

TIANJIN

Republic of China



Note: This document is a working paper

Contents

1. Introduction	1
1.1 Background.....	1
1.2 History.....	1
1.3 Geography	2
1.4 Climate.....	4
1.5 Demographics.....	4
1.6 Economic development.....	4
2. Tourism in Tianjin	6
2.1 Attractions.....	6
2.2 Accommodation	10
2.4 The travel trade.....	12
2.5 Transportation.....	12
2.6 Tourism performance data.....	16
3. Tourism management and marketing	20
3.1 Tianjin Municipal Tourism Administration.....	20
3.2 Role and activities of the district authorities	20
4 Tourism development.....	22
4.1 Strategic goals and actions for tourism	22
4.2 Wider economic, social and environmental perspective	24
4.3 Cultural perspective	24
4.4 Short-term Strategic Plan, 2016–2020.....	25
5. Case studies: examples of best practice	29
5.1 Tianjin’s foreign concessions and WuDaDao.....	29
5.2 Ancient Culture Street in Nankai District.....	31
5.3 Yangliuqing Ancient Town	34
Annex 1: Tianjin’s main tourism attractions	37
Annex 2: Tianjin-Beijing-Hebei joint marketing	46
Bibliography	48
Online sources	48
List of interviewees	48
List of figures	49
List of tables	49

1. Introduction

1.1 Background

Tianjin (formerly Tientsin) is a metropolis on Mainland China's northern coast, with a total population of 15.5 million – making it China's fourth largest urban conglomeration after Shanghai, Beijing and Guangzhou. It is one of four city municipalities in China (with Shanghai, Beijing and Chongqing) that is directly controlled by the central government.

In 2015, Tianjin's GDP reached CNY 1.72 trillion, up 9.4% over the previous year, ranking the city fifth in China after Shanghai, Beijing, Guangzhou and Shenzhen.

China's expanding high-speed rail network (now covering more than 10,000 kilometres and growing), upgraded airports and ever improving network of direct flight routes are bringing many second and third-tier Chinese cities onto the tourism radar. East-coast urban centres such as Qingdao, Nanjing, Suzhou and Tianjin are emerging as hotbeds of economic development and are looking to lure travellers to venture beyond the gateway cities with impressive new urban infrastructure, luxury hotels and entertainment options – usually at more competitive prices than the established cities.

In 2015, according to the World Tourism Cities Federation (WTCF) *Tourism Cities Development Report*, Tianjin also ranked among China's leading cities by a range of different measures – 3rd in domestic tourism revenues; 6th in domestic tourist arrivals; 8th in inbound tourism revenues; 9th in inbound tourist arrivals; and 10th in the growth of inbound arrivals. And it is also one of the main tourism generating regions in China.

1.2 History

The walled city of Tianjin, whose name means 'Port for the Emperor', was built in 1404, but the development of Tianjin as a trading centre was prompted much earlier, during the Sui Dynasty (581–618) when the Grand Canal was built. During the Tang Dynasty (618–907), it was an important port for grain and silk being transported from south to north and, due to its unique location near Beijing, it became a military town during the Yuan Dynasty (1206–1368), when Beijing was chosen as the capital. Since then, Tianjin has always been the most important maritime gateway to Beijing and northern China.

In 1858, at the end of the first part of the Second Opium War, in which the British and French prevailed, the Treaties of Tianjin were signed, which opened Tianjin to

foreign trade and made it the most important open city in North China. The treaties were ratified by the Emperor of China in 1860 and Tianjin was formally opened to Great Britain and France, and thus to the outside world. Between 1895 and 1900, Britain and France were joined by Japan, Germany and Russia, and even by countries without Chinese concessions such as Austria-Hungary, Italy and Belgium, in establishing self-contained concessions in Tianjin, each with its own prisons, schools, barracks and hospitals. These nations left many architectural reminders of their rule, notably churches and thousands of villas, which today provide an exotic flavour to Tianjin. Further information is provided on the next page, as well as a map showing the foreign concessions which form the centre of Tianjin today.

In section 5 there is a case study on part of the former British concession, known as the Five Great Avenues. This includes further background information about the concessions generally.

Tianjin fell to the Japanese in 1937 and was liberated only after their surrender in 1945. The city also suffered a depression after the founding of the People's Republic of China in October 1949, due to the policy of the central government and the Tangshan earthquake, but it recovered from the 1990s.

Today, Tianjin is a dual-core city, with its main urban area (including the old city) located along the Hai River, which connects to the Yellow and Yangtze Rivers via the Grand Canal; and Binhai, a New Area urban core located east of the old city, on the coast of the Bohai Sea. As of the end of 2010, around 285 Fortune 500 companies had set up base in Binhai, which is a new growth pole in China and a hub of advanced industry and financial activity.

1.3 Geography

Fig 1.1: Location of Tianjin

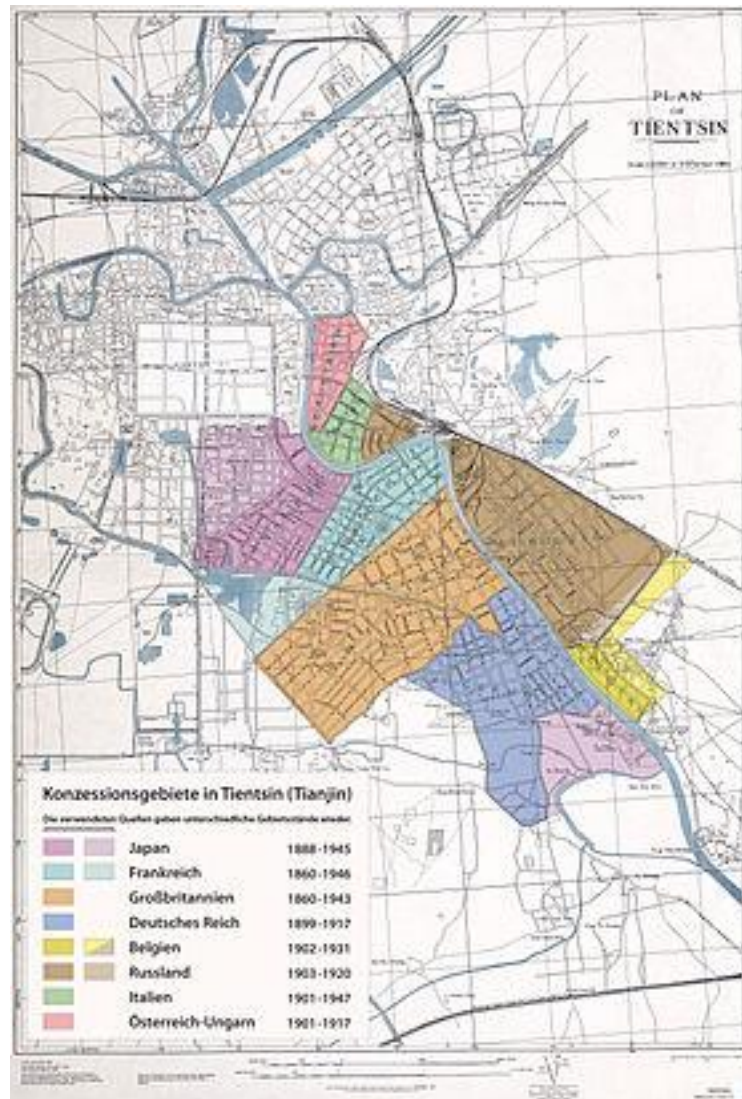


Just 150 kilometres southeast of Beijing, Tianjin borders Beijing Municipality and Hebei Province, bounded to the east by the Bohai Gulf portion of the Yellow Sea, and looking out to the provinces Shandong and Liaoning across those waters. Part of the Bohai Economic Rim, it is the largest coastal city in northern China.

With a latitude ranging from 38° 34' to 40° 15' N, and longitude ranging from 116° 43' to 118° 04' E, the total area is just over 11,860 square kilometres. It has 153 kilometres of coastline and 1,137 kilometres of land border and lies at the northern end of the Grand Canal, which connects with the Yellow and Yangtze Rivers.

Brief history of the Tianjin concessions

Figure 1.2 Map of the former Tianjin concessions



In 1860, Tianjin was forced to open up as a trading port to the outside world. Britain, France and the United States designated the West Bank of Haihe River in Tianjin as “concessions”. The area of these three concessions was ten times the size of the old city, situated to the north.

After the Sino Japanese War in 1894, Japan and Germany forced the Qing government to offer the land that was located on the West Bank of Haihe River to both sides of the concession of the United States and France, and the Haihe River West Bank as the concession of Japanese and Germany respectively. In 1900, following the occupation of Tianjin by the Eight Power Allied forces, Russia, Italy and Austria occupied the areas on the

East Bank of Haihe River as their concessions. Soon afterwards, Belgium set up her concession on the land to the west of the Russian concession.

The concessions in Tianjin were dismantled in the early- to mid-20th century following recognition of the Republic of China by the European states, when European property owners were granted equality before Chinese officials. World War II disrupted this nascent development, when the Japanese seized the concessions of powers allied against it. Soon after the war, all foreign powers relinquished their concessions in China, including those in Tianjin.

Source: Adapted and extended from text supplied by Prof. Zhi.

The municipality is generally flat and swampy near the coast, but hilly in the far north, where the Yan Mountains cross into northern Tianjin. The highest point in the municipality is Jiuding Peak in Ji County on the northern border with Hebei, at an altitude of 1,078.5 metres.

The Hai River forms within Tianjin Municipality at the confluence of the Ziya River, Daqing River, Yongding River, North Grand Canal and South Grand Canal. It enters the Pacific Ocean within the municipality as well, in Tanggu District. Major reservoirs include the Beidagang Reservoir in the extreme south (in Dagang District) and the Yuqiao Reservoir in the extreme north in Ji County.

1.4 Climate

Tianjin has a four-season, monsoon-influenced climate, typical of East Asia, with cold, windy, very dry winters reflecting the influence of the vast Siberian anticyclone, and hot, humid summers, due to the monsoon. Spring in the city is dry and windy, with occasional sandstorms blowing in from the Gobi Desert, capable of lasting for several days.

The monthly 24-hour average temperature ranges from -3.4 °C in January to 26.8 °C in July, with an annual mean of 12.90 °C. With monthly percentage possible sunshine ranging from 48% in July to 61% in October, the city receives 2,522 hours of bright sunshine annually. Lying within the semi-arid zone, it experiences a low annual precipitation of 511 millimetres, nearly three-fifths of it occurring in July and August.

1.5 Demographics

Tianjin Municipality's population is currently around 15.5 million, up from 12.3 million at the end of 2009, of whom some 80% are residential holders of Tianjin *hukou* (permanent residents). Of these, more than 60% are urban, while the remaining 40% or so are rural.

The majority of Tianjin residents are Han Chinese but the city also counts 51 of the 55 minority Chinese ethnic groups living in Tianjin. The larger minority groups include Hui, Koreans, Manchus and Mongols.

