

INNOVATING CULTURAL TOURISM OF CHONGQING

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Briefly about me

My name is Toghrul Yagublu (shortly Tommy) 1992 born, Azerbaijan citizen. Graduated from Southampton University in UK with master degree in Risk Management in 2015, currently doing my PhD thesis in Chongqing University (2017-2021) regarding One Belt One Road Initiative and its cooperation with North - South corridor countries : Russia, Azerbaijan, Iran.

I heard about Chongqing Tourism Department accepting ideas regarding cultural tourism in city via websites such as Xinhua.com and chinadaily.com.cn. I am expressing my wish to provide own experience in tourism in benefit of Chongqing city which I live almost for two years. I have participated in several international cultural, sport and event festivals in numerous countries which gave me great experience in working with foreign tourists. I have worked as organizational team in 2011 Turkey European Youth Olympics Festival, attained 2013 Universiade in Russia, brought team of foreigners in Georgia organized by British Council as a travel and English learning activity, participated in United Nations Youth Assembly held in Rome, Italy. Also events held in Azerbaijan such as Eurovision Song Festival and Formula 1 grand prix.

The ideas I pointed out are based on my experiences, also tourism experience of UK, Azerbaijan, UAE and Kazakhstan were used, as well as McKinsey Consultancy company advices, which I had experience to collaborate with.



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Part One

SWOT analysis of Chongqing tourism attractiveness

SWOT analysis is easy to use and easy to understand current opportunities and threats of current topic is widely advised by McKinsey and Company to Republic of Azerbaijan and Republic of Kazakhstan in their strategic tourism vision programs (see Azerbaijan Strategic Road map 2035 and Kazakhstan National Initiative 2050) (Company, 2017) SWOT=S for Strength, W for Weakness, O for Opportunity, and T for Threats (Risks)

SWOT table of Chongqing city tourism

Stength	Weakness	Opportunity	Threats
One of China's four municipalities	Still unknown city for foreigners	Natural beauty of city, Mountain city, Night views	Anti-sanitary in hotels, restaurants
High GDP and economic growth	Far from major touristic cities: Beijing, Shanghai	Hot springs	Ignorance of tourists about numbing and spicy food
Established infrastructure for tourism, large number of hotels, hosputals	Majority of workers in tourism industry don't speak second language(English, Russian,)	Spicy food	
		Beautiful girls	

Table 1

Idea One

1. Agro tourism village



Table 2

Why is agro tourism is important for communities?

- ▶ **Agro tourism** provides communities with the potential to increase their incomes and new employment opportunities.
- ▶ Additionally, **agro tourism** provides educational opportunities to the public, helps to preserve agricultural lands, and allows states to develop business enterprises in local communities.

Why is agro tourism is important for tourists?

- ▶ Tired of urban tourism
- ▶ Noise, stress and pollution in city life
- ▶ Looking for new experiences
- ▶ Interest towards authentic Chinese culture and rural lifestyle



Table 3 Tourists visiting villages in Sri Lank and Lao, learning how tea and rice are made

Agro tourism and nature-tourism enterprises might include:

- ▶ Outdoor recreation (fishing, hunting, wildlife study, horseback riding).
- ▶ Educational and cultural experiences (cannery tours, cooking classes, or tea tasting).
- ▶ Entertainment (harvest festivals or barn dances).
- ▶ Hospitality services (farm stays, guided tours or outfitter services).
- ▶ On-farm direct sales (local market or roadside stands).



Table 4 tea plantations, holiday in village

Rural Tourism

People are becoming more interested in longer stays in rural areas, especially as volunteers, which is cost efficient for tourist and yet beneficial for community.

Idea Two

2. Chongqing Chengdu cluster tourism

- ▶ Chengdu is a World famous city attracting million of foreigners to see Pandas, try spicy food. go hiking Leshan and etc. However many of foreign tourists asked in Chengdu never heard about Chongqing, or don't know much about what to do, what to see in Chongqing



Table 5 Chongqing Chengdu cluster tourism poster

- ▶ Chongqing has opportunity to gain momentum of attracting more foreign tourists from near city Chengdu

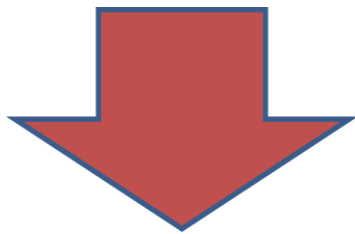
Ways to flow tourists from Chengdu to Chongqing

- ▶ Working with hotels, tourism agencies in Chengdu to promote Chengdu-Chongqing cluster
- ▶ Posters and advertisements of Chongqing city in Chengdu
- ▶ Promotion of city for foreigners via famous bloggers, instagramers and Youtubers.

