



 WORLD TOURISM ALLIANCE

世界旅游联盟

World Tourism Alliance

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WTA•会员日活动议程 2020 年第 2 期

Agenda for the Second WTA Members' Day in 2020

合作伙伴：保加利亚“与风之爱”城堡

In Cooperation with: Castle "In Love with Wind"

- 主办方：世界旅游联盟
Organized by: World Tourism Alliance
- 承办方：保加利亚“与风之爱”城堡
Hosted by: Castle "In Love with Wind"
- 时间：2020 年 3 月 7 日
Date: March 7, 2020
- 地点：保加利亚“与风之爱”城堡（保加利亚布尔加斯区索佐波尔市拉瓦迪诺沃镇）
Venue: Castle "In Love with Wind" (Village Ravadinovo, Sozopol municipality, Bourgas/Burgas District, Bulgaria)
- 活动主题：旅游发展与文化传承的共生之路
Theme: Tourism development and cultural inheritance
- 出席人员（40 人）：世界旅游联盟秘书处、世界旅游联盟会员单位代表、保加利亚布尔加斯州文化旅游业界代表、中国驻保加利亚外交和文化机构代表
Attendees (40 persons): Representatives of WTA Secretariat, WTA members, culture and tourism businesses of Bulgarian District of Bourgas/Burgas, diplomatic and cultural institutions of China in Bulgaria
- 翻译：中英同传或交传
Translation: Mandarin-English simultaneous / consecutive interpretation

● 初步议程：

Preliminary agenda:

3月6日（星期五） | March 6 (Friday)

全天	嘉宾抵达并入住酒店
Whole-day	Arrival of guests and hotel check-in
	* 承办方可以根据嘉宾要求，以最优惠的价格协助安排酒店。住宿费用请嘉宾自理
	* Accommodation shall be borne by oneself. The host will assist to arrange hotel stay with the most favorable price according to the request of the guests.

3月7日（星期六） | March 7 (Saturday)

09:00-12:00	主题调研（具体路线稍后提供）
	Technical Visit (details to be provided by the host)
12:00-13:00	午餐
	Lunch
14:30-15:30	招待酒会
	Cocktail reception
15:30-17:30	演讲环节
	Presentations
	◆ 主承办方致辞
	Remarks by the organizer and host
	◆ “与风之爱”城堡案例分享：城堡建设、运营与社区参与
	Case study the Castle “In Love with the Wind” :The construction and operation of the Castle and community involvement
	◆ 主题演讲 1：旅游产品的文化内涵与商业逻辑
	Presentation: Cultural connotation and business logic of tourism product development
	◆ 主题演讲 2：旅游发展与遗产保护

Presentation: Tourism development and heritage conservation

◆ 主题演讲 3：旅游营销与文化传播

Presentation: Tourism marketing and cultural communication

17:30-19:30

推介活动与招待会

Gala and programs courtesy of the host

3月8日(星期日) | March 8 (Sunday)

上午 主题调研(具体路线稍后提供)

Morning Technical Visit (details to be provided by the host)

下午 嘉宾返程

Afternoon Guests check out and take leave

