matkatoimisto travel package (kokkolanmatkatoimisto.fi 2013)

On the other hand, even though those package are designed in Swedish, the reader still can find that layout agrees with the general package layout. That means the tour introduction includes everyday's schedule and all the programs during the whole traveling day, accommodation and transportation information are quite detail presented. In chapter 5, the reader can see a graph which shows some information about business travel package from Kokkola to China with this layout.

## **2.2 Requirements from commissioner on the project**

Since the author and commissioner had set up the cooperated relationship, the office manager in commissioned company listed some requirements about this project.

First of all, one or even more incoming travel agencies which can organize all the services and programs in China are needed. Transportation and accommodation are very necessary part during whole planning part. And sightseeing destinations need to be described exhaustively.

Secondly, if one business trip will be organized by any travel agencies out of China, some policy must be studied beforehand, especially the legally procedure about what should be prepared before taking tourists to China and how to apply the visa for them. On the other hand, Chinese government controls most business organization, national fair, wide-ranging exhibition, international business seminar, most traditional attractions and protected landscape, without any preparation and study, most tourist are not allowed to just come in or take part in any formally meeting. (Stuttard 2000) Since our project is business travel package, this kind of policy study is very important.

Thirdly, in order to attract more customers from Kokkola or even from whole Finland, a variety of services should be offered to the customers. For businessmen, what can be most attractive thing for them? The answer might be “opportunity to earn money”. In that case, during the planning process of this package, the commissioned company asked to find commerce discussion opportunities as much as possible, such as some officially business organization, big international company, and famous factories and so on.

Fourthly, to make this package interesting and attractive, some entertainment and outing program should also contain in this business travel package.

Lastly, the commissioner preferred a multiple destination, not only take customers go to Beijing, but also add Shanghai, Guangzhou and some other big cities to the consideration. But at this time, since the author was not able to offer very specific information to the Chinese travel agencies, there is only one travel agency agreed to provide the schedule and price information to the author.

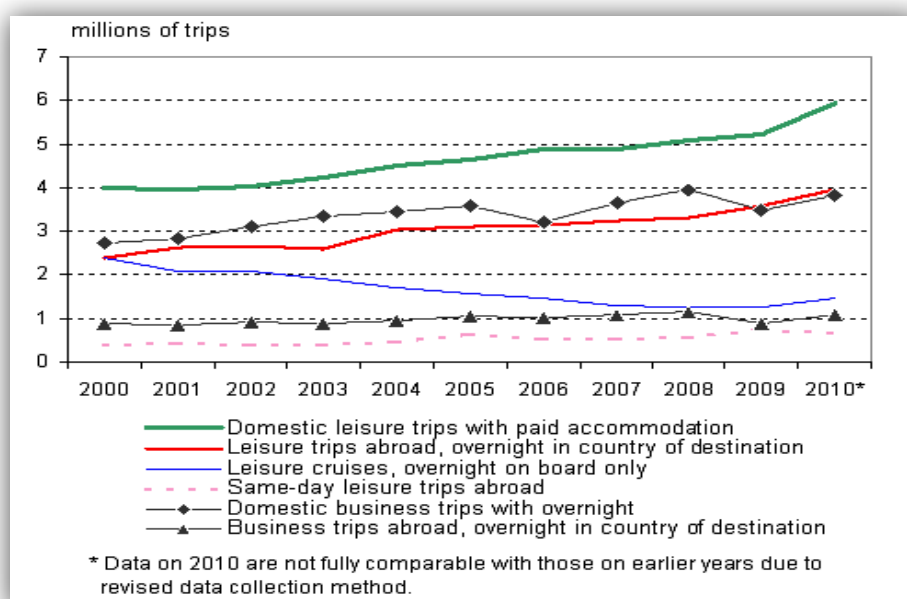
Since the Chinese businessmen prefer a face to face discussion with their partner, and most business agreement will be done in a very formal meeting with some witness, (Xi, Ambler & Witzel 2008) it was a big challenge to the author to find a local agency to cooperate with. The author contacted some other agencies in different cities, but they refused to provide the information without any agreement in advance. On the other hand, this situation might cause because the author was not able to visit their company, without a face to face communication, the business is hard to be talked. In this case, the author will make a business travel package from Kokkola to Beijing as an example; there is still an opportunity to build more travel packages from Kokkola/Finland to other cities in China in the future.

### 3 THE CURRENT SITUATION ON TRAVELS TO CHINA

Since the reform and opening up, along with the high-speed development of China's tourism industry, the China's travel industry has seen a huge change, especially over the past decade, industries have been expanding, employing increasing innovative operating system, the operating environment continues to improve, the travel agency industry has become one of the important service industries to spur economic growth in China, and expand employment channels. (National tourism administration of the PRC 2009)

#### 3.1 Tourism statistics

According to data derived from Statistics Finland's Finnish Travel Survey based on interviews of 16,659 people aged 15 to 74 permanently resident in Finland, a graph can be made as follow, and it shows the business trips in Finland and abroad recovered to the 2008 level after the economic depression in 2009. (stat.fi 2011)



GRAPH 4. Finnish travel 2000-2010 (stat.fi 2011)

From the graph, most Finnish tourists will choose to stay at the destination during their tour. People departing from Finland, a big amount of them just travel within Finland, the number of trips abroad has remained at a low level and there was not much changes. Statistical data in business travel is rising slowly; the reader can easily see more business trips happen domestically less business trip went to other countries and overnight there.

