

Hangzhou · China
Sep. 7-10, 2018



MANUAL

世界旅游联盟第一届理事会第二次会议
世界旅游联盟年会
世界旅游联盟·湘湖对话

2nd Session of 1st WTA Council
WTA Annual Meeting
WTA · Xianghu Dialogue

会议手册

中国·杭州
2018年9月7-10日



Gentle Reminder

Dress Code

Business for WTA Council Meeting, Annual Meeting and “Xianghu Dialogue” .

Business or national for the welcome reception on the 8th.

Dining Information

All participants are invited to have dinner at Caf é Mediterranean on the third floor with coupon and badge (the welcome reception on the 8th is on invitation).

Information as of September 4, 2018, subject to change.

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Introduction to World Tourism Alliance

On 12th September, 2017, the first global, comprehensive, non-government, non-profit tourism organization founded by China—the World Tourism Alliance—held its inauguration ceremony in Chengdu, Sichuan province, China. Premier Li Keqiang of the State Council of the People’s Republic of China sent a congratulatory letter to the founding of WTA.

Upholding the vision of "Better Tourism, Better World, Better Life" as its ultimate goal, WTA is committed to promoting tourism for peace, development and poverty alleviation, and to driving global tourism exchanges and cooperation at non-governmental level.

The WTA membership falls mainly on national or regional tourism associations, influential tourism or tourism-related enterprises, tourist cities, academia, media and individuals. Positioning itself as a service-orientated international organization that caters the needs of its members as the core, WTA aims at setting up platform of dialogue, networking and cooperation, platform of practical and authoritative information, media platform of resource-sharing and communication platform of integrative development.

The WTA headquarters and Secretariat are located in China.



World Tourism Alliance Headquarters

On December 17, 2017, the World Tourism Alliance (WTA), and the Zhejiang Provincial Government signed a document of strategic cooperation, officially announcing WTA headquartered along Xianghu Lake in Xiaoshan District, Hangzhou, China.

The WTA headquarters will be consisting of a museum on Yahushan Isle and supporting facilities to its southeast. Designed by SOUTH DESIGNE in Zhejiang, and reflecting the symbolic elements derived from ancient China, it tries to build up an open area with "Pan-Museum" concept.



Introduction to "WTA • Xianghu Dialogue"

Aiming at building an international platform that promotes connectivity and sharing within the global tourism community, World Tourism Alliance is going to hold the Annual Meeting, Council Meeting and its signature event named "WTA • Xianghu Dialogue" from September 7 to 11, 2018.

Following the WTA vision of "Better Tourism, Better Life, Better World" and the WTA mission to promote peace, development and poverty alleviation through tourism, the "Xianghu Dialogue 2018" has identified its theme as "Poverty Alleviation and Development – Shared Responsibilities of World Tourism Community", which echoes the current trend of sustainable development, emphasizing the social responsibilities of the world tourism industry. The event will invite the heads of authoritative organizations and renowned experts to share insights on cutting-edge issues in world economy, poverty alleviation and development, and release the Report on World Tourism Development 2018 - Global Process and Time Appeal of Poverty Reduction Through Tourism and "WTA Best Practice in Poverty Alleviation through Tourism". In addition to WTA members, the Dialogue will bring together many leading figures from governments, tourism enterprises, associations and media both at home and abroad.

Program

WTA Council Meeting, Annual Meeting and "Xianghu Dialogue" Program
(September 7-10, Hangzhou, China)

September 7th (F)

All Day Hotel Transfer and registration (WTA Members)
Venue: Lobby, New Century Grand Hotel Hangzhou

17:30-21:00 Buffet at Café Mediterranean, 3F

September 8th (Sa)

All Day Hotel Transfer and registration (Xianghu Dialogue Participants)
Venue: New Century Grand Hotel Hangzhou

06:30-08:30 Breakfast
Venue: Café Mediterranean, 3F

08:30-11:30 **2nd Session of 1st WTA Council** (WTA Council members only)
Venue: Mingyi Hall, 4F

12:00-13:30 Lunch at Café Mediterranean, 3F

14:00-15:40 **WTA Annual Meeting 2018** (WTA members and guests by invitation)
Venue: New Century Hall, 4F
 Presider: Jayson Westbury, WTA Vice Chairman
Remarks:
 Mr. Du Jiang, Member of Leadership of Ministry of Culture and Tourism of China
 Mr. Wang Hong, Deputy Mayor of The People Government of Hangzhou City
Agenda:
 1. Report on 2nd Session of 1st WTA Council
 2. Report on Implementation of General Program of Work for 2017-2018 and Draft Program of Work for 2018-2019
 3. Report on Audit Report for 2017 and Draft Budget for 2019
 4. Announcement of new members approved by Council
 5. Report on Status of WTA •Xianghu Dialogue and WTA Best Practice in Poverty Alleviation through Tourism 2018
 6. Report of place and dates for WTA Annual Meeting 2019

15:40-16:00 **Group Photo (All members)**
Venue: South gate of hotel, 1F

18:30-20:30 **WTA Xianghu Dialogue 2018 Welcome Reception**
Venue: New Century Hall, 4F
Remarks:
 Mr. Liu Shijun, WTA Secretary-General
 Mr. Xu Liyi, Mayor of Hangzhou

Mr. Wang Min, Chief Executive of The People Government of Xiaoshan District

Agenda:

1. Certificate presentation to new WTA members and Xiaoshan as a special member
2. Launching Ceremony for WTA Secretariat Liaison Office

September 9th (S)

06:30-08:30 Breakfast

Venue: Café Mediterranean, 3F

08:30-17:15 **WTA · Xianghu Dialogue 2018**

Theme: Poverty Alleviation and Development — Shared Responsibilities of World Tourism Community

Participants: WTA members, Ministry of Culture and Tourism of China, The State Council Leading Group Office of Poverty Alleviation and Development, International Poverty Reduction Center in China (IPRCC), The World Bank and International Organization, Provincial Governments and Tourism Authorities, non-member tourism enterprises and associations, universities and research institutions, diplomatic envoys, China-based tourism promotion agencies, media.

Venue: Grand Dynasty Hall, 4F

Agenda:

- 08:30-08:40 WTA Promo Video
- 08:40-09:20 Remarks
 - Mr. Duan Qiang, WTA Chairman
 - Ms. Tong Guili, Member of the Standing Committee of Hangzhou Municipal Committee, Secretary of Xiaoshan District Committee
 - Mr. Wang Hong, Deputy Mayor of Hangzhou
 - Mr. He Yafei, Secretary-General of International Mountain Tourism Alliance
 - Ms. Wang Wenxu, Vice Governor of Zhejiang Province
 - Mr. Li Jinzao, Vice Minister of Culture and Tourism of China
- 09:20-10:00 **Keynote Speech**

Topic: Understand China's Economic Development from the Perspective of the Three "Hearts"

Speaker: Mr. Fan Hengshan, Renowned Economist, Former Deputy Secretary General of the China National Development and Reform Commission
- 10:00-10:10 **Release of "Report on World Tourism Development 2018 – Global Process and Time Appeal of Poverty Reduction through Tourism"**

Presenter: Mr. Dai Bin, President of China Tourism Academy
- 10:10-10:17 Remarks by Mr. Yang Ruihua, Deputy Director General of the Department of Development Guidance, the State Council Leading Group Office of Poverty Alleviation and Development
- 10:17-10:27 **Release of "WTA Best Practice in Poverty Alleviation through Tourism 2018" by WTA, IPRCC and World Bank**
- 10:27-10:34 Remarks by Mr. Ahmed Eiweida, Global Leader for Cultural Heritage & Sustainable Tourism, World Bank.
- 10:34-10:40 Remarks by Dr. Tan Weiping, Deputy Director General of International Poverty Reduction Center in China (IPRCC)

