



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

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

Tuesday 15th to Thursday 17th December, 2020 (Online)

“ We must support the sector now while we prepare for it to come back stronger and more sustainable. Recovery plans and programmes for tourism will translate into jobs and economic growth. ”

UNWTO Secretary-General
Zurab Pololikashvili



Introduction

Since 2006, the UNWTO has convened the Asia and the Pacific Executive Training Programme on Tourism Policy and Strategy annually. This Executive Training Programme is the only programme of its kind in the region and is renowned for its stimulating content and thought-provoking discussions. The theme and subject of the Programme change each year and has historically had far-reaching impacts both for the host destination and the attendees.

The programme is specifically designed to support tourism policymakers and managers. It aims at strengthening effective and responsive policies and strategies that in turn must adapt to changing priorities and concerns at national and destination levels.

The overall theme for the 14th UNWTO Asia/Pacific Executive online Training Programme is Tourism and Rural Development, which is a pressing topic for destinations across the globe.

The overall objectives of the training programme are to deepen participants' understanding of how tourism can benefit rural areas and result in growth and development, while at the same time creating fair and decent jobs.



Programme

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

Programme

Date	Programme
16 December (Wednesday)	
8:00 – 8:05	Introductory Remarks and Recap from Day 1 by Mr. Augusto Huescar, UNWTO Consultant
8:05 – 8:20	Session 3. New Opportunity: Innovation and Digital transformation - Presentation by Dr. Sangwon Park, Associate Professor, School of Hotel & Tourism Management, Hong Kong Polytechnic University
8:20 – 9:20	- Q&A - Country presentations (10 minutes each) - Discussions - Wrap up by Dr. Sangwon Park
9:20 – 9:35	Break
9:35 – 9:50	Session 4. Creating Jobs: Education, Skills Development and SME Support Presentation by Ms. Natalia Bayona, Director, Innovation, Education and Investments Department, UNWTO
9:50 – 10:50	- Q&A - Country presentations (10 minutes each) - Discussions - Wrap up by Ms. Natalia Bayona

Programme

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

Speakers

Session 1

Governance and Community
Engagement for an Enhanced
Rural Development



Sandra Carvão

Chief, Tourism Market
Intelligence and Competitiveness,
UNWTO

Session 2

Product Development and
Commercialization of Tourism
Experiences in Rural Areas



Augusto Huescar

UNWTO Consultant

New Opportunity: Innovation
and Digital transformation

Sangwon Park

Associate Professor,
School of Hotel &
Tourism Management,
The Hong Kong Polytechnic University



Session 3

Creating Jobs: Education,
Skills Development and
SME's Support

Natalia Bayona

Director, Innovation, Education
and Investments Department,
UNWTO



Session 4

Session 1

Sandra Carvão

Chief, Tourism Market Intelligence and Competitiveness,
UNWTO

Sandra Carvão is Chief of Tourism Market Intelligence and Competitiveness at the World Tourism Organization (UNWTO) since June 2018. Before that, she was Chief of Communications and Publications for 8 years until May 2018 where she was responsible for UNWTO's strategic positioning.

Prior to this post, Sandra was Deputy Chief at UNWTO's Market Trends, Competitiveness and Trade in Tourism Services Department between 2007 and 2010. During this period, Sandra coordinated the Tourism Resilience Committee created by UNWTO to address the impacts of the global economic crisis 2008-2009 on tourism. Prior to joining UNWTO in 2003, Sandra held a position as market manager in the Portuguese National Tourist Office in Lisbon.

Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de Madrid.



Session 2

Augusto Huescar

UNWTO Consultant

Augusto Huescar is a seasoned tourism consultant from Spain, with more than 20 years' experience in the sector. He is currently working as an independent tourism advisor, consulting for institutions like UNWTO, the World Bank, USAID, UNDP and others, with projects around the globe focused on Sustainable Destination Development and Marketing/ Branding strategies formulation and/ or implementation.

Only in the last five years he has delivered projects for destinations like Armenia, Kyrgyzstan, Burundi, Panama, Nicaragua, Guatemala, Ethiopia, Nepal, Paraguay, Haiti, Moldova or Tenerife (in Spain), designing Development and Marketing strategies and operational plans. He is also heavily experienced in tourism market research, both quantitative and qualitative.

He is a former employee of THR, Tourism consultants from Barcelona, Spain, where he contributed –as part of different multi-national working teams- to more than 25 projects between 2006 and 2013.

He earned his Bachelor's in Economic Science back in 1996 from Madrid's Autonomous University, and later Post-Graduated from UNWTO and UOC in Tourism Marketing (2006).



Session 3

Sangwon Park

Associate Professor, School of Hotel & Tourism Management,
The Hong Kong Polytechnic University

Dr. Sangwon Park is an Associate Professor in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University and Coordinator of Tomorrow's Guestrooms at Hotel ICON.

Prior to joining Hong Kong, he taught at the University of Surrey in the UK, and has served as Deputy Head of Hospitality Management. His primary research interests include Tourism Big Data and Artificial Intelligence, and digital marketing and transformation.

Dr. Park has diverse professional work/project experiences. He has fulfilled a number of tourism big data projects, which produces significant impacts on policy decision-making process and develop strategy to prevent COVID-19 at the tourism destinations.

Dr. Park has awarded PhD Degree from the Temple University, USA (Business Administration) and received Master Degree in Hotel & Restaurant Management with Statistics minor from the University of Missouri - Columbia, USA.

He has awarded Emerging Scholar of Distinction from International Academy of the Study of Tourism, 2019.



Session 4

Natalia Bayona

Director, Innovation, Education and Investments Department,
UNWTO

Natalia Bayona leads the innovation, education and investments strategy of UNWTO.

With a diverse background on politics, tourism and management, she has become the first innovation director at UNWTO and has introduced entrepreneurship and education as key factors for tourism development. Her work consists on identifying the most disruptive startups and investment projects and matching them with Member States and top corporations.

For 2 and a half years, Natalia has developed 7 UNWTO Startup Competitions and 4 Innovation Challenges, including the Healing Solutions for Tourism edition, with outcomes such as more than 45 million Euros in support for entrepreneurs and pilots for safe travel. Moreover, she has designed the Tourism Tech Adventures innovation forums and co-created the UNWTO Tourism Online Academy for advancing skill development in the sector in collaboration with the most prestigious universities.

She graduated in Government and International Relations from Universidad Externado de Colombia and holds an Executive MBA from the IE Business School.



Special Session

“Restarting International Tourism: Successful Cases and Practices in the Era of the New Normal”

This year as the global tourism sector faces up to the COVID-19 pandemic, rapid and sustainable recovery of tourism is essential.

This session will be informative and helpful to listen to what governments and industry players have done and plan to do to accelerate the recovery process in the tourism industry.

We will welcome high level officials from China, Greece, the Maldives, Portugal and the Republic of Korea.



Special Session Speakers



China



Ms. Li Yaying

Inspector, Bureau of International
Cooperation and Exchanges,
Ministry of Culture and Tourism



Greece



**Dr. Dionysopoulou
Panagiota**

Director General for Tourism Policy,
Ministry of Tourism



Maldives



**H.E. Dr. Abdulla
Mausoom**

Minister of Tourism,
Ministry of Tourism



Portugal

Ms. Ana Paula Pais



Head of Education,
Turismo de Portugal



Republic of Korea

Ms. Kyoungghwa Kim



Director of the International Tourism Division,
Ministry of Culture, Sports and Tourism

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