

2020 世界旅游联盟 • 湘湖对话日程
Program for WTA • Xianghu Dialogue 2020
(As of November 6)

11 月 11 日全天/All Day November 11

部分参加 12 日理事会、年会的世界旅游联盟会员注册报到
Registration of WTA members attending Council Meeting and Annual Meeting on the 12th

08:00—22:00

注册报到/Registration

- 开元名都大酒店一层大堂
Lobby area, New Century Grand Hotel, Hangzhou
- 注册台开放时间：8:00-20:00
Registration desk opens 8:00-20:00

用餐/Buffer Meals

- 三层地中海咖啡厅
Café Mediterranean, 3F

11 月 12 日全天/All Day November 12

全天注册报道/All Day Registration

08:00—22:00

注册报到/Registration

- 开元名都大酒店一层大堂
Lobby area, New Century Grand Hotel, Hangzhou
- 注册台开放时间：8:00-20:00
Registration desk opens 8:00-20:00

11:30—14:00

自助午餐/Buffer Lunch

- 三层地中海咖啡厅
Café Mediterranean, 3F

11 月 12 日下午/Afternoon November 12

世界旅游联盟第一届理事会第四次会议/ 4th Session of 1st WTA Council
仅联盟理事会员单位代表参加/Closed-door meeting, for WTA Council members only

主持人 Presided over by	世界旅游联盟主席 段强 Mr. DUAN Qiang WTA Chairman
14:00—14:25	● 审议通过 2019-2020 年度联盟工作实施情况及 2020-2021 年度工作计划 <i>Adoption of Implementation of General Program of Work for 2019-2020 and Draft Program of Work for 2020-2021</i>
14:25—14:35	● 审议通过 2019 年联盟财务审计报告及 2021 年预算草案 <i>Adoption of Financial Report for 2019 and Budget for 2021</i>
14:35—14:45	● 审议通过联盟新会员申请 <i>Approval of new applications for membership</i>
14:45—15:00	● 审议通过《世界旅游联盟管理文件汇编》修订稿 <i>Adoption of the revision of World Tourism Alliance Rules and Regulations</i>
15:00—15:05	● 审议通过杰森·韦斯特布里不再担任 WTA 副主席职务的决定 <i>Adoption of the decision that Jayson Westbury ceased to serve as WTA Vice Chairman</i>
15:05—15:10	● 通报联盟年会筹备工作情况 <i>Report on preparations for WTA Annual Meeting</i>
15:10—15:15	● 审议通过联盟第二届理事会第一次会议日期、地点 <i>Approval of place and dates for 1st Session of 2nd WTA Council</i>
15:15—15:35	● WTA 理事成员单位代表合影+茶歇 <i>Group photo and coffee break</i>
15:35—15:50	● 审议通过理事会决议并签字 <i>Adoption and Signature of Decision</i>

世界旅游联盟 2020 年年会/WTA Annual Meeting 2020
联盟全体会员参加, 欢迎非会员参加/ WTA members and non-members welcome

主持人 Presided over by	世界旅游联盟秘书长 刘士军 Mr. LIU Shijun, WTA Secretary-General
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16:00—16:05	<ul style="list-style-type: none"> ● 中国文化和旅游部领导致辞（待定） Remarks by representative from Ministry of Culture and Tourism, China (TBC)
16:05—16:10	<ul style="list-style-type: none"> ● 浙江省（或杭州市）领导致辞（待定） Remarks by representatives from Zhejiang Province or Hangzhou City (TBC)
16:10—16:20	<ul style="list-style-type: none"> ● 段强主席通报理事会会议情况 Report on 4th Session of 1st WTA Council (by DUAN Qiang, Chairman)
16:20—16:45	<ul style="list-style-type: none"> ● 段强主席通报 2019-2020 年联盟工作实施情况及 2020-2021 年度工作计划 Report on Implementation of <i>General Program of Work for 2019-2020</i> and <i>Draft Program of Work for 2020-2021</i> (by Mr. DUAN Qiang, Chairman)
16:45—16:55	<ul style="list-style-type: none"> ● 世界旅游联盟副秘书长王昆欣通报 2019 年联盟财务审计报告及 2021 年预算草案 Financial Report for 2019 and Budget for 2021 (by Mr. WANG Kunxin, Deputy Secretary-General)
16:55—17:05	<ul style="list-style-type: none"> ● 公布理事会通过的新会员名单 Announcement of new members approved by Council
17:05—17:20	<ul style="list-style-type: none"> ● 刘士军通报“湘湖对话”、《2020 世界旅游联盟旅游减贫案例》《2020 世界旅游发展报告》等有关情况 Briefing on the progress of WTA • Xianghu Dialogue, WTA Best Practice in Poverty Alleviation through Tourism 2020, <i>Report on World Tourism Development 2020</i> (by Mr. LIU Shijun, Secretary General)
17:20—17:25	<ul style="list-style-type: none"> ● 刘士军通报世界旅游联盟第二届会员大会日期、地点 Announcement of place and dates for the 2nd WTA General Assembly (by Mr. LIU Shijun, Secretary-General)
17:25	12 日下午议程结束/Conclusion of afternoon sessions on 12th
17:30—20:30	自助晚餐/Buffer Dinner <ul style="list-style-type: none"> • 三层地中海咖啡厅 Café Mediterranean, 3F