- 10:40-10:50 Case Study by Prof. Bao Jigang, Sun Yat-Sen University
- 10:50-11:00 Case Study by Mr. Gino Andreetta, CEO, Club Med Greater China
- 11:00-11:15 Coffee Break
- 11:15-12:30 **Panel I: Tourism for Poverty Alleviation and Development**
 - Ms. Anna Coren, International Correspondent at CNN International (Moderator)
 - H.E. Mr. Ahcene Boukhelfa, Ambassador of the Democratic People's Republic of Algeria to China
 - Mr. Zhang Rungang, Secretary-General of China Tourism Association
 - Mr. Liu Jungang, President and General Manager of Hubei Culture & Tourism Investment Group Co., Ltd.
 - Mr. Hamzah Rahmat, Executive Director of Federation of ASEAN Travel Associations
 - Prof. David Solnet, Associate Professor of Service Management in the UQ Business School
 - Ms. Zhou Meixiang, Senior Social Development Specialist of World Bank
 - Ms. Thao T. Nguyen, Head of Strategic Partnerships, Airbnb Asia-Pacific
 - Prof. Zhou Lingqiang, Director of Institute of Tourism at Zhejiang University
- 12:30-14:00 Lunch (Café Mediterranean, 3F)
- 14:00-14:40 **Guest Speech I**
 - Mr. Jayson Westbury, CEO of Australian Federation of Travel Agents: The Social Responsibility of a Tourism NGO
 - Mr. Dai Bin, President of China Tourism Academy: The Objective Reconstruction and Energy Conversion of Chinese Tourism Economy
 - Mr. Donald Yu, CEO of Tuniu Corporation: OTA's Innovations and Social Responsibilities
 - Prof. Kaye Chon, Dean and Chair Professor and Walter Kwok Foundation Professor of the School of Hotel and Tourism Management at Hong Kong Polytechnic University: Is There (Still) a Blue Ocean in Hotel and Tourism Industry?
- 14:40-15:30 **Panel II: Tourism Growth and Development**
 - Prof. Zhang Hui, Professor at Beijing Jiaotong University (Moderator)
 - Mr. Frank Püttmann, Head of Public Policy of TUI Group
 - Mr. Ren Gongzheng, General Manager of Shaanxi Tourism Group Co., Ltd.
 - Mr. Kent Sun, Chief Development Officer of IHG Greater China
 - Mr. Zhang Jingdong, Chairman of Guoao Holding Group Co., Ltd
 - Mr. Benjamin Chan, General Manager-China of Singapore Airlines
 - Prof. Yan Xuyang, Executive Vice Dean of Tourism College at Beijing Union University
- 15:30-15:45 Coffee Break
- 15:45-16:25 **Guest Speech II**
 - Mr. Xi Weihang, Vice President of Ctrip: Overseas Travel Safety- Lessons Learned from the Phuket Incident
 - Mr. Su Bo, President of Macrolink Culturaltainment: Talking about the Innovation of Cultural Tourism in China from the Perspective of Ancient Towns Development

Prof. Caroline Scarles, Head of School of Hospitality and Tourism Management at the University of Surrey: Technology Innovation and the Tourism Industry

Mr. Wang Jianping, President, Narada Hotel Group: Leisure Era and the New Trend to Spend Vacations in Hotels

• 16:25-17:15 **Panel III: Tourism Innovation and Development**

Mr. Ge Lei, Executive General Manager at Beijing Cyts Linkage PR Consulting Co. Ltd.(Host)

Mr. Dennis Chang, President, Mastercard China

Ms. Gao Yan, Vice President of Meituan

Mr. Wang Chunfeng, Vice President of Utour Group Co., Ltd.

Mr. Sun Wu, Vice President of China Lodging Group Limited

Prof. Li Xinjian, Dean of School of Tourism Management at Beijing International Studies University

Mr. Xia Nong, President & CEO of HNA PV Tourism Co., Ltd.

Mr. Zheng Chengjun, Vice President of Zuzuche.com

• 17:15 Conclusion

18:30 Dinner
Venue: Café Mediterranean, 3F

September 10th (M)

06:30-08:30 Breakfast
Venue: Café Mediterranean, 3F

All day Technical Visit 9:00-17:00

Provisional Itinerary:

Route A:

Morning: Lingyin Temple

Lunch: Lily Hotel

Afternoon: China Tea Museum and Xianghu Lake

Route B:

Morning: Xianghu Lake

Lunch: Lily Hotel

Afternoon: Lingyin Temple and China Tea Museum

18:00—19:00 Dinner at New Century Grand Hotel Hangzhou

19:30 Depart for performance “Enduring Memories of Hangzhou”

(Note: Considering the capacity of scenic spots and dining places, all guests will be randomly assigned to route A or B so as to ensure an enjoyable experience. The spots on the two routes are exactly the same but in different orders.)

September 11th (T)

All Day Drop-off Services

Note: Please refer to <https://www.eventbank.cn/event/17032/> for the most up-to-date program

Speakers

Keynote Speeches



Fan Hengshan

Renowned Economist
Former Deputy Secretary-General
at China National Development and
Reform Commission

Prof. Fan Hengshan, Famous Economist, Famous Regional Economist. Doctor of Economics, Professor of Economics. Prof. Fan once served as the Director of the Comprehensive Department of the State Council Reform Office, the Director of the Comprehensive Reform Department of the National Development and Reform Commission, the Director of the Regional Department of the National Development and Reform Commission, and the Deputy Secretary-General of the National Development and Reform Commission.

Prof. Fan who is an important member of the national high-level think-tank has been engaged in development reform theory and policy research for a long time. He has ever participated in drafting several major national documents and presided over the formulation of a series of important plans and programs. He also serves as a professor in several famous universities in China, such as Peking University, Renmin University of China and Wuhan University. He has written many academic works and hundreds of academic papers.



Report and release

Dai Bin

President at China Tourism Academy

Dai Bin, PhD. in economics, professor, and president of China Tourism Academy. He is also serving as director of the Academic Committee; expert member of Group Emergency Office of the State Council; referee of the National Tourist Hotel Star Rating Committee, academic member of "Tourism Tribune"; and editor of "China Tourism Hotel". He was promoted to full professor by the Beijing Municipal Education Commission as an exception in 2003; selected to the first "Beijing top creative talents Hundred Talents Program" in 2005; awarded with "outstanding teachers in Beijing", "national excellent teacher" in 2006 and 2007 respectively; selected as a member of "National library cadre education and training of teachers."

His research focus refers to tourism business management and tourism industrial economics. He has published more than 300 academic papers and 30 published monographs, translations and textbooks; hosted over 70 projects involving the enhancement of tourism industry development quality, China's economic operation and development forecast, and national-wide investigation of tourist satisfaction; delivered over 800 keynote speeches.



Report and release

Yang Ruihua

Vice Director General of the State Council Leading Group Office of Poverty Alleviation and Development



Release of the Best Practice in Poverty Alleviation through Tourism

Ahmed Eiweida

Global Leader for Cultural Heritage & Sustainable Tourism, World Bank

Ahmed Eiweida is the World Bank Chief Expert for Cultural Heritage and Sustainable Development. He is also Lead Urban Specialist covering East Asia & Pacific Region. He is based in the World Bank's Singapore Urban & Infrastructure Hub Office. Ahmed has over 25-year experience in cultural heritage, sustainable tourism, urban policies, municipal finance & infrastructure, local economic development, urban upgrading and urban regeneration. He joined the World Bank in 2000 and since then worked in more than 15 countries in East Europe, Central Asia, Middle East, East Asia and Pacific Islands. Prior to joining the World Bank, he worked as Senior Technical Advisor to GiZ, DANIDA, DFID and UNDP. He was also Manager of Aswan's Urban Development and Land Management Unit- Ministry of Housing, Utilities and New Urban Communities, Egypt. He holds a PhD on Urban Development and an MSc. on Environmental Management from the University of Glasgow, The UK. He also holds a Pre-MSc. on Urban and Regional Development from University of Cairo, and a BSc. on Architecture and Engineering from Assuit University.



