



Future
Hoteliers
Summit
2025



中瑞酒店管理学院
Beijing Hospitality Institute

20
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25

国际酒店业

未来领袖发展大会

“因AI而智·为爱而生”



比赛选手须知 >

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比赛日期: 2025 年 10 月 23 日

Competition Date: October 23rd, 2025

比赛地点: 中瑞酒店管理学院

Competition Venue: Beijing Hospitality Institute

一、 大赛主题

Theme Of Competition

因 AI 而智 • 为爱而生

Empowered by AI, Inspired by Love

二、 目标与任务

Objectives and Tasks

在 AI 浪潮重塑商业格局的今天，我们是否正在重新定义服务的本质？当客房预订、入住登记等工作被智能系统高效处理，酒店服务的温度究竟该如何传递？

In this era when AI is reshaping the business landscape, are we redefining the essence of service? When the tasks such as room reservation and check-in are handled efficiently by the intelligent system, how is the warmth of hotel service conveyed to the guests?

我们深信，AI 至简，方能让服务回归爱至深的初心。技术的极致应用，不是冰冷的数据运算，而是将员工从机械流程中解放，让他们有更多精力投入到每一次充满人文关怀的情感交互中。想象一下，员工不再被繁琐的事务束缚，而是专注于为客人策划独一无二的入住体验，或是根据市场动态快速响应，这正是未来酒店业脱颖而出的关键。

We firmly believe that simple AI application can enable services to return to their original intention of delivering deep love to customers. The superlative application of technology is not cold data processing, but rather liberating employees from mechanical processes, allowing them to devote more energy to each engaging emotional interaction filled with humanistic care. Imagine when hotel employees are no longer being bound by cumbersome tasks, they can focus on planning unique stay experiences for guests or responding quickly to market dynamics. This is precisely the key for the hotel industry to stand out in the future.

诚邀您共赴一场关于智能时代酒店服务革新的深度探讨，一同见证技术与人文的完美融合，探寻酒店业差异化竞争的未来之路。期待与您相聚，碰撞思维火花，携手开启酒店服务的崭新篇章！

We sincerely invite you to join us in a profound discussion on the innovation of hotel services in the intelligent era. Together, we will witness the perfect integration of technology and humanity, and explore the future paths of differentiated competition in the hotel industry. We are looking forward to your presence, to exchange ideas and jointly embark on a new chapter of hotel services!

三、 主要活动与时间安排

Main Activities and Schedule

2025 国际酒店业未来领袖发展大会 10 月 23 日会议议程

Agenda for the 2025 Future Hoteliers Summit on October 23rd

08: 00-8: 30 大会签到

Forum Sign-in

08: 30-9: 00 大会开幕

Forum Opening

09: 00-9: 50 师者匠心，圆桌共话

Round Table Discussion of Teachers and Experts

09: 50-10: 00 幸运抽奖

Lucky Draw

10: 00-10: 20 交流茶歇

Coffee Break

10: 20-11: 00 智见未来，圆桌论道

Round Table Discussion about Smart Future

11: 00-12: 00 盲盒开新局，抽卡破难题，服务见真章

Blind boxes unveil new prospects, card-drawing solves challenges, and service demonstrates excellence

12: 00-14: 00 交流午餐

Lunch

14: 00-16: 00 巅峰对决

Competition--Clash of the Titans

16: 00-16: 10 幸运抽奖

Lucky Draw

16: 10-16: 30 闭幕

Closing Ceremony

四、参赛要求

Competition Requirements

- ❖ **参赛选手：**每个院校 2-4 名学生选手。

Contestants: 2 to 4 student contestants from each institution.

- ❖ **比赛题目（提交参赛回执单后会另行通知）**

Competition topic (To be notified after submitting the Registration Form)

- 客房部设计针对某一类客人的服务方案；

The Housekeeping Department designs service plans for a certain type of guests;

- 前厅部设计针对某一类客人的服务方案；

The Front Office Department designs service plans for a certain type of guests;

- 餐饮部设计针对某一类客人的服务方案；

The Food and Beverage Department designs service plans for a certain type of guests;

- 市场营销部设计针对营销策划方案；

The Marketing Department designs marketing planning schemes;

- 公关部设计针对某危机管理预案；

The Public Relations Department designs a certain crisis management plan;

- 人力资源部设计针对员工的团队建设或者培训方案；

The Human Resources Department designs team building or training programs for employees;

- 财务部设计一套预算优化方案，帮助酒店提高经济效益。

The Finance Department designs a budget optimization plan to help the hotel improve its economic benefits.

