

The 7th International Conference on Tourism and Hospitality between China-Spain

(ICTCHS 2017)

CHENGDU • CHINA

Agenda

Date	Time	Agenda	Presentation	Venue
Jul 12th Afternoon 14:00-18:00		Registration		Lobby of Mingyu Haoya Hotel
Jul 13th Morning	8: 00-8: 30	Registration		5F Haoya Hall
	8: 30-9: 00	Opening Ceremony	Dean of Tourism School, Sichuan University Prof. Zhiyong Li	
			Conference Founding Chair University of Balearic Islands Prof. Yuhua Luo	
			Dean of Business and Tourism School, Universidad Complutense de Madrid Prof. Maria Concepción Garcia	
	9: 00-9: 20	Keynote Speech	University of Balearic Islands Prof. Bartolomé Deya Tortella	
	9: 20-9: 40		The University of Sydney A.P. Xiaowen Fu	
9: 40-10: 00	Conference Organization Committee Chair Tourism School,Sichuan University Prof. Zhenzhi Yang			

Date	Time	Agenda	Presentation	Venue
	10: 00-10: 20	Coffee & Tea Break		5F Haoya Hall
	10: 20-10: 40	Keynote Speech	University of Balearic Islands Prof. Francisco Sastre Albertí	
	10: 40-11: 00		University of Canterbury Dr. Chris Chen	
	11: 00-11: 20		Tourism School, Huaqiao University Prof. Hongbo Li	
	11: 20-11: 40		Sichuan Business International Travel Service Ltd., co Vice General Manager Ying Chen	
	11: 40-12: 00	Summary Speech		
	12: 00-13: 30	Buffet Lunch		2F Huijing Hall
Jul 13th Afternoon	14: 30-17: 30	Parallel Sessions	Topic 1: Tourism Destination Development	5F Wuhou Hall
			Topic 2: Tourists' Experience and Behavior	5F Qingyang Hall
	17: 40-19: 00	Dinner		5F Jinjiang Hall
Jul 14th Morning	Academic Discussions			
	8: 30-9: 00	Registration		
	9: 00-12: 30	Parallel Sessions	Topic 3: The New Trend of Tourism Development in China	5F Wuhou Hall
			Topic 4: Heritage and Tourism	5F Qingyang Hall
12: 30-13: 30	Buffet Lunch		2F Huijing Hall	
Jul 14th Afternoon	Academic Discussions			
	14: 30-17: 30	Parallel Session	Topic 5: Tourism Marketing	5F Qingyang Hall
	17: 30-17: 40	Summary Speech		
Jul 14th Evening	17: 50-20: 00	Conference banquet		Jinli Damiao Hot Pot
	20: 00-21: 00	Conference tour (Voluntary)		Jinli
Jul 15th	Optional tour in Chengdu area(Voluntary)			
	Optional 1: Dujiang Dam-Qing Cheng Mountain One-day Tour		Opional 2: Jiuzhai Valley-Huanglong four-day Tour	

