

■ ■ ■ Russian-Chinese Tourism Cooperation: organizational and informational aspects

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Abstract. The Russian-Chinese cooperation has a long history. Tourism and recreation are no exception. The social and economic transformations, which have had an impact on the People's Republic of China, are translated into the internal and outbound tourism development trends. Currently, it is the Chinese tourist flow that is decisive for the tourist market of many countries including the Russia.

The article discusses the key indicators of tourism development in the People's Republic of China and the Russian Federation and highlights the organizational, intercultural and communication interaction issues, which adversely affect the mutual development of tourist projects. The authors represent statistical data reflecting the dynamics of tours to and from both countries, and analyze relevant tourist destinations and types of tourism. The emphasis is laid on organizational and informational aspects of Russian-Chinese tourism cooperation.

Keywords: China, Russia, tourism, cooperation, organizational and informational aspects

For citation: Wong U, Ananchenkova P.I. Russian-Chinese Tourism Cooperation: organizational and informational aspects. *Communicology (Russia)*. 2018. Vol. 6. No 6. P. 111–122. DOI 10.21453/2311-3065-2018-6-6-111-122.

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Received: 29.11.2018. *Accepted:* 19.12.2018.

Memorandum of cooperation

On September 25, 2013, China and Russia have signed the memorandum of cooperation in the sphere of tourism. It has occurred within a forum, which is devoted to interaction in tourist area of our countries. The forum took place in Heihe. The cooperation between the countries though has achieved good results – there is no limit to perfection.

During conference, Russia and China have found out that they are ready to general dialogue, to cooperation increase in the tourist sphere to develop new tourist routes in the improving, informative and sports directions, and to create a favorable situation for investments. Representatives of two countries have concluded that two of our countries can achieve the new level of prosperity; due to tourism is the most effective method in this case.

According to the Chinese side, this forum has helped to strengthen the friendly relations between the countries. In addition, thanks to a forum, the countries have known each other better. Relying on experience of each country, development mutually advantageous about everyone year it will be better and better than the relation though already now trade and economic relations are rather developed.

Chinese tourism

In 2017 Chinese tourists made 130 million trips abroad and spent \$115.29 billion. 2018 numbers will be bigger. Chinese tourists and health/medical tourists have become the key target for many countries.

For Chinese tourists, traveling abroad has become more accessible, a factor that can be attributed to increasing average income levels. The medium and long-term trend indicates continued growth that will affect transport, retail, medical and hospitality in many countries.

In 2018 Chinese tourists' favourite destinations (Korea, Japan and Thailand) will see larger numbers. Expectations for European destinations remain strong, thanks to several campaigns for EU-China tourism in 2018. In the first four months of 2018, Chinese arrivals in Europe were up 9.5% compared to 2017 and forward bookings for the period May-August are currently 7.9% ahead. The top destinations are Germany, up 7.9% and France, up 11.4%. In terms of growth, the top destinations are Turkey, up 74.1%, Ukraine, up 27% and Hungary, up 15.2% [Travel China ...; Barometer...].

Tab. 1. Predicted 2018 China Tourism Statistics¹

	Expected goal in 2018	Increasing rate over 2017
Inbound Tourism	142 million trips	1.4%
Inbound tourism revenue	UD 127.3 billion	2.5%
Outbound tourism	134 million trips	4.5%
Domestic tourism	5.5 billion trips	10.8%
Domestic tourism revenue	CNY 5.05 trillion	13%
Total Revenue	CNY 5.98 trillion	13%

A study by Morgan Stanley Research highlights that the increasing outbound tourism of the Chinese is due to transport and tourism mobility having increased because of the addition of new direct flights. Restrictions and requirements for visas have also been readjusted, and the online application process has been improved, removing obstacles to promote tourism abroad. As a result of these actions, the number of Chinese citizens with valid passports has more than tripled from 2012 to 2016.

According to Morgan Stanley's study, over 35% of the Chinese population registered middle or upper middle class income levels in 2016 (compared to the 10% in 2015).

¹ Travel China Guide [el. source]: <https://www.travelchinaguide.com/tourism/> (дата обращения 08.12.2018).

Forecasts suggest that thanks to growing outbound tourism more than 12 million Chinese tourists will arrive in Europe by 2022.

