

Advanced GCE TRAVEL and TOURISM

Unit 14 (G733) CULTURAL TOURISM

Exemplar (Grade A)

Please read the instructions printed at the end of this form. One of these sheets, suitably completed, should be attached to the assessed work of each candidate.

Unit Title 14 Cultural tourism	Unit Code G733	Session	Jan / June	Ye.
Centre Name	Centre Number			
Candidate Name	Candidate Number			

Evidence: You need to produce an investigation which examines the reasons for cultural tourism in two diverse international destinations.

Criteria		Teacher Comment	Page No.
<p>AO1.1: You provide a brief description of the reasons for the travel experience and provide only limited examples of the movement of cultures, internal and external features and motivational theory, showing minimal knowledge and understanding.</p> <p>[0 1 2 3 4]</p>	<p>AO1.2: you provide a description of the reasons for the travel experience, with internal and external features, including travel motivation and the movement of cultures; there may be some omissions but an understanding of the areas is clearly conveyed.</p> <p>[5 6 7]</p>	<p>Comprehensive assessment with good knowledge shown throughout.</p>	<p>Activity 1: P1-7. P23-29</p>
<p>AO2.1: You apply some knowledge and understanding in your brief description of how religions, traditions and customs have helped define the culture of your two chosen destinations, with only little attempt at comparison and showing a lack of detail, including some omissions and inaccuracies; your use of terminology is not always accurate and written communication lacks detail in accuracy and content.</p> <p>[0 1 2 3 4]</p>	<p>AO2.2: you apply knowledge and understanding when comparing how religions, traditions and customs have helped define the culture of your two chosen destinations, with some references to your own views and attitudes; there are some inaccuracies and omissions; you present materials suitably with appropriate use of some terminology and your understanding is conveyed through use of appropriate language.</p> <p>[5 6 7 8]</p>	<p>Thorough understanding of culture and how it has been defined with detailed explanations and opinions.</p>	<p>Activity 2 P 8-22 P30A-41. P 54-55</p>

<p>AO3.1: You undertake some research from limited sources, which may not be clearly identified, to gain information to assess the importance of cultural heritage at your two chosen destinations; your research is not always relevant or effective, and the findings are not appropriately used in the analysis;</p> <p>[0 1 2 3 4 5]</p>	<p>AO3.2: you provide evidence of research, from a variety of sources which are mostly relevant, in producing your analysis of the importance of cultural heritage at your two chosen destinations; you use most of the findings of your research to address the major issues of cultural heritage;</p> <p>[6 7 8 9]</p>	<p>AO3.3: you carry out detailed and comprehensive research from a broad range of sources when critically analysing the importance of cultural heritage at your two chosen destinations.</p> <p>(1) (1) (2) (13)</p>	<p>comprehensive bibliography effective use of resources throughout from a wide variety of sources</p> <p>PS6-64</p>
<p>AO4.1: You provide a brief evaluation of the cultural impacts of tourism on the traditional ways of life in your two chosen destinations; there are omissions and limited detail, with little attempt at producing a conclusion;</p> <p>[0 1 2 3 4 5]</p>	<p>AO4.2: you provide an evaluation of the cultural impacts of tourism on the traditional ways of life in your two chosen destinations; there are some omissions but the impacts of tourism are clearly covered for both destinations and you are able to support your conclusions;</p> <p>[6 7 8 9 10]</p>	<p>AO4.3: you provide a critical and comprehensive evaluation using accurate data to indicate clear cultural impacts on the traditional ways of life in your two chosen destinations; you include a critical assessment of the impacts at both of your chosen destinations and there is evidence of prediction and future trends for both destinations.</p> <p>(1) (1) (12) (13) (14) (15)</p>	<p>critical and comprehensive evaluation, excellent use of accurate data (plus) and some attempt to predict (write trends)</p> <p>042-53</p>
<p>Total/50</p>		<p>11</p>	<p>11</p>

If this work is a re-sit, please tick Session and Year of previous submission Jan / June 2 0 7 Please tick to indicate this work has been standardised internally

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk). Please complete one Centre Authentication Form (CCS160) for each unit and forward to the moderator with your sample.

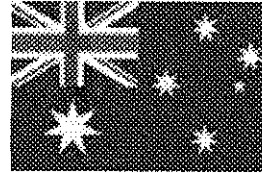
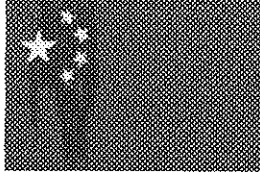
Guidance on Completion of this Form

- 1 One sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.



Unit 14- Cultural Tourism (G733)

5



Contents

- **Reasons for Cultural Tourism**
- **Tour Guides & Tips for Travellers**
- **Impacts of Cultural Tourism**

'Cultural tourism' (or culture tourism) is the division of tourism concerned with a country or region's culture, especially its arts. It generally focuses on traditional communities who have diverse customs, unique form of art and distinct social practices, which basically distinguishes it from other types/forms of culture. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout Europe.

External Factors

Exchange Rate - 100 US Dollar = 774.53
100 Euro = 1029.06
100 HK Dollar = 99.15

Currency in China - Renminbi (RMB or CNY)

- Basic unit is the yuan - equals 10 jiao which is then divided into 10 fen.
- Paper currency comes in 1, 2, 5, 10, 50 and 100 yuan notes. Paper jiao come in denominations of 1, 2 and 5.
- Also 1 and 2 fen notes - rarely used as they have no purchasing power.
- 1 yuan, 1 and 5 jiao, and 1, 2 and 5 fen coins are even common used in larger cities.

Government Checks

- On arrival in Beijing from abroad, foreigners have to complete the following:-
 - Immigration
 - Health Declarations
 - Customs / Quarantine
- Necessary forms distributed on board the aircraft before landing includes -
 - Entry Registration Card
 - Custom Luggage Declaration
 - Health Card
- Health Checks made - Quarantine Check

Those who are staying longer in China have to show their quarantine certificate issued by an authorized health department abroad.

- Border Entry - Show the officer your passport and the Entry Registration Card.
 - Must have a valid passport with the necessary Chinese visa.
 - A tourist visa is necessary and easily obtained, at the Chinese embassies or consulates in your own country.
- Customs - Two channels, Red & Green
 - May need to fill in a Customs Luggage Declaration Form - given on the plane / at customs.

Items not allowed to be taken out of China.

- Weapons
- Forged currencies
- Printed, audio, video, computerised and other materials which are harmful to China's political, economic, cultural and ethnic life.

leaving China much simpler - strict regulations for exporting

travellers who want to exchange Renminbi (RMB) back to foreign currency at the airport before leaving China will be required to show the exchange slip provided when they exchanged foreign currency into RMB on arrival or at banks.

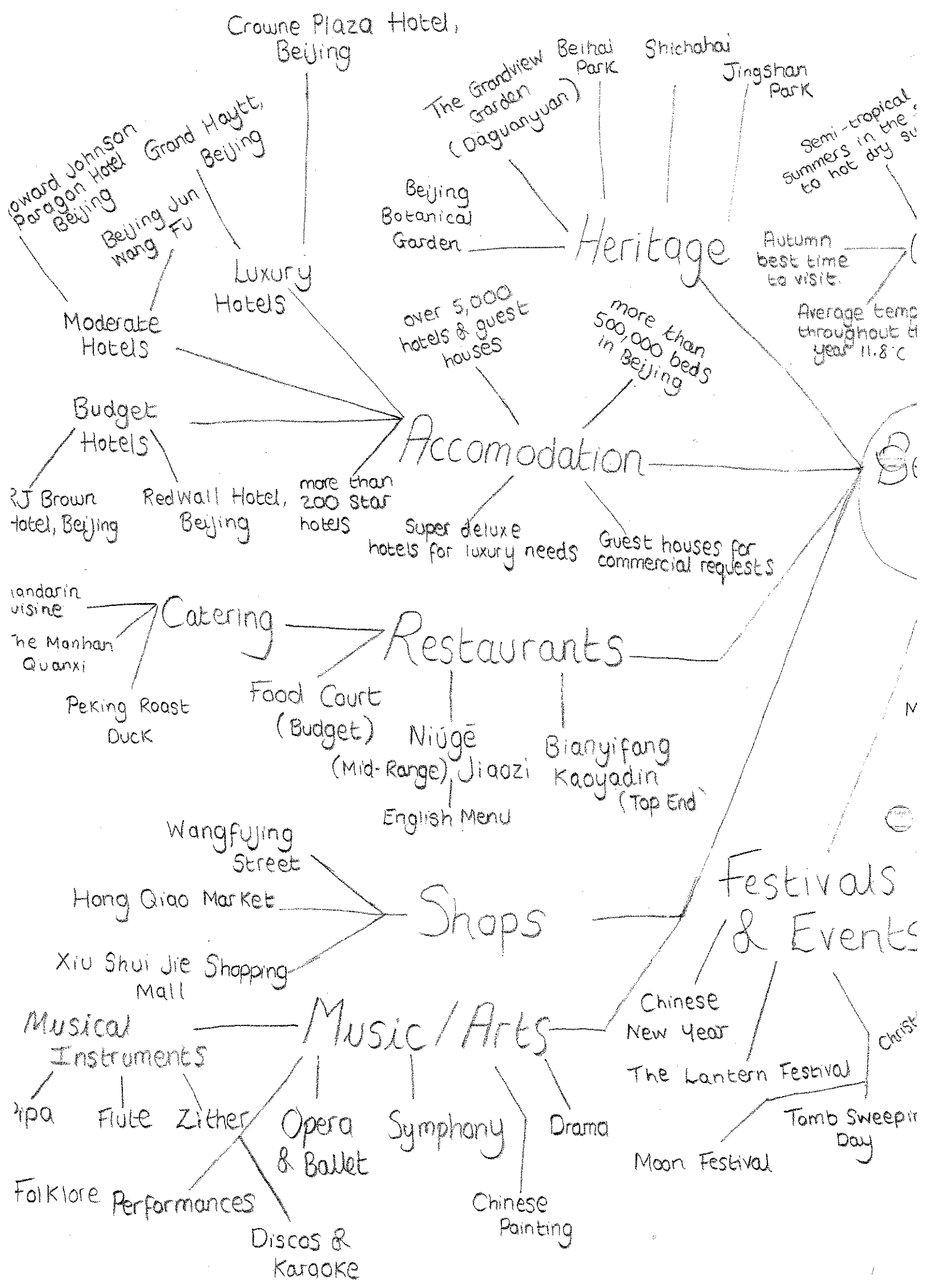
Maslow - Hierarchy of needs

- Self fulfillment through numerous religions and places of worship

e.g. The Temple of Heaven.

Chinese New Year

etc.



Accommodation

- Luxury Hotels
 - Crowne Plaza Hotel, Beijing
 - Grand Maytt, Beijing
- Moderate Hotels
 - Howard Johnson Paragon Hotel, Beijing
 - Beijing Jun Wang Fu
- Budget Hotels
 - RJ Brown hotel, Beijing
 - Red Wall Hotel, Beijing

- over 5,000 hotels & guest houses
- more than 500,000 beds in Beijing
- Super deluxe hotels for luxury needs
- Guest houses for commercial requests
- more than 200 star hotels

Heritage

- Beijing Botanical Garden
- The Grandview Garden (Daguan Yuan)
- Beihai Park
- Shichahai
- Jingshan Park
- semi-tropical summers in the to hot dry su
- Autumn best time to visit
- Average temp throughout of year 11.8°C

Restaurants

- Catering
 - mandarin visine
 - The Manhan Quanzi
- Peking Roast Duck
- Food Court (Budget)
- Niūgē (Mid-Range)
- Jiaozi
- English Menu

- Bianyifang
- Kaoyadin (Top End)

Shops

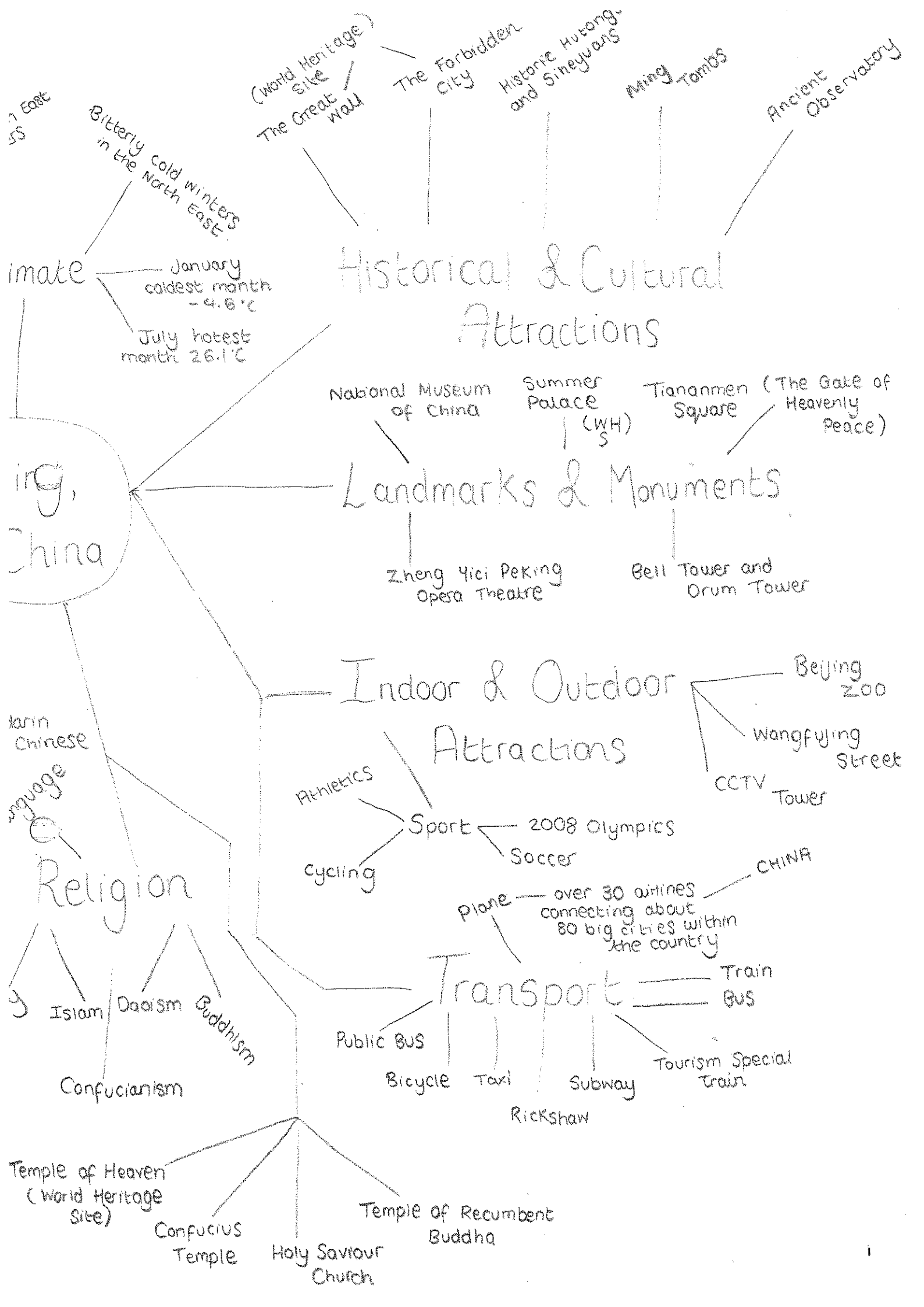
- Wangfujing Street
- Hong Qiao Market
- Xiu Shui Jie Shopping Mall

Music/Arts

- Musical Instruments
 - Pipa
 - Flute
 - Zither
- Opera & Ballet
- Folklore Performances
- Discos & Karaoke
- Symphony
- Chinese Painting
- Drama

Festivals & Events

- Chinese New Year
- The Lantern Festival
- Moon Festival
- Tomb Sweeping Day
- Christmas



117° East

Bitterly cold winters in the North East

January coldest month -4.6°C

July hottest month 26.1°C

(World Heritage Site)
The Great Wall

The Forbidden City

Historic Hutongs and Siheyuans

Ming Tombs

Ancient Observatory

Historical & Cultural Attractions

National Museum of China

Summer Palace (WH)

Tiananmen Square (The Gate of Heavenly Peace)

Landmarks & Monuments

Zheng Yici Peking Opera Theatre

Bell Tower and Drum Tower

Indoor & Outdoor Attractions

Beijing Zoo

Wangfuying Street

CCTV Tower

Athletics

Sport

2008 Olympics

Soccer

cycling

plane

over 30 airlines connecting about 80 big cities within the country

CHINA

Religion

Mandarin Chinese language

Islam

Daoism

Buddhism

Confucianism

Transport

Public Bus

Bicycle

Taxi

Subway

Rickshaw

Train Bus

Tourism Special Train

Temple of Heaven (World Heritage Site)

Confucius Temple

Holy Saviour Church

Temple of Recumbent Buddha

Travel Motivators of Beijing, China

Beijing is located near the north east corner of China and is the nation's capital city. It's a suitable holiday destination for young adults, older tourists and for those who are interested in culture. Beijing is a historical city which combines the ancient and the modern. Millions of people from all over the world come to Beijing for holidays or business through conferences each year. Beijing is China's second largest city in terms of population, after Shanghai. It is a major transportation hub, with dozens of railways, roads and expressways entering and leaving it in all directions. It is also the focal point of many international flights to China. Beijing is recognized as the political, educational, and cultural center of the People's Republic of China, while Shanghai and Hong Kong predominate in economic fields.

Beijing is one of the Four Great Ancient Capitals of China. It will host the 2008 Summer Olympics.

Climate

Beijing's climate is defined as "continental monsoon." The four seasons are distinctly recognizable. Spring and autumn is the best time to be in Beijing, particularly in the months of April, May, September and October. Autumn is considered to be the best time to visit Beijing as the skies are clear and the weather is very comfortable. The four seasons are very clear in Beijing with a temperate spring, rainy summer, clear autumn, and a cold, snowy winter. The average temperature throughout the year is 11.80.

Accommodation

In order to meet the travellers' requirements, there are over 5,000 hotels and guest houses with more than 500,000 beds in Beijing. There are super deluxe hotels for your luxury needs, and also guest houses for commercial requests. The hotels in Beijing are mainly located in Tian'an Men Square/Wangfujing Avenue, Beijing Exhibition Hall, International Commercial Area, Zhongguancun District, Jian Guo Men or Yansha Business Centre. Visitors can choose the hotel which best suits their needs while staying in Beijing. For holidaymakers, the hotels near Tian'an Men Square/Wangfujing Avenue and Jian Guo Men are usually popular choices. For business travellers, the hotels near Zhongguancun District and Yansha Business Centre are generally considered the most appropriate.

Transport

As one of five major international airports in China, Capital International Airport (PEK) services the largest number of international and domestic airlines, about 200 in total. The main cities of every province and autonomous region within China (excluding Taiwan Province) and over 60 foreign cities throughout the world are accessible from this airport. Most foreign visitors choose Beijing as their first port of call, with over 50 foreign airlines having established offices here and in excess of 5,000 flights weekly, to every corner in the world.

The airport lies to the northeast of downtown Beijing in Shunyi District, some 25 km (16 miles) from city centre, Tian'anmen Square. A convenient, comfortable and regular shuttle service operated by the civil aviation authority runs once every 30 minutes from the airport to downtown Beijing at a cost of 16 Yuan per person. Alternatively, taxis are available for approximately 120 Yuan to the city (not including suburbs). Though taxis in Beijing charge according to meters, experienced travellers can usually bargain with the driver for a lower price.

There are numerous ways in which to travel around China. Rickshaw travel is an excellent way to experience old Beijing culture and the hutong (alleyways). To save time, locals sometimes hire rickshaws to navigate the narrow lanes. Travellers may get a fresh perspective of local life. Rickshaws are found around some communication centres and travel hotspots. Rickshaw

rates are often higher than taxi rates especially during holidays for the busy traffic of automobile cars; bargain for an exact price prior to climbing aboard.

Attractions & Cultural Heritage

The Great Wall is one of the 'Eight Wonders of the World' and is enlisted in the World Heritage Directory. This immense wall was built to keep out invaders as well as to retain the inhabitants. It spans five provinces (6,700 kilometres, or 2,587 miles) from Shanhaiguan Pass in the east to Jiayuguan Pass in the west.

Tiananmen Square is the largest central city square in the world, which serves not only Beijing's symbol but also the whole of China. It's an important site of various historical events. The square is surrounded by a variety of significant edifices namely, the Chinese Revolution History Museum, the Mao Mausoleum, the Great Hall of the People, the elegant and beautiful Tiananmen (Heavenly Peace Gate) Tower, and the Qianmen (Front Gate).

Beijing has lots of beautiful temples that at one time served as the focus of religious life. The Temple of Heaven is the largest group of structures in the country dedicated to rituals that pay homage to the glory of heaven. This temple was built specifically for worship of heaven and prayers for good harvests during the Ming and Qing dynasties. There are two amazing acoustical spots in the temple. Originally built in the 1500's, there is a spot on top of the tri-levelled round altar where your words reverberate around you. The other one is at the Echo Wall that partially encloses a circular courtyard 65 meters (213 feet) in diameter. The entire complex is a treasure trove of ancient Chinese architectural designs and arts.

Festivals

Chinese New Year, or Spring Festival, starts on the first day of the first moon according to the traditional lunar calendar (usually between late January and mid-February). Although it officially lasts only three days, many people take a week off work. The Lantern Festival is a colourful time to visit Beijing. People walk the streets at night carrying coloured paper lanterns. It falls on the 15th day of the first moon (two weeks after the Spring Festival starts). Tomb Sweeping Day is a day for worshipping ancestors; people visit the graves of their dearly departed relatives and clean their gravesites. They often burn 'ghost money' (for use in the afterworld) for the departed. It falls on 5 April in the Gregorian calendar in most years; 4 April in leap years. The Mid-Autumn Festival is also known as the Moon Festival and is the time families gather to eat tasty moon cakes. The festival takes place on the 15th day of the 8th moon (around September or October).

