

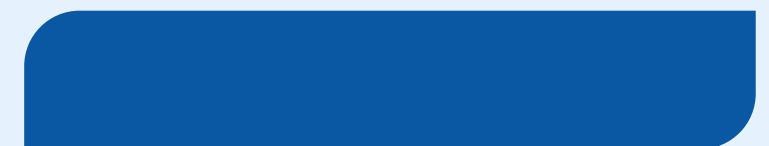


Airline Ambassadors  
INTERNATIONAL

# A Case Study on Sustainable Tourism



HIGH LEVEL POLITICAL FORUM  
ON SUSTAINABLE DEVELOPMENT



July 16th 2024

June Huang



Airline Ambassadors  
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HIGH-LEVEL POLITICAL FORUM  
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## About June Huang



- Born in Taiwan
- Chairman of the Board of Airline Ambassadors International (AAI)
- Managing Director of Windsor International Education Group
- Executive Director of The Windsor School
- Over 20 years of experience in youth education and summer camps
- Music teacher at Jing Xin Middle School of Taipei
- Chief cellist of the C.W Post Symphony Orchestra at Long Island University
- Second cellist of the Taipei Symphony Philharmonic Orchestra
- Master's Degree in Music Education from New York University
- Bachelor's Degree in Piano and Cello Performance from National Taipei University

# Reflection on Global Tourism

Global tourism was one of the most affected sectors during the COVID-19 crisis. A cumulative drop of \$3 trillion to \$8 trillion before tourism expenditure returns to pre-COVID-19 levels. Recovery will be slow and driven by the underlying dependencies countries had on domestic and non-air travel.



Tourism expenditure may be up to  
**\$8.1tn**  
lower than pre-COVID-19 projections



Recovery to 2019 levels  
may be as late as

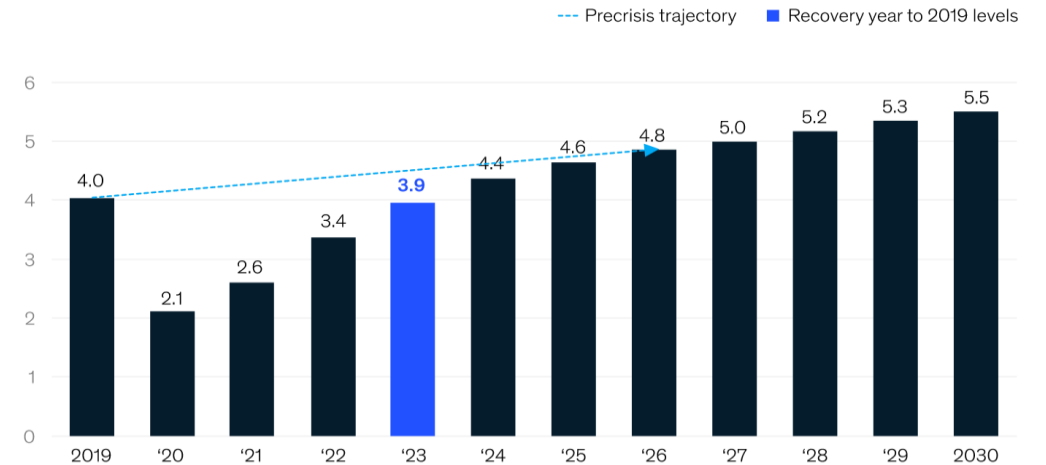
**2024**



An estimated 1286 million international tourists (overnight visitors) were recorded around the world in 2023, an increase of 34% over 2022. International tourism recovered 88% of pre-pandemic levels, supported by strong pent-up demand (UNWTO Tourism Barometer January 2024-Excerpt).

**Tourism revenue may not fully recover until 2023.**

Annual domestic and outbound tourism revenue, \$ trillion (top 10 countries)



Source: McKinsey tourism recovery model, A1 scenario; McKinsey Global Institute analysis

# Challenges To The Recovery of Tourism

While the global travel industry as a whole is recovering, rising travel costs and fees, as well as increased travel risks, remain challenges to the recovery of the global travel industry. The following four factors are also hindering the recovery of the global travel industry



## Energy Price

High energy prices remain a major impediment to global travel recovery



## Geopolitical

War, great power rivalry and games are also important factors contributing to the disruption of global travel



## Wealth Disparity

Further widening of the global wealth gap will profoundly affect the structure and frequency of global travel



## Protectionism

Globalization and protectionist competition will further hinder the recovery of the global tourism

# A New Perspective for Sustainable Tourism



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We will advocate and support the promotion of youth exchange visits globally by fostering innovation and entrepreneurship among youth globally, and in doing so, promote the development and innovation of the global travel industry.

