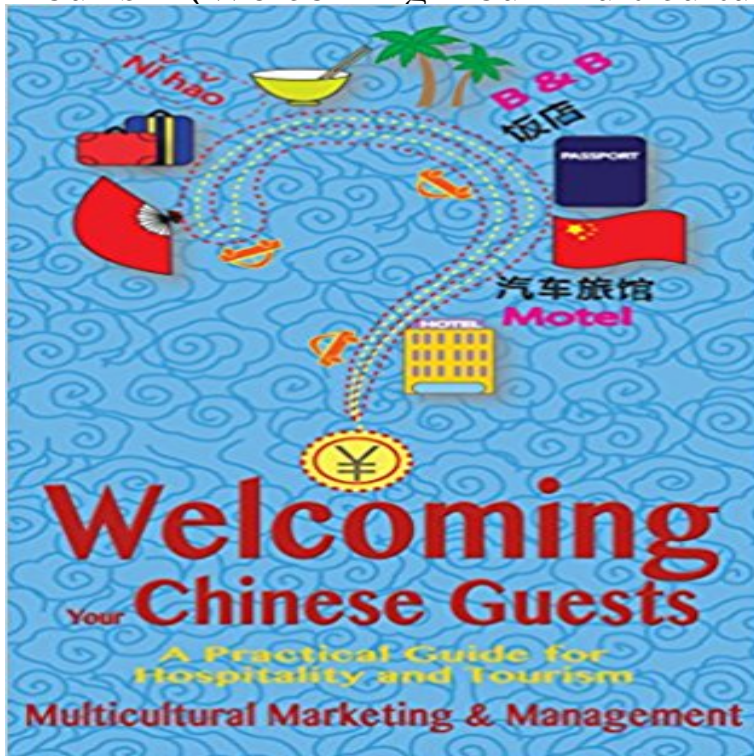


# Welcoming Your Chinese Guests: A Practical Guide for Hospitality and Tourism (Welcoming Your Multicultural Guests Book 1)



China has already taken the place of Japan and become the No.1 outbound tourism market. According to World Travel Organization, there will be 100 million Chinese traveling abroad in 2020. As a tourism and hospitality industry executive, do you want to gain more knowledge on how to welcome your Chinese guests? In the seven modules of this course, you will follow a simple, easy-to-understand learning system that contains scenario analyses discussions, tips and suggestions. Each module has a short quiz to help you consolidate your knowledge on each component of the course. Topics covered include: building a positive first impression with Chinese visitors; suggestions for the Front Office and Concierge; Tour Desk and Bell Desk; and Food and Beverage. The course is developed by Multicultural Marketing and Management (MMM). MMM is a multi-award-winning, full-service marketing agency, with 20 years experience in Australia and specialises in non-English communication. MMM is an accredited tourism business in Australia.

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