1.6 Economic development

Tianjin is one of the birthplaces of China's modern industries. The nation's first watch (Wuxing Watch), first bicycle (Tiemao Bicycle) and first television (Beijing Television) were all produced in the city. It is currently the most important industrial city in northern China. In 2013, the city's value-added output in secondary industry reached CNY 727.67 billion.

In 2013, the city's total industrial output grew by 13% to CNY 2.72 trillion, while the gross industrial output from enterprises of designated size and above grew by 13.1% to CNY 2.64 trillion. Heavy industry is the dominant industry in the economy, contributing about 80% to the total industrial output.

Tianjin has five state-level development zones: Tianjin High-tech Industry Park; Tianjin Port Free Trade Zone; Tianjin Free Trade Logistics Park; Tianjin Export Processing Zone; and Tianjin Economic-Technological Development Area. The pillar industries of Tianjin include aviation, equipment manufacturing, electronics and information technology, automobiles, petrochemicals, biopharmaceuticals, new energy and the environmental protection. In 2013, the combined industrial output of these industries was CNY 2.38 trillion, accounting for 89.3% of the city's total industrial output.

Table 1.1 Growth in Tianjin's manufacturing base

Before 2005	Since 2005
Aerospace Boeing	Airbus Bombardier Boeing (Expansion) UTC Aerospace Systems
Automobiles FAW Toyota	Volkswagen
Consumer staples Coca-Cola Nestle Tingyi	ADM Cargill
Manufacturing OTIS	JLG Joy Global Vestas
Manufacturing-related services –	Cintas

Sources: Jones Lang LaSalle (JLL) from JLL Research, JLL Hotels & Hospitality Group, and JLL Real Estate Intelligence Service (REIS); Tianjin Statistics Bureau.

The high-tech industry is the largest pillar industry of Tianjin. In 2013, its gross industrial output reached CNY 813.6 billion, accounting for 30.8% of the city's total. Two competitive industrial clusters have been formed, including the communication equipment manufacturing industry led by Motorola and Samsung, the electronic component-manufacturing led by Rohm Semiconductor, Vishay Semiconductor, CTS, Matsushita Electronics and Samsung Electro Mechanics.

Automobile manufacturing is the second-largest pillar industry. In 2013, the total output reached 556,800 units, down 12.8% year on year. Tianjin FAW XIALI Automobiles, which is invested by China's second-largest auto producer, First Auto Works, is the largest player in this sector. In 2008, FAW XIALI Automobiles started to

increase its production capacity, which reached 430,000 cars per year in 2012. Toyota is another important investor in this field: it has set up a joint venture with FAW in Tianjin, namely FAW-Toyota Motor.

Tianjin is one of the petrochemical industrial bases in northern China. It is located near a newly discovered oil field in the Bohai Sea, which has reserves of 1.2 billion tons. Sinopec Tianjin Corp, a subsidiary of China's top refiner, Sinopec, has begun a 10-million-ton refining and 1-million-ton ethylene project in Tianjin, which will raise its refining capacity to 15 million tons per year.

In 2013, Tianjin's foreign trade grew by 11.2% to USD 128.53 billion. The United States, European Union, Japan, and the Republic of Korea were the major export destinations. Mechanical and electronic products contributed 69.7% of total exports.

In 2013, Tianjin's utilized foreign direct investment (FDI) reached USD 16.83 billion, up 12.1% over the previous year. More than 56.3% of foreign investment went to the service sector. By the end of 2013, 152 enterprises from Fortune 500 companies had invested in Tianjin.

2. Tourism in Tianjin

2.1 Attractions

2.1.1 Introduction

Although Tianjin's tourism is still predominantly business-travel related, the city has developed many impressive new attractions for leisure tourists and residents alike, thanks to serious efforts by the municipal authorities. At the end of the 10th Five-Year Plan (2005), there were just 28 A-grade tourist attractions in Tianjin, but a further 39 were added by 2010 and 55 more over the following five years, so that by the end of 2015, the city counted 112 A-grade tourist attractions, including 2 5A attractions, 33 of 4A standard and 51 of 3A standard.

One of the main areas of interest in the city is WuDaDao (Five Great Avenues), with many European-style houses, municipal buildings and churches, legacies of the period following the 1858 Treaties of Tianjin, when several Western nations established concessions in Tianjin (see section 1.2 above and the case study in section 5). Standing in contrast to that historic area are Tianjin's many modern skyscrapers, including the iconic 415-metre Tianjin Radio and Television Tower.

Popular shopping thoroughfares are Binjiang Dao and Guwenhua Jie (Ancient Culture Street), an atmospheric street lined with faux Qing Dynasty architecture. The Tianjin Museum exhibits classical Chinese art and local history collections. Most

attractions are south of the Hai River, and can be viewed on boat tours or from the 120-metre Tianjin Eye Ferris wheel, straddling the water. Beyond Central Tianjin, the Huangyaguan Great Wall is a restored stretch of China's famous ancient fortification, and Dule Si is a wooden Buddhist temple, sections of which date to the 10th Century Liao Dynasty.

The following table provides a quantitative analysis of some of the key aspects of tourism supply in Tianjin, compared with Beijing, Shanghai and Chongqing.

Table 2.1 Tourism resources in four cities in Mainland China

	Tianjin	Beijing	Shanghai	Chongqing
A-grade tourist attractions	112	235	98	198
5A-grade tourist attractions	2	8	3	7
Starred hotels	97	527	247	232
Five-star hotels	15	64	68	27
Travel agencies	427	1,847	1,276	587
Outbound travel agencies	43	590	134	73
"National tourism resort destination" ^a	—	—	—	1
"Agricultural and rural tourism demonstration county"	3	5	3	8
"Agricultural and rural tourism demonstration site"	20	21	19	23
"National ecological tourism demonstration zones"	3	3	4	4
"National MICE demonstration zones"	1	1	1	1

^a There are 17 "National tourism resort destinations in China in 2015.

Sources: Tianjin Municipal Tourism Administration (TMTA); en.tjtour.cn

2.1.2 Leading attractions

In addition to the case studies in section 5, more detailed profiles on all these attractions are provided in Annex 1.

- **Five Great Avenues** or WuDaDao – the preserved portion of the former British concession in what was then Tientsin. (See case study in Section 5.1.)
- **Ancient Culture Street:** a pedestrian business street on the banks of the Hai River, built in Qing Dynasty style and including the Tianhou 'Queen of Heaven' Palace. (See case study in Section 5.2.)
- **Courtyard of the Shi Family** in the Yangliuqing Ancient Town. (See case study in Section 5.3.)
- **Tianjin Folklore Museum**, which includes the Tianhou Palace, highlights the development and customs of daily life, trade, arts and clothes in Tianjin.

- **Mount Panshan** is an area of 106 square kilometres known for both its scenic beauty and as a place of historic interest integrating Buddhist and Royal cultures. It used to be a Royal Garden Resort in the Qing Dynasty (1644–1911).
- **Huangyaguan Great Wall** is the longest restored section of the famous Great Wall of China and a World Heritage Site. It was initially built during the Northern Qi Dynasty (550–577) and later renovated and lengthened, first in the Sui Dynasty (581–618) and then during the Ming Dynasty (1368–1644).
- **Tianjin Binhai Aircraft Carrier Theme Park** is an entertainment park constructed around the Kiev aircraft carrier.
- **The Haihe River Bund** is a public leisure park with 19 bronze sculptures and a 170-metre water fountain, the highest in China. The park combines shopping, outdoor fun and nature.
- **The Baxian Mountain National Nature Reserve** is famous for its continuous ridges and peaks, boundless forests, deep gullies, running brooks, geological features and its wide variety of animals and plants. Its main peak, known as the Cricket Cage, is the highest peak in Tianjin.
- **The Tianjin Eye** is a 120-metre high giant Ferris wheel built above the Yongle Bridge, over the Hai River in Tianjin.
- **The Dule Temple** is the country's oldest surviving timber-framed pavilion.
- **Tianjin Haichang Polar Ocean World** a large-scale open theme park integrating eating, housing, transportation, travelling, shopping and entertainment. It has four major components: a huge polar aquarium, a fish apartment, an arctic business circle and a Danish dream castle.
- **Li Mutai Scenic Spot** is an important part of the Jiulong Mountain National Forest Park and National Geological Parks of Ji County. The natural scenery of Li Mutai Scenic Spot includes precipitous canyons, beautiful forest vegetation, flowing streams, magnificent waterfalls and many geological wonders. The area also includes relics of the Great Wall of Northern Qi dynasty, built 1,400 years ago.
- **The Tianjin Old City Museum**, located in the former residence of Mr. Xu Puan, an agent of the British Chartered Bank of Tianjin, is a showcase of the lifestyle of city dwellers at the turn of the century, with a total of 3,600 household items donated by the local people.
- **Tianjin Natural History Museum** is a comprehensive museum that covers animals, plants, ancient life, anthropology, and geology, with 380,000 items in its collection.

- **Aqua Magic Water Park** is an entertainment park that it is the biggest of its kind in China. It has a huge man-made beach with real sand and simulated waves, water slides of various shapes, two drifting water lanes, a happy-time play area and a sun spa area. Altogether there are 19 rides, more than enough to satisfy all members of the family.

Other cultural attractions

Tianjin has many varied cultural attractions. Known as the “Hometown of Opera”, Tianjin is home to Beijing opera, one of the most prestigious forms of Chinese art. It is also famous for crosstalk (in Chinese: Xiangsheng), a form of entertainment similar to stand-up comedy¹. Ma Sanli, an ethnic Hui and long-time resident of Tianjin, is greatly respected in China for his Xiangsheng performances, delivered with a Tianjin dialect.

Tianjin cuisine places a strong focus on seafood, due to the city’s proximity to the sea. Prominent menus include the Eight Great Bowls and the Four Great Stews. Tianjin also has several famous snacks, which include Goubuli (steamed buns with filling), Guifaxiang Mahua (twisted flour sticks) and Erduoyan (fried rice cakes).

There are also many local handicrafts, all of which are popular throughout the country. Representative handicrafts are Yangliuqing Town’s Chinese New Year Paintings, Zhang’s Clay Figurines and Wei’s Kites.

Events

Tourism events have increased substantially. Examples include the Five Major Avenues Cultural Tourism Festival, Huangyaguan Great Wall International Marathon, Ancient Cultural Street Cultural Tourism Festival. In all, there are now more than 100 tourism events. The establishment of unique festivals has contributed greatly to the increase in the volume and value of tourism in Tianjin.

Factory visits

Tianjin has a large programme of factory visits, with more than 200,000 visits a year. Visitors comprise about 50% students and 50% delegations or community groups. When the programme started, there were six factories involved. Now there are 14, including:

- Airbus

¹ A traditional Chinese comedic performing art, and one of China’s most popular cultural elements. It is typically in the form of a duo dialogue between two performers, but occasionally can be a monologue (similar to western stand-up comedy) or, even less frequently, a group act by multiple performers. The crosstalk language, rich in puns and allusions, is delivered in a rapid, bantering style, typically in the Beijing dialect (or in Standard Chinese with a strong northern accent). The acts sometimes include singing, Chinese rapping and musical instruments. [From Wikipedia.]

