



INTERNATIONAL ASSOCIATION OF SCIENTIFIC EXPERTS IN TOURISM
ASSOCIATION INTERNATIONALE D'EXPERTS SCIENTIFIQUES DU TOURISME
INTERNATIONALE VEREINIGUNG WISSENSCHAFTLICHER FREMDENVERKEHRSEXPERTEN
Statut consultatif auprès de l'UNESCO et du Conseil de l'Europe

65th AIEST Conference 2015

23rd – 27th August 2015 in

Lijiang / Yunnan Province / China

Discover and explore China



Preliminary announcement - please make your note on 65th AIEST Conference 2015



Discover and explore China WE OFFER THE OPPORTUNITY TO DISCOVER TOURISM IN CHINA FROM A MULTIPLICITY OF PERSPECTIVES INCLUDING CULTURE AND NATURE, THE DEVELOPMENT OF INFRASTRUCTURE AND OFFERS AS WELL AS CONSUMER BEHAVIOUR.

JOIN THE AIEST CONFERENCE IN LIJIANG YUNNAN P.R. CHINA 2015



Welcome to Lijiang!

(In Dongba Pictogram Characters of the Naxi minority)



INTERNATIONAL ASSOCIATION OF SCIENTIFIC EXPERTS IN TOURISM
ASSOCIATION INTERNATIONALE D'EXPERTS SCIENTIFIQUES DU TOURISME
INTERNATIONALE VEREINIGUNG WISSENSCHAFTLICHER FREMDENVERKEHRSEXPERTEN

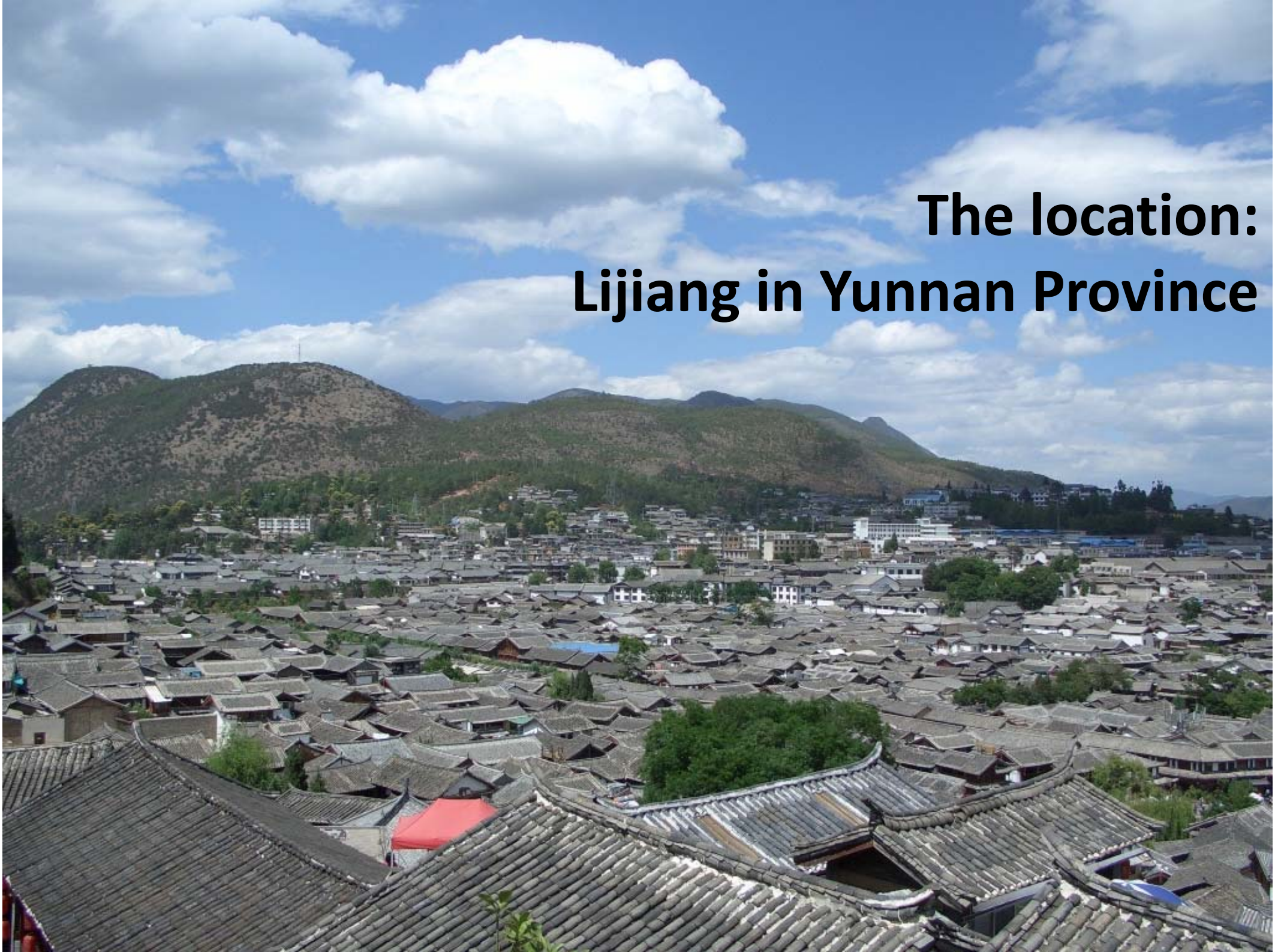
Statut consultatif auprès de l'UNESCO et du Conseil de l'Europe



