

The 17th UNWTO/PATA Forum on **TOURISM TRENDS AND OUTLOOK**

第十七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: Transforming tourism for people, planet, and prosperity

主题：旅游业转型：造福人民、保护地球、促进繁荣



26-28 October 2023 Guilin, China

2023 年 10 月 26-28 日 中国 桂林

In collaboration with 合作单位

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Organisers 主办单位

United Nations 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

International Media Support 国际媒体支持

China Daily 《中国日报》

Date 日期

26-28 October 2023
2023年10月26-28日

Venue 活动地点

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

— AIM OF THE FORUM 论坛宗旨 —

Sustainability in tourism relies on the implementation of sustainable tourism policies, engagements of local communities, the promotion of sustainable practices in businesses, the heightening of tourist awareness, and collaborations among tourism stakeholders.

旅游业的可持续性依赖于可持续旅游政策的实施、当地社区的参与、商业可持续实践的推广、提高游客意识以及旅游利益相关者之间的合作。

Balancing preservation, people, and productivity can support the industry's long-term viability and contribute to the achievement of the United Nations Sustainable Development Goals. Through preserving natural and cultural resources, promoting the well-being of local communities, and fostering positive social and cultural transformation in destination societies, tourism can create a positive and long-lasting impact on the productivity and quality of life of both tourists and locals.

平衡保护、人民和生产力可以支持该行业的长期可持续发展，并为实现联合国可持续发展目标做出贡献。通过保护自然和文化资源、促进当地社区的福祉，并在目的地社会中促进积极的社会和文化转变，旅游业可以对游客和当地居民的生产力和生活质量产生积极而长久的影响。

In view of the above, the **17th UNWTO/PATA Forum on Tourism Trends and Outlook** will address the theme “**Transforming tourism for people, planet, and prosperity**” in its 2023 annual conference.

鉴于上述情况，**第十七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**将在其2023年年会上探讨主题「**旅游业转型：造福人民、保护地球、促进繁荣**」。

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:

本届论坛旨在为国家旅游管理机构、旅游组织和目的地管理组织、政府官员、非政府组织、行业从业者和学者提供一个知识平台，分享趋势和见解、研究成果和实践经验，旨在实现以下目标：

- To explore innovative approaches and best practices for balancing preservation, people, and productivity in sustainable tourism.

探索在可持续旅游中平衡保护、人民和生产力的创新方法和最佳实践。

- To foster collaboration and knowledge-sharing among stakeholders in the tourism industry.

促进旅游业利益相关者之间的合作和知识共享。

- To promote awareness and education about sustainable tourism among forum attendees and the broader general public.

在论坛与会者与更广泛的公众中提高可持续旅游意识和教育。



— 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、目的地营销人员、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 **two-day** conference will cover:

为期两天的会议将涵盖以下内容：

- a) **Keynote presentations**, to feature on the latest trends, innovations, challenges and opportunities, and the future of sustainable tourism.
主题演讲，重点介绍最新的趋势、创新、挑战和机遇，以及可持续旅游的未来发展。
- b) **Panel discussions**, with an emphasis on various stakeholders, including governments, tourism businesses, NGOs, local communities, and tourists themselves, in achieving sustainable tourism.
小组讨论，重点关注各利益相关者，包括政府、旅游企业、非政府组织、当地社区和游客本身，在实现可持续旅游方面的作用。

— Preliminary Programme 会议议程 —

Registration: 25 October 2023

会议注册：2023年10月25日

Venue: Shangri-la Hotel Guilin

地点：桂林香格里拉大酒店

Day One: 26 October 2023 (Technical Sessions)

