



# 3<sup>rd</sup> SESSION OF 1<sup>st</sup> WTA COUNCIL WTA ANNUAL MEETING 2019 WTA · XIANGHU DIALOGUE

IN  
COOPERATION  
WITH



# MANUAL

Hangzhou, China Sept 18–21, 2019

# Gentle Reminder

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## Dress Code

Business for WTA Council Meeting, Annual Meeting and "Xianghu Dialogue".

Business casual or national for WTA member's night on the 18th.

Business or national for the welcome reception on the 19th.

## Dining Information

Dining information: All participants are invited to have dinner at Café Mediterranean on the third floor with coupon and badge (The WTA member's night on the 18th and the welcome reception on the 19th is on invitation).

Information as of September 16, 2019, subject to change.

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# 湘湖对话 VIEW XIANGHU DIALOGUE 观点

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Live Photos

会议手册  
Manual

## Media Partner





# XIANGHU DIALOGUE

湘湖对话





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## Introduction to "WTA • Xianghu Dialogue"

The "WTA•Xianghu Dialogue" is a high-level international tourism forum initiated and sponsored by the WTA. It is a comprehensive public platform created by the WTA to promote connectivity, shared development and co-governance of the global tourism industry. The main participants of the Xianghu Dialogue include international organizations, governments, enterprises, academia and media, and openness, inclusiveness and innovation are its founding principles and position. We welcome intensive exchange of opinions and multi-party, equal-footed dialogues, like a hundred flowers in full bloom and a hundred schools of thought in full competition, so as to turn the Xianghu Dialogue into a key driving force for creating a better life and a better world.

The theme of the WTA • Xianghu Dialogue 2019 is "Today's Travel and Tourism Industry: Responding and Adapting to Rapid Growth and Transition". The dialogue will release a host of outcomes, including World Tourism Development Report 2019 - Industrial Implantation and Cultural Building in Poverty Alleviation through Tourism, the WTA Best Practice in Poverty Alleviation through Tourism 2019, Microfilm on the WTA Best Practice in Poverty Alleviation Through Tourism – Better Tourism, Better Life, Better World and the WTA Data Analysis Report of China's Inbound Tourism 2019. Parallel forums on "Destination Marketing and Big Data" and on "Technological Advancement and Industries Innovation" will be held; and three media salons will be organized on selected topics, including "the path of innovation and development toward intelligent cultural tourism", "environmental protection in the context of tourism development" and "inaugural year of 5G commercial application, tourism scene revolution in the new era".



## Introduction to World Tourism Alliance

On Sept. 12, 2017, the World Tourism Alliance (WTA) — the world's only global, comprehensive, non-government, nonprofit tourism organization founded in China — was inaugurated in Chengdu, Sichuan Province, China. Premier Li Keqiang of the State Council of the People's Republic of China sent a congratulatory letter to celebrate the official establishment of WTA.

Upholding the vision of "Better Tourism, Better World, Better Life" as its ultimate mission, WTA is committed to promoting peace, development and poverty alleviation through tourism. It aims at driving global tourism exchanges and cooperation at non-governmental level.

To date, WTA has 198 members from 39 countries and regions. The WTA membership covers national and regional tourism associations, influential tourism and tourism-related enterprises, government tourism boards, academia, media and individuals. As a service-orientated international organization which caters to its members across the world, WTA is a vital platform for dialogue, networking, practical and authoritative information and resource sharing for integrative development.

On December 17, 2017, WTA signed a strategic cooperation document with Zhejiang province in China, WTA headquarters formally settled in Xianghu, Xiaoshan district, Hangzhou city, Zhejiang province. The construction of WTA headquarters and the World Tourism Museum started on March 23, 2019. Both are scheduled to be completed and fully operational by the end of 2020.

The WTA headquarters and Secretariat are located in China.

# Program

Program for WTA Council Meeting, Annual Meeting and “Xianghu Dialogue” 2019  
(September 18-21, Hangzhou, China)

## September 18<sup>th</sup> (Wednesday)

- 08:00-15:30 Registration
- 16:00-17:00 WTA Chairmen Meeting (Chairman, Vice Chairmen and Secretary-General)  
Venue: Minghou Hall, 4F, New Century Grand Hotel
- 17:00-20:30 **WTA Member's Night (By Invitation)**  
Venue: Family Sun Folk Culture Village

## September 19<sup>th</sup> (Thursday)

- 08:00-09:50 **3<sup>rd</sup> Session of 1st WTA Council** (Council Members Only)  
Venue: He Hall, 4F, New Century Grand Hotel
- 10:00-11:30 **WTA Annual Meeting 2019** (All Members)  
Venue: New Century Hall, 4F, New Century Grand Hotel  
Presided by: Henri Giscard d'Estaing, Vice Chairman
- Remarks:**  
Man Hongwei, Advisor (Director-General Level) of Bureau of International Exchanges and Cooperation, Ministry of Culture and Tourism of the P. R. China  
Chen Guomei, Vice Mayor of Hangzhou Municipal People's Government
- Agenda:**
1. Report on 3rd Session of 1st WTA Council
  2. Report on Implementation of General Program of Work for 2018-2019 and Draft Program of Work for 2019-2020
  3. Report on Financial Report for 2018 and Budget for 2020
  4. Announcement of deputy Secretary-General and new members approved by Council
  5. Briefing on the progress of WTA • Xianghu Dialogue and recent research outcomes to be released at the Dialogue
  6. Approval of place and dates for WTA Annual Meeting 2020
- 11:30-12:00 **Group Photo for WTA Members** (All Members)  
Venue: South Gate, New Century Grand Hotel
- 12:00-14:00 **Buffet Lunch**  
Venue: Café Mediterranean 3F, New Century Grand Hotel



## 2019 Xianghu Dialogue - Opening Ceremony

### Theme: Today's Travel & Tourism Industry: Responding & Adapting to Rapid Growth & Transition

Moderator: Liu Shijun, WTA Secretary-General

#### 14: 00-14: 10 **Opening Remark**

#### 14: 10-14: 40 **Remarks**

Duan Qiang, WTA Chairman

Wang Wenxu, Vice Governor of Zhejiang Provincial People's Government

Zhu Shanzhong, Executive Director of UNWTO

Tong Guili, Standing Committee Member of CPC Hangzhou Municipal Committee,  
Secretary of CPC Xiaoshan District Committee

#### 14: 40-15: 00 **Speech**

Speaker: Li Jinzao, Vice Minister of Culture and Tourism of the P.R. China

#### 15: 00-15: 20 **Coffee Break**

#### 15: 20-15: 40 **Keynote Speech I**

Speaker: Henri Giscard d'Estaing, WTA Vice Chairman, President of Club Med

#### 15: 40-16: 00 **Keynote Speech II**

Speaker: Pansy Ho, Chairperson of Global Tourism Economy Research Centre

#### 16: 00-16: 20 **Keynote Speech III**

Speaker: Nigel David, Executive Vice President, Asia and Middle East, WTTC

#### 16: 20-16: 40 **Keynote Speech IV**

Speaker: Du Jiang, Director & President of China Tourism Group Co., Ltd.

*Topic: China's Response to the Growth and Transition in Today's Travel & Tourism Industry*

#### 16: 40-16: 50 **Release of World Tourism Development Report 2019 - Industrial Implantation and Cultural Buidling in Poverty Alleviation Through Tourism**

Realeased by Dai Bin, President of China Tourism Academy

#### 16: 50-17: 05 **Keynote Speech V**

Speaker: Dai Bin, President of China Tourism Academy

*Topic: High Quality Development of Tourism: Industry Evolution and the Choice of Strategy*

#### 17: 05-17: 10 **Release of WTA Best Practice of Poverty Alleviation through Tourism 2019, in partnership with World Bank and The International Poverty Reduction Center in China (IPRCC)**

Realeased by:

Jayson Westbury, Vice Chairman of WTA, CEO of Australian Federation of Travel Agents

Zhang Guangping, Deputy Director General of The International Poverty Reduction Center in China (IPRCC)

Ahmed Eiweida, World Bank Global Coordinator for Cultural Heritage & Sustainable Tourism

17: 10-17: 20 **Premiere of microfilm on WTA Best Practice in Poverty Alleviation through Tourism - Better Tourism, Better Life, Better World, in partnership with China Global Television Network (CGTN)**

Remarks by Ding Yong, Deputy Director of CGTN

18: 30-20: 30 **WTA•Xianghu Dialogue 2019 – Welcome Reception** (By Invitation)

Venue: New Century Hall and 4F corridor area, 4F, New Century Grand Hotel

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## September 20<sup>th</sup> (Friday)

### 2019 Xianghu Dialogue - Main Forum

#### Theme: Today's Travel & Tourism Industry: Responding & Adapting to Rapid Growth & Transition

Moderator: Jayson Westbury, WTA Vice Chairman, CEO of Australian Federation of Travel Agents

08: 30-08: 50 **Keynote Speech I**

Speaker: Christopher Rodrigues, Chairman of the Port of London Authority, former Chairman of the British Council and VisitBritain

*Topic: Responding and Adapting to Rapid Growth and Transition in Today's Travel and Tourism Industry*

08: 50-09: 10 **Keynote Speech II**

Speaker: Akihiro Horisaka, President & CEO of Nippon Travel Agency

*Topic: Expanding Mutual Exchange between China and Japan*

09: 10-10: 00 **Panel I**

Moderator: Song Rui, Director, Tourism Research Centre, Chinese Academy of Social Sciences

*Topic: Culture and Tourism - New Consumption, New Opportunities*

**Panelists:**

Chen Xianchun, Director General of Hunan Provincial Department of Culture and Tourism

Yang Jianwu, Deputy Director-General of Zhejiang Provincial Department of Culture and Tourism

Ren Ding, Chairman of Sichuan Tourism Investment Group Co., Ltd.

Li Xinyu, Vice President of Ctrip Group

Su Bo, Macrolink Culturaltainment Development Co., Ltd.