LIJIANG RESORT & SPA
丽江铂尔曼度假酒店



**The location:
Lijiang in Yunnan Province**



The location: L i j i a n g in Yunnan Province

Lijiang, located on 2400 m / 7900 ft above sea level, is not only **the touristic hot spot in Yunnan**, it is a gateway to Tibet and starting point for many fantastic trekking opportunities in the area. With a bit below 50%, the Han Chinese are the main part of the population, whereas the other 50% are split into around 15 different ethnic groups. Lijiang was the capital city of the Naxi kingdom in the 13th century until it got conquered by Kublai Khan. Still, the Naxi are apart from the Han Chinese the majority among the minorities in Lijiang.

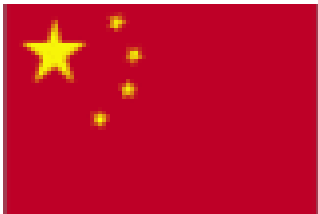
The Naxi live in a matrialinear society and are the only ethnic group worldwide using pictograph writing. The Naxi language is nearly extinct, however through the huge boost of tourism in the recent years, writing and culture get revived again. The writing is preserved by the Dongba (or wise men), who are the shamans / priests of the Naxi. Famous scientist and explorer Joseph Rock was the first to examine and document the ethnicities and also fauna and flora in the area.

In 1996 an earthquake cost many lives in Lijiang. Around one third of the houses collapsed, however it was mostly the modern concrete buildings that took heavy damage and less the traditional wooden houses of the Naxi. Therefore the old town was rebuilt in the traditional way and declared to a pedestrian zone. With the cozy wooden houses, the narrow alleyways and the small water canals, **Lijiang spreads a unique charm**. Countless shops with local handcraft products, restaurants and bars invite for strolling and relaxing.



China

Yunnan



Why AIEST 2015 conference in Lijiang??



Why AIAEST conference in Lijiang?

- ✚ Lijiang is in a traditional minority area (Naxi minority) and one of the top destinations in China
- ✚ **Lijiang is one of the most popular destinations for Chinese Travelers.** Not only will you experience the Chinese touristic development at first hand, you will also experience what Chinese tourists are looking for and take your experiences back home to help increase awareness in welcoming Chinese travelers to your home country.
- ✚ The Lijiang area is rich of culture, various old towns and beautiful traditional architecture
- ✚ Located on the foot of the Jade Dragon Mountain, it offers stunning vistas
- ✚ Lijiang features the highest golf course in the Northern Hemisphere with the world's longest fairway
- ✚ Warm hearted and friendly local minority people offer a unique charm
- ✚ Fantastic local food variety local food variety

AEST 2015 Lijiang Yunnan P.R. China at a glance



The region of Lijiang has been three-fold recognised by **UNESCO for World Heritage** awards. Firstly there is **the ancient city of Lijiang** (including the Dayan old town, Basha housing cluster and Shuhe housing cluster), secondly there is the surrounding countryside (**Three Parallel Rivers of Yunnan Protected Areas**) and finally there are **the Dongba Hieroglyphs**, the only such living system in the world.

