

### **Influence of new tourism law felt in Chinese outbound tourism**

Destinations around the world have reported lower arrival numbers for Chinese visitors in the weeks following the introduction of the new Chinese tourism law. Many Chinese outbound tour operators raised their prices especially for their cheapest products as once again they have to pay their tour guides.

The new Chinese tourism law, which came into effect on October 1st, 2013, rules out the common practices of forced shopping or involuntary payments for activities outside fixed itineraries for Chinese package tours. Under this business model, tour operators would not only save on the cost of paying tour guides but would often even receive money from the tour guides for the right to earn commissions from the tourists' shopping and sightseeing.

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