



IV International Congress on Asian Tourism "Asian Tourism, Quality Tourism"

Barcelona
23-24/11/2015
Sant Pau
Modernist Venue

IV INTERNATIONAL ASIAN TOURISM CONGRESS Barcelona, 23rd 24th November 2015

Administration Pavilion of Sant Pau's Modernist Venue - BARCELONA

Asian Tourism, Quality Tourism

The **4th edition of the Asian Tourism International Congress** will be held in Barcelona on the **23rd and 24th of November**, under the title "**Asian Tourism, Quality Tourism**".

Asian tourism offers many interesting benefits to destination cities: high level of expenditure, traveler safety, gastronomical and local customs, and much more, resulting in quality tourism with a great growth potential.

Well-known international experts will analyze fundamental aspects of Asian tourism in Europe, thus allowing companies of the sector and tourism promotional agencies to adapt their products to more tourists.

Issues to be discussed during the Congress may include:

- How do the tourism industries of Europe and Asia reach their clients to offer them a fine product?
- What are the main destinations for Asian tourists, and what is the profile of said tourist who visits Europe?
- How does social media affect branding, and how do tourists hire products online?
- How should I adapt my product to result in a positive experience for the Asian client?

On the first day of the congress a plenary session with different roundtables will be held where suggested questions will be answered.

On the second day several training workshops will be held, giving practical aspects related to Asian tourism, which is one of the novelties of this fourth edition.



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FIRST SESSION: Monday 23th of November of 2015

8:30am REGISTRATION

9:00am WELCOMING REMARKS

Ramon M^a Moreno, Director General, Casa Asia

Pablo Sánchez, Director, International Relations and Cooperation, Barcelona City Council

Felip Puig, Minister of Business and Labour, Regional Government of Catalonia

9:30am INTRODUCTORY SESSION: Current Situation of Asian Tourism Towards Europe

Topics for discussion

Current situation of Asian tourism as an outbound market

Asian tourism to Europe's main markets and destinations

Current situation of Asian tourism to Spain

The cases of Barcelona and Catalonia

With:

Xu Jing, Regional Director for Asia and the Pacific, World Tourism Organization

Eduardo Santander, Executive Director, European Travel Commission

Marta Blanco, Director General, Tourspain

Moderated by: **Jordi William Carnes**, Director General, Turisme de Barcelona

10:15am FIRST ROUNDTABLE: New trends and future of the Chinese Outbound Tourism

Topics for discussion

The current wave of Chinese tourists coming to Europe

Successful programmes and best practices to attract Chinese tourism

Leading Chinese tourist operators' perspective

How Chinese will boost the global tourism industry

With:

Roger Qiu, Overseas Regional Director, Destination Marketing, CTRIP, China

Kevin Latham, Professor, School of Oriental and African Studies, United Kingdom

Antonio Li, Director, Tourism Promotion Center in China, Catalan Tourism Agency

Virginia Sun, Director, Group Retail Services, Value Retail Management

Moderated by: **Amadeo Jensana**, Economics and Business Director, Casa Asia



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11:30am COFFEE BREAK

12:00pm SECOND ROUNDTABLE: Which are the New Profiles of Asian Tourists, how are they arriving and what can they contribute to our Tourist Model?

Topics for discussion

New Asian markets: South Korea, India and the ASEAN countries
New asian visitor's profiles
Main forms of access to our touristic destinations
Purchasing power of Asian Tourists: interest, spending and customs

With:

Hyunjin Moon, Sales Director Spain, Compassfree, Korea
Zelam Chaubal, Director, Kesari Tours, India
David Miró, Asia-Pacific Regional Director, Catalan Tourism Agency
Amran Hamzah, Director, Centre for Innovative Planning, Malaysia
Moderated by: Xavier Espasa, Director, Catalan Tourism Agency

1:30pm NETWORKING LUNCH

3:00 pm THIRD ROUNDTABLE: A sectorial perspective of the potential of Asian Tourism

Topics for discussion

Cultural tourism
Shopping tourism
Health tourism

With:

Luis José Llorca, Country Manager, Global Blue Spain
Wolfgang Arlt, Director, China Outbound Tourism Research Institute, Germany
Suresh Ponnudurai, Chief Executive Officer, Malaysia Healthcare
Ángel Díaz, President, ALS Advanced Leisure Services
Moderated by: Josep Tardà, Communication Director, Modernist Venue, Private Foundation of Hospital de la Santa Creu i Sant Pau



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4.30pm **FOURTH ROUNDTABLE: Asian tourism and "new" media**

Topics for discussion

The digital ecosystem in the Asian tourist market
The mobile devices: a new impulse for Asian tourism
The effect of the "storytellers" in the sector
Feedback: the importance of sharing experiences and opinions online

With:

Kei Shibata, Founder and President, Venture Republic Global, Japan

Ranvir Nayar, Director General, Media India Group, India

Alex Wang, Founding Partner and COO, Zanadu, China

Moderated by: **Antonio López de Ávila**, President, SEGITTUR

6.00pm **END OF FIRST SESSION**



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SECOND SESSION: Tuesday 24th of November of 2015

TRAINING WORKSHOPS ON ASIAN TOURISM:

9:30am FIRST WORKSHOP - Hospitality and Protocol for Chinese tourists

Given by:

Kevin Latham, Professor, School of African and Oriental Studies, United Kingdom
Ricardo López, Hospitality Director, La Roca Village

10:30am SECOND WORKSHOP – Hospitality and Protocol for Japanese tourists

Given by:

Sandra Pérez, Advisor on Security, Tourism and Culture, Consulate General of Japan in Barcelona

11:30am COFFEE BREAK

Hosted by *Oriental Market*

12:00am THIRD WORKSHOP – Get ready for the Chinese digital traveler: Positioning of our tourist destinations in the Asian online platforms and social networks

Given by:

Roger Nierga, CEO, Fengling

1:00pm COCKTAIL – Sake tasting

Hosted by *Oriental Market*

4:45pm CLOSING SESSION:

Evaluation and conclusions / IV International Congress on Asian Tourism
Closing speech

José Manuel Soria, Minister of Industry, Energy and Tourism, Spanish Government



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ORGANIZED BY:



COLLABORATING INSTITUTIONS:



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OFFICIAL SUPPLIERS:



CONGRESS VENUE:

Sant Pau's Modernist Venue, Administration Pavilions. C/Antoni María Claret, 167 - 08025 Barcelona

OFFICIAL WEBSITE:



<http://www.asiantourism.net>

All sessions will have simultaneous translation and interpretation from Spanish, Catalan and English.

*Workshops will be in Spanish or English.