

# NON-EU tourist Project Report on Feasibility study on Assistance for Non-EU Tourists (CHINA) Pilot Project

## Summary

The feasibility study examines the possibility of extending the assistance that the ECC-Net currently offers only to consumers residing in the EU, Norway and Iceland, also to consumers from China visiting the EU for tourism purposes.

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## I. Introduction

The European Commission decided to conduct in 2014 a project on consumer difficulties encountered by Non-EU tourists when visiting destinations in the European Union (EU). The project laid focus on tourists from 7 Non-EU countries<sup>1</sup>.

For the purpose of the Non-EU tourist project, the European Consumer Centres Network (ECC-Net) was asked by the European Commission to examine the feasibility of extending the assistance of the ECC-Net currently offered only to consumers residing in the EU, Norway and Iceland, also to consumers from other countries visiting the EU for tourism purposes.

ECC Luxembourg volunteered to and was appointed to realize this feasibility study on tourists from China.

## II. Methodology

The feasibility study analyses first of all the statistics and developments of Chinese outbound tourism. The aim is to give a general overview of the importance of Chinese tourism to the EU and Luxembourg at present and in the future. Furthermore a main focus of the study is laid on the particularities of the Chinese tourist profile and the challenges which are therefore arising.

In order to realize the feasibility study, ECC Luxembourg has gathered information from national and Chinese stakeholders through meetings, phone conferences, by writing emails and sending a questionnaire provided by the European Commission. The stakeholders presented their different viewpoints and opinions on Chinese tourism as well as on the Non-EU tourist project which were integrated in the feasibility study.

In addition to this, the ECC-Net was asked to provide their experiences with Chinese consumers.

Moreover as China is on the focus of many tourist organizations, numerous studies<sup>234</sup> have been made on Chinese tourism, the Chinese tourist and on how to attract him. These studies have been used to complete and support the information and viewpoints that have been gathered through the contacts and meetings with the stakeholders by ECC Luxembourg.

In combining all the information gathered, ECC Luxembourg further gives its viewpoints and recommendations on a possible implementation of the Non-EU project in relation to Chinese tourists.

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<sup>1</sup> US, Canada, Brazil, Russia, Serbia, Switzerland and China.

<sup>2</sup> Chinavia project was launched in 2012 in collaboration between Wonderful Copenhagen, Göteborg & Co, Stockholm Visitors Board and Helsinki Tourism & Congress bureau. The aim of the project is to gain a deeper insight into the Chinese travel market, the preferences of the modern Chinese travelers and the performance of Scandinavia in serving them.

<sup>3</sup>Tourism Business Portal, Tutorial, How to attract tourists from China?

<sup>4</sup> NBTC Holland Marketing, MarketScan China 2014, The Hague, July 2014.

### III. Chinese Outbound tourism

In order to set a necessary framework the study first stresses the importance of Chinese outbound tourism in the EU and Luxembourg, before focusing on the future developments of Chinese tourism.

#### 1. In the EU

Europe is well known for its historical and cultural heritage and its landscapes and therefore is a popular destination for Chinese tourists.

In 2013, 98 million Chinese tourists made a trip abroad which is a plus of 112% from 2008. However it has to be noted that under the top ten of the most visited outbound travel destinations figure, with the exception of the USA, merely Asian countries. The big three travel destinations are Hong Kong (15.1 million), Macau (8.0 million), and South Korea (3.4 million). Nonetheless Europe, with all it has to offer, ranks very high on the wish-list of Chinese travellers.

Among the leading European destinations figure France (1.3 million), Russia (830.000) and Germany (763.000). Other European countries which are part of the top 25 Chinese international travel destinations are Switzerland (663.000), Austria (356.000), Italy (253.000) and the United Kingdom (207.000). According to the European Travel Commission (ETC) the total number of Chinese tourist arrivals to Europe in 2012 amounts to 5.7 million. This represents 33.4% of long haul travel<sup>5</sup>. The European Travel Commission furthermore estimates that the long haul tourism from China will grow 5.9% per year on average to 2017.

According to ETC Market insights<sup>6</sup>, destination statistics suggest that the average length of stay is 2.1 nights in Germany, 2.0 in France, 1.8 in Czech Republic, 1.6 in Italy, Belgium and the Netherlands and 1.5 in Switzerland<sup>7</sup>.

Especially for the European city tourism sector China is the fastest growing source market segment. Alone in 2011 the bednight volume of Chinese tourists in 27 major European City destinations grew by 30%. The big 3 city destinations in Europe are Paris with 330.000 bednights, London with 262.000 bednights and Rome with 155.000 bednights in 2010<sup>8</sup>.

#### 2. In Luxembourg

As in all of Europe, Chinese tourism has also grown in Luxembourg. Luxembourg is an especially attractive destination for Chinese tourists among others for the following reasons:

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<sup>5</sup> Tourism Business Portal, Tutorial, How to attract tourists from China?

<sup>6</sup> European Travel Commission, Market insights, China, January 2011.

<sup>7</sup> Chinavia, Review of China's Outbound Travel Market 2013, Perspectives for Scandinavian City Tourism, by Wonderful Copenhagen Research and Development.

<sup>8</sup> Chinavia, idem.

- its geographical situation in the center of Europe
- the convenience in reaching the country
- its status as a very safe country
- its wide range of luxury shopping possibilities: Luxembourg not only has all the luxury brands that Chinese tourists are looking for, but also a greater variety of products of the luxury brands and smaller or no queues compared to Paris or other favorite shopping hot spots.

The number of Chinese tourists to Luxembourg has been steadily increasing. As the Chinese government promotes trips to places of historical significance to Chinese communism<sup>9</sup>, Luxembourg has benefited from its geographical proximity to the Karl-Marx-Haus in Trier which is a popular attraction for Chinese tourists.

However as for the whole of Europe there is a doubt on the reliability of the statistics of Chinese tourists, as large numbers are travelling unmonitored across frontiers on multi-country tours<sup>10</sup>. According to the official STATEC<sup>11</sup> statistics the number of bednights of Chinese tourists in Luxembourg increased from 36.352 in 2011 to 43.628 in 2013<sup>12</sup> with an average stay of 1.2 nights. In 2014 an increase of 9 % has been captured so far by Luxembourg's Ministry for Finances. As the official statistics only capture bednights and arrivals, the Chinese Embassy in Luxembourg has estimated that approximately 150.000 Chinese tourists visit Luxembourg per year. Consequently most of the Chinese tourists in Luxembourg are passing through Luxembourg on their multi-country tours. In 2013 approximately 2000 visas have been given to Chinese tourists by Luxembourg's authorities, consequently a far larger number of Chinese tourists have been visiting Luxembourg on a Schengen visa issued in a different country.

Tourism is important to Luxembourg's economy but often underestimated. However the tourism industry in Luxembourg represented 6,5% of the GDP in 2013. As Chinese tourists are the sixth most important group of tourists visiting Luxembourg, behind Belgium, the Netherlands, Germany, France and the UK, Luxembourg's tourist industry has taken special measures to target the Chinese tourists. Websites have been translated into Chinese to make Luxembourg as a destination more visible ([www.visitluxembourg.cn](http://www.visitluxembourg.cn), <http://www.cityshoppingluxembourg.com/cn/>). Furthermore the Luxembourg's Commercial Union provides Chinese tourists with Chinese speaking personal shoppers in order to improve the service offered to the Chinese tourist.

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<sup>9</sup> Chinavia, Review of China's Outbound Travel Market 2013, Perspectives for Scandinavian City Tourism, by Wonderful Copenhagen Research and Development.

