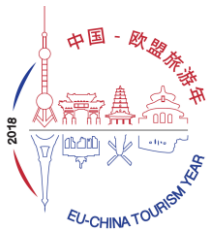




December 6th, 2018
Amphi Bachelard, Sorbonne, Paris



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



Conference organized in the framework of the EU-CHINA tourism year

Paris 1 Panthéon-Sorbonne University, France
Alma Mater Studiorum - Università di Bologna, Italy
KU Leuven University, Belgium
Observatoire de la Chine Contemporaine, France

European cities represent a major attraction for ever growing numbers of visitors. In terms of international tourist arrivals in Europe, while Europe measured approximately 3% average annual growth for the 2005-2014 period, the figure for Asia and the Pacific region in the same period was 6%, due not least to the tourism boom in China (EPRS 2015). The volume of Chinese outbound trips has grown by an average of 15.3% annually since 2010 and 27.2% annually since 2000 (European Travel Commission 2017).

European historical urban centers, with their architectural and cultural heritage, major cultural events, urban sights, are experiencing in particular an impressive increase of their Chinese visitors. Travel from China in Europe grew in the years 2003-2008 by 11.4% and in the years 2008-2013 by 17.6% (EPRS 2015). Europe received 11.5% of the total number of Chinese outbound trips (excluding the SARs) in 2016, the largest number after Asia (European Travel Commission 2017).

Chinese tourism expenses (accommodation, shopping, entrance fees to monuments and sites) represent a major and much welcomed revenue for most urban destinations. This is not however exempt from problems. Most European cities were not prepared to host such important numbers of visitors; monuments and sites do not always have the appropriate tools (guides; brochures, NTIC); storytelling in most sites is Eurocentric and does not take into consideration the cultural background of the visitors; urban tourism products are not sufficiently adapted to cater increasingly segmented Chinese markets; heritage interpretation is poor; visit patterns do not allow real encounters with local inhabitants; restauration and other offered services are not adapted to the Chinese visitors tastes; huge numbers are not appropriately managed.

This situation results in frustrations for local inhabitants, for tourism stakeholders and for Chinese visitors. Much more innovative approaches should be invented in order to improve the quality of the visits, to increase the positive impacts on local economies and to protect fragile sites. However, urban and heritage tourism represent not only a particularly important economic challenge but also a major field for European and Chinese research and academic collaboration.

The objective of the conference is to lay the ground for a long-term EU-China academic research and professional collaboration involving academics and researchers in relation with innovative SME businesses in fields of tourism, heritage and urban studies.

CHALLENGES AND OPPORTUNITIES FOR CHINESE TOURISM IN EUROPEAN HERITAGE CITIES

Programme

9:00: Registration and Welcome Coffee

9:30: Official Opening Remarks

Ms Anna ATHANASOPOULOU, Head Tourism, Emerging and Creative Industries – European Commission

Mr Eric PHILIPPART, Special Counsellor Responsible for the 2018 EU-CHINA TOURISM YEAR – DG GROW

Pr Maria GRAVARI-BARBAS, Vice-President for International Relations Paris 1 Panthéon-Sorbonne university

10:00 - 12:00: First Round Table: Understanding Chinese Visitors

What are the new profiles of cultural tourists in Europe? How to take into consideration an increasingly segmented Chinese market in terms of personalization, customization, adaptation?

Moderator: Dr SHU Changxue, KU Leuven University

Mr Miguel GALLEGO, Head of Marketing and Communication, European Travel Commission: *“Chinese Travellers' views of Europe”*

Ms Josefa CASADO, Maison de la Chine, France: *“Looking for Heritage. Inbound Tourism in Heritage European Cities”*

Pr Dominique VANNESTE, KU Leuven: *“The Inter-Cultural Experience of Chinese Visitors in Brussels and Flemish Art Cities”*

Pr WU Chengzhao, School of landscape, Tongji University: *“Economic Impacts of Chinese Cultural Heritage Tourism”*

Pr Luca ZAN, University of Bologna: *“Understanding the Chinese visitor to allow the understanding of our history & heritage”*

12:00 - 13:30: Lunch

13:30 - 15:00: Second Round Table: Interpretation

How should heritage cities, sites, monuments and museums “speak” to Chinese visitors? What are the most appropriate approaches in terms of tourism interpretation, TIC, storytelling? How to communicate on European Heritage and historic urban landscape?

