



China Summer Tourism Summit

Yanji Autonomous Prefecture, Jilin Province, China, 6-9 July 2018

Organiser: China Tourism Academy (CTA)

CTA was established in 2008 as a specialized institute under CNTA, and serves as the government's tourism think tank through promoting China tourism industry development and international exchanges. CTA's National Tourism Data Center is dedicated to tourism research, data analysis, and tourism promotion. The annual China Tourism Academy Summit is a high level event that brings together tourism academics and stakeholders at large scale. CTA consists of three administrative departments, five institutes and a laboratory, and cooperates with leading institutions of higher education and other research institutes. Website link: <http://eng.ctaweb.org/>

About the Summit

In 2011, the China National Tourism Administration and China Meteorological Administration signed a strategic cooperation agreement. This was followed by a more specific agreement in 2012 to collaborate on summer tourism, a form of tourism that recognises the importance of climatic factors, including tourist comfort and the need for cool destinations in summer. This agreement recognises that climatic conditions are becoming increasingly central to visitor decision making and destination attractiveness.

Given the lack of professional meteorological knowledge for most tourists, it is difficult to successfully select a cool destination with good holiday conditions and safe and satisfying . The summer tourism project aims to integrate research on human climate comfort, destination vacation conditions, destination service quality and security risk status, and provide scientific support for tourists' summer tourism decisions.



Since 2015, the CTA and the China Meteorological Administration Public Weather Service Center have jointly hosted the China Summer Tourism Summit. The first summit was held in Kunming, Yunnan Province. Each year, an application is submitted by a local government interested in summer tourism, and a formal handover ceremony for the next host destination is held at the summit. The summits resulted in the "China Urban Summer Tourism Development Report", and based on research, a group of the best summer tourism cities in China was identified, including Guiyang, Changchun, Kunming, Anshun and Yantai. The schedule for the 2018 summit is:

July 6	Check-in and welcome dinner
July 7	China Summer Tourism Summit – International Symposium on Climate Change and Tourism
July 8	Jilin Province Summer Tourism Global Promotion
July 9	Leave and post-conference inspection

International Symposium on Climate Change and Tourism – 7th July 2018

This one-day symposium brings together global experts to share insights and discuss progress on how tourism adapts to climate change, reduces emissions and moves towards decarbonisation, integrates tourism growth with sustainable development, and understands new opportunities for developing destinations that are climate resilient and sustainable. The meeting is also an important milestone for a larger global conference on climate change and tourism to be held in 2019 in China. The international day is organised with support from the Griffith Institute for Tourism, Australia.

Registration

Please contact: Ms. Shi Shanshan on email: 892607388@qq.com



Programme 7th July

Time	Session	Suggested speakers
9.00 – 9.45	<p>OPENING AND WELCOME</p> <p>(series of 5-min welcome speeches)</p>	<ul style="list-style-type: none"> • Leader of the Ministry of Culture and Tourism of the People's Republic of China give welcome speech • Leader of the China Meteorological Administration give welcome speech • Leader of the Jilin Provincial Government give welcome speech • Leader of the Yanbian Autonomous Prefecture give welcome speech • Prof Bin Dai (President CTA) to outline purpose of the meeting and summarise CTA's interest and commitment to sustainable tourism and climate change
9.45 – 10.45	<p>INTERNATIONAL PROGRESS</p> <p>(series of 10-min updates)</p>	<p>Prof Susanne Becken (Griffith University, Australia) to chair the session</p> <ul style="list-style-type: none"> • Prof Geoffrey Lipman (Co-founder of SunX program, President of Green Growth Travelism Institute) on progress to date and next critical steps • Ms Helena Rey De Assis (UNEP) on UNESP's initiatives and progress • Ms Rochelle Turner (WTTC, United Kingdom) on industry commitments
10.45 – 11.15	Morning tea	
11.15 – 12.30	<p>CHANGING CLIMATE, ENVIRONMENT and ECONOMY</p> <ul style="list-style-type: none"> - Changes in the climate and what it means for tourism - Progress in adaptation - Disaster management and resilience 	<p>Prof Daniel Scott (University of Waterloo, Canada) to chair the session</p> <ul style="list-style-type: none"> • Representative from China Meteorological Organisations /IPCC to provide overview of climate change projections and impacts in China • Prof Jianchao Xi (Institute of Geographic Sciences and Natural Resources Research, Chinese Academy of Sciences) to share the impact of climate change

	(Adaptation) - Broader context and trends (10-min presentations plus questions)	on China's tourism industry <ul style="list-style-type: none"> • GIZ to talk about Tourism & Adaptation projects in Asia Pacific / Hotel Resilient • Prof Jun Liu (Sichuan University, China) to discuss the changes and simulation of tourism resources pattern and economic effect under climate change • Mr Peter Haxton (OECD) Tourism Trends and Green Innovation (including sharing economy) (tbc)
12.30 – 13.45	Lunch	
13.45– 15.00	MANAGING TOURISM EMISSIONS <ul style="list-style-type: none"> - Aviation emissions - Monitoring and reporting - Business case for Environment, Society & Governance reporting - Changing behaviours of tourists (10-min presentations plus questions)	Prof Geoffrey Lipman to chair the session <ul style="list-style-type: none"> • Mr Chris Lyle (International Aviation Policy Consultant, Canada) on global aviation emissions • Mr Lucas Bobes (Amadeus, Spain) on travel technology to improve resource efficiency • Mr Michael Kwee (YKnot, Singapore) on integrating sustainability into business • Dr Chris Warren (Chrystal Creek Meadows, Australia) on educating tourists to save resources
15.00 – 15.30	Afternoon tea	
15.30 – 16.45	REGIONAL PERSPECTIVES AND DESTINATION CASE STUDIES (10-min presentations plus questions)	Prof Susanne Becken and Prof Daniel Scott to co- chair the session <ul style="list-style-type: none"> • Mr Jens Thraenhart (Mekong Tourism, Bangkok) on development, innovation and sustainable tourism opportunities • Representative from Xiamen Airlines on Sustainable Development Goals • Dr Ghislain Dubois (TEC Conseil, France) to provide some insight into climate change responses in the Mediterranean and North Africa
16.45 – 17.15	Wrap up and where to from here	Summary and next steps (input for 2019 Global Conference, led by Profs Becken, Scott and Lipman), chaired by Prof Dai and Prof Wu with input from the audience.
