

About us

South China Normal University, established in 1933, was a college of education. Today, it is one of the prestigious universities well-known for academic researches and professional educations in Guangdong Province, China. Our faculties offer a wide array of undergraduate and postgraduate programs. A variety of international exchange programs for students and faculty staff is also on offer. We have committed ourselves to the educational mission in pursuit of diligent and innovative actions.

School of Tourism Management is young but innovative, full of passion in nurturing young professionals for tourism home and abroad. Our school has 800 undergraduate students, about 40 postgraduate students. We offer MA research and taught programs in Tourism Management and BA courses in Tourism Management, Hospitality, and Event Economics and Management. Our faculty undertakes a wide range of research programs in many subject areas, and strives to provide scopes for all academic staff to undertake consultancy and collaborative projects with tourism in Guangdong. Internship programs and over twenty field research sites are built with Yum! Brands Inc, White Swan Hotel Group Ltd., Chimelong Group Co., Ltd, Red Rock Stone National Park, YHA Hostel China Association and Kaiping Diaolou World Heritage Office.



2 Highlights of Wow, Canton

Wow, Canton, it's a 10-day summer camp for you to discover the natural and cultural heritage in the Pearl River Delta and Kaiping, one of the cradles of overseas Cantonese. The program offers lectures and field trips as to Cantonese cultures to experience the hybrid gene of historic heritage and new art fashions. What's more, community-based activities on campus, like Chinese tea ceremony, traditional costume, or workshops with charity organizations are part of the program.



3 What would you learn?

Lectures on traditional Cantonese architectures and handicrafts, 17-19th local history and the marine silk road, Cantonese tea ceremony, Overseas Chinese and Kaiping Diaolou World Heritage, Wetland in Canton, Creative Economy and Practices in Guangzhou, Community-based Youth Practices, Cantonese Food and cultures.

4 What would you see and play?

Filed trips to iconic sites in Guangzhou, Chen Clan Academy, Huangpu Historic Port, Independent bookstores, Creative art studios, Wetland National Park, Kaiping Diaolou World Heritage and smaller lanes for local food.

Activities: hand-made Chinese ravioli, tea ceremony, dress-up Han costume, dance with Chinese Mama, workshops with young NGOers in the community.

5 What to know?

What to know?

- Date of the registration: 20th May-15th June, 2016
- Date of the payment: 18th -27th June, 2016
- Date of the summer camp: 20th July-1st August, 2016
- Summer camp duration: 10 days
- No. of Pax. Min. 15 pax, Max. 30 pax.
- Please note that the final number of applicants is less than 15, the summer camp is cancelled.

Fees

- ¥ 6,500 RMB per person (only incl. accommodation, course fees, activity fees, welcome and farewell dinners, transport fares due to field trips during the summer course)
- Accommodation: twin room with international student apartment or quality hotel chains.
- Please note: International flight tickets, travel visa, international insurance, daily meals and personal expenses are not included in the fee during the summer course.

How to join us?

- Summer course Coordinator: Ms. Fiona Wu
- Application forms are sent by email to wuying@m.scnu.edu.cn.

How to pay the fee?

Step 1:

- Fees are paid in RMB via bank remittance with the bank which provides international remittance services.
- Please remark the name of summer cause #Wow Canton Culture Summer Camp#.
- Bank account details are outlined below.

Bank Name: Guangzhou High-tech Zone Branch, Industrial and Commercial Bank of China (ICBC)
Account Name: South China Normal University
Bank Address: West 41, Zhongshan Road, Tianhe District, Guangzhou, PRC
Account Number: 3602 0081 0900 0386 071

Step 2:

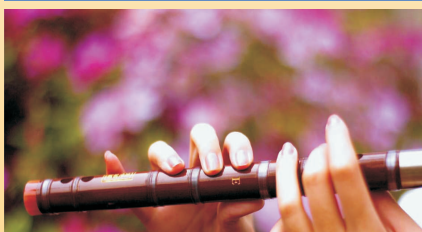
- A scanned copy of the receipt of the bank remittance should be sent to wuying@m.scnu.edu.cn after the remittance is completed.

Cancellation Policy

- Cancellation requests must be made in writing, sent to wuying@m.scnu.edu.cn. Refunds for cancellations requested within 3 business days of the start date of the course are subject to a cancellation penalty of 50% of the total fee.
- There are no refunds for cancellations requested after the start date of the course.
- Fees are only 100% refunded in 10 working days due to the whole summer camp is cancelled by School of Tourism Management, SCNU as the final number of applicants is less than 15 (excluded 15 pax.) after the deadline of payment period.
- School of Tourism Management, SCNU reserves the right of final explanation for the terms and conditions above.

DAY	Morning: lectures	Afternoon: fieldtrips	Evening: local exploring
1	Arrival day		Welcome group dinner Opening talk Ice-breaking games
2	Cantonese architectures and handicrafts	Visit Chen Clan Academy, then a local market	Make wonton, Jiaozi for dinner together
3	Wetland in Guangzhou	Visit National Wetland Park	Join in Chinese MaMa dancing
4	Marine silk road, tea and Guangzhou	Visit Historic Huangpu Port	Identify alternative bookshops.
5	Chinese tea ceremony	Hanfu dress-up	Walk around in Hanfu
6	Creative and innovative practices in Guangzhou	Street snap shots game	Free time
7	Community project and charity	Community project and a workshop	Free time
8	Overseas Cantonese and Diaolou Heritage	Visit Kaiping Diaolou	
9	Food cultures in Guangdong	Exploring local foods	Farewell Group dinner
10	Departure day		

What' s more about life on campus.



What' s more about Cantonese cultures.



Contact Details

Don't hesitate to ask us for details
For booking contact with
Miss. Fiona Wu
Email: wuying@m.scnu.edu.cn

Photography by Chen Xintong, Tan shuying, Yin Zhen and Tan Xiaopeng

School of Tourism School, SCNU reserves all the right for the final explanation