



PRELIMINARY PROGRAMME

UNWTO Workshop on Sustainable Tourism Product Development in the Pacific Islands

Wednesday 31st March, 2021

(Hybrid)

Holiday Inn, Suva, Fiji

08:00 - 09:00

Registration

09:00 – 09:25

Opening Ceremony

Holiday Inn, Suva, Fiji

Master of Ceremony: Ms. Marita Manley, Facilitator of the workshop

- Opening remarks by **Mr. Yoshiaki Hompo, President, Asia Pacific Tourism Exchange Centre** and **Chief, UNWTO Regional Support Office for Asia and the Pacific** (video message)
- Welcome remarks by **Mr. Josefa Tuamoto Deputy Chairman SPTO/CEO Tourism Solomons**
- Congratulatory remarks by **Mr. Zhu Shanzhong, Executive Director, UNWTO** (video message)
- Congratulatory remarks by **Mr. Bokeun Choi, Director General for Tourism Policy, Ministry of Culture, Sports and Tourism of the Republic of Korea** (video message)
- Group photo of the online and on-site participants of the workshop

09:25 – 09:40

Introductory Session

This session will provide an overview of the UNWTO/APTEC Publication on Sustainable Tourism Product Development Opportunities in the Pacific Islands with a specific focus on the preliminary findings of the report. The presentation will be delivered by Ms. Alcinda Trawen, Deputy Manager Research & International Relations, UNWTO Regional Support Office for Asia and the Pacific.

09:40 – 10:55

Session 1: Sustainability and Tourism Product Development in the Pacific Islands

This session will provide an overview of the advancement of the development of sustainable tourism products relative to the Pacific Islands. The focus is on strengthening effective and responsive sustainable tourism product development at national and destination levels.

Moderator: Ms. Kolora Mason, Facilitator of the workshop.

09:40 – 10:10

One presentation will be delivered by **Mrs. Christina Leala Gale, Sustainable Tourism and Research Manager, Pacific Tourism Organization**, followed by a presentation of **Dr. Noel Scott, Adjunct Professor of Tourism Management in the Sustainability Research Centre, University of the Sunshine Coast**.

10:10 – 10:40

Three presentations will be delivered by tourism officials from two Pacific Islands and one Asia-Pacific Member State on their good practices for sustainability and Tourism Product Development:

- Ms. Moka Ioane-Laufoli, Acting Chief Executive, Niue Tourism Office
- Mr. Petero Manufolau, Chief Executive Officer, Tourism Authority of Kiribati

- Dr. Frans Teguh, Senior Advisor for the H.E. Minister of Tourism and Creative Economy of Indonesia

10:40 – 10:50

Q&A discussion

10:50 – 10:55

Wrap up by Ms. Marita Manley, Facilitator of the workshop.

10:55 – 11:05

Coffee break

11:05 – 12:20

Session 2: Restarting Tourism: Harnessing the Potential of Intra-regional Tourism and Sustainable Product Development

As restrictions ease globally, destinations can offer incentives to encourage people to explore their own regions. This session will provide an overview to increase efforts at the regional level in supporting tourism product development. There is considerable opportunity for cross-learning between Pacific Islands, as well as cost-effective regional development of standardized solutions to common challenges faced.

Moderator: Ms. Marita Manley, Facilitator of the workshop.

11:05 – 11:35

One video presentation will be delivered by **Mr. Michel Julian, Department Officer, Tourism Market Intelligence and Competitiveness, UNWTO** followed by a presentation of **Ms. Jennifer Bartlett, Private Sector Development Consultant**.

11:35 – 12:05

Three presentations will be delivered by tourism officials from two Pacific Islands and one Asia-Pacific Member State on their good practices for sustainability and Tourism Product Development:

- Ms. Jacinta Lal, Principal Tourism Officer, Ministry of Commerce, Trade, Tourism and Transport of Fiji
- Mr. Paul Pio, General Manager, South Sea Shipping/Secretary, Vanuatu Tamtam Travel Bubble Taskforce, Vanuatu
- Mr. Mohd Daud Mohd Arif, Senior Director, Tourism Policy and International Affairs, Ministry of Tourism, Arts and Culture of Malaysia

12:05 – 12:15

Q&A discussion

12:15 – 12:20

Wrap up by Ms. Kolora Mason, Facilitator of the workshop.

12:20 – 13:45

Lunch

Holiday Inn, Suva, Fiji

13:45 – 15:00

Session 3: Innovation and Digital Transformation: New Opportunities in the Sustainable Tourism Development Era

This session will provide an overview of fostering a successful tourism innovation and entrepreneurial ecosystem connecting all stakeholders to collaboration opportunities and prioritizing capacity building in sustainable tourism and technology. A digitalized tourism sector must innovate and

generate new business opportunities to ensure the continued competitiveness, growth and sustainable development of the sector.

Moderator: Ms. Kolora Mason, Facilitator of the workshop.

- 13:45 – 14:15 One presentation will be delivered by **Mr. Paul Davis, Senior Adviser, Tourism, Pacific and Development Group, Ministry of Foreign Affairs and Trade, New Zealand**, followed by a presentation of **Dr. Seul Ki Lee, Associate Professor, College of Hotel and Tourism Management, Sejong University** on *Tourism Rebuilding through Digital Transformation*.
- 14:15 – 14:45 Two presentations will be delivered by tourism officials from one Pacific Islands and one Asia-Pacific Member State on their good practices for sustainability and Tourism Product Development:
- Mr. Hironui Johnston, Senior Advisor in charge of International Transportation, Ministry of Tourism and Labor of French Polynesia
 - Ms. Hyeri Han, Deputy Director, International Tourism Division, Ministry of Culture, Sports and Tourism of the Republic of Korea
 - Ms. Emma Campbell, Director of Marketing, Tourism Fiji
- 14:45 – 14:55 Q&A discussion
- 14:55 – 15:00 Wrap up by Ms. Marita Manley, Facilitator of the workshop.
- 15:00- 15:10 Closing Session**
- Closing remarks by the **Mr. Kartik Pratap, Acting Director of Tourism, Ministry of Commerce, Trade, Tourism and Transport of Fiji**
 - Closing remarks by **Mr. Christopher Cocker, Chief Executive Officer, Pacific Tourism Organization**