11 月 13 日上午/Morning November 13

主持人 世界旅游联盟秘书长 刘士军
Presided over by Mr. LIU Shijun, WTA Secretary-General

致欢迎辞环节 / Welcome Remarks

09:00—09:10 主持人出场及开场白/Opening and Acknowledgements

09:10—09:30 致辞/ Remarks

- 世界旅游联盟主席 段强
Mr. DUAN Qiang, WTA Chairman
- 中国浙江省领导
Member of Leadership, Zhejiang Provincial People's Government, China
- 西班牙驻华大使德斯卡亚阁下
H.E. Mr. Rafael DEZCALLAR MAZARREDO, Ambassador of the Kingdom of Spain
- 中国杭州市委副书记、萧山区委书记 佟桂莉
Ms. TONG Guili, Deputy Secretary of the Hangzhou Municipal CPC Committee, Secretary of the Xiaoshan District CPC Committee, China

环节一：多边主义下全球旅游业合作及治理创新

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

09:30—09:45 主旨演讲/Keynote Speech

- 维护和完善全球旅游治理的多边主义
Maintaining and Improving Global Tourism Management and Involvement
- 主讲人：国际组织负责人
Speaker: Person in Charge from an International Organization

09:45—10:00 专题演讲/Speech

- 加强国家间旅游业合作与协调
Enhancing Tourism Cooperation and Coordination Among Nations
- 演讲人：葡萄牙共和国旅游国务秘书芮塔·马奎斯
Speaker: Ms. Rita MARQUES, Secretary of State for Tourism of the Portuguese Republic

10:00—10:15 主旨演讲/Keynote Speech

- 演讲人：中华人民共和国文化和旅游部副部长 张旭

Speaker: Mr. ZHANG Xu, Vice Minister of Culture and Tourism, People's Republic of China

10:15—10:30

茶歇/Coffee Break

环节二：信心与变革——全球旅游业发展趋势展望

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

10:30—10:45

专题演讲/Speech

- “新冠”疫情后全球旅游业的振兴与挑战
Post COVID-19 Global Tourism Industry Challenges and Revitalization
- 演讲人：世界旅游及旅行业理事会总裁兼首席执行官 格洛丽亚·格瓦拉
Speaker: Ms. Gloria GUEVARA, President & CEO of WTTC

10:45—11:00

专题演讲/Speech

- 新时期旅游企业面临的挑战与应对
Coping with Post COVID-19 Challenges
- 演讲人：携程集团首席执行官 孙洁
Speaker: Ms. Jane SUN, CEO of Trip Group

11:00—11:15

专题演讲/Speech

- 危机应对与企业责任
Crisis Management and Corporate Responsibility
- 演讲人：华侨城集团董事兼总经理 姚军
Speaker: Mr. YAO Jun, Board Member & General Manager of OCT Group

11:15—11:20

发布《2020 世界旅游联盟旅游减贫案例》

Release of WTA Best Practice in Poverty Alleviation through Tourism 2020

- 世界旅游联盟、中国国际扶贫中心、世界银行联合发布
Jointly Released by WTA, IPRCC and World Bank

11:20—11:25

中国云南阿者科旅游扶贫案例展示

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

- 讲述人：教育部长江学者特聘教授、中国旅游协会教育分会会长、中山大学教授 保继刚
Presenter: Mr. BAO Jigang, Changjiang Distinguished Professor, President of the Tourism Education Branch of China Tourism Association, Professor of Sun Yat-sen University

