

**GOVERNMENT OF PAKISTAN
Ministry of Economic Affairs
Economic Affairs Division**

No.3(28)/EA/China-II/2023

Islamabad, the 07th July, 2023

OFFICE MEMORANDUM

SUBJECT: 2023 MULTILATERAL SEMINAR FOR TOURISM OFFICIALS FOR DEVELOPING COUNTRIES FROM 05TH – 25TH SEPTEMBER, 2023 IN CHINA (04 SLOTS)

The undersigned is directed to state that Government of People's Republic of China has offered fully funded Seminar for Tourism Officials for Developing Countries from 05th – 25th September, 2023. The Government of Pakistan will not be liable for any cost. The course contents along with other relevant information are enclosed. The requisite qualification and general requirements are as under:-

1. Eligibility Criteria

- Officers (**BS-17 & above**) of Ministries / Divisions / Attached Departments and Provincial Governments most relevant to the training programmes.
- Proficiency in English.
- Under 45 for officials at or under director's level and under 50 for officials at director general's level.
- Contract Employees are not eligible

2. Documents Required


The following documents (**02 sets of each**) are required to be sent alongwith the nomination:

- Application Form
- Information Form duly filled in by the nominee.
- FTC Proforma.
- Copy of CNIC
- Copy of Passport at least six months of remaining validity and blank visa pages
- Medical Certificate (Foreigner Physical Examination Form)
- Surety Bond
- Undertaking
- Copy of Covid-19 Full Vaccination Certificate
- No criminal record / Police character certificate attested by Ministry of Foreign Affairs of Pakistan

3. Nominations of suitable candidates fulfilling the eligibility criteria duly approved by the competent authority shall be forwarded to this Ministry by **1st August, 2023 positively**. Following points must be considered while nominating the candidates:

- a. Most relevant candidates should be nominated for the subject training programmes.
- b. Nomination of candidates should reach MoEA before the deadline. Late arrival of nomination after the EADs' deadline will not be entertained.
- c. Nomination papers complete in all respect may be forwarded to MoEA through proper channel i.e. through their respective Administrative Ministry / Division/ P&D Department.
- d. For further details / information / forms / FTC proforma EAD's website: www.ead.gov.pk may be visited.

4. In order to avail all trainings, it must be ensured that suitable nominations along with complete documents shall be provided by the deadline.


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Section Officer (China-II)
Tel: 051- 9205204

Distribution

F.No.3(28) EA/China-II/2023

1. **Secretary**, Ministry of Inter-Provincial Coordination, Government of Pakistan, Islamabad.
2. **Secretary**, Ministry Information Technology & Telecommunication, Government of Pakistan, Islamabad.
3. **Secretary**, National Heritage and Culture Division, Government of Pakistan, Islamabad.
4. **Secretary**, Ministry of Industries & Production, Government of Pakistan, Islamabad.
5. **Secretary**, Ministry of Commerce, Government of Pakistan, Islamabad.
6. **Secretary**, Ministry of Science & Technology, Government of Pakistan, Islamabad.
7. **Chairman**, Board of Investment, Government of Pakistan, Islamabad.
8. **Chairman**, P&D Board, Government of Punjab, Lahore.
9. **Chairman**, P&D Board, Govt. of Sindh, Karachi.
10. **Additional Chief Secretary**, P&D Department, Govt. of KPK, Peshawar.
11. **Additional Chief Secretary**, P&D Department, Govt. of Balochistan, Quetta.
12. **Additional Chief Secretary**, P&D Department, Govt. of AJK, Muzaffarabad.
13. **Additional Chief Secretary**, P&D Department, Gilgit Baltistan, Gilgit.

