

WTA Council Meeting, Annual Meeting and “Xianghu Dialogue” 2018

Provisional Program

(September 7-10, Hangzhou, China)

Day 1: September 7th (F) Hangzhou

- All Day **Pick-up service and registration** (WTA Members)
Venue: Lobby, New Century Grand Hotel Hangzhou
- 18:00-19:30 **Dinner Reception hosted by the Zhejiang Provincial Tourism Administration** (WTA Council members and guests by invitation, limited to one person from each organization/company)
Venue: Shixin Hall, 1F
Other guest have dinner at Café Mediterranean, 3F
(17:30-21:00)

Day 2: September 8th (Sa) Hangzhou

- All Day **Pick-up service and registration** (Xianghu Dialogue Participants)
Venue: Lobby, New Century Grand Hotel Hangzhou
- 06:30-08:30 **Breakfast**
Venue: Café Mediterranean, 3F
- 08:30-11:30 **2nd Session of 1st WTA Council** (WTA Council members Only)
Participants: WTA Council Members, WTA Secretariat
Chair: Duan Qiang, WTA Chairman
Venue: Mingyi Hall, 4F
Agenda:
 - Adoption of Agenda (by Duan Qiang, Chairman)

- Approval of Report 1: Implementation of General Program of Work for 2017-2018 and Draft Program of Work for 2018-2019 (by Duan Qiang, Chairman)
- Approval of Report 2: Audit report for 2017 and Draft Budget for 2019 (by Liu Shijun, Secretary General)
- Approval of new applications for membership and the motion to admit Xiaoshan as a special member (by Liu Shijun, Secretary General)
- Approval of Collection of WTA Management Rules and Regulations (by Liu Shijun, Secretary General)
- Approval of Conceptual Construction Plan for WTA Headquarters (by Liu Shijun, Secretary General)
- Report on preparation for WTA Annual Meeting 2018 (by Liu Shijun, Secretary General)
- Approval of place and dates for 3rd Session of 1st WTA Council (by Liu Shijun, Secretary General)
- Group Photo (Corridor, 4F) and Coffee Break (Lobby, 4F)
- Adoption of Decision (by Jayson Westbury, Vice Chairman)

11:45-13:30

Talks and luncheon hosted by the Ministry of Culture and Tourism of China (WTA Council members and guests by invitation, limited to one person from each organization/company)

Venue: Shixin Hall, 1F

Other guest have lunch at Café Mediterranean, 3F (11:30-13:30)

14:00-15:40

WTA Annual Meeting 2018 (WTA members and guests by invitation)

Participants: WTA leadership and members, Ministry of Culture and Tourism of China, Zhejiang Provincial Government, Hangzhou Municipal Government, guests by invitation, media,

WTA Secretariat

Venue: New Century Hall, 4F

Presider: Jayson Westbury, WTA Vice Chairman

Agenda:

- Warm-up Performance
- Remarks (by Ministry of Culture and Tourism of China, Tourism Administration of Zhejiang Province and Hangzhou Municipality)
- Report on 2nd Session of 1st WTA Council (by Duan Qiang, Chairman)
- Report on Implementation of General Program of Work for 2017-2018 and Draft Program of Work for 2018-2019 (by Duan Qiang, Chairman)
- Report on Audit Report for 2017 and Draft Budget for 2019 (By Xiaohua Tian, Delegate of Vice Chairman Roger Dow)
- Announcement of new members including Xiaoshan approved by Council (by Gino Andretta, Delegate of Vice Chairman Henri Giscard d'Estaing)
- Report on Status of WTA • Xianghu Dialogue and "WTA World Best Practice in Poverty Alleviation through Tourism" 2018 (by Liu Shijun, Secretary General)
- Announcement of place and dates for WTA Annual Meeting 2019 (by Liu Shijun, Secretary General)

15:40-16:00

Group Photo (All members)

Venue: Doorsteps at Main Entrance, 1F

16:00-16:30

Talks hosted by the Zhejiang Provincial People's Government

(TBD)

(Part of WTA Council and guests by invitation, due to limited seats)

Venue: Shixin Hall, 1F

18:30-20:30 **WTA Xianghu Dialogue 2018 Welcome Reception** (All participants)

