



Fam. Dich Södra Vägen 66
S-310 83 UNNARYD

Tel/fax: 0371-60018
Mobil: 0705 682321
E-mail: info@alebo.se
Internet: <http://www.alebo.se>

Arranging group travels for small Chinese delegations visiting Scandinavia

Compared to Sweden and the other Scandinavian countries China is a very large and heavily populated country. The differences from region to region (provinces) are as big as the differences between Europe's many countries. There is a lot of inbound tourism to China, but the incoming tourism is concentrated to rather few destinations.

The geographical distance between Scandinavia and China is vast as is the travel time. Consequently the cost of travel is quite high. A plane ticket costs as a minimum 10,000 SEK. So weekend trips and trips with only a few items on the agenda are not of any value or interest.

In other words: Do not expect Chinese tourists to visit for example the small community of Hylte only, and do not expect Swedish travellers to be interested in visiting Panzhuhua City only. You must make it a broader experience - the initial costs taken in consideration.

It is highly important to analyze what visitors will expect of a trip to either China or Sweden. And in so doing you need to distinguish between at least three types of tourists – private tourists, business tourists and official tourists (delegations). The two first categories will not be the aim of this plan for bringing Chinese tourists to Scandinavia and Hylte as they will not fit into a scheme for a group travel focusing on our particular strengths. Instead I will concentrate on delegations from China with specific interests in matters where we have something to show them as regards solutions to various serious problems facing them at home.

Chinas industrial development has been very rapid in the last 20 years and has left behind a lot of environmental problems which must be addressed and solved as soon as possible. The pollution of the air, soil and rivers is a threat to the health of their population today, and an immediate intervention is a must.

Another big problem is the number of traffic accidents killing and injuring hundreds of thousands every year. The Chinese Ministry of Public Security has announced that in 2004 there were 469,000 traffic accidents nationwide, resulting in 476,000 injuries, 93,800 deaths and a loss of 1,960 million yuan (1,762 million SEK) worth of property. Drunk driving and violations of traffic laws led to more than 12,800 road deaths. The number of cars are approximately the same in Sweden and China, but the number of deaths in traffic accidents in Sweden in 2004 were 480 compared to 93,800 in China! I have been visiting Chengdu for a week myself and seen the behaviour of road users there. It was frightening. In Beijing it seemed to be less frightening, but even there it is far from the standards in Sweden.

In view of these facts I have developed a travel plan for Chinese delegation visits to Scandinavia with a professional focus on these two themes (solutions to pollution and traffic

safety) while at the same time providing a pleasant itinerary. I will be able offer a fully arranged package for the first 5 or 6 days including English spoken guides, a native Chinese interpreter, lodging and transportation. Then I will be handing over the responsibility to others for the rest of the stay. You will be able to see the plan on

<http://www.alebo.se/china/roundtrip1.htm>

The plan includes some recreational elements as my former profession as teacher has taught me that it is impossible for visitors to absorb knowledge and information all the time.

The main sites regarding environmental solutions are:

Amagerforbrænding – Denmark's largest waste site burning all the waste from the Greater Copenhagen Area thus using the energy stored in the waste a major source of heating production for the city.

Round trip in Copenhagen by boat – The entire harbour area in Copenhagen is so clean that it is possible to go bathing everywhere in the city's water areas; something which the inhabitants actually take great pleasure in doing.

Turning Torso in Malmö – In order to minimize the ecological impact in every way possible, the skyscraper has been designed and built to meet the highest level of today's environmental standards.

Halmstad City – Here we meet the river Nissan for the first time. The following day we will see why it is so clean despite the use of its water in industrial production.

Stora Enso Papermill – Perhaps the largest newsprint paper mill in the world having succeeded gloriously with its environmental protection program in saving the river Nissan from being polluted.

Hylte Community's Environment Department – An opportunity to discuss the Swedish regulations in terms of environmental protection and how these regulations are being applied to a small community.

Stora Mosse National Park – The second largest national park in Sweden protecting a rare moor environment.

Rydö Golf Club – Here we can see how the clean water from the river Nissan is used as reservoir for watering a golf course. We may even have some fun here trying to hit the ball.

The main sites regarding traffic safety issues are:

Meeting the traffic mayor of Copenhagen – to learn about Copenhagen's policy on developing a separation between cyclist and car users so that the accident rate for cyclists will be reduced to almost zero.

The Swedish Road Administration (Vägverket) – A visit for discussions on traffic safety and the Zero Vision proposed by the government (see http://www.vv.se/filer/2586/programme_eng.pdf)

In addition the visitors will see the Scandinavian driving culture during the entire trip - in bigger cities as well as in the countryside.

In general it is my plan to place all necessary information and documentation about the trips on a website. Here you will find informative material which can be studied prior to the trip, so that you are well prepared before arrival. The website can even be useful as an evaluation tool, as we can set up a forum for discussions and exchange of views and experiences.

Obviously it would be a great advantage to have a partnership with either a person or a company in China to manage the practical details (payments, information, visas etc.) and to take care of some marketing issues.

The above mentioned website will be implemented with a CMS – Content Management System – so that it is possible for a partner to update content in an easy way.

Unnaryd the 8th of November 2006

Erik Dich