Chinese business market prospects are very impressive, every year many exhibitions attracts a large number of business people from the world come to China to seek cooperation. (Saxon, 2006)

Chinese Ministry of Commerce released statistics show: exhibition output might over tourism industry. Commerce Department released the 2012 the exhibition industry statistics, it shows that last year a net exhibition area of China's exhibition ranked first in the world, if counting the exhibition pull hotels, transportation and other industry revenue, the exhibition industry manufacturing outputs or exceeds the tourism industry. Data show that in 2012 China held 7813 events, with a total area of 90.98 million square meters, compared with the year of 2011 the data shows a growth of 14.3% and 12%. Exhibition industry has improved employment 19.5 million visitors; the output value reached 358.7 billion yuan. (Ministry of Commerce of the People's Republic of China 2013)

Finnish businessmen need to seek business opportunities, China has a huge market, and these two elements can promote a good environment for the cooperation building between Chinese and Finnish businessmen.

### **3.2 Business opportunities in China**

China is a diverse and rapidly growing global market. The world's leading companies, have their offices in China. Looking for business opportunities in this booming country is a

great way to take advantage of its growing economy. There are a number of exporters for trade and investment opportunities in the Chinese market. The main industries is currently experiencing rapid growth: processed foods and beverages, gambling, transportation, IT, telecommunications, mining and energy, protect the environment, and building products and services. Education is one of the three major sectors of the export growth, the other two are processed foods and alcoholic products. (China-window.com 2013a)

The education sector in China has a huge market, Chinese government and Chinese people accept Western education and welcomes foreigners to have cooperation through the creation of schools or educational projects. Western books and teaching methods are also very popular in China. The Chinese government encourages and supports foreigners to come to China to build up cooperation in education area, and also provides tax and other concessions. Studying abroad by foreign certification bodies in China has become the pursuit of a more practical education, more popular. Courses can take two forms. A class of foreign schools specifically for expatriates, is a wholly-owned foreign-owned and investors do not have to be an educational entity. Another is the target market for local student's cooperation arrangements with Chinese institutions or twinning. Chinese government would like to encourage these schools provide vocational education. Foreign investors must have a Chinese partner, can submit an application with the local education authority approval. (China-window.com 2013b)

As China becomes more prosperous, more advanced products, pay more attention to the quality, convenience and freshness, demand continues to grow. This means that there are significant unmet needs, carefully processed foods. Imported food has been a stable market in China, especially in hotels, bars and western restaurants. More and more Chinese consumers lay a huge pressure than the previous brand and brand loyalty. This means that the company that has a strong international brand and a positive marketing strategy, continue to hold significant market share. (China educational news 2013)

Wine is especially popular in major cities in China (Beijing, Shanghai and Guangzhou),

and has a great potential to be the increase in disposable income of local people, drink wine for health benefits and the government against the grain-based alcoholic beverages. However, there is little knowledge of the wine on the table of many Chinese people, very few people can distinguish between qualities and enjoy the taste. With this in mind, wine appreciation and education programs, food and beverage manager can become as a great propaganda tool. This will also attract high-income earners, and may eventually stimulate consumption of high-quality wines. (China Investment Advisory Net 2013)

China's garment industry is well developed, a large number of foreign brands have come to China looking for foundries, because China has cheap raw materials and cheap labor, foreign factories in China are able to obtain high profits at low cost. Coastal cities in China have a lot of commodity production factories, which produce accessories, household items, kitchen stuffs and hardware parts' prices that are very cheap. (Wtojob.com 2013)

Although China is still a developing country, China's science and technology can reach the world advanced level. Chinese production of machinery and equipment are welcome by the most countries, and the Chinese manufacturing has become an essential commodity in the world market. Chinese factories have the ability to carry out large-scale production, high efficiency, and the quality is high as well. This advantage is also attractive to the foreign businessmen who come to China to seek cooperation chances. (chinaccm.com 2013)

When people try to find business opportunities in China, first city that come to the mind must be Beijing, the capital city. There are thousands of fairs, exhibitions, seminars, meetings that hold in Beijing, each week there could be several events.