Moderator: Pr Maria GRAVARI-BARBAS, Paris 1 Panthéon-Sorbonne University

Pr ZHANG Chaozhi, School of Tourism Management, Sun Yat-sen University; Director of UIUC-SYSU International Joint Lab for National Park Research: *“Storytelling or Scientific Explanation? Chinese Tourist Preference for Cultural Heritage Interpretation”*

Pr ZOU Tongqian, School of Tourism, Beijing International Studies University: *“How to Help Chinese Tourists Understand European Heritage and Landscape: From Knowing by Translation to Understanding by Experience”*

Pr Tiziana LIPPIELLO, Vice Rector, Ca'Foscari University of Venice: *“Connecting Worlds: European Silk Routes in a Perspective of a Dialogue with the Chinese Cultural Silk Roads”*

Ms Caroline PAUL, CEO, Talents | China Travels

Dr Françoise GED, Observatoire de la Chine Contemporaine, Cité de l'Architecture et du Patrimoine: *“Learning From Professional Visits With Chinese Urban Planners, Architects and Mayors in Cities and Rural Places in France”*

15:00 - 15:30: Coffee / Tea break

15:30 - 17:00: Third Round Table: Innovation

How to innovate in terms of accommodation, restoration or tourism services offered in European historical cities? How to maximize interaction between tourism and heritage SMEs and startups?

Moderator: Pr Luca ZAN, University of Bologna

Pr XU Hong, Nankai University, Director of College Council, College of Tourism and Service Management and **Dr ZHANG Rouran**, assistant professor at Nankai University: *“A Study on European Tourism Service Innovation Countermeasures Based on Chinese Tourists' Satisfaction”*

Pr Kaye CHON, Dean of the School of Hotel and Tourism Management, Hong Kong Polytechnic University: *“Innovative Methods to Develop Sustainable Chinese Tourism in Europe”*

Dr Minja YANG, Raymond Lemaire International Centre for Conservation / KU Leuven: *“New Approaches for Sustainable Tourism Development in European Heritage Cities”*

Pr Kevin HANNAM, Dean of the Faculty of International Tourism at City University of Macau and research associate at the University of Johannesburg: *“Same or Different? Opportunities and Challenges for Macau SAR to Reconnect with European Tourism Heritage Destinations”*

CHALLENGES AND OPPORTUNITIES FOR CHINESE TOURISM IN EUROPEAN HERITAGE CITIES

Organizers

The conference is organized by three major European Universities [Bologna (Italy), KU Leuven (Belgium) and Paris 1 Panthéon-Sorbonne (France)] along with the Observatory of Contemporary China at the Cité de l'Architecture, Paris. The three universities have all developed relations with major Chinese universities which are invited for the conference, such as Nankai, Sun Yat-sen, Tongji, Beijing International Business Studies University, and Hong Kong Polytechnic University.

Scientific Committee

The conference is organized under the scientific responsibility of Maria GRAVARI-BARBAS (EIREST, IREST, Paris 1 Panthéon-Sorbonne University), Dominique VANNESTE (KU Leuven), Fiorella DALLARI (Bologna University) and Françoise GED (Observatory for Contemporary China, Cité de l'Architecture, Paris).

Organization Committee

The organization committee is composed by Dr Yue LU and PhD Candidate Tiantian YIN (IREST, EIREST, Paris 1 Panthéon-Sorbonne University).

Who should attend

The conference targets different types of public: European and Chinese scholars specialized on tourism, heritage and urban studies; local stakeholders working on these fields; tourism, heritage and urban decision makers in Europe and China. Innovative businesses and start-ups working on heritage and tourism.

The Amphi Bachelard de la Sorbonne in which the conference will be organized has a capacity of 200 seats. The conference will be made available in streaming and will offer a wide visibility in terms of communication. The 4 organizing universities and centers in Europe and their Chinese partners can insure an additional coverage of approximately 5000 persons (students enrolled to related programs and scholars).

Venue

The conference will take place at Amphi Bachelard, Sorbonne, Paris. Address: 54 rue Saint-Jacques 75005 Paris

Registration, contacts and information

<https://eu-china-conf.sciencesconf.org/>

eu-china-conf@sciencesconf.org; maria.gravari-barbas@univ-paris1.fr