Release of the Best Practice in Poverty Alleviation through Tourism

Tan Weiping

Deputy Director General, International Poverty Reduction Center in China (IPRCC)

Panel I



Release of the Best Practice in Poverty Alleviation through Tourism

Bao Jigang

Professor of the School of Tourism Management of Sun Yat-sen University, Changjiang Distinguished Professor

BAO Jigang, PhD, Professor of the School of Tourism Management of Sun Yat-sen University, Doctoral Tutor, Changjiang Distinguished Professor, Member of UNWTO's Panel of Experts, Fellow of the International Academy for the Study of Tourism. He is currently Director of the Monitoring Center for UNWTO Sustainable Tourism Observatories, Member of China Tourism Reform and Development Advisory Committee, President of Tourism Education Branch of the China Tourism Association. His main research fields are: basic theory of tourism geography, sustainable tourism development, theme parks and tourism planning.



Release of the Best Practice in Poverty Alleviation through Tourism

Gino Andreetta

CEO, Club Med Greater China

Mr. Gino Andreetta, CEO, Club Med Greater China. Gino has been a key figure in the international management, operations and strategic evolution of the Club Med brand for almost 30 years. He became Regional Director Operations, Turkey from 2000 to 2004, where he oversaw the operation of six Club Med resorts in the country. His next move saw him become VP Operations & Product responsible for North America, the Caribbean and Mexico. After three years in North America, Gino returned to Europe, becoming VP HR G.O Worldwide at Club Med headquarters in Lyon, France. In 2010, Gino relocated to Milan, Italy as Club Med's General Manager for Italy and Switzerland, focusing on operations and sales. In 2012, this role expanded to include sales and marketing for Italy, Turkey, Spain and Portugal. In 2015, Gino was promoted to the role of CEO of Club Med Greater China, based in Shanghai.



Moderator: Anna Coren
International Correspondent at CNN International



Ahcène Boukhelfa
Ambassador of Algeria in China



Zhang Rungang
Vice Chairman & Secretary General of China Tourism Association



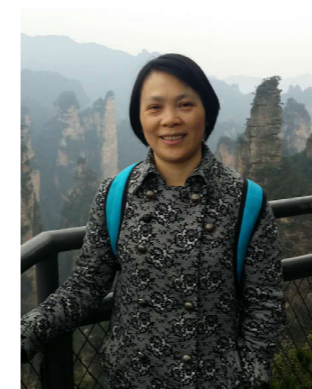
Liu Jungang
President, General Manager at Hubei Culture & Tourism Investment Group Co.,Ltd.



Datuk Hamzah Rahmat
Executive Director at Federation of Asean Travel Associations



David Solnet
Associate Professor of Service Management in the UQ Business School



Zhou Meixiang
Senior Social Development Specialist, World Bank



Thao Nguyen
Head of Strategic Partnerships for the Asia Pacific



Zhou Lingqiang
Director of Institute of Tourism at Zhejiang University

Guest Speech I



Jayson Westbury
CEO of Australian Federation of
Travel Agents, Vice Chairman of
WTA



Dai Bin
President at China Tourism
Academy



Yu Dunde (Donald)
CEO of Tuniu Corporation



Kaye Chon
Dean of School of Hotel And
Tourism Management at
the Hong Kong Polytechnic
University

Panel II



Moderator: Zhang Hui
Professor at Beijing Jiaotong
University



Frank Püttmann
Head of Public Policy at Tui
Group



Ren Gongzheng
General Manager of Shaanxi
Tourism Group Co., Ltd.



Kent Sun
Chief Development Officer,
Greater China At IHG



Zhang Jingdong
Chairman at Guoao Holding
Group Co., Ltd.



Benjamin Chan
General Manager China of
Singapore Airlines



Yan Xuyang
Executive Vice Dean of Tourism
College at Beijing Union University

Guest Speech II



Xi Weihang
Vice President at Ctrip Group



Su Bo
President at Macrolink Cultural-tainment Development Co.,Ltd.



Caroline Scarles
Head of School of Hospitality and Tourism Management at University of Surrey



Wang Jianping
CEO of Narada Hotel Group

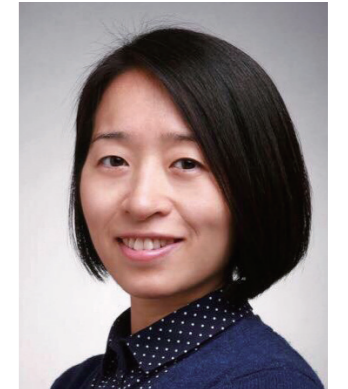
Panel III



Moderator: Ge Lei
Executive General Manager at Beijing Cyts Linkage PR Consulting Co. Ltd.



Dennis Chang
Division President, China at Mastercard



Gao Yan
Vice President at Meituan



Wang Chunfeng
Vice President of Utour Group Co., Ltd.



Sun Wu
Executive Vice President of China Lodging Group, Limite



Li Xinjian
Dean of School Of Tourism Management at Beijing International Studies University

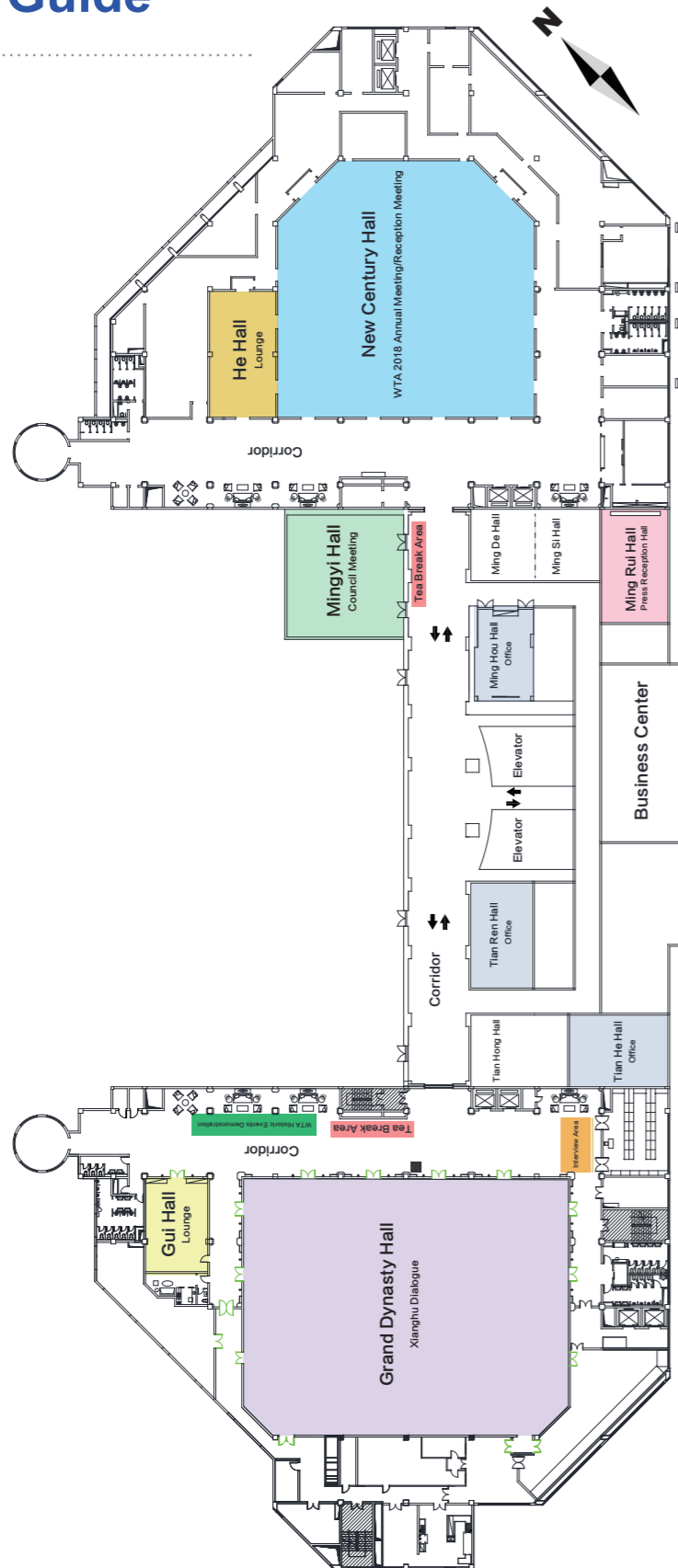


Xia Nong
President & CEO Of HNA PV Tourism Co., Ltd.