Seminar on Tourism Officials for Developing Countries

Name	Seminar on Tourism Officials for Developing Countries		
Organizer	Yunnan International Centre for Economic and Technical Exchanges		
Time	2023-09-05 -- 2023-09-25	Language for Learning	English
Invited Countries	Officials in the tourism sector of developing countries		
Requirements for the Participants	Age	Under 45 for officials at or under director's level; under 50 for officials at director general's level.	
	Health	In good health with health certificates or medical examination forms issued by local public hospitals; without diseases prohibited from entry by China's laws and regulations; without severe chronic diseases such as serious high blood pressure, cardiovascular and cerebrovascular diseases and diabetes; without mental illnesses or infectious diseases that may pose serious threats to public health; not during the postoperative recovery period after a major operation or during the outbreak period of acute diseases; without severe physical disability; non-pregnant.	
	Language	Capable of listening, speaking, reading and writing in English during the training	
	others	Family members or friends shall not follow	
Host City	Kunming City	Local Temperature	15°C- 23°C
Cities to visit	Hainan Province	Local Temperature	25°C- 35°C

Notes	<ol style="list-style-type: none"> 1. Please prepare a valid passport and visa in advance. 2. Please prepare materials related to the topic of the training course. During the training, participants will be organized to exchange information on the topic of the training class. 3. If the participants cannot set off on time due to special circumstances, or there is flight delay during the transfer, please contact the project contact person in time to inform the latest flight status so as to arrange the pickup. 4. In principle, participants are not allowed to change international tickets. If needed, please contact the Economic and Commercial Office of the Embassy of the People's Republic of China in your country to handle the ticket changes according to the procedures. If the ticket is changed without consent, the expenses and responsibilities arising therefrom shall be borne by the participant. 5. In order to facilitate communication, participants are advised to download and install the international version of WeChat before arriving in China. 6. Please confirm whether it is necessary to re-check baggage when transferring; please wait patiently at the international arrival exit (or domestic arrival exit) after the flight arrives and the baggage is claimed. The staff will be waiting with the pickup card read the name of the training program. If the waiting time exceeds 15 minutes, please contact with the project contact person by telephone. 7. If the registration with the airline in case of loss of checked baggage is needed, please call the project contact person to confirm the baggage delivery address before filling in the registration form. 8. Please check the weather of the host city and bring suitable clothes; prepare comfortable shoes for visiting; the important activities of the training course need to be attended in formal or national clothing. 9. Please bring a small amount of commonly used drugs. 10. Some hotels may not be able to provide computers. Please bring them with you if needed.
About the Organizer	<p>Yunnan International Center for Economic and Technical Exchanges (hereinafter referred to as the "Center") has successfully hosted 162 seminars sponsored by the Ministry of Commerce and the Yunnan Provincial Government since it was approved as the training base for international business officials of the Ministry of Commerce in 2014. It has trained 4,113 government officials at all levels (including 11 at the ministerial level and 169 at the departmental level) from 102 developing countries, covering many fields such as economy and trade, public management and social organizations, finance, agriculture, forestry, animal husbandry and fishery, business services, transportation and logistics, medical as well as health care. Professional and rich experience in organizing tourism training has been accrued from the previous successful relevant courses held in the Center, which have also been highly recognized by all parties.</p> <p>The School of Overseas Education of Yunnan University of Finance and Economics is the co-organizer of the Center for this China Aid training project. It has cooperated with the Center to successfully hold several China aid training projects. Since the beginning in 2015, the Project of the Ministry of Commerce, PRC on Diploma and Degree Education for Developing Countries were held for six times, and 168 official students from 41 countries have been enrolled and trained, including 1 ministerial official and 9 departmental officials.</p>
Seminar Content	<p>1. Main courses and introduction to the courses:</p> <p>(1) China's national conditions: China's political, social, historical and other aspects of development;</p> <p>(2) Marketing practices and cases study on China's tourism in the context of new media: introduce the approaches of tourism marketing with new media technology, the core concept of tourism marketing, and the tourism marketing strategy, and help participants to develop new media marketing plans suitable for their own countries;</p> <p>(3) Tourism marketing and resource integration: in the era of the Internet of Things, how to integrate tourism marketing and resources, use big data technology, analyze customer needs, and build tourism brands? This course will help Ethiopian participants learn how to understand and analyze customer needs, develop marketing plans, and enhance the tourist experience;</p>