<sup>10</sup> Chinavia, idem.

<sup>11</sup> Institut national de la statistique et des études économiques du Grand-Duché du Luxembourg

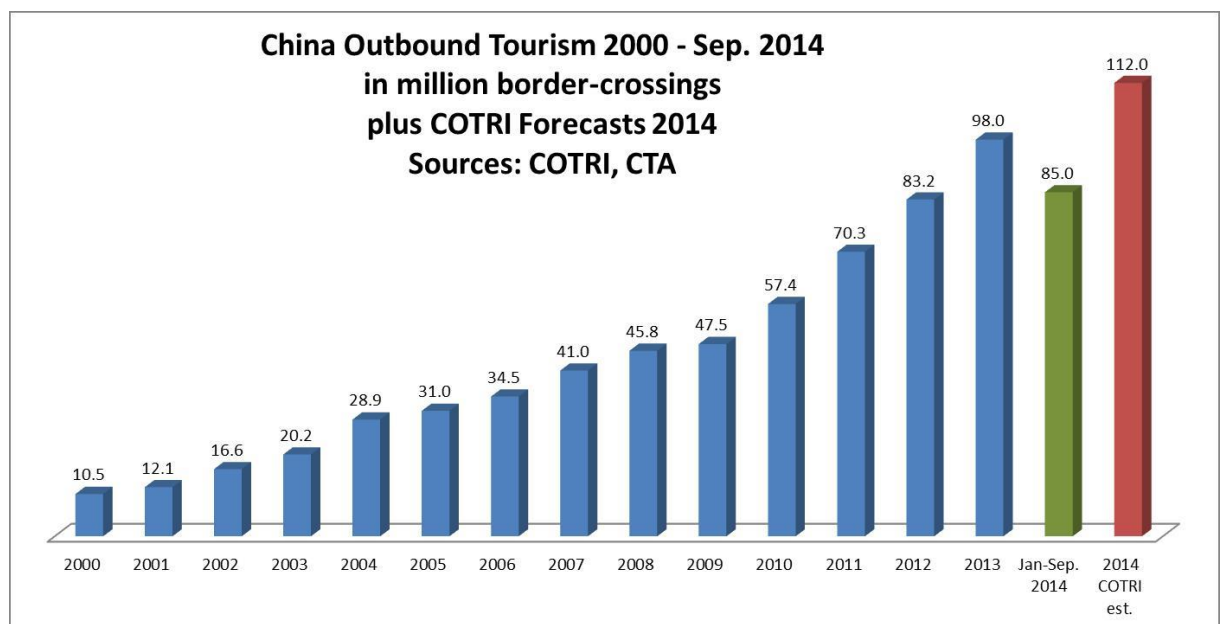
<sup>12</sup>[http://www.statistiques.public.lu/stat/TableViewer/tableView.aspx?ReportId=827&IF\\_Language=fra&MainTheme=4&FldrName=5&RFPPath=19](http://www.statistiques.public.lu/stat/TableViewer/tableView.aspx?ReportId=827&IF_Language=fra&MainTheme=4&FldrName=5&RFPPath=19)

### 3. Future developments in the numbers of Chinese tourists

It has often been said that Chinese economy will continue to grow over the coming years. The International Monetary Fund predicted that China will become the world's largest economy by 2017, however only very recently the IMF stated that China has already overtaken the USA to become the world's largest economy<sup>13</sup>. Paired with the economic growth is the development of Chinese urbanization and the expansion of China's middle class and affluent consumer group. In 15 years the middle class is estimated to reach 800 mio. It is this growing middle class with its increased spending power, time and money for leisure consumption that has been boosting China's outbound travel market and which has caught the interest of the global travel and tourism industry.

China is becoming the biggest source market for global tourism with an average annual growth of 15%. The World Tourism Organization (UNWTO) expected that Chinese outbound trips would reach 100 mio. by 2020, which at the time seemed unrealistically high. However from 2000 to 2013 the number of outbound trips increased already from 10 million to 98 mio<sup>14</sup>.

From January to September 2014, the number of outbound trips amounted to 85 mio, and is estimated by the China Outbound Tourism Research Institute to reach 112 million by the end of the year.



With the expanding middle class, the demand for travel is still young thus Chinese outbound tourism will further grow with 25 million Chinese consumers expected to travel for the first time every year for the next 10 years<sup>15</sup>. In addition to that the

<sup>13</sup> <http://uk.businessinsider.com/china-overtakes-us-as-worlds-largest-economy-2014-10?r=US>

<sup>14</sup> CNTA 2014

<sup>15</sup> Chinavia, Review of China's Outbound Travel Market 2013, Perspectives for Scandinavian City Tourism, by Wonderful Copenhagen Research and Development.

increase of incomes of the middle class has its effect on Chinese tourism expenditure. According to the UNWTO from 2010 until 2013 Chinese expenditure on travel abroad has exploded from 54.9 US\$ billion to 128.6 US\$ billion making China by far the world's largest spender in international tourism.



(image source: <http://www.economist.com/news/international/21601028-how-growing-chinese-middle-class-changing-global-tourism-industry-coming>)

#### IV. Information gathering

In order to realize the feasibility study, ECC Luxembourg has contacted national and Chinese stakeholders, in order to present the Non-EU tourist project and to exchange viewpoints on the matter.

##### 1. National stakeholders

All the relevant national stakeholders have been contacted by email in order to establish a first contact, to give a first presentation and to arrange a meeting. Meetings were then held with the following stakeholders:

1. Luxembourg's Ministry of Economy (Department for Tourism)
2. Chinalux (China-Luxembourg Chamber of Commerce)
3. National Office for Tourism
4. Schengentravel (Luxembourgish Travel Agency for Chinese Tourists)
5. Commercial Union of Luxembourg

Furthermore a phone conference was held with the Luxembourg City Tourist Office.

Finally, the Luxembourgish stakeholders on Chinese territory, the Luxembourgish Embassy in Beijing and the Luxembourgish General Consul in Shanghai were also contacted by email. Thereafter a 45-minute long telephone conference was held with the Luxembourgish General Consul in Shanghai.

For the meetings and interviews ECC Luxembourg prepared a number of different topics for discussion, part of which also figured on the questionnaire provided by the European Commission. The questions to stakeholders related among others to:

- the purchasing behavior of Chinese tourists
- the need for an organization in the EU that handles complaints from Chinese tourists
- the interest of National and Chinese authorities in such an organization
- their measures and campaigns targeting Chinese tourists
- the future development of the travel activity of Chinese tourists
- the existence of a possible language problem

## 2. Chinese Stakeholders

In 2011 the Director of ECC Luxembourg had the possibility to make a presentation on the ECC-Net during a conference in China in relation to consumer advisory in Europe on invitation of the Deutsche Gesellschaft für Internationale Zusammenarbeit in Beijing (GIZ). First contacts with Chinese stakeholders have been established at that point. In September 2013, the Director of ECC Luxembourg already had the opportunity to present the Non-EU tourist project to a number of Chinese stakeholders and to exchange opinions on the matter during a conference on training in consumer protection in Munich. These stakeholders were:

- Mr Zhang, Director of Consumer Guidance Department, Beijing
- Mr Tang, Deputy Secretary-General, Shanghai Consumer Council
- Mr Huang, Deputy Director, Department of Consumer Rights and Interests Protection, State Administration for Industry and Commerce
- Mr Feng, General Secretary, Shenzhen Consumer's Commission

In addition to this ECC Luxembourg contacted the Chinese Embassy in Luxembourg, and was invited to a meeting with the advisor to the Ambassador in China's Embassy in Luxembourg.

