

粵港澳大灣區 旅遊與款客服務 教育論壇

FORUM ON TOURISM AND HOSPITALITY
EDUCATION IN THE GREATER BAY AREA

Date: 28th November 2018

Venue: University of Macau, Macau, SAR, China

Organized by

International Integrated Resort Management Program
Faculty of Business Administration
University of Macau



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

工商管理學院

Faculdade de Gestão de Empresas
Faculty of Business Administration

論壇主講嘉賓 Forum Speakers

Forum on Tourism and Hospitality Education in the Greater Bay Area



Prof. Kaye Chon
Dean of School of Hotel and Tourism
Management
The Hong Kong Polytechnic University



Mr. Chen Wenjie
Deputy Secretary, Central Enterprise Think Tank Alliance,
State-owned Assets Supervision and Administration
Commission of the State Council
Director of the China Tourism Association
Former President, CTS Academy for Tourism Industry,
China National Travel Service Group Corporation



Prof. Jingyan Liu
Associate Dean of Business School
Sun Yat-Sen University



Prof. Siu-lan (Amy) So
Associate Professor
International Integrated Resort Management
University of Macau



Moderator: Dr. Hoc Nang (Lawrence) Fong
Assistant Professor
International Integrated Resort Management
University of Macau

Greater Bay Area Tourism Graduate Student Forum



Prof. Jun (Justin) Li
Department Head of Exhibition Economy and
Management
School of Tourism Management
South China Normal University



Dr. Zhou (Joanna) Li
The Head of hotel management program in the
Shenzhen Tourism College of Jinan University



Dr. Ja Young (Jacey) Choe
Assistant Professor
International Integrated Resort Management,
University of Macau



Dr. Yeongbae Choe
Assistant Professor
International Integrated Resort Management
University of Macau

論壇日程 Forum Agenda

Time	Forum Agenda	Venue	Language
10:00-10:50	Topic: Career planning of postgraduate students focusing on Greater Bay Area Speaker: Dr. Zhou (Joanna) Li , Head of Hotel Management Program, Shenzhen Tourism College of Jinan University	E22-1067	English
10:50-11:00	Refreshment Break	E22-1067	
11:00-11:50	Topic: How the positive thinking leads to productive behavior Speaker: Professor Jun (Justin) Li , Department Head of Exhibition Economy and Management, School of Tourism Management, South China Normal University	E22-1067	English
11:50-12:30	Networking session for PhD/Master students Dr. Zhou (Joanna) Li , Head of Hotel Management Program, Shenzhen Tourism College of Jinan University Professor Jun (Justin) Li , Department Head of Exhibition Economy and Management, School of Tourism Management, South China Normal University Dr. Ja Young (Jacey) Choe , Assistant Professor, International Integrated Resort Management, University of Macau Dr. Yeongbae Choe , Assistant Professor, International Integrated Resort Management, University of Macau	E22-1067	English
12:30-14:00	Lunch	TBA	
14:00-15:00	Registration	E4-1061	English
15:00-15:15	Opening Ceremony	E4-1061	English
15:15-15:55	Topic: Development of Tourism and Hospitality Education in Mainland China Speaker: Professor Kaye Chon , Dean of School of Hotel and Tourism Management, The Hong Kong Polytechnic University	E4-1061	English

Time	Forum Agenda	Venue	Language
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15:55-16:35	Topic: Tourism development in the Greater Bay Area Region: Opportunities and Trends	E4-1061	Mandarin
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Speaker:

Mr. Chen Wenjie, Deputy Secretary, Central Enterprise Think Tank Alliance, State-owned Assets Supervision and Administration Commission of the State Council
 Director of the China Tourism Association
 Former President, CTS Academy for Tourism Industry,
 China National Travel Service Group Corporation

專題演講: 大湾区旅游发展的机遇与趋势

主講嘉賓: 陳文傑先生

国务院国资委中央企业智库联盟副秘书长

中国旅游协会理事

中国旅游集团研究院前院长

16:35-16:50	Refreshment Break	E4-1061	
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16:50-17:30	Topic: Tourism and Hospitality Education Program in the Greater Bay Area	E4-1061	English
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Speaker:

Professor Jingyan Liu, Associate Dean of Business School, Sun Yat-Sen University

17:30-18:00	Panel discussion : The role of Macau higher institutions in the development of tourism education in the Greater Bay Area	E4-1061	English
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Speakers:

Professor Kaye Chon, Dean of School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Professor Jingyan Liu, Associate Dean of Business School, Sun Yat-Sen University

Professor Siu-Ian (Amy) So, Associate Professor, International Integrated Resort Management, University of Macau

Moderator: **Dr. Hoc Nang (Lawrence) Fong**, Assistant Professor, International Integrated Resort Management, University of Macau

論壇籌備委員會

Forum Organizing Committee

Prof Siu-Ian (Amy) So, Associate Professor, International Integrated Resort Management, University of Macau

Dr. Hoc Nang (Lawrence) Fong, Assistant Professor, International Integrated Resort Management, University of Macau

Dr. Ja Young (Jacey) Choe, Assistant Professor, International Integrated Resort Management, University of Macau

Ms. Christine Kuong, Faculty of Business Administration, University of Macau

Mr. Rex Chan, Faculty of Business Administration, University of Macau

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