



PROGRAMME

THE 13TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON
TOURISM POLICY AND STRATEGY

***Tourism and Innovation: New Opportunities for Growth and
Development***

Tuesday 25th June to Friday 28th June, 2019

Jeju, Republic of Korea

Regional Department for Asia and the Pacific

World Tourism Organization

Date	Programme	Venue
24 June (Monday)		
All day	Arrival of participants and hotel check-in	Lotte Jeju Hotel
15:00 – 18:00	Registration	
19:00 – 21:00	Informal Reception and Dinner TBC	
25 June (Tuesday)		
10:00 – 10:40	Opening Ceremony of the 13th UNWTO Asia/Pacific Executive Training Programme <ul style="list-style-type: none">- Welcome Remarks by Representative of Jeju Special Self-governing Province- Congratulatory Remarks by Representative of Ministry of Culture, Sports and Tourism, Republic of Korea- Opening Remarks by Mr. Xu Jing, Director of Regional Department for Asia and the Pacific, UNWTO- Group Photo	Lotte Jeju Hotel
10:40 – 11:00	Coffee break	
11:00 – 13:00	UNWTO Forum on Tourism and Innovation; New opportunities for Growth and Development <p><i>The Forum on Tourism and Innovation: New opportunities for Growth and Development will examine the intersection of tourism and innovation and how the latter has impacted the former, from hospitality to transportation in particular job creation. The forum will also discuss how tourism and innovation have facilitated destination growth and development towards economic and social prosperity.</i></p> <ul style="list-style-type: none">- Introductory Presentation: Tourism and Innovation; New opportunities for Growth and Development, by Mr. Rolando Canizal, UNWTO Consultant- Panel discussions; moderated by Mr. Rolando Canizal<ul style="list-style-type: none">- Ms. April Rinne, New Economy/Future of Work- Professor Dr. Lee Seulgi, Sejong University	
Lunch: 13:00 – 14:30		
14:30 – 16:00	Country Presentations and Discussions on Tourism and Innovation; New opportunities for Growth and Development(I) <p><i>These country presentations will detail national policies and strategies to utilize innovation to augment marketing efforts, decent jobs, improve sustainability.</i></p> <ul style="list-style-type: none">- Facilitation by Mr. Rolando Canizal	Lotte Jeju Hotel
Includes a coffee tea break		

16:30– 18:00	Country Presentations and Discussions on Tourism and Innovation: New Opportunities for Growth and Development (II)	Lotte Jeju Hotel
19:00 – 21:00	Welcome Dinner hosted by the MCST	
26 June (Wednesday)		
09:30 – 12:30 Includes a coffee/tea break	Session 1: The Sharing Economy: Building Opportunity for Growth and Development <i>This session will examine the typologies of sharing economy, its ability to stimulate tourism demand, expand supply for facilities and services, and develop non-traditional jobs. This session will also explore the new types of jobs and employment available for local communities in destinations. The session will likewise discuss how sharing economy has stimulated growth and competitiveness in the accommodation sector.</i> <ul style="list-style-type: none"> - Keynote Presentation by Ms. April Rinne, New Economy/Future of Work - Moderation by Mr. Rolando Canizal - Q & A - Debate/Discussion 	Lotte Jeju Hotel
Networking lunch: 12:30 – 14:00		
14:00 – 17:00 Includes a coffee/tea break	Session 2: Jobs and Economic Growth Arising from Tourism Startups and Micro, Small and Medium Tourism Enterprises <i>Technological advancement and personalization of products and services in the tourism industry gave rise to more innovators and entrepreneurs that propel destination growth and development. This session will investigate how the phenomena enabled job creation in rural and unpopular destinations, most especially for women, youth, indigenous people, and persons with disabilities.</i> <ul style="list-style-type: none"> - Keynote Presentation, Dr. Lee Seulgi, Sejong University - Moderation by Mr. Rolando Canizal - Q & A <p>After the Q&A, participants will break into two groups for discussion and report back on key points.</p>	Lotte Jeju Hotel
19:00	Informal dinner	

27 June (Thursday)		
09:30 – 12:30 Includes a coffee/tea break	Session 3: Engaging the Private Sector to Foster Innovation <i>This session will provide an overview of good innovation practices and solutions from the business community that has been successful in driving growth and job creation across the value chain of the tourism industry. This will also discuss the various ways on how the private sector is collaborating with national tourism administration and relevant agencies to build a foundation for job creation in the face of technological innovation in digital marketing and social media.</i> <ul style="list-style-type: none"> - Keynote Presentation, Mr. Jackson Pek, Chief Legal Officer, Airasia Global - Moderation by Mr. Rolando Canizal - Q & A <p>After the Q&A, participants will break into two groups for discussion and report back on key points.</p>	Lotte Jeju Hotel
Networking lunch: 12:30 – 14:00		
14:00 – 15:00	Session 4: Closing Session <ul style="list-style-type: none"> - Final Conclusions and Recommendations by Mr. Rolando Canizal - Closing remarks by Mr. Harry Hwang, Deputy Director, Regional Department for Asia and the Pacific, UNWTO - Presentation of Training Programme Certificates 	Lotte Jeju Hotel
19:00 -21:00	Farewell Dinner hosted by the MCST	Venue TBC
28 June (Friday)		
09:30 - 17:00	Technical Tour on Tourism and Innovation; organized by host country	
29 June (Saturday)		
All day	Departure	