For the further information gathering from Chinese stakeholders, ECC Luxembourg decided to send an adapted version of the questionnaire provided by the European Commission to the Chinese stakeholders. As ECC Luxembourg was aware of an existing language problem, the questionnaire was translated into Chinese (Mandarin). Moreover in order to further facilitate the responding to the questionnaire, the questionnaire was transformed into an online questionnaire. Thus the Chinese stakeholders received an e-mail in Chinese presenting the Non-EU project with a link to an online questionnaire in Chinese. The English version of the questionnaire as well as the Chinese translation are attached in Annex 1.

In addition to that ECC Luxembourg was aware of the importance of personal relationships and of establishing personal contacts in China. Therefore ECC Luxembourg addressed the e-mails to specific contacts inside the organizations rather than a general e-mail account. The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) supported and advised ECC Luxembourg in establishing the list of contacts. The stakeholders contacted in China were:

1. Ms PI Xiaolin (皮小林), Deputy Director of the Consumer Guidance Department of CCA.
2. Mr Jiang Tianboa, Director of the Legal Affairs Department, SAIC.
3. Mr Zhang, Director of Consumer Guidance Department, Beijing
4. Mr. Huang Jianhua, Deputy Director, Department of Consumer Rights and Interests Protection, State Administration for Industry and Commerce
5. Mr. Li Yuanguang, Vice Secretary General, China Consumers' Association
6. Mr. Chang Yu , Secretary General of CCA;
7. Mr. Tang Jiansheng, Deputy Secretary-General, Shanghai Consumer Council
8. Mr Wu Aimin, Shenzhen Consumer's Commission.
9. Mr. Feng Nian Wen, Secretary General, Shenzhen Consumer's Commission

Despite all the efforts and a reminder sent to the stakeholders, ECC Luxembourg has only received one filled-out questionnaire in reply.

## **V. The Profile of Chinese tourists in the EU**

In the following sections the focus is laid on the particularities of the Chinese tourist from a cultural and behavioral point of view. It is important to look at these aspects regarding a possible implementation of the Non-EU project. The discussions with the stakeholders and the tourist studies have been used as a basis for the following sections.

### **1. From group tourism to individual tourism**

In the recent years a shift has been noted from group tourism to individual tourism. Even though group tourists are still in the majority, there is a large number of Chinese tourists travelling individually.

The majority of first time travelers visit Europe with an organized group travel. A very popular package is the "10 European countries in 12 days" package where tourists travel by bus from one European country to the next<sup>16</sup>. These travel products are very affordable as the accommodation and the catering range between economical and average prices.

As many Chinese tourists don't have any or a very limited travel experience, group travel is still preferred. It is considered to be the cheapest way, furthermore it also is the most convenient way to experience Europe. On this group travel tours the

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<sup>16</sup> Tourism Business Portal, How to attract Chinese tourists? p.7.

Chinese tourist does not have to go through the visa hassle by himself but the visa application is arranged by the tour operator. The operators can apply for the visas of their customers under the Chinese Approved Destination Status system (ADS). An ADS visa issued by a Schengen country allows the group to travel within the Schengen area on a pre-fixed itinerary. However these visas are only issued to groups of at least 5 persons<sup>17</sup>. In contrast individual tourists have to personally apply for their visas and have to submit their application in person at the Representation of the European destinations in China.

Moreover group travel offers a greater safety to the Chinese tourist as the itinerary is planned by the operator who is responsible for ensuring the smooth running. Furthermore, as for the time being, a large majority of the Chinese tourists do not speak English, an English speaking tour guide thus plays the role of an intermediary to overcome the language barrier.

However due to the increase of income, the segment of affluent travelers who are less price-oriented tourists is continuously rising.

Tourists having been to Europe before with a group are now travelling to Europe for a second time as individual tourists. These tourists are neither satisfied with the stress nor with the limited and low-quality experiences that tour packages have to offer and do not want to spend the majority of their time on a tour bus. These tourists who belong to a younger travel segment often speak foreign languages and visit fewer countries on their trips<sup>18</sup>. Only 68% of individual travelers visit more than one country on their trip in contrast to 95% of tour group travelers who visit several countries on their trips<sup>19</sup>.

The travel experience individual tourists are looking for is less price based but more focused on high end and in-depth experience. As tour groupers for example would eat Chinese food in Europe, the individual travelers are looking for more local and in-depth activities tailored to their interests.

It is the young affluent middle class that is predicted to be the fastest growing segment of outbound tourism reaching around 500 mio by 2025.<sup>20</sup>

## 2. Language barrier

Despite the high degree of education of Chinese tourists in general, most of the Chinese tourists have a very limited knowledge of the English language. Therefore when visiting European destinations the language barrier is still high and communication is difficult. 59% of the Chinese which have been surveyed within the framework of the Chinavia project rated their English as either broken or not

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<sup>17</sup>Chinavia, Review of China's Outbound Travel Market 2013, Perspectives for Scandinavian City Tourism, by Wonderful Copenhagen Research and Development.

<sup>18</sup> Tourism Business Portal, How to attract Chinese tourists?

<sup>19</sup> Chinavia, Review of China's Outbound Travel Market 2013, Perspectives for Scandinavian City Tourism, by Wonderful Copenhagen Research and Development.

<sup>20</sup> NBTC Holland Marketing, MarketScan China 2014, The Hague, July 2014.

existent. Furthermore the language barrier can also have a Chinese cultural aspect. For Chinese the concept of *MianZi*, which means “face”, is very important. According to this concept, Chinese do not want to lose face, meaning they do not want to feel embarrassed. Consequently in order not to lose face the Chinese will rather not speak in English than risk to lose face by replying in a broken English.

Hence the importance of Chinese speaking guides accompanying the tour groups without whom Chinese do not feel comfortable due to the language barrier<sup>21</sup>. In addition to that many European cities have placed Chinese speaking personal shoppers at the disposal of the Chinese tourists.

However for the younger segment of Chinese travelers, which are very often students studying abroad, the English language is becoming less and less a language barrier.

### 3. Travel behavior

The following chapter explains to which extent shopping is crucial for the Chinese tourist when travelling to the EU. In addition this section focuses on other particularities in Chinese travel behavior.

#### a) Shopping

According to a Global Blue research 82% of all Chinese tourists to Europe prioritize shopping over any other activity at destination<sup>22</sup>. The survey realized in the scope of the Chinavia project confirmed that 67% of tour group travelers and 59% of individual travelers have a shopping itinerary as an integral part of their travel itinerary. The importance of shopping can be explained by the strong gift-giving culture of Chinese tourists. Bringing a gift back home from Europe for family, friends and colleagues is not only important for maintaining social and professional relationships but moreover travelling to Europe and therefore being able to bringing back a gift from Europe is a symbol of prestige<sup>23</sup>.

In addition to that Chinese tourist often shop for international luxury brands. The brands are very popular with the tourists as in China there are high taxes on luxury goods. Furthermore Chinese are reluctant to buy luxury products in China as there is a huge circulation of counterfeits in China itself. Hence Chinese tourists buy luxury goods, like bags and jewelry, in Europe as they can profit from tax free regulations and have a bigger guarantee of the authenticity of the purchased goods. In order to prevent that Chinese tourists buy a large number of luxury goods in Europe with the aim to resell them and circumvent the luxury taxes in China, the number of purchases of certain items has been limited per tourist by the Chinese government.

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<sup>21</sup> Chinavia, idem.

