

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Stockton Seminar to Discuss How to Attract and Meet the Needs of the Chinese Tourist

Dr. Ai Zhang to Help Businesses Achieve a More Competitive Edge

For Immediate Release

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Atlantic City, NJ- Visitors from China are an increasingly large part of our tourism picture in the greater Atlantic City region. The rapid economic development in China has substantially enhanced their purchasing power; they come to New Jersey for the sun, the sea, the gaming, and to experience our culture and hospitality.

The Richard Stockton College of New Jersey's School of Graduate and Continuing Studies will present a two and a half hour seminar titled "The Competitive Edge: Attracting and Meeting the Needs of the Chinese Tourist." The seminar will provide an important overview of what the Chinese tourist is looking for when visiting our region and how businesses can best attract their attention.

The seminar is scheduled for **Wednesday, May 12, 2010** at Stockton's Carnegie Library Center, located at 35 S. Dr. Martin Luther King Boulevard in Atlantic City. Parking is free. Registration and a continental breakfast will be held from 8:00 to 8:30 a.m. The seminar will be held from 8:30 to 11:00 a.m.

Registration is \$40 per person or \$35 per person for multiple registrations from one business. The registration cost includes a continental breakfast, morning beverage, materials and a CE certificate.

The seminar is intended for retail business owners, managers, staff and tourism/hospitality professionals interested in capturing a greater share of the Chinese tourism market. Cynthia Sosnowski, executive director of Continuing Studies for Health Sciences and Human Services at Stockton College, noted, "In this economic climate, it is crucial to not miss the boat on this significant market. We must learn to catch the eye of the Chinese tourist with marketing, entice them into our establishments once they have found us and then make the most of their buying power." **-more-**

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Dr. Ai Zhang, assistant professor of communications at Stockton College, will lead the seminar. Dr. Zhang, a native of China, came to the United States in 2003 to pursue higher education. She earned her master's and doctoral degrees in communications and public relations respectively from Syracuse University and the University of Maryland. Prior to coming to the U.S., Dr. Zhang had rich professional experiences in various sectors including NGOs, higher education and the public relations industry. Currently, she teaches communication, mass communication and public relations at Stockton College.

For more information and to register online for the seminar, please go to www.stockton.edu/hshs and click on "Browse Courses" for "Hospitality and Tourism Industry Continuing Education." To register by phone, please call 609-652-4227. Seating is limited, so please call if you need to reserve multiple seats for employees.

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