Tab. 2. Top 20 China Destinations for Overseas Tourists¹

1. Hong Kong	2. Shanghai	3. Beijing	4. Macau	5. Guangzhou
6. Shenzhen	7. Sanya	8. Xi'an	9. Hangzhou	10. Chengdu
11. Qingdao	12. Dalian	13. Xiamen	14. Zhuhai	15. Nanjing
16. Guilin	17. Suzhou	18. Chongqing	19. Tianjin	20. Haikou

A Russian news outlet reported that in 2016 more than one million Chinese tourists were guest in Russia. Furthermore, the Russian newspaper stated that the potential growth in the number of Chinese tourists was enormous.

It is no secret that China has led global outbound travel since 2012, with around 135 million dollars Chinese tourists traveling abroad and spending 261 billion dollars in 2016. To accommodate growing tourist numbers from China, Russia has introduced visa-free travel for Chinese tour groups and hired Chinese-speaking staff at airports and train stations.

The number of Chinese tourists to Russia reached an enormous 1.5 million in 2017. This is the largest number among all countries for tourism to Russia. In addition, in the opposite direction, China has become the runner-up most popular destination for Russian tourists in 2017.

Of course, cities such as Moscow and St. Petersburg are very popular destinations for Chinese tourists. And why would you not like it? These cities offer a huge number of museums, parks and breath-taking Russian architecture. Moreover, a thing that you must visit is a traditional Russian opera. This you simply cannot experience anywhere else. The Chinese tourists spend most of their money on city tours and other excursions to discover the city.

Another reason and probably the most important reason why Chinese tourist like to travel Russia, is definitely to shop. Both world cities that were mentioned earlier offer a massive number of shops and shopping malls. Here a shopaholic can absolutely shop till he or she drops. Chinese tourists are the most interested in luxury goods such as; Gucci, Louis Vuitton, Chanel, etc.

Improving tourism in China

One of main the directions of tourism in China-improving. The traditional Chinese medicine, pharmacology and philosophy are inseparably linked and are true property of China. The Chinese medicine harmoniously combines the European scientific achievements and modern medicines with the traditional principles of treatment based on techniques of Shaolin monks. On this combination work of the Chinese hospitals, improving organizations and sanatoria is also constructed. Numerous Chinese

¹ Travel China Guide [el. source]: <https://www.travelchinaguide.com/tourism/>.

sanatoria and medical resorts — this pride of the country. Improving organizations are directed to prevention and treatment of a wide range of diseases therefore it is possible to choose the sanatorium suitable on a profile. The traditional Chinese medicine studies the person, and not just his illness is claimed that the illness is only a symptom of the arisen imbalance in an organism therefore diseases are distinguished at the earliest stages. The Chinese medicine differs from western in the fact that treatment is directed to studying and work with the reason of a disease state, but not to consequences. The Chinese medicine claims that human life and functioning of an organism are subordinated to annual, seasonal, daily and other natural cycles. In the Chinese treatises, channels, which connect internals and active points on a body, are also described. Channels call meridians and kollateralayam, on them there is a movement of energy of Qi. Active points of a body are used in the Chinese methods of treatment — acupuncture, massage and cauterization.

Doctors of traditional Chinese medicine recognize and consider influence of human emotions on an organism condition. Negative emotions are capable to reduce immunity and to lead to a disease. For treatment methods of acupuncture and cauterization, medicinal therapy, massage, banks, a special diet, gymnastics a chi Kung and other psychophysiological methods are used. Acupuncture is the unique achievement of the Chinese medicine applied to treatment of many diseases. Special metal needles are entered into special points of a body, and depth of a prick fluctuates from 0.2 to 3.5 cm.

The Chinese sanatoria and the medical centers of Beijing, Dalian, Urumqi and the island of Hainan enjoy the greatest popularity. In clinics of China the modern equipment and highly skilled personnel is used. The large medical centers contain, as a rule, Russian-speaking translators. Interest in improving rounds to China grows from year to year, and it is quite logical. Sanatoria of China are famous for the diagnostic offices equipped with the latest devices and devices. Along with radiological services, functional diagnostics, a computer tomography, ultrasonic researches, laboratory techniques alternative methods of diagnosis of diseases on a state and a shade of skin, color of an iris of the eye of eyes, thickness and length of lines on hands are applied.

How not to seize the opportunity to combine rest with the medical and improving procedures based on natural richness of the country: seawater, curative dirt, seaweed, sea salt! The mass of pleasure is brought by relaxation programs — an aromatherapy, meditation, a color therapy.