11: 25

13 日上午议程结束/Conclusion of morning sessions on 13th

11:30-14:00

午餐/Buffer Lunch

- 三层地中海咖啡厅
Café Mediterranean, 3F

11 月 13 日下午/Afternoon November 13

主持人 世界旅游联盟综合业务部主任 张源
Presided over by Mr. ZHANG Yuan, Director of General Administration Division, WTA

环节三：面向未来——更负责任的旅游业

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

14:00—14:15

专题演讲/Speech

- 旅游促进非遗保护与传承
Tourism for the Protection and Preservation of Intangible Cultural Heritage
- 演讲人：中国文化和旅游部非物质文化遗产司副司长 钟建波
Speaker: Mr. ZHONG Jianbo, Deputy Director-General of the Department of Intangible Cultural Heritage, Ministry of Culture and Tourism, China

14:15—14:25

专题演讲/Speech

- 负责任重启本地游，助推国际复苏与合作
A Responsible Local Restart of Tourism to Drive International Recovery and Cooperation
- 演讲人：澳门世界旅游经济论坛副主席兼秘书长 何超琼
Speaker: Ms. Pansy HO, Vice Chair and Secretary-General of GTEF

14:25—14:40

专题演讲/Speech

- 旅游带动贫困地区脱贫与文旅融合发展
Promoting Tourism for Poverty Alleviation in Undeveloped Destinations and Integration of Culture and Tourism
- 演讲人：中国甘肃省文化和旅游厅厅长 陈卫中
Speaker: Mr. CHEN Weizhong, Director-General of the Gansu Provincial Department of Culture and Tourism, China

14:40—14:55

专题演讲/Speech

- 促进旅游与环境的共生共赢
Achieving a Win-Win Situation for Tourism and the Environment
- 演讲人：野生救援（美国）北京代表处首席代表 史蒂夫·布雷克
Speaker: Mr. Steve BLAKE, Chief Representative of WildAid

14:55—15: 10

茶歇/Coffee Break

环节四：“新冠”疫情的挑战与行业的变化

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

15:10—15:25

专题演讲/Speech

- 文旅融合与发展模式创新
Culture-Tourism Integration and Development of Innovation Model
- 演讲人：北京首都旅游集团总经理 白凡
Speaker: Mr. BAI Fan, General Manager of Beijing Tourism Group

15:25—15:40

专题演讲/Speech

- 从政府角度谈旅游业危机应对
Crisis Management for Tourism Industry – from the Perspective of a Regulator
- 演讲人：中国浙江省文化和旅游厅厅长 褚子育
Speaker: Mr. CHU Ziyu, Director-General of the Zhejiang Provincial Department of Culture and Tourism, China

15:40—16:25

专题对话/Panel

- 从“新冠”疫情谈旅游业危机管理及应对策略
Tourism Industry Crisis Management and Countermeasures in a COVID-19 World
- 主持人：中国旅游协会副秘书长 吴晓梅
Host: Ms. WU Xiaomei, Deputy Secretary-General at China Tourism Association
- 对话嘉宾/Panelists:
 1. 泰国王国驻华大使 阿塔育·习萨目阁下
H.E. Mr. Arthayudh SRISAMOOT, Ambassador of the Kingdom of Thailand
 2. 中国重庆市文化和旅游发展委员会副主任 秦定波
Mr. QIN Dingbo, Deputy Director-General of Chongqing Municipal Commission of Culture and Tourism Development, China
 3. 欧洲旅游委员会执行主任 爱得瓦多·桑坦德
Mr. Eduardo SANTANDER, Executive Director of the European Travel Commission (ETC)
 4. 中国西安市文化和旅游局党组书记、局长 王庆华
Ms. WANG Qinghua, Director-General of Xi'an Municipal Bureau of Culture and Tourism, China
 5. 四川省旅游投资集团有限责任公司集团董事长 任丁
Mr. REN Ding, Chairman of Sichuan Tourism Investment Group Co., Ltd.

