Preliminary Programme

THE 10TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

Human Capital Development in Tourism

29 March – 1 April 2016
Republic of Korea

Regional Programme for Asia and the Pacific
World Tourism Organization
Programme

Monday, 28 March (Seoul)
All Day                 Arrival and Check-in / Registration (Lotte Hotel Seoul)

Tuesday, 29 March / Day One (Seoul)
08:30-09:30          Transfer to Opening Venue (CEL Venture Complex) / Registration
09:30-10:30 CEL Venture Complex
  • 10th Anniversary Celebration of Executive Training Program
    - Introduction by Mr. Xu Jing, Regional Director for Asia and the Pacific, UNWTO
    - Video Presentation
  • Opening Ceremony
    - Opening address by Mr. Taleb Rifai, Secretary-General of UNWTO
    - Presenting the Plaque of Appreciation to Minister of the Ministry of Culture, Sports and Tourism, Republic of Korea
    - Welcome address by Mr. Kim Jongdeok, Minister of MCST, ROK
    - Congratulatory remarks by Chairman of UNWTO CAP
    - Congratulatory remarks by Chairman of UNWTO CSA
    - Celebration Ceremony
    - Group Photo
  10:30-11:10 Networking break or CEL Venture Complex site inspection
  11:10-12:30
    • Regional Forum on Human Capital Development in Tourism
      - Keynote Speech
        Ms. Suh, Myung-sook, President, Jeju Olle Foundation
      - Keynote Speech
        “Placing Human Capital Development at the forefront of tourism policy and strategy”
        Dr. Thomas Baum, Head of Department, Human Resource Management, University of Strathclyde, Glasgow
        Q & A
  12:30-14:00 Lunch
  14:00-15:00 CEL Venture Complex
    • Session 1: Public Sector Role in Human Capital Development and Job Creation
      - Moderation by Mr. Harry Hwang, Regional Deputy Director for Asia and the Pacific, UNWTO
- **Keynote Presentation** – Dr. Wolfgang Weinz, Former Senior Technical Specialist Hotels, Catering, Tourism, International Labour Organization
  Public Sector Role in Human Capital Development
  (This keynote presentation will outline the roles and responsibilities of governments, and in particular national tourism authorities, in nurturing the development of human capital)

- **Guest Speakers’ Presentations on public sector and Human Capital Development in Tourism**
  - Speaker 1: Ms. Maeve O’Brien, Technical Advisor Education LANITH, Leisure, Travel & Tourism Luxembourg Development Cooperation
    Official Development Assistance and Human Capital Development in Tourism
  - Speaker 2: The Ministry of Culture, Sports and Tourism, Republic of Korea
    Korean case on job creation in tourism and culture (TBC)
  - Speaker 3: Mr. Datuk Rashidi Hasbullah, Deputy Secretary General, Ministry of Tourism and Culture, Malaysia
  - Q & A

15:00-15:20  Coffee Break

15:20-16:20

- **Session 2: Private Sector Role in Human Capital Development**
  - Moderation by Mr. Harry Hwang, Regional Deputy Director for Asia and the Pacific, UNWTO
  - **Keynote Presentation** – Dr. Kaye Chon, Chair Professor and Dean of the School of Hotel and Tourism Management at The Hong Kong Polytechnic University
    Private Sector Role in Human Capital Development
    (This keynote presentation will outline the needs, challenges and role of the tourism private sector in the area of human capital development)

- **Guest Speakers’ 10 minute Presentations on private sector and Human Capital Development in Tourism**
  - Speaker 1: Mr. Carl Winston, Director, L. Robert Payne School of Hospitality & Tourism at San Diego State University
    China Hospitality Education Initiative
  - Speaker 2: Mr. Do-Hyun Jang, President, Mayfield Hotel School, Republic of Korea
  - Speaker 3: Ms. Ladan Jafari Tehrani, Director General, International Affairs Bureau, Iran Cultural, Handicrafts and Tourism Organization (ICHTO), Islamic Republic of Iran
  - Q & A

