



The 15th UNWTO/PATA Forum on

TOURISM TRENDS AND OUTLOOK

**第十五届联合国世界旅游组织/亚太旅游协会
旅游趋势与展望国际论坛**

Theme: Tourism and Rural Development

主题：旅游与乡村发展

15-17 October 2021

2021 年 10 月 15-17 日

Guilin, China

中国桂林

In collaboration with



**THE HONG KONG
POLYTECHNIC UNIVERSITY**
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

**The 15th UNWTO/PATA Forum on
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Organisers 主办单位

World Tourism Organization (UNWTO)
联合国世界旅游组织
Pacific Asia Travel Association (PATA)
亚太旅游协会

Co-organisers 承办单位

Guilin Municipal People's Government
桂林市人民政府
Guangxi Zhuang Autonomous Region's Department of Culture and Tourism
广西壮族自治区文化和旅游厅

In Collaboration with 协办单位

The Hong Kong Polytechnic University
香港理工大学

Date 日期

15-17 October 2020
2021 年 10 月 15-17 日

Venue 活动地点

Shangri-La Hotel, Guilin, China
桂林香格里拉大酒店

International Media Support 国际媒体支持
China Daily 中国日报

Zoom Meeting UNWTO-2021 会议室

Meeting ID 会议号: 981 3505 4343
Password 密码: 20211015
Meeting link 会议链接:
<https://zoom.us/j/98135054343?pwd=U1ZBb2U3WGYyQWpBSIN6Um5xS0R5dz09>

Organizing Committee 组委会组成

Director 主任:

Zurab POLOLIKASHVILI, Secretary General, UNWTO
联合国世界旅游组织秘书长 祖拉布·波洛利卡什维利

Liz ORTIGUERA, Chief Executive Officer, PATA
亚太旅游协会首席执行官 丽兹·奥蒂葛拉

Kaye CHON, Dean, School of Hotel and Tourism Management,
The Hong Kong Polytechnic University
香港理工大学酒店及旅游业管理学院院长 田桂成

ZHOU Jiabin, Secretary, Guilin Municipal Committee of the CPC,
中共桂林市委书记 周家斌

LI Chu, Mayor of Guilin
桂林市政府市长 李 楚

GAN Lin, Director of Guangxi Zhuang Autonomous Region 's Department
of Culture and Tourism
广西壮族自治区文化和旅游厅厅长 甘霖

Deputy Director 副主任:

Harry HWANG, Director, Regional Department for Asia and the Pacific,
UNWTO
联合国世界旅游组织亚太部主任 黄海国

LV Yongmei, Regional Director - Greater China, PATA
亚太旅游协会大中华区主任 吕咏梅

JIANG Chunhua, Member of Party Group of Guilin Municipal People's
Government
桂林市政府党组成员 蒋春华

BAN Huaqin, Deputy Director, Guangxi Zhuang Autonomous Region 's
Department of Culture and Tourism
广西壮族自治区文化和旅游厅副厅长 **班华勤**

Secretariat 秘书处:

Sandra CARVAO, Head of Tourism Market Intelligence and
Competitiveness, UNWTO

联合国世界旅游组织旅游市场情报与竞争力负责人 **桑德拉•卡芙奥**

XIAO Honggen, Professor, School of Hotel and Tourism Management, The
Hong Kong Polytechnic University

香港理工大学酒店及旅游业管理学院教授 **肖洪根**

DAI Bo, Deputy Secretary General, Guilin Municipal Committee of the CPC
中共桂林市委副书记 **戴波**

WANG Zixi, Director General, Guilin Municipal Bureau of Culture, Radio,
Television and Tourism

桂林市文化广电和旅游局局长 **王子西**

CHENG Daxing, Director General, Foreign Exchange and Cooperation
Division of Guangxi Zhuang Autonomous Region 's Department of
Culture and Tourism

广西壮族自治区文化和旅游厅对外交流合作处处长 **程大兴**

AIM OF THE FORUM 论坛宗旨

The pandemic has caused an unprecedented disruption to tourism, with a massive fall of international tourism demand and travel restrictions put in place by countries in order to control the spread of the virus. This has put more than 100 million jobs at risk, many of them in small and medium enterprises.

