



**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
- 11:20 -11:50      Report on Cultural Tourism of Mo Kao Grottoes of Dunhuang  
——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