

W E L C O M I N G

International Visitors



2018
YEAR OF TOURISM
L'ANNÉE DU TOURISME
中加旅游年

CHINA

Food and Beverage Manager

COUNTRY BRIEF

China's official name is the People's Republic of China. With an area of approximately 9,600,000 square kilometres, China is roughly the same size as the United States but with the world's largest population of 1.3 billion people.

Chinese people have an implicit communication style. Most meanings are conveyed in an unspoken context and silence can mean many things. Saying 'no' directly to somebody may cause social embarrassment.

Government policy allows Chinese people to exercise religious beliefs within certain guidelines, as Buddhists, Taoists, Muslims, and Christians do practice their religions, but some groups are prohibited.

Leisure and business are the two most popular travel purposes for Chinese visitors. Travelling in groups accompanied by English and Chinese-speaking tour guides is common. Late spring, summer and fall are the most favoured seasons for Chinese tourists to visit Canada. Popular activities include shopping and visiting nature sites and historical landmarks.



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PREPARE FOR GUEST ARRIVAL

- It would be ideal to produce a menu in Chinese which includes pictures.
- Although Chinese guests enjoy different styles of food, they will appreciate at least one Chinese meal a day, such as rice with cooked meat and vegetables, as well as soya and other sauces to enjoy with their meals.
- Breakfast is generally served at around 8 am; lunch is between 12 noon – 1pm, and dinner starts between 6pm – 7pm in China.
- Buffet breakfast is well received; a hot breakfast with food items such as congee, pickled vegetables, salted eggs, buns or noodles is especially appreciated by Chinese guests.
- Have spicy sauce available; rice and pan-fried vegetables are also welcome.
- Provide chopsticks and Chinese soup spoons as knives and forks are not commonly used in China.
- Make sure to have hot or room-temperature water available for drinking. Do not put ice cubes in water glasses or pitchers.
- Tipping is not a common practice in China. Inform your team of servers, bartenders, wine stewards, hosts, and support staff of this so that they do not have high expectations.

PROVIDE QUALITY GUEST SERVICE

- The common greeting in Mandarin is *Nihao* (knee- how). Say *Hao* (how) to say "Good" and *Xie Xie* (shye shye) to say "Thank you."
- Nodding politely or bowing lightly is a common greeting. A handshake is also acceptable, especially in formal situations or to show respect.
- Address the oldest person in the group first when greeting your guests as it is considered polite.
- In formal introductions, use guests' titles and surnames; for example, 'Professor Li' or 'Director Wang'. If you don't know their titles, address guests as "Mr." or "Ms." The first name is normally used only for close friends and family members.
- English is widely spoken in China, especially by younger people, but most Chinese tourists may still have problems pronouncing some words or finding a Chinese equivalent.
- Ask your guests about their travel schedule and be prepared to improve the speed of service.
- Cash is the most common payment method.
- Adding tax on top of the selling price is not common practice in China.

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EXCEED GUESTS' EXPECTATIONS

- An official welcome from you as the Food and Beverage Manager will be highly appreciated, particularly by travellers from an older generation.
- Pay attention to guests' needs and respond quickly to their orders. Let them know that you and your staff will work around their schedule.
- Accompanying your guests to the door as they leave will make them feel respected and welcome.

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International Visitors



2018
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L'ANNÉE DU TOURISME
中加旅游年

CHINA

Food and Beverage Servers/Bartenders/Banquet Servers



COUNTRY BRIEF

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PREPARE FOR GUEST ARRIVAL

- Breakfast is generally served at around 8 am; lunch between 12 noon – 1 pm, and dinner between 6 pm – 7 pm in China.
- Although Chinese visitors enjoy different styles of food, they will appreciate at least one Chinese meal a day, such as rice with cooked meat and vegetables, and spicy/soya sauces to enjoy with their meals.
- Buffet breakfast is well received. It is important to include signs in Chinese to identify dishes and ingredients or to provide menus with pictures.
- Chinese guests also enjoy a hot breakfast including congee, pickled vegetables, salted eggs, buns or noodles.
- Have spicy sauce available for visitors; rice and pan-fried vegetables are also welcome.
- Sandwiches, pizza and salad are not well received by Chinese people.
- Fruit is the preferred dessert: e.g. watermelon, cantaloupe, oranges, and strawberries.
- Have hot or room- temperature water available for drinking. Do not put ice cubes in pitchers or water glasses.
- Provide chopsticks and Chinese soup spoons as knives and forks are not commonly used in China.