16:20-16:40  Coffee Break

16:40-17:20  **Panel Debate/Discussion**
  - Moderation by Mr. Peter Semone, UNWTO Consultant
    This session will be an eight person panel debate/discussion. It is anticipated that this dialogue will identify bottlenecks in tourism human capital development and encourage ideas to new approaches for collaboration and partnership.)
### Wednesday, 30 March / Day Two (Seoul)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30-09:00</td>
<td>Transfer to Venue (CEL Venture Complex)</td>
</tr>
<tr>
<td>09:00-10:20</td>
<td>CEL Venture Complex</td>
</tr>
<tr>
<td></td>
<td><strong>Introduction</strong></td>
</tr>
<tr>
<td></td>
<td>Introduction of Program &amp; Keynote Presentation “Human Capital Development in Tourism in Asia and the Pacific by Mr. Peter Semone, UNWTO Consultant</td>
</tr>
<tr>
<td>10:20-10:40</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>10:40-12:00</td>
<td><strong>Training Session 1</strong></td>
</tr>
<tr>
<td></td>
<td>Country Presentations Group 1 / Q &amp; A Session</td>
</tr>
<tr>
<td></td>
<td>Country Presentations Group 2 / Q &amp; A Session</td>
</tr>
<tr>
<td>12:00-14:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>14:00-15:30</td>
<td>Country Presentations Group 3 / Q &amp; A Session</td>
</tr>
<tr>
<td></td>
<td>Country Presentations Group 4 / Q &amp; A Session</td>
</tr>
<tr>
<td>15:30-16:00</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>16:00-17:30</td>
<td>Country Presentations Group 5 / Q &amp; A Session</td>
</tr>
<tr>
<td></td>
<td>Wrap up</td>
</tr>
<tr>
<td>19:00-21:00</td>
<td>Dinner</td>
</tr>
</tbody>
</table>

### Thursday, 31 March / Day Three (PyeongChang)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00-11:30</td>
<td>Transfer to PyeongChang</td>
</tr>
<tr>
<td>11:30-13:30</td>
<td>Jeong Gang Won (Traditional Food Making Experience) / Lunch</td>
</tr>
</tbody>
</table>
13:30-15:30  **Technical Tour 1**  
Inspection Tours to the Venue of 2018 Olympic and Paralympic Winter Games

15:30-16:30  **Training Session 2** (Pyeongchang Hall, Alpensia Resort)  
Technical Presentation on Human Capital Development for Hosting Mega Event by the PyeongChang Organizing Committee for the 2018 Olympic & Para Olympic Winter Games / Q & A

16:30-18:00  **Training Session 3**  
Technical Presentation by Professor Thomas Baum (30 min):  
Q & A

19:00-21:00  Dinner

**Friday, 1 April / Day Four (Wonju)**

08:30-10:30  Transfer to Wonju

10:30-13:30  Museum SAN (Space Art Nature) / Lunch

13:30-14:30  **Technical Tour 2** (KTO Tourism Academy)  
Inspection and Case study on Human Resource Development and Management in the case of the Korea Tourism Academy of the Korea Tourism Organization  
Q & A Session

14:30-16:30  KTO Tourism Academy
-  **Training Session 4**  
  - Breakout Discussions and report-back: Draft a communication with a list of recommendations  
  - Wrap up / Final Conclusion and Recommendations  
-  **Closing Ceremony**  
  - Closing Remarks by Mr. Mr. Xu Jing, Regional Director for Asia and the Pacific, UNWTO  
  - Closing Remarks by representative of the Host  
  - Certificate Award Ceremony

16:30-19:00  Transfer to Seoul

20:00-22:00  Farewell Dinner

**Saturday, 2 April / Day Five (Seoul)**

All Day  Departure