



**THE 6TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM
POLICY AND STRATEGY**

Theme 2012: Strategic Tourism Planning

25-28 June 2012 Paro, Bhutan

Final Programme

Sunday 24th June

Arrival and Check-in

19:00 Welcome Cocktail Reception (UNWTO)
Tashi Namgay Resort

Monday 25th June: Session 1

09:00 Opening Ceremony
Moderated by Mr. Phuntsho Gyeltshen, Planning officer, Tourism Council of Bhutan

- Welcome Remarks by Mr. Thuji D. Nadik, Director, Tourism Council of Bhutan
- Opening Remarks by Mr. Xu Jing, Director of Regional Programme for Asia and the Pacific of UNWTO
- Opening Remarks by Mr. Shin Yong Eon, Director General of Tourism Industry Bureau of the Ministry of Culture, Sports and Tourism
- Opening address by H.E. Lyonpo Khandu Wangchuk, Vice chairman, Tourism Council of Bhutan; Minister of Ministry of Economic Affairs

09:30 Session 1 Key Considerations for Strategic Tourism Planning at the National Level

Speaker: Dr. Paul Rogers, Anchor Consultant

Q&A

Country Presentations Moderated by Dr. Paul Rogers

- 10:30** • **Bhutan – Welcome to Bhutan**
Mr. Thuji Nadik, Director, Plans & Programmes, Tourism Council of Bhutan
- 11:10** • **Fiji – Strategic Tourism Planning at a National Level in Fiji**
Ms. Angeline Reddy, Senior Tourism Officer, Policy & Regulation Department of Tourism, Ministry of Public Enterprises, Communications, Civil Aviation and Tourism
- 11:50** • **Maldives – Key Considerations for Strategic Tourism Planning at the National Level**
Mr. ZAMEEL Hassan, Deputy Director General, Ministry of Tourism Arts & Culture
- 12:30** **LUNCH**
- Country Presentations Moderated by Dr: Paul Rogers**
- 14:00** • **Pakistan – Strategic Tourism Planning at the National Level**
Mr. Saad S. Khan, Tourism Development Corporation of Punjab
- 14:40** • **Australia – Strategic Tourism Planning: Australia’s ‘Tourism 2020’ Strategy**
Mr. Spiro Kavadias, Manager, Labour and Skills Policy, Tourism Division
Department of Resources, Energy and Tourism
- 15:20** • **Philippines – The National Tourism Development Plan: Strengthening the Philippines Strategic Planning Process**
Madam. Maria Victoria Jasmin, Under Secretary, Philippine Department of Tourism
- 16:00** • **Vietnam – Vietnam Tourism Master Plan to 2020**
Dr. Ha Van Sieu, Director, Institute for Tourism Development Research (ITDR)
- 16:40** • **Nepal – Tourism Planning in Transitional Times**
Mr. Balkrishna Ghimire, Joint Secretary, Ministry of Tourism and Civil Aviation
- 17:20** Wrap-up
- 19:00** Welcome Dinner
Gangtey Palace

Tuesday 26th June: Session 2

09:00 Session 2 Strategic Tourism Planning for flagship Destinations and Sites – what are the key considerations?

Speaker: Mr Ludwig G. Rieder, Asia Pacific Projects, Inc.

Q&A

Country Presentations Moderated by Mr.Ludwig Rieder

- 10:00**
- **Malaysia – Homestay Experience**
Ms. Hamdiah Ismail, Senior Principal Assistant Secretary, Policy planning and international affairs division, Ministry of Tourism
- 10:40**
- **Lao PDR – Strategic Tourism Planning for Flagship Destinations in Lao PDR**
Mr. Sounh MANIVONG, Director General, Tourism Development Department, Ministry of Information, Culture and Tourism
- 11:20**
- **DPR Korea**
Mr. RI Yong Nam, Director, Department of Tourism Hospitality, National Tourism Administration
- 12:00**
- **Mongolia – How to Develop Tourism in Umnugobi Province**
Ms. SARANJAV Bayasgalan, Senior officer, Tourism Department, Ministry of Nature, Environment and Tourism
- 12:40 LUNCH**
- 14:00**
- **Myanmar – Strategic Tourism Planning For Splendid Bagan**
Mr. Hlaing Oo, Director, Project Department, Ministry of Hotels and Tourism
- 14:40**
- **Sri Lanka - Strategic Tourism Planning for Flagship Sites and Destinations**
Mr. Tissa SOORIYAGODA, Director, Tourism planning & Development, Sri Lanka Tourism Development Authority
- 15:20** Small Group Discussion
- 16:00** Wrap-up

19:00 **Dinner**
Tashi Namgay Resort

Wednesday 27th June Technical Tour - Thimphu

08:00 Start from Paro
09:00 Arrival to Thimphu and Visit Simtokha Dzong
10:00 Visit Zorig Chusum (13 traditional arts and crafts institute)
11.30 Visit Folklore Museum
12.15 Lunch at Folklore Museum Restaurant
13.30 Visit Craft Bazaar
14.30 Free
16.30 Gather at the Clock Tower and Tea
17:00 Depart for Paro

Thursday 28th June: Session 3

09:00 **Session 3 Sustainable Tourism Observatories and Strategic Tourism Planning in China**

Speaker: Prof. Bao Jigang, Dean of School of Tourism Management, Sun Yat-sen University, Guangzhou, China

Q&A

Country Presentations moderated by Mr. Paul Rogers

- 10:00** • **Cambodia**
Mr. THOK Sokhom, Director, Department of International Cooperation and ASEAN, Ministry of Tourism
- 10:40** • **India – Presentation on Green Tourism**
Mr. Gajendra KUMAR, Regional Director, Ministry of Tourism Government of India, Ministry of Tourism
- 11:20** • **Indonesia – Planning and Implementing Sustainable Tourism in Indonesia**

Case Study: Pemuteran Coral Reef Bali, Indonesia

Ms. Ni Wayan Giri Adnyani, Director, International Relations Bureau, Ministry Of Tourism and Creative Economy

- 12:00** • **Macau – Positioning and Planning of Macau as a World Centre of Tourism and Leisure**

Mr. CHENG Wai Tong, Head of Organizational Planning and Development Department, Macau Government Tourist Office

12:40 **LUNCH**

Country Presentations moderated by Dr. Paul Rogers

- 14:00** • **Thailand – Strategic Tourism Planning: National Tourism Development Plan (2012 - 2016)**

Mrs. CHONGKONGKIAT Thida, Director, Bureau of General Administration, Ministry of Tourism and Sports, Office of the Permanent Secretary

- 14:40** • **Timor-Leste – Flagship Sites for Ecotourism & Community – Based Tourism**

Ms. Mariana da Costa, Officer, Ministry of Tourism, Commerce & Industry

15:20 **Wrap-up**

Closing Ceremony

Moderated by Ms. Jiawei Jiang, UNWTO

19:00 **Farewell Dinner**
Zhiwa Ling Hotel

Friday 29th June: Check-out and Departure