
Contents

Introduction	ix
Part 1. Departure Management: New Forms of Constraints	1
Introduction to Part 1	3
Chapter 1. Tour Operators, a Quasi-Imposed Intermediary	5
1.1. The Chinese tourism system: a tool for controlled emancipation	6
1.1.1. Destination control	7
1.1.2. Narrative control	9
1.1.3. Controlling intermediaries	12
1.2. Building a state of laws and regulating international travel	14
1.2.1. PRC travel agency regulations or how to restrict right of entry into the sector	15
1.2.2. The tourism law or how to combine the maintenance of social order with the economic development of the sector	18
1.3. Restricted sector, regulated activity... in theory	22
1.3.1. Bypassing the outbound agency license.	24
1.3.2. The use of nominees: a win-win collaboration between official and unofficial tour operators	30
Chapter 2. Room for Maneuver: The Example of Wuhan	37
2.1. From oligopoly to market saturation	42
2.1.1. Phase 1: creation of the Wuhan market (1990–2005)	42
2.1.2. Phase 2: market-led consolidation enabled by reforms (2006–2014).	47
2.2. Recent years in the tour operator market in Wuhan: a revival built on the remains of a bygone era	53
2.2.1. Social mutations at the root of change	53

2.2.2. The need for tour operators to adapt.	56
2.2.3. The weight of the past: the great historic brands struggling to standardize.	61
2.2.4. Signs of market renewal: new brands for new needs	68
Conclusion to Part 1	79
Part 2. Thailand, a Popular Nearby Destination – In the Midst of an Adaptation Process	81
Introduction to Part 2	83
Chapter 3. The New Faces of Hospitality	85
3.1. Southeast Asia: the main destination for Chinese tourists	85
3.2. A singular case: Thailand, the number one destination for Chinese tourists	90
3.2.1. The construction of an exotic image of tourism in Thailand by the West...	91
3.2.2. Before the domination of Chinese tourism	95
3.3. A series of increasingly visible adaptations	99
3.3.1. Bangkok Suvarnabhumi airport	100
3.3.2. Bangkok's Grand Palace	101
3.3.3. Shopping hotspots: malls and Kingpower duty free	102
3.3.4. Pattaya Bay and surrounding islands	104
3.3.5. The port and islands around Pattaya.	105
Chapter 4. The Case of Phuket: A Space for Chinese Tourists	109
4.1. The creation of spaces dedicated to this new clientele	110
4.1.1. Phuket, an island of Western imagination	110
4.1.2. Different tourism rationales for different locations on Phuket Island	112
4.1.3. The emergence of districts intended for Chinese tourists	127
4.2. A new hierarchy of players to organize Chinese tourism.	136
4.2.1. The Chinese diaspora: a key player in the early days of tourism	137
4.2.2. Large-scale entrepreneurs from China playing a growing role	138
4.2.3. The arrival of smaller Chinese entrepreneurs.	144
4.2.4. Initiatives and difficulties encountered by non-Chinese players	148
Conclusion to Part 2	155

Part 3. France, an Exotic Destination	157
Introduction to Part 3	159
Chapter 5. A Market on the Road to Empowerment	163
5.1. A social diffusion structured by a generational gap.	164
5.1.1. Learning about otherness: reverse transmission	164
5.1.2. Introduction to tourism: a way to strengthen ties between generations?	168
5.2. Tourism learning strategies and instances	170
5.2.1. A gradual, guided expansion of horizons of otherness.	170
5.2.2. Family, school and work: the main instigators of tourist mobility	174
5.2.3. Learning from tourism	180
5.3. Conclusion	185
Chapter 6. French Otherness According to Chinese Tourists	187
6.1. French exoticism: a distant horizon of otherness and an inversion of the tourist gaze	188
6.1.1. France, a romantic and hedonistic destination	188
6.1.2. Disorientation, discomfort, feelings of insecurity... Chinese tourists putting French otherness to the test	194
6.2. France, a destination for discovery	198
6.2.1. In Paris, discovering cultural heritage and shopping.	200
6.2.2. Chinese tourists in search of autonomy and immersive experiences.	203
6.3. Conclusion	208
Chapter 7. The Spread of Chinese Tourism in France	211
7.1. Spatial rationales of Chinese tourists in France: the influence of distance and the role of repeaters.	211
7.1.1. The unequal influence of distance according to tourists' country of residence	211
7.1.2. The influential role of repeaters and networks of locations differentiated by tourist type	214
7.2. The road trip, a popular mode of travel for Chinese tourists in Provence	223
7.3. Conclusion	227
Conclusion to Part 3	229

Conclusion	231
References	237
Index	249