Beijing Olympics

The 2008 Summer Olympics, officially known as the Games of the XXIX Olympiad, will be held in Beijing, China from August 8, 2008 through August 24, 2008, with the opening ceremony to take place at 08:08pm and 08 seconds. The number 8 is associated with prosperity in Chinese culture.

Some events, including football (soccer), sailing, beach volleyball, and swimming's new marathon 10km events, will be held in other coastal cities of China (see below). With the equestrian events being held in Hong Kong, this marks the second time the same edition of Olympic Games has been hosted by two National Olympic Committees.

The official logo of the games, titled "Dancing Beijing," features a stylized calligraphic character jing, referencing the host city. The mascots of Beijing 2008 are the five Fuwa, each representing one color of the Olympic rings. The motto of the Games is "One World, One Dream."

Currency/Exchange rates

MONEY: Chinese Money is called Renminbi (RMB) (means "People's Currency"). The popular unit of RMB is Yuan.

1000 China - Yuan Renminbi (CNY) = 68.4224 United Kingdom - POUND (GBP)

There are parts of China where the *yuan* is also known as *Kuai* and *Jiao* is known as *mao*. Chinese currency is issued in the following denominations: one, two, five, ten, twenty, fifty and one hundred *yuan*; one, two and five *jiao*; and one, two and five *fen*.

China's economic rise – the most important structural change in the world economy in decades – has brought enormous benefits for the global economy.

China is now the fourth-largest economy in the world, the third-largest trading nation, and the main destination for exports from developing countries of East Asia (it passed Japan in 2004). China is undergoing a social, economic, and political revolution much faster and far-reaching than any other. Suddenly, it has become the workshop of the world.

Movement of Culture

The Chinese Overseas Movement of Advanced Culture (COMAC) is a non-governmental charitable organisation based in London, UK.

It aims to open the world to China and enable a greater understanding of each other's culture and environments by providing participants with professional development through skills sharing, and encouraging the development of networks between participants.

Started in February 2005 by Ms Wu, it has several aspects including working with government apartments and educational institutions and other NGO's within the UK and in China. They started a Mandarin Chinese classes initially within London, offering free lessons to inner city children, providing social inclusion and a greater understanding of Chinese language and culture within the global community, on the international front they are providing pubescent health care projects within China.

Cuisine

Chinatowns are well established in London, Birmingham, Liverpool, Manchester, Newcastle-upon-Tyne etc, and there are noticeable Chinese communities in other major cities, e.g. Edinburgh, Belfast, Cardiff, Bristol, Sheffield, Cambridge, Milton Keynes etc.

Chinatowns are now established in many major cities around the world. It was said that the bigger the Chinatown the more it reflects the success of the City. It is a port of reception for immigrants from Mainland China, Hong Kong and Taiwan, at least as part of their initial stage of adjustment. Immigrants in South Chinatown under went a process of replacement. New comers come and stay with their extended families or on their own in Chinatown for help, security and protection. But once they develop a better understanding of the English language and when they were familiar with life in the city, they would move out to the suburb for a better quality of life. However, they are continuously replaced by other new comers.

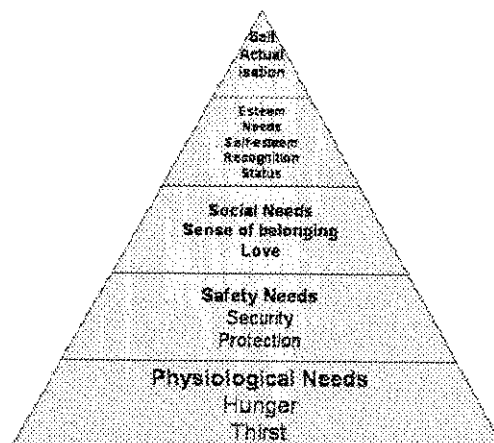
For most Chinese Immigrants, locals and tourists, Chinatown was and still is part of a great heritage and cultural identification, where a lot of locals and tourists alike come for Chinese groceries, Chinese food, to dine in Chinese restaurants and Chinese publications or just to get a feel of everyday life in these great cultural towns.

Festivals

Chinese New Year is not just celebrated in China, but also around the world. For example, in America and France they celebrate Chinese New Year through festivals and parades. The UK is aware of this type of culture and festival due to the many Chinese people living in the UK today who celebrate New Year in their own traditional way. This is how they will gain their sense of belonging in the community. (Maslow)

Religion

China is also a multi-cultural society. It portrays many different religions ranging from Christianity, Buddhism, etc. Religions are promoted through temples and churches such as The Temple of Recumbent Buddha, The Holy Saviour Church, etc. Here is where tourists and the locals can gain personal self fulfilment and a sense of belonging through attending these places of worship. (Maslow)



Aol

Education/Work

Education is an important social aspect for the Chinese. There are a lot of Chinese people living in the UK today attending universities or even working in order to gain their own personal self fulfilment-Maslow. They also promote their culture to us through their fashion.

Chinese Medicine

In the west, they tend to think of "medicine" as a way of dealing with illness and disease. In contrast, Traditional Chinese Medicine (TCM) focuses on achieving health and well-being through the cultivation of harmony within our lives.

TCM is based on the Chinese concept of "Qi" (pronounced "chee" and usually translated as "vital energy") and the theory of "yin and yang" (the harmony of all the opposite elements and forces that make up existence). It believes that:

- Harmony brings health, well-being, and sustainability.
- Disharmony leads to illness, disease, and collapse.

Today TCM is practiced throughout the world, with about 14,000 practitioners in the United States alone. More and more people are exploring new ways of complementing their existing healthcare.

Today Chinese medicine continues to develop in new and exciting ways and is utilized by millions of people around the world. It is truly a world class system of medicine! The following is an example of traditional Chinese Medicine;

Homeopathy

Homeopathy is a unique form of western medicine that is in use around the world. The theories behind homeopathy are based on the "law of similars" and a homeopathic practitioner uses theory unique to homeopathy to form a diagnosis and decide a course of treatment. Homeopathy attempts to stimulate the body to heal itself by using small amounts of medicines (from plants, minerals, animals or chemicals) which in large amounts might cause the condition for which you are being treated. The idea is loosely related to that behind vaccines. Homeopathic remedies are generally administered in a tiny pill form which comes in a variety of strengths.

Today millions of people in China and around the world regularly practice qigong as a health maintenance exercise. Qigong and related disciplines are still associated with the martial arts and meditation routines trained by Taoist and Buddhist monks, professional martial artists and their students. Formerly much more closely guarded, in the modern era such practices have become widely available to the general public both in China and around the world.

Dance & Theatre

Through Chinese New Year we get to experience traditional Chinese dance routines. Another way in which to experience the Chinese dance culture and more is through theatre performances/productions which are toured around the world. For the first time, in May 2007, a stage show performed by Chinese actors and actresses will debut in Broadway in New York. Also for the first time, a classic US musical is remade into a foreign language and performed in the world's top-class drama stage. With Chinese actors and actresses performing in an American musical comedy, it might serve as a touchstone for more American stage shows to become popular among Chinese.

Media

There are many films of Chinese origin that have been broadcasted in the UK. Through watching these films we may learn about their culture and way of life. Chinese films include 'Crouching Tiger, Hidden Dragon', 'Beijing Bicycle', 'House of Flying Daggers', 'Summer

Palace' and much more. Chinese films have many stars which are well known worldwide e.g. Chow Yun-Fat, Jackie Chan, Lucy Lui, etc.

Sport

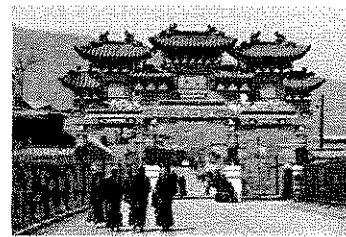
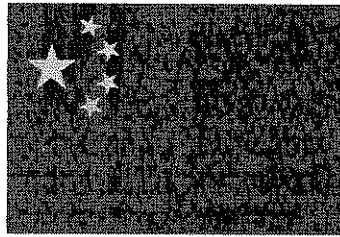
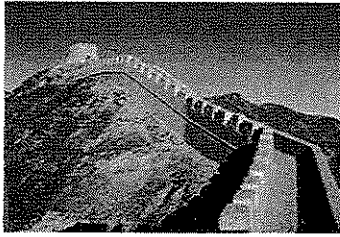
A variety of competitive sports are played in China, including Mainland China, Hong Kong and Macau. China is known as the land of martial arts, and this has moved over to the UK as you can find many sport centres which hold Kung Fu classes. This is one of the most popular sports. People may gain a sense of security and protection in carrying out this sport (Maslow). Other sports which are popular in China and are portrayed throughout the world through competitions are cricket, football, golf and much more. The Beijing Olympics 2008 will shed light on many sporting activities which will be broadcasted to the world.

Conclusion

China has developed into a powerful nation. It is a thriving country, but it has also a fascinating history. There are numerous sites of historical interest and of world heritage importance which attract tourists from all over the world. China has realised the importance of its heritage and realised the potential of its tourist industry. The main way in which China promotes its culture to its tourists within the country is through the festivals they put on including Chinese New Year, The Dragon Boat Festival, etc. It is eager to create a modern outlook and its staging of the 2008 Olympics is expected to be a show of cultural importance, heritage and technological advancement. Throughout history the Chinese have migrated to various countries and have brought with them their customs and traditions. Across the world there are numerous Chinatowns and people are very aware of the celebration of New Year. They are well respected within the business community and apart from their restaurants, they have also introduced Chinese Medicine shops which have become very popular. Modern day China is now a more open society and more accessible to tourism. It has much to offer.

China

A02



Language

The official language of China is Mandarin (or Putonghua, based on the Beijing dialect). Local dialects include Yue (Cantonese), Wu (Shanghaiese), Minbei (Fuzhou), Minnan (Hokkien-Taiwanese), Xiang, Gan, Hakka dialects, and other minority languages. Most tourist hotels employ staff that is fluent in foreign languages.

Chinese Holidays - Festivals and Celebrations

There are three main Chinese holidays. They are all based on the lunar calendar.

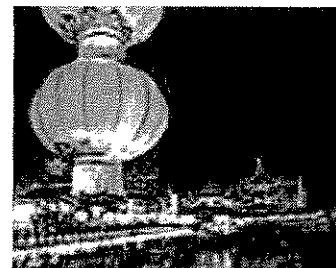
1. Chinese New Year
2. Dragon Boat Festival
3. Full Moon Festival

These three holidays are an essential part of Chinese culture. Most Chinese holidays are associated with legends and folklore. The customs and traditions associated with these holidays have been observed faithfully for thousands of years, and their traditions have been passed from generation to generation.

Some examples of Important Chinese Festivals are as follows;

The Moon Festival is celebrated on the fifteenth day of the eighth lunar month when the moon is at its brightest and roundest. This festival celebrates bountiful harvest. As with every Chinese holiday, the Moon Festival is accompanied by a special food and stories about the festival's origin. The moon cakes are the main treats. They are cookie crusts filled with lotus seed paste or red bean paste and salted egg yolks. The cakes have special characters inscribed on their top for longevity or harmony and are very filling.

The Spring Festival falls on the first day of the first lunar month. Chinese years are grouped in sets of 12 with each year represented by an animal (a zodiac sign). It is often said that a person displays the characteristics of the animal representing the year in which they were born.



The Chinese New Year is a time of great excitement and celebration for all Chinese around the world. In some Asian countries, the festivities may last for weeks. On New

Year's Eve, family members gather for a huge luxurious feast. Many of the foods served have a symbolic meaning. Some foods have names that sound like Chinese characters and are associated with prosperity. The shapes and colours of food symbolise health, happiness, and good fortune. On New Year's Day, family members eat a vegetarian dish called "jai". All of its ingredients are tied to prosperous symbols.



The New Year is greeted with the thunderous roar of exploding firecrackers to frighten away evil spirits. The dragon dance is a vital part of this celebration. The dance was originally performed to please the dragon, the god of water, and to ask for rain during periods of drought. The dragon is a symbol of strength, dignity, and success. During the Chinese New Year, people greet each other with the phrase, "Gung Hay Fat Choy" (Happy New Year), wishing them all best wishes and prosperity.

After "Gung Hay Fat Choy" is wished for the elders, the elders in return give "lucky money" to their younger visitors. "Lucky money"; is money that is placed into specially designed red envelopes. Married couples give "lucky money" to their children and to the unmarried children of relatives and friends. New Year gifts (oranges, tangerines, and New Year sweets) are exchange between relatives and friends.

The Dragon Boat Festival is celebrated on the fifth day of the fifth lunar month. The popular origin of this festival concerns Qu Yuan, a minister during the Warring States Period (475 - 221 BC). He was a wise man, admired by the common people, who fought against the corruption in the Emperor's administration but lost his position as a key advisor

to the Emperor due to his betrayal by other officials. In exile, Qu Yuan travelled, taught, and wrote for several years. When he heard the Emperor was defeated, he fell into despair and threw himself into the river. Fishermen rushed out in long boats, beating drums to

scare the fish away and casting rice dumplings into the water, so the fish would not eat Qu Yuan's body.

Starting with that day, people commemorate Qu Yuan through Dragon Boat Races and the eating of rice dumplings. The dumplings are the traditional food for the Dragon Boat Festival and are called zong zi. The dumpling is a steamed glutinous rice ball wrapped in bamboo leaves and filled with eggs, beans, meat, and mushrooms.



This exciting festival draws crowds of spectators. Dragon boats are brightly painted canoes. The front is shaped like an open-mouthed dragon, and the stern is shaped like a scaly tail. Ranging anywhere from 40 to 100 feet in length, it can take up to 80 rowers to power one boat. A drummer and a flag catcher stand at the front of the boat. Before a dragon boat can enter the competition, it must be "brought to life" by painting the eyes of the open-mouthed dragon at the front of the boat in a sacred ceremony. Races can have any number of boats. The winner is the first team to grab a flag at the end of the course.

Superstitions

The Chinese are well-known for a large variety of superstitions. These superstitions are passed down from the older generations. The elders believe that if you follow these superstitions, you will be blessed by good luck in the future. The younger generation often continue to practice the superstitions passed down because the Chinese believe in the phrase *Bu Ting Lao Ren Yuan, Chi Kui Zai Yan Qian*— You will suffer if you don't listen to the elders.

The following are examples of Chinese superstitions;

- The luckiest number is eight because its Chinese word also means "prosper".
- The unluckiest number is four as it sounds like the Chinese word for death.
- The spirit of a dead person will return to visit his loved ones on the seventh day of his death.
- Black (Colour of death) – Evil, unhappiness and bad fortune (used mainly for funerals)
- Red (Colour of luck) – Good luck and happiness (best known as the "New Year colour")

- White (Colour of purity) – Purity and moderation (Used with black in funerals to symbolize pure state of the dead)

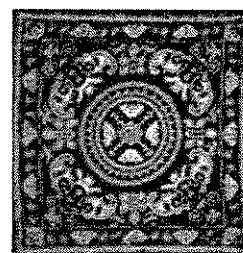
Arts & Crafts

China has a wide variety of arts and crafts with exquisite workmanship. They can be classified into special and folk types. Special arts and crafts, such as ivory carving, jade carving and Shoushan stone carving use precious or special materials, and undergo elaborate designing and processing. They are elegant and expensive.

Jade carving takes into consideration the natural lines, luster and colours of jade. Craftsmen cleverly integrate the colours with the shapes of the art works, fully displaying the glory of nature.

Plaiting, includes various straw or thread plaited articles. The products include cloth tigers, cool pillows, cushions, tiny fragrant bags, colored silk balls, shoe-pads, and velvet flowers and birds.

Chinese folk arts, have a long history of cultural and historical association. Throughout the ages, Chinese folk arts have had a strong local flavour as well as a national style and its beauty greatly appreciated. Two popular styles are plaiting and embroidering.



Embroidering includes picture weaving in silk, printing and dyeing. China's four famous styles of embroidery are those of Suzhou, Hunan, Guangdong and Sichuan.

Chinese Dance & Music

China has a vast territory inhabited by many nationalities, each of them very good at dancing and singing. Because of different living environments and customs, folk dances of different nationalities and regions vary greatly.

Chinese music has a very long history. Songs and dances appeared as early as four to five thousand years ago. One example of an excavated cultural relic is a clay, egg-shaped wind instrument named Xun (ocarina), from the Neolithic Stone Age. Musical culture flourished in the Zhou Dynasty (11th century-256 B.C.) and large-scale orchestras appeared at court. In the Tang Dynasty (618-907 A.D.), music was so developed that it ranked among the best in the world and had great influence on the development of music in Japan, Korea and countries in Southeast Asia.

Chinese music can be divided into five categories: song, dancing-and-singing music, ballad-singing music, Chinese Opera music and instrumental music.



Chinese folk dance also has a long history. Evidence of dancing figures on stone carvings, frescoes, paintings etc. created some thousand years ago can still be seen today. Dancing programmes of celebrated singers and dancers took place at court. Folk dance is very popular and has a variety of colourful various styles, reflecting work, love, customs or wars. Others use natural themes of flowers and birds. Usually dancing and singing are combined.

National dance drama is a new theatrical form which combines dance with singing. It has a wide range of subjects. Some are adopted from historical themes or fairy tales and some reflect present life. The movements mainly come from classical dances in Chinese operas or images on historical relics as well as from folk dances of all Chinese nationalities. It has now become a rich and flourishing art and won the favour of the people. Famous and

representative dance dramas are 'Silk Road', 'The Precious Lotus Lantern', 'The Uprising of Small Sword Society', 'Zhuowasangmu', 'Flying to the Moon' and 'The Pearl Lake'.

Food & Drink

China has many delicious and mouth-watering dishes. Traditional Chinese foods most commonly eaten by ordinary Chinese people include Rice, Dumpling, Nian Gao, Tang Yuan, and Zhong Zi. These foods are mainly festival-related.

There are four major cooking styles in China. These are Sichuan, Cantonese, Shandong and Huaiyang. They are all each distinctly different. Restaurants in Beijing offer all regional styles, flavours and ingredients.

Here is what to expect from the different cooking styles;

Sichuan (Chuan) Cuisine

Sichuan cuisine is distinctly spicy. Chili peppers, huajiao (mild Chinese pepper), black peppers and fresh ginger are indispensable ingredients.

Cantonese (Yue) Cuisine

Ingredients in Cantonese food range from fish, shrimp and poultry to snake, wildcat and giant salamander.

Snake dishes have been part of the Cantonese diet for 2,000 years. The most famous dish is called "Combat between the dragon and the tiger". The dragon is a cobra, and the tiger is a spotted cat.

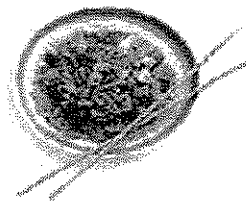
Dim sum, or Yum Cha, as it is commonly referred to in English, is something like a local institution in Canton.

Shangdong (Lu) Cuisine

Thanks to its coastline, the province excels in fish and seafood dishes such as sea cucumber, "squirrel fish", jumbo prawns, crab and eel.

Huaiyang (Huai) Cuisine

Simmering, boiling or baking in earthenware pots over a low fire are a feature of this cuisine. Jiangsu specialties are "West Lake Fish" and "Beggar's Chicken", baked in lotus leaves in a clay pot. Legend has it that a Hangzhou thief invented "Beggars Chicken". As the thief had no stove, he wrapped the stolen bird in clay and baked it in a hole in the ground.



Visitors to China may suffer from traveller's diarrhoea. To avoid this and other discomforts, it is advisable to drink bottled water.

Eating food prepared on the street is part of the local culture, but avoid stalls that do not use disposable utensils.

Other sensible precautions are;

Only eat food that is prepared and cooked in front of you while you watch!

Always peel fruit, including grapes. The locals usually pinch a grape and squeeze out the insides. Never bite into any fruit to peel it, such as an orange and be very cautious about eating fresh fruit such as strawberries purchased at stands

Never eat the skin of any raw fruit or vegetable!

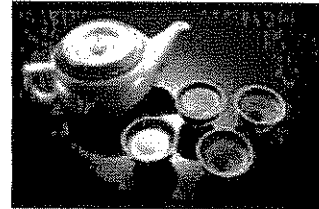
Any raw vegetable may make you sick, e.g. salads, etc. You should try to eat only well cooked food!

There are a number of Teahouses scattered in the city which are worth a visit. They are usually set up on bridge piers along the river, and provide a resting place for travellers. They serve various teas, from green to black, along with local delicacies and deserts.

Chinese tea may be classified into five types of teas according to the different methods by which it is processed;

Green tea

Green tea is the variety which keeps the original colour of the tea leaves without fermentation during processing.



Black tea

Black tea, known as "red tea" (hong cha) is fermented before baking. It is a variety developed on the basis of the green tea.

Wulong tea (oolong)

This represents a variety half way between the green and the black teas, being made after partial fermentation. It is a speciality from the provinces on Chinas southeast coast: Fujian, Guangdong and Taiwan.

Compressed tea

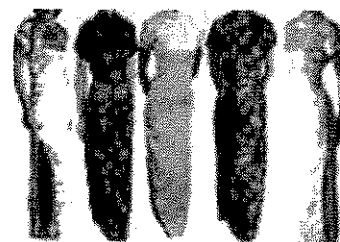
This is the kind of tea which is compressed and hardened into a certain shape. It is good for transport and storage and is mainly supplied to the ethnic minorities living in the border areas of the country. It is also known as "black tea". As it is compressed in the form of bricks, it is also called "brick tea".

Scented tea

This type of tea is made by mixing fragrant flowers in the tea leaves in the course of processing. The flowers usually used for this purpose are jasmine and magnolia. Jasmine tea is a well-known favourite with the northerners of China and with a growing number of foreigners.