第一天：2023年10月26日专家会议

08:00 - 09:00	Registration 签到
09:00 - 10:00	Technical Session 1: Rethinking Tourism in post-pandemic times: understanding and adapting to new trends 分组讨论一：全球旅游业可持续发展 Moderator: Eunji TAE, Officer of Regional Department for Asia and the Pacific, UNWTO 主持人：联合国世界旅游组织亚太地区部官员太垠之 Panelists 小组嘉宾 1. World Tourism Trends and Outlook: understanding changes to react and adapt 世界旅游趋势和展望：了解变化以做出反应和适应 Michel JULIAN, Senior Officer of Tourism Market Intelligence and Competitiveness, UNWTO 联合国世界旅游组织旅游市场情报和竞争力部高级官员米歇尔·朱立安 2. Understanding and adapting to new trends 了解并适应新趋势 Oliver PONTI, Vice President Insights, ForwardKeys (Spain) ForwardKeys 公司（西班牙）副总裁 Oliver PONTI 3. How Korea is using big data in post-pandemic tourism strategy to meet changing consumer demand and to achieve a smart and sustainable tourism 韩国如何在疫情后的旅游战略中利用大数据来满足不断变化的消费者需求，实现智慧和可持续旅游 Haesook MA, Deputy Director, Tourism Big Data Strategy Team, Korea Tourism Organization 韩国旅游发展局旅游大数据战略组副组长 Haesook MA
10:00 - 10:15	Coffee Break 茶歇
10:15 - 11:45	Technical Session 2: Exploring Sustainable Tourism Development: Leveraging China's Tourism Potential 分组讨论二：探索可持续旅游发展：发挥中国旅游潜力 Moderator: Shanhua XIONG, Vice President of Beijing Minsheng Think Tank and Consulting Co. Ltd and Director of Tourism and Culture Research Center, Former Deputy Director General of Marketing & International Department of China National Tourism Administration 主持人：北京民生智库副总裁兼文化旅游研究中心主任，原国家旅游局国际司副司长熊山华 Panelists 小组嘉宾 1. Successful cases of Tourism for the World Canal Culture 世界运河文化旅游成功案例 Rudy VAN DER WEEN, President, Inland Waterways International (IWI) 内河航道国际组织主席鲁迪·范德温 2. Jason WANG, Chief Operating Officer, Global Tourism Economy Forum 世界旅游经济论坛首席运营官王硕 3. Chao ZHANG, Senior Marketing Lead of China, Airbnb, USA 爱彼迎（美国）中国市场负责人张超 4. Xiaoguang ZHOU, General Manager, Odynovo Tours, China 桂林唐朝国际旅行社总经理周晓光
11:45 - 12:00	*ANNOUNCEMENT OF WCC 2026 HOSTING RIGHTS 2026年世界运河大会举办权宣布仪式
12:00 - 14:00	Lunch午餐

14:00 - 15:30	Technical Session 3: Digital Frontiers: Leveraging Technology for Sustainable Tourism 分组讨论三：数字前沿：利用技术实现可持续旅游业 Moderator: Pavnesh KUMAR, Director of Sustainability, PATA 主持人：亚太旅游协会可持续发展与社会责任项目主任Pavnesh KUMAR Panelists 小组嘉宾 1. Harnessing the power of data to drive sustainable tourism through government policies & programs 利用数据的力量通过政府政策和计划推动可持续旅游业 Leo LIU, Vice President for Business Development, Public Sector, MasterCard, USA 万事达卡(美国)公共部门业务发展副总裁 Leo LIU 2. Anthony HOGLUND, Vice President & General Counsel, Asia Pacific, Amadeus Asia, Ltd 艾玛迪斯亚洲有限公司亚太区副总裁兼总法律顾问 Anthony HOGLUND 3. Balancing Travel and Urban Development with Open Data 利用开放数据平衡出行和城市发展 Samson CHAN, Director, Business and Partnership of Vpon Big Data Group, Hong Kong SAR 威朋大数据集团(香港)业务与合作总监 Samson CHAN 4. TOUROMETER: A tool to support social sustainability of tourism TOUROMETER: 支持旅游业社会可持续发展的工具 Cathy HSU, Chair Professor of Hospitality and Tourism Marketing, 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讲座教授徐惠群
15:30 - 15:45	Coffee Break 茶歇
15:45 - 17:30	Technical Session 4: Empowering People in Tourism 分组讨论四：为旅游业人才赋能 Moderator: Honggen XIAO, 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 小组嘉宾 1. Employees: Our Most Valuable Resource 员工：我们最宝贵的资源 Nicholas THOMAS, 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 Nicholas THOMAS 2. Simon TIAN, Chief Executive Officer, Menduner & Huomiaoe, China 门墩儿招聘、火苗儿校企(中国), 首席执行官田森 3. Targeting tourism human resources empowerment in world-class tourism cities 世界级旅游城市旅游人力资源赋能靶向 Changrong LING, Professor, Tourism Management Department, School of Business, Guangxi University 广西大学商学院旅游管理系教授凌常荣
18:00 - 19:30	Welcome Dinner 欢迎晚宴
20:00 - 22:00	Technical Tour 技术考察: Visit Guilin Intangible Culture Heritage Experience Museum 桂林市非物质文化遗产体验馆观看“八桂戏韵”沉浸式演出 + “西山雅集”生活美学体验

