
Date 活动时间

19-21 October 2015
2015年10月19-21日

Venue 活动地点

Shangri-La Hotel, Guilin, China
桂林香格里拉大酒店

Organisers 主办单位

World Tourism Organization (UNWTO)
Pacific Asia Travel Association (PATA)
联合国世界旅游组织、亚太旅游协会

Co-organiser 承办单位

Guilin Municipal People's Government
桂林市人民政府

In Collaboration with 协办单位

The Hong Kong Polytechnic University
香港理工大学

International Media Support 国际媒体支持



AIM OF THE CONFERENCE 会议宗旨

In the context of globalization, social media and customization, industries and economic sectors have been shifting in the strategies to capitalize on consumers' ongoing quest for, to offer, and to co-create memorable experiences with modern consumers. Building on research and practices, the 9th UNWTO/PATA Forum on Tourism Trends and Outlook addresses the theme of "Tourism and the Experience Economy", in which tourism policies, industry development, and business/management practices will be discussed in light of the experience economy. Aiming as a platform for government officers, NGOs, industry practitioners, and academics to share their perspectives, research findings, and practices, the 9th Forum intends to deliver on the following objectives:

在当今全球化、社交媒体和定制的环境下，行业与和经济部门在努力转变策略，重视消费者的不断需求，提供并共同创造难忘的体验予现代消费者。在研究和实践基础之上，第九届联合国世界旅游组织/亚太旅游协会旅游趋势与展望国际论坛突出的主题为“旅游与体验经济”，针对体验经济探讨旅游政策、行业发展和商务管理实践。本次论坛为政府官员、非政府组织、行业从业者和专家学者提供了一个良好的平台，供大家分享观点、研究成果与实践，第九届论坛计划旨在达到以下几个目的：

- To share state-of-the-art research and industry practices in developing tourism in the realm of the experience economy.
分享体验经济方面的旅游开发和产业实践的尖端研究成果；
- To analyze and update global and regional tourism trends and challenges in connection to tourism and the experience economy.
分析与更新与旅游和体验经济相关的全球性和区域性的趋势和挑战；
- To explore and formulate new problems for future research on tourism as an experience economy.
探讨与阐明在未来旅游作为体验经济来研究方面所面临的新问题。

PARTICIPANTS 与会人员

- Senior management officials from National Tourism Administrations and National Tourism Organisations
国家旅游局和国家旅游组织高层领导
- Research officials from National Tourism Administrations and National Tourism Organisations
国家旅游局和国家旅游组织的研究人员

- Practitioners from tourism industries (airlines, transport services, tour operators, hotels, destination marketers, information and communication technology professionals, social media and e-marketers, destination and tourism consultant companies, etc.)
旅游行业人士（航空公司、运输服务部门、旅游运营商、酒店、目的地宣传单位、信息与通信技术专业人士、社交媒体和电子商务营销公司、目的地和旅游咨询公司等）
- Academics from research institutes and universities, and postgraduate/research students in tourism and hospitality.
学术研究机构和大学的专家学者、以及旅游和酒店服务专业的研究生及学生。

CONFERENCE METHODOLOGY 会议形式

The two-day conference will be divided into two generic sessions:
本次为期两天的论坛将分为两大部分：

- a) The plenary session (on the first day) is open to a broad audience. This session, to be conducted by renowned international speakers, will be devoted to consensus building and knowledge synthesis in pertinence to the theme — Tourism and the Experience Economy. The integration of theory and practice (or research and development) will also be discussed.
(首日) 全体会议开放给广大观众。本部分由国际知名演讲嘉宾进行，将注重针对旅游和体验经济这个主题达成共识以及知识合成。会上亦将讨论理论与实践(或研究与发展)相结合。
- b) The technical session (on the second day) aims at a small audience. This session will provide practitioners and academics with a forum to exchange views and perspectives on tourism and the experience economy. Success stories, problems and issues, as well as challenges will be exchanged with practices from worldwide destinations and/or source markets. The technical session will encompass academic, public and private sector perspectives on the forum theme, on the basis of which future research problems are formulated.
(第二日) 技术会议面向小批观众。本部分将为业界人士与专家学者提供平台，交流关于旅游和体验经济的真知灼见。会上亦将交流世界各地在目的地和客源市场的做法之成功案例、存在问题以及面临的挑战。该技术部分将涵盖学界、公共部门和私营部门对有关论坛主题的意见，并在此基础上整理出供未来进行研究的问题。