1	建材五金	2014第十五届中国国际水泥展览会 (1022人关注)	22250m <sup>2</sup>	2014-4-28	北京   北京市	中国国际展览中心	<a href="#">参展咨询</a>
2	建材五金	2014第八届中国国际墙材展览会 (1284人关注)	22250m <sup>2</sup>	2014-4-28	北京   北京市	中国国际展览中心	<a href="#">参展咨询</a>
3	汽车配件	2014第十三届北京国际汽车展览会 (行业品牌) (1260人关注)	114120m <sup>2</sup>	2014-4-23	北京   北京市	中国国际展览中心 (新)	<a href="#">参展咨询</a>
4	环保水处理	2014中国 (北京) 国际环保、环卫与市政清洗设备 (1483人关注)	21301m <sup>2</sup>	2014-4-14	北京   北京市	北京全国农业展览馆	<a href="#">参展咨询</a>
5	建材五金	2014第十五届中国国际泵、阀门博览会 (1455人关注)	13000m <sup>2</sup>	2014-4-14	北京   北京市	北京全国农业展览馆	<a href="#">参展咨询</a>
6	环保水处理	2014第十五届中国国际给排水水处理展览会 (1579人关注)	13000m <sup>2</sup>	2014-4-14	北京   北京市	北京全国农业展览馆	<a href="#">参展咨询</a>
7	光电技术	2014年中国 (北京) 国际照明展览会暨LED照明技 (1155人关注)	17730m <sup>2</sup>	2014-4-14	北京   北京市	中国国际展览中心	<a href="#">参展咨询</a>
8	机械工业	2014第四届国际泵、清洗设备与水刀机床展览会 (1490人关注)	13000m <sup>2</sup>	2014-4-14	北京   北京市	北京全国农业展览馆	<a href="#">参展咨询</a>
9	建材五金	2014第十五届中国国际管道管件展览会 (1402人关注)	13000m <sup>2</sup>	2014-4-14	北京   北京市	北京全国农业展览馆	<a href="#">参展咨询</a>
10	环保水处理	2014第十五届 (春季) 中国国际脱硫脱硝及除尘技 (1457人关注)	13000m <sup>2</sup>	2014-4-14	北京   北京市	北京全国农业展览馆	<a href="#">参展咨询</a>
11	暖通制冷	2014第二十五届国际制冷、空调、供暖、通风及食 (行业品牌)	114120m <sup>2</sup>	2014-4-9	北京   北京市	中国国际展览中心 (新)	<a href="#">参展咨询</a>
12	美容美发	2014第二十四届北京国际美容化妆品用品博览会 (春) (1035人关注)	4150m <sup>2</sup>	2014-4-8	北京   北京市	中国国际展览中心	<a href="#">参展咨询</a>
13	医疗保健	2014第16届中国 (北京) 国际康复护理产品及老年 (1210人关注)	6000m <sup>2</sup>	2014-4-8	北京   北京市	中国国际展览中心	<a href="#">参展咨询</a>
14	食品饮料	2014第十一届中国国际烘焙展览会 2014中国国际 (1188人关注)	8670m <sup>2</sup>	2014-4-8	北京   北京市	中国国际展览中心	<a href="#">参展咨询</a>
15	医疗保健	2014第十六届中国 (北京) 国际家庭医疗保健器械 (747人关注)	6000m <sup>2</sup>	2014-4-7	北京   北京市	中国国际展览中心	<a href="#">参展咨询</a>
16	孕婴童	2014第十九届京正北京孕婴童产品博览会、京正童 (行业品牌)	114120m <sup>2</sup>	2014-4-2	北京   北京市	中国国际展览中心 (新)	<a href="#">参展咨询</a>
17	体育休闲	2014第九届北京国际温泉泳池沐浴SPA展览会 (1472人关注)	8670m <sup>2</sup>	2014-4-1	北京   北京市	中国国际展览中心	<a href="#">参展咨询</a>

GRAPH 5. Fairs in Beijing in April 2014 (E-Exhibiton 2013)

In the graph 5's schedule, it is clear to see 17 fairs are going to be held in April. The topics involve building materials, cycling accessories, water treatment, optical technology, industrial machinery, refrigeration, beauty, health care, food, pregnancy and infant products and sports products.

The graph also shows the large scales of the fairs. Participate in these events can examine the local market demand and potential. Through the exhibition to all the world's peers are to come together, you can obviously feel the enterprise development space and market space, to understand the market potential of their products.

Through the exhibition period and extensive contact your local dealer, to find a suitable partner. Participate in the show is nothing more than two kinds of people, one is to sell products, and the other is to find products, through the exhibition of this fair, open platform that can be very easy to implement both the docking. (Beijing exhibition net 2013)

### 3.3 Attractions for tourists

For most tourists, traveling in China is an exciting thing. Most of them would try their best to experience typical life, delicious food, traditional sightseeing as much as they can. No matter what kind of travel package that organized for foreigners, the organizer should find best destination and programs for the customers.

