



# CHINA MADE EASY

The Compact Guide  
for Travel Agents





# An Introduction

China, a land of superlatives and contrasts, captivates with its breathtaking diversity. From the majestic peaks of the Himalayas to the pulsating metropolises such as Shanghai and Beijing, landscapes and urban scenarios stretch out to beguile the senses. Here, millennia-old traditions and modern innovations blend into a unique cultural symbiosis that can be perceived on every corner.



Streetfood in Nanning

In the narrow alleys of Beijing, the aroma of street food mingles with the historic aura of the Forbidden City, while in Shanghai, futuristic skyscrapers dominate the skyline, offering a fascinating contrast to the colonial architecture of the Bund. The Great Wall of China winds majestically over green hills and rugged mountains, inviting unforgettable hikes, while iconic structures like the Temple of Heaven and the modern National Stadium, also known as the Bird's Nest, illustrate the rich diversity and ingenuity of Chinese architecture, spanning from ancient times to the present. In China, the past is vividly preserved while the future is already taking shape.

It's no wonder China is becoming an increasingly popular destination for travellers. Our expert team is here to prepare you for successful sales!

Our compact China guide offers essential dos and don'ts for creating and selling trips to China, along with practical tips, surprising facts, and some of our local team's favourite spots and recommendations to inspire both you and your guests.



Yuyuan Garden, Shanghai

## Important Basics of China Travel: Dos and Don'ts



### Route Planning

China is vast! When selling trips, always focus on a specific region and avoid trying to cover the entire country — unless your travellers are planning an extended stay. This makes planning and executing the trip easier, allowing your guests to enjoy their journey in a relaxed and leisurely manner.



### Language Barrier

Chinese locals often speak little to no English. Always book a local guide who speaks both Chinese and English for your clients, even if they are very experienced travellers.



### Entrance Tickets

Many popular tourist attractions, such as the Forbidden City and the Terracotta Army, now offer online ticket bookings and restrict daily visitor numbers. Those who book last-minute may find tickets unavailable. Advise your travellers to book their tickets online in advance, or offer to handle the booking for them to ensure availability.



### Transportation

Encourage your guests to opt for train travel instead of taking flights for vast domestic journeys. This allows them to better experience the diverse landscapes and see more of the country. However, for longer routes like Chengdu to Shanghai, which takes 10-11 hours by train, our Chinese partners will provide professional recommendations to ensure the best travel options.



### Transfer Guides

Book an English-speaking guide for your travellers' transfers, particularly when travelling by high-speed train. Train stations often have multiple exits, and most local drivers speak only Mandarin. An English-speaking guide will make transfers more seamless and stress-free for your guests.



### Good to Know

Air quality in China has significantly improved, with smog now being a rare issue.





# It's a Match! Finding the Right Route for Your Customer

**C**hina's vast and diverse landscapes offer varying levels of accessibility and tourism infrastructure. It's essential to customise your consultation to address the specific needs of your travellers.

For guests looking for off-the-beaten-path adventures, there are unique routes to explore, such as the singing **Mingsha Sand Dunes**, the vibrant hills and rock formations of **Zhangye Danxia National Park**, and **exciting camel treks** through the Badain Jaran Desert in western China. These areas offer basic tourist facilities, providing authentic and unspoiled travel experiences away from the crowds.



Badain Jaran Desert, Inner Mongolia

The more established routes are ideal for guests who place higher demands on infrastructure and accommodation. Classics such as **Tibet**, **Zhangjiajie**, and **Guilin** as well as the major cities of **Shanghai**, **Beijing**, and **Xi'an** offer a wide range of attractions. Whether tracing the historic paths of the Great Wall of China or exploring lively night markets, these routes offer a captivating blend of history and modernity.



Mingsha Sand Dunes, Dunhuang

## FAQs: Practical and Helpful Tips for Your Travellers

### Entry

Upon arrival, travellers must complete an entry form and a short health declaration, and present their passport and visa for inspection. These forms are either distributed on the plane or available in the airport arrival hall. For departure, travellers are required to fill out a departure card.

### Vaccinations

No specific vaccinations are required for travel. However, a tetanus vaccination is generally recommended. For personalised advice, consult with a healthcare professional.