- (4) New forms of tourism in China: introduce the innovative achievements of China's tourism industry based on development, technology integration, tourism product development, time integration, intelligent transportation development, and system and management;
- (5) Current situation and future of tourism in Yunnan: explain the current situation and future trend of Yunnan tourism to the participants from the aspects of development layout, comprehensive reform, regional cooperation as well as regional development. Yunnan has an irresistible charm to tourists at home and abroad by virtue of its unique and rich tourism resources, colorful natural scenery and abundant ethnic cultures;
- (6) Analysis of Yunnan tourism industry development planning: based on the actual situation of Yunnan, introduce the innovative development, spatial layout and tourism products of Yunnan tourism;
- (7) Development and protection of tourism resources: the development of tourism resources is the basis and prerequisite for the development of tourism. Development and protection are interrelated and interdependent. Protection is the premise of development and protection is for better development;
- (8) Tourism destination management: based on tourism development planning, this course introduces how to reasonably manage and optimize tourism objectives
- (9) Cross-cultural management theory and practice: culture should be mutually beneficial and complementary to tourism. Tourism without culture is shallow and empty, while culture without tourism is also difficult to create a complete value chain. This course aims to introduce cross-cultural management in the field of tourism;
- (10) Cultural conflict and integration - development of cultural tourism characteristic products of ethnic minorities in southwest China: introduce how to resolve cultural conflicts from the aspects of food, housing, transportation, travel, shopping and entertainment, and integrate them to help participants develop cultural tourism products suitable for their own development according to different local characteristics;
- (11) Ecotourism and planning - taking Yunnan as a case: focus on how to carry out the sustainable development planning of ecotourism destinations, not only to meet people's needs, but also to promote the sustainable development of ecotourism destinations, and select Yunnan Province as the actual case of ecotourism planning;
- (12) Take the research on the integration of biodiversity and tourism culture in Yunnan - the digital integration of ethnic culture and biodiversity conservation in northwest Yunnan as an example: integrate digital technology into the protection of ethnic culture and biodiversity in northwest Yunnan to help participants understand the protection of culture and biodiversity through case study, integrate the basic methods and ideas of research, and innovate integrated tourism projects in line with the development of their own tourism industry;
- (13) Thoughts on the development of Yunnan's cultural service trade: briefly describe Yunnan's multiculturalism and its development, and introduce how to combine culture and trade to make culture serve trade.
- (14) Exploring the sustainable development path of mountain rural areas: introduce the development model of mountain rural areas to the participants and lead the participants to think, discuss and develop its development model;
- (15) Interpretation of Yunnan tourism culture from the perspective of anthropology: from the perspective of anthropology, introduce Yunnan ethnic minorities and ancient buildings, ancient towns and terraces to the participants. From another perspective, the tourism industry can be promoted with the help of local characteristics and geographical advantages to create a unique tourism industry chain;
- (16) China's tourism industry policy and international cooperation: introduce how to improve the open-cooperation system in tourism, launch the inbound tourism promotion action in due time, and introduce the inbound tourism development support policy. On the premise that the global COVID-19 has been effectively controlled, relying on China's strong tourism market advantages, coordinate the domestic and international markets, promote inbound tourism step by step, steadily develop outbound tourism, and continue to promote tourism exchanges and cooperation;
- (17) Introduction to the tourism development strategy of Yunnan Province: introduce the current tourism development strategy, main guidelines, development objectives and policy support of Yunnan Province.