Red Lesser Panda

Ten Thousand Camellias

Lijiang Snow Peaches



Lijiang and tourism

Discover and explore

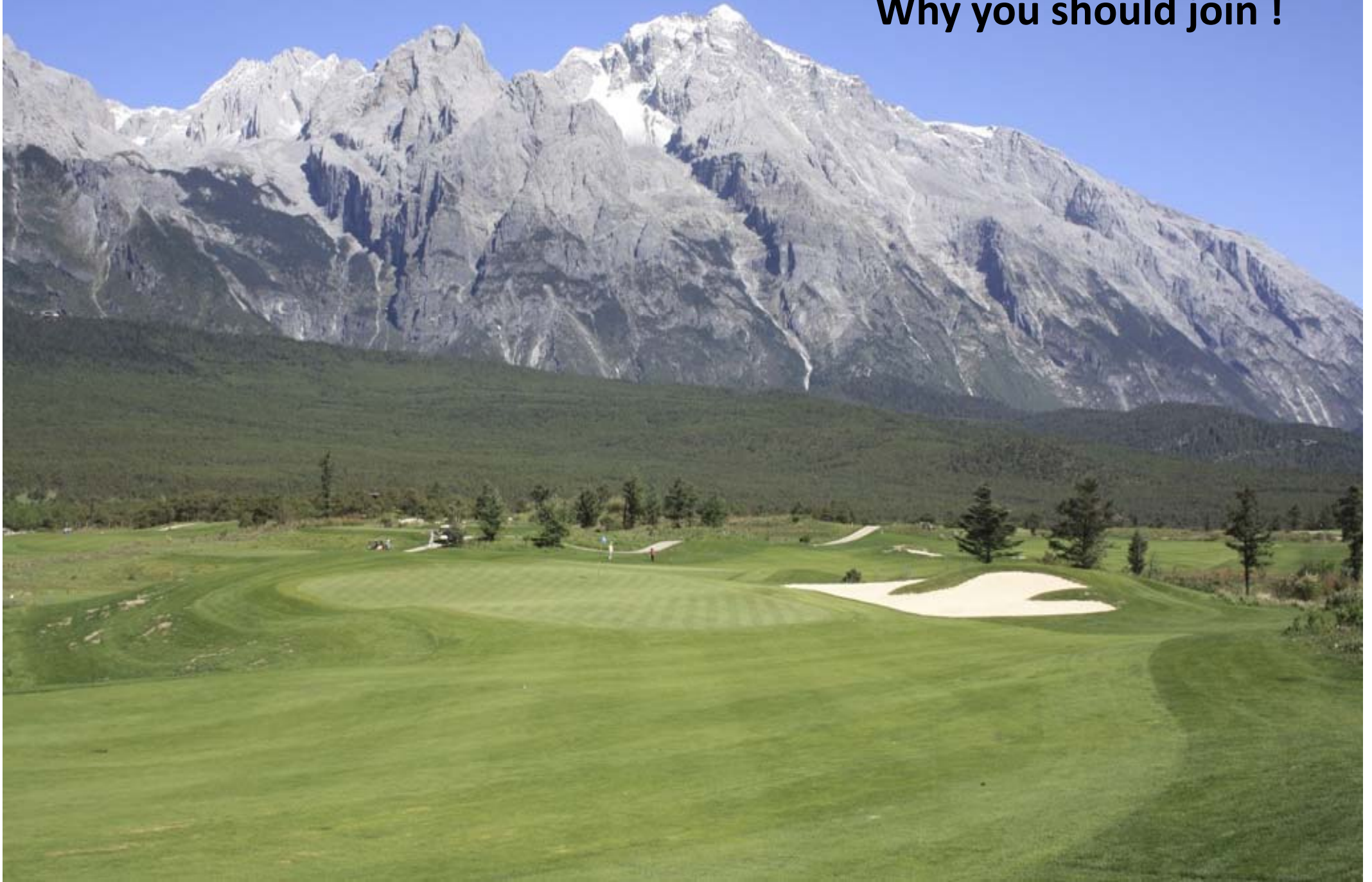


Lijiang and tourism

Lijiang is one of China's most iconic tourist areas. Fresh air combined with stunning mountain vista, the flair of the old town and the local minority makes it very popular for China and Chinese domestic tourists. Lijiang receives every year around **10 Mio. visitors**, most of them are domestic travelers.

Around 4-5 hours drive up north there is **Shangri La (Zhongdian)** which is the regional center of the Tibetan part of Yunnan whose old town was devastated in early 2014 by a fire and needs to be rebuilt. Some of the destroyed houses were 1400 years old. A day trip from Lijiang is the **Lugu Lake**, home of the matrilineal Mosuo minority, a world-wide unique society. Northern Yunnan is not only one of China's most popular destinations, it is also **a great example for sustainable and positive tourism development in China.**

Why you should join !



