

ICT DEVELOPMENT IN CHINA FOR SERVICE PROVIDERS & DESTINATIONS FOR CHINA'S OUTBOUND TOURISM

1. Agenda

10:00 – 10:10	<ul style="list-style-type: none"> - Opening speech by Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía - Presentation of the EU SME Centre and the speaker
10:10 – 10:40	<p>Module I : Situation</p> <ul style="list-style-type: none"> - Outbound and domestic tourism development before and during pandemic in China - Situation June 2021 - Domestic tourism back to 2019 levels, 40% vaccinated, restart outbound tourism expected in Autumn 2021 - Situation of travel-related ICT in China June 2021: major players, new channels, new market segments - Development of ICT usages with regard to tourism
10:40 – 11:10	<p>Module II: Consequences</p> <ul style="list-style-type: none"> - New approaches for sustainable development of using ICT for communication with the Chinese outbound market - Using different platforms and communication channels for different market segments - Silver Travelers taking over Douyin from Millennials - Importance of Livestreaming - Daka and outbound travel - Rise of Recommendation Marketing - From KOLs to KOCs
11:10 – 11:40	<p>Module III: Best Practices</p> <p>Examples from 2021 – brands and destinations reacting new trends</p>
11:40 – 12:10	<p>Module IV: Outlook</p> <ul style="list-style-type: none"> - The diminishing importance of Owned and Bought media and the rise of Earned media in China. - ICT during the trip - Overcoming language barrier, Mini Programs and Apps.
12:10 – 12:30	Closing remarks and Q&A



2. About the expert

DR. WOLFGANG GEORG ARLT

DIRECTOR OF THE CHINA OUTBOUND TOURISM INSTITUTE (COTRI)



Prof. Dr. Wolfgang Georg Arlt is the founder and director of COTRI, the world's leading independent research institute for consulting, research, information, training, and quality assessment relating to the Chinese outbound tourism market.

Established in 2004, COTRI is a privately organised and independent institute registered in Hamburg, Germany, which goal is to enable private companies and public institutions all over the world to offer successfully high quality travel, tourism, and leisure services for Chinese visitors according to their specific expectations and demands.

Prof. Dr. Wolfgang Georg Arlt first visited the People's Republic of China in 1978 and from 1991-1999, he owned Inbound Tour Operator China-Europe with offices in Beijing and Berlin.

With more than 40 years of practical and academic experience in Chinese tourism, Prof. Dr. Wolfgang Georg Arlt held for many years the position of Professor for International Tourism Management at West Coast University of Applied Sciences in Germany (Heide). He has also been a visiting professor in several international universities in China (Ningbo U, Sun Yat-sen U Guangzhou), United Kingdom (Leeds U), Australia (Curtin U), and New Zealand (Tai Poutini U).

Among his extensive professional experience, it is worth noting that Prof. Dr. Wolfgang Georg Arlt is also a Fellow of the Royal Geographical Society and Royal Asiatic Society, researcher fellow for the Japanese Society for the Promotion of Science and Member of the expert panel (Madrid) at the United Nations World Tourism Organization (UNTWO).