- Helicopter manufacturer
- Watch manufacturer
- Textile manufacturer
- Leather manufacturer
- Computer manufacturer
- Bicycle manufacturer
- Bio-technology company

Tours normally last one hour, or 1.5 hours for tailor-made tours.

Other products/experiences

Other activities in which visitors can participate include cooking demonstrations and opportunities for actual cooking within restaurants. Tianjin also has the top martial arts school in northern China, with teachers from Africa and South-East Asia.

2.2 Accommodation

2.3.1 Supply

The exact number of hotels in Tianjin is difficult to quantify, given the market's recent rapid growth, but according to the Tianjin Municipal Tourism Administration's 'Tourism Planning 2016–2020 there are some 97 hotels in Tianjin, including 15 five-star hotels, 36 four-star hotels, 37 three-star and 9 two-star properties. (Five-star hotel numbers seem to be much higher in 2017.) This represents nearly a doubling of total capacity in the five years from 2010 (when the number stood at 55), and a quadrupling of the hotel count since 2005 (28).

Recent analysis by different hospitality consulting groups suggest that Tianjin recorded a 33.3% increase in international branded hotel room supply between 2012 and 2015, with more than 10,000 rooms being added in 2015 alone.

Table 2.2 Hotel accommodation in four cities in Mainland China

	Tianjin	Beijing	Shanghai	Chongqing
Starred hotels	97	527	247	232
of which:				
Five-star hotels	15	64	68	27

Sources: Tianjin Municipal Tourism Administration (TMTA); en.tjtour.cn

In line with the city's status as an important business travel destination, a large number of the leading international hotel brands have a presence in Tianjin, with some (e.g. Renaissance and Holiday Inn) counting two or more.

Although Beijing and Shanghai remain the top destinations for international conferences in China, Jones Lang LaSalle (JLL) reports that it is seeing a dilution of conference volume among more cities. The number of cities that host five or more

international conferences has increased year by year. These include cities like Tianjin, Nanjing, Wuhan, Xiamen, Guangzhou, and Suzhou. Nevertheless, Tianjin's still only hosted eight in 2014.

Table 2.3 Tianjin's international brand hotel rooms, 2008-2016

Year	Existing	New
2008	4,569	745
2009	5,314	827
2010	6,141	1,372
2011	7,531	713
2012	8,226	884
2013	9,110	736
2014	9,846	3,348
2015 ^a	13,194	2,055
2016 ^b	15,249	779

^a Estimates ^b Forecasts

Source: Jones Lang LaSalle (JLL).

Tianjin is home to China's oldest surviving international luxury hotel, the Astor Tianjin. The British Victorian landmark, which celebrated its 150th anniversary in 2013, received a CNY 300 million makeover in 2010 when it became the first Starwood Luxury Collection hotel in China, and it retains a good balance of heritage, creaky-floor charm and modern-day comforts. It also houses an interesting museum – the only one in a hotel in China – which shows the history of the city and the major events that took place there. By way of example, the first phone and elevator in China were in the Tianjin Astor.

Other popular hotels include the Tangla Tianjin, which towers 48 storeys over the busy financial and retail district of Nanjing Road; the elegant St. Regis Tianjin; the funky Hotel Indigo Tianjin Haihe, housed across several German-style villas; and Banyan Tree Tianjin Riverside, bringing its urban resort-style ambience to the riverside. The Ritz-Carlton Tianjin, located in a faux-neoclassical building beside the Hai River, features a Flair bar, Ritz-Carlton Spa and Club Lounge among its luxurious facilities.

2.3.2 Demand

In general, in comparison with the other major markets in China, both occupancy and room rates for the Tianjin hotel market remain low, and will continue to be depressed in light of the many new hotel openings scheduled for 2017 and beyond. These include Grand Hyatt, Four Seasons, Conrad and InterContinental. Nevertheless, given the continuous growth of the city's economy, hotel demand growth is expected to be good, although the market might need a longer time to push its performance to normal levels as the oversupply will continue exert pressure.

2.4 The travel trade

Tianjin has a total of 427 travel agencies (including 43 A-class travel agencies), 146 more than in 2010. In 2015, there were 9,330 certified tour guides, 19 colleges and institutions for tourism professionals, and 17,242 students in relative majors.

Table 2.4 Travel agencies in four cities in Mainland China, 2015

	Tianjin	Beijing	Shanghai	Chongqing
Total	427	1,847	1,276	587
of which: Handling domestic and/or inbound	384	1,257	1,142	514

Source: Tianjin Municipal Tourism Administration (TMTA).

2.5 Transportation

2.5.1 Overview

Strategically located, Tianjin is the largest water transport hub in northern China, as well as the most important gateway to Beijing and northern China by road, rail and air.

2.5.2 Tianjin International Cruise Home Port

Tianjin International Cruise Home Port (Tianjin Cruise Port for short), approximately 25 kilometres away from the Xingang Port Passenger Terminal, began operations in June 2010. It is the first home port in northern China, and the largest home port in East Asia. The port is located at the south of Dongjiang Port of Tianjin Port, adjoining China's largest free trade zone – Dongjiang Free Trade Zone. The cruise port handles all international cruise lines. Tianjin Xingang Port Passenger Terminal now mainly serves as a domestic cruise terminal, but it may receive international cruise ships during high travel season.

When completed, the cruise port will cover an area of 1.2 million square metres with six berths. Currently, only the first phase, of 0.7 million square metres, is completed. The port can accommodate two large cruise ships at the same time and handle 0.5 million passengers each year. The water in the port is about 11.5 metres deep, sufficient for the world's largest cruise ship.

Tianjin Port is to build two new berths for its cruise home port project, which combines cargo and passenger transport. A second phase could transfer the container, domestic and international liner services from the old cruise terminal to the new facility, which could handle 60,000 containers and 420,000 passengers.

Many well-known international cruise lines operate cruises with stopovers in Tianjin. These include (for 2017): Oceania, Holland America, Celebrity, Crystal, Regent

Seven Seas, Silversea and Seabourn. And Royal Caribbean and Costa Cruises also use it as a home port.

Cruise tourism in Asia is booming at a double-digit rate of growth both in terms of cruise capacity and number of travellers. Between 2012 and 2015 the number of cruise passengers in Asia grew from 775,000 to nearly 2.1 million, according to Cruise Lines International Association's (CLIA's) Asia Cruise Trend Analysis. Nearly half of all regional passengers in 2015 were Chinese, with 986,000 departures.

Tianjin is benefiting from this trend. The number of cruise ships operating to/from Tianjin increased from 40 in 2010 to 96 in 2015, and the number of cruise passengers grew from 95,000 to nearly 500,000.

2.5.3 Railways and road transport

Tianjin also has a comprehensive land transport network. The Beijing-Harbin Railway, Beijing-Shandong Railway and Beijing-Shanghai Express Railway all intersect in Tianjin. In addition, four expressways and five national highways pass through/by Tianjin, leading to surrounding cities such as Beijing, Tangshan and Baoding.

Modern Tianjin received a boost with the opening of a high-speed rail line from Beijing in 2008, linking the cities in only 28 minutes. Tianjin is also a direct stop on the popular Shanghai to Beijing route, taking precisely five hours from Shanghai.

Tianjin has a total of five railway stations, three being major transport hubs. The most recent to open, Tianjin West Station, is about 20 minutes' drive from the city centre, and connects directly to Metro Line 1, which was officially opened in summer 2011. It is served by the Jinghu Railway and Jinbao Railway and by the Jinghu High-Speed Railway. The operation is part of a massive urban renovation project in the north of Tianjin that will be the centre of a new residential and commercial development. Tianjin West Railway Station serves the high-speed rail network Tianjin-Shanghai and Tianjin-Qingdao.

Equally shiny and modern, Tianjin South Station is around 40 minutes from downtown Tianjing (Tianjin Xiqing). Tianjin West Railway Station is also for high-speed rail travel (Tianjin-Shanghai and Tianjin-Qingdao).

The older Tianjin Central Station delivers one into the heart of the city centre besides the Hai River. Tianjin Railway Station was built in 1888 and was rebuilt in 1987/88 and restructured in 2007/08 for high-speed trains.

2.5.4 Tianjin Binhai Airport

The city and its region are served by Tianjin's Binhai Airport. Located 10 kilometres from the city and 30 kilometres from Tianjin Port, in Dongli District, it is the hub airport for Tianjin Airlines, established in 2004, and privately owned Okay Airways, as well as a focus city for Air China and one of the major air cargo centres in China.

The airport has seen significant development over the last 12 years, following the establishment of Tianjin Airlines and the completion of a new terminal in 2005. While Beijing is still dominant for international flights, Tianjin serves a wide range of domestic and short-haul international destinations. The airport has two terminals (T1 and T2), but only T2 is used for passenger transportation.

Since 2000, Tianjin Binhai Airport has climbed from 30th biggest airport in China, in terms of passenger throughput, to 20th, and is a particularly important hub for air freight. This is due in no small part to Airbus opening its first overseas assembly line at Tianjin in 2008 to manufacture the A319 and A320.

2.5.5 Operating performance

Aircraft movements rose by an average of 13% per annum from 2000 to 2016, while passenger traffic, which totalled 16.9 million in 2016, grew by more than 20% annually over the 16-year period – and 15% annually since 2010.

Table 2.5 Tianjin Binhai International Airport statistics, 2000–2016

Year	Passengers (000s)	Ranking in China	Aircraft movements
2000	884,448	30	19,677
2001	941,178	30	20,062
2002	1,092,121	30	19,681
2003	1,103,491	32	20,053
2004	1,705,271	29	28,087
2005	2,193,914	31	47,460
2006	2,766,504	30	54,948
2007	3,860,752	27	65,665
2008	4,637,299	24	70,279
2009	5,780,281	24	75,116
2010	7,277,106	22	85,034
2011	7,554,172	24	84,831
2012	8,139,988	24	83,700
2013	10,035,833	24	100,729
2014	12,073,041	24	114,557
2015	14,314,322	20	125,693
2016	16,871,889	20	143,822

Source: Tianjin Binhai International Airport, from https://en.wikipedia.org/wiki/Tianjin_Binhai_International_Airport

In March 2017, according to the Centre for Aviation (CAPA), a total of 40 airlines served Tianjin Binhai Airport, 16 on international flights and 24 on domestic only. Airlines currently operating through to/from Tianjin include Air China (CA), China

Southern Airlines (CZ), China Eastern Airlines (MU), Xiamen Airlines (MF), Grand China Express (GS), Okay Airways (BK), Hainan Airlines (HU), Shanghai Airlines (FM), Sichuan Airlines (3U), Shenzhen Airlines (ZH), Shandong Airlines (SC), Juneyao Airlines (HO), China West Airlines (PN), Lucky Air (8L), Deer Air (JD), Kunpeng Airlines (VD), Kunming Airlines (KY), Spring Airlines (9C), Asiana Airlines (OZ), Korean Airlines (KE), Japan Airlines (JL), All Nippon Airways (NH), Air Asia (D7), EVA Air (BR), TransAsia Airways (GE) and Vladivostok Air (XF).

