



The 10th UNWTO/PATA Anniversary Forum on
TOURISM TRENDS AND OUTLOOK

Theme: *Tourism 10:10 – Looking Back to Look Forward*

20-22 October 2016

Guilin, China

In collaboration with



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT
酒店及旅遊業管理學院

Programme

19 October 2016

18:30 – 19:40 Welcome Dinner -- Shangri-La Hotel

20:00 – 21:30 Opening Ceremony and Performance for the 6th Guilin International Scenery Culture and Tourism Festival ---- City Central Square

Day One: 20 October 2016

08:00–09:00	Registration
09:00–09:40	<p>Opening Ceremony Hosted by ZHOU Jiabin, Mayor of Guilin</p> <ul style="list-style-type: none"> • ZHAO Leqin, Chairman of Guilin Municipal People’s Congress and Municipal Party Secretary • Taleb Rifai, Secretary General, UNWTO • Mario Hardy, CEO, PATA • Kaye Chon, Dean and Chair Professor, HKPU • Guangxi Autonomous Region • China National Tourism Administration
09:40-10:10	Group Photo / Coffee Break
10:10-11:40	<p>Moderator: Kaye Chon, Dean and Chair Professor, School of Hotel and Tourism management, The Hong Kong Polytechnic University</p> <p>Looking Back a Decade</p> <ul style="list-style-type: none"> • Keynote: Sustainable Tourism Development through Transformation Pansy Ho, Vice-Chairman and Secretary-General, Global Tourism Economic Forum • A Decade of World Tourism John Kester, Director of Tourism Market Trends Programme, UNWTO • Commitments to Theory and Practice: China Tourism Research Review and Prospects DAI Bin, President of China Tourism Academy • <i>Tourism Trends and Outlook: A Review and Summary of the Guilin Forum</i> PANG Tieian, Investigator, Guilin Municipal Tourism

12:00–14:00	Lunch Break
14:00–14:30	<p>Moderator: Mario Hardy, CEO, PATA</p> <ul style="list-style-type: none"> • <i>Demographical Research on Travel Behaviour and Key Online Booking Patterns</i> Helena Egan, Director of International Relations, TripAdvisor
14:30–16:00	<p>Moderator: Mario Hardy, CEO, PATA</p> <p>The Future of Tourism</p> <ul style="list-style-type: none"> • <i>The Future of Tourism</i> Jean-Claude Baumgarten, Chairman, Crewe Associates • <i>The Traveler of the Future</i> Lukáš Nevosád, Co-founder and CEO, Tripomatic • <i>The Future of Tourism</i> Duncan Horton, CEO, Travel Weekly Group • <i>Continuity and Change in Tourism</i> Geoffrey Wall, Professor, University of Waterloo, Canada
16:00–16:30	Coffee / Tea Break
16:30–18:00	<p>Moderator: John Kester, Director of Tourism Market Trends Programme, UNWTO</p> <p>Sustainable Development through Tourism</p> <ul style="list-style-type: none"> • <i>UNWTO Sustainable Tourism Observatories</i> BAO Jigang, Dean and Professor, School of Tourism Management, Sun Yat-sen University, China • <i>UN Year of Sustainable Tourism for Development</i> Dirk Glaesser, Director of Sustainable Development of Tourism, UNWTO • <i>Strategies and Applications for Sustainable Tourism in Mega Cities</i> Chulwon Kim, Professor, Kyung Hee University, Korea, and Editor-in-Chief, UNWTO Asia-Pacific Newsletter
18:00 – 20:00	Dinner

