



The 8<sup>th</sup> International Conference  
on Tourism and Hospitality between  
China and Spain

(ICT2018)



# 第八届中国-西班牙旅游与接待业国际会议 (ICT2018)

## 旅游与接待业：时代特征与发展趋势

主办单位

华南理工大学经济与贸易学院

巴利阿里群岛大学（University of Balearic Islands）旅游学院

协办单位

南方旅游产业研究院

广东水底山温泉旅游度假区

二〇一八年十一月



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## 一、会议简介

随着社会的发展，旅游业已成为全球经济中发展势头最强劲和规模最大的产业之一。旅游业在城市经济发展中的产业地位、经济作用逐步增强，对城市经济的拉动性、社会就业的带动力以及对文化与环境的促进作用日益显现，也是中国经济发展的支柱性产业之一。

广东省是中国旅游大省，多个主要旅游指标持续稳居全国前列。数据显示，2017年广东旅游总收入11993亿元，同期全国旅游总收入是5.4万亿元，该指标占中国的五分之一。《2017年中国旅游目的地白皮书》中，按照客流量、核心景区数量、旅游收入等指标，广东成为十大热门旅游省份中得分最高的省份。广东计划到2020年，建成辐射华南、服务全国、影响亚太、面向世界的具有较高国际水准的旅游目的地，国内游、入境游和出境游三大市场全面繁荣。中国提出“一带一路”倡议，旅游成为广东联系“一带一路”沿线国家的人文纽带。

世界经济论坛日前公布的报告显示，西班牙旅游业竞争力居世界首位。世界旅游组织（WTO）总部设在西班牙马德里。中国-西班牙旅游与接待国际会议是一个国际化的产学研会议，已经成功举办过7届。国内“双一流”高校诸如中山大学、南开大学、四川大学都承办过该会议。举办中国-西班牙旅游与接待国际会议有利于加强中国和西班牙旅游界之间的深入交流，探讨学术研究与商业合作的新机遇。该会议上为提升中外旅游学术研究搭建了国际化的旅游研究与实践交流的平台，也为旅游业界探讨行业发展新趋势和解决之道提供了舞台，为国内外学术研究和探讨中国旅游业发展的新趋势提供了国际化的视角和条件。

参会人员以中外著名旅游学者为主体，包括国内外资深教授及学术带头人、青年学术骨干（青年教师及硕士研究生、博士研究生等）。同时，也邀请了部分旅游业界精英及领袖人物、旅游政府部门的代表。

## 二、会议须知

**1.报到时间：**11月11日 14:00—20:00

**2.报到地址：**广州华工大学城中心酒店（广州市大学城华工北路 68 号）  
一楼大堂

**3.会议地址：**

开幕式及主旨报告：南华厅（中心酒店三楼）

分论坛一：南华厅（中心酒店三楼）

分论坛二：南岭厅（中心酒店三楼）

分论坛三：南海厅（中心酒店三楼）

闭幕式：南华厅（中心酒店三楼）

**4.会议时间：**

2018年11月11日（星期日）14:00-20:00	报到
2018年11月12日（星期一）08:30-12:30	开幕式、主旨报告
14:00-18:00	分论坛、闭幕式
2018年11月13日（星期二）09:30-12:30	参观考察（岭南印象园）
12:30 之后	代表自由返程

**5.会议期间注意事项：**

- （1）请各参会嘉宾着正装出席会议；
- （2）会议期间请佩戴参会证，凭参会证入场，请勿迟到；
- （3）为保证会议的效果，请您遵守大会作息时间，按时参加会议各项议程；
- （4）为表示对大会发言人的尊重，请您在会议期间将手机关机或置于静音状态，同时请您不要在会场吸烟或接听电话。

