



CENTER FOR LANGUAGE  
EDUCATION AND COOPERATION  
中外语言交流合作中心

## Online Workshop for Latin America and the Caribbean:

### "Chinese + Tourist Culture"

In order to increase enthusiasm and interest in Chinese language and culture in the region and strengthen knowledge and understanding of Chinese and Chinese tourism culture, the CLEC Foundation – Regional Office for Latin America and the Caribbean, in cooperation with Beijing University of Language and Culture (BLCU), will organize an online workshop on "China + Tourism Culture". The information is detailed below:

#### I. Dates:

Wednesdays, Fridays and Saturdays between 8 and 24 November. **8:00 -10:00am Beijing time (GMT+8)** (Remember that Beijing time in this case, is one day ahead. For Latin America and the Caribbean, see annex at the end of the document)

#### II. Language

The seminars (first part of the session) will be taught in Chinese, with simultaneous interpretation in English, Spanish and Portuguese. The Chinese language class (second part of each session) will be held in Chinese language.

#### III. Participants

The classes will be aimed at all Chinese students and fans of Chinese culture.

IV. **Platform:** Zoom Webinar (attendees access as spectators, without access to camera and microphone)

Registration at the following link:

[https://us06web.zoom.us/webinar/register/WN\\_YRmazMk9TnqPVZYDW36aoA](https://us06web.zoom.us/webinar/register/WN_YRmazMk9TnqPVZYDW36aoA)

Once the registration process is completed, you will receive an automatic confirmation and reminder email 1 hour before each session.

We also recommend that you add the registration in your calendar system that will appear after the registration is complete.

## V. Schedule (Beijing time GMT + 8)

### 1. Synchronous Classes

Date	Hour	Class	Teacher
Day 1	08:30-08:40	Opening Ceremony	
	08:40-09:40	Seminar: Traditional Festivals and Cultural Practices of China	Yang Jianguo
	09:40-10:40	Chinese Themed Tourism: Traditional Chinese Festivals	Lei Shuo
Day 2	08:00-09:00	Thematic Chinese for Tourism: Regional Features and Overview of Chinese Culture	Jia Lieying
	09:00-10:00	Chinese Thematic Tourism: Sustainable Rural Tourism	Wang Feng
Day 3	08:00-09:00	Seminar: World Cultural and Natural Heritage in China	Zhang Zhaozhi
	09:00-10:00	Themed Chinese for Tourism: My Hometown	Yu Miao
Day 4	08:00-09:00	Seminar: The Chinese Dietary Concept of Food	Liu Qiangong

	09:00-10:00	Themed Chinese for Tourism: China's Regional Gastronomy	Chang Danyang
Day 5	08:00-09:00	Seminar: Distribution, Evaluation and Conservation of China's Tourism Resources	Tourism Expert
	09:00-10:00	Thematic Chinese for Tourism: Design and Planning of Tourism Programs	Wang Yan
Day 6	08:00-09:00	Seminar: Current events and trends in the Chinese tourism industry	Tourism Expert
	09:00-10:00	Themed Chinese for Tourism: Influencer Tourist Destinations	Lei Shuo
Day 7	08:00-09:00	Seminar: Chinese Views on Tourism	Tourism Expert
	09:00-10:00	Thematic Chinese for Tourism: Protection of World Cultural Heritage of Humanity	Wang Feng
Day 8	08:00-09:00	Seminar: Tourism Consumption in China	Chang Danyang
	09:00-10:00	Closing Ceremony	

**2. Asynchronous Classes on Traditional Chinese Culture (will be published on our YouTube channel once the synchronous sessions are finished):**

<b>Traditional Chinese Culture Training Course (Asynchronous)</b>	Chinese Culture Experience: Tea Culture	Li Zhen
	Chinese Culture Experience: Tai Chi	Cheng Dali
	Chinese Culture Experience: Traditional Chinese Medicine & Health	Wang Weiguo

## VII. Notes:

1. Download the ZOOM APP;

2. All times mentioned in the program are BEIJING LOCAL TIME GMT+8.

Participants are kindly requested to adjust their schedule according to their time zone.

3. Please enter in time for each session.

4. Those who attend 70% of the sessions and send a video (2 minutes or between 200 - 300 words) sharing their learning about the different aspects of this workshop in general will receive a certificate of participation. The videos will be received starting the week of November 20 when this series of talks is ending until November 30. The video must be sent to [andreamella@fundacionclec.org](mailto:andreamella@fundacionclec.org)

5. The certificate will be in digital format based on the information entered in the registration. The certificates will be sent starting December 5.

6. This workshop is free of charge.

7. The classes will be recorded, edited and will be uploaded to our YouTube channel <https://www.youtube.com/c/FundaciónCLEC>

### Follow us on social networks

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Youtube <https://www.youtube.com/c/FundacionCLEC>

## Annex

### Time Zone Table for Latin America and the Caribbean

<b>Session</b>		GMT-3 Brasilia Argentina Uruguay Suriname Chile	GMT-4 Venezuela Barbados Cuba Haiti Bahamas Guyana Bolivia	GMT-5 Perú Colombia Jamaica Ecuador Panamá	GMT-6 México Costa Rica El Salvador Guatemala Nicaragua	Beijing
Día 1	Tuesday 7-nov	21:00	20:00	19:00	18:00	8 nov 8:00am
Día 2	Thursday 9-nov	21:00	20:00	19:00	18:00	10 nov 8:00am
Día 3	Friday 10-nov	21:00	20:00	19:00	18:00	11 nov 8:00am
Día 4	Tuesday 14-nov	21:00	20:00	19:00	18:00	15 nov 8:00am
Día 5	Thursday 16-nov	21:00	20:00	19:00	18:00	17 nov 8:00am
Día 6	Friday 17-nov	21:00	20:00	19:00	18:00	18 nov 8:00am
Día 7	Tuesday 21-nov	21:00	20:00	19:00	18:00	22 nov 8:00am
Día 8	Thursday 23 nov.	21:00	20:00	19:00	18:00	24 nov 8:00am



FUNDACIÓN CLEC  
OFICINA REGIONAL PARA  
AMÉRICA LATINA Y EL CARIBE  
中外语言交流合作中心  
拉丁美洲和加勒比地区中心

## ONLINE WORKSHOP FOR LATIN AMERICA AND THE CARIBBEAN

# Chinese+ Tourist Culture



### 8 SESSIONS

**Tuesday 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup>**

**Thursday 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup>**

**Friday 10<sup>th</sup>, 17<sup>th</sup>**

**NOVEMBER**

REGISTER: <https://bit.ly/ChinoMasCulturaTuristica>

**21.00 a 23.00 (GMT-3)**

Brasilia - Argentina - Uruguay - Suriname - Chile

**20.00 a 22.00 (GMT-4)**

Venezuela - Barbados - Cuba - Haiti - Bahamas - Guyana - Bolivia

**19.00 a 21.00 (GMT-5)**

Perú - Colombia - Jamaica - Ecuador - Panamá

**18.00 a 20.00 (GMT-6)**

México - Costa Rica - El Salvador - Guatemala - Nicaragua

Program and information at [www.fundacionclec.org](http://www.fundacionclec.org)



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