Zheng Chengjun
Vice President of Zuzuche

Venues Guide



List of Participants

Ministry of Culture and Tourism

Name	Company/Organization	Title
Li Jinzao	Ministry of Culture and Tourism of The People's Republic of China	Vice Minister
Du Jiang	Ministry of Culture and Tourism of The People's Republic of China	Member of Leadership
Xue Yaping	Ministry of Culture and Tourism of The People's Republic of China	Director General
Zhang Xilong	Ministry of Culture and Tourism of The People's Republic of China	Counsel
Lu Kailin	Ministry of Culture and Tourism of The People's Republic of China	Deputy Director
Geng Dongming	Ministry of Culture and Tourism of The People's Republic of China	Deputy Director
Su Tao	Ministry of Culture and Tourism of The People's Republic of China	Deputy Director
Huang Jin	Ministry of Culture and Tourism of The People's Republic of China	Senior Staff Member
Zhao Jing	Ministry of Culture and Tourism of The People's Republic of China	Senior Staff Member

VIP Guest

Name	Company/Organization	Title
H.E. BOUKHELFA Ahcene	Embassy of the people's Democratic Republic of Algeria	Ambassador
H.E. Escobar Pedriaschi	Embassy of the Republic of Panama	Ambassador
H. E. Rashed Alqemz	Consulate General of the United Arab Emirates	Consul General
Kalinyuk Alexander	Russian Embassy In China	Third Secretary
He Yafei	International Mountain Tourism Alliance	Secretary General
Fan Hengshan	National Development and Reform Commission	Renowned Economist, Former Deputy Secretary-General
Yang Ruihua	The State Council Leading Group Office of Poverty Alleviation and Development	Vice Director General
Ahmed Eiweida	World Bank	Global Leader for Cultural Heritage & Sustainable Tourism, World Bank
Tan Weiping	International Poverty Reduction Center in China (IPRCC)	Deputy Director General
Zhou Meixiang	World Bank	Senior Social Development Specialist

Wang Dajun	International Poverty Reduction Center in China (IPRCC)	Division Chief
Fu Yingchun	International Mountain Tourism Alliance	Executive Secretary General
Zhang Hui	International Cooperation Center of National Development and Reform Commission	Director
Liu Huifang	China Telecom	Director
Huang Xiaodi	International Mountain Tourism Alliance	Deputy Director
Pam Inman	National Tour Association, USA	Chairman
Chris Babb	The Group Tour Company	President
Lin Wang	National Tour Association, USA	Director of the China Program
Haybina Hao	WTTC	Senior Director-Greater China

Guest of Zhejiang Province

Name	Company/Organization	Title
Wang Wenxu	The People Government of Zhejiang Province	Vice Governor
Chen Zongrao	The People Government of Zhejiang Province	Deputy Secretary-General
Xie Jijian	Zhejiang Province Tourism Administration	Director General
Tong Guili	Xiaoshan District Committee	Secretary of District
Wang Hong	The People Government of Hangzhou City	Deputy Mayor
Fu Wei	Zhejiang Province Tourism Administration	Deputy Director
Zhang Hongbin	Hangzhou City Tourism Commission	Director
Wang Min	The People Government of Xiaoshan District	Chief Executive
Qiu Chao	Xiaoshan District People's Congress	Director
Hong Guanliang	Xiaoshan District People's Congress	Deputy Director
Luo Linfeng	The People Government of Xiaoshan District	Deputy Chief Executive
Gu Dafei	Xiaoshan District People's Congress	Vice President

Ministry of Culture and Tourism

Council

Name	Company/Organization	Title	Country
Duan Qiang	Beijing Tourism Group	President	China
Tian Xiaohua	U.S. Travel Association	Vice President & Chief Economist	America
Gino Andreetta	ClubMed	CEO Greater China	France
Steven Sun	ClubMed	Vice President-Greater China	France
Jayson Westbury	Australian Federation of Travel Agents	CEO	Australia
Zhao Rong	Air China Limited	Senior Manager of Marketing	China
Luo Yong	Air China Limited	Managing Director of Marketing Department	China
Zhang Dezhi	Air China Limited	Manager	China
Chen Ranfeng	Carnival Corporation & plc	Chairman, Carnival China	America
Luo Yinghong	Carnival Corporation & plc	Senior Business Manager	America
Chen Rong	China National Travel Service Group Corporation Limited	Assistant to General Manager	China
Dai Bin	China Tourism Academy	President	China
Wu Pu	China Tourism Academy	Director	China
Han Yuanjun	China Tourism Academy	Deputy Researcher	China
Zhang Rungang	China Tourism Association	Vice Chairman & Secretary General	China
Ge Huayong	China UnionPay	President	China
Carlson Li	China UnionPay	Director of Administration Office	China
Xi Weihang	Ctrip.com	Vice President	China
Wang Zhe	Ctrip.com	External Affairs Director	China
Peng Liang	Ctrip.com	Public Relations Director	China
Liu Tao	Hainan Airlines Holding Co.,Ltd.	HNA-Caissa Travel Group Vice-Chief Operation officer	China
Sun Jian	InterContinental Hotel Group	Chief Development Officer Greater China	the United Kingdom
Tadashi Shimura	Japan Association of Travel Agents	President	Japan
Su Bo	Macrolink Culturaltainment Development Co., Ltd.	President	China
Albert Tan Sam Soon	Malaysian Chinese Tourism Association	National President	Malaysia
Chiawing Chong	Malaysian Chinese Tourism Association	Executive Director	Malaysia
Chang Qing	Mastercard	Division President, China	Singapore
Kitty Chen	Mastercard	Director, Market Development, China	Singapore
Wu Huanyu	Mastercard	Director, Communications, Greater China	Singapore

Li Qingzhong	Okay Airways Company Limited	Vice President	China
Yao Jun	Oversas Chinese Town Co. Ltd.	President	China
Fu Shihai	Oversas Chinese Town Co. Ltd.	AE	China
Zhu Ning	Shanghai Disney Resort	Manager, Government Affairs	China
Tassanee Kiatkamchornchai	Thai Travel Agents Association	Hon. Secretary General	Thailand
Alexander Folko	Travel Associaton World Without Borders	Representative in China	Russia
Frank PUETTMANN	Tui AG	Head of Public Policy	Germany
Chen KONG	UnionPay International	Assiatant General Manger	China
Liu Shijun	World Tourism Alliance	Secretary-General	China
Zhang Nan	World Tourism Cities Federation	Director	China
Wu Honglan	World Tourism Cities Federation	Senior Manager	China

Du Xianzhong	China Railway Travel Service	General Manager	China
Hua Xia	China Railway Travel Service	Deputy Office Director	China
Zhang Chongyang	China Southern Airlines Company Limited	Senior Manager	China
Hu Mingpu	China Southern Airlines Company Limited	Program Manager	China
Wang Zhengming	China Tourism Automobile and Cruise Association	Secretary-General	China
Jin Qining	China Tourism News	Deputy editor-in-chief	China
Huo Jianjun	China Tourist Attractions Association	Secretary-General	China
Liu Wei	China Tourist Attractions Association	Director	China
Xin Tao	China Tourist Hotels Association	Chair	China
Zhang Te	China Tourist Hotels Association	Deputy Office Director	China
Lu Rong	China Tours Hamburg GmbH	Assiatant General Manager	Germany
Sally Young	CNN International	VP Commerical	America
Lu Qi	CNN International	Associate Director	America
Cindy Zhan	CNN International	Account Director	America
Anna Coren	CNN International	International Correspondent	America
Li Jingping	Dalian Municipal Tourism Development Commission	Director General	China
Zhang Feng	Dalian Municipal Tourism Development Commission	Principal Staff Member	China
Li Xun	Emirates Airline	GM China	United Arab Emirates
H.E.Awad Mohammad Sheikh Mujrin	Emirates Travellers	President	United Arab Emirates
Faiz Al Khudhiri	Emirates Travellers	Head of General Office	United Arab Emirates
Ying Hong	European Federation of Chinese Tourism	General Manager	Austria
Hamzah Rahmat	Federation of ASEAN Travel Associations	Executive Director	Malaysia
Robert Ohrnberg	Finnair	General Manager Greater China	Finland
Lin Nvchao	Fujian Tourism Development Group Co., Ltd.	Vice General Manager	China
Hu Quan	Gebeco GmbH & Co. KG	Representative in China	Germany
Wang Shuo	Global Tourism Economy Research Centre	Admin Director	Macao, China
Che Chiqiang	Guangdong Provincial Tourism Holdings Co., Ltd.	General Manager	China
Wang Jian	Guangdong Provincial Tourism Holdings Co., Ltd.	Deputy Director	China
Zheng Chengjun	Guangzhou Li Zhi Network Technology Ltd.	Vice-President	China
Yan Siqi	Guangzhou Li Zhi Network Technology Ltd.	Strategic Cooperation Senior Manager	China
Li Qiuyue	Guangzhou Li Zhi Network Technology Ltd.	Strategic Cooperation Senior Manager	China
Feng Jin	Guangzhou Lingnan Group Holding Co., Ltd.	President	China