**6.会议联络人：**

郭 祎（博士生）	电 话：17520445690
毕斗斗（系主任）	电 话：13512792966

### 三、会议组织

#### 创会主席

罗宇华（Yuhua Luo） 西班牙巴利阿里群岛大学

#### 会议主席

江金波 华南理工大学经济与贸易学院 副院长（主持工作）

Bartolome Deya 西班牙巴利阿里群岛大学旅游学院 院长

#### 会议秘书长

毕斗斗 华南理工大学经济与贸易学院 系主任

Vicente Ramos 西班牙巴利阿里群岛大学旅游学院 副院长

## 四、主旨演讲嘉宾

	<p><b>Bartolome Deya</b> 西班牙巴利阿里群岛大学旅游学院 院长</p>
	<p><b>张凌云</b> 北京联合大学旅游学院 教授 《旅游学刊》执行主编</p>
	<p><b>Gang Li</b> 英国萨里大学酒店及旅游管理学院 教授 国际事务主任</p>
	<p><b>谢礼珊</b> 中山大学管理学院 教授</p>
	<p><b>冯 劲</b> 广州岭南国际企业集团 董事长</p>
	<p><b>Gary Gordon Sigley</b> 澳大利亚西澳大学 教授</p>
	<p><b>江金波</b> 华南理工大学经济与贸易学院 副院长（主持工作）</p>
	<p><b>Chung-Shing Chan (Johnson)</b> 香港中文大学地理与资源管理学系 助理教授</p>

## 五、会议日程

时间	议程	报告人	报告/对话题目	主持人	
上午 08:30-12:30	<b>开幕式及主旨报告</b> 地点：南华厅				
	09:00-09:30	<b>领导致辞</b>		<b>毕斗斗</b> 华南理工大学	
	09:30-09:40	<b>合影</b>			
	09:40-10:00	主旨报告	<b>Bartolome Deya</b> 西班牙 巴利阿里群岛大学	旅游目的地用水管理	<b>Yuhua Luo</b> 西班牙 巴利阿里群岛大学
	10:00-10:20	主旨报告	<b>张凌云</b> 北京联合大学	中国与西班牙旅游标准化比较研究	
	10:20-10:40	主旨报告	<b>Gang Li</b> 英国 萨里大学	旅游经济学研究的系统范式	
	10:40-11:00	主旨报告	<b>谢礼珊</b> 中山大学	旅游与酒店业的价值共创	
	11:00-11:10	<b>茶歇</b>			
	11:10-11:30	主旨报告	<b>冯劲</b> 广州岭南国际企业集团	可持续发展战略下旅游企业的实践	<b>Bartolome Deya</b> 西班牙 巴利阿里群岛大学
	11:30-11:50	主旨报告	<b>Gary Gordon Sigley</b> 澳大利亚 西澳大学	中国旅游和现代化：茶马古道教训	
	11:50-12:10	主旨报告	<b>江金波</b> 华南理工大学	国外旅游创新研究回顾与展望	
	12:10-12:30	主旨报告	<b>Chung-Shing Chan (Johnson)</b> 香港中文大学	香港文化遗产旅游的社区参与：基于盐田仔天主教客家村落的研究	

