

**11TH
SEPTEMBER 2017**

**GET TO KNOW THE WORLDS
LARGEST OUTBOUND
TRAVEL MARKET**

**125 MILLION TRAVELLERS
261 BILLION US\$**

ONE DAY TRAINING ON

ATTRACTING THE RIGHT CHINESE TRAVELLER.

The Leading Global Training Programme on China Outbound Travel Market.
Insights and Market Expertise, for sales and marketing executives.

Training by China Outbound Tourism Research Institute, COTRI
Organised in association with MATATO.

ATTRACTING THE RIGHT CHINESE TRAVELLER.



The Leading Global Training Programme for the Chinese Outbound Market.

Endorsed by



Recommended by



Awarded by



COTRI's Chinese Tourist Welcome Training Programme helps tourism service providers to position themselves at the forefront of the biggest global outbound tourism source market by understanding the different market segments, learning to successfully adapt products and by communicating the special attention given to the market to Chinese tour operators and self-organised travellers.

The Chinese Tourist Welcome Training Programme is recommended by the ETC European Travel Commission, has been endorsed by PATA Pacific Asia Travel Association and has been awarded the GREAT China Welcome Charter Mark of VisitBritain.

www.china-outbound.com/ctw-training



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Programme Benefits



Providing participants with focused information based on professional research as well as practical experiences about the special characteristics, needs, expectations and behaviour of Chinese travellers.



Enabling participants to adapt tourism and retail products and services, to develop adequate strategies and to facilitate quality assurance.



Offering participants the opportunity to begin sustainable and successful engagement with Chinese tourists.



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Deep Insights and Learning

The Chinese Tourist Welcome Training Programme offers deep insights into the characteristics, expectations, motivations and needs of Chinese travellers, enabling tourism service providers to deliver high quality the Chinese way.

The CTW training consists of 4 main modules:

**OVER 1,000
PARTICIPANTS
AROUND THE
WORLD**

Introduction	Module 01	Module 02	Module 03	Module 04	Test
Introduction	Background –China as international tourism source marketand Chinese customers	Travel motivation, expectations, needs and behaviourof Chinese visitors	Language, service and ambience	Product adaptation- and marketing	Multiple Choice

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Insightful & Interactive

The Chinese Tourist Welcome Training Programme offers deep insights into the characteristics, expectations, motivations and needs of Chinese travellers, enabling tourism service providers to deliver high quality the Chinese way.

The CTW training consists of 4 main modules:

45 Minutes Presentation	10 Minutes Q&A	20 Minutes Group work	15 Minutes Discussions
PowerPoint Based	On the Presentation	Related to the content of the Module	On Group activity results

Full-Day CTW Training Session

9:00 –9:15 Introduction

Coffee Break

9:15 –10:45 Module 1

11:00 –12:30 Module 2

Lunch Break

13:30 –15:00 Module 3

15:15 –16:45 Module 4

17:00 –17:30 Multiple-Choice Test and Results

Tea Break

Certificate Ceremony & Group Photo

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Additional Benefits



Successful participants acquire certification as Chinese Tourist Welcome Quality Host for two years, renewable with additional top-up CTW training



After the training, participants will receive CTW Training Pack Plus(Bonus-Material by pdf)



Companies and organisations can apply for the CTW Quality Label if at least two of its employees have valid CTW Quality Host certification



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Training Facilitator



COTRI Founder & Director
Prof. Dr. Wolfgang Georg Arlt

First visit to the People's Republic of China in 1978

1991-1999, owner of Inbound Tour Operator China-Europe with offices in Beijing and Berlin

COTRI founder and director since 2004

Professor for International Tourism Management at West Coast University of Applied Sciences Germany (Heide)

Visiting professor at universities in China, United Kingdom and New Zealand

Member of the United Nations World Tourism Organization (UNWTO) Panel of Tourism Experts

Fellow Royal Geographical Society (London)

Research Fellow Japanese Society for the Promotion of Science (Tokyo)

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Registration

Registration Fee: USD 250.00

Early Registration:	-	10% discount
MATATO Members:	-	10% discount
More than 05 participants:	-	10% discount

Payments will be accepted in US dollars only. Payments can be made by cheque or online transfer. For online transactions, please submit a copy of transaction details, via e-mail. Please make cheque payments payable to 'MATATO'. All payments must be made within two (2) weeks after the submission of the application forms.

