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中国游客服务标准 (zhongguo youke fuww biaozhun): Tourists Service Standard: China Ready

(China Daily)

Updated: 2015-09-30 08:08

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Chinese tourists visit Tokyo's Ginza district for shopping in August. Japan is the second-most popular overseas destination. [Photo provided to China Daily]

A world-class standard service quality certification system aimed at offering better services to Chinese tourists was launched at the 2015 China Tourism Industries Exposition in Tianjin on Sept 27. The tourism service standard, called "China Ready", is supported by the UN World Tourism Organization and reviewed and supervised by many countries, including the United States, Canada, Australia, and European Union member states.

Chinese tourism, especially outbound travel, is entering a rapid growth period. According to the 2015 China Tourism Development Report, 110 million Chinese people traveled abroad last year, with the consumption of Chinese tourists overseas ranking first over the past five years.

Yet many Chinese tourists face difficulties in communicating, getting the foods they want and/or purchasing goods when they are traveling overseas, which obviously compromise the quality of their travel. China Ready aims to cater to Chinese tourists, including those traveling abroad, and overseas students and investors, when they are in other countries and regions. The standard requires all the certified service providers, including enterprises and organizations, to meet the standard to better serve Chinese tourists.

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All the certified service providers should be trained according to the universal unified system to understand Chinese tourists' customs and habits, respect their culture and social norms, and make efforts to protect Chinese tourists' security and legal rights when they are in other countries and regions.

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