The most popular sanatoria of China are concentrated on the resort of Dalian from three parties surrounded with the sea. Dalian is included into the list of the best resorts not only the countries, but also the world. The climate of the region pleases vacationers with lack of the exhausting heat and hard frosts. In local sanatoria, highly skilled doctors who were trained in the best China Medical Universities work, did practical training in the western clinics and trained in Tibet.

Resorts and health resorts of China

The improving complex “Sea Lock” is located in the suburb of Dalian, in the gulf Bohai of the Yellow Sea in the territory of free economic zone, in 20 km from the

airport Dalian. In the improving complex “Sea Lock” the experienced competent specialist’s doctors combining in the work methods of modern medicine with methods of traditional Chinese medicine work. The sanatorium of “Excellent workers” is known as the improving center of labor union of the Province of Heilongjiang. The sanatorium of “Excellent workers” is located in only 20 minutes of walking from the seacoast, in close proximity to the Olympic Park and park of Lamps.

In addition, sanatoria of the island of Hainan which thermal sources have salutary effect on a human body are at least known and help to cope with various diseases. Sanatoria of the island of Hainan offer the treatment combination by ancient Chinese techniques and various to Spa procedures: “Taydz”, “Longevity garden”, “Horizon”, “Health source”, “Orchard” and others. The massive program of supplementary medical and improving procedures waits patients: phyto steam room, acupuncture, warming up by an electromagnetic lamp and warming up by a wormwood, aroma massage, flower bathtub and many other things.

Treatment in sanatoria of the resort of Anshan is based on useful properties of water in local thermal sources, which is rich with manganese, iron, sodium, iodine, potassium. Besides, in Anshan there are mud sources, which render a positive effect in treatment of arthritis, rheumatic disease, and diseases of joints. The most known sanatorium of Anshan — “Tanggangzi” — invites to treatment of diseases of a musculoskeletal system, diabetes mellitus, diseases of organs of respiratory system, a nervosas and many other illnesses.

The sanatorium “Imperial sources” is located in the environmentally friendly district, in 25 km from Beijing. The sanatorium conducts the history since the 19th century when here the last Chinese emperors had a rest and were treated. The sanatorium “Imperial sources” treats medical institutions of the highest class, in its territory (10 000 sq.) the lake is located and the picturesque park is broken.

Historical heritages of China

In the field of informative tourism, China occupies one of the leading positions. The long story of China left a large number of monuments, the list of the cities, the most attractive to tourists, includes 54 cities. The Great Wall is the most known symbol of the Chinese nation and one of the main tourist sights. In the Province of Gansu along the route of the Great silk way, grottoes with antique frescos and sculptures are located. The most known of them are Mogao Caves — 492 caves with statues and frescos on walls. Near the city of Leshan there is Buddha’s statue — the world’s largest stone sculpture of the sitting Buddha.

In the Province of Henan the Buddhist monastery Shaolin, the homeland Chinese a zen Buddhism which is famous for martial art Shaolin the wushu constructed approximately in 495 is located. Here the dynasty period kunf can see frescos of Five hundred-ark hat of the period of a dynasty of Min and a picture with images of fight Qin. The beauty spot where there is a city of Pingyao of the Province of Shansi and archaeological monuments of the Neolithic era and Lunshansky culture age of 5-6

thousand years is located to the South from the rivers Yangtze, Suzhou and Hangzhou. The terracotta army near Xian is also much known.

Rest and treatment in Russia

Rest in Russia is always associated with Krasnodar Krai, which is also called by the Russian subtropics. It is located in the western part of the Caucasus. Krasnodar Krai is washed by two seas: Black in the southwest and Azov in the northwest. As a rule, here go for improvement: treatments in sanatoria and boarding houses - mineral waters in Matsesta, the city the Hot Key, Sopchony and silt mud near the city of Sochi; in many clinics there are indoor pools for acceptance of sea bathtubs all the year round.

Here diseases of airways, diseases of cardiovascular system, the musculoskeletal device treat. Unique feature of this edge are curative hydrosulphuric sources of the Matsesta valley. Thanks to climate of the region and unique landscapes, this place is all the year round attractive to rest and treatment. Only here it is possible to swim in the morning in the warm, gentle sea, and in an hour to ski from slopes of the well-known Krasnaya Polyana.

In Krasnodar Krai there is a large number of sanatoria, health resorts and boarding houses of rest, which are located along the coast of the Black and Azov seas. It is a unique subtropical resort town of Sochi in Russia was stretched along the coast of the Black Sea on 145 km and in it concentrated more than 50% of all resort capacity of Krasnodar Krai. Fine climate, the clean sea, fresh sea air, a unique land relief, magnificent southern vegetation — all this promotes strengthening of health. Mineral sources of valleys of the Matsesta, Agura and Khosta Rivers flowing on the territory of Sochi have helped the city to develop as the balneological and climatic resort since antiquity.