Programme Schedule 日程安排

Day One: 19 October 2015
 第一日：2015年10月19日

08:00-09:00 Registration 签到	
09:10-10:00	<p>Moderator: Zhou Jiabin, Mayor of Guilin 主持人：桂林市市长周家斌</p> <p>Opening Ceremony 开幕式</p> <ul style="list-style-type: none"> • Zhao Leqin (Secretary of the Guilin Municipal Committee of the CPC, Director of Standing Committee of Guilin Municipal People's Congress) 中共桂林市委书记、市人大常委会主任赵乐秦致辞 • Xu Jing, Executive Secretary and Regional Director for Asia and the Pacific, UNWTO 联合国世界旅游组织执行总干事兼亚太部主任徐京致辞 • Mario Hardy, CEO, PATA 亚太旅游协会首席执行官马里奥·哈迪致辞 • Haiyan Song, Associate Dean and Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University 香港理工大学酒店与旅游管理学院副院长宋海岩致辞 • Guangxi Representative 广西壮族自治区领导致辞 • China National Tourism Administration Representative 中国国家旅游局领导致辞
	<p>10:00-10:30 Coffee Break 茶歇 Group Photo / Media briefing 合影 / 媒体采访</p>
10:30-12:30	<p>Keynote Session: Tourism and the Experience Economy 主旨演讲：旅游与体验经济</p> <p>Chair: Xu Jing, Executive Secretary and Regional Director for Asia and the Pacific, UNWTO 主持人：联合国世界旅游组织执行总干事兼亚太部主任徐京</p> <ul style="list-style-type: none"> • Olivier Henry-Biabaud, CEO, TCI Research, Brussels, Belgium 比利时布鲁塞尔 TCI Research 总裁 Olivier Henry-Biabaud • John Kester, Director of Tourism Market Trends Programme, UNWTO 联合国世界旅游组织旅游市场趋势项目主任 John Kester • Daniela Wagner, Director for Europe, Middle East and Africa, PATA 亚太旅游协会欧洲、中东及非洲部主任 Daniela Wagner • Haiyan Song, Associate Dean and Chair Professor, The Hong Kong Polytechnic University 香港理工大学酒店及旅游管理学院副院长及讲座教授宋海岩 <p>(Interaction and discussion 互动与讨论)</p>

12:30-14:30 Lunch Break 午餐	
14:30-16:00	<p>Panel Session One: Destination Marketing - Focusing on Tourism Experience 分组讨论一：目的地营销—聚焦旅游体验</p> <p>Chair: Brian King, Associate Dean and Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University 主持人：香港理工大学酒店及旅游管理学院副院长及教授金博蓝</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 • 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 菲律宾旅游部旅游促进委员会 Susan Del Mundo • Dato Ammar Abd.Ghapar, Director of Strategic Planning, Tourism Malaysia 马来西亚旅游文化局战略策划部主任 Dato Ammar Abd.Ghapar <p>(Interaction and discussion 互动与讨论)</p>
16:00-16:30 Coffee Break 茶歇 Media briefing 媒体采访	
16:30-17:30	<p>Panel Session Two: Local Experiences and Social Enterprise - Win Win for Travel Businesses and Communities 分组讨论二：当地体验与社会企业—旅游企业与社区双赢</p> <p>Chair: Mario Hardy, CEO, PATA 主持人：亚太旅游协会首席执行官 Mario Hardy</p> <ul style="list-style-type: none"> • Walter Jamieson, Professor and Director, Service Innovation Program, College of Innovation, Thammasat University, Thailand 泰国塔玛萨特大学教授及创新学院服务创新部主任 Walter Jamieson • Hai Ho, Founder, Triip.me, Vietnam 越南 Triip.me 创办人 Hai Ho • Somsak Boonkam, Founder and CEO, Local Alike, Thailand 泰国 Local Alike 创办人及总裁 Somsak Boonkam <p>(Interaction and discussion 互动与讨论)</p>
17:30- Welcome Dinner 晚餐	
20:00-21:30	Watching the art parade 观看第五届桂林国际山水文化旅游节艺术巡游

