

A Glimpse at Chinese Tourists & Students

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Introducing

Edinburgh Institute (EI)

Dedicated to improving leadership and management through practice-based learning for companies at all sizes.

Destination Leaders Programme (DLP)

Provides an opportunity to build a new leadership model for Scottish tourism

Seeking to position Scottish regions as world leading tourism destinations

English as a Foreign Language (EFL)

Pre-sessional and short courses for the University

Approx. 500 Chinese students each year



DLP visit to Amsterdam 2014



HKU Festive Summer School at ENU in 2015

What Attracts Chinese Tourists to Edinburgh?

1. UNESCO World Heritage Site:
Unique and well-preserved architectures from
17th/18th Century
2. Literature, Beauty and Romance
3. Access to the Highlands
4. Edinburgh Fringe & International Festivals
5. Town of Universities
6. Film Industry/Celebrities' Influence



'One Day' in Edinburgh

Calton Hill

Old College

Arthur's Seat

Royal Mile

Old Town

(World Heritage)

St. Giles Cathedral



'Look for Harry Potter in Edinburgh'

Elephant House

Potter Trial Walking

Tour

Teviot

George Heriot's School

Edinburgh Castle



Edinburgh Napier
UNIVERSITY

Asian Pop singer Jay Chou MV filmed in Edinburgh in 2014



...And
his own
wedding
in 2015!



When Chinese Meet Edinburgh

What Chinese Love Doing

- Major attractions marathon
- Scenic walks to beach/ hills / parks
- Histories/ legends/ tales
- Take pictures everywhere and with every meal*
- Find gifts for families and friends: Scottish/discounted luxury products
- Pub experience
- Scottish cuisine: good service, local, unique experience

What Would Be Nice to Have

- Hot water (for drinking)
- Warm treats (e.g. green tea/instant noodle/chopsticks)
- Longer business opening hours
- Edinburgh night view
- Hot lunch
- Mobile app

When They Come in Groups....

- Queue in Line – not a thing that everyone would do
- Public Courtesy – working on it, not quite there yet
- Service Expectations – through the roof!

The awareness of behavioural correction is rising in China; here in Edinburgh, what can Businesses do to prepare?



2016 Chinese New Year – Year of Monkey



New Year's Eve (Sunday 7th Feb)

- Chinese Feast – e.g. Chicken/fish, dumplings/sweet rice balls
- Stay up until midnight

New Year's Day (Monday 8th Feb)

- Give **Lucky Money Envelope**
- Set **firecrackers**
- Send greetings to families, friends & business contacts (**via cards or personalised txt**)

Lucky Symbols: *Dragon, Bamboo, Red envelop, Red couplings, Pineapple, Peach, etc...*

- Married women visit maiden home on the **2nd Day of New Year**
- House-cleaning is forbidden until the **5th Day of New Year**
- Businesses reopen on the **6th Day of New Year**
- Stay home and avoid travelling on the **7th Day of New Year**



Let's Talk in Chinese !

huān yíng lái dào ài dīng bǎo

Welcome to Edinburgh!

nǐ hǎo

Hello

nín hǎo

Hello (polite)

nǐ de míng zì shì shí me?

What is your name?

wǒ de míng zì shì...

My name is...

xiè xie

Thanks

zài jiàn

Goodbye

xīn nián kuài lè *Happy New Year*

gōng xǐ fā cái *May you have a prosperous New Year!*