Day Two: 27 October 2023 (Plenary Sessions)

第二天：2023年10月27日 全体大会

08:00 - 09:00	Registration 签到
09:00 - 09:30	Opening Ceremony 开幕式 Moderator: Chu LI, Mayor of Guilin 主持人：桂林市市长李楚 • Jiabin ZHOU, Deputy-Director of Standing Committee of Guangxi Zhuang Autonomous Region People's Congress, Secretary of Guilin Municipal Committee of the CPC 广西壮族自治区人大常委会副主任、中共桂林市委书记周家斌 • Beka JAKELI, Director of External Relations, UNWTO 联合国世界旅游组织对外关系主任贝卡·贾克利 • Peter SEMONE, Chairman, PATA 亚太旅游协会主席施明德 • 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及讲座教授田桂成 • Representative, Guangxi Zhuang Autonomous Region people's Government 广西壮族自治区人民政府领导 • Representative, Ministry of Culture and Tourism of the people's republic of China 文化和旅游部领导
09:30 - 10:15	Keynote Session 主旨发言 Topic: Changes in Supply and Demand Development and Innovation of Guilin Tourism Industry 主题：旅游产业的供需变化与桂林旅游业的发展与创新 Speaker 演讲嘉宾 Jigang BAO, Director of Monitoring Center for UNWTO Sustainable Tourism Observatories in China, Professor, Deputy Director of the Economics and Management Department, Director of Tourism Development and Planning Research Center of Sun Yat-sen University, Winner of the 16th Ulysses Prize awarded by UNWTO 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，中山大学经济与管理学部副主任、旅游发展与规划研究中心主任、教授，世界旅游组织第16届尤利西斯奖获得者保继刚
10:15 - 10:45	Group Photo & Coffee Break 合影和茶歇

10:45 - 12:00	Panel Session: How to work together to get prepared for a better future? 小组发言：如何共同努力，为更美好的未来做好准备？ Moderator: Michel JULIAN, Senior Officer of Tourism Market Intelligence and Competitiveness, UNWTO 主持人：联合国世界旅游组织旅游市场情报和竞争力部高级官员米歇尔·朱立安 Panelists 小组嘉宾 1. Tourism trends and outlook of Sarawak state and the way forward for a better future 砂拉越旅游趋势与展望：通往更美好未来 Fency SIVADASAN, Senior Manager-Research, Sarawak Tourism Board 马来西亚砂拉越旅游局高级经理（研究）Fency SIVADASAN 博士 2. Building a Sustainable, Inclusive, and Resilient Tourism Sector 建设可持续、包容和具有复原力的旅游部门 Akiko HAGIWARA, Principal Country Specialist, Asian Development Bank 亚洲开发银行首席国家专家 Akiko HAGIWARA 3. Navigating European Tourism Within a Transforming World 在变革中引领欧洲旅游 Lyublena DIMOVA, Senior Research Manager, European Travel Commission 欧洲旅游委员会高级研究经理 Lyublena DIMOVA 4. Strengthening Initiatives: The Role of Collaboration and Partnerships in Achieving UNWTO's Objectives 加强举措：协作和夥伴关系在实现世界旅游组织目标中的作用 Kanan ALIYEV, Officer, Tourism Market Intelligence and Competitiveness Department, UNWTO 联合国世界旅游组织旅游市场情报和竞争力部官员 Kanan ALIYEV
12:00 - 14:30	Lunch 午餐
14:30 - 15:45	Panel Session: Empowering Local Economies: Financial and Digital Literacy for Sustainable Tourism 小组发言：增强地方经济：可持续旅游中的金融与数据赋能 Moderator: Pavnesh KUMAR, Director of Sustainability, PATA 主持人：亚太旅游协会可持续发展与社会责任项目主任Pavnesh KUMAR Panelists 小组嘉宾 1. Peter WONG, Senior Director, Corporate Communications, Visa China Visa 中国企业传播部副总经理王东 2. Empowering Local Economies: Financial and Digital Literacy for Sustainable Tourism 赋能当地经济：可持续旅游业的金融和数字素养 Ida Ayu Danik SUARDHANI, BA Manager SUSTOUR project, Sustainable Tourism Destination Development-SUSTOUR 印尼SUSTOUR公司可持续旅游目的地开发项目经理 Ida Ayu Danik SUARDHANI 3. Digital Futures in Tourism: Empowering SMEs and Local Economies for Global Impact 旅游业的数字未来：增强中小企业和地方经济的全球影响力 Eunji TAE, Officer of Regional Department for Asia and the Pacific, UNWTO 联合国世界旅游组织亚太地区部官员太垠之
15:45 - 16:00	Coffee Break 茶歇