新冠肺炎疫情给旅游业造成了前所未有的冲击，各国为控制病毒传播而实行旅游限制，国际旅游需求大幅下降，导致超过一亿个工作岗位面临危险，其中许多是中小企业。

Nonetheless, opportunities and challenges co-exist; the industry is on the eve of recovery and transformation into its next stage of businesses and operations. It is thus essential to reflect upon and prepare for a more sustainable and resilient future of the tourism industry.

尽管如此，机遇与挑战并存，旅游行业正处于复苏前夕，其商业及其运作模式将转型进入新的发展阶段。因此，有必要对旅游业发展更加可持续性和未来更具复原力进行反思和做好准备。

In view of the above, the *15th UNWTO/PATA Forum on Tourism Trends and Outlook* will address the theme *“Tourism and Rural Development”* in its 2021 annual forum.

有鉴于此，2021年举办的第十五届联合国世界旅游组织/亚太旅游协会旅游趋势与展望国际论坛以“旅游与乡村发展”为主题。

Aiming to serve as a knowledge platform for National Tourism Administrations, National Tourism Organizations and Destination Management Organizations, government officials, NGOs, industry practitioners, and academics to share trends and insights, research findings and practices, this year's forum intends to deliver on the following objectives:

今年的论坛旨在提供知识平台，供国家旅游管理局、国家旅游组织和目的地管理机构、政府官员、非政府组织、业界人士和学术界人士分享趋势和见解、研究结果和实践

做法，今年的论坛目的在于达到以下目标：

- **Analyze the challenges and opportunities facing the industry during the pandemic with a focus on tourism fostering rural development.**
分析旅游业在新冠疫情期间面临的挑战和机遇，重点是旅游业促进乡村发展。
- **Exchange views on and prepare for the transition and transformation of tourism into a more sustainable, resilient and ethical growth.**
就旅游业向更可持续、更具复原力和更符合伦理成长的过渡与转型交换意见和做好准备。
- **Share practices and strategies on tourism recovery with an emphasis on the promotion of domestic travel, staycation and community-based tourism.**
以促进国内旅游、宅度假和社区旅游为重点，分享旅游复苏实践与策略。

PARTICIPANTS 与会代表

The Forum is aimed at:

论坛面向：

- **Representatives from National Tourism Administrations, National Tourism Organizations and Destination Management Organizations, dealing with research, trends and market intelligence.**
国家旅游部门、旅游组织和目的地管理机构负责研究趋势与市场情报的代表
- **Practitioners from tourism industries (airlines, transport services, accommodation sector, tour operators, destination marketers, digital media professionals, tourism consultancies, etc.).**
来自旅游行业的从业人员（航空公司、运输服务、住宿业、旅游运营商、目的地行销人员、数字媒体专业人士、旅游咨询公司等）
- **Academics from research institutes and universities, and postgraduate/research students in tourism and hospitality.**
来自研究机构和大学之学者，以及旅游和酒店管理专业的研究人员、研究生。

FORUM FORMAT 论坛架构

The **one-day hybrid** forum will cover:

为期一天的论坛将包括：

a) **Keynote presentations**, to feature on tourism recovery in worldwide destinations and foreseeable transitions or transformations of tourism into a future of sustainable, resilient, ethical and community-based development.

主旨发言，重点介绍世界各地旅游业的复苏以及旅游业可预见的过渡或转型为未来具有可持续性、有复原力、符合道德和以社区为基础的发展。

b) **Panel discussions**, with an emphasis on tourism fostering rural/community development and short-haul destination marketing.