Dress Code

In spring (March to May) and autumn (September to November) you will need a warm jacket or woollen sweater to wear over light clothes. In summer (June to August) cool cotton garments are recommended. In winter (December to February) a light coat will keep you warm enough in the south; but in the north a warmer outer garment is a must.



Late spring and late summer are often rainy especially in the southern part of China, so it would be wise to bring some rainwear. And of course good walking shoes are essential at any time of year.

Driving

Most visitors find they have enough trouble surviving Chinese traffic without actually taking the wheel. It is generally best to just rent a car with a driver, or to employ a driver if you buy a car. At Chinese wages, the cost of the driver is quite low.

In mainland China the traffic drives on the right-hand side of the road. Hong Kong, Macau, drive on the left.

Do not assume that Chinese drivers will follow any rule you know.

Speed limits are as follows:

- 30 km/h (19 mph) on city roads where there is only one lane per direction, 40 km/h (25 mph) on China National Highways;
- up to 70 km/h (43 mph) on city roads where there is a major road with central reservation or two yellow lines, 80 km/h (50 mph) on China National Highways;
- 100 km/h (62 mph) on city express roads;
- 120 km/h (75 mph) on expressways.

You cannot drive with an International Driver's Permit in mainland China; China has not signed the convention which created IDPs. **You need a Chinese license to drive in China.**

However, this will change in early 2007. Guests from abroad may drive Chinese vehicles following a quick hour-long traffic law briefing. Your license, however, will be time-limited.

Religion

Since China is a vast country and has many religions and beliefs. Though a large percent of China's population is non-religious, a small percent of Chinese still believe in religions and beliefs such as Buddhism, Taoism, Confucianism, Christianity and Islam. Buddhism is the most popular. Islam is normally practised by the minority groups in the north-west of China, while small groups of people practice Christianity, mainly in large towns and cities. There are many temples, and places of worship in China to visit for all religions.

Buddhism



Buddhism is the most widely believed in religion in China. It was founded in India in 500BC. The word Buddha means 'the enlightened one'. The teachings of Buddha reached China at about 2BC. Chinese Buddhists are called Mahayana Buddhists, and believe that Buddha can still answer requests from people if they pray. They also believe Buddha is just one of many Buddhas of the past, present and future. Many beautifully decorated temples have been set up for people to pray to Buddha. These temples usually have incenses and candles burning and offerings of food for Buddha.

In Shanxi province, giant Buddha statues have been carved into faces of enormous caves. There are about fifty-one thousand statues still left in fifty-three caves. The largest statue is seventeen metres high while the smallest is only two centimetres.

Work

The work ethic of the Chinese is incredible. They are very focussed and can complete tasks in much shorter hours than Europeans. It is cheaper to manufacture in China because labour costs are lower.

The working days are from Monday to Friday. Most people do not work on weekends. Official hours are from 8:00am to 17:00pm with one hour for lunch.

Tips For Travellers

Social Customs & Traditions

Chinese culture is rich in traditions and customs, from ways to celebrate holidays to simple every day tasks. They promote family unity, good health, and prosperity. The extent to which these traditions and customs are observed may vary between different regions of China and Chinese communities throughout the world.

The Chinese tradition of cupping one hand in the other before the chest as a salute has a history of more than 2000 years but nowadays it is seldom used except in the Spring Festival. Shaking hands is more popular and appropriate on some formal occasions. Bowing, as to convey respect to the higher level, is often used by subordinates, students, and attendants. Mostly, Chinese youngsters tend to simply nod as a greeting, which reflects the ever-increasing pace of modern life.

It is common social practice to introduce the junior to the senior, or the familiar to the unfamiliar. When beginning a conversation with a stranger, topics such as weather, food, or hobbies may be good choices to break the ice. To a man, a chat about current affairs, sports, stock market or his job can usually go on smoothly. Similar to Western customs, you should be cautious to ask a woman private questions. However, talking about her job or family life is acceptable. Once you become friendlier, you may find that they are actually humorous and can even appreciate the exaggerated jokes of Americans. The Chinese like tourists to respect their culture and small things like eating with chopsticks, will be greatly appreciated.

The Chinese consider gifts to be important in showing courtesy. It is appropriate to give gifts on occasions such as festival, birthday, wedding, or visiting a patient. If you are invited to a family party, small gifts like wine, tea, cigarettes, or sweets are welcomed. Also fruit, pastries, and flowers are a safe choice. However, odd numbers are thought to be unfortunate.

Wedding gifts and birthday gifts for the aged are always sent in pairs because the old saying goes that blessings come in pairs. Avoid a gift of a clock. The sound is connected to funerals and is taboo. Colours of black and white are also associated with death. Gift giving is unsuitable in public except for some souvenirs. Gifts should not be over generous or they may be considered as a bribe.

The work ethic of the Chinese is incredible. They are very focussed and can complete tasks in much shorter hours than Europeans. It is cheaper to manufacture in China because labour costs are lower.

analysis

Beijing, China

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Beijing Holidays Overview

The capital of the People's Republic of China, Beijing (formerly Peking) is a very modern and exceedingly busy city (nearly 14 million people call it home) with high-rise buildings, international hotels and sprawling suburbs. The city is abuzz and bristling with cranes on the skyline as construction projects give rise to new skyscrapers and modernisation proceeds apace. However, Beijing also encompasses numerous attractions of cultural and historical interest, of which some, such as the Great Wall, former Imperial palace (known as the Forbidden City), the Temple of Heaven, Summer Palace and the remains of Peking Man at Zhoukoudian, are UNESCO-endorsed World Cultural Heritage Sites. Chinese history and culture fascinates Western visitors, and Beijing is the place to start exploring it. The city abounds in imperial palaces, temples, mansions, gardens and tombs that epitomise classical Chinese architecture. It has 120 museums and more than 100 public gardens.

The first port of call for most visitors is the Forbidden City, which lies at the heart of Beijing with the rest of the city radiating out from it in a grid pattern. For five centuries this massive palace complex with 9,999 rooms functioned as the administrative centre of the country and home to a succession of emperors, who lived in luxurious isolation, surrounded by courtiers and retainers. The Palace overlooks the famous Tiananmen Square, site of so much political drama and dissent, the epitome of this capital city.

Top Places To Go (Cultural & Heritage Sites)

Forbidden City- Lying at the centre of Beijing, the Forbidden City, called Gu Gong in Chinese, was the imperial palace during the Ming and Qing dynasties. It is the biggest and best preserved complex of ancient buildings in China, and the largest palace complex in the world. Construction of the palace complex began in 1407 and for 500 years this inner sanctum was off-limits to most of the world as the emperors lived in luxury, secluded from the masses, surrounded by their families, court officials, servants, eunuchs, concubines and other members of court. The Forbidden City and its centrepiece, the magnificent palace, have a permanent restoration squad, which continually works to keep the 800 buildings and 9,999 rooms inside the Forbidden City complex in top repair. The once Forbidden City is now open to all visitors.

Tiananmen Square- The famous square at the heart of Beijing, recently renovated, is still not much to look at, but it attracts curious tourists simply because it was the scene of so many historic events and is the largest city square in the world. In the ancient imperial days it was a gathering place and the site of government offices, but more modern history, particularly the 1989 massacre of pro-democracy demonstrators, has made it a site of great political significance. Major rallies took place in the square during the Cultural Revolution when Mao Tse Tung reviewed military parades up to a million strong. The square is surrounded by several monuments, some ancient and some modern, including the former gates to the Forbidden City, the Gate of Heavenly Peace and Qianmen (the front gate); the Chinese Revolution Museum; and the Mao Mausoleum where China's former leader lays preserved in state.

The Great Wall- Several sections of the Great Wall of China, a man-made phenomenon that has become a symbol of Chinese civilisation, can be viewed in the Beijing area. In Yanqing county in northwest Beijing is the 600-year-old Badaling Fortification, representative of the Ming dynasty sections of the Great Wall. Other sections can be seen at Jinshanling, Mutianyu and Simatai. The Great Wall, 4,000 miles (6,350km) long, was built in stages from the 7th century BC onwards, snaking its way across the mountains and valleys of five provinces in northern China as a mammoth defence bulwark.

Beijing Tours & Attractions

Classic Beijing including Forbidden City, Tiananmen Square, Summer Palace

This tour starts at Tiananmen Square and China's more recent history influenced by Chairman Mao and the rise of communism. From there it's on to the Forbidden City, originally commissioned by Emperor Yong Le in the Ming Dynasty. It has been the seat of power for centuries and has seen countless battles and reconstruction, and the architecture seen today dates from the 1700's. The Forbidden City is also known as the Imperial Palace Museum, with all the art and splendour available for you to see.

After a delicious meal, it's on to the Temple of Heaven. Temple of Heaven is China's largest temple and altar complex, an extraordinary example of religious architecture dating back to the Ming and Qing dynasties.

The final destination has been the retreat of emperors for 800 years, the Summer Palace. One of Beijing's finest parks surrounds the palace, and you explore the grounds, the temples and the world's longest art gallery. Take picturesque photos by Kunming Lake and see the half-mile corridor that stretches along its Northern shore.

They will break up your busy day with scenic bus rides plus an unbeatable shopping experience at the Pearl Market.

Tour Highlights:

- ✦ Tiananmen Square
- ✦ Forbidden City
- ✦ Lunch
- ✦ Temple of Heaven
- ✦ Pearl Market
- ✦ Summer Palace

Duration: 8 hours

Location: Your Beijing City Hotel. This MUST be advised at the time of booking.

Date: Sunday, Tuesday, Thursday and Saturday

Time: 8.00am

Return Details: Tour returns to your Beijing hotel.

Available Ticket Types	Price Per Adult	Price Per Child
Jan 1, 2007 to Mar 31, 2007	£26.25	£21.36
Apr 1, 2007 to Mar 31, 2008	£31.40	£25.22

Great Wall at Badaling and Ming Tombs

First, drive to the Great Wall, the very symbol of ancient Chinese engineering. The Badaling section is a prime, preserved example of this colossal structure, and you will have the opportunity to climb up either the North or South Face of the Wall.

From here it is on to the sacred Ming Tombs, burial grounds to 13 of the 16 Ming emperors. Explore the largest of the excavated burial sites, the Changling Tomb, which is divided into three separate, impressive courtyards.

Lunch will be included in the tour, along with a shopping spree at the world renowned Bohua Jade Factory.

Tour Highlights:

- * Great Wall at Badaling
- * Bohua Jade Factory
- * Lunch
- * Ming Tombs

Duration: 8 hours**Location:** Your Beijing City Hotel. This MUST be advised at the time of booking.**Date:** Daily**Time:** 8.00am**Return Details:** Tour returns to your Beijing hotel.

Available Ticket Types	Price Per Adult	Price Per Child
Jan 1, 2007 to Mar 31, 2007	£23.16	£18.79
Apr 1, 2007 to Mar 31, 2008	£28.31	£22.65

Historic Beijing I - Forbidden City, Tiananmen Square, Temple Of Heaven

This tour is the Historic Beijing I (Tour One)

Tour One begins at Tiananmen Square and the more recent page from China's history book, Tiananmen Square and the cultural revolution of Chairman Mao Zedong. Tour the grounds and see Tiananmen Tower, monument to the People's Heroes, Great Hall of the People, and Mao's monument. Then it's on to the legendary Forbidden City, now known as the Imperial Palace Museum.

The history of every dynasty is represented here throughout four palatial halls. Many of the tours see the highlights here, but this gives you the most in-depth visit.

After a substantial lunch, your final destination is the aptly named Temple Of Heaven, dating from the 15th century. Built in the Ming and Qing dynasties, the Temple Of Heaven was the centre of prayer, traditional ceremonies and sacrificial rites.

It's a busy day, but will also include a visit to the Jiangan Silk Factory for a shopping experience not to be missed.

Historic Beijing I Tour Highlights:

- * Tiananmen Square
- * Forbidden City
- * Lunch
- * Jiangan Silk Factory
- * Temple Of Heaven

If you wish to take the second part of this tour (Historic Beijing II), it will be held on the following day for your convenience. Each is a complete tour and can be taken separately.

Duration: 7 hours**Location:** Your Beijing City Hotel. This MUST be advised at the time of booking.**Date:** Monday, Wednesday and Friday**Time:** 8.00am**Return Details:** Tour returns to your Beijing hotel.

Available Ticket Types	Price Per Adult	Price Per Child
Jan 1, 2007 to Mar 31, 2007	£20.59	£16.47
Apr 1, 2007 to Mar 31, 2008	£25.22	£20.07

Peking Duck Banquet and Chinese Acrobatic Show

An evening out - Beijing Style! Dine and be entertained in traditional fashion on this evening excursion. See the nightlife of Beijing and enjoy world famous Peking Duck. Discover the culinary secrets in carving the duck and eating it "Beijing style."

The delicious dinner will be followed by exotic entertainment by a Chinese acrobat troupe, as they display their elegant art form that has been performed for thousands of years.

Tour Highlights:

- ✦ Peking Duck Banquet
- ✦ Dinner
- ✦ Chinese Acrobatic Show

Duration: 4 hours

Location: Your Beijing City Hotel. This MUST be advised at the time of booking.

Date: Daily

Time: 4.30pm

Return Details: Tour returns to your Beijing hotel.

Available Ticket Types	Price Per Adult	Price Per Child
Jan 1, 2007 to Mar 31, 2007	£28.31	£22.39
Apr 1, 2007 to Mar 31, 2008	£33.46	£26.77

Chinese Cuisine-Mandarin one day learning Tour

Cooking is an ancient Chinese art. Some 3,000 years ago, the Chinese people already knew how to "deliciously" blend the five favours-pungent, sweet, sour, bitter, and salty and today Chinese cuisines is ranked among the world's best and Chinese restaurants can be found in many countries and regions throughout the world. This tour is designed on the purpose to provide the foreigners who are interested in Chinese cuisines a chance to get a closer touch with Chinese cuisine. By the end of this class, you will understand Chinese food and know how to make delicious Chinese food yourself.

Although more and more Chinese people are learning English, many foreigners find difficulty in communicating with the local people. Taking this tour, you will learn some very useful Chinese which will make your stay in China much easier.

Tour schedule:

Hotel pick-up from your hotel at 9:00am, drive to the cooking training school. You will be warmly welcomed by your teacher upon arrival. A brief introduction of Chinese cuisine will be given first. Then you will learn how to cook two different common Chinese dishes (two hours). Enjoy your lunch in the canteen of the school or local restaurant nearby. After lunch, move on to a language training school to learn some survival Chinese (about 2 hours), transfer back to your hotel by 17:00. (L)

Tour cost:

One person: USD280 - £142.30

2-5 persons: USD 200/p - £101.64

Note: If there are more than five persons in your group or you want to book a long-term course, please contact us for a new quotation.

Tour includes:

Tuition to cooking school and language training school
Private car or van
Meals as listed
Learning material fee
Private English-speaking tour guide
1 bottles of mineral water/p/d
Beijing Map

Tour excludes:

Hotel charges
Tip to the expert driver, the tour guide and the teacher
Personal expenses
Other charges not mentioned above.

Kind notice:

You are required to confirm the tour at least three day in advance to leave us enough time to contact the school.
The timetable is just for your reference which is subject to change due to the bad weather and traffic jam.

Paper-cut and Calligraphy learning tour

Paper-cutting is one of the most popular traditional folk arts in China. Only with one scissor and a piece of paper, the professional can create everything in the world magically.
Chinese calligraphy is one of the four basic skills and disciplines of the Chinese literati-Shu (calligraphy), Hua (painting), Qin (a string musical instrument), and Qi (a strategic boardgame). Regarded as the most abstract and sublime form of art in Chinese culture, "Shu Fa" (calligraphy) is often thought to be most revealing of one's personality. During the imperial era, calligraphy was used as an important criterion for selection of executives to the Imperial court.

Tour schedule:

The well-trained English-speaking tour guide will pick you up from your hotel in the morning and drive to a Chinese culture learning school. Upon arrival, you will be met and warmly welcomed by the teacher. Then you will get some brief information about the paper cutting and be taught how the vivid paper works are made (two hours). Lunch will be arranged in a local restaurant nearby. In the afternoon, learn Chinese Calligraphy by practice under the direction of the expert. Many classic works of paper-cut and calligraphy will be shown as well (two hours). Transfer back to your hotel by 17:00. (L)

Tour cost:

One person: USD280- £142.14

2-5 persons: USD180- £91.41

Note: If there are more than five persons in your group or you want to book a long-term course, please contact us for a new quotation.

Tour includes:

Private English-speaking tour guide
Private vehicle
Tuition fee
Lunch

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1 bottle of mineral water/p/d
Beijing map

Tour excludes:

Hotel charges
Tips to the guide and driver
Other fees not mentioned above

Kind notice:

You are required to confirm the tour at least three day in advance to leave us enough time to contact the school.
The timetable is just for your reference which is subject to change due to the bad weather and traffic jam.

Cultural Events

Spring Festival or Chinese New Year

Date: The first day of the year in the lunar calendar. This is usually in late January or early February.

Place: Nationwide

Activities: Fireworks display, visiting and greeting family and friends, Yangge dancing, lion and dragon dancing, temple fairs, and many other celebrations of Chinese folklore. Yangge dancing originated 2,000 years ago as a religious activity to greet the Gods and dispel evil, but is now a recreational activity during the sowing season and on holidays. It is especially popular among the northern Han.

Chinese New Year is celebrated by Chinese throughout the world. Wherever you find large Chinese communities, you will find large celebrations.

Dragon dance is a form of traditional dance and performance in Chinese culture. Like the lion dance it is most often seen in festive celebrations.

In the dance, a team of Chinese people carry the dragon — which is an image of the Chinese dragon — on poles. The lead dancers lift, dip, thrust, and sweep the head, which may contain animated features controlled by a dancer and is sometimes rigged to belch smoke from pyrotechnic devices. The dance team mimics the supposed movements of this river spirit in a sinuous, undulating manner. The movements in a performance traditionally symbolise historical roles of dragons demonstrating power and dignity. The dragon dance is a highlight of Chinese New Year celebrations held worldwide in Chinatowns around the world.

Dragons are believed to bring good luck to people, which is reflected in their qualities that include great power, dignity, fertility, wisdom and auspiciousness. The appearance of a dragon is both frightening and bold but it has a benevolent disposition, and so eventually became an emblem to represent imperial authority.

Beijing Opera

Beijing opera or Peking opera is widely regarded as one of the cultural treasures of China. Beijing and Tianjin are respected as the base cities of Peking opera in the north while Shanghai is the base in the south. Beijing opera features four main types of performers. Performing troupes often have several of each variety, as well as numerous secondary and tertiary performers. These performers utilize the skills of speech, song, dance, and combat to express meaning in time with music. Above all else, the skill of performers is evaluated according to the beauty of their movements.

Beijing to Hold Olympic Cultural Festival

The first Beijing 2008 Olympic Cultural Festival will be held from September 31 through 30 in the capital city.

The festival is aimed at showcasing the magnificent and long-standing Chinese culture and civilization, promoting the propagation and development of the Olympic spirits in China and publicizing the three concepts of "Green, High-tech and People's Olympic Games", according to the organizer.

Under the theme of "Enchanting Beijing, Cultural Olympics," the festival includes unique opening and closing ceremonies, exhibitions of the Beijing Olympic Games Emblem and other candidate entries. At the same time, scholars and experts from home and abroad will be invited to take part in symposiums on Olympic Games image design and cultural innovation, Olympic torch relay, Chinese jade culture and Olympic spirits, Olympic education, and digital film and television for Olympic Games. Other activities for mass participation, including performance of Taiji (shadow boxing) by 10,000 people on the Great Wall, open-air cultural events and English speaking contests for secondary school students, will also be staged during the festival.

Religious Tourism

Beijing is a big city with people from different religion and cultural backgrounds. Countries in the world differ in religions. This is the result of many factors, past and present, at work, and no one can judge which is better or worse than the other, which is right or wrong. Every nation treasures its own merits and respects those of others. When merits are shared, there will be great harmony in the world. Beijing Religion tours will give you a part of the clear picture of Beijing & China religion.

Places of Worship

Buddhism- Guangji Si (Temple of Great Charity) is situated to the west of Xisi crossroad, on the northern side of the street. It is one of the major Buddhist temples and the only Buddhist temple in the downtown area in Beijing.
The China Buddhism Association resides here now.

Address: 25 Fuchengmennei St. Xicheng District
Telephone: 6616-0907
Hours: 7:00 a.m. -- 4:30 p.m. daily
Entrance: Free

Catholicism- Southern Church - The oldest Catholic Church in Beijing, the Southern Cathedral, also known as the Cathedral of the Immaculate Conception, is located at 181 Qianmen West Street in the Xuanwumen area.

Address: 141 Qianmen Xi Dajie, Xicheng District
Telephone: 6607-6538
Hours: 8:30 a.m. - 4:00p.m. daily
Entrance: Free

Taoism- White Cloud Temple (Baiyunguan) - White Cloud Temple lies in Xi Bianmenwai, Beijing. Now it is the place of Chinese Taoism Association.

Address: Baiyun Lu, Xicheng District
Telephone: 6346-3531
Hours: 8:30 a.m. - 4:00p.m. Daily
Entrance: 10 yuan

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Christianity- Beijing Chongwenmen Christian Church - The Chongwenmen Church of Beijing Christian Council was first established in 1870 when it was then called Asbury Church. It is the largest Christian Protestant Church in Beijing.

Address: 2D Hougou Hutong, Chongwenmennei Dajie, Dongcheng District

Telephone: 6513-3549

Hours: 9:00 a.m. - 4:00 p.m. daily except Sundays and other religious activities

Entrance: Free

Beijing Highlight Religion One Day Tour

Tour Itinerary :

8:30 pick up from your hotel. First visit Yonghe Lama Temple, a renowned lama temple of the Yellow Hat Sect of Lamaism. Then proceed to Baiyun Taoist Temple, the largest Taoist center in Beijing. After lunch, go to Niujie Mosque, a 1,000-year-old mosque in the heart of the Muslim-dominated Niujie area of Beijing. After touring the mosque, go to visit the nearby Fayuan Temple (Temple of the Origin of the Dharma). Lastly, you are arranged to visit the the Eastern Cathedral, one of the oldest Catholic Churches in Beijing. Return to hotel.

