PARTICIPANTS’ GUIDELINES

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)

Regional Department for Asia and the Pacific

*World Tourism Organization*
Participants’ Guidelines

Dear Participants,

We are pleased to welcome you to the 14th UNWTO Asia/Pacific Executive Training Programme to be held from 15th to 17th December 2020. It will be held virtually for the first time since the pandemic outbreak. Nevertheless, it comprises five highly specialized and interactive sessions which have been carefully designed to support the Member States. The Training Programme aims at improving the capability of national tourism administrations (NTAs) to deliver effective policies and development programmes for their destinations, visitors, and stakeholders.

The theme for this year’s training programme is “Tourism and Rural Development,” which aims to identify tourism policies, programmes and initiatives that create more and better jobs, define opportunities and challenges, preserve and promote natural and cultural heritage and help hinder depopulation.

The three-day Programme includes five training sessions, a final panel discussion with the consultant and speakers, and technical conclusions.

Each session will be focusing on a specific topic and will last for around 75 minutes:

- Session 1 (Day 1): Governance and Community Engagement for an Enhanced Rural Development
- Session 2 (Day 1): Product Development and Commercialization of Tourism Experiences in Rural Areas
- Session 3 (Day 2): New Opportunity: Innovation and Digital Transformation
- Special Session (Day 3) Restarting International Tourism: Successful Cases and Practices in the Era of the New Normal

As participants, kindly take note and observe the following information and guidelines:
1. UNWTO Consultant

UNWTO has appointed a consultant for the 14th UNWTO Asia/Pacific Executive Training Programme 2020. In his role, the consultant will serve as the overall content coordinator and moderator and will introduce speakers and presenters, give reminders to conclude the speakers and participants’ presentation, and open the floor for question and answer. He will also facilitate discussions, coordinate the final panel for discussion with the speakers, provide conclusions and recommendations at the Closing Session and deliver the final report on the Training Programme.

2. Country Delegation’s Expected Contributions

The aim is having quite an interactive Training Programme, with fluid participation of all attendees, in an organized and productive manner during all sessions. For this purpose, two types of inputs are expected from country delegates:

- **One short presentation** on one of the chosen **Session 1-4 Topics** (Governance, Product Development, Technology/Innovation, or Creating jobs for rural tourism development). They should address the situation of the specific Topic in the country, identifying the main challenges and policies adopted in that Topic in recent years, in order for other participants to learn from practical examples. More specifically, presentations should include the following elements to ensure consistency, facilitate discussions, and adhere to time allotment:

  - SLIDE 0: Name of the country, Institution represented and Speaker
  - SLIDES 1 to 3: Identification of the country’s key challenges (top 5-6) on each Topic;
  - SLIDE 4 and 5: Statement of policy(policies) adopted to overcome the challenges by tourism authorities;
  - SLIDES 6 to 8: Highlights of success stories in your country on each Topic;
  - SLIDES 9 and 10: Benefits, lessons learned, and recommendations.

The UNWTO Consultant can be consulted in relation to content and context of your presentations. Please note that your presentation will be recorded and be used for a commemoration video of the 14th UNWTO Asia/Pacific Executive Training Programme.

- **Active participation in Q&A sections and discussions.** They will be focusing on each of the topics, trying to find specific and operative answers to the proposed questions and, eventually, delivering conclusions that can be useful for the impulse of rural development thanks to tourism. It is important to keep an open and collaborative attitude during discussions, and questioning, to make them fruitful for all participants, regardless their level of development and knowledge on the matter.

3. Time Allocation

Each country is given 10 minutes for the presentation. Please note that it is important that you focus on the topic and stay within the time allotted to give all participants’ an equal opportunity to present within schedule.
4. **Items to be Communicated to the Consultant**

4.1. Proposed Presentations

Each country delegation is requested to send a brief email to the UNWTO consultant and Ms. Nury Kim (please see contacts below) at the earliest convenience indicating which one topic they would like to present. We welcome any questions that each participant may have about the Topics and expected contents of your presentations.

4.2. Participants’ Profiles

To facilitate the introduction of each presenter, participants must email their brief profile that provides a highlight of their duties and responsibilities in the organization, experience and knowledge on the training theme (in or around 100 words).