We enable young students to integrate innovative thinking, entrepreneurship and technological advancement. Allow students with innovative thinking to learn about entrepreneurship around the world and students with entrepreneurial spirit to learn about scientific and technological advances, in order to further promote cultural exchanges and collaboration of ideas among young people around the world

In the summer of 2024, we are organizing a trip to China for young American college students to learn about Chinese entrepreneurship, visit Chinese science and technology companies, and engage in cultural exchanges with Chinese college students.





# Case Study



## HIGH-LEVEL POLITICAL FORUM ON SUSTAINABLE DEVELOPMENT

**U.S. Collegiate's Asia Entrepreneurship Tour**

New York – Tangshan August 5<sup>th</sup> -14<sup>th</sup>, 2024

YOUNG FUTURE LEADER (YFL)

Active Assessors

NEW YORK INSTITUTE OF FINANCE

**10 Days Tangshan Tour**  
Chinese Porcelain Capital

Culture and entrepreneurship Collide and Merge

**About Tangshan**

Since 1949 Tangshan has grown from being largely a coal producer to being a diversified industrial city and the economic leader of Hebei. Tangshan manufactures many of the steel products made in the province; mechanized coal mining has dramatically raised annual output; and the region's thermal-power-generating plant is one of the largest of its kind in China. In addition to producing cement, Tangshan is known for its salt, ceramic, chemical, machinery, and textile industries. In addition to rail lines, the city has been linked by expressways with Beijing, Tianjin, and Shenyang and with Jingtang, a new seaport southeast of Tangshan on the Bo Hai that is under the city's administration.

Young Future Leader (YFL) as the U.S. organizer of the U.S. collegiate's Asia Entrepreneurship Tour, plans to recruit 15 outstanding young people in New York to participate in this visit to Tangshan, China. This program will lead American young students to discover this beautiful and mysterious city of Tangshan, and learn about its ceramics culture and industrial evolution, in order to further enhance the U.S. young people's understanding and knowledge of China.

The program will also invite the New York Institute of Finance (NYIF), which has a professional and deep background in the field of youth entrepreneurship, to be the technical support provider for the program to provide curriculum design and teaching support.

**Itinerary**

- DAY 1** Depart from New York to Beijing, China, check in to a 5-star hotel in Beijing, rest and adjust to jet lag.
- DAY 2** Opening Ceremony, Visit the Forbidden City of China and learn about 5,000 years of Chinese culture
- DAY 3** Visit the Great Wall and learn about China's ancient architectural wonders
- DAY 4** Traveled to Tangshan, interacted with local university students and visited the university campus. Overnight stay at the hotel in Tangshan
- DAY 5** Visit Chinese ceramic art and experience the charm of the porcelain capital of China
- DAY 6** Visit the National Mining Park, learn about China's changing energy structure, and NYIF courses
- DAY 7** Visiting Tangshan Caofidian Port to learn about energy, transportation and supply chain management, and NYIF courses
- DAY 8** Visit Tangshan Luanzhou Ancient City and experience the traditional culture of the ancient name of northern China.
- DAY 9** Visit the Tangshan Earthquake Ruins Memorial Park to learn about the history of the Tangshan Earthquake
- DAY 10** Closing Ceremony, Departure for Home

*The organizer reserves the right to make adjustments to the above China itinerary and activities.*

**Course Module: New York Institute of Finance Lecture on Youth Entrepreneurship**

The New York Institute of Finance (NYIF) will organize a Youth Entrepreneurship Seminar for the visiting young students during the visit and exchange period, which will be taught by senior experts in the Wall Street financial industry, who are also successful entrepreneurs, and who will share their own entrepreneurial experiences and experiences while teaching professional knowledge. At the end of the program, New York Institute of Finance will award each student with a "NuGen Youth Entrepreneurship Certificate".

