

Seminar on Digital Empowerment for High-Quality Development of Cultural-Tourism Industry

Program name	Seminar on Digital Empowerment for High-Quality Development of Cultural-Tourism Industry		
Organized by	SUZHOU UNIVERSITY OF SCIENCE AND TECHNOLOGY		
Time	2025-10-23 -- 2025-11-05	Language used	English
Countries invited	developing country		
Planned number of participants	30		
Requirements for the Participants	Age	Under 45 for officials at or under director's level; under 50 for officials at director general's level.	
	Health condition	In good health with health certificate issued by the local public hospitals; without diseases with which entry to China is disallowed by China's laws and regulations; without severe chronic diseases such as serious high blood pressure, cardiovascular/cerebrovascular diseases and diabetes; without metal diseases or epidemic diseases that are likely to cause serious threat to public health; not in the process of recovering after a major operation or in the process of acute diseases; not seriously disabled or pregnant.	
	Language competence	Capable of listening, speaking, reading and writing in English during the training	
	others	Family members or friends shall not follow	
Venue	Suzhou/Jiangsu Province	Weather conditions	20°C~30°C
Cities to be visited	Shanghai City Hangzhou City□Zhejiang Province Nanjing City□Jiangsu Province	Weather conditions	Shanghai City:20°C~30°C Hangzhou City□Zhejiang Province:20°C~30°C Nanjing City□Jiangsu Province:20°C~30°C
Remarks	1.Please prepare in advance the discussion and exchange materials related to the project theme. 2.Please attend formal events in formal attire, national costume, or work uniform. 3.Please bring a small amount of commonly used medicines. 4.Computers are not provided by the Chinese side; please bring your own if needed. 5.In principle, personal changes to arrival and departure flights to and from China are not allowed. If necessary, please contact the Economic and Commercial Office of the Chinese Embassy in your country to proceed with the flight change. 6.If you are unable to depart on time due to special circumstances or experience flight delays during transit, please promptly contact the Economic and Commercial Office or the organizing unit's contact person to inform them of the latest flight details for airport pickup arrangements. 7.During transit, please confirm whether you need to recheck your luggage. 8.After landing and collecting your luggage, please wait patiently at the international or domestic arrival exit. Staff will be holding a pickup sign with the name of the organizing unit and the participant. If the waiting time exceeds 15 minutes, please contact the organizing unit's contact person. 9.It is recommended to download and register the WECHAT software in advance. 10.The cities for visits and inspections may be adjusted based on actual circumstances.		
Contact information of	Contact person for the program	Mr.XU LI	

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About the Organizer	<p>Suzhou University of Science and Technology was established in September 2001 through the merger of the former Suzhou Urban Construction and Environmental Protection Institute and Suzhou Railway Teachers College. It is a multidisciplinary university that focuses on engineering while promoting the coordinated development of science, humanities, and management. The university primarily emphasizes engineering but also covers nine major disciplines, including engineering, science, literature, history, philosophy, law, management, education, and art. Currently, the university offers 61 undergraduate programs, among which urban planning, environmental engineering, and civil engineering are recognized as national-level specialized programs. Additionally, urban planning, environmental engineering, civil engineering, and history are designated as specialized programs in Jiangsu Province. The university also has 16 first-level master's degree programs and 8 professional master's degree authorization categories. It has over 18,000 full-time undergraduate students, more than 1,600 graduate students, and over 70 international graduate students pursuing degrees. Suzhou University of Science and Technology employs more than 1,700 staff members, including over 600 with senior professional titles. Among the faculty, there are more than 30 national-level high-level talents and over 200 provincial and ministerial-level high-level talents leading the academic team. The university is home to four provincial key laboratories, including the Environmental Science and Engineering Laboratory, Structural Engineering Laboratory, Environmental Functional Materials Laboratory, and Environmental Engineering Technology Laboratory. It also has eight provincial-level experimental teaching demonstration centers (including construction sites), such as the Electronic Information Teaching Experiment Center. Located in the western part of Suzhou, within the Suzhou High-Tech Zone, the university has three campuses: the main campus, Shihu Campus, and Tianping Campus. The total campus area spans 2,300 acres, with over 600,000 square meters of building space. The library houses 1.831 million printed books, 33 Chinese and foreign electronic databases, and 3.15 million electronic books. Suzhou University of Science and Technology places great emphasis on international cooperation and exchanges with foreign universities and research institutions. It has established intercollegiate partnerships with multiple universities and institutions in countries and regions such as the United Kingdom, Norway, the United States, Japan, Australia, New Zealand, Ireland, and Hong Kong. These collaborations facilitate various forms of student and faculty exchanges, as well as joint research initiatives.</p>	
Training content	<p>Entrusted by the Ministry of Commerce of the People's Republic of China, Suzhou University of Science and Technology (SUST) will hold seminar on Digital Empowerment for High-Quality Development of Cultural Tourism Industry for developing countries from October 23 to November 5, 2025 in Suzhou. The seminar will be conducted in English. The seminar will use the methods of lectures, discussion and visit, and will invite well-known domestic professors and researchers to give lectures to participants. At the same time, it will publicize China's achievements in social, economic and ecological civilization construction since the reform and opening up, and expand exchanges and cooperation with people from other developing countries.</p> <p>1.Main Courses and Introduction</p> <p>Seminar will be conducted due to the requirements of the Ministry of Commerce of the People's Republic of China. It includes 8 lectures, primarily delivered through classroom teaching, with PPT materials provided for participants' learning. Additionally, there will be 10</p>	

