THE 4TH WORLD LEISURE EXPO AND FORUM IN HANGZHOU, CHINA

LEISURE CITY, BETTER LIFE
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 Caroline 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 Counties)
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 Farmilo, 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 Tourism 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, Ph.D. 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, Gyor, Hungary, keynote speech (Robots in Leisure - electronic involvement for a smart future)

10:10-10:25 Tea Break
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<tr>
<th>Time</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>10:25-10:45</td>
<td>Prof. Sun Jiuxia, Sun Yat-sen University Leisure Research Center</td>
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<td>10:45-11:05</td>
<td>Wu Wenxin, Dean and Professor of the School of Marxism, Shandong University</td>
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<td>11:05-11:25</td>
<td>Zhu Lixin, Director and Professor of Tourism Department, School of Tourism, Shanghai Normal University</td>
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<td>11:25-11:45</td>
<td>Lin Minhui, Associate Professor of College of Forestry and Landscape Architecture, South China Agricultural University</td>
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<td><strong>11:45-13:00</strong></td>
<td><strong>Lunch</strong></td>
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<td>13:00-13:20</td>
<td>Prof. Li Guodong, the Sichuan Provincial Sports Association Working Committee (Chengdu Sports Institute)</td>
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<td>13:20-13:40</td>
<td>Zhang Yaotian, Lecturer of School of Marxism, Hubei Normal University Zhang Yaotian</td>
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<td>13:40-14:00</td>
<td>Zhang Xiaoling, Lecturer of School of Marxism, Southern Normal University, keynote speech</td>
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<td>14:00-14:20</td>
<td>Professor of Arts, Shaanxi Normal University, Yu Xilin, keynote speech</td>
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<td>14:20-14:40</td>
<td>Doctoral student of Wuhan University Wu Qi, keynote speech</td>
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<td>Ph.D. student of Zhejiang University Cheng Xiang, keynote speech</td>
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<td><strong>Tea Break</strong></td>
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<td>Zhou Yu, PhD student of Zhejiang University, keynote speech</td>
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<td>Xiao Wei wei, Ph.D. student of Zhejiang University, keynote speech</td>
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<td>16:35-17:30</td>
<td>Scholar exchange</td>
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5 | **Departure**

**Date:** October 20th

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

**impact and facts**

- **Generated a trade turnover of 10.65 billion yuan**
- **In 33 projects**
- **The introduction of domestic investment to break through 10 billion yuan**
- **The introduction of foreign capital exceeding 1 billion US dollars**
- **It attracted more than 9 million visitors**
- **From more than 70 countries and regions**
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) onsite is Ms. Mireia Iglesias from WLO Secretariat. You can reach her at: mireia@worldleisure.org +34660900236

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.