Member

Name	Company/Organization	Title	Country
Zhu Zhonghe	Airbnb	Public Policy Associate, China	America
Thao T. Nguyen	Airbnb	Head of Strategic Partnerships, APAC	America
Han Zhixuan	Airbnb	Public Affairs Specialist	America
Hideo Miyake	All Nippon Airways	Regional Director-China	Japan
Dong Wenhun	All Nippon Airways	Assistant to Regional Director-China	Japan
Peter Ko	Arniko International Travels & Tours P. Ltd	Chairman	Nepal
Suo Dejin	Beijing Gongmei Group Co., Ltd.	Vice General Manager	China
Wang Xugang	Beijing Gongmei Group Co., Ltd.	Technology Director	China
He Rongxian	Beijing Sunny International Communications Ltd.	President	China
Wang Chunfeng	Beijing Utour International Travel Service Co.,Ltd.	Vice President	China
Peh Ke-Wei	Changi Airport Group	Vice President	Singapore
Duoyang Namu	Chengdu Tourism Administration	Director General	China
Fu Jia	Chengdu Tourism Administration	Deputy Director	China
Sun Guizhen	China Association of Travel Services	Secretary-General	China
Zou Hao	China Association of Travel Services	Head of Development and Research	China
Jiao Zhengjun	China CYTS Tours Holding Co., Ltd.	Executive President	China
Christopher James Ledsham	China Outbound Tourism Research Institute	Chief Communications Officer	Germany

Gan Zilin	Guangzhou Lingnan Group Holding Co., Ltd.	Assiatant General Manager	China
Zhou Yumei	Guangzhou Municipal People's Government	Deputy Secretary-General	China
Tan Aiyng	Guangzhou Tourism Administration	Deputy Director General	China
Zou Xiaofang	Guangzhou Tourism Administration	Section Chief	China
Zhang Jingdong	Guoao Group	President	China
Wang Daohua	Guoao Group	Vice President	China
Zhang Wanping	Harbin Municipal People's Government	Deputy Mayor	China
Yu Chang'an	Harbin Municipal People's Government	Director	China
Yan Honglei	Harbin Tourism Development Committee	Director General	China
Wang Kaiping	Harbin Tourism Development Committee	Office Director	China
Xia Nong	HNA PV Tourism Co., Ltd.	President & CEO	China
Ariane Gu	HNA PV Tourism Co., Ltd.	Manager	China
Liu Jungang	Hubei Culture & Tourism Investment Group Co.,Ltd.	Director and General-Manager	China
An Shengyong	Hubei Culture & Tourism Investment Group Co.,Ltd.	Office Manager	China
Yen Leo	Hyatt Hotels Corporation	Senior Vice President-Real Estate & Development, Greater China	America
Akira Yonezawa	Japan Airlines	Executive Officer& Senior Vice President, China	Japan
Yang Xu	Japan Airlines	General Manager Passenger Sales Section Regional Office, Beijing	Japan
Toru Furusawa	Jtb	Senior Advisor to Chairman & CEO, General Manager	Japan
Wang Bing	Kunming Municipal People's Government	Deputy Mayor	China
Luo Jun	Kunming Municipal People's Government	Deputy Secretary-General	China
Wang Fang	Kunming Municipal People's Government	Director	China
Yan Jicong	Kunming Municipal People's Government	Deputy Director	China
Yang Mingjun	Kunming Municipal Tourism Development Commission	Director General	China
Lin Kejian	Kunming Municipal Tourism Development Commission	Deputy Director General	China
Du Qiang	Kunming Municipal Tourism Development Commission	Officce Director	China
Li Jindie	Kunming Municipal Tourism Development Commission	Director	China
Huang Peng	Kunming Municipal Tourism Development Commission	Staff	China
Li Feifei	Legend Cultural Development Co., Ltd.	Director	China
Liu Guokang	Lingnan Landscape Co.,Ltd.	Senior Vice President	China
Ernest Wooden Jr.	Los Angeles Tourism & Convention Board	President and CEO	America
Kate Chang	Los Angeles Tourism & Convention Board	Chief Representative	America
Zheng Jianming	Los Angeles Tourism & Convention Board	Director-East China	America

Lauren Dominique Wooden	Los Angeles Tourism & Convention Board	Assistant	America
Choy Thoo	Malaysian Association of Tour & Travel Agents	Vice President of Domestic and Immigration Department	Malaysia
Wang Li	Meituan Travel	Senior Manager	China
Cheng Xin	Meituan Travel	Director	China
Gao Yan	Meituan Travel	Vice President	China
Liu Chao	Meituan Travel	Head of Public Relations	China
Zhang Yipeng	Meituan Travel	Senior Manager	China
JAEWOO CHUNG	Nami Island, Inc.	Executive Director	Korea
Minn Kyung Hoon	Nami Island, Inc.	Executive Director	Korea
Jin Weidong	Nanjing Municipal Tourism Development Commission	Director General	China
Zhang Xian	Nanjing Municipal Tourism Development Commission	Director	China
Xu Hong	Nankai University College of Tourism and Service Management	Professor	China
Qiu Hanqin	Nankai University College of Tourism and Service Management	Dean,Professor	China
Wang Shan	Nankai University College of Tourism and Service Management	Director of International Affairs and Industry Cooperation	China
Shi Zhenchun	NBCUniversal	Government Relations Vice President	America
Chen Miaolin	New Century Tourism Group	Founder	China
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Akihiro Horisaka	Nippon Travel Agency Co., Ltd.	President	Japan
Chiaki Ota	Nta International Travel Agency Co.,Ltd.	President	Japan
Niels Bjoern Friis	Odense City Museums	Musuem Curator	Denmark
Laerke Beck Johansen	Odense City Museums	Marketing	Denmark
Yang Yichen	PJSC Aeroflot Russian Airlines	Sales Manager-Greater China	Russia
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Li Guangyin	Qingdao Municipal Tourism Development Commission	Director	China
Achyut Guragain	Sea and Sky Tours and Travels (P) LTD	Chairman/ CEO	Nepal
Ren Gongzheng	Shaanxi Tourism Group Co., Ltd.	General-Manager	China
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Wang Feifei	Singapore Airlines	Marketing Manager China	Singapore
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Bao Jigang	SYSU/ China Tourism Education Association, Center for Tourism Planning and Research	Director/President	China
Wu Luorong	Temple University	Assistant Professor	America
Chon Kaye	The Hong Kong Polytechnic University	Dean and Chair Professor of School of Hotel and Tourism Management	Hong Kong, China
Cheng Chaogong	Tongcheng Network Technology Co., Ltd.	Senior Researcher	China
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Donald Yu	Tuniu.com	CEO	China
Liu Dong	Tuniu.com	Vice General Manager	China
John McReynolds	Universal Parks & Resorts	Senior Vice President, External Affairs	America
Huang Zhuowei	University of ILLINOIS AT URBANA-CHAMPAIGN	Faculty	America
Shi Guoming	Ville de Carcassonne (The City of Carcassonne)	Representative of Mayor	France
Wang Gang	Visual China Group Co., Ltd.	Senior Vice President	China
Jin Xin	Visual China Group Co., Ltd.	Department General Manager	China
Zheng Nan	Visual China Group Co., Ltd.	Senior Director	China
Li Nong	Visual China Group Co., Ltd.	Chief Marketing Officer	China
Yang Weihong	Walk Through Africa Tours	Regional Director-China	South Africa
Feng Bingbing	Walk Through Africa Tours	Vice General Manager	South Africa
Li Tao	Wuhan Municipal People's Government	Deputy Secretary-General	China
Zhang Jun	Wuhan Municipal People's Government	Director	China
Yang Xiangwei	Wuhan Municipal Tourism Development Commission	Director General	China
Chen Baichun	Wuhan Municipal Tourism Development Commission	Office Director	China
Liu Chaoyu	Wuhan Municipal Tourism Development Commission	Deputy Chief	China
Zhang Meifang	Xiamen Municipal Tourism Development Commission	Director General	China
Lin Xiaoling	Xiamen Municipal Tourism Development Commission	Staff	China
Wang Lin	Xi'an Municipal Tourism Development Commission	Deputy Director General	China