16:25—16:40

专题演讲/Speech

- 数字化促进旅游业高质量发展

Promote Quality Development of Tourism Industry by Digitalization

- 演讲人：阿里巴巴集团副总裁、飞猪总裁 庄卓然
Speaker: Mr. ZHUANG Zhuoran, Vice President at Alibaba Group, President of Fliggy

16:40—17:25

专题对话/Panel

- 颠覆与创造——“新冠”疫情将在何种程度上改变旅游业？

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

- 主持人：中青旅联科公关顾问有限公司执行总经理 葛磊

Host: Mr. GE Lei, Executive General Manager of Beijing CYTS Linkage PR Consulting Co., Ltd.

- 对话嘉宾/Panelists:

1. 中国四川省文化和旅游厅党组成员、副厅长 严飒爽

Ms. YAN Sashuang, Deputy Director-General of Sichuan Provincial Department of Culture and Tourism, China

2. 中国旅行社协会秘书长 孙桂珍

Ms. SUN Guizhen, Secretary-General of China Association of Travel Services

3. 洛杉矶会议及旅游局总裁兼首席执行官 博亚当

Mr. Adam BURKE, President and CEO of Los Angeles Tourism & Convention Board

4. 地中海俱乐部亚太区首席执行官 让·查尔斯·福尔图尔

Mr. Jean Charles FORTOUL, CEO Asia Pacific Resorts at Club Med

5. 北京巅峰智业旅游文化创意股份有限公司创始人 刘锋

Mr. LIU Feng, Founder of Beijing Davost Tourism Cultural Creativity Co., Ltd.

17:25

13 日下午议程结束/Conclusion of afternoon sessions on 13th

17:45

开元名都酒店统一乘车前往开元森泊乐园酒店

Guests take coach transfer to Senbo Resort Hangzhou

世界旅游联盟·杭州之夜推介会

WTA• Night of Hangzhou Welcome Reception

主持人

中国杭州市文化广电旅游局党组书记、局长 楼娜捷(待定)

Presided over by

Ms. LOU Yejie Director-General of Hangzhou Municipal Bureau of Culture, Radio, Television and Tourism, China (TBC)

18:00—18:30	嘉宾入场就坐/ Guest take seats
18:30—18:40	开场演出/ Opening Performance
18:40—18:45	欢迎辞/ Welcome Remarks
18:45—19:00	世界旅游联盟新会员证书颁发仪式 WTA member certificate presentation ceremony
19:00—19:15	世界旅游博物馆捐赠仪式 World Tourism Museum donation certificate presentation ceremony
19:15—19:35	杭州旅游推介/ Hangzhou tourism promotion
19:35—19:40	祝酒词/ Toast
19:40—21:00	江南丝竹宴 South-Yangtze style dinner accompanied with string and pipe ensemble
21:00	活动结束，嘉宾统一乘车返回开元名都酒店 Reception concludes. Guests take coach transfer and return to New Century Grand Hotel



11 月 14 日上午/Morning November 14

环节五：产业变革与高质量发展

Session 5: Industrial Transformation and Quality Development

- 主持人
Presided over by 世界旅游联盟合作发展部主任 吴大伟
Mr. WU Dawei, Director of Cooperation and Development Division, WTA
- 09:00—09:15 发布《2020 世界旅游发展报告》
Release of the Report on World Tourism Development 2020
- 《2020 世界旅游发展报告》：市场复苏的信心与产业变革的挑战
Report on World Tourism Development 2020: Confidence in Market Recovery & Challenges of Industry Transformation
 - 发布人：中国旅游研究院院长 戴斌
Speaker: Mr. DAI Bin, President of China Tourism Academy (CTA)
- 09:15—09:30 专题演讲/Speech
- 文旅融合时代企业的投资与扩张战略
Investment and Expansion Strategies for Enterprises in the Era of Cultural and Tourism Integration
 - 演讲人：复星国际全球合伙人、复星旅游文化集团董事长兼首席执行官 钱建农
Speaker: Mr. Jim Qian, Fosun Global Partner, Chairman & CEO of Fosun Tourism Group
- 09:30—09:45 专题演讲/Speech
- 住宿业展望
Looking into the Future of Hospitality Industry
 - 演讲人：中国旅游协会副会长兼秘书长 张润钢
Speaker: Mr. ZHANG Rungang, Vice President and Secretary-General of China Tourism Association
- 09:45—10:00 专题演讲/Speech
- 非政府组织与全球旅游治理创新
Non-Government Organization and Global Tourism Management Innovation
 - 演讲人：世界旅游联盟副主席、美国旅游协会主席兼首席执行官 罗杰·道
Speaker: Mr. Roger DOW, WTA Vice Chairman and President & CEO of the U.S. Travel Association
- 10:00—10:15 茶歇/Coffee Break
- 10:15—10:30 专题演讲/Speech
- 更加本地生活化的旅游