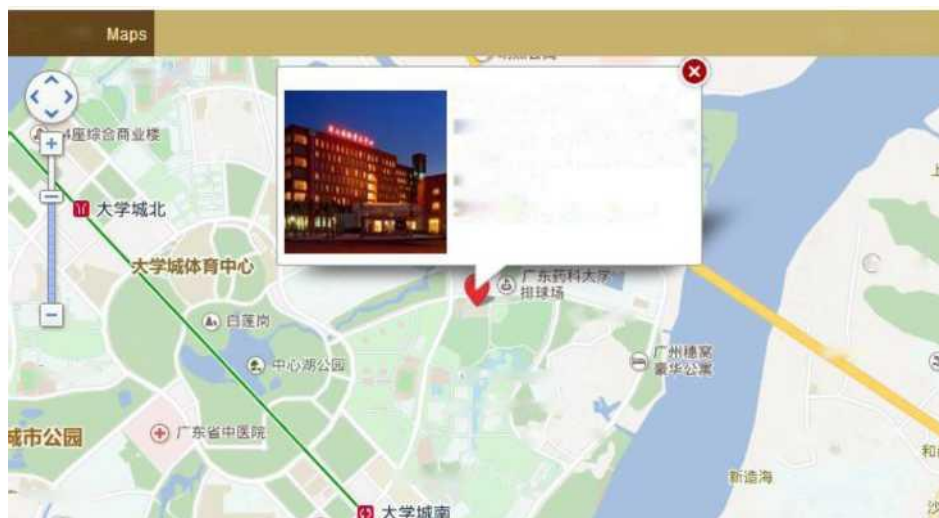
分论坛一：旅游经济与趋势					
地点：南华厅					
下午 14:00-17:30	14:00-14:25	分论坛报告	<b>Germana Foscale</b> 西班牙 独立研究者	加那利群岛的三毛和中国出境旅游新趋势	张凌云 北京联合 大学
	14:25-14:50	分论坛报告	<b>魏卫</b> 华南理工大学	中国旅游业生态效率测度与时空演变研究	
	14:50-15:15	分论坛报告	<b>Mingge Tian</b> 西班牙 巴塞罗那自治大学	探索文化旅游志愿者在目的地管理中的贡献	
	15:15-15:40	分论坛报告	<b>廖军华</b> 贵州民族大学	西部民族旅游发展历程、趋势与启示	
	15:40-16:05	分论坛报告	<b>Stepan Sedov</b> 俄罗斯 莫斯科思凯 维奇国家旅游学院	学生旅游手机应用的发展	
	16:05-16:15	茶歇			
	16:15-17:30	嘉宾对话	<b>张补宏</b> 华南理工大学	旅游经济与趋势	张补宏 华南理工 大学
			<b>Germana Foscale</b> 西班牙 独立研究者		
			<b>郭盛辉</b> 广州番禺职业技术学院		
			<b>李国平</b> 广东省文化与旅游厅		
分论坛二：乡村旅游与旅游产业发展					
地点：南岭厅					
	14:00-14:25	分论坛报告	<b>邓爱民</b> 中南财经政法大学	乡村旅游发展的关键所在	吴忠军 桂林理工 大学
	14:25-14:50	分论坛报告	<b>Karolina Nessel</b> 波兰 克拉科夫雅盖隆大学	基于 Booking.com 标准的旅游住宿市场利益分割：克拉科夫案例研究	
	14:50-15:15	分论坛报告	<b>吴忠军</b> 桂林理工大学	乡村旅游：乡村振兴的重要路径	



下午 14:00-17:30	15:15-15:40	分论坛报告	<b>周人果</b> 南方旅游产业研究院	传媒型智库，如何赋能乡村旅游？		
	15:40-16:05	分论坛报告	<b>文吉</b> 暨南大学	乡村民宿发展与思考		
	16:05-16:30	分论坛报告	<b>黄向</b> 华南师范大学	自然缺失症：自然依恋假说		
	16:30-16:40	<b>茶歇</b>				
	16:40-17:30	嘉宾对话	<b>庄伟光</b> 广东省社会科学院	乡村旅游与旅游产业发展	<b>庄伟光</b> 广东省社会科学院	
			<b>陆连金</b> 澳门旅游服务创新协会			
			<b>蔡云旗</b> 广东水底山温泉旅游度假区			
			<b>周永振</b> 内蒙古自治区赤峰学院			
			<b>Agustín Ruiz Lanuza</b> 墨西哥 瓜纳华托大学			
	<b>分论坛三：旅游与接待业高等教育</b> 地点：南海厅					
	14:00-14:25	分论坛报告	<b>Claire Liu</b> 新西兰 奥克兰理工大学	探索文化旅游志愿者在目的地管理中的贡献	<b>章牧</b> 暨南大学	
	14:25-14:50	分论坛报告	<b>何莽</b> 中山大学	MTA 的成长烦恼与未来憧憬——基于培养现状与行业需求的分析		
	14:50-15:15	分论坛报告	<b>李星</b> 广东财经大学	学科交叉与专业融合——旅游类专业本科生培养		
	15:15-15:40	分论坛报告	<b>章牧</b> 暨南大学	WTO 专业认证与旅游人才培养		
	15:40-16:05	分论坛报告	<b>吴水田</b> 广州大学	旅游本科人才培养路径的思考		