小组讨论，重点为旅游促进乡村及社区发展与短线目的地营销。

Preliminary Programme 论坛议程

14 October 2021

2021 年 10 月 14 日

09:00—22:00: Registration 报到注册

18:00—21:30: Watching the show Night of Guilin

(Official Welcome Dinner)

参加第十一届桂林山水文化旅游节文化体验演出—桂林之夜暨招待晚宴

Day One: 15 October 2021 (Venue: Shangri-la Hotel, Guilin)

第一日：2021 年 10 月 15 日 (地点：桂林香格里拉大酒店)

	Opening Ceremony 开幕式
08:30— 09:10	Moderator: LI Chu, Mayor of Guilin 主持人：桂林市市长李楚 • ZHOU Jiabin, Secretary of Guilin Municipal Committee of the CPC 中共桂林市委书记周家斌 • Zurab POLOLIKASHVILI, Secretary General, UNWTO (video message) 联合国世界旅游组织秘书长祖拉布·波洛利卡视频致辞 • Liz ORTIGUERA, CEO, PATA (video message) 亚太旅游协会首席执行官丽兹·奥蒂葛拉视频致辞 • Kaye CHON, Dean and Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University (video message) 香港理工大学酒店及旅游业管理学院院长、讲座教授田桂成视频致辞

	• LI Bin, Vice Chairman, Guangxi Zhuang Autonomous Region People's Government 广西壮族自治区副主席李彬致辞
09:10— 09:50	Keynote Presentation 主旨发言 Moderator: XIAO Qu, Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University 主持人：香港理工大学酒店及旅游业管理学院副教授 肖曲 Tourism and rural development: Instances and practices in Guangxi and Yunnan, China 中国广西和云南旅游与乡村发展案例和实践 BAOJigang, Professor of Sun Yat-sen University, Director of the Monitoring Center for UNWTO Sustainable Tourism Observatories 中山大学教授、联合国世界旅游组织旅游可持续发展观测点管理与监测中心主任 保继刚
09:50— 10:20	Group Photo&Coffee break 合影及茶歇
10:20— 11:20	Session 1: Placing Tourism as a Strategic Pillar in Policies for Rural Development 分组讨论一：将旅游业作为农村发展政策的战略支柱 Moderator: XIAO Honggen, Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University 主持人：香港理工大学酒店及旅游业管理学院教授 肖洪根 Panellists 讨论成员 1. Sandra CARVAO, Chief, Tourism Market Intelligence and Competitiveness , UNWTO (pre-recorded presentation) 联合国世界旅游组织旅游市场情报与竞争力负责人桑德拉·卡芙奥 2. Christina LEALA GALE, Manager of the Sustainable Tourism and Research Division, South Pacific Tourism Organisation (SPTO) (pre-

	recorded presentation) 南太平洋旅游组织可持续旅游与研究部主任 克里斯蒂娜·里拉·盖尔 3.Amran HAMZAH, Professor in Tourism Planning and Director, Centre for Innovative Planning and Development (CIPD), Centre for Innovative Planning and Development (CIPD), University Technology Malaysia Faculty of Built Environment and Surveying 马来西亚理工大学创新规划与发展中心主任及旅游规划教授 Amran HAMZAH
11:20— 12:50	Session 2: New opportunities for tourism and rural development: Sustainability, innovation, and technology 分组讨论二：旅游业和农村发展的新机遇：可持续、创新和技术 Moderator:John KOLDOWSKI, Special Advisor, PATA, and Professor & Foreign Expert, School of Tourism, Leshan Normal University, Sichuan, Chin 主持人：中国四川乐山师范大学教授、亚太旅游协会特别顾问张科德 Panelists 讨论成员 1. Tourism as a mechanism for rural revitalization: Potentials and constraints 旅游业作为农村振兴机制之潜力与制约因素 Joseph CHEER, Professor, Center for Tourism Research, Wakayama University, Japan 日本和歌山大学旅游研究中心教授 约瑟夫·契尔 2. Resilience through Rural Tourism Diversification 多元化发展恢复乡村旅游 Graham HARPER, Sustainability & Social Responsibility, Advisor, PATA

