**Li, Xiang (Robert) (Ed) (2016). *Chinese Outbound Tourism 2.0*.
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Li begins the book by affirming; “to say Chinese outbound tourism grows fast would be an understatement”. Indeed, the Chinese outbound tourism juggernaut continues to gather momentum with just about every destination around the globe keen to be ‘China ready’ and embrace “The Golden Hordes”; a term Turner and Ash (1975) famously coined to describe the boon from international tourism. Therefore an edited volume that attempts to consolidate contemporary understandings of Chinese outbound travelers is a timely and pressing endeavor. In setting out to distinguish this project, the vast majority of contributors to this project are Chinese or at least China-based, thus providing nuanced and fine-grained explications of outbound travel and changing tourist behaviour.

Li is especially keen to emphasise that the “new batch of Chinese tourists is more confident, value conscious, and ready to explore unfamiliar territory. They are more

comfortable with traveling, consuming, and communicating with the world” (p. XXV). Indeed the trajectory of Chinese tourism mirrors that of the Japanese outbound tourism boom several decades earlier and this link is heavily articulated. One of the early concerns raised in the book is that the Chinese tourism bonanza has increased the incidence of first time travelers abroad and as a consequence, this has fed growing consternation over the examples of bad behaviour abroad, and linking this with Chinese tourists in general. This is also analogous to the age of the ‘ugly Americans’ when they too were criticized for their behaviour abroad.

Importantly, the growth in Chinese tourism is not only considered to be focused on demand side concerns, equally, supply side issues have responded to the changing demands of outbound tourists shaping marketing approaches and product development

initiatives toward becoming 'China ready'. The central question Li raises is pertinent and under acknowledged; "how much longer the Chinese travel market will keep growing becomes a perfectly legitimate question" (p. XXVIII). Will the rampant growth continue or will the 'New Golden Hordes' go the same way as the once mighty Japanese outbound tourist?

Noted 'China watcher' Alt leads the discussion and in the opening chapter illustrates how the spectacular growth of the Chinese market has occurred over the last three decades. The link to historical patterns of travel and trade within China is considered evidence that the Chinese have always been big travelers. Alt theorizes that much of the present outbound travel growth is linked to the Chinese economic 'miracle' and the ensuing growth in incomes, education, and living standards alongside the loosening of outbound travel constraints. The introduction of the Approved Destination Scheme (ADS) in the 1990s is argued to be the spur that drove the beginning of Chinese outbound travel. This was followed by *The Chinese Tourism Law* of October 2013 "demonstrating the idea of Chinese outbound travelers as "ambassadors of China" (p. 11).

The evolution of China's tourism policy is comprehensively examined by Zhang who argues that "the initial function of developing tourism defined by the government in the early 1950s was to win the understanding and friendship of the international community" and "to support the four aspects of modernization of the country, namely, modernization of agriculture, industry, national defense, and science and technology" (p. 22). Indeed, the destinations to profit from this was the adjacent territories of Macau and Hong Kong followed by other border regions. Zhang refers to the 1997 *Interim Measures for Managing the Self-paid Outbound Tourism by the Chinese Citizens* introduced by the Chinese government as pivotal to the growth evident today.

In articulating the status quo of research into Chinese outbound travel, Wang and Jin

emphasize that rapidly changing contexts are emblematic and that long-held preconceptions of Chinese travelers are quickly becoming redundant creating opportunities for more nuanced and heterogenous research. This is evident in the regional examinations of outbound Chinese tourism. Tse's presentation of Chinese travel to Hong Kong highlights the growing social tensions that have come about in recent times especially the 'zero fare' tours designed to lure unsuspecting Chinese shoppers. In the case of Macao, Lai draws similar conclusions arguing that attempts to develop more diversified tourism offerings have failed. However, in the case for travel to Taiwan, Shen, Cheng, Lin and Liubelieve that the driver seems to be the thawing of bilateral and political tensions between the two countries.

Chinese outbound travel to Asia is considered by Qiu and Feng to be underpinned by increased air capacity and close proximity to the Chinese mainland, meaning that it will continue to be a popular choice for the first-time Chinese traveler. Australia in particular was one of the first destinations to be accorded ADS status but Mao and Huang predict that any future growth will be governed by resolutions of quality issues. The penchant of Chinese tourists for shopping and iconic experiences has meant that Europe remains the key aspirational destination. In one of the few chapters that draws on primary data, Penzialek contends that the key obstacles to growth for European destinations is the granting of visas to Chinese travelers and the extent of China readiness. Liu, Li and Johnson suggest that the situation for travel to the US is analogous with the European situation, especially entry policies and the prevailing political environment.

The final section of the book provides a wide range of recent and current research studies that aim to better understand the Chinese outbound traveler. So, Liu, Wong, and Sparks review service expectations of Chinese travelers' cultural values, such as face, harmony, interdependence and group orientation, and consider these to be critical considerations for China readiness. Pearce

and Wu in examining Chinese travelers in Florence, Italy point to motivations, emotions, sensory experiences, relationships, behaviors and cognitive experiences of Chinese travelers as pivotal understandings. Gambling has long been associated with outbound Chinese tourists and in taking Macau as a case, Wong argues that the majority tend to be 'high rollers' heightening the stakes for the destination. The other generalization is that Chinese travelers are highly motivated by shopping opportunities and Meng and Zhang reaffirm such conceptualizations. The link to luxury brands is made by Yang, Wang and King who assert that the desire for exclusivity is a key driver.

The impact of social media on the Chinese outbound traveler is considered less of an influence by Shen and Liu probably because of the overriding constraints on access to social media sources of information. It is argued that the "trust tendency of Chinese tourists for acquaintance relations will be projected into social media" and this presently underpins information gathering. Yang et al make similar assertions highlighting the issue of trust in interactions with social media. Keating and Deery in examining the regional dispersal of Chinese tourists in regional Australia highlight that destination marketing plays a critical role in building destination appeal to Chinese travelers and it is this that can influence dispersal outside gateway cities. Similarly, although in a Japanese context, Guo and Chen assert that politics has an overriding influence on the appeal of Japan to Chinese travelers. One of the often overlooked aspects of the Chinese outbound traveler market is the potential of Chinese nationals studying abroad. King and Gardiner argue that education plays a key role in the appeal of destinations, especially the development of visiting friends and relatives,

and other newer modes of travel like backpacking.

Practitioner reflections conclude the book with Chan pointing out that any conceptualizations of the Chinese outbound traveler must acknowledge the constantly changing nature of this market and links to the Chinese economic and political context. Harrill et al assert that the development of Chinese outbound travel will be shaped by the trajectory of the country as a whole and its place in the international sphere. Consequently the need for more critical scholarship of Chinese travelers beyond superficial discussions are called for.

Overall, the book provides a valuable collection of perspectives that demonstrates the evolution of Chinese outbound tourism, the diversity of its market segments and the immense opportunities for growth and development. Although marketing oriented and positivist in its conception, the book is useful for scholars and practitioners, and researchers will find it valuable as a source of literature, methodologies and inspiration for future research. A key criticism is that there are myriad duplications throughout many of the chapters, especially in relation to the development of the Chinese context. This would have been addressed best in the opening to the book, allowing authors to focus on the particularities of their chapters. Additionally, grammatical errata was evident in many chapters highlighting the need for greater editorial scrutiny, especially where contributors appear to not be native English speakers.