

## The Analysis of the Current Situation and Prospects for China Tourism

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**Introduction.** China is considered to be a very popular country among foreign tourists. People are fascinated by its exotic culture, natural highlights, ancient cities as well as its rapid modernization. Therefore, nowadays China ranks the third as the most popular tourist destination in the world, just after France and the United States of America. Yet, if Hong Kong and Macau are included, then China is offered a chance to become the world's number one tourist destination.

**Materials and methods.** In order to conduct the study, the general scientific and special methods were used, in particular, the method of economic and statistical analysis as well as forecasting. The informational base for the study serves the works of local and foreign scientists together with statistical materials.

**Results and discussion.** China is the third most visited country in the world. As of 2010, the number of overseas tourists constituted 55.98 million. That amounted to the foreign exchange income of 45.8 billion U.S. dollars which was the world's fourth largest profit in 2010. It is worth noting that China tourism is not limited to external travel as the number of domestic tourist visits the same year totaled 1.61 billion, increasing national budget with a total income of 777.1 billion Yuan. Taking into consideration the statistics of 2014, it is noticeable that the number of visitors did not undergo much change – only 56 million foreign tourists came to China. This demonstrates that total inbound tourism numbers have been increasing steadily from 2007 to 2014. However, the situation changed drastically a year later. In 2015, more than 98.8 million of people traveled to China for various reasons, either for tourism or business. According to the World Trade Organization, in 2020, China is expected to become the largest tourist country. In terms of total outbound travel spending, China is already considered to be the fastest growing in the world from 2006 all the way to 2015, jumping into the number two slot for total travel spending by 2015. China's growing economy is also generating a surge in business travel. In China, the percentage of sales dependent on business travel is higher (38%) as compared to the US (21%) and 28% in the UK, according to the World Travel & Tourism Council's 2013 business travel forecast for the Asia-Pacific region. The main reasons for such an increase include personal income rise, favorable policies as well as the appreciation of RMB. However, because of the earthquakes in Indonesia and Nepal as well as the outburst of MERS-virus in South Korea, such a growing rate of outbound tourism can raise a concern of gradual decrease.

**Conclusions.** Over the course of recent years, Chinese tourism has become very important in the world. China's development at the world market is subsequently leading to the development of tourism industry. All in all, China has a great potential of becoming the largest tourist country, especially for overseas travel.

### References:

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