

# THE YEARBOOK OF CHINA TOURISM

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**2017**

CHINA NATIONAL TOURISM ADMINISTRATION

CHINA TRAVEL & TOURISM PRESS

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## Publication Introduction

*The Yearbook of China Tourism* is a professional yearbook organized by China National Tourism Administration, sponsored by the China Tourism Association and published by China Travel & Tourism Press, comprehensively reflecting the development and achievements of China's tourism industry. It has recorded the guidelines, policies, monographs, statistical data and related information of the Chinese tourism industry. To this day, a total of 28 volumes of *The Yearbook of China Tourism* have been published since its first publication in 1990. *The Yearbook of China Tourism* enjoys a rather high prestige in the industry.

With the continuous development of tourist industry, tourism has been playing an increasingly important role in foreign exchanges; and tourism has become an important channel between China and the world for the spreading of civilization, cultural communication and the deepening of communication and understanding; while tourism diplomacy has risen into a national strategy. In view of this, China National Tourism Administration decided to publish *The Yearbook of China Tourism* in English since 2017.

The English edition of *The Yearbook of China Tourism 2017* was selected on the basis of the Chinese edition of *The Yearbook of China Tourism 2017*, and contains 9 chapters in content, including special documents, documents and articles, major events, tourism diplomacy, overview of the tourism industry, overview of local tourism development, law, regulations and bulletins, statistics and memorabilia. The main content reflected is the basic situation of the development of China's tourism industry in 2016.

*The Yearbook of China Tourism* Chinese edition has got warm care, support and help from all walks of life in the editing, publishing and distribution work over the years and *The Yearbook of China Tourism* English edition hopes to continue to receive tremendous support and generous help from you. The editorial department of *The Yearbook of China Tourism* here would like to express our most sincere gratitude.

*Editorial Department of The Yearbook of China Tourism*

Mar. 2018

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## Circular of the State Council on Printing

## THE YEARBOOK OF CHINA TOURISM 2017

G.F. [2016] No. 79

To the people's governments of provinces, autonomous regions and municipalities, as well as the

The Tourism Development Plan of "the 13<sup>th</sup> Five-Year Plan" is printing and distributing to you for proper use and prudent investigation.

## SPECIAL DOCUMENTS

Tourism Development Plan of  
"the 13<sup>th</sup> Five-Year Plan"

This Plan is developed in accordance with the Constitution of the People's Republic of China with a view to carrying out the 13<sup>th</sup> Five-Year Plan for National Economic and Social Development of the People's Republic of China.

Chapter I Meeting the New Era  
of Mass Tourism by Grasping the  
OpportunitySection 1 Achievements of Tourism  
Development of the 12<sup>th</sup> Five-Year Plan

Since the Reform and Opening Up, China has achieved a historic leap from a major agricultural country to a major power for its tourism. During the period of "the 12<sup>th</sup> Five-Year Plan", the tourism industry has been fully integrated into the national strategic system and spearheaded the national economic construction as the strategic pillar industry of national economy.

The strategic pillar industry has been basically formed. In 2015, the comprehensive contribution of tourism industry to the national economy reached 10.2%. With full prosperity and development of domestic tourism, inbound tourism and outbound tourism, China has become the largest tourist generating market of outbound tourism and the fourth largest recipient of inbound tourism in the world. There is no doubt that tourism has become an investment hot spot in society and a strategic emerging industry.

The function of integrated drive has been fully highlighted. During the period of "the 12<sup>th</sup> Five-Year Plan", about 10.2% of comprehensive contribution of tourism industry to the social employment was



# Circular of the State Council on Printing and Issuance of the Tourism Development Plan of “the 13<sup>th</sup> Five-Year Plan”

G.F. [2016] No.70

To the people's governments of provinces, autonomous regions and municipalities, as well as the ministries and commissions and departments directly under the State Council:

The *Tourism Development Plan of “the 13<sup>th</sup> Five-Year Plan”* is printing and distributing to you for proper and prudent implementation.

The State Council  
December 7, 2016

## Tourism Development Plan of “the 13<sup>th</sup> Five-Year Plan”

This Plan is developed in accordance with *Tourism Law of the People's Republic of China* with a view to carrying out the *13<sup>th</sup> Five-Year Plan for Economic and Social Development of the People's Republic of China*.

