

International Forum of Education & Training Innovation for Hospitality & Tourism Industry (FETI)

“Integration, Innovation, Inspiration”

Hangzhou, China | April 14 & 15, 2017

The **International Forum of Education & Training Innovation for Hospitality & Tourism Industry (FETI)** has been designed as a global innovation platform allowing all its participants to share knowledge and ideas, and to create new business opportunities and projects.

This first edition of FETI will take place in the famous tourism city of Hangzhou, and will address a variety of topics such as recent trends and developments in accommodation, catering, destinations, products, market segments, with a special focus on the Chinese economy.

Through its dense one-day program, FETI will provide an inspiring combination of keynote speeches and thematic presentations by international speakers, engaging networking events, and debates for the future.

Co-Organizers:

- **World Association for Hospitality and Tourism Education and Training – AMFORHT, delegation office in China**
- **9First Education, China**

Venue: Tourism College of Zhejiang (TCZJ), Hangzhou.

Programme (details in attached document):

- **April 14th (Friday):** optional pre-program (paying) with tour in Hangzhou, including lunch and welcoming dinner.
- **April 15th (Saturday):** main forum and exhibition.

Participants: around 400 professionals of the tourism and hospitality industry, professors, students from colleges/universities, from China and overseas.

Participation fees: 400 € (250 € for **AMFORHT Members**, contact us if you wish to co-opt new members who wish to attend). Includes all activities and meals on April 15, as well as pick up at the airport.

Contact: Mrs Queency ZHAO, AMFORHT Delegation office in China/9FIRST Education

Phone: +86 13732276089/+86 571 89719744

Email: queency.zhao@dfwsgroup.com

About the Organizers

➤ **AMFORHT** – www.amforht.com

Created 47 years ago at the initiative of the World Tourism Organization (UNWTO), the **World Association for Hospitality and Tourism Education and Training (AMFORHT)** is the only humanist ethical and international network for studying, debating and promoting the development of education and vocational training - in the hospitality industry and tourism sectors.

AMFORHT members form a platform for meeting, exchanging best practice, partnerships and business cooperation in 59 countries.

➤ **9FIRST EDUCATION** - www.9first.com

9First EDUCATION, subsidiary of Hangzhou East Sunnet Technology Co. Ltd., is the biggest platform dedicated to education & training for tourism and hospitality industry in China, established in 2008. As of 2015, over 4 million members had registered to the platform website, including more than 800,000 cooperated enterprises, and more than 330,000 students in tourism colleges.

9FIRST Education holds its duty in cultivating tourism & hospitality elites and promoting the industrial development and reform. Its services cover areas such as hotel, homestay, apartment, tourism school, catering, cruise ship, and real estate. With very high brand awareness in China tourism and hospitality industry, 9FIRST Education is honored as “the Huangpu Military Academy for hotel management talents”.

Hangzhou East Sunnet Technology Co. Ltd. was founded in 2008. Concentrating on tourism & hospitality recruitment, education & training, third party entrusted management and industry big data research and application, we are a high-tech enterprise, a municipal research center as well as the first listed company in human resource service covering domestic hotel, homestay, long /short term rent, tourism school, catering services, real estate, cruise etc. as well as overseas services.

➤ **Tourism College of Zhejiang China**

Tourism College of Zhejiang (TCZJ) is a public college of higher tourism education under the administration of both the National Tourism Administration of the People’s Republic of China and the People’s Government of Zhejiang Province. Among all the national tourism colleges in China, TCZJ was the first to pass TedQual by UNWTO in 2010. Therefore, it has been regarded as one of the key colleges in China specialized in tourism education.

TCZJ now has ten schools and departments, namely School of Hotel Management, Travel Service Management Department, Tourism Planning Department, Foreign Language Department, Art Department, Culinary Arts Department, Business Administration Department, etc. These schools and departments offer 26 tourism-related majors with Hotel Management, Tour Guiding, Culinary Arts and Nutrition, Tourist Attraction Development and Management, and In-flight Service as flagship ones. At present the college has an enrollment of over 10,000 full-time students from about 21 provinces in China with over 97% employment rate for a sixth consecutive year.

Meanwhile, the college has also established friendly and cooperative relations with 28 institutions of higher learning from 15 countries and regions, such as Ecole Hoteliere De Lausanne of Switzerland, William Angliss Institute of Australia, La Scuola Internazionale di Cucina Italiana, Russian State University of Tourism and Service, Soonchunhyang University of South Korea. Every year, the number of students engaged in studying, training, practicing and visiting abroad reaches over 350.

About Hangzhou, China



The city of Hangzhou lies on the Yangtze River Delta in the northern part of the Zhejiang Province.

It is the capital city of the province and was also one of China's seven ancient national capitals. With more than 2200 years of history,

Hangzhou and its beauty have been memorialized over the years in poems and literature.

Due to her rich historic heritage and splendid culture, Hangzhou has been included on the list of national historic and cultural cities. Hangzhou boasts its glorious past – the Xiaoshan Kuahuqiao Culture (7,000-8,000 years ago) and the Liangzhu Culture (4,000-5,000 years ago) were brilliant civilizations in ancient Hangzhou.

Hangzhou has been called “Paradise on Earth” since ancient times. Her beauty lies in its charming lakes and green mountains. The West Lake and the Xixi National Wetland Park are the most charming spots in Hangzhou. The West Lake is a renowned landmark in China and the most noted symbol of Hangzhou.

Located in the western part of Hangzhou, Xixi National Wetland Park is the first and only wetland park that integrates urban life, farming and culture, and the Xixi International Dragon Boat Race is held here every year.



Hangzhou is also a center of Buddhist culture in Southeast China.

There are countless legends that supposedly happened at the famed temples and monasteries – Lingyin Temple, Jingci Temple, Baopu Pagoda and Fahua Temple.

In addition, Hangzhou is the permanent home of the World Leisure Expo and the China International Cartoon & Animation Festival.

Registration rates

Item	Standard Price (EU €)		Price Plan A	Price Plan B	Price Plan C	Price Plan D	Price Plan E	Price Plan F	Price Plan G
Registration	400 Standard	250 Member	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lunch in 15 th	/		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banquet in 15 th	/		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Airport Transfer 13 th -15 th	/		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Optional									
Tour in Hangzhou 14 th (lunch& dinner included)	200		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hotel from 13 th -15 th	100/Day		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Speech (30 min topic)	600		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		
Round Table (40 min with 4 other colleges)	600		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
Exhibition Booth	2000		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Press Release	2,00		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Total	2,650		2,100	1,350	1,350	950	1,200	1,200	600
Total (Member)	2,500		2,000	1,200	1,200	800	1,050	1,050	450