10: 00-10: 20 **Coffee Break**

10: 20-10: 30 **Keynote Speech III**

Speaker: Ujhelyi Istvan, Vice-Chair of TRAN Committee in the European Parliament; President of Europe-China OBOR Culture and Tourism Development Committee

*Topic: China-Europe relations in the next decade. Will strengthening ties in the fields of education, culture and tourism have importance within the "One Belt One Road" vision?*

10: 30-11: 20 **Panel II**

Moderator: Anna Coren, International Correspondent of CNN International

*Topic: Tourism cooperation and cultural exchanges under the Belt and Road Initiative*

**Panelists:**

H.E. Ahcène Boukhelfa, Ambassador of the People's Democratic Republic of Algeria to China

Ahmed Eiweida, World Bank Global Coordinator for Cultural Heritage & Sustainable Tourism

Pauline Suharno, Secretary-General of ASTINDO

Zhou Bing, Chairman of Shaanxi Tourism Group

Tiger Bihu Wu, Director of the International Center for Recreation and Tourism Research, College of Urban and Environmental Sciences, Peking University

**11: 20-12: 00 Keynote Speech IV**

Speaker: Shan Jixiang, President of the Palace Museum Academy

Topic: *The Power of Culture – Bringing Cultural Heritages to Life*

**12: 00-14: 00 Buffet Lunch**

Venue: Café Mediterranean, 3F, New Century Grand Hotel

**2019 Xianghu Dialogue - Parallel Forums A****Theme: Destination Marketing & Big Data**

Moderator: Eduardo Santander, Executive Director of ETC

**14: 00-14: 15 Introduction**

Speaker: Eduardo Santander, Executive Director of ETC

Topic: *Marketing Europe as a unified destination*

**14: 15-14: 45 Sharing of Best Practice in Destination Development and Marketing****Speakers:**

Ernest Wooden Jr., President and CEO, Los Angeles Tourism & Convention Board

Zhang Hongbin, Director-General of Hangzhou Municipal Bureau of Culture, Radio, TV and Tourism

**14: 45-14: 55 Release of Data Analysis Report of China's Inbound Tourism 2019**

Released by Li Mingru, Chairman & CEO of Kulv Data Marketing

**14: 55-15: 40 Panel I**

Moderator: Dimitrios Buhalis, Head of Department of Tourism and Hospitality Faculty of Management, Bournemouth University

Topic: *Building of public service system and destination marketing*

**Panelists:**

Thomas Jenkins, CEO of European Tourism Association (ETOA)

Mahendra Vakharia, President of Outbound Tour Operators Association of India

Jean-Louis BES, Deputy Mayor of the City of Carcassonne

Ye Wenzhi, CEO of Sunriver Holding Group Co., Ltd.

Zhou Xiaoguang, President of Guilin Tang Dynasty Tours Co., Ltd.

**15: 40-16: 00 Coffee Break**

16: 00-16: 15 **Thematic Speech I**

Presenter: Ahmed Eiweida, World Bank Global Coordinator for Cultural Heritage & Sustainable Tourism

*Topic: How could urban and cultural tourism help in promoting sustainable development and poverty reduction*

16: 15-17: 05 **Panel II**

Moderator: Joseph Wang, COO of Travel Daily

*Topic: Digitalization and destination marketing*

**Panelists:**

Li Bin, Co-founder of Zuzuche

Ge Yujing, Vice President of Tuniu.com

Yang Jie, General Manager of Innovation Business Department, ByteDance

Jenny Fu, COO of TripAdvisor China

Tao Zhoutian, Deputy General Manager/CTO/Executive Director, China Unicom Smartsteps

## 2019 Xianghu Dialogue - Parallel Forums B

### Theme: Technology Advancement & Industries Innovation

Moderator: Ge Lei, Executive General Manager of Beijing CYTS linkage PR Consulting Co., Ltd.

14: 00—14: 15 **Thematic Speech I**

Presenter: Margaret Richardson, Director of Global Policy, Airbnb

*Topic: Healthy Tourism Powered by Innovation*

14: 15-15: 05 **Panel I**

Moderator: Dickie Liang-Hong Ke, Sloan Fellow at London Business School

*Topic: How to empower the transformation of culture and tourism industry through disruptive innovation in technology*

**Panelists:**

Pang Xinhua, Deputy Director of Editorial Department, China Global Television Network (CGTN)

Xavier Veyry, CEO of AXA China

Shu Zhan, General Manager of Tencent Culture and Tourism Industry

Wang Chongxiao, Documentary Director

Luo Gang, CEO of Airbus China Innovation Centre

15: 05-15: 20 **Coffee Break**

15: 20-16: 10 **Panel II**

Moderator: Ge Lei, Executive General Manager of Beijing CYTS linkage PR Consulting Co., Ltd.

*Topic: Mass Tourism and Customized Products*

**Panelists:**

Dennis Chang, Division President, China, Mastercard

Guo Qing, Vice President of Meituan-Dianping



Mingkwan Metmowlee, President of the ASEAN Tourism Association (ASEANTA),  
President of the Federation of Asean Travel Association (FATA)

Guido Brettschneider, CEO of TUI China

Mika Cui, Vice President of QYER.com

16: 10-16: 25 **Thematic Speech II**

Presenter: Wang Jianping, Vice Chair of China Tourist Hotels Association, President of Narada Hotel Group

*Topic: Transforms of Hotel Industry & Our Opportunities*

16: 25-17: 15 **Panel III**

Moderator: Chen Fujiao, Secretary-General of Hunan Tourist Hotel Association

*Topic: Innovation of hospitality industry in a time of change*

**Panelists:**

Zhang Liming, Chairman and CEO of Argyle Hotel Group

Sam Shih, COO & Partner of OYO Hotel

Kent Sun, CDO, Greater China, InterContinental Hotel Group

Frank Huang, Vice President of Alibaba Fliggy

Gavin Li, Board Chairman and President, Nanjing Jinling Oriental Culture Hotels and Resorts

17: 30-18: 30 **Buffet Dinner**

Venue: Café Mediterranean, 3F, New Century Grand Hotel

18: 30-21: 30 **Cruise Tour on Qiantang River**

18:40 Meet at hotel lobby to head to Qiantang Pier

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## September 21<sup>st</sup> (Saturday)

### All Day / Technical Visit

Anchang Ancient Town in Shaoxing - Oriental Neverland - Lu Town - Keyan Scenic Spot - Ancient Canal of East Zhejiang

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## September 22<sup>nd</sup> (Sunday)

06: 00-23: 00 Airport Transfer



# Speakers

2019 Xianghu Dialogue Opening Ceremony- September 19<sup>th</sup>

*Theme: Today's Travel and Tourism Industry: Responding and Adapting to Rapid Growth and Transition*



## Moderator

**Liu Shijun**

WTA Secretary-General



## Keynote Speech I

**Henri Giscard d'Estaing**

Vice Chairman of WTA, President of Club Med



## Keynote Speech II

**Pansy Ho**

Chairperson of Global Tourism Economy  
Research Centre



## Keynote Speech III

**Nigel David**

Executive Vice President, Asia and Middle  
East, WTTC



## Keynote Speech IV

*China's Response to the Growth and  
Transition in Today's Travel & Tourism  
Industry*

**Du Jiang**

Director and President of China Tourism Group  
Co., Ltd.

**Release of World Tourism Development Report 2019 - Industrial  
Implantation and Cultural Buidling in Poverty Alleviation  
through Tourism and Keynote Speech V**

*High Quality Development of Tourism: Industry Evolution and  
the Choice of Strategy*

**Dai Bin**

President of China Tourism Academy



**Release of WTA Best Practice of Poverty Alleviation through  
Tourism 2019, in partnership with World Bank and The  
International Poverty Reduction Center in China (IPRCC)**

**Jayson Westbury**

Vice Chairman of WTA, CEO of Australian Federation of Travel Agents



**Release of WTA Best Practice of Poverty Alleviation through  
Tourism 2019, in partnership with World Bank and The  
International Poverty Reduction Center in China (IPRCC)**

**Zhang Guangping**

Deputy Director General of The International Poverty Reduction  
Center in China (IPRCC)



**Release of WTA Best Practice of Poverty Alleviation through  
Tourism 2019, in partnership with World Bank and The  
International Poverty Reduction Center in China (IPRCC)**

**Ahmed Eiweida**

World Bank Global Coordinator for Cultural Heritage &  
Sustainable Tourism



**Premiere of microfilm on WTA Best Practice in Poverty Alleviation  
through Tourism - Better Tourism, Better Life, Better World, in  
partnership with China Global Television Network (CGTN)**

**Ding Yong**

Deputy Director of China Global Television Network (CGTN)



## 2019 Xianghu Dialogue Main Forum - September 20<sup>th</sup>

*Theme: Today's Travel and Tourism Industry: Responding and Adapting to Rapid Growth and Transition*



### **Moderator**

**Jayson Westbury**

Vice Chairman of WTA, CEO of Australian Federation of Travel Agents



### **Keynote Speech I**

*Responding and Adapting to Rapid Growth and Transition in Today's Travel and Tourism Industry*

**Christopher Rodrigues**

Chairman of the Port of London Authority, former Chairman of the British Council and VisitBritain



### **Keynote Speech II**

*Expanding Mutual Exchange between China and Japan*

**Akihiro Horisaka**

President and CEO of Nippon Travel Agency



### **Keynote Speech III**

*China-Europe relations in the next decade. Will strengthening ties in the fields of education, culture and tourism have importance within the "One Belt One Road" vision?*

**Ujhelyi Istvan**

Vice-Chair of TRAN Committee in the European Parliament; President of Europe-China OBOR Culture and Tourism Development Committee



### **Keynote Speech IV**

*The Power of Culture – Bringing Cultural Heritages to Life*

**Shan Jixiang**

President of the Palace Museum Academy



## Panel I

*Topic: Culture and Tourism - New Consumption, New Opportunities*



### Moderator

**Song Rui**

Director of Tourism Research Centre of  
Chinese Academy of Social Sciences



### Panelists

**Chen Xianchun**

Director-General of Hunan Provincial  
Department of Culture and Tourism



### Panelists

**Yang Jianwu**

Deputy Director-General of Zhejiang  
Provincial Department of Culture and  
Tourism



### Panelists

**Ren Ding**

President of Sichuan Tourism Investment  
Group Co., Ltd.



### Panelists

**Li Xinyu**

Vice President of Ctrip Group



### Panelists

**Su Bo**

Macrolink Culturaltainment Development  
Co., Ltd.