Tour Cost :

1 Traveller: USD 80- £40.72

2-5 Travellers: USD 50 Per Person- £25.45

6-9 Travellers: USD 45 Per Person- £20.36

10 Travellers: USD 40 Per Person- £20.36

Prices to include :

1. Entrance fees and lunch as listed
2. Private car or van with English speaking guide

Beijing Buddhist Culture Day Tour

Tour Itinerary :

Buddhism came to China from India many centuries ago, with various emperors and most of the Chinese people accepting its tenets and erecting temples, pagodas and monuments in the celebration of their beliefs. The day tour is to keep the non-Buddhist with the past and present of this religious in China.

Tour Itinerary :

The day tour covers the following activities :

1. Morning visit to *the Beijing Buddhist Association*
2. Then move on to "living " Buddhist temples - *Big Bell Temple & Lama Temple*
3. After lunch excursion to the 3rd century-built *Yunju Temple* and see 14,278 stone tablets.

Tour Cost:

1 Traveller: USD 80- £40.72

2-5 Travellers: USD 60 Per Person- £30.54

6-9 Travellers: USD 40 Per Person- £20.36

10 Travellers: USD 35 Per Person- £17.81

Price above includes :

1. All transfers and city transportation
2. Entrance fees and meals as mentioned

3. Private car or van with English speaking guide

Price excludes : your hotel in Beijing and gratuities to drivers and guides

Beijing has several attractions and tours on offer to promote China and its culture. The tours available are very important to tourists who wish to experience this Chinese culture and also their traditions. These tours range from religion to art and even cuisine. There are also numerous 'must see' attractions for cultural and historical interest some of which are UNESCO- endorsed World Heritage Sites, e.g. The Forbidden City, The Great Wall and Tiananmen Square. These tourist attractions are available to see and to explore while on Beijing tours.

I believe that Beijing offers an excellent choice of tours and attractions in order to experience and learn about the Chinese culture to suit all needs while on your stay in China. China's culture is recognized through its 'Cultural Heritage Day'. This day falls on the second Saturday of June every year. All cultural relic protection sites, museums and memorial halls across the country are ordered to open free to the public on the day. As economic globalisation and modernisation pick up speed, China faces a heavy task to protect and salvage its cultural relics. Colourful public activities, including exhibitions, are needed to enhance public awareness of the importance of cultural heritage protection and inspire the young people to love the fine traditional culture of China. Chinese culture is most importantly promoted to tourists through its many festivals such as Chinese New Year.

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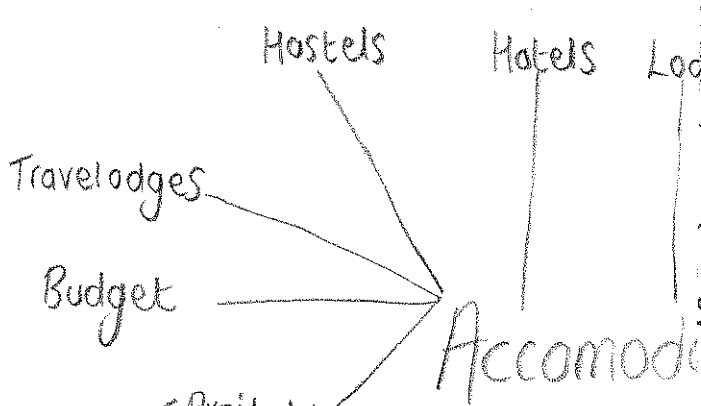
Conclusion

China has many religions ranging from Buddhism, Taoism, Christianity, etc and Beijing portrays these religions through its many places of worship. Beijing has a Religion one day Tour. I believe this is an excellent tour as it gives the tourist an insight into the different religions, places of worship and the history in order for them to respect and value the Chinese culture and religions. This type of tourism would suit those tourists who come to China to immerse themselves in traditional culture. This is also true in relation to Beijing's Cultural Heritage sites which include The Great Wall, The Forbidden City and Tiananmen Square.

In my opinion these three attractions are the main places to visit while on your stay in Beijing as they create their own indelible atmosphere. Historically and culturally they are the essence of China, a tourist paradise.

✓
view

- Quay West Suites Sydney
- Leisure Inns Park Regis S
- The Oaks Goldsbrough Apr



Location
 Ayres Rock (ULURU)
 - covers over 132,000 ha.

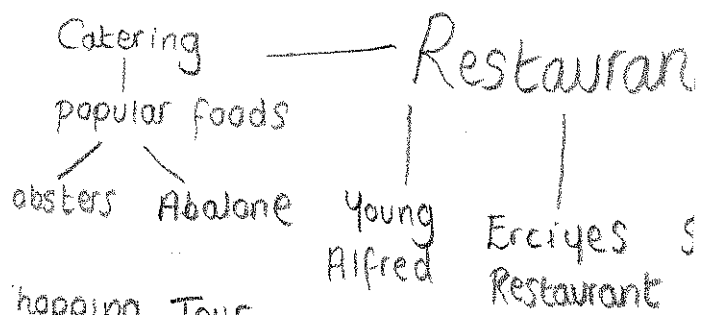
Most famous landmarks
 Country's most visited site

Appears to change colour depending on weather conditions + distance from it.

Available in Outskirts
 Hunter Valley Mountain

Historical & Cultural Attractions

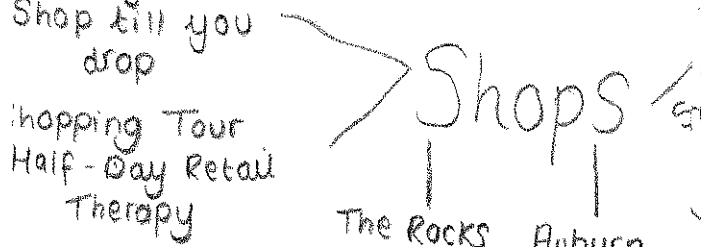
Travelling to
 1800 km from Sydney



4 1/2 hrs to drive if you hire a car at Alice Springs

Alice Springs to Yulara Bus + the return Yulara to Alice Springs Shuttle Bus

Fly
 Transfer onwards by car, coach / shuttle

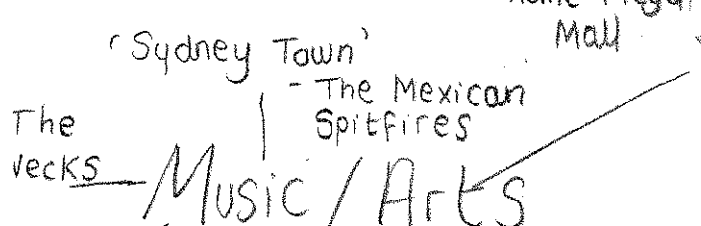


Alice Springs
 Accommodation
 Sails in the Desert Hotel

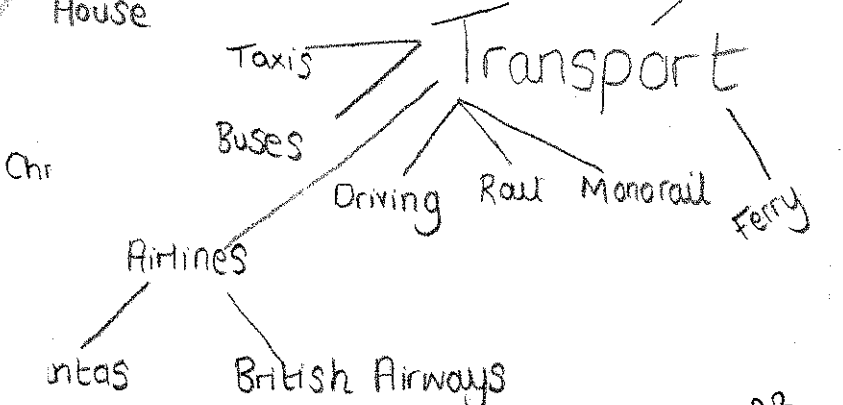
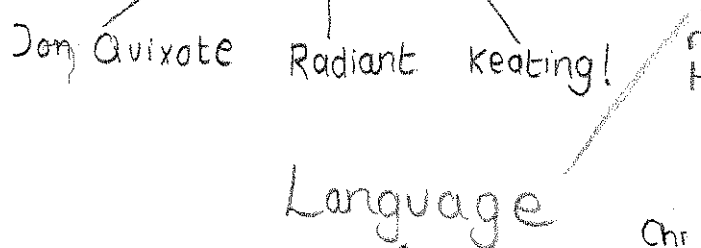
The Rocks Market
 Auburn Home Mega Mall

Outback Pioneer Hotel & Lodge

Desert Gardens Hotel



The Anzac War Memorial



Travel Motivators of Sydney, Australia

Aut

Sydney, the capital of New South Wales, Australia, is a vibrant and exciting city. It is a suitable holiday destination for all types of tourists whether old or young, single or a family group. Although it may be a bit long of flight for the old and young. It has a variety of attractions, famous and historic, old and new which will appeal to all ages. Some are famous throughout the world while others are waiting to be discovered. This popular city can be visited at any time of year due to its mild winters and sunny hot summers.

Climate

Sydney's climate is particularly mild, with fine weather all year. The sunny city of Sydney is comfortable to visit at any time. Sydney's summer months of December, January and February are particularly hot, with consistent fine weather, although there may be an occasional downpour at this time of the year, causing high levels of humidity. The autumn months of March, April and May are delightful and this is one of the most popular times of the year to visit Sydney, with fine days and particularly mild nights. Spring in Sydney is between September to November and although there is more chance of rainy weather in Sydney at this time of the year, it usually clears very quickly.

Accommodation

In comparison with other major cities in the world, hotels and accommodation in Sydney is very reasonably priced and even many of Sydney's luxury hotels are affordable. Comfortable Sydney lodging, budget accommodation, Sydney hostels and Sydney travelodges are also widely available throughout the vibrant city of Sydney. Hotels in Sydney include a number of small chain hotels and a wide selection of independent Sydney hotels.

Many of Sydney's hotels have spectacular views of Sydney Harbour and the waterfront, and hotels are particularly concentrated in Sydney city centre, The Rocks, Kings Cross and Darlinghurst areas. There are also a number of popular hotels stretching from Sydney's Bondi Beach to Coogee Beach, and many other hotels in the suburban districts of Sydney.

Transport

Sydney's transport system is made up of trains, buses, and ferries. The system is efficiently run and not too expensive if you invest in an appropriate travel pass. It works best transporting commuters in and out of the city, but travelling within the city can sometimes be difficult.

Sydney is easy to reach by air from the major international airports and also throughout Australia. Both Qantas Airlines and Virgin Blue Airlines provide regular air travel to other capital cities in Australia. Sydney Kingsford Smith International Airport (SYD) is close to central Sydney and serves a large number of airlines, which travel around the world.

Sport

Sydney is a haven for the adventurous and those interested in sport. It offers a variety of sport activities, suitable for people looking for activity holidays. Some of the most popular sports are surfing, swimming, kayaking, scuba diving, sailing, fishing, mountain biking, sky diving and many more. There's also cricket.

Sydney Sports: Surfing in Sydney - Sydney is home to many superb beaches with excellent waves, making it one of the most popular locations in the world for surfing. Some of the top spots for serious surfing in Sydney include the beaches between Manly and Palm Beach, such as Manly Beach, Curl Beach, Dee Why Beach, Mona Vale Beach, Newport Reef Beach, North Avalon Beach, North Narrabeen Beach and Palm Beach.

Attractions & Cultural Heritage

MB2

The Sydney Opera House is open to the public and one-hour guided tours take place every half-hour. There are front house tours daily and back stage tours are available occasionally. Tours of the Sydney Opera House can be postponed at short notice if performances or rehearsals are taking place.

Visitors to the Sydney Harbour Bridge can also take the BridgeClimb. This entertaining tour takes approximately three hours to complete and everyone wishing to do this climb must have a head for heights. Visitors are attached to a safety rail by a harness and then taken by guide to the top, which is 439 feet / 134 metres above the busy harbour waters. At the top of the BridgeClimb it can be windy but everyone is photographed and will enjoy the memorable and breathtaking view across Sydney harbour and the city of Sydney.

Australian Museum is home to thousands of Aboriginal artefacts which are explained in the context of "Spirituality", Cultural Heritage", "Family Land" and "Social Justice". The displays give an understanding of a rich cultural heritage, and the difficulties that the Aboriginal people faced with the arrival of the White man from 1770. Prices are reasonable at \$AUD 5, \$AUD 2 for children and there is a family ticket for \$AUD 12. Seniors go for free.

Ayers Rock has officially been known as Uluru since it was returned to the Anangu, the Aboriginal owners, in 1985. Uluru is one of Australia's most famous landmarks and is the country's most visited site. It was then leased to the Australian government and is now jointly administered. Ayers Rock Resort was developed at Yulara in the early 1980s to cater for visitors and is designed to blend in with the environment.

Ayers Rock is roughly at the centre of Australia, and is about 1800km from Adelaide, Melbourne, Sydney, Brisbane, Darwin and Perth. Most people choose to fly to Ayers Rock and Qantas have direct services to Connellan Airport which is a short drive from Ayers Rock Resort. Alternatively you can fly with Virgin Blue to Alice Springs and then transfer onwards by car, coach or Qantas Air shuttle to Connellan Airport. It takes about 4 1/2 hours to drive to Ayers Rock if you hire a car at Alice Springs. Alternatively the Alice Springs to Yulara Bus and the return Yulara to Alice Springs Shuttle Bus also operate. They depart Alice Springs at 7am from selected hotels: Alice Springs Resort, Rydges Plaza Hotel, Outback Inn Resort and Territory Inn. A popular tour from Ayers Rock is to Kings Canyon and Alice Springs.

There are numerous local companies providing air, motorbike, driving, camping and walking tours around the rock and in the national park. The Cultural Centre provides a fascinating insight into the culture of the local people.

Festivals

Sydney Festival is reputed to be Australia's largest and most attended annual cultural event. Its extensive indoor and outdoor presentations are estimated to attract in excess of one million people annually. The Festival is a major cultural celebration designed to express the nature, colour and flair that is Sydney. The program combines outdoor events, which has included concerts in the Domain that attract a massive audience, with the very best international and national performing and visual arts occupying theatres, galleries and concert halls dotted throughout Sydney.

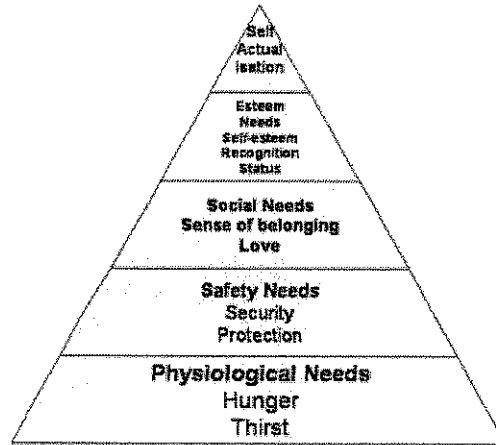
Sydney Mardi Gras- The highlight of the gay and lesbian (Pink Pound Tourists) year in Sydney is the Sydney Gay and Lesbian Mardi Gras Parade along Oxford Street and Flinders Street in Darlinghurst. Sydney's Gay and Lesbian Mardi Gras is a month-long festival, which takes place in late February / early March and draws crowds of over 500,000. This enormous Sydney festival includes a sports carnival, theatre performances, firework displays, light shows, art and film exhibitions, magnificent carnival floats, amazing costumes, colourful parades, market stalls and lots of partying.

Family connections

Many people have emigrated to Australia in recent years in search of a better lifestyle or for self-fulfilment (Maslow). In the 1950's it was possible to go to Australia for £10 as an encouragement to expand their economy and population. Today, Australia is limiting the number of emigrants and is looking for certain professions to live and work in their country. However, there are still large numbers of people who have made a new life for themselves and have left relatives behind in their home country. This is one reason why many people travel to Australia, in order to spend time with their sons, daughters, brothers and sisters, etc. This can be related to Maslow's 'hierarchy of needs' chart. People go to Australia to visit friends and relatives in order to gain some sense of belonging and fulfilment.

Backpackers

All backpackers coming to Australia do so for three main reasons - to work (and make money), to have a good time while doing it, and to travel around this fascinating country. Another possible reason for backpackers to visit Australia could be to find themselves. Usually young adults after education choose to travel the world in order to gain some 'fulfilment' in their life.



Currency/Exchange rates

Australian currency (\$A) is decimal with the dollar as the basic unit (100 cents equals one dollar). Notes come in \$100, \$50, \$20, \$10, and \$5 denominations. Coins come in \$2, \$1, 50c, 20c, 10c and 5c denominations. Prices are rounded to the nearest 5c.

Exchange facilities are available.

Movement of Culture

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The city of Sydney began life as a penal colony in 1788 and for the next 60 years received the unwanted, persecuted and criminal elements of British society. Despite its brutal beginnings, the city's mixture of pragmatic egalitarianism and plain indifference has transformed it into a thriving multicultural society. Sydney now attracts the majority of Australia's immigrants and the city's predominantly Anglo-Irish heritage has been revitalised by large influxes of immigrants, including Italians, Lebanese, Turks, Greeks, Chinese and Vietnamese.

Speech

Australian slang is a unique 'dialect' that is widely spoken across Australia. Many words have now been adopted across the globe. Examples of this slang used around the world are: Ace-Excellent/Very good, its gone walkabout- it's lost, can't be found, No worried- no problem/its ok, etc

However, other words and sentences are heard exclusively in Australia and can be both difficult to understand and often humorous for the visitor.

Media

There are a number of Australian shows being broadcasted around the world today which promotes their culture and way of life, e.g. Home & Away, Neighbours. Also there are TV shows such as Australian Steve Irwin's 'Crocodile Hunter Diaries' which also gives you an insight into life in Australia and in this case the animals and attractions you may come across on your there.

Here in the UK there is an advert called Shelia's Wheels Selling car insurance for women. The people behind the company are not Australian and they don't sell insurance in Australia. When they were thinking about launching car insurance designed especially for women in the UK they were struck by the fact that Australia is one of the only places in the world where one woman's name is an expression used to refer to all women.

Aboriginal Shops

Around the world you will find shops that specialises in Aboriginal art, crafts, music, and instruments. All Aboriginal's products are aboriginal made, and culturally supportive. Didgeridoos, Australia's well known musical instrument, are widely available around the globe, including a range of didgeridoo accessories.

In London, UK there is The Australia Shop which stocks everything from the vital Vegemite (spread of the gods), to Tim Tams (food). They also have a good supply of quality eucalyptus didgeridoos and didge music.

Australia's & China's merging culture

An example of how the Australian culture has merged with Chinese culture is through Sydney's much loved Chinese Garden of Friendship, founding the heart of the Sydney Central Business District. Designed in the 1980s by architects from Sydney's sister city of Guangdong, in China, the Chinese Garden of Friendship features beautifully landscaped gardens, the tranquil Lake of Brightness, waterfalls, mini-mountains, pavilions, a Chinese tea house, courtyards and lush planting.

Sport

Sydney is a fitness capital of the world and many of the locals in Sydney regularly exercise at Sydney's numerous gyms, fitness centres, or by jogging, walking or playing sport. With world-

class sports facilities, Sydney is also home to many popular spectator sports, such as soccer, Australian Rules football, rugby and tennis.

Other popular sports and outdoor activities in the Sydney area include golf, swimming, yachting, sailing, diving and of course surfing. All these sports are practised around the world, especially cricket, football and rugby with World Cup tournaments.

Conclusion

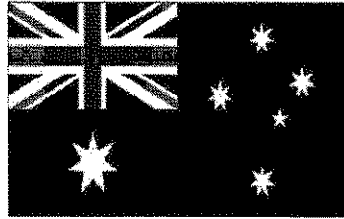
Australia has no particular culture, although there are some stereotypical 'Australian characteristics' which are evident. These include the Sydney Opera House, Ayres Rock, etc. The main reasons to go to Australia would be to visit relatives, to sample the lifestyle, to go sightseeing, to visit sporting events, for backpackers, etc. Another reason is to tour the country. Sydney is a vibrant destination with numerous attractions to suit all ages and personalities. Sydney has diverse attractions, excellent accommodation and great transport available to the tourists.

The Australian culture has been portrayed here in the UK through media, e.g. television, news, etc. Here we learn about the Australian way of life especially through soap operas where we also pick up the Australian slang. There are a number of aspects which you would associate with the Australian culture being barbecues, Australian bush and cork hats, Kangaroos and so on.

Australia, and particularly Sydney, is very familiar to people in the UK even though it is far away. It is a commonwealth country, we speak the same language and we have an associated history. Even now, people are looking to Australia as an alternative place to live. It has a lot to offer.

Australia

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Languages in Australia

English is the primary language used in Australia. Yet their colourful vocabulary, accent, phonetics system and slang ('Strine') can take a lot of getting used to. In 1788, there were about 250 separate Aboriginal languages spoken in Australia, plus dialects. Today, only two thirds of these languages survive and only 20 of them (eight per cent of the original 250) are still strong enough to have chance of surviving well into the next century. In addition to these there are also the languages of immigrants from Europe, the Middle East and Asia.

Aussie Holidays-Festivals & Celebrations

Australians hold certain days each year as special days of national meaning. We may recognise the day with a holiday for everyone or we can celebrate the day as a nation with special events. Most states and territories observe some of the public holidays on the same date. They have others on different dates or have some days that only their state or territory celebrates. In larger cities, most shops, restaurants and public transport continue to operate on public holidays. In smaller towns, most shops and restaurants close.

Christmas and Easter are two of the main public holidays. One important national date for your calendar is the traditional Australia Day.

Australia Day, January 26, is the day we as a people and place celebrate our nationhood. The day is a public holiday. The day marks the founding of the first settlement in our nation by European people.

