

# Seminar on Integration of Culture and Tourism for Belt and Road Countries

Name	Seminar on Integration of Culture and Tourism for Belt and Road Countries		
Organizer	Central Academy of Culture and Tourism Administration		
Time	2025-10-15 -- 2025-10-28	Language for Learning	English
Invited Countries	Government officials, scholars and practitioners in the field of culture and tourism for the Belt and Road countries		
Number of Participants	30		
Requirements for the Participants	Age	No more than 50 years old for director-general level and no more than 45 years old for director level.	
	Health	Be in good health and provide health certificates or medical examination forms issued by local public hospitals, free of diseases prohibited by Chinese laws and regulations for entry into China, free of serious hypertension, cardiovascular and cerebrovascular diseases, diabetes and other serious chronic illnesses, psychiatric illnesses, or infectious diseases that may pose a major hazard to public health, not in the recovery period after a major surgery or during an acute illness attack, not with serious physical disabilities, and not during pregnancy.	
	Language	Being able to listen, speak, read and write in English.	
	Others	No spouse or relative of the participants to accompany the program in China	
Host City	Beijing	Local Temperature	8°C~21°C
Cities to visit	Haikou, Hainan Province	Local Temperature	Haikou City, Hainan Province: 23°C~28°C
Notes	1. Please prepare discussion and exchange materials related to the theme of the seminar in advance. 2. Please bring formal attire, ethnic clothing, or work uniforms to attend formal events. 3. Please bring a small amount of commonly used medication. 4. No computers provided. Please bring your own if it is needed. 5. In principle, individuals are not allowed to change their flight tickets to or from China. If necessary, please contact the Economic and Commercial Office of the Chinese Embassy in your country to apply for a change according to the procedures. 6. If you are unable to depart on time due to special circumstances, or if there is a flight delay during transit, please contact the Economic and Commercial Office or the contact person of the organizer in a timely manner to inform them of the latest flight so that they can arrange for pick-up. 7. Please confirm if you need to re-check your luggage during the transfer. 8. After the flight arrives to collect luggage, please wait patiently at the international or domestic exit. The staff will present a pick-up sign with the name of the organizer and to pick you up. If you wait more than 15 minutes, please contact the contact person of the organizer. 9. Please download and register WECHAT application in advance.		
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About the Organizer	<p>Central Academy of Culture and Tourism Administration (the Academy), the public institution directly affiliated to the Ministry of Culture and Tourism of the People's Republic of China, plays a pivotal role in providing training and education for cadres and officials in the culture and tourism system and functions as a major think tank platform for policy research and decision-making regarding culture and tourism. With more than 3,000 teachers in the faculty pool, the Academy provides over 1,000 courses with cultural and tourism characteristics, and has compiled nearly 100 kinds of teaching materials, undertaking about 100 research projects and commissioned projects by the Ministry of Culture and Tourism, relevant national ministries, local governments and culture and tourism departments. The Academy extensively employs distinctive teaching methods such as case-based, interview-based, experiential, and scenario-based approaches, and has established multiple specialized teaching spaces. Additionally, the Academy operates the National E-Learning Academy for Culture and Tourism Leadership and Administration, offering over 2,000 online courses, serving over 10,000 registered learners.</p> <p>In addition to its main campus in Beijing, the Academy operates a campus in Hebei Province, covering an area of 240 Chinese mu (about 39.5 acres) with the total floorage of 45,000 square meters. The beautiful Academy is easily accessible, boasting well-equipped infrastructure that includes teaching buildings, office buildings, lecture halls, specialized teaching spaces, sports centers, accommodation buildings, canteens, and more. This allows the Academy to provide training for up to 460 individuals simultaneously. Furthermore, the Academy has several training bases across various provinces, including Shandong, Yunnan, Zhejiang, Fujian, Shaanxi, Jiangxi, Xinjiang, and Liaoning, to facilitate training activities out of Beijing.</p>	

Seminar Content	<p>I. Main Training Content</p> <p>1. Introduction to the Lectures</p> <p>(1)An Overview of China's National Conditions</p> <p>(2)Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era</p> <p>(3) Exploration and Practice of the Integration of Culture and Tourism Industry in China</p> <p>(4) China's Practice in Cultivating Cultural Tourism Consumption and New Economic Momentum</p> <p>(5) Tourism Performances Empowering the New Development of Culture and Tourism</p> <p>(6) International and Domestic Experiences of the Deep Integration of Intangible Cultural Heritage and Tourism</p> <p>(7) The Development and Application of Big Data in Culture and Tourism</p> <p>(8) Cultural and Creative Industries Bring Cultural Heritage to Life - The Integrated Development of Culture and Tourism of the Palace Museum</p> <p>II. Introduction to Visits (Please note: visits might be adjusted according to actual situation)</p> <p>1. In Beijing</p> <p>(1)Temple of Heaven</p> <p>(2)The Juyongguan Great Wall</p> <p>(3)798 ArtDist</p> <p>2. In Haikou, Hainan Province</p> <p>(1)Qiongzhou Cultural Street</p> <p>(2) Leiqiong Global Geopark of China</p> <p>(3) Hainan Museum</p> <p>(4) Haikou Guanlanhu Tourist Resort</p> <p>III. Introduction to the Lecturers</p> <p>(1)Miao Bin: Associate Researcher of Central Academy of Cultural and Tourism administration</p> <p>(2)Sun Jiwen: Former Chinese Ambassador to the Republic of Gabon, Director of the Chinese-French Translation Committee at the China Translation Association</p> <p>(3) Ma Feng: President of Central Academy of Culture and Tourism Administration</p> <p>(4) Song Yangyang: Associate Dean of the Institute of Creative Industry Technology, Renmin University of China</p> <p>(5) Wu Liyun: Associate Professor at the Institute of Chinese Culture and Tourism Industry, Beijing International Studies University</p> <p>(6) Yang Hong:Professor of the Department of Art Management, School of Cultural Industry Management, Communication University of China, and Director of the Intangible Cultural Heritage Communication Research Center</p> <p>(7) Zhong Lina:Professor of Beijing International Studies University and Executive Director of the Institute of Culture and Tourism Planning and Design</p> <p>(8)Tie Zheng: Associate Researcher, Cultural and Creative Products Department, Palace Museum</p> <p>IV.Others</p> <p>1. Humanistic experience</p> <p>(1)Chinese Tea Art</p> <p>(2)Chinese Calligraphy Art</p> <p>PLEASE NOTE: The content described in the introduction is only a preliminary plan. The cities and specific schedule may be adjusted according to the actual situation, the specific needs of the participants, force majeure and unforeseen factors (such as weather, traffic conditions, policy adjustments, etc.). The content is for reference only. The final arrangement is subject to the approval and actual implementation of the Academy for International Business Officials.</p>
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