### Chapter I Meeting the New Era of Mass Tourism by Grasping the Opportunity

#### Section 1. Achievements of Tourism Development of “the 12<sup>th</sup> Five-Year Plan”

Since the Reform and Opening Up, China has achieved a historic leap from a tourism-short country to a country famous for its tourism. During the period of “the 12<sup>th</sup> Five-Year Plan”, the tourism industry has been fully integrated into the national strategic system and spearheaded the national economic construction as the strategic pillar industry of national economy.

**The strategic pillar industry has been basically formed.** In 2015, the comprehensive contribution of tourism industry to the national economy reached 10.8%. With full prosperity and development of domestic tourism, inbound tourism and outbound tourism, China has become the largest tourist generating country of outbound tourism and the fourth largest recipient of inbound tourism in the world. There is no doubt that tourism has become an investment hot spot in society and a comprehensive industry.

**The function of integrated drive has been fully highlighted.** During the period of “the 12<sup>th</sup> Five-Year Plan”, about 10.2% of comprehensive contribution of tourism industry to the social employment was

reached, after which the tourism has become an important channel for spreading Chinese traditional culture and promoting the core values of socialism; and it has become an important force in the construction of ecological civilization. Meanwhile, it drives a great number of poverty stricken population to get rid of poverty. Now, clear waters and green hills are becoming valuable assets.

**The modern governance system has been preliminary established.** With the promulgation of *Tourism Law of the People's Republic of China*, the law-based tourism governance and tourism development have accelerated. Tourism Inter-ministerial Conference System of the State Council has been set up, and a series of documents have been promulgated as well, such as *the Outline for National Tourism and Leisure (2013–2020)*, *Several Opinions of the State Council on Promoting the Reform and Development*

*of the Tourism Industry* (G.F.[2014] No.31), etc. Provinces and municipalities throughout China have promulgated tourism regulations and other regulations and systems, forming a legal and policy system taking tourism law as the core and supported by policies and regulations and local rules.

**The international status and influence have been greatly enhanced.** Both the number of outbound tourists and tourist spending ranked first place in the world and their cooperation with various regions and international tourism organizations around the world has been continuously strengthened. With active cooperation with the overall diplomatic strategy of the country, a series of influential tourism exchange activities, such as the tourism years between China and the U.S., and Russia, and India, and South Korea etc. Finally, the pattern of tourism diplomacy come into being.

Column 1. Completion Status of Primary Indicators of Tourism Planning During “the 12<sup>th</sup> Five-Year Plan”

Indicators		Planning Goals		Completion Status	
		2015	Annual Average Growth Rate (%)	2015	Completion Status
Tourism Total Revenue (Trillion/RMB)		2.5	10	4.13	165
Domestic Tourists	(100 Million)	33	10	40	121
	Resident travel rate (Time/Person)	2.3	—	3	130
Domestic Tourism Avenue(Trillion/RMB)		2.1	11	3.42	163
Inbound Tourists (100 Million)		1.32	3	1.34	102
Inbound Overnight Tourists (10,000)		5680	8	5689	100
Foreigners' Inbound Tourists (10,000)		2573	4.5	2599	101
International Tourism Receipts (100 Million/USD)		580	5	1136.5	196
Outbound Tourists (10,000)		8800	9	11700	133
Direct Employment (10,000 People)		1450	4.7	2798	193

## Section 2. Opportunity for the Tourism Development during “the 13<sup>th</sup> Five-Year Plan”

The building of a well-off society in an all-round not only sets higher requirements for the development of tourism, but also provides major opportunities for the development of tourism. As a result, China's tourism industry will usher in a new round period of golden development.

**The building of a well-off society in an all-round is favorable to the sustained and rapid growth of the mass tourism consumption.** With the

further promotion of building of a well-off society, the income of urban and rural residents has been steadily increasing together with accelerated upgrading of consumption structure. Meanwhile, the people's health level has been significantly raised, the system of paid leave has been gradually implemented. As the holiday system has been continuously improved, the infrastructure conditions have been continuously improved as well. With rapid development of aviation, high-speed train and expressway, the tourist consumption has been rapidly released to lay a good foundation for the development of the tourism