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

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

Male, The Maldives, 5-8 October 2021

Provisional Programme

4 October

All day Arrival and Check-in

Day 1 - 5 October

09:00 – 10:00 Registration & Networking

10:00 – 10:25 Opening Ceremony

- Welcome remarks by H.E. Dr. Abdulla Mausoom, Minister, Ministry of Tourism, the Maldives
- Congratulatory remarks by Mr. Zurab Pololikashvili, Secretary General, UNWTO (TBC)
- Congratulatory remarks by Ministry of Culture Sports and Tourism, ROK (TBC)
- Opening remarks by Mr. Harry Hwang, Regional Director for Asia and the Pacific, UNWTO

10:25 – 10:30 Group Photo of the online and on-site participants of the workshop
10:30 – 12:00  UNWTO Forum on Domestic Tourism as the National and International Long-term Tourism Strategy

- Introductory Presentation: Domestic Tourism by Mr. Trevor Weltman (UNWTO Consultant) (20’)
- Panel Discussion; moderated by Mr. Trevor Weltman
  - Ms. Sandra Carvao, Chief, Tourism Market Intelligence and Competitiveness Department, UNWTO
  - Dr. Zengxian LIANG, Associate Professor of School of Tourism Management from Sun Yat-sen University, and Technical Expert at Monitoring Centre for UNWTO Sustainable Tourism Observatories (MCSTO)
  - Mr. Jabebed Ahmed, Chief of Executive Officer (CEO), Bangladesh Tourism Board
  - Mr. Aftab Ur Rehman Rana, Managing Director, Pakistan Tourism Development Corporation (PTDC)
  - Mr. Yasuhito Takahashi, Director for Travel Promotion, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism
  - Pacific region participant
  - Maldivian experts: Dr. Shaaig, CDE (TBC), Dr. Sunny Umar
- Q&A moderated by Mr. Trevor Weltman

12:00 –14:00  Networking Lunch

14:00 –16:00  Session 1: Destination Management and Operations for increased Domestic Tourism
With a “new normal” emerging from the COVID-19 pandemic, the importance of destination management in the Domestic Tourism Context is increasingly recognized. This session will provide guidance on destination management and operations and discuss how the government can encourage and manage domestic tourism growth safely.

✔️ Keynote Speaker: Ms. Sandra Carvao, Chief, Tourism Market Intelligence and Competitiveness Department, UNWTO (online, 20’)
✔️ Guest Speaker: Ms. Iva Kutle Škrlec, Global Destination Marketing Partner, Google (online, 10’)
- Google data guidance on domestic tourism and indicators of travel demand and intent

- Country Presentation (each 10’)
- Q&A Discussion moderated by Mr. Trevor Weltman
- Wrap up by Ms. Sandra Carvao

19:00 – 21:00  Welcome dinner, hosted by the Government of Maldives
Day 2 - 6 October

10:00 – 12:00  Session 2: Engaging the Private Sector to Foster Domestic Tourism
This session will provide an overview of good practices and solutions from the business community that has been successful in driving the growth of domestic tourism across the value chain of the tourism industry. This will also discuss the various ways in how the private sector is collaborating with the national tourism administration and relevant agencies to build a foundation for recovery tourism.

✔  Keynote Speaker: Mr. Trevor Weltman (UNWTO Consultant) and Mr. Jason Lusk, Managing Partner, Clickable Impact Consulting Group (online, 20’)
   •  Guest Speaker: Dr. Zengxian LIANG, Associate Professor of School of Tourism Management from Sun Yat-sen University, and Technical Expert at Monitoring Centre for UNWTO Sustainable Tourism Observatories (MCSTO) (online, 10’)
   – Case studies from China about the public sector engaging the private sector for the tourism recovery, with key recommendations on the private sector’s role in contributing to domestic tourism development.

•  Country Presentation (each 10’)
•  Q&A and Discussion moderated by Mr. Trevor Weltman
•  Wrap up by Mr. Trevor Weltman

12:00 – 13:30  Lunch

Technological advancement and digitalization provide new solutions to traditional tourism related services. This session will examine the Innovative measures to stimulate domestic tourism demand, expand supply for services, and develop non-traditional jobs. This session will also explore the new types of jobs and employment available for local communities in destinations.

✔  Keynote Speaker: Mr. John Lohr, Director of Strategic Partnerships and Innovation, Hosco and Ms. Natalia Bayona, Director, Innovation, Education and Investments Department, UNWTO (online, 20’)
✔  Guest Speaker: Ms. Heayjin Lee, Director of Seoul Tourism Organization, UNWTO Affiliate Member (online, 10’)
   - Seoul’s case on creative initiatives that contribute to advance tourism through innovation and digitalization.

•  Country Presentation (each 10’)
•  Q&A and Discussion moderated by Mr. Trevor Weltman
•  Wrap up by Mr. John Lohr

19:00 – 21:00  Dinner
Day 3 - 7 October

10:00 – 12:00  Special Session: Restarting International Tourism beyond Domestic Tourism  
moderated by UNWTO Consultant  
- This session will provide good practices and cases from Asia and the Pacific and other regions that have been successful in reopening international tourism. (each 15’)
  - **Egypt**: Mr. Ahmad Youssif, Chairman of the Egyptian Tourist Authority (online)  
  - **Fiji**: Mr. Shaheen Ali, Permanent Secretary for the Ministry of Commerce, Trade, Tourism, and Transport (online)  
  - **Italy**: Mr. Francesco Paolo Schiavo, Directorate for development and Promotion of Tourism, Ministry of Tourism (online)  
  - **Maldives**: Dr. Abdulla Mausoom, Minister, Ministry of Tourism (on-site)  
  - **Thailand**  
  - **Republic of Korea**: Ms. Kyoungwha Kim, Director of the International Tourism Division, Ministry of Culture, Sports and Tourism (online)  
  - **Q&A and Discussion**

12:00 – 12:30  Closing Ceremony  
- Final Conclusion and Recommendation by Mr. Trevor Weltman  
- Voting “the Best Country Presentation Award”  
- Closing remarks by Official from the Ministry of Tourism of the Maldives (TBC)  
- Closing remarks by Mr. Harry Hwang, Regional Director for Asia and the Pacific, UNWTO  
- Certificate Award Ceremony

12:30 – 14:00  Lunch

19:00 – 21:00  Farewell Dinner hosted by Government of the Maldives

Day 4 – 8 October

09:00 – 15:00  Technical Tour organized by Government of the Maldives (TBC)

15:00 –  Departure