## Panel II

*Topic: Tourism Cooperation and Cultural Exchanges under the Belt and Road Initiative*



### Moderator

**Anna Coren**

International Correspondent of CNN  
International



### Panelists

**H.E. Ahcène Boukhelfa**

Ambassador of the People's Democratic  
Republic of Algeria to China



### Panelists

**Ahmed Eiweida**

World Bank Global Coordinator for  
Cultural Heritage and Sustainable Tourism



### Panelists

**Pauline Suharno**

Secretary-General of ASTINDO



### Panelists

**Zhou Bing**

President of Shaanxi Tourism Group



### Panelists

**Tiger Bihu Wu**

Director of the International Center for Recreation  
and Tourism Research, College of Urban and  
Environmental Sciences, Peking University

2019 Xianghu Dialogue Parallel Forums A - September 20<sup>th</sup>*Theme: Marketing Europe as a unified destination***Moderator****Eduardo Santander**Executive Director of European Travel  
Commission (ETC)**Destination construction and  
marketing experience sharing****Ernest Wooden Jr.**President and CEO of Los Angeles Tourism  
and Convention Board**Destination construction and  
marketing experience sharing****Zhang Hongbin**Director-General of Hangzhou Municipal Bureau  
of Culture, Radio, TV and Tourism**Release of Data Analysis Report of  
China's Inbound Tourism 2019****Li Mingru**

President &amp; CEO of Kulv Data Marketing

**Thematic Speech I***How could urban and cultural tourism help  
in promoting sustainable development and  
poverty reduction***Ahmed Eiweida**World Bank Global Coordinator for Cultural Heritage  
and Sustainable Tourism

## Panel I

*Topic: Building of public service system and destination marketing*

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### Moderator

**Dimitrios Buhalis**

Head of Department of Tourism and  
Hospitality, Faculty of Management,  
Bournemouth University



### Panelists

**Thomas Jenkins**

CEO of European Tourism Association  
(ETOA)



### Panelists

**Mahendra Vakharia**

President of Outbound Tour Operators  
Association of India



### Panelists

**Jean-Louis BES**

Deputy Mayor of the City of Carcassonne



### Panelists

**Ye Wenzhi**

CEO of Sunriver Holding Group Co., Ltd.



### Panelists

**Michael Zhou**

President of Guilin Tang Dynasty Tours  
CO., Ltd.



## Panel II

*Topic: Digitalization and destination marketing*



### Moderator

Joseph Wang  
CCO of Travel Daily



### Panelists

Ben Lee  
Co-founder of Zuzuche



### Panelists

Ge Yujing  
Vice President of Tuniu.com



### Panelists

Yang Jie  
General Manager of Innovation Business  
Department of ByteDance



### Panelists

Jenny Fu  
CCO of TripAdvisor China



### Panelists

Tao Zhoutian  
Deputy General Manager/CTO/Executive  
Director of China Unicom Smartsteps

2019 Xianghu Dialogue Parallel Forums B - September 20<sup>th</sup>  
*Theme: Science and Technology Progress and Business Innovation*

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**Moderator**

**Ge Lei**

Executive General Manager of Beijing CYTS  
linkage PR Consulting Co., Ltd.



**Thematic Speech I**

*Healthy Tourism Powered Technology*

**Margaret Richardson**

Director of Global Policy, Airbnb



**Thematic Speech II**

*Transforms of Hotel Industry & Our  
Opportunities*

**Wang Jianping**

Vice Chair of China Tourist Hotel Association,  
President of Narada Hotel Group

## Panel I

*Topic: How to empower the transformation of culture and tourism industry through disruptive innovation in technology*



### Moderator

**Dickie Liang-Hong Ke**

Sloan Fellow at London Business School



### Panelists

**Pang Xinhua**

Deputy Director of Editorial Department,  
China Global Television Network (CGTN)



### Panelists

**Xavier Veyry**

CEO of AXA China



### Panelists

**Shu Zhan**

General Manager of Tencent Culture and  
Tourism Industry



### Panelists

**Wang Chongxiao**

Documentary Director



### Panelists

**Luo Gang**

CEO of Airbus China Innovation Centre

## Panel II

*Topic: Mass Tourism and Customized Products*

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### Moderator

**Ge Lei**

Executive General Manager of Beijing  
CYTS linkage PR Consulting Co., Ltd.



### Panelists

**Dennis Chang**

Division President, China, MasterCard



### Panelists

**Guo Qing**

Vice President of Meituan-Dianping



### Panelists

**Mingkwan Metmowlee**

President of the ASEAN Tourism Association  
(ASEANTA), President of the Federation of Asean  
Travel Association (FATA)



### Panelists

**Guido Brettschneider**

CEO of TUI China



### Panelists

**Mika Cui**

Vice President of QYER.com

## Panel III

*Topic: Innovation of hospitality industry in a time of change*



### Moderator

**Chen Fujiao**

Secretary-General of Hunan Tourist Hotel  
Association



### Panelists

**Zhang Liming**

Chairman & CEO of Argyle Hotel Group



### Panelists

**Sam Shih**

COO & Partner of OYO Hotel



### Panelists

**Kent Sun**

CDO, Greater China, InterContinental  
Hotel Group



### Panelists

**Frank Huang**

Vice President of Alibaba Fliggy



### Panelists

**Gavin Li**

Board Chairman and President of Nanjing  
Jinling Oriental Culture Hotels and Resorts





## Media Salon

Organized by: World Tourism Alliance

Venue: Mingyi Hall, 4<sup>th</sup> Floor, Grand New Century Hotel Hangzhou

In order to better explore and follow the trend of tourism development, a media salon will be held for the first time during this year's Xianghu Dialogue. Hosted by the World Tourism Alliance, the media salon will be divided into three panels, respectively supported by three heavyweight media organizations, i.e. Tencent Culture & Tourism, China Daily and Phoenix Tourism, will co-organize the event for discussions on the forward-looking issues and hot topics of tourism development.

The first media salon series is an innovative initiative of the Xianghu Dialogue, which will echo and complement the discussions and topics of the main forum. The three salons will focus on the themes of "Intelligent Cultural & Tourism Innovation", "Environmental Protection in Tourism" and "5G Tourism Revolution". With all its topics closely linked to the context of cultural & tourism integration, the media salon will build a high-quality platform for the government, the business sector and the academic community to fully grasp the new trends of tourism development.

## I. Innovation and Development of Smart Culture & Tourism

Organizer: Tencent Culture & Tourism

10:00-11:30, September 19<sup>th</sup>, 2019

Panelists:



**Shu Zhan**

Tencent Culture & Tourism  
General Manager



**Soon-Hwa Wong**

Vice President of PATA



**Chen Miaolin**

Founder of New Century  
Tourism Group



**Wang Chunfeng**

Vice President of Utour  
Group



**Yan Xuyang**

Executive Deputy Dean of  
the Tourism College, Beijing  
Union University



**Mika Cui**

Vice President of Qyer.com

## II. Environmental Protection in Tourism Development

Organizer: China Daily

14:00-16:00, September 19<sup>th</sup>, 2019

Panelists:



**Dimitrios Buhalis**

Head of Department of  
Tourism and Hospitality,  
Faculty of Management,  
Bournemouth University



**Liu Zhongqin**

Chairman of China Society  
of Territorial Economists



**Gu Huimin**

Dean of Beijing  
International Studies  
Universit



**Gilles Clemente**

Director of the Carcassonne  
Tourism Board

### III. Inaugural Year of 5G Commercial Application, Revolution of Tourism Scenarios in the New Era

Organizer: Phoneix Tourism

9:00-11:00, 20 September 2019

Panelists:



**Wang Kunxin**

Deputy Secretary-General  
of the World Tourism  
Alliance



**Ahmed Eiweida**

World Bank Global Leader  
for Cultural Heritage &  
Sustainable Tourism



**Li Ling**

Managing Director for  
Transportation and Culture  
& Tourism, China Unicom  
Group



**Zhang Feng**

Deputy Director-General  
of the Culture and Tourism  
Bureau of Dalian City



**Qiu Hanqin**

Dean of the College of  
Tourism and Service  
Management, Nankai  
University



**Shi Da**

Executive Dean of the  
School of Tourism and  
Hotel Management,  
Dongbei University of  
Finance & Economics



**Wei Guanglin**

Managing Director for  
Culture & Tourism, China  
Unicom 5G Innovation  
Center



**Zhou Wenjie**

General Manager of  
Sunriver Holding Group  
Co., Ltd.

## Release of Xianghu Dialogue Study

### WTA Best Practice in Poverty Alleviation through Tourism 2019

The report, jointly published by the WTA, the World Bank Group (WBG) and the International Poverty Reduction Center in China (IPRCC), advocates the idea of poverty alleviation through development, and contributes examples and solutions to the cause of tourism-based poverty alleviation. The cases were collected through various channels, including international organizations, global members of the WTA and relevant departments of the Chinese government, and reviewed by the expert panel in accordance with the principles of fairness and impartiality, and based on the criteria of quantifiable effect, innovation, replicability, positive social impact and sustainability. Finally, 30 best practices have been recorded in the report.



### World Tourism Development Report 2019 - Industrial Implantation and Cultural Building in Poverty Alleviation through Tourism

The report is published together with China Tourism Academy, a member unit of the WTA. It focuses on the new progress in the global tourism industry and tourism-based poverty alleviation, proposes that industrial implantation is a new bright spot in tourism-based poverty alleviation, and provides a systematic analysis of the path and mechanism for the implantation of tourism industry in poor areas. According to the report, culture is the foundation and lasting force for the development of a place and a nation, and cultural enhancement plays a critical role in the implantation of tourism industry in poor areas. The report puts forward a series of suggestions on the sustainable and efficient development of tourism-based poverty reduction by combining industrial implantation with cultural enhancement.



### WTA Data Analysis Report of China's Inbound Tourism 2019

The report is published together with Kulv Data Marketing. Against the background of culture-tourism integration, implementation of the Belt and Road Initiative and improvement of relevant policies and infrastructure, the report provides a comprehensive analysis of the tourist behavior, future trend and development potential of inbound tourism in China with the 2018 data as the source. Focusing on the three stages of pre-travel, in-travel and post-travel, it offers insights on the publicity and marketing, basic infrastructure, product upgrading and professional build-up for the promotion of inbound tourism. The suggestions proposed by the report, which are based on the actual progress of inbound tourism in China, provide useful reference for the readers.



### Microfilm on the WTA Best Practice in Poverty Alleviation Through Tourism – Better Tourism, Better Life, Better World

The microfilm, jointly produced by the WTA and China Global Television Network (CGTN), is based on selected cases of the WTA best practices in poverty alleviation through tourism. With the self-narration of characters as the main form of presentation, the film shows the typical image of the localities with real video footage, and goes deep into the communities where the cases of poverty alleviation were collected from. By switching between different characters' points of view which connects the past, the present and the future, the film demonstrates the vitality and transformation that tourism development brings to the local communities.