	16:05-16:15	<b>茶歇</b>			
	16:15-17:30	嘉宾对话	<b>秦敬云</b> 广西师范学院	旅游与接待业高等教育	<b>秦敬云</b> 广西师范学院
<b>Claire Liu</b> 新西兰 奥克兰理工大学					
<b>苏四</b> 广东天露山旅游度假区					
<b>杨莹</b> 华南理工大学					
<b>闭幕式</b> 17:40-18:00	<b>闭幕式</b> 地点：南华厅				
	17:40-18:00	<b>大会总结</b>			<b>江金波</b> 华南理工大学

## 六、交通指引



**会议地点：**广州华工大学城中心酒店

**酒店地址：**广州市番禺区大学城华工北路 68 号

**联系电话：**020-39388888（总机）

### **酒店位置：**

-酒店距地铁4号线大学城南站1.5公里，由大学城南站D口出步行约20分钟可达酒店；

-距离广州火车站30公里；

-距离广州东站24公里；

-距离广州南站28公里；

-距离广州新白云国际机场61.8公里。

### **参会交通指引：**

广州机场到广州华工大学城中心酒店约180元；乘坐地铁线路：机场南（3号线延长线）—体育西路（换乘3号线）—珠江新城（换乘5号线）—车陂南（换乘4号线）—大学城南；

广州高铁火车站到广州华工大学城中心酒店约 80 元；乘坐地铁线路：广州南站（7号线）—大学城南。

## 附：会务组织机构

### 领导小组：

组 长：	陶韶菁	华南理工大学党委副书记
副组长：	Yuhua Luo	西班牙巴利阿里群岛大学教授
	赵 敏	华南理工大学经济与贸易学院党委书记
	Bartolome Deya	西班牙巴利阿里群岛大学旅游学院院长
	王庆元	华南理工大学国际交流处处长
	李石勇	华南理工大学社会科学处处长

### 会议策划、指挥与统筹：

总 策 划：	江金波	华南理工大学经济与贸易学院副院长（主持工作）
总 指 挥：	勾海林	华南理工大学经济与贸易学院党委副书记
	魏冰影	华南理工大学经济与贸易学院副院长
会议统筹：	毕斗斗	华南理工大学经济与贸易学院旅游与酒店管理系主任

### 会务工作组：

外联工作：	毕斗斗	Vicente Ramos
后勤保障：	魏冰影	牛 佳 姚润民 李龙凤
场务组织：	勾海林	陈继宗 黄小婷
会务文书：	郭 祎	余传鹏 王明森 罗玉婷
报到接待：	杨 莹	郜文英 顾佩琦
会议宣传：	姚润民	余传鹏
会场管理：	高克昌	李沐纯
会议考察：	李沐纯	杨 莹
设备物资：	陈荣初	龚文豪
同声传译：	杜可君	许冉君



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and Hospitality between China and Spain**

**Tourism and Hospitality:  
Time Variation and Development Trends**

**Organizers**

School of Economics and Commerce, South China University of Technology

Tourism Faculty, University of Balearic Islands

**Co-Sponsors**

Institute of Nanfang Tourism Industry

Guang Dong Springmoutian Hot Spring Manor

**November, 2018**



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## I. Introduction

With the development of society, tourism has become one of the most powerful and largest industries in the global economy. The industrial status and economic role of tourism in the development of urban economy are gradually enhanced, and its driving force towards urban economy, the driving force of social employment and the promotion of culture and environment are becoming increasingly apparent. It is also one of the pillar industries in China's economic development.