Beijing is the heart of China, is the first stop of tourists to China, Beijing has been China's political, economic and cultural center, it has more than 3000 years of history and 860 years history as the capital city. Numerous historic royal building, gives it incomparable charm, is not only one of the best cities in China, but also one of the best cities in the world. On the other hand, as the host city of the 2008 Olympic Games, this oriental ancient city introduced her to the world of fashion charm. ( Zhang & Wang 2010)

In Beijing, the Forbidden City is the place that tourists have to visit: magnificent Forbidden City is the world's largest and best preserved imperial palace complex. It has more than 9,999 rooms; if a person living in a different room every day until death he or she could not finish all the rooms. Forbidden City, an ancient Chinese imperial residence, its majesty and spirit still exists. Forbidden City is surrounded by six meter deep moat and a ten meter high wall. In the past five centuries, this palace was the country's administrative center. (youbian.com 2013)

Great Wall of China is "one of the eight wonders of the world", and enlisted in the World Heritage List and this huge wall was built to keep the aggressors out and to protect its residents. It has more than two thousand years history. It stretches from Shanhaiguan in the east to Jiayuguan across five provinces, looks like a giant dragon across deserts, grasslands and mountains. (Chen 2012)

Solemn Tiananmen Square is the world's largest central city square, which is not only the

city's symbol, also on behalf of the whole of China. China, covers an area of 9.6 million square kilometers, the size of Tiananmen Square is 960 square kilometers. Tiananmen Square is surrounded by a lot of bust buildings, such as the Great Hall of the People, Mao Zedong Memorial Hall, People's Heroes Monument and National Museum. (Chen 2012)

Beijing is the capital of several dynasties. Therefore, in addition to the spectacular palace, it also has the most luxurious royal garden, preserved Summer Palace, an area of 727 acres, the elegant Beihai Park and the Summer Palace which was destroyed. On the other hand, Beijing has kept the tombs of Emperor. The Tomb as one of the most majestic mausoleum is open to visitors now. (Chen 2012)

### **3.4 Travel tips**

In China, not everyone can speak English; the majority of young people can only speak simple English. Many times, in the dialogue, please try to use Chinese. For example: Hello, thank you, checkout, toilets, subway and other commonly used words, to master these simple common words can make your trip in China more convenient and simpler.

Chinese restaurants health and dirty are “mixed”, therefore tourists should be carefully selected restaurant for dinner. Even the restaurant cooking good food, the Europe’s stomach may not be able to adapt; street snacks are even unsanitary. So a little antibiotic to deal with gastrointestinal disease is very necessary. In any case, we must be patient to adjust, and enjoy some downright Chinese meals. Of course, some dishes, such as Beijing roast duck, hot pot, are the best food that you must have. (BIGear 2013)

Beijing’s air pollution is an unbearable fact; more or less endangering human health. Be sure to bring enough lotions and eye drops, especially those accustomed to wearing contact lenses, because in a polluted environment, the skin and the eyes often feel dry. (Baidu

Searching Engine 2013)

If you do not speak Chinese, then be sure to print some useful Chinese words about where you want to go and show the paper to the driver in advance. Most taxi drivers do not speak English, and Beijing is large, so use Chinese to describe where you are going will be a great challenge for all the foreign tourists. (Baidu Searching Engine 2013)

Some taxi drivers will tell you the price, especially late at night. If they do not turn on the meter, change to another taxi. Pay the amount shown on the meter plus an additional two or three yuan for fuel surcharges. In Beijing, a taxi is the most expensive way to travel. For those tourists who want to save money, the subway will be a very good choice. Of course, the public transportation system is also very cheap, but for foreigners who do not speak Chinese, it is very difficult to read the maps. (Baidu Searching Engine 2013)

Now, many Chinese people like dogs. However, in Beijing, the dog is not so common, so the sidewalks became man's best friend urine place. Do not be neglected of your feet; otherwise you will be upset for whole day. In addition, pay attention to traffic; most pedestrians do not care about traffic rules. (BIGear 2013)

In China, the public toilets is not the West style that can make people feel comfortable, and it is very necessary to remember to take some toilet paper because most of time, there will not be any toilet paper in the toilets. However, no toilet paper in a public toilet is a normal thing; the best way is to carry a packet of tissues. Meanwhile, there is no toilet paper towels and soap, so a hand sanitizer is needed as well. Final point is that squat toilets without a door are very common in China. (BIGear 2013)

Shopping in Beijing is very interesting since there is variety of markets, we must not be afraid to bargain. In accordance with the owner's bid, directly take 80 percent out then tell the seller your price. Normally, a good way to bargain is give seller a very low price. If they say no, then directly walk away; most cases, they will ask you to come back and

continue bargain based on your price. (Baidu Searching Engine 2013)

There is some basic etiquette need attention by those who will travel to China for business cooperation. First, table manners are very important in China. Dining in a restaurant people should avoid talking about illness, death or unfortunate events, in Chinese culture, these topics are unlucky. While eating people usually do not talk about business. If possible, invite the partner after they treat you. (Fox 2008)

The first meeting with business partners needs to be very serious, formally introduce to each other is normal, Chinese people usually with a slight nod or bow when greeting, handshake is also very common and appropriate. In the first meeting, be sure to prepare enough business cards, the best way is one side in English, one side in Chinese. (Fox 2008)