<sup>22</sup> The Growing Complexity of the Chinese Globe Shopper

<sup>23</sup> Chinavia, Review of China's Outbound Travel Market 2013, Perspectives for Scandinavian City Tourism, by Wonderful Copenhagen Research and Development.

As a result, Global Blue, one of the world's largest tax free operators has stated China to be the most important globe shopper nation<sup>24</sup>. According to Global Blue, a globe shopper is a "person who regards shopping as a fundamental part of his travel experience".

China is accounting for 25% of the total global expenditure in tax free shopping. China's market growth went up by 57% from January to September 2014<sup>25</sup>, whereas the average market growth lies by 25%. Most popular European destinations for Chinese tourists by the amount spent are France (23%), Germany (17%), United Kingdom (12%) and Italy (12%). Even though the number of Chinese tourists to Singapore ranks a lot higher than the European destinations, Singapore accounts only for 15 % of the amount spent.

The average expenditure on tax free shopping for the general Chinese tourists lies by 813 EUR per transaction, compared to the general world average of 485 EUR spent by travelers<sup>26</sup>. The Chinese luxury shopper spends an average of 14.300 EUR on overall shopping alone. Euromonitor International predicts that the total expenditure of shopping will reach 36 USD billion which would be double of the expenditure in 2011<sup>27</sup>.

According to the UNWTO the Chinese total expenditure on travel abroad increased from 72.6 USD billion in 2011 to 128.6 USD billion in 2013. As a consequence China has the world's largest expenditure in International tourism<sup>28</sup>.

#### b) The use of Internet during travel

The Internet is an important companion of the Chinese tourist before and during travel and thus influencing the decision making for travel destinations.

In fact Chinese are fervent Internet users. In general China has the highest number of internet users with 538 mio. users. Furthermore 92% of the internet users are actively engaged on social networks<sup>29</sup>. Social networks and online reviews in China are perceived by the Chinese as trustworthy and are used to share and to get information on experiences. The importance of word of mouth in China is enormous. Therefore social networks also are a huge platform for products and brands<sup>30</sup>.

In particular in relation to travel, Chinese do share their experiences on social networks and on travel review sites. It has been noted that 41% of the Chinese tourists who participated in the Chinavia survey planned to post online recommendations. Consequently these sites are very influential for the decision making of Chinese tourists. In the survey mentioned above, in particular in relation

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<sup>24</sup>Global Blue Analytics, 2012.

<sup>25</sup> Chinavia, idem.

<sup>26</sup> Chinavia, idem.

<sup>27</sup> Chinavia, idem

<sup>28</sup> NBTC Holland Marketing, MarketScan China 2014, The Hague, July 2014.

<sup>29</sup> Chinavia, Survey of Chinese visitors to Scandinavia, January 2013, by Wonderful Copenhagen, Research & Development.

<sup>30</sup> Chinavia, idem.

to individual travelers it has been noted that for 75% of this segment the internet was used as an information source for selecting their destination, 53% also stated that personal recommendations from friends and family played a role in the choice of destination.

Nowadays most mobile phones can access the internet, thus Chinese are huge mobile phone users during their travel. 78% of the Chinese surveyed for the Chinavia project<sup>31</sup> had a smart phone, 87% of these were using it on their trip. 37% of them downloaded APPS in relation to their trip. Of these APPS 51% related to finding directions and 21% related to translation.

### c) Service demands of the Chinese tourist

Service is an important factor for Chinese tourists. Chinese tourists are demanding customers and are expecting a high standard in service.

Often when coming to Europe for the first time, Chinese tourists are disappointed by the service standards. They are used to new and modern hotel buildings and hence older European hotel buildings often do not match the expectations of Chinese tourists. Furthermore Chinese tourists expect to be treated in a respectful and polite manner.<sup>32</sup> However due to cultural differences there might be different perceptions on what polite and respectful service means. In addition to this, as many Chinese are uncomfortable with speaking English, they are complaining about the lack of information in Chinese, making it for them difficult to find their way around cities.

However especially concerning this last point, tourism organisations and big retailers have taken action and started to tailor their service to the needs of the Chinese tourists for example by translating internet sites and information leaflets into Chinese, or by offering Chinese-speaking guides and personal shoppers.

In addition to this as Chinese tourists are known to be big shoppers, the retail industry has tried to make payment for Chinese as convenient as possible. Thus the Chinese payment system “Union Pay” becomes more and more available in European shops.

## VI. Mentality of complaining of Chinese consumers

An important factor to assess the success and the possibility of the implementation of the Non-EU tourist project depends on the Chinese willingness to submit their complaints to a consumer organization. In order to understand the mentality of Chinese consumers it is necessary to focus first on consumer protection and

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<sup>31</sup> Chinavia, Survey of Chinese visitors to Scandinavia, January 2013, by Wonderful Copenhagen, Research & Development.

<sup>32</sup> Chinavia, Review of China’s Outbound Travel Market 2013, Perspectives for Scandinavian City Tourism, by Wonderful Copenhagen Research and Development.

Tourism Law in China and secondly on the different opinions of the stakeholders and the experience of the ECC-Net with the Chinese complaining mentality.

## 1. An introduction to consumer protection in China

The development of consumer protection in China is still young. Since the political opening of China in 1978 and the introduction of the socialist market economy, China's economy has been developing tremendously. Soon after there was a call for the need of consumer protection. At first non-governmental consumer organizations were founded but soon after that a governmental umbrella association, the China Consumer Association (CCA) was founded at a national level, regrouping all the regional and provincial governmental consumer associations. CCA's aim is to monitor goods and services; to protect consumer rights and interests; to provide guidance on consumer activities and development and to promote a healthy environment for a socialist market economy.<sup>33</sup> According to the CCA statistics, the organization received a total of 607.263 consumer complaints in 2011.<sup>34</sup> An interpretation for this low number of complaints compared to the 1.36 billion inhabitants of China could be that the history of consumer protection in China is still in the making and that many consumers are unaware of their rights and are not used to file a complaint. Nevertheless the consumer associations have installed hotlines which start to be popularly used by the Chinese consumers to file a complaint or ask for assistance.

## 2. Recent developments in Tourism Law

In 2013 a new Tourism Law has been passed in China. The law came into force in order to counter the practice of the so called zero or negative far tours, with which the operator tries to attract tourists with very low prices. However in order to compensate the low fares the travelers are then forced to purchase goods from shops charging higher prizes which offer commissions to the tour guides. In its Article 35 the law states that:

*Travel agencies are prohibited from organizing tourism activities and luring tourists with unreasonably low prices, or getting illegitimate gains such as rebates by arranging shopping or providing tourism services that requires additional payment. When organizing and receiving tourists, travel agencies shall not designate specific shopping places, or provide tourism services that require additional payment. However, it does not include circumstances where both sides have agreed or the tourists have requested for such arrangements and no influence is caused on the itinerary of other tourists. In case of any violation to the above two paragraphs, tourists shall have the right to, within thirty (30) days from the end of the travel, require the travel agency to return their purchases and pay the price of the returned purchases on behalf in advance, or refund the payment made for tourism services that require additional payment.*

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<sup>33</sup> <http://www.consumersinternational.org/our-members/member-directory/China%20Consumers%20Association>

<sup>34</sup> <http://www.cca.org.cn/web/xfxx/picShow.jsp?id=55918>

As these practices of low cost tours are now forbidden under the new law, Global Blue has issued a report on the impact of this law. It has been noted that the price of tours to Europe have increased from 1613 EUR to 1985 EUR. This could then have an impact on the number of tourists visiting Europe.