Day Two: 20 October 2015

第二日：2015年10月20日

08:00-09:00	Registration 签到
09:00-10:45	<p>Keynote Session: Enhancing Tourism Experience - Theory and Practice 主旨演讲：增强旅游体验—理论与实践</p> <p><i>Chair: Haiyan Song, Associate Dean and Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</i> 主持人：香港理工大学酒店及旅游业管理学院副院长及讲座教授宋海岩</p> <ul style="list-style-type: none"> • Brian King, Associate Dean and Professor, School of Hotel and Tourism Management The Hong Kong Polytechnic University 香港理工大学酒店及旅游业管理学院副院长及教授金博蓝 • John Koldowski, Head of the Service Innovation & Development Unit, College of Innovation, Thammasat University, Thailand 泰国塔玛萨特大学创新学院服务创新与开发部主任张科德 •  Carolyn Childs, MyTravelResearch.com, NSW, Australia 澳大利亚新南威尔士省 MyTravelResearch.com 创办人 Carolyn Childs • Jesper Palmqvist, Area Director Asia Pacific, STR Global, Singapore 新加坡 STR Global 亚太区主任 Jesper Palmqvist <p>(Interaction and discussion 互动与讨论)</p>
10:45-11:00	Coffee / Tea Break 茶歇
11:00-12:30	<p>Panel Session One: Heritage Tourism and Cultural Experience 分组讨论一：文物旅游与文化体验</p> <p><i>Chair: Honggen Xiao, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</i> 主持人：香港理工大学酒店及旅游业管理学院肖洪根</p> <ul style="list-style-type: none"> • Hiroshi Kurosu, Chief Researcher, Japan Tourism Marketing Co., Japan 日本旅游局综合研究所执行役員、主席研究员黑须宏志 • Denis Tolkach, Assistant Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University 香港理工大学酒店及旅游业管理学院助理教授 Denis Tolkach • Wang Ning, Professor and Associate Dean, School of Sociology and Anthropology, Sun Yat-sen University, China 中山大学社会学与人类学学院教授及副院长王宁 • Ma Bo, Professor and Dean, College of Tourism, Qingdao University, China 青岛大学旅游学院教授及院长马波 <p>(Interaction and discussion 互动与讨论)</p>

12:30-13:45	Lunch Break 午餐
13:45-15:15	<p>Panel Session Two: Augmented Reality and Virtual Experience 分组讨论二：扩增实境与虚拟体验</p> <p><i>Chair: Dimitrios Buhalis, Professor and Director, eTourism Lab, Bournemouth University, UK</i> 主持人：英国伯恩茅斯大学电子旅游实验室教授及主任 Dimitrios Buhalis</p> <ul style="list-style-type: none"> • Mario Hardy, CEO, PATA 亚太旅游组织首席执行官 Mario Hardy • Ying (Tracy) Lu, Assistant Professor, Hospitality Management and Tourism, School of Human Environmental Sciences, College of Agriculture, Food & Environment, University of Kentucky, USA 美国肯塔基大学农业食品环境学院人类环境科学院酒店管理与旅游专业助理教授 Ying (Tracy) Lu • Susan Del Mundo, Tourism Promotions Board, Department of Tourism, Philippines 菲律宾旅游部旅游促进委员会 Susan Del Mundo • Jason Song, CEO, Drore Information and Technology, China 浙江卓锐信息技术有限公司总经理宋夫华 <p>(Interaction and discussion 互动与讨论)</p>
15:15-15:30	Coffee / Tea Break 茶歇
15:30-17:00	<p>Panel Session Three: From "Sightseeing" to "Experience" - Guilin Tourism in Transition 分组讨论三：从“观光”到“体验”——桂林旅游转型思考</p> <p><i>Chair: Yu Changguo, Deputy Director of Personnel Department, Assistant Mayor of Guilin, CNTA</i> 主持人：中国国家旅游局人事司副司长、桂林市市长助理余昌国</p> <ul style="list-style-type: none"> • Yang Haolei, General Director, Guangxi Zhanzhuo General Aviation Co., Ltd. 广西展卓通用航空有限公司总经理杨浩镭 • Bao Jigang, Professor, 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 • Zhou Lehua, General Manager, Zhejiang China Youth Travel Service 浙江省中青旅总经理周乐华 • Cao Guangcan, Chairman, Guilin Yuzi Paradise 桂林愚自乐园董事长曹光灏 • Jonathan Krive, Director, APAC Corporate and Business Development, TripAdvisor TripAdvisor亚太地区企业及业务发展董事 Jonathan Krive <p>(Interaction and discussion 互动与讨论)</p>

