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International Collaboration
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Creative Tourism, Regenerative Development and Destination Resilience International Conference



Concurrent Section: China's Exploration and Practice
of Tourism Revitalization After the Epidemic

邀请函 INVITATION

Time: 19:00-22:00(Beijing Time)

November 10, 2022 (Thursday)

On-site Venue: Lecture Hall, Guangzhou University

Online: Zoom link will be provided before the program.



School of Management (School of Tourism/Sino-French
School of Tourism), Guangzhou University





Agenda



Time	Activities	Moderator
18:30-19:00	Arrival and Warm-up Activities	
19:00-19:20	<p>Opening Remarks</p> <p>1. Opening Remarks by the Representative of Guangzhou University</p> <p>2. Welcome Remarks by the Representative of Department of Culture and Tourism of Guangdong Province Director of Industrial Development Division of Department of Culture and Tourism of Guangdong Province Ms. Dong Tian</p> <p>3. Welcome Remarks by the Representative of the Organizing Committee of the Conference University of the Azores (Portugal) Professor Carlos Santos</p> <p>4. Welcome Remarks by the Representative of the World Centre of Excellence for Destinations (CED) Director-General of the World Centre of Excellence for Destinations, Université de Montréal de Quebec, Canada Professor François Bédard</p>	International Exchange and Cooperation Division of Guangzhou University
19:20-21:00	<p>Keynote Speeches</p> <p>1. Tourism Destination Resilience President of Macao Institute for Tourism Studies Dr. Fanny Vong</p> <p>2. Development of Sino-French Cooperation Projects and the French Tourism Industry Dean of the School of Tourism, Culture and Hospitality, Université d'Angers Professor Jean-René MORICE</p> <p>3. Guangdong Practice of Creative Transformation and Innovative Development of Cultural Heritage: The Case of Nanyue Ancient Road Professor of the School of Management (School of Tourism/Sino-French School of Tourism), Guangzhou University, Dean of the Guangdong-Hong Kong-Macao Greater Bay Area Cultural Tourism Development Research Institute of Guangzhou University Professor Zhang Heqing</p> <p>4. The Rise of Tourism in China: Social & Cultural Change School of Management (School of Tourism/Sino-French School of Tourism), Guangzhou University Professor LI Yiping</p> <p>5. High Quality Development of Tourism and Innovative Cultivation of Talents Vice President of the School of Management (School of Tourism/Sino-French School of Tourism), Guangzhou University Associate Professor Xiao Youxing</p> <p>6. Imagination Through Time and Space: Communicating and Managing the Value of World Heritage in the Digital Age School of Management (School of Tourism/Sino-French School of Tourism), Guangzhou University Associate Professor Zheng Chunhui</p>	Professor Xue Xiaolong Dean of the School of Management (School of Tourism/Sino-French School of Tourism), Guangzhou University
21:00-21:15	Tea break and Photo	
21:15-21:55	<p>Thematic sharing</p> <p>1. General Manager of the Westin Guangzhou, Chairman of South China Business Council, Guangzhou Sub-Council of Marriott International Mr. Ding Kerong</p> <p>Development of China's Hospitality Industry in the Post-Pandemic Era</p> <p>2. General Manager of Guangdong Mobile Big Data Application Innovation Center Mr. Zhou Guozhi</p> <p>Special Application of Big Data in Cultural Tourism Statistics</p> <p>3. Chief Planning Officer of Lifeng Culture Technology Co., Ltd Mr. LI Wen</p> <p>The Practice and Innovation of Immersive Formats of Cultural Tourism</p> <p>4. Ding Kerong, Zhou Guozhi, Li Wen, Zheng Chunhui, Liu Xiangjun</p> <p>Talent Training of Tourism in the Post-pandemic Era</p>	Dr. Wang Rui Director of the Sino-French Program, Senior Lecturer of the School of Management (School of Tourism/Sino-French School of Tourism), Guangzhou University
21:55-22:00	Conclusion	Representative of the Secretariat of Guangzhou International Sister City University Alliance



Profile of main guests



Carlos Santos holds a Ph.D. degree in Regional Science (University of Pennsylvania, U.S.A.). He has been a visiting Professor at Taylors University (Malaysia). He has been a Full Professor in Economics at the University of the Azores (Portugal). He also has been a visiting Professor at the Toulouse Capitole University (Toulouse, France) and he lectured at Kedge Business School in Bordeaux (France). He has been the Director of the Master's program (M2) in Management of International Tourism at the University of the Azores.