### Telecommunication

Services like Google, WhatsApp, Facebook, and Instagram are not available in China. Instead, locals often use WeChat. Advise your travellers to download local apps if they wish to use social media during their trip.

### Payment

The Chinese currency is known as the Yuan or Renminbi. Payments are made in Yuan, with one Yuan divided into 10 Jiao or 100 Fen. Pound Sterling, Euros, USD, and often Swiss Francs (new, small notes) are accepted for currency exchange in China. International bank cards, such as Maestro (formerly EC card), can be used to withdraw money from most ATMs, either free of charge or for a fee. Note that some small restaurants and stores may only accept cash or WeChat/Alipay. It's advisable to carry cash when visiting markets for bargaining. And remember, it is not considered rude to inquire about prices or haggle without making a purchase.

### Behavioral Etiquette

As a sign of respect, it is customary to remove your shoes when entering the homes or apartments of locals. Common greetings include nodding, shaking hands, or placing hands together. Hugging, kissing, or placing a hand on the shoulder are less common.



# Insider Tips from Our Experts: Top Recommendations from the DTH Team

## Must-see Natural Marvels

**F**an Zhang, our DTH Travel China Managing Director, reflects on his favourite destinations in the country, offering unique perspectives and enriching insights into China's diverse landscape and culture. Remembering his adventure in **Longji Terrace in Guilin**, he reveals, "This agricultural marvel is situated in Longsheng County, Guangxi. Carved into the steep mountainsides, the terraces form a stunning landscape that has been meticulously cultivated by the Zhuang and Yao ethnic groups for over 700 years. The name 'Dragon's Backbone' reflects the terraces' resemblance to a dragon's scales when filled with water during harvest. Travellers will be captivated by both the stunning natural beauty and the rich cultural heritage of the local communities. This scenic area is a favorite among photographers, hikers, and those seeking a peaceful retreat into rural China."



Longji Terrace, Guilin



Zhujiajiao, Shanghai

"Another favourite of mine is **Zhujiajiao**, a well-preserved ancient water town located in the Qingpu District of Shanghai. It is often referred to as the 'Venice of Shanghai' due to its picturesque canals, ancient bridges, and traditional architecture. The town dates back over 1,700 years and is famous for its well-preserved Ming and Qing Dynasty-era buildings. Visitors can explore narrow stone alleyways, traditional tea houses, and historic temples while taking a boat ride along the charming canals. Zhujiajiao offers a captivating journey through traditional Chinese culture and architecture that seems frozen in time, enchanting visitors with its quaint charm and making it a must-visit destination for both domestic and international travellers."

## Thrilling Adventures

**M**eng Yu, our Reservations Manager, recounts the adrenaline rush she felt during a visit to the **Skywalk on 88th floor at Jinmao Tower in Shanghai**. She shares, "Experiencing it was absolutely thrilling! At a dizzying height of 340.6 metres, it truly lives up to its reputation as the 'world's tallest outdoor aerial walkway' and the 'Magic City's fully transparent aerial walkway'. Walking along the 60-metre-long, fully transparent trail was a surreal experience. With a clear view of everything below, each step brought an adrenaline rush. The half-hour journey was a thrilling blend of excitement and wonder as I absorbed the breathtaking views of Shanghai from this amazing vantage point. It's an unforgettable experience!"



Skywalk on the 88th floor of Shanghai's Jinmao Tower

"Another site not to be missed is the **Zhangjiajie Glass Bridge**. A remarkable architectural marvel located in the Zhangjiajie Grand Canyon in Hunan Province. Spanning about 430



Glass Bridge, Zhangjiajie

metres across and suspended 300 metres above the ground, it is one of the world's longest and highest glass-bottomed bridges. This engineering marvel offers an exhilarating experience as travellers walk across its transparent floor, offering breathtaking views of the surrounding canyon and lush landscape below. The bridge has drawn many thrill-seekers from around the globe who want to experience the stunning natural beauty of Zhangjiajie from a truly unique perspective."





