

The 19th UN Tourism/PATA Forum on
TOURISM TRENDS AND OUTLOOK

第 19 届联合国世界旅游组织/亚太旅游协会旅游趋势与展望大会

Theme:

*Synergy in Motion: Charting New Frontiers for a Resilient, Sustainable,
and Smart Tourism Ecosystem*

(主题：协同前行：开拓旅游生态新领域)

September 18-20, 2025

2025 年 9 月 18-20 日

Guilin, China

中国·桂林

(as of 29 August 2025)

In collaboration with



Preliminary Programme

会议议程

Registration: 17 September 2025

会议注册：2025 年 9 月 17 日

Venue: Shangri-la Hotel Guilin

地点：桂林香格里拉大酒店

Day One: 18 September 2025 (Technical Sessions)

第一天：2025 年 9 月 18 日专家会议

08:00— 09:00	Registration 签到
09:00— 09:30	Technical Keynote Presentation on the latest World Tourism Barometer (September 2025 issue) 主旨演讲：最新世界旅游晴雨表 Mr. Michel Julian, Senior Programme Officer, UN Tourism 联合国旅游组织高级项目官员米歇尔·朱利安
09:30— 10:45	Technical Session 1: New Governance and Policy for the Future of Tourism: Leveraging Data and Collaboration Moderator 主持人： Mr. Michel Julian , Senior Programme Officer, UN Tourism 联合国旅游组织高级项目官员米歇尔·朱利安 Panelists 小组嘉宾 (presentation ppt followed by debate): <ul style="list-style-type: none">- Ms. Ana Jemec Špik, Head of Data Analytics Hub, Slovenian Tourist Board, Slovenia- Macao Government Tourism Office (<i>to be confirmed</i>)- Mr. Fabio Montanheiro Nascimento, Manager, Data Intelligence and Competitiveness Department, EMBRATUR (Brazil)- Booking.com (<i>to be confirmed</i>)
10:45— 11:00	Coffee Break 茶歇
11:00— 12:00	Technical Session 2: Decoding Resilience: Charting the Future of APAC Travel with Data Moderator 主持人： Ms. Fernanda Rodak, Manager, Project Management, PATA 主持人： 亚太旅游协会项目管理经理费尔南达·罗达克 <ul style="list-style-type: none">- Mr. Deepak Raj Joshi, Chief Executive Officer, Nepal Tourism Board

	<ul style="list-style-type: none"> - Mr. Bharat Nagpal, Senior Director, APAC Sales, Adara - Mr. Olivier Ponti, Director, Intelligence and Marketing, ForwardKeys - Mr. Hanh Nguyen, General Manager, Intrepid Travel Vietnam
12:00— 14:00	Lunch 午餐
14:30— 15:30	<p>Technical Session 3: Empowering Tourism Talent: Bridging Education, Research, and Industry for a Sustainable Future 分组讨论三:</p> <p>Moderator 主持人: Professor Billy Bai, Associate Dean, School of Hotel and Tourism Management, Hong-Kong Polytechnic University 香港理工大学酒店及旅游业管理学院副院长及教授白秀成</p> <p>Panelists 小组嘉宾:</p> <ul style="list-style-type: none"> - Professor Yuheng Zheng, Associate Dean and Associate Professor, Hospitality Management and Culinary Arts, Tourism College of Zhejiang 浙江旅游职业学院酒店管理与厨艺学院副院长及副教授郑羽衡 - Professor Jingqiang WANG, Associate Professor and Director of the Tourism Experimental Teaching Center of Huaqiao University and National Tourism Experimental Teaching Demonstration Center, 华侨大学旅游学院高级实验师及副教授, 国家级旅游实验教学示范中心主任, 旅游虚拟仿真实验中心主任汪京强 <p><i>More information on panelists will be provided soon</i></p>
15:30— 15:45	Coffee Break 茶歇
15:45— 17:30	<p>Technical Session 4: MICE Tourism: Redefining Business Events Through Cross-Border Collaboration and Tech-Driven Innovation 分组讨论四:</p> <p>Moderator 主持人: Mr XU Jing, Vice Chairman, Global Tourism Economy Research Center 世界旅游经济研究中心副主席徐京</p> <p>Panelists 小组嘉宾:</p> <ul style="list-style-type: none"> - Mr. Drakopoulos Georgios, CEO of Tourism Generis Consulting, Greece 希腊旅游智策咨询公司首席执行官德拉科普洛斯·乔治奥斯 - Mr. Jigang BAO, Professor of the School of Tourism Management of Sun Yat-sen University, Director of the Monitoring Centre for UN Tourism Sustainable Tourism Observatories in China 中山大学旅游学