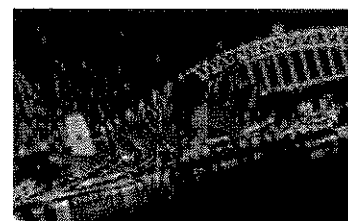
Australians also love to celebrate many other occasions. More and more Australians adopt other festivities such as Chinese New Year, which is not a public holiday.

There are many different categories for festivals in Australia. Each capital city has a festival. Examples of festivals include;

- **Arts and cultural festivals**

Sydney Festival (January)

Each year the Sydney Festival offers a rich and diverse program spanning all art forms including dance, theatre, music, visual arts, film, forums and large scale free outdoor events. For three weeks in January the Festival hosts around 80 events involving upwards of 500 artists from Australia and abroad. In any given year, it makes use of most of the main theatres across the breadth of the city and also has a commitment to the presentation of quality, large-scale outdoor events such as the iconic Domain Series.



- **Independent festivals**

Sydney Gay and Lesbian Mardi Gras (February)

From a protest rally to one of the world's largest gay and lesbian festivals, the Sydney Gay and Lesbian Mardi Gras has come a long way. In 1978, a group of 1,000 people marched down Oxford Street to mark International Gay Solidarity Day. The one-off event resulted in violent clashes with police and a determination to do it all again the following year and Mardi Gras was born. The event has continued to transform, adding an arts festival in 1983, and grown to attract an audience of hundreds of thousands of participants from all over the world. The Festival forms a huge celebration and reflection on gay and lesbian life.

Other festivals which take place in Australia are as follows;

- Theme-based festivals
- Film festivals
- Writers festivals
- Related Culture and Recreation Portal stories
- NSW festivals
- VIC festivals

Aussie Superstitions

Contrary to appearances, Australians are a spiritual people with deeply held beliefs. While only a small number may be attending churches, temples, synagogues, prayer halls, sacred sites, mosques, cathedrals, basilicas, chapels, pagodas, shrines and covens, the majority practice more natural forms of worship, closer in substance to those followed by our Aboriginal ancestors, intent on warding off evil, bad luck and calamity.

Australian superstitions are: Long term plans tempt fate, Never admit to an ambition, Doing your personal best wards off evil and Preparing for the future spells bad luck.

Here are some other Australian superstitions...some may also be shared by other cultures;

- The Aborigines have many superstitions. One is called "pointing the bone". If they point the bone at someone, they believe that person will die. People who give up the will to live are often termed as "pointing the bone at themselves".
- If you give someone a purse or handbag, you should always include a coin inside for good luck.
- Tying tin cans to the back of the newlywed's vehicle were intended to make such a loud noise that it would scare away evil spirits.

Arts & Crafts

There is an enormous variety of authentic Aboriginal art for sale or viewing. From traditional dot and bark paintings, modern 'earth pigment' screen prints, decorated jewellery and wood carvings, to boomerangs, didgeridoos, weapons, ceramics, scarves, even compact discs of traditional music.

Bark paintings- Part of the world's oldest continuous painting tradition; bark paintings generally depict native plants, animals or natural phenomena significant to Aboriginal culture. The bark used is from a tree species called Darwin stringy-bark, or eucalyptus tetrodonta.



Dot painting- is the use of dots of paint to create an image of native plants, animals or natural phenomena. Using natural ochres and oxides, dot painting is one of the best-known forms of Aboriginal art.

X-ray paintings- forceful images of Aboriginal spirit ancestors, are found in ancient but extraordinarily beautiful rock paintings in the northern part of Australia. The term X-ray art was originally used because the paintings of figures, animals, birds and fish revealed the internal organs as well as the external features. This unique style of painting has been transferred to other Aboriginal art forms including screen-printing.

Aboriginal weaving, known as 'buyu', has been practised for thousands of years and continues to use traditional designs and materials. Traditional woven items include dugout canoe sails, fishing nets, rope, fishing traps, string sculptures, ceremonial basketry and feather work, and contemporary items like woven floor rugs and basketry are also widely available.

Sculpture- includes both woven-figure objects and woodcarvings. Gulu, softwood from the kapok tree, is used in the contemporary carving of figures representing creator beings. Representations of snakes, birds and animals are made in symbolic and realistic shapes. These magnificent sculptures continue to form a major part of Aboriginal ceremony

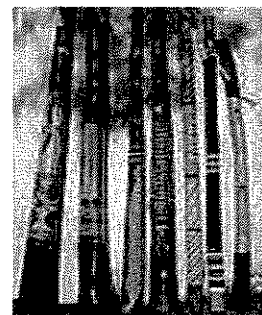
The Emu- is a native Australian bird similar to an ostrich. Its large eggs have a dark green shell and a white inner layer that provides a perfect medium for both traditional and contemporary carved designs.

Emu eggs are carved and painted in traditional Aboriginal designs that date back thousands of years. It is a beautiful and unusual art form.

Music & Dance

Dancing, singing and music have been essential to the party spirit as long as we can remember and the settlers of Australia were no exception. Dancing, singing, reciting and music for the white settlers became an integral part of the lives, whether it was in a grand Colonial Ball in the city, a celebratory end of sheep shearing season Woolshed Dance or simply a gathering of friends and family for an evening's entertainment in a kitchen or round a campfire. The songs, dances, poems and music reflect the hopes, humour, disappointments and the perseverance of these pioneers in a distinctive and characteristic Australian manner.

The aboriginals have their own traditional music and music that they practice. Each group has its own different style of dance and music. Their dances often imitate birds or animals. They have ritual dances and sacred dances. The different tribes use different and various instruments e.g. Drums, sticks, clubs, boomerangs, the didgeridoo and seed rattles.



Australian Dance Theatre is one of the most influential dance companies in the country and has been producing consistently great repertoire since it was formed in Adelaide in 1965.

As well as contemporary dance techniques and classical ballet, the dancers are coached intensively in Ashanta yoga, martial arts and gymnastics. The result is a fusion of forms which constitutes a unique choreographic palette for which there is no equivalent in Australia. The ADT Company tours extensively, having performed several seasons at the Sydney Opera House along with Melbourne International Festival, Brisbane, Canberra and Darwin. In November 2005 ADT became the first Australian company invited to perform at Theatre de la Ville in Paris. Considered the best dance venue in Europe, this break through performance sold out three weeks in advance.

Food & Drink



Australian cuisine is a product of international trends and the contributions of its Aboriginal and immigrant communities. Nevertheless, it has been heavily influenced by the country's Anglo-Celtic heritage, with the traditional British supper still common. Barbecues ("the barbie") are a quintessential Australian pastime, and meat is ubiquitous. Traditional Aboriginal Outback cuisine consists of such unique foods as kangaroo, wombat, turtle, eel, emu, snake, and witchetty grubs

(larvae of the ghost moth). Vegemite, a salty, dark-brown yeast extract, has long been a staple of the Australian diet.

Australian food not to miss out on includes;

- **Meat pie** the most famous and popular.
- **Sticky Date Pudding** – an iced cake with dates and a caramel sauce on the top.
- **Bread with Vegemite** - spread butter and a thin layer of vegemite in a sandwich (vegemite is like a strong Soya misso).

British food is also on offer and includes;

- **Fish and Chips**
- **Baked Beans**
- **Sausage roll**

Other Australian passion is the Barbie, (short for barbecue). It consists of a grill, heated by charcoal or gas, where you place some steaks and sausages. The Barbie is eaten usually on a half band of bread with a sauce on it, and can take place at any day and any time.

Beer has traditionally been the drink of choice, but the explosion of Australian wine production has somewhat altered patterns. One of the most popular beers in Australia is called **VB** = Victoria Bitter.

Dress code

Australian people tend to dress casually. Formal attire may be required occasionally. The types of clothing that people wear reflect the diversity of the Australian society just as much as the variation in climate. There are no laws or rules on clothing, but you must wear certain clothing for work situations. Outside of the work situation, clothing is an individual choice; many people dress for comfort, for the social situation or the weather. It is acceptable for women in Australia to wear shorts and brief tops without being considered distasteful. Australians are well known for their people wearing bush or cork hats.



People from other countries can choose to wear their national dress. They may be religious or customary items and include monks' robe, a burqa, a hijab or a turban. Australia is a tolerant society with people from many different cultures, encourages clothing as part of cultural beliefs and practices.

Driving

Australians drive on the left hand side of the road as they do in the UK. In most cases, the maximum speed limit in cities and towns is 60 km/h (35 mph) and 100 km/h (60 mph) on

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country roads and highways, unless signs indicate otherwise. Police regularly check motorists' speed with radar and camera devices.

Speed limits in Australia are measured in KPH (Kilometres per Hour).

Motorways	100-110kph/60-68mph
Urban Stretches	100kph/60mph
Dual Carriageways	100kph/60mph
Outside built-up areas	100kph/60mph
Built-up areas	50-60kph/30-35mph

All drivers must hold a current drivers licence (with an English translation shown on the licence) from their country of residence, or an International driver's permit. State laws stipulate that licences must be carried at all times when driving.

Religion

Australian Aboriginal Religion

A key aspect of Australian aboriginal belief is the Dreaming. At the heart of this is the belief in powerful beings who arose out of the land, created or gave birth to people, plant life and animal life, and connected particular groups of people with particular regions and languages. The Dreaming beings continue to control the natural world, but their willingness to release the powers of fertility depends upon people continuing to perform certain rituals. People are believed to possess spirits which originate from the dreaming. As children grow up they undergo a variety of rites of passage which initiate them into adulthood. Boys would be subjected to practices such as, circumcision, subincision into the urethra, blood letting or tooth pulling. Girls would be ritually decorated, and subject to partial seclusion or food taboos. Totemism was also important to the aboriginal world view. The representation of mythic or living beings was seen to provide the means to access the spiritual powers of the Dreaming.



Tips For Travellers

Social Customs & Traditions

Australians are very down to earth and always mindful of not giving the impression that they think they are better than anyone else. Australians are not very formal so greetings are casual and relaxed. When meeting someone for the first time, it is usual to shake the person's right hand with your right hand. People who do not know each other generally do not kiss or hug when meeting. Aussies prefer to use first names, even at the initial meeting. Many Australians look at the eyes of the people they are talking with. They consider this a sign of respect, and an indication that they are listening. Do not stare at the person for a long time.

When you first meet someone, it is polite not to talk about personal matters such as;

- Where people live and how old they are
- Salary and wages
- Politics
- Religion
- Relationships
- Cost of personal items (e.g. house, car)

When speaking to people for the first time, some topics that can be raised include;

- Family
- Weather
- Type of work
- Sport and hobbies
- Television programs

Australians eat with their fingers only at barbecues or picnics outside the home. Inside the house, you are usually invited to sit down and to use knives, forks and spoons. You are to hold the fork in the left hand and the knife in the right while eating and indicate you have finished eating by laying your knife and fork parallel on your plate with the handles facing to the right. Many invitations to an Aussie's home will be for a 'Barbie' (BBQ). Guests to a barbecue typically bring wine and beer for their personal consumption. In some cases, very informal barbecues may suggest that you bring your own meat.

In Australia, people under the age of 18 years are not allowed to buy alcoholic drinks. The Australian custom of shouting means that if someone buys you a drink you are expected to shout him or her back by buying his or her next drink.

While in some cultures, opening a gift/present in front of the giver is considered rude; it is just the opposite in Australia. When accepting a gift/present, it is polite to open it immediately and express your appreciation.

Smoking is prohibited on public transport, in restaurants and public buildings. You can be fined for smoking in prohibited areas. If you are at someone's home, it is polite to excuse yourself and smoke outside.

In most States it is an offence to make loud noise that annoys your neighbours even in your own home after 11.00 pm. or before 7.00 am.

Tipping is optional in Australia. In restaurants, a tip is only left if above average service has been delivered.

Taxi drivers are usually only tipped if they initiate a good conversation and don't rip off their customers. (When getting into a taxi, sitting in the front seat is the etiquette. The back seat feels too much like one is being chauffeured and it is difficult to have a conversation.)

Bar staff are not usually tipped unless a customer has thoughts of seducing them. Even if the staff are not tipped, they will continue to serve you on your subsequent visits. No grudge is held against those who don't tip.

Sydney, Australia

Sydney has every right to call itself the cultural capital of Australia. It is home to Opera Australia, the Australian Ballet, The Sydney Theatre Company and Sydney Dance Company, as well as domestic and international record companies and the nation's biggest visual art show, the Archibald Prize. The local theatre and orchestral scene is thriving, while galleries and museums always have a packed calendar of events.

A02

Cultural Events

Sydney Film Festival - Exhibition/Show, Festival (June)

Celebrating its 54th year, Sydney Film Festival joins an elite group of film festivals such as Cannes and San Sebastian.

It forms Australia's largest cinema event, screening the new international films, provocative documentaries, short films, classic cinema and cutting edge new media.

Open Time- Various sessions

Dates

From	To
08/06/07	24/06/07

Sydney Writers Festival - Exhibition/Show, Festival (May)

Sydney Writers Festival is a world-class cultural event and Australia's most dynamic celebration of the written word. It provides a stage for around 250 of the world's leading writers, from home and abroad, to display their skills at more than 200 events across Sydney.

The festival includes a diverse range of writing styles including literary and popular fiction, journalism and serious non-fiction poetry, screenwriting and drama. While some events are free, others ask for an admission price.

Open Time- The Sydney Writers' Festival offers activities throughout the week at various times.

Dates

From	To
28/05/07	03/06/07

Entry is free!

Sydney Mardi Gras

The highlight of the gay and lesbian year in Sydney is the Sydney Gay and Lesbian Mardi Gras Parade which takes place along Oxford Street and Flinders Street in Darlinghurst. The event is a month-long festival and takes place in late February / early March. It draws crowds of over 500,000. Various activities are included in this enormous Sydney festival such as a sports carnival, theatre performances, firework displays, light shows, art and film exhibitions, magnificent carnival floats, amazing costumes, colourful parades, market stalls and of course, lots of partying. The Sydney Gay and Lesbian Mardi Gras celebration is a spectacular event and although nudity is forbidden, onlookers must be prepared for some rather unusual sights and lots of bare flesh.

Chinese New Year Festival

The festival is usually run over a three week period during January and February. It features traditional entertainment with dragon and lion dances, local and international performers, cultural exhibitions, history tours and the magnificent Chinese New Year Imperial Banquet.

A colourful parade normally winds its way through Sydney's streets and the traditional Chinatown Markets open with delicious food, decorations and Chinese ornaments. Each year the exhilarating Dragon Boat Races takes place on Darling Harbour.

A spectacular three weeks of fun, excitement, colour and entertainment

Sydney Tours & Attractions

Blue Mountains Deluxe Eco Day Tour

- ✦ Price: From GBP £83.96
- ✦ Duration: 11 hours (approx.)
- ✦ Commences: Sydney, Australia

Experience the deluxe Blue Mountains Eco Day which is a real Australian journey into the heart of a unique World Heritage Region. Experience the temperate rainforests and the towering sandstone ridges. Join in and let this ancient landscape work its wonders. The satisfaction of discovery is its own reward. The memories will last a lifetime.

Highlights : Access to Featherdale Wildlife Park, Hand Feed Kangaroos and Pat the Koalas, Sensational Views, Avoid the Peak Hours of Traffic, Unique Tour, Exclusive Knowledgeable Guides and Small Group Touring, Champagne with Wild Kangaroos.

Departure Dates: Daily

Unavailable Dates: December 25 (Christmas Day)

Departure Point: Tour departs from the Sydney Harbour Marriot Hotel located at Pitt Street, Sydney or from your selected centrally located Sydney hotel.

Departure Time: 7:00am

Return details: You tour concludes at Darling Harbour or Circular Quay at 5:00pm.

Hotel Pickup: Hotel pick up is available from all Sydney centrally located hotels. The areas include downtown Sydney, Darling Harbour and Kings Cross.

Inclusions:

- ✦ Complimentary hotel pick up
- ✦ Breakfast at Featherdale Wildlife Park
- ✦ Refreshments
- ✦ Buffet lunch at Imperial Hotel
- ✦ National Park and Wildlife Park fees
- ✦ Champagne
- ✦ Homebush Bay to Circular Quay Ferry Pass
- ✦ Australia's Goods and Services Tax (GST)

Exclusions: Gondola ride

What to Bring:

- * Casual, flat comfortable shoes
- * Hat and sunscreen
- * Casual comfortable clothes
- * Camera and plenty of film
- * Your enthusiasm!

Hunter Valley Luncheon Tour by Helicopter

- * Price: From GBP £336.96
- * Duration: 5 hours (approx.)
- * Commences: Sydney, Australia

This tour includes a luxurious scenic flight over Sydney and up the coast. Also a private wine tasting at a winery in one of Australia's leading wine regions, the Hunter Valley, and a gourmet lunch - what a delicious way to spend the day!

The journey into the Hunter Valley is absolutely breathtaking, and begins over Sydney Harbour before heading to the coastline and up to Palm Beach.

Looking down on Pittwater, the flight heads inland to the Hawkesbury River and Brisbane Waters region before passing over the Central Coast. Eventually the flight lands among the famed vineyards of the Hunter Valley, at the boutique Tower Estate Winery. Here you can experience a private wine tasting before sitting down to a two-course gourmet lunch at Blaxlands Restaurant. The peaceful surrounds and genuine country hospitality of the Hunter Valley perfectly compliments the superb food and wine for which the area is renowned.

Departure Dates: Daily

Unavailable Dates: December 20 - January 05

Departure Point: Sydney Heliport, located at Sydney Kingsford Smith Airport, Mascot.

Departure Time: Between 9.25am and 9.45am with pick up from selected Sydney hotels

Return details: The tour concludes at original point of departure.

Inclusions:

- * Hotel pick up and drop off
- * Scenic helicopter flight from Sydney to the Hunter Valley (and return)
- * Informative commentary by expert and professional pilots
- * Refreshments on arrival at Sydney Heliport
- * Private wine tasting at the boutique, Tower Estate Winery
- * 2 course lunch at Blaxland's Restaurant (Entrée and Main, or Main and Dessert)
- * All applicable Government and Environmental taxes

Exclusions: Fuel surcharge of AUD10.00 per person. Payable upon arrival to Sydney HeliTours staff at Mascot Heliport terminal

Aboriginal tour- Blue Mountains Walkabout

This inspiring and adventurous Australian Aboriginal walkabout will provide you with a deep connection to the Australian country and culture.

- ✦ Stunning, educational Aboriginal tour easily accessed by train as a Sydney day tour
- ✦ Live for a day our; happy, creative, ceremonial and spiritual life
- ✦ Neither commercial or touristy but a thought provoking journey of discovery
- ✦ Aboriginal owned and guided we learn by following a traditional walkabout song line
- ✦ 8km challenging off track walk through secluded Blue Mountains wilderness
- ✦ 8hrs in the bush; 4hrs of walking intertwined 4hrs of relaxation and activities
- ✦ See ancient; art, ceremonial sites, artefacts and hear our dreamtime stories
- ✦ Ochre bark and body painting, bush tucker tasting, wildlife and sandstone caves
- ✦ Bathe in a crystal clear billabong of a rainbow waterfall and sun bake on golden sand
- ✦ Personalised small group max 10. Finish with optional drink or dinner at a Aussie pub
- ✦ Friendly Aboriginal guide Evan Yanna Muru with vast local and cultural knowledge
- ✦ Tour available everyday all year round! We walk rain, hail or shine (cave fire if desired)

Walk begins in the Blue Mountains on Faulconbridge Railway Station platform meeting at 10.00 am.

N.B. weekends or public holidays toilets are locked (use train).

FROM SYDNEY- Easy 1 hr train trip

- ✦ Go to the Country platform area of Central Station
- ✦ Buy \$10.80 off peak return fare to Faulconbridge
N.B. This fare from booth only not from machine
- ✦ Take the Lithgow train departing 8.25 am mid week (arrive 9.42am) but 8.18 am on weekends and public holidays (arrive 9.43am)

WHAT TO BRING:

- ✦ day pack
- ✦ lunch
- ✦ water at least 2 litres (more when hot)
- ✦ rain jacket
- ✦ warm vest
- ✦ swimmers & towel (October till May)
- ✦ sun block & hat
- ✦ camera
- ✦ personal medications

Bring only the minimum you need for the day (no lockers available)
Wear shoes with good grip & clothes you don't mind getting dirty

Price is \$95 p.p. (cash only on the day except for online booking)

Top places to go (Cultural & Heritage Sights)

The Rocks

The Rocks is one of the most-visited parts of Sydney. Nestled at the foot of the Sydney Harbour Bridge and on the western shores of Sydney Cove, The Rocks is essential to Sydney and Australia, being of enormous historical significance. It is often described as "Sydney's outdoors museum".

The Rocks is the oldest area of Sydney and has recently undergone an amazing transformation. The old district has been being changed into a vibrant area of cafes, restaurants and interesting tourist shops and stalls. This has all been achieved without destroying the area's Old World charm and historic buildings. Sydney's town planners have put in place a sensitive conservation programme that has preserved the heritage and

character of The Rocks, bringing about an interesting mixture of modern amenities in an old and valued setting.

Most activities are based on walking, looking and eating. The Rocks is Sydney's oldest preserved colonial district so the main emphasis is on the historical importance of the area. The Sydney Visitor Centre, Corner, Argyle and Playfair Streets, The Rocks (Open daily 9.30am to 5.30pm [Closed Good Friday and Christmas Day]), is a logical and excellent starting point. This centre has good information on points of interest around The Rocks and provides free information and literature. Souvenirs and gifts can be purchased at the centre.

Sydney Harbour Bridge

The Sydney Harbour Bridge is considered the world's greatest arch bridge and is one of Australia's best known and photographed landmarks. An engineering masterpiece, the bridge represented a central step in the development of modern Sydney. Known by locals as the 'Coathanger' or just 'the Bridge', it opened in March 1932. The Bridge is of National Heritage. The Sydney Harbour Bridge is a focus of activity and features eight lanes for traffic, two railway tracks, a cycling path and a pedestrian walkway. The Sydney Harbour Bridge is situated close to the Sydney Opera House, and it spans over 1,650 feet / 503 metres long.