Guangdong province is a major tourist province in China, with a number of main tourism indicators continuing to rank the top all over the country. According to data statistics, Guangdong's tourism revenue totaled RMB 1.1993 trillion in 2017, compared with RMB 5.4 trillion for the same period, accounting for 1/5 of China's total tourism revenue. In the *2017 White Paper on China's Tourism Destination*, Guangdong has become the top 10 popular tourist provinces in terms of the number of tourists, the number of core scenic spots and tourism income. By 2020, Guangdong plans to build a tourism destination with a high international standard based on South China, serving the whole country, affecting the Asia-Pacific region and facing the world. The three major markets of domestic, inbound and outbound tourism will be prosperous in an all-round way. According to China's "Belt and Road" initiative, tourism has become the cultural ties linking Guangdong and countries along the "Belt and Road".

According to a report released by the World Economic Forum, Spain's tourism industry ranks first in the world in terms of competitiveness. The World Tourism Organization (WTO) is headquartered in Madrid, Spain. The International Conference on Tourism and Hospitality between China and Spain is an international conference on industry, education and research, which has been successfully held for 7 years. Domestic "double first-class" universities such as Sun Yat-sen University, Nankai University, Sichuan University have organized the conference. The International Conference on Tourism and Hospitality between China and Spain will help strengthen the in-depth exchanges between the Chinese and Spanish tourism sectors and explore new opportunities for academic research and business cooperation. The conference sets up a platform for international tourism research and practical exchange to promote the domestic and foreign tourism research, and also provides a stage for the tourism industry to explore new development trends and solutions. It provides an international perspective and conditions for the academic research at home and abroad and discussion of the new trend of tourism development in China.

The participants are mainly Chinese and foreign famous tourism scholars, including senior professors and academic leaders at home and abroad, and young academic backbone (young teachers and master students, doctorate students, etc.). At the same time, some elites and leaders of the tourism industry, tourism government representatives are also invited.

## II. Details of the Conference

**1.Registration time:** 14:00—20:00, 11<sup>th</sup> November

**2.Registration address:** First-floor Lobby of University Town Center SCUT Hotel  
(No. 68, Hua Gong North Road, Guangzhou Higher Education Mega Center)

### 3.Venue

Opening ceremony and keynote speeches: Nanhua Hall (third-floor of University Town Center SCUT Hotel)

Panel 1: Nanhua Hall (Third-floor of University Town Center SCUT Hotel)

Panel 2: Nanling Hall (Third-floor of University Town Center SCUT Hotel)

Panel 3: Nanhai Hall (Third-floor of University Town Center SCUT Hotel)

Closing ceremony: Nanhua Hall (Third-floor of University Town Center SCUT Hotel)

### 4.Date

November 11, 2018: 14:00-20:00 Registration

November 12, 2018: 08:30-12:30 Opening ceremony, keynote speeches

14:00-18:00 Panel presentation, closing ceremony

November 13, 2018: 09:30-12:30 Visit Lingnan Impression

After 12:30 Optional return

### 5. Important notices

- 1) Please wear a suit.
- 2) Please wear your admission card during the meeting. Please do not be late for admission.
- 3) In order to ensure the effectiveness of the meeting, you are requested to observe the schedule of the Conference and participate in the agenda on time.
- 4) In order to show respect for the conference spokesman, please turn off your mobile phone or set it in a mute state during the conference. At the same time, please do not smoke or answer the phone in the conference hall.