# Technical Visit

## September 20<sup>th</sup> Evening

**Hangzhou Qiantang River Night Tour** is one of the special activities of Hangzhou. Tourists can enjoy the city night view by boat, see the landmark buildings of Hangzhou, feel the charm of Qiantang river at night and the visual feast brought by the Qiantang river light show, and experience the vitality and culture of Hangzhou from different perspectives.



## September 21<sup>st</sup> All Day

Keqiao District is the jurisdiction area of Shaoxing City, Zhejiang Province. Known as "Oriental Venice", Keqiao District is famous for the hometown of water village, bridge, wine, calligraphy, local opera and celebrities in China.



**Anchang Ancient Town** is the famous historical and cultural town in China. The town was built along the river, its architectural style inherits the typical characteristics of Jiangnan water village. Stone bridges everywhere have different sentiments and weddings on water customs have their own characteristics. Meanwhile, Anchang is also the hometown of Shaoxing private adviser.

**Oriental Neverland** is the indoor culture and tourism project invested by Shanghai Huachang Group and cost about 8 billion CNY. It is known as "Disney" indoor with constant temperature in four seasons. It has six theme amusement parks, such as exotic treasures, national defense science and technology, aquatic amusement and so on. It is a resort integrating amusement, catering and hospitality.



**Lu Town** is the first creative blocks with Lu Xun's cultural theme in China. With Jian Lake in the South and Keshan in the north, it is based on the long-standing Yue culture and restored to the architectural entity of the fictional hometown in Lu Xun's novels. It integrates the influential Lu Xun culture and reproduces the typical characters and environment in Lu Xun's works, as well as the folk customs, architectural features and natural scenery of the Shaoxing Water Village at that time. It was also a miniature of Shaoxing Water Village hundred years ago.

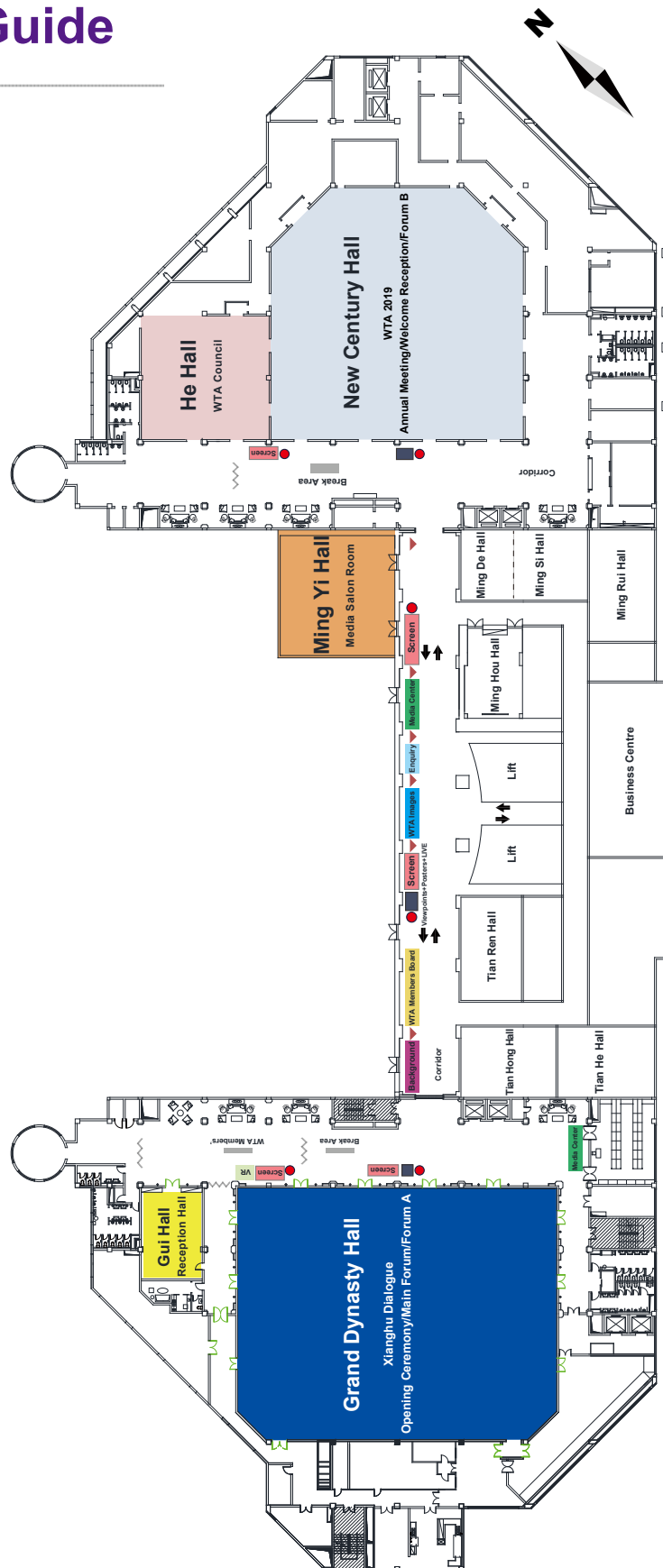
**Keyan Scenic Spot** with the connotation of ancient Shaoxing culture and the features of ancient quarrying scenery, it combines water village customs and mountain forest ecology. The scenic area including three regions named as Keyan, Jian Lake and Lu Town.



**Ancient Canal of East Zhejiang** located at the southern end of the Beijing-Hangzhou Grand Canal, one of the ancient canals in the Pre-Qin period, the total length of Keqiao section is 17.5 kilometers which covers Jian Lake, Daxiaoban Lake, Guazhu Lake, Dabajia Lake and Baitayang Lake. It is also the 46th World Heritage Site by UNESCO in China.



## Venues Guide



# List of Participants

## Ministry of Culture and Tourism of the P. R. China

Name	Company/Organization	Title
Li Jinzao	Ministry of Culture and Tourism of the P. R. China	Vice Minister
Chen Tong	Ministry of Culture and Tourism of the P. R. China	Director-General, Department of Intangible Heritage
Man Hongwei	Ministry of Culture and Tourism of the P. R. China	Advisor (Director-General Level) of Bureau of International Exchanges and Cooperation
Xu Haijun	Ministry of Culture and Tourism of the P. R. China	Deputy Director-General, Department of Resources Development
Xu Changguo	Ministry of Culture and Tourism of the P. R. China	Deputy Director-General, Department of Market Management
Lu Kailin	Ministry of Culture and Tourism of the P. R. China	Assistant to Minister
Liu Yaohong	Ministry of Culture and Tourism of the P. R. China	Deputy Director, Division of Protocol and Translation
Gao Wu	Ministry of Culture and Tourism of the P. R. China	Assistant Consultant, Division of International Organizations

## Zhejiang Province

Name	Company/Organization	Title
Wang Wenxu	Zhejiang Provincial People's Government	Vice Governor
Ge Xuebin	Zhejiang Provincial Department of Publicity	Deputy Director-General
Chu Ziyu	Zhejiang Provincial Department of Culture and Tourism	Director-General
Yang Jianwu	Zhejiang Provincial Department of Culture and Tourism	Deputy Director-General
Tong Guili	Xiaoshan District CPC Committee	Secretary of District
Chen Guomei	Hangzhou Municipal People's Government	Vice Mayor
Zhang Hongbin	City of Hangzhou	Director-General
Zhang Ansheng	City of Hangzhou	Director
Gu Chunxiao	Xiaoshan District People's Government	Executive Deputy District Head
Luo Linfeng	Xiaoshan District People's Government	Deputy District Head

## World Tourism Alliance

Name	Company/Organization	Title
Duan Qiang	WTA, Beijing Tourism Group	Chairman
Henri Giscard d'Estaing	WTA, Clubmed	Vice Chairman, President
Jayson Westbury	WTA, Australian Federation of Travel Agents (AFTA)	Vice Chairman, CEO
Tian Xiaohua	WTA, U. S. Travel Association	Respresentative of Vice Chairman, Vice President & Chief Economist
Liu Shijun	WTA Secretariat	Secretary-General

## Partners

Name	Company/Organization	Title
Zhu Shanzhong	United Nations World Tourism Organization (UNWTO)	Executive Director
Pansy Ho	Global Tourism Economy Research Centre	Chairperson
Nigel David	The World Travel & Tourism Council (WTTC)	Executive Vice President, Asia and Middle East
Ahmed Eiweida	The World Bank	Global Coordinator for Cultural Heritage and Sustainable Tourism
Eduardo Santander	European Travel Commission (ETC)	Executive Director
Wong Soon Hwa	Pacific Asia Travel Association (PATA)	Vice Chairman
Zhang Guangping	International Poverty Reduction Center in China (IPRCC)	Deputy Director General
Ding Yong	China Global Television Network (CGTN)	Deputy Director
Zhou Meixiang	The World Bank	Senior social development specialist, Beijing Office
Wang Xinxi	The World Bank	Urban Economist consultant
Wang Shuo	Global Tourism Economy Research Centre	Director
Chim Shueng Yee	Global Tourism Economy Research Centre	Assistant to Chairperson

## Diplomatic Missions & Tourism Boards

Name	Company/Organization	Title
H.E. Ahcene Boukhelfa	Embassy of the People's Democratic Republic of Algeria	Ambassador
Wu Ziyang	Embassy of the People's Democratic Republic of Algeria	Assistant
Ludivine Destree	Wallonie Belgique Tourisme	Regional director china
Yegorov	Embassy of the Russian Federation	Media Officer
Mohamed Mansoor	South African Tourism BJ Office	Regional Director, China
Qiao Dongqing	South African Tourism BJ Office	Manager
Anouar Chetoui	Tunisian National Tourist Office	Chief Representative
Wu Wenzhao	Tunisian National Tourist Office	Head of PR
Yashbir Singh	Consulate General of India, Shanghai	Consul
Ren Xuyuan	Consulate General of India, Shanghai	Interpreter