5. **Submission Deadline**

To ensure that there is enough time for all participants to review the presentation files, the PowerPoint slides and profiles must be submitted no later than 9 December 2020 to:

- UNWTO Consultant, Mr. Augusto Huescar: ahuescar@ahuescar.com
- UNWTO Coordinator, Ms. Nury Kim: nkim@unwto.org

*All presentations will be uploaded in the website of UNWTO Regional Department for Asia and the Pacific in advance of the training to facilitate efficient discussion and distribution of materials.*

6. **Registration and Connection to the Executive Training Programme**

We are pleased to invite each Member States to nominate one representative to participate in the Training Programme. It is recommended that the representative be a senior official within their respective governments across Asia and the Pacific region. Each registered country will also be allowed to enroll one additional official from their administration as an observer. Please note that each participant will be requested to attend all five sessions if they want to receive the certificate of achievement for the training programme. Please fill out the registration form and send it to the UNWTO Secretariat no later than 30 November 2020. (Registration by email to nkim@unwto.org cc: oderrier@unwto.org) After completing your registration, you will receive an email with the details on how to access the Executive Training Programme in due course.

7. **The Best Presentation Award**

After Session 1-4 are over, the UNWTO Consultant and Speakers will select the best 5-7 presentations from all country presentations of Session 1-4. After that, participants (Each Member State shall have one vote), Consultant and Speakers will vote for the best among the 5-7 presentations through the Zoom voting system on the last day of the Executive Training Programme. The Best Presentation will be announced after the vote and posted on the above-mentioned website.
Sample questions to help the participants to prepare

TOPIC 1. Governance for an enhanced rural development

- What have been the most significant challenges your country has faced to develop rural areas based on tourism?
- Are there any specific rules or regulations, plans or any other strategic document to guide rural tourism development in your country? If so, what are their objectives, implementation mechanisms, financing structure and impact measurement?
- Specifically, how are local communities reacting to tourism as a possible source of income?
- Are local communities prepared to welcome tourism/are they engaged in tourism development? If not, what has been done to improve their skills/engage them?
- How is the governance structure of rural areas in terms of tourism (existence of Destination Management Organizations, etc.)?
- Is the private sector involved in destination governance or management? If so, in which capacities or institutions? Is this working efficiently?
- What are the best practices, successful stories of tourism governance of rural areas in your country?
- What has been learned from successful stories and from public policies regarding Governance and community engagement of rural tourism areas? What are still the major challenges?

TOPIC 2. Product development and commercialization of tourism experiences in rural areas

- What are the most successful regions for rural tourism in your destination? What type of experiences do they offer?
- How are experience providers in those destinations innovating in terms of product development?
- What are the greatest challenges for creating new rural tourism experiences in your country? In which areas?
- How do providers reach customers? How familiarized are they with online commercialization tools and options? How are tourism authorities contributing to an easier and more efficient sales channel for rural tourism experiences?
- Does your country have national programmes to support product development (e.g. labels, quality seals, special accommodation typologies such as homestays, etc.) in rural areas?
- What are the main challenges for the private sector to develop new products and put them in the market?
- What are the most popular experiences in rural areas in your country?

TOPIC 3. New Opportunity: Innovation and digital transformation

- How is technology used in rural areas of your country?
- Is tourism industry applying any technologies to develop rural destinations? If so, in which fields? Paid by who?
- If no technological innovations or tools are being used to develop rural areas based on tourism, why is that? Has that been addressed by competent authorities? Which timeframe is being considered to correct that?
• What fields do you believe would be most suitable for the use of Technology and Innovation to develop rural tourism in your country? (i.e. communication, customer segmentation, product development, post-sales services, etc.)
• What are your country’s best practices regarding this topic that you can share?
• What do you think would be necessary to advance innovation and digital transformation in rural areas for tourism (skills, internet access, mentoring, financial support, etc.)?

TOPIC 4. Creating Jobs: education, skills development and SME support

• What employment and job opportunities are created by rural tourism in your destination?
• Is there any strategy/policy in place to create decent and fair jobs through tourism in rural areas?
• Does your destination have any policies or programmes that promote entrepreneurship through rural tourism?
• How is talent development supported by your destination’s national policy?
• Is there any financial support available in your country for rural tourism development?
• How do education and the training system in your destination promote the role of tourism in rural settings?
• What strategies does your destination undertake to engage the private sector in improving access to jobs for people with disabilities, youth, and women? Are there any policies that support this?
• Is there any working relationship among your national tourism administration, education and training agencies, and private sector to build the foundation for collaboration towards job creation?

TOPIC 5. Restarting international tourism: successful cases and practices in the Era of the New Normal

• What policies is your country adopting to mitigate the spread of COVID-19?
• Does your destination have any policies that ensure consumer protection or confidence? For example, are there any specific rules or regulations regarding safety and hygiene for tourists in your country? Did your country apply crisis management mechanisms and strategies?
• What is the current situation in your country in terms of tourism recovery?
• What have been the most significant challenges your country has faced to recover tourism industry?
• How is your country restarting tourism operations?

We look forward to working with you and hearing your success stories!