	<p>院教授、联合国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</p> <p>- Mr. Keehun KIM, Professor, Department of Tourism & Convention, College of Hotel & Tourism, Youngsan University, Republic of Korea (to be confirmed)</p>
18:00—21:30	Welcome Dinner (by invitation) 欢迎晚宴（应邀参加）

Day Two: 19 September 2025 (Plenary Sessions)

第二天：2025 年 9 月 19 日 全体大会

08:00—09:00	Registration 签到
09:00—09:30	<p>Opening Ceremony 开幕式</p> <p>Moderator: Representative of Guilin 主持人：桂林市领导</p> <ul style="list-style-type: none"> • Representative of Guilin 桂林市代表 • Mr. Liu Shijun, Executive Director, UN Tourism 联合国旅游组织执行主任 刘士军 • Mr. Peter Semone, Chairman of PATA 亚太旅游协会主席 彼得·西蒙 • Professor Haiyan SONG, Associate Dean and Chair Professor, School of Hotel and Tourism Management, HKPU 香港理工大学酒店及旅游业管理学院副院长及讲座教授宋海岩 • Representative of the People's Government of Guangxi Zhuang Autonomous Region 广西壮族自治区人民政府代表
09:30—10:00	<p>Keynote Session 主旨发言</p> <p>Theme: The European Source Markets to Asia-Pacific TUI (to be confirmed)</p>
10:00—10:15	Group Photo& Coffee Break 合影和茶歇
10:15—11:45	<p>Panel Session</p> <p>Smart Destinations: Futureproofing destinations for sustainability and resilience</p> <p>小组讨论：</p> <p>Moderator 主持人：Mr. Michel Julian, Senior Programme Officer, UN Tourism</p>

	<p>Panelists 小组嘉宾:</p> <ul style="list-style-type: none"> - Mr. Ezequiel García Collantes, Director of Institutional Relations, SEGITTUR - Prof. Anthony Wong Kim Hooi, Managing Director of Frangipani Langkawi Resort & Spa and Founder of ASIAN Overland Tourism and Hospitality Group (<i>to be confirmed</i>) - Mr. Abdulaziz Alsultan, Digital Partnerships Executive Director, Saudi Tourism Authority, Saudi Arabia - Ms. Hani Han, Senior Marketing Manager, Tourism Marketing Team, Incheon Tourism Organization, Republic of Korea
11:45—14:30	Lunch 午餐
14:30—15:00	<p>Keynote Presentation 主旨发言: Fliggy (<i>to be confirmed</i>)</p>
15:00—16:15	<p>Panel Session: Measuring Success in the Tourism Economy 小组讨论:</p> <p>Moderator 主持人: Visa</p> <p>Panelists 小组嘉宾:</p> <ul style="list-style-type: none"> - Ms. Noor Waheed, Tourism & Destination Management Policy Executive, Ministry of Tourism and Environment, The Maldives - Dr. Fency Sivadasan, Director of Research, Sarawak Tourism Board - Mr. Alex Rayner, Chief Executive Director, Visitor Value, Australia
16:15—16:30	Coffee Break 茶歇
16:30-17:00	<p>Keynote Presentation 主旨发言:</p> <p>H.E. Mr. Ahmed Mustafa Fahmy Hafez, Ambassador, Head of League of Arab States Beijing Mission 阿拉伯国家联盟驻北京代表处主任、大使 艾哈迈德·穆斯塔法 (<i>to be confirmed</i>)</p>
16:30—17:30	<p>Closing Remarks 闭幕</p> <ul style="list-style-type: none"> • Representative of the Department of Culture and Tourism of Guangxi Zhuang Autonomous Region 广西壮族自治区文化和旅游厅代表 • Mr. Harry Hwang, Director, Regional Department for Asia and the Pacific, UN Tourism 联合国旅游组织亚太部主任黄海国

	<ul style="list-style-type: none"> • Mr. Peter Semone, Chairman of PATA 亚太旅游协会主席 彼得·西蒙 • Professor Haiyan SONG, Associate Dean and Chair Professor, School of Hotel and Tourism Management, HKPU 香港理工大学酒店及旅游业管理学院副院长及讲座教授宋海岩
17:30—19:30	Dinner 晚餐

Day Three: 20 September 2025 (Technical Tour)

第三天：2025 年 09 月 20 日技术考察

Rute A: Lijiang River Cruise to Yangshuo (The Panorama of Rivers and Mountains ,Yulong River night dragon boat show)

A 线：漓江—阳朔（漓江、阳朔千里江山图、遇龙河金龙巡游）

Rute B: Explore the source of Lijiang River and experience the Leisure Drifting, visit to Longtan, River Scenic Spot.

B 线：兴安漓江源景区（窝囊漂）、龙潭江景区