Since June 2016, Hainan Airlines has had a long-haul base in Tianjin to serve New York and Vancouver. Although it would have preferred Beijing, neighbouring Tianjin is seen to have good potential.

Foreign passport holders from 51 countries entering China through Tianjin Binhai Airport can take advantage of the 72-hour visa-free entry policy introduced in June 2015. These include nationals of the United States, United Kingdom, Australia, Canada, France, Germany, Italy, Denmark and the Netherlands.

2.5.5 Airlines

Tianjin Airlines

Launched in 2004 as Grand China Express Air, Tianjin Airlines is a regional airline based in Tianjin, and part of the Hainan Airlines Group (which has an 87% stake in the carrier). It operates scheduled passenger and cargo services within China and to Hong Kong and Mongolia from Tianjin Binhai International Airport.

The airline was originally established to merge the principal aviation assets of Hainan Airlines, China Xinhua Airlines, Chang An Airlines and Shanxi Airlines, and received its operating licence from the Civil Aviation Administration of China in 2007. Scheduled flights were launched under the brand name Grand China Express Air, using 29 32-seat Fairchild Dornier 328JET aircraft. At that time, the company was China's largest regional airline, operating on 78 routes linking 54 cities. On 10 June 2009, its name was changed to Tianjin Airlines.

As of March 2017, 104 destinations were served (91 of which domestic), 12 to regional points in other parts of Asia and the Pacific (Cambodia, Japan, New Zealand, Rep. of Korea, Taiwan [pr. of China] and Thailand), and 1 to Europe (London Gatwick Airport).

In mid-2015, Tianjin Airlines signed a contract for 22 Embraer aircraft (20 Embraer 195s and 2 Embraer 190-E2s). It is part of an agreement made in 2014 for 40 aircraft, the remaining 18 to be approved by the Chinese authorities. The first Embraer 195 will be delivered later in 2015 and the first Embraer 190-E2 in 2018.

The airline launched international long-haul services in 2016 – to Auckland in New Zealand, London-Gatwick in the UK and Moscow-Sheremetyevo in Russia – and took delivery of its first Airbus A330 aircraft the same year, to serve destinations in Europe, North America and South-East Asia. Long-haul services to Melbourne are due to begin from September 2017 and 45 other new routes are scheduled for opening in summer 2017.

Tianjin Airlines has consistently made a net profit since 2013, although it made an operating loss in 2014. Its net profit in 2015 was CNY 470.5 million for an operating revenue of CNY 7,893.6 million.

Tianjin Airlines has recorded a strong operating performance over the past few years, with annual growth in passenger numbers almost consistently in double digits. Capacity, meanwhile, has also increased sharply in line with the growth in demand.

Table 2.6 Tianjin Airlines' passenger numbers and seat capacity, 2013–2016

Year	Passengers		Available seat-km (ASK)	
	total (million)	% change	total (million)	% change
2013	8.1	not available	11.7	33.0
2014	9.9	22.2	13.9	18.8
2015	11.1	12.1	14.8	6.5
2016	12.1	9.0	15.2	2.7

Source: Centre for Aviation (CAPA).

Okay Airways

Headquartered in Beijing and established in 2004, Okay Airways (bk.travelsky.com/bkair/) is a small player that has transitioned from cargo and charter runs to scheduled services from its Tianjin hub. In mid-2014 the airline placed an order with Boeing for six B737MAX-8 single-aisle jets and four next generation 737-800s. Okay Airways is also converting some of its earlier orders into B737-900ERs, an extended range version to open up new routes from Tianjin.

2.6 Tourism performance data

2.6.1 Arrivals and receipts

In 2015, Tianjin recorded a total of 174 million Chinese and foreign visitors, including same-day travellers, generating between them some CNY 279.43 billion. This represented an average annual growth of 17.5% over the five years 2010–2015 – about the same as for arrivals – and up from 16.4% in 2005–2010.

Table 2.7 Tianjin's arrivals and tourism receipts, 2005–2015

	2005	2010	2015	Av. annual growth (%)	
				2010/2005	2015/2010
Domestic tourism					
Arrivals (000s)	50,134	92,065	170,000	12.9	13.0
Revenues (CNY million)	54,198	115,190	258,800	16.3	17.6
Inbound tourism					
Arrivals (000s)	740	1,660	3,260	17.5	14.4
Revenues (CNY million)	509	1,420	3,298	22.8	18.3
Total					
Arrivals (000s)	50,874	93,725	173,260	13.0	13.2
Revenues (CNY million)	58,423	124,840	279,425	16.4	17.5

Sources: Tianjin Municipal Tourism Administration (TMTA); en.tjtour.cn

2.6.2 Domestic tourism

Tianjin's domestic visitors totalled 170 million in 2015, up from just 50 million ten years earlier, although fewer than a third of these stayed overnight. Domestic tourism revenues were just under CNY 259 billion, accounting for a massive 93% of the revenues generated by tourism overall.

The majority of domestic tourists are from neighbouring provinces, notably Beijing, Hebei, Shandong, Liaoning and Shanxi. Beijing accounts for some 14%, although around 9% are same-day travellers (excursionists).

A significant share of visitors from provinces farther afield arrive via Beijing (some two thirds), while the remaining third arrive directly in Tianjin, whether by air, train or cruise ship.

Table 2.8 Tianjin's domestic tourist arrivals by province/municipality of origin, January to June 2016

Rank	Province	Arrivals (000s)	Share (%)
1	Hebei	22,707	20.9
2	Beijing	15,349	14.1
3	Shandong	11,623	10.7
4	Liaoning	6,906	6.4
5	Shanxi	5,244	4.8
6	Heilongjiang	4,574	4.2
7	Zhejiang	4,464	4.1
8	Inner Mongolia	4,207	3.9
9	Henan	3,612	3.3
10	Guangdong	3,475	3.2
11	Shanghai	3,030	2.8
12	Jiangsu	2,620	2.4
13	Sichuan	2,542	2.3
14	Jilin	2,505	2.3
15	Anhui	2,060	1.9

Source: Tianjin Municipal Tourism Administration (TMTA).

2.6.3 Inbound tourism

Tianjin attracted 3.3 million inbound tourists in 2015, reflecting an average annual growth rate of 14.4% in the five years from 2010. Preliminary estimates suggest the growth fell to 2.8% in 2016, although details are only available for the first half of the year. International tourism receipts in 2015, meanwhile, rose by 18.3% over the period, to CNY 3.3 billion.

Table 2.9 Tianjin's inbound tourist arrivals by source region and market, 2015

Region/Country	Arrivals (000s)	Share (%)	Av. annual growth 2015/2010
Compatriots			
Hong Kong, China	77.9	2.4	5.2
Macao, China	20.0	0.6	7.2
Taiwan (pr. of)	156.7	4.8	8.8
Sub-total	254.6	7.8	7.8
Foreigners			
Japan	1,151.3	38.3	10.8
Korea (Rep. of)	523.9	17.4	12.7
Singapore	261.4	8.7	7.8
United States	206.0	6.9	4.2
Malaysia	197.2	6.6	8.6
United Kingdom	83.5	2.8	5.1
Others	581.7	17.8	not available
Sub-total	3,005.0	92.2	not available
Total	3,260.0	100.0	14.4

Source: Tianjin Municipal Tourism Administration (TMTA).

A reported 255,000 of the total, or a modest 7.8%, were Chinese compatriots from Hong Kong, Macao (China) and the province of Taiwan. Foreigners accounted for 92.2%, or just over 3.0 million, although a significant 73% of these – largely cruise ship passengers arriving from Beijing to embark on a cruise, or cruise passengers simply disembarking in the city for sightseeing tours – do not stay overnight in the city in local accommodation.

Table 2.10 Tianjin: Inbound tourist arrivals by market, 2016

Market	Arrivals	% growth 2016/2015
Japan	1,178,636	0.9
Korea (Rep. of)	551,863	7.4
Singapore	243,900	-6.7
United States	207,117	0.5
Malaysia	185,549	4.4
Taiwan (pr. of)	155,042	-1.1
United Kingdom	87,043	4.3
Hong Kong, China	85,395	16.1
France	78,537	4.9
Canada	76,224	3.9
Philippines	70,704	16.8
Thailand	56,308	-8.5
Germany	32,181	-5.5
India	22,182	4.9
Russian Federation	20,571	9.7
Macao, China	19,319	-6.5
Australia	19,276	11.3
Indonesia	9,063	31.1
Italy	5,198	-12.2
Vietnam	3,584	15.2
Spain	2,185	23.7
New Zealand	1,200	-9.4
Mongolia	514	-3.9
Others	238,522	not available
Total	3,350,113	2.8

Source: Tianjin Municipal Tourism Administration (TMTA).

Japan, Korea (Rep. of) and Singapore are the city's most important inbound tourism sources. In 2015, all the leading markets performed well, with Japan and Korea (Rep. of) recording double-digit growth annually in the five years from 2010. Nevertheless, the picture changed in 2016. Despite an overall increase in arrivals of 2.8%, there were very mixed performances across the different markets, and some of the leading visitor sources registered a decline. Korea (Rep. of) was one of the few to sustain healthy growth – with Indonesia, Spain, the Philippines, Hong Kong (China) and Vietnam. The sharpest percentage declines were for Singapore, Italy, Thailand and Germany.

A breakdown of tourism spending shows that some 38.8% goes on long-haul transport costs, 19.6% on shopping and 11.5% on accommodation. But catering, entertainment and sightseeing together account for a reportedly modest 16%.

3. Tourism management and marketing

3.1 Tianjin Municipal Tourism Administration

3.1.1 Structure, role and responsibilities

In 2004, the Tianjin Municipal Tourism Administration (TMTA) was upgraded from 'assistant bureau' level to 'bureau' level. And the Tourism Development Fund was increased from CNY 15 million to CNY 120 million a year.

The TMTA employs more than 90 people, over 50% of whom work in administration. Six people work in Marketing, five in Planning, and nine in Training (including working with educational institutions). There is no formal mechanism/structure for working with the private sector.

Performance management is the responsibility of a new central department within Tianjin City Government, with TMTA supplying data, as requested.

A Visitor Satisfaction survey is undertaken annually by the TMTA, focusing on a different segment every year. Recent results have highlighted, for example:

- High levels of satisfaction with quality of service in Tianjin, but
- Relatively low satisfaction with transportation and air pollution.