Local Tourism Commissions (Bureaus)

Name	Company/Organization	Title
Wang Yue	Beijing Municipal Commission of Tourism Development	Deputy Director General
Wang Qing	Beijing Municipal Commission of Tourism Development	Director
Chen Shaoqing	Shanxi Provincial Tourism Development Commission	Chief Planner
Yin Xiangmin	Shanxi Provincial Tourism Development Commission	Staff
Lin Yu	Fujian Provincial Tourism Development Commission	Director
Sun Maotian	Shandong Provincial Tourism Development Commission	Investigator
Wang Rongguo	Shandong Provincial Tourism Development Commission	Director
Yan Pulu	Hubei Provincial Tourism Development Commission	Director General
Tong Jianxin	Hubei Provincial Tourism Development Commission	Director
Gao Yangxian	Hunan Provincial Tourism Development Commission	Deputy Director General
Chen Yuean	Hunan Provincial Tourism Development Commission	Investigator
Fu Yonglin	Sichuan Provincial Tourism Development Commission	Director General
Tian He	Sichuan Provincial Tourism Development Commission	Deputy Director of General Office
Chen Mengyu	Shaanxi Provincial Tourism Development Commission	Deputy Director General
Zhang Junfeng	Shaanxi Provincial Tourism Development Commission	Chief Staff
Sun Yan	Shaanxi Provincial Tourism Development Commission	Deputy Director
Tian Xuegong	Gansu Provincial Tourism Development Commission	Deputy Director General
Gao Wei	Gansu Provincial Tourism Development Commission	Deputy Director
Zhang Renhan	Ningxia Hui Autonomous Region Tourism Development Committee	Director General
Wu Xiaoxia	Ningxia Hui Autonomous Region Tourism Development Committee	Director
Cheng Meihong	Shanghai Tourism Administration	Deputy Director General
Gao Qiang	Shanghai Tourism Administration	Staff
Jing Shengxian	Jiangsu Tourism Administration	Deputy Director General
Ye Lingbo	Jiangsu Tourism Administration	Director
Tian Taiping	Henan Tourism Administration	Director
Zhou Yaoxia	Henan Tourism Administration	Deputy Director General
Guo Yaxing	Henan Tourism Administration	Chief staff
Mei Qijie	Guangdong Tourism Administration	Deputy Director General
Zhang Ruiqing	Guangdong Tourism Administration	Deputy Director
Chen Yanli	Chongqing Tourism Development Committee	Deputy Director
Yang Yongqun	Shenzhen Culture and Sports Tourism Bureau	Deputy Director General
Zhang Yiyu	Shenzhen Culture and Sports Tourism Bureau	Investigator

Non-WTA Members

Name	Company/Organization	Title
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Di Lihong	Badaling Special Administrative Region Office	Section Chief
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Zhang Hui	Beijing Jiaotong University	Dean
Du Long	Beijing Relation Conference & Exhibition Services Co., Ltd.	General Manager
Lu Xingdong	Beijing Zhong Guang palm Technology Co., Ltd.	Chairman
Wan Ping	Beijing Zhong Guang palm Technology Co., Ltd.	Vice President
Li Renzhi	China International Travel Service Corporation Limited	Director and Vice General Manager
Zhang Lingjie	China International Travel Service limited,Head Office	Vice President
Li Keyang	China International Travel Service limited,Head Office	Vice General Manager
You Xi	China Life Insurance (Group) Company	Vice General Manager
Li Tongsheng	China Life Insurance (Group) Company	
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Zhao Shan	China Tourism Education Association	Staff Member
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Zeng Jianhua	Foshou Mountain Scenic Spot Management Office	Deputy Director
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Hong Yishu	Fujian Provincial Tourism Institute	Vice President
Gao Jie	Google China	Manager, Government Affairs
Liu Zhisong	Guangdong Tourism Press	President
Min Lingbo	Guangdong Weiran Law firm	Director
Li Xinjie	Guilin Guang Wei Wen Hua Tourism Culture Industry Co., Ltd.	General Manager
Li Shujun	Guilin Tourism Corporation Limited	Director of Administrative Office
Li Feiyang	Guilin Tourism Corporation Limited	Chairman
Lin Na	Guilin Tourism University	Party Secretary
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Liu Binghong	Guilin Tourism University	Assistant
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Peng Fang	Hangzhou Xintiandi group	Senior Manager
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Echo Zhao	Hawaii Tourism China	Trade & MCI Director
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Xu Weihong	Langogo Technology Co., Ltd.	Business Director
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Lyu Jun	Inner Mongolia University of Finance and Economics, Tourism College	Dean
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Zhou Chunlin	Nanjing Institute of Tourism and Hospitality	Principal
Wang Jianping	Narada Hotel Group	President
Li Yang	New Lvjie	CEO
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Ye Xuanpeng	Pedice Shanghai Ltd.	General Manager
Hou Shoupeng	potatso national park	General Manager
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Yi Kaigang	School of Tourism and Urban-rural Planning, Zhejiang Gongshang University	Dean
Li Xinjian	School of Tourism Management, Beijing International Studies University	Dean
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Li Xiaoyan	Shaanxi Provincial Tour Guide Association	Vice President
Yang Wen	Shaanxi Taibai Mountain National Forest Park	Director
Zhu Aijun	Shandong Ginza Tourism Group Co., Ltd.	Vice General Manager
Zheng Liangyu	Shandong Ginza Tourism Group Co., Ltd.	Chairman
Zhu Aijun	Shandong Ginza Tourism Group Co., Ltd.	Vice General Manager
Li Hao	Shandong Ginza Tourism Group Co., Ltd.	Vice General Manager
Wang Degang	Shandong Tourism Association	President
Shao Xiaoming	Shanghai Tourism Association	Managing Vice Chair
Pan Weihua	Shanghai Wildlife Park Development Co., Ltd.	President
Lian Shanyi	Shenyang Overseas International Travel Service Co., Ltd.	Chairman
Chen Yunchuan	Sichuan Tourism University	Vice Principal
Wu Liangcong	Taining Tourism Administration Committee of Fujian Province	Vice Director
Jiang Dongbin	Taining Tourism Administration Committee of Fujian Province	Director
Liu Tao	Taishan Scenic Area Management Committee	Director
Miao Qing	Taishan Scenic Area Management Committee	Section Chief
Prompeth Lertratanapreecha	Tourism Authority of Thailand-Shanghai Office	Deputy Director
Logan	Tourism Authority of Thailand-Shanghai Office	Information Officer
Wang Kunxin	Tourism College of Zhejiang	Party Secretary
Fu Linfang	Tourism College of Zhejiang	Associate Professor
Jin Tao	Tourism College of Zhejiang	Professor
Yan Xuyang	Tourism College at Beijing Union University	Executive Vice Dean
Lei Rui	Tourism Media	Editor in Chief
Zhou Lingqiang	Institute of Tourism at Zhejiang University	Director
Zhang Lingyun	Tourism Tribune	Executive Editor in Chief
Zhu Junhai	Tsingtao Brewery Culture Communication Co., Ltd.	Chairman

