



Invitation for the 2nd China-ASEAN College Student International Tourism Innovation Competition

Dear Sir or madams,

The first "China - ASEAN College Students International Tourism Innovation Competition" was successfully held in 2021. To further promote the innovation of ASEAN-China higher education exchanges and strengthen the synergy of industry and education to restore the international tourism after the epidemic, and to build a closer China-ASEAN community of shared future, the 2nd China-ASEAN College Student International Tourism Innovation Competition will be held from August 2022 to December 2022.

I. Organization

Supporters: ASEAN-China Center (ACC)

China-ASEAN Tourism Education Alliance (CATEA)

Sponsors: Guilin Tourism University (GTU), China

Guangxi Minzu University (GMU), China

Organizers: Belt and Road International School , GTU,

School of Management, GMU,

Trisakti School of Tourism (TST), Indonesia,

School of Tourism Management, GTU

ASEAN Tourism Research Center of China Tourism Academy , China.

The Belt and Road International School (GTU) will serve as the competition organization committee and responsible for the administration, logistics and coordination of the competition.

II. Schedule

Registration: **29nd August to 30th September, 2022**

Submission of works: **10st October to 31st October, 2022**

Preliminary Assessment: **2nd November to 6th November, 2022**

Dates of revision and improvement of the shortlisted works in the preliminary assessment:

11nd November to 25th November, 2022

Final judging of shortlisted works: **29th November to 2th December, 2022**

Award Ceremony (online): **9th December, 2022**

III. Theme of Competition

With the theme of “Developing Border/Cross-border Tourism and Promoting the Building of a Community with a Shared Future”, the participants will develop the tourism product, route and marketing plan etc based on border landscape, culture and attractions of China and ASEAN.

IV. Category of Works

Please choose one of the three categories as below and refer to the attachment for details.

1. Route Design of Border/Cross-border Tourism
2. Marketing Plan of Border/Cross-border Tourism
3. Cultural and Creative Product Development of Border/cross-border Tourism

V. Requirements

1. Preliminary Stage

The preliminary works should focus on the theme of “border/cross-border tourism” and the case should be within China-ASEAN demographically. The language of the works should be English.

2. Final Stage

In addition to submitting a revised and improved work plan, the teams in the final should present a 5-minute video for roadshow.

3. Scoring Criteria

The preliminary contest will account for 60% of the total score and 40% from the final.

4. Awards Presentation

Some winning teams will be invited to present their works at the award ceremony.

5. Name of the team

The team names should be concise and consistent with the theme of the competition.

6. Team Organization

- (1) The competition is open to all university/college students from China and ASEAN regardless of their programs, years or majors. Students from different schools or countries are encouraged to form a same team.
- (2) Each team should be composed of 3-5 students and 1-2 advisors.
- (3) Each contestants can join only one team. Contestants and advisors cannot be changed once the work has been submitted.

VI. Competition process

1. Registration

The competition registration will be conducted online with no fee to be charged : <https://2022itic.cloudgltu.net>. Only the qualified teams will be invited to submit the works and join the lecture on “Innovation and Entrepreneurship Capability Guidance” hosted by the Competition Committee.

Please scan the ITIC2022
registration code to register.



2. Submission

The complete works should be submitted to the designated mailbox within the specified time.

Please scan the ITIC2022 submission
code to submit your entries.



3. Announcement of Shortlisted Works in the Preliminary Stage

The judges will score the entries through the online judging system, determine the shortlisted entries and announce them. The shortlisted teams are required to improve their entries and submit again for the final.

4. The Final

The shortlisted teams will participate in the finals through roadshow videos. The length of each team's video is within 5 minutes.

5. Announcement of Finalists and Awards

VII. Prizes

1. There will be 3 first prize (RMB 5,000 for each team), 8 second prize (RMB 3,000 for each team) , 12 third prize (RMB 1,000 for each team) and a Prize for Best Advisor.
2. All teams will be awarded a certificate of participation.

