

Seminar on the Integrated Development of Intangible Cultural Heritage and Tourism for Developing Countries

Name	Seminar on the Integrated Development of Intangible Cultural Heritage and Tourism for Developing Countries		
Organizer	Central Academy of Culture and Tourism Administration		
Time	2025-11-02 - 2025-11-15	Language for Learning	English
Invited Countries	Government officials, experts, scholars, and practitioners engaged in the fields of intangible cultural heritage and tourism in developing 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	18°C~28°C
Cities to visit	Changchun City of Jilin Province	Local Temperature	Changchun City of Jilin Province: 15°C~26°C
Notes	<p>1. Please prepare discussion and exchange materials related to the theme of the seminar in advance.</p> <p>2. Please bring formal attire, ethnic clothing, or work uniforms to attend formal events.</p> <p>3. Please bring a small amount of commonly used medication.</p> <p>4. No computers provided. Please bring your own if it is needed.</p> <p>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.</p> <p>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.</p> <p>7. Please confirm if you need to re-check your luggage during the transfer.</p> <p>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 the participant to pick you up. If you wait more than 15 minutes, please contact the contact person of the organizer.</p> <p>9. Please download and register WECHAT application in advance.</p>		

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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) The concept and practice of safeguarding intangible cultural heritage in China</p> <p>(4) Development trend of China's tourism industry</p> <p>(5) Technology aids the dissemination of intangible cultural heritage</p> <p>(6) Inheriting Ritual and Music, Coexisting Culture and Tourism - The Integrated Innovation of Intangible Cultural Heritage and Cultural Tourism at the Temple of Heaven</p> <p>(7) Digital innovation development and practice of intangible cultural heritage</p> <p>(8) Contemporary construction of traditional craft brands - taking the intangible cultural heritage Ru porcelain brand "Rushan Ming" as an example</p> <p>II. Introduction to Visits</p> <p>1. In Beijing</p> <p>(1) China Digital Group Co., Ltd.</p> <p>(2) Automobile Museum</p> <p>(3) 798 art district</p> <p>2. In Changchun city</p> <p>(1) Jilin Provincial Museum</p> <p>(2) Changchun Agricultural Expo Park</p> <p>(3) Beijing Street West Historical and Cultural Block</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) Dou Wenzhang: Professor at Peking University, Visiting Scholar at Stanford University, Deputy Director of the Institute of Strategic Studies at Peking University</p> <p>(4) Zhong Liansheng: National level inheritor of intangible cultural heritage, senior craftsman and artist</p> <p>(5) Xiang Yong: Professor at the School of Artificial Intelligence, Beijing University of Posts and Telecommunications, Dean of the Institute of Cultural Industry, Peking University, and Chief Expert at the Institute of Cultural Heritage and Innovation of Peking University</p> <p>IV. Others</p> <p>1. Cultural experience</p> <p>(1) The Temple of Heaven</p> <p>(2) The Great Wall</p> <p>2. 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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