The greatest fame was gained by chloride-sodium water of Matsesta. Today in the Sochi region, there are more than 50 curative and drinking mineral water springs. Most widely now hydrosulphuric and iodine-bromine waters are used. Application in practice of balneology of drinking mineral waters has allowed expanding considerably the list of the diseases, which are successfully giving in to treatment in the resort of Sochi. The resort of Sochi has also large reserves of therapeutic muds. The Imereti field of silt therapeutic muds located in Adlersky District occupies the space about 400 thousand sq.m. Adler mud possess a good heat-retaining capability and high plasticity.

In Sochi, treatment is recommended: blood circulatory systems, nervous system, bone and muscular system and connecting fabric, skin and hypodermic cellulose, respiratory organs, digestive organs, urinary system, professional diseases, eyes, endocrine bodies and metabolism.

Prospects of cooperation of China and Russia in the sphere of tourism

The subject of interaction of Russia and China in the sphere of tourism is actual as the social beginning of the Chinese-Russian friendship becomes even stronger. The problem of stereotypic perception, in our opinion, really exists between our countries.

If to speak about tourism as the complex sphere affecting culture, economy, national contacts, then it is realized in limitation of representations about each other. For example, vast majority of the Chinese tourists perceive Russia through Moscow with its Red Square, the Kremlin and through St. Petersburg with its palace complexes and revolutionary past. Know also “Evenings situated near Moscow” and “Katyusha”, the Russian ballet and nested dolls. However, Russia is not only Moscow and St. Petersburg, as well as China are not only Beijing and Shanghai. Now China takes the second place on flow of tourists to Russia, and Russia is on the third place on number of the arriving tourists to China. History and extraordinary cultures – important attractive force for tourists. The culture and history pull together the people and such sustainable development of cooperation of two countries in the sphere of tourism it will be possible only thanks to continuous enrichment by cultural and historical part of tourist projects. Both the Chinese and Russian cultures having roots in the remote past is the precious treasure guaranteeing long tourism development and participation of tourist actions of two countries in the international competition. The geography of our countries, cultural, natural and historical features, regional color are very different. The general task – to inform Russians and Chinese it is more than information about each other, to stimulate mutual tourist trips to new places, to give the chance to be acquainted with a modern situation in both countries. In general, current active development of excursion tourism between Russia and China inspires great expectations and, seemingly, gives good chances to all participants of the market.

According to Rostourism (the Russian Federal Agency for Tourism), China dominates as far as the number of tours of citizens representing far-abroad countries to the Russian Federation for the first 9 months of 2017 is concerned. Over the given period of time, the Chinese have made 1,243,000 tourist trips to Russia, which is 16% higher than that of 2016 (1,072,585 trips)¹. It is also necessary to emphasise that according to the World Without Borders Association, since the beginning of the year almost 100,000 Chinese tourists have arrived in Russia via a visa-free channel. This is 67% more than in the same period of 2017. Today, the key geographical area of the World Without Borders’ activities is China as the most promising and rapidly developing tourist market².

Eighteen years ago, an agreement on visa-free group travel was signed between the Russian Federation Government and the Government of the People’s Republic of China, in accordance with which tourists from China and Russia can visit the countries without obtaining a visa as part of an organised tourist group. Today, the current agreement no longer meets the existing traffic between Russia and China, nor it takes into account the up-to-date workflow standards as well as a number of many other aspects.

¹ Official site of the Russian Federal Agency for Tourism [el. source]: <http://www.russiatourism.ru>.

² Official website of the World Without Borders Association [el. source]: <http://www.visit-russia.ru>.

The increase in the tours from China to Russia is due to the economic situation (including the rouble's fall a few years ago) and the geopolitical factor, the Chinese perceive Russia as a friendly and safe country for holidays.

Chinese tourists are world leaders in terms of the cost of international travel¹. The average purchase amount of a Chinese tourist in the DUTY FREE zone is twice as high as that of an ordinary tourist. Also, another distinctive feature of tourists from China is that when they come to Moscow, they definitely visit St. Petersburg, or when they fly to St. Petersburg, they always visit Moscow. It should also be noted that Chinese tourists have increasingly come in winter, and they often come to the Russian New Year. Currently, the demand for event tourism and military-patriotic tourism has been increasing. Today, in the suburbs you can increasingly see a Chinese tourist riding on a tank and/or shooting from it.

