



Chengdu University Launches Erasmus+Tourism-Zero Project

T5.3.1 National Events
D5.4 Infor Event 1 Project Launch



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Project 101179654 Tourism-Zero



News Article

Document information	
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Partner	Chengdu University(CDU)
Venue address	Main Campus of CDU
City, Country	Chengdu City, Sichuan Province, P.R China
Date of event	February 14, 2025



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Content

Chengdu University (CDU) hosted a significant launch event for its Erasmus+project titled "Curriculum Development for Zero Waste Management in the Hospitality and Tourism Sector," commonly referred to as "Tourism-Zero." The event took place on the main campus of Chengdu University in Chengdu City, Sichuan Province, People's Republic of China. The event received media coverage on the official website and social media platforms of School of Tourism and Culture Industry of CDU, reaching a combined views of over 800 views as of March 14, 2025.

The launch event was organized as part of Work Package 5 (WP5) - Dissemination and Awareness Raising, with the primary objective of introducing the project to the university's teaching staff, students, and relevant stakeholders. The event aimed to engage participants from the outset, fostering a sense of community and shared responsibility towards sustainable practices in the hospitality and tourism industry.

The event featured a series of sessions designed to cater to different groups of participants, including teaching faculty, students, and industry stakeholders. The morning session began with a welcome speech by Ms. Yang Chunxia, Party Secretary of the School of Tourism and Culture Industry, followed by a keynote address from Prof. Zhu Dan, Dean of the same school. They highlighted the importance of nurturing future professionals through the development of zero-waste management curricula.





Dr. Fu Jing, the Program Manager of Tourism-Zero, provided an overview of the project's objectives, implementation plan, and expected outcomes. She emphasized the significance of zero waste management in the hospitality and tourism sector and facilitated discussions on the challenges and opportunities associated with the Project Team.



In the afternoon, Dr. Fu Jing continued her presentation to 426 students from various undergraduate programs, including Tourism Management, Hospitality Management, Business Events Management, and Culture Industry Management. Ms. Yan Shuang, Head of the Student Affairs Office, encouraged students to embrace new knowledge and global visions.





The event concluded with parallel discussions among 52 invited participants, focusing on practical applications of zero waste management in the tourism and hospitality sectors. These discussions were facilitated by Ms. Zhou Hong, Vice Party Secretary of the School, and members of the project team.



A total of 426 participants attended the launch event, showcasing a significant level of interest and engagement. An online questionnaire was distributed to gather feedback, with 304 valid responses collected. The overall satisfaction rate was 90.79%, indicating a high level of approval for the event's organization and content.

The project launch event for "Tourism-Zero" hosted by Chengdu University marked a pivotal moment in the project's journey, highlighting the university's commitment to sustainability and innovation in education. With a focus on zero waste management, the project aims to equip future professionals with the knowledge and skills needed to contribute to a more sustainable tourism industry. The positive feedback and high attendance rates underscore the importance of such initiatives in today's rapidly changing world.