David Solnet	University of Queensland	Associate Professor
Caroline Scarles	University of Surrey	Head of School of Hospitality & Tourism Management
Angelo MORANO	Welcome Chinese	COO
Kong Lei	Xiangyuan Tourism Development Co., Ltd.	Vice President
Huang Guangquan	Xinjiang Yilong Investment Group Co., Ltd.	President
Yu Bo	Yantai Zhangyu Cultural Tourism Development Co., Ltd.	General Manager
Zhou Zhengying	Yichang Municipal People's Government	Deputy Mayor
Zhao Chen	Yichang Municipal People's Government	Section Chief
Bao Xi'an	Yichang Municipal Commission of Tourism Development	Deputy Director General
Dong Jie	Zhejiang Association Of Travel Services	Secretary-General
Gu Huifang	Zhejiang Drive Travel Association	Secretary-General
Zhang Jianrong	Zhejiang Federation of tourism and lodging industries	Secretary-General
Jin Feng	Zhejiang Institute of tourism planning and design	Dean
Zhang Bin	Zhejiang Rural Revitalization special committee	Secretary-General
Fu Yanguo	Zhejiang Tourism Planning Institute	Vice Principal
Li Hanliang	Zhejiang University City College	Teacher
Xu Linqiang	Zhejiang University City College	Professor
Ji Jing	Zhejiang University City College	Professor
Chen Yewei	Zhejiang University City College	Professor
Xiao Qingguo	Zhejiang University City College	Professor
Yao Haiqin	Zhejiang University City College	Professor
Zhu Yiduo	Ziyang Municipal People's Government	Vice Mayor
Xu Zhiheng	Ziyang Municipal People's Government	Staff
Lai Ming	Ziyang Municipal Commission of Tourism Development	Director
Guo Shiwei	Ziyang Municipal Commission of Tourism Development	Staff

Media

Company/Organization	Company/Organization
CCTV Finance	otadaily
Xinhua News Agency	tripvivid
xinhuanet.com	JDG
Tourism editorial office , People's Daily (Overseas Edition)	China Travel Agent
Travel channel of People's Daily	pinchain
people.cn	TBO
China Daily Media Group	TTG China
China News Service	TourismInsight
ChinaNews.com	China International Conference Exhibition
Economic daily - China economic net	ifeng.com
The economic observer	Tencent
Worker's Daily	
thepaper.cn	
K618.cn	
youth.cn	
qianlong.com	
Global Times Online	
SMG Documentary Travel	
ZheJiang TV Station	
STAR TV	
MASTV	
Travel Channel	
CRI online	
CNR-China Traffic Radio	
China Tourism News	
Tourism Media	
Travelweekly	
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Participants of Zhejiang

Name	Company/Organizatio	Title
Zhang Hongbin	Hangzhou Tourism Commission	Director
Yu Shenjiang	Xiaoshan District Tourism Bureau	Director
Xue Yabing	Shangcheng District Scenic Tourism Bureau	Director
Xia Yan	Xiacheng District Economic and Tourism Bureau	Deputy Director
Lu Hongjun	Jiangan District Tourism Bureau	Deputy Director
Zhang Jianhua	Gongshu District Business Bureau	Deputy Director
Wang Xinwei	Hangzhou Xihu District Scenic Tourism Bureau	Director
Jin Wenqin	Binjiang District Bureau of Commerce	Deputy Director
Chang Xiulan	Yuhang District Tourism Bureau	Director
Lu Jianrong	Fuyang District Tourism and Sports Bureau	Director
Ling Li	Lin'an District Tourism Bureau	Director
Fang Xindong	Tonglu County Tourism Committee	Director
Zhang Feiyan	Chun'an County Qiandao Lake Scenery	Director
Li Zhemin	Ningbo Tourism Development Committee	Director
Yu Feng	Ningbo Haishu District Tourism Bureau	Deputy Director
Wang Libo	Ningbo Yinzhou District Scenic Tourism Administration	Director
Wang Liming	Ningbo Beilun District Tourism Bureau	Director
Li Xiaying	Ningbo Zhenhai District Scenic Tourism Administration	Director
Feng Xiaohong	Fenghua District Tourism Development Committee	Director
Yuan Mingquan	Xiangshan County Tourism Development Committee	Director
Li Yueding	Yuyao Tourism Bureau	Director
Zhang Jianxun	Cixi City Scenic and Tourism Bureau	Director
Lin Xianju	Ninghai County Tourism Commission	Director
Chen Shen	Ningbo Dongqian Lake Tourism Resort Tourism and Lake District Administration	Deputy Director
Cen Baifeng	Ningbo Hangzhou Bay New District Tourism Bureau	Director
Wang Aixiang	Wenzhou Tourism Bureau	Director
Sheng Qixun	Pingyang Scenic Tourism Administration	Deputy Director
Chen Zhiliang	Yueqing City Scenic Tourism Administration	Director
Dai Chunguang	Wenzhou Nanxi River Scenic Tourism Management Committee	Director
Zhang Xiaoyan	Taishun County Scenic Tourism Administration	Deputy Director

Zhao Huiwen	Wenzhou Baizhangyu-Feiyun Lake Scenic Tourism Management Committee	Deputy Director
Jiang Buhua	Ruian City Scenic Tourism Administration	Deputy director
Lin Xiaobo	Cangnan County Scenic Tourism Administration	Director
Huang Shengliang	Wenzhou Yandang Mountain Scenic Tourism Management Committee	Deputy Director
Shen Yue	Longwan District Scenic Tourism Administration	Deputy Director
Lin Hailun	Dongtou District Scenic and Tourism Development Committee	Party secretary
Li He	Wenzhou Ouhai District Tourism Bureau	Deputy Director
Gan Yongfu	Huzhou Tourism Development Committee	Director
Wang Huiliang	Administration Bureau of Mogan Mountain	Director
Yang Liping	Deqing County Tourism Committee	Director
Sheng Hongwei	Changxing County Tourism Committee	Deputy Director
Luo Fudi	Anji County Landscape and Tourism Management Committee	Deputy Director
Lv Jianliang	Wuxing District Tourism Development Committee	Party member
Qiu Jianmin	Nanxun District Tourism Bureau	Deputy Director
Gu Jinfang	Jiaxing Tourism Committee	Deputy Director
Zhang Yongming	Jiaxing Nanhu District Service Industry Development Bureau (Tourism Bureau)	Deputy Director
Shen Jiahong	Jiaxing Xiuzhou District Development and Reform Bureau (Tourism Bureau)	Deputy Director
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Zhou Qiming	Pinghu Tourism Bureau	Director
Zhang Wu	Haiyan County Tourism Committee	Director
Zhu Honggang	Haining Tourism Bureau	Deputy Director
Yu Shaojie	Tongxiang Tourism Committee	Director
Gu Shouju	Tongxiang Tourism Committee	Deputy Director
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Han Chunhua	Shaoxing City Yuecheng Culture and Radio and Television Press and Publication Bureau (Tourism Bureau)	Director
Lu Xiaowei	Shaoxing Shangyu District Scenic Tourism Administration	Director
Zhao Minggang	Shangyu District of Shaoxing Municipal Sightseeing & Tourism Administration	Director
Zheng Xuanyang	Zhuji Tourism Administration	Deputy Director
Zhu Bohai	Jinhua City Weicheng District Scenic Tourism Administration	Director
Lu Guanrong	Jinhua District Tourism Bureau, Jinhua City	Director
Hong Zhangming	Tourist Landscape Administration of Wucheng District of Jinhua City	Director
Zhou Bin	Dongyang Tourism Bureau	Director

