

# Program at A Glance

## 27<sup>th</sup> International Joint World Cultural Tourism Conference

**Date : May 31-June 2, 2024**

**Venue: Faculty of International Tourism and Management**

**City University of Macau, Macau**

**Deadlines:**

**1.Abstract: April 20, 2024**

**2.Paper: May 1, 2024**

**<http://worldculturaltourismassociation.org>**

<b>Date</b>	<b>Time</b>	<b>Subjects</b>	<b>Place</b>
	<b>12:00- 13:00</b>	<b>Registration Opens</b>	<b>Venue: Faculty of International Tourism and Management City University of Macau, Macau</b>
<b>31,May</b>	<b>13:00-13:30</b>	<b>International Conference: Part 1:  Opening Ceremony</b>  <b>I.Opening Address</b>  <b>II.Congratulatory Remark</b>  <b>III.Presentation of the Best Paper Awards</b>  <b>IV.Nomination of New Scientific Committee Member and Editorial Board Member</b>  <b>V.Introduction of VIP Delegates</b>  <b>VI.Group Photo</b>	<b>Venue: Faculty of International Tourism and Management City University of Macau Macau</b>

<p>31,May</p>	<p>(Keynote Speech) 13:30 – 15:30</p>	<p><b>International Conference Part 2:</b></p> <p><b>Keynote Speech Session</b></p> <p><b>Cultural Tourism Industry: Past, Present and Future</b></p> <p><b>Subject:</b></p> <p>1. Marketing in the World Cultural Tourism Industry</p> <p>2. Policy in the World Cultural Tourism Industry</p> <p>3. Strategy in the World Cultural Tourism Industry</p> <p>4. Management in the World Cultural Tourism Industry</p> <p>5. Cultural Tourism Industry : Problems and Solutions</p>	<p>Venue: <b>Faculty of International Tourism and Management</b> City University of Macau Macau</p>
<p>31, May</p>	<p>15:30-16:00</p>	<p><b>Coffee Break</b></p>	<p>Venue: <b>Faculty of International Tourism and Management</b> City University of Macau Macau</p>

31 May	(Keynote Speech)\ 16:00 – 18:00	<p style="text-align: center;"><b>International Conference Part 3:</b></p> <p style="text-align: center;"><b>World Cultural Tourism : Past, Present and Future</b></p> <ol style="list-style-type: none"> <li>1. Cultural Tourism in Asia</li> <li>2. Cultural Tourism in Europe</li> <li>3. Cultural Tourism in Oceania</li> <li>4. Cultural Tourism in Africa</li> </ol>	<p style="text-align: center;">Venue: <b>Faculty of International Tourism and Management</b> City University of Macau Macau</p>
1, June	09:00- 09:30	<b>Registration</b>	<p style="text-align: center;">Venue: <b>Faculty of International Tourism and Management</b> City University of Macau Macau</p>
	09:30 - 11:00	<p>International Conference Part 4 : : Concurrent Session)</p>	<p style="text-align: center;">Venue: <b>Faculty of International Tourism and Management</b> City University of Macau Macau</p>
	11:00-11:30	<b>Coffee Break</b>	<p style="text-align: center;">Venue: <b>Faculty of International Tourism and Management</b> City University of Macau Macau</p>
	11:30-13: 00	<p>International Conference Part 5 : (Concurrent Session)</p>	<p style="text-align: center;">Venue: <b>Faculty of International Tourism and Management</b> City University of Macau Macau</p>

	13:00- 14:00	<b>International Conference Part 6 :</b>  <b>Lunch</b>	Venue:  <b>Restaurant</b>  <b>Faculty of International Tourism and Management</b> City University of Macau Macau
	14:00-15:30	<b>International Conference Part 7 :</b>  (Concurrent Session)	Venue:  <b>Faculty of International Tourism and Management</b> City University of Macau Macau
	15:30 –  16:00	<b>Coffee Break</b>	Venue:  <b>Faculty of International Tourism and Management</b> City University of Macau Macau
	16:00-17:30	<b>International Conference Part 8 :</b>  (Concurrent Session)  <b>International Conference Part 9-10 :</b>  Poster Session	Venue:  <b>Faculty of International Tourism and Management</b> City University of Macau Macau
2, June.	07:30 AM-	<b>International Conference Part 11 :</b>  <b>Cultural Tour</b>	<b>Conference Tour</b>