16:00 - 16:45	Concluding Keynote Presentation 主旨发言 Moderator: MC 主持人：MC Topic: Sustainable Travel Behaviour of Chinese Tourists 主题：中国游客的可持续旅游行为 Speaker 演讲嘉宾 Haiyan SONG, Associate 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副院长及讲座教授宋海岩
16:45 - 17:45	Closing Remarks 总结 Moderator: 主持人： • Beka JAKELI, Director of External Relations, UNWTO 联合国世界旅游组织对外关系主任贝卡·贾克利 • Peter SEMONE, Chairman, PATA 亚太旅游协会主席施明德 • 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及讲座教授田桂成 • Yi ZHENG, 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郑艺
18:00 - 20:00	Dinner 晚宴

Day Three: 28 October 2023 (Technical Tour)**第三天：2023年10月28日技术考察**

Technical Tour A 线路A行程安排	
Time 时间	Itinerary 行程
Integral → Li River Crusie → Ruyi Peak → Impression of Liusanjie 十如溢达纺织工业园 → 漓江 → 如意峰景区 → 印象刘三姐演出	
08:00	Gather at the lobby of Shangri-la Hotel 香格里拉大酒店大堂集合
08:00 - 08:40	Take Coach to INTEGRAL-ESQUEL'S SUSTAINABLE DEVELOPMENT GARDEN 驱车前往十如（溢达纺织工业园）
08:40 - 10:30	Visit Integral (Esquel Textile Industrial Park) 考察十如（溢达纺织工业园）
10:30 - 11:30	Take Coach to Yangdi Pier 驱车前往杨堤码头
12:00 - 14:00	Take a cruise to explore the Lijiang River 乘坐游船考察漓江
14:00 - 14:30	Arrive at Nanxunmen Pier, then visit West Street 抵达阳朔南薰门码头后，考察西街
14:40 - 15:10	Take Coach to Ruyi Peak 西街口上车前往阳朔如意峰景区
15:30 - 17:30	Visit Ruyi Peak 考察如意峰景区
17:30 - 18:00	Transfer to Gouweiwang Restaurant 前往阳朔勾味王餐厅
18:00 - 19:00	Dinner 晚餐
19:30 - 20:40	Enjoy the Large Guilin Scenery Live show - Impression of Liusanjie 观看大型山水实景演出印象刘三姐
21:00 - 22:30	Back to Shangri-la Hotel 返回香格里拉酒店