	<p>Tourism -- A Lifestyle in the Making</p> <ul style="list-style-type: none"> • 演讲人：美团副总裁 陈荣凯 Speaker: Mr. CHEN Rongkai, Vice President at Meituan
10:30—10:45	<p>专题演讲/Speech</p> <ul style="list-style-type: none"> • 科技创新-旅游业的新动能 Technological Innovation - A Driving Force for Tourism • 演讲人：谷歌大中华区总裁 陈俊廷 Speaker: Mr. Stanley CHEN, Managing Director, Greater China at Google
10:45—11:00	<p>专题演讲/Speech</p> <ul style="list-style-type: none"> • 疫情下全球航空客运市场现状与展望 Covid-19 The Impact on Global Aviation and Changing Travel Patterns • 演讲人：OAG 中国公司副总裁 张韶晖 Speaker: Ms. Karen ZHANG, Vice President at OAG China
11:00—11:45	<p>专题对话/Panel</p> <ul style="list-style-type: none"> • 新媒体风口与行业变革 New Media Hotspots and Industrial Transformation • 主持人：世界旅游联盟综合业务部主任 张源 Host: Mr. ZHANG Yuan, Director of General Administration Division, WTA • 对话嘉宾/Panelists: <ol style="list-style-type: none"> 1. 人民日报高级编辑，人民日报人民文旅董事长、总裁 赵亚辉 Mr. ZHAO Yahui, Senior Editor at <i>The People's Daily</i>, Chairman and President of <i>The People's Cultural Tourism</i> 2. 中国哈尔滨市文化广电和旅游局局长 兰峰 Mr. LAN Feng, Director-General of Harbin Municipal Bureau of Culture, Broadcasting, Television and Tourism, China 3. 众信旅游集团股份有限公司副总裁 王春峰 Mr. WANG Chunfeng, Vice President of Utour Group Co., Ltd. 4. 猫途鹰中国区总裁 朱明 Mr. Ethan ZHU, President, TripAdvisor China 5. 北京执惠集团创始人、董事长 刘照慧 Ms. LIU Zhaohui, Founder and Chairperson of Beijing Tripvivid Cultural Tourism Media Co., Ltd. 6. 新旅界创始人兼首席执行官 李阳 Ms. Kelly LI, Founder and CEO of NEW LVJIE
11:45	14 日上午议程结束/Conclusion of morning sessions on 14th
11:40-14:00	午餐/Buffer Lunch

- 三层地中海咖啡厅
Café Mediterranean, 3F

环节六：产业变革与创新发展

Session 6: Industrial Transformation and Innovative Development

主持人 Presided over by	世界旅游联盟服务管理部主任 赵珂 Mr. ZHAO Ke, Director of Service and Management Division, WTA
09:00—09:15	专题演讲/Speech <ul style="list-style-type: none"> ● 支付创新助力旅游业创新发展和疫后重振 Payment Innovation Fuels Tourism Innovation and Revitalization • 演讲人：银联国际首席执行官 李晓峰 Speaker: Mr. LI Xiaofeng, CEO of UnionPay International
09:15—09:30	专题演讲/Speech <ul style="list-style-type: none"> ● 疫情后旅游行业的新趋势 New Trends for Tourism Industry after COVID-19 • 演讲人：世界旅游联盟副主席、地中海俱乐部全球总裁 亨利·季斯卡·德斯坦 Speaker: Mr. Henri GISCARD D'ESTAING, WTA Vice Chairman and President of Club Med
09:30—09:45	专题演讲/Speech <ul style="list-style-type: none"> ● 游轮产业发展趋势展望 Prospects, Trends and Developments in the Cruise Industry • 演讲人：皇家加勒比集团高级副总裁、亚洲区主席 刘淄楠 Speaker: Dr. LIU Zinan, Chairman, Royal Caribbean Cruises, Asia
09:45—10:00	专题演讲/Speech <ul style="list-style-type: none"> ● 文旅智变，云启未来 Intellectualized Innovation of Cultural Tourism and Cloud-oriented Future • 演讲人：腾讯云副总裁、腾讯文旅总裁 曾佳欣 Speaker: Ms. Rita ZENG, Vice President of Tencent Cloud, President of Tencent Culture and Tourism
10:00—10:15	茶歇/Coffee Break
10:15—10:30	专题演讲/Speech <ul style="list-style-type: none"> ● 主题公园发展趋势展望 Prospects and Trends in Theme Park Developments • 演讲人：北京环球主题乐园总裁兼总经理 苗乐文