	<p>visits, inspections, discussions, and cultural experiences related to the training content.</p> <p>(1) Overview of Digital Empowerment in the Cultural Tourism Industry: This session will introduce the essence, significance, and challenges of digital empowerment in the cultural tourism industry, as well as the opportunities and challenges for the development of the digital cultural tourism industry in developing countries.</p> <p>(2) Digital Marketing and Brand Building: This session will cover the selection and operational techniques of digital marketing channels, the creation of brand stories for cultural tourism enterprises, and strategies for online and offline brand communication.</p> <p>(3) Smart Tourism and Destination Management: This session will introduce the architecture and functions of big data platforms in tourism, and through specific case studies, it will explore the application scenarios of smart technologies in Suzhou's classical gardens.</p> <p>(4) Cultural Digitization and Cultural Creative Product Development: This session will focus on the technologies for digital collection and storage of cultural resources, the development process of digital cultural creative products, and the operational models and case studies of such products.</p> <p>(5) Development Strategies for Digital Empowerment in the Cultural Tourism Industry: This session will discuss the policies and regulations related to the digital cultural tourism industry in Suzhou, analyze the demand for talent in the industry, explore innovative talent cultivation models, and share case studies of international cooperation in the digital cultural tourism industry.</p> <p>2. Visit</p> <p>(1) Suzhou Museum West Branch</p> <p>(2) Tongli Ancient Town</p> <p>(3) Shanghai Science and Technology Museum</p> <p>(4) Shanghai Yuyuan Garden Mall</p> <p>(5) Hangzhou Songcheng</p> <p>3. Introduction of part lecturer</p> <p>(1) Xing Fumin: Professor and Master's Supervisor at the School of Business, Suzhou University of Science and Technology, primarily engaged in research on smart tourism and cultural tourism industry operations.</p> <p>(2) Yang Yun: Associate Professor and Master's Supervisor at the School of Business, Suzhou University of Science and Technology, expert at the Suzhou Cultural and Tourism Think Tank, mainly focused on research in digital cultural tourism and destination digital marketing.</p> <p>(3) Yang Ying: Associate Professor and Master's Supervisor at the School of Business, Suzhou University of Science and Technology, MTA Program Director, primarily engaged in research on tourism new media and digital marketing.</p> <p>(4) Liu Yumei: Associate Professor and Master's Supervisor at the School of Geography and Surveying, Suzhou University of Science and Technology, mainly focused on research in digital cultural tourism technology and the integration of cultural tourism experiences.</p> <p>(5) Ji Zhongjuan: Ph.D., Master's Supervisor, primarily engaged in research on tourism big data, international comparison, and communication in digital cultural tourism.</p> <p>(6) Zhou Yongbo: Professor and Doctoral Supervisor at Soochow University, mainly focused on research in digital cultural tourism governance and policy.</p>
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