PROVIDE QUALITY GUEST SERVICE

- English is widely spoken in China especially by younger people, but most Chinese tourists may still have problems pronouncing some words or finding a Chinese equivalent.
- The common greeting phrase in Mandarin is *Nihao* (knee- how). Say *Hao* (how) to say "Good" and *Xie Xie* (shye shye) to say "Thank you."
- Nodding politely or bowing lightly is a common greeting. A handshake is also acceptable, especially in formal situations or to show respect.
- Address the oldest person in the group first when greeting guests as it is considered polite. This person should also be served first whether female or male. If a high ranking person is identified, he or she should be addressed and served first.
- Chinese people tend not to show emotion through their facial expressions. You might need to look for other clues to judge what they are feeling.
- In formal introductions, use guests' titles and surnames; for example, "Professor Li" or "Director Wang". If you don't know their titles, address guests as "Mr." or "Ms." The first name is normally used only for close friends and family members.
- Provide a menu in Chinese, if possible, which includes pictures, as it will be highly appreciated by your guests. Observe if someone is struggling to understand the menu and explain patiently.
- Use both hands when handing teacups or any other objects to your guest.
- Be sensitive to tight itineraries for guests travelling as a group and provide fast and efficient service. This could include serving the meal within ten minutes of a request.
- Adding tax on top of the selling price is not common practice in China. Explain this to your guest if you notice confusion.
- Chinese tourists normally don't separate bills so you might observe them fighting over who will pay. Smile and wait patiently for the result and comply with their instructions.
- Cash is the most common payment method.
- Tipping is not a common practice in China so don't be offended if they don't tip.

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EXCEED GUESTS' EXPECTATIONS

- Provide a hot towel for guests to wash their hands.
- In cold weather, provide hot soup or hot tea during the meal, even if not requested.
- Seeds (e.g. sunflower, pumpkin, watermelon.) and nuts are favourite snacks. Source these items from a reputable Chinese food supplier so that guests can enjoy an authentic experience.

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CHINA

Supervisor (Non-Food and Beverage)

COUNTRY BRIEF

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Chinese culture values hierarchy and reciprocity therefore officials with the highest ranks should receive the most respect. Decisions are normally made by the leader of the group. However, seniority in age is also very important.

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PREPARE FOR GUEST ARRIVAL

- Find out if you have any staff that speak Mandarin and/or Cantonese to help communicate with a Chinese visitor when necessary. However, do not hand over your guests to a Chinese-speaking employee too quickly as they might think you are trying to get rid of them.
- Let all your staff know if there is an employee who can speak a Chinese language and communicate with your guests if required.
- Research the latest trends and issues related to Chinese travellers and provide relevant briefings to your staff.
- Keep in mind that Chinese people tend not to show emotion through their facial expressions. You might need to look for other clues to judge what they are feeling.

PROVIDE QUALITY GUEST SERVICE

- The common greeting phrase in Mandarin is *Nihao* (knee- how). Say *Hao* (how) to say "Good" and *Xie Xie* (shye shye) to say "Thank you."
- Make information, guides and directions available in Mandarin.



- Be aware that because of a possible language barrier, some guests might feel discriminated against. Make sure that your staff are especially warm and that they smile more often.
- Be careful not to isolate group travellers in a separate area, including in the dining room; this might be considered rude and offensive.

EXCEED GUESTS' EXPECTATIONS

- To create a warm welcome, acknowledge important dates or events that might be meaningful to your guests during their stay; for example, display their flag or hang red lanterns of Chinese knots at the entry during the Chinese Spring Festival.

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CHINA

Front Desk Agent

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PREPARE FOR GUEST ARRIVAL

- Ensure that guests have access to boiled water which they can use to make tea or instant noodles in their room.
- Be aware of any need for standard travel items like disposable slippers, toothpaste, toothpicks, and combs. Providing these is customary in some hotels in China and your guests might expect these items to be available during their stay.
- Have hot or room-temperature water for drinking in guests' rooms.
- To avoid challenges related to a language barrier, try to provide instructions in Chinese and post them in guests' rooms, in plain view, ahead of time. For example, have instructions in the guests' language to remind them politely about smoking rules in the hotel's guest and common rooms, and provide telephone numbers for service and assistance.

PROVIDE QUALITY GUEST SERVICE

- The common greeting in Mandarin is *Nihao* (knee- how"). Say *Hao* (how) to say "Good" and *Xie Xie* (shye shye) to say "Thank you."
- Nodding politely or bowing lightly is an appropriate greeting. A handshake is also acceptable, especially in formal situations or to show respect.
- English is widely spoken in China especially by younger people, but most Chinese tourists might still have

problems pronouncing some words or finding a Chinese equivalent.