Business meetings needs to be booked in advance, partners must come on time or a little bit earlier. When you exchange the business cards to each other, you should keep each finger close together, thumb tucked business cards right light, so that the other can easy to take. When handing the customer the business card put the text direction towards the customers. In China, get your hands when you pick up cards, when you get a card gently read out the names of each other to make each other confirmation; if mispronounced, please remember to say sorry. (Fox 2008)

When introducing others at first meet, generally you should introduce a lower status, and then introduce a higher capacity one such as firstly introducing the host, then the guests; introduce lower positions then introduced the higher positions; introduce men, then the ladies etc. (Fox, 2008)

In Chinese etiquette, how to take your seat is important in the dinner, because in Chinese culture the seats are divided into "seat of honor" and "lower seat". The seats far away from the entrance mostly are the "seat of honor" and the seats near the entrance are "lower seat". As a guest you should follow the host, the host might invite the important guests to sit on

the "seat of honor", but most times, the oldest people has the right to sit there. Moreover whether you enter the reception room, office or customer home, do not sit in attendance. Chinese people are very focused on etiquette; gift giving is very important, but also ritualized. The value of the gift should not be too high; otherwise it would embarrass a Chinese person. The difference between Chinese culture and Western culture is that Chinese people refuses to accept a gift several times firstly, so the giver must adhere until the Chinese people accept. (China tourism news 2013)

Chinese etiquette is deep, complex and unique; we need to learn in practice slowly. China is an ancient civilization, has a long history and deep culture background, in many ways Chinese people are unlike Western people, they have their own way. Foreign businessmen who come to China for business must learn some Chinese traditions in advance; try to understand Chinese business special habits. Of course, China is a progressive country; China has learned many Western countries' business etiquette, in general, foreign investors in China will not feel uncomfortable and embarrassed.

## **4 HOW TO PLAN A TRIP**

Tourism planning is relying on creative thinking, integration of tourism resources, environment, transport and market; it is an optimal combination of tourism industry development goals creative process. To plan a trip, we must first have clear and specific goals for the project, product content, theme brand, business model, thus forming a unique tourism products, or to enhance the tourism product and continuation of the old vitality, or construct an effective marketing programs, and to promote tourism in the near future to get a good economic and social benefits. Tourism planning must be innovative, operability. To start planning, it is necessary to do a deep research, accurate market positioning, positioning theme, positioning image, establish the core attraction; fitting resources and markets, forming an attractive product for performance. (Jiang & Liu 2008)

### **4.1 Elements in a travel plan**

The aim of the travel plan is the first thing that the planner must think about. No matter the plan is for young people, family, senior people or any other target customers. Different customer groups have different requirements, so the travel plans are also with vary aims. For example, the business travel plan must consider the businessmen's special needs, such as business class ticket, high star level hotel with meeting room and so on. (Ouyang 2005)

The travel route planning is a core element to attract guests attending your tour product, so the planner needs to focus on every single detail in the package. For route planning, the planner must first ensure that guests can clearly see every aspect of your product. Since the aim of the travel plan has been made at the beginning, the route should also work for the same aim. The destinations must be attractive to the tourists, and the route should connect the different destinations, and arrange the different programs conveniently for tourists,

while allowing tourists not to waste time and money. (Ouyang 2005)

Transportation, accommodation and entertainments are necessary parts in the planning part. Before starting a trip, the planners must clear all the details; first step could be ensuring a safe and fast transportation to help visitors reach their destinations. In this step, most of the time the aircraft and trains are preferred. Upon arrival, a car or a minivan can continue to provide services for tourists. What also important is the accommodation and catering, accommodation and catering affect tourists' feeling during entire trip. Good food and good hotel environment provides a good impression to visitors in a few days during the trip and good accommodation can also make tourists full of energy during the traveling time. (Scaglia 2010)

Key stakeholders are the supports for a successful travel plan; stakeholders are providing services in the different aspects of a project. As different industries work together for a same project then a complete project can be made by them. In that case, a good planner must have the ability to enable integration of different parts and make a plan suits for each part. (Cooper, Wanhill, Fletcher, Gilbert & Fyall 2010)

The policy and rules are must also be considered. After the planner has defined the travel aim and target customer, then policy study becomes important. (Ouyang 2005)

If the trip is going abroad, visa, insurance and sometimes invitation are needed before the journey. A good planner must be able to solve all those needed requirements, and help the customers get those important papers. On the other hand, not only the official policy, also some rules can affect the trip. Before going to an unknown country, all the tourists must learn something about the culture and traditions of the destination, it could be nicer if the planner can provide that information to the customers. If the trip is just domestic, also some parts need to be cleared before the trip. Such as the special needs in the hotel, youth tickets for the customers, special meals during the trip and many other trivial problems must be planned for. (Ouyang 2005)



## **4.2 The case for Kokkolan Matkatoimisto**

Firstly the destination is clear in this project; it is a business trip to China for the local businessmen to seek opportunities and cooperation.

