

Tourism Fórum

We have much pleasure to announce that Institute for Tourism Studies (IFT) Macao, Escola Superior de Hotelaria e Turismo de Estoril (ESHTE) and Turismo de Portugal (TP) are co-organising this tourism forum on **May 14-16** in Estoril and Lisbon with the theme “**China’s Greater Bay Area Development Plan and Implications on Global Tourism and Education**” The forum takes place during the visit of the Chief Executive of Macao to Portugal and one of the main objectives of this forum is to reinforce the strong ties between Portugal and Macao, especially in the area of tourism education. This forum brings together experts and faculty members of all three parties to share their insights on tourism and education development in China with a special focus on the Greater Bay Area.

Sala Estoril

DAY	HOURS	ACTIVITY	REMARK
		Opening Ceremony	
		Video The Greater Bay Area	
	10:00 - 10:40	Raúl Filipe , President of ESHTE, Portugal Alexis Tam Chon Weng , Secretary for Social Affairs and Culture of Macao SAR Government, Macau Ana Mendes Godinho , State Secretary for Tourism of Portugal	
	10:40 - 11:10		Coffee break
	11:10 - 11:30	Keynote Speech: Toward actionable development initiatives under the Outline Development Plan for the Greater Bay Area	Wilco Chan , Vice Director of IFT Global Centre for Tourism Education and Training
		Alcântara (Lisbon), from industrial district to tourist destination: tourist offer accommodation facilities and assessment of the neighborhood	ESHTE: Luís Miguel Brito , Senior Lecturer
	11:30 - 13:00	Religious and Sustainable Tourism in Catholic Tibet Developing a measurement scale for cultural values and norms of Chinese mass travelers Nostalgic tourism ain't what it used to be: What makes a destination engender nostalgia---A Case in Macau China	ESHTE: Vitor Ambrósio , Associate Professor IFT: Eve Ren , Academic Coordinator of Tourism Retail and Marketing Management Programme IFT: Cora Wong , Assistant Professor of Tourism Management
May 14	13:00 - 14:30	Welcome Lunch	Restaurante Descobertas ESHTE
	14:30 - 15:20	Keynote Speech: Event Development Learning Model (EDLM): <i>Transdisciplinarity and practice in tourism and hospitality higher education</i>	ESHTE: Ana Gonçalves , Senior Lecturer, Susana Gonçalves Senior Lecturer, Elsa Correia Gavinho , Senior Lecturer, Victor Alves Afonso , Senior Lecturer, Carlos Cardoso Ferreira , Senior Lecturer
	15:20 - 15:30	Motivations and experiences of spectating living performing arts during travel	IFT: Joe Zhou , Assistant Professor of Event Management
	15:30 - 16:00		Coffee break
	16:00 - 18:00	On Hotels as Buildings: Hotel Architecture and Engineering in the training of Hotel Managers e-Learning & Tourism with Madeira Specialist Exploring the impacts of online social networks on people’s motivation to attend music festivals in China Cultural Interpretation of Macao’s Most Famous Iconic Landmark	ESHTE: Luís Portugal , Associate Professor e João Barreto , Senior Lecturer ESHTE: Pedro Moita , Senior Lecturer IFT: Clara Lei , Assistant Professor of Event Management IFT: Simon Lei , Lecturer of Information Technology

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China's Greater Bay Area Development Plan and Implications on Global Tourism and Education

May 15 - Sala Estoril

DAY	HOURS	ACTIVITY	REMARK
May 15	10:00 - 10:30	Keynote Speech: Education and Training in Tourism in Portugal - Current State and Future Challenges	Drª Ana Paula Pais , Diretora Coordenadora da Direção de Formação, Turismo de Portugal
	10:30 - 11:30	Environmental Mitigation in Green Certified Convention and Exhibition Centers Overseas: Applicability in the China's Greater Bay Area	Prof. Wilco Chan , Vice Director of IFT Global Centre for Tourism Education and Training
	11:30-12:30	Campus Tour	ESHTE and EHTE
	12:30 - 14:30	Closing and Lunch	Restaurante Descobertas Turismo de Portugal – Escola de Hotelaria e Turismo Estoril
	14:30 - 15:00	Meeting with ESHTE Course Coordinators	ESHTE
	15:00- 16:00		Coffee break
	16:00 - 17:00	Tourism development and tourism education in Macao	IFT: Joe Zhou , Assistant Professor of Event Management
	16:00 - 17:00	Introduction to Geographic Information Systems	IFT: Simon Lei , Lecturer of Information Technology
19:00	Closing Dinner in Setubal	Turismo de Portugal	
May 16	10:00 - 12:00	Visit to Turismo de Portugal and Escola de Lisboa of Turismo de Portugal	
	12:00 - 14:00	Farewell lunch at Escola de Lisboa of Turismo de Portugal	Turismo de Portugal