Asia and the Pacific Webinar: Digitalization in Tourism

Hosted by Sejong University, in collaboration with Tourism Council of Bhutan and UNWTO

8 June 2021, Tuesday,
10:00 – 14:30 (GMT +6), 13:00 – 17:30 (GMT +9)
Asia and the Pacific Webinar: Digitalization in Tourism

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1. Background

The COVID-19 pandemic has brought about an unprecedented global health crisis that has rippled throughout the world economy and brought substantial and potentially long-lasting transformation to the hospitality and tourism industries in particular. Tourism has been severely impacted by the pandemic due to the imposition of travel restrictions and other measures, among heightened health concerns.

A 2016 report from the World Tourism Organization (UNWTO) stated, “Technology pervades every area of tourism and must be given the highest priority when developing the workforce for the industry.” In the current global environment, this has become even more important for the Asia-Pacific region than ever before. As national economies and governments work to repair the damage to the economy and move forward into the future, Digitalization is the key to success in the tourism sector. Information and communication technologies (ICT) in a digitalized tourism sector offer business opportunities and capabilities for sustainable development into the future.

This Webinar is aimed to address the current issues in the Digitalization of the tourism sector by introducing best practices and real-world cases applicable to the Asian-Pacific region.
2. Objective

To familiarize participants from the UNWTO Member States with applicable best practices on Digitalization for the tourism sector of Asia and the Pacific region.

3. Topics: Digitalization in Tourism

Due to the diverse nature of the tourism sector, a range of topics has been selected to cater to the various applications relevant to the sector. Topics range from the hospitality industry to the airline industry to data sharing via national tourism organizations. By introducing the foundations of data analytics and the sharing of real-world applications of Digitalization, the goal of this Webinar is to show through practical examples how Digitalization can be utilized for the benefit of travellers, the private sector and the public sectors within the context of the tourism industry. In essence, Digitalization can be win-win-win scenario if managed properly, and this Webinar gives insight into just how to accomplish this successfully.
4. Schedule

Tuesday, June 8, 2021
10:00 – 14:30 (GMT +6)
13:00 – 17:30 (GMT +9)

5. Target Audience:

- UNWTO Member States in Asia and the Pacific
- By invitation
6. Registration

Each Member State is invited to nominate three representatives to participate in the Webinar. The online registration link has been sent by UNWTO to the Member States.

Please note that the Webinar will be live-streamed on YouTube. You can find the link for YouTube at [UNWTO Asia and the Pacific website](https://www.unwto.org). Any questions on the topic, presentation and Q&A session can be addressed to:

**Professor Ian Sutherland (sutherland@sejong.ac.kr)**
**Ms. Eunji Tae (etae@unwto.org)**

Any questions on the online registration can be addressed to:

**Ms. Joohye Hong and Zhanerke Begaly (tidal@sejong.ac.kr)**
**Mr. Li Yang (rdap@unwto.org)**
# 7. Program

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| 13:00 – 13:15 | **Opening Remarks / Plenary Session**  
Moderated by Kiattipoom Kiatkawsin, Ph.D.  Assistant Professor, Sejong University / Research Fellow, Tourism Industry Data Analytics Lab  
Harry Hwang, Director, Regional Department for Asia and the Pacific, UNWTO  
Dorji Dhradhul, Director General, Tourism Council of Bhutan  
Seul Ki Lee, Ph.D.  Director, LINC+ / Director, Tourism Industry Data Analytics Lab / Associate Professor, Sejong University |
| 13:15 – 14:30 | **Session 1. Digital Opportunity for Destination Management**  
Moderated by Eunji Tae, Officer, UNWTO Regional Department for Asia and the Pacific  
Korea Tourism Organization’s Digitalization Efforts [15 min]: The example of KTO’s digitalization efforts demonstrates a prime example of national tourism organizations in the Asia-Pacific region that utilize digital innovations in the tourism space.  
Speaker Joonho Lee, Digital Innovation Team, Korea Tourism Organization  
Country Presentation: Maldives [15 min]  
Speaker Najumulla Shareef, Project Officer Marketing, Tourism Diversification and Localization Project, Ministry of Tourism, Maldives  
Country Presentation: Bhutan [15 min]  
Speaker Damcho Rinzin, Head, Tourism Promotion Division, Tourism Council of Bhutan  
Digitalization and Innovation in Tourism [5 min]  
Speaker Natalia Bayona, Director, UNWTO Innovation, Education and Investment  
Q & A Session / Panel Discussion [25 min] |
| 14:30 – 14:40 | **Break** |
## 7. Program