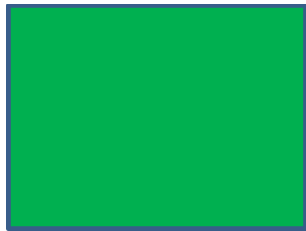


Table 6 Beautiful poster of Chongqing city in Chongqing West Station

Reasons of investing in Chengdu-Chongqing cluster tourism



Less costly



Time efficient



Quick boost in tourist number

- ▶ Tourists should entrusted that visiting Chongqing is worth of their time and money.
- ▶ So we need to answer to question:
- ▶ **Why should tourist come to Chongqing after visiting Chengdu?**
- ▶ Chance to travel by high speed train (300km/h) arriving to Chongqing in 1h 30 min, costing just 21\$ (Most of foreigners never traveled in high speed train before).
- ▶ Unique: Hot springs of Chongqing
- ▶ Sanxia: Three Gorges cruise trip (UNESCO heritage)
- ▶ Landscape: City in Mountain (Hongyadong)
- ▶ Metro: The first monorail metro in China (line 2)



Table 7 Hot spots of Chongqin

Idea Three

3. Chongqing Shopping Festival

- ▶ Wide used method to boost tourism. Was successfully implemented by Dubai, UAE
- ▶ First Dubai Shopping Festival (DSF) started in 1996, since that time is held every year (24 years)
- ▶ Festival is supervised by Dubai's Department of Tourism and main aims are inviting more tourists and boosting trade
- ▶ In order to attract more tourists Dubai officials make free lotteries for tourists, reducing taxes during festival, cultural events and fireworks.

Some facts about DSF

- ▶ In 20 years more than 56 million tourists visited Dubai
- ▶ By 2020 Dubai expects 25 million tourists
- ▶ 70 malls and 6000 retail companies join festival, providing discounts for tourists



Table 8 Dubai Shopping Festival

Ideas to implement Shopping Festival

- ▶ Offering discounts, tax frees to local and foreign tourists who show their ticket of arrival to Chongqing via rail, plane and etc.
- ▶ Malls working longer hours during Shopping festival
- ▶ Opening big local markets during festivals in squares such as Sanxia Square, Jiefangbei, Yangjiaping, Guanyinqiao

- ▶ Free lotteries and cultural nights during festival month.
- ▶ Azerbaijan first introduced Baku Shopping Festival in 2017, during festival 260,000 foreign tourists visited, retail trade increased by 11%

Idea Four

4. Chongqing Spice Festival

- ▶ Chongqing famous for 麻辣 numb and spicy food, may open up next hot pot festival to foreigners to come join in competition
- ▶ In Mexico, country which also likes eating spicy food. Spice festivals are very famous, where farmers show their hot peppers, decide winner of best pepper and also hold competition who can eat more spicy pepper



Table 9 Annual Spice Festival in Mexico

- ▶ Arranging International pepper festival in Chongqing would attract many foreigners to test their strength as well as many media members
- ▶ Such event definitely can recognize Chongqing as Hot Pepper capital of the World

Idea Five

5. Miss Chongqing Festival

- ▶ Chongqing famous for beautiful girls, can attract even more tourists with holding annual Miss Chongqing festival



Table 10 Chongqing girl wins miss Asia award 2015



How to make Chongqing more tourist friendly?

- ▶ Easier access to Dazu Rock Carvings and Wulong Karst (very few signs in English, inconvenient to get to these locations)
- ▶ Voluntary classes for tourism sector workers in hospitality lessons, being familiar with famous sites of Chongqing (鹅岭公园, 园博园, 鸿恩寺, 南滨路) learning and improving English, Russian and other languages
- ▶ Night buses and night metro. Buses stop working at around 20:00-20:30 and metro at 22:30-23:00. Longer public transportation hours are more convenient for tourists.
- ▶ Day ride tickets = one ticket enabling entrance to all museums, metro lines and public transports through 24 hours. Also can be added 3 day ride, a week ride. (similar to oyster cards in London and Bakucard in Baku)

Thank you 谢谢你们

I have more suggestions to present Chongqing Tourism Department, regarding urban planning enabling more comfort to locals and tourists in travelling. Please contact me via Wechat, email or by phone to send you the PPT

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