However on a more positive note, their rights were strengthened and in case of a violation, tourists can return their purchases within 30 days to the travel operator who has to pay a refund. Furthermore Chinese tourists will have more freedom to choose the shops they want to visit and the products they want to buy. This could then have a positive effect on the local business in the EU.

In addition to that the new Chinese law foresees penalties and compensation in case of breach of contract. If the agencies do not fulfil their contractual obligations, the tourism authorities will command the operator to correct their mistakes. So far Chinese tourists had no contact point to file their complaints when their rights were infringed. However with the new law “every local government and authority above county level shall appoint a structure and set up an official system for receiving and dealing with tourism complaints. As soon as these organizations receive a complaint they shall deal with it diligently or transfer it to the competent authority and inform the complainant about the procedure. The law also stipulates that when tourists have a dispute with tourism business operator, the consumer association and the organization dealing with tourism complaints should mediate the dispute in hope of reaching an agreement”<sup>35</sup>.

While this new law reinforces tourist rights, these stipulations seem only to be valid for tourists travelling with tour operators. Thus individual tourists who visit the EU without a Chinese tour operator could encounter difficulties with European traders without having a contact point to turn to.

### 3. Complaining mentality of Chinese consumer perceived by the stakeholders

Interestingly when asking the National stakeholders about their opinion on the Chinese mentality to complain the answers were varying.

Some were of the opinion that as China still is an authoritarian state the mentality to complain is not too widespread, however that nowadays complaining is mainly done over the social media. Furthermore it was said that in Europe the Chinese tourists would be more willing to complain as they would feel less the pressure of the state.

In contrast to this opinion it was noted that complaining in China was very vocal and that complaining in Europe would therefore be less, because when confronted with a Non-Chinese they would feel out of their comfort zone. This view supports the fact of the existing language barrier. Furthermore it has been noted by Chinese stakeholders that Chinese tourists will not complain as they probably do not know their rights and the institution at which they can file a complaint.

On the other hand it has been stated that tour operators in China are controlled by the Chinese Ministry of tourism and work under a certain point system. In case

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<sup>35</sup> Global Blue Briefings : Special edition on the new Chinese National Tourism Law, September 2013.

problems appear during their travel, group travelers would take pictures as proof and back in China they would file a class-action. If tour operators receive too many complaints they would then lose points and if the loss of points reaches a certain mark, these operators would get penalized by the Chinese Ministry for tourism. However as individual travelers do not travel with operators, they cannot profit from this possibility and still have to face language problems when wanting to complain in Europe. Furthermore they might not be informed about their rights and the existence of an institution.

From all stakeholders so far only one national stakeholder has received a complaint from a Chinese tourist. This complaint was in relation of tax-free services.

#### 4. ECC-Net experiences with Chinese consumers

From the 16 ECCs respondents to our information request regarding Chinese tourists in their countries, a large number receive cases from EU consumers against Chinese traders on a regular basis. However the number of complaints received from Chinese consumers amounts only to 4 in total. Furthermore there is a possibility that the number of contacts by Chinese consumers is larger, however the databases of most ECCs do not capture contacts from consumers from non EU-countries.

## VII. Implementation of the Project

In the following section ECC Luxembourg gives its view on the potential, strengths but also on the risks and uncertainties of a possible implementation of the Non-EU tourist project. In addition to this ECC Luxembourg proposes measures which could help for a successful implementation of the project.

### 1. Potential of the Chinese market and strengths of the implementation of the Project

China with its 1.36 billion people is the leading nation in outbound tourism and on the way of becoming the world's biggest economy. China's economy grew by 7.7% in 2013 surpassing by far the average global growth of 3%. Consequently all eyes are focused on China. China has become the belle of the ball, every Government wants to establish business relations with this giant and the whole tourism sector establishes reports and studies on how to attract Chinese tourists and make their country "China-ready"<sup>36</sup>.

As the middle class and thus the affluent consumer segment is continuously growing, more and more individual tourists will come to Europe. It is this group that cannot profit from the new National tourist Law. Thus in case they face a consumer dispute in the EU, they have no point to turn to as national Chinese Consumer Associations do not handle cross-border cases. Consequently this segment represents a large number of potential consumers which could contact the ECC-Network in case the project was implemented.

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<sup>36</sup> Chinavia, Review of China's Outbound Travel Market 2013, Perspectives for Scandinavian City Tourism, by Wonderful Copenhagen Research and Development.

As the interest in the Chinese market is very high at the moment, all the national stakeholders saw a potential in the project and an opportunity to further improve European service to Chinese tourists/consumers. Furthermore they were willing to cooperate in the case of the implementation of the project. Moreover the feedback from the Chinese stakeholders was very positive as well and they could imagine a cooperation. Consequently through this project a Sino-European cooperation in the field of consumer protection seems imaginable.

## 2. Cost, risks and uncertainties

As there is a huge potential of consumers that could possibly contact the ECC-Net there are also some risks and uncertainties involved that would need further clarification before the implementation.

### a) Costs

First of all by facing a large number of potential consumers, the ECC-Network could be overrun by Chinese consumer complaints. Consequently an additional extension of the workload that ECC are facing momentarily could not be realized with the current resources without compromising the work quality of the ECC-Net. Therefore a substantial financial support would be needed in order to implement this project.

### b) Risks

In addition to this, the language barrier is an important obstacle to the implementation of the project. As many Chinese do not speak English or only a broken English, there would either be need for Chinese-speaking personnel at the ECCs or a cooperation with a Chinese intermediary, for example a Chinese Consumer association, with English speaking staff that would transfer the consumer complaint to the ECC-Net.

### c) Uncertainties: all or nothing

Above all, it is difficult to envisage if Chinese consumers are willing to file a complaint against a trader in the EU. First of all they might not be aware of the consumer rights they possess in the EU, then they might not know that there is an institution that would offer them assistance. Supporting this could also be the fact that the CCA only receives a small number of complaints per year compared to the number of inhabitants of China. In addition to this, they could be discouraged by having to use the English language. But moreover due to their mentality they could refrain from complaining as they do not want to cause a disagreement in a country far away. Furthermore as many are on a tight itinerary, they do not want to sacrifice their valuable time for complaining but would then rather file a complaint once they are back in China.

Thus there is a large margin between these two scenarios where on the one hand the ECC-Net could be overrun by Chinese consumer complaints and on the other hand where the ECC-Net only receives a very limited number of Chinese consumer

complaints. Between these two extremes it is very difficult to foresee what extent the implementation of the Non-EU tourist project could reach.

### 3. Measures necessary to make the ECC-Network “China-ready”

#### a) Functioning of a possible implementation

For a possible implementation of the project it seems necessary to foresee the possibilities on how the project could work in practice.

It is clear that there are many cultural and legal differences between China and the EU, therefore it would be essential first of all to promote EU consumer rights and the ECC-Net to Chinese tourists. Only by knowing their rights they will be able to exercise their rights.

Due to the existing language barrier, there is a concern about the functioning of the extension of the ECC-Net’s assistance to the Chinese tourist. Even though more and more, especially younger Chinese tourists are learning English it would be necessary to offer a Chinese speaking contact point. Chinese tourists would be more at ease to complain and therefore the number of complaints could be higher. Consequently the ECC-networks’ service could be very appreciated by the Chinese tourists. There is a range of possibilities that could be imaginable in order to solve the problem of the language barrier.

The possibilities depend on how the project will be implemented. First of all, if Chinese tourists should contact directly the ECC of the destination where the problem has occurred, this ECC would need Chinese speaking employees in order to make communication easier or possible.

