



4th SESSION OF 1st WTA COUNCIL
WTA ANNUAL MEETING 2020
WTA · XIANGHU DIALOGUE

Manual

IN
COOPERATION
WITH



UNWTO



WORLD BANK GROUP



WORLD
TRAVEL &
TOURISM
COUNCIL



EUROPEAN
TRAVEL
COMMISSION



GLOBAL TOURISM
ECONOMY FORUM
世界旅遊經濟論壇



PATA
Pacific Asia Travel Association

Hangzhou, China November 11-14, 2020

▶ Information of COVID-19 Prevention and Control

Over the course of all events, please follow the guidelines below:

1. Please show your "Green Code", the healthy pass code, upon your registration and leave your contact information;
2. Please wear masks in accordance with epidemic prevention requirements, maintain social distancing and keep personal hygiene;
3. Please be co-operative wherever your body temperature is required to measure;
4. Once suspected with symptoms such as fever, fatigue, dry cough, etc., please contact the event organizer as soon as possible.

Thank you for your cooperation

▶ Gentle Reminder

1. Dress code: Business over the course of all events;
2. Badges are required to get access to all events;
3. All the participants are requested to present coupons at the Mediterranean Restaurant on 3rd floor of the hotel;
4. At 17:30, November 13th, please take shuttle, at the entrance of Grand New Century Hotel, to participate in the Night of Hangzhou, tourism presentation and gala dinner, in Senbo Resort Hotel . Dress Code: business or national;
5. Personal consumptions in hotel room are at your own expense.

Information as of November 09, 2020, subject to change.

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XIANGHU DIALOGUE

湘湖对话

Program & Agenda • Meet Our Speakers • Viewpoints
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Table of Content

◆ Introduction to "WTA • Xianghu Dialogue"	04
◆ Introduction to World Tourism Alliance	05
◆ Program	06
◆ Speakers	14
◆ Release of Xianghu Dialogue Study	28
◆ WTA—Tourism, A More Responsible Sector	30
◆ WTA—Tourism, A More Profound Sector	32
◆ Venues Map	34
◆ List of Participants	35
◆ Hangzhou Impression	53



► Introduction to "WTA • Xianghu Dialogue"

The "WTA • Xianghu Dialogue" is a high-level international tourism forum initiated and sponsored by WTA. It is a comprehensive public platform created by WTA to promote connectivity, shared development and co-governance of the global tourism industry. Participants of the Xianghu Dialogue include international organizations, governments, enterprises, academia and media, with openness, inclusiveness and innovation as its principles and position. We are expecting intensive exchange of views and diversified dialogues, in a hope to make the Xianghu Dialogue become a key driving force for creating a better life and a better world.

Themed as "Shaping the Future — Rebuilding Confidence & Embracing the New Normal in Travel & Tourism", the WTA • Xianghu Dialogue 2020 contains seven sessions, namely: Session 1: Global Involvement — Tourism Industry Cooperation and Management Innovation; Session 2: Trust and Transformation — Outlook on the Developments and Trends Shaping the Global Tourism Industry; Session 3: Mapping the Future — Toward a More Sustainable Tourism Industry; Session 4: Post COVID — 19 New Normal: Changes and Challenges; Session 5: Industrial Transformation and Quality Development; Session 6: Industrial Transformation and Innovative Development; Session 7: Industrial Transformation and Educational Growth. World Tourism Development 2020: Confidence in Market Recovery & Challenges of Industry Transformation, the WTA Best Practice in Poverty Alleviation through Tourism 2020 and International Tourism Education Development Report will be released over the Dialogue.

► Introduction to World Tourism Alliance

On Sept. 12, 2017, the World Tourism Alliance (WTA)—the world's global, comprehensive, non-government, nonprofit tourism organization founded in China—was inaugurated in Chengdu, Sichuan Province, China.

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.

Currently, WTA has 211 members from 40 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.

The WTA headquarters and Secretariat are located in China.

▶ Program

Program for WTA Council Meeting, Annual Meeting and “Xianghu Dialogue” 2020
(November 12-14, Hangzhou, China)

Nov. 11 Wed.	All Day	Registration Venue: Lobby area, New Century Grand Hotel, Hangzhou Registration desk available 8:00-20:00 Buffet Meals: Café Mediterranean, 3F
Nov. 12 Thur.	All Day	Registration Venue: Lobby area, New Century Grand Hotel, Hangzhou Registration desk available 8:00-20:00
	11:30 - 14:00	Buffet Lunch Café Mediterranean, 3F
	14:00 - 15:50	4th Session of 1st WTA Council (Council Members Only) Venue: Ming Yi Hall, 4F, New Century Grand Hotel
	16:00 - 17:30	WTA Annual Meeting 2020 (All Members) Venue: New Century Hall, 4F, New Century Grand Hotel Moderator: LIU Shijun, WTA Secretary-General Agenda: 1. Report on 4th Session of 1st WTA Council 2. Report on Implementation of General Program of Work for 2019-2020 and Draft Program of Work for 2020-2021 3. Report on Financial Report for 2019 and Budget for 2021 4. Announcement of 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 the 2nd WTA General Assembly
	18:30 - 20:00	Diplomats Welcome Dinner (By Invitation Only) Venue: Shixin Hall, 1F, New Century Grand Hotel
	17:30 - 20:30	Buffet Dinner Café Mediterranean, 3F

Nov.13 Morning Fri.

WTA • Xianghu Dialogue 2020

Venue: Grand Dynasty Hall, 4F, New Century Grand Hotel

Moderator: LIU Shijun, WTA Secretary-General

09:00 - 09:10 **Opening and Acknowledgements**

09:10 - 09:35 **Welcome Remarks**

DUAN Qiang, WTA Chairman

Representative from Zhejiang Provincial

Zurab POLOLIKASHVILI, Secretary-General of the UNWTO

H.E. Mr. Rafael DEZCALLAR, Ambassador of the Kingdom of Spain to China

TONG Guili, Deputy Secretary of the Hangzhou Municipal CPC Committee, Secretary of the Xiaoshan District CPC Committee

Session 1: Global Involvement — Tourism Industry Cooperation and Management Innovation

09:35 - 09:50 **Speech**

Speaker: Rita MARQUES, Secretary of State for Tourism of the Portuguese Republic

Topic: *Enhancing Tourism Cooperation and Coordination Among Nations*

09:50 - 10:05 **Keynote Speech**

Speaker: ZHANG Xu, Vice Minister of Culture and Tourism, People’s Republic of China

10:05 - 10:20 **Coffee Break**

Session 2: Trust and Transformation — Outlook on the Developments and Trends Shaping the Global Tourism Industry

10:20 - 10:35 **Speech**

Speaker: Gloria GUEVARA, President & CEO of WTTC

Topic: *Post COVID-19 Global Tourism Industry Challenges and Revitalization*

10:35 - 10:50 **Speech**

Speaker: YAO Jun, Board Member & General Manager of OCT Group

Topic: *Crisis Management and Corporate Responsibility*

10:50 - 11:05 **Speech**

Speaker: Jane SUN, CEO of Trip Group

Topic: *Coping with Post COVID-19 Challenges*

11:05 - 11:10 **Release of WTA Best Practice in Poverty Alleviation through Tourism 2020, in partnership with World Bank and The International Poverty Reduction Center in China (IPRCC)**

- 11:10 - 11:15 **Presentation on the Practice of Poverty Alleviation through Tourism at the Azheke Village, Yunnan Province, China**
 Presenter: BAO Jigang, President of the Tourism Education Branch of China Tourism Association, Professor of Sun Yat-sen University
- 11:15-14:00 **Buffet Lunch** Café Mediterranean, 3F

**Nov.13
 Afternoon
 Fri.**

Venue: Grand Dynasty Hall, 4F, New Century Grand Hotel
 Moderator: ZHANG Yuan, Director of General Administration Division, WTA

Session 3: Mapping the Future — Toward a More Sustainable Tourism Industry

- 14:00 - 14:15 **Speech**
 Speaker: ZHONG Jianbo, Deputy Director-General of the Department of Intangible Cultural Heritage, Ministry of Culture and Tourism of the P. R. China
 Topic: *Tourism for the Protection and Preservation of Intangible Cultural Heritage*
- 14:15 - 14:25 **Speech**
 Speaker: Pansy HO, Vice Chair and Secretary-General of GTEF
 Topic: *A Responsible Local Restart of Tourism to Drive International Recovery and Cooperation*
- 14:25 - 14:40 **Speech**
 Speaker: CHEN Weizhong, Director-General of the Gansu Provincial Department of Culture and Tourism, China
 Topic: *Promoting Tourism for Poverty Alleviation in Undeveloped Destinations and Integration of Culture and Tourism*
- 14:40 - 14:55 **Speech**
 Speaker: Steve BLAKE, Chief Representative of WildAid Beijing Office
 Topic: *Achieving a Win-Win Situation for Tourism and the Environment*
- 14:55 - 15:10 **Coffee Break**

Session 4: Post COVID - 19 New Normal: Changes and Challenges

- 15:10 - 15:20 **Release of the Report on World Tourism Development 2020 – Confidence in Market Recovery & Challenges of Industry Transformation**
 Released by DAI Bin, President of China Tourism Academy (CTA)
- 15:20 - 15:35 **Speech**
 Speaker: CHU Ziyu, Director-General of the Zhejiang Provincial Department of Culture and Tourism, China
 Topic: *Crisis Management for Tourism Industry – from the Perspective of a Regulator*
- 15:35 - 16:20 **Panel**
 Topic: *Tourism Industry Crisis Management and Countermeasures in a COVID-19 World*
 Moderator: WU Xiaomei, Deputy Secretary-General of China Tourism Association

- Panelists:**
 H.E. Mr. Dario MIHELIN, Ambassador of the Republic of Croatia
 H.E. Mr. Arthayudh SRISAMOOT, Ambassador of the Kingdom of Thailand to China
 QIN Dingbo, Deputy Director-General of Chongqing Municipal Commission of Culture and Tourism Development, China
 Eduardo SANTANDER, Executive Director of the European Travel Commission (ETC)
 WANG Qinghua, Director-General of Xi'an Municipal Bureau of Culture and Tourism, China
 REN Ding, Chairman of Sichuan Tourism Investment Group Co., Ltd.

