



As of September 26

The 12<sup>th</sup> UNWTO/PATA Forum on

TOURISM TRENDS AND OUTLOOK

Theme: *THE FUTURE OF TOURISM: ROAD TO 2030*

(主题：旅游的未来 - 迈向 2030)

25-27 October 2018

Guilin, China

In collaboration with



# Preliminary Programme

## Day One: 25 October 2018 (Technical Sessions)

	<b>Registration</b>
<b>9.00-10.30</b>	<b>Setting the Scene: Tourism Trends Towards 2030</b>  <b>Moderator:</b> Michel Julian, Programme Officer, Tourism Market Intelligence and Competitiveness, UNWTO <ul style="list-style-type: none"><li>• Global tourism trends in 2018 and beyond Michel Julian, Programme Officer, Tourism Market Intelligence and Competitiveness, UNWTO</li><li>• Asia Pacific tourism trends John Koldowski, Professor, Leshan Normal University, China &amp; Special Advisor, PATA</li><li>• Tourism education into the 2030s and beyond David Airey, Professor, School of Hospitality and Tourism Management, University of Surrey, UK</li><li>• Sustainable tourism development – An overview and vista towards 2030 Haitham Mattar, CEO of the Ras Al Khaimah Tourism Development Authority</li></ul> <p style="text-align: center;"><b>Q&amp;A</b></p>
<b>10.30-10.45</b>	<b>Coffee Break</b>
<b>10.45-12.15</b>	<b>Panel Session: Human Capital Development Towards 2030</b>  <b>Moderator:</b> Honggen Xiao, Associate Professor, School of Hotel & Tourism Management, The Hong Kong Polytechnic University <ul style="list-style-type: none"><li>• Women leadership in hospitality and tourism Catherine Cheung, Associate Dean and Associate Professor, School of Hotel &amp; Tourism Management, The Hong Kong Polytechnic University, Hong Kong SAR</li><li>• Time series of adaptive entrepreneurship Victor Chua, Managing Partner, Vynn Capital, Malaysia</li></ul>

	<ul style="list-style-type: none"> <li>• Youth development through tourism Chris Bottrill, Director International, Capilano University, Canada &amp; PATA Chairman</li> <li>• Women in tourism – A personal journey Charitha Abeyratne Hettiarachchi, Founder and Chief Executive, Saraii Village, Sri Lanka</li> </ul> <p style="text-align: center;"><b>Discussion and Interaction</b></p>
12.15-14.00	Lunch
14.00-16.15	<b>Keynote Session: The Future of China Tourism</b>
	<p><b>Moderator:</b> Guilin Tourism Commission</p> <ul style="list-style-type: none"> <li>• The future of village tourism in China Nelson Graburn, Professor, Department of Anthropology, University of California, Berkeley, USA</li> <li>• Yanshuo sustainable tourism development observatory report BAO Jigang, Professor, School of Tourism Management, Sun Yat-sen University, China</li> <li>• Constructing a China-ASEAN tourism education community CHENG Daopin, President and Professor, Guilin Tourism University, China</li> <li>• Topic TBD LI Xinjian, Professor and Dean, School of Tourism Management, Beijing International Studies University, China 北京第二外国语学院旅游管理学院院长、厉新建教授</li> <li>• China outbound tourism Jacopo Sertoli, President of Welcome Chinese, Beijing China</li> </ul> <p style="text-align: center;"><b>Q&amp;A</b></p>
16:15-16:30	Coffee Break
16:30-18:00	<b>Panel Session: Technological Frontiers of Future Tourism</b>
	<p><b>Moderator:</b> John Koldowski Professor, Leshan Normal University, China &amp; Special Advisor, PATA</p>

	<ul style="list-style-type: none"> <li>• Artificial intelligence in future tourism Sangwon Park, Associate Professor, School of Hotel &amp; Tourism Management, The Hong Kong Polytechnic University, Hong Kong SAR</li> <li>• Rethinking Touch Points in a Digital Era: Big Data, Machine Learning and AI Ivan Cintado, VP Sales and Marketing APAC, Smartvel, Thailand</li> <li>• The making of smart destinations through big data BU Naipeng, Doctor, Business School, Shandong University, China</li> <li>• How data is powering the next generation of travel marketing Irene Lee, Sales Director - North Asia, Adara, Hong Kong SAR</li> </ul> <p style="text-align: center;"><b>Discussion and Interaction</b></p>
18.00-19:00	Dinner

## Day Two: 26 October 2018 (Plenary Sessions)

08.00-09.15	<b>Registration</b>
08.45-09.15	<p style="text-align: center;"><b>Opening Ceremony</b></p> <ul style="list-style-type: none"> <li>• ZHU Shanzhong, Executive Director, UNWTO</li> <li>• Mario Hardy, CEO, PATA</li> <li>• Kaye Chon, Dean and Chair Professor, PolyU</li> <li>• Ministry of Culture and Tourism of the PRC</li> <li>• Guangxi Tourism Administration</li> <li>• Guilin Municipal Government</li> </ul>