## Provincial Culture & Tourism Departments

Name	Company/Organization	Title
Chen Xianchun	Hunan Provincial Department of Culture and Tourism	Director-General
Wang Rongli	Department of Culture and Tourism of Hebei Province	Deputy Director-General
Li Ronggang	Shanxi Provincial Department of Culture and Tourism	Deputy Director-General
Li Yanqing	Henan Provincial Culture & Tourism Administration	Deputy Director-General
Chen Mengyu	Shaanxi Provincial Department of Culture and Tourism	Deputy Director-General
Fuo Faxiang	Qinghai Provincial Department of Culture and Tourism	Deputy Director-General
Li Xinjie	Department of Culture and Tourism of Hebei Province	Director
Zhang Qing	Shanxi Provincial Department of Culture and Tourism	Director
Song Yong	Jilin Provincial Department of Culture and Tourism	Director
Chen Ping	Shanghai Municipal Culture and Tourism Bureau	Director of Publicity and Promotion
Su Rong	Shanghai Municipal Culture and Tourism Bureau	Senior Staff Member
Wang Rongguo	Shandong Provincial Department of Culture and Tourism	Director of International Affairs
Guo Jishan	Henan Provincial Culture & Tourism Administration	Consultant
Zhou Shutao	Hunan Provincial Department of Culture and Tourism	Deputy Director of General Administration Office
Chen Yanli	Chongqing Municipal Culture and Tourism Development Committee	Deputy Director of International Exchanges and Cooperation
Yuan Shijun	Sichuan Provincial Department of Culture and Tourism	Director of International Exchanges and Cooperation
Dai Weihong	Shaanxi Provincial Department of Culture and Tourism	Director
Liu Shimin	Qinghai Provincial International Culture Association	Director
Zhang Haifeng	Qinghai Provincial Department of Culture and Tourism	Director of International Exchanges and Cooperation
Bao Yanyun	Qinghai Provincial Department of Culture and Tourism	Director of Technology and Education

## Special Guests

Name	Company/Organization	Title
Shan Jixiang	The Palace Museum Academy	President
Istvan Ujhelyi	European Parliament, Europe-China OBOR Culture and Tourism Development Committee	Vice-Chair of TRAN Committee, President
Christopher Rodrigues	Port of London Authority	Chairman
Margaret Richardson	Airbnb	Vice President
Xavier Veyry	AXA China	CEO
Samuel Fan	Alibaba Group	Vice President
Jenkins Thomas	European Tourism Association (ETOA)	CEO
Jose Ma. Renard Gregory Tuaño	Philippines Travel Agents Association (PTAA)	Secretary General of FATA
Siekhouy Chhor	Cambodia Association of Travel Agent (CATA)	President
Jessica Meng Houy	Cambodia Association of Travel Agent (CATA)	Vice President
Kyi Thein Ko	Myanmar Tourism Federation	Secretary General
Naung Naung Han	Union of Myanmar Travel Associations (UMTA)	President
Wong Thye Sing	Association of Travel Agents Brunei (ATAB)	Vice President
N. Rusmiati	Association of the Indonesian Tours & Travel Agencies (ASITA)	CEO
Luo Gang	Airbus	CEO Airbus China Innovation Centre
Anna Coren	CNN International	Correspondent
Liu Peng	China Airts and Entertainment Group Ltd.	Deputy General Manager
Zhuang Huiyuan	China International Culture Exchange Center	Deputy Director, Division of Exchanges and Cooperation
Xiong Yumei	China Women Tourism Committee, CTA	Chair
Ding Hui	The People's Government of Enshi Autonomous Prefecture	Deputy Governor
Pan Haiyan	Linfen Municipal People's Government	Vice Mayor
Luo Xiaojun	Yiwu Municipal Government	Vice Mayor
Frank Huang	Alibaba Fliggy	Vice President
Min Lingbo	Guangdong Weiran Law Firm	Director
Chen Zurao	Fantawild (Wuhu) Development Ltd.	Assistant President
Jiang Liya	Huatian Hotels	Chairman
Wang Jing	Travel Daily	CCO
Li Chengyong	Nanjing Jinling Oriental Culture Hotels and Resort	Chairman
Wang Jianping	Narada Hotel Group	President
Li Mingru	Kulv Data Marketing	Founder and CEO
Zhou Gaoliang	The Palace Museum	Deputy Director of General Administration Office



Wei Guanglin	China Unicom 5G Innovation Centre	Director, Culture and Tourism
Dong Chong	Wuhan Tourism Group Co., Ltd.	General Manager
Zhang Xiongwei	Zheqin Group	General Manager
Wang Chongxiao	Chinese Academy of Sciences	Director
Tao Zhoutian	Smart Steps Digital Technology	Deputy General Manager
Liu Lili	China Tourism Education Association	Secretary-General
Ge Lei	Beijing CYTS linkage PR Consulting Co., Ltd.	Executive General Manager
Zhang Hong	Gausscode Technology Inc.	COO and Co-founder
Du Cheng	Zhongshicaihua International Media	CEO
Zhu Yuantao	Zhongxingtong Group	Chairman
Shen Chengfei	Beijing Zhongxingtong Tourism and Culture Limited, Zhongxingtong Group	Vice President
Yang Jie	ByteDance	General Manager of Innovation Business Department
Gerard Lefebvre	Cleverdis	President & CEO
Marie Christine Louche	Cleverdis	Accompanying Person (Mr Gerard LEFEBVRE)

## WTB Members

### Council

Name	Company/Organization	Title
Alexander Folko	World Without Borders Travel Association	Representative in China, Council Member
Henri Giscard d'Estaing	Clubmed	President
Wu Min	Clubmed	VP Development, Construction & Real Estate APAC
Cecilia Chen	Clubmed	GR & GA Director
Guo Jia	Carnival Corporation & plc	Senior Manager
Chen Sanshun	Malaysian Chinese Tourism Association	National President
Xie Yongcong	Malaysian Chinese Tourism Association	Executive Director
Tadashi Shimura	Japan Association of Travel Agents	President
Wang Yan	Shanghai Disney Resort	Vice President, Government Affairs and Community Relations
Zhu Wei	Shanghai Disney Resort	Vice President, Sales
Zhu Ning	Shanghai Disney Resort	Manager, Government Affairs
Tassanee Kiatkamchornchai	Thai Travel Agents Association (TTAA)	Hon. Secretary General
Guido Brettschneider	TUI China	CEO
Chang Qing	Mastercard	Division President of China

Guo Junfeng	Mastercard	General Manager of Marketing, China
Wu Huanyu	Mastercard	Director, Marketing and Communications, China
Kent Sun	Intercontinental Hotel Group	CDO, Greater China
Zhou Zhou	Intercontinental Hotel Group	VP development, Greater China
Su Zhanhang	Guangdong Chimelong Group Co., Ltd.	Vice President
Yao Jun	Oversas Chinese Town Co. Ltd.	General Manager
Bo Shihai	Oversas Chinese Town Co. Ltd.	Manager of Board Office
Li Baochun	World Tourism Cities Federation	Executive Deputy Secretary-General
Cai Hua	World Tourism Cities Federation	Director of PR and Brand Promotion
Zhu Shiya	World Tourism Cities Federation	Manager
Li Xinyu	Ctrip.com	Vice President
Wang Zhe	Ctrip Group	Deputy General Manager of External Affairs
Su Bo	Macrolink Culturaltainment Development Co., Ltd.	Chairman
Wu Xiang	UnionPay International	VP and Secretary of the Board of Directors
Xu Rui	UnionPay International	Deputy General Manager of Marketing and Brand
Zhao Rong	Air China Limited	Senior Manager
Du Jiang	China Tourism Group Corporation Limited	Director and President
Lei Haisu	China Tourism Group	President of Research Institution
Yang Yu	China Tourism Group Corporation Limited	Executive Assitant
Zhang Min	China Tourism Association	Director of General Administration Office
Dai Bin	China Tourism Academy	President
Zhang Yue	UnionPay	Manager

## Members

Name	Company/Organization	Title
Sally Young	CNN International	Vice President
Cindy Zhan	CNN International	Account Director
Joseph Lu	CNN International	Associate Director
An Li	Airbnb China	Vice President and Director of Public Policy
Zhong Yiming	Airbnb China	Director, Culture and Tourism Policy
Wu Lanna	Airbnb China	Director, Regional Affairs
Zhu Zhonghe	Airbnb China	Manager, Culture and Tourism Policy
Han Zhixuan	Airbnb China	Manager, Public Affairs

Dimitrios Buhalis	Bournemouth University	Professor
Feng Bingbing	Walk Through Africa Tours	Manager
Niels Bjoern Friis	Odense City Museums / H.C. Andersen Museum	Curator
Laerke Beck Johansen	Odense City Museums	Marketing
Lars Thykier	The Association of Danish Travel agents and Tour Operators	Managing Director
Emma Thykier	The Association of Danish Travel agents and Tour Operators	Accompanying person of Lars Thykier
Li Tao	Chinatours	Deputy General Manager
Jiang Yixiang	Chinatours	Manager
Volker Adams	DRV Deutscher ReiseVerband e. V.	Head of Political Affairs
Mingkwan Metmowlee	Federation of ASEAN Travel Associations (FATA)	President
Jean-Louis BES	The City of Carcassonne	Deputy Mayor
Gilles Clemente	The City of Carcassonne	Director of Tourism Bureau
Shi Guoming	The City of Carcassonne	Consultant
Gu Panpan	The City of Carcassonne	Consultant
Robert Ohmberg	Finnair Plc	General Manager Greater China
Seung-Hwa Ahn	Korea Tourism Association	Team Leader
Shi Zhenchun	Universal Parks & Resorts	Vice President, Development and Government Affairs
Zhan Wenjuan	Universal Parks & Resorts	Director, Development and Government Affairs
Michael Henssler	Key Kempinski Hotels Management Co. Ltd	COO Asia
Shang Guozhi	Key Kempinski Hotels Management Co. Ltd.	Deputy General Manager (Development)
Ernest Wooden Jr.	Los Angeles Tourism & Convention Board	President and CEO
Chang Hong	Los Angeles Tourism & Convention Board	Regional Director, China
Zheng Jianming	Los Angeles Tourism & Convention Board	Director, East China
Guan Dawei	Los Angeles Tourism & Convention Board	Senior Manager
Rocky Kho	Malaysian Association of Tour & Travel Agents (MATTA)	Executive Council Member
Nerguu Shagdarsuren	Mongolia Juulchin World Tours Corporation	President
Aoge Han	Mongolia Juulchin World Tours Corporation	Regional Director, China
David Axiotis	Messe Berlin Exhibitions Shanghai Co., Ltd.	Executive Director and General Manager
Yu Jiajun	Messe Berlin Exhibitions Shanghai Co., Ltd.	Marketing Manager
Nikolaos Swoch	Messe Berlin Exhibitions Shanghai Co., Ltd.	Manager, Business Development
Peter Ko	Arniko International Travels & Tours P.Ltd	Chairman
Hemant Bahadur Lama	Arniko International Travels & Tours P.Ltd	Representative USA
Achyut Guragain	Nepal Association of Tour & Travel Agents	Managing Director