- 16:20 - 16:35 **Speech**
 Speaker: ZHUANG Zhuoran, Vice President at Alibaba Group, President of Fliggy
 Topic: *Promote Quality Development of Tourism Industry by Digitalization*
- 16:35 - 16:50 **Speech**
 Speaker: Henri GISCARD D'ESTAING, WTA Vice Chairman and President of Club Med
 Topic: *New Trends for Tourism Industry after COVID-19*
- 16:50 - 17:35 **Panel**
 Topic: *Transformation and Creation – Changes and Consequences of COVID-19 in the Tourism Industry*
 Moderator: GE Lei, Executive General Manager of CYTS-Linkage PR Consulting Co., Ltd.
- Panelists:**
 YAN Sashuang, Deputy Director-General of Sichuan Provincial Department of Culture and Tourism, China
 SUN Guizhen, Secretary-General of China Association of Travel Services
 Adam BURKE, President and CEO of Los Angeles Tourism & Convention Board
 Jean Charles FORTOUL, CEO Asia Pacific Resorts at Club Med
 LIU Feng, Founder of Beijing Davost Tourism Cultural Creativity Co., Ltd.
- 17:35 - 21:00 **WTA • Night of Hangzhou Welcome Reception**
 17:45 Shuttle Transfer to Senbo Resort Hangzhou

**Nov.14
 Morning
 Sat.**

Session 5: Industrial Transformation and Quality Development

- Venue: Grand Dynasty Hall, 4F, New Century Grand Hotel
 Moderator: WU Dawei, Director of Cooperation and Development Division, WTA
- 09:00 - 09:15 **Speech**
 Speaker: BAI Fan, General Manager of Beijing Tourism Group
 Topic: *Culture-Tourism Integration and Development of Innovation Model*
- 09:15 - 09:30 **Speech**
 Speaker: Jim QIAN, Fosun Global Partner, Chairman & CEO of Fosun Tourism Group
 Topic: *Investment and Expansion Strategies for Enterprises in the Era of Cultural and Tourism Integration*

- 09:30 - 09:45 **Speech**
 Speaker: ZHANG Rungang, Vice President and Secretary-General of China Tourism Association
 Topic: *Looking into the Future of Hospitality Industry*
- 09:45 - 10:00 **Speech**
 Speaker: CHEN Rongkai, Vice President of Meituan
 Topic: *Tourism — A Lifestyle in the Making*
- 10:00 - 10:15 **Coffee Break**
- 10:15 - 10:30 **Speech**
 Speaker: Stanley CHEN, President of Google, Greater China
 Topic: *Technological Innovation — A Driving Force for Tourism*
- 10:30 - 10:45 **Speech**
 Speaker: Karen ZHANG, VP of OAG Aviation, China
 Topic: *Covid-19 The Impact on Global Aviation and Changing Travel Patterns*
- 10:45 - 11:30 **Panel**
 Topic: *New Media Hotspots and Industrial Transformation*
 Moderator: ZHANG Yuan, Director of General Administration Division, WTA
Panelists:
 ZHAO Yahui, Senior Editor at The People's Daily, Chairman and President of The People's Cultural Tourism
 LAN Feng, Director-General of Harbin Municipal Bureau of Culture, Broadcasting, Television and Tourism, China
 WANG Chunfeng, Vice President of Utour Group Co., Ltd.
 MIKA CUI, Co-founder, QYER
 ETHAN ZHU, President, TripAdvisor China
 LIU ZHAOHUI, Founder and Chairman of Beijing Tripvid Cultural Tourism Media Co., Ltd.
 KELLY LI, Founder and CEO of NEW LVJIE
- 11:30-14:00 **Buffet Lunch** Café Mediterranean, 3F

Session 6: Industrial Transformation and Innovative Development

- Venue: New Century Hall, 4F, New Century Grand Hotel
 Moderator: ZHAO Ke, Director of Service and Management Division, WTA
- 09:00 - 09:15 **Speech**
 Speaker: LI Xiaofeng, CEO of UnionPay International
 Topic: *Payment Innovation Fuels Tourism Innovation and Revitalization*
- 09:15 - 09:30 **Speech**
 Speaker: Roger DOW, WTA Vice Chairman and President & CEO of the U.S. Travel Association
 Topic: *Non-Government Organization and Global Tourism Management Innovation*

- 09:30 - 09:45 **Speech**
 Speaker: LIU Zinan, Chairman, Royal Caribbean Cruises, Asia
 Topic: *Prospects, Trends and Developments in the Cruise Industry*
- 09:45 - 10:00 **Speech**
 Speaker: Rita ZENG, Vice President of Tencent Cloud, President of Tencent Culture and Tourism
 Topic: *Intellectualized Innovation of Cultural Tourism and Cloud-oriented Future*
- 10:00 - 10:15 **Coffee Break**
- 10:15 - 10:30 **Speech**
 Speaker: Thomas MEHRMANN, President and General Manager of Universal Beijing Resort
 Topic: *Prospects and Trends in Theme Park Developments*
- 10:30 - 10:45 **Speech**
 Speaker: ZHU Hongbo, Chief Expert of Culture and Tourism at Huawei Technologies Co., Ltd.
 Topic: *The Inheritance of the Chinese Culture and Civilization through the Development of Technology and Intelligence*
- 10:45 - 11:30 **Panel**
 Topic: *Experience Economy and Tourism Product Development*
 Moderator: WANG Kan, General Manager of Antour Culture and Tourism, Researcher at Capital University of Economics and Business
Panelists:
 EDWIN ZHANG, Vice President, Account Management, China, Mastercard
 TAN Dongfang, Deputy Secretary-General at China Tourist Hotel Association
 ZHANG Lingyun, Executive Chief Editor of Tourism Tribune
 ZHAN Chunchun, Account Director, China, CNN International Commercial
 LI Ling, Director of Culture & Travel Expansion Department at China United Network Communications Co., Ltd.
 MICHAEL ZHOU, General Manager of Guilin Tang Dynasty Tours Co., Ltd.
- 11:30-14:00 **Buffet Lunch** Café Mediterranean, 3F

**Nov.14
 Afternoon
 Sat.**

Session 7: Industrial Transformation and Educational Growth

- Venue: New Century Hall, 4F, New Century Grand Hotel
 Moderator: LIU Lili, Secretary-General of the Tourism Education Branch of China Tourism Association
- 14:00 - 14:10 **Remarks**
 LIU Shijun, Secretary-General of WTA
- 14:10 - 14:20 **Release of the Report on International Tourism Education, in partnership with Nankai University, Tourism Education Branch of China Tourism Association**
 Presenter: QIU Hanqin, Dean of College of Tourism and Service Management, Nankai University, Distinguished Professor

14:20 - 15:50 **Keynote Speeches**
Topic: Development and Innovation in Tourism Education in the New Normal
 Moderator: LUO Qiuju, Deputy Dean at School of Tourism Management, Sun Yat-sen University
Speakers:
 BAO Jigang, President of the Tourism Education Branch of China Tourism Association, Professor of Sun Yat-sen University
 Kaye CHON, Dean of School of Hotel and Tourism Management, The Hong Kong Polytechnic University
 VONG Chuk Kwan, President of Macao Institute for Tourism Studies
 Charles ARCODIA, Deputy Head of Department of Tourism, Sport and Hotel Management, Griffith Business School
 Geoffrey WALL, Distinguished Professor Emeritus, University of Waterloo
 Chris RYAN, Emeritus Editor of Tourism Management, Professor at University of Waikato Management School

15:50 - 16:10 **Coffee Break**

16:10 - 16:50 **Panel I**
Topic: Tourism Education in the Transformation Era: Its Mission and Purpose
 Moderator: XU Honggang, Dean of School of Tourism Management, Sun Yat-sen University
Panelists:
 QIU Hanqin, Dean of College of Tourism and Service Management, Nankai University, Distinguished Professor
 SONG Haiyan, Deputy Dean at School of Hotel and Tourism Management, The Hong Kong Polytechnic University
 David CHAN, Director of School of Hotel & Tourism Management, The Chinese University of Hong Kong
 LIN Bishu, Dean of Department of Tourism & Hospitality Management, School of Management, Xiamen University
 SHI Da, Dean of Surrey International Institute, Dongbei University of Finance & Economics

16:50 - 17:30 **Panel II**
Topic: New Challenges and New Ideas for Tourism Education in a Post-COVID 19 World
 Moderator: GU Huimin, Dean of School of Tourism Sciences, Beijing International Studies University
Panelists:
 WANG Kunxin, Deputy Secretary-General of WTA, Professor at Tourism College of Zhejiang
 LI Zhiyong, Executive Dean of Tourism School, Sichuan University
 FU Jihong, Vice President at Yunnan College of Tourism Vocation
 GUO Qiang, Dean of Tourism College at Hainan University
 WANG Youcheng, Dean of Rosen College of Hospitality Management, University of Central Florida

17:30 - 18:00 **Discussion and Conclusion**
 Moderator: BAO Jigang, President of the Tourism Education Branch of China Tourism Association, Professor of Sun Yat-sen University

18:00-20:30 **Buffet Dinner** Café Mediterranean, 3F

Nov.15 Sun. 06:00-22:00 All-Day shuttle service to airport and train station
 Information desk in lobby available 8:00-20:00

► Speakers

November 13, Morning, Grand Dynasty Hall

- Remarks and Session 1: Global Involvement — Tourism Industry Cooperation and Management Innovation



Keynote Speech

ZHANG Xu

Vice Minister of Culture and Tourism, People's Republic of China



Remarks

DUAN Qiang

WTA Chairman



Remarks

Zurab POLOLIKASHVILI

Secretary-General of the UNWTO



Remarks

H.E. Mr. Rafael DEZCALLAR

Ambassador of the Kingdom of Spain to China



Keynote Speech

Enhancing Tourism Cooperation and Coordination Among Nations

Rita MARQUES

Secretary of State for Tourism of the Portuguese Republic



Moderator

LIU Shijun

WTA Secretary-General

- Session 2: Trust and Transformation — Outlook on the Developments and Trends Shaping the Global Tourism Industry



Speech

Crisis Management and Corporate Responsibility

YAO Jun

Board Member & General Manager of OCT Group



Speech

Post COVID-19 Global Tourism Industry Challenges and Revitalization

Gloria GUEVARA

President & CEO of WTTC



Speech

Coping with Post COVID-19 Challenges

Jane SUN

CEO of Trip Group



Presentation on the practice of poverty alleviation through tourism at the Azheke Village, Yunnan Province, China

BAO Jigang

President of the Tourism Education Branch of China Tourism Association, Professor of Sun Yat-sen University

November 13, Afternoon, Grand Dynasty Hall

♦ Session 3: Mapping the Future — Toward a More Sustainable Tourism Industry



Speech

A Responsible Local Restart of Tourism to Drive International Recovery and Cooperation

Pansy HO

Vice Chair and Secretary-General of GTEF



Speech

Promoting Tourism for Poverty Alleviation in Undeveloped Destinations and Integration of Culture and Tourism

CHEN Weizhong

Director-General of Gansu Provincial Department of Culture and Tourism, China



Speech

Tourism for the Protection and Preservation of Intangible Cultural Heritage

ZHONG Jianbo

Deputy Director-General of the Department of Intangible Cultural Heritage, Ministry of Culture and Tourism of the P. R. China



Speech

Achieving a Win-Win Situation for Tourism and the Environment

Steve BLAKE

Chief Representative of WildAid Beijing Office



Moderator

ZHANG Yuan

Director of General Administration Division, WTA

♦ Session 4: Post COVID—19 New Normal: Changes and Challenges



Speech

New Trends for Tourism Industry after COVID-19

Henri GISCARD D'ESTAING

WTA Vice Chairman and President of Club Med



Realse of the Report on World Tourism Development 2020

DAI Bin

President of China Tourism Academy (CTA)



Speech

Crisis Management for Tourism Industry – from the Perspective of a Regulator

CHU Ziyu

Director-General of Zhejiang Provincial Department of Culture and Tourism, China



Speech

Promote Quality Development of Tourism Industry by Digitalization

ZHUANG Zhuoran

Vice President at Alibaba Group & President of Fliggy



◆ Panel

◆ Topic: Tourism Industry Crisis Management and Countermeasures in a COVID-19 World



Moderator

WU Xiaomei

Deputy Secretary-General
 of China Tourism Association



Panelists

H.E. Mr. Dario MIHELIN,
 Ambassador of the Republic of
 Croatia



Panelists

**H.E. Mr. Arthayudh
 SRISAMOOT**
 Ambassador of the Kingdom
 of Thailand to China



Panelists

QIN Dingbo

Deputy Director-General of
 Chongqing Municipal Commission of
 Culture and Tourism Development,
 China



Panelists

Eduardo Santander
 Executive Director of European
 Travel Commission (ETC)



Panelists

WANG Qinghua
 Director-General of Xi'an
 Municipal Bureau of Culture
 and Tourism, China



Panelists

REN Ding

Chairman of Sichuan Tourism
 Investment Group Co., Ltd.

