

**PATA – WTCF China Dialogue**  
**Sponsored by Dragon Trail International**

*As of May 9, 2024. Programme subject to change, Chinese version below.*

**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 sharing will focus on navigating cultural nuances, policy changes, and industry innovations that will shape 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**  
Mr. Peter Semone, Chair, PATA
- 1055-1125 Keynote Speech Session: Presentation on Inbound Tourism to China from a Destination Perspective**
- 1055-1100 Beijing's Facilitation Measures for Inbound Tourism**  
Ms. Zhang Jing, II Level Consultant of Large Events Division of Beijing Municipal Culture and Tourism Bureau
- 1100-1105 Creating an Important International Tourism Destination, and Promoting the Prosperous Development of the Inbound Tourism Market**  
Ms. Xia Jun, Vice Director General of Nanjing Culture and Tourism Bureau
- 1105-1110 Qingdao, Enhancing the Influence of Inbound Tourism**  
Ms. Fan Hui, Vice Director General of Qingdao Culture and Tourism Bureau
- 1110-1115 Exploring China's Inbound Tourism from a Destination Perspective**  
Mr. Albert Yip, Director General of Sanya Tourism Board
- 1115-1120 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

**1120-1155 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 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 2024, 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 accepted in all places of consumption.

**Moderator:**

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

**Panellists:**

- Mr. Leo Liu, Vice President, MasterCard (Video presentation)
- 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

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 Group

**Panellists:**

- Mr. Ning Guo Xing, Chief Government Officer Utour
- Mr. Sunny Li, Vice President of Artyzen Hospitality Group
- Ms. Lylia Shen, General Manager of Government Relations, Funyard Hotels & Resorts
- Professor. Dr. Jingjing Guan, Associate Dean at the School of Tourism & Urban - Rural Planning, Zhejiang Gongshang University
- Associate Professor, Dr. Jun Wu, Director of International Affairs at the School of Tourism & Urban - Rural Planning, Zhejiang Gongshang University

**1225-1230**

**Closing Remarks by PATA and WTCF**

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

亚太旅游协会(PATA)–世界旅游城市联合会(WTCF)中国对话  
由龙途互动国际赞助

会期第二日:2024年5月16日

1030-1230

**PATA – WTCF中国对话**

支持单位:世界旅游城市联合会(WTCF)

赞助单位:龙途互动国际

会议地点:Tang, 2nd Fl. 上葡京综合度假村, 中国澳门

本次特别会议将探讨中国入境旅游的动态格局, 深入探讨各种挑战和机遇。这些富有洞察力的讨论将集中在文化差异、政策变化和行业创新方面, 这些都将塑造中国旅游业的未来。

1030-1035

主持人致欢迎词

曹志刚先生, 龙途互动创始人&CEO

1035 -1045

致贺词

陈波先生, 世界旅游城市联合会(WTCF)执行主任

1045-1055

致欢迎词

施明德先生, 亚太旅游协会(PATA)主席

1055-1125

主旨演讲:从目的地视角观中国入境旅游

1055-1100

北京入境旅游最新举措

张静女士, 北京市文化和旅游局大型活动处二级调研员

1100-1105

打造重要国际旅游目的地 促进入境旅游市场繁荣发展

夏军女士, 南京市文化和旅游局副局长

1105-1110

青岛, 全力提升入境旅游目的地影响力

范辉女士, 青岛文化和旅游局一级调研员

1110-1115

目的地角度谈中国入境旅游

叶家麟先生, 三亚旅游发展局局长

1115-1120

从行业角度观中国入境旅游:入境旅游产品的升级与营销

宁国新先生, 众信旅游集团首席政务官

1120-1155

小组研讨:中国入境旅游的挑战与机遇——入境旅游支付的便利化

近些年来, 中国境内基于手机等电子设备的移动支付业务普及率越来越高, 老百姓吃、穿、住、行等日常生活需求, 通过一部手机基本都能解决。

相比之下, 因有些国家移动支付业务发展还不普及, 故外国游客与中国使用电子支付方式形成了“数字鸿沟”。

2024年3月中华人民共和国国务院办公厅印发了《关于进一步优化支付服务提升支付便利性的意见》, 提出了很多具体举措, 总的原则就是“大额刷卡、小额扫码、现金兜底”。

- 大额支付刷信用卡, 就是根据外国游客刷卡支付的习惯, 在景区、酒店等消费场景布设POS机。

Pacific Asia Travel Association

PATA BUILDS YOUR BUSINESS | NETWORK | PEOPLE | BRAND | INSIGHTS

Engaging since 1951

- 小额扫支付码, 实际上国内、国外都有电子钱包等产品, 实现互通在技术上也不难, 目前的主要问题是外国游客绑定国内移动支付系统的程序比较复杂。目前, 中华人民共和国文化和旅游部正在跟平台方和企业方共同研究, 解决技术、程序方面的问题。
- 现金兜底, 人民币是中华人民共和国的法定货币, 在所有消费场所都要能使用人民币。

主持人:

- 黄顺华先生, 亚太旅游协会(PATA)大中华区大使

研讨嘉宾:

- 刘拓先生, 万事达卡副总裁(视频演示)
- 叶家麟先生, 三亚旅游发展局局长
- 宁国新先生, 众信旅游集团首席政务官
- 闫兰茹女士, 去哪儿网智慧旅游总经理

**1155-1225**

小组研讨: 大湾区文化和旅游发展机遇——跨区域文化和旅游业的交流与发展

《粤港澳大湾区发展规划纲要》为粤港澳大湾区文化旅游发展带来重大机遇, 为实现“引客入粤”、“引客入大湾区”的目标, 粤港澳三地建立了联合宣传推广机制, 以区域特色作为旅游发展的切入点。以区域特色文化为切入点, 粤港澳大湾区城市群逐步形成旅游互通、文化联动、产品服务共享的一网服务, 并从发展特色旅游项目、创新滨海旅游产业等层面深化区域合作。

主持人:

- 秦芹女士, 深圳深圳世纪假日旅游集团有限公司副总经理

研讨嘉宾:

- 宁国新先生, 众信旅游集团首席政务官
- 李圣勇先生, 雅辰酒店集团副总裁
- 沈小倩女士, 风悦酒店及度假村政府关系总经理
- 管婧婧博士, 浙江工商大学旅游与城乡规划学院副院长、教授
- 吴俊博士, 浙江工商大学旅游与城乡规划学院国际事务主任、副教授

**1225-1230**

PATA和WTCTF致闭幕词

- 陈波先生, 世界旅游城市联合会(WTCTF)执行主任
- 施明德先生, 亚太旅游协会(PATA)主席