The First East-West Dialogue on Tourism and the Chinese Dream was held on the Gold Coast of Australia in 2014, organised jointly by Griffith Institute for Tourism (GIFT) and the Tourism Confucius Institute (TCI). It coincided with the opening of the G20 summit in Brisbane, and highlighted the role that tourism and travel can play in realising the Chinese Dream.

The main purpose of this conference was to enhance mutual understanding between Australia and China and build synergies in tourism development. The conference discussed and debated key issues impacting on the relationship between tourism and the Chinese Dream. Attendees from China, Australia, and other countries presented more than 40 papers on diverse topics related to service quality, marketing, market segmentation, technology, economic development, sustainability, planning, and management. The dialogue was well attended by tourism experts from industry, government and academia, from China, Australia and the rest of the world.

The initiation of “Chinese dream” by Chinese President Xi Jinping accelerated the construction of an ecologically sustainable society. The establishment of a national park system has become one of the major innovations in China in the land usage and cultural/natural heritage management. The national park system is of great significance in classifying land usage, preserving heritage, increasing the attractiveness of Chinese natural areas to visitors, and hence meeting the people’s needs.

The Second East West Dialogue on Tourism and the Chinese Dream was held in Shanghai, China, in 2016 in conjunction with partner, Shanghai Normal University. The conference examined sustainable tourism and environmental management, as well as recent changes in the Chinese national park system.

The Third East West Dialogue on Tourism and the Chinese Dream was held on the Gold Coast in November 2017. The conference was important for two reasons: firstly, the United Nations declared 2017 as the International Year of Sustainable Tourism for Development; secondly, 2017 was the China-Australia Year of Tourism, celebrating the close relationship between China and Australia, and recognising the importance of the China market for Australia’s tourism economy.

For more information:
The First East-West Dialogue Conference proceedings
“Research Agenda for Tourism and the Chinese Dream: Dialogues and Open Doors”
The Third East West Dialogue on Tourism and the Chinese Dream
The Third East West Dialogue Conference Proceedings