Case Study of Tianjin

Presentation by Dr Roger Carter to the Technical Workshop: “UNWTO – WTCF City Tourism Performance Research”
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Position in North Eastern China
Tianjin: key facts

• Population of 15.5 million
• 60% urban, 40% rural
• China’s fourth largest urban area after Shanghai, Beijing and Guangzhou.
• One of four city municipalities in China controlled directly by central government
• The most important industrial city in northern China.
• Heavy industry about 80% to the total industrial output
• Well developed transport infrastructure – road, rail, port, airport
Tourism performance amongst Chinese cities

- 3rd in domestic tourism revenues
- 6th in domestic tourist arrivals
- 8th in inbound tourism revenues
- 9th in inbound tourist arrivals
- 10th in the growth of inbound arrivals

Source: World Tourism Cities Federation (WTCF)  
*Tourism Cities Development Report, 2015*
## Tourism performance

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2010</th>
<th>2015</th>
<th>Av. annual growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Domestic tourism</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arrivals (000s)</td>
<td>50,134</td>
<td>92,065</td>
<td>170,000</td>
<td>12.9</td>
</tr>
<tr>
<td>Revenues (CNY million)</td>
<td>54,198</td>
<td>115,190</td>
<td>258,800</td>
<td>16.3</td>
</tr>
<tr>
<td><strong>Inbound tourism</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arrivals (000s)</td>
<td>740</td>
<td>1,660</td>
<td>3,260</td>
<td>17.5</td>
</tr>
<tr>
<td>Revenues (CNY million)</td>
<td>509</td>
<td>1,420</td>
<td>3,298</td>
<td>22.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arrivals (000s)</td>
<td>50,874</td>
<td>93,725</td>
<td>173,260</td>
<td>13.0</td>
</tr>
<tr>
<td>Revenues (CNY million)</td>
<td>58,423</td>
<td>124,840</td>
<td>279,425</td>
<td>16.4</td>
</tr>
</tbody>
</table>
## Tourism resources compared

<table>
<thead>
<tr>
<th></th>
<th>Tianjin</th>
<th>Beijing</th>
<th>Shanghai</th>
<th>Chongqing</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-grade tourist attractions</td>
<td>112</td>
<td>235</td>
<td>98</td>
<td>198</td>
</tr>
<tr>
<td>5A-grade tourist attractions</td>
<td>2</td>
<td>8</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Starred hotels</td>
<td>97</td>
<td>527</td>
<td>247</td>
<td>232</td>
</tr>
<tr>
<td>Five-star hotels</td>
<td>15</td>
<td>64</td>
<td>68</td>
<td>27</td>
</tr>
<tr>
<td>Travel agencies</td>
<td>427</td>
<td>1,847</td>
<td>1,276</td>
<td>587</td>
</tr>
<tr>
<td>Outbound travel agencies</td>
<td>43</td>
<td>590</td>
<td>134</td>
<td>73</td>
</tr>
<tr>
<td>“National tourism resort destination”</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>1</td>
</tr>
<tr>
<td>“Agricultural and rural tourism demonstration county”</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>“Agricultural and rural tourism demonstration site”</td>
<td>20</td>
<td>21</td>
<td>19</td>
<td>23</td>
</tr>
<tr>
<td>“National ecological tourism demonstration zones”</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>“National MICE demonstration zones”</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

- In 2005, there were just 28 A-grade tourist attractions in Tianjin
- 39 were added by 2010
- 55 more over the following five years
- Now 112 A-grade tourist attractions, including 2 5A attractions, 33 of 4A standard and 51 of 3A standard
Cultural attractions

- Five Great Avenues or WuDaDao
- Ancient Culture Street, including the Tianhou ‘Queen of Heaven’ Palace
- Courtyard of the Shi Family in the Yangliuqing Ancient Town
- Tianjin Folklore Museum
- The Tianjin Old City Museum
- Tianjin Natural History Museum
- The Dule Temple
- Huangyaguan Great Wall
Natural environment attractions

• Mount Panshan – a large area of scenic beauty and historic interest
• The Baxian Mountain National Nature Reserve
• Li Mutai Scenic Spot
Modern attractions

- Tianjin Binhai Aircraft Carrier Theme Park
- Tianjin Haichang Polar Ocean World
- The Haihe River Bund - public leisure park
- The Tianjin Eye
- Aqua Magic Water Park
Other attractions

- Factory visits – 14 manufacturers
- Hometown of Opera
- Crosstalk – comedy entertainment
- Tianjin cuisine
- Local handicrafts
- More than 100 tourism events each year
Regeneration (for tourism)

- Renovation of two World Heritage sites
- 100-kilometre stretch of the Grand Canal
- Renovation of Tianjin section of Great Wall
- Conservation of the WuDaDao area as proposed World Heritage Site – many historic buildings restored
- River cleaned, riverbanks transformed
- Cultural attractions and events revived, including the ‘Ancient Culture Street’
Tianjin Municipal Tourism Administration

