


Chapter 12

Understanding the Habits of Chinese Tourists in Slovenia to Be Considered in the Aftermath of the Pandemic

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ABSTRACT

This research aims to explain the data obtained on satisfactory factors and characteristics of Chinese tourists regarding their stay in Slovenia. Following contemporary trends in changing Chinese outbound preferences, Slovenia can use its attractive destinations, especially the existing natural, cultural, and human potentials (HR), to attract and satisfy this vital segment of foreign tourists. Furthermore, this study aims to show what internal marketing of the Slovenian hospitality sector has to focus on after the Covid-19 pandemic regarding Chinese tourists. The data was obtained with a questionnaire, which we later analyzed and incorporated the theoretical model to underlay the most crucial factors of travel satisfaction. Finally, the results show the possible future direction of (internal) management dedicated to this specific, long-distance tourist market in the post-Covid-19 recovery.

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1. INTRODUCTION

In the last decades, mainly since 2006, the number of Chinese visitors has visibly grown because of relaxed government policies and increased individual throwaway income. As a result, booming Chinese outbound tourism has drawn international attention (Li et al., 2010, 2011). Moreover, interest in Chinese tourists has grown in most European tourist destinations, including Slovenia, partly due to the deep financial crisis in Europe and the US (Valek & Axelsson, 2012).

Within this research, we want to reveal some specifics of satisfaction factors and characteristics of Chinese tourists regarding their preferences, following contemporary trends in changing Chinese outbound visitors' preferences (*Fung Business Intelligence Centre Global Retail and Technology 2022*).

This study aims to examine the satisfaction, likeness, and reason or motivation of Chinese tourists to travel to Slovenia. Our goal is to facilitate the progress of what the Slovenian hospitality industry has to focus on after the Covid-19 pandemic regarding Chinese tourists.

The following section presents the central review of literature on the tourism sector in Slovenia, tourism management during the Covid-19 and post-pandemic times, the motivation of Chinese tourists, and the peculiarities of visiting Slovenia. The third chapter presents the methodology of our work, the fourth section presents the thematic discussion, and the fifth section highlights the concluding remarks to deal with the propositions for tourism management in the post-pandemic era.

2. LITERATURE REVIEW

2.1 The Importance of Internal Marketing: The Case of Slovenia

Slovenia is a small country and part of the European Union, independent for more than 31 years. Nevertheless, Slovenian tourism has increased since its independence and Slovenia has discovered an opportunity in Asian countries, especially China. After 2009, it became more intense in its promotion. For instance, many Slovenian promotions aimed at building Slovenia as a destination brand and, in 2009, established a tourism agent office in Tokyo, Japan. Its goal was to attract Asian tourists while providing general information about Slovenia as a tourist destination (Kim et al., 2021; Konečnik Ruzzier, 2010).

As an independent country, Slovenia has been developing tourism since 1991. Historically, when the area was divided or under the rule of various other countries, tourist activity was set by their "instructions" (Raspor, Kobal, and Rodič, 2012). Of course, we can talk about the organised tourism development in Slovenia only during

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