Concerning this first possibility described, it could occur that the ECC contacted by the Chinese tourist is not competent for the reason that the trader has its head office in a different country than that of ECC contacted by the Chinese tourist. According to the ECC case handling protocol, the ECC contacted by the Chinese tourist would then have to share the case with the competent trader ECC. The most cost effective solution might therefore be that one of the ECCs becomes the contact point for all Chinese tourists. Only this ECC and not all of them would then need Chinese speaking personnel. The ECC would become the consumer ECC for all of the Chinese tourists and share the case with the competent trader ECC. ECC Luxembourg would be open for discussion to assume this task of hosting the Chinese tourists and of being the Chinese contact point in the EU.

In China, Consumer Associations offer a hotline (12315) and a mobile App via which consumers can directly file complaints. Hotlines for seeking assistance and receiving information are very popular in China and Chinese tourists are used to this system. Therefore it would be useful that the ECC-Net would set up similar ways of communication as used in China, as Chinese tourists would be then more likely to contact the ECC-Net.

In the case, the Chinese tourist has to contact an intermediary, for example a Chinese Consumer Association, the employees of this intermediary would need to be Chinese and English speaking. The staff would translate the complaint and contact the competent ECC. However there could be a possibility that this assistance would then be perceived by the Chinese tourists as coming from the Chinese consumer association. Consequently the ECC-Net's assistance would not be considered as a European service and therefore would not be an added value to European destinations. As the service would not be a reason for Chinese tourists to opt for an EU destination.

However this collaboration with a Chinese Consumer Association could have a beneficial effect on EU-Chinese relationships and cooperation in consumer law and additionally open the possibility of reciprocity, meaning that the ECC-Net could transfer EU consumer complaints against Chinese traders to Chinese Consumer Associations. As it has been stated before the majority of ECCs receive complaints against Chinese traders on a regular basis.

Furthermore in relation to reciprocity, the implementation of the project with EU contact points for Chinese tourists could also open the doors to a Sino-European agreement based on a reciprocal assistance in the area of consumer protection. As a matter of fact according to one Chinese stakeholder, this association provides assistance to tourists travelling from the European Union. In addition to this the stakeholder confirms that the foreign affairs office and affiliated governments at all level provide assistance to EU-tourists. Furthermore the CNTA (China National Tourism Administration) enlists among its main responsibilities the handling of tourist complaints and the maintaining of the rights and interests of tourism consumers. Moreover a Luxembourgish tour operator specialized on the Chinese market states that EU tourists can contact a hotline in China in the case they encounter a problem or need information, and furthermore that there are governmental contact points on a regional level that tourists can turn to. Thus a cooperation in this area with an elaboration of an agreement based on reciprocity could present itself as a win-win situation for China as well as the EU.

#### b) Visibility of the ECC-Net

The ECC-Net has to target the Chinese tourist in order to promote EU consumer rights and ECC-Net's service.

As China has more than 538 mio. internet users and 92% of them are contributing to social medias<sup>37</sup>, it would be essential for the ECC-Net to build up an online presence in China. In order to establish or increase the visibility of the ECC-Net in China, websites need to be translated into Chinese and profiles have to be set up on social networks. Furthermore it would be necessary to host a website in China in order to circumvent Chinese government censorship that is blocking a large number

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<sup>37</sup> Chinavia, Survey of Chinese visitors to Scandinavia, January 2013, by Wonderful Copenhagen, Research & Development.

of international sites.<sup>38</sup> A “.cn” website domain would furthermore rank an ECC-Net website higher on the leading Chinese search engine Baidu.

Already in 2010, 863 mio. mobile Apps have been downloaded in China<sup>39</sup>. In the Chinavia survey, 44% of the Chinese confirmed that they had downloaded mobile APPs in relation to their trip. The majority of this APPs were in relation to translation and wayfinding. Knowing this and as the ECC-Net currently developed the ECC-Net: Travel APP, it is clear that a translation of this APP into Chinese would be a good starting point for targeting Chinese tourists.

Moreover one stakeholder proposed that it could be possible to hand-out an information flyer on the ECC-Net to Chinese tourists on reception of their visa. Furthermore it was offered to display a link to the ECC-Net on Chinese Consumer Association’s websites.

As word of mouth also plays an important role in China, it would be useful that the ECC-Net would encourage the Chinese tourists to share their experience they had with the ECC-Net in person and on social networks.

## VIII. Conclusion

As the interest in the Chinese market is tremendous, it has to be said that national as well as Chinese stakeholder were providing a very positive feedback on the project and could imagine to cooperate with the ECC-Net in order to implement the project successfully. Despite the economic interest in the markets, a Sino-European cooperation concerning consumer rights could be a milestone for consumer protection in the entire world. However as described the implementation of the project cannot be done overnight but a number of uncertainties have to be eliminated and a substantial financial support is needed. However as in particular China is the world leader in outbound tourism, such an investment could be beneficial to many EU destinations. It would not only make EU destinations “China-ready” but also “China-attractive”, giving them a reason more to visit the EU. Thus the EU tourism industry could be interested in making such an investment, and the rising number of Chinese tourists to the EU would be their return on investment. As it was stated: “Just how many of them (Chinese) will come to Europe will depend, in no small part, on what action European governments, the tourist industry and supporting retail and services sectors do to attract Chinese visitors in the future<sup>40</sup>”. Thus offering Chinese tourists assistance and information for the protection of their consumer rights could be a further cause for Chinese tourists to

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<sup>38</sup> Chinavia, Best European Practice Study, City destinations targeting Chinese visitors,2013, by Wonderful Copenhagen Research & Development.

<sup>39</sup> Chinavia, idem.

<sup>40</sup> Latham, Kevin (SOAS), Blue Paper :How the Rise of Chinese Tourism Will Change the Face of the European Travel Industry, October 2011.

choose EU destinations over other destinations. In this light the ECC-Net could thus do its part and ensure the protection of consumer rights of the Chinese tourists in the EU.

Luxembourg the 11<sup>th</sup> February 2015

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Juriste  
ECC Luxembourg

Karin Basenach  
Director  
ECC Luxembourg

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Co-funded by  
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## ANNEX I

### INFORMATION GATHERING ON THE CONSUMER DIFFICULTIES ENCOUNTERED BY NON-EU TOURISTS WHEN VISITING EU DESTINATIONS

#### 关于非欧盟国家消费者赴欧盟旅游所遇困难的初步调查

The European Commission has asked the European Consumer Centres (ECC) Network to examine the feasibility of extending the assistance currently offered only to consumers residing in the EU, Norway and Iceland, also to people from other countries visiting the EU for tourism purposes.

欧洲消费者中心网络（ECC）的服务对象以欧盟成员国消费者为主。受欧洲联盟委员会之托，欧洲消费者中心网络（ECC）正对扩展服务对象至非欧盟国家消费者一事进行可行性分析。

Thus, the European Consumer Centres (ECC) Network needs information on the difficulties and problems encountered by non-EU tourists when they are visiting the EU. It is therefore gathering all possible information that would be available to stakeholders active in the area of consumer protection, tourism or tourism-related activities.

为此，欧洲消费者中心网络（ECC）需要搜集非欧盟国家消费者赴欧盟旅游的相关信息，主要包括消费者保护、旅游信息等。欧洲消费者中心网络（ECC）希望借此了解非欧盟国家消费者在欧盟旅游及消费后所遇到的困难及解决途径。

The outcome of this exercise will feed into a series of studies, conducted by certain members of the ECC Network. The feasibility study will look at, where possible, difficulties and problems encountered during the whole travel experience, starting from obtaining information on travelling services prior to visiting Europe, through the transport, accommodation and other services and activities offered to tourists at the destination, as well as their return to their country of origin.