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| 14:40 – 15:50               | **Session 2. Digital Solutions for Sustainable Tourism Businesses**  
Moderated by Kiatipoom Kiatkawsin, Ph.D. Assistant Professor, Sejong University / Research Fellow, Tourism Industry Data Analytics Lab  
**Digitalization of the Airline Industry [15 min]**  
: Digital data provides insights into traveler behavior and trends. Leveraging these insights for the airline industry leads to unique opportunities and challenges.  
**Speaker**  
Shivek Sachdev, Managing Director, Bhutan Airlines Thailand / Director, Thai Informatic Systems  
**Digitalization of Tourism Currency Exchange Services [15 min]**  
: New digital technologies offer new solutions to traditional tourism-related services. Digitalization of currency exchange service is an area where such a solution can benefit the travelers and traditional players alike.  
**Speaker**  
Jaewon Lee, COO, Mobile Toong  
**Digitalization Travel Businesses using solutions from google [15 min]**  
: Join us to understand how you can Discover Travel Trends, Deepen your Digital Presence and Delight your users using Insights & Tools from Google.  
**Speaker**  
Pulkit Dev Lambah, Industry Manager, APAC Travel, Google  
Q & A Session / Panel Discussion [25 min] |

| 15:50 – 16:00 | **Break** |

| 16:00 – 17:10 | **Session 3. Digital Transformation and the Future of Tourism**  
Moderated by Ian Sutherland, Ph.D. Assistant Professor, Sejong University / Research Fellow, Tourism Industry Data Analytics Lab  
**Monitoring tourism recovery with The UNWTO Tourism Data Dashboard [15 min]**  
: The impact of COVID-19 on tourism has accelerated the need for timely and reliable data and market intelligence. The UNWTO Tourism Data Dashboard provides key data and insights to guide tourism recovery.  
**Speaker**  
Michel Julian, Officer, UNWTO Tourism Market Intelligence and Competitiveness  
**Leveraging Big Data for Tourism Governance [15 min]**  
: Utilizing big data to augment decision-making, policy designs, monitoring of the tourism sectors from a macro perspective.  
**Speaker**  
Trevor Weltman, Partner, Clickable Impact Consulting Group  
**Investments in Digitalization Initiatives [15 min]**  
: Countries across the world have taken different approaches towards digitalization in tourism. Applicable insights can be gained from the successful investment activities by governments into the digitalization of the private tourism sector.  
**Speaker**  
Nicholas Hall, Founder & CEO, Digital Tourism Think Tank  
Q & A Session / Panel Discussion [25 min] |

| 17:10 – 17:20 | **Wrap-up and Closing remarks**  
by Sejong University |
8. Expert Speakers (in order of appearance)

Harry Hwang  
Dorji Dhradhul  
Seul Ki Lee, Ph.D.  
Joonho Lee  
Najumulla Shareef  
Damcho Rinzin  
Natalia Bayona  
Shivek Sachdev  
Jaewon Lee  
Pulkit Dev Lambah  
Michel Julian  
Trevor Weltman  
Nicholas Hall
Harry Hwang
Director, Regional Department for Asia and the Pacific, UNWTO

Hae Guk (Harry) Hwang is currently the Regional Director for Asia and the Pacific at the World Tourism Organization. His main responsibilities include providing the maximum benefits to the UNWTO Member States by maintaining close contact with member countries for the implementation of the UNWTO General Programme of Work in the Region through project management, document analysis and evaluation and market study publications. He assumed his current position in June 2020. Since he started working for UNWTO as Deputy Director in February 2008, he has coordinated numerous UNWTO technical cooperation projects and sectoral support missions on subjects of contemporary interest to the tourism community of countries within Asia and the Pacific regions.

Before joining UNWTO, he worked for the Korea Tourism Organization (KTO), which is Korea’s National Tourist Office. In his 17 years at KTO, most of his work experiences were associated with marketing and promotion by attracting mega-events, international meetings and conferences to Korea.
Dorji Dhradhul
Director General, Tourism Council of Bhutan

Dorji Dhradhul is the Director-General of the Tourism Council of Bhutan since January 2019. He served as Dzongda (Governor) of Gasa district for almost four years and has worked in various capacities in the fields of agriculture research, policy, and development. Mr. Dhradhul was also the founding Director of the Department of Agriculture Marketing and Cooperatives and the founding Registrar of Cooperatives in Bhutan. He published a number of articles on subjects of contemporary relevance in the National newspaper, including a novel title Escapades: Awakenings.
Seul Ki Lee, Ph.D
Director, LINC+ / Director, Tourism Industry Data Analytics Lab / Associate Professor, Sejong University