The number of tickets sold to Chinese citizens for the World Cup matches held in Russia in the summer of 2018 reached 100,000, of which 10% are in the VIP segment, said Vice President of Shankai Sports International Larry Zheng speaking at the opening of VI Summit of the Russian-Chinese Tourism Forum in Moscow. It should be noted that the expenses of tourist fans usually turn out to be 6-8 times higher than those of ordinary tourists.

The increase in the number of the Chinese tourists arrived contributed to the emergence of major intercultural communications problems. The main problems include:

1. Insufficient number of tour guides fluent in Chinese.

The Russian tourism industry currently needs highly qualified personnel, and not just guides, who speak Chinese, but also intercultural communication professionals. Today, new opportunities, types and forms of communication are opening up, the main condition for the effectiveness of which is mutual understanding, a dialogue of cultures, tolerance and respect for the culture of the communicating partners. Knowing all these features will help a tour guide explain to a Chinese tourist how to behave in a given situation.

2. A low number of hotels included in the China Friendly programme.

The programme is designed to create a comfortable environment for Chinese tourists to stay, and is aimed at promoting Russian tourism products in the international market by attracting customers and increasing the travel industry income. Today, the China Friendly programme has 77 participants, of which 55 are accommodation facilities (in 20 Russian cities). In China Friendly hotels, tourists receive the information and press in Chinese, easy navigation and the ability to pay for services by using China UnionPay cards as well as unlimited access to hot water and tea sets. The staff speak Chinese. Since it is important for Chinese guests to always be in touch, the hotels certified under the programme provide free Wi-Fi. Some of them even provide guests with an adapter for outlets that match the Chinese pattern. It is also important to have a Chinese version of the hotel website².

¹ Official site of the Russian Federal Agency for Tourism [el. source]: <http://www.russiatourism.ru>.

² China Friendly Programme [el. source]: <http://chinafriendly.ru>.

3. Low number of pointers, guidebooks and other information carriers in Chinese.

4. Insufficient number of the catering facilities for Chinese tourists. Only in China Friendly hotels, the breakfast menu is adapted to the Chinese culinary traditions and preferences.

As demand for outbound travel grows in China so to will the appeal of competitor destinations. Status, curiosity and a desire to visit iconic places and experience different aspects of Western culture are powerful motivators for travel.

Core communication messages include chines and russian iconic attractions and unique experiences; its exciting and glamorous cities environment enlivened by major events; and easily accessible nature both within the main cities and its surrounding regions. Particular promotional emphasis will be targeted to the FIT segment – this market is looking for more sophisticated experiences and is influential in leading travel trends.

Key priorities of information support of the russian-chines cooperation:

- Digital Marketing. Destination NSW's approach to reaching consumer markets in China through marketing communications channels will, in future be heavily influenced by the market's fast changing digital media environment. As the world's top market for Internet and mobile phone usage, the online environment in China offers immense potential for promotion of NSW tourism experiences and destinations. The production of Chinese language digital content and resources to support marketing and communication activities will form a platform for future activity.

- Publicity. PR programs and use of social media will communicate China-Russia messages and support NSW's Regional product development focus for categories such as Soft Adventure, Food and Wine, Self Drive and Resort Stays, Luxury and Unique Events. Target media will be high-end publications, broadcast and digital media. Publicity will also lead promotion of new destinations.

- Partnership Marketing. In order to extend its reach across key source markets and consumer segments Destination NSW will also undertake extensive partnership marketing activity. This will include participation in russian and chines consumer campaigns; retail campaigns with trade partners focused on communicating value and accessibility; and co-operative promotions with Government partners such as NSW Trade & Investment and representatives from other NSW industry sectors such as Education. Destination NSW will also leverage the extensive network of established Sister City relationships.

At present, Russia is conducting comprehensive information and communication activities to attract tourists from the People's Republic of China.