此项调查属欧洲消费者中心网络（ECC）的系列调查之一，旨在了解非欧盟国家消费者在赴欧旅游的过程中所遇到的问题，包括获取行前信息、交通、住宿、以及回程途中的所遇到的困难。

The studies, at a first stage, will focus on tourists from the following countries:

- US and Canada,
- Brazil,
- China,
- Russia,
- Serbia,
- Switzerland;

此项调查初期将在以下国家开展：

- 美国/加拿大
- 俄罗斯

- 巴西
- 中国

- 塞尔维亚
- 瑞士

**The ECC Luxembourg has been charged to realise the above mentioned feasibility study on China.**

卢森堡欧洲消费者中心负责针对中国的项目。

Your input to this data collection is crucial for the success of these studies and will be greatly appreciated. **Please send us your contribution by e-mail, to:**

您的帮助将有助于项目的延伸和拓展，对此我们向您表示诚挚的谢意。请于**2014年6月16之前**将填好的问卷发送至以下邮箱：

**[basenach@cecluxembourg.lu](mailto:basenach@cecluxembourg.lu)**

**the latest by 16.06.2014**

**Please feel free to further distribute this questionnaire to your members or any organisation you find appropriate.**

如果您认为有其他机构适合参与此项调研，您可以将问卷发送给这些机构。

Should you have any questions concerning this questionnaire please do not hesitate to contact us at the e-mail address above.

Thank you for your cooperation,

如果您对问卷有任何疑问，请及时和我们联系。

感谢您的合作！

**Karin Basenach**

Director of ECC Luxembourg

卢森堡欧洲消费者中心主管

# QUESTIONNAIRE 问卷

INFORMATION GATHERING ON  
THE CONSUMER DIFFICULTIES ENCOUNTERED BY  
NON-EU TOURISTS WHEN VISITING EU DESTINATIONS  
关于非欧盟国家消费者赴欧盟旅游所遇困难的初步调查

*Please check the appropriate box and, where relevant, specify your answer*

请选择您的回答；部分题目请在方框内作答

- I agree to the publication of my contribution with the indication of the name of my organisation
- I agree to the publication of my contribution anonymously
- I do not want my contribution to be published
  
- 同意公开发表，并附上机构名称
- 同意匿名公开发表
- 不同意公开发表

## SECTION 1 - THE PROFILE OF THE RESPONDENT

### 第一部分—机构基本信息

**ARE YOU RESPONDING AS:**

- Enterprise
- Public administration
- Consumer body
- Professional Association/Federation
- Other

您的机构属于：

- 企业

- 政府机构
- 消费者协会/中心/联盟
- 其他专业协会/中心/联盟
- 其他

***The official name of your organisation***

您所在机构的官方名称

***Country/ Region/ Locality***

机构所在国家/地区/省份

***Please specify the sector of the activities of your organisation***

请简要列举您所在机构的职能和工作内容

***Please specify the country / ies of operation or activity of your organisation***

请列举您所在机构的管辖范围（地区/国家/省份）

***您所在的机构和欧盟成员国、挪威和冰岛的相关机构/组织/联盟之间是否有互惠协议（互惠协议的主要目的是为赴欧盟成员国、挪威和冰岛旅游的中国游客提供相关信息及服务）？Does your organisation have any reciprocal arrangement with an equivalent body in the EU Member States, as well as in Norway and Iceland to provide services and/or information to consumers travelling from China to the EU Member States as well as Norway and Iceland?***

## SECTION 2—ASSISTANCE TO TOURISTS 第二部分—为游客提供帮助

### 2.1 Assistance to tourists travelling to the EU Member States, as well as Norway and Iceland from China- Inbound tourism in the EU

#### 2.1 为赴欧盟国家、挪威和冰岛旅游的中国游客所提供的帮助- 欧盟入境游

**Q1: Does your organisation assist consumers as tourists travelling to Europe?**

问题1：您所在的机构是否向赴欧洲旅游的中国游客提供帮助？

**Please shortly describe the type of assistance:**

请简要说明提供哪些类型的帮助：

**Q2: Are you aware of organisations or bodies in China that provide assistance to consumers travelling as tourists to Europe?**

问题2：就您所知，是否有其他机构或者组织向赴欧洲旅游的中国游客提供帮助？

**Please specify the organisation**

请列出这些机构的名称：

### 2.2 Complaints by consumers as tourists

#### 2.2 消费者投诉

**Q3: Does your organisation receive complaints from consumers travelling as tourists from China regarding their purchase / services used in EU Member States, Norway and Iceland?**

问题3：中国消费者在欧盟成员国、挪威和冰岛旅游之后，是否就旅游期间所购买的产品和服务向您所在的机构进行过投诉？

Yes (If yes, how many complaints did you receive in 2012 and/or 2013)

如有，2012及2013年贵机构各收到多少起投诉？

- No
- 没有收到过投诉

**Q4: Does your organisation handle such complaints?**

问题4：您所在的机构是否处理这些投诉案件？

- Yes (If yes, could you briefly describe your handling protocol)
- 是的（请简要描述贵机构的处理程序）
  
- No, (If No, do you refer consumers to a different organisation, body, or service? Please provide details and/or a link.)
- 不处理（您所在的机构是否向消费者推荐其他可处理类似投诉案件的机构/组织/联盟；如是，请提供这些机构的信息或网址）

**Q5: If you gather information on complaints, please indicate the type of purchases / services that the consumers are most often dissatisfied with during their visit in the EU, Norway and Iceland. (Please indicate the frequency of complaints in the table below.)**

问题5：如果您所在的机构对上述所提到的消费者投诉案件进行处理，哪些项目收到的投诉案件比较多？（请点击对应的方框）

*Purchases / services that are not or very rarely complained about do not need to be marked.*

*如果对应的产品和服务收到的投诉非常少，或者从未收到过投诉则不必做出选择*

	SOMETIMES	OFTEN	VERY OFTEN
Accommodation			
Restaurants / catering services			
Money/currency exchange			
Leisure/cultural/sporting service			
Guided tours			
Passenger transport by air			

Passenger transport by rail  
 Passenger transport by bus/coach  
 Passenger transport by sea  
 Transport by taxi  
 Car rental  
 Other transport services (please specify)  
 Services to travellers with reduced mobility  
 Luggage transport by air  
 Luggage transport by rail  
 Luggage transport by bus/coach  
 Luggage transport by sea  
 Travel agents / tour operators services  
 Ticket sales services for events  
 Conformity of products purchased  
 Smartphone services in general  
 Tourism information / services on smartphone apps  
 Remedies of consumer complaints  
 Toll's / duties  
 Other (please specify)

	偶尔接到投诉	经常接到投诉	投诉非常频繁
住宿			
餐馆/ 饮食服务			
货币/外汇			
娱乐/文化/体育			
导游服务			
航空服务			
铁路服务			

公交/长途汽车服务  
航运服务  
出租车  
租车  
其他交通服务（请注明）  
针对残障人士的服务  
航空服务（行李托运）  
铁路服务（行李托运）  
公交/马车服务（行李托运）  
航运服务（行李托运）  
旅行社  
票务服务  
产品和描述不一致  
通讯服务  
游客信息中心/手机app服务  
对消费者投诉的补偿  
出口退税  
其他（请注明）

**Q6: Do any complaints have an online aspect?**

**问题6：是否有消费者投诉与网络交易相关？**

Yes

有

**What percentage/number of complaints, on average, relate to online transactions or purchases?**

有多少起（或百分比）投诉与网络购物/服务有关？

- No, the complaints are not related to online purchases / services
- 没有投诉案件与网络购物/服务有关

