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

Summary presentation

Key takeaways from each Session

Sessions 1 to 4

SESSION 1. Governance
Key takeaways

- 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, responsable
- Opportunity to accelerate transition towards more sustainable and inclusive sector and rethink destination management