Dr. Lee leads TIDAL as its director. He also serves as Associate Professor in the College of Hospitality and Tourism Management and Associate Dean of International Affairs at Sejong University. Dr. Lee has successfully managed tourism-related projects involving new business development, national and international governmental capacity building and training, higher-education and industry collaboration, and more. Dr. Lee has established himself as a regular consultant and principal project investigator of official development assistance (ODA) projects commissioned by the Korea Tourism Organization along with other governmental and non-governmental agencies in areas such as big data, smart destination, and the casino industry. His research interests include location analysis using spatial econometric methods, as well as asset and revenue management of hospitality firms.
Joonho Lee

Digital Innovation Team, Korea Tourism Organization

Joonho is currently the Deputy Director at Digital Transformation Team of Korea Tourism Organization, which oversees the nationwide digital transformation efforts of the national tourism industry. Joonho's previous positions within KTO includes manager of the Public Relations Department and the Secretary Office, assistant manager of Europe-America Region, and assistant manager of the budgeting department. Joonho has a BA in Business Administration from Sogang University, Seoul Korea and MBA from Purdue University, Indiana, USA.
Najumulla Shareef
Project Officer Marketing, Tourism Diversification and Localization Project, Ministry of Tourism, Maldives

Bachelor’s degree in Tourism Management and Engineering (Hons) in Malaysia and France. MBA, Maldives.
Product choices are the fundamentals to cater broader spectrum of tourists by keeping comparative advantage of destination. My experience in destination marketing will definitely caliper the process of product diversification towards potential markets.
Having worked at Maldives Tourism Promotion Board for 13 years, acquired necessary experience in destination marketing, and is ready to contribute for innovative diversification of Maldives tourism product.
Increasing competitiveness of Maldives through diversification of tourism products, passing benefits of tourism for rural development are some of the factors contributing to the development of Maldives.
Damcho Rinzin
Head, Tourism Promotion Division, Tourism Council of Bhutan

Damcho Rinzin studied Bachelor of Applied Management in Hospitality and Tourism from the University of New Brunswick, Canada and started his career with the then Department of Tourism, Ministry of Trade and Industry as a researcher and marketing officer. During his career as a researcher, he was involved in developing one of the first community-based tourism projects in Bhutan. And later he took the lead role in researching and developing another community-based tourism project in remote communities of Merak & Sakten. These two communities were later opened for tourism.

With double master’s degree from Australia in international tourism and business, he is happy to be playing a key role in marketing and promoting Bhutan. He heads the Tourism Promotion Division (Then Marketing and Promotion Division) of Tourism Council of Bhutan and the Division is responsible to market and promote the Kingdom of Bhutan to visitors. Though it is also his responsibility, he takes keen interest in developing and promoting the unique ‘Brand Bhutan’, which he believes is key in promoting the high-end tourism policy of Bhutan.

Damcho is an aspiring tourism professional, dedicated to contribute in strengthening the tourism sector in Bhutan in his own little ways. And he is happy to be given the opportunity to take part in every aspect of tourism development in Bhutan.
Natalia Bayona
Director, UNWTO Innovation, Education and Investment, UNWTO

Natalia Bayona is the leader of the Innovation and Digital Transformation Strategy of the World Tourism Organization (UNWTO). With a diverse background on politics, destination management and business, she has become the first innovation director at UNWTO and has introduced entrepreneurship as key factor for tourism and development. Natalia Bayona holds a Bachelor’s Degree in Government and International Relations from the Universidad Externado de Colombia and an Executive MBA from IE Business School. She is part of the World Economic Forum network as a European Digital Leader for IE Business School. In 2017, she served as the Vice President of International Development for the Spain Startup - South Summit. Natalia organized the first South Summit Pacific Alliance, connecting the main stakeholders of the entrepreneurship ecosystem of Colombia, Chile, Mexico and Peru. In 2016, she began her ten year tenure in ProColombia, during which she has lived in six countries where she has developed strategies that boost export, foreign investment and tourism for Colombia.
Shivek Sachdev
Managing Director, Bhutan Airlines Thailand / Director, Thai Informatic Systems

Shivek is a the Founder/Managing Director of OMG Experience Co., Ltd. – representing Bhutan Airlines (Tashi Air) in Thailand since it’s initial operation in 2013 and has been responsible for driving growth, B2B network expansion, market development & route expansion predominantly in the Thai market. Shivek has a background in IT & Finance with experience in consulting business prior to working in the aviation industry. He previously served on the board of the Thai Travel Agent Association (TTAA) as well as the Tourism Council of Thailand (TCT).
Jaewon Lee
Chief Operating Officer, Mobile Toong

Robert is currently the COO and head of global business at Travel Wallet, a leading fintech company in Korea providing currency exchange and payment services to oversea travelers. Robert has a background of working in diverse industries including finance, strategy consulting and digital marketing. Prior to joining Travel Wallet, he created and managed the global business team in FSN, successfully developing businesses across 5 countries in Asia. Robert has a BA in Economics and Business Administration from Northwestern University in Illinois, USA.
Pulkit Dev Lambah  
**Industry Manager, APAC Travel, Google**