3.1.2 TMTA marketing budget

The TMTA's marketing budget for 2016 was reportedly CNY 70 million, broken down as follows:

Table 3.1 The TMTA's marketing budget, 2016

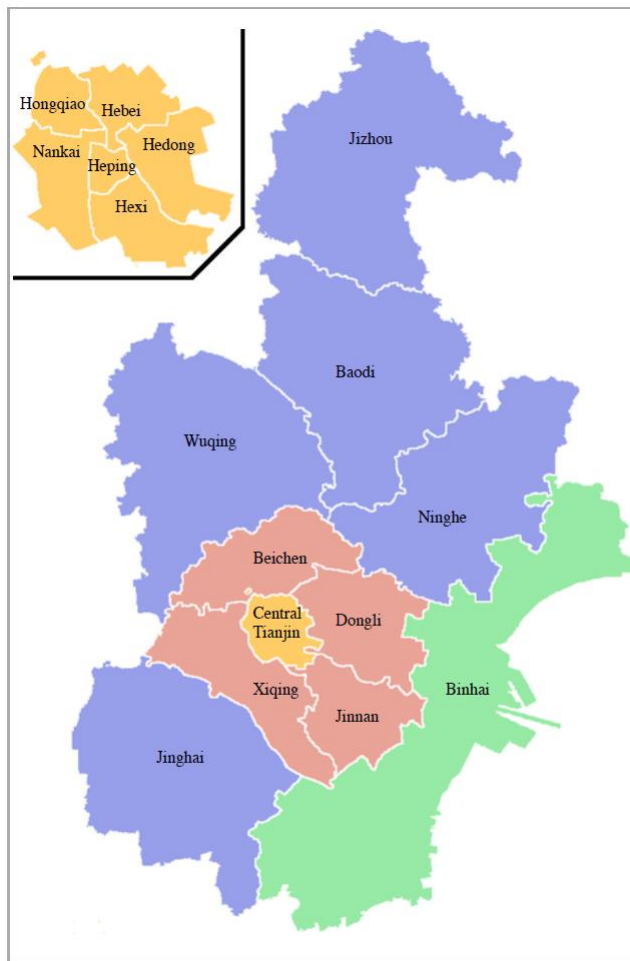
Item	CNY (x 1,000)
Tourist information: books, brochures, maps,DVDs	5,100
Advertising: CCTV, magazines, newspapers	33,300
Inbound tourism subsidy	4,390
International marketing and promotion, including participation in international travel marts	3,330
E-marketing and social media, plus "other"	23,880
Total budget	70,000

Source: Tianjin Municipal Tourism Administration (TMTA).

3.2 Role and activities of the district authorities

The main district authorities in Tianjin with a responsibility for tourism, two of which are located in Central Tianjin, are Nankai, Heping and Xiqing.

Figure 3.1 The districts of Tianjin



3.2.1 Heping

Heping District, which is in Central Tianjin, has a long history as the centre of the metropolis in terms of culture, commerce and finance. The central business districts (CBDs), shopping centres and banks are all concentrated in Heping, which covers a total area of just under 19 square kilometres.

Heping District Tourism Administration's strategic goals are to:

- Enhance the overall image of Heping as a tourism destination;
- Organize tourism festivals and themed events;
- Increase and improve publicity and promotions, including travel guides and general tourism signage;
- Grow the domestic tourism market through a combination of online and offline promotions;

- Establish a new brand image for regional tourism and develop a holistic campaign to promote this to target markets;
- Actively expand online cooperation channels and set up a comprehensive online marketing campaign.

3.2.2 Nankai

Nankai District is located in the southwest corner of Central Tianjin. It covers an area of 40.6 square kilometres (15.69 sq mi). Historically, northern parts of Nankai District were located inside ancient Tianjin. As an example, the Tianfei Palace, or Palace of the Queen of Heaven, of the Yuan Dynasty was built in north-eastern Nankai in the 1326. In the Ming Dynasty, the heart of the city of Tianjin was set up in Nankai. Nankai became part of the military garrisons during the Ming and Qing Dynasties and the city wall served as a major defence system against foreign invasion in the late 19th century.²

3.2.3 Xiqing

The District of Xiqing, located just outside and south-west of Central Tianjin, boasts three exhibition centres, the city's botanical garden and a big shopping mall. It also has a strong programme of festivals, including events based on Chinese folk culture, woodblock paintings and botanical themes. It is also well known for the martial arts.

Some 13 attractions in the Xiqing undertake joint marketing with Beijing, and 90 attractions (from two of the districts) work with Hebei marketing. There are also plans for joint marketing with adjacent areas along the high-speed railway; and with other cities along the length of the Grand Canal.

Currently, three metro/subway lines come into Xiqing, but they do not cover the whole of the district, so transport to the western areas is a challenge and there is a serious need for an extension to Metro line 2.

4 Tourism development

4.1 Strategic goals and actions for tourism

4.1.1 Enhancement of the urban environment

In line with the increasing priority accorded to tourism by both the Central Government and the Tianjin Municipal Government over the past ten years or so –

² https://en.wikipedia.org/wiki/Nankai_District

tourism is now widely seen as a driving force for several related industries – there has been significant investment in improving the urban environment as a place not only to visit, but also one in which to live and work. Investment has in turn been stimulated by strong economic development and a boom in construction generally.

4.1.2 Urban regeneration and revival of cultural heritage

Among recent positive developments, the river has been cleaned up and the riverbanks transformed for Tianjin's visitors. Historical heritage buildings have been restored and there has been a big focus by the local government on reviving and promoting cultural attractions. As a result, cultural development has been substantial, with the creation of a 'cultural street' close to one of China's oldest temples (see Best practice case studies in section 5). Traditional cuisine is also being offered more widely, with cooking demonstrations organized so that visitors in some restaurants can learn about, and even participate in, the preparation of different dishes.

Another initiative, as already mentioned, has been the upgrading of two World Heritage sites. A 100-kilometre stretch of the 1,776-kilometre Grand Canal, which links Beijing with Hangzhou, is being reclaimed for leisure purposes – walking, cycling, boating, etc. And a major programme of renovation has been completed on a section of the Great Wall close to Tianjin – a section seen as one of the most beautiful Ming Dynasty sections.

4.1.3 Product diversification

A big effort has also been, and is continuing to be, made to diversify tourism products and markets. Currently one of the strongest sectors is industrial tourism, which has been growing through the development of factory tours, including visits to Airbus and other aircraft and helicopter manufacturers, as well as manufacturers in industries such as watchmaking, textiles, computers, leather goods, biotechnology, etc. The total number of factory visits (to some 14 factories and other industrial sites) is estimated at 200,000 a year – with 50% from students and 50% from different delegations and community groups. Tours normally last for one hour; or 1.5 hours for tailor-made tours.

Rural tourism is also being heavily promoted outside the city and a number of different niche markets are being developed and promoted, including martial arts. Tianjin has the biggest martial arts school in northern China.

4.1.4 Joint marketing efforts with Chinese and foreign partners

Tianjin's marketing is heavily focused on enrichment of the Tianjin tourism brand through promotion of its many and varied attractions. These include city tours

highlighting the classic tourist routes, but also themed tours, leisure trips to the coast for swimming, sunbathing and relaxation and different forms of cultural entertainment.

As a way of strengthening its efforts in selected markets, the Tianjin Tourism Bureau has undertaken a number of joint marketing efforts with Beijing and Hebei Provinces (see Annex 2). In addition, it operates in close cooperation with Hong Kong and Macao, China, and Taiwan (province of China), organizing joint exhibitions, common advertising and communications, as well as cultural exchanges. As a result of their success, these are to be stepped up in the future.

With regard to the development of the Japanese and Korean markets, there are also a number of joint initiatives underway or planned, such as promotional campaigns with other cities in East and South-East Asia. These include cruise port promotions and 'Belt and Road' initiatives.

For Beijing as well as the majority of neighbouring markets, the main draws are shopping and seafood. Visitors from further afield, travelling by high-speed rail to the city, often come to watch specific events, such as performing arts, or to take tours along the Haihe River. The prime attractions for tourists from Hong Kong, Macao (China) and Taiwan (pr. of China) are the Mazu (Sea Goddess) and folk culture. Japanese and Koreans are interested in local cuisine and entertainment, while Europeans and Americans tend to go for historical and cultural heritage.

4.2 Wider economic, social and environmental perspective

While the integration of tourism and economic development is not a stated objective of Tianjin City Government policy, industrial and rural tourism are practical examples of such a linkage.

In addition, the government requires that tourism policy should reflect government policies on, for example:

- Environmental standards
- The growth of the hi-tech sector, and
- Reductions in energy consumption.

4.3 Cultural perspective

4.3.1 Built heritage

Substantial investment in the built heritage has been made and is planned by the government and its respective agencies. The primary focus has been on the two existing World Heritage sites:

- **The Grand Canal:** a 100-kilometre stretch of the Beijing to Hangzhou Canal is within the city, unused for commerce, but in process of being reclaimed for leisure – walking, cycling, boating, etc.
- **The Great Wall:** the Huangyaguan section of the Great Wall, dating from the Ming Dynasty (see Annex 1) is the most beautiful and best built section. A major programme of renovation work was undertaken in the 1980s. The funding included public subscriptions.

There has also been substantial investment in the environment and infrastructure of the WuDaDao (Five Avenues) area, which will be the subject of a proposal to UNESCO for World Heritage Site status (see also section 5.1).

4.3.2 Visual and performing arts

As already indicated, there has been substantial development of cultural activity that is relevant to tourism, notably the:

- Production of folk art (see for example, the reference to New Year paintings in Section 5.3);
- Theatre ‘Crosstalk’ (see section 2.1.2);
- Provincial cultural institutions;
- Music, dance and games in public parks – especially for retired people.

Other relatively new sectors being targeted during the Five Year Plan period are city breaks and cruise-related tourism. There is currently no clear strategy for the development of business tourism generally. Industrial, cultural and rural tourism will continue to be key targets.

4.4 Short-term Strategic Plan, 2016–2020

4.4.1 Growth forecasts for Tianjin

By the end of 2020, Tianjin is aiming to become an international tourism destination, distribution centre and tourism equipment industry base, with tourism becoming one of the city’s strategic modern service industries, forming the backbone of the economy.

The Tianjin Municipal Tourism Bureau is currently targeting an 8% average annual growth in total tourist arrivals over the period covered by the 13th Five Year Plan, with a 10% annual increase in overall revenues from tourism. Domestic tourism is expected to outpace inbound tourism, with foreign visitors rising by a rather more modest 3% and foreign visitor spending by 4% annually.

Table 4.1 Tianjin: Tourism development indicators during the 13th Five Year plan, 2015–2020

Indicator	2015	2020	Av. annual growth (%) 2015–2020
Inbound tourist arrivals (x 1,000)	3,260	3,700	3
Foreign exchange earnings (CNY million)	3,298	4,000	4
Domestic tourist arrivals (x 1,000)	170,000	250,000	8
Internal revenues (CNY million)	2,591	4,250	10
Total tourist arrivals (x 1,000)	173,298	253,700	8
Total revenues from tourism (CNY million)	279,425	450,000	10

Source: Tianjin Municipal Tourism Administration (TMTA).

This means that, by 2020, total arrivals (domestic and foreign) should top 250 million, with total tourism earnings of CNY 450 billion. Foreign tourists will account for a projected 3.7 million arrivals and expenditure of CNY 4 billion.

4.4.2 Challenges to growth

Tianjin Municipal Tourism Administration (TMTA) has identified a number of challenges facing the destination. One concerns its tourism products, which are highly resource dependent. Some 13 categories have been identified, most of them involving sightseeing, and with the majority focused on leisure tourism. The main problem, which makes marketing and promotions all the more difficult, is that there is little communication or collaboration between the different sectors linked to these tourism products – e.g. culture, agriculture, commerce, sports and other industries. So there is little chance at the moment of developing integrated tourism products.

