November 10 (Sunday): Arrival & Welcome Dinner

November 11 (Monday):

Anhui International Culture and Tourism Festival

November 12 (Tuesday): Working Meeting:

Moderator: Prof. ZHANG Chaozhi, Professor of School of Tourism Management, Sun Yat-sen University, UNESCO Chair on Sustainable Tourism in UNESCO Designated Sites at Sun Yat-Sen University, Technical Expert of Zhangjiajie Observatory

08:30-09:00 Remarks by Huangshan Municipal People’s Government, Department of Culture and Tourism of Anhui Province, UNWTO and MCSTO

09:00-09:10 Group photo

09:10-09:40 Ten-year Working Report of Huangshan Observatory

— Prof. XU Honggang, Dean of School of Tourism Management, Sun Yat-sen University, Technical Expert of Huangshan Observatory.

09:40-10:00 Five-year Working Report of Huangshan Observatory

— Prof. BAO Jigang, Director of MCSTO, Professor of School of Tourism Management, Sun Yat-sen University, Distinguished Professor of Changjiang Scholars.

10:00 -10:20 Five-year Working Report of Xishuangbanna Observatory

— Prof. BAO Jigang, Director of MCSTO, Professor of School of Tourism Management, Sun Yat-sen University, Distinguished Professor of Changjiang Scholars.

10:20 -10:50 Coffee Break
10:50 - 11:20  Report by UNWTO
   —— Ms. Birka Valentin, Senior Sustainable Tourism Programme Specialist, Sustainable Tourism Department, UNWTO

   —— Dr. Li Ping, Researcher of Dunhuang Academy China, Director of Mo Kao Grottoes Digital Display Center

11:50 - 12:20  Case study on Culture Innovation of the Palace Museum (TBC)
   —— Culture Innovation Department of the Palace Museum

12:20 - 12:30  Questions and Discussions

12:30  Lunch

14:00 - 14:20  Case study on Cultural Tourism in Mongolia (TBC)
   —— Ministry of Environment and Tourism of Mongolia

14:20 - 14:40  Case study on Cultural Tourism in Anhui Province
   —— Department of Culture and Tourism of Anhui Province

14:40 - 15:00  Case study on Cultural Tourism in Japan (TBC)
   —— Alcinda Trawen, Regional Support Office for Asia and the Pacific, UNWTO

15:00 - 15:20  Case study on Cultural Tourism in Henan Province
   —— Department of Culture and Tourism of Henan Province

15:20 - 15:50  Coffee Break

15:50 - 16:10  Report on Dubai Tourism Development
   —— Dr. Jasmine Locke, Director of Programme and Research Development, MODUL University Dubai

16:10 - 16:30  Case study on Australia (TBC)

16:30 - 16:50  Case study on Indonesia (TBC)
16:50 - 17:20 Discussion
17:20 - 17:30 Conclusion (MCSTO, UNWTO)

Night: Watching performance (TBC)

November 13 (Wednesday):
Field visit to Mt. Huangshan Scenic Area

November 14 (Thursday):
Morning Field visit to the World Cultural Heritage – Xidi & Hongcun Villages
Noon Lunch
Afternoon Departure