- Employs more than 90 people - 50% in administration
- Marketing budget for 2016 was CNY 70 million
- Has no formal mechanism/structure for working with the private sector
- Performance management the responsibility of a new central department within city government
- Visitor satisfaction survey is undertaken annually
- Tourism Development Fund of CNY 100 million a year.
Districts have tourism responsibilities

- **Heping District** - CBD, shopping centres, WuDaDao
- **Nankai** – Ancient culture Street, Temple of the Sea Goddess
- **Xiqing** – exhibition centres, botanical garden, big shopping mall, festivals, martial arts, Yangliuqing Ancient Town, canal renovation
## Targets for growth
### 13th Five Year plan, 2015–2020

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2015</th>
<th>2020</th>
<th>Av. annual growth (%) 2015–2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inbound tourist arrivals (x 1,000)</td>
<td>3,260</td>
<td>3,700</td>
<td>3</td>
</tr>
<tr>
<td>Foreign exchange earnings (CNY million)</td>
<td>3,298</td>
<td>4,000</td>
<td>4</td>
</tr>
<tr>
<td>Domestic tourist arrivals (x 1,000)</td>
<td>170,000</td>
<td>250,000</td>
<td>8</td>
</tr>
<tr>
<td>Internal revenues (CNY million)</td>
<td>2,591</td>
<td>4,250</td>
<td>10</td>
</tr>
<tr>
<td>Total tourist arrivals (x 1,000)</td>
<td>173,298</td>
<td>253,700</td>
<td>8</td>
</tr>
<tr>
<td>Total revenues from tourism (CNY million)</td>
<td>279,425</td>
<td>450,000</td>
<td>10</td>
</tr>
</tbody>
</table>
Primary constraints on growth

• Limited collaboration between sectors, reducing potential for integrated tourism products
• Capacity and range of accommodation
• Limited night/evening entertainment
Requirements for growth - secondary

- Enhancing the city’s brand image
- A greater choice of cuisine, notably local specialities
- Diversifying and improving local transportation services
- Improving tourist information systems
- New legislation to ensure optimum safety and security for tourists;
- Developing more targeted marketing through better market research
- Improving information delivery systems by expanding and diversifying social media channels
Tourism cooperation between Beijing, Tianjin and Hebei

Work programme 2014–2016

• Plan for regional tourism integration, including …
• A joint marketing plan, followed by joint marketing activity
• Harmonized standards, including signposting and medical provision for visitors
• Improved train services between the cities
Tourism cooperation between Beijing, Tianjin and Hebei

Work programme 2016–2018

• Quality improvement and integration, to ensure more cohesive, attractive tourism offers – both upgrading of existing tourism products and services and the development of innovative new facilities, products and services

• Generation of new tourism markets for the wider Beijing-Tianjin-Hebei region, through an expanded joint marketing and advertising plan/programme
Tourism cooperation between Beijing, Tianjin and Hebei
Work programme 2016–2018

The expanded joint marketing and advertising plan/programme includes:

• Creation of a suitable tourism brand image for the region
• Promotion of boutique products and routes
• Establishment of pilot projects on a cooperative basis
• Rapid development of information networks and Internet connectivity across the region
• Organisation of large-scale events in the region.
Tourism cooperation between Beijing, Tianjin and Hebei

Work programme 2016–2018

Other areas of cooperation include:

• Optimisation of the transportation system among the three provinces
• Improve facilities for the self-drive market
• Improved sharing of big data related to tourism
• Improved tourism quality controls and standards
• Enhancing emergency response systems
• Implementation and evaluation structures and systems.
The Foreign concession areas
Cultural case study 1 - WuDaDao

A hundred years experiences of WuDa Dao

Proposed World Heritage Site
Cultural case study 1 - WuDaDao

- 3000 original buildings
- 800 have been restored
- Controls on design of new buildings
Cultural case study 1 - WuDaDao

- Excellent interpretation centre
- Audio-tour
Cultural case study 2 - Ancient Culture Street

- Pedestrian business street, built in traditional style, opened in 1986
- Historic Tianhou Palace is at the centre of the street - a temple dedicated to the Chinese Sea Goddess Mazu, now a folk museum,
- Nearly a hundred enterprises along the street, including a gallery of traditional painting, clay sculpture studio, local arts and crafts, including calligraphy, double-sided embroidery, jade carvings, art ceramics and traditional goods such as dusters and shoes.
Cultural case study 2 - Ancient Culture Street
Cultural case study 3 - Yangliuqing Ancient Town

- Within a ‘recreation belt’ being developed along the Grand Canal, with three themes: folk culture, floral and environment
- Core attraction is the Shi Mansion, the large home of a trading merchant, covering 6,080 square metres
- Now the Yangliuqing Folk Customs Museum, displaying folk art and customs of Tianjin, including Yangliuqing New Year paintings
- Nearly CNY 10 billion will be invested in reconstructing and improving the town to turn it into a complete 5A-rated tourism destination
In conclusion

• Some final thoughts on Tianjin’s opportunities and challenges

• Thanks to UNWTO, WTCF and Tianjin Tourism Bureau
Thank you for your attention!

联系方式

Dr Roger Carter
RogerCarter@team-tourism.com
+44 7932 739 453
www.team-tourism.com