Accommodation facilities also need to be more diversified to cater for different markets; travel agencies need to expand and enhance their activities to attract more tourist business, and the lack of night/evening entertainment needs to be rectified. Other identified requirements include:

- Developing and offering a greater choice of cuisine, notably local specialities;
- Enriching and enhancing the city's brand image;
- Diversifying and improving local transportation services;
- Improving tourist information systems;
- Introducing new legislation to ensure optimum safety and security for tourists;
- Developing more targeted marketing through better market research into the specific needs of domestic and international tourists;
- Improving information delivery systems by expanding and diversifying social media channels used for communication – Weibo and WeChat are inadequate.

4.4.3 Tourism cooperation between Beijing, Tianjin and Hebei

Cooperation between Beijing, Tianjin and Hebei has been strongly advocated by the local and Federal Government since 2012 and there have so far been six Beijing-Tianjin-Hebei tourism conferences, organized with a view to planning and elaborating collaborative development work (see Annex 2).

The joint work programmes are clearly laid out in two-year action plans. The key initiatives of the 2014–2016 and 2016–2018 plans were/are as follows:

Work programme 2014–2016

- A joint marketing plan targeted at the family market for rural tourism;
- Harmonized signposting;
- Setting standards for medical provision;
- Implementation of a specific plan for regional tourism integration, with suitable implementation mechanisms for work programmes and project planning coordination;
- Joint marketing (see Annex 2);
- Strengthen tourism public service facilities and, at the same time, improve the tourism environment, e.g. by:
 - Gradually increasing tourism in the Beijing-Tianjin-Hebei area through an expanded rail network and enhanced train services (nearly 40 train lines between the respective city tourism centres are being built);
 - Launching the special Beijing-Tianjin-Hebei tourism train service.
 - Strengthening cooperation between Tianjin and the Beijing Railway Bureau to open an express railway line/service from Beijing to Ji County.

Work programme 2016–2018

Quality improvement is one of the main goals of the 2016–2018 action plan, both through the upgrading of existing tourism products and services and the development of new facilities, products and services. Integration and innovation are also key – in order to ensure a more cohesive, attract tourism offer between Beijing, Tianjin and Hebei.

This will involve organizing, marketing and coordinating joint activities, ensuring the coordination of legislation and of transportation and information services across the three provinces. The respective regional/provincial governments will be guided and supported by the Federal Government and China National Tourism Administration (CNTA).

The main tasks will include:

- Further development of the tourism industry in the Beijing-Tianjin-Hebei region through the:
 - Construction of a transaction platform based on the respective and joint tourism resources;
 - Active promotion of innovation across related industries;
 - Fostering of new tourism products and services involving non-traditional industries/economic sectors;
 - Accelerate the development of a modern tourism industrial system;
 - Apply this, where relevant, to rural tourism.
- Generate new tourism markets for the wider Beijing-Tianjin-Hebei region, through the:
 - Creation of a suitable tourism brand image for the region;
 - Promotion boutique products and routes;
 - Establishment of demonstration zones in order to form pilot projects;
 - Rapid development of information networks and Internet connectivity across the region;
 - Elaboration of joint marketing and advertising plan/programme; and
 - Organization of frequent large-scale events in the region.
- Form a cooperative tourism network for the Beijing-Tianjin-Hebei region, including:
 - Optimization of the transportation system among the three provinces;
 - Accelerating the construction/provision of facilities for the self-drive market;
 - Improved sharing of big data related to tourism;
 - Increased lobbying with the Federal Government to achieve visa-free access to all markets.
- Gradually improve the tourism industry management system across the Beijing-Tianjin-Hebei region through:
 - Improved quality controls;
 - Ensuring improved standards in all areas applicable to tourism;
 - Enhancing emergency response systems with regard to safety; and
 - Making full use of the power of professional tourism associations.
- Safeguard existing measures in the different provinces:
 - Integrate the respective measures across the three provinces;
 - Develop suitable mechanisms/systems for coordination;
 - Develop a common docking mechanism;
 - Strengthen the development of a Social Work Talent Team for tourism; and
 - Ensure regular and frequent product/service assessments and evaluations.

5. Case studies: examples of best practice

In the context of this UNWTO-WTCF study, site visits were made to three cultural tourism areas that were highlighted by the Tianjin Municipal Tourism Bureau projects, one in each of the three leading tourism districts. The three areas were:

1. Tianjin's Foreign Concession Areas and WuDaDao (Five Great Avenues) in Heping District;
2. The Ancient Cultural Street and the Palace/Temple of the Queen of Heaven/Sea Goddess in the District of Nankai; and
3. Yangliuqing Ancient Town in Xiqing District.

All were planned and implemented at the district level or below.

5.1 Tianjin's foreign concessions and WuDaDao

Tianjin had nine foreign concession areas, more than any other city in China. These concessions, to the south of the old city centre, were large in size and played a major role in the physical and economic development of the city. Tianjin's modern city centre is in the area of the foreign concessions and was shaped by them. While a good part of this area has been redeveloped in recent years, large parts retain much of their original character and ambience, particularly the area of the British concession, which is now known as WuDaDao or Five Great Avenues. More than 3,000 original buildings of different European architectural styles remain, of which 800 have been restored.

This distinct character and ambience is in itself highly attractive, but also differentiates it from the majority of other Chinese cities. Only the concessions of Shanghai, which were significantly smaller in area, may be considered comparable.

WuDaDao is bounded by Chengdu Street in the south, Machang (Racecourse) Road in the north, Xikang Road in the west and Nanjing Road in the east – see map below. There are 22 roads and/or streets in the area, which covers a total of 1.28 square kilometres.

Figure 5.1 WuDaDao (Five Great Avenues)



There is a local law to protect buildings, with protection based on any one (or more) of three criteria:

- Exceptional design or association with a major event;
- Residence of a major celebrity;
- Traditional architectural style.

New buildings in WuDaDao are subject to guidelines and planning control. The policy is that they should harmonize with the traditional architecture of the area.

Tianjin has an excellent information and interpretation centre for WuDaDao, which attracts a large number of visitors every year, including many school groups.

Figure 5.2 Information and interpretation centre at WuDaDao



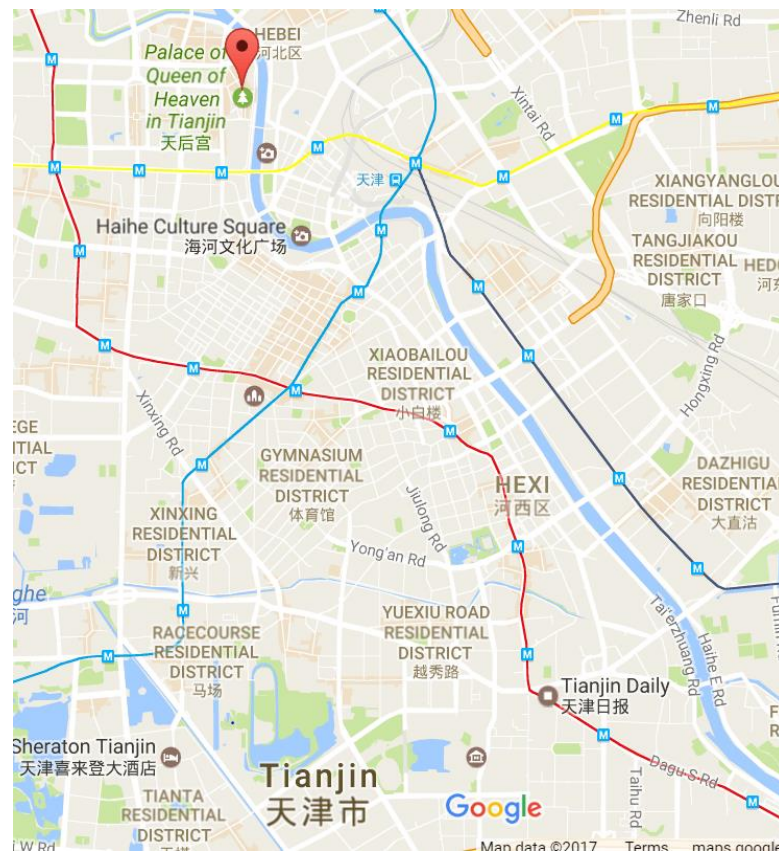
The centre offers audio tours. There is potential for an app to enable people to learn about the area at their leisure, and this could encompass augmented reality, but there is not sufficient demand or money for the project for the time being.

A proposal is also being prepared for submission to UNESCO for the area to become a World Heritage Site.

5.2 Ancient Culture Street in Nankai District

Guwenhua Jie, Tianjin's Ancient Culture Street, is a pedestrian business street on the western bank of the Hai River in Tianjin's Nankai District. Its architecture followed the Qing Dynasty style and the street itself was opened to the public in 1986. Tianhou Palace is located in the centre of the street. Built in 1326, during the Yuan Dynasty (1271–1368), the palace was a haven for people to pray for navigation safety. It has now been converted into a folk museum. The two original archways with original engravings form another cultural highlight on the street. The street is classified as a 5A scenic area by China National Tourism Administration (CNTA).

Figure 5.3
Location of Ancient Culture Street and the Tianhou Palace



There are nearly a hundred stores along the street, among which the Yangliuqing Painting Gallery and the painted clay sculptures of Clay Figure Zhang are the most renowned. Other objects for sale include calligraphy and paintbrushes, double-sided embroidery, jade carvings, art ceramics and traditional goods such as dusters and shoes.

Figure 5.4 Ancient Culture Street in Tianjin



The Niangniang Palace (or Queen of Heaven, Tianhou) is a temple dedicated to the Chinese Sea Goddess Mazu, a medieval Fujianese girl who was later deified. The palace was first constructed in 1326 under the Yuan but has been repaired many times since then. The complex faces east with the Haihe River running in front. The Main Hall is constructed on a large, high platform, which is typical for wooden structures of the mid- to late Ming. The complex is one of the three major surviving Mazu temples in China and the oldest. – the others being in Fujian (built 987) and Taiwan (19th century).