Aigerim Yessenaliyeva	Eurasian Tourism Association	Executive Director
Kulay Rakymet	Eurasian Tourism Association	Administrative Assistant
Ying Hong	European Federation of Chinese Tourism	President 2019-2020
Chen Lei	European Federation of Chinese Tourism	Vice President / Chairman
Zhu Jinnuo	All Nippon Airways Co., Ltd	Permanent Director
Akira Yonezawa	Japan Airlines	Regional Director, China
Yang Xu	Japan Airlines	General Manager of Sales Department
Song Fuhua	Espro Information Technologies Ltd	Chairman
Mahendra Vakharia	Outbound Tour Operators Association of India (Pathfinders Holidays Pvt Ltd)	President
Ke-Wei Peh	Changi Airport Group	Vice President
Shi Hanning	Changi Airport Group	Senior Consultant
Jacopo Sertoli	Select Holding Ltd.	President
Angelo Morano	Select Holding Ltd.	Chief Operating Officer
Wu Yao	Select Holding Ltd.	Executive Assistant to COO
Wu Wenting	Select Holding Ltd.	Manager, Government Affairs
Jaewoo Chung	NAMI Island, Inc	Marketing Executive Director
Taeseoun Min	NAMI Island, Inc	PM
Akihiro Horisaka	Nippon Travel Agency Co., Ltd.	President & CEO
Katsuichi Takimoto	Nippon Travel Agency Co., Ltd.	Special Adviser
Chu Dawei	Nippon Travel Agency	General Manager
kunitoshi Hayashi	Nippon Travel Agency (China)	Chairman
Kazuo Taniguchi	Nippon Travel Agency (China)	Vice Chairman
Tiger Bihu Wu	Peking University	Director of the International Center for Recreation and Tourism Research, College of Urban and Environmental Sciences/Professor
Zou Tongqian	Beijing International Study University	President Assistant
Gu Huimin	Beijing International Studies University	Dean
Cai Sheng	Beijing International Study University	Director of General Administration Office, China Academy of Culture & Tourism
Suo Dejin	Beijing Gongmei Group Co., Ltd.	Deputy General Manager
Wang Yu	Spring Airlines	Chairman
Zhang Feng	Dalian Municipal Bureau of Culture and Tourism	Deputy Director
Cai Meizi	Dalian Municipal Bureau of Culture and Tourism	Division Chief
Yang Yichen	Aeroflot	Sales Manager, Greater China
Wang Xin	Fujian Tourism Development Group	Deputy Director of Marketing
Che Chiqiang	Guangdong Provincial Tourism Holdings Co., Ltd.	General Manager

Wang Jian	Guangdong Provincial Tourism Holdings Co., Ltd.	Deputy Director of General Administration Department/Board Office
Li Bin	Guangzhou Li Zhi Network Technology Ltd.	Co-Founder
Li Qiuyue	Guangzhou Li Zhi Network Technology Ltd.	Manager, Strategic Cooperation
Chen Baiyu	Lingnan Group	President
Gan Zilin	Lingnan Group	Assistant to President
Wu Qingsong	Guangzhou Municipal Culture, Radio, Television and Tourism Bureau	Deputy Director
Chu Qian	Guangzhou Municipal Culture, Radio, Television and Tourism Bureau	Senior Staff Member
Cheng Daopin	Guilin Tourism University	President
Zhou Jianglin	Guilin Tourism University	Assistant to Former President
Chen Bangyu	Guilin Tourism University	Director of International Exchange and Cooperation
Yan Honglei	City of Harbin	Director
Wang Kaiping	City of Harbin	Chief of General Administration Office
Wu Jing	Hubei Culture&Tourism Investment Group Co., Ltd.	General Manager
Luo Yuan	Hubei Culture&Tourism Investment Group Co., Ltd.	Deputy Director of General Administration Office
Li Guangming	Shenzhen Tourism College of Jinnan University	Executive President
Fan Yuzhou	Shenzhen Tourism College of Jinnan University	Staff Member
Chen Miaolin	New Century Tourism Group	Founder
Liu Zhengzheng	New Century Tourism Group	Manager
Ren Jun	Carissa Tourism Group	Senior Vice President
Yang Mingjun	Kunming municipal culture and tourism bureau (City of Kunming)	Secretary of CPC Group
Yang Guangming	Kunming municipal culture and tourism bureau (City of Kunming)	Deputy Director
Li Jindie	Kunming municipal culture and tourism bureau (City of Kunming)	Director of International Exchanges and Cooperation
Yu Hanchang	Lianyungang Urban Construction Holdings Group Co. Ltd	General Manager
An Liang	Lianyungang Urban Construction Holdings Group Co. Ltd	Director of General Administration Department
Zhou Wenjun	Lianyungang Urban Construction Holdings Group Co. Ltd	Chairman
Qi Wenzhong	Lianyungang Urban Construction Holdings Group Co. Ltd	Deputy General Manager
Li Yunpeng	Ling Nan Eco & Culture-Tourism Co., Ltd.	Assistant to Chairman
Du Ting	Ling Nan Eco & Culture-Tourism Co., Ltd. (Hengrun Culture Group)	Executive President
Guo Qing	Meituan Travel	Vice President
Wu Zhengyuan	Meituan Travel	Senior Director, Government Affairs
Ge Jibin	Nanjing Municipal Bureau of Culture and Tourism (City of Nanjing)	Division Chief of International Exchanges and Cooperation
Qiu Hanqin	Nankai University	Dean of College of Tourism and Service Management
Wang Shan	Nankai University	Director of Exchanges and Cooperation, College of Tourism and Service Management



Fan Hui	The people's Government of Qingdao	Director
Xu Hongwei	Qingdao Culture and Tourism Bureau	Deputy Director-General
Du Baoren	Qingdao Culture and Tourism Bureau	Consultant
Zhang Fan	Travel Trade Service TTS Ltd.	General Manager
Chen Guilin	Xiamen Municipal Bureau Culture and Tourism (City of Xiamen)	Deputy Director
Li Jie	Xiamen Municipal Bureau Culture and Tourism (City of Xiamen)	Staff Member
Wang Wenbao	Shanxi Cultural Tourism Investment Holding Group Co., Ltd.	Chairman
Hao Yuan	Shanxi Cultural Tourism Investment Holding Group Co., Ltd.	Head of CPC Committee Office
Zhou Bing	Shaanxi Tourism Group Co.,Ltd	Chairman
Wang Jinxiang	Shaanxi Tourism Group Co.,Ltd	Staff Member
Jin Xin	Visual China Group	General Manager, Integrated Marketing
Ren Ding	Sichuan Tourism Investment Group Co., Ltd.	Secretary of CPC Committee, Chairman
Yao Xingping	Sichuan Tourism Investment Group Co., Ltd.	Deputy Director of General Administration Office
Lv Hong	Sichuan Tourism Investment Group Co., Ltd.	Deputy Director of Audit
Li Jie	Suzhou Bureau of Culture, Radio, Broadcast and Tourism	Director
Wang Rudong	Suzhou Bureau of Culture, Radio, Broadcast and Tourism	Division Chief of International Exchange and Cooperation
Ge Yujing	Tuniu.com	Vice President
Yu Yingshuo	Tuniu.com	Public Affairs Director
Kang Lifeng	Xian Municipal Culture and Tourism Bureau	Deputy Director
Xiao Yu	Xian Municipal Culture and Tourism Bureau	Division Chief
Wang Xingde	Sunny Communication	Vice President
Zhong Rong	Usunhome Cultural Tourism Co., Ltd.	Director
Zhang Yunyue	Air China Limited	Researcher
Liu Zhongqin	China Society of Territorial Economists	President and Secretary of CPC Committee
Zhang Yunhui	China Society of Territorial Economists	Deputy Secretary-General
Zhang Chaowei	China Society of Territorial Economists	Secretary-General of Tourism Committee
Long Fei	China Association of Travel Services	Director of Business Cooperation
Zou Hao	China Association of Travel Services	Director of Development of Research
Xu Xing	China Tourism News	President
Song Lei	China Tourism automobile and cruise association	Deputy Secretary-General
Xu Ning	China Tourism automobile and cruise association	Director
Zhang Te	China Tourist Hotel Association	Director of General Administration Office of the Secretariat
Liu Wei	China Tourist Attractions Association	Director

Wang Chao	China Tourist Attractions Association	Staff Member
Li Bingjiu	National Brand Culture Committee	Vice Chairman
Chen Hanpo	China Southern Airlines company limited	Deputy General Manager of Market Development
Duan Yi	China Southern Airlines company limited	Head of Sales
Song Rui	Chinese Academy of Social Sciences	Director of Tourism Research Centre
Zeng Hui	China Railway Travel Service	Deputy General Manager
Hu Jiying	China Cyts Tours Holding Co.,Ltd	Deputy General Manager
Jiang Lieyi	Huohe Culture Media (Beijing) Co., Ltd	CEO
Dickie Liang-Hong Ke	Huohe Culture Media (Beijing) Co., Ltd	CTO and Sloan Fellow
Dai Xiaolian	Huohe Culture Media (Beijing) Co., Ltd	General Manager
Wu Yuanshan	Huohe Culture Media (Beijing) Co., Ltd	Director of Production
Li Sufei	Huohe Culture Media (Beijing) Co., Ltd	Project Director
Wang Chunfeng	Utour Group Co., Ltd.	Vice President

## Membership Candidates

Name	Company/Organization	Title
Hamzah Rahmat	Buffalo Tours DMC (Malaysia) Sdn Bhd	Director
Viktor Vereb	Europe-China OBOR Culture and Tourism Development Committee	Senior Representative
Wu Sihao	Europe-China OBOR Culture and Tourism Development Committee	Consultant
Shi Zhenkang	OYO Hotel Management (Shanghai) Co., Ltd.	COO & Partner
Zhang Liming	Argyle Hotel Group	CEO
He Yong	Argyle Hotel Group	Director, Business Development
Zhang Wenting	WildAid	Senior project manager
Pauline Suharno	ASTINDO	Secretary General
Qing Qinghui	Tarsus Group Plc	Regional Director, China
Guan Lei	Beijing Capital Airlines Co.,Ltd.	Chairman
Zhang Zhihong	Guilin Municipal Bureau of Culture, Radio, Television and Tourism	Deputy Director
Zhou Xiaoguang	Guilin Tang Dynasty Tours Co. Ltd	President
Huang Hua	Guilin Tang Dynasty Tours Co. Ltd	Director of Customer Service
Xu Ying	Guilin Tang Dynasty Tours Co. Ltd	Marketing Manager
Li Qiuyan	Lvmama Group	Vice President
Cui Li	QYER.com	Vice President

