

# THE 4<sup>TH</sup> WORLD LEISURE EXPO AND FORUM IN HANGZHOU, CHINA

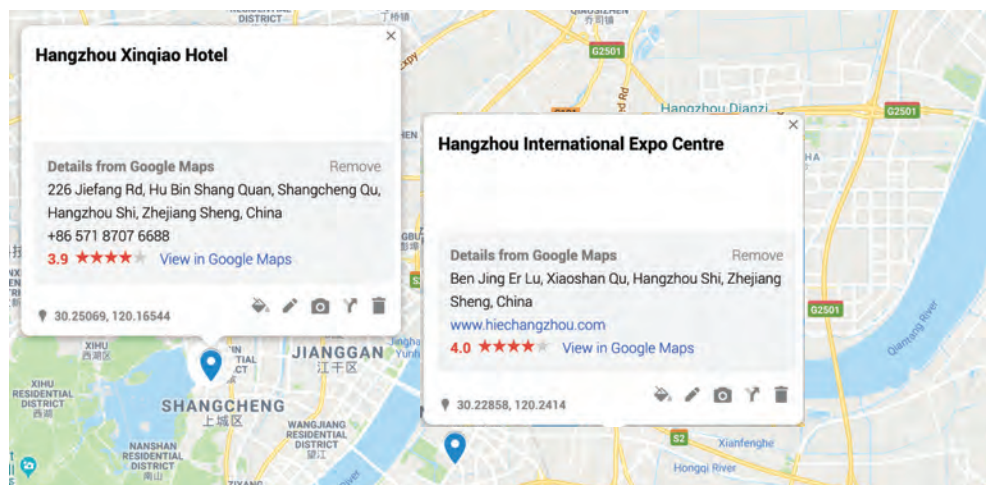
LEISURE CITY, BETTER LIFE



WORLD  
LEISURE  
ORGANIZATION

**When?** 18th-20th October 2019

**Where?**



## 4th WL Forum Programme Sum Up

### 18th FRIDAY

**10:00 – 12:30 / Hangzhou International Expo Center.**

World Leisure Expo Opening Ceremony

**14:00 – 18:10 / Hangzhou International Expo Center.**

Theme summit

Policy · Market · Innovation · Technology

1. Interpretation of leisure industry policy
2. The complex development of leisure industry
3. Technology helps the development of leisure industry
4. Unicorn leisure enterprises enjoy the leisure industry development dividend

**19:30 – 21:00 / Xinqiao Hotel.**

2019 International Innovation Prize Award Dinner

### 19th SATURDAY

**9:00 – 12:00 / Xinqiao Hotel.**

Parallel Sub-forum One

Sustainable · Rural Tourism · Industry Revitalization  
Theme: Leisure and Rural revitalization

1. Agricultural tourism and rural complex
2. Characteristics towns and beautiful villages
3. Cultural creativity of ancient city and ancient town
4. Anti-aging industry and leisure resorts

Parallel Sub-forum Two

Opportunities and challenges · Sports and Leisure industry  
Theme: Leisure and Physical Fitness

1. Employment prospects of leisure sports professionals
2. The leisure value and development trend of the masses of China's well-off society
3. World leisure sports industry
4. The bonus of sports companies in the development of leisure sports industries

**13:30 – 17:35 / Xinqiao Hotel.**

Parallel Sub-forum Three

Culture · Leisure · Tourism Destination

Theme: Leisure and Cultural Tourism Integration

1. The development of leisure culture and leisure tourism, enhance the development of tourism economy, and promote the spread of cultural exchanges
2. Leisure and cultural tourism industry detonate the development of tourism destinations
3. Promotion of cultural tourism and leisure complex

Parallel Sub-forum Four

Diversity · Trends · Positioning · Industrial Transformation

Theme: Leisure and Industrial Transformation

1. Release of leisure industries results
2. Analysis of leisure industries results
3. Analysis of the situation of leisure industries

## Expo Programme

### 18th - 20th

**Main Venue: HALL 1A – Hangzhou International Expo Center**

Main Exhibition Areas:

International leisure exhibition area

Domestic city exhibition area

Sports and leisure exhibition area

Cultural and leisure exhibition area

Special leisure product exhibition area

# 4th WL Forum Agenda day-by-day

## 18th FRIDAY

### 1 | World Leisure Expo Opening Ceremony

**Theme: Empower Digital Economy, Create Better Life**

**Date:** October 18th, 09:15-11:45

**Venue:** 2nd news conference hall, Hangzhou International Expo Center

Chairman of WLO Roger Coles will deliver a speech from 09:20 to 09:25

### 2 | World Leisure Expo & Forums

**Summit Forum: 2019 World Leisure Development Summit Forum**

**Date:** October 18, 2019, 13:30-18:20

**Venue:** Hall 1A, Hangzhou International Expo Center

**Theme:** Leisure city, Better life

#### FIRST STAGE

**Host:** Sun Biqing, Director of Hangzhou Municipal Bureau of Commerce

13:30-13:35 Introduce Basic information and Guests Present

13:35-13:40 Hu Wei, Vice Mayor of Hangzhou Municipal, deliver a speech

13:40-13:55 Roger Coles, Chairman of WLO, keynote speech (TBC)

13:55-14:15 Sheng Yuechun, Mayor of Shaoxing Municipal, deliver a speech

14:15-14:35 Song Rui, Chinese Academy of Social Sciences Tourism Research Center, keynote speech

14:35-14:55 Xu Lei, Hangzhou Commerce and Tourism Group, Keynote Speech

**14:55-15:05 Tea Break**

#### SECOND STAGE

**Host:** Lou Hansong, Dean of school of humanities, Zhejiang University

15:05-15:25 Marcel Bastiaansen, NHTV Breda University, The Netherlands, keynote speech (Experience unpacked. Novel approaches to understanding and measuring leisure experiences)

15:25-15:45 Gao Shunli, Chinese Academy of Social Sciences Tourism Research Center special researcher, keynote speech (TBC)

16:05-16:25 Derek Casey, Former WLO Board Member, keynote speech (The Essential Partnership: Quality of Life and Economic Development)

16:25-16:45 Cari Autry / Stephen Anderson, East Carolina University, keynote speech (Learning to Sail on Land: Virtual Reality Sailing Simulation for People with Physical Disabilities)

16:45-17:05 Ma Zhongqiang, from WLO, keynote speech (Leisure Community Development)

17:05-17:25 Pang Xuequan, Dean of Academy of Leisure and Tourism, Zhejiang University, keynote speech, release the result of the forum (TBC)

17:25-17:45 Leisure Index Release

## 3 | Award Ceremony

**Date:** October 18th, 19:00 – 20:30

**Venue:** Xinqiao Hotel(Guigong)

**Host:** TV Host

19:00-19:05 Introduce Basic information and Guests Present

19:05-19:10 Hu Wei, Vice Mayor of Hangzhou, deliver a speech

19:10-19:15 Roger Coles, Chairman of WLO, deliver a speech

19:15-19:20 Pang Xuequan, Dean of Academy of Leisure and Tourism, Zhejiang University, deliver a speech

19:20-19:25 China Culture and Tourism Integration Exemplary Program Award, it is proposed to invite leaders of Hangzhou Municipal Bureau of Commerce and Hangzhou Commerce and Tourism Group to Present awards.

19:25-19:30 World Culture and Tourism Integration Innovation Award, it is proposed to invite Hu Wei, Vice Mayor of Hangzhou, and Zhejiang University Leaders to Present Awards.

19:30-19:35 World Leisure International Innovation Awards, Roger Coles, Chairman of WLO present the award, and the winner will give a short speech.

WLO Comment: We will need more than 5 minutes. This has been a process of work of months – and it needs its recognition. We would suggest at least 10 minutes. Also, the presenter as in previous occasions we recommend Dr. Cristina Ortega Nuere, WLO COO.

19:35-19:40 Roger Coles, Chairman of WLO, appoint honorary board members (anticipate) – WLO Comment: This is TBC, as per the email exchange.

