



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



## UNWTO/Chimelong Initiative: Workshop for Poverty Reduction and Tourism Development in Guangdong, China

Guangdong, China, 24-25 Mar

### Preliminary Programme

#### Day 1 March 24, 2017

**08:30 – 09:00 Registration**

**09:00 – 09:40 Opening**

Welcome remarks by Mr. Xu Jing, Regional Director for Asia and the Pacific, UNWTO  
Welcome remarks by Ms. Ceng Yingru, Director of Tourism Administration of Guangdong Province  
Welcome remarks by Mr. Zhao Songfeng, Chairman of Guangdong Foundation for Poverty Alleviation  
Welcome remarks by Mr. Xiong Xiaojie, Vice President and General Manager of Marketing Department of Guangdong Chimelong Group

**09:30 – 10:00 Keynote Speech on Global Tourism Trend**

Mr. Xu Jing, Director of Regional Programme for Asia and the Pacific, UNWTO

**10:00 – 10:40 Session 1 - Tourism development and the correlation with poverty reduction**

Professor Bao Jigang, Dean to School of Tourism of Sun Yat-Sen University and Director of Monitoring Centre for UNWTO Sustainable Tourism Observatories (MCSTO)

**10:40 – 10:55 Coffee/tea break**

**11:00 – 12:00 Session 2 – Tourism Initiatives of Poverty Reduction in Guangdong**

Mr. Mei Qijie, Deputy Director of Tourism Administration of Guangdong Province

**12:00 – 12:15 Group Photo**

**12:15 – 13:50 Lunch**



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**14:00 – 15:30 Session 3 - Case studies**

**UNWTO Sustainable Tourism Observatories – Chengdu Observatory**

Ms. Duoyangnamu, Director of Tourism Administration of Chengdu

**UNWTO ST-EP Initiatives**

Ms. Mandy Ho, Regional Programme for Asia and the Pacific, UNWTO

**Chimelong case**

Mr. Xiong Xiaojie, Vice President and General Manager of Marketing Department of Guangdong Chimelong Group

**Guangdong case**

Representative of Tourism Administration of Guangdong Province

**15:30 – 15:45 Coffee/tea break**

**15:45 – 16:10 Q&A Session**

Professor Bao Jigang, Dean to School of Tourism of Sun Yat-Sen University and Director of MCSTO

**16:10 – 16:30 Conclusions and Recommendations**

Professor Bao Jigang, Dean to School of Tourism of Sun Yat-Sen University and Director of MCSTO

**16:30 – 17:45 Visit Chimelong Safari Park New Project**

**18:00 – 19:15 Welcome Dinner hosted by Chimelong**

**19:30 – 21:10 Chimelong International Circus**

**Day 2 Mar 25, 2017**

**08:30 – 12:15 Technical tour**

Half day visit to Chimelong Qingyuan Project

**12:15 – 13:30 Lunch**