Why you should join



- ✚ **Chinese Outbound tourism is the fastest growing in the world and has the potential to not only absorb the losses in other markets, but increase the tourism revenue massively**
- ✚ **At the 65th AIEST conference you will learn what it takes to attract Chinese travelers by experiencing Chinese tourism first hand**
- ✚ **The 65th AIEST conference will provide expert seminars and insights in how to attract Chinese travelers**
- ✚ **The Chinese travelers are spending most money world wide! A staggering EUR 430 per day and person. Learn how to take your share out of the cake.**
- ✚ **Experience what the Chinese travelers are attracted to**
- ✚ **Enjoy the cultural variety of the colorful minorities, the charming local architecture, the great food variety in an amazing setting**
- ✚ **Enjoy the luxury of Pullman Resort at a very special AIEST rate**



Baisha Old Town

10 minutes by car

Shuhe Old Town

10 walking minutes

Pullman Resort and Spa

10 minutes by car

Lijiang Old Town

Jade Dragon Snow Mountain and Golf Course
45 minutes by car

How to get to Lijiang





Direct Flight connections to Kunming / Lijiang (Aug. 2014)

Air Asia and Malaysia Airlines have daily direct flights from Kuala Lumpur to Kunming.

Thai Airways and China Eastern have daily direct flights from Bangkok to Kunming

China Eastern has daily direct flight from Dhaka to Kunming

China Eastern, Dragon Air, Cathay Pacific and Hong Kong Express have daily direct flight from HK to Kunming

China Eastern has daily direct flight from Phuket to Kunming

China Eastern (Korea Air) has two daily flights from Seoul Incheon arriving in Kunming

Singapore Airlines has one daily flight from Singapore arriving in Kunming

Other daily flights from other Asian destinations such as Siem Reap, Vientiane, Rangun, Mandalay etc.

How to get to Lijiang ?

- **International flight to Beijing, Shanghai, Guangzhou, Kunming, Chengdu or Hongkong and then flight to Lijiang**
- **Flight times:**
- **Beijing – Lijiang: 3.5 hours**
- **Chengdu – Lijiang: 1.5 hours**
- **Kunming – Lijiang: 1 hour**
- **Guangzhou – Lijiang: 2 hours**
- **Shanghai – Lijiang: 3 hours**

- **There are only limited direct flights every day to Lijiang. In some cases a stopover via Kunming is necessary. If flying via Hongkong, a stopover in Kunming is necessary. Flight duration Hongkong – Kunming: 2.5 hours.**

Direct Flight connections to Kunming / Lijiang (Aug. 2014)

Air Asia and Malaysia Airlines have daily direct flights from Kuala Lumpur to Kunming.

Thai Airways and China Eastern have daily direct flights from Bangkok to Kunming

China Eastern has daily direct flight from Dhaka to Kunming

China Eastern, Dragon Air, Cathay Pacific and Hong Kong Express have daily direct flight from HK to Kunming

China Eastern has daily direct flight from Phuket to Kunming

China Eastern (Korea Air) has two daily flights from Seoul Incheon arriving in Kunming

Singapore Airlines has one daily flight from Singapore arriving in Kunming

Other daily flights from other Asian destinations such as Siem Reap, Vientiane, Rangun, Mandalay etc.

There are many international airlines flying to Chengdu: Qatar, BA, Etihad, China Eastern, ANA, Thai, Asiana KLM and many more.

Beijing – Lijiang:

MU5869 PEK 6:35 LIG 10:15

CA1469 PEK 7:35 LIG 11:05

JD5181 PEK 7:50 – LIG 11:25

CA1497 PEK 16:25 – LIG 20:05

Guangzhou – Lijiang:

JD5131 CAN 13:05 – LIG 16:00

MU5734 CAN 17:40 – LIG 20:30

Kunming – Lijiang:

From 6:55 – 21:00 more or less every hour

Shanghai – Lijiang:

MU5819 SHA 7:35 – LIG 11:25

MU5867 SHA 16:25 – 20:10

Chengdu – Lijiang:

CA4451 CTU 6:40 – LIG 8:00

3U8691 CTU 7:15 – LIG 8:35

JD5135 CTU 10:30 – LIG 11:50

EU2237 CTU 22:10 – LIG 23:15

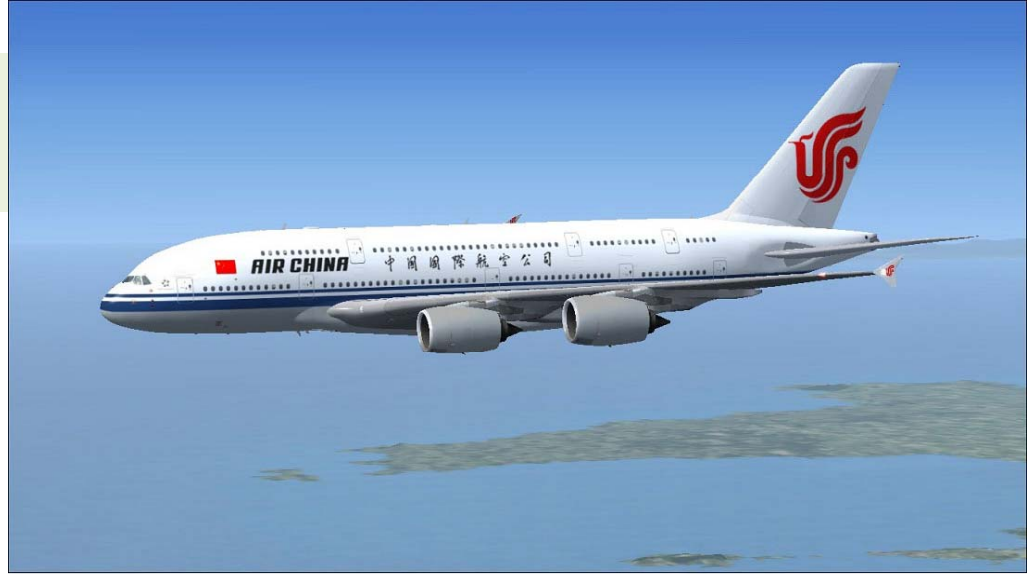
Hongkong - Kunming:

UO273 HKG 9:05 – KMG 11:30

CX5760 HKG 11:55 – KMG 14:20

GLOBAL ALLIANCES

FQTR



A STAR ALLIANCE MEMBER 





Conference Schedule





calling for contributions

September 2014 -- August 2015

The theme and core stream of discussion of the conference is

“Tourism in/ from and to emerging countries: Challenges and implications, under special consideration of China.”

- We are calling for both academic and practitioners contributions to this theme.
- However, interesting contributions NOT related to the theme of the conference are welcomed as well and will be allocated to the stream

“AIEST’s Advances in Tourism Research - Perspectives of Actors, Institutions and System”



INTERNATIONAL ASSOCIATION OF SCIENTIFIC EXPERTS IN TOURISM
ASSOCIATION INTERNATIONALE D'EXPERTS SCIENTIFIQUES DU TOURISME
INTERNATIONALE VEREINIGUNG WISSENSCHAFTLICHER FREMDENVERKEHRSEXPERTEN
Statut consultatif auprès de l'UNESCO et du Conseil de l'Europe



Conference Time Schedule

September 2014 -- August 2015

- **September 2014: Call for papers** www.aiest.org
- **January 31, 2015: Submission deadline**
Please use the master batches www.aiest.org and submit all contributions to aiest@unisg.ch.
- **February 28, 2015 Final author notification about acceptance of submission(s) and presentation at conference**
- **July 31, 2014 Registration closure**
- **August 23rd - 27th, 2015 Conference in Lijiang**
August 19 - 23, 2015 Pre-conference (extensions 8th or 13th)



INTERNATIONAL ASSOCIATION OF SCIENTIFIC EXPERTS IN TOURISM
ASSOCIATION INTERNATIONALE D'EXPERTS SCIENTIFIQUES DU TOURISME
INTERNATIONALE VEREINIGUNG WISSENSCHAFTLICHER FREMDENVERKEHRSEXPERTEN
Statut consultatif auprès de l'UNESCO et du Conseil de l'Europe



Conference Schedule

- 23 Aug. 2015: Arrival day. Transfer from airport to Hotel.
AIEST Pre-Tour full day Sunday Program to Jade Dragon Snow Mountain
Young Researcher Workshop
Evening Welcome reception and Welcome dinner.
- 24 Aug. 2015: Full day Conference
- 25 Aug. 2015: Full day Conference
- 26 Aug. 2015: Technical Excursion and Farewell Dinner
- 27 Aug. 2015: Transfer to Lijiang airport for departure or optional extension programs



**Black Dragon Pool, one of China's most iconic photo sites (5km/ 3.11mi
from Pullman Lijiang Resort)**



Jade Dragon Snow Mountain Golf Course, the highest in the Northern Hemisphere (3100m / 9500ft) with the longest fairway in the world (8545 yards) and **Dayan Golf Course** (10 km / 6.21 mi from Lijiang Resort & Spa)