VIII. Copyrights of Works and Transformation of Achievements

1. The intellectual property of the works belongs to the contestants and their universities, but the hosts and undertakers of the competition can use them for non-commercial promotion for free.
2. The Organization Competition will build a platform for product incubation with the Culture and Tourism Department of Guangxi Zhuang Autonomous Region China, and the industry of the region.
3. The awarding entries in the final will be submitted to the Culture and Tourism Department of Guangxi Zhuang Autonomous Region, China and Guilin Tourism University for tourism promotion for free.
4. Excellent entries will be recommended to participate in the China national “Internet +” Innovation and Entrepreneurship Competition.

IX. Contact Information

Contact Person: Miss. Li Wei, Belt and Road International School of Guilin Tourism University, China.

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**Organization Committee of the 2nd China-ASEAN College Student International
Tourism Innovation Competition
Guilin Tourism University**



Appendix

The 2nd China-ASEAN College Student International Tourism Innovation Competition Requirements of Entries

I. Requirements for Topic Selection

1. The theme of the entries is "Developing Border/Cross-Border Tourism and Promoting the Construction for a Community of Shared Future".

2. Each team can choose one of the three topics as follows in the preliminary competition:

(1) Route Design of Border/Cross-border Tourism

(2) Marketing Plan of Border/Cross-border Tourism

(3) Cultural and Creative Product Design of Border/cross-border Tourism

All entries submitted must closely focus on the theme of the competition, focusing on the border/cross-border tourism in the scope of China-ASEAN (the specific destination is not limited). The entries should in line with the concept of a community of shared future, highlight the integrated development of red culture and tourism industry, dig deep into the spirit of patriotism contained in tourism resources, and highlight the educative function of red resources. Contestants should adhere to the concept of building a closer China-ASEAN community of a shared future, focus on the goal of promoting tourism and economic innovation and development in border areas, and combine border/cross-border tourism with other industries such as culture, sports, industry and agriculture, and information to design creative planning entries for cross-industry integration and development.

3. The score of the preliminary contest is 60%, and the score of the final contest is 40%. The weighted score of the two entries is the total score of the competition.

II . Content Requirements

1. Route Design of Border/Cross-border Tourism

Design differentiated tourist routes that highlight border/cross-border themes for different target customer groups, focus on strengthening the border cultural exchanges between the two countries and promoting the development of local tourism. The entries must have distinct themes, prominent features, detailed consideration of time utilization, scientific routes, convenient transportation, rich content of scenic spots and reasonable prices, in order to meet the needs of tourists for border/cross-border tourism to the greatest extent, and at the same time save costs effectively for operators.

2. Marketing Plan of Border/Cross-border Tourism

The plan should be combined with the actual development of border/cross-border tourism. Choose places with destination attributes such as cities, districts, villages, tourist areas, communities, scenic spots, etc. Contents including but not limited to marketing positioning, market analysis, project creativity, sales channel selection and others. The plan should be based on different tourism needs and market characteristics, combined with the cultural characteristics of border/cross-border tourism, highlight the originality, experience, marketability and times.

3. Cultural and Creative Product Design of Border/cross-border Tourism

The shortcomings of "food, housing, transportation, travel, shopping, entertainment", etc. should be fully considered. The design should be based on national characteristics, ecological civilization, intangible cultural heritage, etc. The cultural and creative products (tourism souvenirs) need to be simple and elegant, with local characteristics, to avoid homogenization with products in other tourism markets. Change the status of traditional sightseeing tours, enhance tourists' experience, sense of participation, and satisfaction by making up for the shortcomings of the industrial chain.

4. Short Video for Roadshow

Focus on the theme of the competition, express in a creative way, and explain the content and features of the proposal with lens. The video must be within 5 minutes, in HD MP4, MOV or AVI format, encoding H.264, in 16:9 ratio, and the resolution is 1920×1080. The video screen is required to be clean, without corner logos, station captions, or watermarks. Videos should be in English.

III. Format of Entries

1. All entries must be submitted to the competition cloud platform www.cloudgltu.com. Requirements for the title: type of entry (No.) — name of participating university — name of entry — name of team.
2. The submitted entries should be with complete planning or designing plan (in PDF format), and the limitation of words is 15,000.
3. Entries should contain at least the name of the proposal, abstract, and text (including the current situation, questions raised, proposal ideas, features and advantages, specific solutions, feasibility analysis, financial budget, etc.).
4. For fair play, the content of the submitted entries must not contain any information about the contestant and their university. Violators will be disqualified from the competition.