◆ Panel

◆ Topic: Transformation and Creation – Changes and Consequences of COVID-19 in the Tourism Industry



Moderator

GE Lei

Executive General Manager of
 CYTS-Linkage PR Consulting
 Co., Ltd.



Panelists

YAN Sashuang

Deputy Director-General of Sichuan
 Provincial Department of Culture &
 Tourism, China



Panelists

SUN Guizhen

Secretary-General of China
 Association of Travel Services



Panelists

Adam BURKE

President and CEO of Los Angeles
 Tourism & Convention Board



Panelists

Jean Charles FORTOUL

CEO Asia Pacific Resorts at
 Club Med



Panelists

LIU Feng

Founder of Beijing Davost Tourism
 Cultural Creativity Co., Ltd.

November 14, Morning, Grand Dynasty Hall

◆ Session 5: Industrial Transformation and Quality Development



Speech

Culture-Tourism Integration and Development of Innovation Model

BAI Fan

General Manager of Beijing Tourism Group



Speech

Looking into the Future of Hospitality Industry

ZHANG Rungang

Vice President and Secretary-General of China Tourism Association



Speech

Investment and Expansion Strategies for Enterprises in the Era of Cultural and Tourism Integration

Jim QIAN

Fosun Global Partner, Chairman & CEO of Fosun Tourism Group



Speech

Tourism — A Lifestyle in the Making

CHEN Rongkai

Vice President of Meituan



Speech

Technological Innovation — A Driving Force for Tourism

Stanley CHEN

President of Google, Greater China



Speech

Covid-19 The Impact on Global Aviation and Changing Travel Patterns

Karen ZHANG

VP of OAG Aviation, China



Moderator

WU Dawei

Director of Cooperation and Development Division, WTA

◆ Panel

◆ Topic: New Media Hotspots and Industrial Transformation



Moderator

ZHANG Yuan

Director of General Administration Division, WTA



Panelists

ZHAO Yahui

Senior Editor at The People's Daily, Chairman and President of The People's Cultural Tourism



Panelists

LAN Feng

Director-General of Harbin Municipal Bureau of Culture, Broadcasting, Television and Tourism, China



Panelists

WANG Chunfeng

Vice President of Utour Group Co., Ltd.



Panelists

Mika CUI

Co-founder, QYER



Panelists

Ethan ZHU

President of TripAdvisor China



Panelists

LIU Zhaohui

Founder and Chairman of Beijing Tripvid Cultural Tourism Media Co.Ltd.



Panelists

Kelly LI

CEO Founder and CEO of NEW LVJIE

November 14, Morning, New Century Hall

◆ Session 6: Industrial Transformation and Innovative Development



Speech

Non-Government Organization and Global Tourism Management Innovation

Roger DOW

WTA Vice Chairman, President & CEO of the U.S. Travel Association



Speech

LI Xiaofeng

Vice Chairman and CEO of UnionPay International Co., Ltd.



Speech

Prospects, Trends and Developments in the Cruise Industry

LIU Zinan

Chairman, Royal Caribbean Cruises, Asia



Speech

Intellectualized Innovation of Cultural Tourism and Cloud-oriented Future

Rita ZENG

Vice President of Tencent Cloud & President of Tencent Culture and Tourism



Speech

Prospects and Trends in Theme Park Developments

Thomas MEHRMANN

President and General Manager of Universal Beijing Resort



Speech

The Inheritance of the Chinese Culture and Civilization through the Development of Technology and Intelligence

ZHU Hongbo

Chief Expert of Culture and Tourism at Huawei Technologies Co., Ltd.



Moderator

ZHAO Ke

Director of Service and Management Division, WTA

◆ Panel

◆ Topic: Experience Economy and Tourism Product Development



Moderator

WANG Kan

General Manager of Antour Culture and Tourism, Researcher of Capital University of Economics and Business



Panelists

Edwin Zhang

Vice President, Account Management, China, Mastercard



Panelists

TAN Dongfang

Deputy Secretary-General at China Tourist Hotel Association



Panelists

ZHANG Lingyun

Executive Chief Editor of Tourism Tribune



Panelists

ZHAN Chunchun

Account Director, China, CNN International Commercial



Panelists

LI Ling

Director of Culture & Travel Expansion Department at China United Network Communications Co., Ltd.



Panelists

Michael ZHOU

President of Guilin Tang Dynasty Tours Co., Ltd.

November 14, Afternoon, New Century Hall

• Session 7: Industrial Transformation and Educational Growth



Remarks

LIU Shijun

Secretary-General of WTA



Moderator

LIU Lili

Secretary-General of Tourism Education Branch of China Tourism Association



Release of the Report on International Tourism Education

QIU Hanqin

Dean of College of Tourism and Service Management, Nankai University, Distinguished Professor

◆ **Keynote Speeches**

◆ Topic: Development and Innovation in Tourism Education in the New Normal



Moderator

LUO Qiuju

Deputy Dean at School of Tourism Management, Sun Ya-sen University



Speakers

BAO Jigang

President of the Tourism Education Branch of China Tourism Association, Professor of Sun Yat-sen University



Speakers

Kaye CHON

Dean of School of Hotel and Tourism Management, The Hong Kong Polytechnic University



Speakers

VONG Chuk Kwan

President of Macao Institute for Tourism Studies



Speakers

Charles ARCODIA

Deputy Head of Department of Tourism, Sport and Hotel Management, Griffith Business School



Speakers

Geoffrey WALL

Distinguished Professor Emeritus, University of Waterloo



Speakers

Chris RYAN

Emeritus Editor of Tourism Management, Professor of University of Waikato Management School

◆ Panel I

◆ Topic: Tourism Education in the Transformation Era: Its Mission and Purpose



Moderator

XU Honggang

Dean of School of tourism Management, Sun Yat-sen University



Panelists

QIU Hanqin

Dean of College of Tourism and Service Management, Nankai University, Distinguished Professor



Panelists

SONG Haiyan

Deputy Dean at School of Hotel and Tourism Management, Hong Kong Polytechnic University



Panelists

David CHAN

Director of School of Hotel and Tourism Management, The Chinese University of Hong Kong



Panelists

LIN Bishu

Dean of Department of Tourism & Hospitality Management, School of Management, Xiamen University



Panelists

SHI Da

Dean of Surrey International Institute, Dongbei University of Finance & Economics

◆ Panel II

◆ Topic: New Challenges and New Ideas for Tourism Education in a Post-COVID 19 World



Moderator

GU Huimin

Dean of School of Tourism Sciences at Beijing International Studies University



Panelists

WANG Kunxin

Deputy Secretary-General of WTA, Professor at Tourism College of Zhejiang



Panelists

LI Zhiyong

Executive Dean of Tourism School, Sichuan University



Panelists

FU Jihong

Vice President of Yunnan College of Tourism Vocation



Panelists

GUO Qiang

Dean of Tourism College at Hainan University



Panelists

WANG Youcheng

Dean of Rosen College of Hospitality Management, University of Central Florida

Discussion and Conclusion



Moderator

BAO Jigang

President of the Tourism Education Branch of China Tourism Association, Professor of Sun Yat-sen University

► Release of Xianghu Dialogue Study

WTA Best Practice in Poverty Alleviation through Tourism 2020

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, 42 best practices have been recorded in the report.



Contents:

- ◆ Bama Yao Autonomous County, Hechi City, Guangxi Zhuang Autonomous Region: Give Full Play to Ecological Dominance and Create Featured Tour for Poverty Alleviation
- ◆ World Bank Heritage Investment Project in Jordan: Promote Coordinated Development of Urban and Cultural Heritage Tourism
- ◆ Yayougou Village, Lanling County, Linyi City, Shandong Province: A Combination Mode of “Enterprise + Government + Cooperative + Peasant Household”
- ◆ Shenshan Village, Maoping Town, Jinggangshan City, Jiangxi Province: Complementary Help-the-poor Measures Turn the Mountainous Area into a Scenic Spot
- ◆ Sun Yat-sen University: Tourism-based Poverty Alleviation Project “Azheke Plan”
- ◆ Airbnb: Promote Poverty Reduction in South Africa with the “Airbnb Academy Model”
- ◆ Promotion Alliance for “A Priority in the National Poverty Alleviation Strategy” Circular Tour: Utilize Important IP to Create a New Model of Poverty Alleviation through Cultural Tourism
- ◆ Zuoquan County, Jinzhong City, Shanxi Province: Alleviating Poverty through All-for-one Tourism
- ◆ Railway Tourism Branch of China Association of Travel Services: Realizing “Targeted Poverty Alleviation” Utilizing the Advantage of Special Trains
- ◆ Dawan Village, Tianpu Township, Xin County, Xinyang City, Henan Province: Completely Innovative TourismBased Poverty Alleviation Mode of “Culture & Creative Shop + Farmhouse + Characteristic Commodities”
- ◆ “Counterpart Support for Counties” Project of Wanda Group: Enterprises Promote Sustainable Poverty Alleviation through Total Factor Input
- ◆ QYER: Multi-dimensional Poverty Alleviation Practices of “Cultural and Creative Industry Development + Tourism” Supported by Cultural and Creative Products
- ◆ World Bank Project in Imereti, Georgia: To Promote Private Capital Financing with DMO
- ◆ The Scenic Area of Zhu De’s Former Residence in Yilong County, Nanchong City, Sichuan Province: Promote the Poverty Alleviation through Tourism Featuring “Tourism Areas Boosting Village Development” through “Three Models”
- ◆ Haiping Village, Shuicheng County, Liupanshui City, Guizhou Province: Building the “Haiping Mode” Of Relocation-Based Poverty Alleviation with Six Key Measures
- ◆ Chayuan Village, Longyang Town, Suichang County, Lishui City, Zhejiang Province: Solving Rural Activation Problems through a New Path of “Situational Village” Construction
- ◆ China Post Advertising Co., Ltd. Aiding Poverty Alleviation in Zhouqu County, Gannan Tibetan Autonomous Prefecture, Gansu Province: Conducting Targeted Poverty Alleviation through Tourism Based on Resource Advantages of the Industry
- ◆ Wushan County, Chongqing City: Explore a New Model for Promoting Poverty Alleviation through Village Tourism with “Five Measures”
- ◆ Dadong Village, Lhasa City, Tibet Autonomous Region: Set a Benchmark for Rural Poverty Alleviation through Tourism by the Model of “Driving the Development of Villages with Scenic Areas”
- ◆ “No.1 Scenic Avenue” in Chengde City, Hebei Province: Build a Brand of Scenic Avenue and Promote the Pilot of “Intangible Cultural Heritage + Poverty Alleviation”
- ◆ Leishan County, Qiandongnan Miao and Dong Autonomous Prefecture, Guizhou Province: Striving to Develop Village Tourism to Help Ethnic Villages Get Rid of Poverty
- ◆ China Tourism Group: Provide Counterpart Support to Shangri-La and Build a Benchmarking Project
- ◆ Xuan’en County, Enshi Tujia and Miao Autonomous Prefecture, Hubei Province: Alleviating Poverty through Integration and All-for-one Tourism Development
- ◆ Bashan Grand Canyon Scenic Area of Xuanhan County, Dazhou City, Sichuan Province: Getting Rid of Poverty and Building a Well-off Society Based on a Combination of Poverty Alleviation through Cultural Tourism and Ecological Protection
- ◆ Gannan Tibetan Autonomous Prefecture, Gansu Province: Forge a New Mode of Poverty Alleviation through Tourism, Explore New Ways of Targeted Poverty Alleviation

- ◆ World Bank Sustainable Tourism Development Project in Ethiopia: Overcoming Difficulties, Exerting Long-term Efforts and Achieving Remarkable PDO Level Results
- ◆ Gujiatai Village and Luotuowan Village, Fuping County, Baoding City, Hebei Province: Fuel the County’s Poverty Alleviation Cause as Planned Step by Step
- ◆ Xishanhou Village, Weihai City, Shandong Province: Developing Ecological Tourism through the “Farmer + Cooperative + Company” Mode for Poverty Alleviation
- ◆ Wushen Banner, Erdos City, Inner Mongolia: Stimulating the Inner Driving Force for Targeted Poverty Alleviation and Injecting New Vitality into Rural Revitalization
- ◆ Longtan Village, Pingnan County, Ningde City, Fujian Province: Stimulate the Inner Driving Force for Rural Poverty Reduction with the Mode of “Culture and Creative Industry and Tourism”
- ◆ Doushahe Village, Huoshan County, Liu’an City, Anhui Province: Nirvana from an Impoverished Village to a Hi-end Ecological Tourism Resort
- ◆ Xiajiang Village, Chun’an County, Hangzhou City, Zhejiang Province: Winning the Battle Against Poverty , and Achieving Remarkable Progress in Poverty Alleviation through Tourism
- ◆ Daocheng County, Garze Tibetan Autonomous Prefecture, Sichuan Province: Stick to the “Tourism + Poverty Alleviation” Idea, and Explore the Poverty Alleviation Mode through “Customized Services”
- ◆ World Bank Project in Old Bazaar, Skopje City, the Republic of Macedonia: Investment in Local Cultural Heritage Has Significantly Boosted both Economic and Social Development
- ◆ Zhongba Village, Houliu Town, Shiquan County, Ankang City, Shaanxi Province: Realizing Poverty Alleviation through Tourism Based on the “Workshop Town” Project
- ◆ Leiyngzi Village, Xiqiao Town, Harqin Banner, Chifeng City, Inner Mongolia: Turn Beautiful Sceneries in Mountains into Wealth through Precise Positioning of Village Tourism
- ◆ “Dacheng Xiaoyuan” Boutique Homestay Cluster in Xiazhazi Village Developed by Beiyuan Grand Hotel under Beijing Urban Construction Group Co., Ltd.: Make All-out Efforts to Win the Battle against Targeted Poverty Alleviation through “One Enterprise for One Village”
- ◆ Liangjiagou Village, Xibaipo Town, Pingshan County, Shijiazhuang City, Hebei Province: “Red Tourism” Helps Old Areas Get Rid of Poverty and Increase Income
- ◆ Xiaonanhe Village, Raohe County, Shuangyashan City, Heilongjiang Province: Achieve Poverty Alleviation through Tourism with a Unique Method of Building a “Photographic Tourism Base”
- ◆ Jiyan City, Henan Province: Alleviating Poverty by Combining Agriculture and Tourism and Increasing the Income of Farmers with Targeted Measures
- ◆ Guangdong Village, Yanbian Korean Autonomous Prefecture, Jilin Province: “Folk Customs Sightseeing” with Ethnic Minority Characteristics Boosts Poverty Alleviation
- ◆ Yutan Village, Jinzhai County, Liu’an City, Anhui Province: Draw the Rural Poverty Alleviation Blueprint through Tourism with “Five Underlying Points”

Report on World Tourism Development 2020: Confidence in Market Recovery & Challenges of Industry Transformation

Jointly issued by WTA and its member China Tourism Academy, the report analyses the situation of the world tourism industry in 2020 and puts forward the policies and action plans for next steps. The report elaborates on four aspects: What Has Happened: Effective Industry Response to Unprecedented Epidemic Impacts; What is Happening Now: Out to the Darkest Moment, Walking to a Bright Future; What is Coming Soon: Market Changes and Industry Restructuring; Policy and Action: Stay Confident and Work towards the Same Goal of Building a Community of Shared Future for World Tourism. Aiming at driving a well-rounded, balanced and sustainable development of tourism sector, the report also studied the progress, achievements and influences of China’s response to COVID-19, by summarizing the relevant practice and common ideas.



Report on International Tourism Education

WTA and the China Tourism Education Association (CTEA) have joined forces with the College of Tourism and Service Management at Nankai University, the School of Tourism Management at Sun Yat-sen University, the School of Tourism and Hotel Management at Dongbei University of Finance & Economics (STHM-DUFE), the School of Tourism Sciences at Beijing International Studies University, the Tourism College of Zhejiang, and other well-known domestic tourism schools to compile the International Tourism Education Report 2020. The development of the tourism industry requires a high quality labor pool to provide top notch products and services for domestic and international travelers. Talent training and education are necessary for an outstanding workforce. The report outlines the history of international tourism education, exploring and closely examining relevant cases for a world-class tourism management education curriculum .



▶ WTA—Tourism, A More Responsible Sector



WTA Best Practice in Poverty Alleviation Through Tourism



WTA organized the "China Tourism Poverty Alleviation Promotion Seminar" and "China Tourism Poverty Alleviation Photo Exhibition" at FAO Headquarters.



WTA, in association with China Global Television Network (CGTN) of China Media Group, released the micro documentary "Better Tourism BetterWorld Better Life ", a case study on tourism poverty alleviation.



Fighting COVID-19 Together



World Tourism Development 2018—Global Process and Time Appeal of Poverty Reduction Through Tourism
World Tourism Development Report 2019—Industrial Implantation and Cultural Building in Poverty Alleviation Through Tourism



Tourism Poverty Alleviation and Rural Revitalization



Cherish Food Commitment

▶ WTA—Tourism, A More Profound Sector



WTA Best Practice in Poverty Alleviation Through Tourism 2018



Report on World Tourism Development 2018 — Global Process and Time Appeal of Poverty Reduction Through Tourism



Shared Accommodation Contributes to China's Rural Revitalization.



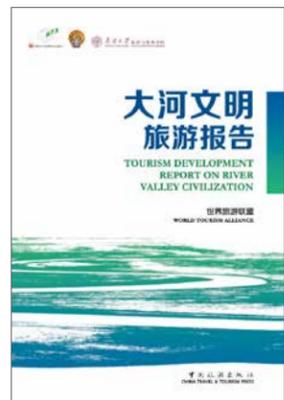
World Tourism Development Report 2019 Industrial Implantation and Cultural Building in Poverty Alleviation Through Tourism



Tourism Innovation and Cultural Protection — A Case Study of Airbnb



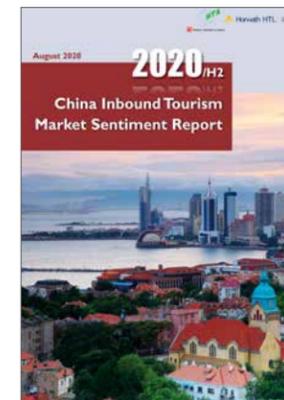
WTA Best Practice in Poverty Alleviation Through Tourism 2019



Tourism Development Report on River Valley Civilization



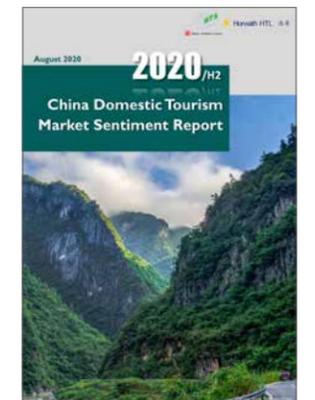
China Inbound Tourism Data Analytical Report



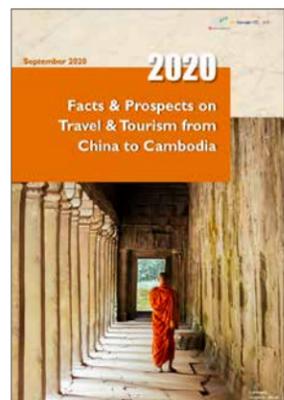
China Inbound Tourism Market Sentiment Report