Figure 5.5 The Queen of Heaven



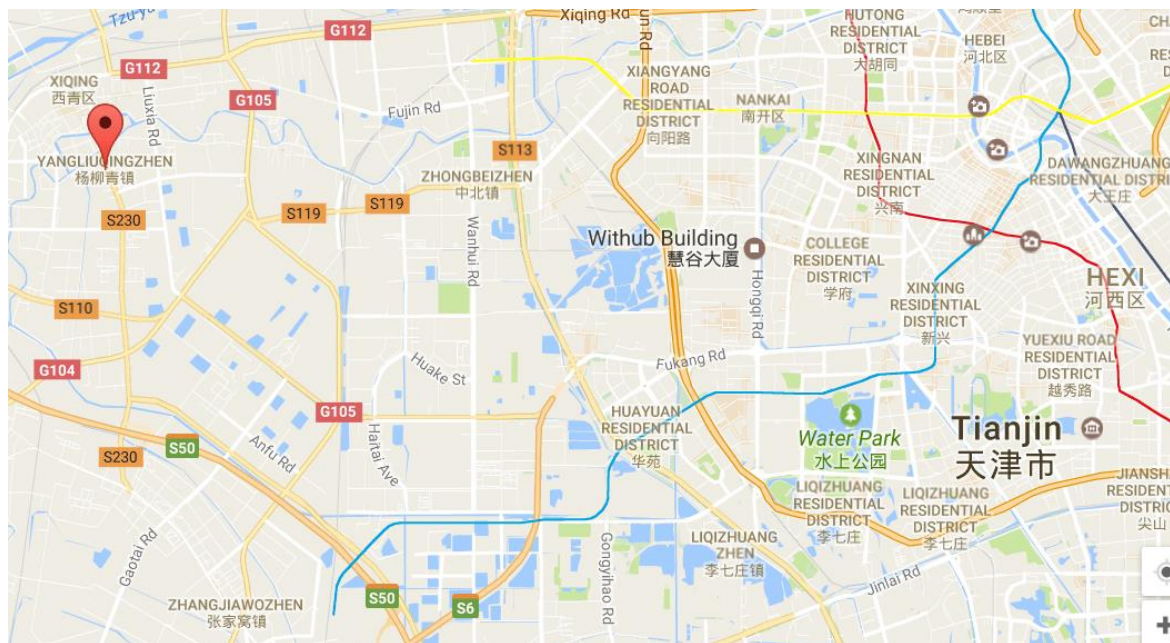
In the area of the Nankai Ancient Cultural Street and the Niangniang Palace temple, there is a local folk museum celebrating the history and culture of the area, but the current site is too small and the plan is to move the exhibits to the Museum of Old Tianjin, which is to be expanded.

Tourism to Nankai is currently very limited. There are only 200-300 registered accommodation units, with just six starred hotels plus a number of unstarred budget hotels, which are primarily for the Chinese domestic market. The plan is to develop 4-5 new starred hotels in the district, so that the area will become more of a tourism destination.

Events are scheduled year round, most of which are traditional and local in nature, including Chinese opera. The most important is the Festival of the Sea Goddess in March. The local committee would like to organize more events in the low season, but capacity is limited.

5.3 Yangliuqing Ancient Town

Figure 5.6 Location of Yangliuqing Ancient Town



Yangliuqing Ancient Town is in a western suburb of Tianjin, 30 minutes' drive from the city centre, in Xiqing District. It is within an area being developed for leisure purposes – part of a 'recreation belt' being developed along the Grand Canal, with three themes: folk culture, floral and environment.

Figure 5.7 Tianjin Shi Family Grand Courtyard (in Tianjin Yangliuqing)



Figure 5.8 Inside the Shi Mansion



The core attraction of the Ancient Town is the Shi Mansion – the large home of a trading merchant, covering 6,080 square metres, once called the “No.1 Mansion in North China”. The Shi family first became rich through the grain and cotton trade, using the then popular mode of canal transportation. They made enough money to buy land and build their own houses, subsequently opening up shops, factories and private banks to multiply their wealth. During the reign of Emperor Jia Qing, the Shi family owned thousands of hectares of land and 500 houses.

Being a grand traditional Chinese mansion covering over 7,200 square kilometres, the Courtyard of the Shi Family is made up of

12 ancient-style quadrangle courtyards on both sides of a 60-metre long lane and a few additional elegant pavilions, pools and gardens. The architectural style and all the decorations represent the folk culture and customs of the late Qing Dynasty, and show the 200-year history of the family in Yangliuqing.

The compound has now been transformed into the Yangliuqing Folk Customs Museum, displaying folk art and customs of Tianjin, including Yangliuqing New Year paintings (see box feature below) and brick carvings, which are the most attractive artwork in the courtyard. The museum receives more than 300,000 visitors a year, mainly from Beijing and Hebei Provinces.

Next to the Shi Mansion museum is an area of housing, workshops and retail shops recreated in traditional style.

Further large-scale reconstruction and improvement of Yangliuqing Ancient Town is taking place over a five-year period. Nearly CNY 10 billion will be invested in reconstructing and improving the town to turn it into a complete 5A-rated tourism destination. New projects include Yuanbao Island, Emperor Wharf Square and

improvements to the Yangliuqing Historical Museum. At present, contracts for 12 projects have been signed, with a total investment of CNY 9.5 billion.

A historical and cultural industry zone will be built on Yuanbao Island, together with 100,000 square metres of commercial facilities. This will involve the recreation of historic streets and other features of the original area. Ancient courtyards will be repaired and restored.

Currently, the district has very little accommodation. To make it into one that attracts overnight tourists, so as to increase length of stay, there are plans to convert 64 houses into tourist accommodation and develop 3-5 five-star hotels.

The Tianjin Municipal Tourism Bureau is targeting an increase to 10 million tourists and same-day visitors a year within five years for Yangliuqing Town.

Yangliuqing New Year pictures

Hailed as a treasure of traditional Chinese folk art, the 'New Year picture' is a historic art form – a cross between a block print and a coloured hand drawing – traditionally enjoyed by Chinese people, especially in the countryside. The pictures, which cover a wide range of topics, are usually pasted on doors, windows and walls as decorations during the Spring Festival/Chinese New Year, in order to wish everyone a propitious year.

The first recorded New Year pictures in Yangliuqing Town date back over 600 years to the Yuan Dynasty (1206–1368).

Source: <http://www.easytourchina.com/scene-v933-yangliuqing-ancient-town>

Figure 5.9
A Yangliuqing New Year picture



Image: Crienglish.com]

Annex 1: Tianjin's main tourism attractions

WuDaDao

Part of the former British concession in Tianjin (see section 5.1).

Ancient Culture Street and Palace of Tianhou

A pedestrian business street on the banks of the Hai River, built in Qing Dynasty style and including the Tianhou 'Queen of Heaven' Palace (see section 5.2).

Courtyard of the Shi Family

The Shi family mansion in the Yangliuqing Ancient Town (see section 5.3).

Tianjin Folklore Museum

Tianjin's Folklore Museum includes Tianhou Palace, a place where people go to pray for blessings. It displays about 2,000 items of folklore, highlighting the development and customs of daily life, trade, arts and clothes. The development of water transportation, fishing and the salt trade in Tianjin are also covered.

Some interesting folk customs are also presented visually. By way of example, one exhibit recounts how, before a wedding ceremony, which is held in the groom's home, the bride has to cry before she leaves her parents. During the ceremony, the couple have to make a courtesy greeting to the groom's ancestors, his parents, and then to each other.

The museum also displays clay sculptures, brick-carvings, paper cuttings and woven goods.

Mount Panshan

Located 110 kilometres from Tianjin's city centre and 88 kilometres from Beijing, Panshan Mountain is situated in Jixian County. According to legend, during the late Eastern Han Dynasty, a famous scholar named Tian Chou declined the emperor's awards and lived here in seclusion – hence its name Mount Tian Pan, or in short Mount Pan. But it was also called Wuzhong, Xuwu, Sizheng, and Panlong in ancient times.

Mount Panshan is a state-level 5A scenic area, and a tourism and recreation resort covering an area of 106 square kilometres. It is known for both its scenic beauty as a natural landscape, and as a place of historic interest integrating Buddhist and

Royal cultures. It used to be a Royal Garden Resort in the Qing Dynasty (1644-1911) and is today listed as one of China's top 15 mountains.

Figure A1 Mount Panshan



Huangyaguan Great Wall

The Huangyaguan Great Wall runs along the ridge of mountains to the north of Ji County in Tianjin. It was initially built during the Northern Qi Dynasty (550-577) and later renovated and lengthened in the Sui Dynasty (581-618) and again during the Ming Dynasty (1368-1644). This section of the ancient Great Wall was originally 42 kilometres long, but it suffered extensive damage throughout its history. In 1987, it was repaired and opened to tourists. At 3,052 metres, it is nevertheless the longest restored section of the Great Wall.

As part of World Cultural Heritage, the Huangyaguan Great Wall is a good example of ancient Chinese military engineering system. It displays antiquity, grandness, steepness and gracefulness, and is regarded as Tianjin's 'Impregnable Pass'.

Figure A2 Tianjin Huangyaguan Great Wall Scenic Area



Tianjin Binhai Aircraft Carrier Theme Park

Located in a small harbour in Binhai New District, the Tianjin Binhai Aircraft Carrier Theme Park is a large military theme park constructed around the Kiev aircraft carrier, covering an area of 5.6 square kilometres. It provides an opportunity for visitors to gain military knowledge and learn some fun facts while playing games and having fun.

Visitors can take a close look at the command centre, intelligence room and the science and technology museum, and enjoy 4D movies in the aircraft carrier's theatre. It also has the only Western restaurant on an aircraft carrier in the world. And for visitors who did not have the chance to visit the Tianjin Pavilion at the Shanghai Expo, it was rebuilt in the park in 2011 to show visitors the history, features and development of the city.

Haihe River Bund

Located in Tianjin's Tanggu District, the Haihe River Bund is a public leisure park along the river connecting to the pedestrian mall on Jiefang Road in the north of the city. The park boasts 19 bronze sculptures and a 170-metre water fountain, the highest in China. The park combines shopping, outdoor fun and nature so as to provide foreigners with a good opportunity to experience local life.

Baxian Mountain National Nature Reserve

The Baxian Mountain National Nature Reserve is located on the southern slopes of the Yanshan mountain chain, northeast of Jixian County, Tianjin. It is famous for its continuous ridges and peaks, boundless forests, deep gullies, running brooks and several geological features. Its main peak, known as the Cricket Cage, is 1,047 metres above sea level, the highest peak in Tianjin. The reserve is nicknamed the 'Green Kingdom' thanks to its wide variety of animals and plants. Its forest coverage reaches over 95%.

Tianjin Eye

Built in 2007, the Tianjin Eye is a 120-metre high giant Ferris wheel built above the Yongle Bridge, over the Hai River in Tianjin. It is the only such wheel in the world to have been constructed over a bridge. It is electrically powered and has 48 passenger capsules, each one able to carry eight passengers, and takes 30 minutes to complete a rotation, giving a maximum capacity of 768 passengers per hour. When a capsule reaches the top, its passengers can enjoy a 40-kilometre cityscape. It was opened to the public in 2008.

Dule Temple

The Dule Temple is the country's oldest existing wood-structured pavilion architecture. Named after the gurgling spring that lies behind it, it is situated near the West Gate of Jixian County, Tianjin. Most of the temple buildings were ruined during the 841–846 reign of Emperor Wuzong of the Tang Dynasty (618–907), who pursued a policy of cracking down on Buddhism. Some of the buildings were restored in 984 during the Liao Dynasty (907–1125), and more buildings were added during the Ming and Qing dynasties.

A major attraction of the Dule Temple is the 16-metre high statue of the Goddess of Mercy, one of the biggest in the country. It shows the finely crafted image of a lady who looks graceful and composed despite her awesome stature. The statue is said to represent the very best of Liao sculpture. The pavilion that shelters this statue is a stately 23-metre high building under a roof with three-layered eaves. The pavilion's four walls are graced with lifelike, and life-sized, murals.