Participants: WTA Members, Ministry of Culture and Tourism of China, Zhejiang Provincial Government, Hangzhou Municipal Government, delegates attending Xianghu Dialogue, media, WTA Secretariat

Venue: New Century Hall, 4F

Rundown:

- 18:00-18:35 Guests arrive
- 18:35-18:40 Remarks by Liu Shijun, WTA Secretary-General
- 18:40-18:45 Remarks by Mr. Xu Liyi, Mayor of Hangzhou
- 18:45-19:15 Certificate presentation to new WTA members including Xiaoshan (by Duan Qiang, Jayson Westbury, Xiaohua Tian and Gino Andretta)
- 19:15-19:20 Launching Ceremony for WTA Secretariat Liaison Office (by Duan Qiang)
- 19:20 Reception starts
- 20:30 Reception concludes

Day 3: September 9th (S) Hangzhou

06:30-08:30 **Breakfast**

Venue: Café Mediterranean, 3F

08:30-17:15 **WTA • Xianghu Dialogue 2018** (All participants)

Theme: Poverty Alleviation and Development — Shared Responsibilities of World Tourism Community

Participants: WTA leadership and members, Ministry of Culture and Tourism of China, Provincial Governments and Tourism Authorities, non-member tourism enterprises and associations, universities and research institutions, diplomatic envoys, China-based tourism promotion agencies, media, WTA

Secretariat

Venue: Grand Dynasty Hall, 4F

Agenda:

- 08:30-08:40 WTA Promo Video
- 08:40-09:20 Remarks
 - ◆ Mr. Duan Qiang, WTA Chairman
 - ◆ Ms. Tong Guili, Secretary of Xiaoshan District Committee
 - ◆ Mr. Xu Liyi, Mayor of Hangzhou
 - ◆ Mr. He Yafei, Secretary-General of International Tourism Alliance
 - ◆ Ms. Wang Wenxu, Vice Governor of Zhejiang Province
 - ◆ Mr. Li Jinzao, Vice Minister of Culture and Tourism of China
- 09:20-10:00 Keynote Speech
 - ◆ Topic: To understanding and react to China's economic development from the perspectives of three "hearts"
 - ◆ Speaker: Mr. Fan Hengshan, renowned economist, immediate former Deputy Secretary General of the China National Development and Reform Commission
- 10:00-10:10 Release of "Report on World Tourism Development 2018 – Global Process and Time Appeal of Poverty Reduction through Tourism"
 - ◆ Presenter: Mr. Dai Bin, President of China Tourism Academy
- 10:10-10:17 Remarks by Mr. Yang Ruihua, Deputy Director General of the Department of Development Guidance, the State Council Leading Group Office of Poverty Alleviation and Development
- 10:17-10:27 Release of "WTA Best Practice in Poverty

Alleviation through Tourism 2018” by WTA, IPRCC and World Bank

- 10:27-10:33 Remarks by Mr. Ahmed Eiweida, Lead urban specialist of the World Bank
- 10:33-10:40 Remarks by Dr. Tan Weiping, Deputy Director General of International Poverty Reduction Center in China (IPRCC)
- 10:40-10:50 Case Study by Prof. Bao Jigang, Sun Yat-Sen University
- 10:50-11:00 Case Study by Mr. Gino Andreetta, CEO, Club Med Greater China)
- 11:00-11:15 Coffee Break
- 11:15-12:30 Panel I: Tourism for Poverty Alleviation and Development
 - ◆ Ms. Anna Coren, CNN International (Moderator)
 - ◆ H.E. Mr. Ahcene Boukhelfa, Ambassador of the Democratic People’s Republic of Algeria to China
 - ◆ Mr. Zhang Rungang, Secretary-General of China Tourism Association
 - ◆ Mr. Liu Jungang, President and General Manager of Hubei Culture & Tourism Investment Group Co., Ltd.
 - ◆ Mr. Hamzah Rahmat, Executive Director of Federation of ASEAN Travel Associations
 - ◆ Prof. David Solnet, Head of Tourism at University of Queensland
 - ◆ Ms. Zhou Meixiang, Senior social development specialist of World Bank
 - ◆ Ms. Thao T. Nguyen, Head of Strategic Partnerships, Airbnb Asia-Pacific