2. About the visitings:

- (1) Exchange and Discussion with Yunnan Provincial Department of Culture and Tourism: understand the general situation of tourism industry in Yunnan Province;
 - (2) Visit Yunnan Nationalities Village: it is a window to reflect and display the social and cultural customs of 26 ethnic groups in Yunnan with strong ethnic characteristics;
 - (3) Visit the Stone Forest Scenic Spot: learn about the tourism development of the Stone Forest Scenic Spot
 - (4) Visit Kunming International Flora Auction Trading Center: learn about the operation of the largest fresh-cut flower trading market in Asia;
 - (5) Visit Yunnan Provincial Museum: learn about the profound history and splendid civilization created by the people of all ethnic groups in Yunnan on the red soil plateau;
 - (6) Visit Wenchang Aerospace Science Center in Hainan Province: it is the base of aerospace science popularization and patriotism education;
 - (7) Visit Wenchang Spacecraft Launch Site: it is the first coastal launch base in China and one of the few low-latitude launch sites in the world;
 - (8) Experience Tongguling Mountain Scenic Spot in Wenchang, Hainan Province: it is a Nature Reserve of China;
 - (9) Visit the Ancestral Residence of Song Family in Hainan Province: it is the ancestral residence of the Song family represented by Song Yaoru and Song Qingling, which has great influence on the modern history of China;
 - (10) Visit the Coconut Grand View Garden in Wenchang City, Hainan Province: it is an ecological scenic spot with strong coconut culture characteristics, which is reconstructed from the original coconut germplasm resource bank of the Coconut Research Institute of the Chinese Academy of Tropical Agricultural Sciences of the Ministry of Agriculture;
- The participants will be invited to visit relevant companies and enterprises in Wenchang City, Sanya City and Kunming City for exchanges and discussions during the Seminar.

3. About the lecturers:

- (1) Pu Chuan: Deputy Director of the Office, Yunnan University of Finance and Economics;
- (2) Wang Jing: Associate Professor of the School of Tourism and Hospitality Management, Yunnan University of Finance and Economics;
- (4) Yang Hongbo: Professor of Hospitality Management Institute, Yunnan Tourism College
- (4) Zhao Ming: Associate Professor of Yunnan Tourism College;
- (5) Zhu Xiaohui: Vice President of the Tourism Research Institute, Yunnan University of Finance and Economics;
- (6) Yang Xiao: Senior Engineer of Yunnan Tourism Planning Institute
- (7) Xie Hongzhong: Professor of the School of Tourism and Hospitality Management, Yunnan University of Finance and Economics;
- (8) Zhu Tao: Associate Professor of the School of Tourism and Hospitality Management, Yunnan University of Finance and Economics;
- (9) Yan Xiong: Professor of the School of Tourism and Hospitality Management, Yunnan University of Finance and Economics;
- (10) Tang Yuejun: Associate Professor of the School of Tourism and Hospitality Management, Yunnan University of Finance and Economics;
- (11) Xu Nanyuan: Professor of the School of Tourism and Hospitality Management, Yunnan University of Finance and Economics;
- (12) Wu Xiaosong: Professor of School of Information, Yunnan University of Finance and Economics
- (13) Yang Liu: Associate Professor of the School of Tourism and Hospitality Management, Yunnan University of Finance and Economics;
- (14) Wang Zhihui: Professor of School of Tourism and Hotel Management, Yunnan University of Finance and Economics;
- (15) Wu Leping: Associate Professor of School of Foreign Languages, Yunnan Tourism College;
- (16) Fu Jihong: Associate Professor, Yunnan Tourism College;
- (17) Li Liye: Professor of Higher Vocational Education Research Center, Yunnan Tourism College.

4. Materials to be prepared by the participants:

In order to facilitate the exchange with Chinese experts, please prepare participant country's

exchange materials related to the Seminar's topic, such as (1) self-introductions include participants' specialty and general information of the unit they serve; (2) the current status and existing problems of tourism development in participant country.

5. Evaluation

Evaluate the wholeness and teaching of the Seminar according to the evaluation forms distributed by the organizer and collected from the participants.

References

1. China Daily (China) 11/2022