PARTICIPANTS' GUIDELINES

THE 15TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME ON
TOURISM POLICY AND STRATEGY

Domestic Tourism
as the National and International Long-term Tourism Strategy

Tuesday 5 to Friday 8 October 2021
Male, The Maldives
(Hybrid)

World Tourism Organization
Participants’ Guidelines

Dear Participants,

We are pleased to welcome you to the 15th UNWTO Asia/Pacific Executive Training Programme to be held from 5th to 8th October 2021. It will be held in the hybrid format due to the pandemic. Nevertheless, it comprises four highly specialized and interactive sessions which have been carefully designed to support our Member States in Asia and the Pacific. 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 “Domestic Tourism as the National and International Long-term Tourism Strategy,” which aims to identify tourism policies and initiatives that promote domestic demand and expand supply for services in accord with SDGs.

The four-day programme includes the UNWTO Forum on domestic tourism, four training sessions, and a technical tour.

As participants, kindly take note and observe the following information and guidelines:

1. UNWTO Consultant

UNWTO has appointed Mr. Trevor Weltman as the consultant for the 15th UNWTO Asia/Pacific Executive Training Programme 2021. In his role, Mr. Trevor Weltman will serve as the overall content coordinator and moderator, introduce speakers and presenters, give reminders to conclude the speakers and participants' presentation, and open the floor for Q&A. He will also facilitate discussions, coordinate the final panel for a 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

This will be a highly 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 1-3 Topics (Destination Management and Operations in the era of the New Normal, Engaging the Private Sector to Foster Domestic Tourism, and Innovation and the Future of Domestic Tourism: Building Opportunity for Growth and Development). In addition, 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 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.

Once participation is confirmed, the Mr. Trevor Weltman will reach out and connect directly with participants to consult with them on the content and context of their presentations.

Please note that your presentation will be recorded and be used for a commemoration video of the 15th UNWTO Asia/Pacific Executive Training Programme.

- Active participation in Q&A sections and discussions. These interactive sessions will focus on each of the topics, finding specific and operative answers to the proposed questions and, eventually, delivering conclusions that can be useful for stimulating great domestic tourism. Therefore, it is important to keep an open and collaborative attitude during discussions and questioning to make them fruitful for all participants, regardless of their level of development and knowledge.

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 provide all participants with an equal opportunity to present within schedule. In this regard, it is highly recommended that your presentation should be less than 11 slides.

4. **Items to be Communicated to the Consultant**

Each country delegation is requested to send a brief email to the Mr. Trevor Weltman 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.

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 22 September 2021 to:

- UNWTO Consultant: Mr. Trevor Weltman: trevor.weltman@clickasia.com
- UNWTO Coordinator: Ms. Nury Kim: nkim@unwto.org

All presentations will be uploaded to the website of the 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 State 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. Please note that each participant will be requested to attend all four 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 8th September 2021. (Registration by email to nkim@unwto.org cc: yli@unwto.org) After completing your registration, you will receive an email from the consultant about creating the presentations, as well as details on accessing the Executive Training Programme in due course.

7. The Best Presentation Award

After Session 1-3 are over, the UNWTO Consultant and Speakers will select the best 5-7 presentations from all country presentations of Session 1-3. After that, participants (Each Member State shall have one vote), Consultant and Speakers will vote for the best among the 5-7 presentations 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. Destination Management and Operations in the era of the New Normal

- What have been the most significant challenges your country has faced to manage destinations based on tourism?
- Are there any specific rules or regulations, plans or any other strategic document to guide destination management and operations in your country? If so, what are their objectives, implementation mechanisms, financing structure and impact measurement?
- Specifically, how are local communities reacting to domestic 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?
- What are the best practices, success stories of destination management and operations in your country?
- What are the most successful regions for domestic tourism in your destination? What type of experiences do they offer?

TOPIC 2. Engaging the Private Sector to Foster Domestic Tourism

- Is the private sector involved in destination governance? If so, in which capacities or institutions? Is this working efficiently?
- What are the greatest challenges for engaging the private sector to foster domestic tourism in your country? In which areas?
- Does your country have national programmes to support the private sector (e.g. labels, quality seals, training programmes, etc.)?
- What are the main challenges for the private sector to develop new products and put them on the market?
- How is the governance structure of rural areas in terms of domestic tourism (existence of Destination Management Organizations, etc.)?
TOPIC 3. Innovation and the Future of Domestic Tourism: Building Opportunity for Growth and Development

- Is the tourism industry applying any technologies to foster domestic demand? If so, in which fields? Are they paid by who?
- What fields do you believe would be most suitable for the use of Innovation to develop domestic 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?
- 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.)?
- What has been learned from success stories and public policies regarding Innovation? What are still the major challenges?
- How do providers reach customers? How familiar are they with online commercialization tools and options? How are tourism authorities contributing to an easier and more efficient sales channel for domestic travel?

TOPIC 4. Restarting International Tourism beyond Domestic Tourism

- 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 international tourism?
- How is your country restarting tourism operations?

We look forward to welcoming you to the Maldives!