Lan Feng	Lanxi Tourism Administration	Director
Jin Guangliang	Dongyang Tourism Bureau	Member of Party Group
Gong Jianfeng	Yiwu Tourism and Exhibition Management Committee	Director
Xu Guangtao	Yongkang Tourism Administration	Director
Chen Fan	Tourist Landscape Administration of Pujiang County	Director
He Yiru	Wuyi County Tourism Commission	Deputy Director
Chen Hui	Tourist Landscape Administration of Panan City	Director
Liu Jianping	Quzhou Municipal Tourism Committee	Deputy Director
Shi Ping	Tourism Committee of KeCheng District, Quzhou City	Director
Du Yingying	Tourism Committee of Qujiang, District, Quzhou City	Director
Xu Jianfeng	Tourism Committee of Longyou County Quzhou City	Director
Jiang Shufen	Jiangshan Tourism Committee	Director
Zhu Jianhong	Tourism Committee of Changshan District, Quzhou City	Director
Jin Shuming	Cultural Tourism Committee in Kaihua District, Quzhou City	Director
Cao Hong	Tourism Commission, Zhoushan City	Director
Zhang Chenda	Dinghai Tourism Bureau	Director General
Zhang Wei	Zhoushan Putuo District Tourism Administration	Director
Yu Haixiao	Daishan Scenery and Tourism Bureau	Director
Zhou Mingming	Shengyi Tourism Committee	Director
Pan Meiyun	Daizhou Tourism Bureau	Deputy Director
Su Yuliang	Jiaojiang Tourism Bureau	Deputy Director
Wang Guohui	Huangyan Tourism Bureau	Deputy Director
Zhong Lixin	Luqiao Tourism Bureau	Deputy Director
Liu Yong	Linhai Tourism Bureau	Director
Shi Zhenjuan	Wenling Tourism Bureau	Deputy Director
Hong Haihong	Yuhuan Tourism Bureau	Deputy Director
Zhu Yinguo	Tiantai Tourism Development Committee	Deputy Director
Zhang Xuejun	Xianju Ecological Civilization Tourism Management Committee	Deputy Executive Director
Jiang Tianwei	Sanmen Tourism Bureau	Director
Tang Qifeng	Cluster Area of Taizhou Bay Tourism Bureau	Director
Luo Xiaolin	Lishui City Tourism Committee	Director
Zhou Yongmei	Liandu District Tourism Committee	Deputy Director

Hu Wuhai	Longquan Cultural Tourism Committee	Director
Sun Yidong	Qingtian County Tourism Committee	Deputy Director
Zhang Binglong	Qingtian County Tourism Committee	Office Director
Zhu Zhenhua	YunheDistrict Tourism Committee	Director
Fan Xiuliang	Qingyuan County Tourism Committee	Director
Shi Dejin	Jinyun County Tourism Committee	Director
Qiu Gensong	Suichang County Tourism Committee	Director
Wang Xinyang	Songyang County Tourism Committee	Director
Lan Liming	Jingning County Tourism Committee	Director



Introduction to Hangzhou City

Hangzhou, the capital of Zhejiang province and its economical, cultural, scientific and educational center, is a key city in the southern wing of the world's sixth largest metropolitan cluster -- China's Yangtze River Delta. 170 kilometers from Shanghai, it boasts an administrative area of 16,600 square kilometers and a permanent resident population of around 9.4 million.

A famous cultural town of a long history, Hangzhou ranks among the "seven ancient capitals" of China and has long enjoyed the fame of a.

Among its rich tourism resources are the two UNESCO World Cultural Heritage Sites of the West Lake and the Beijing-Hangzhou Grand Canal (Hangzhou Section). The city is also often referred to as the "Paradise on Earth", "Buddhist Kingdom of Southeast China", "Home of Silk", "Chinese Tea Capital", "shopping paradise" and "gourmet center". In 2017, it was rated as one of the 15 global best tourism practices sample cities by UN World Tourism Organization. Currently, Hangzhou has 767 travel agencies, 89 A-level scenic areas, nearly 3,000

homestays, 123 tourist information services and 135 tourist toilets. In 2017, it attracted a total of 162,866,300 visits of Chinese and international tourists, of which 4,022,300 were inbound, and achieved a total tourism revenue of RMB 304.134 billion yuan. The city is also a famous convention and exhibition destination in China. In the annual ranking of global conference destination cities released by International Congress and Convention Association (ICCA), Hangzhou has ranked third among mainland Chinese cities for five consecutive years (2011-2015), and even stood among the global top 100 in 2015.

At present, the city's leisure tourism sector is seizing the "Pre-Asian Games and Post-G20 Summit" opportunity, and committing itself fully to comprehensively promoting internationalized and all-for-one tourism development. No efforts are spared to implement the "Embracing-river Development" strategy, intensify industrial integration and upgrade tourism economy quality benefit to speed up Hangzhou's construction of a top-notch leisure tourism center and international conference destination city.



Introduction to Xiaoshan District



Located at the southern bank of Qiantang River, Xiaoshan is a city with long history and vitality. Xiaoshan is near river and sea, enjoys good geographical location, convenient traffic. The total area of Xiaoshan is 1420 Square Kilometers with 2.5 million people. The comprehensive strength was ranked No.1 among all the cities and counties in Zhejiang Province for consecutive years and ranked No.5 for comprehensive strength in top 100 districts ranking list among medium and small size cities in China. In 2017, the GDP of Xiaoshan has reached RMB 215.749 billion with general financial revenue RMB 31.819 billion.

In recently years, Xiaoshan grasped the historical opportunity of "post G20 Summit, before Asian Games", actively integrated into the Provincial "big bay area, big garden" construction and the municipal "development beside the river" strategy, with pragmatic and innovative spirit, Xiaoshan went all out and made the economic society developed sustainably and healthily. The popularity and reputation of Xiaoshan are increased efficiently. Revolves

around the brand image of "East China Reception Room", "International Exhibition Area", speeds up the transformation step from "creating something out of nothing, make a mountain out of a molehill" to "from ordinary to excellent to achieve great things". In 2017, the increased value of tourist was reached RMB 8.38 billion. It carried forward the tourist and convention & exhibition two wheel drive. Rely on the unique advantage of Hangzhou International Expo Center, the quantity and quality of the conference and exhibition industry have reached double spanning development. It held 62 exhibition with different scales and more than 8000 conferences with different types. The direct operation revenue of conference and exhibition was over RMB 1 billion. On Dec.17th of 2017, the headquarters of WTA was officially settled in Xiang Lake and this to be the milestone in Xiaoshan's tourist development history and greatly promoted the international progress of Xiaoshan's tourist.

Introduction to Grand New Century Hotel Hangzhou

Grand New Century Hotel Hangzhou is located in the CBD of Xiaoshan District of Hangzhou City, which is a five-star luxury business conference hotel of New Century Tourism Group, with 47 storeys, 218m high, standing among the center of CBD of Xiaoshan District with its extraordinary noble style. Also, as the reception hotel designated by G20 Hangzhou Summit in 2016, Grand New Century Hotel Hangzhou has successfully completed the tasks like the license center for global overseas media, overseas media reception and CCTV reception. Hotel has been successively awarded the highest award of Chinese hotel industry- "China Hotels Golden Star Award", repeatedly awarded "Golden Pillow Award of China Hotels", "Top 10 Most Popular Business Hotels" and other awards since its operation. On February 14, 2016, hotel organized a Valentine's Day Public Benefit Activity on the subject of "delivering warmth, fulfilling a dream for the aged of 84 years old", which made it renowned nationwide and praised as "the most loving five-star hotel" by thousands of net friends.



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世界旅游联盟理事会、年会和“湘湖对话”均需着商务正装。
8日晚招待会请着商务正装或民族服装。

用餐信息:

请所有参会代表凭餐券和参会证件于三层地中海餐厅用餐（8日晚招待会凭请柬入场）。

会议手册内所有信息更新截止于2018年9月4日，如有变更，请以现场情况为准。

Information as of September 4, 2018, subject to change.

invitation).

third floor with coupon and badge (the welcome reception on the 8th is on
All participants are invited to have dinner at Café Méditerranéenne on the

Dining Information

Business or national for the welcome reception on the 8th.

Dialogue”.
Business for WTA Council Meeting, Annual Meeting and “Xianghu

Dress Code

Gentle Reminder

关注 WTA

