

PATA – WTCF China Dialogue
Supported by World Tourism Cities Federation (WTCF)
Sponsored by Dragon Trail International

As of April 29. Programme subject to change.

Day 2 -Thursday, May 16, 2024

- 1030-1230 PATA – WTCF China Dialogue**
Supported by World Tourism Cities Federation (WTCF)
Sponsored by Dragon Trail International
Venue: Tang, 2nd Fl.
 This special session will explore the dynamic landscape of China Inbound Tourism, delving into the various challenges and opportunities. The insightful discussions will focus on navigating cultural nuances, policy changes, and industry innovations shaping the future of tourism in China.
- 1030-1035 Welcome by Master of Ceremonies**
 Mr. George Cao, Co-founder & CEO, Dragon Trail International
- 1035 -1045 Congratulatory Remarks**
 Mr. Chen Bo, Executive Director, World Tourism Cities Federation (WTCF)
- 1045-1055 Welcome Remarks and Presentation on China Inbound Tourism Green Paper**
 Mr. Peter Semone, Chair, PATA
- 1055-1100 Joint Launch of China Inbound Tourism Green Paper by PATA & WTCF**
- Mr. Peter Semone, Chair, PATA
 - Mr. Chen Bo, Executive Director, WTCF
- 1100-1125 Keynote Speech Session: Presentation on Inbound Tourism to China from a Destination Perspective Keynote**
- 1100-1105 Beijing's Latest Policies and Initiatives and Facilitation Measures for Inbound Tourism**
 Ms. Zhang Jing, Director of Large Events Division of Beijing Municipal Culture and Tourism Bureau
- 1105-1110** Ms. Xia Jun, Vice Director General of Nanjing Culture and Tourism Bureau
- 1110-1115 Qingdao, Enhancing the Influence of Inbound Tourism**
 Ms. Fan Hui, Vice Director General of Qingdao Culture and Tourism Bureau
- 1115-1120 Exploring China's Inbound Tourism from a Destination Perspective**
 Mr. Albert Yip, Director General of Sanya Tourism Board
- 1120-1125 Presentation on Inbound Tourism to China from an Industry Perspective: Upgrading and marketing of inbound tourism products**
 Mr. Ning Guo Xing, Chief Government Officer, Utour

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1125-1155 Panel Discussion on the Challenges and Opportunities of China Inbound Tourism: Payment facilitation for inbound tourism

In recent years, the popularity of mobile payment services based on cell phones and other electronic devices has been increasing in China, and Chinese residents can basically solve their daily needs for food, shopping, housing, travel and transportation with a cell phone.

In contrast, the development of mobile payment services in some countries has not yet been popularised, thus creating a "digital divide" between foreign tourists and the electronic payment methods used in China.

In March 2023, the General Office of the State Council of the People's Republic of China just issued the Opinions on Further Optimizing Payment Services and Enhancing Payment Convenience, which put forward a lot of specific initiatives, and the general principle is that "large-value payments are made by credit card, small-value payments are made by payment code, and cash is used as the backstop".

- Large payment by credit card, that is, according to the habit of foreign tourists to pay by credit card, POS machines are deployed in scenic spots, hotels and other consumption scenes.
- Micro-payment scanning payment code, in fact, both domestic and foreign countries have electronic wallets and other products, to achieve interoperability in the technology is not difficult, the main problem at present is that foreign tourists bound to the domestic mobile payment system is more complicated. At present, the Ministry of Culture and Tourism of the People's Republic of China is working with electronic payment platforms and financial enterprises to solve technical and procedural problems.
- Cash is used as the backstop. RMB is the legal currency of the People's Republic of China, and it must be used in all places of consumption.

Moderator:

- Mr. Soon Hwa Wong, PATA Ambassador for Greater China

Panellists:

- Mr. Leo Liu, Vice President, MasterCard (virtual)
- Mr. Albert Yip, Director General of Sanya Tourism Board
- Mr. Ning Guo Xing, Chief Government Officer Utour
- Ms. Yan Lanru, General Manager of Smart Tourism, Qunar. Com

1155-1225 Panel Discussion on Development Opportunities for Culture and Tourism in the Greater Bay Area: Cross-regional cultural and tourism exchanges and development

In the Outline of the Plan for the Development of the Greater Bay Area of Guangdong, Hong Kong and Macao, which brings great

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opportunities for the development of cultural tourism in the Greater Bay Area, Guangdong Province, Hong Kong and Macao have set up a joint publicity and promotion mechanism to realize the goal of "attracting tourists to Guangdong Province" and "attracting tourists to the Greater Bay Area", and to take the characteristics of the region as the starting point for the development of tourism. With the regional characteristics of culture as the starting point, Guangdong, Hong Kong and Macao city cluster in the Greater Bay Area gradually formed tourism interoperability, cultural linkage, product and service sharing a program service, and from the development of special tourism projects, innovative coastal tourism industry and other levels to deepen regional cooperation.

Moderator:

- Ms. Qin Qin, Deputy General Manager, Shenzhen Century Holiday Travel Co., LTD

Panellists:

- Mr. Ning Guo Xing, Chief Government Officer Utour
- Mr. Sunny Li, Artyzen Hotel Group's Vice President, China
- Ms. Lylia Shen, GM of Strategy and Brand Management Center, Funyard Hotels & Resorts
- Ms. Jun Wu, Associate Professor, and the Director of International Affairs at the Tourism College of Zhejiang Gongshang University
- Professor. Dr. Jingjing Guan, Associate Dean at the School of Tourism, Zhejiang Gongshang University

1225-1230

Closing Remarks by PATA and WTCF

- Mr. Chen Bo, Executive Director, WTCF
- Mr. Peter Semone, Chair, PATA