Pulkit is Industry Manager for APAC Travel at Google Singapore. He is a consultative seller who works with online travel aggregators, airlines & hotel chains across APAC and helps transform their business and the travel ecosystem. Before joining Google, Pulkit worked at Marsh & McLennan Companies as a Senior Manager with their Risk Management Practice. Pulkit completed his MBA in Strategy & Leadership from the Indian School of Business and holds a Bachelors of Science degree in Geology from the University of Delhi.
Michel Julian

Officer, UNWTO Tourism Market Intelligence and Competitiveness, UNWTO

Michel Julian is Programme Officer at the Tourism Market Intelligence and Competitiveness Department, United Nations World Tourism Organization (UNWTO). His work at the UNWTO Tourism Market Intelligence and Competitiveness department covers the analysis of current and future tourism trends. He contributes to the preparation of key UNWTO reports such as the UNWTO World Tourism Barometer. His field of work also includes the study of tourism products and segments, outbound markets and marketing techniques.

Mr Julian (Santo Domingo, Dominican Republic) studied economics and holds Masters degrees in International Economics and Tourism Economics from Toulouse School of Economics - Sciences Po (Toulouse, France).
Trevor Weltman
Partner, Clickable Impact Consulting Group

Trevor Weltman is Partner at Clickable Impact Consulting Group, an interdisciplinary consultancy focused on the Sustainable Development Goals. At Clickable, Trevor leads the tourism, private sector engagement, and partnerships practice groups. Trevor is the immediate past Chief of Staff of the Pacific Asia Travel Association (PATA), where he oversaw the day-to-day operations of the association across its three offices in Bangkok, Beijing, and London. Trevor has over 10 years of experience in Asia, spanning China, Vietnam, and Thailand.
Nicholas Hall
Founder & CEO, Digital Tourism Think Tank

The Digital Tourism Think Tank was developed by Nick, who is widely considered as one of the world’s leading experts on digital trends and transformation in the field of tourism. With two decades of experience, there is hardly any DMO that Nick has not advised. He has been personally behind change for so many DMOs and continues to drive the conversation around industry trends today. Nick continues to grow and develop the #DTTT, helping it to evolve beyond digital to tackle existential topics, such as sustainable leadership. He also continues to speak at leading industry conferences on the biggest trends impacting the industry, as well as working on exciting projects and initiatives, together with public sector organisations who want to change the leisure economy for good.
9. Moderators (in order of appearance)

Eunji Tae
Kiattipoom Kiatkawsin, Ph.D.
Ian Sutherland, Ph.D.
Eunji Tae
Officer, UNWTO Regional Department for Asia and the Pacific

Eunji Tae is Programme Officer at the Regional Department for Asia and the Pacific at UNWTO. She supports and coordinates the development of the UNWTO General Programme of Work in Asia and the Pacific region by preparing, analyzing, and evaluating technical projects. During her career with UNWTO since 2004, Eunji has played an active role in different positions leading the UNWTO’s global programme to foster knowledge creation, dissemination and application in the tourism sector as a Knowledge Network Coordinator and assisting various projects of the Organization’s external relations for raising greater awareness of tourism and building political and strategic networks for mainstreaming tourism in the global geopolitical agenda.

She holds two Master’s degrees in Tourism & Hospitality Management from Florida International University, USA and International Law from Universidad Autonoma de Madrid, Spain.
Kiattipoom Kiatkawsin, Ph.D
Assistant Professor, Sejong University / Research Fellow, Tourism Industry Data Analytics Lab

Dr. Kiatkawsin is a research fellow at TIDAL and an Assistant Professor in Hospitality and Tourism Management at Sejong University and specializes in tourist behaviors and tourism experience design. He has been regarded as an expert in the identification, classification, and management of tourism resources and has worked with a variety of national tourism organization officers in developing new tourism attractions and enhance tourist experience at existing sites. His work involved quantitative measurement and analysis using psychometric scales to investigate tourist behaviors.
Ian Sutherland, Ph.D.
Assistant Professor, Sejong University / Research Fellow, Tourism Industry Data Analytics Lab

Dr. Sutherland is Assistant Professor in the College of Hospitality and Tourism Management at Sejong University and a research fellow of the Tourism Industry Data Analytics Lab (TiDAL). His capabilities center around applications of big data, particularly text analytics, applied statistics, and machine learning in the tourism and hospitality sector. Dr. Sutherland lends his expertise to incorporating unstructured big data from multiple sources into gaining deep insights for improved decision-making of tourism stakeholders.
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See you on June 8th