Kokkolan Matkatoimisto was hoping to find a local travel agency in China, and for this, an agency in Beijing agreed to offer their services to the Finnish business group in April 2014. In that case, Kokkolan Matkatoimisto would take responsibility of the customer territory's itinerary in Finland, including transportation and departure from Helsinki to China, if that is possible, preferably an accompanying guide would be nice. During this process, the airplane tickets, insurance should be issued by Kokkolan Matkatoimisto.

Since the travel agency in China will provide everything that the customers need while they travel in China, Kokkolan Matkatoimisto do not need to offer any actual service in that part of the journey. The service that the Chinese travel agency will provide will be explained in the following chapter.

The last task for the Chinese travel agency is to send customers to the airport and help them with the check-in and baggage. When customer return to Finland, the responsibility has shifted back to Kokkolan Matkatoimisto, if it is needed, Kokkolan Matkatoimisto should arrange transportation to the customer and collect their feedback afterwards.

## **5 BUSINESS TRAVEL PACKAGE PLAN**

Business travel has a very large potential for development, and it includes both business and tourism, which not only build up cooperation between different companies and provide opportunities, but they can promote tourism industry. (Wang 2007)

For western businessmen, China is a huge business object where merchants can find partners, business inspiration, and a lot of purchasing power. Meanwhile, for tourists, China is a beautiful country with a rich history, resources and natural landscape. China's culture, architecture, traditions, culture are very different from the Western countries and Western tourists come to China to personally see the charm of Eastern countries. (Yeoman 2008)

The author believes that a business travel package from Kokkola to China is a very good concept; it can show the business opportunities to the local businessmen in Kokkola and also give them a chance to travel in China to see the beautiful city while finding business.

The schedule of business travel package that was made for Kokkolan Matkatoimisto is a preparatory schedule since most details cannot be made at current time. Since there is yet no information about the customer, no specific number of the group size, this causes that there can be no exact schedule and price cannot yet be given by the partner travel agency, Beijing Golden International Service CO, LTD. The rule is whenever Kokkolan Matkatoimisto confirm the package; the Beijing Golden International Service CO, LTD will arrange all the service.

### **5.1 Cooperation in China**

For foreign tourists, traveling to China is a challenging thing. For the travel agencies who send tourists to China, to set up a partnership with local Chinese companies is very important. This is not only to ensure the plan goes well, but also to ensure the tours in China have professionals responsible for everything. (Walker & Walker 2012)



GRAPH 6. Logo of Beijing Golden International Service CO, LTD (Beijing Golden International Service CO, LTD 2013)

Beijing Gold International Travel Service Co., Ltd. is approved by the National Tourism Administration for the record, the Beijing Municipal Tourism Bureau registration, Trade and Industry Bureau, and operates mainly in Beijing to travel agency and related operations; the license number is L-BJ-00676. (Beijing Golden International Service CO, LTD 2013)

Beijing Gold International Travel Service Co., Ltd is dedicated to domestic counterparts, by providing comprehensive, high-quality reception lines: individual travel, the group travel, Beijing local tour, Beijing-Connection Tour, Business Travel, Beijing hotel reservations, special ticket booking, tour guide service and professional cars, commercial vehicles, such as full Beijing hospitality related businesses. (Beijing Golden International Service CO, LTD 2013)

The company has advanced management mode, excellent service quality; improved operational processes, powerful ticketing ability to make every effort to provide premium services for the majority of peers. The address of the company is: China, Beijing Dongcheng district, Chaonei street no.288 Kaidehuaxi room 333. The post code is 100011. Email to Miss Yang, the address is 363908800@qq.com (Beijing Golden International

Service CO, LTD 2013)



**金杯**  
准乘：11人  
市内价：电询



**奔驰面包**  
准乘：15人  
市内价：电询



**小金龙**  
准乘：21人  
市内价：电询



**丰田考斯特**  
准乘：21人  
市内价：电询



**中金龙**  
准乘：32人  
市内价：电询



**大金龙**  
准乘：49人  
市内价：电询

GRAPH 7. The vehicles that can be provided by Beijing Golden International Service CO, LTD (Beijing Golden International Service CO, LTD 2013)

Beijing Golden International Service CO, LTD can provide a variety of different models of vehicles to the different sizes of groups. On the other hand, the drivers and tour guides are also an essential matter. The company can provide professional English speaking guide and driver who has a good driving record. (Beijing Golden International Service CO, LTD 2013)

A comfortable, clean hotel is also important; a four-star or five-star hotel's double room will be included in the service also and the location of the hotel will be in the good position of the city, such as the city center or nearby the exhibition center. (Beijing Golden International Service CO, LTD 2013)

## 5.2 Business travel package preparatory schedule

The table below shows a preparatory schedule for this business travel package, although the schedule is not the very final one, it shows all the things that tourists can do, all the programs are optional and changeable.

