

# IITCZS 2023

## INTERNATIONAL ISLANDS TOURISM CONFERENCE

NEW SILK ROAD  
NEW GROWTH DRIVERS  
NEW OPPORTUNITIES

International Islands Tourism Conference 2023

Dear Sir/Madam,

A grand event for global islands tourism, the International Islands Tourism Conference (IITCZS) is sponsored by the Ministry of Culture and Tourism of the People's Republic of China and Zhejiang Provincial People's Government.

IITCZS 2023 is to be held in Zhejiang Zhoushan Archipelago from October 12-14. This year's theme is: New Silk Road, New Growth Drivers, New Opportunities, with the aim to promote exchanges and trade across the industrial value chain of marine and islands tourism development, to build a platform of people-to-people diplomacy between China and island tourism countries and regions in the world, and to establish a flagbearer in international islands tourism industries. In the meantime, the conference will undertake in-depth research on the development models of 36 Small Island Developing States (SIDS) around the world and propose valuable frontier topics, explore the combination and interaction of culture-tourism integration with rural revitalization, high-quality development, and other elements of the times, and actively cultivate emerging industries such as water sports, camping equipment, digital cultural tourism, film IP, and comprehensive health care services.

In this golden window period for the recovery of cultural tourism and the restructuring of industrial ecology, the digital and experience-based business forms of cultural tourism are emerging, and new immersive industries are rising rapidly, ushering in a new era of marine and islands cultural tourism development.

For more information about IITCZS 2023, please visit: <http://www.iitczs.com>.

Should you have any questions, please contact Ms. Ma Jiaxuan. Email: [iitczs@zhoushan.gov.cn](mailto:iitczs@zhoushan.gov.cn). Telephone: 0086-580-2280678. We look forward to seeing you soon in Zhoushan Archipelago.

Yours sincerely,



**IITCZS**  
2023

Director General, Zhejiang Provincial Department of Culture and Tourism  
President, IITCZS Executive Committee

Mayor, Zhoushan Municipal People's Government  
President, IITCZS Executive Committee