China Outbound Tourism Market Sentiment Report



China Domestic Tourism Market Sentiment Report



Facts & Prospects on Travel & Tourism from China to Cambodia



WTA Best Practice in Poverty Alleviation Through Tourism 2020



Report on International Tourism Education

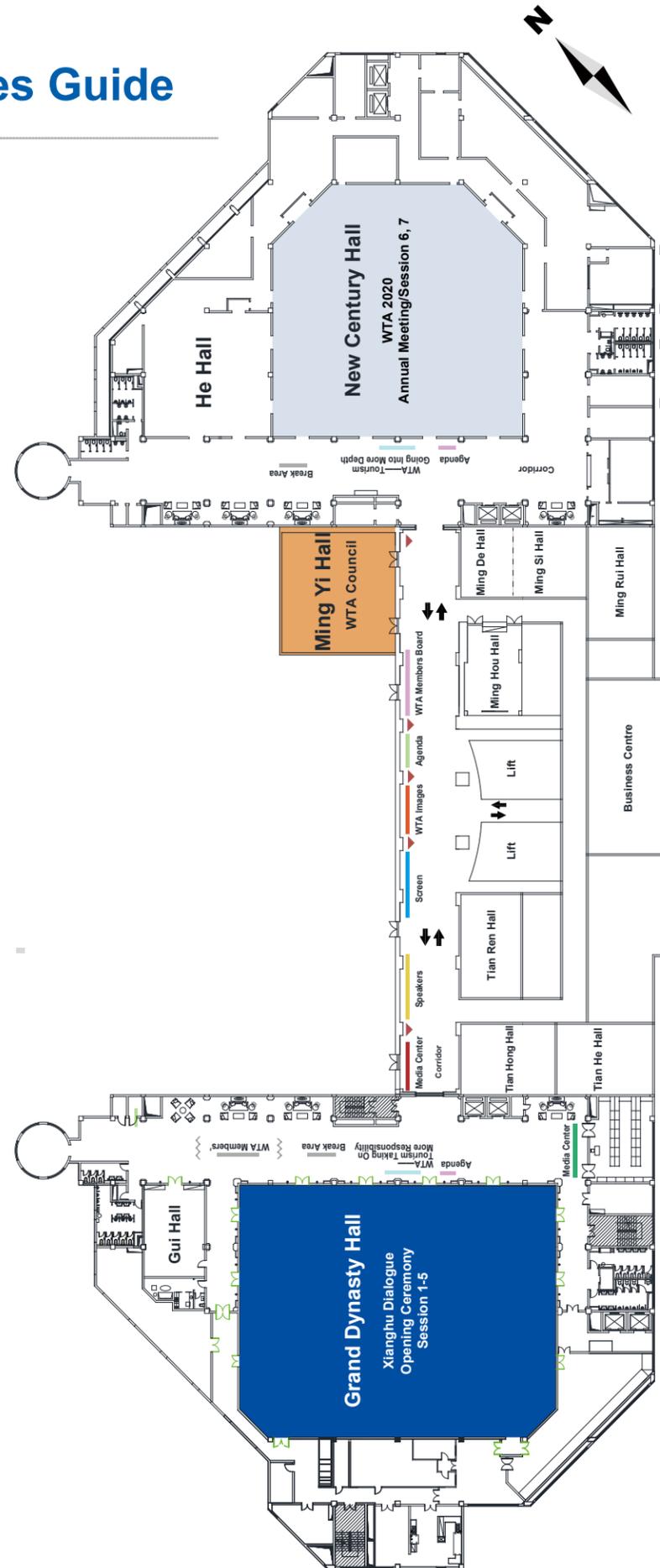


The Report on World Tourism Development 2020 Confidence in Market Recovery & Challenges of Industry Transformation



Online School of Culture & Tourism

Venues Guide



List of Participants

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

Name	Company/Organization	Title
Zhang Xu	Ministry of Culture and Tourism of the P. R. China	Vice Minister
Xu Jin	Ministry of Culture and Tourism of the P. R. China	Deputy Director-General of the Department of Personnel
Feng Litao	Ministry of Culture and Tourism of the P. R. China	Deputy Director-General, Bureau of International Exchange and Cooperation
Zhong Jianbo	Ministry of Culture and Tourism of the P. R. China	Deputy Director-General of the Department of Intangible Cultural Heritage, Ministry of Culture and Tourism, China
Wang Yanjie	Ministry of Culture and Tourism of the P. R. China	Director, Division of Multilateral Affairs, Bureau of International Exchanges and Cooperation
Zhang Ling	Ministry of Culture and Tourism of the P. R. China	Director, Division of International Organizations, Bureau of International Exchanges and Cooperation
Wang Nan	Ministry of Culture and Tourism of the P. R. China	Deputy Director, Division of Multilateral Affairs, Bureau of International Exchange and Cooperation
Xu Tingting	Ministry of Culture and Tourism of the P. R. China	Level 2 Consultant, Protocol and Translation Division, Bureau of International Exchanges and Cooperation
Wang Qingen	Ministry of Culture and Tourism of the P. R. China	Level 1 Senior Staff Member, General Administration Office
Wang Guanyu	Ministry of Culture and Tourism	Level 1 Staff Member, Protocol and Translation Division, Bureau of International Exchanges and Cooperation
Hu Chen	Ministry of Culture and Tourism of the P. R. China	Level 2 Senior Staff Member, Division of International Organizations, Bureau of International Exchanges and Cooperation
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Zhejiang Province

Name	Company/Organization	Title
Liu Xin	Hangzhou City	Mayor
Tong Guili	Hangzhou City Committee, Xiaoshan District Committee, China	Deputy Secretary, Secretary of District
Chu Ziyu	Zhejiang Provincial Department of Culture and Tourism, China	Director-General
Qi Xiaohu	Information Office	Director-General
Yang Jianwu	Zhejiang Provincial Department of Culture and Tourism, China	Deputy Director-General
Chen Guomei	Hangzhou Municipal People's Government, China	Vice Mayor
Lou Yeje	Hangzhou Municipal Bureau of Culture, Radio, Television and Tourism, China	Director-General
Zhang Dengfeng	Hangzhou Xiaoshan District, China	Mayor
Luo Linfeng	Hangzhou Xiaoshan District, China	Deputy Mayor

World Tourism Alliance

Name	Company/Organization	Title
Duan Qiang	World Tourism Alliance	Chairman
Roger Dow	World Tourism Alliance, the U.S. Travel Association	Vice Chairman, President & CEO
Henri Giscard d'Estaing	World Tourism Alliance, Clubmed	Vice Chairman, President
Liu Shijun	World Tourism Alliance	Secretary-General
Wang Kunxin	World Tourism Alliance, Tourism College of Zhejiang	Deputy Secretary-General, Professor

Partners

Name	Company/Organization	Title
Zurab Pololikashvili	UNWTO	Secretary-General
Pansy Ho	GTEF	Vice Chair and Secretary-General
Gloria Guevara	WTTC	President & CEO
Eduardo Santander	ETC	Executive Director
Mario Hardy	PATA	Chief Executive Officer

Diplomatic Missions & Tourism Boards

Name	Company/Organization	Title
H.E. Mr. Ahcene BOUKHELFA	Embassy of the People's Democratic Republic of Algeria	Ambassador
Zolekha BOUKHELFA	Embassy of the People's Democratic Republic of Algeria	Spouse of Ambassador
H.E. Mr. Dario MIHELIN	Embassy of the Republic of Croatia	Ambassador
H.E. Mr. Gabit KOISHIBAYEV	Embassy of the Republic of Kazakhstan	Ambassador
H.E. Mr. THANT PE Myo	Embassy of the Republic of the Union of Myanmar	Ambassador
H.E. Mr. Rafael DEZCALLAR	Embassy of Spain	Ambassador
H.E. Mr. Arthayudh SRISAMOOT	Royal Thai Embassy	Ambassador
Kamoltip SRISAMOOT	Royal Thai Embassy	Spouse of Ambassador
H.E. Mr. Dhia KHALED	Embassy of the Republic of Tunisia	Ambassador
Sonia KHALFALLAH EP KHALED	Embassy of the Republic of Tunisia	Spouse of Ambassador
H.E. Mr. Fernando LUGRIS	Embassy of Uruguay in China	Ambassador
Sataro SRENG	Royal Embassy of Cambodia	Minister Counsellor
Deny Wachyudi KYRNIA	Consulate General of the Republic of Indonesia in Shanghai	CONSUL GENERAL

Geoffrey BANDA	Embassy of the Republic of Zambia	Minister Counsellor
Bisera FABRIO	Embassy of the Republic of Croatia	Counsellor
Maria LLINARES	Spanish Tourism Authority	Tourism Counsellor
Wandi ADRIANO	Consulate General of the Republic of Indonesia in Shanghai	CONSUL OF SOCIO CULTURE AFFAIRS
Arnur BEKTASSOV	Embassy of the Republic of Kazakhstan	Second Secretary
Vongsine SAYYAVONG	Embassy of the Lao People's Democratic Republic	First Secretary
THAZIN NWE TUN Khine	Embassy of the Republic of the Union of Myanmar	First Secretary
Georgy EGOROV	Embassy of the Russian Federation	Media Officer
Nambula WAMULUNGWE	Embassy of the Republic of Zambia	First Secretary
ZhANG Qi	Embassy of Uruguay in China	Assistant of Ambassador
Kate CHANG	Los Angeles Tourism & Convention Board	Regional Director, China
LI Wei	Destination Canada	General Manager, Greater China
CHAN Jingli	Singapore Tourism Board	Director
LIN Shuli	Singapore Tourism Board	Senior Manager
Franka GULIN	Croatian National Tourist Board	Shanghai Representative Office Director
Samuel Sen YU	Seychelles Tourism Board	Senior Director of Marketing

Provincial Culture & Tourism Departments (Geographically)

Name	Company/Organization	Title
Chen Weizhong	Gansu Provincial Department of Culture and Tourism, China	Director-General
Li Gui	Shanxi Provincial Department of Culture and Tourism, China	Deputy Director-General, Level 1 Advisor
Shi Lin	Yunnan Provincial Department of Culture and Tourism, China	Level 1 Advisor
Wang Rongli	Hebei Provincial Department of Culture and Tourism, China	Deputy Director-General
Chen Shoujun	Jilin Provincial Department of Culture and Tourism, China	Deputy Director-General
Lin Shouqin	Fujian Provincial Department of Culture and Tourism, China	Deputy Director-General
Li Yanqing	Henan Provincial Department of Culture and Tourism, China	Deputy Director-General
Qin Dingbo	Chongqing Municipal Commission of Culture and Tourism Development	Deputy Director-General
Yan Sashuang	Sichuan Provincial Department of Culture and Tourism, China	Deputy Director-General
Wang Chunsheng	Shandong Provincial Department of Culture and Tourism, China	Level 2 Consultant
Chen Yinbang	Qinghai Provincial Department of Culture and Tourism, China	Level 2 Advisor