Speaker: Mr. Thomas MEHRMANN, President and General Manager, Universal Beijing Resort

10:30—10:45

专题演讲/Speech

- 科技点亮文明之光，智慧传承中华文化
The Inheritance of the Chinese Culture and Civilization Through the Development of Technology and Intelligence
- 演讲人：华为文旅行业首席专家 朱洪波
Speaker: Mr. ZHU Hongbo, Chief Expert of Culture and Tourism at Huawei Technologies Co., Ltd.

10:45—11:30

专题对话/Panel

- 体验经济下的旅游产品创新
Experience Economy and Tourism Product Development
- 主持人：安妥文旅总经理，首都经济贸易大学研究员 王侃
Host: Mr. WANG Kan, General Manager of Antour Culture and Tourism, Researcher at Capital University of Economics and Business
- 对话嘉宾/Panelists:
 1. 万事达卡中国区会员业务发展副总裁 张昊
Mr. Edwin ZHANG, Vice President, Account Management, China, Mastercard
 2. 中国旅游饭店业协会副秘书长 谭东方
Mr. TAN Dongfang, Deputy Secretary-General at China Tourist Hotel Association
 3. 《旅游学刊》执行主编 张凌云
Mr. ZHANG Lingyun, Executive Chief Editor of *Tourism Tribune*
 4. 中国联通集团文化旅游拓展部总经理 李玲
Ms. LI Ling, Director of Culture & Travel Expansion Department at China United Network Communications Co., Ltd.
 5. 桂林唐朝国际旅行社有限责任公司总经理 周晓光
Mr. Michael ZHOU, General Manager of Guilin Tang Dynasty Tours Co., Ltd.

11:30

14 日上午议程结束/Conclusion of morning sessions on 14th

11:30-14:00

午餐/Buffer Lunch

- 三层地中海咖啡厅
Café Mediterranean, 3F

环节七：产业变革与教育成长

Session 7: Industrial Transformation and Educational Growth

14:00—14:10

致辞/Remarks

主持人

中国旅游教育分会秘书长 刘莉莉

Presided over by

Ms. LIU Lili, Secretary-General of the Tourism Education Branch of China Tourism Association

- 世界旅游联盟秘书长刘士军

Mr. LIU Shijun, Secretary-General of WTA

14:10—14:20

发布《国际旅游教育发展报告》

Release of *International Tourism Education Development Report*

- 世界旅游联盟、南开大学、旅游教育分会联合发布
Jointly released by WTA, Nankai University, Tourism Education Branch of China Tourism Association
- 发布人：南开大学旅游与服务学院院长 邱汉琴
Presenter: Prof. QIU Hanqin, Dean of College of Tourism and Service Management, Nankai University

14:20—15:50

主旨演讲/Keynote Speeches

- 新形势下的旅游教育发展与创新
Development and Innovation in Tourism Education in the New Normal
- 主持人：中山大学旅游学院副院长 罗秋菊
Host: Ms. LUO Qiuju, Deputy Dean at School of Tourism Management, Sun Yat-sen University
- 演讲人/Speakers:
 1. 教育部长江学者特聘教授、中国旅游协会教育分会会长、中山大学教授 保继刚
Prof. BAO Jigang, Changjiang Distinguished Professor, President of the Tourism Education Branch of China Tourism Association, Professor of Sun Yat-sen University
 2. 香港理工大学酒店与旅游管理学院院长 田桂成
Prof. Kaye CHON, Dean of School of Hotel and Tourism Management, The Hong Kong Polytechnic University
 3. 澳门旅游学院院长 黄竹君
Prof. VONG Chuk Kwan, President of Macao Institute for Tourism Studies
 4. 澳大利亚格里菲斯大学商学院旅游、体育和酒店管理系副主任 查尔斯·阿科迪亚

