Summary presentation
Key takeaways from each Session

Sessions 1 to 4
Main challenges for rural tourism relate to lack of skills (youth retention), quality of services and infrastructure and limited awareness of tourism benefits by communities.

As per Governance, the critical challenge remains the need to have a rural tourism plan, strategy and structure for implementation.

Whole-government approach and national/local cooperation is critical to ensure coordination of policies and financing for rural tourism.

Public-Private-Community Partnership Model to be the preferred option for Destination Management Organizations at local level.

Recommendations: creation of national strategies for rural tourism development; setting up national taskforce with relevant governmental agencies; create governance models at local level; prioritize actions aimed at youth entrepreneurship and skills to ensure retention.
SESSION 2. Product development

Key takeaways

- Product development is required to foster development, meet market requirements and to re-gain competitiveness
- Use the resources, tools and processes at hand to deliver value
- The experience factor: from activities to memorable moments to be recommended
- Greatest challenges: low skills, lack of finance, poor networks, products’ low quality
- Best practices (Bhutan, Malaysia and Samoa)
- Recommendations: continued leadership, technical support and monitoring from authorities and, mostly, fostering partnerships
SESSION 3. Innovation & Digital Transformation

Key takeaways

▪ Definition of DT and its multi-faceted ways of becoming a reality (from IoT to Big Data, E-commerce to cloud computing, etc.)
▪ The relevance of the HUMAN FACTOR to assure an intelligent Digital transformation
▪ Benefits of DT: product transformation, optimized operations, empowered employees and more engaged customers
▪ The positive effects of using Big Data to understand tourism flows and take policy and strategy decisions (E.g. Jeju island mobility and RoK roaming data analysis)
▪ Other examples of Digital Transformation in Pakistan like E-Visa, digital marketing and geo-marketing of all destinations in the country
SESSION 4. Employment & skill development

Key takeaways

- UNWTO’s contributions to innovation and Training
- Huge impact of COVID19 in employment and skills development
- Success stories from Mongolia, Cambodia’s Training programme, or the C.H.S.E program in Indonesia
- The benefits of partnership require active involvement from public authorities
- Required support from UNWTO of ASEAN MRA Training Programme and for a Start-up training programme
- Regaining skills as a basic framework for sustainable development
Key takeaways from Special Session
SPECIAL SESSION. Restarting International Tourism

Key takeaways

- Unprecedented impact: 70% decline in international tourism (UNWTO).
- Multi-faceted efforts are required: job protection, training, economic support – specially for SMEs, crisis management & safety measures, community support, marketing, business intelligence.
- Safety measures: negative PCR, travel insurance, safety and security protocols & labels, training, movement limitations (zoning).
- Domestic tourism recovery much faster than international.
- Cooperation (national and international) key to restart tourism.
- Change in consumers: slower, domestic, local experiences, concerned with safety, contactless, digital, responsible.
- Opportunity to accelerate transition towards more sustainable and inclusive sector and rethink destination management.