

Good morning everyone.

Today, I would like to introduce our project,
Helping International Visitors in Beijing
Through Bilingual Information Cards.

In recent years, Beijing has welcomed more and more international visitors because of China's expanded visa-free policies and increasing international exchanges. According to the Beijing Municipal Bureau of Culture and Tourism, Beijing received about 5.48 million inbound visitors in 2025, which was a 39% increase compared with the previous year.

As more foreigners come to Beijing for tourism, study, business, and cultural exchange, we started to think about one question:

What difficulties do they face in their daily lives, and what can we do to help?

To answer this question, we interviewed local volunteers, international students, and several foreign visitors. From our research, we found three common problems.

The first problem is visiting hospitals.

Many foreign visitors are unfamiliar with the Chinese medical system. They often do not know how to register, choose the correct department, pay medical fees, or collect medicine after seeing a doctor. Several interviewees told us that hospital procedures in China were very different from those in their home countries. Although translation apps can help, they are not always convenient, especially during emergencies.

To solve this problem, we designed a Hospital Visit Guide Card. The card explains every step of the hospital process in both Chinese and English. It also includes useful medical vocabulary, emergency phrases, official hospital websites, and recommended translation tools. We hope this card can reduce confusion, save time, and help visitors communicate more effectively with hospital staff.

The second problem is communication

between volunteers and international visitors. Many volunteers are willing to help, but they are sometimes unsure how to express themselves in English. At the same time, foreign visitors often ask simple questions, such as how to find a subway station or a tourist attraction, but communication can still become difficult.

After talking with volunteers, we found that they wanted a simple language guide instead of long English lessons.

Therefore, we created a Volunteer Communication Card. It includes common greetings, useful expressions, frequently asked questions, and suggested answers. It also reminds volunteers to speak slowly, use simple language, remain patient, and always be polite. We believe this card can make communication easier and help visitors feel more welcome in Beijing.

The third problem is ordering food.

Many visitors cannot understand Chinese

menus because they contain unfamiliar dish names, ingredients, and cooking methods. People with food allergies or dietary restrictions often find it difficult to explain their needs clearly.

To address this problem, we designed a Dining Guide Card. It contains useful restaurant vocabulary, common ordering expressions, popular Chinese dishes, payment methods, and simple dining manners. Visitors can quickly find the information they need while ordering food, making the whole dining experience more convenient and enjoyable.

Although our project is simple, we believe these three bilingual information cards can make a real difference. They are easy to carry, easy to understand, and practical in everyday situations. They can be used in hospitals, restaurants, tourist attractions, airports, universities, and volunteer activities.

Through this project, we learned that solving a problem does not always require complicated

technology. Sometimes, a simple idea that meets people's real needs can have a meaningful impact.

We hope these bilingual information cards can help international visitors feel more confident, improve communication between local people and visitors, and contribute to making Beijing a more welcoming and international city.

Thank you very much for listening.