LIU PINGFEI

Founder & General Manager | Expert in "Tourism+" Theory & Practice

Founder, Chairman & GM — Shenzhen Zhongzhilv International Travel Service Co., Ltd. · Founder & GM — Shenzhen Huiyou International Travel Service Co., Ltd. · Founder & CEO — Shenzhen Beleisen Culture Communication Co., Ltd.



01 PROFILE

Liu Pingfei began her career in tourism in 2002 and has worked in the industry ever since. She is a Chinese expert in the theory and practice of **"Tourism+"**, a leading figure in "Tourism+" innovation, and a specialist in travel agency management. Her research focuses on the integration of "Tourism+" with other industries and on innovative "Tourism+" itineraries. She is devoted to national-level research on "Tourism+" public services, has repeatedly served as a review expert for large-scale "Tourism+" solution projects, and acts as a senior strategic consultant on "Tourism+" for a number of travel companies across China.

02 CURRENT ROLES

- **Founder, Chairman, General Manager & Legal Representative** — Shenzhen Zhongzhilv International Travel Service Co., Ltd.
- **Founder & General Manager** — Shenzhen Huiyou International Travel Service Co., Ltd.
- **Founder & CEO** — Shenzhen Beleisen Culture Communication Co., Ltd.
- **Founder** — Mother-and-baby photography brand **"HONEY BABY"**
- **Vice President & Chief "Tourism+" Review Expert** — Shenzhen Tourism Promotion Association
- **Vice President & Chief "Tourism+" Review Expert** — Shenzhen Luohu District Tourism Industry Association

03 EDUCATION

1995.06 – 1998.06 | Xiangtan University — Major in Tourism

04 CAREER HIGHLIGHTS

2005.03 Founded Shenzhen Zhongzhilv International Travel Service (sole proprietorship) as General Manager; grew the company from 2 salespeople into a major travel company of 300+ staff. Leads corporate strategy, new product development, marketing, quality control, management systems, and professional talent training.

2005.10 Launched China's first "Panyu (Guangzhou) tourism special line" as a travel agency manager.

2006.03 Invited 100 Shenzhen tourism professional managers on a study tour to Guangzhou Million Sunflower Garden — its most influential promotion in the tourism industry.

2006.04 Launched the nation's first "Chimelong special line" + "Panyu special line", a key driver of regional integration for Guangzhou Chimelong.

2006.10 Partnered with Chimelong Group and hotels/scenic spots around Panyu; pioneered the four-city combined itinerary of Guangzhou, Zhongshan, Foshan and Shunde.

2007.12 Created the new brand "Meimei Holidays", which grew into a nationally renowned travel brand over the following decade.

2008.05 Made "Meimei Holidays" the largest supplier of Pearl River Delta routes nationwide.

2009.09 Partnered with Hunan scenic spots and hotels to launch the nation's first "Hunan tourism special line".

2009.11 Designed and organized the "Chimelong on-site experience program": 200+ travel agencies and nearly 1,000 professional managers visited Chimelong, winning high industry acclaim and playing a decisive role in Chimelong's rise as China's top theme park.

2010.01 Relocated the company to Zhongjian Building, Luohu; established the "long-term friendly cooperation strategic plan for tourism peers", signing long-term agreements with major travel enterprises — a model of B2B cooperation in China's tourism industry.

2010.09 Created the new travel model **"Tourism+"**: launched the nation's first "Tourism + wedding photography" itinerary with Shenzhen Barbie Photography, winning wide industry acclaim and imitation; recognized as a "Tourism+" expert and engaged as senior strategic consultant by multiple travel companies.

2011.01–12 Earned the company honors including "Excellent Partner", "Tourism Innovation Agency", "Excellent Special-Line Supplier", "Best Tour Organizers" and "Trustworthy Travel Agency"; hosted a 1,000-person industry event ("I Love Tourism" poetry contest); awarded "National Trustworthy International Travel Agency 2012", with Liu Pingfei named an outstanding national "travel agency management expert".

2012 Established the "Guangdong Local Receiving Center" (later the nation's largest), founded subsidiary Shenzhen Shengtian MICE Planning Company, and set up Guangzhou and Hunan branches, linking Shenzhen, Guangzhou and Hunan operations.

2013.01 Delivered nearly 1 million visitors to Chimelong Group in 2012, winning its Annual Top Contribution Award and Annual Excellent Partner Award.

2013.05 Upgraded the company to an international travel agency with outbound qualifications; created the brand "Meiyi Holidays" and launched 20+ outbound itineraries in cooperation with the tourism authorities and airlines of Japan, South Korea, Singapore, Malaysia and Thailand.

2014.12 Secured national general agency for Zhuhai Hot Spring Bay.

2015.05 Founded Shenzhen Huiyou International Travel Service (sole proprietorship, GM), which has since launched multiple "Tourism+" products and become a well-known travel company in Guangdong.

2016 Honored as "Tourism+" Expert by the Shenzhen Tourism Promotion Association and appointed its Vice President and chief "Tourism+" review expert; organized ~500 professional managers on industry study tours to Guangdong and Hunan; invited by the Luohu District Tourism Industry Association to speak on the market status of "Tourism+" and its advantages over traditional tourism, then appointed Vice President and chief senior "Tourism+" advisor.

2017.01 Initiated and hosted a 1,000-person "Tourism + Korean medical cosmetology" roadshow with the Busan government, Korean medical-beauty institutions, Jiangtai Insurance, Shenzhen tourism authorities, media and TV — a major driver of Korean medical cosmetology in the Chinese market. Her paper on this topic won the national first prize for tourism practice papers.