Prof. Charles ARCODIA, Deputy Head of Department of Tourism, Sport and Hotel Management, Griffith Business School

5. 加拿大滑铁卢大学终身荣誉教授 杰弗里·沃尔

Prof. Geoffrey WALL, Distinguished Professor Emeritus, University of Waterloo

6. 新西兰怀卡托大学管理学院教授、《旅游管理》荣誉编辑 克里斯·瑞安

Prof. Chris RYAN, Emeritus Editor of *Tourism Management*, Professor at University of Waikato Management School

15:50—16:10

茶歇/Coffee Break

16:10—16:50

专题对话一/Panel I

- 变革时代旅游教育的使命

Tourism Education in the Transformation Era: Its Mission and Purpose

- 主持人：中山大学旅游学院院长 徐红罡

Host: Prof. XU Honggang, Dean of School of Tourism Management, Sun Yat-sen University

- 对话嘉宾/Panelists:

1. 南开大学旅游与服务学院院长、杰出教授 邱汉琴

Prof. QIU Hanqin, Dean of College of Tourism and Service Management, Nankai University, Distinguished Professor

2. 香港理工大学酒店与旅游管理学院副院长 宋海岩

Prof. SONG Haiyan, Deputy Dean at School of Hotel and Tourism Management, The Hong Kong Polytechnic University

3. 香港中文大学商学院酒店及旅游管理学院教授、院长 陈柏桓

Prof. David CHAN, Director of School of Hotel & Tourism Management, The Chinese University of Hong Kong

4. 英国萨里大学酒店与旅游管理学院院长 奈杰尔·摩根

Prof. Nigel MORGAN, Dean of School of Hospitality and Tourism Management, University of Surrey

5. 东北财经大学萨里国际学院院长 史达

Prof. SHI Da, Dean of Surrey International Institute, Dongbei University of Finance & Economics

16:50—17:30

专题对话二/Panel II

- 后疫情时期旅游教育新挑战新思路

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

- 主持人：北京第二外国语学院旅游科学学院院长 谷慧敏

Host: Prof. GU Huimin, Dean of School of Tourism Sciences, Beijing International Studies University

- 对话嘉宾/Panelists:
 1. 世界旅游联盟副秘书长、浙江旅游职业学院教授 王昆欣
Prof. WANG Kunxin, Deputy Secretary-General of WTA, Professor at Tourism College of Zhejiang
 2. 四川大学旅游学院执行院长 李志勇
Prof. LI Zhiyong, Executive Dean of Tourism School, Sichuan University
 3. 云南旅游职业学院党委委员、副院长 符继红
Prof. FU Jihong, Vice President at Yunnan College of Tourism Vocation
 4. 海南大学旅游学院院长 郭强
Prof. GUO Qiang, Dean of Tourism College at Hainan University
 5. 美国中佛罗里达大学罗森酒店管理学院院长 王有成
Prof. WANG Youcheng, Dean of Rosen College of Hospitality Management, University of Central Florida

17:30—18:00

总结与讨论/Discussion and Conclusion

- 主持人：教育部长江学者特聘教授、中国旅游协会教育分会会长、中山大学教授 保继刚

Host: Prof. BAO Jigang, Changjiang Distinguished Professor, President of the Tourism Education Branch of China Tourism Association, Professor of Sun Yat-sen University

18:00

14 日下午议程结束/Conclusion of afternoon sessions on 14th

18:00-20:30

晚餐/Buffer Dinner

- 三层地中海咖啡厅
Café Mediterranean, 3F

11 月 15 日全天/All Day November 15

全天送机、送站/All-Day shuttle service to airport and train station

06:00-22:00

送机、送站/Shuttle transfer to Xiaoshan International Airport or Hangzhou East Train Station

一层咨询台开放时间：9:00-20:00

Information desk in lobby opens 9:00-20:00