



## PROGRAMME

THE 14<sup>th</sup> UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME ON  
TOURISM POLICY AND STRATEGY

***Tourism and Rural Development:  
Building Opportunity for Sustainable Growth and Job Creation***

Tuesday 15<sup>th</sup> to Thursday 17<sup>th</sup> December, 2020  
(Online)

Regional Department for Asia and the Pacific

**World Tourism Organization**

Date	Programme
<b>15 December (Tuesday)</b>	
8:00 – 8:10 (CET)	<b>Opening Ceremony of the 14<sup>th</sup> UNWTO Asia/Pacific Executive Training Programme</b> <ul style="list-style-type: none"> <li>- Opening Remarks by Mr. Harry Hwang Director, Regional Department for Asia and the Pacific, UNWTO Secretary General</li> <li>- Video message by Mr. Zurab Pololikashvili, UNWTO Secretary General</li> <li>- Congratulatory Video message by Ms. Youn-hee Choi, Vice Minister of Culture, Sports and Tourism, Republic of Korea</li> </ul>
8:10 – 8:15	Group Photo
8:15 – 8:25	Introduction to the Programme by Mr. Augusto Huescar (UNWTO Consultant)
8:25 – 8:40	<b>Session 1. Governance and Community Engagement for an Enhanced Rural Development</b> <ul style="list-style-type: none"> <li>- Presentation by Ms. Sandra Carvao, Chief, Tourism Market Intelligence and Competitiveness Department, UNWTO</li> </ul>
8:40 – 9:40	<ul style="list-style-type: none"> <li>- Q&amp;A</li> <li>- Country Presentations (10 minutes each)</li> <li>- Discussions</li> <li>- Wrap up by Ms. Sandra Carvao</li> </ul>
9:40 – 9:55	Break
9:55 – 10:10	<b>Session 2. Product Development and Commercialization of Tourism Experiences in Rural Areas</b> <ul style="list-style-type: none"> <li>- Presentation by Mr. Augusto Huescar (UNWTO consultant)</li> </ul>
10:10 – 11:10	<ul style="list-style-type: none"> <li>- Q&amp;A</li> <li>- Country Presentations (10 minutes each)</li> <li>- Discussions</li> <li>- Wrap up by Mr. Augusto Huescar (UNWTO consultant)</li> </ul>

<b>16 December (Wednesday)</b>	
8:00 – 8:05	Introductory Remarks, and Recap from Day 1 by Mr. Augusto Huescar (UNWTO consultant)
8:05 – 8:20	<b>Session 3. New Opportunity: Innovation and Digital transformation</b> <ul style="list-style-type: none"> <li>- Presentation by Dr. Sangwon Park, Associate Professor, School of Hotel &amp; Tourism Management, the Hong Kong Polytechnic University</li> </ul>
8:20 – 9:20	<ul style="list-style-type: none"> <li>- Q&amp;A</li> <li>- Country Presentations (10 minutes each)</li> <li>- Discussions</li> <li>- Wrap up by Dr. Sangwon Park</li> </ul>
9:20 – 9:35	Break
9:35 – 9:50	<b>Session 4. Creating Jobs: Education, Skills Development and SME Support</b> <p>Presentation by Ms. Natalia Bayona, Director, Innovation, Education and Investments Department, UNWTO</p>

9:50 – 10:50	<ul style="list-style-type: none"> <li>- Q&amp;A</li> <li>- Country Presentations (10 minutes each)</li> <li>- Discussions</li> <li>- Wrap up by Ms. Natalia Bayona</li> </ul>
<b>17 December (Thursday)</b>	
8:00 – 8:05	Welcome and introduction to Special Session by Mr. Harry Hwang, Director, Regional Department for Asia and the Pacific, UNWTO
8:05 – 8:55	<b>Special Session. Restarting International Tourism: Successful Cases and Practices in the Era of the New Normal</b> (10 minutes each) <ul style="list-style-type: none"> <li>- <b>China</b>, Ms. Li Yaying, Inspector, Bureau of International Cooperation and Exchanges, Ministry of Culture and Tourism</li> <li>- <b>Greece</b>, Dr. Dionysopoulou Panagiota, Director-General for Tourism Policy, Ministry of Tourism</li> <li>- <b>Maldives</b>, H.E. Dr. Abdulla Mausoom, Minister of Tourism</li> <li>- <b>Portugal</b>, Ms. Ana Paula Pais, Head of Education, Turismo de Portugal</li> <li>- <b>Republic of Korea</b>, Ms. Kyoungghwa Kim, Director of the International Tourism Division, Ministry of Culture, Sports and Tourism</li> </ul>
8:55 – 9:15	<ul style="list-style-type: none"> <li>- Q&amp;A</li> <li>- Wrap up by Mr. Augusto Huescar (UNWTO consultant)</li> </ul>
9:15 – 9:30	Break
9:30 – 9:45	<b>Summary Presentation</b> by UNWTO Consultant and Ms. Sandra Carvao <b>Main Conclusions of 2 days' Workshop</b>
9:45 – 10:15	<b>Final Panel Discussion and Conclusions</b> <ul style="list-style-type: none"> <li>- Panel discussion by UNWTO Consultant, Ms. Sandra Carvao, Dr. Sangwon Park, and Ms. Natalia Bayona</li> <li>- Q&amp;A</li> </ul>
10:15 – 10:35	<ul style="list-style-type: none"> <li>- Synopsis of Country presentations and Voting “the Best Presentation Award”</li> <li>- Conclusions and Recommendations by UNWTO Consultant</li> </ul>
10:35 – 10:40	<b>Closing</b> <ul style="list-style-type: none"> <li>- Closing remarks by Mr. Harry Hwang, Director, Regional Department for Asia and the Pacific, UNWTO</li> </ul>