### 6. Contact person

Yi Guo (Doctorate Student) Tel: 086-17520445690

Doudou Bi (Department Head) Tel: 086-13512792966



### **III. Organization**

#### **Funding chair**

Yuhua Luo, University of Balearic Islands, Spain

#### **Conference chairs**

Jinbo Jiang, Deputy Dean (Presiding over the work) of School of Economics and

Commerce, South China University of Technology

Bartolome Deya, Dean of the Faculty of Tourism, University of Balearic Islands

#### **Secretary of the conference**

Doudou Bi, Department Head of School of Economics and Commerce, South China

University of Technology

Vicente Ramos, Deputy Dean of the Faculty of Tourism, University of Balearic

Islands

## IV. Keynote Speakers

	<p><b>Bartolome Deya</b> Dean, the Faculty of Tourism, University of the Balearic Islands, Spain</p>
	<p><b>Lingyun Zhang</b> Professor, Tourism College of Beijing Union University, China, and Executive Chief Editor of Tourism Tribune, China</p>
	<p><b>Gang Li</b> Professor, School of Hospitality &amp; Tourism Management, University of Surrey, UK</p>
	<p><b>Lishan Xie</b> Professor, Sun Yat-sen Business School, Sun Yat-sen University, China</p>
	<p><b>Jin Feng</b> Chairman, Guangzhou Lingnan International Enterprise Group Co., Ltd., China</p>
	<p><b>Gary Gordon Sigley</b> Professor, University of Western Australia, Australia</p>
	<p><b>Jinbo Jiang</b> Deputy Dean (Presiding over the work), School of Economics and Commerce, South China University of Technology, China</p>
	<p><b>Chung-Shing Chan (Johnson)</b> Research Assistant Professor, Department of Geography and Resource Management, The Chinese University of Hong Kong, China</p>

## V. Conference Programme

Time	Content	Speaker	Topic	Host
<b>Opening Ceremony and Keynote Presentation</b> <b>Venue: Nanhua Hall</b>				
09:00-09:30	<b>Welcome Addresses</b>			<b>Doudou Bi</b> South China University of Technology, China
09:30-09:40	<b>Conference Photograph</b>			
09:40-10:00	Keynote Presentation	<b>Bartolome Deya</b> University of Balearic Islands, Spain	Water Management at Tourism Destinations	<b>Yuhua Luo</b> University of Balearic Islands, Spain
10:00-10:20	Keynote Presentation	<b>Lingyun Zhang</b> Beijing Union University, China	Comparative Study on Tourism Standardization Between China and Spain	
10:20-10:40	Keynote Presentation	<b>Gang Li</b> University of Surrey, UK	The System Paradigm for Tourism Economics Research	
10:40-11:00	Keynote Presentation	<b>Lishan Xie</b> Sun Yat-sen University, China	Value Co-creation in Hospitality and Tourism	
11:00-11:10	<b>Tea Break</b>			
11:10-11:30	Keynote Presentation	<b>Jin Feng</b> Guangzhou Lingnan International Enterprise Group, China	Practice of Tourist Enterprise under Sustainable Development Strategy	<b>Bartolome Deya</b> University of Balearic Islands, Spain
11:30-11:50	Keynote Presentation	<b>Gary Gordon Sigley</b> University of Western Australia, Australia	Tourism and Modernity in China: Lessons from the Ancient Tea Horse Road	
11:50-12:10	Keynote Presentation	<b>Jinbo Jiang</b> South China University of Technology, China	Review and Prospect of Tourism Innovation Research	
12:10-12:30	Keynote Presentation	<b>Chung-Shing Chan (Johnson)</b> The Chinese University of Hong Kong, China	Community Participation for Cultural Heritage Tourism in Hong Kong: The Study of Catholic Hakka Village in Yim Tin Tsai	