	亚太旅游协会可持续与社会责任顾问 格雷厄姆哈伯 3. Annette SHARP, Director, China Digital Agency and The Mana Tourism Collective, Australia 中国数字机构和澳大利亚马纳旅游集团董事 安利特·夏普 4. Video sharing: Featured landscape photography of Russel WONG - with special arrangement by PATA 亚太旅游协会特别安排：特色山水摄影经验分享—新加坡摄影大师 Russel WONG
12:50— 14:15	Lunch 午餐
14:15— 14:40	Keynote Presentation 主旨发言 Moderator: Guilin 主持人：桂林 Rural Revitalization through Tourism Development —— The Next Stage of Tourism-Based Poverty Alleviation 探索旅游减贫路径，畅想乡村振兴前景 LIU Shijun, Secretary General of World Tourism Alliance, Beijing, China 世界旅游联盟秘书长 刘士军
14:40— 16:05	Session3: Rural development through tourism: The prospects and perspectives of education 分组讨论三：通过旅游发展乡村：旅游教育视觉与展望 Moderator: XIAO Qu, Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University 主持人：香港理工大学酒店及旅游业管理学院副教授 肖曲 Panelists 讨论成员 1. Innovations and Leadership in Rural Tourism Development 乡村旅游发展的引领与创新

	Kaye CHON, Dean and Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University 香港理工大学酒店及旅游业管理学院院长、讲座教授田桂成 2. Rural tourism development and villager training system 乡村旅游发展与村民培训体系 SHEN Han, Professor, Department of Tourism, Fudan University 复旦大学旅游学院教授沈涵 3. Rural Tourism Development Internship -乡村旅游发展实习 Ben KGOH, Professor and Dean, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology 澳门科技大学酒店與旅遊管理学院教授及院长 吳国民 4. Emerging Trends of Travel & Tourism in the Wake of COVID-19 and its Implications for Rural Development 疫情之后的旅游业及其对乡村旅游的启示 Sarah WANG, Regional Director – Greater China, World Travel & Tourism Council 世界旅游及旅行业理事会大中华区总监 王小石
16:05— 16:20	Coffee Break 茶歇
16:20— 17:50	Session 4: Short-range source markets for Guilin tourism 分组讨论四：桂林入境近程客源市场研究 Moderator: XIAO Honggen, Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University 主持人：香港理工大学酒店及旅游业管理学院教授 肖洪根 Panelists 讨论成员

	1. Marketresearch – Macao tourists to Guilin 市场研究—澳门客源市场 CHAN I Man, School of Hotel and Tourism Management, The Hong Kong PolytechnicUniversity 香港理工大学酒店及旅游业管理学院 陳漪雯 2. Marketresearch – Hong Kong tourists to Guilin 市场研究—香港客源市场 Carla VENNIN, School of Hotel and Tourism Management, The Hong Kong PolytechnicUniversity 香港理工大学酒店及旅游业管理学院 卡拉·维尼 3. Event marketing and rural development: A perspective on LongjiScenicArea 事件营销与乡村发展：以龙脊梯田为例 WU Zhongjun,College of Tourism and Landscape Architecture, Guilin University of Technology 桂林理工大学旅游与风景园林学院院长、教授 吴忠军 4. Guilin: Becoming a world-class destination 桂林：打造世界级旅游城市 Claire CHIANG, Senior Vice President / Chairperson - China Business Development, BanyanTree Holdings Ltd. 悦榕集团高级副总裁、中国业务发展主席 张齐娥
17:50— 18:20	Moderator: Guilin 主持人：桂林 Conclusion 总结 Harry HWANG, Director, Regional Department for Asia and the Pacific, UNWTO(online)