To develop our national tourism industry and enhance the competitiveness of the Russian tourism products in the Chinese market, it is important to take into account the social and cultural characteristics of the tourists from China. Since 2014, with the support of the Federal Agency for Tourism, the Committee for Tourism and Hotel Industry of Moscow and the State Administration of Tourism of China, a China Friendly project is being implemented, the aim of which is to ensure that Chinese tourists can comfortably stay in our country. Due to cultural differences and language barriers,

Chinese tourists have a number of special preferences and requirements for the place of stay and accommodation facilities, which have not been given due attention in Russia before. That is a project cooperating with tourist infrastructure operators, i.e. hotels, restaurants, museums, entertainment centres, tour guide companies etc. With this project, you can tailor the tourist industry services to the needs of the Chinese tourists. For example, in hospitality enterprises, information in Chinese is given in rooms, a professional interpreter knowing Chinese accompanies tourist groups upon check-in, buffet dishes have Chinese description and adapted to the Chinese tradition, a service can be paid with the China PayPay system etc.

In addition, Rostourism proposes to introduce such measures as a tax-free system, that is, the return of value added tax from purchases. According to the World Association of Tourist Cities, an average tourist from the People's Republic of China spends about 20,000 yuan (200,000 roubles) per tour.

The measures, which can promote the inbound tourism from China to the Russia in the long term, include shooting films, TV series, other multimedia materials that raise awareness of Russia in China and promote joint film production and equally attract more tourists from China and other countries. Of course, it is necessary to develop transport links between countries. To facilitate travel to Moscow, Chinese authorities are planning to build a high-speed railway worth 1.5 trillion yuan. According to the estimates of the first Vice President of the Russian Railways Misharin, the project can be implemented within 10 years¹. The author also proposes to use Internet resources to promote Russian tourism products in China. Unfortunately, at the moment, such an effective promotion tool is almost completely ignored in Russia, while Western colleagues are actively involved in translating travel destinations websites, creating groups on social networks and actively publishing historical references and the information about their country on the websites of Chinese tour operators and news channels.

Experts name such factors preventing Chinese tourists from visiting the Russian Federation as:

- lack of information about Russia in China including the Chinese Internet;
- insufficient adaptation of services to the Chinese tourists including the lack of any Chinese restaurants in the regions;
- lack of staff with the knowledge of Chinese.

In order to withstand competition from global tourist centres, a lot of multifaceted work is to be carried out. In our opinion, to achieve this goal, it is necessary:

- to actively promote the Russian Federation as a tourist destination for Chinese tourists including Chinese social networks;
- to promote information, develop informational materials and navigation in Chinese;
- to expand the target audience primarily due to the involvement of the younger generation of Chinese tourists;
- to create a comfortable environment for Chinese tourists to stay.

¹ China and Russia plan to build the Beijing-Moscow railway for \$242 billion [el. source]: <http://inosmi.ru/world/20150123/225762951.html> (accessed on 08.12.2018).

China and Russia are countries with enormous tourist potential and great opportunities for mutual exchanges. The Chinese tourist industry, by implementing the reforms of openness, has achieved significant success in a relatively short time.

At present, the People's Republic of China is at the forefront of international tourism and dominates in the inbound tourist flow to the Russian Federation. Russia's share in the global tourist market is extremely small. Against this background, the tourist flow from the People's Republic of China is attractive for not only the Russian economy but also as a tool for strengthening good-neighbourly relations between the two countries.

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■ ■ ■ Российско-китайское сотрудничество в сфере туризма: организационные и информационные аспекты

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Аннотация. Российско-китайское сотрудничество имеет давнюю историю, и сотрудничество в сфере туризма и отдыха не являются исключением. Социально-экономические преобразования в Китайской Народной Республике нашли отражение в тенденциях развития внутреннего и выездного туризма. В настоящее время туристический поток из Китая является решающим для туристического рынка многих стран, включая Россию.

В статье рассматриваются основные показатели развития туризма в Китайской Народной Республике и Российской Федерации, а также освещаются вопросы организационного, межкультурного и коммуникационного взаимодействия, влияющие на взаимное развитие туристических проектов. Авторы представляют статистические данные, отражающие динамику въездного и выездного туризма обеих стран, и анализируют отдельные туристические направления и виды туризма. Акцент сделан на организационных и информационных аспектах российско-китайского сотрудничества в сфере туризма.

Ключевые слова: Китай, Россия, туризм, сотрудничество, организационные и информационные аспекты туристической деятельности

Для цитирования: Вонг Ю, Ананченкова П.И. Российско-китайское сотрудничество в сфере туризма: организационные и информационные аспекты // *Коммуникология*. 2018. Том № 6. №6. С. 111–122. DOI 10.21453 / 2311-3065-2018-6-6-111-122.

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Статья поступила в редакцию: 29.11.2018. *Принята к печати:* 19.12.2018.

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