Courtyard of the Shi Family

See case study in section 5

Tianjin Haichang Polar Ocean World

Tianjin Haichang Polar Ocean World is a CNY 3.6 billion large-scale open scenic spot, established by Dalian Haichang Group, integrating eating, housing,

transportation, travel, shopping and entertainment. The project is located in XiangLuo Bay Central Business District in Tianjin Binhai New Area, on the south bank of the Haihe River. It is divided into four complementary functional areas including polar aquarium, fish apartment, arctic business circle and Danish dream castle. Designed in the shape of swimming whale, the polar aquarium has a constructed area of 4,700 square metres, with the tallest building 67 metres high. It is the largest polar aquarium featuring different kinds of polar marine life from around the world. The polar aquarium is divided into nine exhibition areas, which include Beluga whales, dolphins, polar bears, penguins, arctic foxes, arctic wolves and 130 other large polar marine animals, plus over 30,000 sea creatures.

Figure A3 Tianjin Haichang Polar Ocean World



Li Mutai scenic spot

The Li Mutai Scenic Spot, known as the North Pole of Tianjin, is located in Xiaying Town in northern Tianjin. It is 30 kilometres away from the urban area of Ji County. It is an important part of the Jiulong Mountain National Forest Park and National Geological Parks of Ji County. The natural scenery of Li Mutai Scenic Spot features precipitous canyons, beautiful forest vegetation, flowing streams, magnificent waterfalls and twining vines. Because of its attractive natural scenery, it is widely known as Tianjin's Shennongjia and the Tropical Rainforest in the North of China. The geological features of the landscape are very unusual. Furthermore, its

archaeozoic rocks, which formed 2.6–3.5 billion years ago, reflect the typical physiognomy of a quartzite peak forest and canyons in the National Geological Parks.

Figure A4 Li Mutai scenic spot



There are many natural geological wonders in this scenic spot, such as Pancake Rocks, Sky-high Gap, Five-Finger Mountain and multilayered mountains. In addition, the region is considered as one of bases of Red Tourism because of the monument to the Anti-Japanese War and an ecological educational base. The relics of the Great Wall of the Northern Qi dynasty, built 1,400 years ago, are also still lying in this area, winding and spectacular. Generally, Li Mutai Scenic Spot is an ideal place to relax, to investigate popular science and to see witness real patriotism.

Tianjin Old City Museum

The Tianjin Old City Museum is within Xu's family mansion on Dong Mei Li Ave in the Old City of Tianjin. The Museum sits in the former residence of Mr. Xu Puan, an agent of The British Chartered Bank of Tianjin. His residence was constructed in the early 1900s, occupying about 2,400 square metres. Part of the residence, the west wing of the third yard, is restored to a living quarters. It is a showcase of the lifestyle of city dwellers at the turn of the century.

The whole residence was designed and constructed in a classical and delicate Chinese way using grey bricks and mountain-shaped roofing. It consists of three courtyards centrally aligned with hallways on both sides. It has exquisite architectural style and is decorated by elegant carvings. This is the only well-preserved traditional courtyard house in Tianjin City. The residence covers 1,381 square metres with 711 square metres of housing. Before the restoration of Tianjin's Old City, a well-known novelist, Mr. Feng Ji Cai, and some preservationists surveyed the historical site. They proposed converting Xu's residence into a museum, filling it with donated household items, and calling it the Old City Museum. It is the first of its kind in Tianjin.

Figure A5 Tianjin Old City Museum



The Museum exhibits a total of 3,600 household items donated by local people – from official scales used to weigh crops from an old ship docked in Tianjin, to lamp holders made of rosewood, a corner stone tablet of the Jiangsu Club, an antique refrigerator and hand-assembled books with threads. One can also find an old furnace, bed, clocks, a hand-operated gramophone, LP players, radios, etc.

Tianjin Natural History Museum

Tianjin Natural History Museum is a comprehensive museum that covers animals, plants, ancient life, anthropology, and geology. With 380,000 items in its collection, it is the most prominent among similar museums in China. More than 1,000 items belong to National category I and II collections, and most of these are of national global collector's status. For convenience, the museum offers a three-language, voice-guided machine that guides foreigners through every corner of the museum.

Figure A6 Tianjin Natural History Museum



Source: <http://www.visitourchina.com/tianjin/attraction/tianjin-natural-history-museum.html>

The exhibits in the Tianjin Natural History Museum are shown in the Introduction Hall, the Ancient Life Halls I and II, the Aquatic Life Hall, the Zoology Hall, the Entomology Hall, the Amphibious Reptile Hall, the Seashell Hall, and the Tropical Plant Hall. The exhibits emphasize this international museum's themes of earth and life, and display a variety of species and zoology, the unity between life and the surroundings, and the harmony between human being and nature.

Aqua Magic Water Park

Aqua Magic Water Park, located in the Bin Hai New Area, can accommodate 30,000 people, and boasts that it is the biggest water park of its kind in China. It is split into several areas which include water slides of various shapes, a man-made beach with real sand and simulated waves, two drifting water lanes that traverse the park, a happy-time play area and a sun spa area. Altogether there are 19 rides, more than enough to satisfy all members of the family.

Figure A7 Aqua Magic Water Park



The 10,000 square metre sandy beach is the biggest area in the park. The park is close to the ocean, which is visible from the top of the water slide. There are nine levels of waves from small to high. The waves at the beach can be as high as three metres. The bottom of the wave pool is paved with anti-skid material to enhance its safety. There are more than 400 professional lifeguards in the park.

Annex 2: Tianjin-Beijing-Hebei joint marketing

Joint tourism promotion activities

The tourism administrations of the three cities/provinces jointly designed and launched a number of tourist routes/trails, including family fun tourist activities for different seasons of the year, and sporting facilities for young and health-conscious tourists, as well as folk arts presentations shopping opportunities. Among these,:

- 10 red tourist routes
- 1 riding tour trail
- 10 Beijing-Hebei winter ski runs
- 5 Spring Festival tourist routes.

In order to promote the new routes and trails, the following were jointly launched in all three cities/provinces at the same time:

- 2014 Beijing-Tianjin-Hebei Red Tourism Line joint promotions;
- 2014 promotions for Beijing-Tianjin-Hebei endless non-stop riding opportunities;
- 2015 Beijing and Tianjin Tourism New Year;
- 2015 Tianjin-Hebei Red Tourism Exhibition Autumn Tourism Promotion;
- 2016 Tourism talent contest;
- 2016 Beijing-Tianjin-Hebei tours by private car.

Joint brand marketing was also launched, with each city/province supporting the others at tourism exhibitions. The three regions also jointly organized the north China tourism trade fair, which was held in Zhuhai in both 2014 and 2015, and in Hebei in 2016.

Beijing-Tianjin-Hebei, together with seven provinces in northern China, are working on building a platform for tourism communications and cooperation.

Beijing, Tianjin and Hebei participated in the Macao, China, Global Tourism Economy Forum activities, organizing a joint booth in order to promote their tourism resources and products. They are also jointly participating in the Beijing International Tourism Expo, Beijing Tourism Commodities Fair, Hebei Tourism Industry Development Conference and other exhibitions.

Jointly developed tour routes and marketing

There are 56 new themed tour routes, including 16 from Beijing, 16 from Tianjin and 20 from Hebei. Themes range from weekend parent-child tours to photography tourism, leisure self-drive tourism, visits to ancient villages, coastal leisure tourism and a wide range of other tour options.

Hand-drawn map of the Beijing-Tianjin-Hebei region

A new hand-drawn map of the Beijing-Tianjin-Hebei region is designed to strengthen cooperation and communication of information on a common Internet platform.

Bibliography

Centre for Aviation (CAPA)

China Internet Watch, 'Top 30 Chinese Cities by GDP in 2015'. 28 January 2016. CIW Team.

Cruise Lines International Association (CLIA). 'Asia Cruise Trend Analysis'.

Tianjin Municipal Tourism Administration: 'Tourism Planning of Tianjin 2016-2020'.

United Nations ESCAP, UN Habitat. 2015. 'The State of Asian and Pacific Cities 2015'

World Tourism Cities Federation (WTCTF). 2015. *World Tourism Cities Development Report*.

Online sources

China.org.cn http://www.china.org.cn/top10/2013-07/11/content_29390516.htm

Wikipedia. <https://en.wikipedia.org/wiki/Tianjin>

List of interviewees

Mr. He Zhineng, Deputy Director of Tianjin Tourism Administration

Ms. Xu Hong, Professor of Tourism College of Nankai University

Mr. Lee , General Manager of Ancient Cultural Street

Ms. Yu, Director of Nankai District Tourism & Culture Administration

Mr. Ren, Deputy Director of Xiqing District Tourism Administration

Mr. Huo, Master of Yangliuqing New Year Picture

Ms. Liu, Deputy Director of Heping District Tourism & Culture Administration

Mr. Meng, Deputy Director of Five Major Roads Management & Operation Corporation.

Mr. Jiang, General Manager of CITS Binhai Branch

List of figures

Figure 1.1	Location of Tianjin	2
Figure 1.2	Map of the former Tianjin concessions	3
Figure 3.1	The districts of Tianjin	21
Figure 5.1	WuDaDao (Five Great Avenues)	30
Figure 5.2	Information and interpretation centre at WuDaDao	31
Figure 5.3	Location of Ancient Culture Street and the Tianhou Palace	32
Figure 5.4	Ancient Culture Street in Tianjin	32
Figure 5.5	The Queen of Heaven	33
Figure 5.6	Location of Yangliuqing Ancient Town	34
Figure 5.7	Tianjin Shi Family Grand Courtyard (in Tianjin Yangliuqing)	34
Figure 5.8	Inside the Shi Mansion	35
Figure 5.9	A Yangliuqing New Year picture	36
Figure A1	Mount Panshan	38
Figure A2	Tianjin Huangyaguan Great Wall Scenic Area	39
Figure A3	Tianjin Haichang Polar Ocean World	41
Figure A4	Li Mutai scenic spot	42
Figure A5	Tianjin Old City Museum	43
Figure A6	Tianjin Natural History Museum	44
Figure A7	Aqua Magic Water Park	45

List of tables

Table 1.1	Growth in Tianjin's manufacturing base	5
Table 2.1	Tourism resources in four cities in Mainland China	7
Table 2.2	Hotel accommodation in four cities in Mainland China	10
Table 2.3	Tianjin's international brand hotel rooms, 2008-2016	11
Table 2.4	Travel agencies in four cities in Mainland China, 2015	12
Table 2.5	Tianjin Binhai International Airport statistics, 2000–2016	14
Table 2.6	Tianjin Airlines' passenger numbers and seat capacity, 2013–2016	16
Table 2.7	Tianjin's arrivals and tourism receipts, 2005–2015	17
Table 2.8	Tianjin's domestic tourist arrivals by province/municipality of origin	17
Table 2.9	Tianjin's inbound tourist arrivals by source region and market	18
Table 2.10	Tianjin: Inbound tourist arrivals by market, 2016	19
Table 3.1	The TMTA's marketing budget, 2016	20
Table 4.1	Tianjin: Tourism development indicators during the 13 th Five Year plan, 2015–2020	26