Panel I: Tourism Economics and Trends					
Venue: Nanhua Hall					
<b>14:00-17:30</b>	14:00-14:25	Panel Presentation	<b>Germana Foscale</b> Independent Researcher, Spain	San Mao in the Canary Islands and New Trends in Chinese Outbound Tourism	<b>Lingyun Zhang</b> Beijing Union University, China
	14:25-14:50	Panel Presentation	<b>Wei Wei</b> South China University of Technology, China	Measurement and Research on Spatio-Temporal Evolution of China's Tourism Eco-Efficiency	
	14:50-15:15	Panel Presentation	<b>Mingge Tian</b> Autonomous University of Barcelona, Spain	Exploring the Contribution of Cultural Tourism Volunteers in Destination Management	
	15:15-15:40	Panel Presentation	<b>Junhua Liao</b> GuizhouMinzu University, China	The Development History, Enlightenment and Trend of Western Ethnic Tourism	
	15:40-16:05	Panel Presentation	<b>Stepan Sedov</b> MSITI n. a. Yu. A. Senkevich, Russia	Development of Mobile Applications for Student Tourism	
	16:05-16:15	<b>Tea Break</b>			
	16:15-17:30	Round Table Discussion	<b>Buhong Zhang</b> South China University of Technology, China <b>Germana Foscale</b> Independent Researcher, Spain <b>Shenghui Guo</b> Guangzhou Panyu Polytechnic, China <b>Guoping Li</b> Culture and Tourism Department of Guangdong Province, China	Tourism Economy and Trend	<b>Buhong Zhang</b> South China University of Technology, China
	Panel II: Rural Tourism and Tourism Industry Development				
	Venue: Nanling Hall				
	14:00-14:25	Panel Presentation	<b>Aimin Deng</b> Zhongnan University of Economics and Law, China	The Key to The Development of Rural Tourism	<b>Zhongjun Wu</b> Guilin University of Technology, China
14:25-14:50	Panel Presentation	<b>Karolina Nessel</b> Jagiellonian University in Kraków, Poland	Benefit Segmentation in Tourist Accommodation Market Based on Booking.Com Criteria: A Cracow Case Study		

14:00-17:30	14:50-15:15	Panel Presentation	<b>Zhongjun Wu</b> Guilin University of Technology, China	Rural Tourism: An Important Path of Rural Revitalization	<b>Zhongjun Wu</b> Guilin University of Technology, China	
	15:15-15:40	Panel Presentation	<b>Renguo Zhou</b> Institute of Nanfang Tourism Industry, China	Media Think Tank, How to Enable Rural Tourism?		
	15:40-16:05	Panel Presentation	<b>Ji Wen</b> Jinan University, China	Development and Thinking of Rural Homestay		
	16:05-16:30	Panel Presentation	<b>Xiang Huang</b> South China Normal University, China	Nature-Deficit Disorder: Hypothesis of Nature Attachment		
	16:30-16:40	<b>Tea Break</b>				
	16:40-17:30	Round Table Discussion	<b>Weiguang Zhuang</b> Guangdong Academy of Social Sciences, China <b>Lianjin Lu</b> Macau Tourism Services Innovation Association, Macau <b>Yunqi Cai</b> Guangdong Springmoutian Hot Spring Manor, China <b>Yongzhen Zhou</b> Chifeng Academy of Inner Mongolia Autonomous Region, China <b>Agustín Ruiz Lanuza</b> University of Guanajuato, Mexico	Rural Tourism and Tourism Industry Development	<b>Weiguang Zhuang</b> Guangdong Academy of Social Sciences, China	
	<b>Panel III: Tourism and Hospitality Higher Education</b>					
	<b>Venue: Nanhai Hall</b>					
	14:00-14:25	Panel Presentation	<b>Claire Liu</b> Auckland University of Technology, New Zealand	Exploring the Contribution of Cultural Tourism Volunteers in Destination Management	<b>Mu Zhang</b> Jinan University, China	
	14:25-14:50	Panel Presentation	<b>Mang He</b> Sun Yat-sen University, China	MTA's Growing Troubles and Future Vision -- Analysis Based on Training Status and Industry Needs		