17:00-17:30	<p>Closing Keynote: Smart Tourism and the Experience Economy 闭幕主旨演讲：智慧旅游与体验经济</p> <ul style="list-style-type: none"> • Dimitrios Buhalis, Professor and Director, eTourism Lab, Bournemouth University, UK 英国伯恩茅斯大学电子旅游实验室教授及主任 Dimitrios Buhalis
17:30-18:00	<p>Closing Remarks 闭幕辞</p> <ul style="list-style-type: none"> • UNWTO Representative 联合国世界旅游组织代表 • Wu Bo, Regional Director, Greater China, PATA 亚太旅游协会大中华区主任吴波 • Chen Lihua, Member of the Standing Committee of the CPC Guilin Municipal Committee, Vice Mayor of Guilin, Director of Publicity Department of the CPC Guilin Municipal Committee 中共桂林市委常委、副市长、宣传部长陈丽华
18:00-20:00	Dinner 晚餐

Day Three: 21 October 2015 — Technical Tour
第三日：2015年10月21日技术考察

Route A (A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	Visit 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

Route B (B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

Dining 用餐时间:

Breakfast:	07:00-08:30
早餐:	07:00-08:30
Lunch:	12:00-14:30
中餐:	12:00-14:30
Dinner:	18:00-19:30
晚餐:	18:00-19:30

Dinning Venue in Shangari-la Hotel 酒店用餐地点:

Date 日期	Breakfast 早餐	Lunch 中餐	Dinner 晚餐
18 th Oct 10月18日	Li Café Restaurant on the 1 st Floor 一楼漓咖啡	Li Café Restaurant on the 1 st Floor 一楼漓咖啡	Li Café Restaurant on the 1 st Floor 一楼漓咖啡
19 th Oct 10月19日	Li Café Restaurant on the 1 st Floor 一楼漓咖啡	Li Café Restaurant on the 1 st Floor 一楼漓咖啡	Ballroom 1-3 on the 1 st Floor 一楼1-3号多功能厅
20 th Oct 10月20日	Li Café Restaurant on the 1 st Floor 一楼漓咖啡	Li Café Restaurant on the 1 st Floor 一楼漓咖啡	Junior Ballroom on the 2 nd Floor 二楼漓江厅
21 st Oct 10月21日 (Technical Visit)	Li Café Restaurant on the 1 st Floor 一楼漓咖啡	Route A: Junior Ballroom on the 2 nd Floor 线路A: 二楼漓江厅 Route B: On the Boat 线路B: 船上中餐	Route A: Junior Ballroom on the 2 nd Floor 线路A: 二楼漓江厅 Route B: In Yangshuo 线路B: 阳朔

- There are special dining areas with signage for Muslims and vegetarians at dining places.
穆斯林餐和素食餐均在就餐地点设有专门就餐区域和指示标识。
- Please settle account for the following personal expenditure, if any, before check-out: long-distance call, laundry service, fax, use of mini-bar, food in the bar and other entertainment expenditures in the hotel.
会议期间在酒店内长途电话、洗衣、传真、客房冰箱饮料、吧台食品及其他娱乐消费均自理, 请于离店前结清。
- Participants are expected to board the coach at the gate of Ballroom at 19:50, 19th October after the Welcome Dinner, leaving for the Centre Square to watch the Art Parade of the 5th Guilin International Scenery Culture & Tourism Festival.
10月19日19:50晚宴后, 请大会代表在酒店多功能厅门口乘车前往中心广场观看第五届桂林国际山水文化旅游节艺术巡游。

4. Participants are expected to board the coach at 8:00am, 21st October for a technical visit (Route A: One Day City Tour, Route B: Club Med Guilin, Li River Cruise etc.).

10月21日大会技术考察，请大会代表早餐后于8:00在酒店大门口乘车前往考察(线路A: 市内精华游，线路B: 法国地中海俱乐部桂林度假村、漓江等)。

5. The address of the Conference is the same as the hotel accommodating the participants: Shangri-La Hotel, Guilin

Address: 111 Huan Cheng Bei Er Lu, Guilin, Guangxi, 541004, China

Tel: 0086-773-2698888 Fax: 0086-773-5619799

会议地点在嘉宾入住的同一个酒店,桂林香格里拉大酒店

地址: 桂林市环城北二路111号

电话: 0086-773-2698888 传真: 0086-773-5619799