	联合国世界旅游组织亚太部主任黄海国在线致辞 Liz ORTIGUERA, CEO, PATA(video message) 亚太旅游协会首席执行官 丽兹·奥蒂葛拉 视频致辞 XIAO Qu, Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University 香港理工大学酒店及旅游业管理学院副教授肖曲
18:30— 20:00	Dinner 晚餐

Day Two and DayThree:16-17 October 2021 (Technical Tour)

第二日及第三日：2021 年 10 月 16-17 日 (技术考察)

Time 时间	Programme 行程安排
16th October 2021 2021 年 10 月 16 日	
08:00	Gathering at the lobby of Shangri-La Hotel 香格里拉大酒店大堂集合
08:10-08:25	Take bus to Guihai Steles Forest 乘坐大巴前往桂海碑林
08:30-09:00	Tour to the Guihai Steles Forest 考察桂海碑林
09:15-09:35	Take bus to the Guihua Commune 乘坐大巴前往桂花公社
09:40-10:50	Visit the Guihua Commune; 桂花公社参观体验
11:00-13:00	Take bus to Longji terrace fields 乘坐大巴前往龙胜龙脊梯田
13:15-14:15	Lunch 午餐
14:30-17:00	Visit Longji terrace fields (Ping'an Village) 考察龙脊梯田景区 (平安寨)
17:00-18:30	Back to Guilin by the same bus 乘坐大巴返回桂林
18:50-19:50	Dinner at Shangri-La Hotel 桂林香格里拉大酒店晚餐

20:00-20:30	Take bus to the East West Street which used to be blocks in Ming Dynasty 乘坐大巴前往明代街区桂林东西巷景区
20:30-21:00	Enjoy the night view of the East West Street and Xiaoyao Tower which is the new City symbol of Guilin 考察东西巷景区夜景，考察桂林新城徽逍遥楼
21:15-21:30	Back to Shangri-La Hotel by bus.乘坐大巴返回桂林香格里拉大酒店
17 th October 2021 2021 年 10 月 17 日	
08:30	Gathering at the Shangri-La Hotel lobby 香格里拉大酒店大堂集合
08:40-09:00	Take bus to the Solitary Beauty Peak-Prince City Scenic Area 乘坐大巴前往独秀峰-王城景区
09:00-10:00	Sightseeing at Solitary Beauty Peak-Prince City Scenic Area 考察独秀峰-王城景区
10:00-14:00	乘坐大巴前往杨堤码头 Be transfer to Yangdi pier Boarding at Yangdi pier, take a leisurely cruise on the Li River 乘坐大巴前往杨堤码头杨堤码头上船，乘坐漓江游船考察启迪无数中外书画名人的漓江风景名胜
14:00-14:40	Get off the cruise at Longtongshan Pier and take a short battery car trip to the bus parking lot 龙头山码头乘坐电瓶车前往旅游停车场
15:00-17:10	Hiking along the Yulong River. Have a visit of Yangshuo Ancient Garden Hotel 遇龙河徒步道漫步，考察阳朔墨兰山舍酒店
17:30-18:30	Dinner in Yangshuo 阳朔晚餐
18:40-21:00	Be transfer to Guilin Romance Park Tour to the Romance Park and watch the Guilin Romance Show. 乘坐大巴前往千古情景区考察
21:00-22:30	Back to Guilin by bus 结束考察，乘坐大巴返回桂林