Bank of Maldives
Account Name: Male'
Account Number: MATATO
7701 177016 002 (USD)

Terms & Conditions

We have a limited number of 40 seats for this programme, registration will be confirmed on first-come-first serve basis.

For registration, this form must be submitted to MATATO via email to info@matato.org.

Once we receive the registration an invoice will be raised, according to the information provided in the application form.

Registration will only be confirmed when MATATO receives the registration fee.

Early-bird discount will apply to the applications received before 25th August 2017.

Cancellations after the submission of registration form will be subject to cancellation charges.

For cancellations received by 25th August 2017, a 50 percent cancellation charge will apply.

Any cancellations received after this period will be subject to a 100 percent cancellation fee.

Cancellation charges will be calculated against the registration fee, without any discounts offered at the registration.

Application for registration, when signed by the participating company, shall serve as an agreement between MATATO and the respective company, and shall indicate that the above terms and conditions of this Application have been read and understood by the participating company.

MATATO's partnership with COTRI for this event is limited to facilitating the logistics of edition in Maldives, and ensuring that we have a successful and productive programme,

Important Dates

Early bird registration
25th August 2017

Registration deadline
30th August 2017

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Registration Form

About the Company

Name of the Company _____

Address: _____

Website: _____ Phone: _____

Email: _____

Contact Person: _____

Designation: _____ Mobile: _____

Email: _____

AUTHORISED CONFIRMATION

By my signature, I confirm that above information is true, and confirm the registration for the listed participant(s) on behalf of this company. I also acknowledge that I have read, understood, and agree to the terms and conditions for participating in this program.

Authorised Person: _____

Designation: _____

SIGNATURE

Participants

Name: _____

Designation: _____ Contact: _____

Email: _____

Name: _____

Designation: _____ Contact: _____

Email: _____

Name: _____

Designation: _____ Contact: _____

Email: _____

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ABOUT CHINA OUTBOUND TOURISM RESEARCH INSTITUTE, COTRI



Global Leader

COTRI China Outbound Tourism Research Institute is a privately organised and independent institute founded by its director, Prof.Dr.Wolfgang Georg Arlt FRGS. COTRI has been acknowledged as the world's leading institute for research, consulting and training services related to the Chinese outbound tourism market.

COTRI experts are frequently quoted in a wide range of international media outlets, including CNN, BBC, China Daily, The Economist, Bloomberg and Forbes.

Today, COTRI offers a wide variety of products and services all specialised on Chinese outbound tourism. Its clients and partners come from all form of tourism and retail service providers looking to tap into the unrivalled opportunities presented by the Chinese market.

Across the world

COTRI is headquartered in Hamburg, Germany, has an office in Beijing, China, and coordinates a global network of regional COTRI Country Partners around the globe.

COTRI is WTTC Knowledge Partner, a member of PATA and ETOA, and closely cooperating with UNWTO, ETC, CTA, ITC and other leading international organisations.

www.china-outbound.com

ABOUT MALDIVES ASSOCIATION OF TRAVEL AGENTS AND TOUR OPERATORS



At the Forefront

www.matato.org

Established in 2006, MATATO continues to contribute as a strong partner to the growth of the industry. A non-profit membership organization exclusive to Maldivian travel enterprises. A diverse membership representing Tourist Resorts, Hotels Brands, Guest Houses, Airlines and other travel service providers as associate members. After 10 years at the forefront of the Maldivian Tourism Industry, today, MATATO is a household name, with global recognition, and a collection of travel products ranging from in-house publications, trainings, and international forums to Maldives Travel Awards. MATATO stands ever stronger in its advocacy to empower Maldivians and to take the industry forward.

MATATO owns two travel publications, MALDIVES FINDER and ATOLL GUIDE. MATATO is also the organizer of Maldives Travel Awards, the highest recognition in the Maldives Travel Industry, established in 2011. In 2017, MATATO is hosting three editions of Maldives Travel Awards along with Maldives Travel Conference.

MATATO is also a regular exhibitor at International Travel Fairs and Exhibitions in addition to hosting roadshows and creating business networks for destination marketing.



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For more information and registration,
please contact

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info@matato.org

WWW.MATATO.ORG

MALDIVES ASSOCIATION OF TRAVEL AGENTS AND TOUR OPERATORS