# Insider Tips from Our Experts: Top Recommendations from the DTH Team

## Cultural Immersions

**T**ing Li, our Vice General Manager, also a history and art buff, shares a unique aspect of Chinese tradition through clothing. She explains, "Hanfu, the traditional attire of the Han Chinese, is characterised by its unique design, fabric, and stitching methods, embodying our past culture's principles and social norms."

"Hanfu's intricate embroidery, rich fabrics, and vibrant colors might represent ancient prestige, but the garment has deeper roots. It carries profound cultural and symbolic meanings, representing the philosophical ideals of Confucianism — harmony, modesty, and propriety. Each garment, accessory, and color choice in Hanfu attire conveys social status, occupation, and ethical virtues. For instance, scholars wore blue or black Hanfu to signify their intellectual pursuits, while emperors adorned yellow robes, denoting their supreme power. Today, wearing Hanfu is means to connect with our heritage, participate in cultural events, and express personal identity. It allows us to honour our traditions while embracing the beauty and symbolism that Hanfu represents."



Traditional Chinese Clothing (Hanfu),  
Xi'an, Shanghai, Hangzhou

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## Culinary Discoveries



Hot Pot

**E**ric Zhang, our Account Manager and a passionate food enthusiast, unveils some of China's hidden gastronomic gems. He remarks, "Hot Pot, also known as Chinese fondue, is a popular Chinese cooking method, prepared with a simmering pot of broth on the the dining table, featuring a diverse array of East Asian ingredients. It offers a unique, interactive cooking experience. While the broth simmers, diners add ingredients such as thinly sliced meat, leafy vegetables, mushrooms, wontons, and various seafood directly into the pot at the table. Once cooked, these items are typically dipped in a flavourful sauce before being enjoyed. Hot Pot is a social meal, perfect for family and friends, especially during the colder months."

"My other favourite culinary adventures also include a couple of unique dishes in Xi'an: **Liangpi**, also know as Cold Skin Noodles, is a beloved cold noodle dish from the region. Made from wheat or rice flour, the noodles are typically served with a savoury and spicy dressing composed of vinegar, chili oil, and soy sauce. It's commonly topped with sliced cucumber, bean sprouts, and shredded tofu."

"**Roujiamo**, often dubbed the Chinese hamburger, features slow-stewed, spiced meat — usually pork or beef — stuffed into a dense, round bread bun. The meat is finely chopped or shredded, resulting in a flavourful and satisfying sandwich."

"Both of these dishes are celebrated for their rich flavours and distinctive textures, making them essential components of Shaanxi's culinary heritage."



Roujiamo

"Last but certainly not least is **Peking Duck**, a renowned dish originating from Beijing. Known for its unique skin texture and tender, flavourful meat, this dish is traditionally roasted in a closed oven, resulting in a thin, crispy skin through a special glazing process. Peking Duck is commonly served with thin pancakes, spring onions, and sweet bean sauce, allowing diners to wrap the duck meat and condiments together. Celebrated as one of China's most iconic and delicious dishes, Peking Duck has earned international acclaim for its unique preparation and exceptional flavour."



Peking Duck





# In Best Hands: DTH Travel — Your Reliable Partner in China

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**Local Offices**  
always ready to serve you

65+

**Years of Experience**  
in welcoming explorers to Asia

14

**Countries in Asia**  
with thousands of journeys  
for your clients

**D**TH Travel, formerly known as Diethelm Travel, is a destination management company specialising in bespoke travel experiences across Asia, with a commitment to authentic and responsible tourism. Our boutique approach enables us to leverage on unique local insights in creating our products, and consistently deliver personalised client servicing.

We provide our clients with one of the highest insurance coverage rates in the industry. And our progressive approach ensures that we use the latest technologies to help streamline processes, facilitating faster turnaround times for our clients.

We have offices in 14 countries, including China, Hong Kong, Thailand, the Philippines, Malaysia, Singapore, Vietnam, Cambodia, Laos, Myanmar, Bhutan, the Maldives, Sri Lanka, and Japan. With over 65 years in the industry, DTH Travel is proud to have been repeatedly recognised as Asia's Leading Destination Management Company by the World Travel Awards for multiple years.

## Our Team in China



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