<b>14:00-17:30</b>	14:50-15:15	Panel Presentation	<b>Xing Li</b> Guangdong University of Finance & Economics, China	Interdiscipline and Major Integration--Cultivation of Undergraduates in Tourism	<b>Mu Zhang</b> Jinan University, China
	15:15-15:40	Panel Presentation	<b>Mu Zhang</b> Jinan University, China	WTO Professional Certification and Tourism Personnel Training	
	15:40-16:05	Panel Presentation	<b>Shuitian Wu</b> Guangzhou University, China	The Thought of Cultivation Means of Undergraduate Talents of Tourism Major	
	16:05-16:15	<b>Tea Break</b>			
	16:15-17:30	Round Table Discussion	<b>Jingyun Qin</b> Guangxi Normal College, China <b>Claire Liu</b> Auckland University of Technology, New Zealand <b>Si Su</b> Guangdong Tianlushan Tourist Resort <b>Ying Yang</b> South China University of Technology, China	Tourism and Hospitality Higher Education	<b>Jingyun Qin</b> Guangxi Normal College, China
<b>17:40-18:00</b>	<b>Closing Ceremony</b> <b>Venue: Nanhua Hall</b>				
	17:40-18:00	<b>Conference Summary</b>			<b>Jinbo Jiang</b> South China University of Technology, China

## VI. Transportation Guide



**Venue:** University Town Center SCU Hotel

**Hotel Address:** No. 68, Hua Gong North Road, Panyu District, Guangzhou, China.

Contact number: 020-39388888 (switchboard)

**Hotel location:**

- 1.5 km from the Higher Education Mega Center South station of Metro Line 4, and is about 20minutes' walk from D Exit of Higher Education Mega Center South station.

-30km from Guangzhou Railway Station

-24km from Guangzhou East Railway Station

-28km from Guangzhou South Railway Station

-61.8km from Guangzhou Baiyun International Airport

**How to arrive:**

About RMB 180 from Guangzhou Airport to the University Town Center SCU Hotel; By metro: Airport South (Line 3 extension line) – Tiyu Xi Road (transfer to Line 3) - Zhujiang New Town (transfer to Line 5) – Chebei Nan (transfer to Line 4) - Higher Education Mega Center South

About RMB 80 from Guangzhou High-speed Railway Station to the University Town Center SCU Hotel by metro: Guangzhou South Railway Station (Line 7) – Higher Education Mega Center South

## **Attachment: Conference Organizational Structure**

### **Leading group:**

- Group leader:** Shaojing Tao, Deputy Secretary of Party Committee, South China University of Technology
- Deputy leader:** Yuhua Luo, Professor of University of Balearic Islands  
Min Zhao, Secretary of Party Committee, School of Economics and Commerce, South China University of Technology  
Bartolome Deya, dean of the Faculty of Tourism, University of the Balearic Islands  
Qingyuan Wang, Director of International Office, South China University of Technology  
Shiyong Li, Director of Office of Social Science Administration

### **Conference planning, conducting and overall management:**

- Chief planner:** Jinbo Jiang, Deputy Dean of School of Economics and Commerce, South China University of Technology (host)
- Chief Commander:** Hailin Gou, Deputy Secretary of Party Committee, School of Economics and Commerce, South China University of Technology  
Bingying Wei, Deputy Dean of School of Economics and Commerce, South China University of Technology
- Conference coordinator:** Head of Tourism and Hotel Management Department, School of Economics and Commerce, South China University of Technology

### **Working group:**

- External contact:** Doudou Bi, Vicente Ramos
- Logistical support:** Bingying Wei, Jia Niu, Runmin Yao, Longfeng Li
- Organization:** Hailin Gou, Jizong Chen, Xiaoting Huang
- Clerical assistant:** Yi Guo, Chuanpeng Yu, Mingsen Wang, Yuting Luo
- Reception:** Ying Yang, Wenying Gao, Peiqi Gu
- Information:** Runmin Yao, Chuanpeng Yu
- Venue management:** Kechang Gao, Muchun Li
- Review and inspection:** Muchun Li, Ying Yang
- Equipment and materials:** Rongchu Chen, Wenhao Gong
- Simultaneous interpretation:** Kejun Du, Ranjun Xu