

### **Polytechnic partners with China tourism research institute**

Tourism training on the West Coast has been given a boost, as Tai Poutini Polytechnic (TPP) announces a new partnership with the China Outbound Tourism Research Institute (COTRI).

TPP's Lead Innovation Consultant Zane Smith says the partnership is important to TPP's International Strategy, giving access to the latest information on what outbound Chinese tourists are doing around the world.

"TPP has been working with COTRI on a number of projects over the last two years, most recently co-presenting a seminar at the China Outbound Tourism and Trade Market in Beijing.

"The exclusive partnership we have set up with COTRI means we now have at our fingertips the latest detailed information on what's happening within China and with Chinese people traveling globally. We can use this information to tailor our training to the needs of the market."

TPP plans to integrate tourism training programmes with COTRI and is offering Chinese Tourists Welcoming (CTW) training programmes within New Zealand. These programmes are designed to provide an in-depth understanding of the Chinese market and concentrate on maximising product offerings and providing the high quality service to this important source tourism market. TPP and COTRI are also working on a range of services specific to the tourism industry to provide this valuable data direct to the people who need it most: the operators and regional tourism organisations.

Zane says the partnership also opens doors in the wider Chinese education market, meaning the Polytechnic can develop relationships with more potential education partners.

"The biggest benefit is the access to information. We're also looking at exchange programmes, where we will send students to China to learn about the market, as well as bringing Chinese students here to the West Coast."

TPP already has strong educational ties to China and is delivering various tourism training programmes both here and in the Chinese market. Zane says the COTRI partnership is yet another step forward in the Polytechnic's plan to reach out to the growing Chinese market.

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