Shi Minxia	QYER.com	PR Director
Lu Yuqing	QYER.com	Senior Manager, Strategic Cooperation
Shu Zhan	Tencent Co., Ltd.	General Manager of Tencent Culture and Tourism Industry
Sun Hui	Tencent Co., Ltd.	Director of Operation, Tencent Culture and Tourism Industry
Ye Wenzhi	Sunriver Holding Group Co., Ltd.	Executive President
Zhou Wenjie	Sunriver Holding Group Co., Ltd.	General Manager, Business Development
Xie Shuyan	Sunriver Holding Group Co., Ltd.	Head of Investment
Su Xiao	Yunnan Tengyun Information Co., Ltd.	Assistant, President Office

## Non-members (Enterprise)

Name	Company/Organization	Title
Wang Yueting	China Airts and Entertainment Group Ltd.	Staff Member
Guo Chen	China International Culture Exchange Center	Staff Member, Division of Exchanges and Cooperation
Tracy Jiang	AXA China	Head of Retail
Sun Xing	AXA China	Head of AXA Next Lab Asia
Derek	Mandarin Holidays	Management
Nie Lan	OAG	Customer Relations Development Specialist
Liao Zhengjun	IRI Group	General Manager
Wu Tao	Alibaba Fliggy	General Manager, Business Affairs
Wang Li	Alibaba Fliggy	Senior Specialist, Government Affairs
Wang Kan	Antour Consult	General Manager
Peng Shiyong	Antour Consult	Interpreter
Jin Xin	Beijing Sifangrongda Culture Development Group	Interpreter
Wu Lina	Beijing Sifangrongda Culture Development Group	Interpreter
Dong Hua	Beijing Sifangrongda Culture Development Group	Interpreter
Sun Tingting	Beijing Sifangrongda Culture Development Group	Interpreter
Li Yujie	BES Cultural Tourism Group	Assistant to Chairman / Director of President Office
Sheng Kai	Dalian Tourism Group Co.Ltd.	Chairman
Chen Jing	Dossen Group	VP International Business
Deng Jifei	East Wonderland	Vice President
Zhang Xiao	Guangzhou Astar Technology Co.,Ltd.	CEO
Zhang Jingfei	Hangzhou International Expo Center Events Co.,Ltd.	Deputy General Manager
Wang Ziyu	Hangzhou International Expo Center Events Co.,Ltd.	Project Manager

Shi Xuemei	Huazhu Group Ltd.	Head of Huazhu Business School
Zhang Dandan	Huazhu Group Ltd.	Trainer
Shi Shihua	LDS	Chairman, Chief Desingner
Li Mingliang	Lvzhiyun Online Education	Vice President
Huang Yelin	Lvzhiyun Online Education	Marketing Director
Shao Lei	Keke Xili	General Manager
La Jiyuan	Qinghai Provincial Tourism Investment Group Co., Ltd.	Chairman
La Yaqiong	Qinghai Tiandi Renyuan Culture Tourism Development Co.,Ltd	Vice Chair
Wu Jun	The Company of People's Cultural Tourism	Presidet and Chief Researcher of the Think Tank of People's Culture Tourism
Yang Tao	Qujiang Cultural Tourism	Deputy General Manager
Huang Youqing	Xiyu Culture International Tourism Co., Ltd.	General Manager
Liu Yang	Guru Online	General Manager, Destination Marketing
Chen Xizhou	Yiwu Transportation Tourism Industry Development Group Co., Ltd.	Secretary of CPC Committee, General Manager
Zhao Guohua	Yiwu Transportation Tourism Industry Development Group Co., Ltd.	Chief Engineer/Executive Director
Yang Liping	China Guigu Science Park	Executive Deputy Director
Cheng Gang	China international travel service (Jiang su) Co., Ltd.	General Manager of Outbound Center
Feng Qiaoling	China Architecture Design & Research Group	President
Zhang Feng	China Unicom	Director
Li Ling	China Unicom	Director of Transportation, Culture and Tourism
Shi Zufu	China Light Industry Press	Editorial Director
Fang Xiaoyan	China Light Industry Press	Editor, Food and Tourism
He Xiaoqin	China Light Industry Press	Editor
Zhang Ziyi	Zjh Business Travel Service Gd Co.,Ltd.	CEO
Luo Dawei	Beijing CYTS linkage PR Consulting Co., Ltd.	Director of Marketing
Ding Yong	China Media Group	Deputy Director of CGTN

## Non-members (Association)

Name	Company/Organization	Title
Sun Jing	China Ireland Green Culture Tourism Association	Founder
Guan Fei	Anhui Provincial Tourism Association	Chairman
Peng Yanbin	Tourist Attractions Chapter, Anhui Provincial Tourism Association	Chairman
Gan Guihong	Guangdong Hotel&Lodging Association	Deputy Secretary-General
Cai Tao	Guangdong Tourism Association	Secretary-General

Tan Weiqi	Hunan Tourist Hotel Association	Vice Chair
Chen Fujiao	Hunan Tourist Hotel Association	Secretary-General
Xie Kai	Hunan Tourist Hotel Association	Specialist
He Zhuanglong	Shandong Provincial Tourism Hotel Associatio	Chairman
Ma Jie	Shandong Provincial Tourism Hotel Associatio	Vice Chairm and Secretary-General
Guo Guangtian	Shanxi Self-Drive and Camping Association	Chairman
Fei Wenjuan	Shaanxi Touism Attactions Association	Secretary-General
Dong Jie	Zhejiang Province Tourism Association	Secretary-General

## Non-members (Academia)

Name	Company/Organization	Title
Yan Xuyang	Beijing Union University Tourism College	Execuive Deputy Dean
Shi Da	Northeast University of Finance and Economics	President
Hua Gang	Qianjiang college Hangzhou Normal University	Director of Tourism Management Department
Huang Yuanshui	Hua Quao Univ.	President of Tourism College
Chen Guozhong	Shangdong College of Tourism and Hospitality	Secretary of CPC Committee
Chen Yunchuan	Sichuan Tourism University	Vice President
Qiu Ping	Sichuan Tourism University	Director of Tourism Research Department
Lv Wanqing	Yunnan University	President
Zhou Lingqiang	Zhejiang University	Professor, Associate Dean of School of Tourism and Leisure Research
Jin Bingxiong	Tourism College of Zhejiang	Secretary of CPC Committee
Wang Kunxin	Tourism College of Zhejiang	Professor
Wang Fang	Tourism College of Zhejiang	Vice President
Zhou Lili	Tourism College of Zhejiang	Dean of School of International Education
Jin Tao	Tourism college of Zhejiang	Deputy Director of Institute of Tourism Standardization
Gao Ming	Tourism College of Zhejiang	Faculty Member
Ji Shuyun	Zhejiang Normal University	Faculty Member

## Non-members (Hotel)

Name	Company/Organization	Title
Zhang Tian	White Swan Hotel	COO
Chen Xi	White Swan Hotel	Director of Executive Office
Mo Ruobin	Dongguan Kangdi Hotel Management Co. Ltd.	President
Zhen Jingping	Baiyun Hotel	General Manager
Shi Lei	Baiyun Hotel	Director of Administration Office
Mo Xiaohui	Hotel Lankmark	Chairman, General Manager
Lu Lixiong	Hotel Lankmark	Manager
Tan Yong	Lotusland Hotel	General Manager
Wang Qian	polyhotel	General Manager
Peng Junxiang	polyhotel	Marketing Manager
Yuan Hongguang	Eastlake hotel	Executive Chair
Li ying	Hunan Yixi Hotel Management Company	Chair
Liu Shengbo	Huatian Hotels	General Manager
Wang Shuopeng	Qingyuan Qintian Hotel Management	Chairman
Tang Shaoxiong	Shantou Huangdu Hotel Co., Ltd.	Director
Dai Peiren	MarInter Hospitality Group (China) Limited	CEO
Song Bo	Whkingdom	General Manager
Xiang Qian	Whkingdom	Assistant to General Manager
Liu Yanhua	Wuhan Weijia hotel management company. LID	General Manager
Tian Jin	New World Hotel Wuhan	DGM
Liu Dan	Wuhan Yangtze Hotel Management Limited	General Manager
Xie Weijie	Star River	Vice President
Deng Xiangyang	Yueyang Hotel	Executive Director
Tang Zehui	Changsha Dahan Jinqiao Huameida Plaza Hotel	Executive Director and General Manager
Wu Yan	Mingcheng International Hotel	General Manager
Zou Wei	Changsha Xinyuan White Swan Hotel	General Manager
Luo Qianjun	Yannian Hotel	Chairman
Liu Zheng	Youdian Hotel Guangdong	General Manager



## Non-members(Scenic Area)

Name	Company/Organization	Title
Cui Puzhen	Anhui Chaohu Mushandao Tourism Development Co.,Ltd	Marketing Director
Hua Liang	Anhui Chaohu Mushandao Tourism Development Co.,Ltd	Director of Security
Liu Jinhong	Dalian Jinshitan National Tourism Resort Management Committee	Party Committee Secretary, Director of Management Committee
Wu lizhong	Dalian Jinshitan National Tourism Resort Management Committee	Deputy Director of General Administration Office
Bi Yunfeng	Dalian Jinshitan Tourism Group Co. Ltd.	General Manager
Song Xiaoshan	Dalian Tianmenshan Tourism Development Co. Ltd.	Panning Manager
Zhang Rui	Guide National Geopark	General Manager
Wang Chengyang	Huangshan Tourism Development Co.,Ltd.	Deputy Director, Strategic Research
Li Hongyu	Yesanpo Management Committee	Deputy Director of Management Committee
Zhang Dejiang	Shucheng Wanfo Lake Tourism Management	Deputy Director of Management Committee
Xie Hongyan	ROSSINI	Senior Manager
Su Linping	Wai Lind Ding Island Tourist Resort Zhuhai City	General Manager