**19:40-20:30 Dinner**

## 19th SATURDAY

## 4 | Parallel Sub-Forums

### A. Parallel Sub-Forums One: Leisure and Rural Revitalization

**Date:** October 19th 9:00-17:30

**Venue:** Xinqiao Hotel(Guigong)

**Topics:**

- Agricultural tourism and rural complex
- Characteristic towns and beautiful villages
- Cultural creativity of ancient city and ancient town
- Anti-aging industry and leisure resorts

9:00-9:10 Host introduce the present scholars, guests and enterprise representatives

9:10-9:30 WLO Chief Operating Officer Cristina Ortega Nuere, keynote speech (Empowering rural areas to harvest the potential of sustainable cultural tourism)

9:30-9:50 Liu Huimei, associate dean of Academy of Leisure and Tourism, Zhejiang University, keynote Speech.

9:50-10:10 Fan Yuh-Cheng, Minghsin University of Science and Technology (Leisure Development and Cultural Creativity of Taiwan Townships: Guanxi Town of Hsinchu as an example)

10:10-10:25 Tea Break

10:25-10:45 Hu Chunli, Associate Professor of Jinan Vocational College, keynote speech.

11:05-11:25 Zhou Yongguang, Training center director of Academy of Leisure and Tourism, Zhejiang University keynote speech (Authenticity and rural cultural travel)

11:25-11:45 Xu Honggang Professor of the School of Tourism, Sun Yat-Sen University, keynote speech

**11:45-13:00 Lunch**

- 13:00-13:20 Mollie Mae,WL International Innovation Prize Highly Commended,keynote speech (Indigenous Women-led Sustainable Tourism in Rural Peru )
- 13:20-13:40 Zhang Yajing, Professor of Party School of Ningbo Municipal Party Committee,keynote speech.
- 13:40-14:00 Sun Yidong, Senior Engineer, Zhejiang University of Technology,keynote speech.
- 14:00-14:20 Feng Gequn,Professor of Ningbo University,keynote speech.
- 14:20-14:40 Jason Bocarro,WL International Innovation Prize Highly Commended, keynote speech (Health Matters: A Multi - Level Approach to Prevent Obesity in Low Income Rural Countie)
- 14:40-15:00 Gao Pengxiang, Associate Professor of Deming University of Finance and Economics, keynote speech.
- 15:00-15:15 Tea Break**
- 15:15-15:35 Zhou Changcheng,Director and Professor of Wuhan University Quality of Life Research and Evaluation Center,keynote speech
- 15:35-17:30 Scholar exchange

## **B. Parallel sub-forum two: Leisure and Sports**

**Date:** October 19th 9:00-17:25

**Venue:** Xinqiao Hotel(Lingge Hall)

- Topics:**
- Employment prospects of leisure sports professionals
  - The leisure value and development trend of the masses in China's well-off society
  - World leisure sports industry
  - The bonus of sports companies in the development of leisure sports industry

- 9:00-9:10 Host introduce the present scholars,guests and enterprise representatives
- 9:10-9:30 Marié Elizabeth Magdalena Young,University of the Western Cape, South Africa,keynote speech(Leisure Time Physical Activity promoting health of communities in resource poor communities)
- 9:30-9:50 Prof. Dr. Ling Ping, Hangzhou Normal University,keynote speech( Research on the implementation and experience of marketing and reducing cost in the preparation of Olympic Games)
- 9:50-10:10 Prof. Lin Wei, School of Geography of Fujian Normal University,keynote speech

### **10:10-10:25 Tea Break**

- 10:25-10:45 Hilary Farmiloe,WL International Innovation Prize Winner, keynote speech (InstructAbility)
- 10:45-11:05 Prof.Lu Xiaocong,Shanghai University,keynote speech
- 11:05-11:25 Giyasettin Demirhan,Hacettepe University, Turkey keynote speech (Outdoor-adventure activities and leisure time)
- 11:25-11:45 Dr. Jane Zhou, Zhejiang University(Outdoor Sports: the Drive of Culture, Sports and Toursim Integration)