- Address the oldest person in the group first when greeting guests as it is considered polite.
- Always stand up when being introduced and remain standing throughout the introduction to show respect and politeness.
- Introductions should be formal. Use guests' titles and surnames; for example, "Professor Li" or "Director Wang". If you don't know their titles, address guests as "Mr." or "Ms." The first name is normally used only for close friends and family members.
- Do not be concerned if your guests do not look you in the eye when talking to you – it is a sign of respect.
- Giving compliments is a nice gesture; it shows friendliness and is an effective ice-breaker.
- Chinese people prefer not to show emotion. You might need to look for other clues such as tone of voice or body language to judge what they are feeling.
- Do not be offended if you are asked about your age and/or income by your guest during a conversation. Chinese people do not consider it rude to ask. Answer with humour without revealing any details you wish to keep private.
- During check-in, find out which person you are to communicate with regarding room fees and incidental charges. This is especially important for group travellers who usually rely on one particular person even if you are serving an individual member of the group.
- Some Chinese guests believe certain numbers represent bad luck and may prefer to stay on different floors of the hotel. Ask your guests if they have a preference regarding a room number or floor or area of the hotel.
- Never send invoices to individual hotel rooms/individual guests if the booking is made by a travel agency. It might be offensive to a host among the group who may want to keep this information confidential.

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EXCEED GUESTS' EXPECTATIONS

- Offer guests who have just arrived from long-distance travel a resting place if they are early and the room is not ready. Be flexible regarding check-outs as well.
- Let your guests know if you have any staff who can speak a Chinese language; they appreciate establishments where people speak their language.
- Let your guests know if you have local Chinese TV channels and newspapers available.
- Group travellers tend to have a very tight itinerary so it might be useful to increase service efficiency; this could include providing room keys.
- Know about local attractions, popular shopping districts, authentic Chinese restaurants or restaurants serving other cuisines which you can recommend to your guests.

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CHINA

Tour Guide

COUNTRY BRIEF

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PREPARE FOR VISITOR ARRIVAL

- Be aware that you will be the main point of contact in any communication with group travellers.
- Have information on hand about the Chinese region your visitors come from so that you can accommodate their choice of restaurants. Visitors from Sichuan province may like extremely spicy food while visitors from Canton province may prefer something mild.
- Be ready to be a cultural interpreter. For example, you might need to inform your visitors that it is forbidden to feed wild animals in national parks, or explain to them about smoking rules in public places or about the Canadian tipping policy or tax system.
- Help any outside companies you deal with to understand differences between the Chinese and Canadian cultures (e.g. tourist attractions, restaurants or bus companies).
- Develop your knowledge about the desired destinations but also about Canada and the provinces in general. This is particularly useful for visitors on a short trip who might not be able to see and experience everything in Canada.
- Be knowledgeable about local attractions, popular shopping districts, and authentic Chinese restaurants or restaurants serving other cuisines.
- Be ready to recommend a local activity or festival or anything that could be of interest to visitors.



PROVIDE QUALITY VISITOR SERVICE

- English is widely spoken in China especially by younger people, but most Chinese tourists might still have problems pronouncing some words or finding the Chinese equivalent. Be patient during a conversation.
- The common greeting in Mandarin is *Nihao* (knee- how). This greeting with a smile will be appreciated and is an excellent welcoming tool.
- Say *Hao* (how) to say "Good" and *Xie Xie* (shye shye) to say "Thank you."
- Nodding politely or bowing lightly is an appropriate greeting. A handshake is also acceptable, especially in formal situations or to show respect.
- Address the oldest person in the group first when offering a greeting as it is considered polite.
- Pay special attention to elderly travellers as you will have to serve them first, including making seating arrangements and communicating information.
- Introductions should be formal. Use visitors' titles and surnames; for example, "Professor Li" or "Director Wang". If you don't know their titles, address visitors as "Mr." or "Ms." The first name is normally used only for close friends and family members.

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EXCEED GUESTS' EXPECTATIONS

- Remember the names of the group members and address them properly based on their ranks and ages.
- Accompany your visitors when shopping to help identify appropriate souvenirs and gifts they can buy.

