



The 9th UNWTO/PATA Forum on
TOURISM TRENDS AND OUTLOOK

Theme: *Tourism and the Experience Economy*
(主题: 旅游与体验经济)

19-21 October 2015

Guilin, China

In collaboration with



Programme Schedule

Day One: 19 October 2015

08:00–09:00	Registration
09:00–10:00	<p>Moderator: Mayor of Guilin</p> <p>Opening Ceremony</p> <ul style="list-style-type: none"> • Xu Jing, Executive Secretary and Regional Director for Asia and the Pacific, UNWTO • Mario Hardy, CEO, PATA • Haiyan Song, Associate Dean and Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University • China National Tourism Administration Representative • Guangxi Tourism Administration Representative • Guilin Municipal Government
10:00–10:30	<p>Keynote Session</p> <p>Opening Keynote: Tourism and the Experience Economy</p> <ul style="list-style-type: none"> • Olivier Henry-Biabaud, CEO, TCI Research, Brussels, Belgium
10:30–11:00	<ul style="list-style-type: none"> • Coffee Break • Group Photo / Media Briefing
11:00–12:30	<p>Keynote Session (Continued): Tourism and the Experience Economy</p> <p><i>Chair: Xu Jing, Executive Secretary and Regional Director for Asia and the Pacific, UNWTO</i></p> <ul style="list-style-type: none"> • John Kester, Director of Tourism Market Trends Programme, UNWTO • Daniela Wagner, Director for Europe, Middle East and Africa, PATA • Haiyan Song, Associate Dean and Chair Professor, The Hong Kong Polytechnic University <p>(Interaction and discussion)</p>
12:30–14:30	Lunch Break
14:30–16:00	<p>Panel Session One: Destination Marketing - Focusing on Tourism Experience</p> <p><i>Chair: Brian King, Associate Dean and Professor, The Hong Kong Polytechnic University</i></p> <ul style="list-style-type: none"> • Bao Jigang, Professor and Dean, School of Tourism Management, Sun Yat-sen University, China (中山大学旅游学院教授、院长保继刚)

	<ul style="list-style-type: none"> ● Chulwon Kim, Professor, Kyung Hee University, Korea (韩国庆熙大学教授金舒文) ● Susan Del Mundo, Tourism Promotions Board, Department of Tourism, Philippines ● Dato' Ammar Abdul Ghapar, Director of Strategic Planning, Ministry of Tourism & Culture, Malaysia <p>(Interaction and discussion)</p>
16:00–16:30	<ul style="list-style-type: none"> ● Coffee / Tea Break ● Media Briefing
16:30–17:30	<p>Panel Session Two: Local Experiences and Social Enterprise - Win Win for Travel Businesses and Communities</p> <p><i>Chair: Mario Hardy, CEO, PATA</i></p> <ul style="list-style-type: none"> ● Walter Jamieson, Professor and Director, Service Innovation Program, College of Innovation, Thammasat University, Thailand ● Hai Ho, Founder, Triip.me, Vietnam ● Somsak Boonkam, Founder and CEO, Local Alike, Thailand <p>(Interaction and discussion)</p>
17:30–20:00	Dinner
20:00	Activity TBD

Day Two: 20 October 2015

08:00–09:00	Registration
09:00–10:45	<p>Keynote Session: Enhancing Tourism Experience – Theory and Practice</p> <p><i>Chair: Haiyan Song, Associate Dean and Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</i></p> <ul style="list-style-type: none"> • Brian King, Associate Dean and Professor, School of Hotel and Tourism Management The Hong Kong Polytechnic University • John Koldowski, Head of the Service Innovation & Development Unit, College of Innovation, Thammasat University, Thailand • Carolyn Childs, CEO and Co-founder, MyTravelResearch.com, NSW, Australia • Jesper Palmqvist, Area Director Asia Pacific, STR Global, Singapore <p>(Interaction and discussion)</p>
10:45–11:00	Coffee / Tea Break
11:00–12:30	<p>Panel Session One: Heritage Tourism and Cultural Experience</p> <p><i>Chair: Honggen Xiao, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</i></p> <ul style="list-style-type: none"> • Hiroshi Kurosu, Chief Researcher, Japan Tourism Marketing Co., Japan • Denis Tolkach, Assistant Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University • WANG Ning, Professor and Associate Dean, School of Sociology and Anthropology, Sun Yat-sen University, China • MA Bo, Professor and Dean, College of Tourism, Qingdao University, China <p>(Interaction and discussion)</p>
12:30–13:45	Lunch Break
13:45–15:15	<p>Panel Session Two: Augmented Reality and Virtual Experience</p> <p><i>Chair: Dimitrios Buhalis, Professor and Director, eTourism Lab, Bournemouth University, UK</i></p> <ul style="list-style-type: none"> • Mario Hardy, CEO, PATA • Ying (Tracy) Lu, Assistant Professor, Hospitality Management and Tourism, School of Human Environmental Sciences, College of Agriculture, Food & Environment, University of Kentucky, USA