### **11:45-13:00 Lunch**

- 13:00-13:20 Jon L.Coles,Grand Valley State University,keynote speech(Sport Tourism in the USA)
- 13:20-13:40 Andy Moss,WL International Innovation Prize Highly Commended,keynote speech (Street Velodrome)
- 13:40-14:00 Prof. Guo Xiujin, Shanghai Institute of Physical Education,keynote speech
- 14:20-14:40 Prof. Li Yanmei,School of Leisure Sports and Management, Guangzhou Institute of Physical Education,keynote speech
- 14:40-15:00 Lucetta Tsai,National Taipei University,keynote speech (Taiwan's Ocean Policy: The trends in keelboat sailing activities)

### **15:00-15:15 Tea Break**

- 15:15-15:35 Shen Shiwei,Associate Professor of the College of Angers of Ningbo University/President of the China-Europe Tourism and Culture Institute,keynote speech
- 15:35-15:55 Marta William, Pecs University, keynote speech (Research of Healthy Ageing in Hungary)
- 15:55-16:15 Prof.Tan Jiangong,Guangzhou Institute of Physical Education,keynote speech
- 16:15-16:35 Zhang Jianwei, PhD. Student of Shanghai Institute of Physical Education,keynote speech
- 16:35-16:55 Qiu Yajun, College of Education, Zhejiang University,keynote speech
- 16:55-17:15 Zhou Wenting, Ph.D. student of Department of Physical Education, Zhejiang University, keynote speech
- 17:15-17:25 Tian Haibo, School of Physical Education, Zhejiang University,keynote speech

### **C. Parallel sub-forum three:Leisure and Cultural Travel Integration**

**Date:** October 19th 9:00-17:30

**Venue:** Xinqiao Hotel (Rongzhai Hall)

**Topics:** • The development of leisure culture and leisure tourism, enhance the development of tourism economy, and promote the spread of cultural exchanges  
• Leisure and cultural tourism industry detonated the development of tourism destinations  
• Promotion of cultural travel and leisure complex

- 9:00-9:10 Host introduce the present scholars,guests and enterprise representatives  
9:10-9:30 Lawal Marafa,The Chinese University of Hong Kong,keynote speech(Nature in the City: Tourism and Leisure in gardens, parks and green open spaces in Hong Kong and Guangzhou)  
9:30-9:50 Prof.Gao Xiaokang,the Intangible Cultural Heritage Research Center of Nanjing University,keynote speech.  
9:50-10:10 Yvonne Klerks,Breda University of Applied Sciences, The Netherlands,keynote speech(Leisure and tourism as a means to transform people and communities)

#### **10:10-10:25 Tea Break**

- 10:25-10:45 Prof.Sun Tiansheng,Jiangsu Normal University,keynote speech  
10:45-11:05 Philip Wang, Ken State University,keynote speech(Leisure, Tourism and Aesthetic Experience Integration)  
11:05-11:25 Prof.Kang Baozhen,Zhejiang Tourism Vocational College,keynote speech  
11:25-11:45 Atara Sivan,Hong kong Baptist University,keynote speech( Leisure Education for well-being and growth)

#### **11:45-13:00 Lunch**

- 13:00-13:20 Richard Hayes,Hayes Consulting Group, University of Georgia, University of South Alabama,keynote speech(The cost of leisure: A cautionary tale)  
13:20-13:40 Bree Hayes, Hayes Consulting Group, University of Georgia, University of South Alabama,keynote speech (Leisure and stress reduction)  
13:40-14:00 Jiang Yan,Associate Professor, Zhejiang Foreign Studies University,keynote speech  
14:00-14:20 Zhou Hongcheng, Distinguished Research Fellow, Academy of Leisure and Tourism,Zhejiang University,keynote speech  
14:20-14:40 Prof. He Shijian, School of Art and Design, Nanchang University,keynote speech  
14:40-15:00 Pan Liyong,Director of Zhejiang University Leisure Education and Training Center,keynote speech