**Thematic Lecture Program Topics**

- > Course 1: Organization and structure of a company
- > Course 2: Analyzing a company from a financial
- > Course 3: Green Finance and Sustainable Development
- > Course 4: Supply Chain
- > Course 5: Capital Markets

**Sample Certificate of Award**

*NYIF will select 2 out of the above 5 topics for on-site lectures according to the program schedule*

# Young Entrepreneurship Program



HIGH-LEVEL POLITICAL FORUM  
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**US Collegiate's Asia Entrepreneurship Tour - China Itinerary**

Beijing & Tangshan August 5<sup>th</sup> – August 15<sup>th</sup>

## Tangshan Itinerary (August 9<sup>th</sup> – August 11<sup>th</sup>)

	<p>07:00 – 12:00 Departure from Beijing to Tangshan 12:00 – 13:00 Hotel check-in at The Garden Hotel of Tangshan 13:00 – 14:00 Lunch 14:00 – 17:00 Rest at the hotel 17:00 – 19:00 Dinner</p>	
	<p>09:00 – 10:00 Program launching ceremony at Library Foreign Exports Bookstore 10:00 – 12:00 Calligraphy and Painting Cultural Exchange Activity 12:00 – 14:00 Lunch and Break 15:00 – 17:00 NYIF Business Entrepreneurship Training Program 17:00 – 19:00 Dinner</p>	
	<p>09:00 – 12:00 Visit Tangshan Kailashan Coal National Mining Park to understand the heritage of Tangshan's coal industry and feel the splendor of Tangshan's modern industry. 12:30 – 14:30 Lunch and Break 15:00 – 17:00 NYIF Business Entrepreneurship Training Program 17:00 – 19:00 Dinner</p>	

## NYIF Young Entrepreneurship Courses

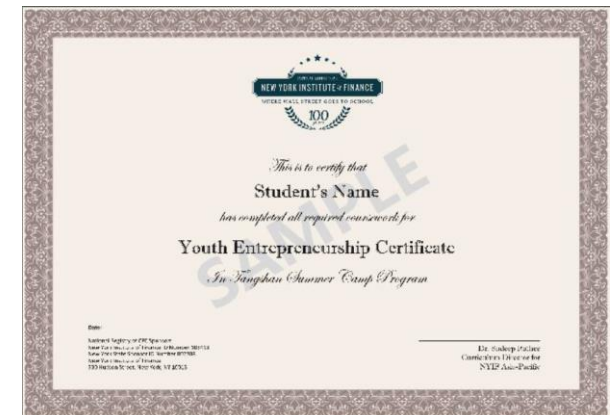
1. How to set up a company
2. What is the Capital Market
3. Sustainable Development
4. Fintech