## Others

Name	Company/Organization	Title
Liu Wangming	The People's Government of Enshi Autonomous Prefecture	Division Chief
Hu Fuxian	Enshi Culture and Tourism Bureau	Deputy Director
Li Chunlian	Enshi Culture and Tourism Bureau	HR Chief
Luo Rong	Yiwu Municipal Bureau of Culture, Radio, Television, Tourism and Sports	Director
Huang Xiaoying	Yiwu Municipal Bureau of Culture, Radio, Television, Tourism and Sports	Member of CPC Committee
Cheng Jianfang	Yiwu Municipal Bureau of Culture, Radio, Television, Tourism and Sports	Deputy Director
Qin Chenhua	Linfen Municipal People's Government	Assistant to Vice Mayor
Li Aizhen	Linfen Culture and Tourism Bureau	Director
Wei Kangzhong	Linfen Culture and Tourism Bureau	Deputy Director
Cheng Wei	Linfen Culture and Tourism Bureau	Section Chief
Li Aiping	Congjiang County Tourism Development Service Center	Deputy Director
Lu Yonghua	Congjiang County Folk Art Group	Director
Lan Haiyan	Congjiang County Agriculture Bureau	Deputy Director
Tian Jiangbo	Congjiang County People's Government	County Head
Wu Jinxiu	Congjiang County Culture, Sports, Radio and Television Bureau	Director

Zhou Yawei	Luoyang Cultural Radio, Television and Tourism Bureau	Deputy Division Chief
Cai Shandi	Bama Yao Ethnic Autonomous County, Guangxi	Deputy County Head
Hu Dapeng	Luoyang Cultural Radio, Television and Tourism Bureau	Director
Lu Yi	Luoyang Cultural Radio, Television and Tourism Bureau	Deputy Director
Zhang Mengqi	ByteDance	Assistant
Zhao Shan	China Tourism Education Association	Staff Member
Hua Yu	Smart Steps Digital Technology	Regional General Manager
Lin Huadang	International Poverty Reduction Center in China (IPRCC)	Programme Officer of the International Exchange Division
Mei Qiaofu	Wuhan Tourism Group Co., Ltd.	Director of General Administration Office
Ye Liping	Sichuan Energy Investment Cultural Tourism Equity Investment Fund Management Co., Ltd.	Assistant to General Manager
Zhen Jia	Sichuan Energy Investment Development Co., Ltd.	Deputy General Manager
Niu Huijun	Kulv Data Marketing	Deputy General Manager of Sales

## Media

Name	Company/Organization	Title
Fu Yan	Tripadvisor	Chief Commercial Officer, China
Li Baitao	Takungpao.com	Reporter
Cui Na	ifeng.com	General Manager, Government and Tourism Affairs
Xu Yue	ifeng.com	Chief Editor, Tourism
Zhang Zhining	ifeng.com	Editor
Xiang Keqing	ifeng.com	Editor, Tourism
Lu Yuanzhen	Guangming Daily	Reporter
Sun Yumeng	Huanqiu	Reporter
Zheng Bin	China Economy Daily	Reporter
Lei Rui	Nationaltourism.cn	General Manager
Zhang Rui	Nationaltourism.cn	Editor
Li Ting	Nationaltourism.cn	Editor
Wang Ying	Nationaltourism.cn	Editor
Cao Ruyang	Nationaltourism.cn	Editor
Shen Liang	ThePaper.cn	Reporter
Jin Jingnuo	Pinchain.com	Reporter

Zhang Jing	Qianlong.com	Reporter
Yuan Shuai	Chinaxiaokang.com	Reporter
Li Yi	People's Daily	Reporter
Zhao Shan	People's Daily Overseas	Reporter
Wang Yong	Travel.sohu.com	Reporter
Yan Guojun	Tencent Culture and Tourism Industry	Chief Editor
Tian Guannan	Tencent Culture and Tourism Industry	Editor
Zhang Yijing	Tencent Culture and Tourism Industry	Reporter
Yao Lan	Travel.163.com	Chief Editor
Fang Yuan	Travel.163.com	Editor
Liu Xingyan	Travel.163.com	Editor
Ji Huafeng	Wenlvpai.com	Senior Editor
Yang Fan	Wenlvpai.com	Associate Chief Editor
Chen Aiping	Xinhua News Agency, Shanghai	Reporter
Qian Chunxian	Xinhuanet.com	Reporter
Li Yang	Lvjie.com.cn	CEO
Min Qinqin	Xuexi.cn	Chief Editor of Tourism
Wang Haixia	CRI Online	Chief Editor
Zhang Nan	CRI Online	Editor
Meng Yan	CRI Online	Editor
Dong Xue	China Global Television Network (CGTN)	Reporter
Cui Xingyu	China Global Television Network (CGTN)	Reporter
Zhou Jinxi	China Global Television Network (CGTN)	Reporter
Zhang Jiahua	China Global Television Network (CGTN)	Reporter
Pei Xiaoge	Ce.cn	Director
Wang Hong	Ce.cn	Reporter
Qin Jiaming	Ce.cn	Reporter
Cui Jing	China Tourism Daily	Reporter
Zhao Hui	China Tourism Daily	Reporter
Cheng Si	China Daily	Reporter
Ma Zhenhuan	China Daily	Reporter
Wu Yang	Travel.China.com.cn	Director

Guo Xu	Travel.China.com.cn	Editor
Wang Xuesi	China Culture Daily	Reporter
Ge Jing	China International Conference and Exhibition	Director
Wu Wei	China Media Group	Reporter
Zhou Jinxi	China Media Group	Cameraman
Zhang Jiahua	China Media Group	Cameraman
Pang Xinhua	China Media Group	Deputy Director of Editorial Department
Fu Zhengwei	China Media Group	Film producer
Wu Ruoqing	China Media Group	Editor
Wang Zhu	CGTN	Reporter
Shen Yuqi	Tencent Culture and Tourism Industry	Reporter

## WTA Seretariat

Name	Company/Organization	Title
Wu Dawei	WTA Seretariat	Director, Cooperation and Development
Zhang Yuan	WTA Seretariat	Director, Administrative Affairs
Zhao Ke	WTA Seretariat	Director, Service and Management
Fan Ruiqing	WTA Seretariat	Program Officer
Yang Wenjiao	WTA Seretariat	Program Officer
Liu Yanqiu	WTA Seretariat	Program Officer
Xiao Zhen	WTA Seretariat	Program Officer
Guo Yanjun	WTA Seretariat	Program Officer
Liu Yuying	WTA Seretariat	Program Officer
Yang Zhichao	WTA Seretariat	Program Officer
Gao Angzhi	WTA Seretariat	Member of Hangzhou Liaison Office
Hu Jian	WTA Seretariat	Member of Hangzhou Liaison Office
Sun Yiwen	WTA Seretariat	Member of Hangzhou Liaison Office
Jin Xiaoying	WTA Seretariat	Member of Hangzhou Liaison Office
Cheng Yirong	WTA Seretariat	Staff Member
Ma Huiting	WTA Seretariat	Staff Member
Liu Wanfen	WTA Seretariat	Staff Member



## Hangzhou Impression



Located on the southeast coast of China and north of Zhejiang province, Hangzhou is the political, economic, cultural, educational, transportation and financial heartland of Zhejiang and a major international E-commerce center.

With a history of over 2,200 years, Hangzhou served as the capital of both Ng-Yuih Kingdom (907-978 AD) and Southern Song Dynasty (1127-1279 AD) and has long been hailed as an "earthly paradise". The city's heritage mirrors varied facets of cultures in the region as well as history including those of West Lake, Liangzhu, silk, tea, as well as of the numerous stories and legends that have been handed down over millennia.

The subtropical monsoon climate provides the city with four distinctive seasons. Each is charming in its unique way, allowing the visitor to view the sights of "flowers in spring, moonlight in autumn, breeze in summer and snow in winter".

A city of warmth, Hangzhou has been rated as "the happiest city in China" for 12 consecutive years. The 24-

hour library, citywide free WiFi, pedestrians first at zebra crossings... impresses the visitor with its humanistic richness and never-stop progress along the pace of times.

In Hangzhou, you can hire a public bicycle to explore the bustling downtown, take a tour bus to browse the scenery of a living poetry, aboard a boat to feel the charm of a JiangNan water town or try its efficient metro system to famous cultural sites. Here, romantic and classic, tradition and vogue transform back and forth at will. One moment you are deeply immersed in the city's rich culture and next, find yourself indulging in its colorful leisure world.



## Introduction to Xiaoshan District



Located on the southern bank of Qiantang River, Xiaoshan is a city with long history and vitality. Xiaoshan enjoys good geographical location and convenient transportation as it is near the river and sea. The total area of Xiaoshan is 1420 Square Kilometers with 2.5 million people. The comprehensive strength ranked No.1 among all the cities and counties in Zhejiang Province for consecutive years and ranked No.5 for its comprehensive strength in top 100 districts ranking list among medium and small-sized cities in China. In 2018, the GDP of Xiaoshan has reached 211 billion Yuan with the general financial revenue of 39.379 billion Yuan.

In recent years, Xiaoshan seized the historical opportunity of "Post-G20-Summit, Pre-Asian-Games", and actively integrated into the provincial construction project of "Big bay area, Big garden" and the municipal strategy of "Development along the Qiantang River". With a pragmatic and innovative spirit, Xiaoshan went all out to pursue the sustainable and sound development of economy and society. The popularity and reputation of Xiaoshan have been promoted rapidly.

Under the background of the integration of culture and tourism, Xiaoshan has formed a development pattern with multiple experiences and variety of industry models. Guided by the All-for-One Tourism strategy, Xiaoshan combines leisure, holiday, sports, rural tourism and industrial tourism products into a whole. Xiaoshan boasts rich cultural landscape on the southern bank of the Qiantang River, breeding the spirit of inclusiveness and adventurousness through the rise and fall of tidal waves.

On December 17th, 2017, the headquarters of WTA officially settled in Xiang Lake, a milestone in the development history of Xiaoshan tourism, greatly promoting the international progress of Xiaoshan tourism.





## Introduction to Grand New Century Hotel Hangzhou

Grand New Century Hotel Hangzhou is located in the CBD of Xiaoshan District of Hangzhou City, which is a five-star luxury business conference hotel of New Century Tourism Group, with 47 storeys, 218m high, standing among the center of CBD of Xiaoshan District with its extraordinary noble style. Also, as the reception hotel designated by G20 Hangzhou Summit in 2016, Grand New Century Hotel Hangzhou has successfully completed the tasks like the license center for global overseas media, overseas media reception and CCTV reception. Hotel has been successively awarded the highest award of Chinese hotel industry- "China Hotels Golden Star Award", repeatedly awarded "Golden Pillow Award of China Hotels", "Top 10 Most Popular Business Hotels" and other awards since its operation. On February 14, 2016, hotel organized a Valentine's Day Public Benefit Activity on the subject of "delivering warmth, fulfilling a dream for the aged of 84 years old", which made it renowned nationwide and praised as "the most loving five-star hotel" by thousands of net friends.