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CHINA

Tourism Visitor Information Counsellor



COUNTRY BRIEF

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PREPARE FOR VISITOR ARRIVAL

- If your visitors have small children, gather information on parks, children's events and activities. Provide maps or reliable directions (such as Google maps, etc.) and find out about reputable babysitting services.
- Be ready to welcome travellers as a group; it is very seldom that Chinese visitors approach you individually.
- Ensure that interactive devices and manuals are available in the language of your visitors.
- Having a tourist handbook with tips on what to do and not do will be a useful guide for your group of tourists.

PROVIDE QUALITY VISITOR SERVICE

- English is widely spoken in China especially by younger people, but most Chinese tourists might still have problems pronouncing some words or finding the Chinese equivalent.
- Greet your visitors with the common greeting phrase in Mandarin – *Nihao* (knee- how). Say *Hao* (how) to say "Good" and *Xie Xie* (shye shye) to say "Thank you."

- Address the oldest or the highest-ranking person in the group first when greeting your visitors as it is considered polite.
- Nodding politely or bowing lightly is the common greeting custom. A handshake is also acceptable, especially in formal situations or to show respect.
- Do not be concerned if your visitors do not look you in the eye when talking to you – it is a sign of respect.
- Use their titles and surnames for a formal introduction; for example, "Professor Li" or "Director Wang". If you don't know their titles, address visitors as "Mr." or "Ms." The first name is normally used only for close friends and family members.
- Chinese people tend to give a lot of compliments to show friendliness and break the ice. Return the compliments as it is a nice gesture.
- Ask about your visitors' travel schedule in case you need to improve the speed of service.

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EXCEED GUESTS' EXPECTATIONS

- Inform your visitors of any authentic Asian restaurants, shops and services that might be of interest to them.
- Suggest Asian specialty grocery stores (if available) and local community centres that might have activities of interest to your visitors.
- Offer hands-on activities like horseback and hay rides, cattle drives, rodeos, farm activities such as combining and harvesting, threshing bees, or animal viewing.
- Provide provincial or national (Canadian) pins.

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CHINA

Housekeeping Room Attendant



COUNTRY BRIEF

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PREPARE FOR GUEST ARRIVAL

- Ensure that guests have access to boiled water which they can use to make tea or instant noodles in their room.
- Make travel necessities such as disposable slippers, toothpaste, toothpicks, and combs available to your guests. This is the custom in some hotels in China so it will be appreciated by your guests.
- Ensure that hot or room-temperature water is available for drinking in guests' rooms.
- Make sure that instructions in the guests' language are displayed clearly and in plain view. This includes reminders about smoking rules in guest and common rooms in the hotel, and directions for numbers to call for service and assistance.
- Find out about your guest's profile. This is especially useful when servicing several guest rooms belonging to the same group. If possible, obtain a copy of guests' itineraries to schedule the best time for cleaning their rooms.

PROVIDE QUALITY GUEST SERVICE

- Greet your guests with the common Mandarin phrase *Nihao* (knee- how) if you see them in the hallways. Say *Hao* (how) to say "Good" and *Xie Xie* (shye shye) to say "Thank you."
- Nodding politely or bowing lightly is an appropriate greeting. A handshake is also acceptable, especially in formal situations or to show respect.
- Giving compliments is a nice gesture and is used to show friendliness and break the ice.



- There are very few non-smoking rules in China. Should your guests be smoking in their rooms, advise them politely of the regulations.
- Leave a note for your guests if there is anything you may want to bring to their attention. For example, if you notice somebody using the sheets or towels to clean shoes, leave a nice note along with shoe cleaning materials to kindly remind them what not to do.

EXCEED GUESTS' EXPECTATIONS

- Display a welcome card in the room on the arrival day and a good-bye card on the departure date, both written in Chinese. If you do not speak or write Chinese, you can find this information on the internet.
- Find out your guests' check-out time and leave a note in the room reminding them not to leave any belongings behind.

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CHINA

Director of Housekeeping

COUNTRY BRIEF

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PREPARE FOR GUEST ARRIVAL

- Chinese visitors greatly appreciate facilities with Chinese-speaking staff, Chinese TV channels, free Wi-Fi, newspapers and some Chinese food items.
- To avoid challenges related to a language barrier, display instructions in a Chinese language and place them in the rooms ahead of time. For example, have instructions in the guests' language politely reminding them of smoking regulations in the hotel's guest and common rooms, and provide directions on how to call for service and assistance.
- Make sure that guests have access to boiled water for making tea or instant noodles in their room.
- Have hot or room-temperature water available for drinking in the guest's room.
- Make sure that travel necessities such as disposable slippers, toothpaste, toothpicks, and combs are available. This is the custom in some hotels in China and your guests might expect these items to be available during their stay.
- Inform your staff about your guests' profiles and provide them with relevant information.