**Q7: Does your organisation have an online complaint form for consumers?**

问题7：您所在的机构是否向消费者提供在线投诉服务？

- Yes (please provide link)
- 是的（请提供链接）
- No, we don't have an online form.
- 没有在线投诉服务

### ***2.3 Assistance to tourists travelling from the EU, Norway and Iceland to China -Outbound tourism in the EU –***

### ***2.3 为赴中国旅游的欧盟国家、挪威和冰岛游客所提供的帮助-欧盟出境游***

**Q8: Does your organisation assist consumers travelling as tourists from Europe to China?**

问题8：您所在的机构是否为入境中国的欧洲游客提供帮助和服务？

**Q9: Are you aware of organisations or bodies that provide assistance to consumers travelling from Europe to China?**

问题9：就您所知，是否有其他机构/组织/联盟为入境中国的欧洲游客提供帮助和服务？

**Please specify as appropriate.**

如有，请简要列举相关机构/组织/联盟的名称。

## 2.4 Cost of assistance to consumers

### 2.4 服务费用

**Q10: Is there a cost implication to your organisation's assistance to consumers?**

**问题10：您所在的机构是否向消费者收取服务费用？**

- Yes (Please specify cost by type of assistance. Please clearly indicate currency and units. Please extend the table as appropriate.)
- 是的（请按照服务项目列举费用；请注明货币单位；如必要可扩展此表格）

**TYPE OF ASSISTANCE**

**COST / UNIT (e.g.: / person, / day, etc.)**

服务项目

费用（例如：元/每人；元/每天）

- The above listed is the full range of the assistance we provide
- 上述所列为我们提供的所有服务
- Some of the assistance is provided for free.
- 部分服务项目免费

**Please specify assistance provided for free.**

请列举免费服务项目：

## SECTION 3 INFORMATION TO TOURISTS

### 第三部分一向游客提供信息

#### 3.1 *Information to consumers as tourists*

#### 3.1 向消费者提供信息

**Q11: Does your organisation run any specific information /awareness-raising campaign on the EU Member States, Norway and Iceland for consumers in China?**

问题11：您所在的机构是否为赴欧盟、挪威和冰岛旅游的中国消费者提供任何信息服务？是否开展过这方面的活动或项目？

Yes (please provide link if available)

有（请提供链接）

No, but planning to do so

No and not planning to do so either

没有，但有相应的计划

没有，并且没有相应的计划

**Q12: Does your organisation promote the EU-consumer rights to consumers in China when travelling to the EU Member States, Norway and Iceland?**

问题12：您所在的机构是否向赴欧盟、挪威和冰岛旅游的中国消费者介绍过欧盟消费者权益保护方面的知识？

Yes

有

No, but planning to do so

No and not planning to do so either

- 没有，但有相应的计划
- 没有，并且没有相应的计划

**Q13: What specific information is included in the campaign as being of particular importance for consumers in China?**

问题13：对中国消费者来说，以下哪些信息是最重要的？

- Geographic information and travelling means of reaching the host country
  - Necessary travel documents and currency information
  - Information related to public security and what to do in case of being victim of a crime (e.g. theft or violence)
  - Information on medical assistance in case of emergency
  - Information on consumer rights and possibilities of remedies
  - Information on services provided to travellers with reduced mobility
  - Tourism attractions, sights and events
  - Traditions and heritage
  - Local products
  - Shopping opportunities for high-end luxury products
  - Information on / warning against counterfeit products
  - Other (please specify)
- 
- 地理/交通
  - 行程/外汇
  - 公共安全（例如遇到偷窃或其他暴力行径时应该采取何种措施）
  - 医疗/急救
  - 消费者保护/求偿
  - 针对残障人士出行的信息

- 景区/游览地
- 传统和文化
- 当地特色产品
- 高档产品/奢侈品购物
- 提示可能存在假冒伪劣产品
- 其他（请注明）

**Q14: By what method(s) might consumers access information on this campaign?**

**问题14：消费者通过何种途径获得上述信息？**

- Website/PDF downloads
- Leaflets and/or other paper materials
- Mobile app
- Other (please specify)
- 网络/PDF下载
- 传单或其他纸质材料
- 手机app
- 其他（请注明）

## **SECTION 4**

### **SPECIFIC QUESTIONS ON CHINESE CONSUMERS AS TOURISTS**

#### 第四部分— 针对中国消费者的具体问题

**Q16: Could you please briefly describe, to the best of your knowledge, the profile of Chinese consumers as tourists? (e.g. interests, purchases of goods and services abroad)**

问题16：根据您的知识和经验，请简要描述中国游客的特征（例如：兴趣爱好、海外购买的产品和服务等）

**Q17: Could you briefly describe the willingness to complain of Chinese consumers travelling as tourists?**

问题17：中国消费者在权益受损时是否愿意向相关机构投诉？请简要解释原因

**Q18: To which organisations will they address their complaints?**

问题18：中国游客通常向那些机构/组织/联盟进行投诉？

**Q19: Would the use of the English language be an obstacle to willingness to complain of Chinese consumers?**

问题19：语言是否是影响中国消费者投诉的障碍？

**Q20: Are Chinese consumers generally willing to go to court?**

问题20：中国消费者通常是否愿意向法院提起诉讼？

**Q 21: Is mediation a common practice in your country and are Chinese consumers willing to agree to mediation as a form of extrajudicial dispute resolution?**

问题21：消费者仲裁在中国是否普遍？仲裁作为庭外调解的一种方式，是否能得到中国消费者的认同？

## SECTION 5 ECC-NETWORK

### 第五部分—欧洲消费者中心网络（ECC）

**Q22: Is your organisation familiar with the activities of the European Consumer Centres Network (ECC-Net)? If yes, does it provide information on the ECC-Net to consumers?**

问题22：您所在的机构是否了解欧洲消费者中心网络（ECC）？如是，贵机构是否向中国消费者提供过ECC的有关信息？

Yes, we are familiar with the ECC-Net and we provide the following information:

是的，我们了解欧洲消费者中心网络（ECC），并向中国消费者提供过有关信息（请指出提供过哪些信息）：

Yes, we are familiar with the ECC-Net but we do not provide any information to consumers

是的，我们了解欧洲消费者中心网络（ECC），但并未向中国消费者提供过有关该机构的信息

No, we are not familiar with the ECC-Net

我们不了解欧洲消费者中心网络（ECC）

**Q23: If you are familiar with the activities of the ECC-Net, how did you learn about the ECC-Net?**

问题23：如果您了解欧洲消费者中心网络（ECC），请问您是如何得知该机构的？

**Q24: Does your organisation cooperate in any way with any of the members of the ECC-Net?**

问题24：您所在的机构和欧洲消费者中心网络（ECC）的任一下属机构之间是否有合作关系？

**Yes (please specify cooperation areas)**

有（请指出合作领域）

**No, we do not cooperate with the ECC-net**

没有合作关系

**Q25: Would your organisation be willing to cooperate with ECC-Net in assisting consumerstravelling as tourists to the EU Member States, Norway and Icelandwho have experienced detriment?**

**问题25：您所在的机构是否愿意和欧洲消费者中心网络（ECC）合作，为赴欧盟、挪威和冰岛旅游的中国消费者提供帮助和服务？**

**Yes**

**Yes, but only in return of financial compensation**

**No, we do not wish / have the capacity to cooperate with the ECC-net**

是的，我们愿意合作

是的，但仅限于能得到一定收益的情况

我们不希望/暂无能力与ECC合作