The Pylon Lookout is an additional adventure for everyone that visits Sydney Harbour Bridge. After a 200-step walk to the lookout, visitors can enjoy some of the most beautiful views of the city of Sydney. Inside the Pylon Lookout on Sydney Harbour Bridge there is a museum with displays detailing the construction of the bridge, including many photographs.

Visitors to the magnificent Sydney Harbour Bridge can also take the Bridgeclimb. This entertaining tour takes approximately three hours to complete and everyone wishing to do this climb must have a head for heights. Visitors are attached to a safety rail by a harness and then taken by guide to the top, which is 439 feet / 134 metres above the busy harbour waters. At the top of the Bridgeclimb it can be windy but everyone is photographed and will enjoy the memorable and breathtaking view across Sydney harbour and the city of Sydney.

Sydney Harbour Bridge open: daily - 10:00 to 17:00

Sydney Opera House

The Sydney Opera House has been nominated for World Heritage status.

The Sydney Opera House is one of the most distinctive and famous 20th-century buildings. Situated on Bennelong Point in Sydney Harbour, with parkland to its south and close to the enormous Sydney Harbour Bridge, the building and its surroundings form an iconic Australian image.

Partly inspired by the sails of the yachts on Sydney's scenic harbour, the Sydney Opera House is now the most recognized symbol of Sydney and Australia, and is one of the most beautiful buildings in the world. The Sydney Opera House is an enormous complex and consists of five different performing venues and includes the Opera Theatre, a concert hall, cinema, bars and restaurants. The building hosts a wide range of entertainment and activities including films, opera, drama, music and dancing.

The impressive Sydney Opera House is open to the public and one-hour guided tours take place every half-hour. There are front house tours daily and back stage tours are available occasionally. Tours of the Sydney Opera House can be postponed at short notice if performances or rehearsals are taking place.

Sydney Opera House open: daily - 09:00 to 20:30, closed Christmas Day and Good Friday
Sydney Opera House guided tours: every half-hour - 9:00 to 16:00

Religious Tourism

Australia is predominantly a Christian country, but Australia has such a diverse ethnic society most major religions are practised and have their own places of worship.

Places of Worship

The Great Synagogue

Built in Byzantine style and consecrated in 1878, the Great Synagogue, is the Mother Congregation of Sydney Jewry. The synagogue features touches of Gothic architecture and a stunning "wheel window".

Free tours and a short film are presented at noon on Tuesday & Thursday.

Services- Open Orthodox services Friday night at 5pm and Saturday morning at 8.45am.

St. Mary's Cathedral

Magnificent stained glass windows and an incredible Melocco Brothers mosaic floor in the crypt that depicts The Creation are two outstanding features of this superb Catholic Cathedral. One of the largest examples of 19th century Gothic revival style churches in the world.

Services- St Mary's holds daily masses and a choral mass at 10.30am on Sunday.
Open Daily 6.30am, (8:00am Saturday)

There are free guided tours of the Cathedral & Crypt on Sundays at 12noon, following the Solemn Sung Mass.

St. James Church

St. James has been open for worship since 1824 and is the oldest Church building in Sydney. The site was originally intended to be used for a court house. The foundation stone was laid on 7 October 1819. With Hyde Park Barracks and the Old Supreme Court next door, the church is part of a fine complex of Georgian buildings.

Services -St James holds masses at 7.45am, 9am and 11am on Sunday.
Open Daily from 9am.

Two Christian Meditation groups meet each week at St James, one on Wednesday mornings and the other on Fridays at lunchtime.

St. Andrew's Cathedral

St Andrew's Cathedral was consecrated in 1868, making it Australia's oldest cathedral. St Andrew's Anglican Church features twin towers, suggestive of York Minster.

Services - Daily services at 8am Monday to Friday and 8.30am, 10.30am and 6.30pm on Sunday.
Open daily 7:30am- 5:30pm

St Philip's Church

St Philip's was established 1802 making it one of the oldest Christian parishes in Australia. The foundation stone for the existing Georgian style Anglican Church was laid in 1848. The

church features an organ that was shipped out piece by piece from England and a beautiful stained glass window.

Services- 8.00am, 10.00am & 5.00pm Sunday & 1:10pm Wednesday.
Open 11:00am-2:00pm Tuesday-Thursday.

Opera House Nomination

The Sydney Opera House has been officially nominated for the world heritage list as "a masterpiece of human creative genius."

The dispatch of the official submission to Paris was announced on the Opera House steps Monday by Australian Government Minister for the Environment and Heritage Ian Campbell and officials of New South Wales.

Campbell described the Sydney Opera House as "a masterpiece of human creative genius and a masterful architectural and engineering achievement."

The result of the nomination will be known by mid-2007.

Dane Jorn Utzon started design work on the Sydney Opera House in 1957 and construction began in March 1959. The Opera House, which was officially opened by Elizabeth II on Oct. 20, 1973, was pitched to become world heritage listed in 1980, but the building was deemed too young.

Conclusion

Sydney has many attractions such as the Opera House, Harbour Bridge, etc, which are world famous although, they are not recognised on the World Heritage list but are on the National list. However, the Opera House has been nominated for World Heritage and is waiting to see at the present time. This shows that Sydney is making strides towards improving their cultural status.

The Sydney Harbour Bridge has recently celebrated its 75th Anniversary, celebrating its great history. For this special event souvenirs were created such as glasses, pictures, plaques, etc, in order to promote it as a leading tourist attraction. The Harbour Bridge along with the Opera House are the main attractions of Sydney because both have a great history and are beautiful infrastructures.

Tours in Sydney do not reflect the Australian culture apart from one which involves Aborigines (Aboriginal Tour- Blue Mountain Walkabout).

Sydney has many different religions, however these are not promoted as a tourist attribute. It is of personal choice whether you choose to visit these places of worship. Some include group meetings and masses. Although, the buildings are not tourist destinations, some do provide tours, e.g. The Great Synagogue.

In my opinion, Australia is a very attractive destination for incoming tourists and in particular Sydney offers numerous tourist sites and activities. The only negative aspect is that it may not be seen as a cultural experience by those tourists searching for a historical insight into Australian heritage.

Sydney is a vibrant, modern city and it is through festivals such as the Mardis Gras that culture is mostly portrayed.

Ab2.

view?

Investigation of how tourism can influence established lifestyles

A04

Culture and tourism are essentially linked. Inevitably, tourism will affect host cultures and populations in their positive or negative ways, or both. In some instances, tourism has caused a host population or way of life to be adapted. Some customs may be lost whilst new lifestyles and behaviour may be introduced. Some cultural and heritage sites have been lost, or indeed in some instances redeveloped, in order to meet new or evolving market.

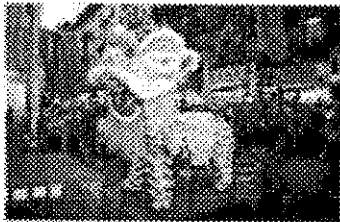
- **Redevelopment/restaging of traditional cultural heritage**

The redevelopment or restaging of traditional events is associated with keeping the tourist happy. Many significant historic events are re-enacted to provide a show and to entertain visitors. The restaging may not always be true to life and on many occasions is altered specifically for the tourist (for example being shortened to fit in with tourist schedules). Similarly, many types of cultural 'shows' do not necessarily portray real life within the host country.

Industrial heritage sites have long been altered to become more appealing to tourists. Buildings altered to become more appealing to tourists. Buildings are adapted to give them a new lease of life, and these sites use new marketing and promotional techniques to encourage visitors to attend.

Beijing, China

Chinese New Year Celebrations

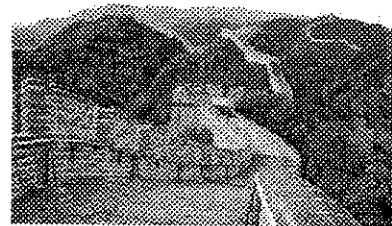


This is an important event as it is a celebration of their culture. This event is staged in the numerous Chinese communities around the world. It gives them a sense of pride and belonging and remains true to its original form. Chinese New Year away from China maybe celebrated on a smaller scale but the meaning of this event remains the same.

In an effort to attract tourists, certain cultural events have been altered. One of which is the "Dragon Boat Festival". This has been re-shaped and manufactured into an international water sport. The recent trends in its developments reflect the move from an event which has been originally classified as a cultural-based to "sports tourism" with its unique maintenance of traditional features.

Badaling Section of The Great Wall of China

Badaling means, "Giving access to every direction", the name itself suggests its strategic importance. The Badaling section of the Great Wall lies in Yanqing County, northwest of Beijing This section of the Great Wall is perhaps the best known, and visited by countless foreign travellers. Badaling section is a well-preserved part of the Ming Great Wall; at this point, the wall averages 7.8 meters high, 6.5 meters wide at the base and 5.8 meters at the top. The wall was designed to allow five horsemen or ten soldiers to march side by side along the wall.



The Badaling Section of the wall is the site of the most visited section, approximately 50 miles northwest of Beijing city within the Beijing municipality. The portion of the wall running through the site was built during the Ming Dynasty, along with a military outpost reflecting the location's strategic importance.

This portion of the wall at Badaling has undergone heavy restoration, and in 1957, it was the first section of the wall to open to tourists. Now visited annually by millions, the immediate area has seen significant development, including hotels, restaurants, and a cable car. The recently completed Badaling Expressway connects Badaling with Beijing city.

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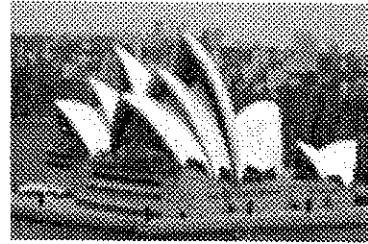
Sydney, Australia

Sydney is one of the world's most appealing and culturally-diverse destinations. Australian farm Gledswood Homestead at Catherine Field is set in six acres of historic gardens and dates back to 1827. Belgenny Farm is an historic site where you can witness re-enactments of Rum Corps drills at the homestead of John Macarthur, after whom the region is named. Auk

The Rum Corps was part of a British Military Force. Their officers and soldiers received land grants became soldier-settlers and many were involved in business ventures such as the Rum Trade. The Re-enactment is about the Corps invasion of Government house on January 26 1898.

The Sydney Opera House

The iconic Sydney Opera House, as identifiable to Sydney as the Eiffel Tower is to Paris, was a hard won achievement which spanned the decade from 1963-1973 and went a staggering ninety three million dollars (Australian) over its original estimated budget. While the project engendered much criticism and controversy at the time, the years have mellowed those involved and the breathtaking result has been acknowledged around the globe.



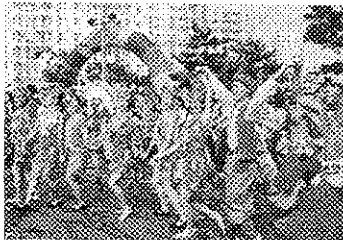
After quitting in frustration decades ago, the original architect has in recent years been invited back to supervise renovations, and some of the interior has been re-worked to his original plans. The distinctive series of overlapping 'sails' that form its basic shape are an architectural marvel. Inspired by palm fronds, they are technically sections of a sphere, erected onto a series of ribbed arches. The advances in technology in recent years have been used successfully on the white granite surface that is covered by over a million tiles. These are now 'self-cleaning'. The stone, from which they are made, extrudes dirt which then blows off, though they still require some maintenance. This is a modern success story and crucial to the aesthetic beauty of this wonderful building.

- **Altering the tourism product**

Each destination will, in some way, be altered in order to accommodate the needs of certain types of tourist. In some instances tourists create changes by their continuous demands.

Tourism operators often create images based on the physical appearance of a destination. However, they also help to create a perception of an area by using images of what they think certain visitors or consumers will want.

Beijing, China

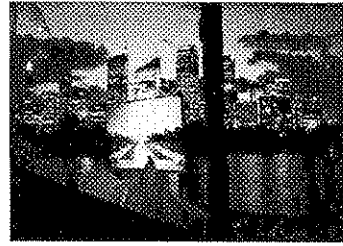


The Beijing International Tourism Culture Festival is sponsored by the Beijing Tourism Administration.

This is a tourism project displaying different ethnic customs and cultures of various countries and regions. Through the opening ceremony and the grand parade of performers in their holiday best, tourists may get to know the lives of the citizens in Beijing. During the festival, tourists may also pay a visit to the homes of Beijing citizens, watch operas, have an idea of the selected tourist routes, and participate in revelries at the closing ceremony. This international tourism culture festival has attracted worldwide attention because of its unique characteristics. This festival has been adapted to suit the tourists of Beijing.

Sydney, Australia

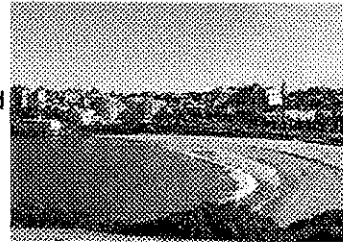
This open-air cinema is an unforgettable way to experience the great outdoors, catch a movie, and see some dazzling cityscape views. Situated in the Royal Botanic Gardens and overlooking some of Sydney's top sights, it is the perfect place to spend a summer evening. Films begin at sunset on a large screen that rises from the harbour, seemingly out of the water. Movies range from general releases to cult classics to family favourites. Films are shown on a big screen using the latest digital technology. It will appeal to all ages and types of tourists depending on the film being shown. The on-site restaurant and bar opens at 6:30pm, and serves light meals, such as noodles and Chinese veggies, Tandoori Chicken, Octopus Salad and a range of alcohol.



Ad4

Australia is famed for its beaches. Sydney's beaches are not only in beautiful surroundings, but their facilities are to the highest standards which is great news for both locals and tourists alike. They have been developed with tourism in mind. Some of the many facilities include beachside restaurants, cafés, bars, water sports, beach games, surfing, outdoor picnic tables and barbecue areas. Most of the beaches also provide toilets and showers. Beach inspectors regularly patrol Sydney's numerous beaches during the summer months and volunteer lifesavers are often on hand during the weekends. The following are just a few examples;

Coogee Beach, is one of Sydney's most popular beaches. With beautiful, golden sand, excellent barbecue facilities, large expanses of green spaces for sports, outdoor sea baths. Recently some older historical buildings have been re-developed to reflect its cultural heritage. The beach is close to many lively street cafés, restaurants and beach hotels. Newport Beach is one of Sydney's main areas for yachting and is also popular with surfers in Sydney. With a large ocean swimming pool, playground area for children and impressive stretches of sand, Newport Beach has excellent facilities for families.



Whale Beach, in Sydney's Northern Beaches neighbourhood, is a popular family beach and features many activities for children of all ages. With a large swimming pool, picnic areas and calm waters, Whale Beach is one of the most spectacular beaches in this northern area of Sydney.

Bondi Beach, one of Sydney's most famous and spectacular beaches, is a superb family-orientated beach and is known throughout the world. With rough tides, ocean swimming pools and exceptionally warm water, Bondi Beach is the most easily accessible beach from Sydney city centre and is just 8 km / 5 miles from central Sydney, in the Eastern Suburbs.



• Positive cultural impacts

Travelling brings contact and therefore educational benefits. This will help with understanding between different cultures (which in turn is said to help to reduce world tension).

Tourists produce economic benefits for local people, though the creation of jobs by bringing their money to an area. They may allow the development of new facilities (e.g. in health care) and the upgrading of infrastructure (e.g. for transport), for the benefit of tourists and locals alike. With an increase in tourism the opportunity may arise to develop or redevelop leisure facilities, restaurants, arts and crafts and amenities such as toilets and car parking.

Tourism may also benefit the local people by the introduction of better-quality food and general commodities.

Tourism can strengthen communities by sustaining traditional festivals, customs and traditions, and may even make it possible to introduce new cultural events of various kinds.

Ad4

Tourists may help to preserve local natural resources, encourage the protection of the local heritage, strengthen local cultures and help to sustain arts and crafts.

Full

Some tour operators are actively complementing conservation efforts not only by providing direct financial assistance, but also by providing indirect support, such as tourism development aid.

Tourism can also help raise local awareness of the culture and heritage of certain sites. This in turn will often give local people a feeling of pride and pleasure as they gain greater involvement, for example in town planning by offering their comments on planning applications and by offering support or showing an interest in sustainable or community development.

Beijing, China

Economic

As China's tourism industry flourishes, the country is poised to become the world's second largest travel and tourism economy after the United States by 2015, according to a new report from the World Travel & Tourism Council (WTTC). It projects average annual growth in the nation's industry of 8.7 percent from 2007-2016.

In 2006, total travel and tourism demand in China, is expected to grow by 14 percent, to 2,770 billion RMB (US \$354 billion). Spending by international visitors to China is projected to reach 588.2 billion RMB (\$75.1 billion) by the end of the year, accounting for 7.4% of all Chinese exports.

✓

Industry employment is projected to reach 17.4 million (2.3 percent of total employment), or as much as 77.6 million (10 percent of the total).

Statistics from the Beijing Tourism Administration (BTA) show that the number of overseas visitors to Beijing has increased an average 7 percent annually since 2001, when the city won the right to host the 2008 Olympic Games.

The figure is much higher than the annual growth rate of 3 percent between 1996 and 2000. In 2006, Beijing received 3.9 million overseas tourists, up 7.5 percent on the previous year. Tourism experts estimate that the number will climb to 4.5 million in 2008, bringing in expected revenue of \$5 billion to the city, with every overseas tourist spending \$1,100 on average during their stay in Beijing.

In fact, the tourism industry will benefit most from hosting the Olympics not during the event itself or in 2008 alone, but from the exposure created by the Games.

Liu Deqian, deputy director of the Tourism Research Centre under the Chinese Academy of Social Sciences, predicted the number of inbound overseas visitors would see annual double-digit growth between 2009 and 2013, with visitor expenditure set to grow by a large margin.

The Olympics is the world's most watched sporting event. And Beijing will have the opportunity to showcase its people, places, cultures and capabilities to the world like never before, Liu said.

It will be important for the Games to position and market Beijing as a new destination for tourism, business investment and conferencing as well as for major sporting and cultural events, Liu said.

The Olympic Games will also be an important engine for the emergence of a stronger and more efficient tourism sector, establishing new standards of service quality, infrastructure and organizational ability along the way. The overall condition of Beijing's transport system and environment has also been improved in the lead-up to the Olympics, which may in turn help the growth of the tourism industry, Liu added.

Jean-Claude Baumgarten, president of the UK-based World Travel & Tourism Council (WTTC), said the Beijing 2008 Olympic Games presented a major opportunity for China to showcase itself as a nation and leading tourism destination. In an interview with the Financial Times recently, Baumgarten said he expected the Chinese tourism sector to grow to more than \$384 billion this year, calling the Games "an enormous catalytic opportunity" for China's tourism industry.

great use of data MB/2

Economic development and regeneration

Beijing is striving to increase rail transportation with an aim to ease up traffic congestion, said Liu Xiaoming, deputy director of the Municipal Transportation Commission.

According to the municipal government's decision, a total of 200 kilometers of rail lines will be put in operation before the 2008 Olympic Games, 270 kilometers will be made available in 2010 and 561 kilometers are expected to be ready in 2015, when the rail transportation will take up over 50 percent of the public transportation volume, compared with the current level of 20%. To allay traffic jams in a city now crowded with up to 3 million motor vehicles, the authorities have taken a number of measures including discount bus tickets which should attract more commuters to resort to public transportation, Liu said.

"The number of motor vehicles surpassed one million in 1996 and it took only seven years for the figure to grow to two million and three years to 2.97 million now," said Liu, who added that based on current trends -- 1,060 new vehicles taking to the roads every day --, Beijing will soon be infested with three million vehicles, over five times the volume of Hong Kong's motor vehicles, now standing at 570,000. "We are facing tremendous traffic pressure," Liu said.

Add / mb2

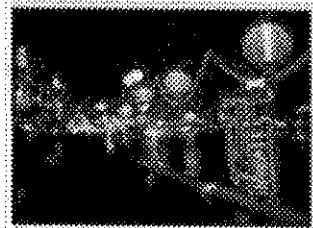
Environmental

The pollution indexes of Beijing's water system have dropped in recent years as a result of the operation of more sewage treatment plants, according to the latest data provided by the Water Quality Monitoring Center of Beijing Drainage Group.

Taking an example of Tonghui River, results of monitoring conducted early December 2006 showed that biological oxygen demand (BOD) fell to 8.50mg/L from 21.6mg/L the same period 2004, and chemical oxygen demand (COD) dropped to 34.6mg/L from 52.2mg/L.

Since 2002 the center has continued test, analysis and regular monitoring on up to 130 items related to water quality, achieving the whole-course monitoring and control of the water quality and environmental impact on the water system in the city.

Festivals



There are numerous festivals which take place in China. These traditional festivals are of great importance to the Chinese people and make spectacular viewing for tourists. The Chinese have great pride in their culture and are able to use these festivals to promote and educate others into their values and traditions, e.g. The Moon Festival which celebrates bountiful harvest.

Sydney, Australia

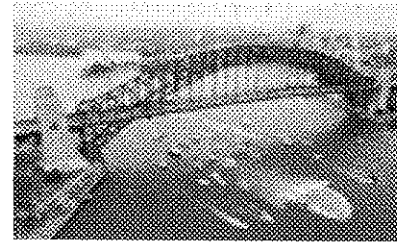
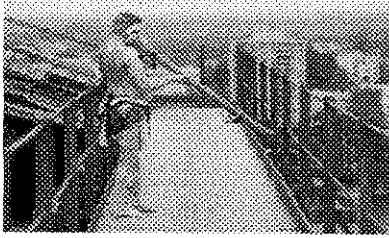
Socio-cultural

Australia's Indigenous peoples are proud of their unique heritage and living cultures. They are also willing to share with visitors, parts of their culture, the meanings they attribute to the Australian landscape, their practices, beliefs and values. What is asked in return is respect. There are unique social and communication skills that need to be observed and the importance of caring for country is paramount.