Zhang Zhe	Hebei Provincial Department of Culture and Tourism, China	Deputy Director, Publicity and International Cooperation & Exchange Division
Xu Bo	Shanxi Provincial Department of Culture and Tourism, China	Level 4 Consultant, International Exchange and Cooperation Division
Liu Juanjuan	Shanxi Provincial Department of Culture and Tourism, China	Senior Staff Member
Zhang Jiachen	Department of Culture and Tourism of Inner Mongolia Autonomous Region, China	Deputy Director
Fan Min	Jilin Provincial Department of Culture and Tourism, China	Deputy Director
Li Hui	Anhui Provincial Department of Culture and Tourism, China	Deputy Director, International Exchange and Cooperation Division
Li Ruisheng	Anhui Provincial Department of Culture and Tourism, China	Director
Lin Daoyu	Fujian Provincial Department of Culture and Tourism, China	Level 4 Senior Staff Member, International Exchange and Cooperation Division
Han Zhiyu	Jiangxi Provincial Department of Culture and Tourism, China	Director, Publicity and Marketing Division
Xiao Shiwei	Jiangxi Provincial Department of Culture and Tourism, China	Level 3 Senior Staff Member, Publicity and Marketing Division
Wang Rongguo	Shandong Provincial Department of Culture and Tourism, China	Director
Tian Taiping	Henan Provincial Department of Culture and Tourism, China	Director
Guo Jishan	Henan Provincial Department of Culture and Tourism, China	Level 1 Consultant
Liu Xi	Chongqing Municipal Commission of Culture and Tourism Development	Deputy Director
Yuan Shijun	Sichuan Provincial Department of Culture and Tourism, China	Director, International Exchange and Cooperation Division
Liu Huibo	Yunnan Provincial Department of Culture and Tourism, China	Deputy Director
Zhang Yunpeng	Yunnan Provincial Department of Culture and Tourism, China	Consultant
Bai Fawu	Gansu Provincial Department of Culture and Tourism, China	Director, General Administration Office
Zhao Jing	Gansu Provincial Department of Culture and Tourism, China	Level 4 Senior Staff Member
Liu Guanghui	Department of Culture and Tourism of Ningxia Hui Autonomous Region	Director
Zhang Ruihua	The Xinjiang Uygur Autonomous Regions Culture and Tourism Department	Director, Tourism Promotion and International Exchange Division

Special Guests (In no particular order)

Name	Company/Organization	Title
Chen Dehai	ASEAN-China Centre	Secretary-General
Li Qianguo	ASEAN-China Centre	Tourism Officer
Meng Yiyang	ASEAN-China Centre	Project Coordinator
Li Linyi	IPRCC	Director (a.i.)
Lin Huadang	IPRCC	Programme Officer
Jim Qian	Fosun Tourism Group	Fosun Global Partner, Chairman & CEO of Fosun Tourism Group
Stanley Chen	Google	Managing Director, Greater China at Google
Zhu Hongbo	Huawei Technologies Co., Ltd.	Chief Expert of Culture and Tourism
Karen Zhang	OAG Aviation International Co.,Ltd.	Vice President, China
Zhao Yahui	People's Daily	Senior Editor at The People's Daily, Chairman and President of The People's Cultural Tourism
Ethan Zhu	TripAdvisor	President
Leo Liu	Beijing Tripvivid Cultural Tourism Media Co., Ltd.	Founder and Chairman
Kelly Li	NEW LVJIE	Founder and CEO
Wang Ranxuan	People's Government of Xinjie, Yuanyang County, Honghe Prefecture, Yunnan Province, China	Deputy Secretary of Township CPC Committee
Gao Meihua	Azheke Village, Xinjie, Yuanyang County, Honghe Prefecture, Yunnan Province, China	Villager
Ma Fen	Azheke Village, Xinjie, Yuanyang County, Honghe Prefecture, Yunnan Province, China	Villager

WTA Members

◆ Council (In no particular order)

Name	Company/Organization	Title
Bai Fan	Beijing Tourism Group	Board Member and General Manager
Guo Fang	Beijing Tourism Group	Manager, Strategic Development and Investment Center Development
Jean-Charles Fortoul	ClubMed	CEO, APAC Resorts
Cissy Chen	ClubMed	Vice President, Public Affairs, APAC
Edwin Zhang	Mastercard	Vice President, Account Management, China
Wu Huanyu	Mastercard	President, Communication Department, China
Alexander Folko	"World Without Borders" Travel Association	Chief Representative, China
Zhang Tiancheng	InterContinental Hotel Group	Manager of Development
Li Gang	China Tourism Group Corporation Limited	Deputy General Manager

Wang Yuehao	China Tourism Group Corporation Limited	Deputy Director of the Office of the Board of Directors/General Manager's Office
Lei Haisu	China Tourism Group Corporation Limited	Head of Research Institute
Zhang Rungang	China Tourism Association	Vice President and Secretary-General
Wu Xiaomei	China Tourism Association	Deputy Secretary-General
Dai Bin	China Tourism Academy	President
Cao Yang	China Tourism Academy	Post-doctoral Student
Li Xiaofeng	UnionPay International	CEO
Kong Chen	UnionPay International	Assistant Manager, Marketing & Branding Department
Sun Jie	Trip Group	CEO
Li Xinyu	Trip Group	Vice President
Wang Wei	Trip Group	Vice President
Li Zhenni	Trip Group	Vice President of Tujia.com
Wang Zhe	Trip Group	Deputy General Manager, External Affairs Department
Su Zhanhang	Guangdong Chimelong Group Co., Ltd.	Vice President
Gou Yongping	Macrolink Group/Macrolink Culturaltainment	Senior Vice President/President
Yang Chaowei	Macrolink Culturaltainment	Assistant President
Yuan Jun	Macrolink Culturaltainment	Director, Tourism Management Department
Yao Jun	OCT Group	President
Fu Shihai	OCT Group	Senior Manager
Wang Yan	Shanghai Disney Resort	Vice President, Government Affairs and Community Relations
Irena Zhu	Shanghai Disney Resort	Senior Manager
Fu Yan	Shanghai Disney Resort	Director
Li Baochun	World Tourism Cities Federation	Executive Deputy Secretary-General
Liu Yikai	World Tourism Cities Federation	Senior Manager
Liu Shijun	World Tourism Alliance	Secretary-General

◆ Members (Alphabetically)

Name	Company/Organization	Title
Zhuang Zhuoran	Alibaba	Vice President of Alibaba; President of Fliggy
Wu Pei	Alibaba	Assistant
Peng Tao	Airbnb China	President
An Li	Airbnb China	Vice President, Head of Public Policy
Zhong Yiming	Airbnb China	Head of Culture and Tourism Policy
Xu Jing	Airbnb China	Security and Safety Manager
Cindy Zhan	CNN International	Account Director
Joseph Lu	CNN International	Deputy Director
Song Fuhua	Espro Information Technologies Ltd.	Chairman
Wu Bihu	Peking University	Professor
Gu Huimin	Beijing International Studies University	
He Rongxian	Beijing Sunny International Communications Ltd.	President
Dong Yangnamu	Chengdu Municipal Bureau of Culture and Tourism	Director-General
Zhou Haibo	Chengdu Municipal Bureau of Culture and Tourism	Director, International Exchange and Cooperation Division
Wang Ruhua	Chengdu Municipal Bureau of Culture and Tourism	Deputy Director, Strategic Planning Division (Policies and Regulations Division)
Cai Meizi	Dalian Municipal Bureau of Culture and Tourism	Deputy Director
Cheng Jiayin	Dalian Municipal Bureau of Culture and Tourism	Senior Staff Member, International Exchange and Cooperation Division
Che Chiqiang	Guangdong Provincial Tourism Holdings Co., Ltd.	Chairman
Luo Qianguo	Guangdong Provincial Tourism Holdings Co., Ltd.	Chief Accountant
Deng Chenhui	Guangdong Provincial Tourism Holdings Co., Ltd.	Assistant to Chairman
Liang Lingfeng	Guangzhou Lingnan International Enterprise Group Co., Ltd	General Manager and Vice Chairman
Zhu Shaodong	Guangzhou Lingnan International Enterprise Group Co., Ltd	Chairman and President of GZL International Travel Service Ltd
Wu Yongqiang	Guangzhou Lingnan International Enterprise Group Co., Ltd	Director, General Administration Office
Qiu Xiang	Fujian Tourism Development Group Co., Ltd.	Head of Publicity Department
Lin Boming	Guilin University of Tourism	Vice President
Chen Bangyu	Guilin University of Tourism	Director, International Exchange and Cooperation Division
Wang Zixi	Guilin Municipal Bureau of Culture, Radio, Television and Tourism	Director
Li Tangwei	Guilin Municipal Bureau of Culture, Radio, Television and Tourism	Deputy Director
Huang Yan	Guilin Municipal Bureau of Culture, Radio, Television and Tourism	Section Chief, International Exchange and Cooperation Section

Michael Zhou	Guilin Tang Dynasty Tours Co., Ltd	General Manager
Ren Zilong	Guoao Group	Assistant to President
Yan Honglei	CPC Harbin Municipal Committee	Standing Member & Chief Director of Publicity Department
Lan Feng	Harbin Municipal Bureau of Culture, Radio, Television and Tourism	Director-General
Wang Kaiping	Harbin Municipal Bureau of Culture, Radio, Television and Tourism	Director, General Administration Office
Lou Yejie	Hangzhou Municipal Bureau of Culture, Radio, Television and Tourism	Director-General
Zhang Ansheng	Hangzhou Municipal Bureau of Culture, Radio, Television and Tourism	Member of CPC Committee
Zhang Peng	Hangzhou Municipal Bureau of Culture, Radio, Television and Tourism	Director, International Exchange and Cooperation Division
Chen Bin	Hangzhou Municipal Bureau of Culture, Radio, Television and Tourism	Director, General Administration Office
Thomas James Mehrmann	Universal Parks & Resorts	President and General Manager, Universal Beijing Resort
Charles Shi	Universal Parks & Resorts	Vice President, Development and Government Affairs
Liu Zinan	Royal Caribbean Cruises, Asia	Chairman of Royal Caribbean Cruises, Asia
Wang Ruizhi	Royal Caribbean International	Director of Government and Public Affairs
Zhang Mu	Shenzhen Tourism College of Jinan University	Deputy Director of Shenzhen Campus Management Committee
Wang Hua	Shenzhen Tourism College of Jinan University	Deputy Director of Shenzhen Campus Management Committee
Shi Guoming	The City of Carcassonne	Representative, China Market
Zhou Wenjun	Lianyungang Urban Construction Holdings Group Co., Ltd.	Chairman
Qi Wenzhong	Lianyungang Urban Construction Holdings Group Co., Ltd.	Deputy General Manager
Zhang Guixin	Lianyungang Urban Construction Holdings Group Co., Ltd.	Chairman
Li Rui	Lianyungang Urban Construction Holdings Group Co., Ltd.	Secretary
Kate Chang	Los Angeles Tourism & Convention Board	Regional Director, China
Chen Rongkai	Meituan	Vice President
Lu Mengxi	Meituan	General Manager, Culture and Tourism Promotion and Cooperation Center
Wu Zhengyuan	Meituan	Senior Director
Jin Weidong	Nanjing Municipal Bureau of Culture and Tourism	Director-General
Ge Jibin	Nanjing Municipal Bureau of Culture and Tourism	Director, International Exchange and Cooperation Division
Qiu Hanqin	Nankai University	Dean, College of Tourism and Service Management
Xu Hong	Nankai University	Head of Leisure Agriculture and Rural Tourism Research Center, School of Tourism and Service Management
Wang Shan	Nankai University	Director, Office of Human Resources and International Exchange, College of Tourism and Service Management