- ❖ **参赛作品：**

Competition work:

- 作品语言要求：双语



Language requirements : Bilingual (Chinese and English)

- **视频录制：**视频内容需要完整回答自己所选比赛题目的内涵（视频中不得出现有关院校信息，包括但不限于院校名称、校徽校旗等）

Video recording: The video content should fully answer the essence of the competition topic you have chosen (No information about the institution should be shown in the video, including but not limited to the institution's name, school badge, school flag, etc.)

视频格式要求：横屏拍摄、手机后置摄像头或相机、时长小于等于 3 分钟、横屏 16:9、MP3 格式、像素 1080p、30 帧。视频需配双语字幕。

Video format requirements: landscape mode shooting, rear camera or camera, duration of no more than 3 minutes, landscape 16:9, MP3 format, 1080p pixel, 30 frames per second. The video needs to have bilingual subtitles.

- **方案：**内容可以包含以下几个方面：创新性、实用性、可行性、专业度、社会价值、经济效应、可持续性、可复制性、用户体验感、风险评估与应对、成本核算、市场调研、竞品分析、实施计划、团队介绍与分工等（根据各自方案自行决定具体内容呈现）。方案字数要求不超过 5000 字，PDF 格式提交。

The plan: The content can include the following aspects: innovation, practicality, feasibility, professionalism, social value, economic effect, sustainability, replicability, user experience, risk assessment and response, cost accounting, market research, competitive product analysis, implementation plan, team introduction and division the work, etc. (The specific content presentation is determined according to the team's plan). The word count of the plan should not exceed 5,000 words and it should be submitted in PDF format.

作品提交：发送至 fhs@bhi.edu.cn，邮件主题注明“【初赛作品】院校全称 + 团队所有成员姓名”，作品提交截止时间：2025年9月12日（重要说明：未按时提交作品将失去巅峰对决资格）

Submission: Competition work shall be sent to fhs@bhi.edu.cn, with the email subject as "【preliminary competition works】Full name of institution + names of all team memb, Submission deadline :September 12, 2025 (Important note: Failure to submit the work on time will result in losing the qualification for the competition)

注意事项:

Notes:

方案设计中酒店需要设定为某具体的五星级商务酒店。

In the designed plan, the hotel needs to be set as a specific five-star business hotel.

方案内容中需要同时体现AI工具以及人的主观能动性所发挥的作用。

The content of the plan needs to embody the roles played by both AI tools and human subjective initiative.

评审

Review

采用双盲评审制：隐去团队信息，仅以编号形式提交评委。

A two-way blind review system will be adopted: team information is concealed and only submitted to the judges in the form of numbers.

评委比例：院校学术评委（40%，非参赛院校的老师）+行业专家（60%）

The proportion of judges: Academic judges from institutions (40%, teachers from non-participating institutions) + industry experts (60%)

具体评分标准见《2025FHS 线上评分标准》。

For specific scoring standards, please refer to the “2025FHS Online Scoring Standards”.

五、现场答辩要求

On-site Defense Requirement

❖ 比赛语言：中文/英文

Competition language: Chinese/English

❖ 比赛形式：以各院校为单位独立参赛，不接受跨校联合组队

Competition format: Each institution participate independently. Cross-institution joint teams are not be accepted.

❖ 比赛要求：全体着正装或中国传统服饰，可进行相关配饰创意设计

Competition requirements: All participants are required to wear formal clothes or traditional Chinese clothes.



❖ **比赛流程：**抽签决定比赛顺序，首先播放初赛视频，学生参与答辩，评委提问。

Competition process: Draw lots to determine the order of the competition. First, play the video of the preliminary competition round. Students participate in the defense, and the judges ask questions.

评审与奖项

Review and Awards

院校学术评委（2 人）+行业专家（3人）

Academic judges from institutions (2 people) + industry experts (3 people)

评委针对学生现场表现打分（具体打分规则见《2025FHS 现场评分标准》），不再对初赛视频打分。

The judges will score the students' on-site performance (for specific scoring rules, please refer to the "2025FHS On-site Scoring Standards"), and will not score the videos of the preliminary round .

综合奖项：一等奖 1 名、二等奖 2 名、三等奖 3 名

Overall Awards: one first prize, two second prizes, three third prizes.