Aboriginal Tourism Australia recommends and promotes tour operations that embrace the principles of authenticity and cultural integrity and which encourage respect and consideration of Indigenous customs, spiritual and religious beliefs.

Sydney Harbour Bridge celebrates its 75th Birthday

Over 200,000 people walked across the Bridge during the day and into the evening - the biggest and longest walk since its opening in 1932. The cutting of the ribbon was performed by the Governor of NSW in the morning, and the ceremony finished with an Aboriginal service at night.



The Bridge became a symbol for the aspirations of the nation, and a focus for 'hopes of a better future' during the dark days of the Depression. The Bridge also represented an important step in transforming the city of Sydney into a modern city, and was recognised internationally as a symbol of progress and a vision of an impressive future.

Today, the Bridge carries eight traffic lanes and two rail lines, one in each direction. At the time of its construction the two eastern lanes were tram tracks. They were converted to road traffic when Sydney closed down its tram system in the late 1950s.

On its 75th Birthday celebration the Sydney Harbour Bridge was given the great honour of being placed on the National Heritage list.

Economic

The Australian tourist economy is increasing in strength. As a tourist and business centre, Sydney has a significant effect on these figures.

The outlook for late 2006 and 2007 is positive, if the Australian dollar and world crude oil prices remain weak and there is a modest expansion in aviation capacity. The continued expansion of Low Cost Carrier (LCC) routes in Asia and the associated rapid development of rival destinations in Asia will continue to exert competitive pressure on international arrivals to Australia. In 2007 inbound arrivals are forecast to grow at a moderate pace increasing by over 4 per cent to reach 5.7 million.

The Total Inbound Economic Value (TIEV) of inbound tourism is forecast to increase by 1.2 per cent to around \$19 billion in 2006 before rising by a further 5 per cent to reach \$20 billion in 2007.

Domestic tourism is facing competitive pressure from other goods and services, including overseas travel. The forecast for domestic visitor nights is expected to grow only marginally, reaching 291 million nights in 2015.

Outbound tourism is forecast to grow at a stronger rate than domestic tourism, given the increasing propensity of residents to travel overseas and the expansion of low cost air capacity to outbound markets.

The table below provides a snapshot of the forecasts for inbound arrivals, domestic visitor nights, outbound departures, and economic value.

194 October 2014 Forecasts: Revenue, Assets, and Liabilities

	Revenue (\$m)	Change on previous year	Assets (\$m)	Change on previous year	Liabilities (\$m)	Change on previous year	2014 (\$m)	Change on previous year	2015 (\$m)	Change on previous year
Revenue	4,202	-	292,644	-	2,242	-	29	-	49	-
Assets	4,202	-4.5	292,644	3.2	2,242	2.5	29	-1.8	49	-0.7
Liabilities	4,202	-2.0	292,644	-1.5	2,242	-2.1	29	3.8	49	-4.5
Revenue	5,215	9.9	292,644	0.9	2,242	2.3	29	1.8	49	-1.2
Assets	5,215	5.4	292,644	1.3	2,242	0.9	29	4.2	49	-1.8
Liabilities	5,215	-0.7	292,644	2.8	2,242	-0.2	29	1.2	49	-2.5
Revenue	5,756	4.1	292,644	-0.1	2,242	0.1	29	1.4	49	-0.1
Assets	5,756	3.6	292,644	0.1	2,242	0.2	29	1.7	49	-0.2
Liabilities	5,756	3.9	292,644	0.1	2,242	4.2	29	1.8	49	-0.3
Revenue	6,180	1.0	292,644	0.1	2,242	1.8	29	1.7	49	-0.6
Assets	6,180	1.3	292,644	0.4	2,242	1.7	29	1.8	49	-0.5
Liabilities	6,180	3.9	292,644	0.1	2,242	1.1	29	1.7	49	-0.9
Revenue	7,025	4.9	292,644	0.6	2,242	1.8	29	1.7	49	-0.6
Assets	7,025	4.8	292,644	0.6	2,242	1.9	29	1.7	49	-0.7
Liabilities	7,025	4.9	292,644	0.3	2,242	0.3	29	1.7	49	-0.6
	3.2		0.2		0.9		6.3		0.7	

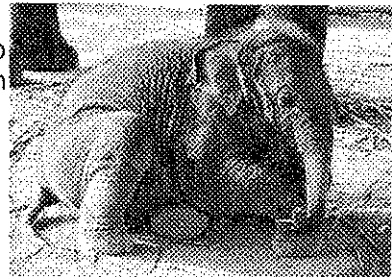
Revenue includes interest.

* Total revenue includes other revenue and fees, see Section 201 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000

** Total assets includes other assets, see Section 201 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000

Environmental

The tourism industry brings in vital funds to the many National Parks, Wildlife areas and zoos in and around Sydney. One zoo which benefits from tourism is the Taronga Zoo. Zoos are in an excellent position to educate their visitors about international threatened species and to gain financial donations for in situ conservation programs. In this way, Taronga Zoo has been able to generate funding for the CITES MIKE (Monitoring of Illegal Killing of Elephants) in Thailand and other South-East Asian countries over the past three years.

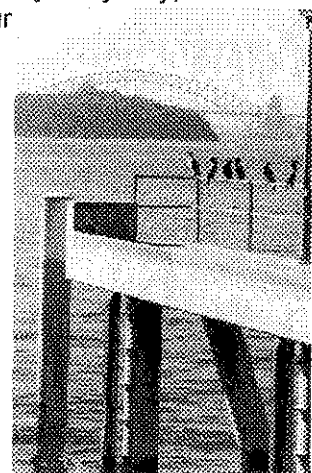


Taronga Zoo contributes funds to this international conservation agency to aid its efforts to stop the illegal killing of wild Asian Elephants in the region.

Sydney Harbour

The Harbour Trust sites have a history of military and industrial use and have been closed off to the public for much of Australia's European settlement. They are all linked by the same water body — Sydney Harbour and are extremely significant to the history of Sydney, reflecting the city's development in relation to the harbour. The harbour trust is funding the regeneration of these sites, improving the environment and creating new tourist areas which will add to its heritage status.

Today, the sites contain features of natural and historic significance, including areas of pristine natural vegetation, significant historic buildings and unique remaining infrastructure such as docks, wharves and cranes. The sites cover a total of 137 hectares with 408 buildings and 14 identified sites of Aboriginal significance.



The vision for Woolwich Dock is the creation of a maritime village, adapting existing facilities for maritime activities - boat building and repair on the hardstand area, boat storage, associated marine businesses, visiting and historic boats in the dock, charter boats and a new pontoon wharf.

A café/restaurant and community uses of buildings and facilities will add to the vitality of the site and contribute to the interpretation of its heritage.

Add / 2

- **Negative cultural impacts**

Tourism can cause a site to become changed through the impact of visitors. This can also create a loss of local values and, indeed, local identity. This happens as visitors search for a predetermined vision of an area. Local people can change their religious rituals and festivals in order to fit in with changing tourism tastes. Sacred sites and religious objects may not be respected. Replicas are sold for the benefit of the tourist and may deform or alter completely the meaning of the object.

Tourist sites may lose their originality and become a sanitised and standardised product. There are many hotel and restaurant chains which have infiltrated certain destinations. Local communities may find that they cannot stage their authentic rituals as tourists prefer a 'watered down' version.

As more tourists move around the globe there can be obvious culture clashes between ethnic and religious groups, values and lifestyles, languages and levels of prosperity. Offence may be taken in the host country if there is a lack of understanding on the part of the visitor. There is even an obvious anti-tourist feel to particular destinations. This is likely to be heightened where there is a huge gap between the wealth of visitors and that of the host population. In some instances, host populations attempted to imitate the behaviour of their visitors. This can be particularly difficult in less well-developed countries, e.g. Indonesia.

Tourists can often fail to respect local customs and may insult the moral values of their hosts. It is always important to research local customs and to investigate what behaviour may be acceptable or unacceptable before visiting a country.

There is also a danger that tourists will simply stereotype their hosts, which will serve only to widen the gap between cultures.

Poorly behaved tourists can also upset their hosts. This involves anything from simply touching objects that should not be touched, or being loud and obnoxious, through to crime. In some instances tourists can damage cultural artefacts.

Unfortunately, tourism can also encourage a growth in serious conflicting ethical issues. This is demonstrated by the growth of both sex tourism and the use of child labour for the production of goods to be sold to tourists.

Competition for resources may also irritate local communities. Tourists will require goods such as fuel and water, and these resources can be channelled away from local communities to keep a golf course green.

- **Acceptable behaviour**

An understanding of appropriate cultural behaviour is required. This is made more difficult by the fact that in some countries there is not only one language but a large variety of different customs, dialects and forms of etiquette; it is necessary nonetheless. It is important to respect the local customs and dignity and rights of the local people. You should never take photographs without asking permission to do so. It is also not appropriate to enter someone's living space without invitation. Modest behaviour with dress sense may be required in some destinations.

- **Good tourist behaviour- 'the responsible tourist'**

Being a responsible tourist is, today, high on the agenda for many tourism policy makers. Essentially, anyone who visits another country should be respectful of the traditions, cultures and environment in which they find themselves. There are many organisations that focus their business interests on the principles of responsible tourism. Generally, doing a small amount of research about your intended destination will help you abide by social and cultural customs. Many destination managers try to ensure the protection of their destinations by outlining a code of conduct for tourists. These can cover;

- ❖ Behaving in an environmentally sensitive way (e.g. not dropping litter)
- ❖ Appropriate dress
- ❖ Religious adherence
- ❖ Traditional ways of life and customs
- ❖ Issues of gender

Tourists can make a big difference by supporting only the type of tourism that is not harmful to the environment, recycling where necessary and by not abusing the land and its fruits.

Beijing, China

Social-cultural behaviour

There are many unwritten rules and customs about traffic in Beijing of which a tourist will not be aware as we have different rules and regulations concerning driving, .e.g. seat belts are not compulsory. Traffic is erratic.

Beijing people consider pickpockets as one of their biggest crime problems. Pickpockets usually operate on crowded buses but do not tend to be as organized as in other countries. This can make the tourist weary and cause for concern.

In Beijing, sales people often start the price bargaining at a ridiculously high level. Tourists must be cautious of believing fake goods are actually real goods as this could cause them to make a massive error in price judgment and so being conned! China is well known for its fake goods industry.

Some people in Beijing make a living from approaching tourists and encourage them to visit a "girly bar", "massage", or any other similar sounding place. They will entice tourists by quoting cheap prices which are probably untrue. These people will surely take you to a place where you will be completely ripped-off. Undoubtedly, Beijing will be targeted by all types of con artists in 2008 because of the Beijing Olympics.

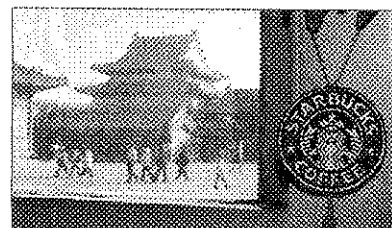


It is not at all advisable to accept free drinks or food from strangers in an unfamiliar place. There are many stories in the press about drugged food or drinks and people waking up to find all their jewellery missing. This creates a bad image of Beijing as a tourist destination.

Foreign tourists may find Chinese social behaviour a little strange. It is quite normal for them to clear their throats loudly and spit, take off shoes aboard planes and trains, and smoke in public places, and often appear rude. This behaviour is criticised both in China and abroad and is often viewed as damaging the image of China as a civilised country.

The Forbidden City

The Forbidden City, also known as the Palace Museum, covers 720,000 square meters and is surrounded by a 20-foot-deep moat in the heart of Beijing. It was the Chinese imperial palace during the mid-Ming and Qing dynasties, it is listed by UNESCO as the largest collection of preserved ancient wooden structures in the world, and it was declared a World Heritage Site in 1987.



A Starbucks outlet has caused a lot of trouble among its locals. Starbucks has been in the Forbidden City for over five years but only recently has the tide seemingly turned severely against the company. Journalists in the region are calling Starbucks' presence in the Forbidden City "obscene," a "trashing of Chinese culture," and as "a pollution of the integrity of the Forbidden City." Even a few of the tourists agreed that it probably should not be there.

Environmental

The city of Beijing is losing billions of yuan per year due to the effects of pollution, according to China's national Bureau of Statistics. Beijing is among the Chinese cities piloting a scheme to assess the impact of environmental damage on its GDP. According to an audit, the city lost 11.7 billion yuan (US\$1.5 billion) in 2004 which amounts to almost 2% of its GDP. The state-owned media puts the average cost of environmental damage for the whole nation at 3.05%. Air pollution accounted for the lion's share of Beijing's problems, costing the city an estimated 9.5 billion yuan while water pollution was responsible for the rest. ✓

Economic development and regeneration

There is a growing inequality as Beijing undergoes a pre-Olympic housing boom.

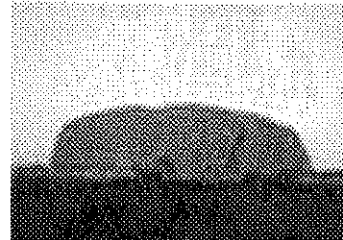
The property boom is threatening Old Beijing where traditional homes that were once disregarded are now selling for enormous amounts of money. It is the latest sign of rising income. People are buying old properties to either renovate or knock down and replace and therefore Beijing is losing its traditional Hutongs. The Hutongs attract many tourists, although not all the original residents are happy with this arrangement. Many residents have to leave anyway as their properties are bought by the rich. These communities are being lost to modernisation.

With increased wealth, more Chinese are travelling for business and tourism. Last year, 31 million Chinese travelled abroad, and as many as 100 million are expected to take foreign trips each year by 2020. MB3.

Sydney, Australia

Socio-cultural

The Aboriginal people prefer that people do not choose to climb Uluru, however they believe that they should leave the decision up to each individual. Uluru is a sacred place for the Aboriginal people and they have many areas of the rock that they request that you do not take pictures.



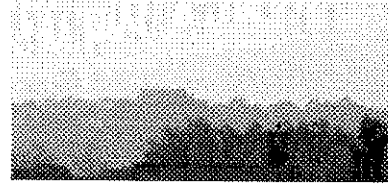
Environment

Tourists should be aware of the possibility of finding dangerous creatures, ones that they would not normally think of as being lethal. The spider is one such creature although not all species are known to be dangerous. However several are renowned for their highly toxic and fast acting venom. The male of *Atrax robustus*, the Sydney Funnel-web Spider, is probably responsible for all recorded deaths (13) and many medically serious bites. This remarkable spider has become a part of Sydney's folklore and, although no deaths have been recorded since the introduction of an antivenom in 1981, it remains an icon of fear and fascination for Sydneysiders.

Australians are brought up from an early age to identify any creature that is a danger to humans. It is second nature to them but tourists to Australia should be educated and listen to any advice that is available. It is especially important to educate young children to the hidden dangers within their holiday environment.

Air pollution

The central Sydney skyline is barely visible through a blanket of haze and air pollution from a distance of 8 kilometres (5 miles) November 1, 2006. Australia, which alongside the United States has not signed the Kyoto Protocol designed to curb Greenhouse gas emissions,



said on Tuesday it would not let down workers and accept a hard-hitting British report on climate change as critics branded the country an environmental "renegade".

Water Shortage

The battle to solve Sydney's water shortage is being won in its backyards, with gardeners and car owners conserving more water in a year than could be delivered by desalination and groundwater combined. This also affects the tourist industry as it concerns the large numbers of tourist accommodation properties. Tourists will use huge amounts of water without being aware of the problem. The tourist industry has an obligation towards the need to conserve water.

Sydney Water's "Every Drop Counts" business programme has conserved another 7.3 billion litres. Such measures are expected to cut demand by 145 billion litres by 2015. The Government also expects to be recycling as much as 70 billion litres by 2015.

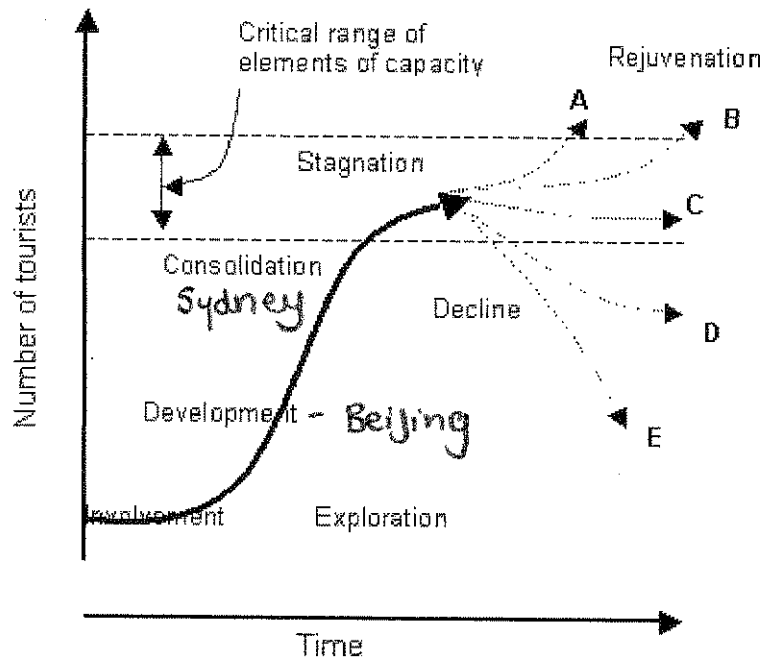
Future Predictions

The Beijing Olympics 2008 should have great potential for the tourist industry in China. It should bring in a large amount of money from tourists, which can then be re-spent in other areas of Beijing and other areas of China, (Multiplier effect). Through the media, they will be able to show off their country to the rest of the world. I believe that China, as a tourist destination, is about to be realised and it is in the process of the Development stage of the Butler Model. China has great potential to become a leader as a holiday destination as new opportunities open to locals and tourists alike.

Australia, and in particular Sydney, has been a popular holiday destination for numerous years. Sydney promotes itself as a tourist centre to people of all ages due to its variety of attractions and easy going lifestyle. Its amenities are established and little has changed in recent years apart from the development of its Harbour facilities and the Opera House potential induction onto the World Heritage list of 2007. Sydney, perhaps because of its distance from the UK, is a place that you would visit once unless there were family or friends living there, in which case you would visit more often. Its tourist attractions are well established, are economically important but as the number of tourists may continue to rise, the rate of increase may slow down. Tourism development is going through the Consolidation phase of the Butler Model.

*Some
Prediction?
(limited)*

The Butler Model



The model identifies seven stages of tourism development over time:

- a. **Exploration:** A small number of tourists independently explore a new location, either for personal adventure or to experience new cultures. Economic, social and environmental impacts are virtually nil.
- b. **Involvement:** As acceptance by the locals increases then the destination becomes more popular. Travel and accommodation facilities are improved. Local people become more involved in the promotion of the area.
- c. **Development:** Local people become more involved in promotion, attracting more visitors and the area becomes established as a tourist destination, with a defined market. Package holidays begin.
- d. **Consolidation:** Tourism has become an important economic and social activity, adversely affecting 'traditional' economies and lifestyles. Agricultural land is given over to resort building, without a simultaneous benefit in increased wealth, jobs, etc. in the local community. Resentment occurs. Numbers of tourists continue to rise but rate of increase slows down.
- e. **Stagnation:** Increased local opposition to tourism, plus a growing awareness of environmental, social and economic problems, prevents further growth. Decrease in tourist visits, suggesting original cultural and physical attractions have been lost.
- f. **Rejuvenation:** A secondary growth spurt brought about by a new impetus. Losses of original attractions are compensated for by new (man-made) facilities. 'New' tourists may be of different socio-economic groups or different age groups to the original input.

How have religions, traditions and culture helped define the culture

China

Religions- China has many different religions ranging from Buddhism, Taoism, Christianity, etc, although a large percentage of China's population is non-religious. Having said this, there are still many places of worship to visit in all areas of China. Today, Buddhism is seen to be the most practised religion in China.

Traditions- Traditions are essential for the Chinese. The Chinese culture is rich in traditions and customs from the ways in which to celebrate holidays to simple every day tasks. Traditions may fluctuate between the different regions of China. One tradition is the Chinese tradition of cupping one hand on the other before the chest as a salute. (This has a history of 2000 years). The giving of gifts in social occasions is also a key to their traditions. The Chinese are well known for a large variety of superstitions. These superstitions are important to them as they are passed down from the older generations. Superstitions to do with numbers and colours are of most value.

Culture- The culture of China is very imperative. The culture is practised in different ways from their numerous festivals and celebrations, e.g. Chinese New Year, Dragon Boat Festival, etc, their styles of dance, food and through social gatherings, e.g. Weddings, Birthdays, etc. The Chinese work ethic is significant to them and to others as they are well known for this feature.

Australia

Religions- There are many different religions in Australia which range from Christian, Roman Catholic, Anglican, etc. There are many places of worship, but only some Australians visit these. Some believe the most important religion is that of the Aborigines and their belief of Dreaming. This belief is about the Aboriginal world view and what the earth, its natural surroundings and its people go through to become what they are. This is how Aborigines protect their culture through accessing the spiritual powers of the belief of Dreaming.

Traditions- Traditions are very important to the Australian. They are very down to earth and their greetings are always casual and relaxed, although on meeting Australians for the first time it is advised that you do not talk about personal matters, e.g. relationships, wages, etc. Australian superstitions are very important, especially Aboriginal superstitions. For example, one is called 'pointing the bone' if they point the bone at someone, they believe that person will die. Superstitions in general are for those Australians who do not attend religious places of worship and prefer the more natural forms of worship, e.g. bad luck and calamity.

Culture- Culture is not a big feature in Australia, but it is important for Australians. There are many aspects which you can associate with the Australian culture, e.g. the clothes they wear, very casual, cork hats, etc, their language, Aussie Slang, 'G'day mate', and their festivals, e.g. New Year celebrations, Mardis Gras and much more.

