

Seminar on Tourism Management for Caribbean English-speaking Countries Project Description

Subject	Seminar on Tourism Management for Caribbean English-speaking Countries		
Organizer	Central Academy of Culture and Tourism Administration		
Time	December 6 th -December 17 th 2021	Language	English
Invited Nations	Caribbean English-speaking Countries	Number of Participants	25
Training Objectives	1. To get participants acquiring the current situation and trends of China's tourism. 2. To provide participants with a preliminary understanding of China's policies and measures of tourism planning and management. 3. To improve invited nations’ relevant capacity building and planning and administration of their tourism industry. 4. Upon completion, the participants are able to put forward development proposals in terms of planning and management of domestic tourism industry according to the contents they have learned and the real situation of the industry.		
About the Participants	Professional Background	— Specialty: Relevant to Industries and Management of Tourism — Occupation: Government Officials, Experts, Scholars and Practitioners in Tourism, Intangible Cultural Heritage Conservation and Related Fields — Position: Division Level — Seniority: None — Others: None	
	Age	Not Beyond the Mandatory Retirement Age	
	Physical Condition	Healthy and Able to Attend Online Training on Time	
	Linguistic Competence	Fluency in Listening, Speaking, Reading and Writing in English	
	Others	Able to use ZOOM (a conference APP) and Participate on Schedule	
Seminar Introduction	1. Core Curriculum: （1）National Conditions of China: Government officials will introduce the political, social and historical development of China. （2）Digital Transformation of Tourism in the Context of the Pandemic: Lecturer will analyze the opportunities and challenges faced by tourism in the context of the pandemic and the prospect and outlook of digital tourism in China. （3）Analysis of the Preference Factors of Chinese Tourists' Outbound Tourism: By analyzing the behavior patterns of Chinese tourists traveling abroad, the lecturer will summarize destinations, consumer markets and tourism preferences as reference for invited countries. （4）The Current Development Status and Trend of Chinese Tourism Performing Arts: The lecturer will introduce the current development of tourism performance from China to the international field, so as to explore a new model of international cooperation in tourism		

	<p>performance industry.</p> <p>(5) China's Practice of Poverty Alleviation via Tourism: The lecturer will explore the development model and path of poverty alleviation via tourism by introducing the development model of tourism industry in poor areas in central and western China.</p> <p>(6) Integrated Development of China's Culture and Tourism Industry in the Post-Pandemic Era: The lecturer will introduce China's specific practices in the integrated development of cultural and tourism industries, and explore the new business forms and trends of the integrated development of cultural and tourism industries, so as to provide the invited countries with new ideas and methods for tourism planning and development.</p> <p>2. Workshop</p> <p>Participants will discuss the planning and management of tourism industry by country.</p> <p>3. Virtual tour</p> <p>(1) Enjoying the charm of traditional Chinese culture with an video of Chinese folk songs and dances.</p> <p>(2) Visit the World Cultural Heritage Site - Terracotta Warriors and Horses of Qin Shi Huang. Experiencing the management mode of Chinese scenic spots under the background of epidemic situation online.</p> <p>4. Lecturers:</p> <p>(1) Yu Chuncheng: Director of International Affairs Department, the Central Academy of Culture and Tourism Administration</p> <p>(2) Wang Kunxin: Deputy Secretary-General of the World Tourism Alliance</p> <p>(3) Dou Wenzhang: Professor, Deputy Director of Institute of Strategic Research, Peking University</p> <p>(4) Wu Liyun: Associate Professor of Chinese Culture and Tourism Industry Institute of Beijing International Studies University</p> <p>(5) Zou Tongqian: Assistant Principal and Professor of Beijing International Studies University</p> <p>(6) Yang Jinsong: Director of International Tourism Institute of China Tourism Academy, Research Associate</p> <p>5. Preparatory Materials</p> <p>For smooth seminar, please prepare the materials related to the subject as follow: ① Self-introduction including the specialty and organization ② Introduction of field related to tourism in own country or region; ③ Problems faced in tourism industry; ④ Cooperation foundation and prospects with China, etc.</p> <p>6. Evaluation</p> <p>The evaluation form will be distributed to students and recycled to evaluate the overall situation and teaching of the seminar.</p>		
Holding Site	Beijing	City Visited On-line	Xi'an, Shaanxi Province

Note	<p>1. Please abide by the relevant regulations of the seminar and fulfill the corresponding obligations.</p> <p>2. Please ensure that the network is stable during the seminar and strictly abide by the Seminar Schedule.</p>
Introduction of the organization	<p>The Central Academy of Culture and Tourism Administration is an educational and training institution that is directly affiliated to the Ministry of Culture and Tourism of the People's Republic of China (PRC). It is the first official organization to start teaching and research of cultural management, mainly providing professional training for the leaders of cultural and tourism administrative departments at and above the prefecture and municipal level, and management training for senior managers of cultural and tourism enterprises and institutions.</p> <p>Since 2007, The Central Academy of Culture and Tourism Administration has been holding foreign-related training programs, involving more than 2,800 officials, scholars and professionals in the field of culture and tourism from more than 130 countries, , covering topics such as cultural management, cultural industry, cultural heritage protection, tourism management, and integrated development of culture and tourism etc. In recent years, our institute has hosted a series of training courses on tourism management-related topics. As strategic partners, authoritative institutions such as the Department of Resource Development of the Ministry of Culture and Tourism, China Tourism Academy, China Culture Center, cultural offices of foreign embassies, Peking University, School of Tourism Science of Beijing International Studies University, School of Tourism of Beijing Union University. They have been giving strong support to tourism management-related foreign aid training in terms of teacher matching, on-site teaching, study tours and exchange seminars. Since 2020, our institute has taken the initiative to explore the online training mode and successfully held more than twenty online foreign-related human resources training courses relying on the zoom platform, which has accumulated rich remote training experience and also expanded new channels for international cultural exchange cooperation.</p>
Organizer contact information	<p>Contacts: Huo Xingyu</p> <p>Office Number: 0086-10-69268435</p> <p>Phone: 0086-15600501523</p> <p>Fax: 0086-10-69243250</p> <p>WeChat: Xingyuzhenkeai</p> <p>E-mail: intcacta@163.com</p>