Notice 论坛须知

Dinning Venue in Shangari-la Hotel 酒店用餐地点

Date 日期	Breakfast 早餐	Lunch 中餐	Dinner 晚餐
14th Oct 10 月 14 日	---	Li Café Restaurant on the 1st Floor 一楼滴咖啡	Guilin Sunac International Tourism Resort 桂林融创国际旅游度 假区、Li Café Restaurant on the 1st Floor 一楼滴咖啡
15th Oct 10 月 15 日	Li Café Restaurant on the 1st Floor 一楼滴咖 啡	Li Café Restaurant on the 1st Floor 一楼滴咖啡	Li Café Restaurant on the 1st Floor 一楼滴 咖啡
16th Oct 10 月 16 日	Li Café Restaurant on the 1st Floor 一楼滴咖 啡	Longsheng County 龙胜县	Li Café Restaurant on the 1st Floor 一楼滴 咖啡
17st Oct 10 月 17 日	Li Café Restaurant on the 1st Floor 一楼滴咖 啡	On the Boat 船上中餐	Yangshuo County 阳朔县
18st Oct 10 月 18 日	Li Café Restaurant on the 1st Floor 一楼滴咖 啡	Li Café Restaurant on the 1st Floor 一楼滴咖啡	---

1. There are special dining areas with signage for Muslims and vegetarians at dining places.

穆斯林餐和食素餐均在就餐地点设有专门就餐区域和指示标识。

2. Please settle account for the following personal expenditure, if any, before check-out: long-distance call, laundry service, fax, use of mini-bar, food in the bar and other entertainment expenditures in the hotel.

论坛期间在酒店内长途电话、洗衣、传真、客房冰箱饮料、吧台食品及其他娱乐消费均自理，请于离店前结清。

3.The address of the Conference is the same as the hotel accommodating the participants: Shangri-La Hotel, Guilin

ADD:111 Huan Cheng Bei Er Lu, Guilin, Guangxi, 541004, China

Tel: 0086-773-2698888 Fax: 0086-773-5619799

论坛地点在嘉宾入住的同一个酒店,桂林香格里拉大酒店

地址:桂林市环城北二路 111 号; 电话: 0086-773-2698888; 传真:0086-773-5619799

Kind Reminder 温馨提示

Sanitary and Epidemic Prevention 防疫要求

1. All Guests need to strictly abide Guangxi's Covid-19 prevention and control regulations. Guest need to make sure to bring personal ID, nucleic acid test certificate within 3 days, 14 days location tracking record and green Health Code. All guests can enter the venue only after passing the real name identification and temperature check.

各位嘉宾需严格遵守广西新冠疫情防控的各项规定，携带好个人证件，且需持有 3 天内核酸检测阴性证明，14 天行动轨迹和广西地区“健康码”、全程疫苗。所有嘉宾在通过实名制核验和体温检查合格后，方可进入活动场所。

2. Make sure always wear a face mask and keep a safe distance from other participant.

活动期间需全程坚持佩戴口罩，并与他人保持安全距离。

3. If you have a bad cold, fever, cough and etc., please inform the organizer immediately.

论坛期间如有感冒，发烧，咳嗽等情况，请及时告知导游或工作人员。

4. All buses have equipped with a medical box, including: face masks, hand sanitizer, antibacterial tissues and disinfection sprays.

技术考察期间车上配有防疫健康医药箱，如有需要可向导游领取：口罩、免洗消毒液、抑菌消毒纸巾、消毒喷雾等。

5. Organizer has prepared each guest an epidemical prevention kit, including: face masks, hand sanitizer, antibacterial tissues, medical alcohol disinfectant.

论坛组织方将为每位嘉宾配备防疫包一份，包括：消毒湿纸巾，口罩，干洗手液，医用酒精消毒液。

6. Please follow the schedule of this booklet, and take the bus and dine according to organizer's planning. If any adjustment is needed, please inform the organizer or your escort.

请按照《接待手册》的日程准时参加各项活动，并按照分配方案乘坐大巴车和

用餐。如有临时调整，由随车工作人员另行通知。

7. Please wear a mask all time, and keep a safe distance from others. In order to ensure the safety for all participants, please do not go out without groups. (If you really need to leave the group, please inform the organizer).

外出期间请坚持佩戴口罩，并与他人保持安全距离，为保证团队防疫安全，请嘉宾随团活动，不单独外出（如确需离团外出，请提前告知工作人员）。请妥善保管个人贵重物品，注意财产安全。