Ancient Town Lijiang Impressions



Ancient Town Lijiang Impressions





**Lijiang Ancient Town Impressions
(10 driving minutes from Pullman Resort and Spa)**

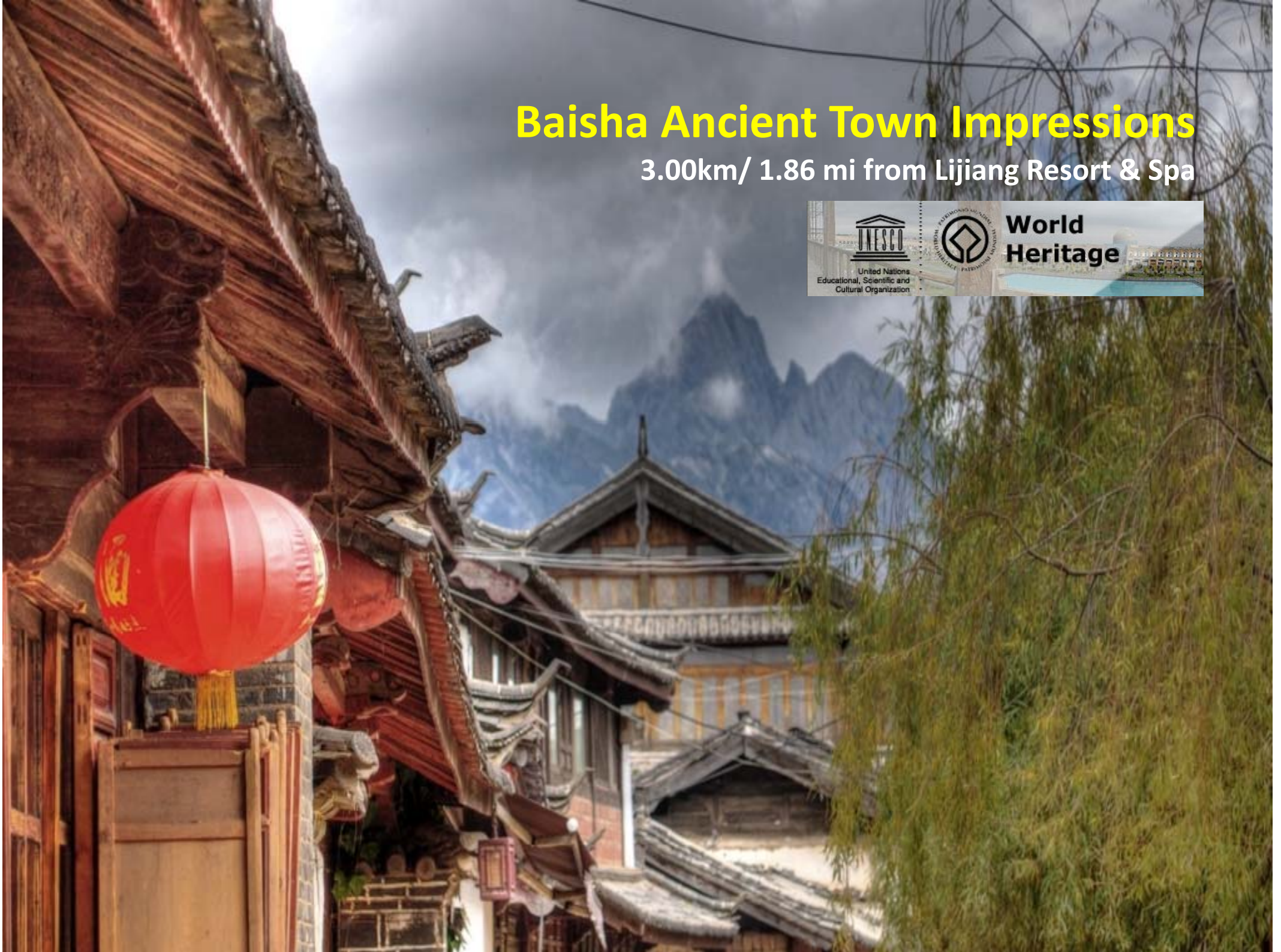
Baisha Ancient Town Impressions

3.00km/ 1.86 mi from Lijiang Resort & Spa



Baisha Ancient Town Impressions

3.00km/ 1.86 mi from Lijiang Resort & Spa



Baisha Ancient Town Impressions

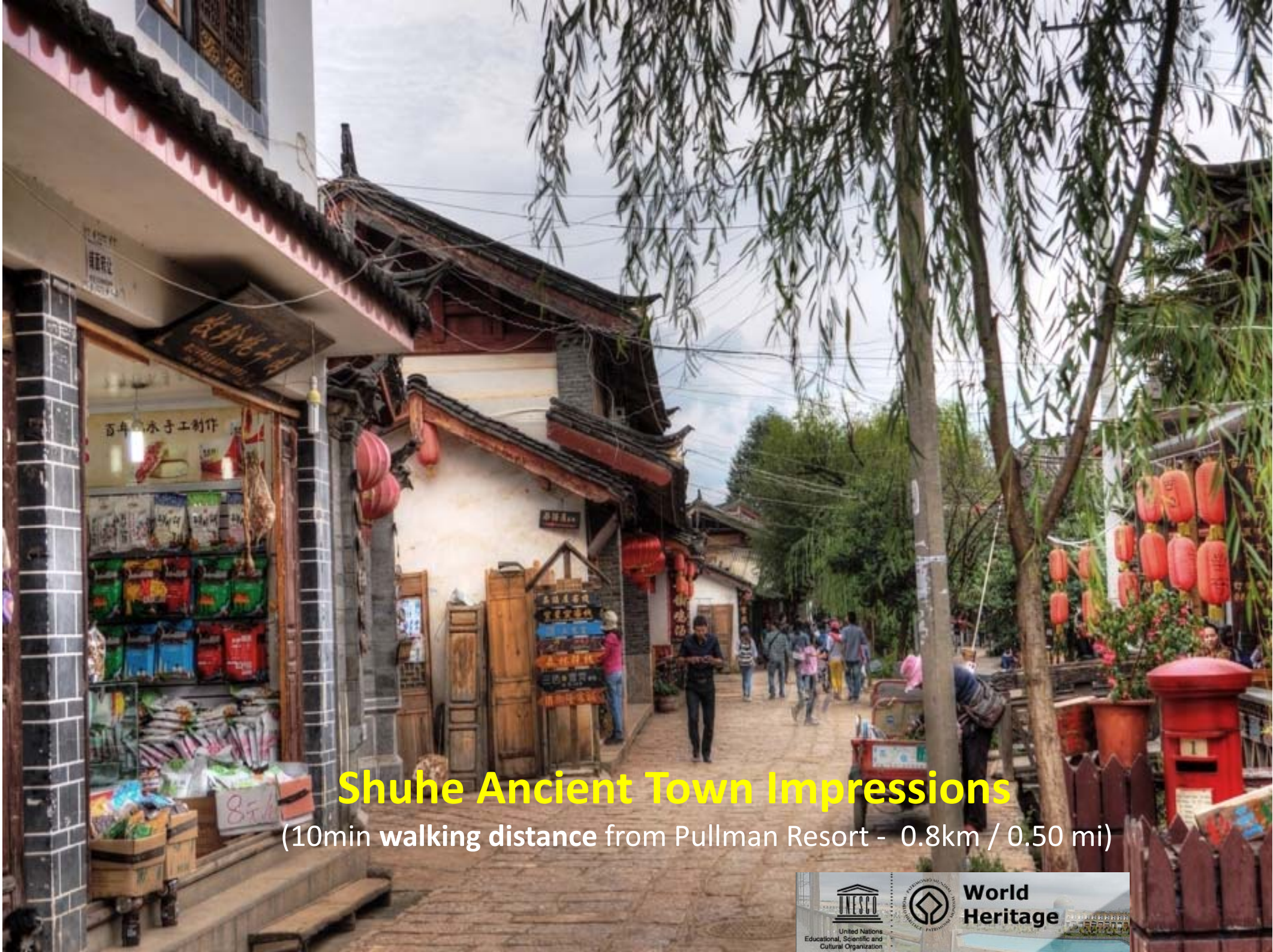
3.00km/ 1.86 mi from Lijiang Resort & Spa



Shuhe Ancient Town Impressions

(10min walking distance
from Pullman Resort - 0.8km / 0.50 mi)





Shuhe Ancient Town Impressions

(10min walking distance from Pullman Resort - 0.8km / 0.50 mi)



Shuhe Ancient Town Impressions

10min walking distance from Pullman Resort - 0.8km / 0.50 mi)



Ethnic Minorities in the area (Naxi)





Ethnic Minorities in the area (Mosuo)



Ethnic Minorities in the area (Miao)



Ethnic Minorities in the area (Tibetan)



The Ancient Tea-Horse Trail Museum also known as Dajuegong Palace 0.80km 0.50 mi from Lijiang Resort