## Beijing Itinerary (August 5<sup>th</sup> – August 8<sup>th</sup>)

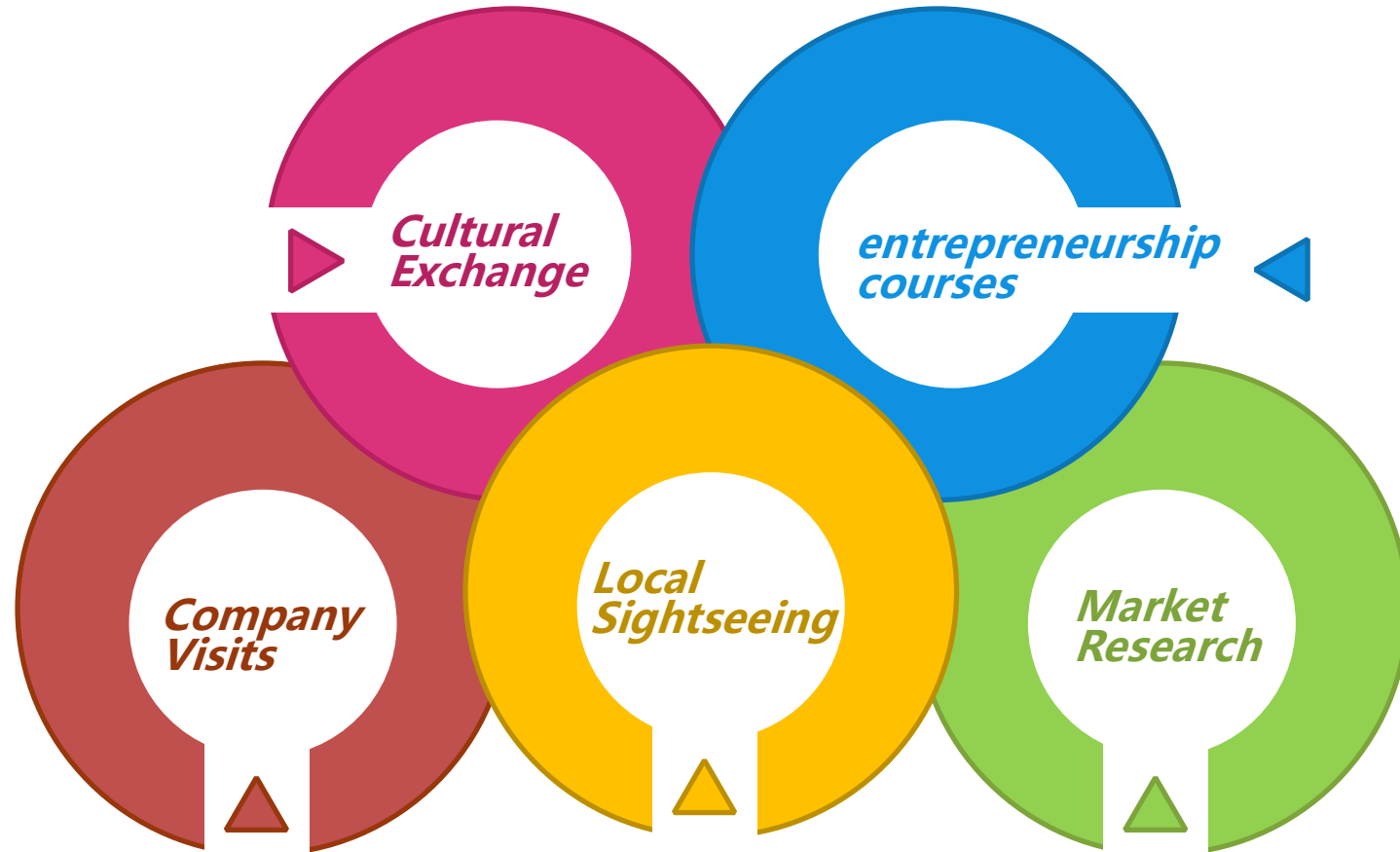
	<p>Departure from the United States</p>	
	<p>09:00 – 12:00 Arrive in Beijing on the morning of August 6 (Beijing Time) check in to the local hotel and adjust to the time difference. 14:00 – 16:30 Seminar at Tsinghua University (organized by the Center for Study Abroad of the Ministry of Education and co-organized by Tsinghua University)</p>	
	<p>09:00 – 11:00 Take the bus to Great Wall Scenic Area. 11:30 – 12:30 Lunch 13:00 – 17:00 Visit the Great Wall with an English-speaking guide.</p>	
	<p>08:00 – 12:00 Visit the Forbidden City with an English-speaking guide. 12:30 – 13:30 Lunch 14:00 – 16:30 Visit the Temple of Heaven with an English-speaking guide.</p>	

## Tangshan Itinerary (August 12<sup>th</sup> – August 15<sup>th</sup>)

	<p>09:00 – 12:00 Chinese language sports exchange activities 12:30 – 14:30 Lunch and Break 15:00 – 16:00 Visit the Tangshan Earthquake Resistance Memorial Hall 16:30 – 18:00 Visit Tangshan Museum 19:00 – 20:30 Visit the cultural district of Hejiu Old Street and experience the culture of the prosperous Tang Dynasty</p>	
	<p>09:00 – 12:00 Visit to Hi-tech Zone Robot Display and Experience Center, Baichuan Sheng Factory, CITIC Heavy Industry Kaicheng Intelligent Equipment Co. 12:30 – 14:30 Lunch and Break 15:00 – 17:00 Pingju Opera Exchange Activity 17:30 – 19:00 Dinner</p>	
	<p>09:00 – 12:00 Visiting China's Largest Domestic bullet train manufacturing base - Tangshan Fengrun - China Motor City 12:30 – 14:30 Lunch and Break 15:00 – 17:00 Visit the South Lake Scenic Spot and feel the South Lake transformed into a "mermaid" Ecological restoration results 17:30 – 20:00 Visit to the Tangshan Library, an immersive experience of Tangshan's creative beauty and folklore culture, visit and create</p>	
	<p>09:00 – 09:50 Say goodbye 10:30 – 11:00 Return and transfer to airport</p>	



# Summary



**Sustainable Tourism**



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# Thank You



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