

# UNESCO CHAIR Summer School 2017 Program

**Avenue:** Room B105, Yong-Qian Recreation Center, Yu-Quan Campus, Zhejiang University  
(浙大玉泉校区永谦活动中心B105室)

LECTURES	SITE VISITS	HANDS-ON EXPERIENCES	LOGISTICS
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WEEK ONE (8.14 - 8.20)	TIME	Sunday 8.13	Monday 8.14	Tuesday 8.15	Wednesday 8.16	Thursday 8.17	Friday 8.18	Saturday 8.19
	08:30 - 11:30	RECEPTION		OPENING	VISIT TANG QI OLD TOWN & CHINA KNIVES, SCISSORS AND SWORDS MUSEUM	TECHNOLOGY INNOVATION AND NEW DEVELOPMENT OF SMART TOURISM Mr. Haiyong Bao	IT DEPENDENT STRATEGIC INITIATIVES: THEORY AND PRACTICES Dr. Dan Wang	ETOURISM AND WHS (II) Prof. Lorenzo Cantoni
13:45 - 16:30	LOCAL, SOCIAL, SMART: WHAT IS IN FOR NEW TECHNOLOGIES AND SUSTAINABLE TOURISM? Dr. Markus Schuckert			CULTURE MEMORY, HERITAGE AND TOURISM DEVELOPMENT Prof. Huimei Liu		ETOURISM AND WHS (I) OPPORTUNITIES AND PRACTICES Prof. Lorenzo Cantoni	MOOCS IN TOURISM AND HOSPITALITY Jingjing Lin	
16:30 - 18:00	GROUP PROJECT - INTRODUCTION			GROUP PROJECT				
19:30 - 20:30	WELCOME DINNER	(No activities)	PARTICIPANT RESEARCH PRESENTATIONS (based on request)	PARTICIPANT RESEARCH PRESENTATIONS (based on request)	PARTICIPANT RESEARCH PRESENTATIONS (based on request)	PARTICIPANT RESEARCH PRESENTATIONS (based on request)		
WEEK TWO (8.21 - 8.25)	TIME	Sunday 8.20	Monday 8.21	Tuesday 8.22	Wednesday 8.23	Thursday 8.24	Friday 8.25	(Saturday 8.26)
	08:30 - 11:30	VISIT WEST LAKE (WORLD HERITAGE SITE) Site Managers as Guest Speakers	PRACTICAL WORKSHOP Prof. Lorenzo Cantoni	ETOURISM, A COMMUNICATION APPROACH Prof. Lorenzo Cantoni	VISIT CHINA NATIONAL SILK/TEA MUSEUMS Museum Managers as Guest Speakers	SUSTAINABLE TOURISM AND DESTINATION MANAGEMENT Dr. Tianyu Ying	ETOURISM AND TECHNOLOGIES Dr. Liang Wang	(Summer School Completed)
	13:45 - 16:30			SMART TOURISM IN CHINA Prof. Lingqiang Zhou (Translated by Qiuchen Zhu)	CULTURAL CREATIVE INDUSTRY AND TOURISM DESTINATION DEVELOPMENT Dr. Jiaying Lü	TOURISM ENTREPRENEURSHIP: THEORIES AND RESEARCH PROGRESS Dr. Shun Ye	SUSTAINABLE HOSPITALITY ENTREPRENEURSHIP IN RURAL CHINA Dr. Shun Ye	
	16:30 - 18:00			GROUP PROJECTS			GROUP PRESENTATION	
19:30 - 20:30	LARGE-SCALE LIVE PERFORMANCE: IMPRESSION OF THE WEST LAKE (OPTIONAL)	(No activities)	PARTICIPANT RESEARCH PRESENTATIONS (based on request)	PARTICIPANT RESEARCH PRESENTATIONS (based on request)	FAREWELL DINNER OVERALL	(No activities)		

Notes: Tea and coffee breaks are arranged during the class breaks: 10 AM, 3 PM; Lunch time: 12 - 1 PM; Dinner time: 6 - 7:30 PM