



University of the
Highlands and Islands
Inverness College



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INVERNESS.UHI.AC.UK

HENAN UNIVERSITY OF URBAN CONSTRUCTION

WHY THE HIGHLANDS?

WHAT WAS THE PROJECT?



MARKET ADAPTATION – WHY BOTHER?

- Cultural Awareness
- China = Collectivist Culture
- Chinese Travelers & Word Of Mouth

Very Satisfied Customer



■ Share experience (86.36%)
■ Probably share experience (13.22%)
■ Will not share experience (0.42%)

Satisfied Customer



■ Share experience (60.30%)
■ Probably share experience (36.93%)
■ Will not share experience (2.77%)

Unsatisfied Customer



■ Share experience (35.03%)
■ Probably share experience (53.45%)
■ Will not share experience (11.52%)

Source: www.rezdy.com

- Menu Translation

WHAT WE DID

早餐菜单（都每天一样的）

英式早餐

煎蛋	Fried Egg
熏肉	Bacon
香肠	Sausage
猪血香肠	Black Pudding
番茄	Tomato
烤豆	Baked Beans

早餐

鲜果	Fresh Fruit
酸奶	Plain Yoghurt
草莓酸奶	Strawberry Yoghurt
麦片粥	Porridge
谷类食品	Cereal
油酥点心	Pastry

喝

茶（用茶包）	Tea
草药茶	Herbal Tea
咖啡	Coffee
牛奶	Milk

WHAT WE DID

- Menu Translation
- Basic Mandarin Phrases

Hello

你好

Ni Hao

Goodbye

再见

Zai Jian

How are you?

你好吗

Ni Hao Ma

I'm fine

我很好

Wo Hen Hao

WHAT WE DID

- Menu Translation
- Basic Mandarin Phrases
- Local Tourism Business Partnership

WOWSCOTLAND



蘇格蘭高地與島嶼及默里華人會 SHIMCA

Scottish Highlands & Islands and Moray Chinese Association

WHAT WE DID

- Menu Translation
- Basic Mandarin Phrases
- Local Business Partnerships
- Photos – LOTS!



WHAT WE DID

- Menu Translation
- Basic Mandarin Phrases
- Local Tourism Business Partnership
- Photos – LOTS!
- Knowledge Exchange

WHAT WE DID

- Menu Translation
- Basic Mandarin Phrases
- Local Tourism Business Partnership
- Photos – LOTS!
- Knowledge Exchange
- Extras



BEWARE OF PITFALLS!

Chinese English Spanish Detect language ▾

English Chinese (Simplified) Spanish ▾ Translate

scotch broth ×

12/5000

苏格兰威士忌卡肉汤 ✓

☆ 📄 🔊 ↶ Suggest an edit

Sūgélán wēi shì kǎ ròu tāng

Chinese English Spanish Detect language ▾

English Chinese (Simplified) Spanish ▾ Translate

苏格兰威士忌卡肉汤| ×

8/5000

Scotch Whiskey Broth

☆ 📄 🔊 ↶ Suggest an edit

Sūgélán wēi shì kǎ ròu tāng