Prof. Dr. François Bédard is the Director of the World Centre of Excellence for Destinations (CED), a non-for-profit organization created in 2007 with the support of the World Tourism Organization (UNWTO). He is associate professor at the Department of Urban Studies and Tourism, School of Management, University of Quebec at Montreal, Canada. Assist tourism public and private stakeholders in developing and strengthening Destination Management Organizations (DMOs) for an effective and sustainable development of tourism at the local level.



Dong Tian, Master of Arts (In 1996), the major of Chinese language and literature in Central China Normal University was in the direction of modern and contemporary Chinese literature, and the director of the Industrial Development Department of Culture and Tourism of Guangdong Province.



Professor Jean René MORICE (Morris), a professor of geography and doctoral supervisor. The dean of the School of Tourism and Culture of Angers University in France, Dean of the School of Sino French Tourism of Guangzhou University, a famous expert in cultural heritage research, and a member of the French Space and Social Research Laboratory (under the French National Science Research Center).



Xue Xiaolong, dean of School of Management of Guangzhou University, director of MBA Education Center of Guangzhou University, the executive vice president of Guangdong Economist Entrepreneur Association, the vice president of the Building Management Modernization Committee of China Construction Industry Association, the executive director of the Building Economy Branch of China Architectural Society, and the vice president of Heilongjiang Institute of Industry and Commerce. Deputy chief editor of Journal of Engineering Management and editorial board member of Journal of Building Economy.



Professor Zhang Heqing, doctoral supervisor/post doctoral cooperative supervisor, "New Century Excellent Talents" of the Ministry of Education. At present, he is a member of the Tourism Management Education Guidance Committee of the Ministry of Education, the Chinese president of the Institute of International Culture and Tourism Integration and Innovation Development of Guangzhou University, the director of Guangdong Tourism Competitiveness Evaluation Research Center, a member of the Expert Committee of the World Excellent Tourism Destination Organization (CED), and the head of the national first-class professional construction site of tourism management.



Dr. Fanny Vong is the President of the Macao Institute of Tourism and a member of the Tourism Development Committee, the Talent Development Committee and the Higher Education Committee of the Macao Special Administrative Region Government.



Dr. Li Yiping, professor and supervisor of PhD students, editorial board member of Journal of Tourism and Cultural Change. His research area covers cultural geography, leisure behaviour, social and cultural issues in tourism.



Xiao Youxing, Ph.D., Associate Professor and Vice Dean of School of Management, Guangzhou University (School of Tourism/Sino-French Institute of Tourism).



Wang Rui, Doctor, lecturer of School of Management (School of Tourism / Sino French School of Tourism) of Guangzhou University, director of Sino French Project Office, mainly engaged in sports and leisure research.

Profile of main guests



Mr. Eric Ding, the current General Manager of The Westin Guangzhou, Chairman of South China Business Council, Guangzhou Sub-Council of Marriott International, and also serve as Vice President of Guangzhou Hotel Industry Associations.



Mr. Zhou Guozhi, General Manager of Guangdong Mobile Zhuhai Big Data Center, Senior Engineer, Zhuhai Young Talent, PMP Project Management Certification Engineer. Mainly engaged in the research of China Mobile's 5G+ big data to help the development of smart tourism and the exploration and practice of operators' big data to help the innovation and development of digital economy.



Mr. Li Wen, the chief planning officer, brand manager, business type producer of Lifeng Culture in Guangzhou of Liade Group, as well as the operator of several cultural and tourism innovation business types, led many creative planning and production.



Liu Xiangjun, Ph.D., is an associate professor at the School of Management of Guangzhou University (School of Tourism/Sino-French Institute of Tourism), and a master tutor of MTA major, mainly engaged in tourism anthropology, community tourism, local knowledge, digital technology and tourism development, exhibitions and festivals, etc.



Zheng Chunhui, Ph.D., Master Supervisor, MTA Professional Master Tutor, Associate Professor of School of Management, Guangzhou University (School of Tourism/Sino-French Institute of Tourism), mainly engaged in digital technology and tourist behavior, heritage tourism, landscape perception and cultural identity.



This concurrent session is offered in association with the Creative Tourism, Regenerative Development and Destination Resilience international symposium. To register, please go to the <https://www.ces.uc.pt/creative-azores/#registration> and confirm with the Secretariat Office by sending your name and title to info.gisu@gzhu.edu.cn by November 6, 2022.