Xu Hongwei	Qingdao Municipal Bureau of Culture and Tourism	Deputy Advisor
Fan Hui	Qingdao Municipal Bureau of Culture and Tourism	Director
Dong Baoren	Qingdao Municipal Bureau of Culture and Tourism	Level 2 Consultant
Mika Cui	Qyer.com	Co-Founder
Li Zhibin	Qyer.com	Public Relations Manager
Lu Yuqing	Qyer.com	Head of Strategic Cooperation
Hideki Hoshi	Hangzhou Branch of All Nippon Airways Co., Ltd.	Head
Sheng Ji	Hangzhou Branch of All Nippon Airways Co., Ltd.	
Yang Xu	Japan Airlines	General Manager of Sales, Beijing Office
Wang Lin	Shanxi Cultural Tourism Investment Holding Group Co., Ltd.	Vice Chairman and General Manager
Chen Jianfei	Shanxi Cultural Tourism Investment Holding Group Co., Ltd.	Director, General Administration Office
Sun Cheng	Shanxi Cultural Tourism Investment Holding Group Co., Ltd.	Staff Member, General Administration Office
Ren Gongzheng	Shaanxi Tourism Group Co., Ltd.	General Manager
Tang Min	Shaanxi Tourism Group Co., Ltd.	Deputy Director, General Administration Office
Yao Nan	Shaanxi Tourism Group Co., Ltd.	General Administration Office
Li Bowen	Shaanxi Tourism Group Co., Ltd.	General Administration Office
Wang Shuo	Global Tourism Economy Research Centre (GTERC)	Director
Yao Xingping	Sichuan Tourism Investment Group Co., Ltd.	Deputy Director, General Administration Office
Ren Ding	Sichuan Tourism Investment Group Co., Ltd.	Chairman
Han Weibing	Suzhou Municipal Bureau of Culture, Radio, Television and Tourism	Director
Wang Rudong	Suzhou Municipal Bureau of Culture, Radio, Television and Tourism	Division Chief, International Exchange and Cooperation Division
Qing Qinghui	Tarsus Group	COTTM China Representative
Sarah Hu	Tarsus Group	Sales Manager
Rita Zeng	Tencent	Vice President of Tencent Cloud & President of Tencent Culture and Tourism
Fang Tai	Tencent	General Manager of Operation, Tencent Culture and Tourism
Terry Sun	Tencent	Secretary-General, Tencent Culture and Tourism Research Institute
Liu Dong	Tuniu.com	Deputy General Manager, Public Affairs Department
Jiang Lieyi	Future Plus Education and Technology (Beijing) Co., Ltd.	Chairman
Dai Xiaolian	Future Plus Education and Technology (Beijing) Co., Ltd.	Executive Vice President
Wang Qinghua	Xi'an Municipal Bureau of Culture and Tourism	Director-General
Zhan Xiaoli	Xi'an Municipal Bureau of Culture and Tourism	Deputy Director in Charge, International Affairs Division

Gong Huting	Sunriver Holding Group Co., Ltd.	Director, Culture and Tourism Development
Zhao Lanzhou	Argyle Hotel Group (Australia)	Executive Vice President
Lin Feng	Argyle Hotel Group (Australia)	Director, Business Development
Steve Blake	WildAid	Chief Representative, China
Zhang Wenting	WildAid	Director, Species Project
Li Mingke	WildAid	Producing Manager
Wang Fengming	Usunhome Cultural Tourism Co., Ltd.	Vice President
Ma Qingliang	Yunnan Health and Cultural Tourism Holding Group Co., Ltd. (Formerly known as the Yunnan Metropolitan Construction Investment Group Co., Ltd.)	Deputy General Manager
Yang Yang	China Eastern Airlines Corporation Limited	Deputy General Manager, Sales Committee
Liu Zhongqin	China Society of Territorial Economists	Director-General
Zhang Yunhui	China Society of Territorial Economists	Deputy Secretary-General
Zhang Chaowei	China Society of Territorial Economists	Secretary-General of Tourism Development Committee
Sun Guizhen	China Association of Travel Services	Secretary-General
Long Fei	China Association of Travel Services	Director, Business Development
Huo Jianjun	China Tourist Attractions Association	Secretary-General
Ban Ruochuan	China Tourism News	Director, Project Planning
Tan Dongfang	China Tourist Hotel Association	Deputy Secretary-General
Wang Xu	China Southern Airlines Company Limited	VP of Operation Division for Marketing and E-business Platform
Ning Kaiqin	China Southern Airlines Company Limited	Staff Member, Sales and Marketing
Zhou Yanlong	China Quanjude (Group) Co., Ltd.	General Manager
Dong Xianzhong	China Railway Travel Service Group Co., Ltd.	Chairman
Hua Xia	China Railway Travel Service Group Co., Ltd.	Marketing Manager
Bao Jigang	Sun Yat-sen University	Professor at School of Tourism Management and President of the Tourism Education Branch of China Tourism Association
Xu Honggang	Sun Yat-sen University	Dean, School of Tourism Management
Luo Qiuju	Sun Yat-sen University	Deputy Dean, School of Tourism Management
Jiang Jiawei	Sun Yat-sen University	Assistant, School of Tourism Management
Yang Bing	Sun Yat-sen University	Doctoral Student, School of Tourism Management
Wang Chunfeng	Utour Group Co., Ltd.	Vice President
Kunitoshi Hayashi	Nippon Travel Agency (China)	Chairman
Chu Dawei	Nippon Travel Agency (Hangzhou)	General Manager

◆ Membership Candidates (In no particular order)

Name	Company/Organization	Title
Zhao Lei	Fliggy	General Manager, Leisure Department
Wang Li	Fliggy	Senior Specialist
Xia Xiaoyu	Hangzhou Suntiandy Group	Executive Deputy General Manager of Culture and Tourism Department, General Manager of Cirque du Soleil
Ren Jianeng	Hangzhou Suntiandy Group	Director of Performance Support
Liu Shuguo	China Air Transport Association	Secretary-General
Yang Jie	China Air Transport Association	Director, Communication and Research Department
Li Ling	China United Network Communications Co., Ltd.	Director of Culture & Travel Expansion Department
Wei Guanglin	China United Network Communications Co., Ltd.	Chief Engineer of Culture and Tourism Industry & Senior Engineer
Du Lanxiao	Tourism College of Zhejiang	President
Wang Fang	Tourism College of Zhejiang	Vice President
Zhou Lili	Tourism College of Zhejiang	Dean, School of International Education
Wu Jiajia	Tourism College of Zhejiang	Assistant to Dean, School of International Education
Qin Dingbo	Chongqing Municipal Commission of Culture and Tourism Development	Deputy Director-General
Liu Xi	Chongqing Municipal Commission of Culture and Tourism Development	Deputy Director
Hu Dapeng	Luoyang Municipal Bureau of Culture, Radio, Television and Tourism	Director
Cheng Sumin	Luoyang Municipal Bureau of Culture, Radio, Television and Tourism	Section Chief, Exchange and Cooperation Section
Ivy Li	Thomas Cook China i.e Kuyi International Travel Agency (Shanghai) Co., Ltd.	CPO
Huang Dongchen	Thomas Cook China i.e Kuyi International Travel Agency (Shanghai) Co., Ltd.	Channel Director
Luo Qianguo	Guangdong Provincial Tourism Holdings Co., Ltd.	Chief Accountant
Deng Chenhui	Guangdong Provincial Tourism Holdings Co., Ltd.	Assistant to Chairman
Liang Lingfeng	Guangzhou Lingnan International Enterprise Group Co., Ltd	General Manager and Vice Chairman
Zhu Shaodong	Guangzhou Lingnan International Enterprise Group Co., Ltd	Chairman and President of GZL International Travel Service Ltd
Wu Yongqiang	Guangzhou Lingnan International Enterprise Group Co., Ltd	Director, General Administration Office
Qiu Xiang	Fujian Tourism Development Group Co., Ltd.	Head of Publicity Department
Lin Boming	Guilin University of Tourism	Vice President
Chen Bangyu	Guilin University of Tourism	Director, International Exchange and Cooperation Division
Wang Zixi	Guilin Municipal Bureau of Culture, Radio, Television and Tourism	Director
Li Tangwei	Guilin Municipal Bureau of Culture, Radio, Television and Tourism	Deputy Director
Huang Yan	Guilin Municipal Bureau of Culture, Radio, Television and Tourism	Section Chief, International Exchange and Cooperation Section

Non-members (Cities) (In no particular order)

Name	Company/Organization	Title
Yu Ting	Yangzhou Municipal People's Government	Vice Mayor
Yin Hong	Yangzhou Municipal People's Government	Level 2 Senior Staff Member, General Administration Office
Zhou Zhengying	Yichang Municipal People's Government	Vice Mayor
Zhou Liang	Yichang Municipal People's Government	Deputy Section Chief, General Administration Office
Luo Chunlang	Yichang Municipal Bureau of Culture and Tourism	Director
Li Qiang	Yichang Municipal Bureau of Culture and Tourism	Deputy Director
Wang Dongsheng	Yiwu Municipal Bureau of Culture, Radio, Television, Tourism and Sports	Director
Cheng Jianfang	Yiwu Municipal Bureau of Culture, Radio, Television, Tourism and Sports	Deputy Director
Ji Peijun	Yangzhou Municipal Bureau of Culture, Radio, Television and Tourism	Director
Dai Bin	Yangzhou Municipal Bureau of Culture, Radio, Television and Tourism	Director, General Administration Office
Gu Yuying	Qujiang New District Management Committee	Deputy Director-General
Wei Haina	Qujiang New District Management Committee	Director of Culture and Tourism Bureau
Su Lan	Qujiang New District Management Committee	Deputy Director of Culture and Tourism Bureau

Non-members (Enterprises) (In no particular order)

Name	Company/Organization	Title
Jim Qian	Fosun Tourism Group	Fosun Global Partner, Chairman & CEO of Fosun Tourism Group
Tian Min	Fosun Tourism Group	General Manager, Strategic Planning Department
Liu Jia	Google	Senior Manager of Public Policy and Policy Affairs, Grater China
Byron Jin	Google	Manager, Government and Aviation Industry
Min Lingbo	Guangdong Weiran Law Firm	Director
Wang Kan	Antour Culture and Tourism	General Manager
Ge Lei	Beijing CYTS Linkage PR Consulting Co., Ltd.	Executive General Manager
Zhu Hongbo	Huawei Technologies Co., Ltd.	Chief Expert of Culture and Tourism
He Yunmei	Huawei Technologies Co., Ltd.	General Manager, Culture and Tourism Industry Cooperation Department
Ye Liping	Sichuan Energy Investment Development Co., Ltd.	Deputy General Manager
Yang Jing	Chongqing Tourism Investment Group Co., Ltd.	Deputy General Manager
Cheng Ying	Chongqing Simian Mountain Tourism (Group) Co., Ltd.	Deputy General Manager