TABLE 1. Preparatory schedule

Date	Schedule	Meal L:lunch B:breakfast	Hotel
D1	<p>According to flight schedules, our bus picks us up at the Beijing Capital Airport around 8am, and then we start our journey from Tiananmen Square. We walk around the magnificent buildings on the square, if you're interested, you can also visit the Chairman Mao Memorial Hall. Then we visit the world's largest palace complex - the Forbidden City, from the Meridian Gate in, along the central axis Tour Hall of Supreme Harmony, Palace of Heavenly Purity, Imperial Garden and many other beautiful small palaces. It would be really interesting to discover the forbidden palace and uncover the mystery of the Ming and Qing dynasties.</p> <p>After the trip of Forbidden City, the bus will wait for us at the exit gate and we will go to our hotel then check in, take a break. If you still have energy, you can walk out of the hotel; see the general life of Chinese people.</p>	L	Yes

(Continues)

TABLE 1. (Continues)

<b>D2</b>	At 8am, we meet at the hotel lobby, and then we go to China international exhibition center.	<b>B+L</b>	<b>Yes</b>
<b>D3</b>	<p>After breakfast, we go to visit the world's largest ancient imperial worship buildings - the Temple of Heaven Park. The Temple of Heaven is where the Ming and Qing dynasties held heaven worship places, here you can see three amazing acoustic phenomena, you will realize how amazing the worship in the ancient time was as well as <del>and</del> feudal sacrificial rituals that are spectacular!</p> <p>In the afternoon we visit the world's largest and most beautiful imperial garden - the Summer Palace, enjoy the blue waves of the Kunming Lake and "long life" of Longevity.</p>	<b>B+L</b>	<b>Yes</b>
<b>D4</b>	<p>Free morning</p> <p>At 12:30, we drive to the Capital Museum. Here you will see many antique places with thousands of years of history, everything stands the splendid Chinese culture, there are handicrafts, clothing, weapons, ceramics, fine art and other cultural furnishings. You will learn how smart the Chinese were and how the history worked.</p> <p>Around 4pm we go to visit the famous WangFu street, to see the traditional local snacks and shops</p> <p>In the evening, we will go the theater acrobatic performance or Kung Fu show</p>	<b>B+L</b>	<b>Yes</b>

(Continues)

TABLE 1 (Continues)

<b>D5</b>	Free day	<b>B</b>	<b>Yes</b>
<b>D6</b>	<p>At 7am the group gather at the hotel we will start our journey to the Great Wall;</p> <p>Approximately 9.30am, we aboard the majestic Great Wall at Badaling. We will walk the 888 meters of the Great Wall and see the beautiful landscape.</p> <p>After the trip of the Great Wall, we will visit the Olympic Park, here is 08 Olympic venues, "Bird's Nest", dreamy blue water swimming pool "Water Cube", you can enjoy and get off to take pictures.</p>	<b>B+L</b>	<b>Yes</b>
<b>D7</b>	At 6am we drive to the Capital Airport. End of a pleasant trip to Beijing, go back to home sweet home!	<b>B</b>	/

Since this is a business travel package, there are not quite many sightseeing programs, at the second day, all the tourists visit the fair, there are 4 different topics fairs in the China International Exhibition Center. In the following days, there is some free time for the tourists, they can continue talk to the potential business partner or have some own programs.

Anyway, if it is needed, everything in the preparatory schedule can be adjusted. The thing that we must do is informing the Chinese agency 10 days in advance.

### 5.3 Pricing

Below is a quoted price table given by Beijing Gold International Travel Service Co., Ltd.

TABLE 2. The first service price provided by Beijing Golden International Service CO,LTD (Beijing Golden International Service CO, LTD 2013)

<b>Service &amp; price</b>	Comprehensive Price: <b>2857 yuan / person (group of 11 person)</b>
	Tickets: Included first admission ticket
	Total: 370 yuan / person
	Guide: Professional English speaking tour guide services.
	Total: 300 yuan / person
	Transportation: Air conditioning coach ((contain the gasoline costs and a driver)
	Total: 737 yuan / person
	Meal: Six breakfasts and five lunches.
	Total: 250 yuan / person
	Hotel: Four-star or five-star hotel, double room.
	Total: 1200 yuan / person.

According to today's (17.09.2013) exchange rate, 1 euro (European currency) = 8.14 yuan (Chinese currency). In TABLE 2, it shows 2857 yuan is the total price of all cost that one tourist spend in China for 7 days, it is equal to 351 euro.

The package contains a professional English speaking tour guide, but if a Swedish or Finnish speaking guide is needed, it is possible to switch, but with a higher price.



TABLE 3. The second service price provided by Beijing Golden International Service CO,LTD (Beijing Golden International Service CO, LTD 2013)

<b>Service &amp; price</b>	<p>Guide:</p> <p>Professional English speaking tour guide services.</p> <p style="text-align: right;">600 yuan / 8 hours</p>
	<p>Transportation:</p> <p>Small size of air conditioning coach (for 11 person) and a driver (contain the gasoline costs )</p> <p style="text-align: right;">1500 yuan / 8 hours</p>
	<p>Middle size of air conditioning coach (for 25 person) and a driver (contain the gasoline costs )</p> <p style="text-align: right;">1800 yuan / 8 hours</p>

Because the Beijing Golden International Service CO,LTD is also providing vehicles' rental service and tour guide hiring service, if more vehicles and guides are needed or there is less or more than 11 people coming, the prices are shown in TABLE 3.

