



ASSOCIATION OF CHINESE TOURISM
IN BENELUX
荷比卢旅游協會

The Association of Chinese Tourism in Benelux is a community of Chinese tourism industry in Benelux, a voluntary group formed by social groups. It is also a non-profit social organization which has an independent legal person. This association is only a civil society and doesn't have any political and religious tendencies and is now aiming to promote the collaboration and development of tourism between Benelux, China and other countries in Europe.

The Association of Chinese Tourism in Benelux was officially registered at the Hague Chamber of Commerce in the Netherlands on March 26, 2016 as the first association concerning with Chinese tourism organization in Benelux.

The Association of Chinese Tourism in Benelux is part of the European Chinese Travel Alliance EFCG and will work with other organizations in different European countries: the Chinese Travel Association in France, the German Chinese Tourist Association, the Austrian Chinese Tourist Association, the Italian Chinese Tourist Association, the Swiss Chinese Tourism Federation, British Chinese Tourism Association and the Greek Chinese Tourism.

We are jointly to coordinate the European Chinese tourism industry link, to promote the positive development of the European Chinese tourism industry, to protect the rights and interests of the Chinese tourists in Europe and to establish a corresponding emergency mechanism for the European Chinese tourists with a fully enthusiasm.

The Association of Chinese Tourism in Benelux will provide for their members the opportunities of various professional activities and help them to improve the quality of their service. Our Association also would like to enhance the connection with different business brands and also offer more better shopping conditions for our clients. In order to protect the interests of the Chinese travel agencies, we will state their wishes and demands to get the support from the government. On the other hand, we would like to upgrade the quality from the Benelux Chinese guides with training courses introduced.

Our task:

- to promote and coordinate the exchange and cooperation between the Benelux Chinese tourism industry,
- to establish and strengthen the industry with close contact with the relevant government,

- to fight for and safeguard the legitimate rights and interests of our members,
- to advocate and encourage the legitimate trend for the tourism business in order to maintain and promote the healthy and orderly development of the industry
- to safeguard the interests of the industry, to integrate the scale effect, to have the reserve tourism talent trained, to provide a high level tourism service for the Chinese tourists to Europe.
- to establish a corresponding emergency mechanism for the European Chinese tourists with the cooperation of the European Chinese Tourism Alliance EFCG,
- to develop an efficient contact, exchanges and cooperation with the other tourism colleagues from other countries.

Our association will seek actively the approval from other Tourism Administration Boards in order to become a Benelux bridges link between the main tourism associations and the Chinese tourism.