Xu Bin	Chongqing Tourism Investment Group Co., Ltd.	Chairman
Luo Ying	Chongqing Simian Mountain Tourism (Group) Co., Ltd.	Chairman
Kelly Li	NEW LVJIE	Founder and CEO
Hong Liping	NEW LVJIE	Senior Reporter
Gao Meihua	Azheke Village, Xinjie, Yuanyang County, Honghe Prefecture, Yunnan Province, China	Villager
Liu Zheng	Youdian Hotel Guangzhou	General Manager
Liu Feng	Beijing Davost Tourism Cultural Creativity Co., Ltd.	Founder
Sheng Haibin	Beijing Davost Tourism Cultural Creativity Co., Ltd.	General Manager, Changjiang River Delta
Qu Li		Chairman
Zhang Jian		Deputy General Manager
Ma Longzheng	BSED	Vice President, President of Culture and Tourism Research Institute
Wu Sen	Mafengwo.cn	Head of Marketing
Chen Peng	Haier Digital Technology (Shanghai) Co., Ltd.	Project Director
Chen Qianqian	Haier Digital Technology (Shanghai) Co., Ltd.	Marketing Manager
Wang Ting	Xi'an Tourism Group	General Manager
Feng Liqi	Xi'an Tourism Group	Deputy General Manager
Karen Zhang	OAG Aviation International Co.,Ltd.	Vice president, China
Liu Junpeng	OAG Aviation International Co.,Ltd.	Account Manager
Leo Liu	Beijing Tripvivid Cultural Tourism Media Co., Ltd.	Founder and Chairman
Angela Chen	Dossen HK	Vice President of International Bussiness Department
Wei Wei	Hiseas International Tourism Group	Deputy General Manager
Han Yun	Hiseas International Tourism Group	Director of PR Department / Senior Contract Manager
Li Yanjun	C-Bank Resources Investment Holding Co., Ltd.	Vice President
Liang Changhong		Manager
Wen Wu	SmartSteps	Senior Vice President
Wang Zhihe	SmartSteps	Business Development Manager
Hua Yu	SmartSteps	General Manager, Culture and Tourism Department
Zhong Danqin	Private House Stay	Digital Marketer

Non-members (Academic Institutions) (In no particular order)

Name	Company/Organization	Title
Zhong Yongde	Central South University of Forestry and Technology	Dean, School of Tourism Management
Shi Da	Dongbei University of Finance & Economics	Dean of Surrey International Institute
Feng Xuegang	East China Normal University	Dean, School of Business Administration
Guo Qiang	Hainan University	Dean, Tourism College
Huang Yuanshui	Huaqiao University	Head of Strait Tourism Research Institute
Ma Yong	Hubei University	Head of Tourism Development Research Institute
Huang Zhenfang	Nanjing Normal University	Professor
Kong lei	Open University of China	Executive Associate Dean, College of Tourism
Hua Gang	Qian Jiang College, Hangzhou Normal University	Head of Tourism Management, Associate Professor
Jiang Yupeng	Qingdao Vocational and Technical College of Hotel Management	Dean
Chen Guozhong	Shandong College of Tourism & Hospitality	Secretary of CPC committee
Li Li	Shandong Youth University of Political Science	Associate Dean, School of Modern Service Management
Kang Nian	Shanghai Institute of Tourism	President
Li Zhiyong	Sichuan University	Executive Dean and Professor, Tourism School
Li Yuan	Sichuan University	Professor, Tourism School
Liu Jun	South China Normal University	Dean, School of Tourism Management
Zhang Lingyun	Tourism Tribune	Executive Chief Editor
Lin Bishu	Xiamen University	Professor, Head of Tourism and Hospitality Management Department
Lin Derong	Xiamen University	Professor, Director of Institute of Tourism Management of Planning
Fu Jihong	Yunnan College of Tourism Vocation	Vice President
Wu Jun	Zhejiang Gongshang University	Associate Professor
Guan Jingjing	Zhejiang Gongshang University	Associate Professor, Department Head
Zhou Lingqiang	Zhejiang University	Head of Tourism Institute
Li Hanliang	Zhejiang University City College	Associate Professor
Li Shufeng	Zhengzhou Tourism College	Secretary of CPC committee
Zhang Jian		Deputy General Manager
Ma Longzheng	BSED	Vice President, President of Culture and Tourism Research Institute
Wu Sen	Mafengwo.cn	Head of Marketing
Chen Peng	Haier Digital Technology (Shanghai) Co., Ltd.	Project Director

Non-members (Hotel) (In no particular order)

Name	Company/Organization	Title
Zhang Tian	White Swan Hotel	General Manager
Doris Chen	White Swan Hotel	Director, General Administration Office
Xiao Chun	Cohere Hotel	General Manager
Dong Chengde	Kande International Hotel, Dongguan, China	Vice President
Zhang Yijiang	Donsen Hotel	Chairman and General Manager
Mo Xiaohui	Baiyun Hotel	Executive Board Member and General Manager
Shi Lei	Baiyun Hotel	Director, General Administration Office
Yan Ying	Hotel Landmark Canton, Guangzhou	Assistant to General Manager and Director of Operation & Planning
Zhang Qiangjun	Hotel Landmark Canton, Guangzhou	General Manager
Zhu Liping	Xin Qiao Hotel	General Manager
Jiang Ke	Xin Qiao Hotel	Assistant Manager, Administration Department
Shi Yu	Xin Qiao Hotel	Director of Operation
Liu Jianwen	Hunan Furama Hotel	Chairman
Xu Dongsheng	Sheng Long Hotel	Chairman
Li Ying	Hunan Yixi Hotel Management Co., Ltd.	Chairman
Deng Xiangyang	Yueyang Hotel, Hunan	Executive Board Member
Ding Weimin	Huatian Hotel	Deputy General Manager
Luo Wei	Huatian Hotel	Manager, Operational Management
Rene Wang	InterContinental Jinan City Center	Sales Director
Alex Cao	Sheraton Jinan Hotel	Deputy General Manager
Liu Yang	Rezen Hotels	Vice President, Business Development
Tan Yong	Lotusland Hotel, Nanyue	General Manager
Zhu Yuehua	Preess Resort and Hotel	Chairman
Zhou Quanhong	Seaview Garden Hotel, Qingdao	General Manager
Liu Ge	Seaview Garden Hotel, Qingdao	Director, General Administration Office
Wang Guowei	Seaview Garden Hotel, Qingdao	Assistant to General Manager and Director of Finance
Zhang Liqiang	Huiquan Dynasty Hotel	Chairman
Wu Hong	Grand Regency Hotel, Qingdao	General Manager
Zhou Xue	Grand Regency Hotel, Qingdao	Marketing Director
Sun Shangsi	Fulitai International Hotel	Deputy General Manager

PS: Special thanks to participants from domestic and foreign universities, research institutions and scholars!

Yang Juanjuan	Howard Johnson Xiangyu Plaza, Linyi	General Manager
Yan Bingfeng	Golden Bay Hotel	General Manager
Yao Peng	Enyoy Hotel, Shandong	General Manager
Zhang Dongrui	Hilton Yantai Golden Coast	General Manager
Luo Qianjun	Yannian Hotel	Chairman
Chen Min	Zhanjiang Haibin Hotel Co.,LTD	Chairman
Li Sha	Changsha Mingcheng International Hotel Co., Ltd.	Deputy General Manager
Tian Yong	Rongcheng Garden Hotel, Changsha	General Manager
Li Zengli	Zhuhai Holiday Resort Hotel	Chairman

Others

Name	Company/Organization	Title
Xu Ling	TRAFFIC	Chief Representative, China
Huang Xiaodi	International Mountain Tourism Alliance (IMTA)	Deputy Director, Beijing Liaison Office
Liu Lili	Tourism Education Branch of China Tourism Association	Secretary-General
Wang Wan	Tourism Education Branch of China Tourism Association	Director of Business Development
Ye Zhenze	Pingnan County Culture and Tourism Bureau	Deputy Director

Media

Name	Name
Xuexi.cn	The Beijing News
People's Daily	QianJiang Evening NEWS
Xinhua News Agency	Hangzhou Daily
China Economy Daily	DUSHIKUAIBAO
Guangming Daily	Qianlong.com
China Daily	CZTV.com
Global Times	HTV—1
Insight China Magazine	Hangzhou.com.cn
China News Service	DaGongWang
China Business Herald News Weekly	People's Cultural Tourism
Zhejiang Satellite TV	CNN
The sound of zhejiang	National Tourism
Zhejiang Daily	Tripvivid
zjol.com.cn	NEW LVJIE
People's Daily	TravelDaily China
xinhuanet	pinchain
China Economic Net	CTCNN
china.com.cn	otadaily
Huanqiu	travelweekly
youth.cn	Wenlvpai.com
www.k618.cn	Live Streaming
Tencent Culture and Tourism Industry	Yangshipin
ifeng.com	China Economic Net
sina.cn	People's Cultural Tourism
Travel.sohu.com	CTNEWS.COM.CN
NET EASE	Qianlong.com
China Culture Daily	Tencent Culture and Tourism Industry
CHINA&THE WORLILTRAL EXCHANGE	The Paper
China Tourism News	iQIYI
CULTURE&TOURISM	Tik Tok
China community newspaper	Trip. com Group Live
CHINA SOCIAL ORGANIZATION	
China Youth Daily	

WTA Seretariat

Name	Company/Organization	Title
Wu Dawei	WTA Secretariat	Director, Cooperation and Development Division
Zhang Yuan	WTA Secretariat	Director, General Administration Division
Zhao Ke	WTA Secretariat	Director, Service and Management Division
Li Changlin	WTA Secretariat	Deputy Director, General Administration Division
Xiao Zhen	WTA Secretariat	Program Officer
Liu Yanqiu	WTA Secretariat	Program Officer
Fan Ruiqing	WTA Secretariat	Program Officer
Liu Yuying	WTA Secretariat	Program Officer
Guo Yanjun	WTA Secretariat	Program Officer
Yang Wenjiao	WTA Secretariat	Program Officer
Sang Mengyu	WTA Secretariat	Program Officer
Wang Xinlei	WTA Secretariat	Program Officer
Wang Yuan	WTA Secretariat	Program Officer
He Sijia	WTA Secretariat	Program Officer
Li Qiang	WTA Secretariat	Program Officer
Zhang Chengtian	WTA Secretariat	Program Officer
Gao Angzhi	WTA Secretariat	Program Officer
Hu Jian	WTA Secretariat	Program Officer
Yang Zhichao	WTA Secretariat	Program Officer
Jin Xiaoying	WTA Secretariat	Program Officer
Sun Yiwen	WTA Secretariat	Program Officer



► 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 and Southern Song Dynasty 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 millenniums.

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.