09.15-10.15	<p><b>Opening Keynote Session: The Future of Tourism</b></p> <p><b>Moderator:</b> Michel Julian, Programme Officer, Tourism Market Intelligence and Competitiveness, UNWTO</p> <ul style="list-style-type: none"> <li>The future of tourism Ian Yeoman, Associate Professor and futurologist specialising in travel and tourism, Victoria University of Wellington, New Zealand</li> </ul>
10.15-10.45	<p><b>Group Photo / Coffee Break</b></p>
10.45-12.45	<p><b>Opening Keynote Session: Achieving Sustainable Development Goals</b></p> <p><b>Moderator:</b> Michel Julian, Programme Officer, Tourism Market Intelligence and Competitiveness, UNWTO</p> <ul style="list-style-type: none"> <li>Reducing inequality through regional development: Strategies and exemplary practices Chattan Kunjara Na Ayudhya, Executive Director, Tourism Authority of Thailand, Thailand</li> <li>Gender equality and empowerment Sarah Mathews, Head of Destination Marketing APAC, TripAdvisor, Hong Kong SAR</li> <li>Human capital development for hospitality and tourism Kaye Chon, Dean and Chair Professor, School of Hotel &amp; Tourism Management, The Hong Kong Polytechnic University, Hong Kong SAR</li> <li>Tourism as quality of life and well-being in China's social and economic development TANG Xiaoyun, Chief Methodologist and Researcher, China Tourism Academy, China 中国旅游研究院研究员、总统计师 唐晓云</li> <li>China outbound tourism from the European perspective in light of the EU-China Tourism Year Eduardo Santander, Executive Director/CEO, European Tourism Commission</li> </ul> <p><b>Q&amp;A</b></p>
12.45-14.00	Lunch

14.00-16.00	<p><b>Panel Session: Tourism Policies and Business in the 2030s</b></p>
	<p><b>Moderator:</b> John Koldowski Professor, Leshan Normal University, China &amp; Special Advisor, PATA</p> <ul style="list-style-type: none"> <li>• Growth, trend and expectation: Exploring Asia Pacific hospitality Christine Liu, Regional Manager, North Asia - STR, China</li> <li>• Trends and challenges in the culture and technology theme park sector (文化科技主题乐园之发展趋势与挑战) LIU Daoqiang, President, Fantawild Group, China 刘道强, 总裁, 中国华强方特集团</li> <li>• Trends and issues in the transport sector Svend Leirvaag, VP Industry Affairs and Corporate Social Responsibility, Amadeus IT Group, USA</li> <li>• How the new platform tourism services are transforming Japan Zenbon Tei, Director of Global Strategy Headquarters, Japan National tourism Organization</li> <li>• Digital: A growth driver for tourism Dionisis Kolokotsas, Public Policy and Government Relations, Google Asia-Pacific</li> </ul> <p style="text-align: center;"><b>Discussion and Interaction</b></p>
16:00-16.15	Coffee Break
16:15-18.15	<p><b>Keynote Session: The Future of Technology in/for Tourism</b></p>
	<p><b>Moderator:</b> Sangwon Park, Associate Professor, School of Hotel &amp; Tourism Management, The Hong Kong Polytechnic University, Hong Kong SAR</p> <ul style="list-style-type: none"> <li>• Smart tourism and the emerging global digital ecosystem Dimitrios Buhalis, Professor, Department of Tourism and Hospitality, Bournemouth University, UK</li> <li>• Smart tourism 2030 Jason Song, CEO, Drove Information and Technology, China</li> <li>• Technology and tourism for social good Raya Bidshahri, Founder and CEO, Awecademy, Canada</li> <li>• Revitalizing the tourism industry through big data Hyung-Gyoun Byun, Vice President, Big Data Business Support Unit, KT Corporation, ROK</li> </ul>

	<b>Q &amp; A</b>
<b>18.15-18.45</b>	<b>Closing Remarks</b>
	<ul style="list-style-type: none"> <li>• Executive Director, UNWTO</li> <li>• Mario Hardy, CEO, PATA</li> <li>• Guilin</li> <li>• PolyU</li> </ul>
<b>18.45-20.00</b>	<b>Dinner</b>

### Day Three: 27 October 2018 (Technical Tour)

Participants are expected to board the coach at the hotel lobby entrance at 8:30 am for a technical visit to one of the routes.

Route A: Lijiang River –Yulong River—the Impression Liu Sanjie (outdoor evening show).

Route B: Guilin—Longshen (Longji terraced fields)

10月27日大会技术考察，请大会代表早餐后于8:30在酒店大门口乘车前往考察

A线：桂林--阳朔（漓江、遇龙河风景步道、印象刘三姐）

B线：桂林—龙胜（龙脊梯田景区）