	<ul style="list-style-type: none"> • Jason Song, CEO, Drove Information and Technology, China (Interaction and discussion)
15:15–15:30	Coffee / Tea Break
15:30–17:00	<p>Panel Session Three: From “Sightseeing” to “Experience” – Guilin Tourism in Transition (从观光到体验, 桂林旅游转型思考)</p> <p><i>Chair: 桂林市市长助理、国家旅游局人事司副司长余昌国 Yu Changguo Assistant Mayor of Guilin, Head of Personnel Department, CNTA,</i></p> <ul style="list-style-type: none"> • 杨浩镭 (Yang Haolei) 广西展卓通用航空有限公司总经理 (General Director, Guangxi Zhanzhuo General Aviation Co., Ltd) • 保继刚 (Bao Jigang) 中山大学旅游学院教授、院长 (Professor, Dean, School of Tourism Management, Sun Yat-sen University, China) • 周乐华 (Zhou Lehua) 浙江省中青旅总经理 (General Manager, Zhejiang China Youth Travel Service) • 曹光灏 (Cao Guangcan) 桂林愚自乐园董事长 (Chairman, Guilin Yuzi Paradise) • Jonathan Krive, Director, APAC Corporate and Business Development, Trip Advisor (Interaction and discussion)
17:00-17:30	<p>Closing Keynote: Smart Tourism and the Experience Economy</p> <ul style="list-style-type: none"> • Dimitrios Buhalis, Professor and Director, eTourismLab, Bournemouth University, UK
17:30–18:00	<p>Closing Remarks</p> <ul style="list-style-type: none"> • UNWTO Representative • Bo Wu, Regional Director, Greater China, PATA • Vice Mayor of Guilin
18:00–20:00	Dinner
20:00–21:30	TBD

Day Three: 21 October 2015 (Technical Tour)

A 线 :

08:00	Leave Shangri-La Hotel by coach to Club Med Guilin 从酒店乘车前往法国地中海俱乐部桂林度假村
09:40	Visit Club Med Guilin 考察法国地中海俱乐部桂林度假村
11:10	Coach ride to Yangdi Wharf 乘车赴杨堤码头
11:40-14:40	Li River Cruise (Buffet Lunch on the boat) 乘船考察游览漓江,船上自助午餐
15:00	Coach ride to Goi • Yangshuo Leisure World 上岸后乘车赴桂林瑞盛 • 阳朔国际度假区
15:00-16:00	Visit Goi • Yangshuo Leisure World 考察桂林瑞盛 • 阳朔国际度假区
16:10	Coach ride to Banyan Tree Yangshuo 乘车赴阳朔悦榕庄酒店
16:30-17:30	Visit Banyan Tree Yangshuo 考察阳朔悦榕庄酒店
17:40	Coach ride back to Yangshuo 乘车赴碧莲江景大酒店
18:00	Dinner: Buffet in Yangshuo(Green Lotus Hotel) 在碧莲江景大酒店用中西式自助晚餐
19:50	Watch the outdoor show 'Impression Liu Sanjie' 观看印象刘三姐演出
21:00	Return to Guilin Shangri-la Hotel by coach 乘车返回桂林

B 线：

08:00	Leave Shangri-La Hotel by coach to the Reed Flute Cave Scenic Area 从酒店乘车赴芦笛岩景区
08:20	Visit the Reed Flute Cave Scenic Area 考察芦笛岩景区
09:45	Coach ride to the Elephant Trunk Hill Scenic Area 乘车赴象山景区
10:05	the Elephant Trunk Hill Scenic Area 考察象山景区
11:00	Return to Guilin Shangri-la Hotel by coach 乘车返回香格里拉大酒店
12:00	Lunch at Shangri-la Hotel 香格里拉大酒店用中餐
14:00	Coach ride to Jingjiang Ming Tombs 乘车赴靖江王陵
14:30-15:30	Visit Jingjiang Ming Tombs 考察靖江王陵
15:40	Coach ride to Prince Mansion Scenic Area 乘车赴王城景区
16:20	Visit Prince Mansion Scenic Area 考察王城景区
17:30	Return to Guilin Shangri-la Hotel by coach and have dinner 乘车返回香格里拉大酒店用晚餐
19:00	Coach ride to 'Dreamlike Lijiang' Theatre 乘车赴《梦幻漓江》演出剧场
19:30	Watch Ballet and circus 'Dreamlike Lijiang' 观看《梦幻漓江》演出
20:40	Return to Guilin Shangri-la Hotel by coach 乘车返回香格里拉大酒店