Comparison

Religion is not seen as an essential aspect in Australia even though there are many existing religions and places of worship. Aboriginal religion is one of the main religions. As stated a large number of China's population is non-religious, but I believe tourists are more likely to visit China for religious reasons than Australia, to tour the large number of temples, monuments, etc. China has a broad range of religions, the main one being Buddhism, which is now becoming increasingly popular around the world, which is why tourists would want to come to China to tour their Buddhist temples.

I think that traditions are important for both China and Australia, but they may be just more significant for China. This is because Chinese traditions are passed down from older generations and have traditions which are years old which is something that Australia does not have, however, Australian traditions are a key to their culture and are practised to their full extent.

✓
✓
✓

MB 3

Comparison
Notes

I believe the culture of China is more important to the Chinese than what the culture is in Australia. I base this on the fact that as stated the Chinese promote their culture in many diverse ways to what Australia does. For example, China has many festivals to celebrate its culture and even has festivals to promote their culture to their tourists. I am not aware if Australia has any tourist type festival in order to promote its culture, although we have some knowledge of their society through the movement of culture, e.g. Some Aussie Slang is used in the UK and other parts of the world.

China

China has an ancient history and a vast cultural heritage. In recent years it has become more accessible to the adventurous tourist who is looking for a cultural experience. China has realised its potential as a holiday destination and it has a lot to offer. There are many things known to the tourist such as The Great Wall of China, Tiananmen Square as well as its food and festivals (Chinese New Year). Some aspects of Chinese society have been experienced through the numerous Chinese communities throughout the world. However, experiencing their culture at first hand is a totally different situation. The tourist will realise that there are many different aspects of China that are still unfamiliar, exciting, strange and enlightening. Its social customs are one area that the tourist may find to be different and they may experience a culture clash.

I believe that the tourist must be aware of the countries customs and respect their beliefs, religion and festivals.

Australia

Australia is a relatively new country when compared to China. Its indigenous people are Aboriginals and many of its citizens are descended from former settlers, convicts and emigrants from different parts of the world. Many British people have made Australia their home. They speak the same language and therefore it makes an ideal tourist destination, whether it is to enjoy a holiday or to visit relatives.

Australia has many world famous sites, e.g. the Opera House, the Harbour, Ayres Rock which attract many tourists. The food is similar to British food which is varied, e.g. roast, puddings, Chinese and of course their famous barbeques, ('barbies'). Australia has an open, friendly society some what similar to our own which is an appealing aspect to the tourist.

Comparison

I believe that the reason that a tourist would pick China as a holiday destination would be to experience its cultural heritage. There are many sites of World Heritage status, numerous festivals and the forthcoming Olympics in Beijing. China is traditionally an ancient country and its customs are celebrated greatly. However, in recent years it has embraced new technological advances in the same way as Australia. It has a need to modernise especially with the Olympics next year. China is a communist country whereas Australia holds democratic elections and is still a commonwealth country.

Australia is also a great holiday destination, but it is also chosen because many people visit family and friends. It has some heritage sites, but apart from its aboriginal people, I don't think it is as historically cultural as China. China promotes its culture more thoroughly especially through religion and festivals. It has more local customs which are diverse compared to Australia whose main celebration is Australia Day in January. Australia has a similar culture to our own .e.g. social customs, food, language, transport etc. This cannot be said about China.

Both China and Australia are proud of their National Heritage.

Beijing, China

Information Needed	Sources	Comments	Validity
Climate	http://wikipedia.org/wiki/china	Gave enough information on China. Used in flow chart and tour guide.	Cross checked with www.sinohotelguide.com/aboutbeijing/general/climate
Attractions	www.travelchinaguide.com	Very detailed website, everything you need to know about China and its cities.	Compared with www.traveltotheworld.co.uk – official website
Transport	www.beijingtraveltips.com	Everything you need to know on Beijing. Used different transport information.	Official website
Religion	www.frommers.com	Website of in-depth info on main religions. Very good site.	Cross checked with www.Chinetra.com/Trad-cust.html
Festivals & Events	www.chinetra.com/Trad-cust.html	Very good site. Gives a great understanding on culture and festivals.	Checked on Wikipedia
Landmarks & Monuments	www.spiritus-temparis.com/beijing/tourism.html	The info. Was used in my flow chart. It only had lists of monuments which I only needed at this point.	Cross checked with www.travelchinaguide.com
Shops	www.beijingtraveltips.com	Gave information on the main shopping areas and tips when shopping.	Cross checked with www.beijingtrip.com
Restaurants	www.beijingtraveltips.com	Informative information which I used details on restaurants and the types of food available.	Official website
Music & Arts	www.chineseculture.about.com	Gave me a good range of useful information in the different areas.	Official website & compared with Wikipedia
Accommodation	www.beijingtraveltips.com	Enough detail to gain an insight into the different types of accommodation.	Official website
Medicine	www.takingchang.csh	In-depth detail on traditional Chinese medicine used.	Official website
Heritage	www.travelchinaguide.co.uk	Great detail on all attractions.	Official website
Currency & Exchange Rates	www.sinomedianet/eurobiz-touristtrap	Enough detail gained- also had foreign exchange past, future, tourism facts and figures.	Wikipedia comparison
Olympics	www.ebeijing.gov.ch	Very informative with good, in-depth detail.	Official website
Arts & Crafts	www.chineseculture.about.com	Gave me a good range into the different areas.	Official website
Food & Drink	www.chinaadviser.com/cuisine-food.html	Very informative site, giving details on the different types of food and drink available.	Wikipedia comparison
Superstitions	www.ntu.edu.sg	Gave information on main superstitions-although only brief.	Compared with http://sevendcastles.bokee.com which gave much more in-depth details I used
Social Customs & traditions	www.chinetra.com/Trad-Cust.html	Very useful information used on topics of conversation.	Compared with www.chineseculture.about.com – much more detail was available for me to use
Language	www.chineseculture.about.com	Enough information gained and adapted.	Official Website & Compared to www.travelchinaguide.com
Dress Codes	www.chinetra.com/Trad-Cust.html	Not much information found.	Used my own knowledge as well as the information found.

Information Needed	Sources	Comments	Validity
Holidays- Festivals & Celebrations	www.chinetra.com/Trad-Cust.html	Useful website- information gained on new year, dragon boat, etc.	Wikipedia comparison
Driving	www.beijingtraveltips.com	Enough information needed to have an idea of driving conditions and more.	Official website
Religion	http://tour-beijing.com/religion	A lot of information gained on the different religions and places of worship.	Wikipedia comparison
Tours & Attractions	www.beijingimpression.com www.viator.com/Beijing-tours	Many in-depth tours- descriptions, prices, transport, different types of tours, religion, etc, used.	Compared with www.beijingimpression.com
Cultural Events	www.chinetra.com/Trad-Cust.html	Very informative. Information used on the different event and what is involved in them.	Checked with Wikipedia
Places of Worship	www.chineseculture.about.com	Useful information- detailed on the different religions and places of worship.	Official Website
Behaviour	www.chinathetimes.com	Information used on the behaviour of locals and tourists.	www.beijingpage.com Wikipedia comparison
Attraction- Forbidden City	www.developmentcrossing.com	Information of the Starbucks being situated in the forbidden city used.	I searched for a pictures on ask.co.uk and more information came up
Cultural Heritage Day	www.btmbeijing.com	Information used on what happens on this day.	Official website
Tourism Statistics	www.ebeijing.gov.ch	Useful statistics, forecasts for economy and tourism used. Infrastructure and transport information also used.	Compared with http://enbeijing2008.cn REPORT STATISTICS

Sydney, Australia

Information Needed	Sources	Comments	Validity
Climate	www.about-australia.com	Used detail on climate in flow chart and tour guide- brief and to the point.	Official website
Attractions	www.about-australia.com	Very good website with everything you need to know on Australia. Used main attractions, e.g. Opera House	Official website
Transport	www.sydney.com.au	Had every type of transport details, in-depth. E.g. rail, bus, etc I used the main types.	Official website
Religion	www.about-australia.com	Sydney has many different religions, although I found it difficult to find information on them-gained the basics.	Official website
Festivals & Events	www.sydney.com.au	Had the different festivals & events in detail, which I used. e.g. Mardis Gras, New Year, etc	Official website
Landmarks & Monuments	www.about-australia.com	Had enough detail on many of Australia's monuments which I used.	Official website
Restaurants	www.sydneyguide.net.au	The site gave me information on the type of food and available and where the restaurants are situated.	Official website
Music & Arts	www.uncw.edu/music	A lot of information used on aboriginal music, dance, art, beliefs, etc.	Compared to www.aboutaustralia.com
Accommodation	www.sydney.world-guides.com	Very detailed information on the different types of accommodation, which I used.	Compared to www.sydneyguide.net.au
Heritage	www.crystalinks.com	Not much information gained from this website.	Compared with www.auinfo.com
Currency & Exchange Rates	www.about-australia.com	Found searching for this difficult. Not much information gained, just the basic.	Official website
Sport	www.sydney.world-guides.com	Gave a lot of information on the popular sports, which I used.	Official website
Arts & Crafts	www.about-australia.com	Used details on the main arts and crafts, e.g. different types of paintings.	Compared with www.aboutaustralia.com
Food & Drink	www.yesaustralia.com/estilo-comidaing.htm	Information on eating styles, type of food, beverages, etc, which I used. Very helpful.	Official website
Superstitions	ww.monash.edu/international/customs	Not much gained on this website, but had some knowledge that they were similar.	Used most of my own knowledge
Social Customs & traditions	www.kwintessential.co.uk www.monash.edu/international/customs	A lot of information I used on customs when greeting people, conversation topics, etc.	Compared with www.holidaycityflash.com/australia
Language	www.kwintessential.co.uk	Had knowledge that they used English, but used some more information.	Checked on www.lonelyplanet.co.uk
Dress Codes	www.about-australia.com	Information used to explain casual and work clothes.	Compared with www.kwintessential.co.uk

Information Needed	Sources	Comments	Validity
Holidays- Festivals & Celebrations	www.cultureandcreation.gov.au	Had a wide range of festivals but needed a bit more detail.	Checked with www.aboutaustralia.com
Driving	www.clickforaustralia.comdrivingdistances	Very informative on how they drive, legal age, mph, etc. I used some of the information.	Checked with www.aboutaustralia.com
Religion	www.crystalinks.com/ayresrock.html	Religion isn't a main aspect of the culture, but managed to find some information on aboriginal religion.	Checked www.auinfo.com
Tours & Attractions	www.grabyourpassport.com	A wide range of detailed tours on different areas. E.g. aboriginal religion.	Compared with www.bcl.com.au/sydney
Cultural Events	www.sydney.world-guides.com	Not much information gained but had the basics of the different types.	Compared with www.cultureandcreation.gov.au
Places of Worship	www.about-australia.com	Not much information gained.	Checked Wikipedia
Aboriginals	www.auinfo.com	Information used on how they promote their culture and how they protect it.	Official website
Attraction-Sydney Harbour Bridge	www.ourbridge.com.au	Information used on its 75 th Birthday.	Official website
Attraction- Taronga Zoo	www.zootopia.com	Information used on what measures the zoo takes in protecting elephants and how it helps other countries.	Official website
Water Pollution	www.smh.com.au	Explains how households have improved this.	Report
Sydney Pollution	www.alertnet.org	Information used on pollution problems. E.g. air pollution	Wikipedia comparison
Tourist facts & figures	www.tourism.australia.com	Forecasts of the number of tourists and economy used. Includes a table with tourist forecasts.	Official website, Official statistics and table

Inbound Tourism Forecasts - 2006 to 2015

Executive summary – October 2006 Forecasts

Inbound forecasts

- The Tourism Forecast Committee (TFC) forecast visitor arrivals to decrease by 0.5 per cent in 2006 to around 5.5 million. Arrivals in the first nine months of 2006 were 1 per cent lower compared to the same period in 2005. This weakness was attributable mainly to:

- the strength of the Australian dollar against the currencies of many source markets
- high oil prices
- the rapid expansion of low cost carrier routes in Asia, and
- a decline in aviation capacity.

- The outlook for late 2006 and 2007 is more positive, given an assumed weakening of both the Australian dollar and world crude oil prices, along with a modest expansion in aviation capacity. The continued expansion of Low Cost Carrier (LCC) routes in Asia and the associated rapid development of rival destinations in Asia, will continue to exert competitive pressure on international arrivals to Australia. In 2007 inbound arrivals are forecast to grow at a moderate pace increasing by over 4 per cent to reach 5.7 million.

- The Total Inbound Economic Value (TIEV) of inbound tourism is forecast to increase by 1.2 per cent to around \$19 billion in 2006 before rising by a further 5 per cent to reach \$20 billion in 2007.

- Looking further out, growth in inbound arrivals is expected to exceed the 2007 growth rate, with increases in air capacity combining with a lower Australian dollar and lower oil prices to support the competitiveness of Australia as a travel destination. Over the period from 2005 to 2015, inbound arrivals are forecast to grow at an average annual rate of just over 4 per cent to reach 8.4 million. This growth will underpin an increase in TIEV to \$32 billion (in real terms) in 2015.

Domestic forecasts

- The TFC forecast domestic visitor nights to increase by 1.8 per cent to around 281 million nights in 2006, following a decline of 7 per cent in 2005. The contribution of domestic tourism to the economy (TDEV - Total Domestic Economic Value) is forecast to increase by over 2 per cent to \$57 billion in 2006.

- Domestic tourism is facing intensifying competitive pressure from other goods and services, including overseas travel. Further, recent high petrol prices have increased the cost of domestic travel by both car and air while also reducing the amount of income available for discretionary spending. While the outlook for petrol prices is somewhat more conducive to domestic tourism activity, competitive pressures are expected to remain firm over the outlook period.

- As a result, the TFC forecast domestic visitor nights to grow only marginally over the medium term, reaching 291 million nights in 2015. This figure will represent an average annual growth of only 0.5 per cent a year between 2005 and 2015. A similar profile is forecast for the economic

Predictions
Task 3

contribution of domestic tourism, with average annual growth of 0.7 per cent over that period leading to TDEV of \$59 billion (in real terms) in 2015.

Outbound forecasts

- The TFC forecast short term resident departures to increase by over 4 per cent to around 5 million in 2006, following growth of 9 per cent in 2005 and 29 per cent in 2004.
- Looking further out, outbound tourism is forecast to grow at a stronger rate than domestic tourism, given the increasing propensity of residents to travel overseas and the expansion of low cost air capacity to outbound markets. As a result, outbound departures are forecast to grow at an average annual rate of nearly 4 per cent between 2005 and 2015 to reach 7 million.

TFC October 2006 Forecasts: inbound, domestic, and outbound

Year	Inbound visitor arrivals thousands	Change on previous year per cent	Domestic Visitor nights thousands	Change on previous year per cent	Outbound Depart thousands	Change on previous year per cent	TGV ^a (real) billions	Change on previous year per cent	TDEV ^b (real) billions	Change on previous year per cent
2001	4 856	-	289 644	-	1 843	-	20	-	61	-
2002	4 839	-0.3	298 657	3.1	1 861	0.9	19	-1.0	60	-0.7
2003	4 741	-2.0	294 117	-1.3	1 386	-2.1	18	-4.4	57	-4.3
2004	5 215	9.9	296 876	0.9	4 369	22.9	18	1.6	57	-1.2
2005	5 497	5.4	275 860	-7.3	4 754	8.8	19	4.1	56	-1.8
2006	5 470	-0.5	280 897	1.8	4 961	4.4	19	1.2	57	1.8
2007	5 708	4.3	281 133	0.1	5 217	5.1	20	5.4	57	0.1
2008	5 971	4.6	281 998	0.3	5 442	4.3	21	5.2	57	0.3
2009	6 267	4.9	282 764	0.3	5 648	4.2	22	5.6	57	0.2
2010	6 583	5.0	283 503	0.3	5 889	4.3	24	9.7	58	0.4
2011	6 917	5.1	284 733	0.4	6 185	5.7	25	5.8	58	0.5
2012	7 259	4.9	286 214	0.5	6 519	5.5	27	9.7	58	0.7
2013	7 615	4.9	287 983	0.6	6 833	4.8	28	5.7	58	0.6
2014	7 985	4.9	289 765	0.6	7 151	4.6	30	9.7	59	0.7
2015	8 382	4.9	291 315	0.5	7 477	4.6	32	9.7	59	0.6
Average annual growth:										
2001-2015		4.3		0.5		3.9		5.2		0.7

Figures shaded are forecasts.

^aTotal inbound economic value estimates and forecasts based on ABS ATSA consumption estimates.

^bTotal domestic economic value estimates and forecasts based on ABS ATSA consumption estimates.

<http://www.tourism.australia.com>

Used Task 3

AYERS ROCK (ULURU) NORTHERN TERRITORY

~~Ayers Rock has officially been known as Uluru~~ since it was returned to the Anangu, the Aboriginal owners, in 1985. It was then leased to the Australian government and is now jointly administered. Ayers Rock Resort was developed at Yulara in the early 1980s to cater for visitors and is designed to blend in with the environment. The Rock is 450 km (270 miles) west of Alice Springs in the Uluru-Kata Tjuta National Park which covers over 132 000 ha.

Australia
Attraction

MOST VISITED SITE IN AUSTRALIA

Uluru is one of Australia's ~~most famous landmarks~~ and ~~is the country's most visited site~~. The mysterious red monolith is the weathered peak of a buried mountain range and rises some 430 metres from the desert and has a perimeter of about 9km (5.5 miles). The red colour of Uluru is due to iron minerals in the surface rocks oxidising with the air.

As the name Uluru-Kata Tjuta National Park suggests, the park is the location for both Uluru AND Kata Tjuta which is now the preferred name for The Olgas which are another unique rock formation 30Km from Uluru.

CHANGING THROUGHOUT THE DAY

As you approach Ayers Rock it can appear to change colour, the sandstone taking on various hues of red, purple, orange, grey and yellow, depending on weather conditions and your distance from it.

THE SOUNDS OF SILENCE

Dine under the stars of the Red Centre night skies at the award winning Sounds of Silence restaurant. You are taken to a secluded dining setting in the middle of the desert where you can sip on a glass of champagne with the sound of a lone didgeridoo filling the air as the sun slowly sets over the Kata Tjuta and Uluru. After the gourmet BBQ which includes Australian delicacies such as kangaroo, barramundi and buffalo, sit back and take in the mystery of the desert at night as an astronomer takes you on a tour of the clear Southern night skies.

TRAVELLING TO AYERS ROCK

Ayers Rock is roughly at the centre of Australia, and is about 1800km from Adelaide, Melbourne, Sydney, Brisbane, Darwin and Perth.

Most people choose to fly to Ayers Rock and Qantas have direct services to Connellan Airport which is a short drive from Ayers Rock Resort. Alternatively you can fly with Virgin Blue to Alice Springs and then transfer onwards by car, coach or Qantas Air shuttle to Connellan Airport.

It takes about 4 1/2 hours to drive to Ayers Rock if you hire a car at Alice Springs. Alternatively the Alice Springs to Yulara Bus and the return Yulara to Alice Springs Shuttle Bus also operate. They depart Alice Springs at 7am from selected hotels: Alice Springs Resort, Rydges Plaza Hotel, Outback Inn Resort and Territory Inn.

A popular tour from Ayers Rock is to Kings Canyon and Alice Springs.

AYERS ROCK HOTELS

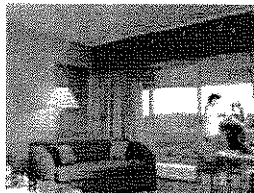
For an extensive list, please see our [Ayers Rock Accommodation page](#).

The only accommodation near Uluru is the Ayers Rock Resort complex at the Yulara Tourist Village. This is ten miles away from Uluru and provides excellent views. The resort has a range of accommodation to suit all tastes and budgets. A selection of popular places to stay at Uluru is shown below.



SAILS IN THE DESERT HOTEL

THE RESORT'S PREMIER HOTEL. LUXURY IN THE HEART OF THE OUTBACK. STUNNING ARCHITECTURE AND DECOR, ABORIGINAL ARTEFACTS AND LANDSCAPED TERRACES.



DESERT GARDENS HOTEL

POOL, BUNYA BAR, WHITE GUMS RESTAURANT. VIEW OF SUNSET FROM LOOKOUTS IS SAID TO BE AUSTRALIA'S BEST WITH THE PLAY OF COLOURS ACROSS THE FACE OF ULURU.



OUTBACK PIONEER HOTEL AND LODGE

AFFORDABLE HOTEL AND BUDGET CABINS COMBINED WITH A HUGE BARBECUE AREA AND ALL THE LUXURIES OF THE RESORT, THIS IS AN IDEAL VENUE FOR FAMILIES.

Brain storm

used in Brain storm

There are numerous local companies providing air, motorbike, driving, camping and walking tours around the rock and in the national park. The Cultural Centre provides a fascinating insight into the culture of the local people.

SPIRITUALLY SIGNIFICANT TO THE ABORIGINES.

Uluru is considered sacred to the Aboriginals and visitors should respect this. Visitors are the guests of the Aboriginal people and are present only with their permission. Whilst climbing is allowed, the Anangu people (traditional owners) prefer that people do not climb. Please note that as a sign of respect you should always check before climbing. Uluru also presents hazards to the inexperienced climber.

Back
ground
info

RETURNING PIECES OF THE ROCK

As has been widely publicised over the years, visitors who take mementoes from the Yulara site, sand or pieces of rock for example, apparently report an increase in bad luck; returning the mementoes is supposed to restore normality. We do get e-mails asking for an address to which items can be safely returned. We suggest you identify clearly where the item was taken from and return it to: Uluru-Kata Tjuta National Park, PO Box 119, Yulara, Northern Territory 0872, Australia.

[HTTP://WWW.AUINFO.COM/AYRES-ROCK.HTM](http://www.auinfo.com/ayres-rock.htm)