作品奖项： 作品一等奖 1 名、作品二等奖 2 名、作品三等奖 3 名、优秀奖

Work Awards: First prize for works, Second prize for works, Third prize for works, Award of Excellence

专项奖：最佳创意奖、最佳团队奖、最佳表现奖、最佳体验奖、优秀指导老师奖、优秀评委奖

Special Awards: Best Creativity Award, Best Team Award, Best Performance Award, Best Experience Award, Outstanding Instructor Award, Outstanding Judge Awa

六、其他事项

Other attentions

- ❖ 参赛作品应紧扣大赛主题，坚持正确价值导向，深入践行社会主义核心价值观，确保内容积极向上、导向鲜明，符合国家法律法规要求，契合社会公序良俗与道德规范。
- ❖ Competition works should closely adhere to the theme of the competition, uphold the correct value orientation, and deeply practice the core socialist values. They should ensure that the content is positive and clear and is in line with national laws and regulations, as well as social public order, good customs, and moral norms.
- ❖ 尊重原创，避免侵权。团队提交作品前，请确保无版权争议。若作品中有引用资料，请注明来源。大赛过程中由于作品产生的版权纠纷问题，一切后果由团队自行承担。
- ❖ Respect originality and avoid infringement. Before submitting the work, please ensure there are no copyright disputes. If there are any quoted materials in the work, please indicate the source. Any copyright disputes arising from the works during the competition shall be borne by the team itself.
- ❖ 大赛不收取报名费，大赛期间住宿费由各参赛队伍自行承担，大赛当天餐饮由主办方提供。
- ❖ There is no registration fee for the competition. During the competition, **accommodation is not covered and shall be paid by participants**. On the day of the competition, the organizer will provide meals.
- ❖ 比赛团队相关信息均以系统导出为准，请各参赛团队在报名时务必认真核对团队相关信息（如学校名称、团队名称、成员姓名、指导教师姓名、联系方式等），提交报名后相关信息不支持修改，由于报名信息填写错误而产生的一切后果由参赛团队自行承担。
- ❖ All information related to the competition teams is subject to the system export. Please carefully check the team information (such as school name, team name, participant names, instructor name, contact information, etc.) when registering. Once the registration is submitted, the information cannot be modified. All consequences resulting from incorrect registration information shall be borne by the participating teams themselves.
- ❖ 大赛组委会拥有最终解释权。
- ❖ The organizing committee of the competition reserves the final right of interpretation.

七、组织机构

Organization

主办方：中瑞酒店管理学院

Sponsor: Beijing Hospitality Institute

指导单位：中国旅游协会旅游教育分会

Guidance unit: China Tourism Education Association

中国旅游饭店业协会人力资源分会

China Tourist Hotel Association Hr Branch

八、联系方式

Contact Information

FHS 官方邮箱: fhs@bhi.edu.cn

项 目 执 行 经 理：洪 煜 13522859661（同微信）

项目执行经理助理：何佳奇 17622783172（同微信）

行政人事部 主 任：郑阳锦 18057678885（同微信）

合作拓展部 主 任：何穆桐 15910821202（同微信）

学院联络部 主 任：张梓涵 15201513197（同微信）

宴会统筹部 主 任：沈东旭 15910691183（同微信）

信息学术部 主 任：王星越 18705117168（同微信）

媒体公关部 主 任：刘佳玲 17516911681（同微信）

活动策划部 主 任：张文宸 18502200283（同微信）

英 语 翻 译：程一诺 13621351103（同微信）

Official Email of FHS: fhs@bhi.edu.cn

Chief Coordinator:

Cynthia Hong 13522859661 (Same as Wechat)

Assistant to the Chief Coordinator:

Qizuna He 17622783172 (Same as Wechat)

Director of Administrative Personnel Department:

Jethro Jia 18057678885 (Same as Wechat)

Director of Cooperation and Development Department :

Bryan He 15910821202 (Same as Wechat)

Director of College Liaison Department:

Sunny Zhang 15201513197 (Same as Wechat)

Director of Banquet Coordination Department:

Cedric Shen 15910691183 (Same as Wechat)

Information and Academic Department:

Michael Wang 18705117168 (Same as Wechat)

Media and Public Relations Department:

Chelsea Liu 17516911681 (Same as Wechat)

Director of Event Planning Department:

Kelly Zhang 18502200283 (Same as Wechat)

English translator:

Cecilia Cheng 13621351103 (Same as Wechat)