PROVIDE QUALITY GUEST SERVICE

- Greet your guests with the common Mandarin greeting, *Nihao* (knee- how) if you see them in the hallways.
- Say *Hao* (how) to say "Good" and *Xie Xie* (shye shye) to say "Thank you."
- Nodding politely or bowing lightly is an appropriate greeting. A handshake is also acceptable, especially in formal situations or to show respect.

- Giving compliments is a nice gesture; it shows friendliness and breaks the ice.
- There are very few non-smoking rules in China. Should your guests be smoking in their rooms, advise them politely of the hotel's regulations.

EXCEED GUESTS' EXPECTATIONS

- If you know that a high-ranking official or an important person (e.g. a Gold Medal winner in the Olympics) is at your hotel, make an extra effort to create a welcoming environment by providing something like a fresh flower arrangement or a small fruit basket.
- As a compliment to your guest, have seeds (e.g. sunflower, pumpkin, watermelon) and nuts in the room as they are favourite snacks in China.
- It is a good idea to stock some instant noodles in the room.
- Let your guest know if you have local Chinese TV channels. Providing a copy of a local Chinese newspaper will also be appreciated.
- Produce a welcome card in the room on the arrival day and a good-bye card on the departure date, both written in Chinese. You can find samples on the internet.

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2018
YEAR OF TOURISM
L'ANNÉE DU TOURISME
中加旅游年

CHINA

Event Coordinator

COUNTRY BRIEF

China's official name is the People's Republic of China. With an area of approximately 9,600,000 square kilometres, China is roughly the same size as the United States but with the world's largest population of 1.3 billion people.

Chinese people have an implicit communication style. Most meanings are conveyed in an unspoken context. Silence can mean many things. Saying 'no' directly to somebody may cause social embarrassment.

Government policy allows Chinese people to exercise religious beliefs within certain guidelines, as Buddhists, Taoists, Muslims, and Christians do practice their religions, but some groups are prohibited.

Leisure and business are the two most popular travel purposes for Chinese visitors. Popular activities include shopping and visiting nature sites and historical landmarks.



Standard Chinese (Putonghua), or Mandarin, is the official language in China. As a result of the country's open-door policy, adopted in 1978, English is widely taught as the second language at every school level. Most Chinese visitors do not speak French.

PREPARE FOR GUEST ARRIVAL

- Have the itinerary confirmed by your Chinese contact person.
- Ask your Chinese contact person to identify any VIPs and confirm the speaking order or seating arrangement.
- Confirm menu options in detail with your Chinese contact person.
- Ensure that interpretation service is available if it is needed.
- Verify every detail in writing to avoid confusion that might arise due to a language barrier.
- Be flexible in pricing; Chinese tourists are accustomed to bargaining for the price of goods and services.
- Be prepared to make payment negotiations carefully. Even though Chinese people are accustomed to negotiation, they will not be offended as long as a no-discount policy is politely explained to them.
- Be aware of the currency exchange risk, payment time and method. Chinese visitors tend to make payment 2 – 3 months after the service is rendered.

PROVIDE QUALITY GUEST SERVICE

- The common greeting in Mandarin is *Nihao* (knee how). This greeting with a smile will be appreciated and is the best welcoming tool.
- Get your guests' names and make sure to use formal introductions. Use their titles and surnames; for example, "Professor Li" or "Director Wang" when you address them.
- Nodding politely or bowing lightly is an appropriate greeting. A handshake is also acceptable, especially in formal situations or to show respect.
- Address the oldest person in the group first when greeting your guests as it is considered polite.

- Always stand up when being introduced and remain standing throughout the introduction to show respect and politeness.
- Do not be concerned if your guests do not look you in the eye when talking to you – it is a sign of respect.
- Make yourself available for questions or to help after work hours in case there is any issue to be dealt with.
- If there is any major change in the itinerary of the event, make sure that you provide an explanation to the guest.
- It is preferable to handle complaints with the person in charge or have someone of a high-ranking status address the complaint. This will impress your visitor as it shows respect.
- When handling complaints remember to maintain non-threatening body language. Keep emotions from your face, speak with a calm voice and be humble.

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EXCEED GUESTS' EXPECTATIONS

- For guests who might have extra time, recommend local attractions, popular shopping districts and authentic Chinese restaurants or restaurants serving other cuisines.
- Plan extra activities to fill up guests' spare time with popular local attractions and events.
- Take pictures during the event and make an album for visitors to take back with them as a souvenir.

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