



**Prof. Dr. Wolfgang Georg Arlt FRGS**

Tourism Scientist

Born in West-Berlin 1957, married to Swiss authoress, no kids

Since 2007 living in Meldorf/Dithmarschen

Studies in Berlin, Taiwan, Hong Kong

M.A. Sinology, PhD Political Sciences FU Berlin

Former owner of specialized travel companies (Outbound / Inbound East Asia-Europe),  
Consultant for European companies and institutions (Tourism, Transport, Logistics) in  
China

Organizer of fairs and exhibitions in East Asia and in Europe

Publisher, bookseller, journalist

Since 1978 more than 100 visits to China

Since 1997 lecturer (Intercultural Management, Tourism) in Europe and East Asia

Since 2002 professor for Leisure and Tourism Management

Director of China Outbound Tourism Research Institute (COTRI)

Research Fellow of JSPS Japanese Society for the Promotion of Science (Tokyo)

Fellow of RGS Royal Geographical Society (London)

Research Fellow of the Asia Pacific Centre for the Study and Training of Leisure,  
Zhejiang University (Hangzhou/China)

Adjunct professor at Yanbian University of Science and Technology (Yanji/China)

Visiting professor at Ningbo University (Ningbo/China)

Visiting professor at University of Sunderland (Sunderland/UK)

Since February 2007 professor for Tourism Economics at West Coast University of  
Applied Sciences Germany, Heide (FH Westkueste)

About China Outbound Tourism Research Institute:

COTRI is the world's leading independent research institute for research, consulting  
and quality assessment relating to the Chinese Outbound Tourism market, based in  
Germany and China. COTRI was established in 2004.