#### **15:00-15:15 Tea Break**

- 15:15-15:35 Pan Jian,Director of the Film and Animation Game Research Center of Zhejiang University,keynote speech.  
15:35-17:30 Scholar exchange

### **D. Parallel sub-forum four :Leisure and Industrial Transformation**

**Date:** TBC

**Venue:** TBC

**Topics:** • Release of leisure industry results  
• Analysis of leisure industry results  
• Analysis of the situation of the leisure industry

- 9:00-9:10 Host introduce the present scholars,guests and enterprise representatives  
9:30-9:50 Ma Yong, Dean of the Tourism College of Hubei University, keynote speech  
9:50-10:10 Miklos Banhidi,Szechenyi University, Győr, Hungary,keynote speech( Robots in Leisure - electronic involvement for a smart future)

#### **10:10-10:25 Tea Break**

10:25-10:45 Prof.Sun Jiuxia, Sun Yat-sen University Leisure Research Center,keynote speech  
 10:45-11:05 Wu Wenxin, Dean and Professor of the School of Marxism, Shandong University,keynote speech  
 11:05-11:25 Zhu Lixin, Director and Professor of Tourism Department, School of Tourism, Shanghai Normal University,keynote speech  
 11:25-11:45 Lin Minhui,Associate Professor of College of Forestry and Landscape Architecture, South China Agricultural University,keynote speech

**11:45-13:00 Lunch**

13:00-13:20 Prof.Li Guodong, the Sichuan Provincial Sports Association Working Committee (Chengdu Sports Institute) ,keynote speech  
 13:20-13:40 Zhang Yaotian,Lecturer of School of Marxism, Hubei Normal University Zhang Yaotian  
 13:40-14:00 Zhang Xiaoling,Lecturer of School of Marxism, Southern Normal University, keynote speech  
 14:00-14:20 Professor of Arts, Shaanxi Normal University, Yu Xilin,keynote speech  
 14:20-14:40 Doctoral student of Wuhan University Wu Qi,keynote speech  
 14:40-15:00 Ph.D. student of Zhejiang University Cheng Xiang,keynote speech

**15:00-15:15 Tea Break**

15:15-15:35 Zhou Yu,PhD student of Zhejiang University,keynote speech  
 15:35-15:55 Zhou Wei,Doctoral student of Wuhan University,keynote speech  
 15:55-16:15 Hao Yu ,Ph.D. student of Zhejiang University,keynote speech  
 16:15-16:35 XiaoWei wei,Ph.D. student of Zhejiang University, keynote speech  
 16:35-17:30 Scholar exchange

## 5 | Departure

Date: October 20th

# 3rd. World Leisure Expo and Forum (2017) impact and facts



## About the city

Hangzhou is the capital and most populous city of Zhejiang Province in East China. Hangzhou grew to prominence as the southern terminus of the Grand Canal and has been one of the most renowned and prosperous cities in China for much of the last millennium. The city's West Lake, a UNESCO World Heritage site immediately west of the city, is among its best-known attractions.

In September 2015, Hangzhou was awarded the 2022 Asian Games.

### **Your Contact Person Onsite:**

Your contact person onsite for any matter related to WL Expo & Forum (logistics and presentation)s while onsite is Ms. Mireia Iglesias from WLO Secretariat. You can reach here at: [mireia@worldleisure.org](mailto:mireia@worldleisure.org)  
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## About the venue

Hangzhou International Expo Center.

To the east of Qiantang Third Bridge and on the south bank of Qiantang River stands Hangzhou International Expo Center (HIEC), the main venue of 2016 G20 Summit holding both modern facilities and the human spirits of classical Jiangnan. With a convenient location and a space of 850,000 sqm, HIEC is a multi-functional complex consisting of convention, exhibition, hotel, catering, business and offices, bringing in a brand-new pattern. By virtue of the easy access, a variety of event venues and modern design with traditional Jiangnan implication, HIEC starts the sixth generation of event venue of China.



**World Leisure Organization is a non-profit organization registered in the State of New York**  
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