Technical Tour B

线路B行程安排

Time 时间	Itinerary 行程
Longji Rice Terraces Scenic spot→Visit UNWTO 'The Best Tourism Village'Dazhai Village→ Watch the long hair performance →Huangluo Yao Village China Long Hair TechnologyMuseum 龙脊梯田景区 → 联合国世界旅游组织“最佳旅游乡村”大寨村 → 观看长发表演黄洛瑶寨 → 长发博物馆	
08:30	Gather at the lobby of Shangri-la Hotel 香格里拉大酒店大堂集合
08:30 - 10:00	Take coach to Longji Rice Terraces Scenic spot 驱车前往龙脊梯田景区
10:00 - 10:40	Head to Dazhai Village, which has been selected by UNWTO as the 'Best Tourism Village' 出发前往被联合国世界旅游组织评选为“最佳旅游乡村”的大寨村
10:50 - 12:20	Stroll through Dazhai Village, including taking the cable car to the No.1 Viewing Platform 漫步大寨村，包含缆车前往一号观景台
12:20 - 13:00	Transfer to Long Hair Yao's village 乘车前往黄洛瑶寨
13:00 - 13:40	Lunch 午餐
14:30 - 15:20	Watch the show of Long Hair Yao, a unique cultural trail of the Yao ethnic group. 观看黄洛瑶寨长发瑶族演出
15:30 - 16:10	Visiting the China Long Hair Technology Museum 考察中国长发科技馆
16:10 - 17:40	Back to Guilin 返程回桂林

— Notice 参会须知 —

Warm Reminders 温馨提示

Dining Time 用餐时间：

Breakfast 早餐: 07:00–08:30 | Lunch 中餐: 12:00–13:30 | Dinner 晚餐: 18:00–19:30

Dinning Arrangement 就餐安排

Date 日期	Breakfast 早餐	Lunch 中餐	Dinner 晚餐
25th Oct 10月25日	—	—	Li Café Restaurant on the 1st Floor 一楼漓咖啡餐厅
26th Oct 10月26日	Li Café Restaurant on the 1st Floor 一楼漓咖啡餐厅	Li Café Restaurant on the 1st Floor 一楼漓咖啡餐厅	Welcome Dinner (Ball Room 3, the 1st Floor) 欢迎晚宴 (一楼大宴会厅三厅)
27th Oct 10月27日	Li Café Restaurant on the 1st Floor 一楼漓咖啡餐厅	Li Café Restaurant on the 1st Floor 一楼漓咖啡餐厅	Li Café Restaurant on the 1st Floor 一楼漓咖啡餐厅
28th Oct 10月28日 (Technical Tour 技术考察)	Li Café Restaurant on the 1st Floor 一楼漓咖啡餐厅	Longsheng & Yangshuo 阳朔县或龙胜县	Li Café Restaurant on the 1st Floor & Yangshuo 一楼漓咖啡餐厅或阳朔县
29th Oct 10月29日	Li Café Restaurant on the 1st Floor 一楼漓咖啡餐厅	—	—

NOTICE: Please present dining coupons for FORUM delegates before having meals.

温馨提示: 与会代表进入餐厅就餐时请出示本次会议专用餐券。

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.
会议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. Invited Participants are expected to board the coach at the gate of Ballroom 3 at 19:30, 26th October after the Welcome Dinner, leaving for Guilin Intangible Culture Heritage Experience Museum. Our staffs will show you to the allocated coach.
10 月 26 日 19:30 晚宴后，请受邀代表在酒店大宴会厅门口乘车前往桂林非物质文化遗产传承保护中心，观看“八桂戏韵”沉浸式演出+“西山雅集”生活美学体验。请跟随工作人员的指示搭乘就坐车辆
4. Participants for Technical Tour Route A (To Yangshuo) are expected to board the coach at 8:00am on 28th October in the front of the hotel gate.
请参加 10 月 28 日技术考察线路 A（阳朔）的代表于早上 8：00 在酒店门口统一乘车。
5. Participants for Technical Tour Route B (To Longsheng) are expected to board the coach at 8:30am on 28th October in front of the hotel gate.
请参加 10 月 28 日技术考察线路 B（龙胜）的代表于早上 8：30 在酒店门口统一乘车。
6. Dressing tips and advice: Business Attire is required for participating in the Forum Sessions on 26th - 27th Oct. for technical tour on 28th Oct, please take casual attire.
著装建议：请各位代表参加 10 月 26-27 日会议及活动时著正装，10 月 28 日技术考察著休闲装。
7. 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
会议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