2017.06–11 Named one of "China's Top 10 Outstanding Innovative Figures in Tourism 2016"; founded Shenzhen Beleisen Culture Communication (CEO) and the mother-and-baby photography brand "HONEY BABY", pioneering the "Tourism + maternity photography" model.

2018.09 Named one of "China's Top 10 Influential Figures in Tourism 2017" by the China Quality Certification & Supervision Committee.

2019 Opened East/West Guangdong special lines, realizing full Guangdong coverage + Hong Kong & Macau tours — turning "Tourism+" from theory into successful commercial practice; appointed national general agent partner by Zhuhai Chimelong Ocean Kingdom, Guangzhou Sunac Land, Water World and Snow World; won the "2019 China 'Tourism+' Outstanding Figure" award; became a director of the Shenzhen Daci Charity Foundation.

2020.10 Amid the pandemic downturn, pioneered travel livestreaming and won Douyin's "Travel Livestreaming Innovation Award".

2021.07 Co-livestreamed with renowned Guangdong hotels and signed exclusive hotel sales packages with Ctrip, Meituan, etc.; won the "Outstanding E-commerce Expert" award.

2022.10 Successfully led the company's rating as a "Guangdong 3A Travel Agency".

2023.01 Expanded inbound tourism from Southeast Asia, Japan and the US to a record high; promoted US routes, study tours and summer camps; established Luohu, Futian and Nanhu branches.

2024 Elected Vice President of the Shenzhen Travel Agency Industry Association; Zhongzhilv listed as a key supported enterprise of Luohu District and named a national benchmark for inbound tourism.

2025.02–11 Obtained group tourist visa facilitation for foreign visitors to China (approved by Guangdong exit-entry authorities); led the inbound team to visit Southeast Asian travel trade partners and exhibitions; the company was upgraded to a "4A Travel Agency" in the national rating.

2026 Building two-way China–Europe/US cooperation models; opening new inbound itineraries (technology, factory and culture study tours, student programs); will attend IBTM World 2026 in Barcelona to boost Chinese–European travel trade cooperation.

05 PUBLICATIONS

1	Research on the Travel Agency Service Quality System	Shangpin Yu Shangliang, No. 12, p. 236, 2019
2	Exploring the Improvement of Travel Agency Service Quality	Market Weekly, No. 10, p. 209, 2018
3	Research on Travel Agency Service Quality Review and Scale Development	New Business Weekly, No. 12, p. 265, 2019
4	Research on Travel Agency Management System	Economics & Management, Jul. 2019
5	Research on Human Resource Management and Corporate Culture Construction of Travel Agencies	China Economic & Social Forum, No. 11, p. 160, 2018
6	The Future Market and Development of "Tourism+"	Contemporary Tourism, No. 36, p. 118, 2018
7	Research on Innovative Travel Itineraries: Tourism+ Wedding Photography	Tourism Overview, Jul. 2019
8	International Medical Tourism: Tourism+ Korean Medical Cosmetology	Geographic Pictorial, No. 18, p. 194, 2018
9	A Comparison of the Advantages of the "Tourism+" Concept and Traditional Tourism	Consumption Guide, No. 25, p. 71, 2019
10	Research on the Scale and Practice of the "Tourism+" Concept	Market Weekly, No. 8, p. 10, 2017

06 INVITED JUDGE (INDUSTRY)

- GD CTS (Shenzhen) International Travel — Best Tour Guide judging
- CTS (Shenzhen) International Travel — Best Tour Guide judging
- Shenzhen OCT International Travel — Best Service judging
- Shenzhen Overseas International Travel — Best Etiquette & Scenic-Site Interpretation judging
- Shenzhen Kanghui Travel Agency — Best Tour Guide judging

07 MEMBERSHIPS

- Shenzhen Culture & Tourism Promotion Association — Vice President
- Shenzhen Luohu District Tourism Industry Association — Vice President
- Guangdong Travel Agency Industry Association — Senior Member
- Shenzhen Tourism Association — Senior Member

08 AWARDS & HONORS

1. 2016 — "Top 10 Outstanding Innovative Figures in China's Tourism Industry"
2. 2017 — "Top 10 Influential Figures in China's Tourism Industry"
3. 2018 — China's Top "Tourism+" Expert
4. 2019 — China "Tourism+" Outstanding Figure Award
5. 2019 — "China's Top 100 Leading Tourism Experts" (Xinyou Tianxia)
6. 2020 — First Prize, Tourism Innovation Paper (Tourism+ Wedding Photography)
7. 2020 — "Guangdong Top 10 Quality Receiving Agencies" & "Best Pearl River Delta Route Supplier"
8. 2021 — "Guangdong Top 10 Quality Receiving Agencies" & "Best Pearl River Delta Route Supplier"
9. 2022 — "China's Best Tourism Supplier" & "Guangdong 3A Travel Agency"
10. 2023 — "China's Best Tourism Supplier" & "China Top 10 Quality Inbound Receiving Agencies"
11. 2024 — "China Benchmark Enterprise for Inbound Tourism" & "China Top 10 Quality Inbound Receiving Agencies"
12. 2025 — "Guangdong 4A Travel Agency" & "China Top 10 Quality Inbound Receiving Agencies"
13. 2026 — "Most Satisfactory Travel Agency in Guangdong", "China's Best Tourism Supplier", "China Top 10 Quality Inbound Receiving Agencies" & "Guangdong 5A Travel Agency"