- ◆ Prof. Zhou Lingqiang, Director of Department of Tourism Management at Zhejiang University
- 12:30-14:00 Lunch (Café Mediterranean, 3F)
- 14:00-14:40 Guest Speech I
 - ◆ Mr. Jayson Westbury, CEO of Australian Federation of Travel Agents: *The Social Responsibility of a Tourism NGO*
 - ◆ Mr. Dai Bin, President of China Tourism Academy: *The Objective Reconstruction and Energy Conversion of Chinese Tourism Economy*
 - ◆ Mr. Donald Yu, CEO of Tuniu Corporation: *Innovation and Social Responsibility of Online Travel Enterprises*
 - ◆ Prof. Kaye Chon, Dean and Chair Professor and Walter Kwok Foundation Professor of the School of Hotel and Tourism Management at Hong Kong Polytechnic University: *Is There (Still) a Blue Ocean in Hotel and Tourism Industry?*
- 14:40-15:30 Panel II: Tourism Growth and Development
 - ◆ Prof. Zhang Hui of Beijing Jiaotong University (Moderator)
 - ◆ Mr. Frank Püttmann, Head of Public Policy of TUI Group
 - ◆ Mr. Ren Gongzheng, General Manager of Shaanxi Tourism Group Co., Ltd.
 - ◆ Mr. Kent Sun, Chief Development Officer of IHG Greater China
 - ◆ Mr. Zhang Jingdong, Chairman of Guoao Holding Group Co., Ltd
 - ◆ Mr. Benjamin Chan, General Manager-China of Singapore Airlines

- ◆ Prof. Yan Xuyang, Executive Dean, Chinese Academy of Social Science
- 15:30-15:45 Coffee Break
- 15:45-16:25 Guest Speech II
 - ◆ Mr. Xi Weihang, Vice President of Ctrip: *Overseas Travel Safety- Lessons Learned from the Phuket Incident*
 - ◆ Mr. Su Bo, President of Macrolink Culturaltainment: *Talking about the Innovation of Cultural Tourism in China from the Perspective of Ancient Towns Development*
 - ◆ Prof. Caroline Scarles, Head of School of Hospitality and Tourism Management at the University of Surrey: *Technology Innovation and the Tourism Industry*
 - ◆ Mr. Wang Jianping, President, Narada Hotel Group: *Leisure Era and the New Trend to Spend Vacations in Hotels*
- 16:25-17:15 Panel III: Tourism Innovation and Development
 - ◆ Mr. Ge Lei, CYTS-Linkage Public Relations Consulting Co., Ltd. (Host)
 - ◆ Mr. Dennis Chang, President, Mastercard China
 - ◆ Ms. Gao Yan, Vice President of Meituan
 - ◆ Mr. Sun Wu, Vice President of China Lodging Group Limited
 - ◆ Prof. Li Xinjian, Dean of School of Tourism Management at Beijing International Studies University
 - ◆ Mr. Xia Nong, President & CEO of HNA PV Tourism Co., Ltd.
 - ◆ Mr. Zheng Chengjun, Vice President of Zuzuche.com
- 17:15 Conclusion

18:00 **Dinner**

Venue and rundown: TBA

Day 4: September 10th (M) Hangzhou-Beijing

06:30-08:30 **Breakfast**

Venue: Café Mediterranean, 3F

All day **Technical Visit**

Provisional Itinerary:

- 09:00 Depart from hotel for Hangzhou
- 10:00 Visit 1700-year-old Buddhist temple - Lingyin Temple
- 11:30 Lunch at Lily Hotel
- 13:00 Learn how to fry and appreciate Longjing Tea at Tea Culture Village of Mei Jia Wu
- 15:00 Ferry tour on the West Lake
- 16:00 Depart for hotel
- 18:00 Dinner at New Century Grand Hotel Hangzhou
- 19:30 Depart for performance “Enduring Memories of Hangzhou”
- 22:00 Depart for hotel

(Note: Considering the capacity of scenic spots and dining places, all guests will be randomly assigned to route A or B so as to ensure an enjoyable experience. The spots on the two routes are exactly the same but in different orders.)

Day 5: September 11th (T) Hangzhou

All Day **Drop-off Services**

Note: Please refer to <https://www.eventbank.cn/event/17032/> for the most up-to-date program