As readers can see in chapter 2, the author showed the examples which were found from Kokkolan Matkatoimisto website, there is a standard to write and to show the price information to the customers. Below is a simple example made by the author.



Resans pris

- XXXX eur/person, förutsätter 11 resenärer
- XXXX eur/person, förutsätter 25 resenärer

I priset ingår

- busstransport enligt programmet
- flyg Helsingors - Peking
- .....

GRAPH 8. The example of an advertisement with Kokkolan Matkatoimisto's layout

In graph 8, the price was written as "XXXX", this means the real price for this package will be made by the commissioner company, and also, some detail information will be added when this package become real business and open to the customers.

#### 5.4 Policy that must be noticed

There are 16 different types of visa that Chinese embassies provide. For the tourists, "L" visa is needed. And to get an "L" visa, some material must be submitted to the Consular Section of the Chinese Embassy. The documents are air tickets, hotel bookings reception and other travel orders materials, or units or individuals in China issued the invitation letter. The invitation letter must contain the following: firstly the personal information of the person who is invited (name, gender, date of birth, etc.); secondly, the invitee itinerary information: arrival and departure dates, tourist spots, etc.; thirdly the sponsoring

organization or person information: the name of the sponsoring organization or person name, phone number, address, official seal, signed by the legal representative or other person who invited. (chineseembassy 2013)

The insurance is also important and need agencies' attention. In this travel plan, the Chinese travel agency provides traveling liability insurance, which means the customers only get reparation when some really heavy and big accident happens, vehicles are also having China's vehicle-related insurance, drivers and tour guides also have insurance. However, the Chinese travel agency does not provide accident insurance for tourists and other personal insurance. If visitors need, they have to buy their own insurance. (Beijing Golden International Service CO, LTD 2013)

There is an agreement between the author and Beijing Golden International Service CO, LTD: the latest confirmation must be 10 days before the departure. On the other hand, Beijing Golden International Service CO, LTD promised that they will not only be able to provide business travel package service, but also will be glad to offer more service to Kokkolan Matkatoimisto, such as family travel, honeymoon, adventure travel package and so on. Also, any special requirements could be accepted if Beijing Golden International Service CO, LTD can offer.

A contract is necessary to both Kokkolan Matkatoimiso and Beijing Golden International Service CO, LTD, but the contract is not in a hurry, it is accepted by Beijing Golden International Service CO, LTD already if the contract can be signed after the first cooperation.

## 6 CONCLUSION AND DISCUSSION

Business travel is one segments of the tourism industry concept. It is mainly related to transportation, relocation, accommodation, sporting events, cultural activities and restaurants or catering industry banquets. In recent years, business travel is one of the fastest growing tourism projects, with its development, the world has become an important part of the tourism market, but there is still great potential for development.

Business travel is a new tourism project, developing very rapidly, but there is a variety of perspectives on the definition for business tourism industry. By World Tourism Organization, business travel is defined as: "for commercial purposes, people arrive and stay in the activities of non-residence." Source here for a direct quote. Early studies suggest that: "Business Travel called business tourism is a business for the purpose of the business operations and trips to explore a combination of forms of tourism." (Wang 2007)

For western countries, people learn about China from the media, that impression is quite different compared to a daily exposure to a Chinese or living in China for a period. The people who have visited China can bring back a real picture of China. A lot of people are curious about China, hoping to come to China and experience it. For those who want to see what a real China is, no matter which city will be able to give them beautiful memories, no matter which city can let them to experience a definitely different life than they used to have. For those who want to come to China to seek business opportunities, Beijing, Shanghai, Guangzhou, Shenzhen and many other international cities will be able to give them a lot of business opportunities. (China tourism news 2013)

Since the topic of this thesis is focused on the business travel, most analysis is about the current business travel situation. More and more businessmen are coming to China to seek business opportunities and there is more and more business exhibitions, fairs, seminars and

other kinds of events held in China. Although only Beijing was concerned in this thesis, it does not mean there is no chance in other cities.

Although China has become more and more foreign businessmen's destination, but due to cultural, language, traditions and other aspects of the different causes most foreigners do not know how to come to China to seek business opportunities, also do not know how to cooperate with the Chinese people.

In this thesis, some of the questions and problem about business manners were solved and few travel tips were given. The author does hope those information can help the reader to get a basic view of travelling to China.

As a Chinese student who has been studying in Finland for almost 4 years, the author hopes that a good, trusted relationship can be built up between Kokkolan Matkatoimisto and Beijing Golden International Service CO, LTD, and the author is also willing to help with any work during the cooperation.

The author wishes for a nice cooperation between Kokkolan Matkatoimisto and Beijing Golden International Service CO, LTD; and also for a good relationship between Finnish businessmen and Chinese businessmen.

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