Day Two: 21 October 2016

08:00–09:00	Registration
09:00-09:30	<p>Moderator: Geoffrey Wall, Professor, University of Waterloo, Canada</p> <p>Keynote: <i>My Travels in China and Asia – Looking Back Over 50 Years and Forward into the Future</i></p> <ul style="list-style-type: none"> • Tony Wheeler, Founder of Lonely Planet
09:30–11:00	<p>Moderator: XU Jing, Executive Secretary and Regional Director for Asia and the Pacific, UNWTO</p> <p>Trends and Outlook 2016-2017</p> <ul style="list-style-type: none"> • <i>Updates on Latest Trends and Outlook</i> John Kester, Director of Tourism Market Trends Programme, UNWTO • <i>Asia Pacific State of Play</i> John Koldowski, Special Advisor to PATA • <i>Tourism Trends and Emerging Issues</i> SONG Haiyan, Associate Dean and Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University • <i>Chinese Travel Market – Trends and Outlook 2016-2017</i> Eduardo Santander, Executive Director, European Travel Commission (ETC)
11:00–11:15	Coffee / Tea Break
11:15–12:45	<p>Moderator: Duncan Horton, CEO, Travel Weekly Group</p> <p>Travolution through Innovation</p> <ul style="list-style-type: none"> • <i>How are Millennials Influencing Marketing and Product Development in Tourism?</i> Peter Jordan, Senior Tourism Analyst, Toposophy • <i>The Era of Personalisation</i> Mario Hardy, CEO, PATA • <i>Six New Needs-based Traveller Typologies</i> Helena Egan, Director of International Relations, TripAdvisor
12:45–14:00	Lunch Break

<p>14:00–15:30</p>	<p>Moderator: XIAO Honggen, Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</p> <p>Tomorrow's Professionals: Opportunities and Challenges for the Coming Decade</p> <ul style="list-style-type: none"> • <i>Tomorrow's Professionals in the Tourism Workforce – “Yes We Care!”</i> Leonie Bowles, Project Officer, Ecotourism Australia • <i>The Ways of Becoming a Future Hotelier</i> Kristina Braun, School of Hotel and Tourism Management, The Hong Kong Polytechnic University • <i>Technology in Millennials' Travel</i> WANG Shuo, School of Hospitality Management, Beijing International Studies University, Beijing, China • <i>What is an Opportunity and/or Challenge? A Northeast Asia LCC's Perspective</i> Moon Youlrim, Commercial Planning & Government Affairs Team, Jeju Air, Korea
<p>15:30–15:45</p>	<p style="text-align: center;">Coffee / Tea Break</p>
<p>15:45–17:15</p>	<p>Moderator: SONG Haiyan, Chair Professor and Associate Dean, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</p> <p>Inclusive Tourism and Poverty Alleviation in Guilin</p> <ul style="list-style-type: none"> • <i>Female Participation in Rural Community Tourism: Towards Inclusive Growth through Rural Tourism</i> XU Hong, Professor of Tourism, Nankai University, Tianjin, China • <i>Inclusive Tourism and Poverty Alleviation in Guilin</i> Ian Hamlington, Yangshuo Secret Garden, Guilin, China • <i>All-inclusive tourism in Guilin</i> HUANG Dadong, President, Guilin Tianyuan International Travel Service • <i>Inclusive Tourism and Poverty Alleviation in Guilin</i> JIA Yunfeng, D&J Global Communications
<p>17:15–17:45</p>	<p>Closing Remarks</p> <ul style="list-style-type: none"> • XU Jing, Executive Secretary and Regional Director for Asia and the Pacific, UNWTO • Mario Hardy, CEO, PATA • CHEN Lihua, Vice Mayor of Guilin • SONG Haiyan, Chair Professor and Associate Dean, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
<p>18:00 – 20:00</p>	<p style="text-align: center;">Dinner</p>

Day Three: 22 October 2016 (Technical Tour)

Route A

Reed Flute Cave → Xiao Yao Pagoda → East and West Lane → Prince City → Historical Site of Flying Tigers → Back to Shangri-La Guilin for Lunch and Dinner

Route B

Mo Pan Shan Wharf → Li River Cruise (lunch on the boat) → Scenic Area of Yulong River
→ Buffet at local hotel → the show of *Impression of Liu San Jie* → back to Shangri-La Guilin