**Dongba
Culture
Museum**
5.00km /
3.11 mi from
Lijiang
Resort

Foto ©
 China Tour Guide

The Hotel: Pullman Lijiang Resort & Spa - The perfect host for AIEST



pullman
HOTELS AND RESORTS

Conference venue



Deluxe room (42 sqm) – Standard package



Optional upgrade accommodation in 288 sqm one bedroom villa, 358 sqm deluxe villa and 2 or 3 bedroom villas (highly recommended)



Farewell Dinner Setup at the Jade Dragon Square



Farewell Dinner Setup at the Jade Dragon Square



Conference Organization



Organizer: Aiest

Christian Laesser, Barbara Bieger



Local Hosts:

Mario Barblan, host Aiest 2012 - 62th conference
Khon Kaen Thailand August 2012



Christoph Mueller, owner Hiddenchina.net GmbH



Hotel Host:

Pullman Lijiang Resort and Spa
Hartmut Schaller



Executing Travel Agency:

Hiddenchina.net GmbH

REGULAR PRE CONFERENCE UPDATES BY EMAIL AND SEPARATE FACEBOOK PAGE TO FOLLOW



Technical Organizer : Hiddenchina.net GmbH

- Founded in 2006 by Swiss Nationals with long-time China experience
- Approach of Swiss quality on Tours in China
- High-level service without any hidden traps (commission shopping etc.)
- Company legally based in Switzerland and tours operated through a fully registered Chinese entity
- Long term tourism experience
- Vast China travel experience of the leading staff
- Small company with slim structures
- Highly experienced in VIP tours (Billionaires, Stars, CEO's, Ministers, Ambassadors etc.)



Hiddenchina.net

All about AIEST Pre- and Posttours

AIEST Pre-Tour: Wed 19th – 23rd August 2015: Kunming – Dali – Shaxi – Lijiang

Optional **Pre trip extensions**: Sat 8th - Thu 13th August – Wed 19th August in combination with official AIEST Pretour ex Kunming.

- 1) Arrival in **Beijing**: Classic China with Beijing Xian and Guilin. Start on Sat 8 August in Beijing Ends on 19 August in Kunming (Beijing, Pingyao, Xian, Chengdu, Kunming)
- 2) Arrival in **Shanghai**: South China with Shanghai, Guilin and Kunming. Start on Thu 13 August in Shanghai, Ends on 19 August in Kunming (Shanghai, Guilin area, Kunming)
- 3) Through the land of the Lamas. Start on Sat 8 August, Ends on 22 August in Lijiang (Xining, Xiahe, Labrang, Huanglong, Chengdu, Lijiang)

Optional **post conference** Trips:

- 1) 3 days / 3 nights golf program in Lijiang >> with Leaping Tiger Gorge
- 2) 7 days / 7 nights golf program in Lijiang and Spring City
- 3) Beach Resort Holiday in Hainan or Trekking Tours (individual packages)

Official AIEST Conference Pre-tour 19-23 August 2015

19 August 2015: Meet in Kunming. Overnight in Intercontinental Hotel

20 August 2015: Transfer to Airport and flight to Dali. Visit the three Pagodas and the old town. Check-in Linden Center. In the evening dinner and presentation by Bryan Linden about sustainable resort development in Yunnan (challenges, risks, opportunities, success)

21 August 2015: In the morning visit of the latest Linden project. After lunch drive to Shaxi old town and visit (with emphasis on the rebuilding project conducted in early 2000 by the Swiss university ETH Zurich. In the evening dinner and presentation by Chris Barclay, Manager of the old theatre inn.

22 August 2015: In the morning project visit of a newly renovated temple and visit of the Stone Treasure Mountain. After lunch drive to Lijiang and arrive around 17:00 at Pullman Resort and Spa.

23 August 2015: Full day Excursion to The Jade Dragon Snow Mountain



Optional Extension China tours with Hiddenchina.net GmbH

- 🚩 **3 nights Golf and Non-Golfer extension package at Pullman Lijiang Resort**
- 🚩 **7 nights Golf extension package at Pullman Lijiang Resort and Spring City Golf Resort**
- 🚩 **Beach Resort holiday / Golf extension package in Hainan, China' tropical Island**
- 🚩 **Classic China group tour exclusive for Aiest members (Guilin area, Xian, Beijing, Shanghai)**
- 🚩 **Special tour exclusive for Aiest members “through the land of the Lamas – tour to the Tibetan Areas of Sichuan and Qinghai (Amdo)”**
- 🚩 **Taylor-made individual China tour solutions for couples, families or small groups all over China**

 *Hiddenchina.net*



See you in Lijiang, at the
65th Aiest Conference
23rd – 27th August 2015

